

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

G.7.3

FOR IMMEDIATE RELEASE
March 20, 1956

MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - JANUARY 1956
(Based on retail dollar amounts)

Summary By Selected Department Groups

	Main Store							Base- ment store total
	Main store total	Women's apparel and acces- sories	Men's and boys' wear	Home furnish- ings	Piece goods and house- hold textiles	Small wares	Miscel- laneous	

SALES INDEXES (Unadjusted, 1947-49 average monthly sales = 100)

Nov. 1953	123	117	140	118	93	129	170	123
Dec. 1953	189	177	266	134	116	248	325	171
Jan. 1954	80	77	72	82	129	80	55	76
Sept. 1954	100	109	91	101	84	96	78	104
Oct. 1954	109	112	109	113	89	105	95	110
Nov. 1954	127	120	148	123	94	137	172	128
Dec. 1954	195	181	277	139	114	258	335	177
Jan. 1955	86	80	74	95	132	85	58	78
Sept. 1955	106	114	95	111	88	101	85	107
Oct. 1955	116	119	116	124	92	111	102	116
Nov. 1955	134	126	157	131	96	146	184	132
Dec. 1955	203	189	285	148	118	269	350	180
Jan. 1956	87	80	73	100	134	90	61	76

STOCKS INDEXES (Unadjusted, 1947-49 average of end-of-month stocks = 100)

Nov. 1953	138	144	157	120	114	146	165	130
Dec. 1953	108	107	111	109	111	111	94	98
Jan. 1953	105	107	104	106	99	105	99	94
Sept. 1954	123	134	138	110	106	114	126	118
Oct. 1954	132	140	149	115	110	131	158	124
Nov. 1954	135	142	152	115	111	146	165	126
Dec. 1954	108	109	110	106	111	110	94	100
Jan. 1955	106	110	105	103	103	107	103	98
Sept. 1955	127	140	142	113	109	119	127	119
Oct. 1955	138	149	156	120	115	137	163	128
Nov. 1955	143	153	160	122	117	155	172	132
Dec. 1955	115	117	116	114	116	118	100	102
Jan. 1956	116	121	114	114	109	116	111	104

RATIO OF STOCKS TO SALES

Jan. 1954	3.7	3.1	4.8	4.5	2.4	4.2	4.4	2.5
Jan. 1955	3.5	3.0	4.6	3.8	2.4	4.0	4.5	2.6
Jan. 1956	3.7	3.3	5.1	3.9	2.4	4.1	4.5	2.8

MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - JANUARY 1956

Department	Percentage change from corresponding period a year ago		Ratio of stocks to sales 1/		Unadjusted indexes (1947-49 av.=1002/)	
	Sales during period	Stocks (end of month)	Ratio of stocks to sales 1/		Unadjusted indexes (1947-49 av.=1002/)	
			Jan. 1956	1955	Jan. Sales	Jan. Stocks
	January 1956	Jan.	1956	1955	Sales	Stocks
GRAND TOTAL—entire store	+ 2	+ 9	3.5	3.3	--	--
MAIN STORE TOTAL	+ 2	+ 9	3.7	3.5	87	116
PIECE GOODS, HOUSEHOLD TEXTILES	+ 2	+ 5	2.4	2.4	134	109
Piece goods	- 6	0	4.1	3.8	63	91
Silks, velvets, synthetics	- 5	- 1	4.1	4.0	54	79
Woolen yard goods	0	- 6	3.8	4.0	63	82
Cotton yard goods	- 8	+ 5	4.0	3.5	78	121
Household textiles	+ 4	+ 7	2.0	1.9	185	117
Linens and towels	+ 2	+ 6	2.5	2.4	154	105
Domestics—muslins, sheetings	+ 6	+10	1.3	1.3	245	132
Blankets, comforters, spreads	+ 3	+ 8	2.7	2.5	154	126
SMALL WARES	+ 6	+ 8	4.1	4.0	90	116
Laces, trimmings, embroideries, and ribbons	+ 1	+ 3	4.8	4.6	64	97
Notions	+ 5	+ 7	4.0	3.9	90	125
Toilet articles, drug sundries	+ 7	+10	3.5	3.4	108	114
Silverware and jewelry	+ 6	+12	6.0	5.7	70	123
Silverware and clocks	+11	+12	7.3	7.3	71	133
Costume jewelry	+ 1	+14	3.6	3.2	70	103
Fine jewelry and watches	+17	+ 9	12.4	12.9	64	130
Art needlework	- 2	+ 3	3.7	3.6	99	102
Books and stationery	+ 7	+ 4	3.5	3.6	98	119
Books and magazines	+12	+ 2	2.7	3.0	106	107
Stationery	+ 4	+ 5	3.9	3.8	93	123
WOMEN'S APPAREL AND ACCESSORIES	0	+ 9	3.3	3.0	80	121
Women's accessories	0	+ 9	4.0	3.7	74	120
Neckwear and scarfs	+ 3	+12	3.3	3.1	73	130
Handkerchiefs	- 1	0	4.8	4.7	44	68
Millinery	- 6	+ 1	1.5	1.4	53	77
Women's and children's gloves	- 3	+ 6	4.6	4.2	62	81
Corsets and brassieres	+ 4	+ 9	3.2	3.0	123	145
Women's, children's hosiery	- 1	+ 6	2.9	2.7	69	115
Underwear, slips, and negligees	- 4	+ 8	3.9	3.5	61	105
Knit underwear	- 3	+10	3.7	3.4	84	142
Silk & muslin underwear, slips	- 4	+ 8	4.3	3.9	51	94
Negligees, robes, loung. apparel	- 5	+ 4	3.1	2.8	54	80
Infants' wear	0	+ 8	3.7	3.5	80	117
Handbags, small leather goods	+ 1	+14	3.6	3.2	64	115
Women's and children's shoes	+ 2	+10	6.3	5.8	86	143
Children's shoes	- 1	+12	7.7	6.9	59	144
Women's shoes	+ 2	+10	6.0	5.6	88	136

MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS (Continued)

UNITED STATES - JANUARY 1956

Department	Percentage change from corresponding period a year ago		Ratio of stocks to sales 1/		Unadjusted indexes (1947-49 av.=1002/)	
	Sales during period	Stocks (end of month)	Jan.		Sales	Stocks
			1956	1955		
	January 1956	Jan.	1956	1955		
WOMEN'S APPAREL, ACCESSORIES (Cont.)						
Women's apparel	0	+10	2.6	2.4	86	123
Women's, misses' coats & suits	- 2	+ 2	1.9	1.8	93	107
Women's, misses' coats	0	+ 5	1.5	1.4	106	98
Women's, misses' suits	- 8	- 3	3.4	3.3	61	115
Juniors' and girls' wear	+ 2	+14	3.4	3.0	66	125
Juniors' coats, suits, dresses	+ 4	+13	2.5	2.3	68	117
Girls' wear	0	+14	4.5	4.0	62	131
Women's and misses' dresses	0	+11	2.3	2.1	83	129
Inexpensive dresses	0	+11	1.8	1.6	82	126
Better dresses	+ 2	+11	2.8	2.5	82	125
Blouses, skirts, sportswear	+ 5	+14	3.1	2.9	87	140
Aprons, housedresses, uniforms	- 4	+ 7	2.2	2.0	99	117
Furs	- 4	+14	3.3	2.8	109	96
MEN'S AND BOYS' WEAR	- 2	+ 9	5.1	4.6	73	114
Men's clothing	- 2	+ 9	4.6	4.2	97	125
Men's furnishings and hats	- 3	+ 7	5.1	4.6	62	168
Boys' wear	- 4	+11	6.0	5.2	58	104
Men's & boys' shoes, slippers	+ 5	+ 9	6.5	6.2	85	123
HOMEFURNISHINGS	+ 5	+10	3.9	3.8	100	114
Furniture and bedding	+ 5	+14	3.3	3.1	137	122
Mattresses, springs, studio beds	+ 4	+12	1.5	1.4	162	143
Upholstered, other furniture	+ 5	+15	4.0	3.7	121	115
Domestic floor coverings	+ 4	+ 9	4.2	4.1	93	109
Rugs and carpets	+ 4	+ 7	4.0	3.9	91	104
Linoleum	+19	+16	5.3	5.4	66	74
Draperies, curtains, upholstery	+ 4	+ 7	5.0	4.9	81	113
Lamps and shades	+ 5	+ 6	3.8	3.8	87	106
China and glassware	+ 2	+ 4	7.4	7.3	90	122
Major household appliances	+14	+26	2.2	2.1	86	97
Housewares (incl. small appliances)	+ 5	+ 9	4.4	4.3	86	120
Gift shop	+ 4	+ 8	7.2	7.0	72	127
Radios, phonographs, television, pianos, records, sheet music, instr.	+ 2	+10	2.6	2.5	109	102
Radios, phonographs, television	- 3	+12	2.5	2.2	127	103
Records, sheet music, instr.	+ 9	+10	3.5	3.5	70	93
MISCELLANEOUS MERCHANDISE DEPTS.	+ 6	+ 7	4.5	4.4	61	111
Toys, games, sporting goods, cameras	+ 9	+ 9	10.4	10.4	37	117
Toys and games	+ 7	+10	14.0	13.8	24	129
Sporting goods and cameras	+12	+ 9	7.7	7.8	60	107
Luggage	+28	+11	4.4	5.1	86	122
Candy	+ 5	+ 7	1.8	1.8	70	118

MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS (Continued)

UNITED STATES - JANUARY 1956

Department	Percentage change from corresponding period a year ago		Ratio of stocks to sales 1/		Unadjusted indexes (1947-49 av.=1002/)	
	Sales during period	Stocks (end of month)	Jan.		Jan.	
			1956	1955	Sales	Stocks
	January 1956	Jan.	1956	1955	Sales	Stocks
<u>BASEMENT STORE TOTAL</u>	- 2	+ 6	2.8	2.6	76	104
Domestics and blankets	+ 3	+ 7	1.9	1.9	149	118
Women's, misses' ready-to-wear	- 3	+ 4	2.4	2.2	69	97
Intimate apparel	- 2	+ 7	2.8	2.5	80	109
Hosiery	- 3	+ 9	2.5	2.2	3/	3/
Underwear, corsets & brassieres	- 3	+ 4	2.9	2.6	3/	3/
Coats and suits	- 9	- 7	1.7	1.7	62	75
Dresses	0	- 1	1.6	1.6	65	95
Blouses, skirts, and sportswear	+ 3	+11	2.5	2.2	76	107
Girls' wear	- 4	+ 8	3.2	2.8	58	102
Infants' wear	- 1	+ 7	3.0	2.7	79	109
Aprons, housedresses, uniforms	- 5	- 7	2.5	2.5	3/	3/
Men's and boys' wear	- 2	+11	3.5	3.1	74	108
Men's wear	- 1	+11	3.4	3.0	78	107
Men's clothing	0	+15	3.2	2.8	98	120
Men's furnishings	- 2	+ 7	3.4	3.1	65	99
Boys' wear	- 5	+ 8	4.0	3.5	62	105
Homefurnishings	- 2	+ 8	3.8	3.5	77	112
Shoes	- 2	+ 5	4.6	4.3	72	104
<u>NONMERCHANDISE TOTAL</u>	+ 4	3/	3/	3/	104	3/
Barber and beauty shop	+ 3	3/	3/	3/	112	3/

- 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 month's supply on hand at the end of the month in terms of sales for that month.
- 2/ The 1947-49 average of monthly sales and end-of-month stocks for each department is used as the base in computing sales and stocks indexes, respectively, for that department. For description of series, see pages 1146-49 of the November 1953 Federal Reserve Bulletin. A brochure containing back data for the departmental series for the period 1940-1952, inclusive, may be obtained from the Division of Administrative Services, Board of Governors of the Federal Reserve System, Washington 25, D. C.
- 3/ Data not available.

Note:--Based on reports from a group of large department stores located in various cities throughout the country. In 1955, 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.