FEDERAL RESERVE BOARD

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DEPARTMENT STORE SALES IN JULY 1935
Preliminary report

The Federal Reserve Board's seasonally adjusted index of department store sales remained unchanged in July at 80 percent of the 1923-25 average, reflecting a decline in sales from June to July of the usual seasonal amount.

Aggregate dollar volume of sales during the month of July was larger than a year ago by 14 percent, and on a daily average basis the increase was 9 percent. The aggregate for the first seven months of this year was 3 percent larger than for the corresponding period last year.

PERCENTAGE CHANGE FROM A YEAR AGO

	July*	January 1 to July 31*	Number of reporting stores	Number of cities
Total	+14	+ 3	522	256
Federal Reserve districts:				
Boston	+ 8	- 2	53	26
New York	+10	- 1	54	29
Philadelphia	+10	0	29	13
Cleveland	+14	+ 2	33	13
Richmond	+16	+ 6	56	27
Atlanta	+18	+ 4	35	22
Chicago	+16	+ 6	53	29
St. Louis	+17	+ 1	36	21
Minneapolis	+16	+ 5	39	20
Kansas City	+14	+ 5	18	13
Dallas	+15	+ 6	25	11
San Francisco	+18	+10	91	32

* July figures preliminary; in most cities the month had one more business day this year than last year.