

C. 7.31

DEPARTMENT STORE SALES, BY DEPARTMENTS

1951

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.		Year
GRAND TOTAL - RETAIL STORES	7.9	6.5	8.2	7.2	7.9	7.6	5.9	7.1	8.1	9.1	10.3	11.2	100.0	100.0
WAIN STORES TOTAL	8.0	6.6	8.1	7.2	7.8	7.5	5.8	7.1	8.1	9.0	10.3	11.5	100.0	84.3
PIECE GOODS AND HOUSEHOLD TEXTILES	15.2	7.0	7.1	6.9	7.7	6.9	6.4	8.2	7.7	8.6	8.6	9.7	100.0	5.4
Piece goods	9.7	8.9	9.8	8.7	8.9	7.2	5.5	7.0	8.8	9.7	8.9	6.9	100.0	2.6
Silks, velvets, and synthetics	9.7	9.9	8.9	8.1	6.7	8.9	6.5	7.9	8.7	7.5	9.7	7.7	100.0	3.7
Woolen yard goods	11.5	10.2	9.0	4.6	2.6	2.1	3.2	9.7	13.9	11.7	10.9	7.0	100.0	0.1
Cotton yard goods (including linings)	6.5	8.1	9.7	10.8	12.8	10.9	7.8	6.6	5.9	6.5	6.7	5.7	100.0	0.6
Household textiles	17.9	6.1	5.7	6.1	7.0	6.9	6.7	8.8	7.2	8.1	8.5	11.0	100.0	3.7
Linens and towels	15.5	5.9	6.2	7.1	7.0	6.5	7.9	8.7	7.5	9.7	7.8	10.0	100.0	3.8
Domestic—quilts, sheetings	24.5	6.8	5.5	5.7	6.6	6.4	7.5	10.2	7.1	7.1	5.8	6.8	100.0	1.3
Blankets, comforters, and spreads	12.0	5.5	5.5	6.6	7.3	7.4	6.5	8.2	8.6	9.9	10.5	12.0	100.0	1.0
SMALL WARES	7.1	6.3	7.0	6.6	7.5	6.7	6.5	7.3	8.4	10.9	19.1	100.0	100.0	8.4
Neckties, trimmings, embroidery, and ribbons	6.3	6.8	10.6	9.6	10.3	8.9	6.1	6.2	7.1	8.2	9.1	10.8	100.0	0.3
Toilet articles and drug sundries	7.3	6.2	7.2	8.4	10.0	9.4	6.6	6.6	4.0	8.7	9.2	12.4	100.0	1.2
Silverware and jewelry	8.1	6.6	7.1	6.5	7.5	7.8	6.8	7.1	7.6	9.0	10.9	10.0	100.0	2.5
Silk and woolen underwear, slips, and nightgowns	5.9	5.7	6.5	6.1	7.6	8.0	5.0	6.2	7.1	8.9	11.5	23.4	100.0	1.9
Costume jewelry	7.1	6.4	6.8	6.7	8.9	5.3	7.0	7.0	8.2	12.1	18.2	100.0	0.6	
Fine jewelry and watches	4.9	5.2	6.7	6.0	7.8	7.0	5.2	6.1	7.4	9.4	11.5	22.8	100.0	0.9
Art novelties	4.8	5.2	5.6	6.6	9.3	8.5	4.0	5.8	6.2	9.4	11.4	23.2	100.0	0.4
Books and stationery	10.4	8.4	7.4	6.5	6.0	5.9	5.6	7.2	8.3	10.7	11.6	12.0	100.0	0.5
Books and magazines	4.2	6.3	6.6	6.3	6.7	6.8	6.0	6.8	7.0	8.2	11.3	24.8	100.0	0.7
Stationery	6.6	7.1	7.8	6.3	5.8	5.1	5.3	6.0	6.8	8.1	9.5	21.6	100.0	0.6
WOMEN'S AND MISSES' APPAREL AND ACCESSORIES (TOTAL)	5.9	5.9	6.1	4.8	5.8	6.1	4.4	5.7	7.1	8.3	13.8	25.1	100.0	1.1
Women's and misses' ready-to-wear accessories	7.1	6.3	9.1	7.5	8.2	7.2	5.5	7.2	8.9	9.4	9.9	13.7	100.0	34.3
Neckwear and scarfs	6.6	6.1	9.0	7.2	8.0	7.2	5.4	6.7	8.5	8.9	10.3	16.1	100.0	17.6
