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FEDERAL RESERVE BANK
OF ST. LOUISFOR IMMEDIATE RELEASE
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MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - JANUARY 1964
(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	Fleece goods and house- hold textiles	Small wares	Miscel- laneous	
SALES INDEXES (Unadjusted, 1947-49 average monthly sales = 100)									
Nov.	1961	150	145	170	147	97	166	190	134
Dec.	1961	231	213	319	170	119	327	386	190
Jan.	1962	97	90	84	106	139	108	76	79
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
Dec.	1962	235	217	328	176	122	327	389	190
Jan.	1963	98	91	86	104	147	107	78	76
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
Dec.	1963	253	232	358	189	132	352	419	205
Jan.	1964	105	97	90	111	157	114	86	81
STOCKS INDEXES (Unadjusted, 1947-49 average of end-of-month stocks = 100)									
Nov.	1961	178	198	201	145	134	197	204	151
Dec.	1961	142	150	147	132	133	151	119	115
Jan.	1962	142	152	141	135	126	147	133	115
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
Dec.	1962	150	159	160	140	135	159	126	121
Jan.	1963	149	158	151	140	128	155	146	118
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
Dec.	1963	158	168	170	145	142	165	137	128
Jan.	1964	156	167	162	146	136	160	156	127
RATIO OF STOCKS TO SALES									
Jan.	1962	3.9	3.5	5.2	4.2	2.7	4.2	4.4	3.0
Jan.	1963	4.0	3.6	5.4	4.4	2.6	4.4	4.6	3.1
Jan.	1964	3.9	3.5	5.5	4.3	2.5	4.3	4.5	3.2

Figures for departments within groups given on following pages.

MONTHLY DEPARTMENT STORE SALES AND STOCKS, BY DEPARTMENTS

UNITED STATES - JANUARY 1964

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)	sales 1/		January	
			January	January	Sales	Stocks
	January	January	1964	1963	Sales	Stocks
<u>GRAND TOTAL--entire store</u>	+ 7	+ 5	3.8	3.8		
<u>MAIN STORE TOTAL</u>	+ 7	+ 5	3.9	4.0	105	156
<u>PIECE GOODS, HOUSEHOLD TEXTILES</u>	+ 7	+ 6	2.5	2.5	157	136
Piece goods	+ 9	+ 3	4.4	4.7	61	100
Silks, velvets, synthetics	+10	+ 2	4.4	4.8	56	91
Woolen yard goods	+12	+ 6	3.1	3.2	77	83
Cotton yard goods	+ 5	+11	4.7	4.5	65	138
Household textiles	+ 6	+ 8	2.1	2.1	223	152
Linens and towels	+ 9	+ 8	2.7	2.7	187	142
Domestics--muslins, sheetings	+ 6	+ 8	1.4	1.4	297	170
Blankets, comforters, spreads	+ 1	+ 9	2.8	2.6	183	161
<u>SMALL WARES</u>	+ 6	+ 3	4.3	4.4	114	160
Laces, trimmings, embroideries, and ribbons	+ 7	0	5.3	5.7	65	115
Notions	+ 6	+ 4	4.4	4.5	100	161
Toilet articles, drug sundries	+ 6	+ 3	3.5	3.6	149	165
Silverware and jewelry	+ 6	+ 2	6.8	7.1	77	163
Silverware and clocks	+ 7	0	7.2	7.7	82	170
Costume jewelry	0	+ 2	4.8	4.7	66	136
Fine jewelry and watches	+24	+ 5	11.9	14.1	98	200
Art needlework	+ 5	+ 7	2.9	2.8	149	126
Books and stationery	+ 6	+ 6	3.9	3.9	123	179
Books and magazines	+ 6	+ 6	3.4	3.4	132	174
Stationery	+ 5	+ 4	4.2	4.2	115	176
<u>WOMEN'S APPAREL AND ACCESSORIES</u>	+ 7	+ 6	3.5	3.5	97	167
Women's accessories	+ 5	+ 4	4.3	4.3	88	161
Neckwear and scarfs	+10	+ 2	3.4	3.7	78	151
Handkerchiefs	+ 5	- 5	4.8	5.3	35	57
Millinery	+10	+ 9	1.7	1.7	53	87
Women's and children's gloves	- 4	- 3	5.6	5.6	76	121
Corsets and brassieres	+ 8	+ 4	3.2	3.3	176	224
Women's, children's hosiery	+ 2	+ 4	3.4	3.3	79	159
Underwear, slips, and negligees	+ 6	+ 5	3.8	3.8	71	130
Knit underwear	+ 8	+ 7	3.9	3.9	109	197
Silk & muslin underwear, slips	+ 4	+ 3	3.9	4.0	55	110
Negligees, robes, loung. apparel	+ 5	+12	2.9	2.7	63	99
Infants' wear	+ 3	+ 5	4.2	4.1	84	149
Handbags, small leather goods	+ 5	+ 1	3.8	4.0	74	158
Women's and children's shoes	+ 6	+ 6	6.7	6.8	106	202
Children's shoes	+ 6	+ 4	8.0	8.2	71	208
Women's shoes	+ 7	+ 6	6.4	6.5	109	190

