



FEDERAL RESERVE

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MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - JULY 1963
(Based on retail dollar amounts)

Summary by Selected Department Groups

| Main Store | | | | | | | | Base- ment store total |
|------------------------|---|-------------------------------|--------------------------|---|----------------|--------------------|--|---------------------------------|
| Main store total | Women's apparel and access- ories | 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 1961 | 112 | 117 | 103 | 114 | 86 | 121 | 97 | 103 |
| June 1961 | 110 | 105 | 138 | 111 | 76 | 117 | 114 | 104 |
| July 1961 | 91 | 84 | 87 | 105 | 88 | 91 | 92 | 78 |
| Mar. 1962 | 112 | 124 | 94 | 118 | 82 | 110 | 88 | 100 |
| Apr. 1962 | 115 | 135 | 108 | 102 | 73 | 107 | 101 | 112 |
| May 1962 | 118 | 125 | 116 | 119 | 86 | 123 | 98 | 107 |
| June 1962 | 109 | 104 | 134 | 111 | 76 | 119 | 114 | 101 |
| July 1962 | 94 | 89 | 88 | 107 | 92 | 95 | 94 | 78 |
| Mar. 1963 | 111 | 125 | 96 | 113 | 79 | 106 | 89 | 99 |
| Apr. 1963 | 117 | 134 | 110 | 107 | 78 | 111 | 106 | 112 |
| May 1963 | 119 | 125 | 111 | 121 | 89 | 127 | 105 | 105 |
| June 1963 | 113 | 106 | 139 | 118 | 78 | 119 | 116 | 102 |
| July 1963 | 100 | 93 | 95 | 116 | 100 | 100 | 100 | 83 |

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

| | | | | | | | | |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|
| May 1961 | 148 | 154 | 164 | 142 | 120 | 151 | 134 | 123 |
| June 1961 | 141 | 143 | 148 | 139 | 119 | 147 | 132 | 116 |
| July 1961 | 138 | 149 | 139 | 131 | 123 | 141 | 129 | 111 |
| Mar. 1962 | 160 | 178 | 168 | 147 | 130 | 159 | 140 | 132 |
| Apr. 1962 | 161 | 173 | 172 | 151 | 130 | 168 | 139 | 134 |
| May 1962 | 158 | 167 | 172 | 149 | 126 | 165 | 146 | 133 |
| June 1962 | 152 | 159 | 159 | 146 | 126 | 158 | 142 | 127 |
| July 1962 | 149 | 164 | 151 | 137 | 126 | 152 | 139 | 124 |
| Mar. 1963 | 165 | 184 | 176 | 152 | 133 | 165 | 147 | 135 |
| Apr. 1963 | 167 | 181 | 184 | 155 | 132 | 174 | 146 | 140 |
| May 1963 | 164 | 175 | 184 | 152 | 128 | 169 | 151 | 138 |
| June 1963 | 156 | 164 | 168 | 148 | 129 | 163 | 148 | 129 |
| July 1963 | 157 | 172 | 164 | 143 | 133 | 159 | 148 | 129 |

RATIO OF STOCKS TO SALES

| | | | | | | | | |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|
| July 1961 | 4.0 | 3.6 | 5.0 | 4.1 | 4.1 | 4.8 | 3.5 | 2.9 |
| July 1962 | 4.2 | 3.7 | 5.3 | 4.2 | 4.0 | 4.9 | 3.6 | 3.2 |
| July 1963 | 4.1 | 3.7 | 5.3 | 4.1 | 3.8 | 4.8 | 3.7 | 3.1 |

Figures for departments within groups given on following pages.

