

## MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

SEP 15 1960

UNITED STATES - JULY 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)

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
Mar. 1960	101	109	82	108	76	102	83	92
Apr. 1960	118	137	114	105	75	108	103	118
May 1960	108	111	100	113	83	113	95	98
June 1960	107	102	131	111	75	115	111	102
July 1960	88	82	83	100	84	88	91	76

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

May 1958	132	134	147	130	112	135	127	117
June 1958	126	125	133	127	108	130	124	108
July 1958	123	129	125	119	110	124	123	105
Mar. 1959	138	147	140	136	117	138	123	120
Apr. 1959	141	148	148	136	117	145	126	125
May 1959	138	141	148	135	116	141	129	121
June 1959	132	134	135	133	113	137	126	115
July 1959	132	143	129	127	118	131	125	112
Mar. 1960	149	165	154	143	122	144	129	125
Apr. 1960	143	157	156	145	123	151	128	125
May 1960	148	154	162	145	120	149	134	127
June 1960	140	141	147	141	119	143	130	118
July 1960	139	148	139	134	124	138	128	115

## RATIO OF STOCKS TO SALES

July 1958	3.8	3.4	5.0	3.8	3.9	4.5	3.3	2.7
July 1959	3.8	3.5	4.8	3.9	4.0	4.5	3.3	2.8
July 1960	4.2	3.7	5.2	4.5	4.4	4.8	3.5	3.1

Figures for departments within groups given on following pages.

## MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - JULY 1960

Department	Percentage change from corresponding period a year ago			Ratio of stocks to sales $\frac{1}{(1947-49 \text{ av.}=100)}$		Unadjusted indexes	
	Sales during period		Stocks (end of month)	July		July	July
	July	Jan.-July	July	1960	1959	Sales	Stocks
<u>GRAND TOTAL—entire store</u>	- 5	+ 2	+ 5	4.0	3.6	--	--
<u>MAIN STORE TOTAL</u>	- 5	+ 2	+ 5	4.2	3.8	88	139
<u>PIECE GOODS, HOUSEHOLD TEXTILES</u>	- 6	+ 2	+ 5	4.4	3.9	84	124
Piece goods	- 5	+ 2	+ 3	5.6	5.1	44	89
Silks, velvets, synthetics	- 5	+ 2	+ 3	6.5	6.1	34	80
Woolen yard goods	- 7	- 1	+ 1	7.9	7.3	30	86
Cotton yard goods	- 4	+ 2	+ 5	3.8	3.5	80	119
Household textiles	- 6	+ 2	+ 6	3.9	3.5	111	141
Linens and towels	- 4	+ 3	+ 7	4.3	3.9	109	130
Domestics—muslins, sheetings	- 8	0	+ 8	3.3	2.8	131	175
Blankets, comforters, spreads	- 7	+ 2	+ 2	4.2	3.8	102	142
<u>SMALL WARES</u>	- 3	+ 3	+ 5	4.8	4.4	88	138
Laces, trimmings, embroideries, and ribbons	- 1	+ 5	+ 3	5.3	5.1	67	116
Notions	- 5	+ 3	+ 6	4.6	4.2	90	153
Toilet articles, drug sundries	- 2	+ 3	+ 5	3.9	3.7	112	135
Silverware and jewelry	- 3	+ 5	+ 5	6.3	5.9	74	139
Silverware and clocks	- 8	+ 5	+ 4	8.3	7.4	70	158
Costume jewelry	+ 2	+ 6	+ 5	3.7	3.6	81	129
Fine jewelry and watches	- 8	+ 3	+ 7	10.7	9.2	73	128
Art needlework	+ 2	+ 4	+ 1	5.6	5.6	66	106
Books and stationery	- 4	+ 2	+ 7	4.8	4.3	83	146
Books and magazines	- 3	+ 2	+10	3.8	3.3	91	135
Stationery	- 5	+ 2	+ 6	5.3	4.8	79	150
<u>WOMEN'S APPAREL AND ACCESSORIES</u>	- 4	+ 2	+ 4	3.7	3.4	82	148
Women's accessories	- 4	+ 2	+ 4	4.4	4.1	78	144
Neckwear and scarfs	- 3	+ 1	+ 8	3.0	2.7	87	147
Handkerchiefs	-11	- 3	+ 2	5.2	4.6	35	62
Millinery	- 7	0	- 8	2.0	2.0	39	74
Women's and children's gloves	- 4	+ 4	+ 5	8.7	7.9	34	87
Corsets and brassieres	- 3	+ 2	+ 5	3.5	3.2	138	187
Women's, children's hosiery	- 3	+ 2	+ 5	4.6	4.2	53	139
Underwear, slips, and negligees	- 6	0	+ 7	3.4	3.0	75	120
Knit underwear	- 5	+ 2	+ 7	3.6	3.2	97	163
Silk & muslin underwear, slips	- 6	0	+ 4	3.5	3.1	67	105
Negligees, robes, loung. apparel	- 4	0	+13	2.8	2.4	69	103
Infants' wear	- 6	+ 1	+ 1	4.3	4.0	84	152
Handbags, small leather goods	- 1	+ 4	+ 7	3.4	3.1	81	138
Women's and children's shoes	- 1	+ 4	+ 2	6.7	6.5	93	174
Children's shoes	- 3	+ 4	+ 4	7.7	7.2	80	187
Women's shoes	0	+ 4	+ 2	6.5	6.3	96	170

