

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

FOR IMMEDIATE RELEASE
January 31, 1958

DATA FILE DEPARTMENT STORE MERCHANDISING DATA
 REFERENCE LIBRARY
 FEDERAL RESERVE BANK OF CHICAGO
 UNITED STATES - DECEMBER 1957

FEB 3 1958
 FEDERAL RESERVE
 BANK OF CHICAGO

(Selected series, based on retail dollar amounts)

	Amount (In millions of dollars)				Per cent change December from	
	1957		1956		Month ago	Year ago
	Dec.	Nov.	Dec.	Nov.		
Sales <u>1/</u>	p 837	554	r 822	577	+51	+ 2
Stocks <u>1/</u>	pl,221	1,562	r1,211	1,528	-22	+ 1
Outstanding orders	p 305	427	r 339	476	-29	-10
Receipts <u>2/</u>	p 496	598	r 505	627	-17	- 2
New orders <u>2/</u>	p 374	496	r 368	516	-25	+ 2

Merchandising Ratios 3/

	1957		1956		1952-56 Average	
	Dec.	Nov.	Dec.	Nov.	Dec.	Nov.
Stocks to Sales	pl.5	2.8	1.5	2.6	1.4	2.7
Outstanding Orders to Sales	p0.4	0.8	0.4	0.8	0.4	0.9
Stocks plus Outstand- ing Orders to Sales	pl.8	3.6	1.9	3.5	1.8	3.5
Receipts to Sales <u>2/</u>	p0.6	1.1	0.6	1.1	0.6	1.1

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 1957, sales by these stores accounted for about 45 per cent of the 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.