

Miss Barelow

FEDERAL RESERVE BOARD

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DEPARTMENT STORE SALES IN DECEMBER 1930
Preliminary report

Department store sales showed an increase of 50 per cent from November to December, 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 2 per cent for the month.

As compared with last year, the aggregate value of sales in December according to the preliminary figures, was 8 per cent smaller, and when allowance is made for the fact that there was one more trading day this year than last, the decrease from last year is about 12 per cent. For the year 1930 as a whole department store sales were 8 per cent smaller than in 1929.

PERCENTAGE INCREASE OR DECREASE FROM A YEAR AGO

	December*	12 months ending December 31*	Number of reporting stores	Number of cities
Total	- 8	- 8	503	247
Federal reserve district:				
Boston	- 7	- 6	100	33
New York	- 5	- 3	43	23
Philadelphia	- 10	- 8	34	18
Cleveland	- 12	- 10	30	15
Richmond	- 4	- 4	70	40
Atlanta	- 10	- 9	28	17
Chicago	- 10	- 13	55	35
St. Louis	- 14	- 12	18	10
Minneapolis	- 7	- 6	19	9
Kansas City	- 4	- 5	21	17
Dallas	- 12	- 7	17	7
San Francisco	- 9	- 6	68	23

* December figures preliminary; the month had 26 business days this year and 25 last year.