



FEDERAL RESERVE

statistical release

Department Stores - Sales and Stocks

G-7.3

FOR IMMEDIATE RELEASE
June 11, 1964

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENT

UNITED STATES - APRIL 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 INDESES (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	158	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
Apr. 1964	117	125	107	124	86	116	95	106

Figures for departments within groups given on following pages.

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - APRIL 1964

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av. = 100 ¹)	
	Apr. '64	Mar. '64	4 mos. '64	Apr. '64	Mar. '64
GRAND TOTAL - entire store	0	+ 9	+ 7	-	-
MAIN STORE TOTAL	0	+ 9	+ 7	117	121
PIECE GOODS, HOUSEHOLD TEXTILES	+12	+ 1	+ 8	86	79
Piece goods	+ 2	+ 1	+ 6	69	79
Silks, velvets, synthetics	+ 6	+ 1	+ 8	70	77
Woolen yard goods	-14	- 1	+ 8	18	58
Cotton yard goods	0	- 6	+ 1	108	101
Household textiles	+17	+ 2	+ 8	99	77
Linens and towels	+13	+ 6	+10	100	82
Domestics--muslins, sheetings	+25	- 2	+ 9	104	73
Blankets, comforters, spreads	+16	+ 1	+ 6	98	77
SMALL WARES	+ 5	+10	+ 8	116	116
Laces, trimmings, embroideries, and ribbons	+ 1	+ 8	+ 7	104	98
Notions	+ 6	+ 2	+ 6	126	109
Toilet articles, drug sundries	+ 7	+13	+10	148	148
Silverware and jewelry	- 3	+ 9	+ 5	95	92
Silverware and clocks	+ 4	+ 3	+ 5	88	85
Costume jewelry	-10	+10	+ 1	94	95
Fine jewelry and watches	+ 3	+15	+14	150	109
Art needlework	+13	- 7	+ 3	89	92
Books and stationery	+ 3	+15	+ 8	108	124
Books and magazines	+12	+11	+10	127	136
Stationery	- 3	+17	+ 7	98	115
WOMEN'S APPAREL AND ACCESSORIES	- 7	+12	+ 6	125	140
Women's accessories	-12	+14	+ 4	109	129
Neckwear and scarfs	- 4	+13	+ 7	120	128
Handkerchiefs	-15	+24	+ 4	39	47
Millinery	-42	+37	0	79	166
Women's and children's gloves	-30	+38	- 1	85	124
Corsets and brassieres	+ 5	+ 6	+ 8	190	182
Women's, children's hosiery	- 5	+ 4	+ 1	82	92
Underwear, slips, and negligees	+ 7	+ 4	+ 7	89	79
Knit underwear	+ 8	+ 7	+ 9	118	107
Silk & muslin underwear, slips	+ 6	+ 2	+ 5	72	63
Negligees, robes, loung. apparel	+ 4	+ 2	+ 5	97	88
Infants' wear	-17	+13	+ 2	103	140
Handbags, small leather goods	-16	+22	+ 4	122	144
Women's and children's shoes	-15	+16	+ 4	140	171
Children's shoes	-42	+32	- 1	101	173
Women's shoes	- 9	+12	+ 5	156	170

