

FEDERAL RESERVE BOARD

STATEMENT FOR THE PRESS

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Retail Trade in the United States in November, 1927.

Sales in November of 541 department stores reporting to the Federal reserve system were one per cent larger than in November of last year. Sales of two mail order houses and of eight five-and-ten cent chain stores were 7 and 8 per cent larger, respectively.

Reports from department stores by Federal reserve districts show that sales were larger than last year in six districts--the largest increases being in the New York, Chicago, and San Francisco districts. In the other six districts sales were smaller and the largest declines were in the Philadelphia, Richmond, and Atlanta districts. Of the total number of department stores (541) reporting for the country as a whole, 252 showed larger sales, while 289 showed declines.

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

Federal Reserve District	:Percentage of increase or decrease in sales - Nov., 1927 : compared with November, 1926 :	Number of stores		
		Total reporting	: Increase	: Decrease
Boston	+ 1.0	88	43	45
New York	+ 5.1	55	27	28
Philadelphia	- 3.7	85	29	56
Cleveland	- 1.5	42	16	26
Richmond	- 4.2	45	20	25
Atlanta	- 6.1	31	10	21
Chicago	+ 4.8	49	23	26
St. Louis	- 1.1	20	7	13
Minneapolis	+ 0.2	15	8	7
Kansas City	+ 0.9	25	12	13
Dallas	- 0.2	19	10	9
San Francisco	+ 4.8	67	47	20
Total	+ 1.0	541	252	289
Mail order houses	+ 7.0 (2 houses)			
Five-and-ten-cent stores	+7.8 (8 chains)			