

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

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DEPARTMENT STORE SALES IN OCTOBER 1936
Preliminary report

Department store sales increased from September to October by more than the usual seasonal amount and the Board's adjusted index advanced. The index for the two months and for October 1935 is shown below:

Index of department store sales 1923-1925 average = 100	1936		1935
	Oct.	Sept.	Oct.
Adjusted for seasonal variation	90	88	78
Without seasonal adjustment	99	94	86

Total sales for October were 16 percent larger than a year earlier, reflecting substantial increases in all Federal Reserve districts, particularly in Midwestern industrial areas and in the Dallas District.

REPORT 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	+16	+11	516	260
Federal Reserve districts:				
Boston	+13	+10	55	33
New York	+13	+10	56	30
Philadelphia	+11	+10	35	16
Cleveland	+24	+14	32	12
Richmond	+16	+10	52	26
Atlanta	+15	+14	24	17
Chicago	+22	+13	61	30
St. Louis	+25	+11	37	20
Minneapolis	+17	+10	39	24
Kansas City	+13	+8	18	12
Dallas	+34	+19	19	8
San Francisco	+11	+11	88	32

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