Hosiery and socks	5.2	5.9	8.8	7.0	7.5	6.3	4.8	6.0	8.6	9.7	11.0	19.2	100.0	1.0
Handkerchiefs	5.6	6.2	6.8	4.7	6.5	5.7	4.4	5.4	5.5	7.1	11.8	30.3	100.0	0.4
Millinery	5.6	6.6	10.9	8.7	7.5	5.7	3.4	7.2	13.6	13.4	8.7	7.5	100.0	1.1
Women's and children's gloves	4.7	4.4	6.7	6.1	6.9	4.9	3.5	4.9	6.2	11.1	18.1	22.9	100.0	0.8
Corsets and brassieres	9.4	7.3	8.9	8.1	9.0	9.1	7.1	7.4	8.2	8.6	7.7	9.2	100.0	1.4
Women's and children's hosiery	7.3	6.9	8.5	7.3	8.4	7.2	5.5	6.1	7.8	8.5	10.1	16.4	100.0	2.2
Underwear, slips, and negligees	6.2	5.5	6.3	6.3	8.5	7.5	6.4	6.3	6.3	7.6	11.4	21.7	100.0	3.5
Lift underwear	6.4	6.2	6.3	6.3	8.4	7.4	6.4	6.4	6.4	7.4	11.1	21.9	100.0	1.7
Silk and woolen underwear, slips, and nightgowns	6.0	5.2	5.3	6.3	8.8	7.8	6.5	6.2	6.1	7.2	10.7	22.9	100.0	1.7
negligees, robes, and lounging apparel	4.5	5.1	6.3	6.3	8.2	7.0	6.0	5.3	7.0	8.4	11.4	25.5	100.0	0.7
Infants' wear (including infants' furniture)	6.0	5.8	6.7	6.7	6.6	6.3	5.5	7.7	9.6	10.1	11.6	15.4	100.0	2.6
Handbags and small leather goods	4.8	5.3	6.4	6.4	6.8	6.0	6.7	8.7	10.2	12.2	19.7	100.0	1.3	
Women's and children's shoes	7.6	6.6	10.5	7.7	9.0	8.1	5.6	7.3	9.6	8.9	8.6	10.5	100.0	3.1
Children's shoes	4.8	5.3	6.4	6.4	6.8	6.0	6.7	8.7	10.2	12.2	19.7	100.0	1.3	
Women's shoes	7.9	6.7	10.2	8.3	9.3	8.3	5.6	6.8	9.4	9.0	8.5	10.0	100.0	2.5
WOMEN'S AND MISSES' READY-TO-WEAR APPAREL	7.7	6.4	9.2	7.9	8.4	7.1	5.6	7.9	9.3	9.8	9.5	11.2	100.0	16.7
Women's and misses' coats and suits	10.3	8.0	11.4	8.9	5.5	3.3	3.5	7.7	10.2	12.2	11.0	8.0	100.0	3.5
Coats	10.4	7.0	9.7	8.7	4.7	2.8	3.1	8.5	9.7	13.2	12.4	8.8	100.0	2.4
Suits	10.2	10.9	15.1	10.8	7.3	4.2	4.0	6.9	10.9	8.9	5.3	5.5	100.0	1.1
Juniors' and girls' wear	5.9	5.9	10.6	7.0	7.7	6.1	4.9	8.8	7.5	7.3	11.4	12.7	100.0	1.3
Juniors' coats, suits, and dresses	6.4	6.4	10.9	8.1	8.9	7.4	5.2	8.5	9.7	9.4	8.9	10.2	100.0	1.7
Girls' wear	4.2	5.3	10.8	5.8	6.5	5.9	4.6	10.0	10.1	9.6	11.8	15.4	100.0	1.6
Women's and misses' dresses	7.5	6.2	9.0	9.1	11.5	9.5	6.3	6.7	8.7	8.8	7.7	9.0	100.0	4.1
Inexpensive dresses	7.4	5.9	8.6	8.9	12.1	10.9	6.9	6.5	8.1	8.2	8.3	9.0	100.0	2.1
Winter dresses	7.2	6.8	9.3	9.4	10.3	8.1	5.7	7.1	9.5	9.3	8.2	9.1	100.0	4.0
Houses, skirts, and sportswear	5.8	5.4	7.2	6.8	8.5	8.6	6.8	7.9	10.0	9.3	9.1	11.4	100.0	3.5
Aprons, housecoats, and uniforms	8.3	6.5	4.4	8.7	12.3	10.7	8.2	6.6	6.0	6.4	7.4	11.5	100.0	1.2
