

## BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

H.11

May 9, 1952

DEPARTMENT STORE SALES, BY CITIES  
(Based on Dollar Amounts)

| Federal Reserve District and city | Percentage change from corresponding period a year ago 1/ |                  |        |         |         |         |       |
|-----------------------------------|---|------------------|--------|---------|---------|---------|-------|
|                                   | Jan.<br>Feb.  | Month of<br>Mar. | Apr. 5 | Apr. 12 | Apr. 19 | Apr. 26 | May 3 |
| <b>UNITED STATES</b>              | - 9   | - 9              | + 7    | +11     | - 1     | r+ 3    | - 2   |
| <b>Boston District</b>            | -12   | -10              | +12    | +26     | - 3     | + 3     | + 1   |
| New Haven Conn.                   | + 7   | - 9              | +20    | +44     | -19     | + 1     | +13   |
| Boston Mass.                      | -14   | - 6              | +12    | +21     | - 3     | + 5     | + 1   |
| Lowell-Lawrence "                 | - 7   | -11              | +15    | +37     | -10     | + 4     | - 5   |
| Springfield "                     | - 1   | -13              | +24    | +47     | - 1     | + 7     | - 2   |
| Providence R.I.                   | -13   | -12              | + 7    | +27     | + 3     | - 7     | + 3   |
| <b>New York District</b>          | -11   | -12              | + 2    | 0       | - 5     | - 3     | - 9   |
| Newark N.J.                       | -13   | -11              | +10    | - 1     | - 2     | + 7     | - 8   |
| Buffalo N.Y.                      | - 2   | - 9              | +15    | +27     | + 1     | - 1     | - 7   |
| New York "                        | -13   | -13              | - 2    | - 4     | - 7     | r+ 7    | -10   |
| Rochester "                       | -10   | -16              | + 9    | + 7     | - 1     | r+ 8    | -10   |
| Syracuse "                        | -12   | - 8              | + 2    | + 6     | + 2     | +13     | - 4   |
| <b>Philadelphia District</b>      | - 8   | -11              | +13    | + 3     | - 5     | 0       | - 6   |
| Philadelphia Pa.                  | - 9   | - 9              | +15    | + 4     | - 7     | - 4     | - 8   |
| <b>Cleveland District</b>         | -11   | - 7              | +10    | +13     | - 5     | 0       | - 6   |
| Akron Ohio                        | -8  | - 3              | + 5    | +13     | - 2     | + 4     | + 4   |
| Cincinnati "                      | -11   | - 3              | + 8    | +26     | -12     | - 6     | -12   |
| Cleveland "                       | - 8   | - 9              | + 9    | +13     | - 6     | - 2     | - 6   |
| Columbus "                        | - 4   | - 2              | +15    | + 5     | - 9     | +16     | + 6   |
| Toledo "                          | -11   | - 6              | + 2    | +18     | - 8     | + 3     | - 1   |
| Erie Pa.                          | - 4   | - 1              | + 8    | +24     | .0      | + 8     | + 5   |
| Pittsburgh "                      | -16   | - 9              | +16    | + 8     | - 1     | - 3     | - 9   |
| <b>Richmond District</b>          | - 6   | - 8              | +10    | +10     | + 1     | r+ 7    | - 1   |
| Washington D.C.                   | - 7   | -11              | +10    | - 2     | + 6     | + 2     | + 2   |
| Baltimore Md.                     | - 5   | - 7              | +11    | +25     | - 2     | +18     | - 4   |
| <b>Atlanta District</b>           | - 2   | - 9              | +28    | +33     | + 2     | r+ 6    | + 5   |
| Birmingham Ala.                   | - 5   | + 2              | +31    | +51     | - 9     | + 6     | - 2   |
| Jacksonville Fla.                 | - 7   | - 8              | +27    | +37     | +11     | + 7     | - 5   |
| Miami "                           | - 6   | - 7              | +12    | +11     | + 3     | + 4     | + 6   |
| Atlanta Ga.                       | -11   | -22              | +52    | +44     | - 4     | r+11    | +16   |
| Augusta "                         | +16   | - 8              | +93    | +83     | +28     | +32     | +28   |
| New Orleans La.                   | + 4   | - 1              | 0      | +21     | - 5     | +12     | + 7   |
| Nashville Tenn.                   | + 2   | - 5              | +45    | +43     | +14     | + 8     | - 3   |
| <b>Chicago District</b>           | -10   | -11              | - 5    | 0       | 0       | + 9     | - 5   |
| Chicago Ill.                      | - 7   | -11              | - 7    | - 1     | 0       | + 7     | - 7   |
| Indianapolis Ind.                 | - 6   | -12              | +17    | +10     | - 3     | + 4     | 0     |
| Detroit Mich.                     | -13   | - 9              | - 3    | - 2     | + 5     | +21     | + 2   |
| Milwaukee Wis.                    | - 8   | -10              | - 9    | - 3     | - 6     | +12     | -14   |

