C.7.3.1

DEPARTMENT STORE TRADE, UNITED STATES
Distribution of Annual Sales by Months

FOR IMMEDIATE RELEASE
April 30, 1954

1953

| 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 - ENTIRE STORE | 6.8 | 6.2 | 8.0 | 7.7 | 8.0 | 7.9 | 6.2 | 7.0 | 8.1 | 9.1 | 9.9 | 15.1 | 100.0 | 100.0 |
| MAIN STORE TOTAL | 6.8 | 6.3 | 7.9 | 7.7 | 7.9 | 7.7 | 6.2 | 7.0 | 8.1 | 9.1 | 9.9 | 15.4 | 100.0 | 84.2 |
| PIECE GOODS AND HOUSEHOLD TEXTILES | 12.0 | 6.5 | 7.2 | 7.3 | 8.0 | 7.2 | 6.9 | 8.8 | 7.9 | 8.8 | 8.6 | 10.8 | 100.0 | 5.1 |
| Piece goods | 8.4 | 8.6 | 10.6 | 8.9 | 8.7 | 7.3 | 5.9 | 6.9 | 8.6 | 9.8 | 8.8 | 7.5 | 100.0 | 1.5 |
| Silks, velvets, and synthetics | 8.6 | 9.1 | 11.2 | 9.3 | 8.4 | 6.6 | 5.3 | 6.5 | 8.2 | 9.6 | 9.2 | 8.0 | 100.0 | 0.6 |
| Woolen yard goods | 8.6 | 8.9 | 9.4 | 4.2 | 2.6 | 2.1 | 3.4 | 10.2 | 14.3 | 15.7 | 11.8 | 8.8 | 100.0 | 0.3 |
| Cotton yard goods (including linings) | 8.0 | 8.1 | 10.3 | 10.6 | 11.9 | 11.0 | 8.2 | 6.4 | 6.0 | 6.8 | 6.5 | 6.2 | 100.0 | 0.6 |
| Household textiles | 13.7 | 5.4 | 5.6 | 6.7 | 7.5 | 7.2 | 7.3 | 9.7 | 7.7 | 8.2 | 8.5 | 12.5 | 100.0 | 3.5 |
| Linens and towels | 12.2 | 5.5 | 5.6 | 6.6 | 7.7 | 7.0 | 7.1 | 8.6 | 6.8 | 7.8 | 9.8 | 15.8 | 100.0 | 1.4 |
| Domestics--muslins, sheetings | 18.0 | 5.5 | 5.3 | 6.6 | 7.9 | 7.0 | 8.7 | 11.8 | 7.2 | 7.1 | 6.3 | 8.6 | 100.0 | 1.2 |
| Blankets, comforters, and spreads | 10.2 | 5.4 | 5.4 | 7.0 | 7.7 | 7.4 | 6.5 | 8.7 | 9.5 | 10.4 | 9.6 | 12.2 | 100.0 | 0.9 |
| SMALL WARES | 6.7 | 6.4 | 6.9 | 7.1 | 7.5 | 7.5 | 5.9 | 6.2 | 7.3 | 8.4 | 10.3 | 19.8 | 100.0 | 8.6 |
| Laces, trimmings, embroideries, and ribbons | 6.2 | 6.7 | 9.8 | 10.2 | 10.0 | 8.3 | 6.2 | 5.9 | 7.2 | 8.2 | 8.8 | 11.9 | 100.0 | 0.2 |
| Notions | 6.9 | 6.0 | 7.1 | 9.3 | 9.9 | 9.5 | 7.0 | 6.2 | 8.1 | 8.5 | 8.6 | 12.6 | 100.0 | 1.2 |
| Toilet articles and drug sundries | 7.4 | 6.8 | 7.0 | 7.1 | 7.6 | 7.7 | 6.6 | 6.4 | 7.1 | 7.8 | 8.6 | 19.9 | 100.0 | 2.7 |
| Silverware and jewelry | 5.3 | 5.8 | 6.2 | 6.8 | 7.8 | 8.0 | 5.4 | 6.2 | 7.3 | 8.8 | 10.7 | 21.7 | 100.0 | 1.9 |
| Silverware and clocks | 5.8 | 5.7 | 6.2 | 6.4 | 7.3 | 9.2 | 5.9 | 7.0 | 7.7 | 8.9 | 10.9 | 19.0 | 100.0 | 0.6 |
| Costume jewelry | 5.0 | 5.7 | 6.6 | 7.2 | 8.3 | 7.3 | 5.7 | 5.9 | 7.1 | 9.1 | 10.2 | 21.9 | 100.0 | 1.0 |
| Fine jewelry and watches | 5.0 | 5.2 | 5.1 | 7.3 | 8.6 | 7.5 | 4.3 | 5.7 | 6.5 | 8.3 | 10.9 | 25.6 | 100.0 | 0.3 |
| Art needlework | 10.2 | 8.1 | 7.4 | 7.0 | 6.0 | 5.9 | 5.7 | 7.2 | 8.2 | 10.3 | 11.0 | 13.0 | 100.0 | 0.4 |
| Books and stationery | 6.4 | 6.3 | 6.4 | 5.6 | 5.6 | 5.9 | 4.7 | 5.6 | 7.3 | 8.4 | 13.3 | 26.5 | 100.0 | 2.0 |
| Books and magazines | 7.3 | 7.3 | 7.4 | 6.5 | 5.6 | 5.8 | 5.2 | 5.8 | 7.2 | 8.8 | 11.4 | 21.7 | 100.0 | 0.6 |
| Stationery | 5.9 | 5.9 | 5.9 | 5.4 | 5.6 | 6.0 | 4.5 | 5.6 | 7.3 | 8.3 | 14.0 | 25.6 | 100.0 | 1.4 |
| WOMEN'S AND MISSES' APPAREL AND ACCESSORIES (TOTAL) | 6.5 | 6.2 | 9.1 | 8.1 | 8.2 | 7.3 | 5.8 | 7.0 | 8.9 | 9.3 | 9.4 | 14.2 | 100.0 | 35.6 |
| WOMEN'S AND MISSES' READY-TO-WEAR ACCESSORIES | 6.0 | 6.1 | 8.8 | 8.0 | 8.0 | 7.2 | 5.7 | 6.3 | 8.6 | 9.1 | 9.7 | 16.5 | 100.0 | 18.0 |
| Neckwear and scarfs | 4.9 | 5.8 | 7.8 | 7.9 | 8.0 | 6.8 | 5.3 | 6.0 | 8.1 | 9.6 | 10.2 | 19.6 | 100.0 | 1.2 |
| Handkerchiefs | 5.3 | 6.4 | 6.1 | 5.8 | 6.3 | 5.7 | 4.5 | 5.1 | 5.4 | 7.0 | 11.0 | 31.4 | 100.0 | 0.3 |
| Millinery | 5.4 | 6.9 | 13.8 | 10.3 | 6.6 | 5.1 | 3.5 | 6.5 | 13.0 | 12.1 | 8.6 | 8.2 | 100.0 | 1.2 |
| Women's and children's gloves | 5.6 | 5.5 | 9.2 | 8.9 | 6.4 | 4.4 | 2.8 | 3.4 | 6.5 | 9.6 | 12.9 | 24.8 | 100.0 | 0.7 |
| Corsets and brassieres | 7.9 | 6.9 | 8.6 | 8.7 | 9.2 | 9.6 | 7.5 | 7.0 | 8.4 | 8.9 | 7.6 | 9.7 | 100.0 | 1.6 |
| Women's and children's hosiery | 6.5 | 7.0 | 8.3 | 8.1 | 8.3 | 6.9 | 5.5 | 5.9 | 8.0 | 9.0 | 9.5 | 17.0 | 100.0 | 2.0 |
| Underwear, slips, and negligees | 5.5 | 5.5 | 6.4 | 7.0 | 8.7 | 7.9 | 6.6 | 5.8 | 6.3 | 7.5 | 10.4 | 22.4 | 100.0 | 3.5 |
| Knit underwear | 6.2 | 5.8 | 6.5 | 6.9 | 8.3 | 7.4 | 6.5 | 6.4 | 6.6 | 8.2 | 10.5 | 20.7 | 100.0 | 1.2 |
| Silk and muslin underwear, slips, and nightgowns | 5.2 | 5.5 | 6.4 | 7.1 | 8.8 | 7.9 | 6.0 | 7.0 | 6.8 | 7.5 | 10.8 | 23.0 | 100.0 | 1.7 |
| Negligees, robes, and lounging apparel | 4.7 | 5.5 | 6.1 | 6.6 | 8.5 | 7.4 | 6.2 | 5.5 | 5.9 | 7.1 | 11.1 | 25.4 | 100.0 | 0.6 |
| Infants' wear (including infants' furniture) | 5.9 | 5.9 | 8.9 | 7.2 | 6.4 | 6.1 | 5.6 | 7.7 | 9.6 | 9.7 | 11.1 | 15.9 | 100.0 | 2.8 |
| Handbags, and small leather goods | 4.7 | 5.6 | 8.5 | 7.9 | 8.0 | 7.0 | 4.9 | 5.8 | 8.1 | 9.1 | 9.9 | 20.2 | 100.0 | 1.3 |
| Women's and children's shoes | 6.5 | 6.3 | 10.4 | 8.7 | 8.9 | 8.1 | 5.8 | 7.1 | 10.0 | 9.2 | 8.3 | 10.7 | 100.0 | 3.3 |
| Children's shoes | 4.8 | 5.1 | 11.7 | 7.7 | 7.4 | 7.5 | 5.4 | 9.7 | 11.1 | 8.2 | 8.9 | 12.5 | 100.0 | 0.6 |
| Women's shoes | 6.6 | 6.5 | 10.1 | 9.2 | 9.0 | 8.4 | 5.9 | 6.5 | 9.8 | 9.6 | 8.1 | 10.3 | 100.0 | 2.7 |
| WOMEN'S AND MISSES' READY-TO-WEAR APPAREL | 7.0 | 6.2 | 9.5 | 8.2 | 8.5 | 7.4 | 5.9 | 7.7 | 9.1 | 9.6 | 9.0 | 11.9 | 100.0 | 17.6 |
| Women's and misses' coats and suits | 9.7 | 8.0 | 12.9 | 9.4 | 5.3 | 2.8 | 3.6 | 7.5 | 9.7 | 11.8 | 10.5 | 8.8 | 100.0 | 3.4 |
| Women's and misses' coats | 10.1 | 7.4 | 11.4 | 9.2 | 4.5 | 2.3 | 3.2 | 8.3 | 9.2 | 12.3 | 12.3 | 9.8 | 100.0 | 2.4 |
| Women's and misses' suits | 8.4 | 10.3 | 17.1 | 11.2 | 6.9 | 3.8 | 4.3 | 6.7 | 10.7 | 9.4 | 5.7 | 5.5 | 100.0 | 1.0 |
| Juniors' and girls' wear | 5.0 | 5.5 | 10.7 | 7.5 | 7.6 | 6.6 | 5.3 | 9.3 | 9.7 | 9.4 | 9.9 | 13.5 | 100.0 | 3.6 |
| Juniors' coats, suits, and dresses | 5.8 | 6.1 | 10.8 | 8.5 | 8.8 | 7.5 | 5.8 | 8.7 | 9.3 | 9.4 | 8.5 | 10.8 | 100.0 | 1.8 |
| Girls' wear | 4.1 | 5.0 | 10.6 | 6.5 | 6.4 | 5.8 | 4.9 | 9.8 | 10.1 | 9.5 | 11.2 | 16.1 | 100.0 | 1.8 |
| Women's and misses' dresses | 6.9 | 6.3 | 9.1 | 9.5 | 11.5 | 9.9 | 6.4 | 6.5 | 8.6 | 8.9 | 7.3 | 9.1 | 100.0 | 4.3 |
