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March 9, 1955

DEPARTMENT STORE CREDIT - JANUARY 1955

Instalment accounts outstanding declined 1 per cent during January. This was somewhat less than other January decreases of recent years. Compared with a year ago, month-end balances outstanding were up 9 per cent. The January instalment collection ratio, estimated at 14 per cent, was unchanged from both a month ago and a year ago.

Charge accounts outstanding decreased from December to January, although somewhat less than the usual seasonal decline. Balances outstanding at the end of the month were 18 per cent below the preceding month end but were 2 per cent above a year ago. Collections during the month amounted to 44 per cent of first-of-month balances, 2 points below the December collection ratio.

Sales of all types decreased sharply from December to January, but continued above a year ago. Cash sales were 5 per cent above January of last year, while charge-account and instalment sales were up 9 per cent and 18 per cent, respectively.

Changes in Department Store Sales and Accounts Receivable

Item	Percentage change from:	
	Dec. 1954	Jan. 1954
	to Jan. 1955	to Jan. 1955
Sales during month: Total	-55	+ 8
Cash	-57	+ 5
Charge	-56	+ 9
Instalment	-47	+18
Accounts receivable, end of month: Charge	-18	+ 2
Instalment	- 1	+ 9

Collection Ratios and Percentage Distribution of Sales

Item	January 1955	December 1954	January 1954
Collection ratios <u>1</u> /: Charge accounts	44	46	45
Instalment accounts	14	14	14
Percentage distribution of sales: Cash	45	47	47
Charge	43	43	42
Instalment	12	10	11

DEPARTMENT STORE CREDIT - JANUARY 1955
Sales by type
(Percentage changes)

Federal Reserve District	Total sales		Cash sales		Charge-account sales		Instalment sales	
	Dec. '54 to Jan. '55	Jan. '54 to Jan. '55	Dec. '54 to Jan. '55	Jan. '54 to Jan. '55	Dec. '54 to Jan. '55	Jan. '54 to Jan. '55	Dec. '54 to Jan. '55	Jan. '54 to Jan. '55
	Boston	-57	+ 7	-61	+ 4	-57	+ 8	-30
New York	-57	+ 6	-57	+ 6	-59	+ 5	-55	+ 7
Philadelphia	-59	+ 5	-63	+ 2	-58	+ 4	-51	+24
Cleveland	-50	+21	-50	+11	-51	+24	-46	+43
Richmond	-62	+11	-65	+ 8	-63	+ 9	-42	+24
Atlanta	-58	+ 8	-61	+ 7	-58	+ 7	-51	+13
Chicago	-56	+ 2	-58	+ 1	-57	+ 3	-38	+11
St. Louis	-54	+ 8	-55	+ 5	-56	+ 9	-39	+12
Minneapolis	-57	+ 5	-60	+ 4	-56	+ 6	-46	0
Kansas City	-57	+ 6	-59	+ 3	-57	+ 7	-36	+14
Dallas	-56	+13	-60	+ 6	-55	+13	-40	+32
San Francisco	-56	+ 9	-58	+ 6	-57	+ 8	-41	+21
U. S. Total	-55	+ 8	-57	+ 5	-56	+ 9	-47	+18

Accounts receivable, end of month
(Percentage changes)

Federal Reserve District	Charge accounts		Instalment	
	Dec. '54 to Jan. '55	Jan. '54 to Jan. '55	Dec. '54 to Jan. '55	Jan. '54 to Jan. '55
	Boston	-17	+ 3	+ 7
New York	-18	+ 7	- 3	+ 7
Philadelphia	-18	0	- 2	+15
Cleveland	-21	0	+ 4	+10
Richmond	-20	+ 2	- 3	+ 4
Atlanta	-11	+ 9	- 9	+12
Chicago	-22	+ 3	- 2	+10
St. Louis	-13	+ 3	+ 4	+19
Minneapolis	-22	+ 3	- 1	+30
Kansas City	-17	+ 6	- 5	+ 8
Dallas	-20	+ 7	- 1	+12
San Francisco	-18	+ 2	+ 3	+15
U. S. Total	-18	+ 2	- 1	+ 9