Purs	13.1	8.0	6.0	4.0	2.1	1.2	3.7	11.1	8.7	12.3	15.4	14.4	100.0	0.9
MEN'S AND BOYS' WEAR	6.6	5.4	7.2	6.0	7.2	9.1	5.5	5.8	6.9	8.5	11.8	20.0	100.0	9.6
Men's clothing	9.2	6.5	7.7	7.1	8.2	9.4	5.9	5.5	7.2	9.7	10.9	12.7	100.0	2.9
Men's furnishings and hats	5.6	5.0	5.7	5.2	6.6	5.9	5.7	5.1	5.9	7.5	12.2	25.6	100.0	4.5
Boys' wear	4.7	5.7	8.8	6.0	8.5	8.6	8.0	8.4	9.3	12.6	18.6	16.6	100.0	1.6
Men's and boys' shoes and slippers	7.4	6.0	8.2	6.4	7.5	9.3	6.0	6.4	7.6	7.7	10.0	17.5	100.0	0.5
HOUSEFURNISHINGS	9.3	8.1	7.9	7.8	7.9	7.5	6.4	7.8	8.1	9.5	9.5	10.2	100.0	21.2
Furniture and bedding	9.5	8.9	7.8	8.0	8.3	7.6	7.4	9.4	8.1	9.3	8.5	7.2	100.0	5.4
Mattresses, springs, and studio beds	9.9	8.8	7.7	8.2	7.8	8.0	8.2	10.5	8.7	9.3	7.6	5.3	100.0	1.5
Upholstered and other furniture	8.8	9.3	7.8	8.2	8.2	7.6	7.8	9.1	7.7	9.1	9.0	7.8	100.0	2.4
Domestic floor coverings	11.4	8.7	7.8	8.2	8.2	7.4	7.4	8.4	10.9	9.3	9.1	11.4	100.0	3.5
Rugs and carpets	11.3	9.2	8.7	8.8	8.1	6.5	5.9	7.1	7.6	10.2	9.6	7.0	100.0	2.3
Linoleum	7.1	7.1	8.9	9.5	9.3	8.6	8.3	7.9	9.6	8.5	8.4	11.4	100.0	0.1
Paper, curtains, upholstery, and awnings	7.2	6.6	8.0	9.0	9.7	8.0	6.1	6.6	8.0	10.8	10.7	9.3	100.0	2.6
Lamps and shades	7.7	6.5	6.9	7.7	7.6	6.7	5.4	6.6	8.0	10.5	11.8	16.3	100.0	0.7
China and glassware	7.5	6.6	7.3	7.2	7.4	7.7	5.6	7.1	7.5	8.5	11.1	35.5	100.0	1.4
Major household appliances	12.3	10.4	9.0	7.0	7.4	7.1	8.4	8.3	9.5	7.3	6.3	10.2	100.0	2.8
Housewares (including small appliances)	8.2	7.0	7.4	8.3	8.8	9.1	6.9	7.0	7.8	8.2	8.9	12.4	100.0	3.5
Gift shop	5.3	5.2	6.2	6.3	6.9	7.1	5.3	6.7	8.6	12.9	22.8	100.0	0.4	
Radio, phonographs, television, records, and instruments	10.4	9.9	7.5	6.1	4.3	4.8	7.3	9.5	10.6	11.1	11.2	11.2	100.0	2.1
Records, phonographs, and television	10.8	9.1	6.9	5.3	4.2	3.9	3.9	7.9	10.1	12.0	12.4	13.5	100.0	1.8
Records, sheet music, and instruments	7.1	7.3	7.6	6.8	6.0	6.3	5.5	6.3	6.5	8.1	11.6	20.9	100.0	0.3
MISCELLANEOUS MERCHANDISE DEPARTMENTS	4.9	5.1	6.7	5.7	6.6	7.5	6.1	6.0	5.9	7.9	13.4	24.2	100.0	5.4
Toys, games, sporting goods, and cameras	2.2	2.7	4.2	4.1	5.2	6.5	5.3	4.8	6.8	6.9	18.9	3.3	100.0	2.1
Sporting goods	1.2	2.0	3.4	2.9	3.7	4.9	4.4	3.8	4.0	6.8	22.9	10.0	100.0	1.6
Toys and games	4.1	4.4	5.5	6.3	7.9	9.9	7.5	7.0	6.6	7.4	11.0	22.4	100.0	0.8
Cameras	5.9	5.7	5.4	5.9	8.1	11.5	8.5	8.5	6.2	6.9	9.2	19.3	100.0	1.8
Candy	5.4	6.7	12.1	5.6	6.3	6.0	5.0	5.7	6					

