

Miss Bancalow

FEDERAL RESERVE BOARD

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DEPARTMENT STORE SALES IN APRIL, 1933
Preliminary report

Preliminary figures on the value of department store sales show a decrease from March to April of less than the estimated seasonal amount. The Federal Reserve Board's index, which makes allowance both for number of business days and for usual seasonal changes, was 68 in April on the basis of the 1923-1925 average as 100, compared with 55 in March and 60 in February.

In comparison with a year ago the value of sales for April, according to preliminary figures, was 9 percent smaller. In making the comparison with a year ago, allowance should be made for the fact that the date of Easter, which was very early last year (March 27) was late this year (April 16), and that consequently this year sales during April included a much larger part of Easter buying than they did last year. The aggregate for the first four months of the year was 22 percent smaller than last year.

PERCENTAGE INCREASE OR DECREASE FROM A YEAR AGO

	April*	January 1 to April 30*	Number of reporting stores	Number of cities
Total	- 9	- 22	469	227
Federal reserve district:				
Boston	- 12	- 25	52	28
New York	- 10	- 19	54	29
Philadelphia	- 9	- 22	41	17
Cleveland	- 10	- 24	29	9
Richmond	- 5	- 19	44	23
Atlanta	- 13	- 22	23	16
Chicago	- 13	- 23	63	32
St. Louis	- 12	- 23	18	9
Minneapolis	- 6	- 18	17	12
Kansas City	- 7	- 20	23	15
Dallas	- 1	- 16	25	10
San Francisco	- 6	- 23	80	27

* April figures preliminary; in most districts the month had one less business day this year than last year.