

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

G.17.3

March 6, 1953

DEPARTMENT STORE CREDIT - JANUARY 1953

Instalment accounts outstanding at department stores decreased 2 per cent during January, a month during which some decline is usual. Balances at the end of the month, however, were 19 per cent above January a year ago. Collections on instalment accounts increased moderately, but the ratio of collections to first-of-month receivables decreased to 16 per cent, 1 point below the preceding month and 3 points below January of last year.

Charge accounts outstanding at department stores declined seasonally during January. Balances outstanding at the month-end were 20 per cent below the level of December 31, but were 3 per cent above a year ago. Collections on these accounts increased sharply during the month, but the collection ratio decreased 1 point. The January ratio, 47 per cent, was the same as for January 1952.

All types of sales at department stores in January were sharply below the seasonally high December volume. Cash and charge-account sales decreased 57 per cent while instalment sales dropped 49 per cent. Cash and charge-account sales were also slightly below a year ago, but instalment sales in January were 8 per cent above the same month last year.

Department Store Sales, Accounts Receivable, and Collections

Item	Percentage change from:	
	Dec. 1952 to Jan. 1953	Jan. 1952 to Jan. 1953
Sales during month		
Cash	-57	- 1
Instalment	-49	+ 8
Charge accounts	-57	- 3
Accounts receivable, end of month		
Instalment accounts	- 2	+19
Charge accounts	-20	+ 3
Collections during month		
Instalment accounts	+ 6	- 1
Charge accounts	+28	+ 4

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

	Jan. 1953	Dec. 1952	Jan. 1952
Instalment accounts	16	17	19
Charge accounts	47	48	47

DEPARTMENT STORES - JANUARY 1953

Cash and Credit Sales, by Federal Reserve Districts

Federal Reserve District	Index: 1947-1949 average = 100								
	Cash sales			Installment sales			Charge-account sales		
	Jan. 1953p	Dec. 1952	Jan. 1952	Jan. 1953p	Dec. 1952	Jan. 1952	Jan. 1953p	Dec. 1952	Jan. 1952
Boston	65	168	73	102	187	110	62	152	79
New York	68	160	73	97	250	93	85	194	88
Philadelphia	73	190	77	97	199	83	83	201	88
Cleveland	81	186	79	124	223	116	91	207	92
Richmond	76	198	77	116	229	98	63	201	85
Atlanta	81	198	78	126	211	112	85	203	83
Chicago	81	173	79	120	211	106	87	206	92
St. Louis	77	167	78	114	201	117	81	186	84
Minneapolis	73	171	75	201	325	205	98	209	96
Kansas City	78	185	81	139	224	114	90	206	95
Dallas	80	190	81	170	238	136	101	212	100
San Francisco	60	180	76	157	314	143	92	206	90
U. S. Total	76	176	77	119	232	110	87	200	89

Accounts Receivable and Collections, by Federal Reserve Districts

Federal Reserve District	Accounts outstanding, end of month Index: 1947-1949 average = 100						Collection ratios*					
	Installment			Charge-account			Installment			Charge-account		
	Jan. 1953p	Dec. 1952	Jan. 1952	Jan. 1953p	Dec. 1952	Jan. 1952	Jan. 1953p	Dec. 1952	Jan. 1952	Jan. 1953p	Dec. 1952	Jan. 1952
Boston	221	226	185	136	169	133	14	15	18	43	46	46
New York	182	190	163	122	148	132	15	14	16	42	42	43
Philadelphia	193	194	161	169	212	154	15	15	18	42	38	47
Cleveland	201	207	179	133	170	127	16	16	18	48	49	48
Richmond	217	222	183	165	208	166	13	14	17	42	41	38
Atlanta	244	257	209	154	183	142	15	16	17	36	39	38
Chicago	226	231	193	141	186	141	20	20	24	55	57	52
St. Louis	221	221	191	156	182	152	18	20	21	49	52	49
Minneapolis	192	198	166	133	178	128	20	19	23	54	56	54
Kansas City	270	269	225	158	194	159	17	18	20	47	52	47
Dallas	258	258	204	158	195	150	12	13	17	46	49	47
San Francisco	317	318	230	171	262	150	17	18	20	47	51	46
U. S. Total	226	231	190	147	183	142	16	17	19	47	48	47

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