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*Amelia Sanders*  
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May 24, 1965.

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## MONTHLY DEPARTMENT STORE-SALES, BY DEPARTMENTS

UNITED STATES - MARCH 1965  
(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. 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
Jan. 1965	108	98	94	116	158	116	94	80
Feb. 1965	97	94	89	113	75	110	84	73
Mar. 1965	118	126	102	128	85	122	92	99

Figures for departments within groups given on following pages.

## MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - MARCH 1965

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av. = 100/)	
	Mar. '65	Feb. '65	3 mos. '65	Mar. '65	Feb. '65
<b>GRAND TOTAL - entire store</b>	- 3	- 2	- 1	--	--
<b>MAIN STORE TOTAL</b>	- 3	- 2	- 1	118	97
<b>PIECE GOODS, HOUSEHOLD TEXTILES</b>	+ 8	- 6	+ 1	85	75
Piece goods	- 3	-16	- 9	77	58
Silks, velvets, synthetics	- 1	-15	- 8	77	58
Woolen yard goods	- 2	-19	-11	56	58
Cotton yard goods	- 5	-17	-11	95	68
Household textiles	+15	+ 1	+ 5	89	85
Linens and towels	+10	- 1	+ 4	90	84
Domestics--muslins, sheetings	+23	+ 2	+ 5	90	93
Blankets, comforters, spreads	+15	+ 4	+ 7	89	84
<b>SMALL WARES</b>	+ 5	+ 1	+ 3	122	110
Laces, trimmings, embroideries, and ribbons	- 1	- 5	- 2	97	70
Notions	+ 1	- 7	+ 1	110	88
Toilet articles, drug sundries	+ 9	+ 3	+ 5	163	141
Silverware and jewelry	+ 3	+ 2	+ 2	94	85
Silverware and clocks	+20	+11	+13	102	90
Costume jewelry	-10	- 4	- 6	85	74
Fine jewelry and watches	+ 4	0	0	114	119
Art needlework	+15	- 2	+ 2	107	107
Books and stationery	0	+ 3	+ 2	124	127
Books and magazines	+ 2	+ 4	+ 3	139	133
Stationery	- 2	+ 3	+ 1	113	123
<b>WOMEN'S APPAREL AND ACCESSORIES</b>	-10	- 3	- 5	126	94
Women's accessories	-13	-3	- 6	112	86
Neckwear and scarfs	- 7	0	- 3	119	93
Handkerchiefs	-17	- 4	- 9	40	38
Millinery	-37	-13	-23	105	57
Women's and children's gloves	-31	- 3	-14	85	68
Corsets and brassieres	- 1	- 3	0	180	145
Women's, children's hosiery	+ 1	+ 1	+ 1	93	80
Underwear, slips, and negligees	+ 3	+ 1	+ 2	81	74
Knit underwear, slips	- 2	0	0	105	100
Silk & muslin underwear, slips	+ 4	+ 1	+ 2	65	58
Negligees, robes, loung. apparel	+ 9	+ 6	+ 6	96	84
Infants' wear	-14	- 5	- 8	120	84
Handbags, small leather goods	-20	- 5	-11	115	85
Women's and children's shoes	-17	- 5	- 8	141	99
Children's shoes	-34	- 9	-20	115	76
Women's shoes	-12	- 4	- 5	150	103

## MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - MARCH 1965

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av. =100 <sup>1/2</sup> )	
	Mar. '65	Feb. '65	3 mos. '65	Mar. '65	Feb. '65
<b>WOMEN'S APPAREL, ACCESSORIES (Cont.)</b>					
Women's apparel	- 8	- 3	- 4	139	101
Women's, misses' coats and suits	- 8	- 8	- 5	112	81
Women's, misses' coats	- 6	- 5	- 3	116	88
Women's, misses' suits	-10	-17	-11	107	67
Juniors' and girls' wear	-19	- 5	-10	167	102
Juniors' coats, suits, dresses	-16	- 2	- 7	167	104
Girls' wear	-23	- 9	-14	168	100
Women's and misses' dresses	- 2	- 3	- 2	141	97
Inexpensive dresses	- 6	- 3	- 3	142	101
Better dresses	+ 1	- 2	0	137	101
Blouses, skirts, sportswear	- 2	+ 1	+ 1	159	131
Aprons, housedresses, uniforms	0	- 4	- 1	128	101
Furs	- 2	- 4	- 2	73	75
<b>MEN'S AND BOYS' WEAR</b>	- 6	+ 3	0	102	89
Men's clothing	+ 3	+ 4	+ 4	113	92
Men's furnishings and hats	- 1	+ 4	+ 2	84	84
Boys' wear	-23	- 3	-11	122	87
Men's and boys' shoes, slippers	- 7	+ 1	0	140	111
<b>HOMEFURNISHINGS</b>	+14	- 3	+ 5	128	113
Furniture and bedding	+15	- 3	+ 5	145	137
Mattresses, springs, studio beds	+18	- 2	+ 6	158	157
Upholstered, other furniture	+14	- 3	+ 5	144	139
Domestic floor coverings	+16	- 4	+ 5	118	104
Rugs and carpets	+13	- 5	+ 3	117	113
Linoleum	+ 7	- 8	- 2	56	41
Draperies, curtains, upholstery	+ 7	- 4	+ 2	111	87
Lamps and shades	+17	0	+ 6	95	86
China and glassware	+ 7	- 3	0	109	97
Major household appliances	+16	- 6	+ 4	85	69
Housewares (incl. small appliances)	+10	- 3	+ 3	133	107
Gift shop	+ 6	0	+ 4	115	102
Radios, phonographs, television, pianos, records, sheetmusic, instr.	+21	- 1	+10	231	218
Radios, phonographs, television	+24	0	+12	223	200
Records, sheet music, instr.	+10	- 5	+ 3	198	210
<b>MISCELLANEOUS MERCHANDISE DEPTS.</b>	-14	0	- 3	92	84
Toys, games, sporting goods, cameras	- 3	0	+ 2	82	72
Toys and games	-11	+ 3	- 2	49	43
Sporting goods and cameras	+ 5	- 1	+ 5	136	126
Luggage	+10	+ 5	+ 5	92	97
Candy	-52	+ 2	-27	121	144

## MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - MARCH 1965

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av. = 100 $\frac{1}{2}$ )	
	Mar. '65	Feb. '65	3 mos. '65	Mar. '65	Feb. '65
<b>BASEMENT STORE TOTAL</b>	-10	- 5	- 6	99	73
Domestics and blankets	+19	- 4	+ 4	92	74
Women's, misses' ready-to-wear	-14	- 5	- 8	99	70
Intimate apparel	- 2	- 3	- 1	112	92
Hosiery	- 1	0	0	$\frac{2}{1}$	$\frac{2}{1}$
Underwear corsets & brassieres	- 2	- 4	- 2	$\frac{2}{1}$	$\frac{2}{1}$
Coats and suits	-22	- 4	-14	84	59
Dresses	-15	- 9	-11	85	58
Blouses, skirts, and sportswear	+ 1	+ 2	+ 2	127	101
Girls' wear	-28	-11	-19	127	67
Infants' wear	-17	- 9	-11	106	66
Aprons, housedresses, uniforms	- 9	- 6	- 7	$\frac{2}{1}$	$\frac{2}{1}$
Men's and boys' wear	- 9	- 5	- 6	115	85
Men's wear	+ 1	- 2	- 1	109	93
Men's clothing	- 6	- 5	- 4	121	94
Men's furnishings	+ 8	0	+ 2	103	85
Boys' wear	-29	-14	-20	137	80
Homefurnishings	+ 9	-10	- 1	86	67
Shoes	-19	- 5	-10	112	80
<b>NONMERCHANDISE TOTAL</b>	+ 6	+ 3	+ 4	162	135
Barber and beauty shop	+ 5	+ 1	+ 2	165	142

- 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 1964 sales at these stores accounted for about 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.