

Wain Barclay

FEDERAL RESERVE BOARD

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DEPARTMENT STORE SALES IN NOVEMBER 1930
Preliminary report

Department store sales increased from October to November by 2 per cent, when allowance is made for the number of trading days, according to preliminary figures reported to the Federal Reserve Board. This increase is somewhat less than the estimated seasonal increase for that period and the Board's index of department store sales, which is adjusted for number of trading days and for seasonal variation, declined by 3 per cent during the month.

As compared with last year, the aggregate value of sales in November, according to the preliminary figures, was 12 per cent smaller, and when allowance is made for the fact that there was one less trading day this year than last, the decrease from last year is about 8 per cent. For the first eleven months of the year department store sales were 7 per cent smaller this year than last year.

PERCENTAGE INCREASE OR DECREASE FROM A YEAR AGO

	November*	January 1 to November 30*	Number of reporting stores	Number of cities
Total	- 12	- 7	592	253
Federal reserve district:				
Boston	- 7	- 4	103	33
New York	- 7	- 2	48	25
Philadelphia	- 5	- 7	40	18
Cleveland	- 16	- 9	44	15
Richmond	- 11	- 4	75	36
Atlanta	- 12	- 8	30	17
Chicago	- 19	- 13	70	38
St. Louis	- 21	- 10	23	10
Minneapolis	- 12	- 6	18	8
Kansas City	- 12	- 5	33	17
Dallas	- 19	- 7	28	7
San Francisco	- 14	- 6	80	29

* November figures preliminary; the month had 24 business days this year and 25 last year.