

FEDERAL RESERVE BOARD

For release in morning papers  
Saturday, May 10

May 7, 1930  
r&s rtp - 65

DEPARTMENT STORE SALES IN APRIL, 1930  
Preliminary report

Department store sales in April were 8 per cent larger than in the corresponding month a year ago, according to preliminary reports made to the Federal reserve system by 520 stores located in leading cities of all Federal reserve districts. The increase reflected in part the fact that the date of Easter, which was very early last year (March 31), was very late this year (April 20). Comparison of sales in March and April taken together so as to include the Easter selling season in both years, shows a decrease of 2 per cent from a year ago.

Sales during the first four months of this year were 4 per cent below the level of a year ago.

PERCENTAGE INCREASE OR DECREASE FROM A YEAR AGO

Federal reserve district	April*	March 1 to April 30*	January 1 to April 30*	Number of reporting stores
Total (520 stores)	+ 8	- 2	- 4	520
Boston	+ 10	- 1	+ 1	110
New York	+ 12	+ 3	+ 2	51
Philadelphia	+ 6	- 7	- 5	38
Cleveland	+ 10	- 5	- 8	41
Richmond	+ 12	- 2	- 1	51
Atlanta	- 2	- 10	- 10	25
Chicago	+ 5	- 7	- 11	57
St. Louis	+ 10	- 3	- 7	19
Minneapolis	+ 1	- 4	- 7	16
Kansas City	+ 2	- 5	- 6	24
Dallas	- 1	- 6	- 8	20
San Francisco	+ 5	0	- 2	68

\*April figures preliminary