

H.11

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM  
DEPARTMENT STORE SALES IN SELECTED CITIES AND AREAS  
(Based on Dollar Amounts)

October 9, 1953

| Federal Reserve District, Area, and City | Percentage change from corresponding period a year ago |             |          |          |        |
|--|--|-------------|----------|----------|--------|
|  | Jan.-<br>August  | Week ending |          |          |        |
|  |  | Sept. 12*   | Sept. 19 | Sept. 26 | Oct. 3 |
| <u>United States</u>                     | + 3  | -11         | + 6      | r+ 2     | - 3    |
| <u>Boston District</u>                   | + 1  | - 6         | +14      | + 7      | + 1    |
| <u>Metropolitan Area</u>                 |  |             |          |          |        |
| Lowell-Lawrence<br>Cities                | Mass. + 8  | +16         | +10      | - 2      | +29    |
| Downtown Boston                          | Mass. + 1  | - 9         | +14      | + 7      | 0      |
| Springfield                              | " + 2  | + 9         | +30      | - 3      | + 2    |
| Providence                               | R. I. 0  | + 7         | +17      | +10      | + 7    |
| <u>New York District</u>                 | + 1  | -12         | +11      | + 5      | - 5    |
| <u>Metropolitan Areas</u>                |  |             |          |          |        |
| Buffalo                                  | N. Y. + 4  | -10         | +18      | 0        | - 5    |
| Rochester                                | " + 6  | +15         | +16      | + 2      | + 2    |
| Syracuse                                 | " + 7  | -17         | +34      | + 9      | - 7    |
| <u>Cities</u>                            |  |             |          |          |        |
| New York                                 | N. Y. - 2  | -14         | + 7      | + 4      | - 7    |
| Newark                                   | N. J. + 2  | - 9         | +14      | r+13     | + 1    |
| <u>Philadelphia District</u>             | + 4  | -22         | +18      | + 2      | - 6    |
| <u>City</u>                              |  |             |          |          |        |
| Philadelphia                             | Pa. + 2  | -25         | +21      | r- 1     | - 4    |
| <u>Cleveland District</u>                | + 5  | r- 5        | r+17     | + 1      | - 4    |
| <u>Metropolitan Areas</u>                |  |             |          |          |        |
| Akron                                    | Ohio + 3   | -19         | +13      | + 5      | - 7    |
| Cincinnati                               | " + 7  | - 6         | + 9      | + 7      | - 7    |
| Columbus                                 | " + 7  | + 4         | +19      | + 6      | - 1    |
| Toledo                                   | " + 5  | **          | **       | **       | -15    |
| <u>Cities</u>                            | Pa. + 7  | - 9         | + 8      | 0        | -11    |
| Cleveland                                | Ohio + 3   | - 7         | +14      | 0        | + 4    |
| Pittsburgh                               | Pa. + 3  | -13         | +12      | - 1      | - 9    |
| <u>Richmond District</u>                 | + 1  | -13         | + 9      | - 1      | - 3    |
| <u>Metropolitan Areas</u>                |  |             |          |          |        |
| Washington                               | D. C. - 2  | - 6         | + 9      | 0        | - 3    |
| Downtown Washington                      | " - 5  | -13         | + 9      | - 1      | -11    |
| Baltimore                                | Md. 0  | -23         | +12      | 0        | - 4    |
| Richmond                                 | Va. + 1  | -11         | + 6      | - 2      | - 1    |
| <u>Atlanta District</u>                  | + 4  | -11         | + 1      | r+ 1     | - 3    |
| <u>Metropolitan Areas</u>                |  |             |          |          |        |
| Birmingham                               | Ala. + 3   | -11         | - 2      | - 4      | - 9    |
| Jacksonville                             | Fla. - 2   | -19         | - 7      | -10      | - 7    |
| Miami                                    | " + 7  | -20         | + 7      | + 1      | + 2    |
| Atlanta                                  | Ga. + 2  | - 1         | + 6      | +12      | - 1    |
| Augusta                                  | " - 6  | -31         | -16      | -23      | -19    |
| New Orleans                              | La. + 6  | -14         | + 7      | 0        | - 3    |
| Nashville                                | Tenn. + 6  | -13         | - 5      | - 3      | - 7    |
| <u>Chicago District</u>                  | + 6  | - 6         | + 6      | + 5      | - 4    |
| <u>Metropolitan Areas</u>                |  |             |          |          |        |
| Chicago                                  | Ill. + 1   | - 6         | + 5      | + 3      | - 3    |
| Indianapolis                             | Ind. + 6   | - 4         | + 8      | + 5      | - 8    |
| Detroit                                  | Mich. +10  | -13         | + 8      | + 6      | - 5    |
| Milwaukee                                | Wis. + 2   | 0           | +12      | +10      | - 5    |

