

MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - OCTOBER 1959
(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- aneous	

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

Aug. 1957	102	105	87	110	106	95	92	101
Sept. 1957	106	115	93	111	83	103	85	104
Oct. 1957	115	120	115	120	89	113	102	113
June 1958	97	90	114	103	72	103	105	96
July 1958	87	79	80	104	84	87	95	79
Aug. 1958	100	100	87	108	105	94	92	97
Sept. 1958	110	118	95	115	84	108	89	106
Oct. 1958	120	125	117	127	90	117	106	115
June 1959	107	99	131	115	75	112	111	104
July 1959	92	86	85	109	89	91	96	81
Aug. 1959	100	100	86	113	106	95	87	94
Sept. 1959	114	125	101	118	85	110	83	108
Oct. 1959	126	133	124	134	92	124	105	117

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

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
June 1958	126	125	133	127	108	130	124	108
July 1958	123	129	125	119	110	124	123	105
Aug. 1958	128	142	136	116	106	124	125	110
Sept. 1958	141	157	158	123	115	134	147	124
Oct. 1958	154	167	173	132	121	156	189	134
June 1959	132	134	135	133	113	137	126	115
July 1959	132	143	129	127	118	131	125	112
Aug. 1959	137	158	142	123	114	131	126	119
Sept. 1959	150	172	165	131	122	141	149	132
Oct. 1959	162	178	181	138	125	162	188	138

RATIO OF STOCKS TO SALES

Oct. 1957	3.7	3.0	4.9	3.8	4.2	4.3	4.6	2.5
Oct. 1958	3.5	2.8	4.7	3.5	4.0	4.2	4.5	2.4
Oct. 1959	3.5	2.8	4.6	3.4	4.1	4.1	4.5	2.5

Figures for departments within groups given on following pages.

MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - OCTOBER 1959

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)		October		Sales	Stocks
				1959	1958		
	Oct., 10 mos.	Oct.					
GRAND TOTAL—entire store	+ 5	+ 4	+ 5	3.3	3.3	--	--
MAIN STORE TOTAL	+ 5	+ 5	+ 5	3.5	3.5	126	162
PIECE GOODS, HOUSEHOLD TEXTILES	+ 2	+ 1	+ 4	4.1	4.0	92	125
Piece goods	+ 1	- 2	+ 3	3.4	3.3	74	90
Silks, velvets, synthetics	+ 2	0	+ 5	3.5	3.5	64	86
Woolen yard goods	- 2	- 2	+ 8	2.3	2.1	117	99
Cotton yard goods	+ 2	- 2	- 1	4.3	4.4	59	100
Household textiles	+ 3	+ 2	+ 4	4.3	4.3	104	142
Linen and towels	+ 7	+ 6	+ 5	4.9	5.0	100	136
Domestics—muslins, sheetings	+ 3	+ 1	+ 3	4.4	4.4	89	158
Blankets, comforters, spreads	+ 1	- 1	+ 2	3.5	3.5	136	146
SMALL WARES	+ 5	+ 3	+ 4	4.1	4.2	124	162
Laces, trimmings, embroideries, and ribbons	+12	+ 4	- 1	4.4	5.0	93	128
Notions	+ 8	+ 4	+ 3	3.9	4.1	117	165
Toilet articles, drug sundries	+ 5	+ 3	+ 4	3.8	3.9	132	151
Silverware and jewelry	+ 5	+ 5	+ 5	4.8	4.8	117	167
Silverware and clocks	+ 5	+ 3	+ 7	6.7	6.6	96	174
Costume jewelry	+ 6	+ 4	+ 4	3.0	3.0	139	167
Fine jewelry and watches	+ 2	+12	+ 3	8.6	8.5	116	180
Art needlework	0	- 1	+ 1	3.8	3.7	114	123
Books and stationery	+ 3	+ 4	+ 4	4.0	4.0	137	198
Books and magazines	+ 8	+ 7	+ 7	3.2	3.2	134	162
Stationery	+ 2	+ 2	+ 3	4.4	4.3	136	208
WOMEN'S APPAREL AND ACCESSORIES	+ 6	+ 6	+ 7	2.8	2.8	133	178
Women's accessories	+ 5	+ 4	+ 6	3.4	3.4	126	176
Neckwear and scarfs	+ 9	+ 6	+ 5	2.6	2.7	148	207
Handkerchiefs	+ 2	+ 1	+ 1	4.8	4.8	54	87
Millinery	+ 4	+ 2	0	0.8	0.9	136	115
Women's and children's gloves	+ 4	+ 2	0	4.2	4.4	123	147
Corsets and brassieres	+ 7	+ 6	+ 7	3.2	3.2	161	195
Women's, children's hosiery	0	+ 1	+ 5	2.9	2.8	94	160
Underwear, slips, and negligees	+ 3	+ 5	+ 8	4.2	4.0	89	170
Knit underwear	+ 6	+ 7	+11	4.2	4.0	121	226
Silk & muslin underwear, slips	+ 2	+ 5	+ 7	4.3	4.1	73	142
N negligees, robes, loung. apparel	0	+ 3	+ 9	3.8	3.5	90	172
Infants' wear	+ 3	+ 2	+ 4	3.0	3.0	146	180
Handbags, small leather goods	+ 7	+ 8	+ 8	2.6	2.6	146	189
Women's and children's shoes	+ 8	+ 5	+ 6	4.6	4.7	151	193
Children's shoes	+ 9	+ 2	+ 8	5.6	5.6	115	201
Women's shoes	+ 7	+ 5	+ 5	4.5	4.5	160	190