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MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - JULY 1963

| Department | Percentage change from corresponding period a year ago | | | Ratio of stocks to sales 1/ | | Unadjusted indexes (1947-49 av.=100) | |
|---|--|-----------------------|-----|-----------------------------|------|--------------------------------------|--------|
| | Sales during period | Stocks (end of month) | | July | | July | |
| | | | | 1963 | 1962 | Sales | Stocks |
| GRAND TOTAL—entire store | + 6 | + 2 | + 5 | 3.9 | 3.9 | — | — |
| MAIN STORE TOTAL | + 6 | + 2 | + 5 | 4.1 | 4.1 | 100 | 157 |
| PIECE GOODS, HOUSEHOLD TEXTILES | + 8 | + 4 | + 5 | 3.8 | 3.9 | 100 | 133 |
| Piece goods | + 7 | + 1 | + 4 | 5.1 | 5.3 | 49 | 93 |
| Silks, velvets, synthetics | + 6 | + 2 | + 5 | 5.6 | 5.7 | 41 | 86 |
| Woolen yard goods | +10 | + 3 | + 4 | 6.7 | 7.1 | 39 | 89 |
| Cotton yard goods | + 9 | + 1 | + 4 | 3.4 | 3.5 | 87 | 127 |
| Household textiles | + 9 | + 5 | + 6 | 3.4 | 3.4 | 136 | 151 |
| Linsens and towels | + 8 | + 4 | + 7 | 3.8 | 3.8 | 133 | 144 |
| Domestics—muslins, sheetings | +11 | + 7 | + 4 | 2.6 | 2.8 | 165 | 176 |
| Blankets, comforters, spreads | + 6 | + 2 | + 6 | 4.0 | 4.0 | 115 | 155 |
| SMALL WARES | + 5 | + 1 | + 4 | 4.8 | 4.9 | 100 | 159 |
| Laces, trimmings, embroideries, and ribbons | + 1 | - 2 | + 3 | 5.6 | 5.5 | 67 | 127 |
| Notions | + 4 | + 1 | + 1 | 4.6 | 4.7 | 98 | 168 |
| Toilet articles, drug sundries | + 9 | + 4 | + 6 | 3.9 | 4.0 | 132 | 158 |
| Silverware and jewelry | - 1 | - 3 | + 2 | 6.8 | 6.6 | 79 | 161 |
| Silverware and clocks | + 3 | + 2 | + 1 | 7.4 | 7.6 | 84 | 170 |
| Costume jewelry | - 5 | - 8 | - 1 | 4.7 | 4.5 | 75 | 152 |
| Fine jewelry and watches | + 5 | - 2 | + 9 | 10.8 | 10.3 | 95 | 161 |
| Art needlework | +10 | + 8 | + 9 | 5.1 | 5.1 | 85 | 125 |
| Books and stationery | + 4 | + 1 | + 6 | 4.8 | 4.8 | 93 | 167 |
| Books and magazines | + 5 | - 1 | + 5 | 3.8 | 3.8 | 104 | 158 |
| Stationery | + 4 | + 3 | + 1 | 5.1 | 5.2 | 88 | 161 |
| WOMEN'S APPAREL AND ACCESSORIES | + 5 | + 1 | + 5 | 3.7 | 3.7 | 93 | 172 |
| Women's accessories | + 4 | 0 | + 4 | 4.5 | 4.5 | 84 | 164 |
| Neckwear and scarfs | + 3 | + 1 | - 2 | 3.2 | 3.3 | 90 | 156 |
| Handkerchiefs | + 4 | 0 | - 2 | 5.0 | 5.3 | 35 | 60 |
| Millinery | -11 | -12 | + 3 | 2.9 | 2.5 | 33 | 93 |
| Women's and children's gloves | 0 | - 6 | +13 | 13.5 | 11.9 | 37 | 148 |
| Corsets and brassieres | + 7 | + 4 | + 5 | 3.4 | 3.5 | 167 | 227 |
| Women's, children's hosiery | - 1 | 0 | + 4 | 4.9 | 4.7 | 54 | 153 |
| Underwear, slips, and negligees | + 7 | + 2 | + 3 | 3.2 | 3.3 | 83 | 127 |
| Knit underwear | + 4 | + 2 | 0 | 3.3 | 3.4 | 107 | 169 |
| Silk & muslin underwear, slips | + 5 | 0 | + 3 | 3.4 | 3.4 | 71 | 117 |
| Negligees, robes, loung. apparel | +12 | + 7 | + 6 | 2.4 | 2.5 | 83 | 104 |
| Infants' wear | + 1 | - 1 | + 5 | 4.6 | 4.4 | 87 | 172 |
| Handbags, small leather goods | + 4 | - 1 | + 4 | 3.4 | 3.4 | 88 | 154 |
| Women's and children's shoes | + 4 | 0 | + 3 | 6.8 | 6.8 | 101 | 195 |
| Children's shoes | + 1 | - 1 | + 4 | 8.4 | 8.1 | 84 | 216 |
| Women's shoes | + 4 | + 1 | + 4 | 6.4 | 6.4 | 106 | 192 |

