

DEPARTMENT STORE TRADE, UNITED STATES  
Distribution of Annual Sales by Month

FOR IMMEDIATE RELEASE  
April 1965

1964

Department	Percentage of year's sales made in each month												Percentage of year's sales by departments	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.		Year
<b>GRAND TOTAL - RETAIL STORES</b>	6.4	6.1	7.5	7.5	7.9	7.7	6.7	7.4	8.1	8.9	9.7	16.5	100.0	100.0
<b>MAIN STORES TOTAL</b>	6.4	6.1	7.5	7.2	7.9	7.6	6.7	7.4	8.0	8.9	9.7	16.6	100.0	85.9
<b>PIECE GOODS AND HOUSEHOLD TEXTILES</b>	12.3	6.2	6.2	6.8	9.2	6.7	6.6	8.0	7.5	7.9	8.0	10.8	100.0	4.6
Piece goods	7.7	8.9	10.1	8.7	8.4	6.7	6.3	7.9	9.2	9.8	8.7	7.6	100.0	1.1
Silks, velvets, and synthetics	7.7	9.5	10.7	9.6	8.4	6.5	6.1	7.0	8.2	9.2	9.5	7.8	100.0	0.5
Woolen yard goods	8.9	8.4	6.8	1.6	1.7	4.7	10.4	15.0	13.5	11.0	10.0	10.0	100.0	1.5
Cotton yard goods (including linings)	7.0	9.0	10.9	11.6	11.7	10.3	9.3	7.5	6.5	6.0	5.2	5.0	100.0	0.4
Household textiles	14.2	5.4	4.9	6.3	7.3	6.8	9.7	10.7	7.1	7.9	7.9	12.3	100.0	3.3
Linen and towels	11.8	5.4	5.2	6.8	7.2	7.1	9.8	9.8	6.5	7.1	9.0	13.1	100.0	1.3
Domestics—quilts, sheetings	18.1	5.6	4.4	6.3	7.5	6.8	11.7	12.3	6.9	6.0	5.8	8.6	100.0	1.1
Blankets, comforters, and spreads	12.0	5.2	5.0	6.4	7.0	6.6	8.1	9.7	8.5	9.6	9.1	12.7	100.0	0.9
<b>WALL VALUES</b>	6.4	6.1	6.6	6.6	7.6	7.5	6.2	6.5	7.3	7.8	9.7	21.7	100.0	9.5
Laces, trimmings, embroideries, and ribbons	5.6	6.4	8.5	9.0	9.4	8.6	6.6	6.7	7.4	8.1	9.0	14.7	100.0	0.2
Buttons	6.2	6.3	7.1	8.3	8.9	8.9	6.8	6.5	8.3	8.4	13.7	10.0	100.0	1.2
Toilet articles and drug sundries	6.8	6.4	6.8	6.8	7.9	7.3	6.6	6.6	7.1	7.5	8.3	21.7	100.0	3.3
<b>SILVERWARE AND JEWELRY</b>	5.0	5.5	6.0	6.3	8.2	8.4	5.8	6.4	6.8	8.0	10.5	23.5	100.0	1.9
Silverware and clocks	5.7	5.7	6.8	6.6	8.3	10.1	6.7	8.0	6.8	7.4	10.5	19.2	100.0	0.6
Cookware, jewelry	4.5	5.4	6.6	6.5	8.5	7.0	5.6	5.7	6.8	8.7	10.5	28.4	100.0	0.9
Fine jewelry and watches	4.5	5.4	4.9	6.7	8.9	8.5	4.8	6.0	6.5	7.4	9.8	26.8	100.0	0.4
<b>ART AND BOOKS</b>	10.9	8.1	6.8	6.6	5.8	5.9	6.5	7.8	9.1	10.2	9.8	12.5	100.0	0.5
Books and stationery	6.1	6.1	6.2	5.4	6.1	6.4	5.1	6.1	5.9	7.7	12.0	28.8	100.0	2.2
Books and magazines	7.0	6.9	7.3	6.9	6.5	6.1	6.6	6.9	7.7	10.6	12.1	10.0	100.0	0.7
Stationery	5.6	6.0	5.4	4.9	5.9	6.5	4.9	5.9	6.5	7.5	8.8	21.5	100.0	1.5
<b>WOMEN'S AND MISSES' APPAREL AND ACCESSORIES (TOTAL)</b>	5.9	6.0	8.7	7.8	8.1	7.0	6.2	7.5	6.8	9.4	9.4	15.2	100.0	35.7
<b>WOMEN'S AND MISSES' READY-TO-WEAR ACCESSORIES</b>	5.8	6.0	8.7	7.5	7.8	7.1	6.0	6.9	8.5	9.2	9.5	17.2	100.0	16.6
Neckwear and scarfs	4.6	5.6	7.7	7.1	8.2	7.3	5.9	6.2	8.2	10.0	9.8	9.8	100.0	1.0
Handkerchiefs	5.0	5.7	6.8	5.6	7.8	6.4	5.1	5.7	7.2	7.6	10.6	28.8	100.0	0.2
