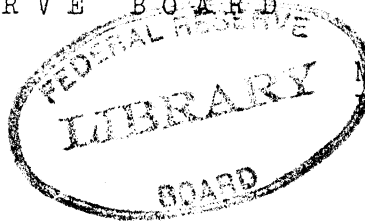


Miss Ruthland

FEDERAL RESERVE BOARD



May 8, 1934
&S rtp - 113

For release in evening papers
Thursday, May 10

DEPARTMENT STORE SALES IN APRIL 1934
Preliminary report

Preliminary figures on the value of department store sales show little change from March to April, when allowance is made for number of business days, for usual seasonal changes, and for changes in the date of Easter. The Federal Reserve Board's index was 76 in April on the basis of the 1923-1925 average as 100, compared with 77 in March and 71 in February.

In comparison with a year ago, the value of sales for April according to preliminary figures was 5 per cent larger. Easter was earlier this year than last, so that this year's figures include no Easter shopping, while the figures for last year include two weeks of such trade. Reported increases compared with last year are shown for eight districts, the largest increases being in the Atlanta, Chicago and Dallas districts. The aggregate for the first four months of the year was 22 per cent larger 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	+ 5	+22	547	276
Federal Reserve districts:				
Boston	0	+17	56	30
New York	0	+12	54	27
Philadelphia	- 4	+15	31	15
Cleveland	+ 9	+35	25	15
Richmond	+ 3	+20	48	21
Atlanta	+23	+42	43	24
Chicago	+18	+32	58	24
St. Louis	+11	+27	39	21
Minneapolis	- 3	+16	62	47
Kansas City	+13	+26	20	13
Dallas	+17	+36	20	6
San Francisco	+ 1	+18	91	33

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