

MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - MARCH 1960
(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)

Jan. 1958	91	84	76	99	137	98	71	78
Feb. 1958	76	72	64	87	63	88	68	65
Mar. 1958	101	112	82	104	74	98	92	98
Nov. 1958	130	124	145	131	88	142	170	121
Dec. 1958	221	205	308	161	121	299	375	193
Jan. 1959	94	87	81	103	138	101	74	78
Feb. 1959	83	82	70	95	65	93	67	71
Mar. 1959	105	123	91	96	68	101	95	103
Nov. 1959	139	133	156	139	92	152	180	127
Dec. 1959	228	211	311	171	122	317	390	192
Jan. 1960	95	89	81	104	139	103	70	77
Feb. 1960	87	84	73	104	70	99	70	72
Mar. 1960	101	109	82	108	76	102	83	92

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

Jan. 1958	122	126	124	121	110	124	123	104
Feb. 1958	128	138	133	122	112	126	117	113
Mar. 1958	135	143	141	132	115	132	123	118
Nov. 1958	158	170	176	133	122	174	196	136
Dec. 1958	123	126	126	120	119	131	109	103
Jan. 1959	123	128	120	121	111	128	125	104
Feb. 1959	129	140	130	123	113	130	117	113
Mar. 1959	138	147	140	136	117	138	123	120
Nov. 1959	166	182	187	140	124	179	194	141
Dec. 1959	132	137	137	128	125	136	112	108
Jan. 1960	133	139	132	129	119	135	130	108
Feb. 1960	139	152	142	132	120	135	119	116
Mar. 1960	149	165	154	143	122	144	129	125

RATIO OF STOCKS TO SALES

Mar. 1958	3.7	2.7	5.6	4.3	4.7	4.3	3.4	2.5
Mar. 1959	3.6	2.5	4.9	4.8	5.2	4.3	3.3	2.4
Mar. 1960	4.0	3.2	6.0	4.5	4.8	4.4	4.0	2.8

Figures for departments within groups given on following pages.

MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - MARCH 1960

Department	Percentage change from corresponding period a year ago			Ratio of stocks to sales 1/ March		Unadjusted indexes (1947-49 av.=1002/)	
	Sales during period		Stocks (end of month)	March		March	March
	Mar.	Jan.-Mar.		1960	1959	Sales	Stocks
<u>GRAND TOTAL--entire store</u>	- 4	0	+ 8	3.8	3.4	--	--
<u>MAIN STORE TOTAL</u>	- 4	+ 1	+ 8	4.0	3.6	101	149
PIECE GOODS, HOUSEHOLD TEXTILES	+11	+ 5	+ 4	4.8	5.1	76	122
Piece goods	+ 6	+ 2	+ 2	3.3	3.4	77	92
Silks, velvets, synthetics	+ 6	+ 3	+ 2	3.0	3.2	73	79
Woolen yard goods	+12	- 2	0	3.9	4.3	49	63
Cotton yard goods	+ 6	+ 2	+ 4	3.2	3.2	105	128
Household textiles	+14	+ 7	+ 5	5.8	6.3	73	136
Linens and towels	+11	+ 7	+ 4	5.9	6.2	74	125
Domestics--muslins, sheetings	+16	+ 5	+ 7	5.9	6.4	69	164
Blankets, comforters, spreads	+17	+ 9	+ 3	5.6	6.4	79	135
SMALL WARES	+ 1	+ 3	+ 4	4.4	4.3	102	144
Laces, trimmings, embroideries, and ribbons	- 6	+ 1	+ 4	4.6	4.2	96	148
Notions	+ 4	+ 6	+ 1	4.5	4.6	101	163
Toilet articles, drug sundries	+ 2	+ 2	+ 4	3.8	3.7	123	139
Silverware and jewelry	- 1	+ 6	+ 6	5.8	5.4	88	150
Silverware and clocks	+ 5	+10	+ 4	7.4	7.4	82	158
Costume jewelry	- 6	+ 3	+ 9	3.7	3.2	98	152
Fine jewelry and watches	+ 5	+ 5	+ 4	10.8	10.9	82	150
Art needlework	+22	+ 7	- 1	4.4	5.4	89	109
Books and stationery	- 3	0	+ 6	4.0	3.7	105	150
Books and magazines	+ 4	+ 1	+ 6	2.9	2.8	125	140
Stationery	- 7	- 1	+ 6	4.8	4.2	93	153
WOMEN'S APPAREL AND ACCESSORIES	-11	- 4	+12	3.2	2.5	109	165
Women's accessories	-13	- 5	+10	3.9	3.1	103	166
Neckwear and scarfs	-11	- 3	+10	3.2	2.6	100	177
Handkerchiefs	-23	-10	+ 7	5.3	3.8	41	72
Millinery	-33	-22	+31	1.3	0.7	116	145
Women's and children's gloves	-31	-14	+14	4.6	2.8	78	103
Corsets and brassieres	- 2	+ 2	+ 6	3.6	3.3	146	201
Women's, children's hosiery	- 3	0	+ 4	3.2	3.0	81	146
Underwear, slips, and negligees	+ 1	+ 2	+ 5	4.2	4.0	72	137
Knit underwear	0	+ 2	+ 7	4.4	4.1	93	184
Silk & muslin underwear, slips	- 1	+ 2	+ 3	4.4	4.2	61	122
N negligees, robes, loung. apparel	+ 4	+ 2	+ 8	3.0	2.9	76	112
Infants' wear	-13	- 7	+11	3.3	2.6	113	154
Handbags, small leather goods	-20	- 7	+16	3.2	2.2	111	179
Women's and children's shoes	-16	- 6	+11	5.7	4.3	133	209
Children's shoes	-31	-16	+13	5.8	3.5	113	209
Women's shoes	-12	- 4	+11	5.7	4.5	139	212