Millinery	5.2	6.6	16.5	7.8	6.2	4.6	5.8	6.5	10.9	11.9	9.1	10.9	100.0	0.7
Women's and children's gloves	5.3	5.4	8.8	6.4	6.5	6.4	6.4	6.6	6.6	11.7	11.2	21.0	100.0	0.7
Corsets and brassieres	7.8	6.6	8.1	8.5	8.9	9.6	7.9	7.4	8.3	8.5	7.4	11.0	100.0	2.0
<b>Women's and children's hosiery</b>	7.0	7.1	8.3	7.5	7.8	6.3	5.1	6.1	8.7	9.6	9.5	17.0	100.0	1.6
Underwear, slips, and negligees	5.3	5.4	5.8	6.6	8.0	7.4	6.6	6.0	6.7	7.6	10.5	21.7	100.0	3.1
Kits underwear	6.1	5.6	6.0	6.6	7.8	6.8	6.5	6.7	6.8	8.6	9.5	21.7	100.0	1.1
Suits and multi-unit underwear, slips, and nightgowns	5.1	5.3	5.9	6.7	8.0	7.9	6.9	6.9	6.2	7.5	9.9	23.9	100.0	1.3
Hosiery, robes, and longline apparel	6.0	6.1	5.7	6.2	6.8	6.5	5.9	5.9	7.1	7.1	11.6	27.0	100.0	0.7
<b>Infants' wear (including infants' furniture)</b>	5.8	5.8	9.2	6.7	6.1	5.9	6.1	8.4	9.4	9.6	10.9	16.5	100.0	2.4
Headgear, and small leather goods	4.2	5.3	8.3	7.1	8.7	7.2	5.4	5.8	8.4	8.8	9.4	21.4	100.0	1.4
Women's and children's shoes	6.0	6.3	10.6	6.5	6.1	6.1	6.1	6.9	7.7	10.5	11.6	28.8	100.0	2.0
Children's shoes	6.0	5.9	12.2	7.2	5.3	7.1	6.1	11.4	11.4	7.5	8.6	12.3	100.0	0.5
Women's shoes	6.1	6.0	9.6	8.8	8.4	7.9	6.3	7.2	9.8	10.0	8.4	11.5	100.0	2.8
<b>WOMEN'S AND MISSES' READY-TO-WEAR APPAREL</b>	6.1	6.0	8.7	8.1	8.3	7.0	6.4	8.1	8.9	9.7	9.2	15.5	100.0	19.1
Women's and misses' coats and suits	5.6	7.6	10.6	8.0	4.7	2.9	3.6	7.0	9.3	13.0	13.2	19.5	100.0	2.8
Women's and misses' suits	7.2	7.5	10.0	7.2	6.4	5.1	5.1	6.9	11.1	12.3	13.5	10.0	100.0	2.2
Women's and misses' tops	6.7	9.3	13.7	10.5	7.2	4.7	4.7	7.1	10.2	10.5	6.8	8.6	100.0	0.6
Juniors' and girls' wear	6.2	5.9	10.2	7.5	7.8	6.2	7.8	6.3	10.2	9.0	9.2	10.7	100.0	4.3
Juniors' coats, suits, and dresses	4.6	5.5	10.3	8.4	8.5	7.0	6.0	9.0	8.7	9.2	8.9	13.5	100.0	2.2
Girls' wear	3.8	5.1	10.1	5.9	6.1	5.9	6.1	11.5	9.4	9.2	10.5	16.4	100.0	2.1
<b>Women's and misses' dresses</b>	6.0	6.4	9.0	9.7	11.0	8.3	6.6	7.3	9.2	9.2	7.6	8.7	100.0	4.5
Women's and misses' inexpensive dresses	5.8	6.1	8.8	9.7	13.2	8.6	5.5	5.1	8.9	11.1	12.3	15.5	100.0	2.0
Women's and misses' better dresses	6.1	6.9	9.0	9.9	10.1	8.0	6.6	7.7	9.2	9.5	7.8	9.4	100.0	2.5
Blouses, skirts, and sportswear	5.2	5.3	6.6	6.5	7.5	6.4	6.4	6.4	6.7	8.0	9.9	8.9	100.0	1.8
Aprons, house-dresses, and uniforms	6.1	6.6	8.1	10.0	12.9	9.8	8.0	6.6	7.7	7.2	7.2	10.5	100.0	1.2
Purses	8.4	6.1	5.9	5.9	5.4	4.5	3.5	3.5	6.7	12.5	12.7	20.0	100.0	0.8
<b>Men's and boys' wear</b>	5.3	5.0	6.4	6.4	7.0	8.9	6.1	6.4	7.2	8.6	10.6	22.1	100.0	10.2
Men's clothing	4.6	5.3	6.5	7.5	8.6	9.0	6.5	5.7	7.7	10.5	10.5	15.8	100.0	3.1
Men's furnishings and hats	4.7	4.9	5.1	5.9	5.8	9.2	5.9	6.2	6.0	7.6	11.0	29.0	100.0	4.6
Men's wear	4.2	5.1	9.0	6.4	6.1	6.5	5.6	10.2	9.5	8.5	10.4	18.7	100.0	1.8
