

DEPARTMENT STORE SALES, BY DEPARTMENTS

1948

LIBRARY
JUL 19 1949
FEDERAL RESERVE BANK
OF RICHMOND

Department	Percentage of year's sales made in each month												Percentage of year's sales by departments
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
GRAND TOTAL - ENTIRE STORE	6.5	6.2	8.4	7.8	8.1	8.0	6.2	6.9	8.5	9.3	9.9	12.2	100.0
MAIN STORE TOTAL	6.6	6.2	8.4	7.8	8.0	7.9	6.1	7.0	8.5	9.2	9.9	12.4	100.0
PIECE GOODS AND HOUSEHOLD TEXTILES	10.3	7.3	8.1	8.1	8.1	7.8	6.5	8.0	8.6	8.8	8.7	9.7	100.0
Place goods	8.4	9.2	10.8	9.3	8.7	7.3	5.8	6.9	8.9	9.4	8.4	6.9	100.0
Slings, valises, and synthetics	8.7	9.6	11.1	9.9	8.7	6.9	5.3	6.7	8.2	8.8	8.7	7.4	100.0
Woolen yard goods	8.6	10.1	10.2	9.3	7.7	7.0	5.7	7.1	15.7	11.0	7.9	12.0	100.0
Cotton yard goods (including linings)	7.4	8.1	10.1	12.5	11.9	11.9	8.7	6.4	5.9	8.0	6.0	5.4	100.0
Household textiles	11.9	5.8	6.1	7.2	7.6	8.0	7.0	8.8	8.5	8.4	8.9	11.8	100.0
Linens and towels	10.2	5.7	6.1	7.0	7.4	8.1	6.9	8.1	7.6	7.8	10.1	15.0	100.0
Domestic linens, sheetings	15.3	6.3	6.5	7.5	7.7	7.0	7.0	10.9	10.5	8.3	7.6	6.8	100.0
Blankets, comforters, and spreads	4.8	5.5	5.6	7.0	7.8	8.0	6.2	8.0	10.0	10.2	9.6	12.5	100.0
SMALL WARE	6.5	6.3	7.2	7.0	7.6	7.6	6.0	6.2	7.6	8.1	10.5	19.4	100.0
Laces, trims, embroidery, and ribbons	6.1	7.3	11.6	10.6	10.1	9.5	6.4	5.7	6.9	7.8	8.1	9.9	100.0
Notions	6.8	6.4	8.0	9.9	9.4	9.4	7.3	6.2	8.0	8.3	8.7	12.1	100.0
Toilet articles and drug sundries	7.2	6.3	7.0	6.7	7.4	7.5	6.6	6.5	7.4	7.5	9.2	20.7	100.0
Silverware and jewelry	5.2	5.6	6.6	6.5	7.9	7.9	5.3	5.3	7.4	8.2	11.0	19.9	100.0
Millinery	2.7	5.6	6.6	7.2	7.8	9.2	5.9	7.1	7.8	7.9	10.7	18.2	100.0
Costume jewelry	4.5	5.4	6.7	6.3	7.8	6.9	5.2	5.9	7.8	8.9	11.1	23.5	100.0
Fine jewelry and watches	4.9	5.4	6.1	6.0	8.1	8.6	4.9	5.9	7.2	7.4	10.8	28.7	100.0
Art needlework	9.8	8.6	7.8	5.6	5.8	5.8	5.6	7.0	8.5	10.5	11.7	12.3	100.0
Books and stationery	6.2	6.3	6.6	5.8	6.2	6.3	4.8	5.5	7.2	8.2	13.2	23.7	100.0
Books and magazines	7.0	6.8	7.4	6.7	6.2	6.4	5.5	5.8	6.9	8.0	11.7	21.6	100.0
Stationery	5.7	6.2	6.2	5.4	6.1	6.3	4.8	5.4	7.5	8.7	13.9	28.6	100.0
WOMEN'S AND MISSES' APPAREL AND ACCESSORIES (TOTAL)	6.4	6.2	9.4	7.9	8.1	7.4	5.8	7.0	9.3	9.9	9.4	13.2	100.0
WOMEN'S AND MISSES' READY-TO-WEAR ACCESSORIES	6.0	6.2	9.4	7.6	8.0	7.4	5.7	6.2	8.7	9.0	9.6	16.2	100.0
Neckwear and scarfs	6.4	6.8	9.4	7.5	6.9	5.5	4.5	5.1	7.8	9.5	10.5	20.1	100.0
Handkerchiefs	5.0	6.4	6.5	5.0	6.3	6.1	4.7	5.4	6.1	7.1	11.4	30.2	100.0
Millinery	5.1	10.1	10.8	9.0	8.4	9.9	3.6	6.3	13.3	12.2	8.6	7.3	100.0
Women's and children's gloves	6.1	5.6	11.1	6.9	6.7	5.0	2.9	3.4	7.2	10.2	11.7	23.2	100.0
Corsets and brassieres	8.0	7.3	9.3	8.8	9.1	9.4	7.4	7.1	8.6	8.5	7.6	8.9	100.0
