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Sanders

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

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

Summary by Selected Department Groups

	Main store total	Women's apparel and acces- sories	Men's and boys' wear	Home furnish- ings	Piece goods and house- hold textiles	Small wares	Miscel- laneous	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
Aug. 1964	119	121	109	127	124	115	100	108
Sept. 1964	130	141	123	137	96	128	95	116
Oct. 1964	143	152	145	149	100	139	112	125

Figures for departments within groups given on following pages.

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - OCTOBER 1964

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av.=100 ¹ / ₂)	
	Oct. '64	Sept. '64	10 mos. '64	Oct. '64	Sept. '64
GRAND TOTAL - entire store	+11	+ 8	+ 7	-	-
MAIN STORE TOTAL	+11	+ 9	+ 7	143	130
PIECE GOODS, HOUSEHOLD TEXTILES	+ 4	+ 7	+ 6	100	96
Piece goods	0	+ 1	+ 3	77	72
Silks, velvets, synthetics	- 3	+ 3	+ 5	67	59
Woolen yard goods	+ 3	0	+ 4	137	129
Cotton yard goods	- 3	+ 1	- 1	55	60
Household textiles	+ 6	+11	+ 8	115	111
Linens and towels	+ 4	+13	+ 8	112	102
Domestics--muslins, sheetings	+ 5	+15	+ 9	99	113
Blankets, comforters, spreads	+ 8	+ 6	+ 6	147	129
SMALL WARES	+ 8	+10	+ 7	139	128
Laces, trimmings, embroideries, and ribbons	+10	+ 8	+ 8	94	85
Notions	+ 7	+ 5	+ 5	120	127
Toilet articles, drug sundries	+10	+14	+ 9	164	154
Silverware and jewelry	+ 6	+10	+ 7	120	103
Silverware and clocks	+12	+14	+ 9	106	96
Costume jewelry	+ 1	+ 3	+ 2	125	98
Fine jewelry and watches	+ 9	+16	+12	165	145
Art needlework	0	- 2	+ 1	138	123
Books and stationery	+ 9	+10	+ 8	153	139
Books and magazines	+ 7	+ 7	+ 8	143	129
Stationery	+ 9	+11	+ 7	153	142
WOMEN'S APPAREL AND ACCESSORIES	+12	+ 7	+ 6	152	141
Women's accessories	+10	+ 7	+ 5	137	127
Neckwear and scarfs	+12	+ 5	+ 7	166	137
Handkerchiefs	+ 3	+ 7	+ 4	50	40
Millinery	+ 8	- 4	+ 3	120	109
Women's and children's gloves	+23	+ 1	+ 5	165	92
Corsets and brassieres	+ 5	+ 9	+ 7	190	187
Women's, children's hosiery	+13	+ 8	+ 4	106	97
Underwear, slips, and negligees	+10	+10	+ 7	102	86
Knit underwear	+ 5	+11	+ 7	133	118
Silk & muslin underwear, slips	+11	+ 9	+ 5	80	67
N negligees, robes, loung. apparel	+13	+ 7	+ 7	113	92
Infants' wear	+14	+ 6	+ 4	147	143
Handbags, small leather goods	+ 7	+ 7	+ 4	151	145
Women's and children's shoes	+ 9	+10	+ 5	162	171
Children's shoes	+ 5	+19	+ 2	106	162
Women's shoes	+10	+ 7	+ 6	177	175

