

FEDERAL RESERVE BOARD

STATEMENT FOR THE PRESS

Retail Trade in September, 1926.

Preliminary reports to the Federal reserve system from retail stores in all sections of the United States indicate that the volume of retail trade in September was considerably larger than in September, 1925. Total sales of 519 department and other retail stores were 6.5 per cent larger than in September a year ago, and sales of mail order houses (2 houses) and 5 and 10 cent chain stores (5 reporting chains) were 9 per cent and 10 per cent larger, respectively, than in the corresponding month of last year. Sales of department stores were generally larger in all sections of the country, the largest increases, ranging from 10 to 12 per cent, being in the Chicago and San Francisco Federal reserve districts. The smallest increases were in the Boston, Richmond, and Minneapolis Federal reserve districts where sales ranged from 2.6 per cent to 3.5 per cent larger than a year ago. Of the total of 519 reporting firms, 329 showed increases from last year and 190 reported a smaller volume of sales.

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

	: Total number of stores reporting: Percentage of increase or decrease compared with Sept. 1925			
	Total	Increase	Decrease	
Boston	59	33	26	+ 3.5
New York	54	34	20	+ 5.0
Philadelphia	74	48	26	+ 4.6
Cleveland	40	26	14	+ 6.3
Richmond	46	28	18	+ 2.6
Atlanta	31	21	10	+ 6.8
Chicago	57	41	16	+12.3
St. Louis	20	12	8	+ 4.9
Minneapolis	14	10	4	+ 3.2
Kansas City	31	16	15	+ 4.1
Dallas	16	12	4	+ 6.7
San Francisco	77	48	29	+10.4
<b>Total</b>	<b>519</b>	<b>329</b>	<b>190</b>	<b>+ 6.5</b>
Mail order houses (2 Houses)				+ 8.8
Five and ten cent stores (5 chains)				+10.3