

G.17.3

May 6, 1952

## DEPARTMENT STORE CREDIT - MARCH 1952

Department store instalment accounts receivable declined 2 per cent from February to March, and at the month-end were 8 per cent below the level of a year ago. March collections on instalment accounts were up 6 per cent from the previous month and amounted to 20 per cent of accounts outstanding on March 1 as compared with 18 per cent a month earlier.

Charge accounts also declined during March. At the month-end they were 5 per cent below the February level and 2 per cent below March a year ago. Collections on charge accounts were off 9 per cent in March, but the collection ratio increased 3 points to 48 per cent.

All types of sales increased substantially from February to March, but were below year-ago figures. However, this unfavorable year-to-year comparison reflects in part last year's earlier Easter buying.

## Department Store Sales, Accounts Receivable, and Collections

Item	Percentage change from:	
	Feb. 1952 to Mar. 1952	Mar. 1951 to Mar. 1952
Sales during month		
Cash	+16	- 9
Instalment	+15	- 5
Charge accounts	+16	-12
Accounts receivable, end of month		
Instalment accounts	- 2	- 8
Charge accounts	- 5	- 2
Collections during month		
Instalment accounts	+ 6	- 7
Charge accounts	- 9	- 6

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

	Mar. 1952	Feb. 1952	Mar. 1951
Instalment accounts	20	18	19
Charge accounts	48	45	50

NOTE:--Figures for March 1952 are preliminary and subject to revision.

## DEPARTMENT STORES - MARCH 1952

## Cash and Credit Sales, by Federal Reserve Districts

Federal Reserve District	Indexes: 1947-1949 average = 100								
	Cash sales			Instalment sales			Charge-account sales		
	Mar. 1952p	Feb. 1952	Mar. 1951	Mar. 1952p	Feb. 1952	Mar. 1951	Mar. 1952p	Feb. 1952	Mar. 1951
Boston	81	63	90	104	77	130	82	66	97
New York	79	69	91	115	104	118	92	77	107
Philadelphia	90	72	99	111	94	121	103	83	115
Cleveland	87	73	92	124	116	137	101	83	107
Richmond	85	72	94	160	95	163	98	90	109
Atlanta	91	74	103	108	91	116	100	86	117
Chicago	87	75	92	118	103	126	95	86	112
St. Louis	82	70	88	116	99	122	95	81	102
Minneapolis	77	79	84	173	231	193	89	101	99
Kansas City	80	71	93	123	115	123	102	88	118
Dallas	90	75	96	144	119	121	104	91	116
San Francisco	75	63	84	131	118	130	90	79	105
U. S. Total	83	72	91	122	106	129	96	83	109

## Accounts Receivable and Collections, by Federal Reserve Districts

Federal Reserve District	Accounts outstanding, end of month						Collection ratios*					
	Indexes: 1947-1949 average = 100											
	Instalment			Charge-account			Instalment			Charge-account		
	Mar. 1952p	Feb. 1952	Mar. 1951	Mar. 1952p	Feb. 1952	Mar. 1951	Mar. 1952p	Feb. 1952	Mar. 1951	Mar. 1952p	Feb. 1952	Mar. 1951
Boston	174	174	197	105	112	113	19	17	18	49	44	50
New York	161	164	176	103	108	103	18	15	18	45	40	50
Philadelphia	153	156	167	131	133	131	19	17	18	44	45	46
Cleveland	172	174	190	113	116	116	18	17	19	48	49	50
Richmond	170	173	169	137	146	132	16	15	17	39	36	43
Atlanta	199	206	217	128	131	127	17	16	16	33	36	44
Chicago	175	183	205	115	122	121	24	21	23	53	49	57
St. Louis	181	189	202	129	139	124	20	20	19	47	48	48
Minneapolis	161	166	172	108	118	112	22	22	22	53	53	53
Kansas City	204	210	220	126	135	129	21	19	21	51	47	53
Dallas	193	197	242	122	127	123	18	17	15	49	47	51
San Francisco	221	226	212	119	127	122	19	19	20	48	46	51
U. S. Total	178	182	194	118	124	120	20	18	19	48	45	50

p--Preliminary.

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

NOTE:--These data are based on reports of about 550 large department stores reporting sales by type of transaction, about 475 having charge accounts and about 375 having instalment accounts. Back figures may be obtained on request from the Division of Research and Statistics.