RETAIL TRADE IN SEPTEMBER, 1928.
Preliminary report.

Sales of 503 reporting retail stores in September were 6 per cent larger than in the same month of last year according to preliminary figures received by the Federal reserve system. Increases from last year were shown by 314 firms and decreases by 189 firms. It should be noted that September of this year contained one less business day and one more Saturday than September, 1927.

All of the Federal reserve districts reported larger department store sales than last year, except the Boston, Atlanta, and San Francisco districts, where the volume did not change, and the Minneapolis district where sales decreased by 3 per cent.

Sales of mail order houses were 24 per cent larger than in September last year, and those of five-and-ten-cent chain stores were 12 per cent larger. The changes in the volume of business of these firms reflect in part an increase in the number of retail outlets in operation from month to month.

Percentage changes in dollar sales between September, 1927, and September, 1928, together with the number of stores reporting, are given in the following table:

Federal reserve district	Percentage of increase or decrease in sales--September, 1928, compared with September, 1927.	Number of stores		
		Total reporting	Number reporting	
			Increase	Decrease
Boston	- 0.6	71	31	40
New York	+ 5.3	50	31	19
Philadelphia	+ 6.8	49	33	16
Cleveland	+ 9.8	38	32	6
Richmond	+ 3.8	46	24	22
Atlanta	- 0.5	32	16	16
Chicago	+19.1	63	54	9
St. Louis	+ 8.6	21	13	8
Minneapolis	- 3.3	15	8	7
Kansas City	+ 5.6	26	21	5
Dallas	+ 7.0	20	16	4
San Francisco	+ 0.9	72	35	37
Total	+ 5.9	503	314	189

Mail order houses +24.0 (2 houses)
Five-and-ten-cent stores+12.0 (8 chains)

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