

FEDERAL RESERVE BOARD

STATEMENT FOR THE PRESS

For release in morning papers,  
Wednesday, November 11, 1925.

Retail Trade in October, 1925

Sales at 553 department and other retail stores amounted to \$168,955,000 in October, as compared with \$145,474,000 in October of last year, an increase of approximately 16 per cent, according to preliminary reports received by the Federal reserve banks in different sections of the country. Larger sales were noted in all Federal reserve districts, the greatest increases occurring in the Chicago, St. Louis, and Minneapolis Federal reserve districts. Of the total number of stores reporting only 84 showed smaller sales than last year and indicated that increases over the corresponding month in 1924 were more general than for any earlier month this year.

Mail order house sales were 27.5 per cent larger than in October of last year and sales at five and ten cent chain stores were 23.7 per cent larger.

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

	:Total number of stores reporting:		Percentage of increase or de-	
	Total	Increase	Decrease	crease compared with Oct., 1924
Boston	65	57	8	13.4
New York	64*	60	3	16.2
Philadelphia	90	67	23	11.8
Cleveland	49	46	3	18.9
Richmond	51	45	6	15.5
Atlanta	30	26	4	13.6
Chicago	56	51	5	31.4
St. Louis	20	18	2	27.5
Minneapolis	16	16	0	24.5
Kansas City	25	22	3	13.0
Dallas	14	9	5	11.8
San Francisco	73	51	22	8.5
Total	553	468	84	16.1

Mail order houses 27.5  
Five and ten cent stores 23.7

\*One store showed neither increase or decrease