



FEDERAL RESERVE

statistical release

G. 7. 3

17 1964
FEDERAL BANK

FOR IMMEDIATE RELEASE
September 16, 1964

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

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

Summary by Selected Department Groups

	Main store 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	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
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	85	133	128	108
July 1964	109	100	104	126	110	109	108	87

Figures for departments within groups given on following pages.

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - JULY 1964

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av.=100 ^{1/2})	
	July '64	June '64	7 mos. '64	July '64	June '64
GRAND TOTAL - entire store	+ 8	+ 9	+ 7	-	-
MAIN STORE TOTAL	+ 8	+ 9	+ 7	109	123
PIECE GOODS, HOUSEHOLD TEXTILES	+10	+ 9	+ 7	110	85
Piece goods	+ 3	+ 4	+ 4	50	53
Silks, velvets, synthetics	+ 7	+10	+ 7	44	47
Woolen yard goods	+ 3	+ 9	+ 7	40	15
Cotton yard goods	- 2	- 2	- 1	85	95
Household textiles	+12	+11	+ 8	152	107
Linens and towels	+11	+12	+ 9	148	112
Domestics--muslins, sheetings	+16	+11	+ 9	192	110
Blankets, comforters, spreads	+ 8	+ 9	+ 6	124	101
SMALL WARES	+10	+12	+ 8	109	133
Laces, trimmings, embroideries, and ribbons	+13	+10	+ 8	76	99
Notions	+ 5	+ 4	+ 5	103	135
Toilet articles, drug sundries	+10	+13	+ 9	144	161
Silverware and jewelry	+11	+14	+ 6	88	127
Silverware and clocks	+15	+18	+ 8	96	143
Costume jewelry	+ 6	+ 6	+ 2	80	101
Fine jewelry and watches	+13	+21	+12	107	191
Art needlework	+ 3	+11	+ 3	88	81
Books and stationery	+11	+14	+ 9	104	130
Books and magazines	+10	+13	+ 9	114	123
Stationery	+11	+13	+ 8	97	132
WOMEN'S APPAREL AND ACCESSORIES	+ 7	+ 7	+ 6	100	114
Women's accessories	+ 6	+ 7	+ 5	90	106
Neckwear and scarfs	+ 9	+ 8	+ 7	98	122
Handkerchiefs	+ 4	+10	+ 4	36	45
Millinery	+16	+11	+ 2	38	47
Women's and children's gloves	+ 3	+ 8	+ 1	38	58
Corsets and brassieres	+ 6	+10	+ 7	177	216
Women's, children's hosiery	+ 5	+ 7	+ 2	57	70
Underwear, slips, and negligees	+ 7	+ 8	+ 6	89	99
Knit underwear	+ 8	+11	+ 8	115	136
Silk & muslin underwear, slips	+ 4	+ 7	+ 5	74	85
N negligees, robes, loung. apparel	+10	+ 8	+ 6	91	105
Infant's wear	+ 6	+ 4	+ 3	93	90
Handbags, small leather goods	+ 5	+ 5	+ 4	93	125
Women's and children's shoes	+ 6	+ 7	+ 5	106	130
Children's shoes	+ 1	+ 6	+ 1	85	102
Women's shoes	+ 7	+ 8	+ 6	113	141

