

## BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

G.17

August 8, 1955

## DEPARTMENT STORE CREDIT - JUNE 1955

Instalment accounts outstanding at department stores during June continued at about the level of the preceding two months. Compared with a year ago, however, balances outstanding were up 15 per cent. Collections during the month amounted to an estimated 15 per cent of first-of-month balances, the same as a month ago but 1 point above a year earlier.

Charge-accounts outstanding decreased 3 per cent from May to June, when some decline is usual. Balances at the end of the month, however, were 4 per cent above a year earlier. The charge-account collection ratio, estimated at 46 per cent, was 1 point above the May figure.

Sales of all types decreased from May to June -- cash sales by 2 per cent, charge-account sales by 7 per cent, and instalment sales by 2 per cent. Charge-account sales were also down 1 per cent from a year ago, but cash and instalment sales were higher by 1 per cent and 10 per cent, respectively.

## Changes in Department Store Sales and Accounts Receivable

Item	Percentage change from:	
	May 1955 to June 1955	June 1954 to June 1955
Sales during month: Total	- 4	+ 1
Cash	- 2	+ 1
Charge	- 7	- 1
Instalment	- 2	+10
Accounts receivable, end of month: Charge	- 3	+ 4
Instalment	0	+15

## Collection Ratios and Percentage Distribution of Sales

Item	June 1955	May 1955	June 1954
Collection ratios <sup>1/</sup> : Charge accounts	46	45	47
Instalment accounts	15	15	14
Percentage distribution of sales: Cash	46	45	46
Charge	43	44	44
Instalment	11	11	10

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

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

Federal Reserve District	Total sales		Cash sales		Charge-account sales		Instalment sales	
	May '55 to June '55	June '54 to June '55	May '55 to June '55	June '54 to June '55	May '55 to June '55	June '54 to June '55	May '55 to June '55	June '54 to June '55
Boston	- 1	0	+ 2	0	- 3	- 4	- 1	+20
New York	+ 7	0	+ 8	- 1	+ 6	- 3	+ 4	+ 8
Philadelphia	- 4	0	+ 1	+ 2	- 7	- 3	- 7	+ 7
Cleveland	- 1	+ 5	- 1	+ 1	- 2	+ 3	+ 4	+28
Richmond	- 8	+ 4	- 4	+ 3	-12	+ 1	- 6	+14
Atlanta	-14	+ 2	-12	+ 3	-15	+ 7	-18	- 9
Chicago	- 2	+ 2	- 1	+ 3	- 4	- 1	- 4	+10
St. Louis	-11	- 3	- 8	- 2	-14	- 3	-12	- 5
Minneapolis	-14	- 3	- 6	- 4	-17	- 3	-27	- 1
Kansas City	- 4	- 2	0	- 1	- 7	- 3	- 1	- 9
Dallas	-14	+ 4	-10	+ 4	-19	+ 1	- 7	+19
San Francisco	+ 3	+ 3	+ 4	+ 2	- 1	0	+12	+19
U. S. Total	- 4	+ 1	- 2	+ 1	- 7	- 1	- 2	+10

Accounts receivable, end of month  
(Percentage changes)

Federal Reserve District	Charge accounts		Instalment	
	May '55 to June '55	June '54 to June '55	May '55 to June '55	June '54 to June '55
Boston	- 2	0	- 1	+14
New York	+ 1	+ 8	0	+11
Philadelphia	- 4	+ 3	- 1	+29
Cleveland	- 2	+ 1	0	+18
Richmond	- 5	+ 2	- 1	+13
Atlanta	- 4	+10	- 3	+18
Chicago	- 3	+ 5	0	+13
St. Louis	- 3	+ 1	+ 3	+24
Minneapolis	- 9	+ 1	+ 2	+14
Kansas City	- 3	+ 4	- 2	+ 7
Dallas	- 0	+ 6	0	+13
San Francisco	- 2	+ 1	+ 1	+17
U. S. Total	- 3	+ 4	0	+15