

FEDERAL RESERVE BOARD

STATEMENT FOR THE PRESS

For release in morning papers,
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Retail Trade in January, 1927.

Sales in January, 1927, of 539 department and other retail stores which made preliminary reports to the Federal reserve system were one per cent larger than in January of last year. Sales increased in seven Federal reserve districts and declined in five districts. With the exception of the Philadelphia district, where sales were 4.4 per cent smaller than in January, 1926, sales were larger in all the eastern districts and in the Chicago and San Francisco districts. They were smaller in the Richmond, St. Louis, Minneapolis, and Dallas districts, and practically unchanged in the Atlanta district. Of the 539 stores reporting, 261 showed increases and 277 reported declines.

Sales of two leading mail order houses were 7 per cent smaller in January, 1927 than in the corresponding month of 1926, while sales of 5 reporting five and ten cent chain stores were 4.3 per cent larger than a year earlier.

Percentage changes in dollar sales between January, 1927 and January, 1926 are given in the following table:

Federal Reserve District	:Total number of stores reporting:		: Percentage of increase or decrease compared with Jan. 1926.	
	: Total	: :	: Increase	: Decrease
Boston	59	28	31	+ 3.0
New York	53*	20	32	+ 2.4
Philadelphia	86	37	49	- 4.4
Cleveland	40	22	18	+ 3.3
Richmond	45	24	21	- 1.2
Atlanta	35	20	15	+ 0.05
Chicago	58	30	28	+ 1.3
St. Louis	18	6	12	- 5.1
Minneapolis	17	6	11	- 1.1
Kansas City	23	13	10	+ 2.9
Dallas	17	11	6	- 4.6
San Francisco	88	44	44	+ 3.4
Total	539	261	277	+ 1.0
Mail order houses (2 houses)				- 6.9
Five and ten cent stores (5 chains)				+ 4.3

* One store showed neither increase or decrease.