Men's and boys' shoes and slippers	4.0	5.6	7.7	6.0	7.3	9.5	6.8	7.4	8.4	9.1	10.0	12.6	100.0	2.4
<b>HOMEFURNISHINGS</b>	6.7	7.2	6.9	7.6	8.0	8.1	7.6	7.8	8.4	9.1	10.0	12.6	100.0	10.8
Furniture and bedding	7.9	7.8	7.1	8.0	8.4	8.4	8.8	8.9	8.6	9.4	9.2	8.0	100.0	5.2
Mattresses, springs, and studio beds	8.6	8.3	7.0	8.0	8.2	8.8	10.1	9.1	9.1	7.7	5.3	10.0	100.0	1.4
Upholstered and other furniture	7.2	7.9	7.1	8.2	8.3	8.4	7.9	8.6	8.2	9.4	9.9	8.9	100.0	2.1
Domestic floor coverings	8.0	8.0	7.5	7.5	7.7	6.8	6.6	6.7	8.4	12.0	11.4	7.7	100.0	2.1
Rugs and carpets	7.3	8.3	7.2	7.5	7.5	6.8	6.7	6.2	8.8	12.0	12.2	7.5	100.0	2.0
Curtains	10.7	7.1	8.1	9.8	10.2	7.7	6.6	7.1	9.0	8.4	8.6	7.5	100.0	0.1
<b>Draperies, curtains, upholstery, and savings</b>	6.2	6.6	7.5	8.5	9.1	8.1	7.1	7.1	8.4	10.4	10.9	10.1	100.0	2.1
Lamps and shades	7.1	7.1	6.6	7.5	7.6	6.5	6.2	7.0	8.5	10.1	11.4	14.6	100.0	0.5
Chairs and glassware	6.5	6.6	8.8	7.0	7.0	6.5	6.5	7.6	7.5	8.4	10.9	17.9	100.0	1.9
Major household appliances	6.5	6.3	6.4	7.5	8.3	12.4	12.5	9.1	8.3	7.8	7.2	7.4	100.0	1.9
Housewares (including small appliances)	3.5	6.2	6.8	8.2	8.8	8.7	7.2	6.9	8.3	7.5	9.2	16.7	100.0	0.5
Gift shop	8.1	9.0	5.5	5.7	6.8	6.7	5.9	6.4	6.2	8.0	12.9	26.8	100.0	0.5
<b>Radio, phonographs, televisions, records, etc.</b>	6.4	7.9	6.8	5.7	5.5	6.1	5.9	6.7	8.4	9.0	11.4	20.2	100.0	2.5
Radio, phonographs, and television	6.9	6.8	6.1	5.0	6.1	5.0	5.6	6.6	9.0	9.7	13.1	20.1	100.0	2.0
Planos, records, sheet music, instruments	4.7	8.8	7.1	6.0	6.9	6.2	6.2	6.8	7.7	10.9	9.6	10.6	100.0	0.9
<b>MISCELLANEOUS MERCHANDISE DEPARTMENTS</b>	5.2	5.2	6.5	5.6	6.7	7.9	6.5	6.1	5.8	6.8	11.1	26.4	100.0	5.4
Toys, games, sporting goods, and cameras	3.2	3.8	4.6	4.6	4.6	7.5	6.1	5.4	5.1	6.0	16.0	9.1	100.0	2.6
Toys and games	1.7	2.8	3.7	3.5	3.0	5.2	4.5	4.1	5.6	17.7	41.9	10.0	100.0	1.3
Sporting goods and cameras	4.6	4.9	5.1	6.3	7.5	9.0	7.3	6.8	6.3	6.7	10.3	29.1	100.0	1.3
Luggage	4.0	4.8	5.2	5.0	5.0	6.8	7.8	6.7	8.2	6.6	8.7	20.5	100.0	0.6

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Department	Percentage of month's sales made in each department 1/												Percentage of year's sales by departments
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
<b>GRAND TOTAL - DEPT. STORE</b>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>MAIN STORE TOTAL</b>	86.4	86.3	85.0	85.1	85.8	85.3	85.8	86.9	85.4	85.6	86.3	87.4	85.9
<b>FINE GOODS AND HOUSEHOLD TEXTILES</b>	9.0	4.7	3.8	4.3	5.4	4.0	6.0	6.1	4.3	4.1	3.8	3.0	4.6
Piece goods	1.3	1.6	1.5	1.3	1.2	1.0	1.0	1.2	1.3	1.2	1.0	0.5	1.1
Silks, velvets, and synthetic	0.6	0.7	0.6	0.5	0.4	0.4	0.5	0.5	0.5	0.5	0.4	0.2	0.3
Woolen yard goods	0.5	0.4	0.2	0.1	0.1	0.1	0.1	0.3	0.5	0.4	0.4	0.2	0.2
