

H.11

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM May 1, 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 $\frac{1}{2}$ |        |         |         |         |
|------------------------------------------|-------|--|----------------------------------------------------------------------|--------|---------|---------|---------|
|                                          |       |  | Week ending                                                          |        |         |         |         |
|                                          |       |  | Jan.-<br>Mar.                                                        | Apr. 4 | Apr. 11 | Apr. 18 | Apr. 25 |
| <u>United States</u>                     |       |  | + 5                                                                  | + 8    | -13     | + 8     | - 1     |
| <u>Boston District</u>                   |       |  | + 5                                                                  | + 3    | -23     | + 2     | + 2     |
| Metropolitan Areas                       |       |  |                                                                      |        |         |         |         |
| New Haven                                | Conn. |  | + 5                                                                  | +20    | -31     | + 3     | + 2     |
| Lowell-Lawrence                          | Mass. |  | +13                                                                  | +35    | -34     | +17     | + 5     |
| Cities                                   |       |  |                                                                      |        |         |         |         |
| Downtown Boston                          | Mass. |  | + 5                                                                  | - 5    | -19     | 0       | + 5     |
| Springfield                              | "     |  | + 3                                                                  | + 7    | -33     | - 1     | + 2     |
| Providence                               | R. I. |  | + 2                                                                  | + 8    | -27     | - 6     | + 6     |
| <u>New York District</u>                 |       |  | - 1                                                                  | 0      | -19     | + 2     | + 3     |
| Metropolitan Areas                       |       |  |                                                                      |        |         |         |         |
| Buffalo                                  | N. Y. |  | + 4                                                                  | +11    | -17     | + 6     | 0       |
| Rochester                                | "     |  | + 7                                                                  | +12    | -17     | + 4     | - 2     |
| Syracuse                                 | "     |  | +10                                                                  | +10    | -16     | +11     | -12     |
| Cities                                   |       |  |                                                                      |        |         |         |         |
| New York                                 | N. Y. |  | - 5                                                                  | - 3    | -19     | + 2     | + 3     |
| Newark                                   | N. J. |  | + 2                                                                  | - 2    | -23     | - 2     | +11     |
| <u>Philadelphia District</u>             |       |  | + 4                                                                  | - 3    | -12     | +18     | + 5     |
| City                                     |       |  |                                                                      |        |         |         |         |
| Philadelphia                             | Pa.   |  | 0                                                                    | - 6    | -15     | +18     | + 8     |
| <u>Cleveland District</u>                |       |  | + 5                                                                  | + 9    | -13     | +11     | - 5     |
| Metropolitan Areas                       |       |  |                                                                      |        |         |         |         |
| Akron                                    | Ohio  |  | + 6                                                                  | +10    | - 6     | + 7     | - 4     |
| Cincinnati                               | "     |  | + 7                                                                  | +20    | -15     | +27     | + 2     |
| Columbus                                 | "     |  | +11                                                                  | +22    | -12     | +11     | + 4     |
| Toledo                                   | "     |  | + 8                                                                  | +13    | -16     | +36     | -15     |
| Erie                                     | Pa.   |  | + 3                                                                  | +19    | -14     | +13     | - 5     |
| Cities                                   |       |  |                                                                      |        |         |         |         |
| Cleveland                                | Ohio  |  | + 3                                                                  | +10    | -18     | + 7     | -12     |
| Pittsburgh                               | Pa.   |  | + 1                                                                  | - 6    | -12     | + 3     | - 5     |
| <u>Richmond District</u>                 |       |  | + 5                                                                  | + 3    | -21     | +15     | - 6     |
| Metropolitan Areas                       |       |  |                                                                      |        |         |         |         |
| Washington                               | D. C. |  | + 1                                                                  | + 4    | -20     | + 8     | + 2     |
| Downtown Washington                      | "     |  | - 3                                                                  | - 1    | -25     | + 6     | + 4     |
| Baltimore                                | Md.   |  | + 5                                                                  | + 1    | -23     | +29     | -16     |
| <u>Atlanta District</u>                  |       |  | + 8                                                                  | +12    | -13     | +10     | - 7     |
| Metropolitan Areas                       |       |  |                                                                      |        |         |         |         |
| Birmingham                               | Ala.  |  | + 8                                                                  | +15    | -18     | + 9     | - 4     |
| Jacksonville                             | Fla.  |  | + 4                                                                  | + 2    | -25     | - 1     | -13     |
| Miami                                    | "     |  | + 9                                                                  | + 8    | - 4     | +20     | - 8     |
| Atlanta                                  | Ga.   |  | + 5                                                                  | + 8    | -10     | + 1     | - 4     |
| Augusta                                  | "     |  | + 3                                                                  | +11    | -24     | +14     | -15     |
| New Orleans                              | La.   |  | +10                                                                  | +24    | -20     | +20     | - 1     |
| Nashville                                | Tenn. |  | +15                                                                  | +11    | -21     | + 4     | + 5     |
| <u>Chicago District</u>                  |       |  | + 6                                                                  | + 9    | - 2     | + 8     | - 2     |
| Metropolitan Areas                       |       |  |                                                                      |        |         |         |         |
| Chicago                                  | Ill.  |  | 0                                                                    | + 8    | - 2     | + 8     | - 7     |
| Indianapolis                             | Ind.  |  | + 9                                                                  | + 8    | -13     | + 9     | - 7     |
| Detroit                                  | Mich. |  | +12                                                                  | + 9    | + 6     | + 3     | + 7     |
| Milwaukee                                | Wis.  |  | + 3                                                                  | + 4    | - 8     | +12     | - 1     |

