



FEDERAL RESERVE

statistical release

G.7.3

FOR IMMEDIATE RELEASE
February 24, 1966.

UNITED STATES - DECEMBER 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	170	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	86	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	110	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
Oct. 1965	147	155	152	156	99	146	115	121
Nov. 1965	174	165	199	183	108	193	199	136
Dec. 1965	288	260	400	225	142	423	455	210

Figures for departments within groups given on following pages.

UNITED STATES - DECEMBER 1965

Department	Percentage change from corresponding period			Unadjusted indexes	
	a year ago			(1947-49 av. = 100 ^{1/2})	
	Dec '65	Nov '65	12 mos '65	Dec '65	Nov '65
GRAND TOTAL - entire store	+ 7	+10	+ 4	--	--
MAIN STORE TOTAL	+ 7	+10	+ 5	288	174
PIECE GOODS, HOUSEHOLD TEXTILES	+ 4	+ 6	+ 2	142	108
Piece goods	- 2	0	- 5	59	68
Silks, velvets, synthetics	- 4	+ 2	- 5	54	69
Woolen yard goods	- 5	- 1	- 7	89	114
Cotton yard goods	+ 5	+ 3	- 6	48	50
Household textiles	+ 5	+ 9	+ 4	202	135
Linens and towels	+ 6	+ 9	+ 5	252	155
Domestics--muslins, sheetings	+ 7	+12	+ 5	149	106
Blankets, comforters, spreads	+ 2	+ 5	+ 4	198	146
SMALL WARES	+11	+12	+ 7	423	193
Laces, trimmings, embroideries, and ribbons	+ 6	+ 7	+ 4	179	112
Notions	+ 4	+ 8	+ 2	246	139
Toilet articles, drug sundries	+13	+13	+ 9	530	202
Silverware and jewelry	+15	+18	+12	407	185
Silverware and clocks	+15	+21	+16	312	177
Costume jewelry	+11	+11	+ 5	388	165
Fine jewelry and watches	+21	+25	+17	724	273
Art needlework	0	+ 2	- 1	168	136
Books and stationery	+ 8	+10	+ 6	557	265
Books and magazines	+ 8	+ 8	+ 4	422	209
Stationery	+ 8	+10	+ 6	599	284
WOMEN'S APPAREL AND ACCESSORIES	+ 6	+ 9	+ 4	260	165
Women's accessories	+ 4	+ 8	+ 3	266	154
Neckwear and scarfs	+ 3	+ 6	+ 2	331	174
Handkerchiefs	+ 1	+ 5	0	201	77
Millinery	+10	+16	+ 4	120	107
Women's and children's gloves	- 1	+ 7	0	376	198
Corsets and brassieres	+ 5	+ 7	+ 2	258	178
Women's, children's hosiery	- 2	+ 4	+ 2	184	110
Underwear, slips, and negligees	+ 6	+ 8	+ 4	335	150
Knit underwear, slips	+ 4	+ 6	+ 2	400	185
Silk & muslin underwear, slips	+ 5	+ 8	+ 4	269	115
N negligees, robes, loung, apparel	+10	+11	+ 7	475	201
Infants' wear	+ 5	+ 6	+ 3	264	178
Handbags, small leather goods	+10	+13	+ 5	404	184
Women's, children's shoes	+ 2	+ 7	+ 2	200	154
Children's shoes	+ 4	+ 3	+ 1	181	125
Women's shoes	+ 2	+ 8	+ 3	207	163

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES-DECEMBER 1965

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av. = 100 ^{1/2})	
	Dec. '65	Nov. '65	12 mos. '65	Dec. '65	Nov. '65
WOMEN'S APPAREL, ACCESSORIES (Cont.)					
Women's apparel	+ 9	+10	+ 5	254	176
Women's,misses' coats and suits	+ 8	+ 9	+ 2	154	140
Women's,misses' coats	+ 8	+ 9	+ 3	181	167
Women's, misses' suits	+ 9	+ 7	+ 1	81	62
Juniors' and girls' wear	+ 8	+ 8	+ 5	324	212
Juniors' coats, suits, dresses	+ 9	+ 9	+ 5	279	186
Girls' wear	+ 8	+ 8	+ 4	379	243
Women's and misses' dresses	+12	+12	+ 5	171	135
Inexpensive dresses	+12	+ 6	+ 4	192	137
Better dresses	+12	+12	+ 6	155	131
Blouses, skirts, sportswear	+ 6	+ 9	+ 5	413	236
Aprons, housedresses, uniforms	+ 2	+ 9	+ 2	170	124
Furs	+23	+29	+14	321	209
MEN'S AND BOYS' WEAR					
	+ 7	+11	+ 6	400	199
Men's clothing	+ 8	+12	+ 7	285	200
Men's furnishings and hats	+ 6	+10	+ 6	489	198
Boys' wear	+ 9	+11	+ 6	356	202
Men's and boys' shoes, slippers	+ 1	+ 7	+ 4	352	182
HOMEFURNISHINGS					
	+ 9	+13	+ 5	225	183
Furniture and bedding	+ 7	+12	+ 3	153	185
Mattresses, springs, studio beds	+11	+13	+ 4	111	167
Upholstered, other furniture	+ 7	+12	+ 4	170	200
Domestic floor coverings	+ 5	+ 6	+ 3	110	163
Rugs and carpets	+ 4	+ 1	+ 2	110	177
Linoleum	+22	+ 8	+ 7	43	61
Draperies, curtains, upholstery	+ 6	+ 8	+ 2	148	162
Lamps and shades	+ 6	+11	+ 4	188	156
China and glassware	+ 7	+10	+ 4	284	179
Major household appliances	+ 5	+12	0	90	92
Housewares (incl. small appliances)	+ 8	+11	+ 3	318	179
Gift shop	+12	+13	+ 8	601	291
Radios, phonographs, television, pianos, records, sheet music, instr.	+16	+28	+18	658	414
Radios, phonographs, television	+17	+35	+21	687	518
Records, sheet music, instr.	+11	+14	+ 8	687	313
MISCELLANEOUS MERCHANDISE DEPTS.					
	+ 5	+ 9	+ 5	455	199
Toys, games, sporting goods, cameras.	+ 4	+ 7	+ 4	661	279
Toys and games	+ 4	+ 7	+ 4	648	282
Sporting goods and cameras	+ 4	+ 8	+ 4	690	285
Luggage	+14	+19	+12	374	149
Candy	+ 4	+10	+ 4	495	180

MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

UNITED STATES - DECEMBER 1965

Department	Percentage change from corresponding period a year ago			Unadjusted indexes (1947-49 av = 100 ^{1/})	
	Dec. '65	Nov. '65	12 mos. '65	Dec. '65	Nov. '65
BASEMENT STORE TOTAL	+ 1	+ 5	0	210	136
Domestics and blankets	+ 4	+ 7	+ 1	159	124
Women's, misses' ready-to-wear	+ 3	+ 6	+ 1	200	129
Intimate apparel	+ 2	+ 7	+ 2	234	141
Hosiery	- 1	+ 7	+ 3	2/	2/
Underwear, corsets & brassieres	+ 3	+ 6	- 6	2/	2/
Coats and suits	+ 4	+ 8	- 1	110	105
Dresses	+ 9	+ 7	0	125	88
Blouses, skirts, and sportswear	+ 3	+ 7	+ 3	341	199
Girls' wear	- 1	+ 3	- 1	292	178
Infants' wear	- 1	+ 2	- 2	243	164
Aprons, housedresses, uniforms	+ 3	+ 6	- 2	2/	2/
Men's and boys' wear	- 1	+ 5	0	342	181
Men's wear	- 1	+ 5	0	338	177
Men's clothing	+ 1	+ 8	+ 2	263	182
Men's furnishings	- 2	+ 5	- 1	368	175
Boys' wear	+ 1	+ 13	0	341	205
Homefurnishings	+ 3	+ 5	- 2	110	125
Shoes	- 3	+ 2	- 1	168	122
NONMERCANDISE TOTAL	+ 8	+ 13	+ 7	245	196
Barber and beauty shop	+ 6	+ 4	+ 4	145	136

^{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.



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MONTHLY DEPARTMENT STORE SALES, BY DEPARTMENTS

NOTICE OF TERMINATION

This is the final G.7.3 monthly departmental sales report for department stores to be issued by the Board of Governors of the Federal Reserve System.

During the past few years, national statistical agencies in consultation with representatives from retailing have been working to improve the statistics on retail trade. The Bureau of the Census, which has general responsibility for the retail trade statistics programs of the Federal Government, is broadening its activities in this field and, at the same time, the Federal Reserve is transferring appropriate parts of its retail trade data collection program to that agency.

There are no plans to continue the departmental reports. However, the Census Bureau includes departmental sales summaries for total retail trade and for selected kinds of business in its quinquennial Census of Business programs. Figures from the Retail Census of Business for 1963 are the latest available.

Users of the System's department store reports may also be interested to know that arrangements have been made for the Census Bureau to develop monthly estimates of total department store sales, effective with figures for February 1966, for approximately the same group of 200 standard metropolitan statistical areas and cities heretofore shown on the Board's national G.7.2 report. The data will be published in the form of dollar volume estimates and percentage changes in sales and will supplement the local retail sales statistics already published each month in the Census Bureau's "Monthly Retail Trade Report".

At present, these local statistics relate to the 20 largest metropolitan areas. Separate figures are shown for total retail trade, total non-durable goods stores, and total GAF stores (i.e. department and other general merchandise stores, apparel stores, and furniture and appliance stores).

In addition, the Census Bureau publishes a "Weekly Retail Sales Report" containing broad kind-of-business information at the national level; separate figures for department stores are shown in this report. However, the sample design used by Census to develop these weekly sales estimates will not produce data below the United States level, and consequently weekly sales statistics for individual areas will not be available from Census.

All inquiries concerning the availability of the various Census reports should be addressed to:

Mr. Harvey Kailin, Chief,
Business Division,
Bureau of the Census,
Suitland, Maryland 20023