Cotton yard goods (including linings)	0.4	0.5	0.6	0.6	0.6	0.5	0.5	0.4	0.5	0.3	0.2	0.1	0.4
Household textiles	7.5	3.0	2.2	2.9	3.0	2.9	4.9	2.9	2.9	2.8	2.7	2.5	3.3
Linens and towels	2.2	1.2	1.2	1.3	1.4	1.4	1.2	1.0	1.2	1.1	1.1	1.2	1.3
Domestics—quilts, sheetings	3.4	1.1	0.7	1.0	1.1	1.0	2.0	1.9	1.9	2.0	0.7	0.6	1.1
Blankets, comforters, and spreads	1.6	0.7	0.6	0.7	0.7	0.7	1.0	1.1	0.9	0.9	0.8	0.7	0.9
<b>SMALL WARES</b>	9.4	9.6	8.2	8.5	9.1	9.5	8.7	8.2	8.5	8.5	9.5	12.6	9.5
Laces, trims, embroideries, and ribbons	0.1	0.3	0.2	0.3	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Notions	1.1	1.2	1.2	1.3	1.4	1.4	1.2	1.0	1.2	1.1	1.1	1.2	1.2
Toilet articles and drug sundries	5.5	3.4	2.9	3.1	3.3	3.2	3.3	2.9	2.9	2.8	2.7	4.3	3.3
Silverware and jewelry	1.5	1.7	1.6	1.6	2.0	2.1	1.7	1.7	1.6	1.7	2.1	2.8	1.9
Silverware and clocks	0.6	0.6	0.5	0.7	0.7	0.7	0.7	0.7	0.5	0.5	0.7	0.7	0.6
Cosmetic jewelry	0.6	0.7	0.8	0.7	0.9	0.8	0.7	0.7	0.7	0.7	0.9	1.3	0.9
Fine jewelry and watches	0.3	0.4	0.3	0.4	0.5	0.5	0.3	0.3	0.4	0.4	0.5	0.8	0.4
Art needlework	0.8	0.6	0.4	0.4	0.4	0.3	0.4	0.4	0.5	0.5	0.5	0.3	0.5
Books and stationery	2.1	2.2	1.7	1.6	1.6	1.8	1.7	1.8	1.9	1.8	2.6	3.4	2.4
Books and magazines	0.8	0.8	0.6	0.6	0.5	0.6	0.6	0.6	0.6	0.6	0.7	0.9	0.7
Stationery	1.3	1.4	1.1	1.0	1.1	1.2	1.1	1.2	1.3	1.2	1.9	2.5	1.5
<b>WOMEN'S AND MISSES' APPAREL AND ACCESSORIES (TOTAL)</b>	53.5	55.1	41.0	37.9	36.8	35.0	33.1	36.1	30.5	38.1	34.6	33.3	35.7
<b>WOMEN'S AND MISSES' READY-TO-WEAR ACCESSORIES</b>	15.3	16.3	19.1	16.7	16.6	15.5	15.0	15.2	17.5	17.3	16.5	17.5	16.6
Headwear and scarfs	0.7	0.9	1.0	1.0	1.0	1.0	0.9	0.8	1.0	1.1	1.0	1.1	1.0
Handkerchiefs	0.2	0.2	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.4	0.2
Millinery	0.6	0.8	1.6	0.9	0.6	0.4	0.4	0.6	1.0	1.0	0.8	0.3	0.7
Women's and children's gloves	0.6	0.5	0.8	0.5	0.5	0.5	0.5	0.4	0.5	0.5	0.5	0.7	0.7
Corsets and brassieres	2.5	2.3	2.2	2.4	2.3	2.6	2.4	2.0	2.1	2.0	1.5	1.4	2.0
Women's and children's hosiery	1.7	1.8	1.7	1.6	1.6	1.3	1.2	1.3	1.7	1.7	1.6	1.7	1.6
Underwear, slips, and negligees	2.6	2.7	2.4	2.6	3.4	2.9	3.0	2.5	2.4	2.6	3.3	2.4	3.1
Foot underwear	1.1	1.1	0.9	1.0	1.1	1.3	1.1	1.0	1.0	1.1	1.1	1.1	1.1
Slip and waist underwear, slips and nightgowns	1.1	1.1	1.0	1.2	1.4	1.3	1.3	1.0	1.0	1.1	1.5	1.5	1.3
Negligees, robes, and lounging apparel	0.4	0.5	0.5	0.6	0.7	0.7	0.6	0.5	0.5	0.5	0.5	0.7	0.7
Infants' wear (including infants' furniture)	2.0	2.3	2.9	2.2	1.8	1.9	2.2	2.7	2.8	2.6	2.7	2.4	2.4
Handbags and small leather goods	1.0	1.2	1.4	1.2	1.2	1.2	1.2	1.2	1.3	1.5	1.4	1.9	1.4
Women's and children's shoes	3.2	3.4	4.4	3.7	3.5	3.4	3.1	3.4	4.1	3.6	2.9	2.4	2.8
