

CONFIDENTIAL - F. R.

SPECIAL WEEKLY REPORT ON DEPARTMENT STORE SALES--UNITED STATES SUMMARY

NOT FOR PUBLICATION

Sales in selected departments

November 15, 1955

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Department	Percentage change from a year ago					Monthly unadjusted indexes (1947-49 average monthly sales = 100)								
	One week ending				4 weeks ending	1955				1954				
	Nov. 5	Oct. 29	Oct. 22	Oct. 15		Oct.	Sept.	Aug.	July	Nov.	Oct.	Sept.	Aug.	July
GRAND TOTAL SALES <u>1/</u> <u>2/</u>	- 2	r+10	+ 5	+ 2	+3	e114	106	93	79	128	109	101	87	76
Furniture and bedding	+ 4	+ 7	+ 9	+ 4	+ 5	e138	127	142	115	128	128	115	131	110
Domestic floor coverings	+ 3	+ 5	+ 8	+ 5	+ 5	e117	101	81	63	112	110	91	77	61
Major appliances	+27	+24	+16	+17	+19	e 93	87	105	126	67	82	72	73	92
Radio, phonograph, TV	+ 5	+ 1	+14	0	+ 4	e140	130	99	78	148	137	123	89	73
Total of 4 departments <u>1/</u>	+ 7	+ 7	+10	+ 5	+ 7	e124	112	115	101	113	114	101	100	90
ALL OTHER SALES <u>1/</u>	- 3	+11	+ 4	+ 2	+ 3	e114	106	90	76	129	108	101	85	74

r--Revised.

e--Estimated from weekly sales figures.

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.

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			
	Nov. 5	Oct. 29	Oct. 22	Oct. 15	Nov. 5	Nov. 5	Oct. 29	Oct. 22	Oct. 15	Nov. 5	Nov. 5	Oct. 29	Oct. 22	Oct. 15	Nov. 5
United States	+4	+7	+9	+4	+5	+3	+5	+8	+5	+5	+27	+24	+16	+17	+19
Boston	-1	-9	0	-13	-6	-13	+6	0	+3	-1	+8	+6	+6	-4	+4
New York	-8	+14	+7	+3	+4	-1	+6	+5	+7	+4	+8	+30	+28	+22	+22
Philadelphia	+2	-16	+1	-5	-5	+3	-19	+8	-26	-9	-24	-12	-12	0	-12
Cleveland	+23	+15	+3	+7	+11	+31	+17	+16	+21	+21	+65	+90	+20	+43	+53
Richmond	+12	+1	+7	0	+5	+8	+7	+1	+12	+7	+47	+13	+41	+34	+32
Atlanta	+9	+14	0	+45	+15	-2	+11	+7	-42	-6	-5	+10	-39	+29	-8
Chicago	+11	+4	+37	-2	+11	+14	+4	+23	+13	+13	+41	+16	+55	+9	+28
St. Louis	+6	+12	+11	-8	+5	-10	+20	+41	+1	+11	+8	-6	+3	-34	-9
Minneapolis	-7	+25	-6	-16	-3	-10	+2	-11	-6	-6	+16	+42	-2	-14	+7
Kansas City	+25	+12	+2	+19	+15	-13	+17	-7	-7	-4	+25	-31	+22	+13	+6
Dallas	+1	-8	-37	+33	-8	-7	-20	+13	+60	+8	+53	+12	-16	+47	+16
San Francisco	-4	+5	+4	+10	+4	-17	+4	-12	+22	-2	+6	-4	+1	+7	+3
	Radios, phonographs, television, etc.				Total of 4 departments				Grand Total--entire store 2/						
	One week ending			4 weeks ending	One week ending			4 weeks ending	One week ending			4 weeks ending			
	Nov. 5	Oct. 29	Oct. 22	Oct. 15	Nov. 5	Nov. 5	Oct. 29	Oct. 22	Oct. 15	Nov. 5	Nov. 5	Oct. 29	Oct. 22	Oct. 15	Nov. 5
United States	+5	+1	+14	0	+4	+7	+7	+10	+5	+7	-2	+10	+5	+2	+3
Boston	-7	-13	-10	-28	-15	-3	-3	0	-11	-4	-6	+5	+2	+1	0
New York	-1	+19	+16	+10	+11	-5	+14	+8	+5	+6	-7	+6	+5	+1	+1
Philadelphia	+10	+14	+31	-20	+6	+1	-13	+4	-12	-6	-15	-2	-5	-12	-8
Cleveland	+43	+21	+65	+17	+35	+34	+26	+18	+16	+23	+4	+57	+11	+3	+15
Richmond	-6	+11	+26	+16	+12	+12	+6	+13	+10	+10	+3	+3	+1	+6	+3
Atlanta	-12	-25	-28	+19	-14	0	+5	-16	+16	0	+1	+2	+1	+8	+3
Chicago	+7	-4	+12	-1	+3	+16	+5	+33	+3	+13	+4	+8	+11	+4	+7
St. Louis	0	-7	+11	-12	-2	+2	+7	+14	-13	+2	-3	-3	+9	-7	-1
Minneapolis	-33	-29	0	-26	-23	-7	+11	-5	-15	-5	+1	+5	+1	-8	0
Kansas City	+16	-25	+21	-4	0	+16	-11	+11	+7	+5	+3	+4	+4	+7	+4
Dallas	0	-13	-23	-8	-12	+12	-5	-21	+32	+1	-2	0	-9	+13	0
San Francisco	-17	+2	-16	-11	-11	-9	+3	-6	+5	-2	-9	-4	+2	+5	-1

For footnotes, see page 1.