



Rep. Store - Sales - 1/20/65
Numbers

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MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - NOVEMBER 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
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
Nov. 1964	158	151	180	163	102	172	182	129

Figures for departments within groups given on following pages.

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - NOVEMBER 1964

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av. = 100 ^{1/2})	
	Nov. '64	Oct. '64	11 mos. '64	Nov. '64	Oct. '64
GRAND TOTAL - entire store	+ 7	+11	+ 7	--	--
MAIN STORE TOTAL	+ 7	+11	+ 7	158	143
PIECE GOODS, HOUSEHOLD TEXTILES	+ 5	+ 4	+ 6	102	100
Piece goods	- 2	0	+ 2	68	77
Silks, velvets, synthetics	0	- 3	+ 4	67	67
Woolen yard goods	- 5	+ 3	+ 2	116	137
Cotton yard goods	- 3	- 3	- 1	48	55
Household textiles	+ 8	+ 6	+ 8	124	115
Linens and towels	+ 9	+ 4	+ 8	142	112
Domestics--muslins, sheetings	+10	+ 5	+ 9	95	99
Blankets, comforters, spreads	+ 5	+ 8	+ 6	139	147
SMALL WARES	+ 9	+ 8	+ 8	172	139
Laces, trimmings, embroideries, and ribbons	+ 5	+10	+ 8	104	94
Notions	+ 3	+ 7	+ 4	128	120
Toilet articles, drug sundries	+13	+10	+10	178	164
Silverware and Jewelry	+10	+ 6	+ 7	158	120
Silverware and clocks	+11	+12	+ 9	147	106
Costume jewelry	+ 6	+ 1	+ 3	149	125
Fine jewelry and watches	+14	+ 9	+12	219	165
Art needlework	0	0	+ 1	133	138
Books and stationery	+10	+ 9	+ 8	242	153
Books and magazines	+10	+ 7	+ 9	194	143
Stationery	+ 9	+ 9	+ 8	258	153
WOMEN'S APPAREL AND ACCESSORIES	+ 6	+12	+ 6	151	152
Women's accessories	+ 6	+10	+ 5	143	137
Neckwear and scarfs	+ 7	+12	+ 7	164	166
Handkerchiefs	+ 1	+ 3	+ 3	73	50
Millinery	+ 1	+ 8	+ 2	92	120
Women's and children's gloves	+ 6	+23	+ 5	185	165
Corsets and brassieres	+ 4	+ 5	+ 6	167	190
Women's, children's hosiery	+10	+13	+ 4	105	106
Underwear, slips, and negligees	+ 9	+10	+ 7	139	102
Knit underwear	+ 8	+ 5	+ 8	174	133
Silk & muslin underwear, slips	+ 9	+11	+ 6	106	80
N negligees, robes, loung. apparel	+12	+13	+ 8	182	113
Infants' wear	+ 3	+14	+ 4	167	147
Handbags, small leather goods	+ 6	+ 7	+ 5	163	151
Women's and children's shoes	+ 7	+ 9	+ 6	144	162
Children's shoes	+ 5	+ 5	+ 2	121	106
Women's shoes	+ 7	+10	+ 6	151	177

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UNITED STATES - NOVEMBER 1964