| Women's and misses' inexpensive dresses | 6.7 | 6.1 | 8.6 | 9.3 | 12.1 | 11.2 | 6.9 | 6.3 | 8.0 | 8.4 | 7.2 | 9.2 | 100.0 | 2.3 |
| Women's and misses' better dresses | 6.9 | 6.3 | 9.4 | 9.7 | 10.3 | 8.4 | 6.1 | 6.9 | 9.1 | 9.3 | 7.7 | 9.1 | 100.0 | 2.0 |
| Blouses, skirts, and sportswear | 5.5 | 5.2 | 6.7 | 7.1 | 8.5 | 9.0 | 7.0 | 7.9 | 9.7 | 9.4 | 8.9 | 15.1 | 100.0 | 4.0 |
| Aprons, housedresses, and uniforms | 7.7 | 6.6 | 7.7 | 9.2 | 11.9 | 11.6 | 8.5 | 6.2 | 6.2 | 6.1 | 7.0 | 11.3 | 100.0 | 1.4 |
| Furs | 11.1 | 7.1 | 7.1 | 5.4 | 2.4 | 1.4 | 4.3 | 11.2 | 8.2 | 12.1 | 12.7 | 17.0 | 100.0 | 0.7 |
| MEN'S AND BOYS' WEAR | 5.7 | 5.1 | 6.9 | 6.6 | 7.3 | 9.6 | 5.6 | 5.5 | 7.0 | 8.5 | 11.0 | 21.2 | 100.0 | 9.9 |
| Men's clothing | 8.0 | 5.7 | 7.4 | 7.4 | 9.0 | 9.9 | 6.0 | 5.3 | 7.2 | 9.8 | 10.4 | 13.9 | 100.0 | 2.9 |
| Men's furnishings and hats | 4.7 | 4.8 | 5.4 | 5.8 | 6.8 | 10.4 | 5.7 | 4.7 | 5.9 | 7.5 | 11.8 | 26.9 | 100.0 | 4.6 |
| Boys' wear | 4.4 | 4.8 | 9.7 | 7.0 | 6.4 | 6.2 | 4.3 | 7.9 | 9.7 | 8.9 | 11.6 | 19.1 | 100.0 | 1.7 |
| Men's and boys' shoes and slippers | 6.1 | 5.5 | 7.3 | 7.6 | 7.6 | 10.4 | 6.3 | 6.2 | 8.0 | 8.4 | 9.4 | 17.2 | 100.0 | 0.6 |
| HOMEFURNISHINGS | 7.4 | 7.2 | 7.6 | 7.9 | 8.2 | 8.0 | 7.1 | 8.0 | 8.2 | 9.6 | 9.8 | 11.0 | 100.0 | 19.5 |
| Furniture and bedding | 8.5 | 8.7 | 7.5 | 7.7 | 8.3 | 8.0 | 8.0 | 9.8 | 8.0 | 9.4 | 8.7 | 7.4 | 100.0 | 5.2 |
| Mattresses, springs, and studio beds | 8.9 | 8.9 | 7.5 | 8.1 | 8.0 | 8.2 | 8.7 | 10.7 | 8.7 | 9.6 | 7.5 | 5.2 | 100.0 | 1.5 |
| Upholstered and other furniture | 8.0 | 9.0 | 7.5 | 7.7 | 8.3 | 8.0 | 7.9 | 9.4 | 7.6 | 9.3 | 9.1 | 8.2 | 100.0 | 3.7 |
| Domestic floor coverings | 8.4 | 7.8 | 7.9 | 8.0 | 8.3 | 6.9 | 5.9 | 8.0 | 9.0 | 11.8 | 10.5 | 7.9 | 100.0 | 2.0 |
| Rugs and carpets | 8.5 | 8.0 | 7.6 | 8.4 | 8.2 | 6.7 | 6.1 | 8.2 | 8.1 | 11.9 | 10.6 | 7.7 | 100.0 | 1.9 |
| Linoleum | 7.2 | 7.5 | 9.5 | 9.4 | 9.2 | 9.1 | 8.1 | 8.7 | 7.4 | 9.1 | 8.5 | 6.3 | 100.0 | 0.1 |
| Draperies, curtains, upholstery, and awnings | 6.3 | 6.4 | 8.1 | 8.9 | 9.5 | 8.2 | 6.4 | 6.7 | 8.1 | 10.8 | 10.9 | 9.7 | 100.0 | 2.5 |
| Lamps and shades | 7.0 | 6.9 | 7.1 | 7.7 | 7.4 | 6.4 | 5.5 | 6.5 | 7.7 | 10.4 | 11.7 | 15.7 | 100.0 | 0.6 |
| China and glassware | 6.8 | 6.7 | 7.1 | 7.2 | 7.6 | 7.4 | 5.8 | 6.9 | 7.9 | 8.6 | 10.8 | 17.8 | 100.0 | 1.4 |
| Major household appliances | 7.5 | 6.9 | 8.6 | 7.8 | 8.5 | 10.4 | 9.8 | 8.8 | 8.3 | 8.9 | 7.7 | 6.8 | 100.0 | 1.8 |
| Housewares (including small appliances) | 6.0 | 6.1 | 7.7 | 8.6 | 9.0 | 9.1 | 7.4 | 6.8 | 8.3 | 8.5 | 9.0 | 13.5 | 100.0 | 3.5 |
| Gift shop | 4.5 | 5.2 | 5.7 | 6.4 | 6.5 | 6.8 | 5.6 | 6.2 | 6.6 | 8.4 | 13.0 | 25.1 | 100.0 | 0.4 |
| Radios, phonographs, television, records, etc. | 8.5 | 7.0 | 7.5 | 6.0 | 5.4 | 5.6 | 5.5 | 6.9 | 8.8 | 10.4 | 11.7 | 16.7 | 100.0 | 1.6 |
| Radios, phonographs, and television | 9.7 | 6.3 | 7.0 | 5.5 | 5.8 | 4.8 | 5.0 | 6.9 | 9.4 | 11.0 | 13.2 | 15.4 | 100.0 | 1.3 |
| Pianos, records, sheet music, instruments | 5.2 | 6.6 | 6.8 | 6.6 | 5.8 | 5.7 | 6.2 | 6.8 | 5.2 | 8.8 | 11.8 | 24.5 | 100.0 | 0.3 |
| MISCELLANEOUS MERCHANDISE DEPARTMENTS | 4.4 | 4.9 | 6.2 | 6.4 | 6.5 | 7.4 | 6.2 | 5.8 | 5.9 | 7.6 | 13.2 | 25.5 | 100.0 | 5.5 |
| Toys, games, sporting goods, and cameras | 2.0 | 2.7 | 4.1 | 4.6 | 5.1 | 6.8 | 5.5 | 4.7 | 5.1 | 7.0 | 18.0 | 34.4 | 100.0 | 2.6 |
| Toys and games | 1.2 | 2.0 | 3.2 | 3.5 | 3.8 | 5.4 | 4.5 | 3.7 | 4.5 | 7.0 | 21.7 | 39.5 | 100.0 | 1.7 |
| Sporting goods and cameras | 3.8 | 4.0 | 5.4 | 6.8 | 7.7 | 9.9 | 7.7 | 6.8 | 6.5 | 7.1 | 10.6 | 23.5 | 100.0 | 0.9 |
| Luggage | 5.7 | 5.0 | 5.7 | 6.4 | 8.9 | 11.3 | 8.9 | 7.9 | 6.2 | 6.0 | 8.3 | 19.7 | 100.0 | 0.5 |
| Candy | 5.3 | 6.9 | 9.5 | 8.6 | 6.3 | 5.5 | 5.1 | 5.3 | 5.9 | 8.3 | 9.2 | 24.1 | 100.0 | 0.5 |
| BASEMENT STORE TOTAL | 6.3 | 5.8 | 8.7 | 8.1 | 8.3 | 8.6 | 6.3 | 6.9 | 8.3 | 9.1 | 9.9 | 13.7 | 100.0 | 13.1 |
| DOMESTICS AND BLANKETS | 10.7 | 5.8 | 6.4 | 10.1 | 7.3 | 7.3 | 7.3 | 8.8 | 8.2 | 8.8 | 8.7 | 10.6 | 100.0 | 1.1 |
| WOMEN'S AND MISSES' READY-TO-WEAR | 6.0 | 5.9 | 9.4 | 8.4 | 8.6 | 8.3 | 6.3 | 6.8 | 8.5 | 9.0 | 9.5 | 13.3 | 100.0 | 6.7 |
| Intimate apparel | 6.5 | 6.2 | 7.7 | 8.1 | 8.8 | 8.6 | 7.1 | 6.6 | 7.4 | 8.2 | 9.4 | 15.4 | 100.0 | 1.9 |
| Coats and suits | 7.7 | 7.4 | 15.5 | 10.8 | 5.9 | 3.2 | 3.0 | 6.6 | 8.9 | 11.5 | 11.0 | 8.5 | 100.0 | 0.9 |
| Dresses | 6.4 | 5.9 | 8.4 | 9.0 | 12.8 | 12.4 | 8.2 | 6.4 | 6.8 | 6.9 | 7.0 | 9.8 | 100.0 | 1.2 |
| Blouses, skirts, and sportswear | 5.1 | 5.1 | 6.9 | 7.2 | 8.6 | 9.9 | 7.3 | 7.5 | 9.8 | 9.5 | 9.2 | 13.9 | 100.0 | 0.8 |
| Girls' wear | 4.0 | 4.5 | 10.8 | 6.9 | 6.6 | 6.6 | 4.8 | 9.3 | 10.0 | 9.8 | 11.2 | 15.5 | 100.0 | 0.5 |
| Infants' wear | 5.5 | 5.1 | 8.7 | 7.3 | 6.5 | 6.3 | 5.4 | 7.5 | 10.4 | 10.4 | 11.6 | 15.3 | 100.0 | 0.7 |
| MEN'S AND BOYS' WEAR | 5.1 | 4.9 | 7.6 | 7.0 | 7.6 | 9.9 | 6.0 | 6.1 | 7.9 | 8.5 | 11.0 | 18.4 | 100.0 | 2.4 |
| Men's wear | 5.4 | 5.1 | 6.8 | 7.1 | 7.9 | 11.1 | 6.4 | 5.3 | 7.2 | 8.1 | 10.9 | 18.7 | 100.0 | 1.9 |
| Men's clothing | 6.7 | 6.0 | 8.6 | 8.3 | 8.6 | 10.5 | 6.5 | 5.5 | 7.5 | 8.9 | 10.4 | 12.5 | 100.0 | 0.8 |
| Men's furnishings | 4.5 | 4.6 | 5.5 | 6.4 | 7.5 | 11.7 | 6.5 | 5.3 | 6.7 | 7.8 | 11.1 | 22.4 | 100.0 | 1.1 |
| Boys' wear | 4.2 | 4.4 | 10.5 | 7.1 | 6.5 | 6.3 | 4.8 | 9.0 | 10.4 | 9.2 | 11.0 | 16.6 | 100.0 | 0.5 |
| HOMEFURNISHINGS | 6.4 | 6.7 | 8.1 | 9.0 | 9.3 | 7.6 | 6.0 | 7.0 | 8.0 | 10.7 | 11.2 | 10.0 | 100.0 | 1.2 |
| SHOES | 6.2 | 5.7 | 9.4 | 8.6 | 8.7 | 9.2 | 6.7 | 7.0 | 9.0 | 8.7 | 8.9 | 11.9 | 100.0 | 0.9 |
| NONMERCHANDISE TOTAL | 7.5 | 6.9 | 8.3 | 7.9 | 7.6 | 8.1 | 7.3 | 7.2 | 7.7 | 9.4 | 10.7 | 11.4 | 100.0 | 2.7 |
| BARBER AND BEAUTY SHOP | 7.3 | 7.0 | 8.8 | 10.0 | 9.7 | 9.8 | 9.8 | 7.4 | 7.2 | 7.6 | 7.2 | 8.2 | 100.0 | 0.3 |

