

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

G.16

April 7, 1954

RETAIL FURNITURE REPORT FOR FEBRUARY 1954

Instalment accounts outstanding at furniture stores decreased 3 per cent during February and at the end of the month were 1 per cent below a year earlier. Declines during January and February have reduced instalment balances approximately 6 per cent from the seasonal peak of December and reflect, primarily, the lower instalment sales usual for this time of year. Instalment collections during the month amounted to 11 per cent of first-of-month balances outstanding, 1 point below the preceding month and the same as February of last year.

Sales of all types increased from January to February--instalment sales by 9 per cent, charge-account sales by 3 per cent, and cash sales by 2 per cent. For the first two months of this year, instalment sales were 14 per cent below the corresponding period of last year, while cash sales were down 11 per cent and charge-account sales were down 6 per cent.

The retail value of furniture store inventories increased 2 per cent during February, but at the end of the month was 7 per cent below a year ago. At the February rate of sales, stocks on hand amounted to about a 5 months' supply.

Furniture Store Statistics for February 1954

Item	Percentage change from:		
	Month ago	Year ago	Jan.-Feb. 1953 to Jan.-Feb. 1954
Net sales during month			
Total	+ 4	-10	-12
Cash	+ 2	- 6	-11
Instalment	+ 9	-11	-14
Charge account	+ 3	- 7	- 6
Accounts receivable, at end of month			
Total	- 4	- 3	xxxx
Instalment	- 3	- 1	xxxx
Charge account	- 8	-10	xxxx
Inventories, end of month, at retail value	+ 2	- 7	xxxx
	Feb. 1954	Jan. 1954	Feb. 1953
Collection ratios on instalment accounts $\frac{1}{2}$	11	12	11

$\frac{1}{2}$ Collections during month as percentage of accounts outstanding at beginning of month.

RETAIL FURNITURE STORES - FEBRUARY 1954
Sales by Type of Transaction
(Percentage changes)

Federal Reserve District	Total net sales		Cash sales		Instalment sales		Charge-account sales	
	Month ago	Year ago	Month ago	Year ago	Month ago	Year ago	Month ago	Year ago
Boston	- 3	- 6	- 9	-11	0	- 4	-10	- 5
New York	+ 8	-16	+22	- 5	+14	-24	+15	+ 5
Philadelphia	+ 7	-12	+18	+ 4	+11	-13	+ 6	- 4
Cleveland	+12	-11	+ 3	- 7	+10	-17	+37	- 3
Richmond	+14	- 9	+21	- 3	+22	-10	- 1	- 8
Atlanta	+13	0	- 4	- 4	+15	+ 1	+33	+ 9
Chicago	+ 7	-10	+ 1	- 1	+13	-12	-12	-12
St. Louis	+12	- 8	+17	0	- 5	-12	+37	- 5
Minneapolis	+ 7	- 2	- 4	- 7	+10	0	-23	-32
Kansas City	- 4	-17	-18	-10	- 1	-26	+ 7	- 7
Dallas	- 3	-12	-23	-23	+ 9	- 6	-11	-22
San Francisco	-13	- 9	-21	- 7	- 5	- 4	-16	-13
U. S. Total	+ 4	-10	+ 2	- 6	+ 9	-11	+ 3	- 7

Cumulative Sales by Type of Transaction, Instalment
Accounts Receivable, and Inventories
(Percentage changes)

Federal Reserve District	Cumulative sales, Jan.- Feb., change from 1953 to 1954				Instalment Receivables, end of month		Inventories, end of month, at retail value	
	Total	Cash	Instal- ment	Charge- account	Month ago	Year ago	Month ago	Year ago
Boston	-11	-10	-11	-11	- 3	N.A.	+ 1	- 3
New York	-19	-21	-25	- 3	- 3	+ 1	+ 2	-18
Philadelphia	-15	-10	-20	+ 3	- 3	- 3	+ 5	- 2
Cleveland	-13	- 8	-18	- 8	- 3	- 4	+ 4	- 9
Richmond	-11	-15	-13	- 9	- 3	- 2	+ 5	- 7
Atlanta	- 4	- 7	- 2	- 8	- 3	N.A.	+ 2	- 2
Chicago	-13	- 7	-17	+ 1	- 2	- 1	+ 5	- 4
St. Louis	- 8	- 8	-11	- 1	- 3	+ 6	+ 2	- 4
Minneapolis	- 6	-10	- 5	-14	- 4	- 7	- 1	-12
Kansas City	-14	- 4	-24	- 9	- 2	-13	+ 7	-11
Dallas	-13	-11	-12	-14	- 1	+ 5	+ 2	- 9
San Francisco	- 9	- 8	- 9	- 9	- 2	N.A.	- 4	- 4
U. S. Total	-12	-11	-14	- 6	- 3	- 1	+ 2	- 7

N. A. - - Not available