Women's and children's hosiery	6.0	6.5	9.0	7.7	8.6	7.2	5.7	5.9	8.0	9.0	9.6	16.8	100.0
Underwear, slips, and negligees	5.5	6.0	6.9	5.9	6.0	6.9	6.2	6.7	7.4	10.1	11.1	21.1	100.0
Foot underwear	2.1	2.5	6.7	7.1	8.2	8.2	7.4	6.8	7.4	8.7	10.3	17.6	100.0
Silk and muslin underwear, slips, and nightgowns	5.8	5.8	7.3	7.2	8.9	8.3	6.9	6.1	6.5	6.9	9.7	21.0	100.0
Nightgowns, robes, and lounging apparel	4.8	5.5	6.1	6.5	7.9	7.3	6.2	5.7	6.2	7.0	10.9	25.9	100.0
Infants' wear (including infants' furniture)	6.2	6.2	9.3	7.0	6.5	6.6	5.7	7.2	9.8	10.1	10.5	16.8	100.0
Handbags and small leather goods	5.1	5.1	10.4	8.1	8.2	8.1	4.9	5.7	8.8	9.8	10.4	19.2	100.0
Women's and children's shoes	5.4	6.1	10.9	9.4	8.9	8.3	5.9	6.8	10.0	8.9	8.2	11.0	100.0
Children's shoes	5.1	5.4	12.7	8.6	7.5	7.0	5.3	6.1	11.0	9.5	8.8	17.9	100.0
Women's shoes	6.4	6.4	10.5	8.9	9.2	8.7	6.4	6.4	9.8	9.0	9.0	16.1	100.0
WOMEN'S AND MISSES' READY-TO-WEAR APPAREL	6.7	6.3	9.4	8.3	8.1	7.4	5.9	7.6	9.8	10.9	9.2	10.4	100.0
Women's and misses' coats and suits	7.1	6.8	11.1	8.5	5.7	3.3	3.5	8.0	11.3	15.3	11.2	8.2	100.0
Coats	6.7	5.9	9.6	8.2	5.3	1.1	3.3	8.5	11.0	12.6	11.1	8.8	100.0
Suits	7.6	9.9	10.5	10.3	6.4	4.2	4.5	8.3	12.3	10.4	6.0	5.6	100.0
Juniors' and girls' wear	5.3	5.4	10.6	7.2	7.5	7.0	5.3	8.3	10.6	11.0	9.7	11.7	100.0
Juniors' coats, suits, and dresses	5.5	5.9	10.2	8.0	8.3	7.7	5.7	8.5	10.6	11.3	9.0	9.3	100.0
Girls' wear	4.5	5.5	11.7	6.1	5.3	6.2	4.7	8.5	10.6	10.6	10.6	16.7	100.0
Women's and misses' dresses	6.7	6.3	9.3	9.8	10.9	10.2	6.8	6.3	8.9	8.6	7.5	8.7	100.0
Expensive dresses	6.7	6.0	8.9	9.8	11.4	11.8	7.8	6.0	8.1	7.3	8.9	18.9	100.0
Better dresses	6.8	6.9	9.6	10.0	9.9	8.5	5.8	6.7	9.8	9.2	7.9	8.9	100.0
Blouses, skirts, and sportswear	6.5	6.0	7.8	7.6	8.2	9.0	7.2	7.2	9.8	9.6	8.4	12.7	100.0
Aprons, house dresses, and uniforms	7.1	6.4	7.6	9.9	11.5	12.5	9.6	6.3	6.1	6.8	6.7	10.5	100.0
Pure	12.4	6.9	5.7	4.0	2.4	1.4	14.4	12.8	9.7	13.4	12.5	14.4	100.0
Men's and Boys' Wear	5.6	5.2	7.9	6.7	7.3	9.3	5.6	5.5	7.4	8.8	10.6	20.1	100.0
Men's clothing	6.9	6.0	8.7	8.2	8.8	9.7	6.0	5.7	10.2	10.1	12.6	100.0	
Men's furnishings and hats	5.0	4.8	6.3	6.0	6.5	10.0	5.0	5.0	6.1	7.5	11.1	25.8	100.0
Boys' wear	6.7	6.8	10.7	6.1	6.6	6.8	4.4	7.1	10.2	10.1	10.7	17.8	100.0
Men's and boys' shoes and slippers	6.0	5.3	8.2	6.7	7.6	7.3	6.2	6.2	8.0	9.6	10.7	100.0	
HOUSEFURNISHINGS	6.7	6.6	7.7	8.8	8.7	8.3	7.0	7.9	8.8	9.0	9.7	10.8	100.0
Furniture and bedding	7.0	7.5	7.5	8.5	8.9	8.6	7.3	9.5	9.0	9.1	9.1	8.0	100.0
Bedrooms, parlors, and studio beds	7.0	7.5	7.5	8.5	8.9	8.6	7.3	9.5	9.0	9.1	9.1	8.0	100.0
Upstair and other furniture	6.6	7.7	7.5	8.6	8.8	8.4	7.3	9.2	8.6	9.2	9.5	8.6	100.0
