

FOR IMMEDIATE RELEASE
December 23, 1960.

INTERPRETATION OF PERCENTAGE CHANGES DURING CHRISTMAS SEASON: Since sales rise sharply with the approach of Christmas, it is important in evaluating the weekly year-to-year percentage changes to note that the comparison weeks in 1959 have the advantage of ending two days nearer to Christmas. Correspondingly, the 1960 weeks are at a disadvantage in these comparisons. If sales were available for exactly comparable calendar periods in both years, the resulting percentage changes probably would be somewhat more favorable than those shown below.

WEEKLY DEPARTMENT STORE SALES - SELECTED CITIES AND AREAS

Federal Reserve District, Area, and City	Percentage change from corresponding period a year ago (Based on retail dollar amounts)					
	Jan.-Oct. 1960	Week ending				
		Nov. 26	Dec. 3	Dec. 10	Dec. 17	
<u>UNITED STATES</u>	+ 1	- 2	- 7	- 1	- 4	
<u>Boston District</u>	+ 2	+ 4	- 6	0	-14	
Metropolitan Areas						
Boston	Mass.	+ 3	+ 5	- 5	0	-14
Downtown Boston	"	+ 3	+ 1	- 7	- 3	-13
Suburban Boston	"	+ 4	+10	- 3	+ 4	-15
Cambridge	"	+ 7	+ 6	- 2	0	-13
Quincy	"	- 2	+ 4	-10	r- 5	-20
Lowell	"	- 3	+ 6	-14	- 5	-16
City						
Springfield	"	+ 4	+ 8	- 3	+ 5	- 9
<u>New York District</u>	+ 4	0	- 7	+ 2	-12	
Metropolitan Areas						
Buffalo	N.Y.	+ 2	- 2	-16	r+ 2	- 4
New York-N.E. New Jersey	N.Y.-N.J.	+ 5	- 1	- 8	r 0	-15
Newark	N.J.	0	-12	-16	r- 9	-32
New York	N.Y.	+ 1	- 3	-10	r- 2	-11
Rochester	"	+ 4	- 4	- 5	+ 2	+ 3
Syracuse	"	0	r+ 1	- 7	0	- 1
<u>Philadelphia District</u>	+ 1	- 3	- 9	0	-19	
Metropolitan Areas						
Wilmington	Del.	+ 1	- 6	- 2	0	-20
Trenton	N.J.	+ 5	+ 2	- 6	+ 5	-28
Lancaster	Pa.	+ 3	- 4	- 6	+ 8	-13
Philadelphia	"	0	- 4	-10	- 2	-21
Reading	"	+ 1	- 4	-10	+ 8	-14
Scranton	"	- 1	- 4	-17	r 0	- 8
Wilkes-Barre--Hazleton	"	0	- 1	-13	- 3	-12

Federal Reserve District, Area, and City		Percentage change from corresponding period a year ago (Based on retail dollar amounts)				
		Jan.-Oct.	Week ending			
		1960	Nov. 26	Dec. 3	Dec. 10	Dec. 17
<u>Cleveland District</u>		+ 2	0	-10	+ 2	- 2
Metropolitan Areas						
	Lexington Ky.	- 3	- 8	-18	-10	- 8
	Akron Ohio	+ 1	- 6	-17	- 4	- 8
	Canton "	- 1	- 5	-13	- 4	-11
	Cincinnati "	+ 1	+ 2	- 9	0	+ 3
	Cleveland "	+ 2	0	-13	0	- 4
	Downtown Cleveland "	- 1	- 6	-19	- 7	- 8
	Columbus "	+ 2	+ 6	- 5	+ 1	+ 2
	Springfield "	- 7	-12	-14	- 7	-12
	Toledo "	+ 1	+ 9	- 2	+ 9	+ 5
	Youngstown "	+ 1	- 4	-14	- 1	- 7
	Erie Pa.	- 3	- 7	r- 8	+ 4	- 8
	Pittsburgh "	+ 5	0	-11	+11	- 3
	Downtown Pittsburgh "	+ 2	- 3	-14	+ 9	- 5
	Wheeling W.Va.	0	- 2	- 3	- 1	- 3
<u>Richmond District</u>		- 2	- 3	- 9	r- 3	-12
Metropolitan Areas						
	Washington D. C.	0	- 2	- 8	- 2	-12
	Downtown Washington "	- 6	- 8	-15	r- 9	-15
	Baltimore Md.	0	- 3	- 7	- 1	-15
	Downtown Baltimore "	- 5	- 4	-10	- 2	-15
	Richmond Va.	- 4	-10	-12	- 8	- 9
<u>Atlanta District</u>		+ 1	- 3	- 8	- 1	+ 2
Metropolitan Areas						
	Birmingham Ala.	0	- 1	-15	- 2	- 3
	Mobile "	+ 2	- 3	- 2	+ 5	+10
	Jacksonville Fla.	+10	-15	-14	*	*
	Miami "	+ 8	+ 5	- 7	r- 1	+11
	Tampa-St. Petersburg "	+ 7	- 5	r- 9	r+ 6	+ 6
	Atlanta Ga.	+ 1	- 6	-12	r- 8	- 5
	August "	+ 2	+ 4	- 6	+ 3	- 3
	Columbus "	- 4	- 1	-17	- 5	- 3
	New Orleans La.	0	- 6	- 6	- 6	- 2
	Knoxville Tenn.	0	+ 1	-10	+ 1	- 3
Cities						
	Miami-Downtown Fla.	- 5	-16	-22	-17	- 8
	Central Atlanta Ga.	-11	-10	-16	-13	-10
<u>Chicago District</u>		+ 1	- 3	- 6	+ 1	0
Metropolitan Areas						
	Chicago Ill.	0	- 3	- 6	+ 1	+ 1
	Indianapolis Ind.	0	- 3	- 9	- 1	- 4
	Detroit Mich.	+ 3	- 5	- 8	- 1	- 4
	Grand Rapids "	- 2	- 4	-12	- 3	-10
	Milwaukee Wis.	+ 2	- 3	- 7	0	0

