

## BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

G.17

September 6, 1956.

## DEPARTMENT STORE CREDIT - JULY 1956

Instalment accounts outstanding at department stores declined slightly in July, but continued well above the level of a year earlier. Collections on instalment accounts were estimated at 44 per cent of balances outstanding on the first of the month, 1 point less than in June but the same as a year ago.

Charge accounts receivable declined seasonally during July, and at the end of the month were 6 per cent larger than in July last year. The July collection ratio for charge accounts was estimated at 44 per cent, as compared with 46 per cent for a month ago and 43 per cent for a year ago.

Both cash and credit sales were down substantially from June to July, as is usual at this time of year. Each type of transaction, however, was up from a year earlier--cash and charge-account sales by 1 per cent and instalment sales by 7 per cent.

## Changes in Department Store Sales and Accounts Receivable

Item	Percentage change from:	
	June 1956 to July 1956	July 1955 to July 1956
Sales during month: Total	-18	+ 2
Cash	-19	+ 1
Charge	-19	+ 1
Instalment	-13	+ 7
Accounts receivable, end of month: Charge	- 9	+ 6
Instalment	- 1	+18

## Collection Ratios and Percentage Distribution of Sales

Item	July 1956	June 1956	July 1955
Collection ratios $\frac{1}{2}$ : Charge accounts	44	46	43
Instalment accounts	44	45	44
Percentage distribution of sales: Cash	45	45	45
Charge	42	42	42
Instalment	13	13	13

## DEPARTMENT STORE CREDIT - JULY 1956

Sales by type  
(Percentage changes)

Federal Reserve District	Total sales		Cash sales		Charge-account sales		Instalment sales	
	June '56 to July '56	July '55 to July '56	June '56 to July '56	July '55 to July '56	June '56 to July '56	July '55 to July '56	June '56 to July '56	July '55 to July '56
	Boston	-33	+2	-31	+1	-39	+1	-23
New York	-30	+5	-28	+4	-36	+3	-24	+13
Philadelphia	-30	0	-28	+3	-35	0	-19	-9
Cleveland	-16	+2	-12	+1	-23	-1	-8	+16
Richmond	-19	+1	-17	0	-22	0	-14	+7
Atlanta	-5	+3	-8	-1	-5	+3	-1	+10
Chicago	-23	0	-21	-2	-26	+4	-20	0
St. Louis	-14	+5	-13	+5	-19	+7	+2	+1
Minneapolis	-16	+1	-14	0	-20	+1	-5	+4
Kansas City	-12	-4	-11	-4	-16	-4	-8	-12
Dallas	+1	+4	-3	+1	+1	+6	+11	+3
San Francisco	-7	+1	-8	0	-10	-3	+1	+13
U. S. Total	-18	+2	-19	+1	-19	+1	-13	+7

Accounts receivable, end of month  
(Percentage changes)

Federal Reserve District	Charge accounts		Instalment	
	June '56 to July '56	July '55 to July '56	June '56 to July '56	July '55 to July '56
Boston	-14	-1	-3	+9
New York	-11	+10	-1	+19
Philadelphia	-10	+3	-2	+15
Cleveland	-8	+3	-1	+22
Richmond	-9	+4	-1	+21
Atlanta	-5	+2	-2	+14
Chicago	-9	+9	-2	+17
St. Louis	-7	+12	+3	+26
Minneapolis	-16	+8	-2	+12
Kansas City	-10	0	-2	-4
Dallas	-6	+8	+1	+9
San Francisco	-6	+2	0	+30
U. S. Total	-9	+6	-1	+18