

G.17.3

November 5, 1952

DEPARTMENT STORE CREDIT - SEPTEMBER 1952

Department store instalment accounts outstanding, which usually show some expansion in September, increased 5 per cent during the month, and on September 30 were 14 per cent above the level of a year ago. Collections on instalment accounts increased 4 per cent, and amounted to 18 per cent of balances outstanding on the first of the month. This was 1 point above August, but 1 point below a year ago.

Charge accounts outstanding also increased during September. At the end of the month, outstanding balances were 9 per cent above a month ago and 4 per cent above September 30 a year ago. Collections on charge accounts increased 3 per cent in September, and amounted to 47 per cent of first-of-month balances. This was 1 point above the collection ratio for August, and indicated an average repayment period of about 64 days.

Sales of all types increased from August to September -- cash sales by 17 per cent, instalment sales by 9 per cent, and charge-account sales by 19 per cent. Compared with a year ago, cash sales were down 2 per cent, while instalment and charge-account sales were up 7 per cent and 1 per cent, respectively.

Department Store Sales, Accounts Receivable, and Collections

Item	Percentage change from:	
	Aug. 1952 to Sept. 1952	Sept. 1951 to Sept. 1952
Sales during month		
Cash	+17	- 2
Instalment	+ 9	+ 7
Charge accounts	+19	+ 1
Accounts receivable, end of month		
Instalment accounts	+ 5	+14
Charge accounts	+ 9	+ 4
Collections during month		
Instalment accounts	+ 4	0
Charge accounts	+ 3	+ 6

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

	Sept. 1952	Aug. 1952	Sept. 1951
Instalment accounts	18	17	19
Charge accounts	47	46	47

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

DEPARTMENT STORES - SEPTEMBER 1952

Cash and Credit Sales, by Federal Reserve Districts

Federal Reserve District	Indexes: 1947-1949 average = 100								
	Cash sales			Instalment sales			Charge-account sales		
	Sept. 1952p	Aug. 1952	Sept. 1951	Sept. 1952p	Aug. 1952	Sept. 1951	Sept. 1952p	Aug. 1952	Sept. 1951
Boston	85	65	90	123	104	141	87	62	100
New York	84	66	68	143	116	140	102	73	103
Philadelphia	92	71	91	131	103	123	111	79	109
Cleveland	89	84	90	140	136	137	109	95	107
Richmond	97	84	96	138	128	125	117	92	112
Atlanta	101	98	r91	175	177	r142	112	98	r101
Chicago	90	86	93	155	134	140	111	97	113
St. Louis	90	88	89	142	140	130	107	93	107
Minneapolis	96	95	97	238	225	228	112	103	112
Kansas City	94	93	98	161	163	149	117	102	120
Dallas	89	81	88	157	188	135	121	96	114
San Francisco	85	94	82	174	183	139	100	102	97
U. S. Total	89	81	90	148	136	138	108	90	107

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		
	Sept. 1952p	Aug. 1952	Sept. 1951	Sept. 1952p	Aug. 1952	Sept. 1951	Sept. 1952p	Aug. 1952	Sept. 1951	Sept. 1952p	Aug. 1952	Sept. 1951
Boston	186	179	161	101	89	104	16	16	18	47	45	46
New York	161	154	159	101	92	100	18	16	18	47	41	45
Philadelphia	151	145	139	127	113	118	17	16	18	42	41	44
Cleveland	174	169	162	110	102	110	16	16	19	46	47	48
Richmond	177	168	150	136	123	123	15	15	17	40	39	39
Atlanta	220	213	r192	130	121	r118	15	15	16	37	35	r37
Chicago	156	177	172	120	109	119	20	22	23	53	53	52
St. Louis	194	188	162	124	113	120	19	19	20	47	46	46
Minneapolis	156	150	146	100	98	112	20	21	22	55	55	52
Kansas City	228	220	198	130	122	127	16	17	20	48	49	49
Dallas	248	241	203	127	111	121	13	14	17	46	45	46
San Francisco	252	220	181	125	123	112	19	18	20	49	49	49
U. S. Total	189	180	166	118	106	113	18	17	19	47	46	47

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.