

FEDERAL RESERVE BOARD

STATEMENT FOR THE PRESS

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1925--11

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Retail Trade in March, 1925.

Sales at 523 retail stores which made preliminary reports to the Federal reserve banks from all sections of the country were 5.5 per cent larger in March than in the same month last year. Increases occurred in all Federal reserve districts, but were largest in the Kansas City and Dallas districts, where they amounted to 17 and 13 per cent, respectively. In March, of last year, however, the volume of trade at retail stores was unusually light because of the lateness of the Easter buying season, together with the prevalence of unseasonably cold weather throughout most sections of the country. Of the total of 523 stores currently reporting, 332 showed larger sales than last year, and 191 reported a smaller volume of business. Approximately 50 more stores reported in March than in February and the number was larger in all Federal reserve districts, except in the St. Louis and Minneapolis districts, where the number of reporting stores was smaller, and in the Dallas district, where the number was the same as in February.

Percentage changes in dollar sales between March, 1924, and March, 1925, are shown in the following table:

Districts	: Number stores reporting		: Percentage of increase or decrease compared with March, 1924	
	: Total	: Increase	: Decrease	: Increase
Boston	61	35	26	3.5
New York	59	28	31	4.9
Philadelphia	94	57	37	4.3
Cleveland	37	20	17	3.5
Richmond	52	36	16	7.7
Atlanta	36	25	11	6.3
Chicago	64	46	18	4.8
St. Louis	18	11	7	6.5
Minneapolis	14	8	6	5.1
Kansas City	24	22	2	16.6
Dallas	13	12	1	13.3
San Francisco	51	32	19	6.7
United States	523	332	191	5.5