

F E D E R A L R E S E R V E B O A R D

STATEMENT FOR THE PRESS

For release in morning papers,
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Retail Trade in July, 1925

Sales at 530 retail stores which made preliminary reports to the Federal reserve banks from all sections of the United States were 3.4 per cent larger in July than in the same month last year. Mail order sales were 26.5 per cent greater than last year and sales at five and ten cent chain stores were in 12.1 per cent larger volume than in July, 1924.

Increases in sales at reporting department and other retail stores were noted in all Federal reserve districts except Philadelphia, St. Louis, and Dallas, the largest increases being in the Cleveland, Chicago, Atlanta, and San Francisco districts. Of the total number of stores reporting 280 showed increases and 250 reported decreases compared with last year.

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

Districts	Number of stores reporting			Percentage of increase or decrease comp. with July, '24
	Total	Increase	Decrease	
Boston	63	35	28	2.7
New York	55	28	27	2.3
Philadelphia	86	40	46	- 1.7
Cleveland	41	22	19	5.5
Richmond	48	21	27	4.3
Atlanta	30	21	9	6.0
Chicago	58	31	27	7.2
St. Louis	20	10	10	- 1.6
Minneapolis	17	6	11	3.2
Kansas City	24	15	9	4.1
Dallas	16	7	9	- 1.0
San Francisco	72	44	28	5.3
Total	530	280	250	3.4
Five and ten cent chains				12.1
Mail order houses				26.5