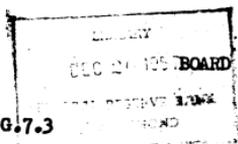


*Chambers*<sup>45</sup>  
*Black*



BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

FOR IMMEDIATE RELEASE  
DECEMBER 19, 1957.

MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - OCTOBER 1957  
(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)

Aug. 1955	93	91	77	107	104	86	79	93
Sept. 1955	106	114	95	111	88	101	85	107
Oct. 1955	116	119	116	124	92	111	102	116
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
Sept. 1956	108	118	99	109	85	100	85	109
Oct. 1956	118	122	114	126	93	113	102	117
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
Sept. 1957	96	115	93	111	83	103	85	104
Oct. 1957	115	120	115	120	89	113	102	113

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

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
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
Sept. 1956	135	147	152	122	113	126	136	120
Oct. 1956	150	162	172	131	121	147	178	133
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
Sept. 1957	142	158	162	125	118	132	148	125
Oct. 1957	156	168	178	135	123	154	189	133

RATIO OF STOCKS TO SALES

Oct. 1955	3.2	2.7	4.3	3.3	3.8	3.9	3.9	2.3
Oct. 1956	3.5	2.9	4.8	3.5	4.0	4.1	4.5	2.4
Oct. 1957	3.7	3.0	4.9	3.8	4.2	4.3	4.6	2.5

Figures for departments within groups given on following pages.

## MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - OCTOBER

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)	October		October	
	Oct.	Jan.-Oct.	Oct.	1957	1956	Sales	Stocks
<b>GRAND TOTAL—entire store</b>	- 2	+ 1	+ 3	3.5	3.3	—	—
<b>MAIN STORE TOTAL</b>	- 2	+ 1	+ 3	3.7	3.5	115	156
<b>PIECE GOODS, HOUSEHOLD TEXTILES</b>	- 5	- 1	+ 1	4.2	4.0	89	123
Piece goods	- 8	- 4	- 1	3.6	3.4	72	92
Silks, velvets, synthetics	- 8	- 4	- 1	3.7	3.4	63	86
Woolen yard goods	- 5	- 2	+ 6	2.4	2.2	119	97
Cotton yard goods	-11	- 5	- 3	4.7	4.4	60	107
Household textiles	- 4	+ 1	+ 1	4.3	4.2	100	138
Linens and towels	- 6	+ 2	+ 3	5.2	4.8	89	131
Domestics—muslins, sheetings	- 2	0	- 2	4.3	4.3	86	151
Blankets, comforters, spreads	- 2	+ 1	+ 4	3.5	3.3	136	146
<b>SMALL WARES</b>	0	+ 1	+ 5	4.3	4.1	113	154
Laces, trimmings, embroideries, and ribbons	- 8	- 1	+ 7	5.0	4.4	84	131
Notions	- 2	0	+ 4	4.0	3.8	109	159
Toilet articles, drug sundries	+ 1	+ 2	+ 8	4.0	3.8	119	144
Silverware and jewelry	- 2	- 2	+ 2	5.1	4.9	106	159
Silverware and clocks	- 6	- 2	+ 4	6.8	6.3	94	171
Costume jewelry	+ 4	- 2	- 1	3.2	3.4	123	158
Fine jewelry and watches	-10	- 3	+ 5	9.1	8.2	97	158
Art needlework	0	+ 2	+ 3	4.0	3.9	110	124
Books and stationery	+ 1	+ 5	+ 6	4.0	3.9	128	181
Books and magazines	+ 1	+ 5	+ 6	3.2	3.0	119	145
Stationery	+ 1	+ 4	+ 5	4.3	4.2	129	190
<b>WOMEN'S APPAREL AND ACCESSORIES</b>	- 2	+ 1	+ 4	3.0	2.9	120	168
Women's accessories	- 2	+ 1	+ 4	3.6	3.4	115	167
Neckwear and scarfs	- 7	0	+ 7	2.9	2.5	137	216
Handkerchiefs	- 8	0	+ 2	4.9	4.5	57	94
Millinery	-13	- 5	+12	1.0	0.8	126	121
Women's and children's gloves	+ 2	- 2	+ 2	4.5	4.5	115	148
Corsets and brassieres	0	+ 4	+ 8	3.4	3.2	141	180
Women's, children's hosiery	- 4	- 4	+ 3	3.0	2.8	86	148
Underwear, slips, and negligees	- 4	- 2	+ 1	4.2	4.0	85	160
Knit underwear	- 6	+ 1	+ 5	4.2	3.9	111	212
Silk & muslin underwear, slips	- 5	- 4	- 1	4.4	4.3	69	134
N negligees, robes, loung. apparel	- 3	0	0	3.6	3.5	89	157
Infants' wear	+ 1	+ 2	+ 4	3.1	3.0	138	171
Handbags, small leather goods	- 1	+ 2	+ 4	2.7	2.6	128	175
Women's and children's shoes	+ 1	+ 3	+ 5	5.1	4.9	132	180
Children's shoes	- 1	+ 2	+ 8	6.0	5.6	101	187
Women's shoes	+ 1	+ 3	+ 5	4.9	4.7	139	178

