

Sales in selected departments

May 16, 1955

DATA FILE
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ST. LOUIS, MISSOURI
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Department	Percentage change from a year ago					Monthly unadjusted indexes (1947 average monthly sales = 100)								
	One week ending				4 weeks ending	1955				1954				
	May 7	Apr. 30	Apr. 23	Apr. 16		May 7	Apr.	Mar.	Feb.	Jan.	Apr.	Mar.	Feb.	Jan.
GRAND TOTAL SALES <u>1/</u> <u>2/</u>	+ 5	+ 3	+ 7	-15	0	e103	98	76	85	93	100	90	75	80
Furniture and bedding	+ 3	+ 9	+19	+42	+16	e105	115	114	131	108	94	105	109	110
Domestic floor coverings	+ 1	+11	+21	+48	+16	e 80	86	81	89	80	70	76	72	75
Major appliances	+38	r+25	+43	+77	+41	e 84	91	69	75	65	62	66	54	59
Radio, phonograph, TV	0	+18	+13	+14	+ 9	e 79	103	93	107	73	76	107	90	101
Total of 4 departments <u>1/</u>	+ 6	r+12	+21	+43	+18	e 92	102	94	105	87	79	90	86	89
ALL OTHER SALES <u>1/</u>	+ 5	+ 2	+ 5	-20	- 2	e104	98	73	82	94	103	90	74	79

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
	May 7	Apr. 30	Apr. 23	Apr. 16		May 7	Apr. 30	Apr. 23	Apr. 16		May 7	Apr. 30	Apr. 23	Apr. 16	
United States	+ 3	+ 9	+19	+42	+15	+ 1	+11	+21	+48	+16	+38	r+25	+43	+77	+41
Boston	-13	- 7	+11	+25	+ 2	-20	+ 5	+49	+20	+11	+43	+ 4	+59	+18	+30
New York	0	+15	+18	+40	+16	+ 1	+ 4	+30	+24	+14	+21	+10	+ 1	+45	+17
Philadelphia	-17	- 8	+ 6	+31	0	-12	- 9	-10	+65	0	- 7	+ 2	+ 2	+15	+ 2
Cleveland	+25	+ 8	+14	+40	+20	+38	+28	- 5	+73	+28	+100	+34	+62	+93	+69
Richmond	+12	+ 6	+24	+57	+21	- 1	- 9	+30	+34	+10	+33	+ 7	+ 6	+74	+25
Atlanta	+18	+26	+ 7	+118	+32	- 1	+26	+45	+122	+36	+53	+47	+31	+203	+64
Chicago	+ 5	+15	+33	+26	+19	- 7	+21	+37	+21	+17	+20	+11	+66	+89	+38
St. Louis	- 9	-12	+18	+63	+10	- 2	+27	+ 2	+79	+18	+38	+54	+51	+79	+53
Minneapolis	+40	+21	+40	+19	+32	- 3	+46	+32	+24	+19	+20	- 7	+37	+ 8	+14
Kansas City	- 2	+ 6	+55	+44	+24	-13	- 8	+50	+44	+14	+83	+39	+100	+56	+68
Dallas	0	+15	+20	+78	+23	+35	+ 9	+41	+156	+48	+14	+84	+55	+47	+47
San Francisco	-11	+ 3	+ 4	+29	+ 4	-22	- 6	- 3	+41	- 1	+ 4	r+10	+11	+32	+13
	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
	May 7	Apr. 30	Apr. 23	Apr. 16		May 7	Apr. 30	Apr. 23	Apr. 16		May 7	Apr. 30	Apr. 23	Apr. 16	
United States	0	+18	+13	+14	+ 9	+ 6	r+12	+21	+43	+18	+ 5	+ 3	+ 7	-15	0
Boston	- 2	+47	+18	-27	+ 8	- 1	+ 3	+26	+14	+10	+ 3	- 5	+14	-23	- 4
New York	+26	+59	+21	+14	+30	+ 4	+16	+19	+34	+17	+ 6	r+ 6	+ 5	-14	+ 1
Philadelphia	+ 6	+ 5	+19	+18	+11	-13	- 6	+ 3	+33	+ 1	- 5	- 7	+ 5	-16	- 6
Cleveland	-41	-17	+24	+ 3	-16	+19	+13	+16	+46	+22	+ 8	+ 2	+ 1	-20	- 3
Richmond	+33	+26	+42	+52	+38	+15	+ 5	+23	+55	+21	+ 6	+ 1	+10	-14	0
Atlanta	+40	+28	- 8	+62	+29	+24	+31	+18	+126	+39	+12	+16	+ 8	- 5	+ 8
Chicago	-13	+11	+ 2	0	0	+ 4	+15	+36	+32	+20	+ 4	+ 7	+ 8	-10	+ 2
St. Louis	-31	+ 9	-13	-15	-14	- 1	+10	+16	+55	+17	+ 4	0	+ 7	-13	0
Minneapolis	-18	- 6	- 7	-13	-11	+17	+15	+33	+13	+19	+10	+ 7	+20	-17	+ 4
Kansas City	+ 8	-39	- 7	-39	-17	+19	+ 6	+53	+33	+27	+11	+ 1	+18	-11	+ 5
Dallas	+ 4	+53	+44	+46	+34	+ 9	+43	+36	+65	+36	+13	+16	+19	- 6	+10
San Francisco	- 2	+18	+ 7	+37	+13	- 9	r+ 4	+ 4	+34	+ 6	- 2	- 2	+ 4	-24	- 7

For footnotes, see page 1.