

MA: 16 1st

West Store

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

FOR IMMEDIATE RELEASE
May 15, 1961.

MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - MARCH 1961
(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. 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
Nov. 1960	139	135	155	135	92	157	178	126
Dec. 1960	225	209	315	162	119	315	383	189
Jan. 1961	91	85	77	96	135	101	72	73
Feb. 1961	83	83	72	93	69	93	70	71
Mar. 1961	114	133	98	103	76	109	98	110

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

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
Nov. 1960	175	191	201	145	129	191	202	146
Dec. 1960	136	141	143	130	127	144	113	106
Jan. 1961	135	141	135	130	120	139	130	106
Feb. 1961	138	150	145	131	120	139	121	114
Mar. 1961	148	160	156	141	122	146	127	120

RATIO OF STOCKS TO SALES

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
Mar. 1961	3.5	2.5	5.0	4.6	4.7	4.2	3.2	2.3

Figures for departments within groups given on following pages.

MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - MARCH 1961

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		Sales	Stocks
				1961	1960		
	Mar.	Jan.-Mar.	March	1961	1960		
GRAND TOTAL--entire store	+13	+ 2	- 1	3.3	3.8	---	---
MAIN STORE TOTAL	+12	+ 1	- 1	3.5	4.0	114	148
PIECE GOODS, HOUSEHOLD TEXTILES	+ 1	- 2	0	4.7	4.8	76	122
Piece goods	+ 6	+ 3	0	3.1	3.3	82	91
Silks, velvets, synthetics	+ 9	+ 4	+ 1	2.8	3.0	79	80
Woolen yard goods	+11	+10	- 4	3.3	3.8	55	60
Cotton yard goods	+ 4	+ 1	+ 2	3.1	3.2	109	131
Household textiles	- 3	- 4	- 1	5.9	5.8	71	135
Linens and towels	+ 2	- 3	+ 2	5.9	5.8	76	128
Domestics--muslins, sheetings	- 5	- 3	- 4	5.9	5.8	65	157
Blankets, comforters, spreads	- 8	- 6	- 1	6.0	5.6	73	134
SMALL WARES	+ 7	0	+ 2	4.2	4.4	109	146
Laces, trimmings, embroideries, and ribbons	+ 6	- 2	0	4.3	4.6	101	147
Notions	+ 3	- 2	0	4.3	4.4	105	164
Toilet articles, drug sundries	+ 5	+ 2	+ 3	3.7	3.8	129	143
Silverware and jewelry	+13	- 2	+ 3	5.2	5.7	99	155
Silverware and clocks	- 8	-18	+ 4	8.2	7.3	75	164
Costume jewelry	+25	+ 8	0	3.0	3.7	122	152
Fine jewelry and watches	+ 7	- 3	+ 6	10.7	10.8	88	160
Art needlework	- 8	- 1	+ 4	5.0	4.5	82	113
Books and stationery	+ 7	0	+ 1	3.8	4.0	112	151
Books and magazines	+ 1	- 2	+ 6	3.1	2.9	126	148
Stationery	+11	+ 1	- 1	4.2	4.7	103	151
WOMEN'S APPAREL AND ACCESSORIES	+22	+ 7	- 3	2.5	3.2	133	160
Women's accessories	+24	+ 7	- 2	3.1	3.9	127	163
Neckwear and scarfs	+19	+ 3	- 3	2.6	3.2	119	172
Handkerchiefs	+17	- 2	- 9	4.1	5.3	48	65
Millinery	+60	+30	-25	0.6	1.3	185	109
Women's and children's gloves	+72	+31	- 7	2.5	4.6	135	96
Corsets and brassieres	+11	+ 3	+ 3	3.2	3.5	163	207
Women's, children's hosiery	+10	+ 3	+ 1	2.9	3.1	89	147
Underwear, slips, and negligees	+ 6	0	+ 1	4.0	4.1	76	138
Knit underwear	+ 5	0	+ 1	4.1	4.3	98	186
Silk & muslin underwear, slips	+ 5	0	+ 2	4.2	4.3	64	124
Negligees, robes, loung. apparel	+ 9	+ 4	+ 3	2.8	3.0	83	116
Infants' wear	+25	+ 8	- 5	2.5	3.3	142	147
Handbags, small leather goods	+32	+10	- 5	2.3	3.1	146	170
Women's and children's shoes	+27	+ 8	- 1	4.4	5.7	170	206
Children's shoes	+58	+25	- 3	3.5	5.7	179	202
Women's shoes	+21	+ 5	- 1	4.7	5.7	168	211

