

FOR IMMEDIATE RELEASE
December 1, 1959.

DEPARTMENT STORE MERCHANDISING DATA

UNITED STATES - OCTOBER 1959

DATA FILE
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FEDERAL RESERVE BANK
OF CHICAGO

Selected series, based on retail dollar amount

DEC 3 1959
FEDERAL RESERVE
BANK OF CHICAGO

	Amount (In millions of dollars)				Percent change October from	
	1959		1958		Month ago	Year ago
	October	Sept.	October	Sept.		
Sales <u>1/</u>	p 531	472	502	451	+13	+ 6
Stocks <u>1/</u>	p 1,578	1,483	1,518	1,394	+ 6	+ 4
Outstanding Orders	p 604	627	r 543	552	- 4	+11
Receipts <u>2/</u>	p 626	575	r 626	568	+ 9	0
New Orders <u>2/</u>	p 603	571	r 617	580	+ 6	- 2

Merchandising Ratios 3/

	1959		1958		1954-58 Average	
	October	Sept.	October	Sept.	October	Sept.
Stocks to Sales	p 3.0	3.1	3.0	3.1	3.0	3.0
Outstanding Orders to Sales	p 1.1	1.3	1.1	1.2	1.1	1.3
Stocks plus Outstanding Orders to Sales	p 4.1	4.5	4.1	4.3	4.1	4.3
Receipts to Sales <u>2/</u>	p 1.2	1.2	1.2	1.3	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 1958, 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.