

FEDERAL RESERVE BOARD

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RETAIL TRADE IN OCTOBER 1929  
Preliminary report

Department store sales for October were 3 per cent larger than in the corresponding month a year ago, according to preliminary reports made to the Federal reserve system by 483 stores. Increases in total sales were reported by 252 stores and decreases by 231 stores.

The change in sales varied considerably for different parts of the country, ranging from an increase of 7 per cent in the Boston and New York Federal reserve districts to a decrease of 11 per cent in the Minneapolis district.

Percentage changes in total sales between October 1928 and October 1929 are given by districts in the following table:

Federal reserve district	Percentage of increase or decrease in sales, October, 1929, compared with October, 1928.	Number of stores reporting--	
		Increase	Decrease
United States	+ 3.0	252	231
Boston	+ 7.1	38	47
New York	+ 7.1	33	14
Philadelphia	+ 5.3	27	12
Cleveland	+ 1.1	18	9
Richmond	+ 4.6	33	23
Atlanta	- 4.1	15	16
Chicago	- 0.7	17	38
St. Louis	- 3.2	8	12
Minneapolis	-11.2	6	10
Kansas City	+ 3.0	14	7
Dallas	+ 1.9	15	4
San Francisco	+ 0.4	28	39

Note:- The month had the same number of business days (27) this year and last year.