

1933

FEDERAL RESERVE BOARD

December 8, 1933
R&S rtp - 108

For release in morning papers
Tuesday, December 12

DEPARTMENT STORE SALES IN NOVEMBER, 1933
Preliminary report

Preliminary figures on the value of department store sales show a decrease from October to November. The Federal Reserve Board's index, which makes allowance both for number of business days and for usual seasonal changes, was 65 in November on the basis of the 1923-1925 average as 100, compared with 70 in October and also in September.

In comparison with a year ago, the value of sales for November, according to preliminary figures, was 2 per cent larger. Decreases compared with last year were reported for the Boston, New York, and Philadelphia Federal Reserve Districts, and increases for all the other districts, the largest increases being in the Atlanta and Dallas districts. The aggregate for the first eleven months of the year was 6 per cent smaller 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	+2	-6	465	226
Federal Reserve district:				
Boston	-1	-9	54	28
New York	-1	-8	49	26
Philadelphia	-1	-7	33	16
Cleveland	+7	-2	29	13
Richmond	+1	-6	55	22
Atlanta	+15	-4	23	14
Chicago	+4	-4	59	29
St. Louis	+8	-6	29	17
Minneapolis	+2	-4	12	8
Kansas City	+3	-5	23	13
Dallas	+13	-2	22	9
San Francisco	+3	-8	77	31

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