

FEDERAL RESERVE BOARD

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DEPARTMENT STORE SALES IN JULY 1933
Preliminary report

Preliminary figures on the value of department store sales show a decrease from June to July 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 69 in July on the basis of the 1923-1925 average as 100, compared with 68 in June and 67 in May.

In comparison with a year ago, the value of sales for July, according to preliminary figures, was 4 per cent larger. The aggregate for the first seven months of the year was 13 per cent smaller than last year.

PERCENTAGE INCREASE OR DECREASE FROM A YEAR AGO

	July*	January 1 to July 31*	Number of reporting stores	Number of cities
Total	+ 4	- 13	431	212
Federal reserve district:				
Boston	+ 3	- 16	47	25
New York	- 2	- 13	50	25
Philadelphia	+ 1	- 15	34	14
Cleveland	+ 13	- 14	20	10
Richmond	0	- 13	47	18
Atlanta	+ 5	- 13	23	15
Chicago	- 1	- 14	56	34
St. Louis	+ 7	- 13	19	10
Minneapolis	0	- 11	17	11
Kansas City	+ 8	- 11	23	15
Dallas	+ 16	- 8	22	9
San Francisco	+ 13	- 12	73	26

* July figures preliminary; in most cities the month had the same number of business days this year and last year.