Children's shoes	0.4	0.5	0.9	0.5	0.4	0.5	0.8	0.8	0.8	0.8	0.8	0.5	0.5
Women's shoes	2.8	2.9	3.5	3.2	3.1	2.9	2.6	2.6	3.3	3.1	2.4	2.0	2.3
<b>WOMEN'S AND MISSES' READY-TO-WEAR APPAREL</b>	18.2	18.0	21.9	21.2	20.2	17.5	18.1	20.9	21.0	20.8	18.1	15.8	19.1
Women's and misses' coats and suits	4.2	3.5	5.9	3.0	1.6	1.1	1.5	2.7	3.2	4.0	3.2	2.1	2.8
Women's and misses' coats	3.5	2.6	2.8	2.2	1.1	0.7	1.1	2.1	2.4	3.3	2.8	1.8	2.2
Women's and misses' suits	0.7	0.9	3.1	0.8	0.5	0.4	0.4	0.6	0.8	0.7	0.4	0.3	0.6
Juniors' and girls' wear	2.8	3.7	5.8	4.3	4.0	3.6	4.0	5.9	4.8	5.5	4.3	3.9	4.3
Juniors' coats, suits, and dresses	1.6	2.0	3.0	2.6	2.9	2.9	2.7	2.4	2.7	2.4	2.1	1.8	2.2
Girls' wear	1.2	1.7	2.8	1.7	1.6	1.6	1.9	3.2	2.4	2.2	2.2	2.1	2.1
Women's and misses' dresses	4.2	4.6	5.3	5.9	6.3	4.8	4.4	4.4	5.1	4.6	5.5	2.7	4.5
Women's and misses' inexpensive dresses	2.5	2.4	2.9	3.2	3.6	2.7	2.5	2.4	2.8	2.5	1.7	1.4	1.8
Women's and misses' better dresses	1.7	2.2	2.4	2.7	2.7	2.1	1.9	2.0	2.3	2.1	3.8	1.2	2.0
Blouses, skirts, and sportswear	4.3	4.5	4.5	5.3	5.6	5.6	5.9	5.5	5.6	5.3	6.8	5.0	5.2
Aprons, housecoats, and uniforms	1.4	1.4	1.4	1.5	1.5	1.5	1.5	1.4	1.4	1.4	1.2	0.9	1.2
Purs	1.1	0.8	0.6	0.6	0.5	0.2	0.4	1.0	0.8	1.1	1.1	0.9	0.8
<b>HEM'S AND BOYS' WEAR</b>	8.4	8.5	8.7	8.8	9.1	11.9	9.3	8.8	9.1	9.9	11.2	13.9	10.3
Men's clothing	3.1	2.6	2.6	3.2	3.3	3.5	2.9	2.4	2.8	3.5	3.3	8.9	3.1
Men's furnishings and hats	3.5	3.7	3.2	3.4	3.8	6.0	4.1	3.2	3.5	4.0	5.5	5.1	4.6
Boys' wear	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	2.0	1.8
Men's and boys' shoes and slippers	0.6	0.6	0.7	0.5	0.5	0.7	0.6	0.6	0.6	0.5	0.6	0.7	0.6
<b>HOUSEFURNISHINGS</b>	21.7	23.8	18.6	21.5	20.7	21.5	23.4	21.3	21.2	21.0	21.0	15.7	20.4
Furniture and bedding	6.5	6.7	4.8	5.8	5.5	5.7	6.5	6.2	5.6	5.5	5.0	2.5	5.2
Mattresses, springs, and studio beds	1.9	1.8	1.3	1.5	1.4	1.6	2.0	1.8	1.6	1.4	1.1	0.4	1.4
Drapery and other furniture	4.6	4.9	3.5	4.3	4.1	4.1	4.5	4.1	4.5	4.1	3.9	2.1	3.8
Domestic floor coverings	2.6	2.7	2.0	2.1	2.1	1.8	2.0	2.2	2.4	2.8	2.4	1.0	2.1
Rugs and carpets	2.4	2.6	1.9	2.0	1.9	1.7	1.9	2.1	2.1	2.5	2.1	1.0	2.0
Linoleum	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1
Draperies, curtains, upholstery, and awnings	2.1	2.3	2.2	2.5	2.4	2.2	3.3	3.0	3.2	2.5	2.4	1.3	2.1
Lamps and shades	0.6	0.7	0.4	0.6	0.5	0.5	0.5	0.5	0.7	0.6	0.5	0.5	0.5
Chairs and glassware	1.2	1.1	1.1	1.1	1.1	1.1	1.2	1.1	1.1	1.4	1.3	1.2	1.1
Major household appliances	2.0	2.0	1.6	1.9	2.0	3.0	3.5	2.3	1.9	1.6	1.4	0.8	1.9
Housewares (including small appliances)	3.2	3.6	3.1	4.2	4.2	4.2	4.1	3.5	3.9	3.2	3.5	3.9	3.7
Gift-shop	0.4	0.3	0.4	0.4	0.4	0.4	0.4	0.5	0.4	0.6	0.7	0.5	0.5
Radio, phonograph, television, records, etc.	2.6	3.3	2.3	2.0	1.8	2.1	2.2	2.3	2.6	2.6	3.0	3.7	2.5
