

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

G.7.3

FOR IMMEDIATE RELEASE  
February 19, 1957

MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - December 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)

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
July 1955	78	71	74	97	71	75	81	76
Aug. 1955	93	91	77	107	104	86	79	93
Sept. 1955	106	114	95	111	83	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
July 1956	81	74	72	99	80	80	83	77
Aug. 1956	98	100	82	109	105	92	84	98
Sept. 1956	108	118	99	109	85	100	85	109
Oct. 1956	118	122	114	126	93	113	102	117
Nov. 1956	140	133	163	135	99	150	190	135
Dec. 1956	202	188	278	149	117	271	346	177

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

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	150
July 1955	110	113	111	109	104	109	106	101
Aug. 1955	117	128	125	107	102	111	110	108
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
July 1956	119	122	121	120	110	117	114	104
Aug. 1956	126	138	135	117	108	119	119	120
Sept. 1956	135	147	152	122	113	126	136	120
Oct. 1956	150	162	172	131	121	147	178	133
Nov. 1956	154	164	174	131	121	165	185	136
Dec. 1956	122	124	128	120	120	125	104	103

RATIO OF STOCKS TO SALES

Dec. 1954	1.6	1.3	1.3	2.7	3.0	1.4	0.7	1.1
Dec. 1955	1.6	1.3	1.3	2.6	3.0	1.4	0.7	1.2
Dec. 1956	1.7	1.4	1.5	2.8	3.1	1.5	0.8	1.2

Figures for departments within groups given on following pages.

## MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - December 1956

Department	Percentage change from corresponding period a year ago			Ratio of stocks to sales 1/		Unadjusted indexes (1947-49, av. = 100 <sup>2/</sup> )	
	Sales during period		Stocks (end of month)	December		December	
	Dec.	Jan.-Dec.		1956	1955	Sales	Stocks
	Dec.	Jan.-Dec.	Dec.	1956	1955	Sales	Stocks
<b>GRAND TOTAL—entire store</b>	-1	+3	+6	1.6	1.5	--	--
<b>MAIN STORE TOTAL</b>	-1	+3	+6	1.7	1.6	202	122
<b>PIECE GOODS, HOUSEHOLD TEXTILES</b>	-1	+2	+3	3.1	3.0	117	120
Piece goods	-5	-2	-2	4.2	4.0	58	84
Silks, velvets, synthetics	-1	+1	+1	3.8	3.8	55	76
Woolen yard goods	-4	+2	-2	3.3	3.2	73	79
Cotton yard goods	-8	-3	-5	5.1	5.0	55	108
Household textiles	0	+3	+5	2.8	2.7	160	140
Linens and towels	+1	+3	+2	2.2	2.2	196	121
Domestics—muslins, sheetings	+2	+4	+8	4.2	4.0	109	181
Blankets, comforters, spreads	-1	+3	+4	2.6	2.5	167	131
<b>SMALL WARES</b>	+1	+4	+6	1.5	1.4	271	125
Laces, trimmings, embroideries, and ribbons	+4	+4	+5	2.5	2.4	136	107
Notions	+3	+4	+6	2.2	2.2	165	132
Toilet articles, drug sundries	+2	+7	+8	1.4	1.3	301	126
Silverware and jewelry	-4	+1	+6	1.7	1.5	269	132
Silverware and clocks	-2	+4	+7	2.8	2.5	209	150
Costume jewelry	-6	-1	+6	1.0	0.9	291	122
Fine jewelry and watches	0	+4	+3	2.3	2.1	366	132
Art needlework	-1	+2	0	3.0	2.9	136	109
Books and stationery	+2	+5	+8	0.9	0.9	377	122
Books and magazines	+2	+7	+9	1.0	0.9	310	120
Stationery	+1	+4	+7	0.9	0.8	400	119
<b>WOMEN'S APPAREL AND ACCESSORIES</b>	0	+3	+6	1.4	1.3	188	124
Women's accessories	-2	+3	+5	1.5	1.4	209	124
Neckwear and scarfs	-2	+3	+1	0.8	0.8	301	131
Handkerchiefs	-7	-1	-3	0.8	0.8	250	66
Millinery	-6	+6	+5	0.8	0.7	90	70
Women's and children's gloves	-6	+2	+11	1.1	1.0	280	91
Corsets and brassieres	+1	+4	+8	2.7	2.5	159	162
Women's, children's hosiery	-7	-1	+7	1.3	1.1	165	122
Underwear, slips, and negligees	-2	0	+3	0.9	0.9	261	108
Knit underwear	+1	+2	+4	1.1	1.0	304	206
Silk & muslin underwear, slips	-4	-1	+4	1.0	0.9	231	102
N negligees, robes, loung. apparel	-4	+1	+2	0.5	0.5	317	84
Infants' wear	0	+3	+2	1.4	1.4	223	122
Handbags, small leather goods	+2	+4	+6	0.8	0.8	296	122
Women's and children's shoes	0	+5	+7	3.7	3.5	148	144
Children's shoes	+1	+3	+7	3.0	2.8	163	139
Women's shoes	0	+5	+7	3.9	3.7	144	145

