

G.17

October 6, 1953

DEPARTMENT STORE CREDIT - AUGUST 1953

Instalment accounts outstanding at department stores increased 2 per cent during August, a month in which some gain is usual. Balances at the end of the month were 21 per cent above a year ago. Collections during August amounted to 15 per cent of instalment balances outstanding at the beginning of the month, approximately the same collection ratio as in the preceding month.

Charge accounts outstanding decreased 1 per cent during the month, but balances on August 31 were 5 per cent above the corresponding date last year. The charge-account collection ratio of 45 per cent was down 1 point from July.

Sales of all types increased seasonally from July to August. Cash sales were up 7 per cent, charge-account sales 10 per cent, and instalment sales 16 per cent. Credit sales during August were also up slightly from a year ago, but a decrease in cash sales more than offset these gains and resulted in a slight decrease in total sales from a year ago.

Changes in Department Store Sales and Accounts Receivable

Item	Percentage change from:	
	July 1953	Aug. 1952
	to Aug. 1953	to Aug. 1953
Sales during month: Total	+ 9	- 1
Cash	+ 7	- 2
Charge	+10	+ 2
Instalment	+16	+ 1
Accounts receivable, end of month: Charge	- 1	+ 5
Instalment	+ 2	+21

Collection Ratios and Percentage Distribution of Sales

Item	Aug. 1953	July 1953	Aug. 1952
Collection ratios <u>1/</u> : Charge accounts	45	46	46
Instalment accounts	15	15	17
Percentage distribution of sales: Cash	47	47	48
Charge	42	42	41
Instalment	11	11	11

1/ Collections during month as a percentage of accounts receivable at beginning of month.

DEPARTMENT STORE CREDIT - AUGUST 1953

Sales by type
(Percentage changes)

Federal Reserve District	Total sales		Cash sales		Charge-account sales		Instalment sales	
	July '53 to Aug. '53	Aug. '52 to Aug. '53	July '53 to Aug. '53	Aug. '52 to Aug. '53	July '53 to Aug. '53	Aug. '52 to Aug. '53	July '53 to Aug. '53	Aug. '52 to Aug. '53
	to Aug. '53	to Aug. '53	to Aug. '53	to Aug. '53	to Aug. '53	to Aug. '53	to Aug. '53	to Aug. '53
Boston	+ 7	- 4	+ 3	- 5	+ 8	- 4	+23	- 5
New York	+ 2	- 4	0	- 6	+ 4	- 3	+ 6	- 2
Philadelphia	+10	+ 8	+ 2	+ 3	+ 8	+ 6	+49	+30
Cleveland	+18	+ 8	+11	+ 6	+21	+ 9	+31	+ 9
Richmond	+ 9	- 5	+ 7	- 5	+13	+ 3	+ 3	- 9
Atlanta	+17	- 3	+14	- 4	+23	0	+ 9	- 5
Chicago	+13	0	+11	0	+16	- 1	+13	+ 4
St. Louis	+22	- 1	+20	- 3	+21	+ 2	+37	- 9
Minneapolis	+21	- 2	+19	- 7	+18	+ 1	+38	+ 6
Kansas City	+18	- 3	+16	- 3	+19	- 2	+21	- 5
Dallas	+12	+ 3	+11	+ 4	+17	+ 7	- 3	- 8
San Francisco	+17	- 2	+18	- 4	+15	+ 1	+19	- 1
U. S. Total	+ 9	- 1	+ 7	- 2	+10	+ 2	+16	+ 1
Number of stores	563	563	563	563	528	528	488	488

Accounts Receivable and Collection Ratios

Federal Reserve District	Accounts receivable, end of month (Percentage changes)				Collection ratios 1/					
	Charge accounts		Instalment		Charge accounts			Instalment		
	July '53 to Aug. '53	Aug. '52 to Aug. '53	July '53 to Aug. '53	Aug. '52 to Aug. '53	Aug. 1953	July 1953	Aug. 1952	Aug. 1953	July 1953	Aug. 1952
	to Aug. '53	to Aug. '53	to Aug. '53	to Aug. '53	1953	1953	1952	1953	1953	1952
Boston	- 7	+ 1	- 1	+13	45	44	45	14	14	16
New York	- 6	+ 3	- 1	+12	42	41	41	14	14	16
Philadelphia	0	+15	+ 1	+24	36	40	41	14	14	16
Cleveland	+ 2	+ 2	+ 4	+ 6	47	49	47	16	15	16
Richmond	- 5	0	+ 4	+13	39	41	39	14	13	15
Atlanta	+ 1	+ 3	+ 3	+15	34	36	35	13	13	15
Chicago	- 1	0	- 1	+19	52	53	53	17	17	22
St. Louis	- 4	0	0	+15	47	49	47	18	18	19
Minneapolis	+ 3	+ 6	+ 3	+13	53	53	55	17	17	21
Kansas City	- 1	0	+ 1	+24	49	49	49	15	14	17
Dallas	+ 5	+ 5	+ 2	+34	45	48	45	11	11	14
San Francisco	+ 5	+ 2	+ 3	+31	47	48	49	16	15	18
U. S. Total	- 1	+ 5	+ 2	+21	45	46	46	15	15	17
Number of stores	480	480	390	390	480	477	479	390	391	389

1/ Collections during month as a percentage of accounts receivable at beginning of month.