

## BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

G.17

September 4, 1959

## DEPARTMENT STORE CREDIT - JULY 1959

Instalment accounts outstanding at department stores declined 1 per cent during July, when some decrease is usual, but remained 8 per cent above a year ago. Instalment collections were 15 per cent of first-of-month balances.

Charge account receivables declined 7 per cent during the month and were 5 per cent above a year earlier. Collections amounted to 47 per cent of balances outstanding at the beginning of the month.

Total sales at reporting department stores declined 14 per cent but were 5 per cent above a year ago. As in other recent months instalment sales accounted for the largest year-to-year gains.

## Changes in Department Store Sales and Accounts Receivable

Item	Percentage change from:	
	Month ago	Year ago
Sales during month: Total	-14	+5
Cash	-13	+5
Charge	-16	+4
Instalment	-10	+9
Accounts receivable, end of month: Charge	- 7	+5
Instalment	- 1	+8

## Collection Ratios and Percentage Distribution of Sales

Item	July 1959	June 1959	July 1958
Collection ratios <u>1/</u> : Charge accounts	47	49	48
Instalment accounts	15	16	14
Percentage distribution of sales: Cash	44	44	44
Charge	41	41	42
Instalment	15	15	14

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

## DEPARTMENT STORE CREDIT - JULY 1959

Sales by type  
(Percentage changes)

Federal Reserve District	Total sales		Cash sales		Charge-account sales		Instalment sales	
	Month ago	Year ago	Month ago	Year ago	Month ago	Year ago	Month ago	Year ago
Boston	-21	+ 4	-18	+ 4	-26	+5	-14	+ 3
New York	-21	+ 3	-21	+ 1	-25	+4	-16	+ 7
Philadelphia	-21	+ 6	-20	+ 6	-23	+5	-13	+ 6
Cleveland	-11	+ 6	- 5	+ 9	-16	+4	- 5	+ 7
Richmond	-11	+ 5	-10	+ 4	-13	+3	- 9	+12
Atlanta	- 1	+ 8	+ 1	+12	0	0	- 8	+17
Chicago	-15	+ 5	-15	+ 5	-17	+1	-14	+10
St. Louis	-10	+ 5	-10	+ 5	-12	+5	- 3	+ 3
Minneapolis	-26	+ 2	-18	+ 4	-31	-3	-29	+17
Kansas City	- 5	- 3	- 2	- 2	- 8	-5	- 4	- 3
Dallas	+ 5	+ 8	+ 4	+10	+ 4	+7	+ 7	+ 8
San Francisco	- 4	+12	- 5	+11	- 3	+9	- 2	+18
U. S. Total	-14	+ 5	-13	+ 5	-16	+4	-10	+ 9

Accounts receivable, end of month  
(Percentage changes)

Federal Reserve District	Charge accounts		Instalment	
	Month ago	Year ago	Month ago	Year ago
Boston	- 8	+ 9	-3	+ 2
New York	- 9	+ 3	-1	+18
Philadelphia	- 9	+ 6	-2	- 3
Cleveland	- 9	+ 4	-2	+ 6
Richmond	- 8	+ 5	-3	+ 4
Atlanta	- 3	- 1	-1	+ 5
Chicago	- 6	+ 8	-1	+ 9
St. Louis	- 6	+ 7	+1	+ 3
Minneapolis	-13	0	-2	+ 7
Kansas City	- 7	0	-3	0
Dallas	- 5	+ 6	0	- 1
San Francisco	- 2	+16	-1	+ 8
U. S. Total	- 7	+ 5	-1	+ 8