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - OCTOBER 1964

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av. = 100 ^{1/2})	
	Oct. '64	Sept. '64	10 mos. '64	Oct. '64	Sept. '64
WOMEN'S APPAREL, ACCESSORIES (Cont.)					
Women's apparel	+14	+ 8	+ 7	168	154
Women's, misses' coats and suits	+32	+ 5	+ 9	149	107
Women's, misses' coats	+36	+ 6	+ 9	163	111
Women's, misses' suits	+16	+ 5	+11	91	89
Juniors' and girls' wear	+17	+10	+ 8	186	183
Juniors' coats, suits, dresses	+18	+10	+10	175	167
Girls' wear	+16	+11	+ 6	200	201
Women's and misses' dresses	+ 3	+ 5	+ 5	146	147
Inexpensive dresses	+ 4	+ 5	+ 5	155	155
Better dresses	+ 4	+ 5	+ 6	139	138
Blouses, skirts, sportswear	+14	+10	+ 9	220	211
Aprons, housedresses, uniforms	- 3	+ 3	+ 3	115	122
Furs	+ 9	+ 6	+ 1	159	102
MEN'S AND BOYS' WEAR	+22	+12	+ 9	145	123
Men's clothing	+29	+11	+12	173	129
Men's furnishings and hats	+18	+10	+ 9	125	99
Boys' wear	+19	+15	+ 5	150	163
Men's & boys' shoes, slippers	+14	+15	+ 9	160	160
HOME FURNISHINGS	+ 8	+ 9	+ 9	149	137
Furniture and bedding	+ 9	+11	+ 9	169	154
Mattresses, springs, studio beds	+ 6	+ 7	+ 8	173	175
Upholstered, other furniture	+11	+13	+11	168	148
Domestic floor coverings	+12	+ 7	+ 7	163	128
Rugs and carpets	+12	+ 5	+ 8	173	126
Linoleum	+10	+17	+ 9	60	58
Draperies, curtains, upholstery	+ 5	+ 7	+ 7	145	115
Lamps and shades	+ 7	+ 9	+ 7	125	104
China and glassware	+ 5	+ 3	+ 7	125	110
Major household appliances	+ 3	+ 5	+ 8	89	95
Housewares (incl. small appliances)	+ 6	+ 7	+ 8	134	147
Gift shop	+10	+12	+10	161	125
Radios, phonographs, television, pianos, records, sheet music, instr.	+15	+15	+13	253	235
Radios, phonographs, television	+18	+13	+14	285	267
Records, sheet music, instr.	+ 4	+19	+ 9	194	119
MISCELLANEOUS MERCHANDISE DEPTS.	+ 7	+ 8	+ 6	112	95
Toys, games, sporting goods, cameras	+ 8	+10	+ 8	111	95
Toys and games	+ 4	+ 7	+ 4	83	62
Sporting goods and cameras	+12	+14	+12	172	163
Luggage	+13	+21	+16	91	100
Candy	+ 7	+ 6	+ 5	147	111

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Department	Percentage change from corresponding period a year ago			(1947-49 av. = 100) ¹	
	Oct. '64	Sept. '64	10 mos. '64	Oct. '64	Sept. '64
<u>BASEMENT STORE TOTAL</u>	+12	+ 6	+ 5	125	116
Domestics and blankets	+ 5	+ 7	+ 6	111	105
Women's, misses' ready-to-wear	+14	+ 6	+ 6	124	114
Intimate apparel	+11	+ 9	+ 7	125	113
Hosiery	+13	+ 7	+ 5	2/	2/
Underwear, corsets & brassieres	+10	+10	+ 7	2/	2/
Coats and suits	+35	- 3	+ 6	120	83
Dresses	0	+ 3	+ 4	88	91
Blouses, skirts, and sportswear	+18	+14	+10	196	183
Girls' wear	+23	+10	+ 6	167	163
Infants' wear	+15	+ 3	+ 3	148	149
Aprons, housedresses, uniforms	- 7	- 4	+ 2	2/	2/
Men's and boys' wear	+18	+ 5	+ 5	146	136
Men's wear	+17	+ 2	+ 6	140	124
Men's clothing	+20	- 2	+ 5	154	135
Men's furnishings	+15	+ 2	+ 6	136	114
Boys' wear	+19	+16	+ 3	159	183
Homefurnishings	+ 5	+ 3	+ 4	114	93
Shoes	+ 5	+ 7	+ 3	123	130
<u>NONMERCHANDISE TOTAL</u>	+10	+12	+ 8	163	149
Barber and beauty shop	+11	+ 9	+ 5	131	121

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.