

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

G.17.3

January 9, 1951

DEPARTMENT STORE CREDIT - NOVEMBER 1950

Instalment accounts receivable at department stores showed little change in November and at the end of the month were 37 per cent larger than on the corresponding date of the preceding year. Collections on instalment accounts declined 2 per cent in November and amounted to 17 per cent of the accounts outstanding on the first of the month. The November ratio was somewhat below that of the preceding month and significantly lower than in November 1949. At this rate of repayment instalment accounts would be liquidated in approximately 10 months.

Charge-accounts outstanding increased at an accelerated rate in November and at the end of the month were 10 per cent above those of a year earlier. Collections on these accounts increased for the third consecutive month, and were 9 per cent greater than in November 1949. The ratio of charge-account collections during the month to accounts receivable on the first of the month was 51 per cent, about the same as in the two preceding months.

Sales at department stores showed a seasonal expansion during November after having experienced a slight decline in the previous month. Cash and charge-account sales rose 15 per cent and 14 per cent respectively in November while instalment sales showed a contraseasonal decline of 8 per cent. Instalment sales fell below the November 1949 volume while cash and charge-account business continued above that of a year earlier.

Department Store Sales, Accounts Receivable, and Collections

Item	Percentage change from:	
	Oct. 1950 to Nov. 1950	Nov. 1949 to Nov. 1950
Sales during month		
Cash	+15	+ 1
Instalment	- 8	- 6
Charge account	+14	+ 4
Accounts receivable, end of month		
Instalment accounts	0	+37
Charge accounts	+ 8	+10
Collections during month		
Instalment accounts	- 2	+32
Charge accounts	+ 3	+ 9
Ratio of collections during month to accounts receivable at beginning of month:		
	Nov. 1950	Oct. 1950
Instalment accounts	17	18
Charge accounts	51	51
		Nov. 1949
		20
		54

Digitized from FRASER. Figures for November 1950 are preliminary and subject to revision.

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Federal Reserve Bank of St. Louis

DEPARTMENT STORES - NOVEMBER 1950

Cash and Credit Sales, by Federal Reserve Districts

Federal Reserve District	Indexes: 1941 average = 100								
	Cash sales			Installment sales			Charge-account sales		
	Nov. 1950s	Oct. 1950	Nov. 1949	Nov. 1950s	Oct. 1950	Nov. 1949	Nov. 1950s	Oct. 1950	Nov. 1949
Boston	211	207	212	232	251	273	233	210	255
New York	240	239	242	243	248	310	223	194	215
Philadelphia	261	215	260	231	241	269	319	256	309
Cleveland	198	207	250	273	321	240	225	238	252
Richmond	279	210	249	200	190	237	204	212	253
Atlanta	361	241	285	190	240	319	307	270	289
Chicago	291	221	245	227	235	234	295	237	280
St. Louis	257	212	254	272	252	249	232	223	258
Kansas City	291	273	270	224	235	269	300	310	280
Denver	207	278	230	222	240	216	297	250	264
Dallas	303	275	272	240	339	417	350	309	299
San Francisco	238	207	229	213	217	199	272	239	249
U. S. Total	249	210	247	249	269	265	240	230	259

Accounts Receivable and Collections, by Federal Reserve Districts

Federal Reserve District	Indexes: 1941 average = 100									Collection ratios*					
	Accounts outstanding, end of month			Charge-account			Installment			Charge-account			Installment		
	Nov. 1950s	Oct. 1950	Nov. 1949	Nov. 1950s	Oct. 1950	Nov. 1949	Nov. 1950s	Oct. 1950	Nov. 1949	Nov. 1950s	Oct. 1950	Nov. 1949	Nov. 1950s	Oct. 1950	Nov. 1949
Boston	239	236	176	210	199	195	16	15	16	19	16	40	16	17	40
New York	193	190	148	132	161	124	16	17	17	16	16	48	16	17	48
Philadelphia	244	224	243	237	232	264	17	17	19	52	51	63	17	19	52
Cleveland	269	266	203	221	223	213	15	13	16	46	51	53	15	13	46
Richmond	169	167	159	116	179	147	16	13	20	45	43	47	16	13	20
Atlanta	319	246	300	230	323	229	13	14	15	45	43	44	13	14	15
Chicago	221	221	157	252	221	215	21	21	23	57	53	63	21	21	23
St. Louis	271	261	180	279	257	213	17	18	20	52	51	55	17	18	20
Kansas City	269	250	171	243	226	211	20	21	22	53	57	57	20	21	22
Denver	337	312	232	255	237	219	17	18	22	53	54	56	17	18	22
Dallas	351	308	235	271	234	221	13	12	15	50	51	52	13	12	15
San Francisco	276	277	167	230	212	202	19	19	20	52	53	56	19	19	20
U. S. Total	259	260	189	233	210	215	17	18	20	51	51	54	17	18	20

p - Preliminary.

* - Collections during month as percentage of accounts receivable at beginning of month.

NOTE.--These data are based on reports of about 475 large department stores reporting sales by type of transaction, more than 400 having charge accounts and about 300 having installment accounts. Back figures may be obtained on request from the Division of Research and Statistics.