

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

STATEMENT FOR THE PRESS

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

Total sales in April of 524 retail firms, which made preliminary reports to the Federal reserve system from all sections of the country, were 2 per cent smaller than in April of last year. Smaller sales were reported from all Federal reserve districts except the Atlanta, Chicago, St. Louis, and San Francisco districts where sales were slightly larger. The largest declines were in the Minneapolis and Kansas City districts and amounted to 7.6 per cent and 8.6 per cent respectively. Of the total number of stores reporting 344 showed declines and 180 reported increases.

Sales of two mail order houses were 7.1 per cent larger than in April, 1925, and sales of five and ten cent chain stores (5 chains) were 3.2 per cent larger than a year ago.

Smaller sales in April this year than in 1925 were due in part to the fact that the Easter trading season fell largely in March because of the earlier date for Easter than in 1925.

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

	: Total number of stores reporting: Percentage of increase or decrease compared with April, 1925			
	Total	Increase	Decrease	
Boston	66	17	49	- 2.9
New York	60	24	36	- 1.3
Philadelphia	76	26	50	- 4.5
Cleveland	44	9	35	- 3.7
Richmond	46	12	34	- 6.0
Atlanta	29	17	12	2.4
Chicago	53	19	34	2.7
St. Louis	17	5	12	1.1
Minneapolis	14	3	11	- 7.6
Kansas City	29	9	20	- 8.6
Dallas	16	6	10	- 5.5
San Francisco	74	33	41	0.05
Total	524	180	344	- 2.1
Mail order houses (2 houses)				7.1
Five and ten cent stores (5 chains)				3.2