FOR IMPEDIATE RELEASE January 5, 1961.

Seasonally adjusted department store sales in December are estimated at 146 per cent of the 1947-49 average, up 3 per cent from the November level of 142 and equal to sales in December a year ago.

		1960		1959
Index of department store sales $\underline{1}/$ 1947-49 = 100	December	November	October	December
Adjusted for seasonal variation Without seasonal adjustment	e146 e261	142 171	150 153	146 260

## WEEKLY DEPARTMENT STORE SALES

Federal Reserve	Percentage change from corresponding period a year ago (Based on retail dollar amounts)					
District	One week ending Dec. 31 Dec. 24* Dec. 17 Dec. 10			Four weeks ending Dec. 31	Jan. 1 to Dec. 31	
Boston New York Philadelphia Cleveland Richmond Atlanta Chicago St. Louis	0 0 7 + 5 0 0 + 9 - 4	+39 r+44 +40 +22 +34 r+25 +28 +18	-14 -12 -19 - 2 -12 + 2 0 + 4	0 + 2 0 + 2 - 3 - 1 + 1 - 3	+ 57 + 7 + 2 + 6 + 3 + 8 + 4	+ 2 + 4 0 + 1 - 1 + 1 + 1 - 1
Minneapolis Kansas City Dallas San Francisco U. S. Total	+ 6 +18 + 2 + 4 + 4	+28 +25 +24 r+22 +30	+ 2 + 6 - 1 - 5	0 - 3 -10 - 3	+ 8 +10 + 3 + 4 + 6	+ 2 + 1 - 3 0 + 1

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

1960	1959	1958
Dec. 3 231	Dec. 5 249	Dec. 6 244
Dec. 10 296	Dec. 12 298	Dec. 13 293
Dec. 17 305	Dec. 19 318	Dec. 20 304
Dec. 24 r319	Dec. 26 246	Dec. 27 205
Dec. 31 117	1960 Jan. 2 112	1959 Jan. 3 104

<sup>--</sup>Revised. e--Estimated.

 $<sup>\</sup>underline{1}/$  Monthly indexes refer to daily average sales in calendar month. December figures estimated from weekly sales.

<sup>2/</sup>For description and weekly indexes for the period January 1937 to March 1958 see Federal Reserve <u>Bulletin</u> for April 1958, pp. 412-421.

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

<sup>\*--</sup>The large percentage changes shown for this week are due mainly to the difference in timing of Christmas 1959 and 1960. Christmas in 1959 fell on Friday whereas this year it was on Sunday. Therefore, the week ending Dec. 24, 1960 had the
Digitized for advantage since it included 6 pre-Christmas shopping days, while the 1959 week
ending Dec. 26 contained 4 pre-Christmas shopping days, 1 holiday and 1 posthttp://fraser.christmag.shopping day.