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FOR IMMEDIATE RELEASE  
April 17, 1964

## MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - FEBRUARY 1964  
(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)									
Jan.	1962	97	90	84	106	139	108	76	79
Feb.	1962	85	82	75	99	69	96	73	69
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
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
Dec.	1962	235	217	328	176	122	327	389	190
Jan.	1963	98	91	86	104	147	107	78	76
Feb.	1963	87	84	78	99	71	98	77	68
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
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
Dec.	1963	253	232	358	189	132	352	419	205
Jan.	1964	105	97	90	111	157	114	86	81
Feb.	1964	99	97	86	116	79	109	85	77

Figures for departments within groups given on following pages.

## MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - FEBRUARY 1964

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av.=100) <sup>1/</sup>	
	Feb. '64	Jan. '64	2 mos. '64	Feb. '64	Jan. '64
<b>GRAND TOTAL—entire store</b>	+14	+ 7	+11	--	--
<b>MAIN STORE TOTAL</b>	+15	+ 7	+11	99	105
<b>PIECE GOODS, HOUSEHOLD TEXTILES</b>	+13	+ 7	+ 9	79	157
Piece goods	+17	+ 9	+14	70	61
Silks, velvets, synthetics	+19	+10	+15	69	56
Woolen yard goods	+23	+12	+17	72	77
Cotton yard goods	+ 9	+ 5	+ 7	82	65
Household textiles	+10	+ 6	+ 7	84	223
Linens and towels	+13	+ 9	+10	85	187
Domestics—muslins, sheetings	+ 8	+ 6	+ 7	92	297
Blankets, comforters, spreads	+ 8	+ 1	+ 3	80	183
<b>SMALL WARES</b>	+11	+ 6	+ 9	109	114
Laces, trimmings, embroideries, and ribbons	+15	+ 7	+11	74	65
Notions	+14	+ 6	+10	95	100
Toilet articles, drug sundries	+13	+ 6	+ 9	137	149
Silverware and jewelry	+11	+ 6	+ 9	83	77
Silverware and clocks	+ 6	+ 7	+ 7	81	82
Costume jewelry	+ 9	0	+ 5	76	66
Fine jewelry and watches	+23	+24	+23	119	98
Art needlework	+ 2	+ 5	+ 3	109	149
Books and stationery	+ 9	+ 6	+ 8	124	123
Books and magazines	+10	+ 6	+ 8	128	132
Stationery	+ 8	+ 5	+ 7	120	115
<b>WOMEN'S APPAREL AND ACCESSORIES</b>	+15	+ 7	+11	97	97
Women's accessories	+13	+ 5	+ 9	89	88
Neckwear and scarfs	+13	+10	+12	93	78
Handkerchiefs	+ 6	+ 5	+ 6	39	35
Millinery	+24	+10	+19	66	53
Women's and children's gloves	+ 6	- 4	+ 1	71	76
Corsets and brassieres	+14	+ 8	+11	149	176
Women's, children's hosiery	+ 4	+ 2	+ 3	79	79
Underwear, slips, and negligees	+11	+ 6	+ 9	73	71
Knit underwear	+12	+ 8	+10	0	109
Silk & muslin underwear, slips	+10	+ 4	+ 7	58	55
Negligees, robes, loung. apparel	+10	+ 5	+ 7	80	63
Infants' wear	+12	+ 3	+ 8	89	84
Handbags, small leather goods	+11	+ 5	+ 8	90	74
Women's and children's shoes	+18	+ 6	+12	104	106
Children's shoes	+18	+ 6	+12	83	71
Women's shoes	+18	+ 7	+12	108	109