DEPARTMENT STORE SALES, BY DEPARTMENTS

1951

Department	Percentage of month's sales made in each department 1/												Percentage of year's sales by department 2/
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
GRAND TOTAL - MAIN 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	85.5	85.2	83.8	83.5	83.5	83.2	83.4	84.1	84.4	84.0	83.9	86.0	84.3
PIECE GOODS AND HOUSEHOLD TEXTILES	10.5	5.8	4.7	5.2	5.0	5.2	5.0	6.2	5.2	4.5	3.7	5.4	5.4
Piece goods	2.0	2.2	2.0	2.0	1.9	1.5	1.5	1.6	1.8	1.8	1.4	0.8	1.6
Silks, velvets, and synthetics	0.9	1.0	0.9	0.9	0.8	0.6	0.6	0.7	0.8	0.7	0.4	0.4	0.7
Woolen yard goods	0.6	0.5	0.4	0.2	0.1	0.1	0.2	0.4	0.6	0.5	0.3	0.2	0.3
Cotton yard goods (including linings)	0.5	0.7	0.7	0.9	0.9	0.9	0.7	0.5	0.4	0.5	0.2	0.2	0.6
Household textiles	8.4	3.5	2.6	3.1	3.2	3.4	3.4	4.5	3.3	3.2	2.0	2.8	3.7
Linen and towels	2.8	1.3	1.0	1.2	1.2	1.3	1.6	1.6	1.1	1.2	1.3	1.4	1.4
Domestic—curtains, sheetings	4.2	1.4	0.9	1.0	1.1	1.1	1.7	1.9	1.2	1.0	0.7	0.6	1.3
Blankets, comforters, and spreads	1.4	0.8	0.7	0.9	0.9	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
SMALL WARES	7.6	8.0	7.2	7.6	7.9	8.4	8.1	7.6	7.6	7.8	8.8	11.3	8.4
Jackets, trimmings, embroideries, and ribbons	0.2	0.3	0.3	0.4	0.3	0.3	0.2	0.2	0.3	0.3	0.2	0.2	0.3
Notions	1.2	1.1	1.1	1.4	1.5	1.5	1.4	1.2	1.2	1.1	1.1	1.0	1.2
Toilet articles and drug sundries	2.6	2.5	2.2	2.3	2.4	2.6	2.8	2.4	2.2	2.2	2.2	2.5	2.5
Silverware and jewelry	1.6	1.6	1.6	1.6	1.9	2.0	1.6	1.7	1.7	1.8	2.1	2.8	1.9
Silverware and clocks	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.7	0.8
Costume jewelry	0.6	0.6	0.6	0.7	0.9	0.9	0.8	0.8	0.9	0.9	1.0	1.5	0.9
Fine jewelry and watches	0.2	0.3	0.3	0.3	0.4	0.3	0.2	0.3	0.2	0.3	0.2	0.4	0.5
Art needlework	0.6	0.7	0.4	0.4	0.3	0.3	0.4	0.4	0.5	0.6	0.6	0.5	0.5
Books and stationery	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Books and magazines	0.5	0.6	0.5	0.5	0.4	0.5	0.5	0.5	0.5	0.5	0.7	0.9	0.6
Stationery	0.9	1.0	0.9	0.8	0.9	0.9	0.9	1.0	1.0	1.1	1.6	2.0	1.1
WOMEN'S AND MISSES' APPAREL AND ACCESSORIES (TOTAL)	31.0	32.9	38.4	35.5	35.7	32.1	31.9	34.8	36.0	35.2	33.0	33.0	34.3
WOMEN'S AND MISSES' READY-TO-WEAR ACCESSORIES	14.7	16.5	19.5	17.3	18.0	16.5	16.3	18.3	18.6	17.2	17.5	19.9	17.6
Neckwear and scarfs	0.6	0.9	1.0	1.0	0.9	0.8	0.8	0.8	1.0	1.0	1.0	1.3	1.0
Handkerchiefs	0.3	0.4	0.4	0.2	0.4	-0.3	0.2	0.3	0.3	0.3	0.5	0.8	0.4