Federal Reserve District, Area, and City		Percentage change from corresponding period a year ago (Based on retail dollar amounts)				
		Jan., Oct. 1960	Week ending			
			Nov. 26	Dec. 3	Dec. 10	Dec. 17
<u>St. Louis District</u>		- 1	- 8	-10	- 3	+ 4
Metropolitan Areas						
Little Rock	Ark.	- 4	-14	-19	- 6	- 2
Louisville	Ky.	+ 7	-10	-17	- 6	- 1
St. Louis	Mo.	+ 1	- 6	- 7	- 1	+ 8
Memphis	Tenn.	- 3	-10	-12	- 6	- 1
<u>Minneapolis District</u>		+ 1	- 3	- 6	0	+ 2
Metropolitan Areas						
Mpls.--St. Paul	Minn.	+ 2	- 3	- 5	0	+ 2
Mpls. and Suburbs	"	+ 4	- 2	- 5	+ 1	+ 3
St. Paul	"	- 1	- 7	- 6	- 2	- 1
Cities						
Duluth-Superior	Minn. & Wis.	0	- 2	-18	+ 5	+ 1
<u>Kansas City District</u>		0	- 3	- 5	- 3	+ 6
Metropolitan Areas						
Denver	Col.	+ 2	+ 1	0	- 8	+10
Topeka	Kans.	- 1	-10	-22	- 2	+ 4
Wichita	"	-14	-10	-13	-11	- 9
Kansas City	Mo.-Kans.	+ 2	- 5	- 9	- 3	+ 2
Downtown Kansas City	Mo.	- 2	- 6	-14	- 3	+ 1
St. Joseph	"	- 4	- 4	- 9	+ 3	+ 2
Lincoln	Nebr.	+ 6	+ 4	+ 6	+12	+15
Albuquerque	N.Mex.	- 3	- 7	-16	-18	+ 4
Oklahoma City	Okla.	0	-11	-16	-15	+ 1
Tulsa	"	- 3	-15	-10	- 9	+ 2
City						
Joplin	Mo.	-10	- 5	-24	- 2	- 2
<u>Dallas District</u>		- 2	- 9	-10	-10	- 1
Metropolitan Areas						
Dallas	Tex.	+ 1	- 8	- 4	-10	+ 4
El Paso	"	-13	-12	-18	-14	+ 4
Fort Worth	"	- 5	-12	-10	-14	- 2
Houston	"	0	- 6	-11	- 7	- 3
San Antonio	"	- 4	- 4	-11	0	0

Federal Reserve District, Area, and City	Percentage change from corresponding period a year ago (Based on retail dollar amounts)				
	Jan.-Oct. 1960	Week ending			
		Nov. 26	Dec. 3	Dec. 10	Dec. 17
<u>San Francisco District</u>	0	- 2	- 4	- 3	r- 5
<u>Metropolitan Areas</u>					
Los Angeles-Long Beach Calif.	- 1	- 4	- 1	- 4	- 6
Downtown Los Angeles "	- 3	- 6	- 3	- 6	-10
Westside Los Angeles "	+ 1	- 4	0	- 5	- 5
Sacramento "	+ 4	+ 1	- 5	- 2	- 2
San Diego "	+ 7	+ 6	r+ 6	+10	+ 3
San Francisco-Oakland "	+ 3	+ 1	- 6	- 3	- 5
San Francisco City "	- 1	- 1	- 7	- 4	- 6
Oakland "	+ 3	+ 3	- 5	0	- 2
San Jose "	+ 7	+ 3	- 2	- 1	-10
Portland Ore.	- 2	- 5	- 9	- 4	- 1
Salt Lake City Utah	+ 1	+ 1	+ 2	- 1	+ 1
Seattle Wash.	- 4	- 7	-12	- 6	- 5
Spokane "	0	- 3	- 9	- 5	- 3
Tacoma "	- 4	- 6	-12	- 6	- 6

r--Revised.

*Not available.