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

## UNITED STATES - OCTOBER

Department	Percentage change from corresponding period a year ago			Ratio of stocks to sales 1/		Unadjusted indexes (1947-49 av.=100 <sup>2/3</sup> )	
	Sales during period	Stocks (end of month)	October	October		Sales	Stocks
				1957	1956		
	Oct.	Jan.-Oct.	October	1957	1956	Sales	Stocks
<b>WOMEN'S APPAREL, ACCESSORIES (Cont.)</b>							
Women's apparel	- 2	+ 2	+ 3	2.4	2.3	125	168
Women's, misses' coats & suits	- 2	- 3	- 3	2.0	2.0	122	149
Women's, misses' coats	0	- 3	- 7	1.9	2.1	132	162
Women's, misses' suits	-13	- 3	+ 6	2.2	1.8	80	100
Juniors' and girls' wear	0	+ 4	+ 3	2.5	2.4	133	195
Juniors' coats, suits, dresses	- 2	+ 3	+ 2	2.1	2.0	115	167
Girls' wear	+ 2	+ 5	+ 4	2.9	2.9	155	218
Women's and misses' dresses	- 6	+ 1	+ 7	2.1	1.8	108	150
Inexpensive dresses	- 6	+ 2	+ 9	1.6	1.4	107	147
Better dresses	- 5	- 1	+ 6	2.5	2.2	110	154
Blouses, skirts, sportswear	- 2	+ 5	+ 3	2.7	2.6	150	211
Aprons, housedresses, uniforms	- 1	+ 3	+ 8	2.5	2.4	89	122
Furs	+ 3	+ 6	- 2	3.7	3.9	138	133
<b>MEN'S AND BOYS' WEAR</b>	+ 1	0	+ 3	4.9	4.8	115	178
Men's clothing	+ 2	+ 1	+ 4	5.1	5.0	129	188
Men's furnishings and hats	- 1	- 1	+ 3	4.9	4.8	101	174
Boys' wear	+ 3	+ 3	+ 2	4.4	4.5	125	168
Men's & boys' shoes, slippers	+ 3	+ 3	+ 6	6.2	6.1	127	180
<b>HOMEFURNISHINGS</b>	- 5	0	+ 3	3.8	3.5	120	135
Furniture and bedding	- 7	0	+ 3	3.5	3.2	135	132
Mattresses, springs, studio beds	- 6	0	0	1.7	1.6	149	146
Upholstered, other furniture	- 7	+ 1	+ 3	4.0	3.7	128	126
Domestic floor coverings	- 6	- 1	+ 1	3.4	3.2	123	116
Rugs and carpets	- 5	0	0	3.3	3.1	125	119
Linoleum	- 9	0	+ 1	4.3	4.1	66	74
Draperies, curtains, upholstery	- 4	- 3	+ 2	3.6	3.4	131	133
Lamps and shades	- 7	- 2	+ 2	3.6	3.3	113	134
China and glassware	- 6	+ 2	+ 5	7.3	6.7	112	149
Major household appliances	- 6	- 4	- 5	2.3	2.3	81	93
Housewares (incl. small appliances)	- 4	0	+ 1	4.2	4.1	112	151
Gift shop	- 2	+ 2	+ 5	6.4	5.9	129	208
Radios, phonographs, television, pianos, records, sheetmusic, instr.	+ 1	+ 4	+12	2.9	2.6	146	148
Radios, phonographs, television	+ 1	+ 2	+ 8	2.3	2.2	156	155
Records, sheet music, instr.	- 2	+ 8	+16	4.4	3.5	131	166
<b>MISCELLANEOUS MERCHANDISE DEPTS.</b>	0	+ 3	+ 6	4.6	4.5	102	189
Toys, games, sporting goods, cameras	- 4	+ 4	+ 7	7.3	6.9	102	253
Toys and games	- 9	+ 1	+ 8	8.1	7.3	93	308
Sporting goods and cameras	+ 6	+ 8	+ 7	5.8	5.7	123	179
Luggage	- 7	- 1	+ 3	6.5	6.0	75	161
Candy	+ 3	+ 3	+14	1.3	1.2	115	141

