



FEDERAL RESERVE

statistical release

G.7.4.1

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FOR IMMEDIATE RELEASE
May 2, 1962

DEPARTMENT STORE MERCHANDISING DATA UNITED STATES -- MARCH 1962

(Selected series, based on retail dollar amounts)

	Amount (In millions of dollars)				Per cent change	
	1962		1961		March 1962	Year ago
	Mar.	Feb.	Mar.	Feb.	Month	ago
Sales <u>1/</u>	p 471	357	r 483	351	+32	- 2
Stocks <u>1/</u>	p1,579	1,461	1,459	r1,369	+ 8	+ 8
Outstanding Orders	p 503	531	r 442	472	- 5	+14
Receipts <u>2/</u>	p 589	410	r 573	r 401	+44	+ 3
New Orders <u>2/</u>	p 561	465	r 543	r 442	+21	+ 3

Merchandising Ratios 3/

	1962		1961		1957-61 average	
	Mar.	Feb.	Mar.	Feb.	Mar.	Feb.
Stocks to Sales	p3.4	4.1	3.0	3.9	3.2	3.8
Outstanding Orders to Sales	p1.1	1.5	0.9	1.3	1.0	1.3
Stocks plus Outstanding Orders to Sales	p4.4	5.6	r3.9	5.2	4.2	5.2
Receipts to Sales <u>2/</u>	p1.3	1.1	1.2	1.1	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 1961, 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.