Domestic floor coverings	7.3	6.9	8.1	8.9	9.0	7.5	6.1	7.3	9.3	10.8	10.4	8.4	100.0
Rugs and carpets	7.2	7.1	7.8	9.2	8.8	7.8	6.1	7.7	9.9	10.6	10.4	8.2	100.0
Linoleum	6.4	7.1	9.0	10.4	9.6	9.2	7.9	8.2	8.2	9.1	8.2	6.7	100.0
Draperies, curtains, upholstery, and awnings	6.0	6.1	7.7	9.4	9.6	8.5	6.5	6.5	8.2	10.6	11.0	9.9	100.0
Lamps and shades	6.4	6.1	6.7	7.7	7.7	7.3	5.3	6.3	8.2	10.4	12.5	15.4	100.0
Ceiling and glassware	6.7	6.3	6.8	7.6	7.8	8.2	6.3	7.1	8.8	8.3	11.0	16.3	100.0
Major household appliances	7.0	6.8	9.3	10.6	9.2	9.4	9.4	9.3	9.6	6.9	6.4	6.1	100.0
Housewares (including minor appliances)	6.3	6.3	7.5	9.0	8.7	8.5	7.1	7.2	8.4	8.3	9.3	13.4	100.0
GIFT SHOP	4.8	5.0	6.0	6.4	7.0	7.8	5.6	6.7	7.2	8.4	12.7	22.4	100.0
Radios, phonographs, television, records, and instruments	5.5	6.1	6.9	6.6	6.4	6.9	5.6	6.8	6.7	8.5	11.6	19.1	100.0
Radios, phonographs, and television	5.7	5.6	6.5	6.6	6.4	7.3	5.7	7.2	9.5	8.9	11.9	19.7	100.0
Records, sheet music, and instruments	7.8	7.4	7.5	6.9	6.3	6.1	5.3	6.3	6.5	7.5	11.1	21.3	100.0
MISCELLANEOUS MERCHANDISE DEPARTMENTS	5.1	5.2	6.9	6.2	6.8	7.6	6.3	6.0	6.2	7.4	12.9	23.4	100.0
Toys, games, sporting goods, and cameras	2.6	3.0	4.4	4.6	5.3	6.4	5.3	4.9	5.0	7.0	18.3	33.2	100.0
Toys and games	1.5	2.0	3.6	3.0	3.4	4.5	4.0	4.0	4.2	7.3	23.1	39.4	100.0
Sporting goods and cameras	1.1	1.0	0.8	1.6	1.9	1.9	1.3	0.9	0.8	0.8	9.9	21.7	100.0
Luggage	5.3	4.7	5.3	6.4	9.1	11.9	9.3	8.4	6.9	5.7	8.7	14.5	100.0
Candy	5.7	7.5	12.4	5.7	6.8	5.9	5.3	5.4	6.1	7.9	9.0	22.3	100.0
BASEMENT STORE TOTAL	6.3	5.9	8.7	7.9	8.4	8.5	6.6	6.7	8.4	9.7	9.8	13.1	100.0
DOMESTICS AND BLANKETS	9.8	6.3	6.5	7.8	8.0	8.1	7.3	8.4	9.2	9.2	9.0	10.4	100.0
WOMEN'S AND MISSES' READY-TO-WEAR	5.9	5.9	9.4	8.0	8.4	8.3	6.5	6.7	8.6	10.0	9.7	12.6	100.0
Infants' apparel	6.4	6.2	7.9	7.8	8.6	8.6	7.4	6.7	7.7	8.4	9.3	15.0	100.0
Coats and suits	6.5	12.9	9.4	6.6	10.6	10.6	6.3	6.7	9.3	10.7	11.9	8.5	100.0
Dresses	5.8	5.6	8.0	8.9	11.4	12.9	9.4	5.3	7.1	7.3	7.3	10.6	100.0
Blouses, skirts, and sportswear	7.3	6.8	9.1	7.4	7.0	9.5	9.9	8.9	8.9	12.7	10.0	0.0	100.0
Girls' wear	4.5	4.9	11.9	5.9	6.6	7.1	4.9	7.9	9.6	10.8	11.0	16.9	100.0
Infants' wear (including infants' furniture)	5.4	5.4	9.9	6.7	6.6	6.8	5.4	6.9	10.2	11.1	11.3	15.3	100.0
Men's and Boys' Wear	5.7	5.2	7.9	6.8	7.4	9.4	6.3	5.9	7.9	9.4	10.5	17.6	100.0
Men's wear	6.0	5.4	7.0	7.2	7.8	10.2	6.8	5.6	7.3	8.9	10.3	17.5	100.0
Men's clothing	7.1	6.2	8.4	8.2	8.2	9.8	6.7	5.7	7.8	10.2	10.0	11.7	100.0
Men's furnishings	5.2	5.0	6.1	6.7	7.5	10.6	5.9	5.6	6.8	8.1	10.5	21.0	100.0
Boys' wear	4.6	4.5	11.3	5.8	6.3	6.5	4.8	7.3	10.3	10.7	10.8	17.1	100.0
HOUSEFURNISHINGS	6.2	6.4	7.4	9.6	9.4	8.3	5.4	6.4	8.4	10.0	10.8	10.2	100.0
SHOES	6.3	5.6	9.8	8.0	9.1								

