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OF CHICAGO

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

NOT FOR PUBLICATION

Sales in selected departments

October 3, 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				
	Sept. 24	Sept. 17	Sept. 10	Sept. 3	Sept. 24	Aug.	July	June	May		Sept.	Aug.	July	June	May
GRAND TOTAL SALES <u>1/</u> <u>2/</u>	- 1	+ 1	+ 9	+ 7	+ 3	p 93	79	97	99		101	87	76	96	93
Furniture and bedding	+10	+ 7	+17	+17	+12	p140	115	116	121		115	131	110	104	108
Domestic floor coverings	+ 2	+ 9	+24	+13	+ 9	p 81	63	73	85		91	77	61	62	80
Major appliances	+15	+29	+26	+23	+21	p107	126	93	87		72	73	92	88	65
Radio, phonograph, TV	+ 3	+16	+ 1	+ 1	+ 5	p 99	78	88	78		123	89	73	73	73
Total of 4 departments <u>1/</u>	+ 7	+11	+16	+15	+11	p114	101	98	99		101	100	90	87	87
ALL OTHER SALES <u>1/</u>	- 2	0	+ 8	+ 5	+ 2	p 90	76	97	99		101	85	74	97	94

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)

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	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. 24	Sept. 17	Sept. 10	Sept. 3	Sept. 24	Sept. 24	Sept. 17	Sept. 10	Sept. 3	Sept. 24	Sept. 24	Sept. 17	Sept. 10	Sept. 3	Sept. 24
United States	+10	+ 7	+17	+17	+12	+ 2	+ 9	+24	+13	+ 9	+15	+29	+26	+23	+21
Boston	-17	-22	+39	+15	+ 1	+ 6	+34	+56	+49	+33	0	+ 8	+46	+48	+21
New York	+ 2	- 7	+24	+17	+ 8	- 5	+ 5	+50	+ 7	+11	+28	+22	+27	+ 5	+21
Philadelphia	+ 9	+13	+17	+ 4	+10	-11	-10	+ 3	+ 9	- 5	- 5	- 7	-17	+ 4	- 6
Cleveland	+17	+30	+25	+48	+32	- 1	+40	+34	- 1	+15	+15	+33	+51	+16	+27
Richmond	+ 2	+ 6	+26	+13	+11	+14	- 6	+39	+16	+14	+45	+61	+63	+59	+56
Atlanta	+29	+94	+19	+34	+42	+42	+92	0	+74	+41	-13	+96	-38	+15	+ 4
Chicago	+ 9	- 1	- 1	+14	+ 5	+ 2	- 2	0	+12	+ 3	+28	+14	+22	+23	+22
St. Louis	+15	-10	+ 5	+12	+ 5	-12	+ 2	-17	+13	- 5	-13	- 1	+17	+ 7	+ 2
Minneapolis	+26	+ 8	+18	-10	+ 6	+33	-24	+19	-24	- 3	+16	+ 5	- 3	- 8	+ 2
Kansas City	+16	+36	+45	+25	+29	+ 8	-10	+59	+11	+12	-10	+13	+12	+30	+11
Dallas	+34	-21	+49	- 7	+ 8	-35	0	+25	+40	- 1	+ 6	+44	+29	+43	+38
San Francisco	+30	- 7	- 4	0	+ 4	- 2	-20	- 3	-12	-10	+21	+32	+63	+35	+36
	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. 24	Sept. 17	Sept. 10	Sept. 3	Sept. 24	Sept. 24	Sept. 17	Sept. 10	Sept. 3	Sept. 24	Sept. 24	Sept. 17	Sept. 10	Sept. 3	Sept. 24
United States	+ 3	+16	+ 1	+ 1	+ 5	+ 7	+11	+16	+15	+11	- 1	+ 1	+ 9	+ 7	+ 3
Boston	-28	-13	- 3	+ 2	-12	-12	- 6	+34	+24	+ 7	-10	-10	+11	+31	+ 2
New York	+ 6	+45	+41	+ 8	+24	+ 2	+ 3	+31	+14	+11	- 4	r- 6	+16	+ 6	+ 1
Philadelphia	-23	-11	-28	- 2	-15	0	+ 1	+ 6	+ 4	+ 2	-12	- 3	+ 9	- 2	- 3
Cleveland	+29	+50	0	+22	+25	+14	+36	+25	+31	+27	- 4	+ 7	+21	+ 8	+ 7
Richmond	+20	+ 6	+19	- 5	+10	+15	+10	+32	+16	+17	+ 7	+ 6	+19	+ 9	+10
Atlanta	-21	+ 7	-10	-21	-11	+ 7	+73	- 6	+23	+21	- 1	r+17	+ 3	+ 3	+ 6
Chicago	+12	+ 3	- 6	+11	+ 4	+12	+ 2	+ 3	+15	+ 8	0	+ 1	+ 3	+ 7	+ 3
St. Louis	-17	+35	+ 5	-17	- 2	- 4	+ 1	+ 2	+ 6	+ 1	-11	- 4	- 3	- 2	- 5
Minneapolis	+20	+17	0	-32	- 1	+24	0	+ 9	-15	+ 2	+15	- 3	+ 5	0	+ 3
Kansas City	-38	- 5	-23	-26	-23	- 8	+10	+19	+13	+ 8	- 1	+ 4	+ 5	+11	+ 5
Dallas	+19	+11	+24	+19	+18	+18	+ 5	+34	+20	+18	+ 8	+ 8	+13	+12	+10
San Francisco	+ 6	+ 3	-12	-13	- 3	+ 6	- 2	+ 4	- 1	+ 4	+11	r+ 1	- 3	- 1	+ 2

For footnotes, see page 1.