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

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NOT FOR PUBLICATION

Sales in selected departments

MAY 12 1955

May 9, 1955

Department	Percentage change from a year ago					BANK OF CHICAGO Monthly unadjusted indexes (1947-49 average monthly sales = 100)								
	One week ending				Apr. 30	1955				1954				
	Apr. 30	Apr. 23	Apr. 16	Apr. 9		Apr.	Mar.	Feb.	Jan.	May	Apr.	Mar.	Feb.	Jan.
GRAND TOTAL SALES <u>1/ 2/</u>	+ 3	+ 7	-15	+ 5	0	e 103	p 98	76	85	93	100	90	75	80
Furniture and bedding	+ 9	+19	+42	-23	+10	e 105	p 118	114	131	108	94	105	109	110
Domestic floor coverings	+11	+21	+48	-15	+13	e 80	p 86	81	89	80	70	76	72	75
Major appliances	+26	r+43	+77	+17	+36	e 84	p 92	69	75	65	62	66	54	59
Radio, phonograph, TV	+18	+13	+14	-19	+ 4	e 79	p 103	93	107	73	76	107	90	101
Total of 4 departments <u>1/</u>	+13	+21	+43	-16	+13	e 92	p 102	94	105	87	79	90	86	89
ALL OTHER SALES <u>1/</u>	+ 2	+ 5	-20	+ 8	- 2	e 104	p 98	73	82	94	103	90	74	79

--Preliminary.

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.

During 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 a decrease in sales of about 4 per cent for the month of April as a whole. This allowance applies to the figures for the United States.

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				4 weeks ending
	One week ending				4 weeks ending	One week ending				4 weeks ending	One week ending				4 weeks ending		
	Apr. 30	Apr. 23	Apr. 16	Apr. 9		Apr. 30	Apr. 23	Apr. 16	Apr. 9		Apr. 30	Apr. 30	Apr. 23	Apr. 16	Apr. 9		
United States	+ 9	+19	+42	-23	+10	+11	+21	+48	-15	+13	+26	r+43	+77	+17	+36		
Boston	- 7	+11	+25	-23	+ 1	+ 5	+49	+20	+10	+20	+ 4	+59	+18	+12	+22		
New York	+15	+18	+40	-33	+ 7	+ 4	+30	+24	-36	+ 3	+10	+ 1	+45	-11	+ 8		
Philadelphia	- 8	+ 6	+31	-29	- 2	- 9	-10	+65	-34	- 7	+ 2	+ 2	+15	+ 7	+ 6		
Cleveland	+ 8	+14	+40	-19	+ 9	+28	- 5	+73	+24	+25	+34	+62	+93	+31	+53		
Richmond	+ 6	+24	+57	+ 1	+19	- 9	+30	+34	- 8	+10	+ 7	+ 6	+74	+ 7	+19		
Atlanta	+26	+ 7	+118	-16	+26	+26	+45	+122	-49	+26	+47	+31	+203	+12	+55		
Chicago	+15	+33	+26	-25	+12	+21	+37	+21	-16	+15	+11	+66	+89	+ 3	+36		
St. Louis	-12	+18	+63	-16	+10	+27	+ 2	+79	-43	+ 6	+54	+51	+79	+74	+62		
Minneapolis	+21	+40	+19	- 8	+20	+46	+32	+24	-19	+21	- 7	+37	+ 8	0	+ 9		
Kansas City	+ 6	+55	+44	-20	+21	- 8	+50	+44	-29	+11	+39	+100	+56	+53	+61		
Dallas	+15	+20	+78	-26	+19	+ 9	+41	+156	+ 4	+41	+84	+55	+47	+53	+61		
San Francisco	+ 3	+ 4	+29	-17	+ 4	- 6	- 3	+41	-15	+ 2	+11	r+11	+32	-18	+ 8		
	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. 30	
	Apr. 30	Apr. 23	Apr. 16	Apr. 9	Apr. 30	Apr. 30	Apr. 23	Apr. 16	Apr. 9	Apr. 30	Apr. 30	Apr. 23	Apr. 16	Apr. 9	Apr. 30		
	United States	+18	+13	+14	-19	+ 4	+13	+21	+43	-16	+13	+ 3	+ 7	-15	+ 5		0
Boston	+47	+18	-27	-56	-12	+ 3	+26	+14	-18	+ 6	- 5	+14	-23	+ 1	- 4		
New York	+59	+21	+14	-16	+17	+16	+19	+34	-30	+ 7	+ 7	r+ 5	-14	- 3	- 2		
Philadelphia	+ 5	+19	+18	-35	- 2	- 6	+ 3	+33	-28	- 2	- 7	+ 5	-16	-11	- 7		
Cleveland	-17	+24	+ 3	- 5	0	+13	+16	+46	- 3	+17	+ 2	+ 1	-20	+11	- 2		
Richmond	+26	+42	+52	- 7	+26	+ 5	+23	+55	- 1	+18	+ 1	+10	-14	+11	+ 2		
Atlanta	+28	- 8	+62	-12	+15	+31	+18	+126	-16	+31	+16	+ 8	- 5	+ 8	+ 6		
Chicago	+11	+ 2	0	-28	- 5	+15	+36	+32	-19	+15	+ 7	+ 8	-10	+ 2	+ 1		
St. Louis	+ 9	-13	-15	-33	-15	+10	+16	+55	-11	+15	0	+ 7	-13	+ 6	0		
Minneapolis	- 6	- 7	-13	-29	-14	+15	+33	+13	-12	+13	+ 7	+20	-17	+11	+ 4		
Kansas City	-39	- 7	-39	+10	-18	+ 6	+53	+33	+ 3	+23	+ 1	+18	-11	+ 9	+ 4		
Dallas	+53	+44	+46	+17	+41	+43	+36	+65	+10	+39	+16	+19	- 6	+22	+11		
San Francisco	+18	+ 7	+37	-21	+ 8	+ 5	r+ 4	+34	-18	+ 5	- 2	r+ 4	-24	+14	- 3		

For footnotes, see page 1.