

Charters
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Money Bank

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MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

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

Summary by Selected Department Groups

Main Store								Base- 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)

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
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
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
Nov. 1957	135	129	114	133	95	148	183	127
Dec. 1957	206	191	282	149	116	282	362	179

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

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
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
Nov. 1956	154	164	174	131	121	165	185	136
Dec. 1956	122	124	128	120	120	125	104	103
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
Nov. 1957	159	170	181	135	122	172	192	137
Dec. 1957	124	125	131	122	118	128	111	103

RATIO OF STOCKS TO SALES

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
Dec. 1957	1.7	1.4	1.5	2.9	3.1	1.4	0.8	1.2

Figures for departments within groups given on following pages.

MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - DECEMBER

Department	Percentage change from corresponding period a year ago			Ratio of stocks to sales 1/		Unadjusted indexes (1947-49 av.=100)	
	Sales during period		Stocks (end of month)	December		December	
	Dec.	Jan.-Dec.	Dec.	1957	1956	Sales	Stocks
GRAND TOTAL-entire store	+ 2	0	+ 1	1.6	1.6		
MAIN STORE TOTAL	+ 2	+ 1	+ 2	1.7	1.7	206	124
PIECE GOODS, HOUSEHOLD TEXTILES	- 1	- 1	- 1	3.1	3.1	116	118
Piece goods	- 6	- 4	- 2	4.4	4.2	54	82
Silks, velvets, synthetics	- 8	- 4	- 2	4.4	3.8	51	74
Woolen yard goods	- 4	- 2	+ 2	3.4	3.3	70	81
Cotton yard goods	- 5	- 5	- 1	5.3	5.1	52	108
Household textiles	+ 1	0	- 2	2.7	2.8	161	137
Linens and towels	0	+ 1	- 1	2.3	2.2	196	120
Domestics—muslins, sheetings	+ 2	0	- 5	3.8	4.2	111	172
Blankets, comforters, spreads	+ 2	+ 1	+ 3	2.7	2.6	170	135
SMALL WARES	+ 4	+ 2	+ 2	1.4	1.5	282	128
Laces, trimmings, embroideries, and ribbons	- 3	- 2	+ 1	2.8	2.5	132	108
Notions	+ 5	+ 1	+ 1	2.2	2.2	173	133
Toilet articles, drug sundries	+ 3	+ 2	+ 5	1.4	1.4	312	133
Silverware and jewelry	+ 3	- 1	- 1	1.6	1.7	276	139
Silverware and clocks	+ 1	- 2	0	2.7	2.8	212	150
Costume jewelry	+ 4	0	- 6	0.9	1.0	304	115
Fine jewelry and watches	0	- 2	+ 3	2.3	2.3	364	135
Art needlework	+ 5	+ 2	0	2.8	3.0	143	110
Books and stationery	+ 7	+ 4	+ 5	0.9	0.9	404	128
Books and magazines	+ 4	+ 4	+ 7	1.1	1.0	323	128
Stationery	+ 8	+ 5	+ 4	0.8	0.9	433	124
WOMEN'S APPAREL AND ACCESSORIES	+ 1	+ 1	+ 1	1.4	1.4	191	125
Women's accessories	+ 1	0	+ 3	1.5	1.5	212	128
Neckwear and scarfs	- 5	- 2	+ 4	0.9	0.8	285	136
Handkerchiefs	- 2	- 2	- 2	0.8	0.8	246	65
Millinery	- 10	- 6	0	0.9	0.8	81	70
Women's and children's gloves	0	- 3	+ 2	1.2	1.1	280	93
Corsets and brassieres	+ 3	+ 4	+ 4	2.8	2.7	164	169
Women's, children's hosiery	- 1	- 4	+ 2	1.4	1.3	162	124
Underwear, slips, and negligees	+ 1	- 2	0	0.9	0.9	264	108
Knit underwear	+ 4	+ 1	+ 4	1.1	1.1	316	215
Silk & muslin underwear, slips	- 2	- 4	- 1	1.0	1.0	227	100
N negligees, robes, loung. apparel	+ 2	- 1	- 2	0.5	0.5	322	83
Infants' wear	+ 4	+ 2	+ 2	1.4	1.4	231	125
Handbags, small leather goods	+ 4	+ 2	0	0.9	0.8	308	122
Women's and children's shoes	+ 3	+ 3	+ 6	3.8	3.7	152	153
Children's shoes	+ 5	+ 2	+ 10	3.1	3.0	171	153
Women's shoes	+ 2	+ 3	+ 5	4.0	3.9	147	153

