

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

FOR IMMEDIATE RELEASE
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MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - DECEMBER 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)

Oct. 1958	120	125	117	127	90	117	106	115
Nov. 1958	130	124	145	131	88	142	170	121
Dec. 1958	221	205	308	161	121	299	385	193
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
Nov. 1959	139	133	156	139	92	152	180	127
Dec. 1959	228	211	311	171	122	317	390	192
Aug. 1960	105	107	92	112	112	103	89	100
Sept. 1960	113	124	100	114	84	113	83	106
Oct. 1960	123	132	121	125	90	122	100	115
Nov. 1960	139	135	155	135	92	157	178	126
Dec. 1960	225	209	315	162	119	315	383	189

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

Oct. 1958	154	167	173	132	121	156	189	134
Nov. 1958	158	170	176	133	122	174	196	136
Dec. 1958	123	126	126	120	119	131	109	103
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
Nov. 1959	166	182	187	140	124	179	194	141
Dec. 1959	132	137	137	128	125	136	112	108
Aug. 1960	145	165	156	131	119	138	131	121
Sept. 1960	157	179	179	137	127	147	153	134
Oct. 1960	169	186	195	145	130	169	194	141
Nov. 1960	175	191	201	145	129	191	202	146
Dec. 1960	136	141	143	130	127	144	113	106

RATIO OF STOCKS TO SALES

Dec. 1958	1.5	1.3	1.3	2.5	2.9	1.4	0.7	1.1
Dec. 1959	1.6	1.4	1.4	2.5	3.0	1.3	0.7	1.1
Dec. 1960	1.6	1.4	1.4	2.7	3.1	1.4	0.7	1.1

Figures for departments within groups given on following pages.

MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - DECEMBER

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)		December		Sales	Stocks
				1960	1959		
	Dec.	Jan.-Dec.	December				
GRAND TOTAL-entire store	- 1	+ 1	+ 3	1.5	1.5	--	--
MAIN STORE TOTAL	- 1	+ 1	+ 3	1.6	1.5	225	136
PIECE GOODS, HOUSEHOLD TEXTILES	- 2	+ 1	+ 1	3.1	3.0	119	127
Piece goods	- 2	+ 1	+ 1	4.1	4.0	55	83
Silks, velvets, synthetics	- 4	+ 1	+ 2	4.0	3.8	51	77
Woolen yard goods	+ 6	+ 3	- 5	2.8	3.1	81	80
Cotton yard goods	- 4	+ 2	+ 5	5.5	5.0	48	109
Household textiles	- 2	+ 1	+ 1	2.8	2.7	165	150
Linens and towels	- 4	+ 2	+ 6	2.3	2.1	206	135
Domestics--muslins, sheetings	- 2	0	- 1	4.0	4.0	112	189
Blankets, comforters, spreads	+ 1	+ 1	- 3	2.6	2.7	173	137
SMALL WARES	- 1	+ 2	+ 6	1.4	1.3	315	144
Laces, trimmings, embroideries, and ribbons	0	+ 3	+ 2	2.4	2.4	144	113
Notions	- 1	+ 2	+ 4	2.1	2.0	186	146
Toilet articles, drug sundries	+ 2	+ 3	+ 6	1.3	1.3	362	149
Silverware and jewelry	- 3	+ 3	+ 7	1.6	1.5	312	148
Silverware and clocks	- 4	+ 1	+ 3	2.7	2.5	220	156
Costume jewelry	- 2	+ 5	+ 12	0.9	0.8	349	142
Fine jewelry and watches	- 4	+ 1	+ 6	2.2	2.0	441	160
Art needlework	- 1	+ 4	+ 3	2.8	2.7	149	120
Books and stationery	- 2	0	+ 6	0.9	0.8	441	145
Books and magazines	- 4	0	+ 6	1.1	1.0	355	149
Stationery	- 2	0	+ 7	0.8	0.8	469	139
WOMEN'S APPAREL AND ACCESSORIES	- 1	+ 2	+ 3	1.4	1.4	209	141
Women's accessories	0	+ 2	+ 3	1.5	1.4	229	142
Neckwear and scarfs	- 2	0	+ 1	0.9	0.9	290	143
Handkerchiefs	-10	- 6	+ 4	0.9	0.8	215	65
Hillinery	+ 7	+ 3	- 1	0.8	0.8	99	69
Women's and children's gloves	+13	+ 6	+ 4	0.9	1.0	346	93
Corsets and brassieres	+ 1	+ 2	+ 5	2.7	2.6	189	196
Women's, children's hosiery	0	+ 1	0	1.4	1.4	174	140
Underwear, slips, and negligees	- 1	0	+ 3	0.9	0.9	279	120
Knit underwear	- 1	+ 1	+ 7	1.1	1.0	337	247
Silk & muslin underwear, slips	- 3	- 1	+ 4	1.0	1.0	233	111
N negligees, robes, loung. apparel	+ 1	+ 2	- 4	0.5	0.5	358	91
Infants' wear	- 2	0	+ 2	1.4	1.3	243	137
Handbags, small leather goods	- 2	+ 2	+ 4	0.8	0.8	334	144
Women's and children's shoes	+ 3	+ 3	+ 3	3.5	3.5	172	170
Children's shoes	+ 3	+ 3	+ 2	3.0	3.1	181	167
Women's shoes	+ 3	+ 3	+ 4	3.6	3.6	170	169

