

FEDERAL RESERVE BOARD

STATEMENT FOR THE PRESS

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Retail Trade in February, 1927.

Sales in February of 568 department and other retail stores, which made preliminary reports to the Federal reserve system, were 2.5 per cent larger than in February of last year. Wide variations in sales were shown in reports from different sections of the country. In the Boston and Atlanta Federal reserve districts sales were more than 6 per cent larger than last year, while in the Dallas district they were nearly 10 per cent less. Smaller sales than in February, 1926 were reported also for the Philadelphia and St. Louis districts, while in all the other districts sales were larger than a year ago. Of the total number of stores reporting, 330 showed larger sales than last year and 238 reported declines.

Sales of two leading mail order houses were 3 per cent smaller in February than in the corresponding month of 1926, while sales of eight five and ten cent chain stores were 15 per cent larger than last year.

Percentage changes in dollar sales between February, 1926 and February, 1927 and the number of stores reporting are given in the following table:

Federal Reserve District	Number of stores reporting			Percentage of increase or decrease compared with February, 1926
	Total	Increase	Decrease	
Boston	76	53	23	+ 3.6
New York	65	40	25	+ 3.9
Philadelphia	88	59	29	- 1.0
Cleveland	41	22	19	+ 1.6
Richmond	46	27	19	+ 0.6
Atlanta	30	18	12	+ 6.4
Chicago	56	36	20	+ 5.9
St. Louis	15	3	12	- 5.7
Minneapolis	15	8	7	+ 1.5
Kansas City	28	16	12	+ 5.1
Dallas	17	7	10	- 9.6
San Francisco	91	41	50	+ 3.5
<b>Total</b>	<b>568</b>	<b>330</b>	<b>238</b>	<b>+ 2.5</b>
Mail order houses (2 houses)				- 3.1
Five and ten cent stores (8 chains)				+15.2