

H.8a

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

FOR IMMEDIATE RELEASE
November 7, 1957.

Department store sales declined further in October after allowance for the usual seasonal change. The adjusted index is estimated at 121 per cent of the 1947-49 average, compared with 128 for September and 122 for October last year.

Index of department store sales 1/ 1947-49=100	1957			1956
	Oct.	Sept.	Aug.	Oct.
Adjusted for seasonal variation	e121	128	134	122
Without seasonal adjustment	e126	130	118	128

WEEKLY DEPARTMENT STORE SALES

Federal Reserve District	Percentage change from corresponding period a year ago (Based on retail dollar amounts)					
	One week ending				Four weeks ending	Jan. 1 to
	Nov. 2	Oct. 26	Oct. 19	Oct. 12	Nov. 2	Nov. 2
Boston	-3	+1	-5	-10	-4	-1
New York	+6	+1	0	-7	0	+3
Philadelphia	+7	-1	-3	-4	-1	+1
Cleveland	+3	-7	-7	-5	-4	-1
Richmond	-3	r-3	-7	+1	-3	+3
Atlanta	+4	r 0	-1	+5	+2	+3
Chicago	-5	+1	+3	-2	-1	+2
St. Louis	-8	-3	+1	-1	-3	0
Minneapolis	-4	0	+2	+2	0	+3
Kansas City	-8	-3	+2	+2	-1	+1
Dallas	-6	0	-3	+5	-1	+3
San Francisco	-8	r-4	0	+2	-2	+1
U. S. total	-2	-1	-1	-1	-1	+2

U. S. weekly index, without seasonal adjustment, 1947-49=100 2/

1957		1956		1955	
Oct. 5	127	Oct. 6	127	Oct. 8	125
Oct. 12	132	Oct. 13	134	Oct. 15	128
Oct. 19	128	Oct. 20	129	Oct. 22	133
Oct. 26	127	Oct. 27	128	Oct. 29	126
Nov. 2	122	Nov. 3	124	Nov. 5	128

r--Revised.

e--Estimated.

1/ Monthly indexes refer to daily average sales in calendar month. October 1957 figures estimated from weekly sales.

2/ For description and weekly indexes for the period January 1937 to March 1952 see Federal Reserve Bulletin for April 1952, pp. 359-362. Indexes for the period April 1952 to date may be obtained upon request from the Division of Research and Statistics.

Weekly indexes at the district and city levels are published by several of the Federal Reserve Banks.