



Miss Sutherland

FEDERAL RESERVE BOARD

May 9, 1935
R and S rtp - 125

For release in evening papers
Saturday, May 11

DEPARTMENT STORE SALES IN APRIL 1935
Preliminary report

Department store sales increased from March to April by considerably less than the estimated seasonal amount. The Federal Reserve Board's index, which makes allowance for differences in the number of business days, for usual seasonal movements, and for changes in the date of Easter, was 74 in April, on the basis of the 1923-25 average as 100, compared with 82 in March and 75 in February.

Total dollar volume of sales in April was larger than a year ago by 12 percent, reflecting chiefly the influence of the later date of Easter this year and of the larger number of working days. The aggregate for the first four months of this year was 3 percent larger than for the corresponding period a year ago.

PERCENTAGE CHANGE FROM A YEAR AGO

	April*	January 1 to April 30*	Number of reporting stores	Number of cities
Total	+12	+ 3	513	238
Federal Reserve districts:				
Boston	+ 8	- 4	52	26
New York	+ 6	- 2	53	27
Philadelphia	+16	0	28	12
Cleveland	+13	+ 3	27	10
Richmond	+21	+ 7	55	25
Atlanta	+12	+ 4	37	23
Chicago	+11	+ 7	63	28
St. Louis	0	0	38	21
Minneapolis	+11	+ 3	42	20
Kansas City	+ 5	+ 5	16	10
Dallas	+14	+ 5	22	10
San Francisco	+22	+ 8	80	26

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