



## FEDERAL RESERVE

statistical release

G. 7.3

*Department Store Sales + Comp. Sales*  
*Stats*  
FOR IMMEDIATE RELEASE  
October 27, 1965.

## MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

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

Summary by Selected Department Groups

	Main store total	Women's apparel and acces- sories	Men's and boys' wear	Home furnish- ings	Piece goods and house- hold textiles	Small wares	Miscel- laneous	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
June 1965	125	116	156	132	85	141	130	107
July 1965	114	107	109	129	113	118	114	88
Aug. 1965	123	123	115	130	129	124	103	107

Figures for departments within groups given on following pages.

## MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - AUGUST 1965

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av. = 100 <sup>1/2</sup> )	
	Aug. '65	July '65	8 mos. '65	Aug. '65	July '65
<b>GRAND TOTAL - entire store</b>	+ 3	+ 5	+ 3	--	--
<b>MAIN STORE TOTAL</b>	+ 3	+ 5	+ 3	123	114
<b>PIECE GOODS, HOUSEHOLD TEXTILES</b>	+ 4	+ 2	+ 1	129	113
Piece goods	- 5	- 4	- 6	59	48
Silks, velvets, synthetics	- 5	- 4	- 5	48	42
Woolen yard goods	- 7	+ 5	- 6	82	42
Cotton yard goods	- 2	- 8	- 8	68	78
Household textiles	+ 6	+ 3	+ 4	177	157
Linens and towels	+ 6	+ 4	+ 4	164	154
Domestics--muslins, sheetings	+ 7	+ 3	+ 4	216	197
Blankets, comforters, spreads	+ 5	+ 4	+ 4	157	129
<b>SMALL WARES</b>	+ 8	+ 8	+ 5	124	118
Laces, trimmings, embroideries, and ribbons	+ 6	+ 1	+ 3	83	77
Notions	+ 3	+ 1	+ 1	102	103
Toilet articles, drug sundries	+ 9	+ 9	+ 7	154	158
Silverware and jewelry	+15	+17	+ 8	114	103
Silverware and clocks	+25	+20	+14	142	116
Costume jewelry	+ 3	+ 7	+ 1	85	86
Fine jewelry and watches	+19	+26	+11	159	136
Art needlework	- 4	- 1	- 1	101	87
Books and stationery	+ 4	+ 4	+ 4	128	108
Books and magazines	+ 1	+ 2	+ 2	124	117
Stationery	+ 5	+ 5	+ 5	125	102
<b>WOMEN'S APPAREL AND ACCESSORIES</b>	+ 2	+ 7	+ 3	123	107
Women's accessories	0	+ 5	+ 2	102	95
Neckwear and scarfs	- 2	+ 5	+ 1	101	103
Handkerchiefs	- 3	+ 4	- 1	36	38
Millinery	0	+22	+ 4	65	47
Women's and children's gloves	- 9	+ 3	- 1	46	39
Corsets and brassieres	+ 1	+ 6	+ 2	169	189
Women's, children's hosiery	0	+ 9	+ 4	68	62
Underwear, slips, and negligees	+ 4	+ 4	+ 3	84	92
Knit underwear, slips	+ 4	+ 3	+ 1	116	119
Silk & muslin underwear, slips	+ 4	+ 3	+ 3	66	76
N negligees, robes, loung. apparel	+ 7	+ 7	+ 6	89	98
Infants' wear	0	+ 3	+ 2	129	95
Handbags, small leather goods	+ 2	+ 7	+ 1	103	100
Women's and children's shoes	- 1	+ 4	+ 2	130	111
Children's shoes	- 4	- 1	- 1	155	85
Women's shoes	0	+11	+ 3	128	125

