

FEDERAL RESERVE BOARD

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1925--16

STATEMENT FOR THE PRESS

For release in morning papers
Monday, May 11, 1925.

Retail Trade in April, 1925.

Retail trade in April, 1925, was larger than last year. Sales at 523 retail stores which made preliminary reports to the Federal reserve banks from all sections of the country were 1.6 per cent larger than in April, 1924. Larger sales were reported from all Federal reserve districts, except Boston, Philadelphia, Cleveland, and Chicago, but the most significant increases occurred in the southwestern reserve districts. Of the total number of firms reporting, 247 showed a larger volume of business than last year and 276 reported declines.

Sales at mail order houses were 7 per cent larger than last year and buying at five and ten cent chain stores was 10 per cent larger. Since the beginning of the year trade by these establishments has been continuously in larger volume than in 1924, and for the four months ending with April, sales at mail order houses were 11 per cent larger and buying at five and ten cent chains was 12 per cent larger than for the same period last year.

Percentage changes in dollar sales between April, 1924, and April, 1925, are shown in the following tables:

Districts	: Number stores reporting:		Percentage of increase or decrease compared with April, 1924	
	: Total:	Increase:	Decrease:	crease
Boston	63	28	35	- 0.4
New York	59	27	32	4.1
Philadelphia	92	34	58	- 2.8
Cleveland	34	13	21	- 2.4
Richmond	54	27	27	2.0
Atlanta	33	21	12	0.4
Chicago	61	23	38	- 0.8
St. Louis	20	12	8	7.4
Minneapolis	20	9	11	0.7
Kansas City	21	12	9	7.0
Dallas	13	8	5	9.9
San Francisco	<u>53</u>	<u>33</u>	<u>20</u>	<u>4.3</u>
United States	523	247	276	1.6

	Percentage of increase or decrease, compared with April, 1924	: January through April, 1924
Mail order houses	7.2	11.4
Five & ten cent chains	9.7	11.7