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

UNITED STATES - MARCH 1961

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	
	Mar.	Jan.-Mar.	March	1961	1960	Sales	Stocks
WOMEN'S APPAREL, ACCESSORIES (Cont.)							
Women's apparel	+20	+ 6	- 4	2.0	2.5	139	156
Women's, misses' coats and suits	+25	+ 9	- 8	1.4	1.9	122	105
Women's, misses' coats	+27	+ 8	- 3	1.4	1.8	120	105
Women's, misses' suits	+22	+11	-16	1.4	2.1	128	107
Juniors' and girls' wear	+38	+15	-11	1.5	2.3	190	170
Juniors' coats, suits, dresses	+38	+14	- 9	1.2	1.8	176	151
Girls' wear	+38	+16	-12	1.8	2.8	208	185
Women's and misses' dresses	+14	+ 3	- 2	1.8	2.1	134	169
Inexpensive dresses	+18	+ 5	0	1.4	1.7	139	170
Better dresses	+10	+ 2	- 2	2.3	2.6	127	168
Blouses, skirts, sportswear	+13	+ 3	0	2.8	3.2	133	196
Aprons, housedresses, uniforms	+ 3	0	- 3	2.2	2.3	125	145
Furs	+ 2	- 3	+ 4	5.4	5.3	86	131
MEN'S AND BOYS' WEAR							
Men's clothing	+19	+ 5	+ 2	5.0	5.9	98	156
Men's furnishings and hats	+14	+ 1	+ 6	6.4	6.9	96	177
Men's wear	+10	+ 1	0	5.2	5.7	76	140
Boys' wear	+43	+17	- 3	3.1	4.6	152	149
Men's & boys' shoes, slippers	+15	+ 4	0	6.1	7.1	132	182
HOMEFURNISHINGS							
Furniture and bedding	- 5	- 8	- 1	4.6	4.5	103	141
Furniture and bedding	- 7	-10	- 2	4.6	4.3	114	144
Mattresses, springs, studio beds	- 8	-10	0	2.5	2.3	122	167
Upholstered, other furniture	- 6	-10	- 1	5.3	5.0	112	140
Domestic floor coverings	- 5	- 9	0	4.4	4.2	93	114
Rugs and carpets	- 4	- 8	- 1	4.2	4.0	92	110
Linoleum	-13	-20	-11	4.2	4.1	54	62
Draperies, curtains, upholstery	+ 2	- 5	- 2	4.7	4.9	102	135
Lamps and shades	-10	-11	- 1	5.2	4.7	80	137
China and glassware	- 5	-10	0	8.5	8.1	94	144
Major household appliances	- 9	-12	- 9	3.2	3.2	71	111
Housewares (incl. small appliances)	- 3	- 5	- 2	4.5	4.5	110	157
Gift shop	- 5	- 9	+ 7	7.3	6.5	100	189
Radios, phonographs, television, pianos, records, sheet music, instr.	- 3	- 1	0	3.4	3.3	147	177
Radios, phonographs, television	- 4	0	+ 2	3.1	2.9	132	165
Records, sheet music, instr.	0	0	- 4	3.9	4.1	158	166
MISCELLANEOUS MERCHANDISE DEPTS.							
Toys, games, sporting goods, cameras	+19	+ 8	- 2	3.2	3.9	98	127
Toys and games	+12	+ 3	- 1	5.9	6.6	76	147
Sporting goods and cameras	+20	+ 6	- 3	5.7	7.1	53	123
Luggage	+ 5	0	0	6.0	6.3	109	161
Candy	+ 2	+18	+ 2	5.8	5.8	73	138
	+100	+31	-32	0.6	1.9	212	124

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

UNITED STATES - MARCH 1961

Department	Percentage change from corresponding period a year ago			Ratio of stocks to sales 1/		Unadjusted indexes (1947-49 2/ av.=100 2/)		
	Sales during period			Stocks (end of month)	March		March	
					1961	1960	Sales	Stocks
	Mar.	Jan.	Mar.	March	1961	1960	Sales	Stocks
BASEMENT STORE TOTAL	+20	+ 5	- 4	2.3	2.8	110	120	
Domestics and blankets	- 8	- 5	- 3	4.0	3.9	74	119	
Women's, misses' ready-to-wear	+26	+ 8	- 6	1.7	2.2	115	116	
Intimate apparel	+11	+ 4	0	2.5	2.8	107	134	
Hosiery	+13	+ 6	+ 4	2.0	2.1	3/	3/	
Underwear, corsets & brassieres	+10	+ 3	- 1	2.8	3.1	3/	3/	
Coats and suits	+46	+19	-17	0.8	1.5	118	74	
Dresses	+21	+ 4	- 7	1.1	1.4	98	95	
Blouses, skirts, and sportswear	+ 5	- 3	+ 1	2.2	2.3	102	139	
Girls' wear	+50	+20	-13	1.4	2.3	180	143	
Infants' wear	+26	+ 8	- 8	2.1	2.9	132	132	
Aprons, housedresses, uniforms	+ 9	0	-10	1.9	2.3	3/	3/	
Men's and boys' wear	+26	+ 8	0	2.7	3.4	123	146	
Men's wear	+15	+ 3	+ 2	3.2	3.5	105	144	
Men's clothing	+22	+ 5	+ 3	3.0	3.6	130	170	
Men's furnishings	+ 9	+ 2	+ 4	3.3	3.4	89	132	
Boys' wear	+56	+24	- 6	1.8	3.0	192	151	
Homefurnishings	- 4	- 5	- 5	3.4	3.4	84	105	
Shoes	+25	+ 8	- 6	3.1	4.1	138	135	
NONMERCHANDISE TOTAL	+11	+ 3	3/	3/	3/	142	3/	
Barber and beauty shop	+12	+ 1	3/	3/	3/	165	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 1960, 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.