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

UNITED STATES - FEBRUARY 1964

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av. = 100 <sup>1/2</sup> )	
	Feb. '64	Jan. '64	2 mos. '64	Feb. '64	Jan. '64
<b>WOMEN'S APPAREL, ACCESSORIES (Cont.)</b>					
Women's apparel	+17	+ 8	+13	104	106
Women's, misses' coats and suits	+17	+ 4	+ 9	87	111
Women's, misses' coats	+13	+ 1	+ 6	93	128
Women's, misses' suits	+30	+10	+21	81	58
Juniors' and girls' wear	+22	+ 8	+16	107	86
Juniors' coats, suits, dresses	+23	+ 9	+16	106	88
Girls' wear	+22	+ 8	+15	109	83
Women's and misses' dresses	+18	+12	+15	101	97
Inexpensive dresses	+18	+14	+16	104	101
Better dresses	+18	+ 9	+13	103	91
Blouses, skirts, sportswear	+16	+10	+13	129	129
Aprons, housedresses, uniforms	+14	+ 5	+10	105	97
Furs	+ 2	+ 1	+ 1	78	107
<b>MEN'S AND BOYS' WEAR</b>					
Men's clothing	+12	+ 7	+ 9	89	113
Men's furnishings and hats	+10	+ 5	+ 8	80	78
Boy's wear	+12	- 1	+ 6	90	74
Men's & boys' shoes, slippers	+12	+ 9	+10	109	117
<b>HOME FURNISHINGS</b>					
Furniture and bedding	+16	+ 9	+12	141	143
Mattresses, springs, studio beds	+15	+10	+12	159	165
Upholstered, other furniture	+19	+ 8	+13	143	130
Domestic floor coverings	+17	+ 2	+ 9	108	110
Rugs and carpets	+20	+ 5	+12	119	105
Linoleum	+37	+13	+24	45	69
Draperies, curtains, upholstery	+17	+10	+14	91	86
Lamps and shades	+18	+ 9	+13	87	88
China and glassware	+13	+ 8	+10	100	95
Major household appliances	+13	+ 4	+ 8	73	78
Housewares (incl. small appliances)	+18	+ 9	+14	110	98
Gift shop	+13	+ 8	+11	102	82
Radios, phonographs, television, pianos, records, sheet music, instr.	+30	+ 4	+18	222	183
Radios, phonographs, television	+33	+ 7	+21	200	204
Records, sheet music, instr.	+19	- 6	+ 7	221	118
<b>MISCELLANEOUS MERCHANDISE DEPTS.</b>					
Toys, games, sporting goods, cameras	+14	+14	+14	72	60
Toys and games	+ 4	+13	+ 7	41	26
Sporting goods and cameras	+23	+16	+20	128	114
Luggage	+19	+32	+26	93	130
Candy	+ 5	+10	+ 7	141	94

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

UNITED STATES - FEBRUARY 1964

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av.=100 <sup>1/</sup> )	
	Feb. '64	Jan. '64	2 mos. '64	Feb. '64	Jan. '64
<b>BASEMENT STORE TOTAL</b>	+13	+ 7	+10	77	81
Domestics and blankets	+11	+ 6	+ 8	77	146
Women's, misses' ready-to-wear	+15	+ 8	+11	74	72
Intimate apparel	+12	+ 8	+10	95	93
Hosiery	+ 9	+ 4	+ 7	2/	2/
Underwear, corsets & brassieres	+13	+ 8	+10	2/	2/
Coats and suits	+16	+ 7	+11	61	72
Dresses	+17	+15	+16	63	53
Blouses, skirts, and sportswear	+16	+ 7	+12	99	94
Girls' wear	+23	+ 7	+15	75	63
Infants' wear	+12	- 1	+ 6	72	71
Aprons, housedresses, uniforms	+11	+16	+13	2/	2/
Men's and boys' wear	+11	+ 3	+ 7	89	85
Men's wear	+16	+ 4	+ 9	95	92
Men's clothing	+ 9	+ 1	+ 5	99	109
Men's furnishings	+ 9	+ 4	+ 6	85	84
Boys' wear	+17	+ 3	+11	93	80
Homefurnishings	+ 9	+ 6	+ 7	74	71
Shoes	+16	+ 9	+13	84	85
<b>NONMERCHANDISE TOTAL</b>	+13	+ 7	+10	132	133
Barber and beauty shop	+ 7	+ 1	+ 5	140	129

1/ The 1947-49 average of monthly sales for each department is used as the base in computing indexes 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 and summary tables for individual years after that period may be obtained from the Division of Administrative Services, Board of Governors of the Federal Reserve System, Washington 25, D.C. The back data include figures on departmental stocks but only through 1963, since such information was discontinued beginning in 1964.

2/ Data not available.

Note:--Based on reports from a group of large department stores located in various cities throughout the country. In 1963, sales at these stores accounted for more than one third of estimated 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.