Radio, phonograph, and television	2.2	2.4	1.7	1.5	1.4	1.6	1.7	1.8	2.3	2.1	2.5	2.4	2.0
Planes, records, sheet music, instruments	0.4	0.9	0.6	0.5	0.4	0.5	0.5	0.5	0.3	0.5	0.5	0.8	0.5
<b>MISCELLANEOUS MERCHANDISE DEPARTMENTS</b>	4.4	4.6	4.7	4.3	4.7	5.6	5.4	4.4	3.8	4.2	6.2	8.9	5.4
Toys, games, sporting goods, and cameras	1.3	1.7	1.5	1.6	1.9	2.6	2.4	1.9	1.6	1.8	3.8	5.6	2.6
Toys and games	0.4	0.6	0.6	0.6	0.6	1.0	1.0	0.8	0.6	0.8	2.4	3.5	1.3
Sporting goods and cameras	1.1	0.9	1.0	1.0	1.3	1.6	1.4	1.1	1.0	1.0	1.4	2.1	1.3
Luggage	0.7	0.5	0.4	0.5	0.6	0.8	0.6	0.5	0.4	0.5	0.4	0.6	0.5
Candy	0.4	0.7	1.1	0.5	0.5	0.4	0.5	0.5	0.4	0.5	0.5	0.9	0.6
<b>BASEMENT STORE TOTAL</b>	10.5	10.2	11.7	11.7	11.5	11.4	10.5	11.8	11.6	11.4	10.8	10.4	11.1
<b>DOMESTICS AND BLANKETS</b>	1.4	0.7	0.6	1.1	0.8	0.8	1.0	1.0	0.8	0.8	0.7	0.5	0.8
<b>WOMEN'S AND MISSES' READY-TO-WEAR</b>	4.7	5.2	6.5	6.1	5.9	5.5	5.3	6.1	6.0	5.9	5.3	5.1	5.6
Jackets and apparel	1.6	1.7	1.7	1.8	1.8	1.8	1.7	1.6	1.6	1.5	1.6	1.6	1.6
Coats and suits	0.7	0.7	1.0	0.7	0.4	0.2	0.5	0.6	0.7	0.9	0.7	0.6	0.6
Dresses	0.8	1.0	1.0	1.1	1.0	0.9	0.9	0.9	0.8	0.7	0.7	0.6	0

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Department	Sales during month												Average for year
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
<b>MALE STORE TOTAL</b>	105	99	121	117	128	123	109	119	130	143	158	269	155
<b>FIBRE GOODS AND HOUSEHOLD TEXTILES</b>	157	79	79	86	117	85	110	124	96	100	102	137	106
Fibre goods	61	70	79	69	65	23	50	62	72	77	68	60	65
Silks, velvets, and synthetics	26	69	77	70	60	47	44	51	59	67	67	56	60
Woolen yard goods	77	72	58	18	13	15	40	89	129	137	116	94	71
Cotton yard goods (including linings)	65	82	101	108	108	95	85	70	60	55	48	46	77
Household textiles	223	84	77	99	113	107	152	167	111	115	124	191	130
Linen and towels	187	85	82	100	113	112	148	155	102	112	162	217	131
Domestic—quilts, sheetings	92	75	74	104	123	110	132	202	113	99	95	140	137
Blankets, coverlets, and spreads	133	80	77	98	107	101	128	149	129	147	139	159	127
<b>SMALL WARES</b>	114	109	116	116	135	133	109	115	128	139	172	383	148
Laces, trimmings, embroideries, and ribbons	65	74	98	104	108	99	76	78	85	94	104	169	96
Notions	100	95	109	126	139	135	103	90	127	120	128	227	126
Toilet articles and drug sundries	149	137	148	148	171	161	144	141	154	164	178	470	181
Silverware and jewelry	77	83	92	95	125	127	88	98	105	120	158	353	127
Silverware and clocks	82	81	85	88	114	114	84	97	104	123	153	262	119
Costume jewelry	66	78	95	98	123	101	80	82	99	129	149	303	120
Fine jewelry and watches	98	119	109	150	158	191	207	133	145	165	219	597	186
Art novelties	149	109	91	89	99	81	88	106	125	158	153	469	115
