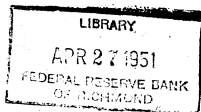


C. 7.3.3
1940-1950

DEPARTMENT STORE SALES, BY DEPARTMENTS
Index Numbers, Without Seasonal Adjustment
(1914 Average Monthly Sales = 100) 1/

1950



Department	Sales during month												Average For Year
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
MAIN STORE TOTAL	164	153	199	195	203	195	178	204	230	223	250	391	215
PIECE GOODS AND HOUSEHOLD TEXTILES	261	147	173	154	185	169	228	231	212	199	207	266	202
Piece goods	194	195	253	197	208	169	145	173	211	209	194	169	193
Silks, velvets, and synthetics	171	169	271	172	165	120	105	186	191	180	161	173	173
Woolen yard goods	230	226	208	116	65	51	111	304	389	359	261	215	218
Cotton yard goods (including linings)	109	184	268	269	325	284	218	160	187	147	112	136	206
Household textiles	294	123	134	132	135	199	269	271	266	217	196	212	208
Items and towels	261	126	135	126	126	163	197	204	173	172	217	138	191
Domestic—quilts, sheetings	428	134	145	134	199	180	145	375	254	201	183	255	245
Blankets, coverlets, and spreads	203	107	120	123	165	166	172	204	238	214	231	297	197
SMALL WARES	148	144	158	154	170	168	134	151	175	196	236	451	190
Laces, trims, embroideries, and ribbons	137	150	241	266	246	223	154	151	190	201	242	309	209
Buttons	193	169	211	232	271	265	197	185	236	227	233	348	230
Knit articles and drug sundries	109	184	268	269	344	316	222	134	148	168	172	392	161
Silverware and jewelry	127	139	152	156	188	191	129	162	189	224	269	551	206
Art needlework	191	155	155	115	117	108	110	149	166	192	212	214	159
Books and stationery	156	165	169	145	148	145	114	145	178	199	130	594	207
Books and magazines	151	153	189	126	122	121	99	120	146	164	169	464	175
Stationery	154	162	152	131	147	148	114	190	197	193	343	615	208
WOMEN'S AND MISSES' APPAREL AND ACCESSORIES (TOTAL)	153	145	218	212	205	183	152	193	238	220	235	357	209
WOMEN'S AND MISSES' READY-TO-WEAR ACCESSORIES	139	140	206	209	200	181	164	176	225	208	241	422	209
Neckwear and scarfs	170	188	265	276	234	186	134	175	288	297	325	610	263
Hosiery	100	113	109	119	124	108	91	112	115	136	217	606	163
Women's and children's gloves	99	100	159	189	133	94	59	74	148	170	229	478	164
Corsets and brassieres	220	191	250	258	272	282	244	237	259	243	222	298	247
Women's and children's hosiery	108	116	148	154	157	136	205	160	147	147	176	347	165
Underwear, slips, and negligees	137	133	164	171	230	209	205	179	180	189	282	616	225
Knit underwear	116	117	143	153	213	253	288	238	241	252	346	655	276
Silk and muslin underwear, slips, and negligees	113	119	155	168	226	191	186	156	157	166	247	598	209
Negligees, robes, and lounging apparel	127	122	142	147	204	162	137	139	157	173	289	615	206
Infants' wear (including infants' furniture)	184	181	275	252	217	205	182	254	333	300	357	503	270
Handbags and small leather goods	103	118	194	210	192	171	110	141	211	193	221	472	195
Women's and children's shoes	153	150	245	244	224	210	155	200	270	245	217	269	214
WOMEN'S AND MISSES' READY-TO-WEAR APPAREL	168	150	231	215	210	186	139	212	251	233	228	287	209
Women's and misses' coats and suits	207	177	303	252	149	77	95	213	286	299	272	225	213
Juniors' and girls' wear	132	162	313	256	232	210	147	279	318	266	295	394	252
Juniors' coats, suits, and dresses	171	172	269	227	165	207	127	205	297	261	245	313	245
Girls' wear	133	157	332	262	213	199	144	300	354	288	363	505	271
Women's and misses' dresses	157	144	203	221	264	238	117	164	212	201	174	213	195
Blouses, skirts, and sportswear	184	173	227	231	262	283	208	257	328	271	269	441	261
Aprons, housecoats, and uniforms	174	140	172	192	200	275	180	132	142	136	156	258	186
Purs	103	65	71	44	85	13	56	207	144	148	169	161	105
MEN'S AND BOYS' WEAR	133	119	165	177	177	229	144	119	192	196	272	537	206
Men's clothing	173	127	182	185	198	218	139	138	203	229	252	322	197
Men's furnishings and hats	113	126	136	153	161	225	158	136	158	171	201	281	209
Boys' wear	106	110	218	222	170	164	107	200	256	207	307	498	211
Men's and boys' shoes and slippers	132	120	162	180	172	221	153	167	198	177	225	448	196
HOMEFURNISHINGS	190	199	223	208	241	223	255	287	289	283	266	318	249
Furniture and bedding	186	210	197	185	217	208	226	295	264	246	227	210	221
Domestic floor coverings	176	171	189	177	212	184	263	261	281	287	263	213	216
Draperies, curtains, upholstery, and hangings	174	151	209	196	245	211	165	183	220	265	275	235	210
Lamps and shades	180	176	190	194	194	171	181	184	227	207	289	389	215
China and glassware	140	141	160	142	155	165	165	167	180	191	244	378	181
Major household appliances	210	208	274	234	299	296	688	428	178	213	225	321	327
Housewares (including small appliances)	203	201	261	264	312	296	262	275	310	286	308	461	287
MISCELLANEOUS MERCHANDISE DEPARTMENTS	134	138	171	188	190	185	170	171	177	166	204	593	217
Toys and games, sporting goods, and cameras	57	75	108	139	141	182	162	150	159	201	186	994	238
Toys and games	31	58	93	108	115	131	117	119	128	204	657	1,331	258
Sporting goods and cameras	66	79	101	140	144	208	148	162	173	200	173	752	214
Liquors	147	129	150	156	235	293	289	234	180	167	222	524	222
BASEMENT STORE TOTAL	149	137	197	202	210	210	167	183	215	213	240	333	205
WOMEN'S AND MISSES' READY-TO-WEAR	143	138	211	214	215	204	158	176	215	210	229	300	203
MEN'S AND BOYS' WEAR	140	135	195	212	218	277	174	184	228	225	311	513	234
HOMEFURNISHINGS	144	153	192	177	217	186	146	180	202	254	252	326	195
SHOES	112	105	157	173	165	178	126	147	182	157	178	246	161