Milinery	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.1
Women's and children's gloves	0.6	0.6	1.0	0.7	0.7	0.5	0.4	0.3	0.6	0.8	1.0	1.1	0.8
Corsets and brassieres	1.8	1.6	1.6	1.7	1.7	1.8	1.8	1.6	1.5	1.4	1.1	1.0	1.4
Women's and children's hosiery	2.0	2.3	2.4	2.2	2.1	2.4	2.8	3.1	2.9	2.9	2.7	2.7	2.6
Underwear, slips, and negligees	2.7	2.9	2.6	2.6	2.6	2.6	2.6	2.6	2.6	2.6	2.6	2.6	2.6
Kid underwear	1.1	1.1	0.9	1.0	1.2	1.1	1.3	1.0	0.9	1.0	1.2	1.5	1.2
Knick and maille underwear, slips, and nightgowns	1.6	1.8	1.7	1.6	1.8	1.9	1.4	1.3	1.3	1.3	1.0	2.7	2.7
Negligees, robes, and lounging apparel	0.3	0.4	0.4	0.5	0.4	0.5	0.6	0.6	0.5	0.5	0.8	1.2	0.7
Infants' wear (including infants' furniture)	2.0	2.3	2.8	2.4	2.2	2.1	2.4	2.8	3.1	2.9	2.9	2.7	2.6
Handbags and small leather goods	0.8	1.0	1.5	1.2	1.4	1.2	1.0	1.1	1.1	1.3	1.3	1.9	1.3
Women's and children's shoes	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1
Children's shoes	0.4	0.5	0.9	0.5	0.6	0.6	0.6	0.8	0.8	0.8	0.8	0.8	0.6
Women's shoes	2.7	2.7	3.2	2.9	3.0	2.7	2.4	2.4	2.4	2.5	2.1	1.8	2.5
WOMEN'S AND MISSES' READY-TO-WEAR APPAREL	16.3	16.4	18.9	18.2	17.7	15.6	16.5	18.5	19.4	18.0	15.5	13.1	16.7
Women's and misses' coats and suits	4.6	4.3	4.9	4.3	4.5	4.0	3.8	4.5	4.8	3.7	3.9	3.5	4.4
Coats	2.2	2.5	2.9	2.8	2.4	0.9	1.3	2.8	3.0	1.7	3.1	1.5	2.4
Suits	1.5	1.5	2.0	1.5	2.1	3.6	2.5	1.7	1.8	2.0	0.6	2.0	1.1
Juniors' and girls' wear	2.2	2.9	4.4	3.2	3.1	2.9	2.8	4.0	4.5	3.4	3.3	3.0	3.4
Juniors' coats, suits, and dresses	1.3	1.6	2.4	1.9	1.9	1.7	1.5	2.0	2.1	1.7	1.5	1.2	1.7
Girls' wear	0.9	1.3	2.0	1.3	1.4	1.2	1.3	2.0	2.4	1.7	1.8	1.8	1.6
Women's and misses' dresses	3.9	3.9	4.6	5.2	5.9	5.2	4.4	3.8	4.1	4.0	3.1	2.6	4.1
Inexpensive dresses	2.0	1.9	2.3	2.6	3.1	2.1	2.5	1.9	2.1	2.0	1.5	1.3	2.1
Better dresses	1.9	2.0	2.3	2.6	2.6	2.1	1.9	1.9	2.0	2.0	1.6	1.3	2.0
Blouses, skirts, and sportswear	3.6	3.6	3.6	3.6	3.6	3.6	3.6	3.6	3.6	3.6	3.6	3.6	3.6
Aprons, housedresses, and uniforms	1.3	1.2	1.1	1.4	1.6	1.7	1.7	1.1	1.0	0.9	0.9	1.0	1.2
Pants	1.5	1.1	0.7	0.5	0.2	0.1	0.5	1.4	0.9	1.2	1.3	0.9	0.9
MEN'S AND BOYS' WEAR	8.1	8.0	8.6	8.0	8.8	11.6	9.0	7.9	8.4	9.0	11.0	13.6	9.6
Men's clothing	3.4	3.4	3.8	2.8	3.1	3.6	2.9	2.3	2.6	3.1	3.1	2.6	2.9
Men's furnishings and hats	0.9	0.8	2.0	1.7	1.7	5.9	4.3	3.2	3.3	3.7	5.3	8.1	4.5
Boys' wear	0.9	1.2	2.0	1.8	1.8	1.4	1.8	1.8	1.8	1.8	1.8	1.8	1.6
