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

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AUG 2 1955

NOT FOR PUBLICATION

August 1, 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	1955				1954				
	July 23	July 16	July 9	July 2	July 23	June	May	Apr.	Mar.	July	June	May	Apr.	Mar.
GRAND TOTAL SALES <u>1/</u> <u>2/</u>	+ 8	r+ 9	+10	+ 2	+ 7	p 96	99	101	98	76	96	93	100	90
Furniture and bedding	+ 3	+10	+ 4	+13	+ 7	p116	121	106	115	110	104	108	94	105
Domestic floor coverings	+ 2	+12	- 1	+30	+10	p 72	85	77	86	61	62	80	70	76
Major appliances	+45	+31	+101	+ 7	+41	p 96	87	82	91	92	88	65	62	66
Radio, phonograph, TV	+ 6	+31	+ 8	+ 7	+10	p 86	78	81	103	73	73	73	76	107
Total of 4 departments <u>1/</u>	+ 9	+16	+22	+13	+14	p 97	99	91	102	90	87	87	79	90
ALL OTHER SALES <u>1/</u>	+ 8	r+ 8	+ 7	+ 1	+ 6	p 96	99	102	98	74	97	94	103	90

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.

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
	July 23	July 16	July 9	July 2	July 23	July 23	July 16	July 9	July 2	July 23	July 23	July 16	July 9	July 2	July 23
United States	+ 3	+10	+ 4	+13	+ 7	+ 2	+12	- 1	+30	+10	+45	+31	+101	+ 7	+41
Boston	-16	+ 7	- 2	-11	- 6	-33	0	-27	+36	-10	+26	+21	+64	+ 7	+26
New York	- 3	+11	- 7	+11	+ 3	+11	- 7	-35	+13	- 3	+75	+59	+128	+ 8	+64
Philadelphia	- 4	+ 8	-11	- 5	- 2	- 8	- 5	-15	+ 6	- 6	+50	+36	+118	0	+49
Cleveland	+ 8	+ 5	+ 8	+38	+12	- 7	+77	+15	+63	+38	+128	+45	+114	+21	+71
Richmond	+ 6	+12	- 9	+10	+ 5	+ 1	+17	-16	+19	+ 4	+181	+115	+188	+42	+128
Atlanta	+16	+57	+ 3	+39	+25	+ 6	0	- 6	+73	+16	+45	- 8	+134	-20	+26
Chicago	- 6	+16	- 2	+11	+ 4	+ 1	+ 8	- 5	+16	+ 5	+39	+67	+128	+21	+60
St. Louis	+ 1	+ 5	+58	+31	+22	+ 9	-31	+105	+95	+35	-31	- 9	+143	-20	+ 6
Minneapolis	- 4	+ 2	+ 5	-38	- 8	+38	+32	-30	+29	+17	+ 7	+18	+33	-18	+11
Kansas City	+ 8	+16	+17	+13	+13	- 5	+ 7	0	+31	+ 8	-40	+11	+41	-43	-10
Dallas	+79	- 9	+33	+ 2	+22	+57	-26	+63	+25	+13	+11	+ 3	+33	+41	+19
San Francisco	+14	- 5	+17	+12	+ 8	0	+ 5	+10	+ 1	+ 4	+14	+ 4	+22	+ 3	+10
	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
	July 23	July 16	July 9	July 2	July 23	July 23	July 16	July 9	July 2	July 23	July 23	July 16	July 9	July 2	July 23
United States	+ 6	+31	+ 8	+ 7	+10	+ 9	+16	+22	+13	+14	+ 8	+ 9	+10	+ 2	+ 7
Boston	- 3	+23	+ 3	-35	- 4	- 7	+12	+11	- 4	+ 2	- 1	+ 7	+ 5	-11	- 1
New York	+32	+22	-10	- 7	+11	+ 5	+14	0	+10	+ 8	+ 5	+ 9	+ 8	+ 5	+ 7
Philadelphia	-28	+20	-22	-14	-13	- 1	+10	+ 3	- 4	+ 2	+ 5	+ 6	0	- 5	+ 2
Cleveland	- 4	+32	+14	+52	+24	+15	+28	+24	+42	+26	+14	+16	+17	+ 5	+13
Richmond	+ 9	+29	+ 3	+25	+16	+34	+30	+22	+20	+27	+19	+18	+11	+ 3	+12
Atlanta	+11	+293	-10	+16	+41	+20	+39	+38	+16	+26	+14	+16	+12	+10	+13
Chicago	+12	+ 8	-11	- 4	+ 2	+ 7	+26	+25	+12	+17	+ 8	+13	+ 9	+ 4	+ 8
St. Louis	- 4	- 2	+84	+15	+23	-10	- 6	+89	+16	+18	+ 8	+ 7	+17	+ 7	+10
Minneapolis	-22	+21	0	0	- 2	+ 3	+14	+ 8	-19	+ 2	0	+ 9	+ 8	-14	0
Kansas City	-29	-22	+90	-19	- 8	-22	+ 7	+33	-20	- 2	+ 1	+ 8	+12	- 1	+ 5
Dallas	+22	-23	- 5	+12	0	+41	- 8	+29	+25	+17	+20	+ 5	+25	+11	+14
San Francisco	+11	-14	+16	+ 3	+ 2	+11	- 4	+16	+ 7	+ 6	+ 4	- 3	+ 1	- 1	0

For footnotes, see page 1.