

FEDERAL RESERVE BOARD

R&S RTI - 51
1929 -- 7

RETAIL TRADE IN FEBRUARY, 1929
Preliminary report

Total sales of department stores in February were larger than a year ago, according to preliminary reports made to the Federal reserve system by 438 stores. After allowance is made for the fact that February of this year contained one less business day than February, 1928, sales of these firms showed an increase of approximately four per cent. Of the 438 reporting stores, 159 reported increases over February of last year while 279 showed decreases.

By Federal reserve districts, increases in total sales for the month, as compared with February, 1928, were reported by stores in the Chicago, New York, Cleveland and St. Louis districts, while the largest declines occurred in the Atlanta, Minneapolis and Philadelphia districts.

Sales of two mail order houses were 20.8 per cent larger, and those of eight five-and-ten-cent chain stores, 4.5 per cent larger than in February of last year. Changes in the volume of business of both mail order houses and chain stores reflected in part an increase in the number of retail outlets operated.

Percentage changes in dollar sales between February, 1928, and February, 1929, are given in the following table:

Federal reserve district	Percentage of increase or decrease in sales--February, 1929 compared with February, 1928	Number of stores		
		Total reporting	Increase	Decrease
Boston	- 2.7	78	21	57
New York	+ 5.2	43	23	20
Philadelphia	- 4.0	35	15	20
Cleveland	+ 1.3	34	19	15
Richmond	- 2.7	41	14	27
Atlanta	- 6.6	26	8	18
Chicago	+ 7.0	41	19	22
St. Louis	+ 1.6	20	8	12
Minneapolis	- 6.5	14	1	13
Kansas City	- 3.9	21	5	16
Dallas	- 3.8	18	5	13
San Francisco	- 1.4	67	21	46
Total	+ 0.2	438	159	279