

LIBRARY

Sales in selected departments

April 25, 1955

Department	Percentage change from a year ago					Monthly and adjusted indexes (1947-49 average monthly sales = 100)								
	One week ending				4 weeks ending	1955			1954			1953		
	Apr. 16	Apr. 9	Apr. 2	Mar. 26	Apr. 16	Mar.	Feb.	Jan.	Dec.	Apr.	Mar.	Feb.	Jan.	Dec.
GRAND TOTAL SALES <u>1/</u> <u>2/</u>	-15	+ 5	+ 8	+ 1	- 1	p 98	76	85	191	100	90	75	80	186
Furniture and bedding	+42	-23	+ 2	+ 1	+ 3	p118	114	131	109	94	105	109	110	103
Domestic floor coverings	+48	r-15	+24	+ 1	+ 9	p 86	81	89	85	70	76	72	75	81
Major appliances	+77	r+17	+31	+45	+39	p 92	69	75	65	62	66	54	59	57
Radio, phonograph, TV	+14	-19	- 8	- 9	- 7	p103	93	107	234	76	107	90	101	225
Total of 4 departments <u>1/</u>	+43	-16	+ 8	+ 5	+ 7	p102	94	105	109	79	90	86	89	103
ALL OTHER SALES <u>1/</u>	-20	r+ 8	+ 9	0	- 2	p 98	73	82	202	103	90	74	79	196

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.

During March and April changes from a year ago reflect in part the fact that last year Easter was on April 18 while this year it was on April 10. For this reason it is estimated that in comparison with last year an allowance should be made for an increase in sales of about 4 per cent for the month of March as a whole and a corresponding decrease for the month of April as a whole. These allowances apply to the figures for the United States.

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
	Apr. 16	Apr. 9	Apr. 2	Mar. 26		Apr. 16	Apr. 9	Apr. 2	Mar. 26		Apr. 16	Apr. 9	Apr. 2	Mar. 26	
United States	+42	-23	+ 2	+ 1	+ 3	+48	r-15	+24	+ 1	+ 9	+77	r+17	+31	+45	+39
Boston	+25	-23	- 8	-17	- 8	+20	+10	+ 5	- 8	+ 5	+18	+12	+108	0	+29
New York	+40	-33	-10	- 2	- 6	+24	-36	+72	- 1	+14	+45	-11	+ 1	-10	+ 3
Philadelphia	+31	-29	+ 1	+ 6	+ 1	+65	-34	-12	+ 8	- 3	+15	+ 7	-10	+48	+13
Cleveland	+40	-19	+24	- 2	+ 8	+73	+24	+18	-18	+16	+93	+31	+42	+63	+57
Richmond	+57	+ 1	- 2	- 2	+ 9	+34	- 8	- 8	-13	- 1	+74	+ 7	-22	+23	+17
Atlanta	+118	r-16	+ 9	0	+20	+122	r-49	+31	-20	+ 5	+203	r+12	+19	+67	+59
Chicago	+26	-25	+11	0	+ 2	+21	-16	+16	+22	+10	+89	+ 3	+31	+36	+37
St. Louis	+63	-16	+ 2	+ 8	+12	+79	-43	0	+10	+ 2	+79	+74	+94	+198	+111
Minneapolis	+19	- 8	-22	+22	+ 2	+24	-19	-19	+52	+ 4	+ 8	0	+40	+33	+21
Kansas City	+44	-20	- 9	-12	- 2	+44	-29	+ 9	0	+ 2	+56	+53	+116	+69	+72
Dallas	+78	-26	+27	+ 9	+20	+156	+ 4	+221	+29	+79	+47	+53	+24	+70	+46
San Francisco	+29	-17	+ 5	+20	+ 9	+41	-15	-12	0	+ 1	+32	-18	-14	-17	- 6
	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
	Apr. 16	Apr. 9	Apr. 2	Mar. 26		Apr. 16	Apr. 9	Apr. 2	Mar. 26		Apr. 16	Apr. 9	Apr. 2	Mar. 26	
United States	+14	-19	- 8	- 9	- 7	+43	-16	+ 8	+ 5	+ 7	-15	+ 5	+ 8	+ 1	- 1
Boston	-27	-56	-31	-38	-39	+14	-18	+ 9	-16	- 4	-23	+ 1	+13	+ 5	- 2
New York	+14	-16	-11	- 1	- 4	+34	-30	+ 4	- 2	- 2	-12	r- 3	+ 4	+ 3	- 2
Philadelphia	+18	-35	+ 5	+27	+ 1	+33	-28	- 2	+12	+ 1	-16	-11	- 1	+20	- 3
Cleveland	+ 3	- 5	-19	- 5	- 8	+46	- 3	+15	- 1	+12	-20	+11	+10	- 6	- 2
Richmond	+52	- 7	- 2	-28	- 1	+55	- 1	- 7	- 5	+ 7	-14	+11	- 1	- 8	- 3
Atlanta	+62	r-12	+ 4	- 8	+ 7	+126	r-16	+14	+ 6	+23	- 5	r+ 8	+ 7	+ 8	+ 4
Chicago	0	-28	-15	-18	-16	+32	-19	+12	+ 8	+ 7	-10	+ 2	+16	- 8	- 1
St. Louis	-15	-33	-15	-30	-24	+55	-11	+14	+33	+21	-13	+ 6	+15	- 6	0
Minneapolis	-13	-29	-15	+ 5	-12	+13	-12	- 7	+27	+ 5	-17	+11	+ 6	+12	+ 2
Kansas City	-39	+10	-15	+27	- 3	+33	+ 3	+17	+19	+18	-11	+ 9	+19	- 6	+ 3
Dallas	+46	+17	+47	+ 8	+30	+65	+10	+43	+31	+38	- 6	+22	+18	+12	+10
San Francisco	+37	-21	- 1	-10	- 1	+34	-18	- 3	+ 2	+ 2	-24	+14	+ 2	+ 4	- 2

For footnotes, see page 1.