

H.11

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

March 20, 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 1/ Week ending				
		Jan. 1953	Feb. 21**	Feb. 28**	Mar. 7	Mar. 14
<u>United States</u>		<u>+ 3</u>	<u>+ 2</u>	<u>+ 9</u>	<u>r+ 9</u>	<u>+11</u>
<u>Boston District</u>		<u>+ 4</u>	<u>+18</u>	<u>+ 9</u>	<u>+13</u>	<u>+ 6</u>
Metropolitan Areas						
New Haven	Conn.	- 6	+13	+12	+11	-23
Lowell-Lawrence	Mass.	+19	+36	+ 4	+27	+25
Cities						
Downtown Boston	Mass.	+ 3	+18	+ 5	+15	+10
Springfield	"	+ 2	+19	+ 7	+ 7	+ 3
Providence	R. I.	- 2	+ 4	+25	+ 1	+ 1
<u>New York District</u>		<u>- 3</u>	<u>+ 8</u>	<u>- 5</u>	<u>+ 2</u>	<u>+ 7</u>
Metropolitan Areas						
Buffalo	N. Y.	+ 4	- 5	+ 2	+ 6	+17
Rochester	"	+ 9	-16	-22	+10	+15
Syracuse	"	+14	+24	- 2	r+23	+19
Cities						
New York	N. Y.	- 6	+12	-10	r- 2	+ 5
Newark	N. J.	- 2	+ 9	+ 4	+11	- 1
<u>Philadelphia District</u>		<u>+ 1</u>	<u>- 7</u>	<u>+33</u>	<u>+ 3</u>	<u>+ 5</u>
City						
Philadelphia	Pa.	- 8	-12	+36	r- 3	+ 3
<u>Cleveland District</u>		<u>+ 2</u>	<u>- 1</u>	<u>+11</u>	<u>r+ 7</u>	<u>+13</u>
Metropolitan Areas						
Akron	Ohio	- 1	- 4	+16	+24	+17
Cincinnati	"	+ 6	- 2	+18	- 6	+ 3
Columbus	"	+ 8	+ 2	+23	+10	+19
Toledo	"	+ 4	- 7	+12	+15	+23
Erie	Pa.	- 4	+ 1	+13	- 2	+19
Cities						
Cleveland	Ohio	+ 2	- 2	+ 5	+11	+14
Pittsburgh	Pa.	- 2	- 1	+ 5	- 1	+10
<u>Richmond District</u>		<u>+ 3</u>	<u>-10</u>	<u>+34</u>	<u>r+ 2</u>	<u>+ 2</u>
Metropolitan Areas						
Washington	D. C.	0	-10	+43	+ 5	- 2
Baltimore	Md.	+ 5	- 9	+27	+ 2	+ 8
<u>Atlanta District</u>		<u>+ 6</u>	<u>0</u>	<u>+17</u>	<u>r+13</u>	<u>+21</u>
Metropolitan Areas						
Birmingham	Ala.	+ 1	0	+15	r+ 7	+35
Jacksonville	Fla.	+ 1	- 4	+17	r+ 1	+ 3
Miami	"	+11	+ 3	+14	+ 9	*
Atlanta	Ga.	+ 4	0	+ 8	r+ 6	+12
Augusta	"	+ 7	- 1	+ 1	r- 2	- 1
New Orleans	La.	+ 8	-12	+34	+29	+30
Nashville	Tenn.	+ 5	+14	+33	+34	+19
<u>Chicago District</u>		<u>+ 1</u>	<u>+ 2</u>	<u>+11</u>	<u>r+10</u>	<u>+ 8</u>
Metropolitan Areas						
Chicago	Ill.	- 6	- 5	+ 9	+ 7	- 1
Indianapolis	Ind.	+ 5	+ 5	+15	+13	+12
Detroit	Mich.	+10	+12	+17	+10	+19
Milwaukee	Wis.	+ 1	+ 1	+ 9	+ 2	+10

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/				
		Week ending				
		Jan. 1953	Feb. 21**	Feb. 28**	Mar. 7	Mar. 14
St. Louis District		0	-1	+12	+7	+16
Metropolitan Areas						
Little Rock	Ark.	+1	-2	+7	+8	+7
Louisville	Ky.	0	+11	+12	+5	+21
St. Louis	Mo.	+1	-3	+14	+4	+16
Memphis	Tenn.	-5	0	+8	+15	+7
Minneapolis District		+3	-15	+7	+5	+13
Metropolitan Areas						
Minneapolis-St. Paul	Minn.	+1	-16	+8	+5	+12
Minneapolis City	"	0	-18	+7	+6	+14
St. Paul City	"	+2	-4	+9	+5	+9
Cities						
Duluth-Superior	Minn.&Wis.	+3	-2	+4	+6	+22
Kansas City District		+1	0	+10	+12	+12
Metropolitan Areas						
Denver	Colo.	0	-5	+11	+5	+15
Topeka	Kans.	-5	-4	+11	*	*
Wichita	"	-2	-13	+7	+19	+4
St. Joseph	Mo.	-10	+4	+9	-15	+14
Oklahoma City	Okla.	+4	+3	+10	+14	+4
Tulsa	"	+6	-2	+9	+8	+4
City						
Kansas City	Mo.	-2	+3	+11	+19	+14
Dallas District		+6	0	+10	+12	+7
Metropolitan Areas						
Dallas	Tex.	+4	-14	+20	+14	-2
El Paso	"	+13	+2	+4	+5	+19
Fort Worth	"	+3	+2	+5	+1	+1
Houston	"	+11	+10	+9	+18	+13
San Antonio	"	-2	-1	+10	+3	+11
San Francisco District		+10	+12	+3	+12	+15
Metropolitan Areas						
Los Angeles	Calif.	+8	+4	+12	+13	+21
Downtown Los Angeles	"	-2	+1	+11	+7	+17
Westside Los Angeles	"	+4	0	+10	+12	+22
San Diego	"	+2	+13	+4	+10	+8
San Francisco-Oakland	"	+6	+23	-16	+6	+6
San Francisco City	"	+6	+25	-20	+1	0
Oakland City	"	+3	+21	-9	+16	+15
Portland	Ore.	+12	+9	+14	+9	+12
Salt Lake City	Utah	+8	+34	-4	+14	+22
Seattle	Wash.	+7	+19	0	+14	+10
Spokane	"	+19	+12	+8	+14	+16

--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.

2/ 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.