

G.17

April 8, 1955

DEPARTMENT STORE CREDIT - FEBRUARY 1955

Instalment accounts outstanding at department stores declined 3 per cent during February, when some decrease is usual. Balances outstanding at the end of the month were 10 per cent above a year earlier. Collections during the month amounted to 14 per cent of first-of-month balances, the same as both a month ago and a year ago.

Charge accounts declined seasonally during the month. Balances outstanding at the end of February were 14 per cent below the preceding month, but 1 per cent above a year ago. The charge-account collection ratio, estimated at 43 per cent, was 1 point below January and the same as a year ago.

Sales of all types in February were lower than in the preceding month — cash sales by .12 per cent, charge-account sales by 10 per cent, and instalment sales by 9 per cent. Compared with a year ago cash sales were down 3 per cent, while charge-account sales were unchanged and instalment sales were up 13 per cent.

Changes in Department Store Sales and Accounts Receivable

| Item | Percentage change from: | |
|---|------------------------------|------------------------------|
| | Jan. 1955 to Feb. 1955 | Feb. 1954 to Feb. 1955 |
| Sales during month: Total | -11 | 0 |
| Cash | -12 | - 3 |
| Charge | -10 | 0 |
| Instalment | - 9 | +13 |
| Accounts receivable, end of month: Charge | -14 | + 1 |
| Instalment | - 3 | +10 |

Collection Ratios and Percentage Distribution of Sales

| Item | February 1955 | January 1955 | February 1954 |
|---|------------------|-----------------|------------------|
| Collection ratios $\frac{1}{2}$: Charge accounts | 43 | 44 | 43 |
| Instalment accounts | 14 | 14 | 14 |
| Percentage distribution of sales: Cash | 45 | 45 | 46 |
| Charge | 43 | 43 | 43 |
| Instalment | 12 | 12 | 11 |

$\frac{1}{2}$ Collections during month as a percentage of accounts receivable at beginning of month.

DEPARTMENT STORE CREDIT - FEBRUARY 1955

Sales by type
(Percentage changes)

| Federal Reserve District | Total sales | | Cash sales | | Charge-account sales | | Instalment sales | |
|--------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| | Jan. '55 to Feb. '55 | Feb. '54 to Feb. '55 | Jan. '55 to Feb. '55 | Feb. '54 to Feb. '55 | Jan. '55 to Feb. '55 | Feb. '54 to Feb. '55 | Jan. '55 to Feb. '55 | Feb. '54 to Feb. '55 |
| | Boston | -17 | +1 | -15 | -3 | -17 | +2 | -23 |
| New York | -8 | -3 | -8 | -4 | -8 | -4 | -8 | +6 |
| Philadelphia | -5 | 0 | -7 | -4 | -5 | -1 | +3 | +16 |
| Cleveland | -10 | +3 | -13 | -2 | -10 | +2 | -5 | +25 |
| Richmond | -4 | +1 | -4 | -1 | +3 | +1 | -19 | +8 |
| Atlanta | -3 | +3 | -3 | -1 | -1 | +5 | -6 | +8 |
| Chicago | -8 | -1 | -8 | -3 | -5 | 0 | -15 | +9 |
| St. Louis | -6 | 0 | -10 | -2 | -3 | -1 | -7 | +23 |
| Minneapolis | -2 | -3 | -7 | -6 | 0 | -3 | +11 | +3 |
| Kansas City | -10 | -2 | -12 | -6 | -7 | 0 | -15 | +10 |
| Dallas | -12 | +2 | -10 | -2 | -12 | -1 | -14 | +31 |
| San Francisco | -14 | +3 | -14 | +1 | -11 | +2 | -24 | +19 |
| U. S. Total | -11 | 0 | -12 | -3 | -10 | 0 | -9 | +13 |

Accounts receivable, end of month
(Percentage changes)

| Federal Reserve District | Charge accounts | | Instalment | |
|--------------------------|----------------------|----------------------|----------------------|----------------------|
| | Jan. '55 to Feb. '55 | Feb. '54 to Feb. '55 | Jan. '55 to Feb. '55 | Feb. '54 to Feb. '55 |
| | Boston | -17 | 0 | -1 |
| New York | -14 | +8 | -3 | +10 |
| Philadelphia | -14 | -4 | 0 | +19 |
| Cleveland | -17 | -3 | -3 | +5 |
| Richmond | -13 | +1 | -3 | +7 |
| Atlanta | -9 | +16 | -3 | +16 |
| Chicago | -13 | 0 | -4 | +6 |
| St. Louis | -11 | +3 | -4 | +10 |
| Minneapolis | -12 | -1 | +3 | +33 |
| Kansas City | -16 | +4 | -3 | +8 |
| Dallas | -18 | +3 | -2 | +12 |
| San Francisco | -17 | +2 | -3 | +21 |
| U. S. Total | -14 | +1 | -3 | +10 |