

- MOMTHIT DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS


# UNITED STATES - JULY 1959 <br> (Based on retail dollar amounts) 

Sumary by Selected Department Groups


SALES INDEXES (Unadjusted, 1947-49 average monthly sales $=100$ )

| May 1957 |  | 108 | 111 | 98 | 115 | 89 | 110 | 99 | 107 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| June 1957 | $\checkmark$ | 99 | 92 | 121 | 108 | 72 | 100 | 105 | 102 |
| July 1957 |  | 86 | 78 | 77 | 104 | 81 | 84 | 91 | 79 |
| Mar. 1958 |  | 101 | 112 | 82 | 104 | 74 | 98 | 92 | 98 |
| Apr. 1958 |  | 99 | 108 | 88 | 98 | 73 | 97 | 91. | 100 |
| May 1958 |  | 106 | 109 | 97 | 112 | 84 | 111 | 102 | 103 |
| June 1958 |  | 97 | 90 | 114 | 103 | 72 | 103 | 105 | 96 |
| July 1958 |  | 87 | 79 | 80 | 104 | 84 | 87 | 95 | 79 |
| Mar. 1959 |  | 105 | 123 | 91 | 96 | 68 | 101 | 95 | 103 |
| Apr. 1959 |  | 102 | 109 | 87 | 109 | 76 | 99 | 84 | 99 |
| May 1959 | . | 109 | 114 | 106 | 112 | 80 | 109 | 95 | 104 |
| June 1959 |  | 107 | 99 | 131 | 115 | 75 | 112 | 111 | 104 |
| July 1959 |  | 92 | 86 | 85 | 109 | 89 | 91 | 96 | 81 |

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


RATIO OF STOCKS TO SALES
July 1957
July 1958
July 1959

| 4.0 | 3.5 |
| :--- | :--- |
| 3.8 | 3.4 |
| 3.8 | 3.5 |

$\begin{array}{ll}5.3 & 4.0 \\ 5.0 & 3.8 \\ 4.8 & 3.9\end{array}$
4.2
3.9
4.0
4.6
4.5
$\begin{array}{ll}3.4 & 2.8 \\ 3.3 & 2.7 \\ 3.3 & 2.8\end{array}$
Figures for departments within groups given on following pages.

