

MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

 UNITED STATES - APRIL, 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)

Feb. 1958	76	72	64	87	63	88	68	65
Mar. 1958	101	112	82	104	74	98	92	98
Apr. 1958	99	108	88	98	73	97	91	100
Dec. 1958	221	205	308	161	121	299	385	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
Apr. 1959	102	109	87	109	76	99	84	99
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
Apr. 1960	118	137	114	105	75	108	103	118

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

Feb. 1958	128	138	133	122	112	126	117	113
Mar. 1958	135	143	141	132	115	132	123	118
Apr. 1958	135	141	147	132	114	138	124	120
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
Apr. 1959	141	148	148	136	117	145	126	125
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
Apr. 1960	148	157	156	145	123	151	128	125

RATIO OF STOCKS TO SALES

Apr. 1958	3.7	2.7	5.3	4.5	4.7	4.4	3.4	2.5
Apr. 1959	3.7	2.9	5.3	4.2	4.6	4.5	3.7	2.6
Apr. 1960	3.4	2.4	4.2	4.6	4.8	4.3	3.1	2.2

Figures for departments within groups given on following pages.

MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - APRIL 1960

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)	Ratio of stocks to sales 1/		Unadjusted indexes (1947-49 av.=1002/)	
	Apr.	Jan.-Apr.		April	April		Sales
			1960		1959		
GRAND TOTAL—entire store	+16	+4	+5	3.2	3.5	--	--
MAIN STORE TOTAL	+16	+5	+6	3.4	3.7	118	148
PIECE GOODS, HOUSEHOLD TEXTILES	-2	+4	+4	4.8	4.5	75	123
Piece goods	+6	+3	+2	3.4	3.6	69	87
Silks, velvets, synthetics	+7	+4	+1	3.2	3.4	65	79
Woolen yard goods	+28	+1	-1	7.4	9.6	18	60
Cotton yard goods	+4	+3	-2	2.8	3.0	115	116
Household textiles	-6	+4	+6	5.5	4.9	79	141
Linens and towels	-1	+5	+6	5.8	5.4	81	132
Domestics—muslins, sheetings	-10	+2	+7	5.5	4.6	76	169
Blankets, comforters, spreads	-8	+5	+3	5.3	4.7	85	138
SMALL WARES	+9	+4	+5	4.3	4.5	108	151
Laces, trimmings, embroideries, and ribbons	+20	+6	+4	3.9	4.5	114	144
Notions	+3	+5	+2	3.9	3.9	122	170
Toilet articles, drug sundries	+7	+3	+4	3.8	3.9	127	147
Silverware and jewelry	+17	+9	+7	5.2	5.7	103	160
Silverware and clocks	+2	+8	+5	8.1	7.8	77	167
Costume jewelry	+27	+9	+7	3.0	3.6	123	154
Fine jewelry and watches	+15	+8	+11	9.3	9.6	128	196
Art needlework	-6	+4	+3	6.3	5.7	64	116
Books and stationery	+13	+2	+4	4.3	4.6	100	157
Books and magazines	+8	+3	+5	3.4	3.5	112	150
Stationery	+15	+2	+4	4.7	5.2	97	161
WOMEN'S APPAREL AND ACCESSORIES	+26	+5	+6	2.4	2.8	137	157
Women's accessories	+31	+5	+5	3.0	3.7	130	162
Hackwear and scarfs	+21	+4	+5	2.3	2.6	135	170
Handkerchiefs	+30	-1	+3	4.0	5.0	51	69
Millinery	+82	+2	-8	0.5	1.1	160	83
Women's and children's gloves	+68	+5	+6	2.7	4.3	121	93
Corsets and brassieres	+12	+4	+5	3.1	3.3	169	202
Women's, children's hosiery	+14	+3	+1	3.0	3.3	86	150
Underwear, slips, and negligees	+7	+4	+4	3.7	3.8	86	144
Eit underwear	+10	+4	+5	3.9	4.0	111	194
Silk & muslin underwear, slips	+7	+3	+2	3.7	3.9	74	127
Negligees, robes, loung. apparel	+3	+3	+2	2.8	2.8	86	123
Infants' wear	+38	+5	+2	2.6	3.5	136	148
Hosiery, small leather goods	+46	+7	+4	2.1	2.9	160	163
Women's and children's shoes	+42	+7	+7	4.0	5.3	180	201
Children's shoes	+104	+10	+5	3.5	6.9	190	198
Women's shoes	+31	+6	+8	4.1	5.0	184	206