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

UNITED STATES - DECEMBER

Department	Percentage change from corresponding period a year ago			Ratio of stocks to sales $\frac{S}{I}$		Unadjusted indexes (1947-49 av. = 100)	
	Sales during period	Stocks (end of month)		December		December	
				1957	1956	Sales	Stocks
Dec.	Jan.-Dec.	December					
WOMEN'S APPAREL, ACCESSORIES (Cont.)							
Women's apparel	+ 2	+ 2	- 2	1.3	1.4	169	122
Women's, misses' coats & suits	- 4	- 3	- 3	1.8	1.9	96	110
Women's, misses' coats	- 2	- 2	- 3	1.6	1.6	113	118
Women's, misses' suits	-11	- 4	- 7	3.2	3.0	49	80
Juniors' and girls' wear	+ 5	+ 4	- 2	1.0	1.1	215	121
Juniors' coats, suits, dresses	+ 3	+ 3	- 7	1.1	1.1	160	111
Girls' wear	+ 7	+ 4	+ 2	1.0	1.0	281	128
Women's and misses' dresses	0	+ 1	- 1	1.6	1.6	116	122
Inexpensive dresses	+ 3	+ 2	0	1.1	1.1	125	117
Better dresses	- 2	- 1	- 1	2.2	2.1	110	128
Blouses, skirts, sportswear	+ 2	+ 4	- 4	1.1	1.1	267	143
Aprons, housedresses, uniforms	+ 4	+ 3	+ 1	1.3	1.3	155	109
Furs	+ 1	+ 4	- 3	2.0	2.1	211	107
MEN'S AND BOYS' WEAR	+ 1	0	+ 2	1.5	1.5	282	131
Men's clothing	- 1	0	+ 3	2.8	2.7	184	142
Men's furnishings and hats	+ 1	- 2	+ 1	1.0	1.0	353	121
Boys' wear	+ 3	+ 1	+ 3	1.5	1.5	260	115
Men's & boys' shoes, slippers	+ 4	+ 3	+ 5	2.5	2.5	262	152
HOMEFURNISHINGS	0	- 1	+ 2	2.9	2.8	149	122
Furniture and bedding	- 4	0	+ 1	4.4	4.2	111	129
Mattresses, springs, studio beds	- 2	0	- 7	3.2	3.4	84	147
Upholstered, other furniture	- 4	+ 1	+ 2	4.6	4.3	117	126
Domestic floor coverings	- 8	- 2	+ 1	5.1	4.6	81	112
Rugs and carpets	- 7	0	+ 1	4.8	4.5	85	117
Linoleum	- 7	- 1	-10	5.1	5.5	43	58
Draperies, curtains, upholstery	- 2	- 2	+ 3	4.0	3.6	119	122
Lamps and shades	- 5	- 2	- 2	2.2	2.0	170	116
China and glassware	+ 1	+ 1	+ 2	2.9	2.9	247	127
Major household appliances	- 5	- 4	- 9	2.9	3.0	66	92
Housewares (incl. small appliances)	+ 1	0	- 1	2.2	2.2	197	131
Gift shop	+ 3	+ 1	+ 3	1.5	1.4	413	150
Radios, phonographs, television, pianos, records, sheet music, instr.	+ 8	+ 5	+21	1.1	1.0	307	119
Radios, phonographs, television	+ 9	+ 3	+25	1.0	0.9	296	123
Records, sheet music, instr.	+ 6	+ 7	+19	1.3	1.2	406	138
MISCELLANEOUS MERCHANDISE DEPTS.	+ 5	+ 3	+ 7	0.8	0.8	362	111
Toys, games, sporting goods, cameras	+ 4	+ 2	+10	0.7	0.7	539	126
Toys and games	+ 2	- 1	+12	0.5	0.5	596	117
Sporting goods and cameras	+11	+ 8	+ 7	1.3	1.4	416	139
Luggage	+ 2	- 1	- 5	1.6	1.6	257	124
Candy	+ 8	+ 4	+19	0.3	0.3	366	111

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

UNITED STATES - DECEMBER

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	
	Dec.	Jan.-Dec.	Dec.	1957	1956	Sales	Stocks
<u>BASEMENT STORE TOTAL</u>	+ 1	- 1	- 1	1.2	1.2	179	103
Domestics and blankets	0	- 2	- 2	2.2	2.3	143	131
women's, misses' ready-to-wear	+ 1	- 1	- 2	0.9	1.0	167	96
Intimate apparel	+ 1	0	- 2	1.1	1.1	195	105
Hosiery	0	- 4	- 5	1.1	1.1	3/	3/
Underwear, corsets & brassieres	+ 1	+ 1	0	1.1	1.1	3/	3/
Coats and suits	- 1	- 2	- 3	1.3	1.3	79	76
Dresses	- 5	- 1	- 7	0.8	0.9	109	83
Blouses, skirts, and sportswear	+ 6	+ 3	+ 2	0.8	0.9	232	110
Girls' wear	+ 4	+ 2	+ 3	0.8	0.8	252	105
Infants' wear	+ 2	0	+ 4	1.0	1.0	236	113
Aprons, housedresses, uniforms	- 2	- 3	- 5	0.9	1.0	3/	3/
Men's and boys' wear	+ 3	+ 1	+ 2	0.9	0.9	286	113
Men's wear	+ 3	+ 1	+ 2	0.9	0.9	286	113
Men's clothing	0	+ 1	+ 5	1.6	1.5	201	126
Men's furnishings	+ 4	0	0	0.7	0.7	327	99
Boys' wear	+ 3	+ 1	+ 3	1.0	1.0	267	108
Homefurnishings	+ 1	- 3	0	2.4	2.4	117	107
Shoes	0	- 1	- 1	2.2	2.3	154	108
<u>NONMERCHANDISE TOTAL</u>	+ 4	+ 3	3/	3/	3/	161	3/
Barber and beauty shop	- 1	+ 1	3/	3/	3/	114	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.