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	Aug. '65	July '65	8 mos. '65	Aug. '65	July '65
<b>WOMEN'S APPAREL, ACCESSORIES (Cont.)</b>					
Women's apparel	+ 2	+ 8	+ 3	145	119
Women's, misses' coats and suits	- 7	+ 3	0	75	42
Women's, misses' coats	- 8	+ 2	0	85	41
Women's, misses' suits	- 4	+ 8	+ 1	59	44
Juniors' and girls' wear	+ 2	+ 6	+ 3	212	134
Juniors' coats, suits, dresses	+ 3	+ 9	+ 4	178	133
Girls' wear	+ 1	+ 3	+ 3	252	136
Women's and misses' dresses	+ 4	+ 9	+ 3	121	114
Inexpensive dresses	+ 3	+ 7	+ 2	127	126
Better dresses	+ 6	+13	+ 5	122	111
Blouses, skirts, sportswear	+ 3	+ 8	+ 4	198	203
Aprons, housedresses, uniforms	+ 8	+ 3	+ 1	114	129
Furs	+14	+57	+ 7	134	72
<b>MEN'S AND BOYS' WEAR</b>					
Men's clothing	+ 8	+ 7	+ 7	105	117
Men's furnishings and hats	+ 7	+ 4	+ 5	91	102
Boys' wear	+ 3	+ 5	+ 4	186	103
Men's and boys' shoes, slippers	+ 4	+ 6	+ 5	150	141
<b>HOMEFURNISHINGS</b>					
Furniture and bedding	- 3	+ 5	+ 2	156	157
Mattresses, springs, studio beds	- 1	+ 3	+ 1	190	192
Upholstered, other furniture	- 2	+ 7	+ 3	150	153
Domestic floor coverings	- 4	+ 6	+ 3	101	96
Rugs and carpets	- 4	+ 9	+ 2	113	105
Linoleum	+29	+14	+ 4	58	48
Draperies, curtains, upholstery	+ 2	+ 5	+ 2	101	102
Lamps and shades	- 2	+ 6	+ 3	85	80
China and glassware	+ 4	+ 4	+ 2	117	101
Major household appliances	+ 1	-12	- 3	106	126
Housewares (incl. small appliances)	+ 4	- 1	+ 1	127	127
Gift shop	+ 9	+ 5	+ 5	138	125
Radios, phonographs, television, pianos, records, sheet music, instr.	+21	+16	+10	230	194
Radios phonographs, television	+27	+18	+12	247	195
Records, sheet music, instr.	+ 3	+10	+ 4	161	173
<b>MISCELLANEOUS MERCHANDISE DEPTS.</b>					
Toys, games, sporting goods, cameras	+ 3	+ 2	+ 3	104	117
Toys and games	+ 1	- 6	+ 1	68	71
Sporting goods and cameras	+ 5	+ 7	+ 4	176	200
Luggage	+16	+18	+10	142	147
Candy	+ 1	+ 5	+ 2	103	100

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	Aug. '65	July '65	8 mos. '65	Aug. '65	July '65
<b>BASEMENT STORE TOTAL</b>	- 2	+ 1	- 1	107	88
Domestic and blankets	0	- 2	0	126	113
Women's, misses' ready-to-wear	- 2	+ 2	0	104	85
Intimate apparel	+ 3	+ 2	+ 2	114	112
Hosiery	+ 1	+ 7	+ 3	2/	2/
Underwear, corsets & brassieres	+ 4	+ 1	- 12	2/	2/
Coats and suits	- 11	- 6	- 4	55	28
Dresses	+ 2	+ 4	- 3	89	86
Blouses, skirts, and sportswear	+ 2	+ 6	+ 3	177	155
Girls' wear	- 7	- 2	- 2	188	92
Infants' wear	- 10	- 1	- 2	118	78
Aprons, housedresses, uniforms	+ 4	- 3	- 4	2/	2/
Men's and boys' wear	0	+ 2	0	130	101
Men's wear	+ 2	+ 2	0	111	103
Men's clothing	+ 6	+ 4	+ 1	120	105
Men's furnishings	- 1	0	0	105	104
Boys' wear	- 5	+ 1	- 2	214	104
Home furnishings	- 1	- 1	- 3	82	72
Shoes	- 4	+ 2	- 1	107	87
<b>NONMERCHANDISE TOTAL</b>	+ 6	+ 6	+ 6	162	162
Barber and beauty shop	+ 4	+ 6	+ 4	142	187

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.