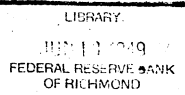
DEPARTMENT STORE SALES, BY DEPARTMENTS

1948

Department 1/	Percentage of monthly sales made in each department 2/												Percentage of year's sales by department 2/
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
GRAND TOTAL - ENTIRE STORE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MAIN STORE TOTAL	84.8	85.4	84.1	84.3	84.1	83.6	83.5	84.8	84.7	83.7	84.2	85.9	84.5
PIECE GOODS AND HOUSEHOLD TEXTILES	9.4	7.0	5.8	6.2	6.0	5.8	6.2	6.3	6.9	6.0	5.7	5.2	6.0
Piece goods	3.1	1.6	1.1	2.9	2.7	2.2	2.3	2.4	2.6	2.5	2.1	1.2	2.4
Silks, velvets, and synthetics	1.6	1.6	1.5	1.5	1.3	1.0	1.0	1.1	1.2	1.1	1.0	0.6	1.2
Woolen yard goods	0.7	0.9	0.7	0.3	0.2	0.1	0.3	0.1	1.2	1.1	1.0	0.6	1.2
Cotton yard goods (including linings)	0.8	0.9	0.9	1.1	1.2	1.1	1.0	0.6	0.5	0.5	0.5	0.3	0.7
Household textiles	6.1	3.2	2.4	3.1	3.2	3.4	3.8	3.4	3.3	3.0	3.0	2.8	3.4
Linen and towels	2.1	1.2	0.9	1.2	1.2	1.1	1.5	1.6	1.2	1.1	1.1	1.4	1.1
Domestic—quilts, sheetings	2.7	1.2	0.9	1.1	1.1	1.1	1.4	1.7	1.1	0.9	0.8	0.6	1.1
Blankets, comforters, and spreads	1.3	0.8	0.6	0.8	0.9	0.9	0.9	1.0	1.0	1.0	0.8	0.8	0.9
SMALL WARE	8.3	8.5	7.1	7.4	7.9	8.0	7.5	7.4	7.3	7.3	8.9	11.4	8.4
Laces, trimmings, embroideries, and ribbons	0.3	0.3	0.4	0.4	0.4	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.3
Notions	1.3	1.3	1.2	1.5	1.4	1.5	1.5	1.2	1.2	1.1	1.1	1.1	1.3
Toiletries articles and drug sundries	2.5	2.4	1.8	2.0	2.2	2.2	2.4	2.2	2.0	1.9	2.2	3.4	2.4
Silverware and jewelry	1.6	1.8	1.5	1.7	1.9	2.0	1.7	1.8	1.8	1.7	2.2	3.1	2.0
Silverware and clocks	0.6	0.7	0.6	0.7	0.7	0.8	0.7	0.7	0.6	0.6	0.8	0.9	0.7
Costume jewelry	0.7	1.0	0.7	1.0	0.9	1.0	0.8	0.8	0.9	0.9	1.1	1.2	1.0
Fine jewelry and watches	0.3	0.3	0.2	0.2	0.3	0.4	0.2	0.3	0.3	0.2	0.3	0.6	0.3
Art needlework	0.8	0.7	0.5	0.4	0.4	0.4	0.5	0.5	0.5	0.6	0.6	0.4	0.5
Books and stationery	1.6	1.7	1.3	1.2	1.3	1.3	1.3	1.3	1.4	1.5	2.2	2.8	1.7
Books and magazines	0.6	0.6	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.9	0.6
Stationery	1.0	1.1	0.8	0.7	0.9	0.9	0.8	0.8	1.0	1.0	1.5	1.9	1.1
WOMEN'S AND MISSES' APPAREL AND ACCESSORIES (TOTAL)	34.6	35.8	34.8	35.0	35.7	33.0	33.1	35.6	38.7	38.1	33.7	33.2	35.5
WOMEN'S AND MISSES' READY-TO-WEAR ACCESSORIES	16.0	17.5	19.7	17.0	17.6	16.2	16.1	15.8	18.0	17.0	17.0	18.0	17.5
Hatwear and scarfs	0.9	1.0	1.0	0.9	0.8	0.6	0.7	0.7	0.8	0.9	1.0	1.3	0.9
Handkerchiefs	0.4	0.5	0.4	0.3	0.4	0.4	0.4	0.4	0.3	0.4	0.4	0.5	0.5
Willows	0.9	1.2	2.0	1.3	1.1	0.9	0.7	1.1	1.9	1.5	1.0	0.6	1.2
Women's and children's gloves	0.7	0.6	0.4	0.3	0.4	0.3	0.3	0.4	0.6	0.8	0.6	0.2	0.7
Corsets and brassieres	1.7	1.7	1.6	1.6	1.6	1.7	1.7	1.4	1.4	1.3	1.3	0.9	1.4
