



# FEDERAL RESERVE

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## MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - SEPTEMBER 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	98	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	
Sept. 1965	139	146	133	151	99	139	100	119	

Figures for departments within groups given on following pages.

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UNITED STATES - SEPTEMBER 1965

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av. = 100 <sup>1/2</sup> )	
	Sept. '65	Aug. '65	9 mos. '65	Sept. '65	Aug. '65
<b>GRAND TOTAL - entire store</b>	+ 6	+ 3	+ 3	--	--
<b>MAIN STORE TOTAL</b>	+ 6	+ 3	+ 4	139	123
<b>PIECE GOODS, HOUSEHOLD TEXTILES</b>	+ 3	+ 4	+ 1	99	129
Piece goods	- 6	- 5	- 6	68	59
Silks, velvets, synthetics	- 8	- 5	- 5	55	48
Woolen yard goods	- 8	- 7	- 6	119	82
Cotton yard goods	- 4	- 2	- 8	57	68
Household textiles	+ 7	+ 6	+ 4	119	177
Linsens and towels	+ 7	+ 6	+ 4	109	164
Domestics--muslins, sheetings	+ 9	+ 7	+ 4	124	216
Blankets, comforters, spreads	+ 5	+ 5	+ 4	136	157
<b>SMALL WARES</b>	+ 8	+ 8	+ 6	139	124
Laces, trimmings, embroideries, and ribbons	+ 5	+ 6	+ 3	89	83
Notions	0	+ 3	+ 1	127	102
Toilet articles, drug sundries	+ 9	+ 9	+ 7	167	154
Silverware and jewelry	+15	+15	+ 9	119	114
Silverware and clocks	+22	+25	+15	118	142
Costume ewelry	+ 4	+ 3	+ 2	102	85
Fine jewelry and watches	+24	+19	+12	180	159
Art needlework	0	- 4	- 1	123	101
Books and stationery	+ 6	+ 4	+ 4	147	128
Books and magazines	+ 5	+ 1	+ 2	136	124
Stationery	+ 5	+ 5	+ 5	149	125
<b>WOMEN'S APPAREL AND ACCESSORIES</b>	+ 4	+ 2	+ 3	146	123
Women's accessories	+ 3	0	+ 2	131	102
Neckwear and scarfs	+ 3	- 2	+ 1	141	101
Handkerchiefs	+ 2	- 3	- 1	41	36
Millinery	- 1	0	+ 3	108	65
Women's and children's gloves	- 1	- 9	- 1	91	46
Corsets and brassieres	+ 2	+ 1	+ 2	190	169
Women's, children's hosiery	+ 2	0	+ 4	99	68
Underwear, slips, and negligees	+ 4	+ 4	+ 3	89	84
Knit underwear, slips	+ 3	+ 4	+ 1	122	116
Silk & muslin underwear, slips	+ 4	+ 4	+ 3	70	66
Negligees, robes, loung. apparel	+ 5	+ 7	+ 6	97	89
Infants' wear	+ 3	0	+ 2	48	129
Handbags, small leather goods	+ 5	+ 2	+ 2	152	103
Women's and children's shoes	+ 3	- 1	+ 2	176	130
Children's shoes	0	- 4	0	162	155
Women's shoes	+ 4	0	+ 3	182	128

