

FOR IMMEDIATE RELEASE
OCTOBER 15, 1957.

MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - AUGUST 1957
(Based on retail dollar amounts)

Summary by Selected Department Groups

	Main Store							Base- ment store total
	Main store total	Women's apparel and access- ories	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)								
June 1955	96	89	115	101	76	99	99	102
July 1955	78	71	74	97	71	75	81	76
Aug. 1955	93	91	77	107	104	86	79	93
Apr. 1956	94	98	79	105	79	93	77	94
May 1956	107	109	97	115	89	108	94	108
June 1956	102	94	125	111	75	103	103	107
July 1956	81	74	72	99	80	80	83	77
Aug. 1956	98	100	82	109	105	92	84	98
Apr. 1957	104	120	98	96	73	97	94	111
May 1957	108	111	98	115	89	110	99	107
June 1957	99	92	121	108	72	100	105	102
July 1957	86	78	77	104	81	84	91	79
Aug. 1957	102	105	87	110	106	95	92	101
STOCKS INDEXES (Unadjusted, 1947-49 average of end-of-month stocks = 100)								
June 1955	114	113	121	115	101	115	110	107
July 1955	110	113	111	109	104	109	106	101
Aug. 1955	117	128	125	107	102	111	110	108
Apr. 1956	133	138	142	131	115	130	118	122
May 1956	130	131	143	129	112	128	121	118
June 1956	121	119	127	124	107	122	116	108
July 1956	119	122	121	120	110	117	114	104
Aug. 1956	126	138	135	117	108	119	119	110
Apr. 1957	139	144	149	136	119	138	123	122
May 1957	136	139	152	135	116	134	126	121
June 1957	128	127	137	129	112	129	122	110
July 1957	126	132	128	123	115	124	121	107
Aug. 1957	131	145	141	120	110	124	124	111
RATIO OF STOCKS TO SALES								
Aug. 1955	3.5	3.1	5.2	3.4	2.9	4.1	3.4	2.4
Aug. 1956	3.5	3.0	5.4	3.6	3.2	4.1	3.6	2.4
Aug. 1957	3.5	3.0	5.2	3.7	3.2	4.2	3.4	2.3

Figures for departments within groups given on following pages.

MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - AUGUST 1957

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)	August		Sales	Stocks
	Aug.	Jan.-Aug.		1957	1956		
	Aug.	Jan.-Aug.	Aug.	1957	1956	Sales	Stocks
GRAND TOTAL—entire store	+ 4	+ 2	+ 4	3.3	3.3	—	—
MAIN STORE TOTAL	+ 4	+ 2	+ 4	3.5	3.5	102	131
PIECE GOODS, HOUSEHOLD TEXTILES	+ 1	0	+ 2	3.2	3.1	106	110
Piece goods	0	- 4	0	4.3	4.3	60	91
Silks, velvets, synthetics	0	- 3	+ 1	5.0	5.0	47	84
Woolen yard goods	0	- 1	+ 2	3.9	3.8	80	107
Cotton yard goods	0	- 4	- 5	3.6	3.8	73	100
Household textiles	+ 1	+ 1	+ 2	2.7	2.7	139	118
Linens and towels	+ 2	+ 3	+ 3	3.2	3.2	122	108
Domestics—muslins, sheetings	- 1	0	- 2	2.0	2.1	166	135
Blankets, comforters, spreads	+ 3	+ 2	+ 4	3.1	3.0	133	125
SMALL WARES	+ 3	+ 1	+ 5	4.2	4.1	95	124
Laces, trimmings, embroideries, and ribbons	+ 1	0	+ 6	5.3	5.0	71	114
Notions	+ 1	0	+ 6	4.5	4.3	88	141
Toilet articles, drug sundries	+ 4	+ 2	+ 6	3.5	3.5	110	116
Silverware and jewelry	- 3	- 3	+ 3	5.3	5.1	85	128
Silverware and clocks	-13	- 1	+ 5	6.0	5.1	93	151
Costume jewelry	+ 5	- 4	- 1	3.6	3.8	82	122
Fine jewelry and watches	+ 6	- 3	+ 4	8.6	8.9	87	115
Art needlework	+ 5	+ 2	+ 4	4.7	4.9	80	107
Books and stationery	+ 9	+ 5	+ 5	3.6	3.8	104	131
Books and magazines	+ 8	+ 5	+ 5	2.8	3.0	100	109
Stationery	+ 9	+ 5	+ 5	3.9	4.2	103	140
WOMEN'S APPAREL AND ACCESSORIES	+ 5	+ 3	+ 5	3.0	3.0	105	145
Women's accessories	+ 4	+ 2	+ 5	3.8	3.8	94	142
Neckwear and scarfs	+ 5	+ 2	+ 6	3.0	3.0	101	164
Handkerchiefs	+ 4	+ 1	+ 2	4.1	4.3	46	64
Millinery	- 8	- 2	0	1.5	1.4	76	106
Women's and children's gloves	- 3	- 2	+ 8	8.9	8.0	42	105
Corsets and brassières	+ 7	+ 5	+ 8	3.3	3.3	130	161
Women's, children's hosiery	0	- 4	+ 2	3.4	3.3	67	127
Underwear, slips, and negligees	0	- 1	+ 4	3.5	3.4	74	116
Knit underwear	+ 3	+ 3	+ 4	3.4	3.3	100	152
Silk & muslin underwear, slips	- 3	- 3	+ 2	3.7	3.6	62	102
Negligees, robes, loung. apparel	+ 1	0	+ 6	3.1	2.9	71	104
Infants' wear	+ 6	+ 4	+ 6	3.0	3.0	127	152
Handbags, small leather goods	+ 6	+ 3	+ 6	3.3	3.3	88	140
Women's and children's shoes	+ 8	+ 4	+ 5	5.5	5.7	118	173
Children's shoes	+ 9	+ 4	+ 5	3.7	3.8	165	181
Women's shoes	+ 7	+ 4	+ 5	6.2	6.4	107	173

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

UNITED STATES - AUGUST 1957

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)	August		August	August
	Aug.	Jan.-Aug.	Aug.	1957	1956	Sales	Stocks
WOMEN'S APPAREL, ACCESSORIES (Cont.)							
Women's apparel	+ 6	+ 4	+ 5	2.4	2.4	116	148
Women's, misses' coats & suits	- 2	- 1	+ 4	3.2	3.1	73	140
Women's, misses' coats	- 4	- 2	0	3.0	2.9	80	152
Women's, misses' suits	+ 4	+ 1	+11	3.5	3.4	63	123
Juniors' and girls' wear	+10	+ 5	+ 6	1.8	1.9	165	168
Juniors' coats, suits, dresses	+ 8	+ 4	+ 4	1.7	1.9	127	148
Girls' wear	+12	+ 7	+ 8	1.9	2.0	211	184
Women's and misses' dresses	+ 4	+ 1	+10	2.1	1.9	93	124
Inexpensive dresses	+ 7	+ 3	+12	1.6	1.5	93	121
Better dresses	+ 1	0	+ 9	2.6	2.4	97	133
Blouses, skirts, sportswear	+10	+ 7	+ 6	2.5	2.7	153	191
Aprons, housedresses, uniforms	+ 6	+ 3	- 1	1.9	2.0	96	97
Furs	0	+ 8	+ 1	4.1	4.1	115	123
MEN'S AND BOYS' WEAR	+ 6	+ 1	+ 4	5.2	5.4	87	141
Men's clothing	+ 6	+ 2	+ 5	7.4	7.6	74	156
Men's furnishings and hats	+ 2	- 1	+ 5	5.3	5.2	69	128
Boys' wear	+11	+ 5	+ 2	3.1	3.5	151	140
Men's & boys' shoes, slippers	+12	+ 4	+ 5	6.4	7.0	110	154
HOMEFURNISHINGS	0	0	+ 2	3.7	3.6	110	120
Furniture and bedding	+ 1	+ 1	+ 2	2.9	2.9	148	121
Mattresses, springs, studio beds	- 1	0	0	1.2	1.2	178	128
Upholstered, other furniture	+ 2	+ 2	+ 2	3.5	3.5	138	119
Domestic floor coverings	+ 1	0	+ 2	4.3	4.3	89	104
Rugs and carpets	+ 1	+ 1	+ 5	4.3	4.1	96	112
Linoleum	- 1	0	- 9	4.1	4.8	57	64
Draperies, curtains, upholstery	+ 2	- 3	+ 4	5.0	4.9	88	120
Lamps and shades	+ 2	0	+ 3	4.2	4.2	82	113
China and glassware	+ 1	+ 2	+ 4	7.3	7.2	103	135
Major household appliances	- 6	- 5	- 9	1.9	2.0	93	87
Housewares (incl. small appliances)	+ 3	0	+ 3	4.0	4.0	108	137
Gift shop	+ 3	+ 2	+ 5	5.7	5.6	107	155
Radios, phonographs, television pianos, records, sheetmusic, instr.	0	+ 4	+12	3.0	2.7	112	122
Radios, phonographs, television	- 4	0	+ 9	2.6	2.3	112	121
Records, sheet music, instr.	+ 6	+11	+13	4.1	3.9	110	140
MISCELLANEOUS MERCHANDISE DEPTS.	+ 9	+ 4	+ 4	3.4	3.6	92	124
Toys, games, sporting goods, cameras	+11	+ 6	+ 4	5.0	5.5	91	150
Toys and games	+ 8	+ 4	+ 6	5.7	6.0	72	159
Sporting goods and cameras	+15	+ 9	+ 5	4.3	4.9	124	135
Luggage	0	0	+ 3	3.4	3.3	112	124
Candy	+ 5	+ 3	+ 4	1.1	1.1	83	84

