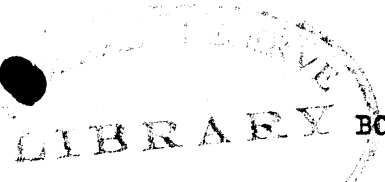


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BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

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Friday, December 13

December 10, 1935
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DEPARTMENT STORE SALES IN NOVEMBER 1935
Preliminary report

Value of department store sales, on a daily average basis, increased in November by more than the usual seasonal amount, and the Board's seasonally adjusted index advanced to 80 percent of the 1923-1925 average as compared with 77 percent in October and 81 percent in September.

Aggregate value of sales reported for November was 10 percent larger than a year ago and the total for the first eleven months of the year was 5 percent larger.

REPORTS BY FEDERAL RESERVE DISTRICTS

	Percentage change from a year ago		Number of stores report- ing	Number of cities in- cluded
	November*	January 1 to November 30*		
Total	+10	+ 5	530	251
Federal Reserve districts:				
Boston	+ 7	0	49	27
New York	+ 7	+ 1	54	27
Philadelphia	+11	+ 3	30	13
Cleveland	+11	+ 4	31	12
Richmond	+11	+ 7	54	24
Atlanta	+13	+ 6	35	21
Chicago	+14	+ 7	64	29
St. Louis	+ 4	+ 1	35	20
Minneapolis	+12	+ 7	40	22
Kansas City	+ 9	+ 6	20	13
Dallas	+ 6	+ 6	25	11
San Francisco	+15	+11	93	32

* November figures preliminary; in most cities the month had the same number of business days this year and last year, but in November this year there were five Saturdays as compared with four a year ago.