

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

G.17

April 5, 1957

DEPARTMENT STORE CREDIT - FEBRUARY 1957

Instalment accounts outstanding at department stores declined slightly in February, but were 9 per cent larger than a year ago. The collection ratio on instalment accounts was estimated at 14 per cent, 1 point less than in January but unchanged from a year earlier.

Charge accounts receivable also declined, but continued slightly above the level of February 1956. Collections during the month amounted to 44 per cent of first-of-month balances, 2 points less than in January and the same as a year earlier.

At reporting department stores, sales of each type were down from January to February. Cash and charge-account sales were also less than in the same month last year; instalment sales, however, increased 3 per cent.

Changes in Department Store Sales and Accounts Receivable

Item	Percentage change from:	
	Jan. 1957	Feb. 1956
	to Feb. 1957	to Feb. 1957
Sales during month: Total	- 8	-1
Cash	- 9	-2
Charge	- 5	-1
Instalment	-10	+3
Accounts receivable, end of month: Charge	-15	+3
Instalment	- 2	+9

Collection Ratios and Percentage Distribution of Sales

Item	Feb. 1957	Jan. 1957	Feb. 1956
Collection ratios <u>1</u> / ₁₀₀ : Charge accounts	44	46	44
Instalment accounts	14	15	14
Percentage distribution of sales: Cash	44	44	44
Charge	43	42	43
Instalment	13	14	13

1/₁₀₀Collections during month as a percentage of accounts receivable at beginning of month.

DEPARTMENT STORE CREDIT - FEBRUARY 1957

Sales by type
(Percentage changes)

Federal Reserve District	Total sales		Cash sales		Charge-account sales		Instalment sales	
	Jan.'57	Feb.'56	Jan.'57	Feb.'56	Jan.'57	Feb.'56	Jan.'57	Feb.'56
	to	to	to	to	to	to	to	to
	Feb.'57	Feb.'57	Feb.'57	Feb.'57	Feb.'57	Feb.'57	Feb.'57	Feb.'57
Boston	-11	+2	-8	+3	-10	+2	-21	-2
New York	-14	0	-13	-2	-15	+1	-13	+9
Philadelphia	-6	-5	-7	-4	-4	-5	-7	-9
Cleveland	-5	+1	-8	0	-7	-2	+7	+12
Richmond	-5	0	-8	+1	+9	-3	-25	+4
Atlanta	-3	-1	-1	0	-2	0	-6	-4
Chicago	-6	-1	-5	-2	-5	+1	-7	+2
St. Louis	-3	-2	-5	-5	0	+1	-6	-8
Minneapolis	-1	+2	-5	0	0	+3	+9	+8
Kansas City	-6	-3	-7	-3	-6	-3	-7	+1
Dallas	-8	-2	-7	-1	-4	-4	-21	+1
San Francisco	-13	0	-13	-2	-6	+1	-27	+5
U. S. Total	-8	-1	-9	-2	-5	-1	-10	+3

Accounts receivable, end of month
(Percentage changes)

Federal Reserve District	Charge accounts		Instalment	
	Jan.'57	Feb.'56	Jan.'57	Feb.'56
	to	to	to	to
	Feb.'57	Feb.'57	Feb.'57	Feb.'57
Boston	-16	-7	-1	0
New York	-14	+6	-3	+18
Philadelphia	-11	+2	+3	+2
Cleveland	-20	-5	+4	+9
Richmond	-14	+3	-3	+15
Atlanta	-13	-2	-4	+9
Chicago	-17	+9	-2	+12
St. Louis	-11	+3	-1	+12
Minneapolis	-13	0	0	+13
Kansas City	-15	+5	-5	-11
Dallas	-13	+2	-4	+1
San Francisco	-19	+7	-4	+15
U. S. Total	-15	+3	-2	+9