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statistical release

Department Stores - Sales & Stocks

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November 19, 1964.

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - SEPTEMBER 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	Basement 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
Aug. 1964	119	121	109	127	124	115	100	108
Sept. 1964	130	141	123	137	96	128	95	116

Figures for departments within groups given on following pages.

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UNITED STATES - SEPTEMBER 1964

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av.=100 1/)	
	Sept. '64	Aug. '64	9 mos. '64	Sept. '64	Aug. '64
GRAND TOTAL - entire store	+ 8	+ 2	+ 7	-	-
MAIN STORE TOTAL	+ 9	+ 2	+ 7	130	119
PIECE GOODS, HOUSEHOLD TEXTILES	+ 7	+ 4	+ 7	96	124
Piece goods	+ 1	- 1	+ 3	72	62
Silks, velvets, synthetics	+ 3	0	+ 6	59	51
Woolen yard goods	0	+ 2	+ 4	129	89
Cotton yard goods	+ 1	- 6	- 1	60	70
Household textiles	+11	+ 5	+ 8	111	167
Linens and towels	+13	+ 5	+ 9	102	155
Domestics--muslins, sheetings	+15	+ 6	+ 9	113	202
Blankets, comforters, spreads	+ 6	+ 6	+ 6	129	149
SMALL WARES	+10	+ 4	+ 7	128	115
Laces, trimmings, embroideries, and ribbons	+ 8	+ 5	+ 8	85	78
Notions	+ 5	0	+ 4	127	98
Toilet articles, drug sundries	+14	+ 5	+ 9	154	141
Silverware and jewelry	+10	+ 6	+ 7	103	98
Silverware and clocks	+14	+ 9	+ 8	96	114
Costume jewelry	+ 3	0	+ 2	98	82
Fine jewelry and watches	+16	+11	+13	145	133
Art needlework	- 2	- 3	+ 2	123	106
Books and stationery	+10	+ 2	+ 8	139	123
Books and magazines	+ 7	+ 4	+ 9	129	122
Stationery	+11	+ 1	+ 7	142	120
WOMEN'S APPAREL AND ACCESSORIES	+ 7	+ 1	+ 5	141	121
Women's accessories	+ 7	0	+ 4	127	102
Neckwear and scarfs	+ 5	- 1	+ 6	137	103
Handkerchiefs	+ 7	0	+ 4	40	37
Millinery	- 4	+ 7	+ 2	109	66
Women's and children's gloves	+ 1	+ 4	+ 1	92	51
Corsets and brassieres	+ 9	0	+ 7	187	168
Women's, children's hosiery	+ 8	--1	+ 2	97	68
Underwear, slips, and negligees	+10	0	+ 6	86	80
Knit underwear	+11	+ 2	+ 8	118	112
Silk & muslin underwear, slips	+ 9	- 1	+ 4	67	63
Negligees, robes, loung. apparel	+ 7	+ 1	+ 6	92	83
Infants' wear	+ 6	- 2	+ 2	143	129
Handbags, small leather goods	+ 7	0	+ 4	145	101
Women's and children's shoes	+10	- 1	+ 5	171	131
Children's shoes	+19	- 9	+ 2	162	162
Women's shoes	+ 7	+ 2	+ 6	175	128

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UNITED STATES - SEPTEMBER 1964