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av. =100)	
	Nov. '64	Oct. '64	11 mos. '64	Nov. '64	Oct. '64
WOMEN'S APPAREL, ACCESSORIES (Cont.)					
Women's apparel	+ 6	+14	+ 7	159	168
Women's, misses' coats and suits	+ 1	+32	+ 8	129	149
Women's, misses' coats	+ 1	+36	+ 8	153	163
Women's, misses' suits	+ 7	+16	+11	59	91
Juniors' and girls' wear	+ 4	+17	+ 8	196	186
Juniors' coats, suits, dresses	+ 7	+18	+10	171	175
Girls' wear	+ 1	+16	+ 5	226	200
Women's and misses' dresses	+ 7	+ 3	+ 6	121	146
Inexpensive dresses	+ 7	+ 4	+ 5	129	155
Better dresses	+ 8	+ 4	+ 6	117	139
Blouses, skirts, sportswear	+ 8	+14	+ 9	218	220
Aprons, housedresses, uniforms	+ 7	- 3	+ 3	114	115
Furs	+12	+ 9	+ 3	161	159
MEN'S AND BOYS' WEAR	+ 6	+22	+ 9	180	145
Men's clothing	+ 4	+29	+11	178	173
Men's furnishings and hats	+ 9	+18	+ 9	180	125
Boys' wear	0	+19	+ 5	182	150
Men's & boys' shoes, slippers	+ 9	+14	+ 9	170	160
HOMEFURNISHINGS	+11	+ 8	+ 9	163	149
Furniture and bedding	+10	+ 9	+ 9	166	169
Mattresses, springs, studio beds	+ 5	+ 6	+ 8	148	173
Upholstered, other furniture	+13	+11	+11	179	168
Domestic floor coverings	+ 9	+12	+ 7	154	163
Rugs and carpets	+11	+12	+ 8	175	173
Linoleum	+ 1	+10	+ 8	56	60
Draperies, curtains, upholstery	+ 8	+ 5	+ 7	150	145
Lamps and shades	+ 9	+ 7	+ 7	140	125
China and glassware	+10	+ 5	+ 7	163	125
Major household appliances	+ 7	+ 3	+ 8	83	89
Housewares (incl. small appliances)	+10	+ 6	+ 8	162	134
Gift shop	+15	+10	+11	257	161
Radios, phonographs, television, pianos, records, sheet music, instr.	+19	+15	+14	323	253
Radios, phonographs, television	+20	+18	+15	385	285
Records, sheet music, instr.	+ 9	+ 4	+ 9	274	194
MISCELLANEOUS MERCHANDISE DEPTS.	+ 7	+ 7	+ 6	182	112
Toys, games, sporting goods, cameras	+ 9	+ 8	+ 8	260	111
Toys and games	+ 7	+ 4	+ 5	263	83
Sporting goods and cameras	+13	+12	+12	265	172
Luggage	+16	+13	+16	125	91
Candy	+ 6	+ 7	+ 5	164	147

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - NOVEMBER 1964

Department	Percentage change from corresponding period a year ago			Unadjusted indexes ^{1/} (1947-49 av.=100)	
	Nov. '64	Oct. '64	11 mos. '64	Nov. '64	Oct. '64
BASEMENT STORE TOTAL	+ 3	+12	+ 5	129	125
Domestics and blankets	+ 9	+ 5	+ 6	116	111
Women's, misses' ready-to-wear	+ 2	+14	+ 5	122	124
Intimate apparel	+ 7	+11	+ 7	132	125
Hosiery	+ 9	+13	+ 5	2/	2/
Underwear, corsets & brassieres	+ 6	+10	+ 7	2/	2/
Coats and suits	- 9	+35	+ 3	97	120
Dresses	+ 3	0	+ 4	82	88
Blouses, skirts, and sportswear	+ 9	+18	+10	186	196
Girls' wear	- 4	+23	+ 4	173	167
Infants' wear	- 1	+15	+ 2	160	148
Aprons, housedresses, uniforms	0	- 7	+ 2	2/	2/
Men's and boys' wear	0	+18	+ 5	172	146
Men's wear	+ 2	+17	+ 6	168	140
Men's clothing	+ 1	+20	+ 4	170	154
Men's furnishings	+ 3	+15	+ 6	168	136
Boys' wear	- 4	+19	+ 2	182	159
Homefurnishings	+ 5	+ 5	+ 4	119	114
Shoes	+ 4	+ 5	+ 3	119	123
NONMERCHANDISE TOTAL	+ 5	+10	+ 8	175	163
Barber and beauty shop	+ 4	+11	+ 5	132	131

^{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.