

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

FOR IMMEDIATE RELEASE  
December 3, 1956

G.7.4.1

DEPARTMENT STORE MERCHANDISING DATA

UNITED STATES - OCTOBER 1956

Selected series, based on retail dollar amounts

	Amount (In millions of dollars)				Per cent change October from	
	1956		1955		5 Month	Year
	Oct.	Sept.	Oct.	Sept.	ago	ago
Sales <u>1/</u>	p484	444	r477	430	+ 9	+ 1
Stocks <u>1/</u>	p1475	1,335	r1361	1,253	+10	+ 8
Outstanding orders	p587	598	r582	577	- 2	+ 1
Receipts <u>2/</u>	p624	526	r585	516	+19	+ 7
New orders <u>2/</u>	p613	551	r590	545	+11	+ 4

Merchandising Ratios 3/

	1956		1955		1951-55 Average	
	Oct.	Sept.	Oct.	Sept.	Oct.	Sept.
Stocks to Sales	p3.0	3.0	2.9	2.9	2.9	3.0
Outstanding Orders to Sales	p1.2	1.3	1.2	1.3	1.1	1.3
Stocks plus Outstanding Orders to Sales	p4.3	4.4	4.1	4.3	4.0	4.3
Receipts to Sales <u>2/</u>	p1.3	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 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 & Statistics.