

History 279

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

G.17

July 6, 1954

DEPARTMENT STORE CREDIT - MAY 1954

Instalment accounts outstanding at department stores were reduced slightly during May, but they continued above a year ago. Balances at the end of the month were 1 per cent below the preceding month-end, but were 6 per cent above a year earlier. Instalment collections during May amounted to 14 per cent of balances outstanding at the first of the month, the same as a month ago and a year ago.

Charge accounts outstanding decreased 1 per cent during May, but at the end of the month were 5 per cent above a year ago. The charge-account collection ratio, estimated at 46 per cent, was 1 point above April and the same as May of last year.

All types of sales decreased from April to May--cash sales by 6 per cent, charge-account sales by 8 per cent, and instalment sales by 3 per cent. Sales of each type were approximately 5 per cent below a year ago.

Changes in Department Store Sales and Accounts Receivable

Item	Percentage change from:	
	Apr. 1954	May 1953
	to May 1954	to May 1954
Sales during month: Total	- 7	- 5
Cash	- 6	- 5
Charge	- 8	- 5
Instalment	- 3	- 5
Accounts receivable, end of month: Charge	- 1	+ 5
Instalment	- 1	+ 6

Collection Ratios and Percentage Distribution of Sales

Item	May 1954	Apr. 1954	May 1953
Collection ratios <u>1</u> / ₂ : Charge accounts	46	45	46
Instalment accounts	14	14	14
Percentage distribution of sales: Cash	47	46	47
Charge	43	44	43
Instalment	10	10	10

1/₂ Collections during month as a percentage of accounts receivable at beginning of month.

DEPARTMENT STORE CREDIT - MAY 1954

Sale by type
(Percentage changes)

Federal Reserve District	Total sales		Cash sales		Charge-account sales		Instalment sales	
	Apr. '54	May '53	Apr. '54	May '53	Apr. '54	May '53	Apr. '54	May '53
	to	to	to	to	to	to	to	to
	May '54	May '54	May '54	May '54	May '54	May '54	May '54	May '54
Boston	-10	-3	-10	-2	-6	-1	-23	-14
New York	-9	-3	-9	-2	-10	-4	-10	+1
Philadelphia	-10	-9	-9	-8	-10	-2	-11	-11
Cleveland	-13	-15	-12	-12	-14	-17	-14	-16
Richmond	-8	-9	-8	-8	-12	-11	+2	-5
Atlanta	-7	-8	-8	-8	-11	-8	+2	-7
Chicago	-2	-2	-1	-2	-5	+1	+1	-7
St. Louis	-10	-6	-8	-5	-11	-7	-13	-3
Minneapolis	+1	+1	-3	-1	+5	0	-2	+16
Kansas City	-4	0	-4	-1	-5	0	+2	+4
Dallas	-4	-5	-5	-6	-5	-2	+2	-14
San Francisco	-5	-2	-5	-5	-6	+1	-5	+2
U. S. Total	-7	-5	-6	-5	-8	-5	-3	-5

Accounts receivable, end of month
(Percentage changes)

Federal Reserve District	Charge accounts		Instalment	
	Apr. '54	May '53	Apr. '54	May '53
	to	to	to	to
	May '54	May '54	May '54	May '54
Boston	0	+2	0	+3
New York	0	+6	-2	+6
Philadelphia	-2	0	-2	+8
Cleveland	-3	0	-3	-5
Richmond	-1	-1	-1	0
Atlanta	-3	-2	-1	+9
Chicago	+1	0	-1	+7
St. Louis	+2	+2	-1	+8
Minneapolis	+5	+6	-2	+16
Kansas City	0	-2	-2	+3
Dallas	-2	0	-2	+2
San Francisco	+1	+3	-1	+15
U. S. Total	-1	+5	-1	+6