

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

G.7.4.1

DATA FILE
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FEDERAL RESERVE
BANK OF CHICAGO

DEPARTMENT STORE MERCHANDISING DATA -- JULY
(Revised series, based on retail value figures)

	Amount (In millions of dollars)				Percent Change July from	
	1953		1952		Month ago	Year ago
	July	June	July	June		
Sales <u>1/</u>	p305	375	r290	r356	-19	+ 5
Stocks <u>1/</u>	p1,080	1,102	r998	r1,021	- 2	+ 8
Outstanding orders	p523	459	r526	411	+14	- 1
Receipts <u>2/</u>	p283	293	267	r272	- 3	+ 6
New orders <u>2/</u>	p347	431	r382	r408	-19	- 9

Merchandising Ratios 3/

	1953		1952		1948-52 Average	
	July	June	July	June	July	June
Stocks to Sales	p3.5	2.9	3.4	2.9	3.3	2.8
Outstanding Orders to Sales	p1.7	1.2	1.8	1.2	1.9	1.1
Stocks plus Outstanding Orders to Sales	p5.3	4.2	r5.3	4.0	5.2	3.9
Receipts to Sales <u>2/</u>	p0.9	0.8	0.9	0.8	0.8	0.8

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.