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

UNITED STATES - JANUARY 1964

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)	January		January	January
			1964	1963	Sales	Stocks
WOMEN'S APPAREL, ACCESSORIES (Cont.)						
Women's apparel	+ 8	+ 7	2.9	2.9	106	175
Women's, misses' coats and suits	+ 4	+ 4	1.8	1.8	111	127
Women's, misses' coats	+ 1	+ 6	1.6	1.5	128	136
Women's, misses' suits	+10	+ 1	3.0	3.3	58	102
Juniors' and girls' wear	+ 8	+ 9	3.5	3.4	86	191
Juniors' coats, suits, dresses	+ 9	+10	2.6	2.6	88	175
Girls' wear	+ 8	+ 9	4.6	4.5	83	204
Women's and misses' dresses	+12	+ 6	2.7	2.9	97	186
Inexpensive dresses	+14	+ 6	2.2	2.3	101	191
Better dresses	+ 9	+ 7	3.5	3.5	91	178
Blouses, skirts, sportswear	+10	+ 9	3.1	3.1	129	215
Aprons, housedresses, uniforms	+ 5	+ 2	2.6	2.6	97	139
Furs	+ 1	+ 7	4.7	4.4	107	136
MEN'S AND BOYS' WEAR	+ 5	+ 7	5.5	5.4	90	162
Men's clothing	+ 7	+ 9	5.4	5.3	113	177
Men's furnishings and hats	+ 5	+ 7	5.0	4.9	78	146
Boys' wear	- 1	+ 6	6.3	5.9	74	154
Men's & boys' shoes, slippers	+ 9	+ 5	7.1	7.4	117	195
HOME FURNISHINGS	+ 7	+ 4	4.3	4.4	111	146
Furniture and bedding	+ 9	+ 2	3.6	3.8	143	145
Mattresses, springs, studio beds	+10	- 1	1.7	1.8	165	162
Upholstered, other furniture	+ 8	+ 2	4.5	4.8	130	142
Domestic floor coverings	+ 2	+ 7	3.9	3.7	110	124
Rugs and carpets	+ 5	+ 7	3.6	3.6	105	115
Linoleum	+13	+ 1	5.4	6.0	69	62
Draperies, curtains, upholstery	+10	+ 2	5.3	5.7	86	134
Lamps and shades	+ 7	+ 5	4.7	5.1	88	146
China and glassware	+ 8	+ 2	8.3	8.8	95	159
Major household appliances	+ 4	0	2.4	2.5	78	101
Housewares (incl. small appliances)	+ 9	+ 7	4.2	5.0	98	158
Gift shop	+ 8	+ 5	8.6	8.9	82	199
Radios, phonographs, television, pianos, records, sheet music, instr.	+ 4	+ 6	3.4	3.3	183	225
Radios, phonographs, television	+ 7	+ 9	3.1	3.0	204	235
Records, sheet music, instr.	- 6	+ 1	4.1	3.9	118	191
MISCELLANEOUS MERCHANDISE DEPTS.	+11	+ 7	4.5	4.7	86	156
Toys, games, sporting goods, cameras	+14	+11	8.7	9.0	60	172
Toys and games	+13	+ 7	13.3	14.0	26	162
Sporting goods and cameras	+16	+13	6.8	6.9	114	181
Luggage	+32	- 2	3.6	4.9	130	163
Candy	+10	+ 8	1.7	2.0	94	185

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

UNITED STATES - JANUARY 1964

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)	Ratio of stocks to sales 1/		Unadjusted indexes (1947-49 av.=100 2/)	
			January 1964	January 1963	January 1964	January 1963
<u>BASEMENT STORE TOTAL</u>	+ 7	+ 8	3.2	3.1	81	127
Domestics and blankets	+ 6	+ 8	2.3	2.3	146	133
Women's, misses' ready-to-wear	+ 8	+ 8	2.7	2.7	72	118
Intimate apparel	+ 8	+ 8	3.0	3.0	93	137
Hosiery	+ 4	+ 5	2.8	2.8	3/	3/
Underwear, corsets & brassieres	+ 8	+ 9	3.1	3.1	3/	3/
Coats and suits	+ 7	+14	1.8	1.7	72	90
Dresses	+15	+ 6	2.1	2.3	53	108
Blouses, skirts, and sportswear	+ 7	+12	2.4	2.3	94	133
Girls' wear	+ 7	+12	3.8	3.6	63	137
Infants' wear	- 1	+ 6	3.9	3.6	71	129
Aprons, housedresses, uniforms	+16	+ 2	2.6	2.9	3/	3/
Men's and boys' wear	+ 3	+10	4.0	3.8	85	153
Men's wear	+ 4	+10	3.9	3.7	92	151
Men's clothing	+ 1	+ 9	4.0	3.7	109	166
Men's furnishings	+ 4	+ 9	3.8	3.6	84	141
Boys' wear	+ 3	+12	4.5	4.2	80	157
Homefurnishings	+ 6	+ 3	4.1	4.3	71	111
Shoes	+ 9	+ 9	5.0	5.1	85	136
<u>NONMERCHANDISE TOTAL</u>	+ 7	3/	3/	3/	133	3/
Barber and beauty shop	+ 1	3/	3/	3/	129	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 1963, sales and stocks at these stores accounted for more than one third 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.



APR 20 1964

FEDERAL RESERVE BANK
OF RICHMOND

G.7.3

~~Office~~
~~Handwritten~~Monthly Department Store Sales, by DepartmentsNotice of Revised Format

In recent weeks, the Federal Reserve Board has transferred much of its responsibility for collection and compilation of national department store trade figures to the Bureau of the Census. In an effort to streamline remaining parts of the program, it has been decided to discontinue the collection of data on departmental stocks at department stores. Beginning with the report month of February 1964, therefore, the Board's G.7.3 departmental release will include sales comparisons only.

Departmental sales data will continue to be available for Federal Reserve Districts and selected cities. Interested persons should write directly to the Federal Reserve Bank concerned for information about these reports.

The Department of Commerce is now publishing national summaries of total sales and stocks at department stores. Inquiries concerning these data may be directed to either the Bureau of the Census or the Office of Business Economics, Department of Commerce, Washington 25, D. C.