| Department | Percentage change from corresponding period 2 year ago |  |  | Ratio of stocks to sales 1/ |  | Unadjusted indexes (1947-49 av. $=1002 / 1$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Sales during period |  | $\left\|\begin{array}{c} \text { Stocks } \\ \text { (end of } \\ \text { month } \end{array}\right\|$ |  |  |  |  |
|  | JuIV | 7 mos. | July | 1959 | 1958 | Sales | Stocks |
| GPAND TOTAL-entire store | + 6 | +5.5 | +.7 | 3.6 | 3.6 | -- | -- |
| MAIN STORE FOTAL | + 6 | + 5 | $+7$ | 3.8 | 3.8 | 92 | 132 |
| PIECE GOODS, HOUSEHOLD TEXTILES | + 5 | $+1$ | $+7$ | 4.0 | 3.9 | 89 | 118 |
| Piece goods | +1 | - 2 | $+4$ | 5.2 | 5.0 | 46 | 86 |
| Silks, velvets, synthetics | $+2$ | 0 | $+6$ | 6.1 | 5.9 | 36 | 78 |
| Woolen yard goods | + 7 | 0 | + 5 | 7.4 | 7.6 | 33. | 85 |
| Cotton yard goods | +1 | - 3 | +2 | 3.5 | 3.5 | 83 | 114 |
| Household textiles | + 7 | +2 | $+8$ | 3.5 | 3.5 | 119 | 133 |
| Linens and towels | +12 | + 5 | + 4 | 3.9 | 4.2 | 113 | 121 |
| Domestics-muslins, sheetings | +4 | 0 | +12 | 2.8 | 2.6 | 142 | 162 |
| Blankets, comforters, spreads | + 5 | - 1 | +11 | 4.0 | 3.8 | 109 | 139 |
| SMALL WARES | + 5 | + 4 | $+5$ | 4.5 | 4.5 | 91 | 131 |
| Laces, trimmings, embroideries, and ribbons | + 6 | $+4$ | + 2 | 5.2 | 5.4 | 68 | 113 |
| Notions | + 3 | + 2 | $+3$ | 4.2 | 4.2 | 95 | 145 |
| Toilet articles, drug sundries | + 6 | + 3 | $+6$ | 3.7 | 3.7 | 114 | 129 |
| Silverware and jewelry | + 6 | $+6$ | $+6$ | 5.9 | 5.9 | 76 | 133 |
| Silverware and clocks | + 3 | $+5$ | + 5 | 7.5 | 7.4 | 76 | 152 |
| Costume jewelry | + 4 | + 4 | $+11$ | 3.7 | 3.5 | 80 | 123 |
| Fine jewelry and watches | +21 | +15 | + 5 | 9.2 | 10.6 | 79 | 120 |
| Art needlework | + 3 | 0 | $+5$ | 5.6 | 5.5 | 65 | 105 |
| Books and stationery | +8 | + 5 | + 6 | 4.3 | 4.4 | 87 | 136 |
| Books and magazines | +14 | + 8 | + 7 | 3.3 | 3.5 | 94 | 123 |
| Stationery | + 5 | $+4$ | + 5 | 4.9 | 4.8 | 83 | 141 |
| WOMEN'S APPAREL AND ACCESSORIES | +8 | + 7 | +11 | 3.5 | 3.4 | 86 | 143 |
| Women's accessories | $+5$ | + 5 | + 8 | 4.1 | 4.0 | 81 | 139 |
| Neckwear and scarfs | $+6$ | + 7 | + 3 | 2.8 | 2.8 | 90 | 136 |
| Handkerchiefs | + 5 | + 1 | + 4 | 4.6 | 4.7 | 40 | -60 |
| Millinery | + 6 | + 5 | +15 | 2.0 | 1.8 | 41 | 80 |
| Wowen's and children's gloves | + 5 | + 3 | -2 | 8.1 | 8.7 | 36 | 82 |
| Corsets and brassieres | +5 | $+7$ | +10 | 3.3 | 3.1 | 142 | 178 |
| Women's, children's hosiery | + 3 | +3 | +12 | 4.3 | 4.0 | 55 | 133 |
| Underwear, slips, and pegligees | + 6 | + 6 | + 7 | 3.1 | 3.0 | 80 | 112 |
| Knit underwear | + 8 | + 8 | +8 | 3.2 | 3.2 | 102 | 152 |
| Silk 2 muslin underwear, slips | + 6 | $+5$ | + 6 | 3.2 | 3.2 | 71 | 101 |
| Negi "zees, robes, loung. apparel | + 2 | + 5 | + 6 | 2.4 | 2.3 | 72 | 91 |
| Infariz3' wear. | + 5 | + 3 | +9 | 4.1 | 3.9 | 89 | 151 |
| Handizags, small leather goods | $+8$ | +9. | +9 | 3.1 | 3.1 | 81 | 129 |
| Women's and children's shoes | $+4$ | + 5 | +8 | 6.5 | 6.3 | 93 | 170 |
| Children's shoes. | + 4 | $+1$ | +9 | 7.2 | 6.9 | 82 | 180 |
| Women's shoes | +4 | + 6 | +8 | 6.3 | 6.1 | 97 | 167 |

MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS (Continued)
UNITED STATES - JULY 1959

| Department | Percentage change from corresponding period a year ago. |  | Ratio of stocks to sales 1/ | Unad justedindexes$(1947-49$$a v,=100-2 /)$ |
| :---: | :---: | :---: | :---: | :---: |
|  | Sales during | Stocks (end of |  |  |
|  | period | month) | July | Juiy |
|  | July 17 mos. | July | 195911958 | Sales/Stocks |

WCMEN'S APPAREL, ACCESSORIES (Cont.)

