



FEDERAL RESERVE

statistical release

Department Stores - Sales & Stocks

G. 7.3

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MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

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FEDERAL RESERVE BANK
OF RICHMOND

UNITED STATES - DECEMBER 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
Oct. 1964	143	152	145	149	100	139	112	125
Nov. 1964	158	151	180	163	102	172	182	129
Dec. 1964	269	245	374	206	137	383	433	208

Figures for departments within groups given on following pages.

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - DECEMBER 1964

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av. =100 ^{1/2})	
	Dec. '64	Nov. '64	12 mos. '64	Dec. '64	Nov. '64
GRAND TOTAL - entire store	+ 6	+ 7	+ 7	--	--
MAIN STORE TOTAL	+ 6	+ 7	+ 7	269	158
PIECE GOODS, HOUSEHOLD TEXTILES	+ 3	+ 5	+ 6	137	102
Piece goods	0	- 2	+ 2	60	68
Silks, velvets, synthetics	+ 2	0	+ 4	56	67
Woolen yard goods	- 2	- 5	+ 2	94	116
Cotton yard goods	- 3	- 3	- 2	46	48
Household textiles	+ 4	+ 8	+ 7	191	124
Linens and towels	+ 5	+ 9	+ 8	237	142
Domestics--muslins, sheetings	+ 8	+10	+ 9	140	95
Blankets, comforters, spreads	- 1	+ 5	+ 5	194	139
SMALL WARES	+ 9	+ 9	+ 8	383	172
Laces, trimmings, embroideries, and ribbons	+ 9	+ 5	+ 8	169	104
Notions	+ 9	+ 3	+ 5	237	128
Toilet articles, drug sundries	+12	+13	+10	470	178
Silverware and Jewelry	+ 9	+10	+ 8	353	158
Silverware and clocks	+11	+11	+ 9	272	147
Costume jewelry	+ 7	+ 6	+ 4	351	149
Fine jewelry and watches	+12	+14	+12	597	219
Art needlework	+ 2	0	+ 1	169	133
Books and stationery	+ 5	+10	+ 8	517	242
Books and magazines	+ 2	+10	+ 7	391	194
Stationery	+ 6	+ 9	+ 7	556	258
WOMEN'S APPAREL AND ACCESSORIES	+ 6	+ 6	+ 6	245	151
Women's accessories	+ 4	+ 6	+ 5	255	143
Neckwear and scarfs	+ 4	+ 7	+ 6	323	164
Handkerchiefs	- 2	+ 1	+ 2	200	73
Millinery	+ 8	+ 1	+ 3	109	92
Women's and children's gloves	- 3	+ 6	+ 3	381	185
Corsets and brassieres	+14	+ 4	+ 7	246	167
Women's, children's hosiery	+ 9	+10	+ 5	188	105
Underwear, slips, and negligees	+ 4	+ 9	+ 6	317	139
Knit underwear	+ 4	+ 8	+ 7	385	174
Silk & muslin underwear, slips	+ 4	+ 9	+ 5	256	106
Negligees, robes, loung. apparel	+ 4	+12	+ 7	434	182
Infants' wear	0	+ 3	+ 3	251	167
Handbags, small leather goods	+ 5	+ 6	+ 5	368	163
Women's and children's shoes	+ 2	+ 7	+ 5	196	144
Children's shoes	- 2	+ 5	+ 2	174	121
Women's shoes	+ 3	+ 7	+ 6	203	151

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UNITED STATES - DECEMBER 1964