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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 |             |          |          |        |
|--|--|-------------|----------|----------|--------|
|  | Jan.-<br>August  | Week ending |          |          |        |
|  |  | Sept. 12*   | Sept. 19 | Sept. 26 | Oct. 3 |
| <u>St. Louis District</u>                | + 4  | -11         | + 1      | + 2      | - 6    |
| Metropolitan Areas                       |  |             |          |          |        |
| Little Rock Ark.                         | 0  | - 3         | -28      | +11      | -12    |
| Louisville Ky.                           | + 3  | -12         | 0        | 0        | - 5    |
| St. Louis Mo.                            | + 5  | - 9         | + 4      | + 3      | - 4    |
| Memphis Tenn.                            | + 3  | -27         | + 6      | - 7      | -13    |
| <u>Minneapolis District</u>              | 0  | - 2         | +10      | + 7      | - 5    |
| Metropolitan Areas                       |  |             |          |          |        |
| Minneapolis-St. Paul Minn.               | + 2  | **          | **       | **       | **     |
| Minneapolis City "                       | + 1  | - 3         | +14      | + 7      | - 5    |
| St. Paul City "                          | + 2  | **          | **       | **       | **     |
| Cities                                   |  |             |          |          |        |
| Duluth-Superior Minn.&Wis.               | + 2  | - 3         | + 5      | + 6      | - 7    |
| <u>Kansas City District</u>              | + 1  | - 9         | - 5      | - 5      | - 9    |
| Metropolitan Areas                       |  |             |          |          |        |
| Denver Colo.                             | 0  | -11         | - 8      | - 7      | - 1    |
| Topeka Kans.                             | + 4  | - 3         | - 8      | + 3      | - 5    |
| Wichita "                                | + 3  | -11         | - 2      | - 9      | -17    |
| St. Joseph Mo.                           | 0  | - 3         | - 1      | + 3      | **     |
| Oklahoma City Okla.                      | 0  | -19         | - 7      | -13      | -12    |
| Tulsa "                                  | + 4  | - 7         | - 5      | - 4      | -13    |
| City                                     |  |             |          |          |        |
| Kansas City Mo.                          | + 2  | - 8         | - 3      | - 1      | -10    |
| <u>Dallas District</u>                   | + 4  | -13         | - 3      | - 5      | -15    |
| Metropolitan Areas                       |  |             |          |          |        |
| Dallas Tex.                              | + 5  | -10         | 0        | - 4      | -16    |
| El Paso "                                | + 5  | -10         | -27      | - 4      | - 5    |
| Fort Worth "                             | - 2  | -25         | - 8      | -14      | -23    |
| Houston "                                | + 7  | -15         | + 3      | - 5      | -13    |
| San Antonio "                            | - 1  | -18         | - 2      | - 2      | -18    |
| <u>San Francisco District</u>            | + 3  | -18         | - 4      | 0        | + 4    |
| Metropolitan Areas                       |  |             |          |          |        |
| Los Angeles Calif.                       | + 4  | -17         | - 3      | + 2      | +11    |
| Downtown Los Angeles "                   | 0  | - 1         | - 2      | + 5      | +18    |
| Westside Los Angeles "                   | + 5  | -28         | + 4      | + 5      | +12    |
| San Diego "                              | - 4  | -25         | - 4      | -13      | -10    |
| San Francisco-Oakland "                  | + 3  | -15         | + 5      | - 1      | - 4    |
| San Francisco City "                     | + 2  | -14         | +11      | 0        | - 4    |
| Oakland City "                           | + 2  | -15         | - 8      | - 4      | - 2    |
| Portland Ore.                            | + 3  | -24         | - 9      | - 4      | 0      |
| Salt Lake City Utah                      | + 3  | -23         | -23      | 0        | -11    |
| Seattle Wash.                            | + 3  | -22         | - 1      | - 2      | 0      |
| Spokane "                                | + 5  | -26         | - 3      | + 1      | +12    |
| Tacoma "                                 | + 3  | - 8         | - 1      | - 8      | - 6    |

r--Revised.

\*\*\*--Data not available.

\*--Labor Day in 1952 fell in the week ending Sept. 6, whereas this year it fell one week later. Therefore, the week ending Sept. 12, 1953 had one less trading day than the week ending Sept. 13 last year.