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

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NOT FOR PUBLICATION

Sales in selected departments

September 20, 1954

SEP 21 1954

Department	Percentage change from a year ago					Monthly unadjusted indexes (1947-49 average monthly sales = 100)									
	One week ending				4 weeks ending	1954					1953				
	Sept. 11	Sept. 4	Aug. 28	Aug. 21		Sept. 11	Aug.	July	June	May	Sept.	Aug.	July	June	May
GRAND TOTAL SALES <u>1/</u> <u>2/</u>	- 5	+17	+ 1	0	+ 3	e 86	76	96	93	100	87	77	97	99	
Furniture and bedding	+ 1	+17	- 2	+ 3	+ 4	e130	110	104	108	112	136	112	111	116	
Domestic floor coverings	0	+17	- 4	+ 1	+ 2	e 78	61	62	80	93	83	61	67	85	
Major appliances	+21	+13	+13	+12	+14	e 73	92	88	65	70	74	83	88	72	
Radio, phonograph, TV	+ 6	+14	+ 9	+ 6	+ 8	e 94	73	73	73	119	93	73	75	74	
Total of 4 departments <u>1/</u>	+ 4	+15	0	+ 4	+ 5	e100	90	87	87	99	104	89	91	93	
ALL OTHER SALES <u>1/</u>	- 6	+18	+ 1	- 1	+ 3	e 84	74	97	94	100	84	76	98	99	

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
	Sept. 11	Sept. 4	Aug. 28	Aug. 21	Sept. 11	Sept. 11	Sept. 4	Aug. 28	Aug. 21	Sept. 11	Sept. 11	Sept. 4	Aug. 28	Aug. 21	Sept. 11
United States	+ 1	+17	- 2	+ 3	+ 4	0	+17	- 4	+ 1	+ 2	+21	+13	+13	+12	+14
Boston	-18	+ 1	- 4	- 8	- 7	-34	0	- 7	- 3	-13	-38	-32	+18	- 3	-14
New York	- 1	+35	+ 5	+16	+13	-18	r+23	-11	-13	- 7	+29	-17	+ 1	+55	+13
Philadelphia	-10	- 1	-35	- 5	-15	-27	- 3	-44	- 1	-22	- 8	-46	-34	-22	-31
Cleveland	-12	+15	-16	+ 6	- 2	+20	+57	+ 3	+ 5	+17	+21	+38	+16	+18	+23
Richmond	- 2	+22	+ 2	+ 5	+ 7	-10	+44	+29	- 6	+14	-11	-20	+ 1	-10	-10
Atlanta	+15	r+ 7	+ 9	+22	+13	- 6	-21	-12	+ 2	- 9	+75	+13	+10	+32	+32
Chicago	+26	+18	+25	- 7	+15	+30	+19	+ 9	+ 4	+14	+24	+17	+36	+10	+22
St. Louis	-14	+24	- 7	- 2	- 1	+81	- 9	+19	+16	+23	+21	+69	+12	+37	+33
Minneapolis	-29	+56	+ 8	- 6	+ 7	+13	+36	-32	- 3	+ 1	+44	+36	-21	-24	+ 3
Kansas City	0	-12	+10	- 5	- 3	-14	-44	-15	+13	-17	+50	+76	+71	+10	+51
Dallas	-12	+19	+12	- 7	+ 3	0	- 4	0	+22	+ 7	+33	+ 2	+11	+12	+12
San Francisco	+11	-12	-12	0	- 4	- 3	- 4	- 3	+13	0	+ 8	+11	+ 2	+ 9	+ 7
	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
	Sept. 11	Sept. 4	Aug. 28	Aug. 21	Sept. 11	Sept. 11	Sept. 4	Aug. 28	Aug. 21	Sept. 11	Sept. 11	Sept. 4	Aug. 28	Aug. 21	Sept. 11
United States	+ 6	+14	+ 9	+ 6	+ 8	+ 4	+15	0	+ 4	+ 5	- 5	+17	+ 1	0	+ 3
Boston	+15	+ 7	+ 2	+13	+ 9	-21	- 7	+ 1	- 4	- 7	-20	+ 2	+ 6	0	- 4
New York	-26	r- 1	0	-14	-11	- 6	+26	+ 2	+ 9	+ 7	-11	r+34	+ 8	+ 4	+ 8
Philadelphia	-14	+12	-29	+10	- 9	-14	- 7	-36	- 5	-18	-13	+20	-17	- 9	- 6
Cleveland	0	+19	+19	+16	+13	0	+25	- 7	+ 8	+ 5	-14	+25	- 4	- 6	0
Richmond	- 5	+31	+33	+20	+19	- 5	+20	+10	+ 3	+ 7	-13	+22	+11	+ 1	+ 5
Atlanta	+ 8	r+ 5	+21	+24	+14	+19	r+ 3	+ 7	+21	+13	- 5	r+ 8	+ 4	+ 5	+ 3
Chicago	+32	+14	+31	+10	+22	+27	+17	+25	0	+17	+ 7	+19	+ 4	+ 1	+ 8
St. Louis	+29	+57	+ 2	-17	+11	+16	+30	+ 2	+ 5	+11	+ 1	+15	0	- 1	+ 3
Minneapolis	-10	+15	-28	- 5	- 6	- 3	+40	-14	-11	+ 3	+ 5	+28	- 5	+ 3	+ 8
Kansas City	+45	+31	-14	+30	+21	+20	+ 6	+11	+ 8	+11	+ 6	- 1	+ 1	- 3	+ 1
Dallas	+ 2	+11	+15	-28	- 2	+ 4	+ 9	+11	- 1	+ 5	- 4	- 1	- 1	+ 1	- 1
San Francisco	- 8	-10	-16	-10	-11	+ 3	- 7	- 9	+ 1	- 4	+ 5	- 1	- 1	+ 3	+ 1

For footnotes, see page 1.