

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

G.7.4.1
 DATA FILE
 REFERENCE LIBRARY
 FEDERAL RESERVE BANK
 OF CHICAGO

DEPARTMENT STORE MERCHANDISING DATA -- JANUARY
 (Selected series, based on retail value figures)

March 1953
 LIBRARY

	Amount (In millions of dollars)				Percent change January from	
	1953		1952		Month ago	1948-52 av.
	Jan.	Dec.	Jan.	Dec.		
Sales <u>1/</u>	p 324	736	r 321	670	- 56	+ 1
Stocks <u>1/</u>	p1,025	1,018	r 996	rl,023	+ 1	+ 3
Outstanding orders	p 451	358	r 398	r 320	+ 26	+ 13
Receipts <u>2/</u>	p 331	479	r 294	r 444	- 31	+ 13
New orders <u>2/</u>	p 424	383	r 372	r 360	+ 11	+ 14
<u>Merchandising Ratios 3/</u>						
	1953	1952	1952	1951	1948-52 av.	1947-51av
	Jan.	Dec.	Jan.	Dec.	Jan.	Dec.
Stocks to Sales	p 3.2	1.4	3.1	1.5	3.0	1.4
Outstanding Orders to Sales	p 1.4	0.4	rl.2	0.4	1.6	0.6
Stocks plus Outstanding Orders to Sales	p 4.6	1.9	r4.3	2.0	4.6	2.1
Receipts to Sales <u>2/</u>	p 1.0	0.7	r0.9	0.7	1.0	0.7

p--Preliminary.

r--Revised.

1/ Figures are based on the sample described in the note below and are presented here solely to permit comparisons with changes in orders and receipts. For monthly movements of total department store sales and stocks, refer to the regular monthly sales report G.7.2. and stocks report G.7.4.2, or the Federal Reserve Bulletin.

2/ Receipts of goods are derived from the reported figures on sales and stocks. New orders are derived from receipts and reported figures on outstanding orders.

3/ The first three ratios are of stocks and/or orders at the end of the month to sales during the month. The final ratio is based on totals of sales and receipts for the month.

Note:--These figures are not estimates for all department stores in the United States. They are the actual dollar amounts reported by a group of department stores located in various cities throughout the country. In 1952, sales by these stores accounted for about 50 per cent of estimated total department store sales. Back data may be obtained from the Board's Division of Research and Statistics. Figures for the most recent thirteen-month period are shown regularly in the Bulletin.