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BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

G.17

October 6, 1955

DEPARTMENT STORE CREDIT - AUGUST 1955

Instalment accounts outstanding at department stores rose slightly during August. Balances at the end of the month were 1 per cent above the preceding month and 18 per cent above a year ago. Collections during the month amounted to an estimated 11 per cent of first-of-month receivables, the same as in July but 1 point above August of last year.

Charge-accounts outstanding showed practically no change during August, but continued about 7 per cent above a year ago. The charge-account collection ratio, estimated at 46 per cent, was 3 points above July and 1 point above a year ago.

Sales of all types increased from July to August, when some increase is usual. Each type was also above a year ago - cash sales by 7 per cent, charge-account sales by 8 per cent, and instalment sales by 13 per cent.

Changes in Department Store Sales and Accounts Receivable

Item	Percentage change from:	
	July 1955 to Aug. 1955	Aug. 1954 to Aug. 1955
Sales during month: Total	+15	+ 8
Cash	+11	+ 7
Charge	+16	+ 8
Instalment	+12	+18
Accounts receivable, end of month: Charge	0	+ 7
Instalment	+ 1	+18

Collection Ratios and Percentage Distribution of Sales

Item	Aug. 1955	July 1955	Aug. 1954
Collection ratios $\frac{1}{2}$: Charge accounts	46	43	45
Instalment accounts	14	14	13
Percentage distribution of sales: Cash	45	45	46
Charge	42	42	43
Instalment	13	13	11

DEPARTMENT STORE CREDIT - AUGUST 1955

Sales by type
(Percentage changes)

Federal Reserve District	Total sales		Cash sales		Charge-account sales		Instalment sales	
	July '55 to Aug. '55	Aug. '54 to Aug. '55	July '55 to Aug. '55	Aug. '54 to Aug. '55	July '55 to Aug. '55	Aug. '54 to Aug. '55	July '55 to Aug. '55	Aug. '54 to Aug. '55
	Boston	+16	+ 5	+14	+ 5	+20	+ 3	+12
New York	+15	+ 4	+16	+ 3	+17	+ 2	+12	+ 9
Philadelphia	+15	+10	+11	+12	+20	+ 8	+ 9	+12
Cleveland	+19	+15	+13	+11	+22	+15	+23	+37
Richmond	+13	+12	+12	+12	+16	+ 9	+10	+24
Atlanta	+16	+ 9	+15	+ 8	+12	+ 4	+26	+17
Chicago	+17	+ 6	+14	+ 5	+26	+ 6	+ 3	+14
St. Louis	+21	+11	+22	+10	+21	+10	+15	+18
Minneapolis	+26	+ 6	+26	+ 4	+27	+ 8	+37	+ 6
Kansas City	+16	+ 9	+18	+ 8	+15	+10	+10	+13
Dallas	+18	+14	+18	+13	+25	+11	+ 1	+30
San Francisco	+20	+ 7	+20	+ 6	+23	+ 6	+ 8	+21
U. S. Total	+15	+ 8	+14	+ 7	+16	+ 8	+12	+18

Accounts receivable, end of month
(Percentage changes)

Federal Reserve District	Charge accounts		Instalment	
	July '55 to Aug. '55	Aug. '54 to Aug. '55	July '55 to Aug. '55	Aug. '54 to Aug. '55
	Boston	- 7	- 1	- 1
New York	- 6	+ 9	- 1	+12
Philadelphia	- 5	+ 7	- 3	+29
Cleveland	+ 1	+ 4	+ 3	+24
Richmond	+ 2	+ 8	0	+18
Atlanta	- 1	+11	+ 3	+23
Chicago	+ 3	+ 8	+ 1	+15
St. Louis	- 2	+ 3	0	+25
Minneapolis	+ 6	- 2	+ 2	+36
Kansas City	+ 2	+10	0	+ 5
Dallas	+ 7	+ 8	+ 3	+15
San Francisco	+ 6	+ 5	+ 3	+13
U. S. Total	0	+ 7	+ 1	+18