Books and stationery	123	124	124	104	122	150	104	126	123	129	153	217	167
Books and magazines	132	128	136	127	121	123	114	122	129	145	194	391	155
Stationery	115	100	115	98	119	132	97	100	102	114	128	256	168
<b>WOMEN'S AND MISSES' APPAREL AND ACCESSORIES (TOTAL)</b>	97	97	140	125	131	114	100	121	141	152	151	265	134
<b>WOMEN'S AND MISSES' READY-TO-WEAR ACCESSORIES</b>	88	89	129	109	117	106	90	102	127	157	145	255	124
Neckwear and scarfs	78	95	128	120	137	122	98	101	137	166	164	323	139
Handkerchiefs	35	37	47	39	53	43	36	37	43	55	52	90	38
Military	55	66	166	79	62	47	38	66	109	120	92	109	84
Women's and children's gloves	76	71	124	88	82	58	48	61	92	104	106	217	111
Corsets and brassieres	176	149	182	190	200	216	177	168	187	190	167	246	188
Women's and children's hosiery	79	79	92	82	87	70	57	68	97	106	105	188	93
Underwear, slips, and negligees	71	75	79	89	117	99	89	80	88	102	139	317	112
Knit underwear	109	100	107	118	173	136	115	112	118	133	174	295	148
Silk and multi undergar, slips, and nightgowns	55	58	65	72	94	85	74	63	67	80	106	256	90
Negligees, robes, and lounging apparel	61	60	88	87	113	105	95	87	100	116	121	176	118
Infants' wear (including infants' furniture)	84	89	140	103	94	90	91	129	143	147	167	251	128
Handbags, and small leather goods	79	89	144	122	150	125	93	129	165	151	163	368	144
Women's and children's shoes	166	164	171	164	140	120	106	213	171	163	144	396	162
Children's shoes	71	83	173	101	75	102	85	162	162	106	121	176	118
Women's shoes	109	108	170	156	149	141	115	128	175	177	151	203	148
<b>WOMEN'S AND MISSES' READY-TO-WEAR APPAREL</b>	106	104	151	140	145	121	110	141	154	168	159	234	145
Women's and misses' coats and suits	113	87	122	92	94	35	41	81	107	149	129	153	96
Women's and misses' coats	128	95	128	86	50	28	40	97	113	163	153	268	104
Women's and misses' suits	98	81	118	91	63	40	41	61	89	91	59	75	72
Juniors' and girls' wear	86	107	207	145	149	130	126	207	185	186	196	300	168
Juniors' coats, suits, and dresses	88	106	197	160	163	148	146	212	192	193	214	328	159
Girls' wear	85	109	218	128	132	126	131	249	201	200	226	352	180
Women's and misses' dresses	57	101	144	155	175	132	105	117	147	146	121	155	133
Women's and misses' inexpensive dresses	101	120	150	166	191	147	117	129	125	145	129	175	143
Women's and misses' better dresses	91	103	139	148	252	219	99	115	138	129	119	125	125
Blouses, skirts, and sportswear	129	129	162	180	218	200	188	193	211	220	218	389	205
Aprons, house-dresses, and uniforms	27	105	129	159	195	127	126	115	126	126	115	166	135
Pare	107	78	75	74	57	58	46	118	102	159	161	260	106
<b>WOMEN'S AND BOYS' WEAR</b>	90	86	108	107	119	151	104	109	123	145	180	374	141
