



FEDERAL RESERVE

statistical release

Dept. Store - Sales Stores *Unadj*
Jan 1964

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FOR IMMEDIATE RELEASE
August 17, 1964

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - JUNE 1964
(Based on retail dollar amounts)

Summary by Selected Department Groups

| | Main stores total | Women's apparel and accessories | Men's and boys' wear | Home furnishings | Piece goods and household textiles | Small wares | Miscellaneous | Base-ment store total |
|---|-------------------|---------------------------------|----------------------|------------------|------------------------------------|-------------|---------------|-----------------------|
| SALES INDEXES (Unadjusted, 1947-49 average monthly sales = 100) | | | | | | | | |
| Jan. 1962 | 97 | 93 | 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 | 36 | 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 |
| Apr. 1964 | 117 | 125 | 107 | 124 | 86 | 116 | 95 | 106 |
| May 1964 | 128 | 131 | 119 | 131 | 117 | 135 | 111 | 111 |
| June 1964 | 123 | 114 | 151 | 132 | 65 | 133 | 128 | 108 |

Figures for departments within groups given on following pages.

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - JUNE 1964

| Department | Percentage change from corresponding period a year ago | | | Unadjusted indexes (1947-49 av.=100 ^{1/2}) | |
|---|--|---------|------------|--|---------|
| | June '64 | May '64 | 6 mos. '64 | June '64 | May '64 |
| GRAND TOTAL - entire store | + 9 | + 5 | + 7 | - | - |
| MAIN STORE TOTAL | + 9 | + 5 | + 7 | 123 | 128 |
| PIECE GOODS, HOUSEHOLD TEXTILES | + 9 | 0 | + 7 | 85 | 117 |
| Piece goods | + 4 | - 2 | + 4 | 53 | 65 |
| Silks, velvets, synthetics | +10 | 0 | + 7 | 47 | 60 |
| Woolen yard goods | + 9 | - 1 | + 7 | 15 | 13 |
| Cotton yard goods | - 2 | - 5 | - 1 | 95 | 108 |
| Household textiles | +11 | + 1 | + 8 | 107 | 113 |
| Linens and towels | +12 | + 2 | + 9 | 112 | 113 |
| Domestics—muslins, sheetings | +11 | + 2 | + 8 | 110 | 123 |
| Blankets, comforters, spreads | + 9 | 0 | + 5 | 101 | 107 |
| SMALL WARES | +12 | + 1 | + 7 | 133 | 135 |
| Laces, trimmings, embroideries, and ribbons | +10 | + 5 | + 7 | 99 | 108 |
| Notions | + 4 | 0 | + 5 | 135 | 139 |
| Toilet articles, drug sundries | +13 | + 3 | + 9 | 161 | 171 |
| Silverware and jewelry | +14 | - 1 | + 6 | 127 | 125 |
| Silverware and clocks | +18 | - 3 | + 6 | 143 | 114 |
| Costume jewelry | + 6 | - 1 | + 2 | 101 | 123 |
| Fine jewelry and watches | +21 | + 1 | +12 | 191 | 198 |
| Art needlework | +11 | - 4 | + 3 | 81 | 79 |
| Books and stationery | +14 | + 3 | + 8 | 130 | 122 |
| Books and magazines | +13 | + 5 | + 9 | 123 | 121 |
| Stationery | +13 | + 2 | + 7 | 132 | 119 |
| WOMEN'S APPAREL AND ACCESSORIES | + 7 | + 5 | + 6 | 114 | 131 |
| Women's accessories | + 7 | + 3 | + 4 | 106 | 117 |
| Neckwear and scarfs | + 8 | + 5 | + 7 | 122 | 137 |
| Handkerchiefs | +10 | - 1 | + 4 | 45 | 53 |
| Millinery | +11 | + 1 | + 1 | 47 | 62 |
| Women's and children's gloves | + 8 | + 1 | + 1 | 58 | 82 |
| Corsets and brassieres | +10 | + 3 | + 8 | 216 | 200 |
| Women's, children's hosiery | + 7 | - 1 | + 1 | 70 | 87 |
| Underwear, slips, and negligees | + 8 | + 4 | + 6 | 99 | 117 |
| Knit underwear | +11 | + 5 | + 8 | 136 | 173 |
| Silk & muslin underwear, slips | + 7 | + 2 | + 5 | 85 | 94 |
| Negligees, robes, loung. apparel | + 8 | + 6 | + 6 | 105 | 133 |
| Infants' wear | + 4 | + 2 | + 2 | 90 | 94 |
| Handbags, small leather goods | + 5 | + 4 | + 4 | 125 | 150 |
| Women's and children's shoes | + 7 | + 6 | + 5 | 130 | 140 |
| Children's shoes | + 6 | + 7 | + 1 | 102 | 75 |
| Women's shoes | + 8 | + 6 | + 6 | 141 | 149 |

