

FEDERAL RESERVE BOARD

STATEMENT FOR THE PRESS

For release in morning papers,
Saturday, April 10, 1926.

Retail Trade in March, 1926

Total sales in March of 522 retail firms which made preliminary reports to the Federal reserve system were 7.2 per cent larger than in March of last year. Increases were reported from all Federal reserve districts except the Minneapolis and Kansas City districts, where slight declines occurred. The largest increases, varying from 11.4 per cent to 15.6 per cent, were reported from the Chicago, St. Louis, and San Francisco Federal reserve districts. Of the total number of stores reporting 313 showed larger sales than last year and 209 showed declines.

Sales of mail order houses and five and ten cent chain stores were 12.3 per cent and 12.5 per cent larger, respectively, than in March of last year.

Larger retail sales in March than a year ago may be attributed in part to the earlier Easter trading season this year as compared with 1925, together with the fact that in March this year there was one more business day than in 1925.

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

	: Total number of stores reporting: Percentage of increase or decrease compared with March, 1925			
	: Total	Increase	Decrease	: Increase compared with March, 1925
Boston	67	40	27	4.3
New York	65	39	26	7.6
Philadelphia	72	40	32	7.4
Cleveland	41	23	18	2.8
Richmond	46	32	14	6.4
Atlanta	27	17	10	5.1
Chicago	52	25	27	11.4
St. Louis	17	10	7	15.6
Minneapolis	16	7	9	- 0.8
Kansas City	26	13	13	- 0.5
Dallas	16	9	7	2.2
San Francisco	77	58	19	11.8
Total	522	313	209	7.2
Mail order houses (2 houses)				12.3
Five and ten cent stores (5 chains)				12.5