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

UNITED STATES - JULY 1963

| Department | Percentage change from corresponding period a year ago | | | Ratio of stocks to sales 1/ | | Unadjusted indexes (1947-49 av.=100) | |
|---|--|----------|-----------------------|-----------------------------|------|--------------------------------------|--------|
| | Sales during period | | Stocks (end of month) | July | | July | |
| | July | Jan-July | July | 1963 | 1962 | Sales | Stocks |
| WOMEN'S APPAREL, ACCESSORIES (Cont.) | | | | | | | |
| Women's apparel | + 6 | + 2 | + 7 | 3.0 | 3.0 | 102 | 184 |
| Women's, misses' coats and suits | - 3 | - 1 | + 4 | 5.6 | 5.2 | 37 | 130 |
| Women's, misses' coats | - 4 | 0 | + 4 | 6.1 | 5.6 | 37 | 141 |
| Women's, misses' suits | - 5 | - 4 | - 3 | 4.6 | 4.5 | 35 | 89 |
| Juniors' and girls' wear | + 6 | + 2 | + 6 | 3.3 | 3.3 | 113 | 236 |
| Juniors' coats, suits, dresses | + 5 | + 3 | + 9 | 2.7 | 2.6 | 107 | 218 |
| Girls' wear | + 6 | + 2 | + 4 | 4.1 | 4.2 | 120 | 250 |
| Women's and misses' dresses | + 7 | + 1 | + 8 | 2.3 | 2.3 | 99 | 160 |
| Inexpensive dresses | + 9 | + 1 | +15 | 1.8 | 1.7 | 111 | 173 |
| Better dresses | + 5 | + 1 | + 3 | 3.1 | 3.1 | 93 | 156 |
| Blouses, skirts, sportswear | + 8 | + 5 | + 9 | 2.4 | 2.4 | 173 | 240 |
| Aprons, housedresses, uniforms | + 5 | - 2 | - 1 | 1.8 | 1.9 | 122 | 124 |
| Furs | - 7 | + 3 | + 3 | 13.5 | 12.2 | 44 | 163 |
| MEN'S AND BOYS' WEAR | | | | | | | |
| Men's clothing | + 7 | + 3 | +11 | 5.6 | 5.4 | 99 | 166 |
| Men's furnishings and hats | +11 | + 2 | + 7 | 4.4 | 4.5 | 90 | 145 |
| Boys' wear | + 5 | + 1 | +10 | 6.4 | 6.2 | 91 | 186 |
| Men's & boys' shoes, slippers | +10 | + 3 | + 3 | 6.9 | 7.3 | 122 | 194 |
| HOMEFURNISHINGS | | | | | | | |
| Furniture and bedding | + 4 | + 2 | + 4 | 3.5 | 3.5 | 138 | 140 |
| Mattresses, springs, studio beds | + 7 | + 4 | + 8 | 1.5 | 1.5 | 173 | 160 |
| Upholstered, other furniture | + 2 | + 1 | + 4 | 4.5 | 4.4 | 129 | 142 |
| Domestic floor coverings | + 1 | + 3 | + 2 | 4.8 | 4.7 | 82 | 110 |
| Rugs and carpets | + 5 | + 6 | + 4 | 4.6 | 4.7 | 86 | 124 |
| Linoleum | + 2 | - 1 | +10 | 5.5 | 5.1 | 50 | 72 |
| Draperies, curtains, upholstery | + 6 | 0 | + 3 | 4.8 | 5.0 | 93 | 128 |
| Lamps and shades | + 1 | - 3 | + 6 | 5.8 | 5.5 | 72 | 143 |
| China and glassware | + 3 | 0 | + 4 | 9.0 | 8.9 | 88 | 152 |
| Major household appliances | +24 | + 3 | 0 | 1.7 | 2.1 | 127 | 110 |
| Housewares (incl. small appliances) | +16 | + 4 | + 3 | 4.0 | 4.5 | 124 | 159 |
| Gift shop | + 4 | + 1 | + 8 | 7.8 | 7.6 | 105 | 213 |
| Radios, phonographs, television, pianos, records, sheet music, instr. | + 8 | + 3 | +12 | 3.9 | 3.7 | 148 | 219 |
| Radios, phonographs, television | +11 | + 5 | +16 | 3.2 | 3.1 | 148 | 212 |
| Records, sheet music, instr. | 0 | + 1 | + 8 | 5.9 | 5.5 | 139 | 227 |
| MISCELLANEOUS MERCHANDISE DEPTS. | | | | | | | |
| Toys, games, sporting goods, cameras | + 9 | + 4 | +12 | 5.0 | 4.8 | 107 | 189 |
| Toys and games | +11 | + 1 | + 5 | 5.9 | 6.3 | 74 | 181 |
| Sporting goods and cameras | + 8 | + 6 | +10 | 4.1 | 4.0 | 169 | 183 |
| Luggage | + 4 | + 1 | + 6 | 4.1 | 4.0 | 110 | 152 |
| Candy | 0 | + 3 | +14 | 1.5 | 1.3 | 90 | 129 |

