

FEDERAL RESERVE BOARD

STATEMENT FOR THE PRESS

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

March sales of 621 department and other retail stores, according to preliminary reports made to the Federal Reserve System, were 1.5 per cent smaller than in March of last year. Sales were smaller in seven Federal reserve districts, the largest decreases being shown in the Minneapolis, St. Louis, Richmond and Philadelphia districts. In the Chicago district there was an increase of about 4 per cent, and small increases were also shown in the Boston, New York and Dallas districts. Of the total number of stores reporting, 241 showed larger sales than last year and 380 reported declines.

Sales of two leading mail order houses during March were 2.2 per cent larger than in the corresponding month a year ago, and sales of eight five and ten cent chain stores were 7.8 per cent larger.

Percentage changes in dollar sales between March, 1926 and March, 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 March, 1926	
	Total	Increase	Decrease	
Boston	88	51	37	+ 0.9
New York	55	22	33	+ 0.4
Philadelphia	93	27	66	- 6.6
Cleveland	82	40	42	+ 0.5
Richmond	44	12	32	- 7.4
Atlanta	31	8	23	- 0.5
Chicago	56	26	30	+ 3.8
St. Louis	20	7	13	- 8.1
Minneapolis	15	1	14	-12.7
Kansas City	27	12	15	- 0.8
Dallas	17	10	7	+ 0.7
San Francisco	93	25	68	- 1.9
<b>Total</b>	<b>621</b>	<b>241</b>	<b>380</b>	<b>- 1.5</b>
Mail order houses (2 houses)				2.2
Five and ten cent stores (8 chains)				7.8