| Women's apparel | +11 | +9 | +14 | 2.9 | 2.8 | 91 | 149 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Women's, misses' coats \& suits | +2 | + 1 | +16 | 5.4 | 4.7 | 36 | 121 |
| Women's, misses' coats | -2 | - 3 | +11 | 5.7 | 5.0 | 35 | 127 |
| Women's, misses' suits | $+7$ | + 5 | +24 | 4.6 | 3.9 | 37 | 94 |
| Juniors' and girls' wear | +19 | +12 | +15 | 3.1 | 3.2 | 100 | 185 |
| Juniors' coats, suits, dresses | +22 | +15 | +12 | 2.2 | 2.4 | 92 | 154 |
| Girls' wear | +16 | +10 | +16 | 4.0 | 4.0 | 110 | 211 |
| Women's and misses' dresses | +11 | $+11$ | +11 | 1.9 | 1.9 | 89 | 113 |
| Inexpensive dresses | +9 | +12 | +13 | 1.4 | 1.4 | 97 | 116 |
| Better dresses | $=+15$ | +9 | +10 | 2.5 | 2.6 | 85 | 115 |
| Blouses, skirts, sportswear | +12 | +12 | +14 | 2.4 | 2.4 | 143 | 186 |
| Aprons, housedresses, uniforms | $+4$ | + 9 | +11 | 1.7 | 1.6 | 119 | 112 |
| Furs | 0 | -4 | +17 | 10.5 | 9.0 | 52 | 155 |
| MEN'S AND BOYS' WEAR | $+6$ | + 8 | $+3$ | 4.8 | 5.0 | 85 | 129 |
| Men's clothing | $+4$ | $+8$ | -2 | 4.9 | 5.2 | 90 | 127 |
| Men's furnishings and hats | $+5$ | + 8 | + 3 | 4.2 | 4.2 | 80 | 118 |
| Boys' wear | +12 | + 7 | +9 | 5.8 | 5.9 | 80 | 141 |
| Men's \& boys' shoes, slippers | +10 | $+6$ | +11 | 6.7 | 6.6 | 105 | 160 |
| HOMEFURNISHINGS | $+4$ | $+4$ | $+6$ | 3.9 | 3.8 | 109 | 127 |
| Furniture and bedding | + 5 | $+5$ | $+6$ | 3.3 | 3.3 | 135 | 127 |
| Mattresses, springs, studio beds | + 3 | $+2$ | +9 | 1.6 | 1.5 | 164 | 144 |
| Upholstered, other furniture | + 5 | +6 | + 6 | 4.1 | 4.0 | 127 | 126 |
| Domestic floor coverings | + 7 | + 8 | $+4$ | 4.9 | 5.0 | 79 | 105 |
| Rugs and carpets | + 6 | $+6$ | $+5$ | 4.8 | 4.8 | 81 | 117 |
| Linoleum | - 6 | $+4$ | + 3 | 4.8 | 4.4 | 54 | 68 |
| Draperies, curtains; upholstery | + 8 | $+5$ | $+3$ | 4.9 | 5.1 | 88 | 119 |
| Lamps and shades . | + 4 | $+3$ | $+8$ | 4.9 | 4.7 | 74 | 120 |
| China and glassware | + 7 | $+4$ | $+4$ | 8.3 | 8.5 | 89 | 136 |
| Major household appliances | + 1 | $+5$ | $+10$ | $1 . ?$ | 1.6 | 112 | 102 |
| Housewares (incl. small appliances) | -2 |  | + 6 | 3.9 | 3.6 | 117 | 145 |
| Gift shop . | +10 | +9 | $+7$ | 6.1 | 6.3 | 107 | 165 |
| Radios, phonographs, television, |  |  |  |  |  |  |  |
| pianos, records, sheetmusic, instr. | +15. | $+8$ | $+12$ | 3.4 | 3.5 | 116 | 149 |
| Radios, phonographs, television | +14 | $+8$ | $+16$ | 2.9 | 2.9 | 112. | 140 |
| Records, sheet music, instr. | +12 | $+7$ | $+7$ | 4.9 | 5.1 | 125 | 165 |
| MISCELLANEOUS MERCHANDISE DEPTS. | $+1$ | -1 | $+2$ | 3.3 | 3.3 | 96 | 125 |
| Toys, games, sporting goods, cameras | $+3$ | $+5$ | $+4$ | 4.5 | 4.4 | 101 | 151 |
| Toys and games | - 2 | $+3$ | -1 | 5.4 | 5.3 | 69 | 150 |
| Sporting goods and cameras | +8 | $+6$ | +12 | 3.8 | 3.7 | 1.59 | 157 |
| Luggage | + ? | $+4$ | $+3$ | 3.5 | 3.7 | 114 | 130 |
| Candy | + 6 | $+4$ | + 6 | 1.4 | 1.3 | 82 | 104 |

