

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

STATEMENT FOR THE PRESS

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Retail Trade in November, 1925

Sales of 559 retail establishments throughout the United States, according to preliminary reports received by the Federal reserve banks, were 3.4 per cent larger in November, 1925, than in November of the previous year. The net increase for the country as a whole occurred despite the fact that in November, 1924, there were 5 Saturdays, which are busy days in retail trade at this season, while in November of this year there were only 4 Saturdays. Largely because of this difference in the number of Saturdays in the two months, more stores reported decreases in sales (300) than reported increases (259). Sales declined in 5 out of the 12 districts,--Philadelphia, Cleveland, Minneapolis, Kansas City, and Dallas. The largest decrease (7 per cent) was in the Minneapolis district, while the greatest increases (about 9 per cent) were in the San Francisco, Atlanta, and St. Louis districts.

Sales of mail order houses were 12.8 per cent larger than in November, 1924, and sales of five-and-ten-cent chain stores increased by 10.8 per cent.

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

	: Total number of stores reporting			: Percentage of increase or decrease compared with Nov., 1924
	: Total	Increase	Decrease	
Boston	68	26	42	1.7
New York	66	34	32	4.9
Philadelphia	89	35	54	- 2.0
Cleveland	44	13	31	- 3.7
Richmond	47	26	21	4.5
Atlanta	31	24	7	9.3
Chicago	57	20	37	7.2
St. Louis	20	11	9	8.9
Minneapolis	19	4	15	- 6.9
Kansas City	24	8	16	- 2.9
Dallas	14	4	10	- 0.8
San Francisco	80	54	26	9.5
Total	559	259	300	3.4
Mail order houses				12.8
Five and ten cent stores				10.8