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.-<br>Mar.                                             | Week ending |          |          |         |
|                                          |                                                           | Apr. 4      | April 11 | April 18 | Apr. 25 |
| <u>St. Louis District</u>                | + 4                                                       | + 6         | -11      | + 6      | + 4     |
| Metropolitan Areas                       |                                                           |             |          |          |         |
| Little Rock Ark.                         | + 3                                                       | +19         | -12      | + 3      | - 6     |
| Louisville Ky.                           | + 6                                                       | + 4         | -16      | +10      | + 3     |
| St. Louis Mo.                            | + 6                                                       | + 5         | -10      | + 5      | + 6     |
| Memphis Tenn.                            | + 4                                                       | + 4         | -13      | + 5      | +11     |
| <u>Minneapolis District</u>              | + 3                                                       | +17         | -14      | + 1      | - 6     |
| Metropolitan Areas                       |                                                           |             |          |          |         |
| Minneapolis-St. Paul Minn.               | + 4                                                       | +17         | -14      | + 2      | - 6     |
| Minneapolis City "                       | + 2                                                       | +15         | -12      | -11      | - 3     |
| St. Paul City "                          | + 8                                                       | +21         | -20      | +33      | -12     |
| Cities                                   |                                                           |             |          |          |         |
| Duluth-Superior Minn.&Wis.               | + 3                                                       | +21         | -14      | - 4      | - 9     |
| <u>Kansas City District</u>              | + 5                                                       | +10         | -12      | + 4      | + 3     |
| Metropolitan Areas                       |                                                           |             |          |          |         |
| Denver Colo.                             | + 4                                                       | +11         | -22      | + 8      | + 7     |
| Topeka Kans.                             | + 4                                                       | + 8         | -10      | -10      | +10     |
| Wichita "                                | + 5                                                       | +11         | - 5      | + 4      | + 2     |
| St. Joseph Mo.                           | - 3                                                       | + 6         | -29      | + 6      | +15     |
| Oklahoma City Okla.                      | + 4                                                       | + 9         | -10      | - 3      | - 2     |
| Tulsa "                                  | + 6                                                       | + 8         | - 7      | + 3      | -14     |
| City                                     |                                                           |             |          |          |         |
| Kansas City Mo.                          | + 5                                                       | +11         | -12      | 0        | + 7     |
| <u>Dallas District</u>                   | + 8                                                       | +18         | - 9      | +14      | r-10    |
| Metropolitan Areas                       |                                                           |             |          |          |         |
| Dallas Tex.                              | + 5                                                       | + 9         | -11      | + 4      | - 6     |
| El Paso "                                | +13                                                       | +29         | -14      | +27      | -27     |
| Fort Worth "                             | + 3                                                       | +11         | -18      | - 4      | - 7     |
| Houston "                                | +12                                                       | +25         | - 2      | +29      | -15     |
| San Antonio "                            | + 5                                                       | +16         | -15      | + 9      | + 1     |
| <u>San Francisco District</u>            | + 8                                                       | +15         | -14      | r+ 5     | - 2     |
| Metropolitan Areas                       |                                                           |             |          |          |         |
| Los Angeles Calif.                       | + 7                                                       | +17         | -11      | + 6      | + 1     |
| Downtown Los Angeles "                   | + 2                                                       | +13         | -20      | 0        | + 1     |
| Westside Los Angeles "                   | + 6                                                       | +13         | - 6      | + 5      | + 3     |
| San Diego "                              | + 2                                                       | +18         | -20      | 0        | - 4     |
| San Francisco-Oakland "                  | + 6                                                       | +14         | -22      | + 5      | - 1     |
| San Francisco City "                     | + 5                                                       | +10         | -28      | 0        | - 8     |
| Oakland City "                           | + 8                                                       | +21         | -13      | +13      | +10     |
| Portland Ore.                            | +11                                                       | + 3         | -12      | 0        | - 4     |
| Salt Lake City Utah                      | +11                                                       | +12         | -29      | 0        | + 7     |
| Seattle Wash.                            | + 6                                                       | +22         | -16      | + 7      | + 4     |
| Spokane "                                | +11                                                       | +23         | -13      | - 2      | - 9     |

r--Revised.

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 was 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.