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

UNITED STATES - JULY 1963

| 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) | July | | July | July |
| | July | Jan.-July | July | 1963 | 1962 | Sales | Stocks |
| | | | | | | | |
| BASEMENT STORE TOTAL | + 6 | 0 | + 4 | 3.1 | 3.2 | 83 | 129 |
| Domestics and blankets | + 4 | 0 | + 9 | 3.1 | 2.9 | 108 | 135 |
| Women's, misses' ready-to-wear | + 7 | + 1 | + 5 | 2.6 | 2.6 | 79 | 130 |
| Intimate apparel | + 8 | + 1 | + 4 | 2.8 | 2.9 | 104 | 147 |
| Hosiery | - 2 | - 2 | + 9 | 3.9 | 3.5 | 3/ | 3/ |
| Underwear, corsets & brassieres | +10 | + 3 | + 3 | 2.5 | 2.7 | 3/ | 3/ |
| Coats and suits | - 2 | - 3 | + 8 | 4.8 | 4.3 | 29 | 103 |
| Dresses | + 4 | - 2 | + 3 | 1.4 | 1.4 | 80 | 110 |
| Blouses, skirts, and sportswear | +11 | + 9 | +17 | 1.9 | 1.8 | 132 | 159 |
| Girls' wear | + 6 | - 1 | + 8 | 3.5 | 3.4 | 88 | 187 |
| Infants' wear | + 2 | 0 | + 4 | 4.2 | 4.1 | 78 | 159 |
| Aprons, housedresses, uniforms | +16 | - 1 | - 8 | 1.6 | 2.0 | 3/ | 3/ |
| Men's and boys' wear | + 8 | - 1 | + 2 | 3.7 | 3.9 | 96 | 155 |
| Men's wear | + 9 | - 1 | + 2 | 3.5 | 3.7 | 96 | 149 |
| Men's clothing | + 5 | - 3 | 0 | 3.9 | 4.1 | 96 | 164 |
| Men's furnishings | +12 | + 1 | + 3 | 3.1 | 3.4 | 99 | 135 |
| Boys' wear | + 5 | + 1 | + 5 | 4.3 | 4.3 | 103 | 197 |
| Homefurnishings | + 3 | - 3 | + 2 | 4.0 | 4.0 | 72 | 111 |
| Shoes | + 4 | - 2 | + 2 | 4.8 | 5.0 | 83 | 130 |
| NONMERCHANDISE TOTAL | + 5 | + 2 | 3/ | 3/ | 3/ | 139 | 3/ |
| Barber and beauty shop | 0 | - 2 | 3/ | 3/ | 3/ | 163 | 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 1962, sales and stocks at these stores accounted for more than 1/3 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.