

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

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DEPARTMENT STORE CREDIT

JANUARY 1945

Installment accounts outstanding at department stores declined by slightly less than the usual seasonal amount in January, and were three per cent smaller than on the corresponding date last year. Collections on installment accounts showed little change from the previous month, resulting in a collection ratio of 32 per cent as compared with 36 per cent in December and 30 per cent a year ago. Installment accounts in January were collected, on the average, in about five months, approximately the same length of time as in the corresponding month of 1944.

Charge accounts receivable showed about the customary seasonal decline in January, and at the end of the month were 17 per cent above the year-ago level. Collections on charge accounts increased substantially, as is usual in this month, and the collection ratio was unchanged at the December level of 61 per cent. The average period charge accounts were outstanding amounted to nearly 50 days.

Both cash and credit sales showed about the usual substantial declines from December to January. Cash sales, which comprised 63 per cent of the total, were about one-sixth larger than a year earlier. Charge-account sales also rose sharply over the year-period, while installment sales continued in somewhat larger volume than last year.

Department Store Sales, Accounts Receivable and Collections

	Percentage change from:		
	December 1944 to January 1945	January 1944 to January 1945	
Sales during month			
Cash	-50	+17	
Installment	-47	+7	
Charge account	-42	+20	
Accounts receivable, end of month			
Installment accounts	-7	-3	
Charge accounts	-25	+17	
Collections during month			
Installment accounts	+1	-2	
Charge accounts	+24	+17	
Ratio of collections during month to accounts receivable at beginning of month			
	Jan. 1945	Dec. 1944	Jan. 1944
Installment accounts	p32	36	30
Charge accounts	p61	r61	61

DEPARTMENT STORES - JANUARY 1945

Cash and Credit Sales, by Federal Reserve Districts

Federal Reserve District	Indexes; 1941 average = 100								
	Cash sales			Installment sales			Charge-account sales		
	Jan. 1945	Dec. 1944	Jan. 1944	Jan. 1945	Dec. 1944	Jan. 1944	Jan. 1945	Dec. 1944	Jan. 1944
Boston	150	134	122	59	91	58	87	126	77
New York	182	278	115	61	135	83	79	165	68
Philadelphia	155	2343	135	55	120	45	84	118	79
Cleveland	157	314	138	55	77	50	32	128	77
Richmond	185	341	133	53	111	45	37	151	85
Atlanta	224	285	182	48	90	35	111	152	87
Chicago	152	315	138	36	57	47	34	124	78
St. Louis	175	324	145	55	124	37	101	181	82
Minneapolis	176	339	152	89	96	75	57	167	79
Kansas City	178	328	131	61	91	35	102	162	85
Dallas	276	378	231	77	115	62	122	221	97
San Francisco	223	404	181	57	61	51	110	195	84
U. S. Total	168	325	140	56	105	52	95	185	79

Accounts Receivable and Collections, by Federal Reserve Districts

Federal Reserve District	Accounts outstanding, end of month						Collection ratios*					
	Indexes; 1941 average = 100						Installment			Charge accounts		
	Jan. 1945	Dec. 1944	Jan. 1944	Jan. 1945	Dec. 1944	Jan. 1944	Jan. 1945	Dec. 1944	Jan. 1944	Jan. 1945	Dec. 1944	Jan. 1944
Boston	70	43	47	196	126	51	37	31	28	15	52	
New York	43	52	54	21	120	82	28	29	24	28	53	
Philadelphia	44	30	43	199	141	45	28	35	27	21	61	
Cleveland	p49	44	39	p87	123	89	p32	35	32	p26	63	
Richmond	50	35	49	190	122	50	25	25	26	21	53	
Atlanta	75	50	43	193	123	87	25	35	27	51	52	
Chicago	37	32	49	36	127	85	26	26	42	20	66	
St. Louis	43	15	41	38	122	41	35	49	33	67	67	
Minneapolis	50	p41	42	85	p122	70	p43	32	32	73	73	
Kansas City	47	47	45	90	115	79	41	49	55	21	69	
Dallas	56	49	37	95	p117	82	32	p41	50	69	p67	
San Francisco	26	40	39	34	p128	61	27	p41	33	67	p61	
U. S. Total	p43	46	44	p36	128	82	p32	36	30	p61	p61	61

p - Revised, p - preliminary.

* - Collections during month as per cent of accounts receivable at beginning of month.

Note: These data are based on reports of about 475 large department stores reporting sales by type of transaction, more than 200 having charge accounts and about 300 having installment accounts. Back figures may be obtained on request from the Division of Research and Statistics.