Note:--Based on reports from a group of large department stores located in various cities throughout the country. (In 1953, sales by these stores accounted for almost 50 per cent of estimated total department store sales.) Not all stores report data for all of the departments shown; consequently, the sample for the individual departments is not so comprehensive as that for the total.

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C.7.3.2

DEPARTMENT STORE TRADE, UNITED STATES
Distribution of Sales by Departments

1953

FOR IMMEDIATE RELEASE
April 30, 1954

| Department | Percentage of month's sales made in each department 1/ | | | | | | | | | | | | Percentage of year's sales by departments |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 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 | 84.8 | 83.2 | 83.5 | 83.7 | 83.0 | 83.5 | 84.3 | 84.0 | 84.1 | 84.2 | 86.0 | 84.2 |
| PIECE GOODS AND HOUSEHOLD TEXTILES | 9.0 | 5.3 | 4.5 | 4.9 | 5.1 | 4.6 | 5.6 | 6.4 | 5.0 | 4.9 | 4.4 | 3.6 | 5.1 |
| Piece goods | 1.9 | 2.1 | 2.0 | 1.8 | 1.7 | 1.4 | 1.4 | 1.5 | 1.6 | 1.7 | 1.3 | 0.7 | 1.5 |
| Silks, velvets, and synthetics | 0.8 | 0.9 | 0.9 | 0.8 | 0.7 | 0.5 | 0.5 | 0.6 | 0.6 | 0.7 | 0.6 | 0.3 | 0.6 |
| Woolen yard goods | 0.4 | 0.5 | 0.4 | 0.2 | 0.1 | 0.1 | 0.2 | 0.4 | 0.6 | 0.6 | 0.4 | 0.2 | 0.3 |
| Cotton yard goods (including linings) | 0.7 | 0.7 | 0.7 | 0.8 | 0.9 | 0.8 | 0.7 | 0.5 | 0.4 | 0.4 | 0.3 | 0.2 | 0.6 |
| Household textiles | 6.9 | 3.1 | 2.4 | 2.9 | 3.2 | 3.1 | 4.1 | 4.8 | 3.2 | 3.1 | 3.0 | 2.9 | 3.5 |
| Linens and towels | 2.4 | 1.2 | 1.0 | 1.1 | 1.2 | 1.2 | 1.5 | 1.6 | 1.1 | 1.1 | 1.3 | 1.4 | 1.4 |
| Domestics--muslins, sheetings | 3.1 | 1.1 | 0.8 | 1.0 | 1.1 | 1.0 | 1.6 | 2.0 | 1.0 | 0.9 | 0.8 | 0.7 | 1.2 |
| Blankets, comforters, and spreads | 1.4 | 0.8 | 0.6 | 0.8 | 0.9 | 0.9 | 1.0 | 1.2 | 1.1 | 1.1 | 0.9 | 0.8 | 0.9 |
| SMALL WARES | 8.6 | 8.9 | 7.4 | 7.9 | 8.1 | 8.3 | 8.2 | 7.6 | 7.8 | 8.0 | 8.9 | 11.4 | 8.6 |
| Laces, trimmings, embroideries, and ribbons | 0.2 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Notions | 1.2 | 1.1 | 1.2 | 1.5 | 1.5 | 1.5 | 1.3 | 1.1 | 1.2 | 1.2 | 1.1 | 1.0 | 1.2 |
| Toilet articles and drug sundries | 2.9 | 2.9 | 2.2 | 2.4 | 2.5 | 2.6 | 2.8 | 2.4 | 2.3 | 2.2 | 2.2 | 3.5 | 2.7 |
| Silverware and jewelry | 1.5 | 1.8 | 1.5 | 1.7 | 1.9 | 1.9 | 1.6 | 1.7 | 1.7 | 1.9 | 2.1 | 2.8 | 1.9 |
| Silverware and clocks | 0.5 | 0.6 | 0.5 | 0.5 | 0.5 | 0.7 | 0.5 | 0.6 | 0.6 | 0.6 | 0.7 | 0.8 | 0.6 |
| Costume jewelry | 0.8 | 1.0 | 0.8 | 0.9 | 1.0 | 0.9 | 0.9 | 0.9 | 0.9 | 1.0 | 1.1 | 1.4 | 1.0 |
| Fine jewelry and watches | 0.2 | 0.2 | 0.2 | 0.3 | 0.4 | 0.3 | 0.2 | 0.2 | 0.2 | 0.3 | 0.3 | 0.6 | 0.3 |
| Art needlework | 0.7 | 0.6 | 0.4 | 0.4 | 0.3 | 0.4 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.4 | 0.4 |
| Books and stationery | 1.9 | 2.0 | 1.6 | 1.4 | 1.4 | 1.4 | 1.5 | 1.5 | 1.7 | 1.8 | 2.6 | 3.1 | 2.0 |
| Books and magazines | 0.7 | 0.7 | 0.6 | 0.5 | 0.4 | 0.4 | 0.5 | 0.5 | 0.5 | 0.6 | 0.7 | 0.9 | 0.6 |
| Stationery | 1.2 | 1.3 | 1.0 | 0.9 | 1.0 | 1.0 | 1.0 | 1.0 | 1.2 | 1.2 | 1.9 | 2.2 | 1.4 |
| WOMEN'S AND MISSES' APPAREL AND ACCESSORIES (TOTAL) | 34.0 | 35.6 | 40.1 | 37.7 | 36.7 | 33.1 | 33.0 | 35.9 | 38.9 | 36.6 | 33.5 | 33.6 | 35.6 |
| WOMEN'S AND MISSES' READY-TO-WEAR ACCESSORIES | 15.9 | 17.8 | 19.5 | 18.7 | 18.1 | 16.5 | 16.4 | 16.4 | 19.0 | 18.1 | 17.5 | 19.7 | 18.0 |
| Neckwear and scarfs | 0.8 | 1.0 | 1.1 | 1.2 | 1.2 | 1.0 | 1.0 | 1.0 | 1.1 | 1.2 | 1.2 | 1.5 | 1.2 |
| Handkerchiefs | 0.3 | 0.4 | 0.3 | 0.3 | 0.3 | 0.2 | 0.2 | 0.3 | 0.3 | 0.3 | 0.4 | 0.7 | 0.3 |
| Millinery | 0.9 | 1.3 | 1.9 | 1.5 | 0.9 | 0.8 | 0.7 | 1.0 | 1.8 | 1.5 | 1.0 | 0.6 | 1.2 |
| Women's and children's gloves | 0.6 | 0.6 | 0.8 | 0.8 | 0.6 | 0.4 | 0.3 | 0.4 | 0.6 | 0.8 | 0.9 | 1.2 | 0.7 |
| Corsets and brassieres | 1.9 | 1.9 | 1.8 | 1.9 | 1.9 | 2.0 | 2.0 | 1.7 | 1.7 | 1.6 | 1.3 | 1.1 | 1.6 |
| Women's and children's hosiery | 1.9 | 2.2 | 2.0 | 2.1 | 2.1 | 1.7 | 1.7 | 1.6 | 2.0 | 2.0 | 1.8 | 2.2 | 2.0 |
| Underwear, slips, and negligees | 2.8 | 3.1 | 2.8 | 3.2 | 3.8 | 3.6 | 3.7 | 2.9 | 2.6 | 2.9 | 3.7 | 5.2 | 3.5 |
| Knit underwear | 1.1 | 1.1 | 0.9 | 1.1 | 1.2 | 1.1 | 1.2 | 1.0 | 0.9 | 1.1 | 1.3 | 1.6 | 1.2 |
| Silk and muslin underwear, slips, and nightgowns | 1.3 | 1.4 | 1.4 | 1.6 | 1.9 | 1.9 | 1.8 | 1.1 | 1.2 | 1.3 | 1.7 | 2.5 | 1.7 |
| Negligees, robes, and lounging apparel | 0.4 | 0.6 | 0.5 | 0.5 | 0.7 | 0.6 | 0.7 | 0.5 | 0.5 | 0.5 | 0.7 | 1.1 | 0.6 |
| Infants' wear (including infants' furniture) | 2.5 | 2.6 | 3.1 | 2.5 | 2.2 | 2.1 | 2.5 | 3.0 | 3.3 | 2.9 | 3.1 | 2.9 | 2.8 |
| Handbags, and small leather goods | 0.9 | 1.1 | 1.4 | 1.4 | 1.4 | 1.2 | 1.1 | 1.1 | 1.4 | 1.4 | 1.3 | 1.8 | 1.3 |
| Women's and children's shoes | 3.1 | 3.3 | 4.2 | 3.7 | 3.6 | 3.4 | 3.0 | 3.3 | 4.0 | 3.3 | 2.7 | 2.4 | 3.3 |
| Children's shoes | 0.5 | 0.5 | 0.9 | 0.6 | 0.6 | 0.6 | 0.5 | 0.9 | 0.9 | 0.6 | 0.6 | 0.5 | 0.6 |
| Women's shoes | 2.6 | 2.8 | 3.3 | 3.1 | 3.0 | 2.8 | 2.5 | 2.4 | 3.1 | 2.7 | 2.1 | 1.9 | 2.7 |
| WOMEN'S AND MISSES' READY-TO-WEAR APPAREL | 18.1 | 17.8 | 20.6 | 19.0 | 18.6 | 16.6 | 16.6 | 19.5 | 19.9 | 18.5 | 16.0 | 13.9 | 17.6 |
| Women's and misses' coats and suits | 4.7 | 4.3 | 5.4 | 4.1 | 2.2 | 1.2 | 1.9 | 3.6 | 4.0 | 4.3 | 3.6 | 2.0 | 3.4 |
| Women's and misses' coats | 3.5 | 2.8 | 3.4 | 2.7 | 1.4 | 0.7 | 1.2 | 2.7 | 2.7 | 3.3 | 3.0 | 1.6 | 2.4 |
| Women's and misses' suits | 1.2 | 1.5 | 2.0 | 1.4 | 0.8 | 0.5 | 0.7 | 0.9 | 1.3 | 1.0 | 0.6 | 0.4 | 1.0 |
| Juniors' and girls' wear | 2.7 | 3.2 | 4.8 | 3.5 | 3.5 | 3.1 | 3.1 | 4.3 | 4.4 | 3.7 | 3.6 | 3.2 | 3.6 |
