

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

G.17

October 4, 1957.

DEPARTMENT STORE CREDIT - AUGUST, 1957

Instalment accounts outstanding at department stores increased slightly in August, and at the end of the month were 6 per cent above a year earlier. The ratio of instalment collections to first-of-month balances, 15 per cent, was unchanged from a month ago but was 1 point above a year ago.

Charge accounts receivable increased fractionally from the preceding month-end, and continued slightly above a year earlier. The collection ratio on charge accounts increased 2 points in August to 47 per cent.

Both cash and total credit sales at reporting stores expanded 20 per cent from July to August, and were 3 per cent above the volume reported for August 1956.

Changes in Department Store Sales and Accounts Receivable

Item	Percentage change from:	
	July 1957	Aug. 1956
	to Aug. 1957	to Aug. 1957
Sales during month: Total	+20	+3
Cash	+20	+3
Charge	+22	+2
Instalment	+15	+4
Accounts receivable, end of month: Charge	0	+2
Instalment	+ 1	+6

Collection Ratios and Percentage Distribution of Sales

Item	Aug. 1957	July 1957	Aug. 1956
Collection ratios <sup>1/</sup> : Charge accounts	47	45	45
Instalment accounts	15	15	14
Percentage distribution of sales: Cash	45	44	45
Charge	42	42	42
Instalment	13	14	13

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

## DEPARTMENT STORE CREDIT - AUGUST 1957

Sales by type  
(Percentage changes)

Federal Reserve District	Total sales		Cash sales		Charge-account sales		Installment sales	
	July '57 to Aug. '57	Aug. '56 to Aug. '57	July '57 to Aug. '57	Aug. '56 to Aug. '57	July '57 to Aug. '57	Aug. '56 to Aug. '57	July '57 to Aug. '57	Aug. '56 to Aug. '57
	Boston	+23	+4	+20	+ 5	+29	+4	+14
New York	+18	+3	+16	+ 2	+19	+3	+25	+8
Philadelphia	+20	+3	+13	+ 5	+25	+1	+22	+2
Cleveland	+19	+2	+16	+ 4	+22	0	+17	+6
Richmond	+20	+6	+19	+ 7	+27	+5	+ 9	+5
Atlanta	+22	+4	+26	+ 5	+28	+7	+11	0
Chicago	+22	+3	+23	+ 2	+23	+1	+16	+6
St. Louis	+25	+2	+24	+ 1	+26	+3	+20	+1
Minneapolis	+34	+9	+34	+10	+34	+7	+35	+9
Kansas City	+19	+1	+25	+ 1	+18	+1	0	+5
Dallas	+13	+4	+17	+ 8	+20	+2	-11	+5
San Francisco	+14	0	+19	+ 2	+10	-1	+10	-1
U. S. Total	+20	+3	+20	+ 3	+22	+2	+15	+4

Accounts receivable, end of month  
(Percentage changes)

Federal Reserve District	Charge accounts		Installment	
	July '57 to Aug. '57	Aug. '56 to Aug. '57	July '57 to Aug. '57	Aug. '56 to Aug. '57
	Boston	-5	0	-4
New York	-3	+6	-1	+20
Philadelphia	-4	-3	+2	+ 4
Cleveland	+3	+1	+6	+ 3
Richmond	+2	+5	-1	+12
Atlanta	+3	+1	+1	+ 1
Chicago	-3	+2	+1	+ 5
St. Louis	-6	+1	-1	+11
Minneapolis	+12	+4	+1	+16
Kansas City	+3	+6	+1	-10
Dallas	+6	+2	0	- 2
San Francisco	+6	0	-1	+13
U. S. Total	0	+2	+1	+ 6