Men's and boys' shoes and slippers	0.5	0.5	0.5	0.5	0.5	0.6	0.5	0.5	0.5	0.4	0.5	0.6	0.5
HOMEFURNISHINGS	24.9	26.3	20.4	23.0	21.2	20.8	23.0	23.1	21.3	22.2	19.5	15.2	21.2
Furniture and bedding	6.4	7.2	5.1	5.9	5.6	5.4	6.7	7.0	5.4	5.4	4.4	2.7	5.4
Mattresses, springs, and studio beds	1.9	1.9	1.4	1.6	1.4	1.5	2.0	2.1	1.6	1.5	1.1	0.5	1.5
Upholstered and other furniture	4.5	5.3	3.7	4.3	4.2	3.9	4.7	4.9	3.8	3.9	3.3	2.2	3.9
Domestic floor coverings	3.6	3.3	2.6	2.8	2.5	2.1	2.4	2.4	2.4	2.9	2.3	1.3	2.4
Rugs and carpets	3.5	3.2	2.5	2.6	2.4	2.0	2.2	2.3	2.3	2.8	2.2	1.2	2.3
Rugs	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Linoleum	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Draperies, curtains, upholstery, and awnings	2.3	2.6	2.6	3.3	3.2	2.7	2.7	2.4	2.6	3.1	2.7	1.7	2.7
Lamps and shades	0.7	0.7	0.6	0.7	0.7	0.6	0.6	0.7	0.7	0.8	0.8	0.7	0.6
China and glassware	1.3	1.4	1.2	1.4	1.3	1.4	1.3	1.4	1.3	1.3	1.5	1.6	1.4
Major household appliances	3.7	3.7	3.2	4.0	3.9	4.2	4.1	3.5	3.4	3.2	3.0	3.1	3.5
Housewares (including small appliances)	0.3	0.3	0.3	0.3	0.2	0.3	0.2	0.2	0.2	0.2	0.3	0.4	0.3
Gift shop	0.3	0.3	0.3	0.4	0.4	0.4	0.3	0.4	0.3	0.4	0.5	0.7	0.4
Radio, phonographs, television, records, and instruments	2.7	3.1	1.9	1.7	1.1	1.3	1.5	2.1	2.5	2.4	2.2	2.0	2.1
Records, sheet music, and instruments	2.4	2.7	1.6	1.4	0.9	1.0	1.2	1.9	2.3	2.2	1.9	1.6	1.4
MISCELLANEOUS MERCHANDISE DEPARTMENTS	3.4	4.2	4.5	4.2	4.6	5.3	5.5	4.5	3.9	4.7	7.1	9.2	5.4
Toys, games, sporting goods, and cameras	0.7	0.9	1.3	1.3	1.5	2.0	2.1	2.6	1.8	1.8	4.4	5.8	2.4
Toys and games	0.3	0.4	0.7	0.6	0.7	1.0	1.1	0.8	1.2	3.5	4.5	1.6	1.6
Sporting goods and cameras	0.4	0.5	0.6	0.7	0.8	1.0	1.0	0.8	0.6	0.6	0.9	1.3	0.8
Luggage	0.7	0.8	0.9	1.0	0.8	0.7	0.9	0.8	0.7	0.8	0.5	0.7	0.5
Candy	0.3	0.5	0.7	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.7	0.7
BASEMENT STORE TOTAL	11.8	12.0	13.4	13.7	13.9	14.1	13.5	13.1	13.2	13.3	13.1	12.0	13.0
DOMESTICS AND BLANKETS	1.8	1.0	0.7	1.4	0.9	1.0	1.3	1.4	1.1	1.1	0.9	0.7	1.1
WOMEN'S AND MISSES' READY-TO-WEAR	5.5	6.1	7.5	7.2	7.4	6.9	6.8	6.6	6.8	6.7	6.5	6.0	6.6
Intimate apparel	1.8	1.9	1.8	2.0	2.2	2.0	2.2	1.9	1.7	1.7	1.8	2.0	1.9
Coats and suits	0.9	1.1	1.6	1.3	0.7	0.4	0.5	0.9	1.0	1.0	0.5	0.9	0.9
Dresses	1.1	1.2	1.2	1.4	2.0	1.9	1.7	1.1	1.0	0.9	0.9	0.9	1.2
Blouses, skirts, and sportswear	0.6	0.5	0.6	0.7	0.7	0.6	0.7	0.6	0.7	0.6			