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

UNITED STATES - MARCH 1960

Department	Percentage change from corresponding period a year ago			Ratio of stocks to sales 1/ March		Unadjusted indexes (1947-49 av.=1002/)	
	Sales during period	Stocks (end of month)	March	March	1960/19	Sales	Stocks
	Mar.	Jan.-Mar.	March	March	1960/19	Sales	Stocks
WOMEN'S APPAREL, ACCESSORIES (Cont.)							
Women's apparel	- 9	- 2	+16	2.5	2.0	116	163
Women's, misses' coats & suits	-11	- 4	+ 5	1.9	1.6	98	114
Women's, misses' coats	- 8	0	+ 3	1.8	1.6	95	108
Women's, misses' suits	-18	-16	+ 7	2.1	1.6	105	127
Juniors' and girls' wear	-18	- 9	+25	2.4	1.6	138	191
Juniors' coats, suits, dresses	-14	- 4	+24	1.9	1.3	128	167
Girls' wear	-22	-13	+25	2.9	1.8	151	210
Women's and misses' dresses	- 6	- 1	+19	2.2	1.7	117	172
Inexpensive dresses	- 7	- 1	+21	1.7	1.3	118	171
Better dresses	- 4	0	+17	2.6	2.2	115	171
Blouses, skirts, sportswear	- 2	+ 3	+14	3.2	2.8	117	196
Aprons, housedresses, uniforms	+ 1	+ 3	+12	2.3	2.1	121	150
Furs	- 7	- 5	+15	5.4	4.4	84	126
MEN'S AND BOYS' WEAR	- 9	- 2	+10	6.0	4.9	82	154
Men's clothing	- 4	0	+10	7.0	6.1	84	167
Men's furnishings and hats	- 4	+ 1	+ 9	5.8	5.1	69	139
Boys' wear	-23	-10	+14	4.7	3.2	107	154
Men's & boys' shoes, slippers	-10	- 3	+ 7	7.3	6.1	114	182
HOMEFURNISHINGS	+12	+ 8	+ 5	4.5	4.8	108	143
Furniture and bedding	+14	+ 8	+ 8	4.4	4.6	122	147
Mattresses, springs, studio beds	+15	+ 8	+ 4	2.3	2.6	132	168
Upholstered, other furniture	+14	+ 8	+ 9	5.0	5.2	119	142
Domestic floor coverings	+13	+ 8	+ 2	4.2	4.7	98	114
Rugs and carpets	+14	+ 8	- 1	4.1	4.7	96	111
Linoleum	+ 3	+ 2	+ 1	4.1	4.1	63	69
Draperies, curtains, upholstery	+ 6	+ 4	+ 3	5.0	5.1	100	138
Lamps and shades	+15	+ 7	+ 9	4.7	5.0	89	139
China and glassware	+ 7	+ 5	+ 4	8.0	8.2	99	144
Major household appliances	+17	+ 8	+ 8	3.1	3.4	77	122
Housewares (incl. small appliances)	+ 8	+ 4	+ 3	4.5	4.8	113	160
Gift shop	+ 4	+ 4	+ 7	6.5	6.4	105	176
Radios, phonographs, television, pianos, records, sheet music, instr.	+26	+21	+10	3.3	3.8	152	177
Radios, phonographs, television	+27	+23	+ 7	3.0	3.5	138	162
Records, sheet music, instr.	+17	+15	+13	4.2	4.3	157	172
MISCELLANEOUS MERCHANDISE DEPTS.	-13	- 5	+ 5	4.0	3.3	83	129
Toys, games, sporting goods, cameras	- 9	- 4	+ 3	6.7	5.9	68	148
Toys and games	-20	-13	+ 3	7.2	5.6	45	127
Sporting goods and cameras	+ 3	+ 3	+ 6	6.4	6.2	103	161
Luggage	+ 6	+ 2	+ 5	5.9	5.9	71	136
Candy	-50	-23	+66	1.9	0.6	106	181

