





DEPARTMENT STORE TRADE, UNITED STATES
Department Sales Index, Without Seasonal Adjustment
(197-19 Average Monthly Sales = 100)

FOR IMMEDIATE RELEASE
April 1964

1963

Table with columns: Department, Sales During Month (Jan-Dec), Average for year. Rows include: MAIN STORE TOTAL, PIECE GOODS AND HOUSEHOLD TEXTILES, SMALL WARES, WOMEN'S AND MISSES' APPAREL AND ACCESSORIES (TOTAL), MEN'S AND BOYS' WEAR, HOMEFURNISHINGS, MISCELLANEOUS MERCHANDISE DEPARTMENTS, and BARBER AND BEAUTY SHOP.

The 1967-69 average of monthly sales for each department is used as the base in computing the sales index for the department.
Notes--based on reports from a group of large department stores located in various cities throughout the country. In 1963, sales by these stores accounted for more than one third of designated total department store sales. 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.

Board of Governors of the
Federal Reserve System



