

LIBRARY

NOT FOR PUBLICATION

MAR 30 1954

March 29, 1954

Sales in selected departments

Department	Percentage change from a year ago					Weekly unadjusted indexes (1947-49 av. wkly. sales=100)				Monthly unadjusted indexes (1947-49 average monthly sales = 100)								
	One week ending				4 wks. ending	1954				1954		1953				1952		
	Mar.20	Mar.13	Mar.6	Feb.27		Mar.20	Mar.13	Mar.6	Feb.27	Feb.	Jan.	Dec.	Nov.	Mar.	Feb.	Jan.	Dec.	Nov.
	Mar.20	Mar.13	Mar.6	Feb.27	Mar.20	Mar.13	Mar.6	Feb.27	Feb.	Jan.	Dec.	Nov.	Mar.	Feb.	Jan.	Dec.	Nov.	
GRAND TOTAL SALES <u>1/2/</u>	-11	- 6	-16	- 4	- 9	93	90	79	86	p 75	80	186	123	100	77	84	190	121
Furniture & bedding	- 3	+ 3	-14	- 6	- 5	106	111	102	150	p116	110	103	121	105	121	120	112	122
Domestic fl. cov' gs.	- 6	- 8	-22	- 8	-12	82	80	75	91	p 72	75	81	109	82	80	88	91	113
Major appliances	- 6	+17	-21	-13	-10	71	77	67	66	p 53	59	57	65	72	59	64	66	68
Radio,phonograph,TV	+12	+16	-17	+ 5	+ 2	115	118	108	114	p 90	101	225	157	101	95	115	244	160
Total of 4 depts. <u>1/</u>	- 3	+ 4	-19	- 7	- 7	94	97	89	113	p 88	89	103	110	92	94	99	114	112
ALL OTHER SALES <u>1/</u>	-12	- 7	-16	- 3	-10	93	r89	78	83	p 74	79	196	125	101	75	83	199	122

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
	Mar. 20	Mar. 13	Mar. 6	Feb. 27	Mar. 20	Mar. 20	Mar. 13	Mar. 6	Feb. 27	Mar. 20	Mar. 20	Mar. 13	Mar. 6	Feb. 27	Mar. 20
United States	- 3	+ 3	-14	- 6	- 5	- 6	- 8	-22	- 8	-12	- 6	+17	-21	-13	-10
Boston	- 6	-12	- 2	- 3	- 6	+ 7	-28	+ 6	-12	- 8	-11	-11	-36	+16	-15
New York	+ 3	+10	- 1	- 4	+ 1	-13	- 7	+ 1	+16	- 1	+12	+18	-22	+ 1	0
Philadelphia	-10	- 6	-18	- 9	-10	-13	+ 7	-40	-29	-20	-31	+ 3	-37	-20	-21
Cleveland	-27	- 2	-51	-17	-23	-30	-22	-71	-23	-37	-11	- 6	-37	-29	-22
Richmond	- 4	+34	-25	-10	- 3	+ 5	+35	-11	-10	+ 4	- 5	+66	+ 5	-27	+ 3
Atlanta	+40	-10	+ 7	-14	+ 3	+ 5	- 9	-18	-27	-14	-15	+33	+19	+ 1	+ 6
Chicago	0	+ 7	-14	+ 1	- 1	+ 1	-15	-22	- 3	- 9	+ 9	-11	-29	+ 2	- 8
St Louis	- 7	- 5	- 2	+12	+ 1	+ 8	+38	+ 7	+ 6	+13	+ 7	+50	+63	+ 5	+31
Minneapolis	-13	+ 8	-17	-13	-10	+21	0	- 5	0	+ 3	+10	+70	-51	+11	-12
Kansas City	+ 5	-20	+12	- 6	- 3	+ 5	-47	-19	0	-18	+42	+44	-59	-23	- 8
Dallas	+38	+15	-15	+17	+11	- 7	-15	-21	-35	-22	-56	+54	-20	-49	-31
San Francisco	-10	-18	- 1	-10	-10	+15	+ 5	+ 8	-15	+ 2	+11	r+15	-17	-17	- 3
	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
	Mar. 20	Mar. 13	Mar. 6	Feb. 27	Mar. 20	Mar. 20	Mar. 13	Mar. 6	Feb. 27	Mar. 20	Mar. 20	Mar. 13	Mar. 6	Feb. 27	Mar. 20
United States	+12	+16	-17	+ 5	+ 2	- 3	+ 4	-19	- 7	- 7	-11	- 6	-16	- 4	- 9
Boston	+16	+12	-37	-28	-11	- 2	-11	-18	- 4	- 9	-16	- 6	- 8	- 5	- 9
New York	+12	+17	- 2	+32	+14	+ 1	+ 8	- 2	+ 1	+ 2	- 7	r- 4	- 4	- 1	- 4
Philadelphia	-26	- 9	-27	+ 9	-14	-15	- 3	-26	-11	-14	-15	- 6	-17	-10	-12
Cleveland	+32	- 5	-38	0	- 4	-21	- 8	-53	-18	-24	-17	-10	-55	- 9	-22
Richmond	+18	+50	+ 8	+23	+24	+ 1	+42	-14	- 9	+ 3	-13	- 2	- 7	- 2	- 6
Atlanta	0	-10	- 3	-20	- 9	+13	- 2	+ 3	-14	- 2	+ 1	- 9	-17	- 4	- 7
Chicago	+41	+12	+ 2	+11	+15	+ 8	0	-16	+ 2	- 2	-13	- 3	-15	- 4	- 9
St. Louis	+17	+36	+34	+78	+40	+ 2	+19	+19	+16	+14	-12	- 6	- 4	+ 2	- 5
Minneapolis	- 7	+70	-43	-17	-12	0	+30	-33	- 6	- 9	- 8	- 1	- 5	- 2	- 4
Kansas City	+27	+69	-65	-30	- 7	+18	+12	-37	-11	- 8	- 5	-11	- 2	- 8	- 7
Dallas	-55	+58	-27	-35	-27	-34	+28	-20	-24	-17	-19	+ 6	-14	- 2	- 8
San Francisco	- 4	+ 8	-24	0	- 6	- 1	- 2	- 8	-10	- 6	- 6	-10	- 2	- 2	- 5

For footnotes, see page 1.