

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

G.7.4.1

FOR IMMEDIATE RELEASE  
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DEPARTMENT STORE MERCHANDISING DATA  
UNITED STATES - JULY 1955  
DATA FILE  
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FEDERAL RESERVE BANK  
OF CHICAGO

Selected series, based on retail dollar amount

	Amount (In millions of dollars)				Per cent change July from	
	1955		1954		Month ago	Year ago
	July	June	July	June		
Sales <u>1/</u>	p 324	390	r 307	380	-17	+ 6
Stocks <u>1/</u>	p1,089	1,121	r1,045	1,070	- 3	+ 4
Outstanding orders	p 553	449	r 472	392	+23	+17
Receipts <u>2/</u>	p 292	323	r 282	286	-10	+ 4
New orders <u>2/</u>	p 396	466	r 362	428	-15	+ 9

Merchandising Ratios 3/

	1955		1954		1950-54 Average	
	July	June	July	June	July	June
Stocks to Sales	p3.4	2.9	3.4	2.8	3.4	2.9
Outstanding Orders to Sales	p1.7	1.2	1.5	1.0	1.8	1.1
Stocks plus Outstanding Orders to Sales	p5.1	4.0	4.9	3.8	5.2	4.0
Receipts to Sales <u>2/</u>	p0.9	0.8	0.9	0.8	0.9	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 1954, 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.