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

UNITED STATES - December 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)	December		December Sales	December Stocks
	Dec.	Jan.-Dec.		1956	1955		
	Dec.	Jan.-Dec.	Dec.	1956	1955	Sales	Stocks
<b>WOMEN'S APPAREL, ACCESSORIES (Cont.)</b>							
Women's apparel	+1	+4	+7	1.4	1.3	166	125
Women's, misses' coats & suits	0	+3	+6	1.9	1.8	100	113
Women's, misses' coats	0	+4	+8	1.6	1.5	115	122
Women's, misses' suits	0	0	+5	3.0	2.8	55	86
Juniors' and girls' wear	+4	+6	+7	1.1	1.0	204	124
Juniors' coats, suits, dresses	+6	+8	+8	1.1	1.1	155	120
Girls' wear	+2	+4	+6	1.0	1.0	264	127
Women's and misses' dresses	+1	+4	+6	1.6	1.5	116	124
Inexpensive dresses	+2	+5	+4	1.1	1.1	122	116
Better dresses	-2	+3	+7	2.1	2.0	112	130
Blouses, skirts, sportswear	+2	+5	+12	1.1	1.0	261	149
Aprons, housedresses, uniforms	-1	+2	-3	1.3	1.4	149	108
Furs	-3	+5	+7	2.1	1.8	208	110
<b>MEN'S AND BOYS' WEAR</b>	-2	+1	+10	1.5	1.3	278	128
Men's clothing	-2	+2	+9	2.7	2.4	185	139
Men's furnishings and hats	-3	+1	+11	1.0	0.9	349	120
Boys' wear	-3	+2	+7	1.5	1.4	252	111
Men's & boys' shoes, slippers	+2	+4	+13	2.5	2.3	252	144
<b>HOMEFURNISHINGS</b>	0	+4	+6	2.8	2.6	149	120
Furniture and bedding	0	+5	+6	4.2	3.9	115	128
Mattresses, springs, studio beds	-1	+2	+1	3.4	3.3	86	159
Upholstered, other furniture	+1	+6	+7	4.3	3.9	121	123
Domestic floor coverings	-2	+4	+3	4.6	4.3	88	110
Rugs and carpets	-1	+4	+5	4.5	4.3	91	115
Linoleum	-2	+5	+6	5.5	5.0	46	64
Draperies, curtains, upholstery	-3	+2	+5	3.6	3.3	120	118
Lamps and shades	-2	+3	+5	2.0	1.9	179	118
China and glassware	+1	+4	+3	2.9	2.7	245	124
Major household appliances	+4	0	+3	3.0	2.7	69	101
Housewares (incl. small appliances)	-2	+3	+9	2.2	1.9	194	132
Gift shop	+1	+5	+6	1.4	1.4	401	146
Radios, phonographs, television, pianos, records, sheet music, instr.	+11	+9	+4	1.0	1.1	285	98
Radios, phonographs, television	+8	+5	-4	0.9	1.0	272	99
Records, sheet music, instr.	+14	+17	+19	1.2	1.1	364	116
<b>MISCELLANEOUS MERCHANDISE DEPTS.</b>	-1	+2	+4	0.8	0.7	346	104
Toys, games, sporting goods, cameras	-1	+2	+6	0.7	0.6	517	115
Toys and games	-2	0	+2	0.5	0.5	582	105
Sporting goods and cameras	+1	+6	+11	1.4	1.2	375	129
Luggage	-2	+5	+8	1.6	1.4	252	131
Candy	0	+6	+6	0.3	0.3	337	93

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

UNITED STATES - December 1956

Department	Percentage change from corresponding period a year ago			Ratio of stocks to sales $\frac{1}{}$		Unadjusted indexes (1947-49 av.=100 $\frac{2}{}$ )	
	Sales during period		Stocks (end of month)	December		December	
	Dec.	Jan.-Dec.	Dec.	1956	1955	Sales	Stocks
<b><u>BASEMENT STORE TOTAL</u></b>	- 2	+ 1	+ 1	1.2	1.2	177	103
Domestics and blankets	- 2	+ 2	0	2.3	2.2	143	134
Women's, misses' ready-to-wear	- 2	+ 1	+ 1	1.0	0.9	165	97
Intimate apparel	- 5	0	+ 1	1.1	1.1	192	107
Hosiery	- 8	- 1	0	1.1	1.0	3/	3/
Underwear, corsets & brassieres	- 2	+ 1	0	1.1	1.1	3/	3/
Coats and suits	- 2	0	- 7	1.3	1.4	79	78
Dresses	- 2	+ 1	+ 1	0.9	0.8	114	89
Blouses, skirts, and sportswear	+ 2	+ 6	+ 1	0.9	0.8	220	108
Girls' wear	+ 2	+ 2	+ 3	0.8	0.7	243	101
Infants' wear	- 1	+ 1	- 1	1.0	1.0	232	110
Aprons, housedresses, uniforms	- 4	- 1	0	1.0	1.0	3/	3/
Men's and boys' wear	0	+ 1	+ 4	0.9	0.9	278	110
Men's wear	0	+ 1	+ 6	0.9	0.9	278	111
Men's clothing	+ 3	+ 2	+ 3	1.5	1.5	200	120
Men's furnishings	- 2	+ 1	+ 8	0.7	0.6	315	100
Boys' wear	+ 1	+ 2	+ 3	1.0	0.9	260	105
Homefurnishings	- 3	0	- 2	2.4	2.3	117	106
Shoes	- 1	+ 2	+ 4	2.3	2.1	154	110
<b><u>NONMERCHANDISE TOTAL</u></b>	- 2	+ 5	3/	3/	3/	155	3/
Barber and beauty shop	- 4	+ 2	3/	3/	3/	115	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.

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.