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BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

G.16

September 1, 1950

RETAIL FURNITURE REPORT FOR JULY 1950

Retail furniture store sales increased contra-seasonally in July with substantial gains recorded for both cash and credit sales. The growth in credit sales on both instalment and charge accounts was more pronounced than the expansion in cash sales, and stemmed largely from the accelerated demand for durable goods which accompanied the Korean crisis. Total sales in July were about one-third larger than during the corresponding month of 1949 with increases ranging from 26 per cent for cash sales to 42 per cent for charge-account business.

Instalment accounts receivable rose 2 per cent during July and at the end of the month were 28 per cent above the amount outstanding a year earlier. Collections on instalment accounts were slightly smaller than in June and when compared with first-of-month accounts receivable yielded a collection ratio of 11 per cent for July. The instalment collection ratio was 12 per cent in July 1949.

Stock on hand at furniture stores declined 3 per cent in July but at the end of the month were 10 per cent larger than those carried a year earlier. At the current rate of sale stock on hand amounted to approximately three and one-half months' supply in July compared with more than four months' supply a year earlier.

Furniture Store Statistics for July 1950

Item	Percentage change from:	
	June 1950 to July 1950	July 1949 to July 1950
Net sales		
Total	+12	+33
Cash sales	+ 8	+26
Credit sales: Instalment	+13	+33
Charge account	+14	+42
Accounts receivable, at end of month		
Total	+ 3	+30
Instalment	+ 2	+28
Collections during month		
Total	+ 4	+16
Instalment	- 1	+14
Inventories, end of month, at retail value	- 3	+10

NOTE.--These figures are preliminary and subject to revision.

## RETAIL FURNITURE STORES - JULY 1950\*

## Sales and Inventories

Federal Reserve District	Percentage change							
	Total net sales		Cash sales		Credit sales		Inventories <sup>1/</sup> end of month	
	June '50	July '49	June '50	July '49	June '50	July '49	June '50	July '49
	to	to	to	to	to	to	to	to
July '50	July '50	July '50	July '50	July '50	July '50	July '50	July '50	
Boston	+ 4	+ 36	- 11	+ 10	+ 6	+ 39	- 1	+ 5
New York	- 15	+ 14	- 13	+ 14	- 11	+ 20	+ 3	+ 13
Philadelphia	+ 5	+ 43	- 4	+ 19	+ 8	+ 47	- 1	+ 12
Cleveland	+ 6	+ 30	- 7	+ 17	+ 5	+ 32	- 1	+ 5
Richmond	+ 4	+ 19	- 2	+ 25	+ 4	+ 17	- 2	+ 17
Atlanta	+ 18	+ 30	+ 6	+ 18	+ 18	+ 32	- 3	+ 11
Chicago	+ 14	+ 38	+ 12	+ 33	+ 21	+ 46	- 6	+ 12
St. Louis	+ 6	+ 31	+ 8	+ 35	+ 2	+ 25	0	+ 9
Minneapolis	+ 12	+ 40	- 1	+ 18	+ 14	+ 47	- 6	+ 2
Kansas City	+ 14	+ 45	+ 28	+ 36	+ 11	+ 47	- 6	+ 10
Dallas	+ 23	+ 29	+ 18	+ 15	+ 21	+ 27	+ 2	+ 18
San Francisco	+ 33	+ 44	+ 31	+ 35	+ 34	+ 44	- 6	+ 8
U. S. Total	+ 12	+ 33	+ 8	+ 26	+ 14	+ 36	- 3	+ 10
Number of stores	733	733	584	584	584	584	518	518

<sup>1/</sup> At retail value.

## Accounts Receivable and Collections

Federal Reserve District	Percentage change							
	Accounts receivable, end of month				Collections during month			
	Total		Instalment		Total		Instalment	
	June '50	July '49	June '50	July '49	June '50	July '49	June '50	July '49
to	to	to	to	to	to	to	to	
July '50	July '50	July '50	July '50	July '50	July '50	July '50	July '50	
Boston	+ 3	+ 49	+ 3	+ 34	+ 2	+ 33	- 4	+ 20
New York	- 1	+ 26	0	+ 27	- 8	+ 8	- 9	+ 8
Philadelphia	+ 2	+ 22	+ 2	+ 21	0	+ 18	- 1	+ 14
Cleveland	+ 3	+ 24	+ 2	+ 24	+ 4	+ 16	+ 6	+ 16
Richmond	+ 1	+ 26	+ 2	+ 29	+ 2	+ 17	+ 3	+ 20
Atlanta	+ 5	+ 27	+ 3	+ 19	+ 8	+ 10	+ 10	+ 11
Chicago	+ 4	+ 38	+ 3	+ 47	+ 5	+ 20	+ 4	+ 25
St. Louis	+ 1	+ 26	+ 1	+ 25	+ 9	+ 21	+ 8	+ 14
Minneapolis	+ 4	+ 28	+ 4	+ 33	+ 5	+ 20	+ 8	+ 21
Kansas City	+ 5	+ 29	+ 9	+ 32	+ 6	+ 18	+ 19	+ 33
Dallas	+ 3	+ 24	+ 5	+ 25	+ 9	+ 16	+ 6	+ 12
San Francisco	+ 7	+ 40	+ 6	+ 63	+ 9	+ 18	+ 8	+ 42
U. S. Total	+ 3	+ 30	+ 2	+ 28	+ 4	+ 16	- 1	+ 14
Number of Stores	664	664	240	240	664	664	240	240

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Federal Reserve Bank of St. Louis