



FEDERAL RESERVE

statistical release

G.7.4.1

FOR IMMEDIATE RELEASE
November 5, 1963

DEPARTMENT STORE MERCHANDISING DATA UNITED STATES - SEPTEMBER 1963

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Selected series, based on retail dollar amounts) 8 1963

	Amount				Per cent change	
	(In millions of dollars)				from	
	1963		1962		Month	Year
	Sept.	Aug.	Sept.	Aug.	ago	ago
Sales <u>1/</u>	p 509	519	493	483	- 2	+ 3
Stocks <u>1/</u>	pl,768	1,627	rl,702	1,571	+ 9	+ 4
Outstanding Orders	p 738	722	r 710	674	+ 2	+ 4
Receipts <u>2/</u>	p 650	593	r 624	568	+10	+ 4
New Orders <u>2/</u>	p 666	546	r 660	519	+22	+ 1

Merchandising Ratios 3/

	1963		1962		1958-62 average	
	Sept.	Aug.	Sept.	Aug.	Sept.	Aug.
Stocks to Sales	p 3.5	3.1	r 3.5	3.3	3.3	3.2
Outstanding Orders to Sales	p 1.5	1.4	1.4	1.4	1.3	1.4
Stocks plus Outstanding Orders to Sales	p 4.9	4.5	4.9	4.6	5.8	4.6
Receipts to Sales <u>2/</u>	p 1.3	1.1	1.3	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 1962 sales by these stores accounted for more than 40 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.