

FEDERAL RESERVE BOARD

STATEMENT FOR THE PRESS

For release in morning papers,  
Wednesday, August 11, 1926.

Retail Trade in July, 1926.

Total sales in July of 493 departments and other retail stores which made preliminary reports to the Federal Reserve System from all sections of the country were 5.4 per cent larger than in July, 1925. Increases were general in all sections of the country, but the largest, varying from 6.2 per cent to 10.8 per cent, were in the New York, Chicago, St. Louis, and Dallas Federal reserve districts. Larger sales than last year occurred at 330 of the reporting stores, and smaller sales at 162.

Sales of two mail order houses were 14.6 per cent larger than in July, 1925, and those of five and ten cent variety chain stores (5 chains) were 12 per cent larger than a year ago.

Percentage changes in dollar sales between July, 1925 and July, 1926 are given in the following table:

	: Total number of stores reporting:			Percentage of increase or decrease compared with July, 1925.	
	Total	Increase	Decrease		
Boston	64	45	19	+	3.5
New York	59*	47	11	+	6.2
Philadelphia	69	51	18	+	5.4
Cleveland	29	15	14	+	1.4
Richmond	43	26	17	+	3.4
Atlanta	29	20	9	+	4.9
Chicago	59	44	15	+	10.8
St. Louis	18	7	11	+	9.1
Minneapolis	13	9	4	+	4.0
Kansas City	29	15	14	+	1.9
Dallas	16	14	2	+	8.7
San Francisco	65	37	28	+	5.5
<b>Total</b>	<b>493</b>	<b>330</b>	<b>162</b>	<b>+</b>	<b>5.4</b>
Mail order houses (2 houses)					+ 14.6
Five and ten cent stores (5 chains)					+ 12.1

\* One store showed neither increase or decrease.