

*Shawlers* 13

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

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FOR IMMEDIATE RELEASE  
June 19, 1956

MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - APRIL 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)

Feb. 1954	75	77	64	82	70	78	63	71
Mar. 1954	89	97	74	92	79	82	71	95
Apr. 1954	99	114	95	87	74	92	86	110
Dec. 1954	195	181	277	139	114	258	335	177
Jan. 1955	86	80	74	95	132	85	58	78
Feb. 1955	76	74	65	88	68	81	65	69
Mar. 1955	98	107	83	101	78	89	81	101
Apr. 1955	100	110	95	97	75	93	89	107
Dec. 1955	203	189	285	148	118	269	350	180
Jan. 1956	87	80	73	100	134	90	61	76
Feb. 1956	82	80	68	97	72	90	66	74
Mar. 1956	106	121	95	99	75	98	97	108
Apr. 1956	94	98	79	105	79	93	77	94

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

Feb. 1954	110	116	115	108	100	107	97	103
Mar. 1954	121	131	129	117	104	115	107	117
Apr. 1954	121	125	131	120	107	118	106	115
Dec. 1954	108	109	110	106	111	110	94	100
Jan. 1955	106	110	105	103	103	107	103	98
Feb. 1955	112	121	115	106	105	109	100	107
Mar. 1955	122	131	127	116	107	117	111	116
Apr. 1955	122	128	130	119	109	122	110	116
Dec. 1955	115	117	116	114	116	118	100	102
Jan. 1956	116	121	114	114	109	116	111	104
Feb. 1956	122	133	125	117	111	119	109	115
Mar. 1956	130	138	134	130	114	124	115	119
Apr. 1956	133	138	142	131	115	130	118	122

RATIO OF STOCKS TO SALES

Apr. 1954	3.4	2.4	4.5	4.8	4.4	4.1	3.1	2.1
Apr. 1955	3.4	2.5	4.4	4.2	4.4	4.1	3.1	2.2
Apr. 1956	3.9	3.0	5.7	4.3	4.4	4.4	3.8	2.6

Figures for departments within groups given on following pages.

## MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - APRIL 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)	Apr.		Apr.	
	Apr.	Jan-Apr.	Apr.	1956	1955	Sales	Stocks
<b>GRAND TOTAL—entire store</b>	- 6	+ 3	+ 8	3.6	3.1	--	--
<b>MAIN STORE TOTAL</b>	- 6	+ 3	+ 8	3.9	3.4	94	133
<b>PIECE GOODS, HOUSEHOLD TEXTILES</b>	+ 6	+ 2	+ 6	4.4	4.4	79	115
Piece goods	- 3	- 2	- 1	3.7	3.5	69	90
Silks, velvets, synthetics	-1	+1	- 3	3.7	3.8	61	80
Woolen yard goods	- 5	0	-10	8.7	8.8	20	66
Cotton yard goods	- 1	- 4	+ 5	3.0	2.6	117	125
Household textiles	+12	+ 4	+ 8	4.8	4.9	86	129
Linens and towels	+ 8	+ 4	+ 6	5.4	5.5	79	116
Domestics—muslins, sheetings	+18	+ 6	+12	4.4	4.6	87	153
Blankets, comforters, spreads	+11	+ 3	+ 9	4.4	4.5	98	129
<b>SMALL WARES</b>	0	+ 6	+ 7	4.4	4.1	93	130
Laces, trimmings, embroideries, and ribbons	- 6	+ 1	+ 2	4.1	3.8	97	132
Notions	- 1	+ 4	+11	3.8	3.4	113	152
Toilet articles, drug sundries	+ 4	+10	+10	3.8	3.5	106	122
Silverware and jewelry	- 2	+ 5	+ 6	5.6	5.2	86	140
Silverware and clocks	+22	+ 8	+ 9	6.9	7.4	90	156
Costume jewelry	-14	+ 2	+ 6	3.8	3.0	87	135
Fine jewelry and watches	+ 4	+14	+ 1	9.5	9.7	102	157
Art needlework	+ 8	0	- 1	5.8	6.3	69	109
Books and stationery	- 6	+ 6	+ 5	4.5	4.0	80	128
Books and magazines	+ 2	+12	+ 3	3.3	3.2	92	114
Stationery	- 9	+ 3	+ 5	5.1	4.4	76	136
<b>WOMEN'S APPAREL AND ACCESSORIES</b>	-11	+ 2	+ 8	3.0	2.5	98	138
Women's accessories	-16	+ 1	+ 7	3.8	3.0	93	142
Neckwear and scarfs	-14	+ 2	+10	2.9	2.2	104	159
Handkerchiefs	-22	- 1	+ 1	5.4	4.1	40	71
Millinery	-27	+ 2	-10	0.9	0.7	94	80
Women's and children's gloves	-30	+ 3	+ 2	4.3	2.9	75	92
Corsets and brassieres	- 4	+ 4	+ 7	3.3	2.9	132	165
Women's, children's hosiery	-14	- 2	+ 2	3.1	2.6	76	134
Underwear, slips, and negligees	- 7	- 1	+ 7	3.8	3.3	80	133
Knit underwear	- 7	0	+ 7	4.0	3.5	95	168
Silk & muslin underwear, slips	- 9	- 2	+ 7	3.9	3.3	72	123
Negligees, robes, loung. apparel	- 1	+ 1	+ 4	2.8	2.6	82	112
Infants' wear	-18	+ 1	+ 6	3.7	2.9	89	135
Handbags, small leather goods	-22	+ 2	+ 7	3.1	2.3	94	145
Women's and children's shoes	-18	+ 3	+11	5.7	4.2	110	170
Children's shoes	-44	- 1	+12	7.3	3.6	76	169
Women's shoes	-11	+ 4	+10	5.4	4.3	121	173