| Juniors' coats, suits, and dresses | 1.6 | 1.7 | 2.4 | 2.0 | 2.0 | 1.7 | 1.7 | 2.2 | 2.1 | 1.8 | 1.5 | 1.3 | 1.8 |
| Girls' wear | 1.1 | 1.5 | 2.4 | 1.5 | 1.5 | 1.4 | 1.4 | 2.6 | 2.3 | 1.9 | 2.1 | 1.9 | 1.8 |
| Women's and misses' dresses | 4.4 | 4.4 | 4.9 | 5.4 | 6.2 | 5.4 | 4.5 | 4.0 | 4.6 | 4.2 | 3.2 | 2.6 | 4.3 |
| Women's and misses' inexpensive dresses | 2.3 | 2.2 | 2.5 | 2.8 | 3.5 | 3.2 | 2.5 | 2.0 | 2.2 | 2.1 | 1.6 | 1.4 | 2.3 |
| Women's and misses' better dresses | 2.1 | 2.2 | 2.4 | 2.6 | 2.7 | 2.2 | 2.0 | 2.0 | 2.4 | 2.1 | 1.6 | 1.2 | 2.0 |
| Blouses, skirts, and sportswear | 3.3 | 3.4 | 3.3 | 3.6 | 4.3 | 4.6 | 4.5 | 4.8 | 4.2 | 3.5 | 3.5 | 4.0 | 4.0 |
| Aprons, housedresses, and uniforms | 1.5 | 1.4 | 1.3 | 1.6 | 2.0 | 2.0 | 1.9 | 1.2 | 1.0 | 0.9 | 1.0 | 1.1 | 1.4 |
| Furs | 1.2 | 0.9 | 0.7 | 0.6 | 0.2 | 0.1 | 0.5 | 1.2 | 0.8 | 1.0 | 0.9 | 0.8 | 0.7 |
| MEN'S AND BOYS' WEAR | 8.3 | 8.0 | 8.4 | 8.4 | 9.1 | 11.9 | 8.8 | 7.7 | 8.5 | 9.2 | 10.9 | 13.8 | 9.9 |
| Men's clothing | 3.4 | 2.6 | 2.7 | 2.7 | 3.3 | 3.6 | 2.7 | 2.2 | 2.5 | 3.1 | 3.0 | 2.7 | 2.9 |
| Men's furnishings and hats | 3.2 | 3.5 | 3.0 | 3.5 | 3.8 | 6.1 | 4.2 | 3.0 | 3.3 | 3.8 | 5.3 | 8.1 | 4.6 |
| Boys' wear | 1.1 | 1.4 | 2.2 | 1.6 | 1.5 | 1.4 | 1.3 | 2.0 | 2.1 | 1.7 | 2.0 | 2.3 | 1.7 |
| Men's and boys' shoes and slippers | 0.5 | 0.5 | 0.4 | 0.5 | 0.5 | 0.7 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.6 | 0.6 |
| HOMEFURNISHINGS | 21.3 | 22.7 | 18.6 | 20.0 | 20.2 | 19.9 | 22.5 | 22.2 | 19.8 | 20.9 | 19.1 | 14.3 | 19.5 |
| Furniture and bedding | 6.5 | 7.3 | 4.9 | 5.2 | 5.5 | 5.3 | 6.7 | 7.3 | 5.2 | 5.4 | 4.6 | 2.6 | 5.2 |
| Mattresses, springs, and studio beds | 2.0 | 2.1 | 1.4 | 1.5 | 1.5 | 1.5 | 2.1 | 2.3 | 1.6 | 1.6 | 1.1 | 0.5 | 1.5 |
| Upholstered and other furniture | 4.5 | 5.2 | 3.5 | 3.7 | 4.0 | 3.8 | 4.6 | 5.0 | 3.6 | 3.8 | 3.5 | 2.1 | 3.7 |
| Domestic floor coverings | 2.6 | 2.6 | 2.0 | 2.2 | 2.1 | 1.7 | 2.0 | 2.4 | 2.2 | 2.7 | 2.1 | 1.0 | 2.0 |
| Rugs and carpets | 2.5 | 2.5 | 1.9 | 2.1 | 2.0 | 1.6 | 1.9 | 2.3 | 2.1 | 2.6 | 2.0 | 1.0 | 1.9 |
| Linoleum | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 |
| Draperies, curtains, upholstery, and awnings | 2.3 | 2.5 | 2.5 | 2.8 | 2.9 | 2.6 | 2.5 | 2.3 | 2.5 | 3.0 | 2.7 | 1.6 | 2.5 |
| Lamps and shades | 0.7 | 0.7 | 0.5 | 0.7 | 0.6 | 0.5 | 0.6 | 0.6 | 0.6 | 0.7 | 0.8 | 0.7 | 0.6 |
| China and glassware | 1.3 | 1.5 | 1.2 | 1.2 | 1.2 | 1.3 | 1.2 | 1.3 | 1.3 | 1.2 | 1.4 | 1.6 | 1.4 |
| Major household appliances | 2.0 | 2.0 | 1.9 | 1.8 | 1.9 | 2.4 | 2.8 | 2.2 | 1.8 | 1.3 | 1.4 | 0.8 | 1.8 |
| Housewares (including small appliances) | 3.1 | 3.4 | 3.4 | 3.9 | 4.0 | 4.0 | 4.2 | 3.5 | 3.6 | 3.3 | 3.2 | 3.1 | 3.5 |
| Gift shop | 0.3 | 0.4 | 0.3 | 0.4 | 0.3 | 0.4 | 0.4 | 0.3 | 0.4 | 0.4 | 0.5 | 0.7 | 0.4 |
| Radios, phonographs, television, records, etc. | 1.9 | 1.7 | 1.4 | 1.2 | 1.1 | 1.1 | 1.4 | 1.6 | 1.7 | 1.8 | 1.9 | 1.8 | 1.6 |
| Radios, phonographs, and television | 1.7 | 1.4 | 1.1 | 0.9 | 0.9 | 0.9 | 1.1 | 1.3 | 1.5 | 1.5 | 1.6 | 1.3 | 1.3 |
| Pianos, records, sheet music, instruments | 0.2 | 0.3 | 0.3 | 0.3 | 0.2 | 0.2 | 0.3 | 0.3 | 0.2 | 0.3 | 0.3 | 0.5 | 0.3 |
| MISCELLANEOUS MERCHANDISE DEPARTMENTS | 3.6 | 4.3 | 4.2 | 4.6 | 4.5 | 5.2 | 5.4 | 4.5 | 4.0 | 4.5 | 7.4 | 9.3 | 5.5 |
| Toys, games, sporting goods, and cameras | 0.8 | 1.1 | 1.3 | 1.6 | 1.7 | 2.2 | 2.2 | 1.8 | 1.7 | 2.0 | 4.7 | 6.0 | 2.6 |
| Toys and games | 0.3 | 0.5 | 0.7 | 0.8 | 0.8 | 1.1 | 1.2 | 0.9 | 1.0 | 1.3 | 3.8 | 4.6 | 1.7 |
| Sporting goods and cameras | 0.5 | 0.6 | 0.6 | 0.8 | 0.9 | 1.1 | 1.0 | 0.9 | 0.7 | 0.7 | 0.9 | 1.4 | 0.9 |
| Luggage | 0.4 | 0.4 | 0.4 | 0.4 | 0.6 | 0.8 | 0.7 | 0.6 | 0.3 | 0.3 | 0.4 | 0.6 | 0.5 |
| Candy | 0.4 | 0.6 | 0.6 | 0.5 | 0.3 | 0.3 | 0.4 | 0.3 | 0.4 | 0.4 | 0.5 | 0.8 | 0.5 |
| BASEMENT STORE TOTAL | 12.2 | 12.2 | 14.0 | 13.7 | 13.7 | 14.2 | 13.3 | 12.9 | 13.4 | 13.1 | 12.9 | 11.9 | 13.1 |
| DOMESTICS AND BLANKETS | 1.6 | 1.0 | 0.9 | 1.3 | 1.0 | 1.0 | 1.3 | 1.3 | 1.1 | 1.1 | 0.9 | 0.8 | 1.1 |
| WOMEN'S AND MISSES' READY-TO-WEAR | 6.0 | 6.3 | 7.3 | 7.4 | 7.2 | 7.0 | 6.7 | 6.6 | 6.9 | 6.7 | 6.4 | 5.9 | 6.7 |
| Intimate apparel | 1.8 | 1.9 | 1.8 | 2.0 | 2.1 | 2.0 | 2.1 | 1.7 | 1.7 | 1.7 | 1.8 | 1.9 | 1.9 |
| Coats and suits | 1.0 | 1.0 | 1.7 | 1.3 | 0.6 | 0.4 | 0.4 | 0.8 | 1.0 | 1.1 | 1.0 | 0.5 | 0.9 |
| Dresses | 1.1 | 1.1 | 1.3 | 1.4 | 1.9 | 1.9 | 1.6 | 1.1 | 1.0 | 0.9 | 0.9 | 0.8 | 1.2 |
| Blouses, skirts, and sportswear | 0.6 | 0.6 | 0.6 | 0.7 | 0.8 | 0.9 | 0.9 | 0.8 | 0.9 | 0.8 | 0.7 | 0.7 | 0.8 |
| Girls' wear | 0.3 | 0.4 | 0.7 | 0.5 | 0.4 | 0.4 | 0.4 | 0.7 | 0.6 | 0.6 | 0.6 | 0.5 | 0.5 |
| Infants' wear | 0.6 | 0.6 | 0.8 | 0.7 | 0.6 | 0.6 | 0.6 | 0.8 | 0.9 | 0.8 | 0.9 | 0.7 | 0.7 |
| MEN'S AND BOYS' WEAR | 1.9 | 2.0 | 2.3 | 2.2 | 2.3 | 3.1 | 2.4 | 2.2 | 2.4 | 2.2 | 2.7 | 3.0 | 2.4 |
| Men's wear | 1.5 | 1.6 | 1.6 | 1.7 | 1.9 | 2.7 | 2.0 | 1.5 | 1.7 | 1.7 | 2.1 | 2.4 | 1.9 |
| Men's clothing | 0.7 | 0.8 | 0.8 | 0.8 | 0.8 | 1.0 | 0.8 | 0.6 | 0.7 | 0.7 | 0.8 | 0.7 | 0.8 |
| Men's furnishings | 0.8 | 0.8 | 0.8 | 0.9 | 1.1 | 1.7 | 1.2 | 0.9 | 1.0 | 1.0 | 1.3 | 1.7 | 1.1 |
| Boys' wear | 0.4 | 0.4 | 0.7 | 0.5 | 0.4 | 0.4 | 0.4 | 0.7 | 0.7 | 0.5 | 0.6 | 0.6 | 0.5 |
| HOMEFURNISHINGS | 1.1 | 1.2 | 1.2 | 1.4 | 1.4 | 1.2 | 1.1 | 1.1 | 1.2 | 1.4 | 1.3 | 0.7 | 1.2 |
| SHOES | 0.8 | 0.9 | 1.1 | 1.0 | 1.0 | 1.1 | 1.0 | 1.0 | 1.0 | 0.9 | 0.8 | 0.8 | 0.9 |
| NONMERCHANDISE TOTAL | 3.0 | 3.0 | 2.8 | 2.8 | 2.6 | 2.8 | 3.2 | 2.8 | 2.6 | 2.8 | 2.9 | 2.1 | 2.7 |
| BARBER AND BEAUTY SHOP | 0.4 | 0.4 | 0.4 | 0.5 | 0.5 | 0.4 | 0.5 | 0.4 | 0.3 | 0.3 | 0.2 | 0.2 | 0.3 |

