

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

November 6, 1953

| Federal Reserve District, Area, and City | Percentage change from corresponding period a year ago |             |         |         |         |     |
|--|--|-------------|---------|---------|---------|-----|
|  | Jan.-  | Week ending |         |         |         |     |
|  | Sept.  | Oct. 10     | Oct. 17 | Oct. 24 | Oct. 31 |     |
| <u>United States</u>                     | + 3  | - 5         | - 5     | - 7     | - 2     |     |
| <u>Boston District</u>                   | + 2  | 0           | 0       | - 8     | - 6     |     |
| Metropolitan Area                        |  |             |         |         |         |     |
| Lowell-Lawrence Cities                   | Mass.  | + 7         | + 2     | + 6     | -13     | -12 |
| Downtown Boston                          | Mass.  | + 1         | - 2     | - 1     | -10     | - 8 |
| Springfield                              | "  | + 3         | + 6     | + 8     | - 7     | + 4 |
| Providence                               | R. I.  | 0           | + 1     | - 3     | - 7     | -10 |
| <u>New York District</u>                 | + 1  | - 1         | 0       | - 9     | - 6     |     |
| Metropolitan Areas                       |  |             |         |         |         |     |
| Buffalo                                  | N. Y.  | + 4         | + 2     | - 2     | r-11    | + 7 |
| Rochester                                | "  | + 7         | + 1     | - 4     | r+ 1    | + 2 |
| Syracuse                                 | "  | + 6         | - 1     | + 6     | -12     | - 1 |
| Cities                                   |  |             |         |         |         |     |
| New York                                 | N. Y.  | - 2         | - 2     | - 1     | - 9     | - 9 |
| Newark                                   | N. J.  | + 2         | - 2     | + 4     | -12     | - 6 |
| <u>Philadelphia District</u>             | + 4  | - 5         | + 2     | r- 7    | -11     |     |
| City                                     |  |             |         |         |         |     |
| Philadelphia                             | Pa.  | + 1         | - 5     | + 1     | r- 8    | -11 |
| <u>Cleveland District</u>                | + 5  | - 5         | - 6     | -11     | 0       |     |
| Metropolitan Areas                       |  |             |         |         |         |     |
| Akron                                    | Ohio   | + 3         | - 4     | - 2     | - 9     | - 7 |
| Cincinnati                               | "  | + 6         | + 2     | - 3     | - 6     | + 2 |
| Cleveland                                | "  | + 2         | - 4     | - 1     | -11     | 0   |
| Columbus                                 | "  | + 7         | - 2     | - 2     | - 7     | + 5 |
| Toledo                                   | "  | *           | -15     | -11     | -11     | + 1 |
| Erie                                     | Pa.  | + 6         | - 2     | - 9     | -12     | + 2 |
| City                                     |  |             |         |         |         |     |
| Pittsburgh                               | Pa.  | + 2         | - 8     | -12     | -18     | - 2 |
| <u>Richmond District</u>                 | + 1  | - 6         | - 5     | -11     | -10     |     |
| Metropolitan Areas                       |  |             |         |         |         |     |
| Washington                               | D. C.  | - 2         | - 4     | - 6     | -13     | -11 |
| Downtown Washington                      | "  | - 5         | - 6     | - 9     | -15     | -13 |
| Baltimore                                | Md.  | - 1         | - 8     | - 1     | - 9     | -14 |
| Richmond                                 | Va.  | 0           | - 4     | - 7     | - 7     | - 3 |
| <u>Atlanta District</u>                  | + 3  | - 7         | - 4     | r- 5    | 0       |     |
| Metropolitan Areas                       |  |             |         |         |         |     |
| Birmingham                               | Ala.   | + 2         | -15     | -11     | -13     | - 4 |
| Jacksonville                             | Fla.   | - 3         | - 8     | +11     | -21     | - 8 |
| Miami                                    | "  | + 6         | + 2     | + 4     | r+10    | - 1 |
| Atlanta                                  | Ga.  | + 2         | - 5     | - 5     | r- 6    | - 1 |
| Augusta                                  | "  | - 8         | -21     | -13     | -34     | -22 |
| New Orleans                              | La.  | + 5         | -11     | -10     | + 2     | +16 |
| Nashville                                | Tenn.  | + 4         | - 3     | - 8     | +10     | *   |
| <u>Chicago District</u>                  | + 4  | - 4         | - 6     | - 6     | + 3     |     |
| Metropolitan Areas                       |  |             |         |         |         |     |
| Chicago                                  | Ill.   | + 1         | - 8     | - 6     | - 2     | + 5 |
| Indianapolis                             | Ind.   | + 6         | + 7     | 0       | - 8     | + 1 |
| Detroit                                  | Mich.  | + 9         | + 1     | - 6     | -11     | + 1 |
| Milwaukee                                | Wis.   | + 2         | -10     | - 9     | - 8     | + 3 |