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

UNITED STATES - DECEMBER

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)	December		December	
	Dec.	Jan.-Dec.	Dec.	1960	1959	Sales	Stocks
WOMEN'S APPAREL, ACCESSORIES (Cont.)							
Women's apparel	- 1	+ 2	+ 3	1.3	1.3	189	140
Women's, misses' coats and suits	+ 2	+ 1	+ 1	1.7	1.7	110	120
Women's, misses' coats	+ 2	+ 3	+ 4	1.6	1.6	127	134
Women's, misses' suits	- 5	- 5	-12	2.4	2.6	55	71
Juniors' and girls' wear	- 1	+ 2	+ 2	1.0	1.0	251	142
Juniors' coats, suits, dresses	0	+ 3	+ 4	1.0	1.0	193	128
Girls' wear	- 1	+ 1	+ 1	1.0	1.0	321	153
Women's and misses' dresses	- 5	+ 2	+ 5	1.7	1.5	124	143
Inexpensive dresses	- 5	+ 3	+ 5	1.2	1.1	136	144
Better dresses	- 6	+ 1	+ 6	2.3	2.1	115	145
Blouses, skirts, sportswear	0	+ 2	+ 4	1.1	1.0	301	162
Aprons, housedresses, uniforms	- 4	+ 2	+ 4	1.5	1.3	154	126
Furs	- 5	- 5	+ 2	2.4	2.2	220	135
MEN'S AND BOYS' WEAR							
Men's clothing	+ 1	+ 1	+ 4	1.4	1.4	315	143
Men's furnishings and hats	+ 1	+ 1	+ 9	2.6	2.4	208	154
Men's furnishings and hats	+ 1	+ 1	+ 2	0.9	0.9	390	129
Boys' wear	+ 3	+ 4	+ 2	1.4	1.4	292	129
Men's & boys' shoes, slippers	+ 5	+ 2	+ 3	2.5	2.5	294	173
HOMEFURNISHINGS							
Furniture and bedding	-11	- 2	+ 3	4.4	3.8	112	134
Mattresses, springs, studio beds	- 9	- 2	0	3.4	3.1	85	153
Upholstered, other furniture	-11	- 1	+ 4	4.6	3.9	120	131
Domestic floor coverings	-11	- 1	0	4.5	4.0	88	112
Rugs and carpets	-13	- 1	- 5	4.2	3.9	88	111
Linoleum	-23	-12	+ 3	6.9	5.2	38	62
Draperies, curtains, upholstery	- 7	- 1	+ 2	3.6	3.3	121	126
Lamps and shades	-11	- 3	+ 2	2.4	2.1	165	134
China and glassware	- 6	- 1	+ 5	3.1	2.7	253	138
Major household appliances	- 6	- 6	-12	2.8	3.0	69	96
Housewares (incl. small appliances)	- 2	- 3	+ 2	2.0	1.9	219	139
Gift shop	- 5	- 2	+12	1.6	1.4	445	189
Radios, phonographs, television, pianos, records, sheetmusic, instr.	+ 1	+ 6	+ 3	1.1	1.1	390	147
Radios, phonographs, television	+ 2	+ 6	+ 2	1.0	1.0	381	157
Records, sheet music, instr.	- 4	+ 3	+ 6	1.2	1.1	495	160
MISCELLANEOUS MERCHANDISE DEPTS.							
Toys, games, sporting goods, cameras	- 3	- 1	0	0.7	0.7	383	113
Toys and games	- 5	- 4	- 1	0.5	0.4	605	112
Sporting goods and cameras	+ 3	+ 2	0	1.2	1.3	494	158
Luggage	- 6	- 2	+ 3	1.6	1.5	248	130
Candy	- 1	+ 2	+ 2	0.3	0.3	408	113

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

UNITED STATES - DECEMBER.

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)	Dec.		December	
	Dec.	Jan.-Dec.	Dec.	1960	1959	Sales	Stocks
<u>BASEMENT STORE TOTAL</u>	- 1	0	- 2	1.1	1.1	189	106
Domestics and blankets	- 6	- 5	- 4	2.2	2.1	137	125
Women's, misses' ready-to-wear	- 2	+ 1	- 1	0.9	0.9	176	100
Intimate apparel	- 1	0	+ 2	1.1	1.1	204	115
Hosiery	0	+ 3	+ 7	1.1	1.1	3/	3/
Underwear, corsets & brassieres	- 2	- 1	+ 1	1.2	1.1	3/	3/
Coats and suits	0	+ 5	- 1	1.2	1.2	92	84
Dresses	- 7	+ 1	- 2	0.9	0.8	111	88
Blouses, skirts, and sportswear	- 2	0	- 1	0.7	0.7	253	106
Girls' wear	- 1	+ 1	- 1	0.7	0.7	270	112
Infants' wear	- 1	0	- 3	1.0	1.0	245	114
Aprons, housedresses, uniforms	- 9	- 3	- 2	0.9	0.9	3/	3/
Men's and boys' wear	+ 1	0	- 2	0.9	0.9	310	120
Men's wear	+ 1	- 1	- 1	0.9	0.9	307	121
Men's clothing	+ 2	- 2	+ 1	1.5	1.5	227	139
Men's furnishings	+ 1	0	- 5	0.6	0.7	345	101
Boys' wear	+ 4	+ 2	- 5	0.9	1.0	298	113
Homefurnishings	- 8	- 4	0	2.5	2.3	107	103
Shoes	+ 3	0	- 3	2.1	2.2	171	116
<u>NONMERCHANDISE TOTAL</u>	+ 5	+ 1	3/	3/	3/	184	3/
Barber and beauty shop	- 1	+ 1	3/	3/	3/	130	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.