

RETAIL TRADE IN OCTOBER, 1928  
Preliminary report.

Sales of department stores showed an increase of 3 per cent in October, 1928, as compared with the corresponding month last year, according to reports made to the Federal reserve system by 496 stores. When allowance is made for the fact that October contained one more business day this year than in 1927, however, average daily sales were in about the same volume this October as a year ago. In the preceding month average daily sales had been 10 per cent larger than a year earlier.

Slightly more than half of the reporting department stores showed increases in total sales in October compared with a year ago. The largest increases were shown in the Chicago, New York, and San Francisco Federal reserve districts, while substantial decreases were reported for the Minneapolis, St. Louis, and Atlanta districts.

Sales of mail order houses were 25 per cent larger, and those of five-and-ten-cent chain stores 6.7 per cent larger than in October a year ago. The changes in the volume of business of both mail order houses and chain stores reflect in part an increase from month to month in the number of retail outlets operated.

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

Federal reserve district	:Percentage of increase or decrease in sales--October, 1928, : compared with October, 1927	: Number of stores		
		: Total : reporting	: Increase	: Decrease
Boston	+ 2.9	72	37	35
New York	+ 6.9	48	26	22
Philadelphia	+ 3.5	43	23	20
Cleveland	- 1.6	42	17	25
Richmond	+ 0.2	44	22	22
Atlanta	- 3.7	30	7	23
Chicago	+ 9.2	65	36	29
St. Louis	- 8.1	20	8	12
Minneapolis	-15.2	14	1	13
Kansas City	+ 1.9	26	17	9
Dallas	+ 0.1	17	8	9
San Francisco	+ 6.9	75	51	24
Total	+ 3.2	496	253	243
Mail order houses	+25.0 (2 houses)			
Five-and-ten-cent stores	+ 6.7 (8 chains)			