1/ The 1914 average of monthly sales for each department is used as a base in computing the sales index for that department.

Note—Based on reports from about 350 of the larger department stores located in various cities throughout the country. In 1950, sales by these stores accounted for almost 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 556 of the August 1946 Federal Reserve Bulletin.

C. 7.3.4
1940-1950

DEPARTMENT STORE STOCKS, BY DEPARTMENTS
Index Numbers, Without Seasonal Adjustment
(1941 Average Monthly Sales = 100) ^{1/2}

1950

Department	Months at end of month												Average for year	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.		
MAIN STORE TOTAL	554	592	645	650	635	579	541	625	714	810	841	673	655	
FIBER GOODS AND HOUSEHOLD TEXTILES	616	647	672	687	656	619	534	605	691	794	858	832	684	
Piece goods	691	775	774	717	694	635	644	759	789	786	732	694	722	
Silks, velvets, and synthetics	580	657	825	634	549	488	574	751	716	735	643	596	604	
Woolen yard goods	886	885	818	743	715	802	1,013	1,255	1,096	1,065	874	927	927	
Cotton yard goods (including linings)	665	647	627	658	652	621	559	634	698	718	687	656	696	
Household textiles	565	579	567	654	638	604	477	523	647	797	904	858	656	
Linen and towels	632	606	642	662	629	563	507	562	700	635	820	829	688	
Domestics—mainline, sheetings	540	574	660	673	619	590	345	368	500	663	838	878	606	
Blankets, coverlets, and spreads	570	541	567	555	562	529	492	562	693	827	920	828	637	
SMALL WARES	575	587	636	641	626	596	566	607	692	812	905	672	659	
Laces, trinkets, embroideries, and ribbons	570	669	804	801	781	674	588	646	755	852	913	767	730	
Buttons	672	697	769	788	752	747	674	742	835	917	944	804	685	
Toilet articles and drug sundries	709	713	822	819	795	652	590	559	634	688	718	687	686	
Silverware and jewelry	701	733	822	811	792	759	734	768	900	1,024	1,116	837	832	
Art needlework	576	591	643	660	665	625	576	655	751	812	829	784	680	
Books and stationery	550	538	584	594	582	540	526	571	673	857	900	591	625	
Books and magazines	644	628	687	610	642	639	590	465	482	571	637	450	466	
Stationery	593	576	623	646	586	564	529	631	751	905	842	602	657	
WOMEN'S AND MISSES' APPAREL AND ACCESSORIES (TOTAL)	441	497	534	511	484	422	409	513	590	669	664	492	519	
WOMEN'S AND MISSES' READY-TO-WEAR ACCESSORIES	491	549	606	588	562	569	584	689	584	683	794	810	578	620
Hosiery and scarfs	449	530	599	518	482	400	367	478	602	758	783	470	536	
Handkerchiefs	439	455	466	497	468	460	423	475	599	761	870	485	529	
Millinery	459	541	621	379	354	219	180	199	219	231	207	107	105	
Women's and children's gloves	459	520	575	531	504	469	460	574	686	799	804	516	575	
Corsets and brassieres	634	681	741	718	718	688	631	729	813	800	917	830	753	
Women's and children's hosiery	255	277	310	309	284	255	199	362	460	566	577	354	364	
Underwear, slips, and negliges	149	337	612	629	594	598	460	554	714	888	942	567	628	
Knit underwear	521	591	662	646	636	626	596	626	746	856	908	610	742	
Silk and muslin underwear, slips, and nightgowns	526	542	621	630	592	531	456	541	698	848	891	578	621	
Negliges, robes, and lounging apparel	401	400	465	463	443	373	313	393	579	794	876	718	490	
Infants' wear (including infants' furniture)	617	697	744	732	703	645	645	796	890	1,043	1,013	755	771	
