

FEDERAL RESERVE BOARD

STATEMENT FOR THE PRESS

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Retail Trade in the United States in October, 1927.

Sales in October of 561 department stores reporting to the Federal reserve system were 3 per cent smaller than in October of last year. Sales of two mail order houses and eight five-and-ten cent chain stores were about 8 per cent larger.

Reports from department stores by Federal reserve districts indicate that the largest declines in sales from a year ago were in the industrial sections of the country included in the Boston, New York, Philadelphia, Cleveland and Richmond Federal reserve districts. In the St. Louis and San Francisco districts sales were slightly larger and in the Atlanta and Minneapolis districts they were in about the same volume as a year ago. Of the total number of stores (561) reporting for the country as a whole, 354 showed declines and 207 showed increases.

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

Federal Reserve District	: Percentage of increase or decrease in sales - Oct., 1927 : compared with October, 1926	Number of stores		
		Total reporting	Increase	Decrease
Boston	- 3.8	82	37	45
New York	- 4.3	55	13	42
Philadelphia	- 8.0	84	19	65
Cleveland	- 4.4	53	14	39
Richmond	- 4.2	49	12	37
Atlanta	- 0.2	33	16	17
Chicago	- 1.7	55	14	41
St. Louis	+ 1.8	19	10	9
Minneapolis	- 0.4	15	6	9
Kansas City	- 2.2	26	10	16
Dallas	- 3.2	18	11	7
San Francisco	+ 0.6	72	45	27
Total	- 3.3	561	207	354
Mail order houses	+ 8.2 (2 houses)			
Five-and-ten-cent stores	+ 8.9 (8 chains)			