



FEDERAL RESERVE

statistical release

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MEMORANDUM

MAY 1965

Dept. Store - Sales & Stocks

FOR IMMEDIATE RELEASE
July 27, 1965

Dept. Store

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

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

Summary by Selected Department Groups

	Main store total	Women's apparel and accessories	Men's and boy's 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
Apr. 1965	131	150	130	117	83	127	120	119
May 1965	129	135	133	130	92	134	112	110

Figures for departments within groups given on following pages.

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS
 UNITED STATES - MAY 1965

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av. = 100 ^{1/2})	
	May '65	Apr. '65	5 mos. '65	May '65	Apr. '65
GRAND TOTAL - entire store	+ 4	+12	+ 3	—	—
MAIN STORE TOTAL	+ 4	+12	+ 3	129	131
PIECE GOODS, HOUSEHOLD TEXTILES	+ 3	- 4	0	92	83
Piece goods	- 3	- 3	- 7	60	67
Silks, velvets, synthetics	- 3	- 2	- 6	55	69
Woolen yard goods	- 7	+21	- 8	11	21
Cotton yard goods	- 3	- 9	- 9	99	98
Household textiles	+ 5	- 5	+ 3	113	94
Linens and towels	+ 5	- 1	+ 3	91	99
Domestics—muslins, sheetings	+ 6	-10	+ 3	124	93
Blankets, comforters, spreads	+ 5	- 5	+ 4	107	93
SMALL WARES	+ 4	+ 9	+ 4	134	127
Laces, trimmings, embroideries, and ribbons	+ 4	+14	+ 3	110	119
Notions	+ 4	0	+ 1	139	126
Toilet articles, drug sundries	+ 5	+ 9	+ 6	171	162
Silverware and jewelry	+ 5	+14	+ 5	125	108
Silverware and clocks	+ 9	+ 9	+11	117	96
Costume jewelry	0	+16	0	121	108
Fine jewelry and watches	+ 8	+16	+ 5	196	174
Art needlework	0	- 6	+ 1	75	84
Books and stationery	+ 2	+13	+ 4	120	122
Books and magazines	- 2	+ 2	+ 2	114	129
Stationery	+ 4	+19	+ 5	119	117
WOMEN'S APPAREL AND ACCESSORIES	+ 4	+20	+ 2	135	150
Women's accessories	+ 2	+24	+ 2	119	135
Neckwear and scarfs	0	+16	+ 2	134	138
Handkerchiefs	- 5	+26	- 2	48	49
Millinery	+ 7	+84	+ 2	67	146
Women's and children's gloves	- 5	+47	- 1	79	125
Corsets and brassieres	+ 2	+ 6	+ 2	198	201
Women's, children's hosiery	+ 3	+14	+ 4	88	93
Underwear, slips, and negligees	+ 3	+ 3	+ 2	118	91
Knit underwear, slips	+ 1	+ 1	+ 1	170	119
Silk & muslin underwear, slips	+ 5	+ 2	+ 3	96	74
Negligees, robes, loung. apparel	+ 5	+ 6	+ 6	140	103
Infants' wear	+ 2	+36	+ 3	97	139
Handbags, small leather goods	0	+29	0	150	157
Women's and children's shoes	+ 2	+30	+ 2	146	182
Children's shoes	- 6	+90	+ 2	76	192
Women's shoes	+ 4	+21	+ 3	156	189

