

Miss Barclay

FEDERAL RESERVE BOARD

November 8, 1933
R&S rtp - 107

For release in evening papers
Friday, November 10

DEPARTMENT STORE SALES IN OCTOBER, 1933
Preliminary report

Preliminary figures on the value of department store sales show an increase from September to October of somewhat less than 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 October on the basis of the 1923-1925 average as 100, compared with 70 in September and 77 in August.

In comparison with a year ago, the value of sales for September according to preliminary figures, was about the same. The aggregate for the first ten months of the year was 7 per cent smaller than last year.

PERCENTAGE INCREASE OR DECREASE FROM A YEAR AGO

	October*	January 1 to October 31*	Number of reporting stores	Number of cities
Total	0	-7	466	216
Federal reserve district:				
Boston	-2	-10	56	30
New York	-2	-9	54	26
Philadelphia	-2	-8	35	15
Cleveland	+8	-3	35	14
Richmond	+1	-7	52	23
Atlanta	+11	-5	25	15
Chicago	+4	-5	57	28
St. Louis	+4	-8	19	9
Minneapolis	-7	-7	15	10
Kansas City	+4	-6	24	14
Dallas	+8	-3	23	9
San Francisco	-9	-9	71	23

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