

G.7.4.1

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DEPARTMENT STORE MERCHANDISING DATA

UNITED STATES - JULY 1956

AUG 30 1956

**DATA FILE
REFERENCE LIBRARY
FEDERAL RESERVE BANK
OF CHICAGO**

Selected series, based on retail dollar amounts **FEDERAL RESERVE BANK OF CHICAGO**

	Amount (In millions of dollars)				Per cent change July from	
	1956		1955		Month ago	Year ago
	July	June	July	June		
Sales <u>1/</u>	p 337	417	r 326	392	-19	+ 3
Stocks <u>1/</u>	p 1173	1187	r 1092	1127	- 1	+ 7
Outstanding orders	p 587	501	r 552	449	+17	+ 6
Receipts <u>2/</u>	p 323	329	r 291	323	- 2	+11
New orders <u>2/</u>	p 409	492	r 394	462	-17	+ 4

Merchandising Ratios 3/

	1956		1955		1951-55 Average	
	July	June	July	June	July	June
Stocks to Sales	p 3.5	2.8	r 3.3	2.9	3.6	3.0
Outstanding Orders to Sales	p 1.7	1.2	1.7	1.1	1.7	1.1
Stocks plus Outstanding Orders to Sales	p 5.2	4.0	r 5.0	4.0	5.2	4.1
Receipts to Sales <u>2/</u>	p 1.0	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 1955, 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.