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av. =100 1/)	
	Sept. '64	Aug. '64	9 mos. '64	Sept. '64	Aug. '64
WOMEN'S APPAREL, ACCESSORIES (Cont.)					
Women's apparel	+ 8	+ 1	+ 6	154	141
Women's, misses' coats and suits	+ 5	+ 4	+ 6	107	81
Women's, misses' coats	+ 6	+ 3	+ 5	111	92
Women's, misses' suits	+ 5	+ 9	+11	89	61
Juniors' and girls' wear	+10	+ 1	+ 7	183	207
Juniors' coats, suits, dresses	+10	+ 4	+ 9	167	173
Girls' wear	+11	- 2	+ 5	201	249
Women's and misses' dresses	+ 5	+ 2	+ 6	147	117
Inexpensive dresses	+ 5	0	+ 5	155	123
Better dresses	+ 5	+ 3	+ 6	138	115
Blouses, skirts, sportswear	+10	+ 2	+ 8	211	193
Aprons, housedresses, uniforms	+ 3	- 6	+ 3	122	106
Furs	+ 6	+ 2	- 1	102	118
MEN'S AND BOYS' WEAR	+12	- 1	+ 8	123	109
Men's clothing	+11	+ 3	+ 9	129	97
Men's furnishings and hats	+10	+ 1	+ 8	99	85
Boys' wear	+15	- 6	+ 4	163	181
Men's & boys' shoes, slippers	+15	+ 1	+ 9	160	144
HOMEFURNISHINGS	+ 9	+ 5	+ 9	137	127
Furniture and bedding	+11	+ 5	+ 9	154	160
Mattresses, springs, studio beds	+ 7	+ 6	+ 8	175	192
Upholstered, other furniture	+13	+ 5	+11	148	153
Domestic floor coverings	+ 7	+ 5	+ 6	128	105
Rugs and carpets	+ 5	+ 5	+ 7	126	117
Linoleum	+17	-10	+ 8	58	45
Draperies, curtains, upholstery	+ 7	+ 3	+ 7	115	98
Lamps and shades	+ 9	+ 4	+ 7	104	86
China and glassware	+ 3	+ 6	+ 7	110	112
Major household appliances	+ 5	+ 5	+ 8	95	105
Housewares (incl. small appliances)	+ 7	+ 3	+ 8	147	122
Gift shop	+12	+ 4	+10	125	127
Radios, phonographs, television, pianos, records, sheetmusic, instr.	+15	+12	+13	235	189
Radios, phonographs, television	+13	+13	+13	267	194
Records, sheet music, instr.	+19	+ 5	+10	119	155
MISCELLANEOUS MERCHANDISE DEPTS.	+ 8	0	+ 6	95	100
Toys, games, sporting goods, cameras	+10	+ 1	+ 8	95	101
Toys and games	+ 7	0	+ 4	62	67
Sporting goods and cameras	+14	+ 2	+12	163	168
Luggage	+21	+ 7	+16	100	123
Candy	+ 6	- 2	+ 5	111	101

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Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av. = 100 1/)	
	Sept. '64	Aug. '64	9 mos. '64	Sept. '64	Aug. '64
BASEMENT STORE TOTAL	+ 6	- 2	+ 4	116	c108*
Domestics and blankets	+ 7	+ 3	+ 6	105	126
Women's, misses' ready-to-wear	+ 6	- 1	+ 5	114	106
Intimate apparel	+ 9	- 1	+ 6	113	111
Hosiery	+ 7	+ 2	+ 4	2/	2/
Underwear, corsets & brassieres	+10	- 1	+ 7	2/	2/
Coats and suits	- 3	- 3	+ 1	83	62
Dresses	+ 3	0	+ 5	91	88
Blouses, skirts, and sportswear	+14	+ 7	+ 9	183	174
Girls' wear	+10	- 5	+ 3	163	201
Infants' wear	+ 3	- 3	+ 1	149	131
Aprons, housedresses, uniforms	- 4	-10	+ 3	2/	2/
Men's and boys' wear	+ 5	- 5	+ 4	136	130
Men's wear	+ 2	- 3	+ 5	124	109
Men's clothing	- 2	- 3	+ 3	135	113
Men's furnishings	+ 2	- 3	+ 5	114	106
Boys' wear	+16	- 9	+ 1	183	225
Homefurnishings	+ 3	- 1	+ 3	93	82
Shoes	+ 7	- 4	+ 3	130	111
NONMERCHANDISE TOTAL	+12	+ 3	+ 8	149	153
Barber and beauty shop	+ 9	- 2	+ 4	121	136

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.

*Correction of typographical error in last month's release. Same release also inadvertently switched July figures for Women's, misses' ready-to-wear, and Intimate apparel, on same page.

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