

FEDERAL RESERVE BOARD

STATEMENT FOR THE PRESS

For release in morning papers,
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Retail Trade in February, 1926

Total sales in February of 541 retail firms which made preliminary reports to the Federal reserve system were 2.3 per cent larger than in February of last year. Increases were reported in seven Federal reserve districts and ranged from 0.4 per cent in the Cleveland district to 13.5 per cent in the St. Louis district. In five districts sales were smaller than in February, 1925, and in each of these districts the decrease was about 3 per cent, except in the Richmond district where it amounted to 0.4 per cent. Of the total number of stores reporting 298 showed smaller sales than last year and 243 reported increases.

Sales of mail order houses and five and ten cent chain stores were 7.4 per cent and 8.8 per cent larger, respectively, than in February of last year.

Percentage changes in dollar sales between February, 1925, and February, 1926, are shown in the following table:

| | : Total number of stores reporting: | | | Percentage of increase or |
|--------------------------|-------------------------------------|------------|------------|--------------------------------|
| | : Total | Increase | Decrease | : decrease comp. with Feb. '25 |
| Boston | 67 | 30 | 37 | - 3.2 |
| New York | 59 | 27 | 32 | - 4.8 |
| Philadelphia | 81 | 29 | 52 | - 3.1 |
| Cleveland | 37 | 20 | 17 | 0.4 |
| Richmond | 40 | 16 | 32 | - 0.4 |
| Atlanta | 29 | 22 | 7 | 12.1 |
| Chicago | 57 | 28 | 29 | 10.8 |
| St. Louis | 18 | 10 | 8 | 13.5 |
| Minneapolis | 17 | 6 | 11 | - 3.1 |
| Kansas City | 30 | 11 | 19 | - 3.2 |
| Dallas | 15 | 6 | 9 | 1.5 |
| San Francisco | 83 | 38 | 45 | 2.0 |
| Total | 541 | 243 | 298 | 2.3 |
| Mail order houses | | | | 7.4 |
| Five and ten cent stores | | | | 8.8 |