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

UNITED STATES - AUGUST 1957

Department	Percentage change from corresponding period a year ago			Ratio of stocks to sales 1/		Unadjusted indexes (1947-49 av.=100 ² /)	
	Sales during period		Stocks (end of month)	August		August	
	Aug.	Jan.-Aug.	Aug.	1957	1956	Sales	Stocks
<u>BASILEMENT STORE TOTAL</u>	+ 4	+ 1	+ 1	2.3	2.4	101	111
Domestics and blankets	- 1	- 2	- 2	2.3	2.3	127	113
Women's, misses' ready-to-wear	+ 5	+ 1	+ 3	1.9	2.0	98	112
Intimate apparel	+ 6	+ 1	+ 3	2.4	2.5	98	115
Hosiery	+ 2	- 3	- 2	2.5	2.6	3/	3/
Underwear, corsets & brassieres	+ 7	+ 2	+ 5	2.4	2.4	3/	3/
Coats and suits	0	- 1	+ 1	2.5	2.4	59	104
Dresses	+ 1	0	+ 4	1.1	1.1	79	84
Blouses, skirts, and sportswear	+ 8	+ 6	+ 5	1.7	1.7	144	139
Girls' wear	+11	+ 6	+ 4	1.3	1.4	196	143
Infants' wear	+ 7	+ 3	+ 5	2.2	2.2	141	138
Aprons, housedresses, uniforms	- 4	- 5	- 2	2.5	2.4	3/	3/
Men's and boys' wear	+ 7	+ 3	+ 1	2.6	2.7	115	126
Men's wear	+ 5	+ 3	+ 2	3.1	3.2	93	122
Men's clothing	+ 4	+ 3	+ 2	3.6	3.7	98	142
Men's furnishings	+ 5	+ 2	+ 3	2.7	2.8	92	114
Boys' wear	+11	+ 7	- 2	1.6	1.9	203	135
Homefurnishings	- 1	- 3	- 2	3.2	3.2	86	103
Shoes	+ 3	+ 1	- 2	3.4	3.7	106	115
<u>NONMERCHANDISE TOTAL</u>	+ 6	+ 4	3/	3/	3/	122	3/
Barber and beauty shop	+ 3	+ 1	3/	3/	3/	127	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 1956, 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.