

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

December 1, 1953

G.7.4.1

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

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	Amount (In millions of dollars)				Percent change October from	
	1953		1952		Month	Year
	Oct.	Sept.	Oct.	Sept.	ago	ago
Sales <u>1/</u>	p 440	388	r 452	389	+13	- 3
Stocks <u>1/</u>	pl,297	1,206	rl,237	rl,137	+ 8	+ 5
Outstanding orders	p 463	492	r 577	r 596	- 6	-20
Receipts <u>2/</u>	p 531	459	r 552	r 482	+16	- 4
New orders <u>2/</u>	p 502	460	r 533	537	+ 9	- 6

Merchandising Ratios 3/

	1953		1952		1948-52 Average	
	Oct.	Sept.	Oct.	Sept.	Oct.	Sept.
Stocks to Sales	p2.9	3.1	2.7	2.9	2.8	2.8
Outstanding Orders to Sales	pl.1	1.3	1.3	1.5	1.3	1.5
Stocks plus Outstanding Orders to Sales	p4.0	4.4	4.0	4.4	4.1	4.3
Receipts to Sales <u>2/</u>	pl.2	1.2	1.2	1.2	1.2	1.2

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. Figures for the most recent thirteen-month period are shown regularly in the Bulletin. For description and back data, January 1939 to August 1952, see Federal Reserve Bulletin for October 1952, pp. 1098-1102. Back data may be obtained from the Board's Division of Research and Statistics.