

STATEMENT FOR THE PRESS

For release in morning papers, Thursday, November 11, 1926

Retail Trade in October, 1926.

Preliminary reports to the Federal reserve system from 524 department and other retail stores in all sections of the United States indicate that total sales of these stores in October were 3.6 per cent smaller than in October of last year. Smaller sales occurred at 348 of the reporting stores and larger sales at 176. Sales were smaller in all Federal reserve districts except in the San Francisco district where they were slightly larger. The largest decreases were in the Minneapolis, St. Louis, and Kansas City districts. The decline in sales in comparison with October of last year reflects, in part, the fact that sales last October were in exceptionally large volume, and that the number of selling days in October of this year, by reason of an extra Sunday in the month, was smaller by one day than the number in October of last year.

Sales of mail order houses were 10 per cent smaller than in October of last year. Sales of five and ten cent chain stores were 7 per cent larger than a year ago.

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

|                                     | : Total number of stores reporting: |            | Percentage of increase or decrease compared with Oct., 1925 |              |
|-------------------------------------|-------------------------------------|------------|---|--------------|
|                                     | Total                               | Increase   | Decrease  |              |
| Boston                              | 57                                  | 23         | 34  | - 2.0        |
| New York                            | 60                                  | 23         | 37  | - 3.9        |
| Philadelphia                        | 74                                  | 33         | 41  | - 0.5        |
| Cleveland                           | 33                                  | 5          | 28  | - 6.1        |
| Richmond                            | 47                                  | 10         | 37  | - 4.0        |
| Atlanta                             | 32                                  | 4          | 28  | - 6.1        |
| Chicago                             | 53                                  | 20         | 33  | - 1.2        |
| St. Louis                           | 13                                  | 1          | 12  | - 12.9       |
| Minneapolis                         | 15                                  | 4          | 11  | - 13.6       |
| Kansas City                         | 30                                  | 5          | 25  | - 10.6       |
| Dallas                              | 13                                  | 5          | 8   | - 5.2        |
| San Francisco                       | 97                                  | 43         | 54  | + 0.7        |
| <b>Total</b>                        | <b>524</b>                          | <b>176</b> | <b>348</b>  | <b>- 3.6</b> |
| Mail order houses (2 houses)        |                                     |            |   | - 10.2       |
| Five and ten cent stores (5 chains) |                                     |            |   | + 7.3        |