

H.11

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

March 27, 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/				
		Jan. 1953	Week ending			
			Feb. 28**	Mar. 7	Mar. 14	Mar. 21
United States		+ 3	+ 9	+ 9	+11	+16
Boston District		+ 4	+ 9	+13	+ 6	+19
Metropolitan Areas						
New Haven	Conn.	- 6	+12	+11	-23	+19
Lowell-Lawrence	Mass.	+19	+ 4	+27	+25	+11
Cities						
Downtown Boston	Mass.	+ 3	+ 5	+15	+10	+15
Springfield	"	+ 2	+ 7	+ 7	+ 3	+14
Providence	R. I.	- 2	+25	+ 1	+ 1	+37
New York District		- 3	- 5	+ 2	+ 6	+ 9
Metropolitan Areas						
Buffalo	N. Y.	+ 4	+ 2	+ 6	+17	+12
Rochester	"	+ 9	+22	+10	+16	+19
Syracuse	"	+14	- 2	+23	+18	+12
Cities						
New York	N. Y.	- 6	-10	- 2	+ 5	+ 7
Newark	N. J.	- 2	+ 4	+11	- 1	+13
Philadelphia District		+ 1	+33	+ 3	+ 4	+10
City						
Philadelphia	Pa.	- 8	+36	- 3	+ 2	+ 9
Cleveland District		+ 2	+11	+ 7	+13	+16
Metropolitan Areas						
Akron	Ohio	- 1	+16	+24	+17	+ 8
Cincinnati	"	+ 6	+18	- 6	+ 3	+21
Columbus	"	+ 8	+23	+10	+19	+10
Toledo	"	+ 4	+12	+15	+23	+20
Erie	Pa.	- 4	+13	- 2	+19	+14
Cities						
Cleveland	Ohio	+ 2	+ 5	+11	+14	+17
Pittsburgh	Pa.	- 2	+ 5	- 1	+10	+13
Richmond District		+ 3	+34	+ 2	+ 2	+13
Metropolitan Areas						
Washington	D. C.	0	+43	+ 5	- 2	+13
Baltimore	Md.	+ 5	+27	+ 2	+ 8	+14
Atlanta District		+ 6	+17	+13	+20	+16
Metropolitan Areas						
Birmingham	Ala.	+ 1	+15	+ 7	+35	+ 5
Jacksonville	Fla.	+ 1	+17	+ 1	+ 3	+17
Miami	"	+11	+14	+ 9	+12	+20
Atlanta	Ga.	+ 4	+ 8	+ 6	+12	+18
Augusta	"	+ 7	+ 1	- 2	- 1	*
New Orleans	La.	+ 8	+34	+29	+30	*
Nashville	Tenn.	+ 5	+33	+34	+19	+29
Chicago District		+ 1	+11	+10	+ 8	+16
Metropolitan Areas						
Chicago	Ill.	- 6	+ 9	+ 7	- 1	+12
Indianapolis	Ind.	+ 5	+15	+13	+12	+22
Detroit	Mich.	+10	+17	+10	+19	+18
Milwaukee	Wis.	+ 1	+ 9	+ 2	+10	+12

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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. 28**	Mar. 7	Mar. 14	Mar. 21
<u>St. Louis District</u>	0	+12	+ 7	+15	+19
Metropolitan Areas					
Little Rock Ark.	+ 1	+ 7	+ 8	+ 7	+19
Louisville Ky.	0	+12	+ 5	+21	+17
St. Louis Mo.	+ 1	+14	+ 4	+16	+19
Memphis Tenn.	- 5	+ 8	+15	+ 7	+16
<u>Minneapolis District</u>	+ 3	+ 7	+ 5	+12	+35
Metropolitan Areas					
Minneapolis-St. Paul Minn.	+ 1	+ 8	+ 5	+12	+35
Minneapolis City "	0	+ 7	+ 6	+14	+35
St. Paul City "	+ 2	+ 9	+ 5	+ 9	+36
Cities					
Duluth-Superior Minn.&Wis.	+ 3	+ 4	+ 6	+11	+30
<u>Kansas City District</u>	+ 1	+10	+13	+13	+18
Metropolitan Areas					
Denver Colo.	0	+11	+ 5	+15	+26
Topeka Kans.	- 5	+11	+13	+21	+11
Wichita "	- 2	+ 7	+19	+ 4	+11
St. Joseph Mo.	-10	+ 9	-15	+14	+40
Oklahoma City Okla.	+ 4	+10	+14	+ 4	+ 7
Tulsa "	+ 6	+ 9	+ 8	+ 4	+ 6
City					
Kansas City Mo.	- 2	+11	+19	+14	+18
<u>Dallas District</u>	+ 6	+10	+12	+ 8	+18
Metropolitan Areas					
Dallas Tex.	+ 4	+20	+14	- 2	+13
El Paso "	+13	+ 4	+ 5	+19	+39
Fort Worth "	+ 3	+ 5	+ 1	+ 1	+ 7
Houston "	+11	+ 9	+18	+13	+10
San Antonio "	- 2	+10	+ 3	+11	+38
<u>San Francisco District</u>	+10	+ 3	+12	+16	+ 9
Metropolitan Areas					
Los Angeles Calif.	+ 8	+12	+13	+21	+ 6
Downtown Los Angeles "	- 2	+11	+ 7	+17	+ 2
Westside Los Angeles "	+ 4	+10	+12	+22	+ 4
San Diego "	+ 2	+ 4	+10	+ 8	+ 2
San Francisco-Oakland "	+ 6	-16	+ 6	+ 6	+ 4
San Francisco City "	+ 6	-20	+ 1	0	0
Oakland City "	+ 3	- 9	+16	+15	+13
Portland Ore.	+12	+14	+ 9	+12	+22
Salt Lake City Utah	+ 8	- 4	+14	+22	+ 9
Seattle Wash.	+ 7	0	+14	+10	+11
Spokane "	+19	+ 8	+14	+16	+ 4

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 week ending February 28 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.