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	Sept. '65	Aug. '65	9 mos. '65	Sept. '65	Aug. '65
<b>WOMEN'S APPAREL, ACCESSORIES (Cont.)</b>					
Women's apparel	+ 5	+ 2	+ 3	162	145
Women's, misses' coats and suits	+ 2	- 7	+ 1	109	75
Women's, misses' coats	+ 2	- 8	+ 1	113	85
Women's, misses' suits	- 1	- 4	+ 1	88	59
Juniors' and girls' wear	+ 5	+ 2	+ 4	192	212
Juniors' coats, suits, dresses	+ 5	+ 3	+ 4	176	178
Girls' wear	+ 5	+ 1	+ 3	210	252
Women's and misses' dresses	+ 6	+ 4	+ 4	156	121
Inexpensive dresses	+ 6	+ 3	+ 3	165	127
Better dresses	+ 7	+ 6	+ 6	148	122
Blouses, skirts, sportswear	+ 5	+ 3	+ 4	222	198
Aprons, housedresses, uniforms	+ 6	+ 8	+ 2	129	114
Furs	+15	+14	+ 8	117	134
<b>MEN'S AND BOYS' WEAR</b>	+ 8	+ 6	+ 6	133	115
Men's clothing	+ 7	+ 8	+ 7	138	105
Men's furnishings and hats	+ 9	+ 7	+ 5	107	91
Boys' wear	+11	+ 3	+ 5	181	186
Men's and boys' shoes, slippers	+ 6	+ 4	+ 5	171	150
<b>HOME FURNISHINGS</b>	+10	+ 3	+ 3	151	130
<del>Furniture and bedding</del>	+ 5	- 3	+ 2	163	156
Mattresses, springs, studio beds	+11	- 1	+ 2	194	190
Upholstered, other furniture	+ 4	- 2	+ 3	154	150
Domestic floor coverings	+ 5	- 4	+ 3	134	101
Rugs and carpets	+ 5	- 4	+ 3	133	113
Linoleum	+12	+29	+ 5	64	58
Draperies, curtains, upholstery	+ 1	+ 2	+ 1	117	101
Lamps and shades	+ 2	- 2	+ 3	106	85
China and glassware	+ 6	+ 4	+ 3	117	117
Major household appliances	+12	+ 1	- 2	107	106
Housewares (incl. small appliances)	+ 4	+ 4	+ 1	153	127
Gift shop	+ 6	+ 9	+ 5	132	138
Radios, phonographs, television, pianos, records, sheet music, instr.	+44	+21	+15	339	230
Radios, phonographs, television	+53	+27	+18	408	247
Records, sheet music, instr.	+10	+ 3	+ 5	131	161
<b>MISCELLANEOUS MERCHANDISE DEPTS.</b>	+ 5	+ 3	+ 4	100	103
Toys, games, sporting goods, cameras	+ 6	+ 3	+ 3	100	104
Toys and games	+ 6	+ 1	+ 2	66	68
Sporting goods and cameras	+ 5	+ 5	+ 4	172	176
Luggage	+14	+16	+10	113	142
Candy	+ 6	+ 1	+ 3	118	103

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	Sept. '65	Aug. '65	9 mos. '65	Sept. '65	Aug. '65
<b>BASEMENT STORE TOTAL</b>	+ 2	- 2	0	119	107
Domestics and blankets	+ 3	0	0	108	126
Women's, misses' ready-to-wear	+ 2	- 2	0	117	104
Intimate apparel	+ 3	+ 3	+ 2	116	114
Hosiery	+ 2	+ 1	+ 3	2/	2/
Underwear, corsets & brassieres	+ 4	+ 4	- 11	2/	2/
Coats and suits	+ 1	- 11	- 3	85	55
Dresses	+ 3	+ 2	- 2	94	89
Blouses, skirts, and sportswear	+ 4	+ 2	+ 3	191	177
Girls' wear	+ 1	- 7	- 2	165	188
Infants' wear	- 2	- 10	- 2	146	118
Aprons, housedresses, uniforms	+ 3	+ 4	- 3	2/	2/
Men's and boys' wear	+ 4	0	0	141	130
Men's wear	+ 4	+ 2	+ 1	130	111
Men's clothing	+ 5	+ 6	+ 2	141	120
Men's furnishings	+ 3	- 1	0	117	105
Boys' wear	+ 2	- 5	- 1	186	214
Homefurnishings	0	- 1	- 3	93	82
Shoes	+ 2	- 4	0	132	107
<b>NONMERCHANDISE TOTAL</b>	+ 8	+ 6	+ 7	161	162
Barber and beauty shop	+ 6	+ 4	+ 4	128	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.