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - APRIL 1964

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av. = 100 ¹)	
	Apr. '64	Mar. '64	4 mos. '64	Apr. '64	Mar. '64
WOMEN'S APPAREL, ACCESSORIES (Cont.)					
Women's apparel	- 3	+11	+ 7	140	151
Women's, misses' coats and suits	- 2	+10	+ 7	92	122
Women's, misses' coats	+ 1	+ 8	+ 5	96	124
Women's, and misses' suits	- 7	+19	+12	91	118
Juniors' and girls' wear	-15	+22	+ 7	145	207
Juniors' coats, suits, dresses	- 6	+22	+10	160	197
Girls' wear	-24	+22	+ 4	128	218
Women's and misses' dresses	+ 1	+ 7	+ 8	155	144
Inexpensive dresses	0	+ 7	+ 8	166	150
Better dresses	+ 2	+ 7	+ 8	148	135
Blouses, skirts, sportwear	+ 4	+ 6	+ 8	182	162
Blouse, housedresses, uniforms	+ 4	0	+ 5	159	129
Furs	- 9	+ 1	- 1	74	75
MEN'S AND BOYS' WEAR					
Men's clothing	- 2	+13	+ 6	107	108
Men's furnishings and hats	+ 7	+ 8	+ 8	129	110
Men's furnishings and hats	+ 3	+12	+ 7	90	85
Boy's wear	-22	+22	+ 1	113	158
Men's & boys' shoes, slippers	- 7	+17	+ 7	130	150
HOMEFURNISHINGS					
Furniture and bedding	+16	0	+10	124	113
Furniture and bedding	+19	- 2	+11	145	126
Mattresses, springs, studio beds	+21	- 8	+ 9	152	133
Upholstered, other furniture	+20	+ 1	+12	147	127
Domestic floor coverings	+19	- 5	+ 8	101	101
Rugs and carpets	+18	- 4	+ 9	107	104
Linoleum	+25	- 2	+17	63	52
Draperies, curtains, upholstery	+ 9	+ 3	+ 9	117	104
Lamps and shades	+16	- 1	+10	92	81
China and glassware	+ 8	+ 6	+ 9	104	101
Major household appliances	+11	- 6	+ 5	86	73
Housewares (incl. small appliances)	+17	0	+11	144	120
Gift shop	+10	+10	+10	115	108
Radios, phonographs, television, pianos, records, sheetmusic, instr.	+21	+ 4	+15	163	191
Radios, phonographs, television	+22	+ 3	+16	148	180
Records, sheet music, instr.	+13	+ 5	+ 8	169	180
MISCELLANEOUS MERCHANDISE DEPTS.					
Miscellaneous merchandise depts.	-10	+20	+ 6	95	107
Toys, games, sporting goods, cameras	- 1	+14	+ 9	87	84
Toys and games	-16	+18	+ 2	48	55
Sporting goods and cameras	+ 9	+11	+14	161	130
Luggage	+16	+10	+20	94	84
Candy	-53	+118	+ 6	80	253

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS (Continued)

UNITED STATES - APRIL 1964

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av. = 100 ¹)	
	Apr. '64	Mar. '64	4 mos. '64	Apr. '64	Mar. '64
<u>BASEMENT STORE TOTAL</u>	- 5	+12	+ 5	106	110
Domestics and blankets	+20	- 3	+ 8	133	77
Women's, misses' ready-to-wear	- 8	+14	+ 6	105	116
Intimate apparel	+ 2	+10	+ 8	118	114
Hosiery	- 4	+ 7	+ 4	2/	2/
Underwear, corsets & brassieres	+ 5	+10	+ 9	2/	2/
Coats and suits	-11	+13	+ 5	79	108
Dresses	- 3	+12	+ 7	107	100
Blouses, skirts, and sportswear	+ 6	+ 6	+ 8	154	126
Girls' wear	-26	+27	+ 3	117	177
Infants' wear	-18	+17	+ 1	102	128
Aprons, housedresses, uniforms	+ 2	+ 6	+ 7	2/	2/
Men's and boys' wear	- 8	+13	+ 4	121	126
Men's wear	+ 1	+ 8	+ 6	125	108
Men's clothing	- 1	+ 7	+ 4	134	129
Men's furnishings	+ 4	+ 9	+ 6	114	96
Boys' wear	-31	+27	0	113	192
Homefurnishings	+14	- 3	+ 6	99	79
Shoes	-19	+19	+ 4	109	138
<u>NONMERCHANDISE TOTAL</u>	+ 1	+ 8	+ 7	145	153
Barber and beauty shop	+ 5	- 1	+ 3	184	157

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.