1/ Totals for the major department groups include sales which cannot be allocated to specific departments. The subdivisions, therefore, will not necessarily add to total shown for each group. For example, January sales of "Homefurnishings" in the MAIN STORE accounted for 21.3 per cent of total store sales, although only 20.7 per cent can be allocated to the subdivisions within the group.

Note:--Based on reports from a group of large department stores located in various cities throughout the country. (In 1953, sales by these stores accounted for almost 50 per cent of estimated total department store sales.) Not all stores report data for all of the departments shown; consequently, the sample for the individual departments is not so comprehensive as that for the total.

Board of Governors of the
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DEPARTMENT STORE TRADE, UNITED STATES
Departmental Sales Indexes, Without Seasonal Adjustment
(1947-49 Average Monthly Sales = 100) 1/

FOR IMMEDIATE RELEASE
April 30, 1954

1953

| Department | Sales during month | | | | | | | | | | | | Average for year |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | |
| MAIN STORE TOTAL | 85 | 77 | 98 | 94 | 98 | 95 | 76 | 86 | 100 | 112 | 123 | 189 | 103 |
| PIECE GOODS AND HOUSEHOLD TEXTILES | 129 | 70 | 78 | 79 | 86 | 77 | 74 | 95 | 85 | 94 | 93 | 116 | 90 |
| Piece goods | 70 | 72 | 89 | 74 | 73 | 61 | 49 | 58 | 72 | 82 | 73 | 62 | 69 |
| Silks, velvets, and synthetics | 63 | 66 | 81 | 68 | 62 | 48 | 38 | 47 | 60 | 70 | 67 | 58 | 61 |
| Woolen yard goods | 68 | 70 | 74 | 33 | 20 | 17 | 27 | 80 | 113 | 123 | 93 | 69 | 66 |
| Cotton yard goods (including linings) | 83 | 84 | 106 | 110 | 123 | 113 | 84 | 66 | 63 | 70 | 67 | 63 | 86 |
| Household textiles | 171 | 68 | 69 | 83 | 94 | 89 | 92 | 121 | 95 | 103 | 107 | 154 | 104 |
| Linens and towels | 147 | 66 | 68 | 79 | 87 | 85 | 85 | 104 | 82 | 94 | 118 | 189 | 101 |
| Domestics--muslins, sheetings | 229 | 69 | 68 | 83 | 100 | 90 | 109 | 150 | 91 | 90 | 79 | 109 | 106 |
| Blankets, comforters, and spreads | 131 | 70 | 69 | 89 | 99 | 94 | 84 | 111 | 122 | 133 | 123 | 156 | 107 |
| SMALL WARES | 85 | 80 | 86 | 90 | 95 | 94 | 74 | 78 | 92 | 106 | 129 | 248 | 105 |
| Laces, trimmings, embroideries, and ribbons | 69 | 74 | 108 | 112 | 110 | 98 | 68 | 65 | 80 | 90 | 96 | 131 | 92 |
| Notions | 84 | 73 | 89 | 112 | 121 | 115 | 84 | 76 | 98 | 102 | 104 | 153 | 101 |
| Toilet articles and drug sundries | 100 | 91 | 93 | 96 | 102 | 102 | 88 | 86 | 94 | 105 | 115 | 265 | 112 |
| Silverware and jewelry | 63 | 67 | 73 | 79 | 91 | 93 | 64 | 73 | 85 | 103 | 126 | 253 | 98 |
| Silverware and clocks | 60 | 60 | 64 | 66 | 75 | 96 | 61 | 72 | 80 | 93 | 112 | 196 | 86 |
| Costume jewelry | 63 | 73 | 83 | 91 | 105 | 93 | 72 | 75 | 89 | 115 | 129 | 277 | 105 |
| Fine jewelry and watches | 60 | 63 | 61 | 87 | 102 | 89 | 52 | 67 | 78 | 98 | 130 | 303 | 99 |
| Art needlework | 111 | 88 | 80 | 76 | 65 | 64 | 63 | 78 | 90 | 112 | 120 | 141 | 91 |
| Books and stationery | 90 | 88 | 89 | 79 | 79 | 81 | 66 | 79 | 101 | 118 | 186 | 343 | 117 |
| Books and magazines | 96 | 96 | 98 | 85 | 74 | 75 | 68 | 76 | 94 | 116 | 150 | 285 | 110 |
| Stationery | 86 | 84 | 85 | 77 | 80 | 86 | 65 | 80 | 105 | 118 | 201 | 366 | 119 |
| WOMEN'S AND MISSES' APPAREL AND ACCESSORIES (TOTAL) | 81 | 77 | 113 | 101 | 102 | 91 | 72 | 88 | 110 | 116 | 117 | 177 | 104 |
| WOMEN'S AND MISSES' READY-TO-WEAR ACCESSORIES | 75 | 77 | 109 | 100 | 100 | 90 | 71 | 80 | 107 | 113 | 121 | 206 | 104 |
| Neckwear and scarfs | 75 | 86 | 119 | 118 | 121 | 102 | 80 | 90 | 122 | 145 | 152 | 295 | 125 |
| Handkerchiefs | 50 | 61 | 58 | 55 | 60 | 54 | 43 | 48 | 51 | 65 | 104 | 295 | 79 |
| Millinery | 64 | 81 | 163 | 121 | 78 | 60 | 41 | 77 | 153 | 143 | 101 | 96 | 98 |
| Women's and children's gloves | 63 | 61 | 103 | 99 | 72 | 49 | 31 | 37 | 74 | 107 | 124 | 277 | 93 |
| Corsets and brassieres | 113 | 98 | 123 | 125 | 131 | 137 | 106 | 101 | 119 | 127 | 109 | 138 | 119 |
| Women's and children's hosiery | 71 | 76 | 89 | 88 | 89 | 74 | 59 | 64 | 87 | 97 | 102 | 182 | 90 |
| Underwear, slips, and negligees | 65 | 66 | 76 | 82 | 104 | 94 | 78 | 69 | 74 | 89 | 123 | 266 | 99 |
| Knit underwear | 87 | 81 | 90 | 96 | 116 | 103 | 92 | 89 | 93 | 114 | 146 | 288 | 116 |
| Silk and muslin underwear, slips, and nightgowns | 56 | 58 | 68 | 76 | 97 | 90 | 72 | 60 | 64 | 75 | 104 | 244 | 89 |
| Negligees, robes, and lounging apparel | 58 | 69 | 75 | 82 | 106 | 91 | 77 | 68 | 74 | 87 | 138 | 314 | 103 |
| Infants' wear (including infants' furniture) | 81 | 80 | 121 | 97 | 86 | 83 | 76 | 103 | 130 | 132 | 151 | 214 | 113 |
| Handbags, and small leather goods | 61 | 72 | 109 | 102 | 103 | 90 | 69 | 74 | 108 | 117 | 126 | 259 | 107 |
| Women's and children's shoes | 84 | 82 | 134 | 113 | 114 | 105 | 75 | 91 | 129 | 120 | 106 | 138 | 108 |
| Children's shoes | 60 | 64 | 146 | 97 | 92 | 93 | 68 | 121 | 139 | 103 | 111 | 156 | 104 |
| Women's shoes | 86 | 84 | 131 | 119 | 117 | 109 | 76 | 94 | 127 | 123 | 105 | 133 | 108 |
| WOMEN'S AND MISSES' READY-TO-WEAR APPAREL | 87 | 78 | 117 | 103 | 105 | 92 | 73 | 96 | 113 | 119 | 112 | 147 | 103 |
| Women's and misses' coats and suits | 104 | 85 | 138 | 100 | 56 | 29 | 39 | 80 | 104 | 125 | 112 | 93 | 89 |
| Women's and misses' coats | 108 | 78 | 120 | 97 | 48 | 23 | 35 | 88 | 98 | 130 | 130 | 103 | 88 |
| Women's and misses' suits | 88 | 108 | 179 | 117 | 73 | 40 | 45 | 70 | 112 | 98 | 59 | 57 | 87 |
| Juniors' and girls' wear | 66 | 73 | 141 | 99 | 100 | 88 | 70 | 122 | 129 | 124 | 130 | 177 | 110 |
| Juniors' coats, suits, and dresses | 70 | 72 | 129 | 101 | 105 | 89 | 69 | 104 | 112 | 112 | 102 | 128 | 99 |
| Girls' wear | 61 | 74 | 155 | 96 | 95 | 86 | 71 | 144 | 150 | 139 | 165 | 237 | 123 |
| Women's and misses' dresses | 83 | 75 | 108 | 113 | 137 | 118 | 77 | 77 | 103 | 105 | 88 | 108 | 99 |
| Women's and misses' inexpensive dresses | 82 | 73 | 104 | 113 | 145 | 136 | 84 | 76 | 96 | 102 | 87 | 111 | 101 |
| Women's and misses' better dresses | 82 | 81 | 110 | 115 | 122 | 99 | 72 | 82 | 111 | 110 | 91 | 107 | 99 |
| Blouses, skirts, and sportswear | 81 | 77 | 99 | 103 | 125 | 133 | 104 | 116 | 143 | 139 | 130 | 222 | 123 |
| Aprons, housedresses, and uniforms | 100 | 85 | 98 | 118 | 154 | 149 | 109 | 79 | 79 | 79 | 90 | 145 | 107 |
| Furs | 106 | 68 | 68 | 52 | 23 | 13 | 41 | 107 | 79 | 115 | 121 | 153 | 80 |
| MEN'S AND BOYS' WEAR | 73 | 64 | 87 | 83 | 93 | 120 | 70 | 70 | 89 | 107 | 140 | 266 | 105 |
| Men's clothing | 100 | 69 | 91 | 91 | 111 | 122 | 74 | 65 | 89 | 120 | 128 | 171 | 103 |
| Men's furnishings and hats | 60 | 60 | 67 | 73 | 84 | 131 | 71 | 59 | 73 | 94 | 144 | 336 | 104 |
| Boys' wear | 59 | 63 | 129 | 93 | 85 | 83 | 57 | 105 | 148 | 119 | 154 | 253 | 111 |
| Men's and boys' shoes and slippers | 82 | 72 | 97 | 100 | 101 | 137 | 83 | 82 | 106 | 112 | 123 | 228 | 110 |
| HOMEFURNISHINGS | 90 | 88 | 93 | 96 | 100 | 97 | 87 | 97 | 100 | 118 | 118 | 134 | 101 |
| Furniture and bedding | 120 | 121 | 105 | 108 | 116 | 111 | 112 | 136 | 112 | 132 | 121 | 103 | 116 |
| Mattresses, springs, and studio beds | 141 | 139 | 119 | 127 | 125 | 128 | 137 | 169 | 136 | 150 | 118 | 81 | 131 |
| Upholstered and other furniture | 107 | 119 | 99 | 103 | 109 | 106 | 105 | 124 | 101 | 123 | 121 | 108 | 110 |
| Domestic floor coverings | 88 | 80 | 82 | 83 | 85 | 67 | 61 | 83 | 93 | 122 | 109 | 81 | 86 |
| Rugs and carpets | 89 | 85 | 80 | 88 | 86 | 70 | 64 | 86 | 86 | 125 | 111 | 80 | 87 |
| Linoleum | 52 | 54 | 68 | 68 | 66 | 65 | 58 | 63 | 53 | 65 | 61 | 45 | 60 |
| Draperies, curtains, upholstery, and awnings | 79 | 79 | 100 | 111 | 118 | 101 | 80 | 82 | 101 | 134 | 135 | 120 | 103 |
| Lamps and shades | 80 | 78 | 80 | 88 | 83 | 72 | 63 | 73 | 87 | 117 | 133 | 177 | 94 |
| China and glassware | 89 | 88 | 93 | 94 | 92 | 97 | 75 | 91 | 103 | 112 | 142 | 232 | 109 |
| Major household appliances | 64 | 59 | 72 | 66 | 72 | 88 | 83 | 74 | 70 | 75 | 65 | 57 | 71 |
| Housewares (including small appliances) | 78 | 78 | 99 | 110 | 116 | 116 | 96 | 88 | 107 | 109 | 115 | 173 | 107 |
| Gift shop | 67 | 76 | 84 | 94 | 97 | 100 | 83 | 91 | 97 | 125 | 192 | 369 | 123 |
| Radios, phonographs, television, records, etc. | 115 | 95 | 101 | 81 | 74 | 75 | 73 | 93 | 119 | 141 | 157 | 225 | 112 |
| Radios, phonographs, and television | 146 | 95 | 105 | 82 | 89 | 72 | 75 | 105 | 141 | 166 | 199 | 231 | 125 |
| Pianos, records, sheet music, instruments | 61 | 77 | 80 | 77 | 67 | 67 | 73 | 79 | 61 | 103 | 138 | 281 | 97 |
| MISCELLANEOUS MERCHANDISE DEPARTMENTS | 57 | 63 | 78 | 82 | 84 | 95 | 79 | 74 | 75 | 97 | 170 | 325 | 107 |
| Toys, games, sporting goods, and cameras | 30 | 38 | 57 | 66 | 73 | 96 | 78 | 68 | 72 | 99 | 255 | 488 | 118 |
| Toys and games | 18 | 29 | 47 | 51 | 55 | 80 | 65 | 55 | 65 | 103 | 317 | 577 | 122 |
| Sporting goods and cameras | 50 | 51 | 69 | 89 | 99 | 127 | 100 | 88 | 83 | 92 | 136 | 303 | 108 |
| Luggage | 67 | 60 | 66 | 76 | 105 | 133 | 105 | 92 | 73 | 71 | 97 | 231 | 98 |
| Candy | 65 | 84 | 114 | 105 | 76 | 67 | 61 | 64 | 72 | 101 | 112 | 292 | 101 |
| BASEMENT STORE TOTAL | 80 | 72 | 108 | 101 | 105 | 107 | 79 | 86 | 104 | 113 | 123 | 171 | 104 |
| DOMESTICS AND BLANKETS | 147 | 78 | 88 | 136 | 100 | 99 | 100 | 120 | 111 | 120 | 118 | 143 | 113 |
| WOMEN'S AND MISSES' READY-TO-WEAR | 75 | 72 | 115 | 103 | 105 | 101 | 77 | 84 | 103 | 111 | 117 | 162 | 102 |
| Intimate apparel | 84 | 81 | 98 | 103 | 113 | 110 | 92 | 84 | 95 | 105 | 121 | 197 | 107 |
| Coats and suits | 76 | 72 | 153 | 106 | 57 | 32 | 29 | 65 | 88 | 113 | 108 | 83 | 82 |
| Dresses | 75 | 69 | 99 | 105 | 150 | 146 | 96 | 76 | 78 | 81 | 82 | 141 | 98 |
| Blouses, skirts, and sportswear | 71 | 72 | 95 | 100 | 121 | 138 | 102 | 104 | 137 | 132 | 129 | 193 | 116 |
| Girls' wear | 59 | 64 | 157 | 99 | 95 | 96 | 69 | 134 | 144 | 141 | 162 | 223 | 120 |
| Infants' wear | 79 | 74 | 125 | 104 | 93 | 91 | 77 | 108 | 149 | 149 | 166 | 219 | 120 |
| MEN'S AND BOYS' WEAR | 70 | 67 | 104 | 95 | 103 | 137 | 82 | 83 | 108 | 116 | 151 | 251 | 114 |
| Men's wear | 73 | 68 | 91 | 95 | 106 | 148 | 86 | 71 | 95 | 109 | 146 | 249 | 112 |
| Men's clothing | 92 | 81 | 136 | 112 | 116 | 143 | 88 | 74 | 102 | 121 | 141 | 168 | 113 |
| Men's furnishings | 61 | 60 | 74 | 84 | 100 | 156 | 87 | 70 | 89 | 104 | 148 | 297 | 111 |
| Boys' wear | 62 | 63 | 152 | 104 | 94 | 93 | 69 | 131 | 151 | 133 | 161 | 240 | 121 |
| HOMEFURNISHINGS | 75 | 78 | 95 | 105 | 108 | 89 | 70 | 81 | 94 | 124 | 131 | 117 | 97 |
| SHOES | 78 | 71 | 118 | 108 | 109 | 115 | 83 | 88 | 113 | 109 | 111 | 148 | 104 |
| NONMERCHANDISE TOTAL | 99 | 91 | 108 | 104 | 99 | 106 | 97 | 94 | 101 | 123 | 140 | 149 | 109 |
| BARBER AND BEAUTY SHOP | 103 | 98 | 122 | 139 | 136 | 136 | 137 | 103 | 100 | 107 | 100 | 114 | 116 |

1/ The 1947-49 average of monthly sales for each department is used as the base in computing the sales index for that department.
Note:--Based on reports from a group of large department stores located in various cities throughout the country. (In 1953, sales by these stores accounted for almost 50 per cent of estimated total department store sales.) Not all stores report data for all of the departments shown; consequently, the sample for the individual departments is not so comprehensive as that for the total.