Men's clothing	113	89	110	129	144	131	109	97	129	173	178	285	140
Men's furnishings and hats	78	80	95	90	105	129	97	85	99	125	180	460	127
Boys' wear	74	90	158	113	107	115	98	181	163	150	182	328	147
Men's and boys' shoes and slippers	117	109	150	130	141	186	153	144	160	160	170	347	162
<b>HANDPAWNSHINGS</b>	111	116	115	124	131	130	128	127	137	149	165	206	136
Furniture and bedding	143	141	126	145	151	150	150	160	159	169	166	313	150
Mattresses, springs, and studio beds	155	159	183	167	155	168	163	192	175	173	148	305	159
Upholstered and other furniture	150	157	127	147	150	143	135	148	168	179	159	310	150
Domestic floor coverings	115	129	104	107	104	97	97	105	108	163	156	306	113
Rugs and carpets	105	119	104	107	108	97	96	117	128	173	173	306	119
Linoleum	69	45	52	63	66	49	42	45	58	60	56	135	53
Drapes, curtains, upholstery, and hangings	86	91	104	117	125	113	98	98	115	145	150	319	115
Lamps and shades	68	67	81	92	91	80	76	86	106	125	140	378	100
China and glassware	95	100	101	104	114	105	97	112	110	125	163	389	124
Major household appliances	78	73	73	86	96	104	103	105	95	89	85	95	86
Housewares (including small appliances)	98	110	120	144	158	153	128	122	147	134	162	295	148
Gift shop	82	102	108	115	137	134	118	127	135	161	227	557	167
Radio, phonographs, television, records, etc.	183	222	191	163	194	172	167	189	235	233	223	568	235
Pianos, records, sheet music, instruments	204	200	180	148	178	187	165	194	267	265	305	589	245
Miscellaneous merchandise departments	118	221	180	169	149	158	157	155	194	194	276	618	209
<b>MISCELLANEOUS MERCHANDISE DEPARTMENTS</b>	86	85	107	95	111	128	108	100	95	112	182	433	137
Toys, games, sporting goods, and cameras	60	72	84	87	104	140	115	101	95	111	260	635	155
Toys and games	26	41	55	48	55	89	76	67	62	83	285	621	124
Sporting goods and cameras	114	128	150	163	188	235	187	168	165	172	255	665	184
Luggage	30	33	46	46	55	175	125	123	100	91	125	229	139
Candy	26	41	215	120	116	105	95	101	113	147	164	476	137
<b>HANDPAWNSHINGS TOTAL</b>	81	77	110	106	111	108	87	108	116	125	129	208	114
<b>DOMESTICS AND BLANKETS</b>	146	77	77	135	98	96	115	126	105	114	116	153	113
<b>WOMEN'S AND MISSES' READY-TO-WEAR</b>	72	74	116	105	111	100	85	106	114*	124	122	195	110
Intimate apparel	93	95	114	118	129	123	110	111	113	125	132	228	124
Cutsie suits	12	61	108	92	91	80	76	86	106	125	140	378	100
Dresses	55	61	100	107	139	112	83	88	91	88	82	115	93
Blouses, skirts, and sportswear	95	94	126	126	156	147	146	176	187	185	188	388	171
Girls' wear	93	75	177	117	102	107	94	201	163	167	173	294	146
Infants' wear	71	72	128	102	90	84	79	137	149	148	160	246	122
<b>WOMEN'S AND BOYS' WEAR</b>	85	89	126	121	126	152	100	130	136	146	172	345	144