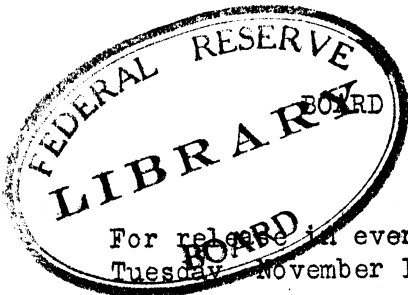


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BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

November 9, 1935
R&S rtp - 131

DEPARTMENT STORE SALES IN OCTOBER 1935
Preliminary report

Value of department store sales showed little change, on the basis of daily averages, from September to October, a season when these sales usually increase. The Board's index, which makes allowance for usual seasonal movements and for differences in the number of business days, was 77 percent of the 1923-25 average in October as compared with 82 percent in September and 79 percent in August.

Aggregate dollar volume of sales in October was 6 percent larger than a year ago and for the first ten months of the year was 4 percent larger than during the corresponding period in 1934.

REPORTS BY FEDERAL RESERVE DISTRICTS

	Percentage change from a year ago		Number of stores report- ing	Number of cities in- cluded
	October*	January 1 to October 31*		
Total	+ 6	+ 4	529	254
Federal Reserve districts:				
Boston	+ 1	- 1	51	28
New York	- 1	+ 1	55	28
Philadelphia	+ 4	+ 2	34	16
Cleveland	+10	+ 4	36	12
Richmond	+ 4	+ 7	58	26
Atlanta	+11	+ 5	38	21
Chicago	+12	+ 6	53	27
St. Louis	+ 9	+ 1	37	21
Minneapolis	+12	+ 7	39	21
Kansas City	+11	+ 6	17	12
Dallas	+ 9	+ 6	24	11
San Francisco	+12	+10	87	31

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