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SPECIAL
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OF CHICAGO

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

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Sales in selected departments

December 13, 1954

DEC 11 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				
	Dec. 4	Nov. 27	Nov. 20	Nov. 13		Nov.	Oct.	Sept.	Aug.	Dec.	Nov.	Oct.	Sept.	Aug.
GRAND TOTAL SALES <u>1/</u> <u>2/</u>	0	0	+ 1	- 4	- 1	e128	p108	101	87	186	123	112	100	87
Furniture and bedding	+ 4	+ 5	+ 9	- 1	+ 4	e127	p127	115	131	103	121	132	112	136
Domestic floor coverings	- 1	+ 4	+ 1	+ 1	+ 1	e110	p109	91	77	81	109	122	93	83
Major appliances	+ 2	+ 3	- 2	+ 7	+ 1	e 66	p 81	72	73	57	65	75	70	74
Radio, phonograph, TV	- 2	-10	-11	- 4	- 7	e148	p138	123	89	225	157	141	119	93
Total of 4 departments <u>1/</u>	+ 1	+ 1	+ 1	0	0	e113	p114	101	100	103	110	118	99	104
ALL OTHER SALES <u>1/</u>	- 1	0	+ 2	- 4	- 1	e130	p107	101	85	196	125	111	100	84

p--Preliminary. 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
	Dec. 4	Nov. 27	Nov. 20	Nov. 13	Dec. 4	Dec. 4	Nov. 27	Nov. 20	Nov. 13	Dec. 4	Dec. 4	Nov. 27	Nov. 20	Nov. 13	Dec. 4
United States	+ 4	+ 5	+ 9	- 1	+ 4	- 1	+ 4	+ 1	+ 1	+ 1	+ 2	+ 3	- 2	+ 7	+ 1
Boston	+16	- 4	+11	- 3	+ 6	-11	+23	+14	+ 4	+ 6	-46	+30	-19	-28	-18
New York	+14	+24	+37	+ 8	+21	+ 6	+ 7	+10	- 9	+ 3	+42	-13	0	- 9	+ 4
Philadelphia	+ 5	- 3	-16	- 7	- 6	- 1	+33	-28	- 2	- 4	+13	+13	-11	+11	+ 4
Cleveland	- 6	- 9	+10	-14	- 5	- 9	-34	- 4	+ 5	-10	-19	-10	- 5	+ 3	- 8
Richmond	- 7	- 3	+ 4	+ 3	- 1	+16	+ 7	0	+11	+ 8	+10	+17	- 1	+13	+ 9
Atlanta	+29	+19	- 9	- 1	+ 9	-12	+21	- 2	+21	+ 8	+19	+19	-38	+17	- 1
Chicago	-14	- 4	- 9	- 5	- 8	- 7	+ 7	- 6	- 5	- 3	+ 5	- 1	+ 6	- 7	+ 1
St. Louis	+12	+ 9	+ 7	+ 1	+ 7	- 8	0	+ 8	+ 7	+ 2	+45	+11	+26	+21	+26
Minneapolis	- 4	+ 8	+23	+12	+ 9	+19	+21	+ 4	+19	+16	-34	- 7	+20	+62	+ 7
Kansas City	-13	+24	0	- 7	- 1	-22	+27	+62	-21	+ 3	- 2	- 6	+ 3	+43	+ 7
Dallas	- 6	-13	+ 5	0	- 3	- 3	- 5	-22	-16	-12	+ 8	+32	+56	+50	+34
San Francisco	+13	- 3	- 4	+ 7	+ 3	+ 5	-10	+ 5	+20	+ 6	-16	-14	-21	0	-12
	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
	Dec. 4	Nov. 27	Nov. 20	Nov. 13	Dec. 4	Dec. 4	Nov. 27	Nov. 20	Nov. 13	Dec. 4	Dec. 4	Nov. 27	Nov. 20	Nov. 13	Dec. 4
United States	- 2	-10	-11	- 4	- 7	+ 1	+ 1	+ 1	0	0	0	0	+ 1	- 4	- 1
Boston	-20	-41	-17	-31	-27	- 9	- 5	- 1	-14	- 7	- 1	+ 7	+ 3	- 4	+ 1
New York	0	-18	+15	+ 3	0	+11	+12	+26	+ 2	+13	+ 5	r+ 9	+14	+ 1	+ 7
Philadelphia	+ 9	+ 7	-17	+20	+ 4	+ 5	+ 7	-19	- 1	- 4	- 7	- 3	- 7	- 8	- 7
Cleveland	-18	-11	-17	- 8	-14	-11	-16	0	- 6	- 8	- 8	- 7	- 7	-11	- 8
Richmond	+ 6	- 1	-20	-20	- 8	+ 3	+ 2	- 2	+ 2	+ 1	0	+ 1	+ 1	- 4	- 1
Atlanta	+ 5	+ 7	- 1	+26	+ 8	+14	+17	-13	+12	+ 7	+14	r+ 5	+ 6	+ 6	+ 8
Chicago	- 8	-12	-20	-11	-12	- 8	- 4	- 8	- 6	- 7	- 2	- 4	- 1	- 6	- 3
St. Louis	+11	- 1	+ 3	- 6	+ 3	+12	+ 6	+10	+ 5	+ 8	+ 2	+ 2	+ 4	- 3	+ 1
Minneapolis	-13	-22	-59	- 5	-29	- 9	- 1	-15	+17	- 2	+ 5	- 5	+ 3	+ 5	+ 2
Kansas City	+15	+11	+ 2	+11	+10	- 5	+14	+ 9	+ 2	+ 4	+ 2	+ 1	+ 7	- 4	+ 1
Dallas	+ 9	- 2	- 2	+16	+ 5	+ 2	0	+ 5	+10	+ 4	- 1	+ 2	+ 6	- 6	0
San Francisco	+ 1	-19	-13	-16	-11	+ 3	-11	- 7	+ 1	- 3	- 2	- 3	- 2	+ 2	- 1

For footnotes, see page 1.