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C.7.3.4

DEPARTMENT STORE TRADE, UNITED STATES
Departmental Stocks Indexes, Without Seasonal Adjustment
(1947-49 Average End-of-month Stocks = 100) 1/

FOR IMMEDIATE RELEASE
April 30, 1954

1953

| Department | Stocks at end of month | | | | | | | | | | | | Average for year |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | |
| MAIN STORE TOTAL | 107 | 113 | 122 | 125 | 122 | 114 | 111 | 117 | 126 | 136 | 138 | 108 | 120 |
| PIECE GOODS AND HOUSEHOLD TEXTILES | 105 | 106 | 110 | 112 | 111 | 106 | 106 | 104 | 110 | 114 | 114 | 111 | 109 |
| Piece goods | 95 | 99 | 99 | 96 | 92 | 84 | 89 | 97 | 99 | 94 | 87 | 84 | 93 |
| Silks, velvets, and synthetics | 87 | 92 | 88 | 89 | 82 | 79 | 82 | 92 | 93 | 87 | 81 | 77 | 86 |
| Woolen yard goods | 96 | 97 | 86 | 84 | 85 | 83 | 97 | 123 | 118 | 107 | 94 | 90 | 97 |
| Cotton yard goods (including linings) | 110 | 116 | 121 | 122 | 114 | 100 | 102 | 97 | 102 | 100 | 94 | 98 | 106 |
| Household textiles | 110 | 110 | 115 | 121 | 121 | 119 | 115 | 107 | 117 | 124 | 129 | 126 | 118 |
| Linens and towels | 100 | 101 | 108 | 114 | 112 | 109 | 105 | 97 | 106 | 117 | 122 | 110 | 108 |
| Domestics--muslins, sheetings | 124 | 164 | 130 | 138 | 146 | 146 | 143 | 122 | 138 | 137 | 145 | 159 | 141 |
| Blankets, comforters, and spreads | 115 | 110 | 114 | 117 | 115 | 112 | 114 | 113 | 118 | 128 | 129 | 119 | 117 |
| SMALL WARES | 106 | 108 | 115 | 121 | 119 | 113 | 106 | 106 | 113 | 130 | 146 | 111 | 116 |
| Laces, trimmings, embroideries, and ribbons | 96 | 114 | 134 | 130 | 124 | 111 | 99 | 103 | 105 | 113 | 118 | 98 | 112 |
| Notions | 115 | 120 | 133 | 139 | 135 | 129 | 119 | 122 | 125 | 135 | 142 | 117 | 128 |
| Toilet articles and drug sundries | 106 | 104 | 109 | 114 | 114 | 107 | 100 | 96 | 100 | 119 | 146 | 108 | 110 |
| Silverware and jewelry | 105 | 113 | 119 | 126 | 121 | 115 | 106 | 109 | 120 | 134 | 149 | 114 | 119 |
| Silverware and clocks | 121 | 127 | 132 | 139 | 136 | 136 | 130 | 129 | 133 | 143 | 154 | 127 | 134 |
| Costume jewelry | 81 | 95 | 111 | 120 | 108 | 96 | 91 | 104 | 115 | 137 | 154 | 102 | 109 |
| Fine jewelry and watches | 111 | 116 | 118 | 142 | 140 | 117 | 89 | 98 | 111 | 131 | 138 | 121 | 119 |
| Art needlework | 101 | 104 | 112 | 114 | 111 | 107 | 102 | 104 | 114 | 119 | 118 | 110 | 110 |
| Books and stationery | 106 | 104 | 113 | 121 | 119 | 114 | 108 | 112 | 121 | 150 | 165 | 110 | 120 |
| Books and magazines | 98 | 94 | 108 | 114 | 111 | 106 | 100 | 99 | 105 | 129 | 148 | 108 | 110 |
| Stationery | 108 | 108 | 114 | 124 | 119 | 116 | 110 | 116 | 129 | 155 | 168 | 108 | 123 |
| WOMEN'S AND MISSES' APPAREL AND ACCESSORIES (TOTAL) | 108 | 120 | 127 | 128 | 121 | 109 | 112 | 125 | 134 | 143 | 144 | 107 | 123 |
| WOMEN'S AND MISSES' READY-TO-WEAR ACCESSORIES | 108 | 121 | 130 | 134 | 126 | 115 | 112 | 126 | 135 | 146 | 150 | 109 | 126 |
| Neckwear and scarfs | 97 | 120 | 137 | 142 | 133 | 117 | 111 | 135 | 145 | 171 | 183 | 109 | 133 |
| Handkerchiefs | 74 | 78 | 84 | 82 | 79 | 74 | 70 | 72 | 83 | 104 | 127 | 71 | 83 |
| Millinery | 93 | 135 | 138 | 107 | 92 | 76 | 76 | 121 | 121 | 122 | 99 | 73 | 104 |
| Women's and children's gloves | 82 | 92 | 103 | 100 | 93 | 87 | 87 | 103 | 121 | 139 | 138 | 83 | 102 |
| Corsets and brassieres | 122 | 131 | 138 | 143 | 141 | 136 | 129 | 130 | 136 | 139 | 139 | 133 | 135 |
| Women's and children's hosiery | 106 | 118 | 126 | 131 | 122 | 110 | 104 | 113 | 121 | 136 | 149 | 104 | 120 |
| Underwear, slips, and negligees | 97 | 105 | 120 | 129 | 121 | 112 | 101 | 108 | 127 | 151 | 167 | 100 | 120 |
| Knit underwear | 121 | 131 | 149 | 159 | 152 | 145 | 128 | 136 | 162 | 186 | 205 | 131 | 150 |
| Silk and muslin underwear, slips, and nightgowns | 90 | 98 | 110 | 120 | 110 | 104 | 95 | 99 | 112 | 131 | 143 | 97 | 109 |
| Negligees, robes, and lounging apparel | 76 | 86 | 100 | 110 | 101 | 89 | 79 | 93 | 113 | 149 | 173 | 81 | 104 |
| Infants' wear (including infants' furniture) | 108 | 120 | 124 | 137 | 122 | 114 | 119 | 135 | 138 | 148 | 149 | 111 | 126 |
| Handbags and small leather goods | 99 | 117 | 130 | 135 | 123 | 108 | 99 | 114 | 122 | 142 | 164 | 104 | 121 |
| Women's and children's shoes | 128 | 144 | 148 | 151 | 145 | 130 | 130 | 150 | 153 | 151 | 145 | 126 | 142 |
| Children's shoes | 121 | 141 | 141 | 148 | 141 | 132 | 131 | 153 | 145 | 145 | 143 | 116 | 138 |
| Women's shoes | 123 | 141 | 152 | 155 | 146 | 132 | 129 | 150 | 156 | 151 | 146 | 127 | 143 |
| WOMEN'S AND MISSES' READY-TO-WEAR APPAREL | 108 | 117 | 122 | 120 | 113 | 101 | 111 | 125 | 133 | 140 | 135 | 104 | 119 |
| Women's and misses' coats and suits | 111 | 124 | 114 | 88 | 74 | 73 | 107 | 137 | 149 | 144 | 118 | 101 | 112 |
| Women's and misses' coats | 97 | 109 | 99 | 77 | 65 | 68 | 109 | 144 | 161 | 159 | 131 | 100 | 110 |
| Women's and misses' suits | 130 | 158 | 145 | 112 | 85 | 74 | 96 | 126 | 113 | 94 | 83 | 89 | 109 |
| Juniors' and girls' wear | 105 | 125 | 121 | 120 | 112 | 101 | 123 | 137 | 142 | 153 | 145 | 98 | 124 |
| Juniors' coats, suits, and dresses | 102 | 117 | 114 | 109 | 102 | 88 | 107 | 122 | 131 | 134 | 125 | 96 | 112 |
| Girls' wear | 108 | 131 | 127 | 129 | 121 | 112 | 136 | 149 | 152 | 168 | 160 | 99 | 133 |
| Women's and misses' dresses | 109 | 117 | 127 | 129 | 122 | 99 | 79 | 96 | 110 | 120 | 117 | 104 | 111 |
| Women's and misses' inexpensive dresses | 105 | 112 | 119 | 129 | 121 | 101 | 74 | 87 | 96 | 112 | 110 | 97 | 105 |
| Women's and misses' better dresses | 105 | 122 | 128 | 129 | 117 | 93 | 83 | 103 | 119 | 125 | 120 | 108 | 113 |
| Blouses, skirts, and sportswear | 110 | 120 | 138 | 152 | 148 | 131 | 137 | 147 | 146 | 159 | 172 | 116 | 140 |
| Aprons, housedresses, and uniforms | 103 | 110 | 126 | 139 | 131 | 116 | 92 | 86 | 91 | 107 | 122 | 103 | 111 |
| Furs | 96 | 94 | 95 | 91 | 91 | 99 | 128 | 121 | 129 | 125 | 126 | 98 | 108 |
| MEN'S AND BOYS' WEAR | 103 | 114 | 125 | 133 | 134 | 122 | 114 | 127 | 142 | 155 | 157 | 111 | 128 |
| Men's clothing | 113 | 125 | 136 | 144 | 144 | 129 | 121 | 142 | 157 | 163 | 158 | 126 | 138 |
| Men's furnishings and hats | 100 | 106 | 119 | 129 | 136 | 121 | 108 | 116 | 133 | 155 | 166 | 104 | 124 |
| Boys' wear | 93 | 111 | 115 | 118 | 114 | 104 | 111 | 127 | 137 | 145 | 139 | 94 | 117 |
| Men's and boys' shoes and slippers | 108 | 120 | 135 | 141 | 136 | 127 | 117 | 126 | 136 | 144 | 143 | 119 | 129 |
| HOMEFURNISHINGS | 109 | 112 | 124 | 127 | 125 | 121 | 113 | 110 | 117 | 121 | 120 | 109 | 117 |
| Furniture and bedding | 116 | 116 | 131 | 132 | 131 | 127 | 119 | 113 | 122 | 121 | 120 | 119 | 122 |
| Mattresses, springs, and studio beds | 138 | 143 | 154 | 158 | 149 | 146 | 134 | 123 | 142 | 141 | 141 | 149 | 143 |
| Upholstered and other furniture | 110 | 115 | 126 | 130 | 125 | 128 | 119 | 113 | 117 | 117 | 117 | 114 | 119 |
| Domestic floor coverings | 112 | 109 | 119 | 116 | 120 | 111 | 106 | 106 | 118 | 114 | 109 | 106 | 112 |
| Rugs and carpets | 110 | 117 | 138 | 128 | 124 | 120 | 114 | 110 | 113 | 114 | 107 | 106 | 115 |
| Linoleum | 81 | 76 | 75 | 84 | 71 | 76 | 71 | 68 | 66 | 77 | 70 | 63 | 73 |
| Draperies, curtains, upholstery, and awnings | 107 | 115 | 126 | 128 | 124 | 118 | 110 | 111 | 120 | 122 | 117 | 108 | 117 |
| Lamps and shades | 105 | 111 | 121 | 125 | 123 | 118 | 107 | 108 | 118 | 128 | 132 | 111 | 117 |
| China and glassware | 121 | 126 | 131 | 135 | 137 | 136 | 130 | 130 | 130 | 136 | 138 | 139 | 131 |
| Major household appliances | 91 | 99 | 104 | 113 | 111 | 102 | 93 | 87 | 86 | 86 | 89 | 89 | 95 |
| Housewares (including small appliances) | 106 | 114 | 128 | 134 | 129 | 124 | 115 | 112 | 119 | 127 | 135 | 113 | 121 |
| Gift shop | 112 | 121 | 132 | 138 | 135 | 136 | 129 | 131 | 138 | 173 | 177 | 127 | 137 |
| Radios, phonographs, television, records, etc. | 99 | 102 | 116 | 120 | 119 | 112 | 108 | 103 | 109 | 123 | 116 | 89 | 110 |
| Radios, phonographs, and television | 101 | 97 | 113 | 124 | 139 | 108 | 111 | 111 | 118 | 141 | 141 | 94 | 116 |
| Pianos, records, sheet music, instruments | 78 | 91 | 96 | 102 | 102 | 94 | 106 | 97 | 76 | 116 | 122 | 98 | 96 |
| MISCELLANEOUS MERCHANDISE DEPARTMENTS | 99 | 97 | 106 | 109 | 112 | 108 | 103 | 110 | 129 | 162 | 155 | 94 | 116 |
| Toys, games, sporting goods, and cameras | 98 | 103 | 111 | 117 | 122 | 117 | 115 | 128 | 164 | 211 | 205 | 103 | 133 |
| Toys and games | 106 | 97 | 101 | 108 | 117 | 129 | 121 | 141 | 195 | 268 | 251 | 97 | 144 |
| Sporting goods and cameras | 92 | 106 | 114 | 126 | 125 | 109 | 109 | 110 | 121 | 137 | 150 | 111 | 117 |
| Luggage | 113 | 108 | 119 | 126 | 129 | 123 | 113 | 109 | 117 | 145 | 155 | 116 | 123 |
| Candy | 104 | 93 | 96 | 88 | 85 | 79 | 72 | 66 | 80 | 105 | 151 | 85 | 92 |
| BASEMENT STORE TOTAL | 100 | 112 | 118 | 121 | 119 | 108 | 104 | 112 | 121 | 130 | 130 | 98 | 114 |
| DOMESTICS AND BLANKETS | 109 | 118 | 121 | 168 | 121 | 120 | 118 | 112 | 122 | 126 | 131 | 124 | 124 |
| WOMEN'S AND MISSES' READY-TO-WEAR | 95 | 110 | 114 | 116 | 111 | 101 | 99 | 110 | 117 | 127 | 129 | 92 | 110 |
| Intimate apparel | 103 | 113 | 117 | 128 | 122 | 114 | 109 | 110 | 119 | 130 | 140 | 100 | 117 |
| Coats and suits | 86 | 110 | 99 | 82 | 66 | 65 | 95 | 118 | 125 | 123 | 101 | 82 | 96 |
| Dresses | 93 | 98 | 99 | 116 | 116 | 103 | 80 | 76 | 83 | 94 | 102 | 88 | 96 |
| Blouses, skirts, and sportswear | 87 | 103 | 127 | 136 | 107 | 112 | 108 | 125 | 127 | 141 | 144 | 90 | 117 |
| Girls' wear | 94 | 120 | 123 | 125 | 120 | 104 | 118 | 133 | 138 | 153 | 143 | 92 | 122 |
| Infants' wear | 104 | 121 | 121 | 122 | 119 | 111 | 118 | 132 | 139 | 145 | 149 | 102 | 124 |
| MEN'S AND BOYS' WEAR | 97 | 113 | 123 | 129 | 130 | 114 | 108 | 120 | 136 | 149 | 151 | 97 | 122 |
| Men's wear | 98 | 112 | 124 | 133 | 135 | 116 | 106 | 115 | 134 | 144 | 152 | 99 | 122 |
| Men's clothing | 104 | 122 | 130 | 138 | 136 | 124 | 112 | 128 | 137 | 139 | 144 | 106 | 127 |
| Men's furnishings | 92 | 105 | 118 | 129 | 134 | 113 | 102 | 111 | 128 | 146 | 155 | 92 | 119 |
| Boys' wear | 95 | 119 | 119 | 116 | 115 | 106 | 122 | 134 | 144 | 158 | 147 | 90 | 122 |
| HOMEFURNISHINGS | 108 | 113 | 117 | 123 | 122 | 116 | 111 | 105 | 114 | 119 | 117 | 107 | 114 |
| SHOES | 106 | 126 | 132 | 136 | 131 | 114 | 107 | 120 | 125 | 128 | 124 | 106 | 121 |

