

FEDERAL RESERVE BOARD

STATEMENT FOR THE PRESS

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Retail Trade in the United States in September, 1927.

Sales of 551 department stores reporting to the Federal reserve system were in about the same volume in September as a year ago. Sales of two mail order houses averaged 8 per cent larger than in September of 1926 and those of eight five-and-ten-cent stores were about 11 per cent larger.

While for the country as a whole sales of department stores were in about the same volume as in September of last year, they were larger in the Boston, New York, Atlanta and San Francisco Federal reserve districts. In the Philadelphia, Cleveland, Richmond, St. Louis, Kansas City and Dallas Federal reserve districts sales were smaller, while in the Chicago and Minneapolis districts they were in about the same volume as in September of last year. Of the total number of stores (551) reporting for the country as a whole 250 showed larger sales and 301 showed smaller sales than a year ago.

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

Federal Reserve District	: Percentage of increase or decrease in sales - Sept., 1927 : compared with September, 1926 :	Number of stores		
		Total reporting	Number reporting Increase	Number reporting Decrease
Boston	+ 2.8	84	51	3
New York	+ 2.5	53	23	30
Philadelphia	- 4.1	91	40	51
Cleveland	- 2.2	51	22	29
Richmond	- 0.5	48	21	27
Atlanta	+ 3.0	24	16	8
Chicago	+ 0.1	59	12	47
St. Louis	- 8.8	19	7	12
Minneapolis	- 0.3	11	3	8
Kansas City	- 1.1	31	11	20
Dallas	- 3.2	18	13	5
San Francisco	+ 2.0	62	31	31
Total	- 0.1	551	250	301
Mail order houses	+ 8.1 (2 houses)			
Five-and-ten-cent stores	+10.8 (8 chains)			