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

UNITED STATES - JULY 1960

Department	Percentage change from corresponding period a year ago			Ratio of stocks to sales $\frac{1}{2}$		Unadjusted indexes (1947-49 av.=100 $\frac{2}{1}$ )	
	Sales during period		Stocks (end of month)	July		July	July
	July	Jan.-July	July	1960	1959	Sales	Stocks
<b>WOMEN'S APPAREL, ACCESSORIES (Cont.)</b>							
Women's apparel	-4	+2	+4	3.1	2.8	87	154
Women's, misses' coats & suits	-7	+1	-6	5.4	5.4	33	113
Women's, misses' coats	-7	+3	-5	5.8	5.7	33	121
Women's, misses' suits	-12	-5	-9	4.8	4.6	33	86
Juniors' and girls' wear	-5	+4	+6	3.4	3.0	96	196
Juniors' coats, suits, dresses	-3	+4	+8	2.4	2.2	90	166
Girls' wear	-7	+3	+4	4.3	3.9	103	220
Women's and misses' dresses	-2	+2	+9	2.1	1.9	86	124
Inexpensive dresses	-2	+2	+10	1.6	1.4	95	128
Better dresses	-2	+3	+9	2.8	2.5	83	125
Blouses, skirts, sportswear	-2	+3	+7	2.6	2.4	140	199
Aprons, housedresses, uniforms	-5	+1	+6	1.8	1.6	114	118
Furs	-20	-5	-2	13.0	10.6	42	151
<b>MEN'S AND BOYS' WEAR</b>							
	-1	+3	+8	5.2	4.8	83	139
Men's clothing	-1	+2	+11	5.4	4.8	89	140
Men's furnishings and hats	-2	+1	+8	4.5	4.1	78	127
Boys' wear	0	+6	+7	6.1	5.7	80	150
Men's & boys' shoes, slippers	-2	+2	+5	7.2	6.7	103	168
<b>HOMEFURNISHINGS</b>							
	-8	+1	+6	4.5	3.9	100	134
Furniture and bedding	-9	+1	+10	4.0	3.3	123	139
Mattresses, springs, studio beds	-9	0	+10	1.7	1.4	149	158
Upholstered, other furniture	-9	+1	+9	4.9	4.1	116	137
Domestic floor coverings	-6	+1	+1	5.2	4.8	74	106
Rugs and carpets	-5	+2	0	5.0	4.8	76	117
Linoleum	-9	-5	+4	5.6	4.9	49	71
Draperies, curtains, upholstery	-5	+1	+3	5.3	4.9	83	122
Lamps and shades	-11	0	+6	5.7	4.8	66	127
China and glassware	-8	+1	+3	9.3	8.3	81	141
Major household appliances	-11	-2	+9	2.1	1.7	100	112
Housewares (incl. small appliances)	-10	-2	+4	4.5	3.9	105	151
Gift shop	-9	+1	+10	7.3	6.1	98	182
Radios, phonographs, television, pianos, records, sheet music, instr.	0	+12	+11	3.8	3.4	116	166
Radios, phonographs, television	0	+12	+10	3.3	3.0	112	154
Records, sheet music, instr.	-2	+10	+12	5.5	4.8	122	185
<b>MISCELLANEOUS MERCHANDISE DEPTS.</b>							
	-5	0	+2	3.5	3.2	91	128
Toys, games, sporting goods, cameras	-5	+1	+1	4.7	4.4	96	153
Toys and games	-7	-3	0	5.7	5.3	65	150
Sporting goods and cameras	-4	+3	+2	4.0	3.8	153	161
Luggage	-10	0	+7	4.1	3.5	103	139
Candy	-3	+3	+2	1.4	1.4	80	106

## UNITED STATES - JULY 1960

Department	Percentage change from corresponding period a year ago			Ratio of stocks to sales 1/		Unadjusted indexes (1947-49 av.=100 <sup>2/3</sup> )	
	Sales during period		Stocks (end of month)	July		July	July
	July	Jan.-July	July	1960	1959	Sales	Stocks
<b>BASEMENT STORE TOTAL</b>	- 7	0	+ 2	3.1	2.8	76	115
Domestics and blankets	- 9	- 6	+ 2	3.3	2.9	93	122
Women's, misses' ready-to-wear	- 6	+ 1	+ 1	2.5	2.3	71	113
Intimate apparel	- 6	+ 1	+ 5	2.8	2.5	93	131
Hosiery	- 3	+ 3	- 2	3.2	3.2	3/	3/
Underwear, corsets & brassieres	- 6	0	+ 7	2.7	2.4	3/	3/
Coats and suits	- 7	+ 5	- 4	4.5	4.3	24	81
Dresses	- 1	+ 1	+ 5	1.3	1.2	77	93
Blouses, skirts, and sportswear	- 7	+ 1	+ 2	1.9	1.7	112	133
Girls' wear	- 7	+ 2	- 2	3.3	3.1	80	157
Infants' wear	- 7	- 1	- 2	3.9	3.7	76	139
Aprons, housedresses, uniforms	-13	- 3	+ 1	2.2	1.9	3/	3/
Men's and boys' wear	- 6	- 1	+ 4	3.4	3.1	88	130
Men's wear	- 5	- 2	+ 4	3.3	3.0	89	129
Men's clothing	- 6	- 4	+ 3	3.7	3.4	92	140
Men's furnishings	- 5	0	+ 6	2.9	2.6	89	117
Boys' wear	- 5	+ 2	+ 4	3.9	3.5	91	154
Homefurnishings	-10	- 4	- 2	4.3	4.0	64	108
Shoes	- 7	+ 1	0	4.6	4.2	78	117
<b>NONMERCHANDISE TOTAL</b>	- 7	0	3/	3/	3/	120	3/
Barber and beauty shop	- 3	0	3/	3/	3/	162	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.

July this year had one less trading day than last.