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av. = 100 ^{1/2})	
	Dec. '64	Nov. '64	12 mos. '64	Dec. '64	Nov. '64
WOMEN'S APPAREL, ACCESSORIES (Cont.)					
Women's apparel	+ 7	+ 6	+ 7	234	159
Women's, misses' coats and suits	+ 8	+ 1	+ 8	143	129
Women's, misses' coats	+ 9	+ 1	+ 8	168	153
Women's, misses' suits	+ 8	+ 7	+11	75	59
Juniors' and girls' wear	+ 6	+ 4	+ 8	300	196
Juniors' coats, suits, dresses	+11	+ 7	+10	256	171
Girls' wear	+ 2	+ 1	+ 5	352	226
Women's and misses' dresses	+ 8	+ 7	+ 6	153	121
Inexpensive dresses	+ 8	+ 7	+ 6	172	129
Better dresses	+ 8	+ 8	+ 6	139	117
Blouses, skirts, sportswear	+ 7	+ 8	+ 8	389	218
Aprons, housedresses, uniforms	+ 7	+ 7	+ 3	166	114
Furs	+12	+12	+ 4	260	161
MEN'S AND BOYS' WEAR					
Men's clothing	+ 5	+ 6	+ 8	374	180
Men's furnishings and hats	+ 8	+ 4	+10	265	178
Men's furnishings and hats	+ 5	+ 9	+ 8	460	180
Boys' wear	0	0	+ 4	328	182
Men's & boys' shoes, slippers	+ 8	+ 9	+ 9	347	170
HOMEFURNISHINGS					
Furniture and bedding	+10	+10	+ 9	143	166
Mattresses, springs, studio beds	+ 6	+ 5	+ 7	100	148
Upholstered, other furniture	+12	+13	+11	159	179
Domestic floor coverings	0	+ 9	+ 7	104	154
Rugs and carpets	- 2	+11	+ 7	106	175
Linoleum	-16	+ 1	+ 6	35	56
Draperies, curtains, upholstery	+ 9	+ 8	+ 7	139	150
Lamps and shades	+ 9	+ 9	+ 7	178	140
China and glassware	+ 5	+10	+ 7	266	163
Major household appliances	+ 5	+ 7	+ 7	85	83
Housewares (incl. small appliances)	+11	+10	+ 8	295	162
Gift shop	+ 8	+15	+10	537	257
Radios, phonographs, television, pianos, records, sheetmusic, instr.	+12	+19	+14	568	323
Radios, phonographs, television	+12	+20	+14	589	385
Records, sheet music, instr.	+12	+ 9	+10	618	274
MISCELLANEOUS MERCHANDISE DEPTS.					
Toys, games, sporting goods, cameras	+ 2	+ 9	+ 6	635	260
Toys and games	0	+ 7	+ 3	621	263
Sporting goods and cameras	+ 7	+13	+11	663	265
Luggage	+10	+16	+14	329	125
Candy	+ 5	+ 6	+ 5	474	164

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Department	Percentage change from corresponding period a year ago			Unadjusted indexes 1/ (1947-49 av.=100)	
	Dec. '64	Nov. '64	12 mos. '64	Dec. '64	Nov. '64
BASEMENT STORE TOTAL	+ 2	+ 3	+ 4	208	129
Domestics and blankets	+ 3	+ 9	+ 6	153	116
Women's, misses' ready-to-wear	+ 3	+ 2	+ 5	195	122
Intimate apparel	+ 5	+ 7	+ 6	228	132
Hosiery	+ 5	+ 9	+ 5	2/	2/
Underwear, corsets & brassieres	+ 5	+ 6	+ 7	2/	2/
Coats and suits	+ 1	- 9	+ 3	106	97
Dresses	+ 2	+ 3	+ 4	115	82
Blouses, skirts, and sportswear	+ 7	+ 9	+10	331	186
Girls' wear	- 2	- 4	+ 3	294	173
Infants' wear	- 1	- 1	+ 2	246	160
Aprons, housedresses, uniforms	- 2	0	+ 1	2/	2/
Men's and boys' wear	0	0	+ 4	345	172
Men's wear	+ 1	+ 2	+ 5	342	168
Men's clothing	+ 2	+ 1	+ 4	261	170
Men's furnishings	0	+ 3	+ 4	376	168
Boys' wear	- 2	- 4	+ 1	338	182
Homefurnishings	+ 2	+ 5	+ 4	107	119
Shoes	- 3	+ 4	+ 2	174	119
NONMERCHANDISE TOTAL	+ 9	+ 5	+ 8	228	175
Barber and beauty shop	+11	+ 4	+ 5	137	132

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.