

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

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DEPARTMENT STORE SALES IN JULY 1936
Preliminary report

Department store sales were better sustained in July than is usual in that month and the Board's index, which allows for a seasonal decline, increased from 88 percent of the 1923-1925 average in June to 91 percent in July. This level is the highest since the middle of 1931 and compares with an average of 79 percent during 1935.

Total sales in July were 14 percent larger and for the first seven months of the year 11 percent larger than in the corresponding periods of 1935.

REPORTS BY FEDERAL RESERVE DISTRICTS

	Percentage change from a year ago		Number of stores report- ing	Number of cities in- cluded
	July*	January 1 to July 31		
Total	+14	+11	519	262
Federal Reserve districts:				
Boston	+12	+10	55	33
New York	+17	+10	56	30
Philadelphia	+13	+10	32	15
Cleveland	+16	+11	21	10
Richmond	+15	+10	56	26
Atlanta	+12	+12	34	21
Chicago	+16	+11	64	32
St. Louis	+8	+9	37	20
Minneapolis	+9	+9	44	24
Kansas City	+6	+9	19	12
Dallas	+22	+17	22	10
San Francisco	+12	+11	79	29

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

Note:--The Board's seasonally adjusted index of department store sales has been revised. Back figures, which were published in the Federal Reserve Bulletin for August 1936, may be obtained by request to the Division of Research and Statistics.