1/ The 1947-49 average end-of-month stocks for each department is used as the base in computing the stocks index for that department.
Note:—Based on reports from a group of large department stores located in various cities throughout the country. (In 1953, stocks at these stores accounted for almost 50 per cent of estimated total department store stocks.) Not all stores report data for all of the departments shown; consequently, the sample for the individual departments is not so comprehensive as that for the total.

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C.7.3.5

DEPARTMENT STORE TRADE, UNITED STATES
Departmental Stocks-Sales Ratios

1953

FOR IMMEDIATE RELEASE
April 30, 1954

| Department | Ratio of end-of-month stocks to sales 1/ | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. |
| MAIN STORE TOTAL | 3.5 | 4.1 | 3.4 | 3.7 | 3.5 | 3.4 | 4.1 | 3.8 | 3.5 | 3.4 | 3.2 | 1.6 |
| PIECE GOODS AND HOUSEHOLD TEXTILES | 2.5 | 4.7 | 4.3 | 4.3 | 4.0 | 4.2 | 4.4 | 3.4 | 4.0 | 3.7 | 3.8 | 2.9 |
| Piece goods | 3.9 | 3.8 | 3.1 | 3.7 | 3.6 | 3.9 | 5.1 | 4.7 | 3.9 | 3.2 | 3.3 | 3.8 |
| Silks, velvets, and synthetics | 3.8 | 3.8 | 3.0 | 3.6 | 3.6 | 4.4 | 5.8 | 5.3 | 4.2 | 3.4 | 3.3 | 3.6 |
| Woolen yard goods | 4.1 | 4.0 | 3.4 | 7.4 | 12.9 | 15.9 | 10.6 | 4.3 | 3.0 | 2.4 | 2.9 | 3.7 |
| Cotton yard goods (including linings) | 3.5 | 3.7 | 3.0 | 2.9 | 2.4 | 2.4 | 3.1 | 3.9 | 4.3 | 3.8 | 3.8 | 4.2 |
| Household textiles | 2.1 | 5.3 | 5.4 | 4.7 | 4.2 | 4.4 | 4.1 | 2.9 | 4.0 | 3.9 | 3.9 | 2.6 |
| Linens and towels | 2.5 | 5.6 | 5.8 | 5.4 | 4.8 | 4.8 | 4.6 | 3.4 | 4.8 | 4.6 | 3.8 | 2.2 |
| Domestics—muslins, sheetings | 1.4 | 6.1 | 5.0 | 4.3 | 3.7 | 4.2 | 3.3 | 2.1 | 4.0 | 3.9 | 4.7 | 3.7 |
| Blankets, comforters, and spreads | 3.0 | 5.4 | 5.6 | 4.4 | 3.9 | 4.0 | 4.6 | 3.4 | 3.3 | 3.3 | 3.5 | 2.6 |
| SMALL WARES | 4.0 | 4.3 | 4.3 | 4.3 | 4.0 | 3.8 | 4.6 | 4.3 | 3.9 | 3.9 | 3.6 | 1.4 |
| Laces, trimmings, embroideries, and ribbons | 4.2 | 4.7 | 3.7 | 3.5 | 3.4 | 3.4 | 4.4 | 4.9 | 4.1 | 3.9 | 3.7 | 2.3 |
| Notions | 3.9 | 4.8 | 4.3 | 3.5 | 3.2 | 3.2 | 4.1 | 4.6 | 3.6 | 3.8 | 3.9 | 2.2 |
| Toilet articles and drug sundries | 3.6 | 3.8 | 3.9 | 4.0 | 3.7 | 3.5 | 3.8 | 3.7 | 3.6 | 3.8 | 4.3 | 1.4 |
| Silverware and jewelry | 5.9 | 5.8 | 5.7 | 5.5 | 4.6 | 4.3 | 5.8 | 5.3 | 4.9 | 4.5 | 4.1 | 1.6 |
| Silverware and clocks | 7.9 | 8.5 | 8.1 | 8.2 | 7.2 | 5.5 | 8.3 | 6.9 | 6.4 | 6.0 | 5.4 | 2.5 |
| Costume jewelry | 3.2 | 3.2 | 3.3 | 3.3 | 2.5 | 2.6 | 3.1 | 3.4 | 3.2 | 3.0 | 3.0 | 0.9 |
| Fine jewelry and watches | 10.4 | 10.7 | 10.9 | 9.6 | 7.9 | 7.7 | 10.0 | 8.5 | 8.3 | 7.3 | 6.1 | 2.3 |
| Art needlework | 3.3 | 4.4 | 5.1 | 5.4 | 6.3 | 6.2 | 5.9 | 4.8 | 4.6 | 3.9 | 3.6 | 2.9 |
| Books and stationery | 3.4 | 3.4 | 3.6 | 4.3 | 4.3 | 4.0 | 4.6 | 4.0 | 3.4 | 3.6 | 2.5 | 0.9 |
| Books and magazines | 2.7 | 2.6 | 2.9 | 3.6 | 4.0 | 3.7 | 3.8 | 3.3 | 2.9 | 3.0 | 2.6 | 1.0 |
| Stationery | 3.8 | 3.8 | 3.9 | 4.6 | 4.3 | 4.0 | 4.9 | 4.2 | 3.6 | 3.9 | 2.4 | 0.9 |
| WOMEN'S AND MISSES' APPAREL AND ACCESSORIES (TOTAL) | 2.9 | 3.4 | 2.4 | 2.7 | 2.6 | 2.6 | 3.4 | 3.1 | 2.7 | 2.7 | 2.7 | 1.3 |
| WOMEN'S AND MISSES' READY-TO-WEAR ACCESSORIES | 3.6 | 4.0 | 3.0 | 3.4 | 3.2 | 3.2 | 4.0 | 4.0 | 3.2 | 3.2 | 3.1 | 1.4 |
| Neckwear and scarfs | 2.4 | 2.7 | 2.2 | 2.3 | 2.1 | 2.2 | 2.7 | 2.9 | 2.2 | 2.2 | 2.3 | 0.7 |
| Handkerchiefs | 4.6 | 4.0 | 4.4 | 4.7 | 4.1 | 4.2 | 5.0 | 4.6 | 5.0 | 4.9 | 4.7 | 0.7 |
| Millinery | 1.5 | 1.7 | 0.9 | 0.9 | 1.2 | 1.3 | 2.0 | 1.7 | 0.8 | 0.9 | 1.0 | 0.8 |
| Women's and children's gloves | 4.6 | 5.3 | 3.5 | 3.6 | 4.6 | 6.2 | 10.0 | 9.9 | 5.9 | 4.6 | 3.4 | 1.1 |
| Corsets and brassieres | 2.9 | 3.6 | 3.0 | 3.1 | 2.9 | 2.7 | 3.3 | 3.5 | 3.1 | 3.0 | 3.4 | 2.6 |
| Women's and children's hosiery | 2.7 | 2.8 | 2.6 | 2.7 | 2.4 | 2.7 | 3.2 | 3.2 | 2.5 | 2.5 | 2.6 | 1.0 |
| Underwear, slips, and negligees | 3.4 | 3.7 | 3.6 | 3.6 | 2.7 | 2.8 | 3.0 | 3.6 | 3.9 | 3.9 | 3.1 | 0.9 |
| Knit underwear | 3.2 | 3.4 | 3.8 | 3.8 | 3.0 | 3.2 | 3.5 | 3.8 | 3.7 | 3.2 | 3.2 | 1.0 |
| Silk and muslin underwear, slips, and nightgowns | 3.7 | 4.0 | 3.8 | 3.7 | 2.7 | 2.7 | 3.1 | 3.8 | 4.1 | 4.1 | 3.2 | 0.9 |
| Negligees, robes, and lounging apparel | 2.8 | 2.7 | 2.8 | 2.8 | 2.0 | 2.0 | 2.1 | 2.9 | 3.3 | 3.6 | 2.7 | 0.5 |
| Infants' wear (including infants' furniture) | 3.4 | 3.9 | 2.7 | 3.4 | 3.7 | 3.6 | 4.1 | 3.4 | 2.8 | 2.9 | 2.6 | 1.4 |
| Handbags, and small leather goods | 3.3 | 3.4 | 2.4 | 2.7 | 2.4 | 2.4 | 3.3 | 3.2 | 2.3 | 2.4 | 2.7 | 0.8 |
| Women's and children's shoes | 5.7 | 6.6 | 4.2 | 5.0 | 4.7 | 4.7 | 6.5 | 6.2 | 4.4 | 4.7 | 5.1 | 3.4 |
| Children's shoes | 6.8 | 7.6 | 3.3 | 5.2 | 5.3 | 5.0 | 6.7 | 4.3 | 3.6 | 4.9 | 4.4 | 2.6 |
| Women's shoes | 5.5 | 6.4 | 4.4 | 4.9 | 4.6 | 4.6 | 6.4 | 6.8 | 4.7 | 4.7 | 5.3 | 3.7 |
| WOMEN'S AND MISSES' READY-TO-WEAR APPAREL | 2.3 | 2.8 | 1.9 | 2.1 | 2.0 | 2.1 | 2.8 | 2.4 | 2.2 | 2.2 | 2.2 | 1.3 |
| Women's and misses' coats and suits | 1.8 | 2.4 | 1.4 | 1.4 | 2.2 | 4.1 | 4.6 | 2.9 | 2.4 | 1.9 | 1.7 | 1.8 |
| Women's and misses' coats | 1.4 | 2.2 | 1.3 | 1.2 | 2.1 | 4.4 | 5.0 | 2.6 | 2.5 | 1.9 | 1.6 | 1.4 |
| Women's and misses' suits | 2.8 | 2.7 | 1.4 | 1.8 | 2.2 | 3.6 | 4.1 | 3.4 | 2.0 | 1.8 | 2.4 | 2.9 |
| Juniors' and girls' wear | 2.9 | 3.1 | 1.5 | 2.2 | 2.0 | 2.1 | 3.2 | 2.0 | 2.0 | 2.2 | 2.0 | 1.0 |
| Juniors' coats, suits, and dresses | 2.1 | 2.4 | 1.3 | 1.6 | 1.4 | 1.4 | 2.2 | 1.8 | 1.7 | 1.8 | 1.8 | 1.1 |
| Girls' wear | 3.9 | 3.9 | 1.8 | 2.9 | 2.8 | 2.9 | 4.2 | 2.3 | 2.2 | 2.7 | 2.2 | 0.9 |
| Women's and misses' dresses | 2.0 | 2.3 | 1.8 | 1.7 | 1.3 | 1.3 | 1.6 | 1.9 | 1.6 | 1.7 | 2.0 | 1.4 |
| Women's and misses' inexpensive dresses | 1.6 | 1.9 | 1.4 | 1.4 | 1.0 | 0.9 | 1.1 | 1.4 | 1.2 | 1.3 | 1.6 | 1.1 |