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

1951

Department	Sales during month												Average for Year
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
MAIN STORE TOTAL	215	176	215	190	208	200	155	189	213	230	271	385	221
PIECE GOODS AND HOUSEHOLD TEXTILES	376	171	171	171	185	174	154	199	188	209	213	244	204
Lace goods	227	208	227	203	207	171	130	165	203	228	207	160	195
Silks, velvets, and synthetics	195	176	251	176	160	123	104	157	187	217	196	165	175
Woolen yarn goods	269	232	210	303	59	57	85	254	138	359	248	173	198
Cotton yarn goods (including linings)	233	211	261	289	332	282	217	167	151	171	165	112	217
Household textiles	453	153	145	155	177	176	170	220	184	202	214	278	211
Linen and towels	391	139	136	139	159	168	146	178	150	170	216	300	192
Household linens, sheetings	186	217	211	200	190	219	290	206	205	169	197	246	196
Blankets, comforters, and spreads	285	127	130	145	171	174	151	189	205	213	257	289	196
SMALL WARES	171	150	166	156	176	180	133	152	172	198	257	455	197
Laces, trimmings, embroideries, and ribbons	161	169	264	254	262	232	157	157	195	231	264	319	222
Buttons	215	176	212	246	291	273	193	189	237	256	265	371	244
Toilet articles and drug sundries	167	133	145	131	151	158	130	138	146	155	184	391	169
Silverware and jewelry	151	161	165	150	191	199	125	155	177	222	284	513	208
Art needlework	199	155	144	125	117	115	108	140	157	201	221	242	160
Books and stationery	164	165	174	137	152	159	120	153	180	218	367	648	218
Books and magazines	154	157	181	121	129	137	113	135	151	181	284	494	187
Stationery	163	109	168	125	149	161	111	147	168	213	379	639	216
WOMEN'S AND MISSES' APPAREL AND ACCESSORIES (TOTAL)	189	165	239	197	245	188	144	190	234	244	259	358	219
WOMEN'S AND MISSES' READY-TO-WEAR ACCESSORIES	175	159	235	185	209	186	141	171	222	232	266	418	217
Neckwear and scarfs	191	211	314	265	231	157	195	305	343	378	653	889	
Handkerchiefs	102	113	126	90	107	86	106	105	135	224	571	157	
Millinery	114	111	118	148	141	111	68	146	292	247	489	176	
Women's and children's gloves	114	110	131	133	138	98	56	71	136	190	279	159	166
Corsets and brassieres	395	285	275	275	291	286	257	295	255	265	264	259	
Women's and children's hosiery	146	132	165	141	161	139	106	118	148	167	195	319	162
Underwear, slips, and negligees	179	152	176	176	177	212	190	219	217	211	341	607	233
Knit underwear	262	203	233	219	282	256	221	226	231	278	341	660	288
Silk and manila underwear, slips, and nightgowns	163	163	164	164	164	164	164	164	164	164	164	164	164
Negligees, robes, and lounging apparel	145	135	157	144	227	181	158	154	163	203	339	695	227
Infants' wear (including infants' furniture)	209	201	305	234	233	218	191	268	335	351	404	533	290
Hats and small leather goods	121	128	230	161	203	175	113	144	212	211	244	477	202
Women's and children's shoes	207	177	281	210	240	215	149	219	259	237	332	578	224
WOMEN'S AND MISSES' READY-TO-WEAR APPAREL	204	172	244	210	222	189	146	210	257	252	294	421	
Women's and misses' coats and suits	276	215	298	243	246	89	93	203	272	325	292	213	222
Suits and girls' wear	175	190	350	223	250	218	158	299	365	390	314	478	
Suits and coats, suits, and dresses	202	195	334	247	272	232	160	267	310	297	310	250	250
Girls' wear	154	193	384	207	233	211	159	342	365	341	416	541	295
Women's and misses' dresses	178	152	217	225	280	237	154	164	212	215	187	213	203
Blouses, skirts, and sportswear	203	186	246	231	288	292	228	271	337	312	304	480	281
Aprons, housecoats, and uniforms	199	190	176	203	287	246	191	154	143	150	171	270	195
Purs	170	102	79	47	27	16	47	151	114	159	197	187	108
MEN'S AND BOYS' WEAR	175	139	186	152	184	234	139	148	180	216	298	513	214
Men's clothing	237	160	193	172	203	228	144	137	179	210	271	308	206
Men's furnishings and hats	148	128	150	134	169	256	144	130	150	195	313	666	215
Boys' wear	120	125	269	161	179	169	113	125	164	254	343	500	213
Men's and boys' shoes and slippers	189	150	207	156	195	234	145	160	186	190	237	429	206
HOUSEFURNISHINGS	277	241	230	230	232	223	191	230	237	278	275	287	244
Furniture and bedding	258	246	210	222	223	223	205	230	213	246	227	192	226
Domestic floor coverings	292	235	227	226	228	173	154	197	208	268	246	187	218
Draperies, curtains, upholstery and seatings	193	174	211	225	254	213	159	175	209	263	285	245	213
Lamps and shades	200	165	176	199	170	139	190	170	190	206	206	219	183
China and glassware	174	153	167	161	161	176	127	161	174	196	259	380	191
Major household appliances	380	305	278	201	219	217	243	267	268	298	222	199	252
Housewares (including small appliances)	298	246	267	296	321	333	242	250	281	293	311	434	296
MISCELLANEOUS MERCHANDISE DEPARTMENTS	151	153	199	176	202	199	167	173	176	219	340	599	230
Toys, games, sporting goods, and cameras	68	80	130	132	152	166	170	154	156	224	556	1,034	254
Toys and games	33	60	116	97	125	144	135	123	130	224	756	1,393	278
Sporting goods and cameras	35	61	117	102	132	132	135	124	126	227	457	724	224
Luggage	176	138	154	169	162	322	237	241	176	187	261	548	237
BASMENT STORE TOTAL	186	156	216	196	216	212	157	184	210	236	266	338	215
WOMEN'S AND MISSES' READY-TO-WEAR	169	154	234	200	224	204	152	179	213	215	254	346	212
MEN'S AND BOYS' WEAR	173	155	224	199	228	287	179	196	223	260	352	529	250
HOUSEFURNISHINGS	182	180	179	208	207	179	137	165	193	263	270	227	199
SHOES	145	124	198	158	180	182	126	152	180	174	197	245	172

