

# FEDERAL RESERVE BOARD

## STATEMENT FOR THE PRESS

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### Retail Trade in January, 1926

January sales at department stores, mail order houses, and five and ten cent chain stores were larger than in January, 1925. Sales at 517 department stores which made preliminary reports to the Federal reserve system were about 5 per cent larger than last year and those of mail order houses and five and ten cent chain stores were 9 per cent and 10 per cent larger, respectively. Increased sales occurred in all Federal reserve districts except Minneapolis, Kansas City, and San Francisco, but the most substantial improvement was in the Boston, Richmond, and Atlanta districts. Of the 517 retail firms reporting to the Federal reserve system from all sections of the country 265 stores showed larger sales than in January of the previous year and 252 reported decreases.

Percentage changes in dollar sales between January, 1925, and January, 1926, were shown in the following table:

	: Total number of stores reporting: Percentage of increase or			
	: Total	Increase	Decrease	: decrease comp. with Jan. '25
Boston	62	37	25	13.6
New York	60	40	20	5.3
Philadelphia	79	47	32	5.1
Cleveland	46	23	23	1.8
Richmond	45	23	22	8.3
Atlanta	26	17	9	8.0
Chicago	48	20	28	5.3
St. Louis	18	6	12	5.2
Minneapolis	18	8	10	- 0.4
Kansas City	24	12	12	- 0.8
Dallas	15	10	5	1.0
San Francisco	76	22	54	- 1.5
Total	517	265	252	4.8
Mail order houses				9.0
Five and ten cent stores				10.0