

FEDERAL RESERVE BOARD

STATEMENT FOR THE PRESS

For release in morning papers,
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Retail Trade In September, 1925

Retail sales in September were 2.7 per cent larger than in the same month last year, according to preliminary reports received by the Federal reserve banks from 546 retail stores in different sections of the country. Mail order house sales were 10.8 per cent greater than in September, 1924, and sales at five and ten cent chain stores were 12.9 per cent larger.

Increased sales at department store and other retail stores were principally in the three eastern districts and in the Chicago, Minneapolis, and San Francisco Federal reserve districts. In the Cleveland district and in the southern and southwestern Federal reserve districts sales were smaller than a year ago, the greatest decrease being in the Atlanta and Dallas Federal reserve districts. Of the total number of stores reporting 283 showed larger sales than in September of last year, while 262 showed decreases.

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

Districts	: Total number of stores reporting: Percentage of increase or decrease comp. with Sept. '24			
	Total	Increase	Decrease	Percentage of increase or decrease comp. with Sept. '24
Boston	64	41	23	3.1
New York	63	37	26	2.7
Philadelphia	89*	54	34	5.2
Cleveland	45	18	27	- 1.4
Richmond	50	20	30	- 2.1
Atlanta	29	9	20	- 6.7
Chicago	61	28	33	10.2
St. Louis	21	6	15	- 3.0
Minneapolis	15	7	8	1.3
Kansas City	21	9	12	- 3.1
Dallas	17	4	13	- 6.8
San Francisco	71	50	21	7.8
Total	546	283	262	2.7
Mail order houses				10.8
Five and ten cent stores				12.9

*One store showed neither increase or decrease.