DEPARTMENT STORE SALES IN SELECTED CITIES AND AREAS (Continued)  
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|--|--|---------|---------|---------|---------|
|  | Week ending  |         |         |         |         |
|  | Jan.-<br>Sept.   | Oct. 10 | Oct. 17 | Oct. 24 | Oct. 31 |
| <u>St. Louis District</u>                | + 3  | - 8     | r- 8    | r-12    | + 2     |
| <u>Metropolitan Areas</u>                |  |         |         |         |         |
| Little Rock Ark.                         | - 1  | - 8     | -11     | - 7     | + 9     |
| Louisville Ky.                           | + 1  | -14     | - 9     | -11     | - 4     |
| St. Louis Mo.                            | + 4  | - 6     | - 4     | -11     | + 2     |
| Memphis Tenn.                            | + 2  | - 9     | - 7     | -13     | + 5     |
| <u>Minneapolis District</u>              | 0  | - 4     | -13     | r- 6    | + 4     |
| <u>Metropolitan Areas</u>                |  |         |         |         |         |
| Minneapolis-St. Paul Minn.               | + 2  | *       | *       | *       | *       |
| Minneapolis City "                       | + 2  | - 8     | -17     | - 6     | + 3     |
| St. Paul City "                          | + 2  | *       | *       | *       | *       |
| <u>Cities</u>                            |  |         |         |         |         |
| Duluth-Superior Minn.&Wis.               | + 2  | - 2     | -10     | 0       | + 5     |
| <u>Kansas City District</u>              | + 1  | - 4     | -10     | r- 6    | 0       |
| <u>Metropolitan Areas</u>                |  |         |         |         |         |
| Denver Colo.                             | 0  | - 3     | - 1     | + 4     | - 6     |
| Topeka Kans.                             | + 3  | 0       | - 4     | - 5     | + 2     |
| Wichita "                                | + 2  | - 7     | -19     | -10     | + 3     |
| St. Joseph Mo.                           | 0  | - 1     | -16     | - 8     | *       |
| Oklahoma City Okla.                      | - 2  | 0       | -20     | - 7     | - 3     |
| Tulsa "                                  | + 3  | - 5     | - 9     | -11     | + 4     |
| <u>City</u>                              |  |         |         |         |         |
| Kansas City Mo.                          | + 1  | - 5     | -14     | -10     | + 2     |
| <u>Dallas District</u>                   | + 2  | + 3     | -15     | -13     | + 9     |
| <u>Metropolitan Areas</u>                |  |         |         |         |         |
| Dallas Tex.                              | + 3  | + 9     | -11     | -19     | +13     |
| El Paso "                                | + 4  | + 2     | - 4     | -11     | + 6     |
| Fort Worth "                             | - 4  | -14     | -16     | -15     | 0       |
| Houston "                                | + 5  | +15     | -16     | -14     | + 4     |
| San Antonio "                            | - 1  | -13     | -30     | + 6     | +16     |
| <u>San Francisco District</u>            | + 2  | -11     | - 7     | r- 7    | - 9     |
| <u>Metropolitan Areas</u>                |  |         |         |         |         |
| Los Angeles Calif.                       | + 3  | -15     | - 9     | - 9     | - 7     |
| Downtown Los Angeles "                   | 0  | -17     | -11     | - 7     | - 6     |
| Westside Los Angeles "                   | + 5  | -16     | - 3     | - 2     | - 2     |
| San Diego "                              | - 4  | -19     | - 4     | - 6     | -16     |
| San Francisco-Oakland "                  | + 2  | -13     | - 6     | - 9     | - 6     |
| San Francisco City "                     | + 1  | -15     | - 7     | -10     | - 6     |
| Oakland City "                           | + 1  | - 8     | - 4     | - 6     | - 6     |
| Portland Ore.                            | + 2  | - 6     | - 3     | - 3     | -11     |
| Salt Lake City Utah                      | + 1  | + 3     | -11     | - 2     | -11     |
| Seattle Wash.                            | + 2  | + 1     | - 1     | - 4     | -11     |
| Spokane "                                | + 4  | - 9     | + 5     | +12     | -18     |
| Tacoma "                                 | + 2  | - 3     | - 2     | + 2     | -20     |

r--Revised.

\*--Data not available.