

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM  
 H.11 March 13, 1953  
 DEPARTMENT STORE SALES IN SELECTED CITIES AND AREAS  
 (Based on Dollar Amounts)

Federal Reserve District, Area, and City	Percentage change from corresponding period a year ago <sup>1/</sup>				
	Jan. 1953	Week ending			
		Feb. 14	Feb. 21**	Feb. 28**	Mar. 7
<u>United States</u>	+ 3	+ 3	+ 2	+ 9	+ 8
<u>Boston District</u>	+ 4	+ 4	+18	+ 9	+13
<u>Metropolitan Areas</u>					
New Haven	Conn.	- 6	+ 7	+13	+12
Lowell-Lawrence	Mass.	+19	+42	+36	+ 4
<u>Cities</u>					
Downtown Boston	Mass.	+ 3	+ 3	+18	+ 5
Springfield	"	+ 2	- 1	+19	+ 7
Providence	R. I.	- 2	+ 5	+ 4	+25
<u>New York District</u>	- 3	-10	+ 8	- 5	+ 2
<u>Metropolitan Areas</u>					
Buffalo	N. Y.	+ 4	0	- 5	+ 2
Rochester	"	+ 9	+ 3	-16	+22
Syracuse	"	+14	+ 1	+24	- 2
<u>Cities</u>					
New York	N. Y.	- 6	-14	+12	-10
Newark	N. J.	- 2	+ 1	+ 9	+ 4
<u>Philadelphia District</u>	+ 1	+ 7	- 7	+33	+ 3
<u>City</u>					
Philadelphia	Pa.	- 8	+ 3	-12	+36
<u>Cleveland District</u>	+ 2	+ 4	- 1	+11	+ 6
<u>Metropolitan Areas</u>					
Akron	Ohio	- 1	+ 3	- 4	+16
Cincinnati	"	+ 6	+11	- 2	+18
Columbus	"	+ 8	+11	+ 2	+23
Toledo	"	+ 4	+ 9	- 7	+12
Erie	Pa.	- 4	+ 9	+ 1	+13
<u>Cities</u>					
Cleveland	Ohio	+ 2	- 3	- 2	+ 5
Pittsburgh	Pa.	- 2	+ 3	- 1	+ 5
<u>Richmond District</u>	+ 3	- 6	-10	+34	+ 3
<u>Metropolitan Areas</u>					
Washington	D. C.	0	-10	-10	+43
Baltimore	Md.	+ 5	- 2	- 9	+27
<u>Atlanta District</u>	+ 6	+ 8	0	+17	+14
<u>Metropolitan Areas</u>					
Birmingham	Ala.	+ 1	+15	0	*
Jacksonville	Fla.	+ 1	+ 3	- 4	+17
Miami	"	+11	+19	+ 3	+14
Atlanta	Ga.	+ 4	+ 2	0	+ 8
Augusta	"	+ 7	+27	- 1	+ 1
New Orleans	La.	+ 8	+ 5	-12	*
Nashville	Tenn.	+ 5	+13	+14	+33
<u>Chicago District</u>	+ 1	+ 3	+ 2	+11	+ 9
<u>Metropolitan Areas</u>					
Chicago	Ill.	- 6	- 2	- 5	+ 9
Indianapolis	Ind.	+ 5	+10	+ 5	+15
Detroit	Mich.	+10	+10	+12	+17
Milwaukee	Wis.	+ 1	+ 1	+ 1	+ 9

DEPARTMENT STORE SALES IN SELECTED CITIES AND AREAS (Continued)  
(Based on Dollar Amounts)

Federal Reserve District, Area, and City	Percentage change from corresponding period a year ago 1/				
	Jan. 1953	Week ending			
		Feb. 14	Feb. 21**	Feb. 28**	Mar. 7
<u>St. Louis District</u>	0	+10	-1	+12	+7
<u>Metropolitan Areas</u>					
Little Rock Ark.	+1	+9	-2	+7	+8
Louisville Ky.	0	+4	+11	+12	+5
St. Louis Mo.	+1	+11	-3	+14	+4
Memphis Tenn.	-5	+10	0	+8	+15
<u>Minneapolis District</u>	+3	+2	-15	+7	+5
<u>Metropolitan Areas</u>					
Minneapolis-St. Paul Minn.	+1	+1	-16	+8	+5
Minneapolis City "	0	-1	-18	+7	+6
St. Paul City "	+2	+6	-4	+9	+5
<u>Cities</u>					
Duluth-Superior Minn.&Wis.	+3	+6	-2	+4	+6
<u>Kansas City District</u>	+1	+9	0	+10	+12
<u>Metropolitan Areas</u>					
Denver Colo.	0	+6	-5	+11	+5
Topeka Kans.	-5	+11	-4	+11	*
Wichita "	-2	+13	-13	+7	+19
St. Joseph Mo.	-10	-1	+4	+9	-15
Oklahoma City Okla.	+4	+1	+3	+10	+14
Tulsa "	+6	+2	-2	+9	+8
<u>City</u>					
Kansas City Mo.	-2	+14	+3	+11	+19
<u>Dallas District</u>	+6	+6	0	+10	+12
<u>Metropolitan Areas</u>					
Dallas Tex.	+4	+5	-14	+20	+14
El Paso "	+13	+18	+2	+4	+5
Fort Worth "	+3	0	+2	+5	+1
Houston "	+11	+8	+10	+9	+18
San Antonio "	-2	+2	-1	+10	+3
<u>San Francisco District</u>	+10	+7	+12	+3	+12
<u>Metropolitan Areas</u>					
Los Angeles Calif.	+8	+7	+4	+12	+13
Downtown, Los Angeles "	-2	+3	+1	+11	+7
Westside Los Angeles "	+4	+4	0	+10	+12
San Diego "	+2	-7	+13	+4	+10
San Francisco-Oakland "	+6	0	+23	-16	+6
San Francisco City "	+6	-1	+25	-20	+1
Oakland City "	+3	+3	+21	-9	+16
Portland Ore.	+12	+9	+9	+14	+9
Salt Lake City Utah	+8	+20	+34	-4	+14
Seattle Wash.	+7	+9	+19	0	+14
Spokane "	+19	+13	+12	+8	+14

c--Corrected.

r--Revised.

\*Data not available.

1/ During March and April changes from a year ago reflect in part the fact that last year Easter was on April 13 while this year it will be on April 5. For this reason it is estimated that in comparison with last year an allowance should be made for an increase in sales of about 4 per cent for the month of March as a whole and a corresponding decrease for the month of April as a whole.

\*\*--In using year ago comparisons for the weeks ending February 28 and February 21, allowance should be made for the fact that Washington's birthday occurred in the week ending February 28 this year whereas last year it occurred in the previous week. In some cities, stores were closed in observance of the holiday, while in others special sales were held.