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

UNITED STATES - OCTOBER 1959

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		October	
				1959	1958	Sales	Stocks
	Oct.	10 mos.	October	1959	1958	Sales	Stocks
WOMEN'S APPAREL, ACCESSORIES (Cont.)							
Women's apparel	+ 8	+ 8	+ 8	2.3	2.3	140	181
Women's, misses' coats & suits	+ 4	0	+ 1	2.1	2.1	125	159
Women's, misses' coats	+ 5	- 2	- 1	2.0	2.1	135	175
Women's, misses' suits	- 3	+ 3	+12	2.2	1.9	82	104
Juniors' and girls' wear	+11	+11	+ 9	2.4	2.4	154	217
Juniors' coats, suits, dresses	+17	+14	+ 7	1.8	2.0	137	181
Girls' wear	+ 5	+ 8	+10	2.9	2.8	175	246
Women's and misses' dresses	+ 9	+ 9	+ 9	1.9	1.9	123	160
Inexpensive dresses	+10	+10	+11	1.5	1.5	126	165
Better dresses	+ 9	+ 8	+ 8	2.4	2.4	121	159
Blouses, skirts, sportswear	+ 8	+ 9	+11	2.5	2.5	170	219
Aprons, housedresses, uniforms	+10	+ 9	+ 4	2.1	2.2	108	124
Furs	- 2	- 3	+17	3.8	3.2	157	161
MEN'S AND BOYS' WEAR							
Men's clothing	+ 6	+ 7	+ 5	4.6	4.7	124	181
Men's furnishings and hats	+ 7	+ 7	+ 2	4.5	4.8	141	185
Men's furnishings and hats	+ 4	+ 7	+ 6	4.6	4.6	107	177
Boys' wear	+ 7	+ 6	+ 5	4.2	4.3	136	177
Men's and boys' shoes, slippers	+ 8	+ 5	+ 8	5.9	5.9	141	191
HOMEFURNISHINGS							
Furniture and bedding	+ 6	+ 4	+ 5	3.4	3.5	134	138
Furniture and bedding	+ 5	+ 5	+ 4	3.1	3.1	150	130
Mattresses, springs, studio beds	+ 8	+ 3	- 2	1.6	1.8	160	140
Upholstered, other furniture	+ 4	+ 5	+ 5	3.5	3.5	144	126
Domestic floor coverings	+ 5	+ 6	+ 5	2.9	2.9	136	113
Rugs and carpets	+ 4	+ 5	+ 6	2.9	2.9	136	118
Linoleum	- 2	+ 2	+10	4.0	3.5	72	76
Draperies, curtains, upholstery	+ 4	+ 4	+ 1	3.4	3.4	138	132
Lamps and shades	0	+ 1	+ 5	3.5	3.3	119	141
China and glassware	+ 1	+ 3	+ 4	7.1	6.9	119	152
Major household appliances	+ 9	+ 7	+10	2.2	2.1	93	100
Housewares (incl. small appliances)	+ 4	0	+ 6	3.9	3.8	126	159
Gift shop	+ 5	+ 7	+ 6	6.0	5.9	149	225
Radios, phonographs, television, pianos, records, sheetmusic, instr.	+16	+10	+ 5	2.8	3.1	178	174
Radios, phonographs, television	+17	+10	+ 6	2.4	2.6	188	189
Records, sheet music, instr.	+13	+ 8	+ 4	4.0	4.3	159	185
MISCELLANEOUS MERCHANDISE DEPTS.							
Toys, games, sporting goods, cameras	- 1	- 2	0	4.5	4.4	105	188
Toys, games	+ 2	+ 2	+ 1	7.0	7.0	107	255
Toys and games	0	- 1	- 4	7.8	8.0	92	292
Sporting goods and cameras	+ 5	+ 4	+11	5.7	5.4	141	204
Luggage	+ 2	+ 4	- 1	6.0	6.2	76	152
Candy	+ 4	+ 3	- 1	1.3	1.4	125	147

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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)	October 1959	October 1958	Sales	Stocks
	Oct.	10 mos.	October	1959	1958		
<u>BASEMENT STORE TOTAL</u>	+ 2	+ 2	+ 4	2.5	2.4	117	138
Domestics and blankets	- 3	- 1	- 1	2.9	2.9	107	127
Women's, misses' ready-to-wear	+ 4	+ 2	+ 4	2.0	2.0	113	136
Intimate apparel	+ 2	+ 3	+ 8	2.7	2.5	109	143
Hosiery	- 1	0	+12	2.3	2.1	3/	3/
Underwear, corsets and brassieres	+ 3	+ 4	+ 7	2.8	2.7	3/	3/
Coats and suits	+ 3	- 3	- 2	1.5	1.5	100	105
Dresses	+10	+ 7	+ 3	1.4	1.5	82	108
Blouses, skirts, and sportswear	+ 3	+ 1	0	1.7	1.8	157	164
Girls' wear	+ 2	+ 2	+ 3	2.1	2.1	150	184
Infants' wear	+ 2	- 1	+ 6	2.3	2.2	152	164
Aprons, housedresses, uniforms	+ 4	+ 5	+ 2	2.4	2.5	3/	3/
Men's and boys' wear	0	+ 2	+ 4	3.0	2.9	132	174
Men's wear	- 1	+ 2	+ 4	3.0	2.9	126	167
Men's clothing	- 3	0	+ 4	3.1	2.9	138	175
Men's furnishings	0	+ 4	+ 4	3.0	2.9	122	163
Boys' wear	+ 4	+ 3	+ 4	2.9	2.9	145	184
Homefurnishings	- 4	- 2	+ 1	2.6	2.5	113	113
Shoes	+ 3	+ 4	+ 6	3.4	3.3	125	140
<u>NONMERCHANDISE TOTAL</u>	+ 4	+ 5	3/	3/	3/	145	3/
Barber and beauty shop	+ 7	+ 8	3/	3/	3/	120	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.

4/ 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.