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

## UNITED STATES \& JULY 1959

|  | Percentage change from corresponding period <br> a year ago |  |  | Ratio of stocks to sales 1/ |  | Unadjusted indexes$\begin{aligned} & (1947-49 \\ & \left.a v_{0}=1002 /\right) \\ & \hline J u 17 \end{aligned}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Sales during period |  | Stocks (end of month) |  |  |  |  |
|  | July | 17 mos. | July | 1959 | 1958 | Sales | Stocks |
| BASEMENT STORE TOTAL | $+3$ | $+3$ | $+7$ | 2.8 | 2.7 | 81 | 112 |
| Domestics and blankets | $+2$ | 0 | $+6$ | 2.9 | 2.8 | 103 | 120 |
| Women's, misses' ready-towwear | $+3$ | $+3$ | $+8$ | 2.3 | 2.2 | 76 | 111 |
| Intimate apparel | $+3$ | $+4$ | +10 | 2.5 | 2.4 | 98 | 125 |
| Hosiery | -1 | $+1$ | +12 | 3.2 | 2.8 | 3/ | $3 /$ |
| Underwear, corsets \& brassieres | $+4$ | $+5$ | +10 | 2.4 | 2.2 | 3/ | $3 /$ |
| Coats and suits | 0 | - 3 | $+3$ | 4.4 | 4.2 | 26 | 84 |
| Dresses | $+4$ | +8 | $+7$ | 1.2 | 1.2 | 77 | 89 |
| Blouses, skirts, and sportswear | $+1$ | $+3$ | $+9$ | $1: 7$ | 1.6 | 121 | 131 |
| Girls ${ }^{\text {d }}$ wear | $+6$ | $+2$ | $+7$ | 3.1 | 3.1 | 87 | 159 |
| Infants' wear | $+1$ | 0 | $+9$ | 3.8 | 3.5 | 81 | 143 |
| Aprons, housedresses, uniforms | $+3$ | $+5$ | $+6$ | 1.9 | 1.8 | .3/ | 3/ |
| Men's and boys', wear | $+1$ | $+4$ | $+8$ | 3.1 | 2.9 | 93 | 126 |
| Men's wear | -1 | $+4$ | + 8 | 3.0 | 2.7 | 94 | 124 |
| Men's clothing | - 3 | $+2$ | $+10$ | 3.4 | 3.0 | 99 | 136 |
| Men's furnishings. | $+1$ | $+5$ | $+5$ | 2.6 | 2.5 | 93 | 110 |
| Boys' wear | $+8$ | $+5$ | $+8$ | 3.6 | 3.6 | 96 | 148 |
| Homefurnishings | $+3$ | 0 | $+5$ | 4.0 | 3.9 | 71 | 109 |
| Shoes | $+3$ | $+4$ | $+7$ | 4.2 | 4.0 | 84 | 117 |
| VONMERCHANDISE TOTAL | $+5$ | $+5$ | 3/ | 3/ | 3/ | 129 | 3/ |
| Barber and beauty shop | $+4$ | $+8$ | 3/ | 2/ |  | 167 | 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 1958, sales and stocks at these stores accounted for about 45 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.