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

UNITED STATES - APRIL 1960

Department	Percentage change from corresponding period a year ago			Ratio of stocks to sales 1/		Unadjusted indexes (1947-49 av.=100 $\frac{1}{2}$)	
	Sales during period	Jan.-Apr.	Stocks (end of month)	April		April	Stock
				1960	1959	Sales	Stock
WOMEN'S APPAREL, ACCESSORIES (Cont.)							
Women's apparel	+23	+ 5	+ 7	1.8	2.1	144	150
Women's, misses' coats & suits	+17	+ 1	- 2	1.4	1.7	94	86
Women's, misses' coats	+13	+ 3	- 1	1.4	1.6	92	86
Women's, misses' suits	+27	- 6	- 2	1.5	2.0	106	88
Juniors' and girls' wear	+52	+ 8	+ 9	1.6	2.2	179	168
Juniors' coats, suits, dresses	+36	+ 8	+12	1.2	1.5	169	147
Girls' wear	+73	+ 7	+ 7	1.9	3.1	190	184
Women's and misses' dresses	+16	+ 5	+10	1.5	1.6	155	161
Inexpensive dresses	+18	+ 5	+10	1.2	1.3	167	169
Better dresses	+13	+ 4	+10	2.0	2.0	145	163
Blouses, skirts, sportswear	+16	+ 7	+ 9	2.4	2.5	163	204
Aprons, housedresses, uniforms	+11	+ 6	+ 6	1.6	1.7	167	152
Furs	- 2	- 4	+ 9	6.0	5.4	71	121
MEN'S AND BOYS' WEAR	+32	+ 7	+ 6	4.2	5.3	114	156
Men's clothing	+23	+ 7	+ 6	4.6	5.3	125	168
Men's furnishings and hats	+21	+ 6	+ 5	4.5	5.2	89	145
Boys' wear	+70	+10	+ 5	3.0	4.8	158	147
Men's & boys' shoes, slippers	+29	+ 5	+ 4	5.8	7.2	141	189
HOMEFURNISHINGS	- 4	+ 4	+ 7	4.6	4.2	105	145
Furniture and bedding	- 5	+ 5	+10	4.5	3.9	115	148
Mattresses, springs, studio beds	-10	+ 3	+12	2.5	2.0	119	171
Upholstered, other furniture	- 3	+ 5	+10	5.2	4.6	114	147
Domestic floor coverings	- 7	+ 4	+ 3	4.8	4.3	83	110
Rugs and carpets	- 5	+ 5	+ 2	4.8	4.5	84	119
Linoleum	- 8	- 1	- 2	4.7	4.4	64	74
Draperies, curtains, upholstery	- 3	+ 2	+ 3	4.6	4.3	109	138
Lamps and shades	- 8	+ 3	+10	5.6	4.6	81	150
China and glassware	+ 7	+ 2	+ 6	8.9	7.8	91	147
Major household appliances	0	+ 6	+ 9	3.0	2.7	84	128
Housewares (incl. small appliances)	- 5	+ 1	+ 4	4.1	3.8	125	165
Gift shop	+ 3	+ 3	+ 8	6.8	6.4	112	186
Radios, phonographs, television, pianos, records, sheetmusic, instr.	+ 2	+17	+12	4.5	4.1	111	182
Radios, phonographs, television	- 1	+17	+11	4.1	3.6	97	179
Records, sheet music, instr.	+ 8	+13	+ 4	5.1	5.4	129	161
MISCELLANEOUS MERCHANDISE DEPTS.	+22	+ 2	+ 2	3.1	3.7	103	128
Toys, games, sporting goods, cameras	+17	+ 3	+ 2	5.1	5.8	89	150
Toys and games	+24	- 2	- 2	5.4	6.8	60	131
Sporting goods and cameras	+12	+ 6	+ 6	4.9	5.2	143	173
Luggage	+ 1	+ 2	+ 5	5.3	5.1	79	143
Candy	+125	+ 4	- 3	0.6	1.5	162	124

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

UNITED STATES - APRIL 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)	April		April	
	Apr.	Jan.-Apr.	April	1960	1949	Sales	Stocks
<u>BASEMENT STORE TOTAL</u>	+19	+ 3	0	2.2	2.6	118	125
Domestics and blankets	-18	- 4	+ 1	4.1	3.4	107	177
Women's, misses' ready-to-wear	+25	+ 4	+ 1	1.6	2.0	122	120
Intimate apparel	+ 9	+ 3	+ 4	2.5	2.7	114	143
Hosiery	+18	+ 4	+ 1	2.0	2.4	3/	3/
Underwear, corsets & brassieres	+ 7	+ 2	+ 5	2.7	2.7	3/	3/
Coats and suits	+46	+ 6	+ 3	0.9	1.3	102	73
Dresses	+19	+ 2	- 3	1.0	1.2	119	112
Blouses, skirts, and sportswear	+10	+ 5	- 6	1.7	2.0	138	142
Girls' wear	+64	+ 5	- 1	1.4	2.4	176	147
Infants' wear	+36	+ 3	- 1	2.1	2.9	140	136
Aprons, housedresses, uniforms	+ 6	+ 4	+ 9	1.7	1.7	3/	3/
Men's and boys' wear	+23	+ 3	- 2	2.4	3.1	135	144
Men's wear	+12	+ 2	- 2	2.7	3.1	124	148
Men's clothing	+10	0	- 4	2.6	3.0	153	167
Men's furnishings	+13	+ 4	0	2.7	3.1	109	135
Boys' wear	+67	+ 6	0	1.7	2.9	178	142
Homefurnishings	-11	- 4	0	3.5	3.1	90	118
Shoes	+35	+ 5	+ 1	2.9	3.9	147	143
<u>NONMERCHANDISE TOTAL</u>	+ 9	+ 3	3/	3/	3/	135	3/
Barber and beauty shop	+13	+ 3	3/	- 3/	3/	186	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.