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - JUNE 1964

| Department | Percentage change from corresponding period a year ago | | | Unadjusted indexes (1947-49 av.=100) | |
|---|--|---------|-----------|--|---------|
| | June '64 | May '64 | 6 mos.'64 | June '64 | May '64 |
| WOMEN'S APPAREL, ACCESSORIES (Cont.) | | | | | |
| Women's apparel | + 6 | + 6 | + 7 | 121 | 145 |
| Women's, misses' coats and suits | +14 | - 6 | + 6 | 33 | 54 |
| Women's, misses' coats | +10 | - 8 | + 4 | 28 | 50 |
| Women's, misses' suits | +23 | + 5 | +12 | 40 | 63 |
| Juniors' and girls' wear | + 8 | + 9 | + 8 | 130 | 149 |
| Juniors' coats, suits, dresses | +10 | + 9 | +10 | 134 | 163 |
| Girls' wear | + 6 | + 8 | + 5 | 126 | 132 |
| Women's and misses' dresses | + 4 | + 5 | + 6 | 132 | 175 |
| Inexpensive dresses | + 2 | + 6 | + 6 | 147 | 191 |
| Better dresses | + 8 | + 3 | + 7 | 119 | 152 |
| Blouses, skirts, sportswear | + 6 | +12 | + 9 | 208 | 212 |
| Aprons, housedresses, uniforms | + 2 | + 4 | + 4 | 157 | 195 |
| Furs | + 8 | -22 | - 3 | 32 | 57 |
| MEN'S AND BOYS' WEAR | + 9 | +13 | + 8 | 151 | 119 |
| Men's clothing | + 8 | +17 | +10 | 151 | 144 |
| Men's furnishings and hats | + 9 | +12 | + 9 | 159 | 105 |
| Boys' wear | + 6 | +10 | + 4 | 115 | 107 |
| Men's & boys' shoes, slippers | +14 | +11 | + 9 | 186 | 141 |
| HOME FURNISHINGS | +12 | + 4 | + 9 | 132 | 131 |
| Furniture and bedding | +14 | + 3 | +10 | 150 | 151 |
| Mattresses, springs, studio beds | +13 | + 3 | + 9 | 168 | 157 |
| Upholstered, other furniture | +16 | + 4 | +11 | 150 | 150 |
| Domestic floor coverings | + 7 | - 2 | + 6 | 87 | 104 |
| Rugs and carpets | + 8 | - 3 | + 7 | 97 | 108 |
| Linoleum | +19 | + 5 | +14 | 49 | 66 |
| Draperies, curtains, upholstery | +10 | 0 | + 8 | 113 | 125 |
| Lamps and shades | +11 | - 5 | + 8 | 80 | 91 |
| China and glassware | +13 | - 2 | + 7 | 105 | 114 |
| Major household appliances | +13 | +12 | + 8 | 142 | 96 |
| Housewares (incl. small appliances) | + 8 | + 7 | + 9 | 153 | 158 |
| Gift shop | +15 | + 5 | +10 | 134 | 137 |
| Radios, phonographs, television, pianos, records, sheetmusic, instr. | +15 | 0 | +12 | 172 | 154 |
| Radios, phonographs, television | +14 | - 3 | +13 | 147 | 178 |
| Records, sheet music, instr. | +12 | + 7 | + 8 | 158 | 149 |
| MISCELLANEOUS MERCHANTISE DEPTS. | +11 | + 4 | + 7 | 128 | 111 |
| Toys, games, sporting goods, cameras | +12 | +10 | +10 | 140 | 104 |
| Toys and games | + 8 | + 8 | + 5 | 89 | 53 |
| Sporting goods and cameras | +15 | +12 | +14 | 233 | 188 |
| Luggage | +18 | +10 | +17 | 175 | 145 |
| Candy | + 9 | - 1 | + 6 | 105 | 116 |

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - JUNE 1964

| Department | Percentage change from corresponding period a year ago | | | Unadjusted indexes (1947-49 av.=1001/) | |
|------------------------------------|--|---------|------------|--|---------|
| | June '64 | May '64 | 6 mos. '64 | June '64 | May '64 |
| | <u>BASEMENT STORE TOTAL</u> | + 6 | + 4 | + 5 | 108 |
| Domestics and blankets | + 9 | - 3 | + 6 | 96 | 98 |
| Women's, misses' ready-to-wear | + 5 | + 5 | + 5 | 100 | 111 |
| Intimate apparel | + 9 | + 4 | + 7 | 123 | 129 |
| Hosiery | + 7 | - 2 | + 3 | 2/ | 2/ |
| Underwear, corsets & brassieres | + 8 | + 5 | + 8 | 2/ | 2/ |
| Coats and suits | + 1 | -14 | + 2 | 26 | 49 |
| Dresses | + 3 | + 6 | + 6 | 112 | 139 |
| Blouses, skirts, and sportswear | + 8 | +12 | + 9 | 187 | 176 |
| Girls' wear | + 3 | + 9 | + 4 | 107 | 120 |
| Infants' wear | + 1 | + 5 | + 2 | 84 | 90 |
| Aprons, housedresses, uniforms | + 3 | + 6 | + 6 | 2/ | 2/ |
| Men's and boys' wear | + 5 | +10 | + 5 | 152 | 126 |
| Men's wear | + 5 | +11 | + 7 | 161 | 133 |
| Men's clothing | + 5 | + 9 | + 5 | 165 | 150 |
| Men's furnishings | + 6 | +13 | + 7 | 168 | 125 |
| Boys' wear | + 1 | + 9 | + 2 | 119 | 112 |
| Homefurnishings | + 9 | - 4 | + 5 | 81 | 93 |
| Shoes | + 3 | + 4 | + 4 | 108 | 117 |
| <u>NONMERCHANTISE TOTAL</u> | +13 | + 6 | + 8 | 155 | 140 |
| Barber and beauty shop | + 7 | + 2 | + 4 | 171 | 173 |

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.