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SPECIAL FEDERAL RESERVE BANK OF CHICAGO

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WEEKLY REPORT ON DEPARTMENT STORE SALES--UNITED STATES SUMMARY

DATA FILE REFERENCE LIBRARY FEDERAL RESERVE BANK OF CHICAGO

NOT FOR PUBLICATION

January 24, 1955

Sales in selected departments

Department	Percentage change from a year ago					Monthly unadjusted indexes (1947-49 average monthly sales =100)								
	One week ending				4 weeks ending	1954				1953				
	Jan. 15	Jan. 8	Jan. 1	Dec. 25*		Jan. 15	Dec.	Nov.	Oct.	Sept.	Jan.	Dec.	Nov.	Oct.
GRAND TOTAL SALES <u>1/</u> <u>2/</u>	+16	+ 7	- 3	+16	+10	p191	128	109	101	80	186	123	112	100
Furniture and bedding	+30	r+ 9	- 2	+18	+13	p105	128	128	115	110	103	121	132	112
Domestic floor coverings	+22	+ 4	- 5	+ 8	+ 8	p 84	112	110	91	75	81	109	122	93
Major appliances	+39	r+23	+31	+13	+26	p 63	67	82	72	59	57	65	75	70
Radios, phonograph, TV	+17	r 0	- 2	+33	+15	p230	148	137	123	101	225	157	141	119
Total of 4 departments <u>1/</u>	+27	r+ 8	+ 1	+21	+14	p108	113	114	101	89	103	110	118	99
ALL OTHER SALES <u>1/</u>	+15	+ 7	- 3	+16	+10	p202	129	108	101	79	196	125	111	100

p--Preliminary.

r--Revised.

1/ Monthly indexes for this category are not released publicly; they are shown here solely to permit comparisons with departmental changes.

2/ Figures are based on the abbreviated sample described in note below and are presented here solely to permit comparisons with departmental changes. For weekly movements of total department store sales, refer to the regular weekly sales report H.8a (based on about 550 stores).

Note:--Total national sample is comprised of some 115 stores (varies slightly among departments) of the approximately 350 stores regularly reporting monthly departmental figures.

*--The large increases shown for this week reflect in part the fact that this year Christmas fell on Saturday and the week therefore included five days of heavy pre-Christmas shopping as compared with four days last year when Christmas fell on Friday.

Sales in Selected Departments
(Percentage change from corresponding period a year ago)

	Furniture and bedding					Domestic floor coverings					Major household appliances				
	One week ending				4 weeks ending	One week ending				4 weeks ending	One week ending				4 weeks ending
	Jan. 15	Jan. 8	Jan. 1	Dec. 25*		Jan. 15	Jan. 8	Jan. 1	Dec. 25*		Jan. 15	Jan. 15	Jan. 8	Jan. 1	
United States	+30	r+ 9	- 2	+18	+13	+22	+ 4	- 5	+ 8	+ 8	+39	r+23	+31	+13	+26
Boston	+13	+ 1	+28	+ 8	+10	+23	- 8	-31	- 6	- 4	+32	+ 7	+32	-17	+14
New York	+25	+ 6	- 1	+17	+11	+21	+ 8	-11	+ 6	+ 9	+52	+64	+13	+ 7	+40
Philadelphia	+30	r-14	- 5	+48	+ 9	+12	r-17	-25	+43	- 3	+171	r+75	+63	0	+81
Cleveland	+16	- 5	-28	+30	0	+ 9	- 6	-30	-26	-11	+38	+24	+ 4	+10	+22
Richmond	+37	+58	- 6	+ 7	+30	+38	+25	+43	+17	+31	+18	+24	- 2	+43	+21
Atlanta	+ 7	r+48	+47	-22	+21	+19	r+ 6	+53	-29	+10	-36	r-48	+76	- 7	-24
Chicago	+58	+18	- 1	+25	+27	+38	+29	-17	+26	+22	+49	+23	- 2	+32	+28
St. Louis	+ 2	-11	+10	+39	+ 2	+26	- 6	+90	+11	+28	+80	+34	+289	+38	+102
Minneapolis	+24	+19	+ 6	+14	+17	-24	+14	+10	+88	+ 6	+13	- 9	+11	+35	+ 9
Kansas City	+16	r- 6	-15	+19	+ 3	+15	r-13	-22	+30	0	+34	+34	-38	+39	+14
Dallas	+94	-13	-19	-19	0	+44	-33	-29	+47	- 3	+64	+38	+69	- 9	+35
San Francisco	+30	+13	- 9	- 2	+10	+19	r- 3	-20	- 7	+ 1	+24	r+55	+ 3	-15	+22
	Radios, phonographs, television, etc.					Total of 4 departments					Grand Total--entire store ²⁷				
	One week ending				4 weeks ending	One week ending				4 weeks ending	One week ending				4 weeks ending
	Jan. 15	Jan. 8	Jan. 1	Dec. 25*		Jan. 15	Jan. 15	Jan. 8	Jan. 1		Dec. 25*	Jan. 15	Jan. 15	Jan. 8	
United States	+17	r 0	- 2	+33	+15	+27	r+ 8	+ 1	+21	+14	+16	+ 7	- 3	+16	+10
Boston	-21	-24	+43	+25	- 5	+10	+ 5	+17	+ 7	+ 5	+24	+ 6	- 5	+13	+10
New York	+62	- 7	+ 1	+41	+27	+29	+ 8	- 1	+22	+14	+16	r+ 6	- 5	+17	+11
Philadelphia	+71	r+ 2	-13	+41	+26	+37	r- 7	- 6	+40	+14	+19	- 2	-14	+19	+ 7
Cleveland	- 8	- 8	-39	+36	+ 5	+14	- 3	-27	+21	+ 1	+ 7	+ 3	-15	+14	+ 4
Richmond	- 3	- 4	-26	+31	+ 5	+28	+37	- 3	+23	+23	+26	+13	- 3	+17	+14
Atlanta	-21	+ 2	+38	+25	+12	- 9	r 0	+52	- 4	+ 6	+ 8	r+ 6	+38	+16	+16
Chicago	+31	+ 6	- 8	+28	+18	+48	+19	- 5	+28	+25	+24	+10	-11	+18	+12
St. Louis	+18	-13	+45	+35	+18	+22	- 5	+60	+33	+24	+11	+ 7	+ 7	+17	+11
Minneapolis	+ 4	+19	-19	+20	+ 7	+ 6	+11	+ 1	+27	+11	+10	+ 5	+ 3	+16	+10
Kansas City	+45	r+56	-27	+102	+50	+24	r+15	-25	+65	+17	+12	+11	- 7	+17	+ 9
Dallas	+67	+37	+32	+37	+41	+69	+ 5	+ 6	+12	+19	+21	+12	+11	+16	+15
San Francisco	+22	+21	- 6	+ 5	+10	+25	+18	- 9	0	+10	+12	+ 9	+ 5	+10	+ 9

For footnotes, see page 1.