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FOR IMMEDIATE RELEASE  
January 23, 1964

MONTHLY DEPARTMENT STORE-SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - NOVEMBER 1963  
(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)

Sept. 1961	114	123	101	118	84	115	84	103
Oct. 1961	124	132	122	128	91	123	99	115
Nov. 1961	150	145	170	147	97	166	190	134
July 1962	94	89	88	107	92	95	94	78
Aug. 1962	109	112	99	114	112	108	94	103
Sept. 1962	116	128	105	118	84	113	84	106
Oct. 1962	128	136	124	135	94	125	104	116
Nov. 1962	154	149	174	152	99	168	196	131
July 1963	100	93	95	116	100	100	100	83
Aug. 1963	117	121	109	121	120	111	100	111
Sept. 1963	120	131	110	126	89	117	87	109
Oct. 1963	129	136	120	138	96	128	105	112
Nov. 1963	147	143	170	147	97	158	170	126

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

Sept. 1961	158	181	177	134	129	150	153	136
Oct. 1961	172	193	196	143	134	176	194	146
Nov. 1961	178	198	201	145	134	197	204	151
July 1962	149	164	151	137	126	152	139	124
Aug. 1962	155	181	166	135	122	150	144	129
Sept. 1962	170	198	192	142	133	161	166	146
Oct. 1962	185	211	213	152	138	187	208	156
Nov. 1962	189	212	218	153	138	207	214	160
July 1963	157	172	164	143	133	159	148	129
Aug. 1963	162	187	178	139	127	157	150	133
Sept. 1963	178	208	205	147	138	168	174	153
Oct. 1963	197	226	231	159	145	195	221	169
Nov. 1963	202	227	234	161	145	219	236	170

RATIO OF STOCKS TO SALES

Nov. 1961	3.2	2.8	3.7	3.3	4.0	4.6	2.6	2.3
Nov. 1962	3.2	2.9	3.9	3.3	4.0	3.7	2.6	2.5
Nov. 1963	3.6	3.2	4.2	3.5	4.3	4.1	3.3	2.7

Figures for departments within groups given on following pages.

## MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - NOVEMBER 1963

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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)	Nov.		Nov.	
	Nov.	Jan.-Nov.	Nov.	1963	1962	Sales	Stocks
<b>GRAND TOTAL-entire store</b>	- 4	+ 1	+ 7	3.4	3.1	-	-
<b>MAIN STORE TOTAL</b>	- 4	+ 2	+ 7	3.6	3.2	147	202
<b>PIECE GOODS, HOUSEHOLD TEXTILES</b>	- 2	+ 4	+ 5	4.3	4.0	97	145
Piece goods	0	+ 3	+ 1	3.6	3.5	69	94
Silks, velvets, synthetics	- 3	+ 3	+ 1	3.7	3.5	68	95
Woolen yard goods	+ 9	+ 8	+ 2	2.3	2.4	121	102
Cotton yard goods	- 3	+ 2	+ 4	4.8	4.4	50	111
Household textiles	- 3	+ 4	+ 6	4.4	4.0	115	171
Linen and towels	- 6	+ 3	+ 7	4.3	3.8	130	169
Domestics--muslins, sheetings	+ 2	+ 6	+ 4	5.2	5.1	86	187
Blankets, comforters, spreads	- 1	+ 2	+ 9	4.0	3.6	132	169
<b>SMALL WARES</b>	- 6	+ 1	+ 6	4.1	3.7	158	219
Laces, trimmings, embroideries, and ribbons	- 5	- 1	+ 3	4.3	3.9	100	144
Notions	- 4	0	+ 6	4.3	3.9	125	203
Toilet articles, drug sundries	- 5	+ 3	+ 7	4.7	4.2	158	233
Silverware and jewelry	- 8	- 3	+ 4	5.0	4.4	144	214
Silverware and clocks	- 5	+ 2	+ 3	5.6	5.2	132	203
Costume jewelry	-10	- 7	+ 2	3.6	3.2	140	214
Fine jewelry and watches	- 3	+ 2	+ 6	7.7	6.9	193	245
Art needlework	- 2	+ 8	+ 9	3.6	3.3	134	142
Books and stationery	- 8	0	+ 7	3.1	2.7	220	263
Books and magazines	- 6	0	+ 9	3.5	3.1	176	234
Stationery	- 9	0	+ 7	3.0	2.5	236	265
<b>WOMEN'S APPAREL AND ACCESSORIES</b>	- 4	+ 1	+ 7	3.2	2.9	143	227
Women's accessories	- 7	- 1	+ 5	3.8	3.3	135	217
Neckwear and scarfs	- 2	+ 2	+ 3	2.9	2.8	154	248
Handkerchiefs	- 9	- 2	0	4.0	3.6	73	99
Millinery	-13	-11	- 4	1.3	1.2	91	116
Women's and children's gloves	-12	- 7	+ 6	4.2	3.5	175	187
Corsets and brassieres	0	+ 4	+ 8	3.9	3.6	161	251
Women's, children's hosiery	-10	- 2	+ 3	3.5	3.1	96	199
Underwear, slips, and negligees	- 9	0	+ 7	3.5	3.0	127	213
Knit underwear	- 7	+ 1	+ 5	3.7	3.3	161	283
Silk & muslin underwear, slips	-10	- 1	+ 3	3.6	3.2	98	175
Negligees, robes, loung. apparel	-11	+ 3	+16	2.8	2.1	162	239
Infants' wear	- 6	- 1	+ 8	3.2	2.8	162	215
Handbags, small leather goods	-10	- 2	+ 2	3.2	2.8	154	255
Women's and children's shoes	- 3	0	+ 4	5.8	5.4	135	224
Children's shoes	- 2	- 2	0	6.1	5.9	116	228
Women's shoes	- 2	+ 1	+ 5	5.7	5.3	141	220