Women's and children's hosiery	2.3	2.4	2.4	2.2	2.4	2.1	2.3	2.0	2.1	2.2	2.2	2.7	2.3
Underwear, slips, and negligees	3.0	3.3	3.0	3.3	3.9	3.6	4.0	3.2	2.9	2.9	2.7	3.4	3.6
Knit underwear	0.9	0.9	0.8	1.0	1.0	1.0	1.2	1.0	0.9	0.9	1.1	1.3	1.0
Silk and mailin underwear, slips, and nightgowns	1.4	1.4	1.4	1.7	1.8	2.0	2.0	1.7	1.7	1.7	1.7	2.1	1.7
Negligees, robes, and lounging apparel	0.5	0.6	0.5	0.5	0.7	0.6	0.6	0.5	0.5	0.5	0.7	1.1	0.6
Infants' wear (including infants' furniture)	2.3	2.4	2.7	2.2	2.0	2.0	2.2	2.5	2.8	2.7	2.6	2.5	2.4
Handbags and small leather goods	0.9	1.1	1.5	1.2	1.3	1.2	1.0	1.1	1.3	1.2	1.3	1.8	1.3
Women's and children's shoes	1.0	1.0	1.1	1.1	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.1	1.1
Children's shoes	0.5	0.5	0.9	0.5	0.6	0.5	0.7	0.7	0.8	0.6	0.5	0.6	0.6
Women's shoes	2.5	2.6	3.1	2.8	2.8	2.6	2.4	2.3	2.8	2.3	2.0	1.8	2.5
WOMEN'S AND MISSES' READY-TO-WEAR APPAREL	18.6	18.3	20.1	19.0	18.1	16.8	17.0	19.8	20.7	21.1	15.7	13.2	18.0
Women's and misses' coats and suits	4.5	4.5	5.4	4.5	4.5	2.9	1.7	4.4	4.8	5.5	4.8	4.7	4.1
Coats	3.2	3.2	3.5	3.1	2.6	2.1	1.8	3.5	3.9	5.5	4.0	3.9	3.0
Suits	1.3	1.3	1.9	1.4	1.9	0.8	0.8	0.9	0.9	0.9	0.8	0.8	1.1
Juniors' and girls' wear	2.7	2.7	3.5	3.2	3.2	3.1	3.0	4.3	4.1	4.1	3.4	2.9	3.5
Juniors' coats, suits, and dresses	2.1	2.1	2.8	2.5	2.5	2.4	2.4	3.4	3.4	3.4	3.4	3.4	3.4
Girls' wear	1.1	1.4	2.1	1.7	1.2	1.2	1.2	1.9	1.9	1.8	1.6	1.6	1.5
Women's and misses' dresses	4.7	4.7	5.0	5.7	6.2	5.8	5.0	4.1	4.8	4.1	3.5	2.8	4.6
Inexpensive dresses	2.3	2.3	2.5	3.0	3.4	3.5	3.0	2.0	2.3	2.1	1.8	1.4	2.4
Better dresses	2.4	2.4	2.5	2.7	2.8	2.3	2.0	2.1	2.5	2.0	1.7	1.4	2.2
Blouses, skirts, and sportswear	3.4	3.3	3.2	3.3	3.5	3.9	4.0	3.6	3.9	3.6	2.6	3.1	3.4
Aprons, house dresses, and uniforms	1.4	1.3	1.2	1.6	1.8	2.0	2.0	1.2	0.9	0.9	0.9	0.9	1.3
Pure	1.7	1.7	0.6	0.5	0.3	0.2	0.6	0.7	1.0	1.3	0.9	0.9	0.9
MEN'S AND BOYS' WEAR	8.0	7.9	8.8	8.1	8.5	11.0	8.5	7.4	8.2	8.9	10.1	13.3	9.4
Men's clothing	3.0	2.9	2.9	3.0	3.1	3.4	2.7	2.1	2.5	3.1	2.9	2.5	2.8
Men's furnishings and hats	3.3	3.5	3.1	3.1	3.5	6.5	4.1	3.2	3.2	3.2	3.2	3.2	3.2
Boys' wear	1.1	1.2	2.0	1.2	1.3	1.4	1.1	1.6	1.9	1.8	1.7	2.0	1.6
Men's and boys' shoes and slippers	0.4	0.4	0.5	0.4	0.4	0.6	0.5	0.4	0.5	0.4	0.5	0.6	0.5
HOUSEFURNISHINGS	20.4	21.4	18.3	22.5	21.6	20.8	22.4	22.9	20.6	19.5	19.5	15.3	20.0
Furniture and bedding	5.0	5.7	4.2	5.1	5.2	5.0	5.5	6.4	5.0	4.6	4.3	2.6	4.7
Mattresses, springs, and elastic beds	1.3	1.4	1.1	1.3	1.3	1.5	1.8	1.8	1.4	1.1	0.9	0.5	1.2
Upholstered and other furniture	2.7	3.3	3.1	3.8	3.7	3.7	3.7	4.6	3.6	3.5	3.2	1.7	3.5
Domestic floor coverings	2.9	2.8	2.8	2.9	2.9	2.4	2.5	2.7	2.8	2.0	2.7	1.5	2.5
Rugs and carpets	2.7	2.7	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8