Handbags and small leather goods	341	363	423	413	383	365	325	365	468	578	626	396	395	
Women's and children's shoes	815	923	969	966	939	835	817	968	1,032	1,101	1,085	711	964	
WOMEN'S AND MISSES' READY-TO-WEAR APPAREL	389	442	487	429	399	335	345	436	488	537	509	402	431	
Women's and misses' coats and suits	393	461	437	328	244	206	306	466	556	598	486	408	406	
Juniors' and girls' wear	136	164	162	162	156	145	145	145	145	145	145	145	145	
Juniors' coats, suits, and dresses	403	445	447	386	364	284	305	423	485	514	453	385	408	
Girls' wear	505	650	650	605	582	497	527	617	739	862	817	495	629	
Women's and misses' dresses	308	355	372	377	359	286	211	275	322	370	349	305	324	
Blouses, skirts, and sportswear	499	555	608	635	666	503	477	544	574	656	682	499	594	
Aprons, house dresses, and uniforms	360	391	434	468	456	397	311	313	348	376	438	370	383	
Furs	304	344	349	290	233	331	475	557	602	584	553	442	474	
MEN'S AND BOYS' WEAR	598	649	729	737	758	663	660	739	861	957	975	703	749	
Men's clothing	676	728	797	810	809	695	679	836	920	973	952	769	804	
Men's furnishings and hats	514	551	636	661	700	605	539	630	765	921	971	623	676	
Boys' wear	585	708	786	760	736	656	665	804	925	1,011	1,003	687	715	
Men's and boys' shoes and slippers	763	815	947	908	913	838	785	914	988	1,093	1,105	915	914	
HOMEFURNISHINGS	733	756	860	863	869	831	758	814	903	1,002	1,045	952	864	
Furniture and bedding	693	704	775	805	787	779	706	693	744	813	853	800	769	
Domestic floor coverings	624	608	681	685	685	625	796	921	1,010	1,088	1,096	1,102	916	
Draperies, curtains, upholstery, and awnings	681	753	821	803	693	753	698	780	892	938	938	857	810	
Lamps and shades	624	636	712	761	718	658	600	656	745	854	920	778	722	
China and glassware	951	981	1,057	1,040	1,097	1,055	1,039	1,087	1,160	1,173	1,051	1,060	1,060	
Major household appliances	555	578	710	713	775	644	523	605	697	850	978	969	718	
Housewares (including small appliances)	800	845	964	987	979	927	863	976	1,121	1,230	1,242	1,055	998	
MISCELLANEOUS MERCHANDISE DEPARTMENTS	542	486	544	567	567	473	487	591	752	853	788	455	592	
Toys, games, sporting goods, and cameras	556	575	650	718	687	693	722	867	1,171	1,490	1,336	696	816	
Toys and games	401	430	503	515	570	544	577	753	1,077	1,513	1,455	866	745	
Sporting goods and cameras	533	613	677	704	693	663	713	825	1,017	1,413	1,884	1,204	917	
Luggage	712	712	737	770	783	721	682	730	846	1,037	1,077	818	803	
BASEMENT STORE TOTAL	379	425	456	450	433	399	355	444	524	588	585	450	457	
WOMEN'S AND MISSES' READY-TO-WEAR	307	352	372	358	340	304	279	363	436	490	474	336	368	
MEN'S AND BOYS' WEAR	469	521	579	574	581	501	460	557	668	779	773	534	583	
HOMEFURNISHINGS	437	481	514	513	477	444	418	504	600	677	695	620	533	
SHOES	476	522	576	565	548	484	439	530	584	633	610	499	539	

^{1/2} The stocks 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 1941 average monthly sales.

Note—Based on reports from about 350 of the larger department stores located in various cities throughout the country. In 1950, stocks at these stores accounted for about 50 per cent of estimated total department store stocks 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 1946 Federal Reserve Bulletin.