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

## UNITED STATES - OCTOBER

Department	Percentage change from corresponding period a year ago			Ratio of stocks to sales <sup>1/</sup>		Unadjusted indexes (1947-49 av.=100 <sup>2/</sup> )	
	Sales during period		Stocks (end of month)	October		October	October
	Oct.	Jan.-Oct.	Oct.	1957	1956	Sales	Stocks
<u>BASEMENT STORE TOTAL</u>	- 4	0	0	2.5	2.4	113	133
Domestics and blankets	- 6	- 2	- 3	2.9	2.8	111	130
Women's, misses' ready-to-wear	- 5	0	0	2.0	2.0	107	132
Intimate apparel	- 6	0	0	2.7	2.6	102	135
Hosiery	-7	- 4	+ 1	2.4	2.2	3/	3/
Underwear, corsets & brassieres	- 5	+ 1	+ 2	2.8	2.6	3/	3/
Coats and suits	- 2	- 3	-10	1.4	1.5	100	99
Dresses	-14	- 1	+ 4	1.5	1.3	72	105
Blouses, skirts, and sportswear	- 5	+ 3	+ 2	1.9	1.8	144	168
Girls' wear	- 2	+ 3	+ 1	2.1	2.0	145	172
Infants' wear	- 1	+ 1	+ 2	2.2	2.1	151	153
Aprons, housedresses, uniforms	+ 4	- 4	0	2.5	2.6	3/	3/
Men's and boys' wear	+ 1	+ 2	+ 1	2.8	2.8	131	161
Men's wear	+ 1	+ 2	+ 2	2.8	2.8	127	155
Men's clothing	+ 3	+ 2	+ 2	2.7	2.8	143	157
Men's furnishings	0	+ 1	+ 2	2.9	2.8	119	154
Boys' wear	0	+ 3	- 1	2.8	2.9	141	170
Homefurnishings	- 8	- 3	- 3	2.6	2.4	118	114
Shoes	- 5	0	- 2	3.7	3.6	109	130
<u>NONMERCHANDISE TOTAL</u>	+ 5	+ 4	3/	3/	3/	135	3/
Barber and beauty shop	- 1	+ 1	3/	3/	3/	103	3/

<sup>1/</sup> 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.

<sup>2/</sup> 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.

<sup>3/</sup> 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.