



FEDERAL RESERVE

statistical release

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FOR IMMEDIATE RELEASE
June 29, 1965.

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MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - APRIL 1965
(Based on retail dollar amounts)

Summary by Selected Department Groups

JUN 30 1965
FEDERAL RESERVE BANK
ST. LOUIS, MO.

	Main store total	Women's apparel and accessories	Men's and boys' wear	Home furnishings	Piece goods and household textiles	Small wares	Miscellaneous	Base-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
Apr. 1965	131	150	130	117	83	127	120	119

Figures for departments within groups given on following pages.

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - APRIL 1965

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av. = 100 ^{1/2})	
	Apr. '65	Mar. '65	4 mos. '65	Apr. '65	Mar. '65
GRAND TOTAL - entire store	+12	- 3	+ 2	--	--
MAIN STORE TOTAL	+12	--3	+ 3	131	118
PIECE GOODS, HOUSEHOLD TEXTILES	- 4	+ 8	0	83	85
Piece goods	- 3	- 3	- 8	67	77
Silks, velvets, synthetics	- 2	- 1	- 6	69	77
Woolen yard goods	+21	- 2	- 8	21	56
Cotton yardgoods	- 9	- 5	-10	98	95
Household textiles	- 5	+15	+ 3	94	89
Linens and towels	- 1	+10	+ 3	99	90
Domestics--muslins, sheetings	-10	+23	+ 2	93	90
Blankets, comforters, spreads	- 5	+15	+ 4	93	89
SMALL WARES	+ 9	+ 5	+ 4	127	122
Laces, trimmings, embroideries, and ribbons	+14	- 1	+ 3	119	97
Notions	0	+ 1	+ 1	126	110
Toilet articles, drug sundries	+ 9	+ 9	+ 6	162	163
Silverware and jewelry	+14	+ 3	+ 5	108	94
Silverware and clocks	+ 9	+20	+12	96	102
Costume jewelry	+16	-10	0	108	85
Fine jewelry and watches	+16	+ 4	+ 4	174	114
Art needlework	- 6	+16	+ 1	84	107
Books and stationery	+13	0	+ 4	122	124
Books and magazines	+ 2	+ 2	+ 3	129	139
Stationery	+19	- 2	+ 5	117	113
WOMEN'S APPAREL AND ACCESSORIES	+20	-10	+ 2	150	126
Women's accessories	+24	-13	+ 2	135	112
Neckwear and scarfs	+16	- 7	+ 2	138	119
Handkerchiefs	+26	-17	- 1	49	40
Millinery	+84	-37	+ 1	146	105
Women's and children's gloves	+47	-31	0	125	85
Corsets and brassieres	+ 6	- 1	+ 1	201	180
Women's, children's hosiery	+14	+ 1	+ 4	93	93
Underwear, slips, and negligees	+ 3	+ 3	+ 2	91	81
Knit underwear, slips	+ 1	- 2	0	119	105
Silk & muslin underwear, slips	+ 2	+ 4	+ 2	74	65
Negligees, robes, loung. apparel	+ 6	+ 9	+ 6	103	96
Infants' wear	+36	-14	+ 3	139	120
Handbags, small leather goods	+29	-20	0	157	115
Women's and children's shoes	+30	-17	+ 2	182	141
Children's shoes	+90	-34	+ 3	192	115
Women's shoes	+21	-12	+ 2	189	150

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	Apr. '65	Mar. '65	4 mos. '65	Apr. '65	Mar. '65
	WOMEN'S APPAREL, ACCESSORIES (Cont.)				
Women's apparel	+17	- 8	+ 2	164	139
Women's, misses' coats and suits	+25	- 8	+ 2	115	112
Women's, misses' coats	+23	- 6	+ 2	117	116
Women's, misses' suits	+30	-10	0	119	107
Juniors' and girls' wear	+41	-19	+ 3	205	167
Juniors' coats, suits, dresses	+30	-16	+ 4	208	167
Girls' wear	+58	-23	+ 3	202	168
Women's and misses' dresses	+ 8	- 2	+ 1	166	141
Inexpensive dresses	+ 6	- 6	0	177	142
Better dresses	+ 9	+ 1	+ 3	162	137
Blouses, skirts, sportswear	+ 9	- 2	+ 3	199	159
Aprons, housedresses, uniforms	- 1	0	- 1	157	128
Furs	+11	- 2	+ 1	82	73
MEN'S AND BOYS' WEAR					
	+21	- 6	+ 6	130	102
Men's clothing	+14	+ 3	+ 7	147	113
Men's furnishings and hats	+12	- 1	+ 5	101	84
Boys' wear	+51	-23	+ 5	170	122
Men's and boys' shoes, slippers	+25	- 7	+ 7	163	140
HOMEFURNISHINGS					
	- 6	+14	+ 2	117	128
Furniture and bedding	- 9	+15	+ 2	132	145
Mattresses, springs, studio beds	-13	+18	+ 1	133	158
Upholstered, other furniture	- 6	+14	+ 2	139	144
Domestic floor coverings	- 7	+16	+ 2	94	118
Rugs and carpets	- 9	+13	0	97	117
Linoleum	- 6	+ 7	- 3	59	56
Draperies, curtains, upholstery	- 3	+ 7	0	114	111
Lamps and shades	- 6	+17	+ 3	87	95
China and glassware	+ 1	+ 7	+ 1	105	109
Major household appliances	- 9	+16	0	78	85
Housewares (incl. small appliances)	- 7	+10	0	135	133
Gift shop	+ 5	+ 6	+ 5	121	115
Radios, phonographs, television, pianos, records, sheetmusic, instr.	0	+21	+ 8	164	231
Radios, phonographs, television	- 3	+24	+ 9	143	223
Records, sheet music, instr.	+ 8	+10	+ 4	184	198
MISCELLANEOUS MERCHANDISE DEPTS.					
	+26	-14	+ 5	120	92
Toys, games, sporting goods, cameras	+16	- 3	+ 6	100	82
Toys and games	+32	-11	+ 7	64	49
Sporting goods and cameras	+ 6	+ 5	+ 5	171	136
Luggage	+ 7	+10	+ 6	100	92
Candy	+144	-52	+ 3	115	121

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	Apr. '65	Mar. '65	4 mos. '65	Apr. '65	Mar. '65
BASEMENT STORE TOTAL	+13	-10	-1	119	99
Domestics and blankets	-8	+19	+1	125	92
Women's, misses' ready-to-wear	+17	-14	-1	123	99
Intimate apparel	+8	-2	+1	128	112
Hosiery	+14	-1	+4	2/	2/
Underwear corsets & brassieres	+6	-2	+1	2/	2/
Coats and suits	+34	-22	-2	106	84
Dresses	+4	-15	-6	112	85
Blouses, skirts, and sportswear	+1	+1	+2	156	127
Girls' wear	+50	-28	-1	175	127
Infants' wear	+31	-17	0	134	106
Aprons, housedresses, uniforms	-7	-9	-7	2/	2/
Men's and boys' wear	+14	-9	0	138	115
Men's wear	+2	+1	0	128	109
Men's clothing	+8	-6	0	146	121
Men's furnishings	-4	+8	0	109	103
Boys' wear	+56	-29	-1	177	137
Home furnishings	-12	+9	-4	87	86
Shoes	+26	-19	0	138	112
NONMERCHANDISE TOTAL	+14	+6	+7	165	162
Barber and beauty shop	+12	+5	+5	207	165

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.