UNITED STATES - JULY 1964

Department	Percentage change from corresponding period a year ago			Unadjusted indexes	
	July '64	June '64	7 mos. '64	1947-49 av.=100	($\frac{1}{2}$)
WOMEN'S APPAREL, ACCESSORIES (Cont.)					
Women's apparel	+ 8	+ 6	+ 7	110	121
Women's, misses' coats and suits	+11	+14	+ 6	41	33
Women's, misses' coats	+10	+10	+ 4	40	28
Women's, misses' suits	+17	+23	+12	41	40
Juniors' and girls' wear	+11	+ 8	+ 8	126	130
Juniors' coats, suits, dresses	+14	+10	+10	122	134
Girls' wear	+ 9	+ 6	+ 6	131	126
Women's and misses' dresses	+ 6	+ 4	+ 6	105	132
Inexpensive dresses	+ 6	+ 2	+ 6	117	147
Better dresses	+ 7	+ 8	+ 7	99	119
Blouses, skirts, sportswear	+ 9	+ 6	+ 9	188	208
Aprons, housedresses, uniforms	+ 3	+ 2	+ 4	126	157
Furs	+ 4	+ 8	- 3	46	32
MEN'S AND BOYS' WEAR	+ 9	+ 9	+ 8	104	151
Men's clothing	+10	+ 8	+10	109	151
Men's furnishings and hats	+ 8	+ 9	+ 9	97	159
Boys' wear	+ 7	+ 6	+ 4	98	115
Men's & boys' shoes, slippers	+ 9	+14	+ 9	133	186
HOMEFURNISHINGS	+ 9	+12	+ 9	126	132
Furniture and bedding	+ 9	+14	+10	150	150
Mattresses, springs, studio beds	+ 8	+13	+ 9	186	168
Upholstered, other furniture	+11	+16	+11	143	150
Domestic floor coverings	+10	+ 7	+ 6	90	87
Rugs and carpets	+13	+ 8	+ 8	96	97
Linoleum	-16	+19	+10	42	49
Draperies, curtains, upholstery	+ 5	+10	+ 7	98	113
Lamps and shades	+ 5	+11	+ 7	76	80
China and glassware	+10	+13	+ 8	97	105
Major household appliances	+13	+13	+ 9	143	142
Housewares (incl. small appliances)	+ 3	+ 8	+ 9	128	153
Gift shop	+13	+15	+11	119	134
Radios, phonographs, television, pianos, records, sheet music, instr.	+13	+15	+13	167	172
Radios, phonographs, television	+12	+14	+13	165	147
Records, sheet music, instr.	+13	+12	+ 9	157	158
MISCELLANEOUS MERCHANDISE DEPTS.	+ 8	+11	+ 7	108	128
Toys, games, sporting goods, cameras	+ 7	+12	+ 9	115	140
Toys and games	+ 2	+ 8	+ 4	76	89
Sporting goods and cameras	+11	+15	+14	187	233
Luggage	+13	+18	+17	125	175
Candy	+ 6	+ 9	+ 6	95	105

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS
UNITED STATES - JULY 1964

	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av.=100 ^{1/2})	
	July '64	June '64	7 mos. '64	July '64	June '64
<u>BASEMENT STORE TOTAL</u>	+ 5	+ 6	+ 5	87	108
Domestics and blankets	+ 7	+ 9	+ 6	115	96
Women's misses ready-to-wear	+ 5	+ 5	+ 5	83	100
Intimate apparel	+ 5	+ 9	+ 7	110	123
Hosiery	+ 2	+ 7	+ 3	2/	2/
Underwear, corsets & brassieres	+ 5	+ 8	+ 7	2/	2/
Coats and suits	+ 4	+ 1	+ 3	30	26
Dresses	+ 4	+ 3	+ 6	83	112
Blouses, skirts, and sportswear	+10	+ 8	+ 9	146	187
Girl's wear	+ 7	+ 3	+ 5	94	107
Infants' wear	+ 2	+ 1	+ 2	79	84
Aprons, housedresses, uniforms	0	+ 3	+ 5	2/	2/
Men's and boys' wear	+ 4	+ 5	+ 5	100	152
Men's wear	+ 5	+ 5	+ 6	101	161
Men's clothing	+ 5	+ 5	+ 5	101	165
Men's furnishings	+ 5	+ 6	+ 7	104	168
Boys' wear	0	+ 1	+ 2	103	119
Homefurnishings	+ 1	+ 9	+ 4	73	81
Shoes	+ 3	+ 3	+ 3	85	108
<u>NONMERCHANDISE TOTAL</u>	+10	+13	+ 8	153	155
Barber and beauty shop	+ 8	+ 7	+ 4	176	171

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: Reports 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.