

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

G.17.3

November 6, 1951

DEPARTMENT STORE CREDIT - SEPTEMBER 1951

Department store instalment accounts receivable, which usually show some expansion in September, increased 2 per cent during the month, but at the month-end were 15 per cent below the level of a year ago. Collections on instalment accounts were unchanged from the preceding month, but the collection ratio was 2 points above the ratio for September 1950. Instalment indebtedness was being repaid in an average period of 9 months.

Charge accounts receivable at the end of September were 10 per cent above the preceding month-end and 3 per cent above the year-ago level. Collections on charge accounts were down 2 per cent in September, and the collection ratio dropped from 48 to 47. The September ratio was 4 points below that of the corresponding month last year. The average repayment period of about 64 days was 5 days longer than in September 1950.

Department store sales of all types increased in September. Cash and instalment sales were up 9 per cent, while charge-account sales increased 16 per cent. All types, particularly instalment sales, continued in smaller volume than in the corresponding month of 1950.

Department Store Sales, Accounts Receivable, and Collections

Item	Percentage change from:	
	Aug. 1951 to Sept. 1951	Sept. 1950 to Sept. 1951
Sales during month		
Cash	+ 9	- 4
Instalment	+ 9	-18
Charge accounts	+16	- 5
Accounts receivable, end of month		
Instalment accounts	+ 2	-15
Charge accounts	+10	+ 3
Collections during month		
Instalment	0	- 4
Charge accounts	- 2	- 6

Ratio of collections during month to accounts receivable at beginning of month:

	Sept. 1951	Aug. 1951	Sept. 1950
Instalment accounts	20	19	18
Charge accounts	47	48	51

NOTE: Figures for September 1951 are preliminary and subject to revision.

DEPARTMENT STORES - SEPTEMBER 1951

Cash and Credit Sales, by Federal Reserve Districts

Federal Reserve District	Indexes: 1941 average = 100								
	Cash sales			Instalment sales			Charge-account sales		
	Sept. 1951p	Aug. 1951	Sept. 1950	Sept. 1951p	Aug. 1951	Sept. 1950	Sept. 1951p	Aug. 1951	Sept. 1950
Boston	192	156	213	256	219	290	193	146	218
New York	188	160	200	202	221	311	183	138	193
Philadelphia	202	169	217	222	171	269	231	174	248
Cleveland	198	156	201	235	270	338	225	207	234
Richmond	213	152	210	188	176	223	234	150	247
Atlanta	228	250	250	310	323	406	262	232	271
Chicago	216	203	224	228	199	283	237	210	248
St. Louis	200	203	223	278	272	350	226	198	240
Minneapolis	206	249	202	258	431	509	262	239	264
Kansas City	231	260	296	310	333	358	267	223	264
Dallas	235	240	270	371	400	610	304	251	310
San Francisco	200	210	211	220	225	248	213	225	231
U. S. Total	207	191	217	251	230	300	225	195	236

Accounts Receivable and Collections, by Federal Reserve Districts

Federal Reserve District	Accounts outstanding, end of month						Collection ratios*					
	Indexes: 1941 average = 100						Instalment			Charge-account		
	Sept. 1951p	Aug. 1951	Sept. 1950	Sept. 1951p	Aug. 1951	Sept. 1950	Sept. 1951p	Aug. 1951	Sept. 1950	Sept. 1951p	Aug. 1951	Sept. 1950
Boston	157	133	236	190	170	187	18	18	15	46	46	48
New York	181	177	181	171	158	170	18	17	18	45	42	49
Philadelphia	192	180	225	205	217	233	18	18	17	44	45	48
Cleveland	250	240	283	217	198	215	19	18	17	48	48	51
Richmond	193	162	181	217	199	189	17	18	18	39	40	42
Atlanta	321	347	429	229	206	221	16	17	14	40	39	43
Chicago	176	173	219	225	200	219	23	22	21	51	53	57
St. Louis	228	235	295	250	228	254	20	21	18	46	48	49
Minneapolis	197	188	243	211	187	211	22	22	19	52	55	53
Kansas City	315	294	340	234	212	239	20	20	17	49	52	53
Dallas	210	169	301	234	209	228	17	17	12	40	48	50
San Francisco	240	232	278	210	211	215	21	21	20	47	51	51
U. S. Total	219	211	250	215	190	210	20	19	18	47	48	51

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 instalment accounts. Back figures may be obtained on request from the Division of Research and Statistics.