Linoleum	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.2
Draperies, curtains, upholstery, and amines	2.2	2.4	2.2	2.9	2.9	2.5	2.5	2.3	2.3	2.8	2.7	1.7	2.4
Lamps and shades	0.7	0.7	0.5	0.7	0.7	0.6	0.6	0.6	0.5	0.7	0.8	0.9	0.7
China and glassware	1.3	1.3	1.0	1.2	1.2	1.3	1.2	1.2	1.1	1.1	1.1	1.1	1.1
Major household appliances	2.9	3.0	3.0	3.2	3.1	3.2	3.1	3.7	3.1	2.1	1.8	1.2	2.7
Housewares (including minor appliances)	3.2	3.4	3.0	3.9	3.6	3.6	3.8	3.4	3.3	3.0	3.1	3.2	3.4
Gift shop	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.4	0.3	0.3	0.5	0.6	0.4
Records, phonographs, television, records, and instruments	1.3	1.3	1.1	1.1	1.1	1.2	1.3	1.3	1.2	1.5	1.4	1.3	1.3
Radio, phonographs, and television	0.9	0.9	0.8	0.8	0.7	0.8	0.9	1.0	1.0	0.9	1.1	1.3	1.0
Records, sheet music, and instruments	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.5	0.5	0.3
MISCELLANEOUS MERCHANDISE DEPARTMENTS	4.1	4.4	4.3	4.1	4.4	5.0	5.3	4.5	3.8	4.2	6.8	8.6	5.2
Toys, games, sporting goods, and cameras	0.9	1.1	1.2	1.3	1.4	1.9	1.9	1.6	1.3	1.7	4.1	5.2	2.2
Toys and games	0.3	0.5	0.6	0.5	0.6	0.8	0.9	0.8	0.7	1.1	3.3	3.9	1.4
Sporting goods and cameras	0.6	0.6	0.6	0.8	0.8	1.1	1.0	0.8	0.6	0.6	0.8	1.3	0.8
Leisure	0.4	0.4	0.3	0.4	0.6	0.8	0.8	0.6	0.6	0.3	0.4	0.7	0.5
Gandy	0.4	0.6	0.7	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.7	0.5
BARBER SHOP TOTAL	12.5	12.3	13.5	13.2	13.5	13.9	13.7	12.6	13.0	13.6	12.9	12.1	13.0
DOMESTICS AND BLANKETS	1.4	1.0	0.7	0.9	0.9	0.9	1.1	1.1	1.0	0.9	0.8	0.7	0.9
WOMEN'S AND MISSES' READY-TO-WEAR	6.3	5.6	7.8	7.1	7.2	7.2	7.3	6.7	7.0	7.4	6.8	5.2	6.9
Intimate apparel	1.8	1.8	1.7	1.9	2.0	2.0	2.2	1.8	1.7	1.7	1.7	1.7	1.9
Coats and suits	1.2	1.3	1.0	1.4	1.0	0.5	0.6	1.1	1.3	1.9	1.4	0.7	1.2
Dresses	1.2	1.2	1.3	1.5	1.9	1.1	2.0	1.2	1.1	1.0	1.0	0.9	1.3
Blouses, skirts, and sportswear	0.7	0.7	0.8	0.7	0.8	0.7	0.8	0.7	0.8	0.7	0.7	0.6	0.7
Girls' wear	0.3	0.4	0.6	0.3	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.5
Infants' wear (including infants' furniture)	0.5	0.5	0.7	0.6	0.5	0.5	0.6	0.6	0.8	0.8	0.7	0.7	0.6
MEN'S AND BOYS' WEAR	1.9	1.8	2.1	1.9	2.0	2.6	2.2	1.9	2.0	2.2	2.3	2.7	2.2
Men's wear	1.6	1.5	1.5	1.6	1.6	2.2	1.8	1.4	1.4	1.7	1.8	2.1	1.7
Men's clothing	0.8	0.7	0.7	0.7	0.8	0.8	0.7	0.6	0.6	0.8	0.7	0.6	0.7
Men's furnishings	0.8	0.8	0.8	0.9	0.9	1.4	1.1	0.8	0.8	0.9	1.0	1.0	1.0
Boys' wear	0.3	0.3	0.6	0.3	0.4	0.4	0.4	0.5	0.6	0.5	0.6	0.6	0.5
HOUSEFURNISHINGS	1.2	1.3	1.3	1.5	1.4	1.3	1.3	1.2	1.2	1.3	1.3	0.9	1.2
SPICES	0.9	0.8	1.1	0.9	1.0	1.1	1.0	0.9	1.0	0.8	0.8	0.8	0.9
NONMERCHANDISE TOTAL	2.7	2.7	2.4	2.5	2.4	2.5	2.8	2.6	2.3	2.7	2.9	2.0	2.5
BARBER AND BEAUTY SHOP	0.3	0.4	0.4	0.4	0.4	0.4	0.5	0.4	0.3	0.2	0.2	0.2	0.3

