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SPECIAL WEEKLY REPORT ON DEPARTMENT STORE SALES—UNITED STATES STORES

NOT FOR PUBLICATION

Sales in selected departments

May 23, 1955

Department	Percentage change from a year ago					Monthly unadjusted indexes (1947-49 average monthly sales = 100)									
	One week ending				4 weeks ending	1955					1954				
	May 14	May 7	Apr. 30	Apr. 23		May 14	Apr.	Mar.	Feb.	Jan.	May	Apr.	Mar.	Feb.	Jan.
GRAND TOTAL SALES <u>1/</u> <u>2/</u>	+ 7	+ 5	+ 3	+ 7	+ 5	p101	98	76	85	93	100	90	75	80	
Furniture and bedding	+10	+ 3	+ 9	+19	+10	p104	115	114	131	108	94	105	109	110	
Domestic floor coverings	+13	+ 1	+11	+21	+10	p 78	86	81	89	80	70	76	72	75	
Major appliances	+37	+38	+25	+43	+34	p 83	91	69	75	65	62	66	54	59	
Radio, phonograph, TV	+12	0	+18	+13	+ 9	p 80	103	93	107	73	76	107	90	101	
Total of 4 departments <u>1/</u>	+15	+ 6	+12	+21	+13	p 90	102	94	105	87	79	90	86	89	
ALL OTHER SALES <u>1/</u>	+ 6	+ 5	+ 2	+ 5	+ 4	p101	98	73	82	94	103	90	74	79	

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 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)

	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 14	May 7	Apr. 30	Apr. 23		May 14	May 7	Apr. 30	Apr. 23		May 14	May 7	Apr. 30	Apr. 23	
United States	+10	+ 3	+ 9	+19	+10	+13	+ 1	+11	+21	+10	+37	+38	+25	+43	+34
Boston	-11	-13	- 7	+11	- 5	+11	-20	+ 5	+49	+ 9	+34	+43	+ 4	+59	+33
New York	-10	0	+15	+18	+ 5	+ 7	+ 1	+ 4	+30	+10	+22	+21	+10	+ 1	+14
Philadelphia	+11	-17	- 8	+ 6	- 2	- 7	-12	- 9	-10	-10	+ 2	- 7	+ 2	+ 2	0
Cleveland	+30	+25	+ 3	+14	+19	+59	+38	+28	- 5	+27	+39	+100	+34	+62	+56
Richmond	+ 7	+12	+ 6	+24	+12	- 9	- 1	- 9	+30	+ 2	+22	+33	+ 7	+ 6	+16
Atlanta	+21	+18	+26	+ 7	+18	-17	- 1	+26	+45	+16	+96	+53	+47	+31	+53
Chicago	+21	+ 5	+15	+33	+18	+ 4	- 7	+21	+37	+13	+47	+20	+11	+66	+33
St. Louis	+36	- 9	-12	+18	+ 6	+23	- 2	+27	+ 2	+10	+43	+38	+54	+51	+47
Minneapolis	+ 4	+40	+21	+40	+28	-30	- 3	+46	+32	+ 9	+14	+20	- 7	+37	+15
Kansas City	- 2	- 2	+ 6	+55	+14	-12	-13	- 8	+50	+ 3	+32	+83	+39	+100	+62
Dallas	+19	0	+15	+20	+13	+21	+35	+ 9	+41	+26	+51	+14	+84	+55	+48
San Francisco	+15	-11	+ 3	+ 4	+ 2	+26	-22	- 6	- 3	- 3	-19	+ 4	+10	+11	+ 1
	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 14	May 7	Apr. 30	Apr. 23		May 14	May 7	Apr. 30	Apr. 23		May 14	May 7	Apr. 30	Apr. 23	
United States	+12	0	+18	+13	+ 9	+15	+ 6	+12	+21	+13	+ 7	+ 5	+ 3	+ 7	+ 5
Boston	-16	- 2	+47	+18	+ 9	0	- 1	+ 3	+26	+ 7	+ 6	+ 3	- 5	+14	+ 4
New York	+37	+26	+59	+21	+36	- 2	+ 4	+16	+19	+ 9	+ 2	+ 6	+ 6	+ 5	+ 5
Philadelphia	+19	+ 6	+ 5	+19	+11	+ 7	-13	- 6	+ 3	- 3	+15	- 5	- 7	+ 5	+ 1
Cleveland	+29	-41	-17	+24	-11	+38	+19	+13	+16	+21	+ 5	+ 8	+ 2	+ 1	+ 4
Richmond	+21	+33	+26	+42	+30	+ 8	+15	+ 5	+23	+12	+ 4	+ 6	+ 1	+10	+ 5
Atlanta	+ 6	+40	+28	- 8	+19	+27	+24	+31	+18	+25	+16	+12	+16	+ 8	+13
Chicago	+ 4	-13	+11	+ 2	+ 1	+20	+ 4	+15	+36	+18	+ 7	+ 4	+ 7	+ 8	+ 6
St. Louis	- 3	-31	+ 9	-13	-11	+30	- 1	+10	+16	+13	+16	+ 4	0	+ 7	+ 6
Minneapolis	- 9	-18	- 6	- 7	-10	- 3	+17	+15	+33	+16	- 5	+10	+ 7	+20	+ 8
Kansas City	-22	+ 8	-39	- 7	-15	+ 1	+19	+ 6	+53	+19	- 2	+11	+ 1	+18	+ 7
Dallas	+ 8	+ 4	+53	+44	+25	+28	+ 9	+43	+36	+28	+14	+13	+16	+19	+15
San Francisco	+14	- 2	+18	+ 7	+ 9	+11	- 9	+ 4	+ 4	+ 2	+ 8	- 2	- 2	+ 4	+ 1

For footnotes, see page 1.