## DEPARTMENT STORE SALES, BY CITIES (Continued)

| Federal Reserve District and city | Percentage change from corresponding period a year ago 1/ |                  |        |         |         |         |       |
|-----------------------------------|---|------------------|--------|---------|---------|---------|-------|
|                                   | Jan.-<br>Feb.   | Month of<br>Mar. | Apr. 5 | Apr. 12 | Apr. 19 | Apr. 26 | May 3 |
| <u>St. Louis District</u>         |   |                  |        |         |         |         |       |
| Little Rock                       | Ark.  | - 9              | - 8    | +24     | +16     | 0       | + 2   |
| Louisville                        | Ky.   | - 8              | - 6    | +24     | +22     | +11     | + 0   |
| St. Louis Area                    | Mo.   | - 8              | - 6    | +23     | +19     | + 1     | + 2   |
| Memphis                           | Tenn.   | - 5              | - 1    | +31     | +10     | -13     | - 9   |
| <u>Minneapolis District</u>       |   |                  |        |         |         |         |       |
| Minneapolis                       | Minn.   | - 9              | - 8    | - 1     | + 6     | 0       | + 5   |
| St. Paul                          | "   | - 4              | - 8    | - 2     | + 8     | + 9     | + 3   |
| Duluth-Superior                   | "& Wis.   | - 4              | - 6    | + 1     | + 8     | r+ 3    | r - 2 |
| <u>Kansas City District</u>       |   |                  |        |         |         |         |       |
| Denver                            | Colo.   | - 9              | -11    | + 9     | +22     | + 1     | - 1   |
| Wichita                           | Kans.   | - 8              | -15    | +11     | +26     | + 8     | - 6   |
| Kansas City                       | Mo.   | - 5              | -15    | +11     | +23     | + 5     | + 4   |
| St. Joseph                        | "   | -15              | -17    | +25     | +27     | - 1     | -22   |
| Oklahoma City                     | Okla.   | -11              | - 6    | +18     | +11     | + 1     | -11   |
| Tulsa                             | "   | - 5              | + 4    | - 5     | +36     | +17     | + 4   |
| <u>Dallas District</u>            |   |                  |        |         |         |         |       |
| Dallas                            | Tex.  | - 2              | - 6    | + 5     | +16     | +14     | + 1   |
| El Paso                           | "   | - 5              | -11    | +11     | +16     | + 1     | + 7   |
| Fort Worth                        | "   | - 3              | - 5    | +18     | +30     | - 1     | + 7   |
| Houston                           | "   | - 6              | - 9    | + 9     | +31     | + 2     | - 4   |
| San Antonio                       | "   | + 3              | - 3    | +21     | + 9     | +26     | + 2   |
|                                   | "   | + 2              | - 3    | -26     | + 2     | +63     | -23   |
| <u>San Francisco District</u>     |   |                  |        |         |         |         |       |
| Los Angeles Area                  | Calif.  | -10              | - 8    | +11     | +18     | 0       | r+ 9  |
| Downtown Los Angeles              | "   | -13              | -10    | +11     | +17     | + 3     | +15   |
| Westside Los Angeles              | "   | -16              | -14    | +21     | +15     | + 2     | +10   |
| Oakland                           | "   | -10              | - 9    | +12     | +17     | + 6     | +12   |
| San Diego                         | "   | -11              | -18    | +14     | +16     | - 5     | + 3   |
| San Francisco                     | "   | - 6              | - 6    | +15     | +24     | - 2     | + 3   |
| Portland                          | Ore.  | -14              | - 8    | + 5     | + 9     | - 6     | - 2   |
| Salt Lake City                    | Utah  | -11              | -13    | +10     | +22     | - 8     | - 2   |
| Seattle                           | Wash.   | -11              | - 9    | + 3     | +17     | - 4     | - 2   |
| Spokane                           | "   | -12              | - 6    | + 1     | +19     | + 7     | 0     |

r--revised.

- 1/ During March and April changes from a year ago reflect in part the fact that last year Easter was on March 25 while this year it was on April 13. For this reason it is estimated that in comparison with last year an allowance should be made for a decrease in sales of about 6 per cent for the month of March as a whole and for a corresponding increase for the month of April as a whole.