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

UNITED STATES - MARCH 1960

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)	March	March	1959	March	March
	Mar.	Jan.-Mar.	March	1960	1959	Sales	Stocks
<u>BASEMENT STORE TOTAL</u>	-11	- 4	+ 4	2.8	2.4	92	125
Domestics and blankets	+ 8	0	- 2	3.8	4.2	80	123
Women's, misses' ready-to-wear	-13	- 5	+ 7	2.2	1.8	91	124
Intimate apparel	- 3	+ 1	+ 4	2.8	2.6	96	134
Hosiery	- 2	- 1	+ 1	2.1	2.1	3/	3/
Underwear, corsets & brassieres	- 4	+ 1	+ 4	3.1	2.8	3/	3/
Coats and suits	-20	- 7	+20	1.5	1.0	81	89
Dresses	-13	- 6	+ 6	1.5	1.2	80	102
Blouses, skirts, and sportswear	+ 6	+ 2	- 3	2.3	2.5	97	138
Girls' wear	-27	-15	+17	2.4	1.5	120	164
Infants' wear	-18	-10	+ 6	2.9	2.3	104	144
Aprons, housedresses, uniforms	+ 1	+ 3	+ 4	2.2	2.2	3/	3/
Men's and boys' wear	-13	- 5	+ 5	3.4	2.9	98	145
Men's wear	- 5	- 2	+ 2	3.5	3.3	91	141
Men's clothing	-10	- 4	+ 2	3.6	3.2	107	165
Men's furnishings	+ 1	+ 1	+ 2	3.4	3.4	82	128
Boys' wear	-29	-15	+14	3.0	1.9	123	161
Homefurnishings	+ 2	- 1	- 3	3.4	3.6	88	110
Shoes	-18	- 6	+ 9	4.1	3.1	110	143
<u>NONMERCHANDISE TOTAL</u>	- 1	+ 1	3/	3/	3/	128	3/
Barber and beauty shop	- 2	- 1	3/	3/	3/	148	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 1959, 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.

March this year had one more trading day than last.