



# FEDERAL RESERVE

statistical release

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FOR IMMEDIATE RELEASE  
May 22, 1964

## MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - MARCH 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 boy's 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
Mar. 1964	121	140	108	113	79	116	107	110

Figures for departments within groups given on following pages.

## MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - MARCH 1964

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av. = 100)	
	Mar. '64	Feb. '64	3 mos. '64	Mar. '64	Feb. '64
<b>GRAND TOTAL - entire store</b>	+ 9	+14	+10	-	-
<b>MAIN STORE TOTAL</b>	+ 9	+15	+10	121	99
<b>PIECE GOODS, HOUSEHOLD TEXTILES</b>	+ 1	+13	+ 6	79	79
Piece goods	- 1	+17	+ 7	79	70
Silks, velvets, synthetics	+ 1	+19	+ 9	77	69
Woolen yard goods	- 1	+23	+11	58	72
Cotton yard goods	- 6	+ 9	+ 1	101	82
Household textiles	+2	+10	+ 6	77	84
Linens and towels	+ 6	+13	+ 9	82	85
Domestics--muslins, sheetings	- 2	+ 8	+ 5	75	92
Blankets, comforters, spreads	+ 1	+ 8	+ 3	77	80
<b>SMALL WARES</b>	+10	+11	+ 9	116	109
Laces, trimmings, embroideries, and ribbons	+ 8	+15	+10	98	74
Notions	+ 2	+14	+ 7	109	95
Toilet articles, drug sundries	+13	+13	+10	148	137
Silverware and jewelry	+ 9	+11	+ 9	92	85
Silverware and clocks	+ 3	+ 6	+ 6	85	81
Costume jewelry	+10	+ 9	+ 7	95	78
Fine jewelry and watches	+15	+23	+20	109	119
Art needlework	- 7	+ 2	0	92	109
Books and stationery	+15	+ 9	+10	124	124
Books and magazines	+11	+10	+ 9	136	128
Stationery	+17	+ 8	+10	115	120
<b>WOMEN'S APPAREL AND ACCESSORIES</b>	+12	+15	+11	140	97
Women's accessories	+14	+13	+11	129	89
Neckwear and scarfs	+13	+13	+12	128	93
Handkerchiefs	+24	+ 6	+12	47	39
Millinery	+37	+24	+29	166	66
Women's and children's gloves	+38	+ 6	+15	124	71
Corsets and brassieres	+ 6	+14	+ 9	182	149
Women's, children's hosiery	+ 4	+ 4	+ 3	92	79
Underwear, slips, and negligees	+ 4	+11	+ 7	79	75
Knit underwear	+ 7	+12	+ 9	107	100
Silk & muslin underwear, slips	+ 2	+10	+ 5	63	58
Negligees, robes, loung. apparel	+ 2	+10	+ 5	88	80
Infants' wear	+13	+12	+10	140	89
Handbags, small leather goods	+22	+11	+14	144	90
Women's and children's shoes	+16	+18	+14	171	104
Children's shoes	+32	+18	+22	173	83
Women's shoes	+12	+18	+12	170	108

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

UNITED STATES - MARCH 1964

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Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av. = 100)	
	Mar. '64	Feb. '64	'3 mos. '64	Mar. '64	Feb. '64
<b>WOMEN'S APPAREL, ACCESSORIES (Cont.)</b>					
Women's apparel	+11	+17	+12	151	104
Women's, misses' coats and suits	+10	+17	+10	122	87
Women's, misses' coats	+ 8	+13	+ 6	124	93
Women's, misses' suits	+19	+30	+20	118	81
Juniors' and girls' wear	+22	+22	+19	207	107
Juniors' coats, suits, dresses	+22	+23	+19	197	106
Girls' wear	+22	+22	+19	218	109
Women's and misses' dresses	+ 7	+18	+11	144	101
Inexpensive dresses	+ 7	+18	+12	150	104
Better dresses	+ 7	+18	+11	135	103
Blouses, skirts, sportwear	+ 6	+16	+10	162	129
Aprons, housedresses, uniforms	0	+14	+ 6	129	105
Furs	+ 1	+ 2	+ 1	75	78
<b>MEN'S AND BOYS' WEAR</b>					
Men's clothing	+ 8	+12	+ 8	110	89
Men's furnishings and hats	+12	+10	+ 9	85	80
Boy's wear	+22	+12	+13	158	90
Men's & boys' shoes, slippers	+17	+12	+13	150	109
<b>HOMEFURNISHINGS</b>					
Furniture and bedding	- 2	+16	+ 8	126	141
Mattresses, springs, studio beds	- 8	+15	+ 6	133	159
Upholstered, other furniture	+ 1	+19	+ 9	127	143
Domestic floor coverings	- 5	+17	+ 4	101	108
Rugs and carpets	- 4	+20	+ 7	104	119
Linoleum	- 2	+37	+13	52	45
Draperies, curtains, upholstery	+ 3	+17	+ 9	104	91
Lamps and shades	- 1	+18	+ 8	81	87
China and glassware	+ 6	+13	+ 9	101	100
Major household appliances	- 6	+13	+ 3	73	73
Housewares (incl. small appliances)	0	+18	+ 8	120	110
Gift shop	+10	+13	+11	108	102
Radios, phonographs, television, p. nos, records, sheetmusic, instr.	+ 4	+30	+13	191	222
Radios, phonographs, television	+ 3	+33	+14	180	200
Records, sheet music, instr.	+ 5	+19	+ 6	180	221
<b>MISCELLANEOUS MERCHANDISE DEPTS.</b>					
Toys, games, sporting goods, cameras	+14	+14	+14	84	72
Toys and games	+18	+ 4	+12	55	41
Sporting goods and cameras	+11	+23	+17	130	128
Luggage	+10	+19	+21	84	93
Candy	+11 <sup>a</sup>	+ 5	+45	253	141

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

UNITED STATES - MARCH 1964

Department	Percentage change from corresponding period a year ago			Unadjusted Indexes (1947-49 av. = 100)	
	Mar. '64	Feb. '64	3 mos. '64	Mar. '64	Feb. '64
<b>BASEMENT STORE TOTAL</b>	+12	+13	+11	110	77
Domestics and blankets	- 3	+11	+ 5	77	77
Women's, misses' ready-to-wear	+14	+15	+13	116	74
Intimate apparel	+10	+12	+10	114	95
Hosiery	+ 7	+ 9	+ 7	2/	2/
Underwear, corsets & brassieres	+10	+13	+10	2/	2/
Coats and suits	+13	+16	+12	108	61
Dresses	+12	+17	+14	100	63
Blouses, skirts, and sportswear	+ 6	+16	+ 9	126	99
Girls' wear	+27	+23	+22	177	75
Infants' wear	+17	+12	+11	123	72
Aprons, housedresses, uniforms	+ 6	+11	+10	2/	2/
Men's and boys' wear	+13	+11	+10	126	89
Men's wear	+ 8	+16	+ 9	103	95
Men's clothing	+ 7	+ 9	+ 6	129	99
Men's furnishings	+ 9	+ 9	+ 7	96	85
Boys' wear	+27	+17	+19	192	93
Homefurnishings	- 3	+ 9	+ 3	79	74
Shoes	+19	+16	+16	138	84
<b>NONMERCHANTISE TOTAL</b>	+ 8	+13	+ 9	153	132
Barber and beauty shop	- 1	+ 7	+ 2	157	140

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 table 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.