

Miss Barcalow

FEDERAL RESERVE BOARD

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DEPARTMENT STORE SALES IN APRIL 1931
Preliminary report

The preliminary figures on the volume of department store sales show an increase from March to April of about 9 per cent, notwithstanding the fact that on account of the early date of Easter this year most of the Easter buying came in March. The Board's index, which makes allowance for seasonal changes -- including changes in the date of Easter, -- was 105 in April compared with 97 in March and 98 in February.

In comparison with a year ago the aggregate value of sales in April of this year, according to the preliminary figures, was 9 per cent smaller. After allowance for the effect on sales of the shifting date of Easter the decline from a year ago approximated 2 per cent in April compared with 10 per cent in March.

PERCENTAGE INCREASE OR DECREASE FROM A YEAR AGO

	April*	January 1 to April 31	Number of reporting stores	Number of cities
Total	- 9	- 8	563	257
Federal reserve district:				
Boston	- 7	- 5	103	30
New York	- 8	- 6	59	28
Philadelphia	- 14	- 9	41	17
Cleveland	- 12	- 8	37	16
Richmond	- 8	- 2	77	39
Atlanta	- 12	- 11	29	18
Chicago	- 8	- 8	63	36
St. Louis	- 13	- 13	21	10
Minneapolis	- 6	- 2	19	11
Kansas City	- 9	- 17	28	16
Dallas	- 12	- 10	15	6
San Francisco	- 10	- 9	71	30

*April figures preliminary; the month had the same number of business days this year and last year.