

FEDERAL RESERVE BOARD

STATEMENT FOR THE PRESS

For release in morning papers,
Saturday, September 10, 1927.

Retail Trade in the United States in August, 1927.

Sales of 566 department and other retail stores reporting to the Federal reserve system were about 7 per cent larger in August of this year than in the corresponding month of 1926. A part of this increase may be attributed to the fact that August had five Sundays in 1926 and four in 1927, giving the month one more trading day this year than last. Daily average sales for the two months indicate an increase of 3 per cent. Total monthly sales of two mail order houses were 17 per cent larger than a year ago and those of 8 chains of five-and-ten cent stores were 15 per cent larger.

Department store sales in August exceeded those of August, 1926, in every Federal reserve district except the Dallas district, in which they were 7.5 per cent smaller. The smallest increases, as compared with a year ago, were reported in the Philadelphia and San Francisco districts, 3.7 and 4.8 per cent respectively, while in the Boston, Cleveland, St. Louis, Minneapolis, and Kansas City districts sales were over 10 per cent larger than in August, 1926. Of the total number of 566 stores reporting to the Federal reserve banks, 386 showed larger sales and 180 smaller sales than a year ago.

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

Federal Reserve District	: Percentage of increase or decrease in sales - August, 1927: compared with August, 1926	Number of stores		
		Total	: Number reporting	: Increase :Decrease
Boston	+10.3	88	75	13
New York	+ 7.2	50	33	17
Philadelphia	+ 3.7	88	46	42
Cleveland	+10.3	45	35	10
Richmond	+ 7.0	45	35	10
Atlanta	+ 6.1	29	22	7
Chicago	+ 7.8	49	30	19
St. Louis	+11.2	21	18	3
Minneapolis	+10.6	15	10	5
Kansas City	+10.4	27	20	7
Dallas	- 7.5	14	8	6
San Francisco	+ 4.8	95	54	41
Total	+ 6.9	566	386	180
Mail order houses	+17.1 (2 houses)			
Five-and-ten-cent stores	+15.2 (8 chains)			