BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

G.17.3 December 6, 1951

DEPARTMENT STORE CREDIT - OCTOBER 1951

Instalment accounts outstanding at department stores at the end of October showed a further seasonal gain but continued substantially below a year earlier. Collections on instalment accounts rose 8 per cent during October, and amounted to 20 per cent of accounts outstanding on the first of the month, 1 per cent more than in September.

Charge accounts receivable also increased seasonally in October, and at the end of the month were up 7 per cent from a month earlier and 6 per cent from a year-ago. Collections on charge accounts were up substantially, as is usual in October, and the collection ratio increased 3 points to 50 per cent. At this rate of repayment charge accounts would be liquidated in about 2 months.

Total sales were up about 13 per cent in October as a result of gains in all categories. Instalment sales, which account for the smallest proportion of the total, showed the largest percentage increase. Moderate gains from a year-ago were reported for each type of sale.

Department Store Sales, Accounts Receivable, and Collections

Item	Percentage change from: Sept. 1951 to Oct. 1951	Oct. 1950 to Oct. 1951
Sales during month		
Cash	+12	+ 7
Instalment	+19	+11
Charge accounts	+13	+ 8
Accounts receivable, end of month		
Instalment accounts	+ 4	-13
Charge accounts	+ 7	+ 6
Collections during month		
Instalment accounts	+ 8	- 2
Charge accounts	+17	0

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

	Oct. 1951	Sept. 1951	Oct. 1950
Instalment accounts	20	19	18
Charge accounts	50	47	51

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

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DEPARTMENT STORES - OCTOBER 1951

Cash and Credit Sales, by Federal Reserve Districts

Federal Reserve District	Indexes: 1941 average = 100								
	Cash sales			Instalment sales			Charge-account sales		
	Oct. 1951p	Sept. 1951	Oct. 1950	Oct. 1951p	Sept. 1951	Oct. 1950	Oct. 1951p	Sept. 1951	Oct. 1950
Boston	205	192	197	302	256	254	215	193	210
New York	216	188	209	316	262	298	207	183	194
Philadelphia	228	202	215	256	222	241	275	231	258
Cleveland	227	198	207	325	265	321	259	225	238
Richmond	241	213	210	239	188	198	266	234	242
Atlanta	200	258	257	352	311	285	291	262	264
Chicago	237	216	221	257	228	238	255	237	237
St. Louis	235	206	212	321	278	282	250	226	223
Minneapolis	290	260	273	656	458	535	324	262	310
Kansas City	308	292	278	367	309	290	282	268	250
Dallas	302	265	275	443	371	339	334	304	308
San Francisco	216	199	207	260	221	217	242	214	230
U. S. Total	232	207	216	298	251	269	253	225	236

Accounts Receivable and Collections, by Federal Reserve Districts

Federal Reserve District	Accounts outstanding, end of month Indexes: 1941 average = 100						Collection ratios*					
	Instalment			Charge-account			Instalment			Charge-account		
	Oct. 1951p	Sept. 1951	Oct. 1950	Oct. 1951p	Sept. 1951	Oct. 1950	Oct. 1951p	Sept. 1951	Oct. 1950	Oct. 1951p	Sept. 1951	Oct. 1950
Boston	196	189	238	208	190	199	18	18	15	46	46	46
New York	187	181	190	191	174	181	18	18	17	45	45	46
Philadelphia	206	192	228	277	245	252	20	18	17	48	44	51
Cleveland	255	250	285	231	217	223	19	19	18	51	48	51
Richmond	171	165	187	234	217	199	19	17	18	42	39	43
Atlanta	357	351	446	242	231	223	17	16	14	43	40	43
Chicago	182	176	221	233	225	221	24	23	21	57	51	58
St. Louis	247	228	301	282	256	257	23	20	18	50	46	51
Minneapolis	215	197	250	232	211	228	25	22	21	57	52	56
Kansas City	324	314	342	249	234	237	21	20	18	53	49	54
Dallas	410	410	586	251	234	234	18	17	12	50	46	51
San Francisco	247	230	277	211	200	212	22	20	19	53	48	53
U. S. Total	226	218	260	229	214	216	20	19	18	50	47	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.

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