DEPARTMENT STORE SALES, BY DEPARTMENTS
Index Numbers, Without Seasonal Adjustment
(1941 Average Monthly Sales = 100) $\frac{1}{2}$

1948



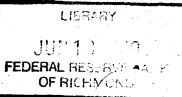
Department 2/	Sales during month											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
MAIN STORE TOTAL	177	156	223	208	213	210	164	185	226	242	260	304
PIECE GOODS AND HOUSEHOLD TEXTILES	276	193	214	215	214	210	170	211	227	233	232	266
Piece goods	282	312	363	312	294	254	196	236	298	319	285	232
Silks, velvets, and synthetics	267	296	435	300	257	197	173	237	271	291	272	235
Woolen yard goods	126	350	291	184	166	94	137	140	546	601	468	291
Cotton yard goods (including linings)	252	271	339	395	408	368	273	206	188	195	188	173
Household textiles	274	134	142	166	177	188	161	203	195	192	204	274
Linen and towels	268	128	134	149	160	185	148	168	161	165	217	125
Domestic—mattings, sheetings	390	155	176	195	240	202	199	256	207	189	171	190
Blankets, coverlets, and spreads	216	119	120	145	169	175	132	173	221	223	217	276
SMALL WARE	155	149	170	163	178	179	138	146	178	192	219	163
Laces, trimmings, embroideries, and ribbons	179	203	196	113	288	278	186	162	213	238	267	330
Notions	204	190	242	277	281	283	219	190	241	255	257	275
Toilet articles and drug sundries	137	120	133	175	139	142	133	122	141	143	176	194
Silverware and jewelry	137	145	173	168	205	207	138	163	198	212	282	570
Art needlework	203	174	163	137	123	126	116	150	177	217	245	275
Books and stationery	156	159	165	145	154	156	121	139	180	206	131	591
Books and magazines	169	146	169	127	137	138	115	126	155	175	250	485
Stationery	148	157	158	132	149	156	109	132	187	202	318	597
WOMEN'S AND MISSES' APPAREL AND ACCESSORIES (TOTAL)	174	170	257	217	219	203	158	189	253	270	253	360
WOMEN'S AND MISSES' READY-TO-WEAR ACCESSORIES	157	160	246	197	208	192	147	161	227	233	246	421
Hosiery	220	231	318	247	228	176	138	156	261	344	342	645
Hosiery—hosiery	112	117	146	115	141	137	109	125	142	166	166	288
Millinery	108	135	303	189	154	121	72	130	299	263	184	156
Women's and children's gloves	172	113	221	137	125	102	57	68	113	202	230	466
Corsets and brassieres	234	213	274	261	268	278	219	208	292	250	221	261
Women's and children's hosiery	126	132	182	154	173	146	115	120	160	183	194	342
Underwear, slips, and negligees	164	163	202	205	251	235	202	181	198	217	293	618
Knit underwear	189	163	214	217	252	248	226	202	229	263	311	545
Silk and multi underwear, slips, and nightgowns	168	168	219	215	268	242	198	174	202	282	310	245
Negligees, robes, and lounging apparel	153	146	166	175	218	192	165	147	170	198	298	714
Infants' wear (including infants' furniture)	202	205	313	234	218	221	189	239	192	336	348	492
Handbags and small leather goods	105	123	242	170	193	178	116	132	209	203	228	464
Women's and children's shoes	169	164	284	220	230	218	151	175	260	211	231	286
WOMEN'S AND MISSES' READY-TO-WEAR APPAREL	192	181	268	238	230	213	168	219	281	309	260	296
Women's and misses' coats and suits	222	215	342	275	277	105	113	252	354	480	354	659
Junior's and girls' wear	171	195	369	241	253	262	179	288	367	373	326	401
Junior's coats, suits, and dresses	196	209	358	281	296	276	201	306	399	462	312	377
Girls' wear	154	190	397	206	211	213	156	275	367	359	353	494
Women's and misses' dresses	175	174	249	270	295	280	185	172	241	233	203	236
Blouses, skirts, and sportswear	223	206	263	252	275	298	241	244	327	319	276	421
Aprons, housecoats, and uniforms	175	156	184	162	279	203	125	153	142	153	228	204
Furs	168	92	80	48	33	19	59	182	134	182	158	197
WOMEN'S AND BOYS' WEAR	143	130	199	166	183	233	140	136	186	218	263	502
Men's clothing	171	145	210	195	211	227	144	124	184	245	242	299
Men's furnishings and hats	128	123	166	151	166	255	146	152	192	280	260	662
Boys' wear	122	123	284	158	173	175	112	144	267	258	277	464
Men's and boys' shoes and slippers	140	122	188	150	172	173	137	111	184	179	208	421
HOUSEFURNISHINGS	187	185	214	244	240	234	197	221	243	249	263	290
Furniture and bedding	165	180	179	207	208	209	178	229	212	213	187	198
Domestic floor coverings	193	192	216	248	236	212	170	211	267	286	275	244
Draperies, curtains, upholstery, and awnings	149	151	191	218	214	209	156	158	202	229	271	245
Lamps and shades	167	159	175	202	198	189	137	164	214	268	306	404
China and glassware	141	132	142	155	153	172	126	146	165	175	232	304
Major household appliances	283	262	381	404	379	363	421	389	413	284	255	254
Houseware (including minor appliances)	218	212	258	306	303	296	241	245	292	286	309	450
MISCELLANEOUS MERCHANDISE DEPARTMENTS	160	150	199	186	199	195	167	167	181	198	215	559
Toys, games, sporting goods, and cameras	72	83	127	139	145	181	158	144	153	215	504	936
Toys and games	34	57	107	89	102	120	111	131	120	215	694	1,227
Sporting goods and cameras	92	97	135	173	169	218	182	159	172	218	461	748
Luggage	156	137	150	184	263	337	259	236	194	160	231	525
BASEMENT STORE TOTAL	163	151	225	204	214	221	168	172	219	248	251	340
WOMEN'S AND MISSES' READY-TO-WEAR	160	157	251	213	225	213	173	216	230	266	255	337
WOMEN'S AND BOYS' WEAR	159	144	217	189	206	260	175	164	218	257	287	489
HOUSEFURNISHINGS	144	148	170	211	205	189	140	156	192	236	257	236
SHOES	130	108	195	160	179	187	133	130	175	169	171	251