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

UNITED STATES - NOVEMBER 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)		Nov.		Nov.	
				1963	1962	Sales	Stocks
	Nov.	Jan.-Nov.	Nov.				
<b>WOMEN'S APPAREL, ACCESSORIES (Cont.)</b>							
Women's apparel	-1	+2	+10	2.7	2.5	151	242
Women's, misses' coats and suits	-3	-2	+9	2.2	2.0	128	181
Women's misses' coats	-4	-2	+10	2.1	1.9	152	215
Women's, misses' suits	+2	-1	+6	2.7	2.6	55	102
Juniors' and girls' wear	-1	+3	+10	2.5	2.3	189	296
Juniors' coats, suits, dresses	0	+3	+11	2.3	2.1	160	271
Girls' wear	-1	+2	+9	2.7	2.5	224	316
Women's and misses' dresses	0	+3	+7	2.5	2.4	113	205
Inexpensive dresses	0	+3	+8	2.0	1.9	120	217
Better dresses	-1	+2	+5	3.2	3.0	109	201
Blouses, skirts, sportswear	+1	+5	+12	3.0	2.7	202	330
Aprons, housedresses, uniforms	-6	-1	+3	2.7	2.5	107	164
Furs	-11	+2	+9	5.1	4.2	143	201
<b>MEN'S AND BOYS' WEAR</b>							
	-2	+2	+7	4.2	3.8	170	234
Men's clothing	+4	+3	+8	4.7	4.5	170	235
Men's furnishings and hats	-7	+1	+7	3.8	3.4	165	233
Boys' wear	-1	+1	+9	3.9	3.5	182	226
Men's & boys' shoes, slippers	-2	+3	+2	6.2	6.0	156	237
<b>HOMEFURNISHINGS</b>							
	-3	+2	+5	3.5	3.3	147	161
Furniture and bedding	0	+3	+1	3.2	3.2	151	143
Mattresses, springs, studio beds	+3	+4	-1	1.9	2.0	141	154
Upholstered, other furniture	0	+2	+1	3.6	3.6	158	143
Domestic floor coverings	0	+4	+2	2.9	2.8	142	122
Rugs and carpets	+1	+7	+3	2.5	2.5	159	120
Linoleum	+19	+3	+1	4.8	5.6	56	67
Draperies, curtains, upholstery	-4	0	+4	3.4	3.2	139	142
Lamps and shades	-8	-2	+8	3.8	3.2	129	174
China and glassware	-8	-1	+5	6.4	5.5	148	175
Major household appliances	-3	+2	+4	2.5	2.4	77	103
Housewares (incl. small appliances)	-3	+4	+7	4.0	3.7	147	191
Gift shop	-8	0	+10	5.2	4.4	225	295
Radios, phonographs, television, pianos, records, sheetmusic, instr.	-7	+2	+9	2.6	2.2	272	263
Radios, phonographs, television	-4	+4	+14	2.2	1.9	320	345
Records, sheet music, instr.	-17	-3	+1	3.8	3.1	250	264
<b>MISCELLANEOUS MERCHANDISE DEPTS.</b>							
	-13	+1	+11	3.3	2.6	170	236
Toys, games sporting goods, cameras	-16	-1	+12	3.8	2.8	240	307
Toys and games	-21	-8	+11	3.4	2.4	246	330
Sporting goods and cameras	-1	+6	+15	4.6	4.0	234	285
Luggage	-6	+1	+7	5.4	4.7	108	201
Candy	-10	+2	+10	1.9	1.5	155	270

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

UNITED STATES - NOVEMBER 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)	Nov.		Nov.	
	Nov.	Jan.-Nov.	Nov.	1963	1962	Sales	Stocks
<u>BASEMENT STORE TOTAL</u>	- 4	0	+ 6	2.7	2.5	126	170
Domestics and blankets	- 4	+ 1	+ 4	3.4	3.1	106	150
Women's, misses' ready-to-wear	- 3	+ 1	+ 7	2.3	2.1	120	174
Intimate apparel	- 6	+ 1	+ 8	2.9	2.5	124	183
Hosiery	-10	- 3	+ 3	2.7	2.3	3/	3/
Underwear, corsets & brassieres	- 6	+ 2	+ 9	2.9	2.6	3/	3/
Coats and suits	0	- 3	+ 5	1.7	1.6	107	135
Dresses	0	0	+ 6	1.9	1.8	80	155
Blouses, skirts, and sportswear	+ 2	+ 9	+14	2.3	2.0	170	243
Girls' wear	+ 1	+ 1	+ 8	2.2	2.1	181	228
Infants' wear	- 3	0	+ 5	2.5	2.3	162	199
Aprons, housedresses, uniforms	- 5	- 1	- 2	2.5	2.4	3/	3/
Men's and boys' wear	- 4	0	+ 7	3.0	2.7	171	227
Men's wear	- 4	- 1	+ 8	3.1	2.7	165	221
Men's clothing	- 3	- 2	+ 6	3.2	2.9	169	230
Men's furnishings	- 6	+ 9	+ 9	3.0	2.6	163	220
Boys' wear	- 1	0	+ 6	2.8	2.6	190	235
Homefurnishings	- 5	- 2	+ 5	2.9	2.6	113	122
Shoes	- 4	- 2	+ 5	4.2	3.8	115	157
<u>NONMERCHANTISE TOTAL</u>	- 1	+ 2	3/	3/	3/	167	3/
Barber and beauty shop	- 1	- 2	3/	3/	3/	126	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.