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

UNITED STATES - APRIL 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)	Apr.	Apr.		Apr.	
				1956	1955	Sales	Stocks
	Apr.	Jan-Apr.	Apr.				
<b>WOMEN'S APPAREL, ACCESSORIES (Cont.)</b>							
Women's apparel	- 7	+ 2	+ 9	2.3	2.0	103	132
Women's, misses' coats & suits	- 5	0	- 5	1.7	1.7	84	86
Women's, misses' coats	+ 2	+ 3	- 4	1.4	1.5	87	80
Women's, misses' suits	-14	- 6	- 7	2.1	1.9	90	102
Juniors' and girls' wear	-20	+ 4	+13	2.5	1.8	97	142
Juniors' coats, suits, dresses	-10	+ 7	+14	1.7	1.4	104	127
Girls' wear	-30	+ 2	+13	3.6	2.3	88	154
Women's and misses' dresses	- 3	+ 3	+12	1.7	1.5	120	140
Inexpensive dresses	- 4	+ 3	+14	1.4	1.2	123	142
Better dresses	- 1	+ 4	+11	2.0	1.8	122	141
Blouses, skirts, sportswear	- 6	+ 3	+14	3.2	2.6	111	181
Aprons, housedresses, uniforms	+ 1	+ 1	+ 5	2.0	1.9	128	143
Furs	+ 3	+ 1	+10	5.7	5.3	61	93
<b>MEN'S AND BOYS' WEAR</b>							
Men's clothing	- 6	+ 1	+ 9	5.8	5.0	93	154
Men's furnishings and hats	-14	0	+ 8	5.6	4.5	69	135
Boys' wear	-34	- 2	+ 9	5.3	3.2	80	127
Men's & boys' shoes, slippers	-16	+ 5	+13	7.5	5.3	96	158
<b>HOME FURNISHINGS</b>							
Furniture and bedding	+12	+ 6	+15	4.3	4.2	105	131
Mattresses, springs, studio beds	+14	+ 5	+11	2.4	2.4	133	166
Upholstered, other furniture	+10	+ 7	+16	5.1	4.7	112	136
Domestic floor coverings	+ 9	+ 5	+10	4.7	4.7	85	109
Rugs and carpets	+10	+ 5	+11	4.9	4.8	89	118
Linoleum	+13	+ 9	+16	3.8	3.6	73	74
Draperies, curtains, upholstery	+ 4	+ 4	+ 7	4.4	4.2	111	132
Lamps and shades	+12	+ 6	+ 5	4.5	4.6	89	127
China and glassware	+ 5	+ 3	+ 3	7.9	8.0	93	134
Major household appliances	+ 7	+ 4	+11	2.6	2.5	87	119
Housewares (incl. small appliances)	+ 6	+ 5	+11	3.9	3.6	123	150
Gift shop	+ 6	+ 7	+ 9	6.5	6.4	93	155
Radios, phonographs, television, pianos, records, sheet music, instr.	+24	+ 7	+ 6	3.1	3.6	100	111
Radios, phonographs, television	+26	+ 2	+ 5	2.6	3.3	97	108
Records, sheet music, instr.	+20	+17	+ 7	4.2	4.7	100	109
<b>MISCELLANEOUS MERCHANDISE DEPTS.</b>							
Toys, games, sporting goods, cameras	-10	+ 5	+11	6.4	5.1	67	135
Toys and games	-18	+ 2	+ 9	7.1	5.1	47	125
Sporting goods and cameras	0	+ 8	+13	5.7	5.1	102	143
Luggage	+ 6	+12	+ 7	4.9	4.8	83	132
Candy	-49	+ 6	+16	1.6	0.7	70	106

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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)	Apr.		Apr.	
	Apr.	Jan-Apr.	Apr.	1956	1955	Sales	Stocks
<u>BASEMENT STORE TOTAL</u>	-12	- 1	+ 5	2.6	2.2	94	122
Domestics and blankets	+15	+ 3	+ 6	3.2	3.5	135	178
women's, misses' ready-to-wear	-15	- 1	+ 5	2.0	1.6	93	116
Intimate apparel	- 8	- 1	+ 5	2.7	2.3	100	134
Hosiery	-13	- 3	+ 8	2.4	1.9	3/	3/
Underwear, corsets & brassieres	- 6	- 1	+ 3	2.7	2.5	3/	3/
Coats and suits	-20	- 5	-10	1.2	1.1	76	71
Dresses	-13	+ 1	+11	1.2	1.0	97	116
Blouses, skirts, and sportswear	- 4	0	+14	2.3	1.9	107	148
Girls' wear	-32	- 3	+11	2.5	1.5	93	135
Infants' wear	-23	- 3	+ 7	2.8	2.1	95	128
Aprons, housedresses, uniforms	+ 2	- 1	- 4	1.9	2.0	3/	3/
Men's and boys' wear	-17	- 2	+10	3.3	2.5	94	137
Men's wear	-10	- 2	+11	3.3	2.7	96	141
Men's clothing	-10	- 2	+17	3.2	2.5	115	154
Men's furnishings	- 8	- 1	+ 6	3.3	2.9	87	132
Boys' wear	-37	- 4	+15	3.3	1.9	90	136
Homefurnishings	+ 9	+ 2	+ 3	2.9	3.1	109	125
Shoes	-21	0	+ 6	4.3	3.1	98	134
<u>NON-MERCHANDISE TOTAL</u>	- 2	+ 6	3/	3/	3/	108	3/
Barber and beauty shop	- 8	+ 2	3/	3/	3/	143	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 months' 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.

Notes:—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.

April this year had one less trading day than last.