1/ The 1941 average of monthly sales for each department is used as a base in compiling the sales index for that department.
2/ The order of the departmental categories follows that of the new departmental reporting schedule introduced by the System in January 1948. In this connection, it will be noted that the department "Domestic, blankets, and linens" (included under "Housefurnishings" on previous annual reports) has been shifted to the major group "Piece goods" and redesignated "Household textiles". Although the new schedule permits the collection of data for a larger number of departmental categories than previously reported, nonavailability of data for the base period precludes showing indexes for most of the new classifications. The latter, however, are included in group and total indexes. Notes—Based on reports from about 350 of the larger department stores located in various cities throughout the United States. In 1947, sales of these stores accounted for about 50 per cent of estimated total department store sales. However, not all stores reported data for all of the departments shown; consequently, the sample for the individual departments is not so comprehensive as that for the total. For description of indexes see page 955 of the August 1945 Federal Reserve Bulletin.

Board of Governors of the Federal Reserve System,
Division of Research and Statistics
May 1949

DEPARTMENT STORE STOCKS, BY DEPARTMENTS
Index Numbers, Without Seasonal Adjustment
(1914 Average Monthly Sales = 100) 3

1916



Department 2/	Stocks at end of month												
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Year
MAIN STORE TOTAL	560	618	669	663	651	601	579	628	668	711	738	587	640
PIECE GOODS AND HOUSEHOLD TEXTILES	619	663	727	723	717	686	648	664	676	716	734	724	691
Piece goods	738	793	830	796	797	738	735	809	808	820	763	716	781
Silks, velvets, and synthetics	636	706	952	745	718	610	679	810	719	882	706	685	740
Woolen yard goods	775	731	711	733	612	795	1,008	1,239	1,059	938	815	917	852
Cotton yard goods (including linings)	745	773	886	856	821	725	631	651	687	717	621	665	729
Household textiles	555	602	693	691	660	651	617	599	623	670	709	677	649
Linen and towels	653	647	725	716	714	717	630	590	660	698	713	673	679
Domestic—muslins, sheetings	1,660	518	680	653	678	652	599	525	553	590	631	619	602
Blankets, comforters, and spreads	568	597	666	626	631	592	580	609	640	659	715	601	627
SMALL WARES	567	598	641	644	629	594	554	582	623	708	804	588	628
Laces, trimmings, embroidery, and ribbons	581	684	817	770	712	673	598	643	715	787	851	704	711
Notions	621	670	761	752	736	704	655	686	723	780	812	672	714
Toilet articles and drug sundries	518	523	547	561	527	503	469	465	485	548	722	518	528
Silverware and jewelry	643	718	791	793	793	736	695	728	781	867	947	690	765
Art needlework	577	595	664	680	669	634	571	614	640	675	704	673	641
Books and stationery	527	538	572	589	576	537	525	558	623	775	836	526	599
Books and magazines	437	464	491	487	485	468	403	428	501	585	668	451	486
Stationery	519	569	598	580	570	546	526	577	663	789	842	508	610
WOMEN'S AND MISSES' APPAREL AND ACCESSORIES (TOTAL)	1,454	523	544	524	1,488	1,348	1,130	505	511	566	595	446	505
WOMEN'S AND MISSES' READY-TO-WEAR ACCESSORIES	1,494	569	597	595	569	519	491	565	612	666	703	492	523
Neckwear and scarfs	510	617	649	588	545	1,660	1,078	1,470	595	631	739	1,558	552
Handkerchiefs	1,487	532	557	575	527	1,028	1,014	504	595	746	882	1,454	568
Millinery	186	262	312	302	353	1,08	1,06	217	203	211	218	132	185
Women's and children's gloves	1,495	601	588	571	563	503	510	644	722	776	713	1,084	602
Corsets and brassieres	686	739	768	743	713	658	607	660	684	704	710	668	693
Women's and children's hosiery	244	278	312	324	314	324	296	359	403	438	449	260	337
Underwear, slips, and negligees	1,458	518	601	612	582	529	476	545	633	742	825	1,494	595
Knit underwear	1,481	517	644	655	652	653	501	552	609	688	948	1,374	620
Silk and woolen underwear, slips, and nightgowns	1,477	526	623	637	608	550	491	539	627	730	800	1,088	591
Negligees, robes, and lounging apparel	1,228	457	528	514	491	417	366	449	559	700	813	585	529
Infants' wear (including infants' furniture)	671	761	804	816	793	737	728	825	838	858	886	655	781
Handbags and small leather goods	366	441	448	443	417	359	327	388	448	508	517	391	481
Women's and children's shoes	789	804	808	828	798	729	611	658	698	731	787	781	781
WOMEN'S AND MISSES' READY-TO-WEAR APPAREL	1,112	1,474	1,485	1,449	1,401	352	365	1,338	1,669	1,644	1,779	396	1,32
Women's and misses' coats and suits	1,402	1,466	1,521	352	259	247	368	1,471	521	1,442	1,466	1,111	1,03
Juniors' and girls' wear	1,481	576	550	545	515	479	444	1,338	1,188	989	948	574	578
Juniors' coats, suits, and dresses	1,433	1,490	1,480	1,310	371	314	321	1,428	1,463	1,442	1,463	1,121	1,02
Girls' wear	576	714	652	654	623	537	553	638	697	718	741	1,149	631
Women's and misses' dresses	331	1,405	1,430	1,402	368	294	222	292	333	360	354	313	538
Blouses, skirts, and sportswear	305	574	629	631	592	1,482	1,433	502	1,493	1,493	1,493	1,493	1,493
Aprons, housecoats, and uniforms	394	1,415	1,478	1,473	1,466	385	296	334	365	1,421	1,421	1,421	1,421
Purs	394	387	367	299	324	371	575	630	651	640	552	1,426	1,465
MEN'S AND BOYS' WEAR	553	643	721	747	781	695	639	737	817	851	872	602	721
Men's clothing	579	681	761	780	817	753	707	842	924	933	897	711	780
Men's furnishings and hats	1,478	552	650	686	725	623	555	613	692	787	871	503	642
Boys' wear	612	750	718	787	785	761	697	846	883	871	878	599	766
Men's and boys' shoes and slippers	795	845	908	925	905	833	760	870	911	984	1,000	795	876
HOUSEFURNISHINGS	750	803	901	882	884	856	824	822	854	897	899	805	818
Furniture and bedding	703	754	848	859	839	819	790	759	773	791	791	791	793
Domestic floor coverings	728	803	926	914	884	880	880	880	880	880	880	880	880
Draperies, curtains, upholstery, and awnings	683	776	886	830	841	790	744	779	823	815	785	799	786
Lamps and shades	600	648	754	747	713	670	624	646	695	760	814	674	695
China and glassware	803	851	919	963	950	1,015	1,012	1,014	1,035	1,087	1,091	881	977
Major household appliances	773	789	832	708	785	712	830	755	799	793	922	930	812
Housewares (including minor appliances)	821	803	1,048	1,043	1,043	968	880	884	942	1,005	1,026	955	951
MISCELLANEOUS MERCHANDISE DEPARTMENTS	512	537	588	629	628	536	530	596	709	761	702	1,043	597
Toys, games, sporting goods, and cameras	519	581	670	758	727	734	758	856	1,079	1,311	1,319	561	808
Toys and games	341	404	471	533	589	585	599	743	990	1,302	1,317	1,514	687
Sporting goods and cameras	537	661	792	870	744	700	734	822	1,048	1,048	1,048	998	891
Luggage	707	736	817	833	850	793	715	700	751	884	962	708	788
BASEMENT STORE TOTAL	392	454	474	464	450	411	381	429	466	485	506	394	414
WOMEN'S AND MISSES' READY-TO-WEAR	372	381	379	372	355	322	299	349	391	407	433	310	360
MEN'S AND BOYS' WEAR	1,478	556	586	587	598	581	561	614	634	649	649	560	560
HOUSEFURNISHINGS	1,456	512	567	521	499	497	440	472	489	521	519	441	494
SHOES	1,471	533	565	571	559	501	443	504	531	571	595	461	526

1/ The stock index is derived by applying to the sales index for each month the corresponding stock-sales ratio. This, in effect, bases the stock index on 1914 average monthly sales.

2/ In the order of the departmental categories follows that of the new departmental reporting schedule introduced by the System in January 1916. In this connection, it will be noted that the department "Domestic, blankets, and linens" (included under "Women's and misses' ready-to-wear" in the annual reports) has been shifted to the major group "Floor goods and redecorating" "Household textiles". Although the new schedule permits the collection of data for a larger number of departmental categories than previously reported, unavailability of data for the base period precludes showing indexes for most of the new classifications. The latter, however, are included in gross and net index data.

Notes—Based on reports from about 350 of the larger department stores located in various cities throughout the country. In 1915, sales by these stores accounted for about 50 per cent of estimated total department store sales. However, not all stores reported data for all of the departments shown; consequently, the sample for the individual departments is not so comprehensive as that for the total. For description of indexes see page 856 of the August 1916 Federal Reserve Bulletin.