

June 4, 1943
R&S dsc - 7

DEPARTMENT STORE CREDIT

April 1943

Instalment accounts outstanding at department stores declined 4 per cent in April and remained at about one-half of the year-ago level. Collections on instalment accounts declined 8 per cent in April but the collection ratio remained unchanged at 31, as compared with 21 in the corresponding month of last year.

Charge accounts receivable increased slightly in April but at the end of the month they continued 27 per cent below the corresponding date of 1942. Collections on charge accounts declined slightly, resulting in an April collection ratio of 63, 16 points above that for a year ago.

Both cash and credit sales at department stores increased from March to April, reflecting, in part the effect of the late date of Easter. Cash sales accounted for 60 per cent of the total and were in much larger volume than a year ago. Instalment sales rose 13 per cent in April, but were 21 per cent below the corresponding month of last year. Charge-account sales were only 3 per cent below the year-ago level.

Sales by type of transaction, accounts receivable, and collection ratios by Federal Reserve Districts are shown on page 2.

Department Store Sales, Accounts Receivable and Collections

	Percentage change from:		
	March 1943 to April 1943	April 1942 to April 1943	
Sales during month			
Cash	+ 9	+45	
Instalment	+13	-21	
Other credit	+ 5	- 3	
Accounts receivable, end of month			
Instalment accounts	- 4	-48	
Charge accounts	+ 1	-27	
Collections during month			
Instalment accounts	- 8	-24	
Charge accounts	- 1	- 3	
Ratio of collections during month to receivables at beginning of month			
	April <u>1943</u>	March <u>1943</u>	April <u>1942</u>
Instalment accounts	31	31	21
Charge accounts	63	62	47

Department Store Cash and Credit Sales,
by Federal Reserve Districts

Federal Reserve District	Cash sales		Instalment sales		Other credit sales	
	Percentage change from:		Percentage change from:		Percentage change from:	
	Mar. 1943 to April 1943	April 1942 to April 1943	Mar. 1943 to April 1943	April 1942 to April 1943	Mar. 1943 to April 1943	April 1942 to April 1943
Boston	+19	+36	+11	-20	+ 8	- 4
New York	+ 9	+24	+ 7	-15	+ 5	-10
Philadelphia	+ 6	+43	+16	-14	+ 3	0
Cleveland	+ 7	+36	+16	-35	+ 6	- 8
Richmond	+15	+39	+ 7	-27	+11	- 6
Atlanta	+14	+33	+14	-35	+ 6	+ 7
Chicago	+ 7	+41	+17	-20	+ 4	- 4
St. Louis	+ 3	+41	+41	-13	+ 2	- 4
Minneapolis	+12	+54	+21	- 7	+11	+ 2
Kansas City	+10	+70	+12	-12	0	- 2
Dallas	+14	+102	+19	- 4	+ 6	+21
San Francisco	+ 8	+69	+ 2	-15	+ 2	+ 2
U. S. Total	+ 0	+43	+13	-21	+ 5	- 3

Department Store Accounts Receivable and Collections,
by Federal Reserve Districts

Federal Reserve District	Accounts outstanding, end of month						Collection ratios					
	Indexes: Dec. 31, 1939 = 100											
	Instalment			Charge Accounts			Instalment			Charge accounts		
	April 1943	Mar. 1943	April 1942	April 1943	Mar. 1943	April 1942	April 1943	Mar. 1943	April 1942	April 1943	Mar. 1943	April 1942
Boston	46	47	95	75	r72	35	29	r27	20	54	r53	50
New York	60	60	95	63	62	39	25	29	20	52	51	41
Philadelphia	44	45	93	64	62	32	31	r29	20	63	63	48
Cleveland	32	54	109	68	65	84	34	33	23	65	63	47
Richmond	33	55	101	66	64	100	27	26	18	59	r56	39
Atlanta	45	53	104	67	63	91	24	24	17	54	54	37
Chicago	43	49	91	62	62	33	41	39	28	73	73	55
St. Louis	35	37	102	69	67	34	34	31	22	68	67	52
Minneapolis	55	55	91	59	57	81	37	36	23	78	77	55
Kansas City	53	60	98	63	67	90	34	r33	22	69	r69	49
Dallas	54	57	114	69	r70	69	27	r28	17	62	62	43
San Francisco	53	r57	98	64	65	32	33	32	21	64	65	50
U. S. Total	51	54	99	63	65	85	31	31	21	63	62	47

r - Revised.

* - Collections during month as per cent of accounts 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.

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