

T 763

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

LIBRARY, 1953.

G.7.4.1

DEPARTMENT STORE MERCHANDISING DATA -- FEBRUARY 1 1953  
(Selected series, based on retail value figures)

FEDERAL RESERVE BANK OF CHICAGO

DATA FILE  
REFERENCE LIBRARY  
FEDERAL RESERVE BANK OF CHICAGO

	Amount (In millions of dollars)				Percent Change February from	
	1953		1952		Month ago	Year ago
	Feb.	Jan.	Feb.	Jan.		
Sales <u>1/</u>	p 302	325	r 300	321	- 7	+ 1
Stocks <u>1/</u>	p1,098	1,027	r1,055	996	+ 7	+ 4
Outstanding orders	p 452	452	r 419	398	0	+ 8
Receipts <u>2/</u>	p 373	334	r 359	294	+12	+ 4
New orders <u>2/</u>	p 373	428	r 380	372	-13	- 2
<u>Merchandising Ratios <u>3/</u></u>						
	1953		1952		1948-52 Average	
	Feb.	Jan.	Feb.	Jan.	Feb.	Jan.
Stocks to Sales	p3.6	3.2	3.5	3.1	3.4	3.0
Outstanding Orders to Sales	p1.4	1.4	1.4	1.2	1.8	1.6
Stocks plus Outstanding Orders to Sales	p5.1	4.6	4.9	4.3	5.2	4.6
Receipts to Sales <u>2/</u>	p1.2	1.0	1.2	0.9	1.3	1.0

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.