

Miss Barcalow

F E D E R A L R E S E R V E B O A R D

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DEPARTMENT STORE SALES IN OCTOBER, 1932
Preliminary report

Preliminary figures on the value of department store sales show an increase from September to October of about the estimated seasonal amount. The Federal Reserve Board's index, which makes allowance both for number of business days and for usual seasonal changes, was 70 in October on the basis of the 1923-1925 average as 100, compared with 70 in September and 66 in August.

In comparison with a year ago the value of sales for October, according to the preliminary figures, was 21 per cent smaller; when allowance is made for the fact that there was one less business day in October this year than last the decline is 18 per cent. The aggregate for the first ten months of the year was 23 per cent smaller than for the corresponding period of 1931.

PERCENTAGE INCREASE OR DECREASE FROM A YEAR AGO

	October*	January 1 to October 31*	Number of reporting stores	Number of cities
Total	- 21	- 23	569	238
Federal reserve district:				
Boston	- 21	- 21	100	28
New York	- 21	- 21	59	29
Philadelphia	- 16	- 21	41	16
Cleveland	- 26	- 27	53	16
Richmond	- 21	- 20	54	22
Atlanta	- 23	- 24	33	19
Chicago	- 24	- 27	61	36
St. Louis	- 22	- 23	21	9
Minneapolis	- 17	- 20	19	12
Kansas City	- 20	- 22	29	14
Dallas	- 15	- 25	17	6
San Francisco	- 22	- 24	82	31

* October figures preliminary; in most districts the month had one less business day this year than last year.