

G.17.3

January 8, 1953

## DEPARTMENT STORE CREDIT - NOVEMBER 1952

Instalment accounts outstanding at department stores showed a further seasonal gain during November. Balances at the end of the month were about 5 per cent above a month earlier and about 16 per cent above November a year ago. Collections on instalment accounts increased slightly, but the ratio of collections during the month to balances outstanding on the first of the month dropped 1 point. The November ratio of 17 per cent was 4 points below a year ago.

Charge accounts outstanding at department stores also continued to increase in November. The gain, largely seasonal in nature, brought month-end balances to a level 8 per cent above October 31. Charge accounts were up only slightly from a year ago. Collections on these accounts increased in November, but the collection ratio decreased to 48 per cent. This was 2 points below both a month earlier and November a year ago.

Instalment sales at department stores declined 3 per cent in November, a month during which an increase is usual. Cash and charge-account sales increased 6 per cent and 3 per cent, respectively. Compared with a year ago, instalment sales were up slightly, but cash and charge-account sales were down substantially.

## Department Store Sales, Accounts Receivable, and Collections

Item	Percentage change from:		
	Oct. 1952 to Nov. 1952	Nov. 1951 to Nov. 1952	
Sales during month			
Cash	+6	-7	
Instalment	-3	+1	
Charge accounts	+3	-8	
Accounts receivable, end of month			
Instalment accounts	+5	+16	
Charge accounts	+8	+1	
Collections during month			
Instalment accounts	+1	-5	
Charge accounts	+4	+2	

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

	Nov. 1952	Oct. 1952	Nov. 1951
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Instalment accounts	17	18	21
Charge accounts	48	50	50

## DEPARTMENT STORES - NOVEMBER 1952

## Cash and Credit Sales, by Federal Reserve Districts

Federal Reserve District	Indexes: 1947-1949 average = 100								
	Cash sales			Instalment sales			Charge-account sales		
	Nov. 1952p	Oct. 1952	Nov. 1951	Nov. 1952p	Oct. 1952	Nov. 1951	Nov. 1952p	Oct. 1952	Nov. 1951
Boston	99	89	115	150	143	169	98	97	127
New York	102	100	115	173	185	180	119	118	133
Philadelphia	118	101	125	154	150	150	145	132	157
Cleveland	115	105	118	175	169	176	132	128	142
Richmond	121	112	132	182	191	168	125	133	136
Atlanta	113	111	113	178	191	r163	124	127	130
Chicago	107	103	114	168	176	163	131	125	144
St. Louis	106	107	113	147	157	160	125	125	135
Minneapolis	103	115	107	256	373	228	125	148	131
Kansas City	108	102	113	175	191	168	134	130	141
Dallas	106	113	113	186	205	162	126	140	139
San Francisco	105	91	103	202	184	184	128	111	125
U. S. Total	108	102	115	173	178	171	127	124	138

## Accounts Receivable and Collections, by Federal Reserve Districts

Federal Reserve District	Accounts outstanding, end of month									Collection ratios*					
	Indexes: 1947-1949 average = 100					Collection ratios*									
	Nov. 1952p	Oct. 1952	Nov. 1951	Nov. 1952p	Oct. 1952	Nov. 1951	Nov. 1952p	Oct. 1952	Nov. 1951	Nov. 1952p	Oct. 1952	Nov. 1951	Nov. 1952p	Oct. 1952	Nov. 1951
Boston	200	192	174	127	117	128	17	15	18	44	47	47	47	47	47
New York	195	186	180	120	112	123	16	18	17	44	45	46	46	46	46
Philadelphia	171	157	157	161	143	157	17	17	18	44	45	46	46	46	46
Cleveland	189	181	177	126	119	131	16	17	19	49	50	51	51	51	51
Richmond	200	190	166	158	149	180	14	15	19	42	43	44	44	44	44
Atlanta	240	231	r202	143	138	r134	14	15	17	36	38	r39	r39	r39	r39
Chicago	207	198	186	137	127	140	20	21	24	54	57	57	57	57	57
St. Louis	210	200	183	116	137	118	20	19	22	51	51	50	50	50	50
Minneapolis	181	175	166	130	127	130	19	20	22	53	61	54	54	54	54
Kansas City	217	237	216	144	136	117	16	17	21	49	51	51	51	51	51
Dallas	275	263	205	117	143	144	12	13	18	46	47	49	49	49	49
San Francisco	279	262	207	146	129	130	17	18	24	48	52	51	51	51	51
U. S. Total	211	201	182	138	128	136	17	18	21	48	50	50	50	50	50

p--Preliminary. r--Revised

\*\*--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.