

RETAIL TRADE IN NOVEMBER, 1928
Preliminary report.

Department store sales were in about the same volume in November, 1928, as in the corresponding month a year ago, according to preliminary reports received by the Federal reserve system from 462 stores. Compared with the preceding month average daily sales in November showed a seasonal increase.

Increases in sales for November this year over November, 1927, were reported by 195 stores, and decreases by 267 stores. Stores in four Federal reserve districts -- New York, Richmond, Chicago and Dallas, reported larger sales than during the corresponding month. Substantial decreases were shown for the same period in the Philadelphia, Minneapolis, Kansas City and San Francisco districts.

Sales of two mail order houses were 20.3 per cent larger, and those of eight five-and-ten-cent chain stores 7.6 per cent larger than in November last year. 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 November, 1927, and November, 1928, together with the number of stores reporting, are given in the following table:

Federal reserve district	:Percentage of increase or decrease in sales--November, 1928: compared with November, 1927	Number of stores			
		Total :reporting	:Increase :Decrease		Number reporting
Boston	- 1.0	76	35	41	
New York	+ 0.5	51	18	33	
Philadelphia	- 5.3	40	14	26	
Cleveland	- 0.1	34	18	16	
Richmond	+ 0.8	43	19	24	
Atlanta	- 1.8	30	8	22	
Chicago	+ 6.4	53	26	27	
St. Louis	- 1.2	17	5	12	
Minneapolis	- 3.4	12	4	8	
Kansas City	- 3.7	22	8	14	
Dallas	+ 5.2	20	14	6	
San Francisco	- 2.4	64	26	38	
Total	- 0.3	462	195	267	