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	May '65	Apr. '65	5 mos. '65	May '65	Apr. '65
WOMEN'S APPAREL, ACCESSORIES (Cont.)					
Women's apparel	+ 5	+17	+ 3	151	164
Women's, misses' coats and suits	0	+25	+ 1	49	115
Women's, misses' coats	- 4	+23	+ 2	43	117
Women's, misses' suits	+ 4	+30	0	62	119
Juniors' and girls' wear	+ 4	+41	+ 4	156	205
Juniors' coats, suits, dresses	+ 4	+30	+ 4	169	208
Girls' wear	+ 3	+58	+ 3	140	202
Women's and misses' dresses	+ 6	+ 8	+ 2	182	166
Inexpensive dresses	+ 5	+ 6	+ 1	199	177
Better dresses	+ 7	+ 9	+ 4	157	162
Blouses, skirts, sportswear	+ 6	+ 9	+ 4	230	199
Aprons, housedresses, uniforms	+ 5	- 1	+ 1	203	157
Furs	- 2	+11	0	45	82
MEN'S AND BOYS' WEAR	+ 7	+21	+ 6	133	130
Men's clothing	+ 9	+14	+ 8	166	147
Men's furnishings and hats	+ 6	+12	+ 5	115	101
Boys' wear	+ 5	+51	+ 5	120	170
Men's and boys' shoes, slippers	+ 3	+25	+ 6	149	163
HOMEFURNISHINGS	+ 4	- 6	+ 2	130	117
Furniture and bedding	+ 4	- 9	+ 2	149	132
Mattresses, springs, studio beds	- 1	-13	+ 1	148	133
Upholstered, other furniture	+ 6	- 6	+ 3	150	139
Domestic floor coverings	+ 6	- 7	+ 3	102	94
Rugs and carpets	+ 6	- 9	+ 1	103	97
Linoleum	+ 6	- 6	- 1	64	59
Draperies, curtains, upholstery	+ 2	- 3	+ 1	119	114
Lamps and shades	+ 4	- 6	+ 3	84	87
China and glassware	+ 2	+ 1	+ 1	107	105
Major household appliances	+ 8	- 9	+ 2	109	78
Housewares (incl. small appliances)	+ 3	- 7	+ 1	158	135
Gift-shop	+ 2	+ 5	+ 4	134	121
Radios, phonographs, television, pianos, records, sheetmusic, instr.	+ 5	0	+ 7	144	164
Radios, phonographs, television	+ 6	- 3	+ 8	163	143
Records, sheet music, instr.	- 1	+ 8	+ 3	147	184
MISCELLANEOUS MERCHANDISE DEPTS.	+ 2	+26	+ 4	112	120
Toys, games, sporting goods, cameras	+ 1	+16	+ 5	105	100
Toys and games	+ 3	+32	+ 6	56	64
Sporting goods and cameras	0	+ 6	+ 4	184	171
Luggage	+ 5	+ 7	+ 5	143	100
Candy	- 3	+144	+ 2	106	115

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Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av. = 100 ^{1/2})	
	May '65	Apr. '65	mos. '65	May '65	Apr. '65
BASEMENT STORE TOTAL	0	+13	-1	110	119
Domestics and blankets	- 2	+ 8	0	88	125
Women's, misses' ready-to-wear	+ 1	+17	- 1	112	123
Intimate apparel	+ 1	+ 8	+ 1	126	128
Hosiery	+ 2	+14	+ 3	2/	2/
Underwear corsets & brassieres	0	+ 6	0	2/	2/
Coats and suits	- 8	+34	- 3	38	106
Dresses	- 2	+ 4	- 5	135	112
Blouses, skirts, and sportswear	+ 7	+ 1	+ 3	192	156
Girls' wear	+ 1	+50	0	126	175
Infants' wear	+ 1	+31	0	93	134
Aprons, housedresses, uniforms	0	- 7	- 5	2/	2/
Men's and boys' wear	+ 1	+14	0	134	138
Men's wear	+ 2	+ 2	0	139	128
Men's clothing	+ 1	+ 8	0	157	146
Men's furnishings	+ 2	- 4	0	133	109
Boys' wear	0	+56	- 1	119	177
Homefurnishings	0	-12	- 4	85	87
Shoes	0	+26	0	118	138
NON-MERCHANDISE TOTAL	+ 5	+14	+ 6	146	165
Barber and beauty shop	+ 2	+12	+ 4	175	207

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.