

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

G.7.4.1

January 4, 1954

DEPARTMENT STORE MERCHANDISING DATA -- NOVEMBER

(Selected series, based on retail value figures)

DATA FILE
 REFERENCE DEPARTMENT
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	Amount (In millions of dollars)				Percent change November from	
	1953		1952		Month 1954	Year ago
	Nov.	Oct.	Nov.	Oct.		
Sales <u>1/</u>	p 478	440	r 466	452	+ 9	+ 3
Stocks <u>1/</u>	p1,329	1,297	r1,281	1,237	+ 2	+ 4
Outstanding orders	p 375	462	r 458	577	-19	-18
Receipts <u>2/</u>	p 510	531	r 510	552	- 4	0
New Orders <u>2/</u>	p 423	501	r 391	533	-16	+ 8

Merchandising Ratios 3/

	1953		1952		1948-52 Average	
	Nov.	Oct.	Nov.	Oct.	Nov.	Oct.
Stocks to Sales	p2.8	2.9	2.7	2.7	2.7	2.8
Outstanding Orders to Sales	p0.8	1.1	1.0	1.3	0.9	1.3
Stocks plus Outstanding Orders to Sales	p3.6	4.0	3.7	4.0	3.6	4.1
Receipts to Sales <u>2/</u>	p1.1	1.2	1.1	1.2	1.1	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.