

G.17.3

November 4, 1947

DEPARTMENT STORE CREDIT

SEPTEMBER 1947

Instalment accounts outstanding at department stores increased slightly, as is customary in September, and continued considerably larger than a year earlier. Collections on instalment accounts rose 12 per cent, resulting in a collection ratio of 31 per cent, three points higher than in August. The average collection period for instalment accounts outstanding in September was five and one-half months.

Charge accounts receivable showed about the customary substantial rise in September, and continued 15 per cent above the year-ago level. Collections on charge accounts were slightly higher than in the preceding month, and the ratio of collections to accounts outstanding on September 1 was 53 per cent. At the prevailing rate of repayment charge accounts would be outstanding, on the average, about 56 days.

Both cash and credit sales showed more than the usual expansion during September. Cash sales, amounting to 54 per cent of the total, were slightly above the year-ago volume. Instalment sales showed a gain of nearly three-fifths over the September 1946 level, while the year-to-year gain in charge accounts was 15 per cent.

Department Store Sales, Accounts Receivable and Collections

	Percentage change from:		
	August 1947 to September 1947	September 1946 to September 1947	
Sales during month			
Cash	+20	+4	
Instalment	+20	+59	
Charge account	+32	+15	
Accounts receivable, end of month			
Instalment accounts	+4	+75	
Charge accounts	+15	+15	
Collections during month			
Instalment accounts	+12	+54	
Charge accounts	+3	+10	
Ratio of collections during month to accounts receivable at beginning of month			
	Sept. 1947	Aug. 1947	Sept. 1946
Instalment accounts	31	28	35
Charge accounts	53	51	56

Note.—Figures for September 1947 are preliminary and subject to revision.

DEPARTMENT STORES - SEPTEMBER 1947

Cash and Credit Sales, by Federal Reserve Districts

Federal Reserve District	Indexes; 1941 average = 100								
	Cash sales			Instalment sales			Charge-account sales		
	Sept. 1947p	Aug. 1947	Sept. 1946	Sept. 1947p	Aug. 1947	Sept. 1946	Sept. 1947p	Aug. 1947	Sept. 1946
Boston	215	157	205	146	125	100	191	129	169
New York	217	168	191	150	117	93	178	119	152
Philadelphia	226	162	226	161	126	95	203	133	169
Cleveland	224	196	202	165	151	90	205	162	169
Richmond	216	171	222	126	105	90	209	152	188
Atlanta	289	247	313	165	120	112	214	187	199
Chicago	243	201	235	148	118	91	213	154	180
St. Louis	246	209	242	197	154	116	221	160	196
Minneapolis	296	255	292	163	129	155	232	167	218
Kansas City	319	281	321	215	176	107	216	176	187
Dallas	324	295	373	197	203	153	283	227	271
San Francisco	247	250	261	145	137	99	206	196	188
U. S. Total	236	196	220	156	130	98	207	157	180

Accounts Receivable and Collections, by Federal Reserve Districts

Federal Reserve District	Accounts outstanding, end of month						Collection ratios*					
	Indexes; 1941 average = 100											
	Instalment			Charge accounts			Instalment			Charge accounts		
	Sept. 1947p	Aug. 1947	Sept. 1946	Sept. 1947p	Aug. 1947	Sept. 1946	Sept. 1947p	Aug. 1947	Sept. 1946	Sept. 1947p	Aug. 1947	Sept. 1946
Boston	85	78	50	162	136	151	23	22	25	49	44	47
New York	84	79	52	153	133	135	26	23	30	46	41	46
Philadelphia	85	81	41	166	138	130	30	26	36	53	50	58
Cleveland	112	106	52	174	154	146	25	25	31	52	51	52
Richmond	64	72	53	159	138	132	25	21	29	45	44	50
Atlanta	100	97	58	168	146	154	27	26	31	41	40	48
Chicago	69	66	43	172	145	149	44	41	50	62	57	64
St. Louis	83	78	53	176	159	154	35	33	38	53	55	63
Minneapolis	99	90	69	188	160	143	37	32	45	58	53	71
Kansas City	101	90	61	159	139	135	35	34	41	49	58	65
Dallas	103	100	64	176	150	157	31	29	31	58	57	62
San Francisco	88	83	44	164	155	153	36	31	41	64	63	59
U. S. Total	87	84	50	167	145	145	31	28	35	53	51	56

p - Preliminary.

* - Collections during month as percentage 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 400 having charge accounts and about 300 having instalment accounts. Back figures may be obtained on request from the Division of Research and Statistics.