| Women's and misses' better dresses | 2.3 | 2.7 | 2.1 | 2.0 | 1.7 | 1.7 | 2.1 | 2.3 | 1.9 | 2.0 | 2.4 | 1.8 |
| Blouses, skirts, and sportswear | 2.7 | 3.1 | 2.8 | 2.9 | 2.4 | 2.0 | 2.6 | 2.6 | 2.1 | 2.3 | 2.6 | 1.1 |
| Aprons, housedresses, and uniforms | 2.0 | 2.4 | 2.4 | 2.2 | 1.6 | 1.4 | 1.6 | 2.0 | 2.2 | 2.6 | 2.6 | 1.3 |
| Furs | 3.4 | 5.2 | 5.3 | 6.4 | 14.6 | 28.6 | 11.5 | 4.3 | 6.1 | 4.1 | 3.9 | 2.3 |
| MEN'S AND BOYS' WEAR | 4.6 | 5.9 | 4.7 | 5.2 | 4.7 | 3.3 | 5.3 | 5.9 | 5.2 | 4.8 | 3.7 | 1.4 |
| Men's clothing | 4.0 | 6.4 | 5.3 | 5.6 | 4.5 | 3.8 | 5.8 | 7.6 | 6.3 | 4.8 | 4.4 | 2.6 |
| Men's furnishings and hats | 4.8 | 5.2 | 5.2 | 5.2 | 4.7 | 2.7 | 4.4 | 5.8 | 5.3 | 4.8 | 3.4 | 0.9 |
| Boys' wear | 5.4 | 5.4 | 3.1 | 4.4 | 4.6 | 4.4 | 6.7 | 4.2 | 3.7 | 4.2 | 3.2 | 1.3 |
| Men's and boys' shoes and slippers | 5.8 | 7.4 | 6.1 | 6.2 | 5.9 | 4.3 | 6.3 | 7.0 | 5.7 | 5.7 | 5.2 | 2.3 |
| HOMEFURNISHINGS | 4.2 | 4.4 | 4.6 | 4.6 | 4.4 | 4.3 | 4.4 | 4.0 | 4.1 | 3.6 | 3.6 | 2.8 |
| Furniture and bedding | 3.6 | 3.6 | 4.7 | 4.6 | 4.3 | 4.4 | 4.0 | 3.2 | 4.1 | 3.4 | 3.8 | 4.4 |
| Mattresses, springs, and studio beds | 1.9 | 2.2 | 2.1 | 2.4 | 2.3 | 1.9 | 1.4 | 2.0 | 1.8 | 2.3 | 2.3 | 3.6 |
| Upholstered and other furniture | 4.4 | 4.1 | 5.4 | 5.4 | 5.0 | 5.2 | 4.8 | 3.9 | 4.9 | 4.1 | 4.2 | 4.5 |
| Domestic floor coverings | 4.8 | 5.2 | 5.4 | 5.2 | 5.2 | 6.2 | 6.4 | 4.8 | 4.7 | 3.4 | 3.8 | 4.9 |
| Rugs and carpets | 4.7 | 5.2 | 5.7 | 5.4 | 5.4 | 6.4 | 6.5 | 4.9 | 5.0 | 3.5 | 3.7 | 5.0 |
| Linoleum | 5.6 | 5.2 | 4.1 | 4.6 | 4.0 | 4.4 | 4.7 | 4.1 | 4.6 | 4.4 | 4.4 | 5.0 |
| Draperies, curtains, upholstery, and awnings | 5.0 | 5.3 | 4.7 | 4.3 | 3.9 | 4.3 | 5.1 | 5.0 | 4.4 | 3.3 | 3.2 | 3.4 |
| Lamps and shades | 5.2 | 4.4 | 4.7 | 4.4 | 4.7 | 5.2 | 5.3 | 4.6 | 4.2 | 3.4 | 3.1 | 2.0 |
| China and glassware | 7.7 | 8.0 | 7.9 | 8.1 | 8.3 | 7.9 | 9.5 | 8.0 | 7.1 | 6.9 | 5.5 | 2.9 |
| Major household appliances | 3.1 | 3.6 | 3.1 | 3.6 | 3.2 | 2.4 | 2.3 | 2.4 | 2.6 | 2.4 | 2.8 | 2.9 |
| Housewares (including small appliances) | 4.4 | 4.7 | 4.2 | 3.9 | 3.6 | 3.4 | 3.8 | 4.1 | 3.6 | 3.7 | 3.8 | 2.1 |
| Gift shop | 6.8 | 6.4 | 6.4 | 6.0 | 5.7 | 5.3 | 6.3 | 5.7 | 5.8 | 5.7 | 3.8 | 1.4 |
| Radios, phonographs, television, records, etc. | 2.6 | 3.2 | 3.3 | 4.3 | 4.6 | 4.3 | 4.2 | 3.2 | 2.7 | 2.5 | 2.2 | 1.2 |
| Radios, phonographs, and television | 2.2 | 2.8 | 3.0 | 4.0 | 4.3 | 3.8 | 3.6 | 2.7 | 2.2 | 2.2 | 1.8 | 1.1 |
| Pianos, records, sheet music, instruments | 4.1 | 4.8 | 4.9 | 5.4 | 6.0 | 6.1 | 6.2 | 4.8 | 5.3 | 4.5 | 3.6 | 1.4 |
| MISCELLANEOUS MERCHANDISE DEPARTMENTS | 4.3 | 3.9 | 3.4 | 3.3 | 3.3 | 2.9 | 3.2 | 3.7 | 4.3 | 4.2 | 2.4 | 0.7 |
| Toys, games, sporting goods, and cameras | 10.8 | 8.7 | 6.3 | 5.7 | 5.4 | 4.0 | 4.7 | 6.0 | 7.3 | 6.7 | 2.6 | 0.7 |
| Toys and games | 15.9 | 9.2 | 5.9 | 5.7 | 5.7 | 5.7 | 4.3 | 5.0 | 6.8 | 6.2 | 6.9 | 2.1 | 0.4 |
| Sporting goods and cameras | 7.7 | 8.1 | 6.7 | 5.8 | 5.1 | 3.6 | 4.3 | 5.1 | 5.9 | 5.8 | 4.4 | 1.4 |
| Luggage | 5.3 | 5.8 | 5.7 | 5.2 | 3.8 | 3.0 | 3.4 | 3.7 | 5.0 | 6.4 | 5.0 | 1.6 |
| Candy | 1.8 | 1.3 | 1.0 | 1.0 | 1.3 | 1.3 | 1.3 | 1.1 | 1.3 | 1.2 | 1.6 | 0.3 |
| BASEMENT STORE TOTAL | 2.6 | 3.2 | 2.2 | 2.4 | 2.3 | 2.1 | 2.7 | 2.6 | 2.4 | 2.3 | 2.2 | 1.2 |
| DOMESTICS AND BLANKETS | 1.8 | 3.7 | 3.4 | 3.0 | 2.9 | 3.0 | 2.9 | 2.3 | 2.7 | 2.6 | 2.7 | 2.1 |
| WOMEN'S AND MISSES' READY-TO-WEAR | 2.1 | 2.4 | 1.6 | 1.9 | 1.7 | 1.6 | 2.1 | 2.2 | 1.9 | 1.9 | 1.8 | 0.9 |
| Intimate apparel | 2.4 | 2.8 | 2.4 | 2.4 | 2.1 | 2.1 | 2.4 | 2.6 | 2.4 | 2.4 | 2.3 | 1.0 |
| Hosiery | 2.2 | 2.3 | 2.0 | 2.0 | 2.0 | 2.1 | 2.6 | 2.4 | 2.0 | 2.0 | 2.0 | 1.0 |
| Underwear, corsets & brassieres | 2.4 | 3.0 | 2.6 | 2.7 | 2.2 | 2.1 | 2.3 | 2.7 | 2.6 | 2.6 | 2.4 | 1.1 |
| Coats and suits | 1.6 | 2.1 | 0.9 | 1.0 | 1.6 | 2.8 | 4.3 | 2.4 | 2.0 | 1.5 | 1.3 | 1.3 |
| Dresses | 1.4 | 1.6 | 1.1 | 1.2 | 0.8 | 0.8 | 0.9 | 1.1 | 1.1 | 1.2 | 1.3 | 0.8 |
| Blouses, skirts, and sportswear | 2.1 | 2.4 | 2.2 | 2.3 | 1.8 | 1.4 | 1.8 | 2.0 | 1.5 | 1.8 | 1.9 | 0.8 |
| Girls' wear | 2.9 | 3.3 | 1.4 | 2.2 | 2.2 | 1.9 | 3.0 | 1.7 | 1.6 | 1.9 | 1.6 | 0.7 |
| Infants' wear | 2.8 | 3.4 | 2.1 | 2.4 | 2.7 | 2.6 | 3.3 | 2.6 | 2.0 | 2.1 | 1.9 | 1.0 |
| Aprons, housedresses, uniforms | 2.4 | 2.4 | 2.3 | 2.3 | 1.7 | 1.4 | 1.5 | 2.5 | 2.6 | 2.7 | 2.6 | 1.1 |
| MEN'S AND BOYS' WEAR | 3.3 | 4.0 | 2.8 | 3.1 | 2.9 | 1.9 | 3.1 | 3.4 | 2.9 | 3.0 | 2.4 | 0.9 |
| Men's wear | 3.1 | 3.8 | 3.2 | 3.2 | 2.9 | 1.8 | 2.8 | 3.8 | 3.2 | 3.1 | 2.4 | 0.9 |
| Men's clothing | 2.9 | 3.7 | 2.8 | 3.0 | 2.9 | 2.2 | 3.2 | 4.3 | 3.4 | 2.9 | 2.5 | 1.6 |
| Men's furnishings | 3.3 | 3.8 | 3.5 | 3.3 | 2.9 | 1.6 | 2.6 | 3.4 | 3.1 | 3.1 | 2.3 | 0.7 |
| Boys' wear | 3.6 | 4.4 | 1.9 | 2.6 | 2.9 | 2.7 | 4.1 | 2.5 | 2.2 | 2.8 | 2.2 | 0.9 |
| HOMEFURNISHINGS | 3.7 | 3.7 | 3.2 | 3.0 | 2.9 | 3.3 | 4.0 | 3.3 | 3.1 | 2.4 | 2.3 | 2.3 |
| SHOES | 4.3 | 5.6 | 3.6 | 4.0 | 3.8 | 3.1 | 4.1 | 4.3 | 3.4 | 3.6 | 3.4 | 2.2 |

1/ The ratio of stocks to sales is obtained by dividing stocks at the end of the month by sales during the month and hence indicates the number of months' supply on hand at the end of the month in terms of sales for that month.

Note:—Based on reports from a group of large department stores located in various cities throughout the country. (In 1953, sales and stocks at these stores accounted for almost 50 per cent of estimated total department store sales and stocks.) Not all stores report data for all of the departments shown; consequently, the sample for the individual departments is not so comprehensive as that for the total.

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