

FEDERAL RESERVE BOARD

STATEMENT FOR THE PRESS

For release in morning papers,  
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Retail Trade in November, 1926.

Preliminary reports to the Federal reserve system from 553 department and other retail stores in all sections of the United States indicate that total sales of these stores were 6.5 per cent larger in November of this year than in November, 1925. The large increase in sales in comparison with November of last year reflects, in part, the fact that November of this year contained one more business day than November, 1925. On the basis of daily averages sales in November of this year were about 2 per cent larger than in November a year ago. Sales were larger in all sections of the country but the largest increases, amounting to about 10 per cent, were in the Cleveland and Chicago Federal reserve districts. In the Philadelphia and San Francisco districts sales were only about 3 per cent larger than a year ago, the smallest increases for any districts. Of the 553 firms reporting 383 indicated larger sales than a year ago and 169 stores showed declines.

Sales of two leading mail order houses were 7 per cent larger than in November of last year and sales of five and ten cent chain store (5 chains) were 12 per cent larger than a year ago.

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

	: Total number of stores reporting:			Percentage of increase or
	: Total	: Increase:	Decrease :	decrease compared with Nov. 1925.
Boston	58	47	11	+ 8.0
New York	58*	39	18	+ 6.7
Philadelphia	102	65	37	+ 2.7
Cleveland	40	34	6	+10.3
Richmond	44	29	15	+ 6.6
Atlanta	33	22	11	+ 5.8
Chicago	56	44	12	+ 9.6
St. Louis	22	17	5	+ 7.6
Minneapolis	15	9	6	+ 7.0
Kansas City	26	21	5	+ 7.8
Dallas	13	11	2	+ 6.9
San Francisco	86	45	41	+ 3.3
<b>Total</b>	<b>553</b>	<b>383</b>	<b>169</b>	<b>+ 6.5</b>
Mail order houses (2 houses)				+ 7.3
Five and ten cent stores (5 chains)				+12.1

\*One store showed neither increase or decrease.