

FEDERAL RESERVE BOARD

STATEMENT FOR THE PRESS

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Retail Trade in December, 1926

Christmas trade was in larger volume in 1926 than in 1925, according to preliminary reports of December sales by 456 department and other retail stores in all sections of the United States. These reports made to the Federal reserve banks indicate that sales for the country as a whole in December, 1926, were 5.8 per cent larger than in December, 1925, and exceeded those for any previous months. Increases reported in nine of the twelve Federal reserve districts ranged from 1.4 per cent in the Atlanta district to 9.8 per cent in the Richmond district, while the St. Louis, Minneapolis, and Dallas districts sales were in smaller volume than a year earlier. Larger sales were reported by 282 stores and smaller sales by 174 stores.

Sales of the two leading mail order houses were fractionally smaller in December, 1926, than in the corresponding month of 1925, while sales of 5 reporting five-and-ten-cent chain stores were nearly 9 per cent larger than a year earlier.

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

Federal Reserve District	: Total number of stores reporting:		Percentage of increase or decrease compared with Dec. 1925	
	Total	:	Increase	Decrease
Boston	57	39	18	+3.3
New York	41	28	13	+4.3
Philadelphia	31	51	30	+1.8
Cleveland	36	22	14	+2.4
Richmond	41	26	15	+9.8
Atlanta	25	15	10	+1.4
Chicago	40	19	21	+4.8
St. Louis	16	6	10	-4.9
Minneapolis	10	4	6	-4.4
Kansas City	22	17	5	+3.4
Dallas	12	8	4	-0.3
San Francisco	75	47	28	+7.2
Total	456	282	174	+5.3
Mail order houses (2 houses)				-0.04
Five and ten cent stores (5 chains)				+8.8