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

Notes—Based on reports from about 350 of the larger department stores located in various cities throughout the country. In 1951, 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 856 of the August 1946 Federal Reserve Bulletin.

Board of Governors of the Federal Reserve System
Division of Research and Statistics
March 1952

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

1951

Department	Stocks at end of month												Average for Year
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
MAIN STORE TOTAL	689	747	851	861	831	765	768	753	780	798	802	662	772
PIECE GOODS AND HOUSEHOLD TEXTILES	718	783	901	930	903	868	808	786	779	769	770	778	816
Piece goods	750	838	894	854	802	739	730	719	763	722	669	664	767
Silks, velvets, and synthetics	622	688	905	667	597	546	628	717	671	646	571	553	655
Woolen yard goods	916	921	912	956	992	1,105	1,228	1,390	1,438	1,037	845	904	1,036
Cotton yard goods (including linings)	793	892	1,046	988	821	745	632	615	632	669	575	646	791
Household textiles	493	756	921	975	967	933	860	795	797	791	800	792	816
Linen and towels	779	781	886	916	909	912	806	721	771	801	831	787	825
Domestic—wallins, sheetings	620	687	944	996	1,030	983	914	778	798	731	757	831	839
Rambles, coverlets, and spreads	743	765	907	939	948	905	860	813	801	773	765	807	831
SMALL WARES	662	690	760	775	750	701	660	679	701	717	858	678	723
Laces, trimmings, embroideries, and ribbons	642	742	912	918	806	744	643	657	711	779	858	740	763
Notions	700	734	951	889	832	772	778	816	882	933	799	799	950
Toilet articles and drug sundries	539	547	600	607	599	573	543	533	546	624	760	571	587
Silverware and jewelry	844	918	1,028	1,055	1,020	945	887	918	932	980	1,052	897	953
Art needlework	704	725	822	837	831	790	719	737	739	759	754	754	763
Books and stationery	595	599	643	665	653	599	591	668	670	677	677	568	659
Toys and novelties	440	447	479	449	477	451	452	468	488	533	639	495	474
Stationery	658	649	704	702	674	632	610	673	744	876	909	569	700
WOMEN'S AND MISSES' APPAREL AND ACCESSORIES (TOTAL)	516	576	632	623	571	510	506	576	605	622	616	483	570
WOMEN'S AND MISSES' READY-TO-WEAR ACCESSORIES	588	660	730	736	684	622	597	658	690	725	737	556	664
Neckwear and scarfs	507	606	653	633	586	499	453	512	631	682	723	544	590
Handkerchiefs	140	508	568	587	549	501	496	507	544	660	755	468	510
Millinery	166	252	295	196	158	126	144	218	219	190	169	137	185
Women's and children's gloves	126	517	611	590	559	512	506	512	706	775	826	792	514
Corsets and brassieres	813	888	958	958	897	844	785	773	804	825	817	800	844
Women's and children's hosiery	356	396	457	437	384	343	308	317	354	399	427	300	376
Underwear, slips, and negligees	251	296	329	317	272	264	287	315	363	414	411	292	368
Dark underwear	126	139	156	156	139	126	139	156	173	190	210	143	185
Silk and woolen underwear, slips, and negligees	276	295	329	317	272	264	287	315	363	414	411	292	368
Negligees, robes, and lounging apparel	405	468	516	510	500	412	303	433	530	671	716	354	489
Infants' wear (including infants' furniture)	759	854	924	930	867	811	806	903	908	927	925	725	862
Handbags and small leather goods	485	525	587	587	549	487	419	385	468	468	527	368	493
Women's and children's shoes	990	1,207	1,156	1,187	1,136	1,021	989	1,144	1,162	1,145	1,100	928	1,091
WOMEN'S AND MISSES' READY-TO-WEAR APPAREL	439	486	572	562	488	394	349	440	510	509	491	406	468
Women's and misses' coats and suits	456	507	516	395	304	283	425	550	587	539	465	412	453
Jackets' and girls' coats	201	278	281	261	215	144	196	215	604	605	575	423	538
Jackets' coats, suits, and dresses	442	476	501	450	403	329	380	472	502	468	425	369	435
Girls' coats	603	735	766	734	663	600	642	701	762	810	765	599	685
Women's and misses' dresses	336	381	420	419	366	293	231	304	360	359	346	265	311
Blouses, skirts, and sportswear	553	656	728	767	731	605	595	691	690	646	665	499	641
Aprons, housedresses, and uniforms	305	416	502	535	491	429	317	310	333	358	300	266	303
Pare	401	390	420	347	383	440	573	584	622	583	598	513	468
MEN'S AND BOYS' WEAR	721	805	925	972	973	867	795	880	970	1,016	1,007	759	891
Men's clothing	811	887	1,016	1,083	1,089	974	917	1,066	1,196	1,218	1,154	943	1,031
Men's furnishings and hats	624	691	826	803	829	781	696	720	790	800	930	626	780
Boys' wear	713	870	932	913	865	769	767	868	929	935	923	665	816
Men's and boys' shoes and slippers	904	1,018	1,173	1,173	1,144	1,054	961	1,089	1,121	1,110	1,068	927	1,064
HOUSEFURNISHINGS	1,022	1,080	1,248	1,264	1,243	1,189	1,103	1,036	1,035	1,010	991	897	1,093
Furniture and bedding	100	940	1,081	1,112	1,056	1,053	965	920	929	895	865	862	967
Domestic floor coverings	1,102	1,201	1,331	1,318	1,270	1,225	1,154	1,168	1,121	1,071	1,010	897	1,144
Draperies, curtains, upholstery and awnings	319	329	363	398	386	312	252	266	269	261	262	202	285
Lamps and shades	738	771	900	900	810	815	768	748	793	810	825	753	811
China and glassware	1,040	1,094	1,181	1,240	1,211	1,280	1,230	1,211	1,279	1,280	1,291	1,159	1,211
Major household appliances	1,034	1,057	1,349	1,394	1,479	1,498	1,359	1,063	1,026	885	894	906	1,145
Housewares (including small appliances)	1,107	1,223	1,489	1,502	1,460	1,375	1,229	1,172	1,177	1,157	1,148	994	1,253
MISCELLANEOUS MERCHANDISE DEPARTMENTS	690	660	764	821	826	699	694	744	826	867	769	437	733
Toys, games, sporting goods, and cameras	760	851	1,035	1,188	1,125	1,123	1,167	1,214	1,394	1,608	1,330	652	1,120
Toys and games	575	679	870	992	1,101	1,092	1,090	1,170	1,364	1,608	1,466	571	1,058
Sporting goods and cameras	684	852	990	1,117	948	908	931	980	1,062	1,315	1,799	1,143	1,069
Luggage	856	882	988	1,020	1,021	907	832	794	806	991	991	800	907
READY-TO-WEAR TOTAL	463	539	592	580	517	494	462	483	511	525	529	429	513
WOMEN'S AND MISSES' READY-TO-WEAR	352	413	439	426	397	359	340	367	394	412	422	323	387
WOMEN'S AND BOYS' WEAR	593	698	782	779	758	654	602	630	696	726	729	524	681
HOUSEFURNISHINGS	650	728	796	762	674	646	590	588	604	629	632	574	651
SHOES	539	624	680	692	642	581	526	617	643	645	628	518	611

1/2 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 1941 average monthly sales.

Note.—Based on reports from about 350 of the larger department stores located in various cities throughout the country. In 1951, stocks at these stores increased for about 50 per cent of estimated total department store stocks. 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 index see page 856 of the August 1956 Federal Reserve Bulletin.

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Division of Research and Statistics
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