

Sales in selected departments

March 28, 1955

Department	Percentage change from a year ago					Monthly unadjusted indexes (1947-49 average monthly sales = 100)									
	One week ending				4 weeks ending Mar. 19										
	Mar. 19	Mar. 12	Mar. 5	Feb. 26		1955		1954		1953					
	Mar. 19	Mar. 12	Mar. 5	Feb. 26	Mar. 19	Feb.	Jan.	Dec.	Nov.	Mar.	Feb.	Jan.	Dec.	Nov.	
GRAND TOTAL SALES <u>1/</u> <u>2/</u>	+10	+ 8	+23	+ 3	+ 9	p 76	85	191	128	90	75	80	186	123	
Furniture and bedding	+18	+14	+33	+ 3	+14	p114	131	109	128	105	109	110	103	121	
Domestic floor coverings	+15	+16	+37	+15	+17	p 82	89	85	112	76	72	75	81	109	
Major appliances	+45	+62	+35	+25	+40	p 70	75	65	67	66	54	59	57	65	
Radio, phonograph, TV	- 2	+ 5	+17	+10	+ 5	p 92	107	234	148	107	90	101	225	157	
Total of 4 departments <u>1/</u>	+17	+19	+31	+ 8	+17	p 95	105	109	113	90	86	89	103	110	
ALL OTHER SALES <u>1/</u>	+ 9	+ 6	+22	+ 2	+ 8	p 73	82	202	129	90	74	79	196	125	

p--Preliminary.

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 will be 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.

SPECIAL WEEKLY REPORT ON DEPARTMENT STORE SALES—SUMMARY BY DISTRICTS

NOT FOR PUBLICATION

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
	Mar. 19	Mar. 12	Mar. 5	Feb. 26	Mar. 19	Mar. 19	Mar. 12	Mar. 5	Feb. 26	Mar. 19	Mar. 19	Mar. 12	Mar. 5	Feb. 26	Mar. 19
United States	+18	+14	+33	+ 3	+14	+15	+16	+37	+15	+17	+ 45	+ 62	+ 35	+ 25	+40
Boston	+19	- 1	- 7	+ 17	+ 7	- 5	+ 2	- 2	- 2	- 2	+ 2	+ 2	+ 8	- 12	+ 1
New York	+30	+ 6	+16	+ 2	+12	+36	+25	+ 15	+ 8	+20	+ 50	+116	+ 42	+ 20	+59
Philadelphia	- 2	- 4	+46	- 9	+ 4	-18	-15	+ 53	- 3	+ 1	+ 21	+ 26	+ 2	- 9	+12
Cleveland	+ 4	+13	+113	+ 4	+22	0	+12	+124	+45	+32	+ 56	+ 52	+ 67	+ 33	+51
Richmond	+ 5	- 2	+22	+ 9	+ 8	+ 4	+15	+ 42	+20	+19	+ 73	+ 57	+ 39	+ 19	+45
Atlanta	+22	+29	+17	+ 25	+23	+24	+10	+ 13	+83	+36	+ 53	+173	+ 54	+ 8	+67
Chicago	+17	+38	+34	+ 5	+22	+ 4	+34	+ 44	+ 6	+20	+ 22	+ 65	+ 31	+ 7	+30
St. Louis	+18	+12	+54	+ 10	+20	+79	- 7	+ 22	-12	+12	+ 96	+100	+ 34	+152	+89
Minneapolis	- 2	+37	+12	0	+11	+15	+27	+ 3	+33	+18	+ 21	+ 15	+ 23	+ 10	+18
Kansas City	+15	+24	+13	- 23	+ 1	+32	+44	+ 26	- 7	+20	+109	+ 71	+ 96	+100	+90
Dallas	- 3	-11	+22	- 4	+ 1	-25	- 8	- 18	+23	- 6	+ 61	+ 36	+ 6	+ 29	+30
San Francisco	+38	+25	+ 6	+ 1	+17	+31	+ 9	- 11	- 1	+ 6	+ 15	- 17	+ 4	+ 16	+ 4
	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. 19	Mar. 12	Mar. 5	Feb. 26	Mar. 19	Mar. 19	Mar. 12	Mar. 5	Feb. 26	Mar. 19	Mar. 19	Mar. 12	Mar. 5	Feb. 26	Mar. 19
United States	- 2	+ 5	+17	+ 10	+ 5	+17	+19	+ 31	+ 8	+17	+ 10	+ 8	+ 23	+ 3	+ 9
Boston	-28	-16	- 2	+100	+ 2	+ 3	- 2	- 2	+16	+ 3	+ 4	+ 2	- 6	+ 7	+ 2
New York	+24	+13	+25	+ 17	+20	+32	+17	+ 18	+ 5	+17	+ 16	+ 8	+ 7	+ 5	+ 9
Philadelphia	- 2	+ 6	-26	- 11	- 8	- 3	- 2	+ 34	- 8	+ 3	+ 2	- 5	+ 11	- 2	+ 1
Cleveland	- 2	- 3	+87	+ 2	+13	+ 8	+14	+103	+13	+25	+ 7	- 2	+105	+ 4	+16
Richmond	-20	+20	+ 3	+ 2	+ 3	+11	+16	+ 24	+11	+15	+ 7	+ 10	+ 14	+ 6	+ 9
Atlanta	- 2	+24	+35	+ 16	+17	+25	+58	+ 27	+29	+34	+ 13	+ 18	+ 29	+ 7	+17
Chicago	-12	+22	- 5	- 14	- 3	+11	+40	+ 28	+ 3	+19	+ 11	+ 15	+ 18	+ 3	+12
St. Louis	- 8	- 8	-22	- 2	-10	+37	+24	+ 26	+19	+25	+ 10	+ 9	+ 11	+ 4	+ 8
Minneapolis	+ 4	-35	-33	- 5	-20	+ 9	+12	+ 4	+ 8	+ 8	+ 8	+ 15	+ 5	- 4	+ 6
Kansas City	+48	0	+44	+133	+35	+50	+32	+ 38	+16	+33	+ 13	+ 17	+ 15	+ 3	+12
Dallas	- 3	+ 8	+12	+ 28	+11	+12	+ 6	+ 9	+11	+ 9	+ 17	+ 1	+ 17	+ 3	+ 9
San Francisco	- 7	-16	+ 8	- 11	- 7	+21	+ 3	+ 2	0	+ 7	+ 9	+ 9	- 4	- 2	+ 3

For footnotes, see page 1.