

November 2, 1943

R&S dsc - 12

DEPARTMENT STORE CREDIT

SEPTEMBER 1943

Instalment accounts outstanding at department stores at the end of September were unchanged at the August level, although some rise is usual in this month. The level continued at about three-fifths of the amount outstanding last year. Collections on instalment accounts declined slightly in September, resulting in a collection ratio of 33 per cent as compared with 25 per cent in September 1942. Instalment accounts continued to be outstanding, on the average, approximately 5 months, about 2 months less than in September 1942.

Charge accounts outstanding increased by about the usual seasonal amount in September, and at the end of the month continued 2 per cent below those on the corresponding date last year. Collections during September showed little change from the preceding month, and remained slightly above September 1942. The average period charge accounts were outstanding this September continued to be about 48 days, as compared with approximately 50 days in the same month of 1942.

The volume of cash and charge-account sales at department stores showed about the usual seasonal rise from August to September. Cash sales, which accounted for more than three-fifths of the total for the third consecutive month, were 19 per cent above the level of a year ago. Charge-account sales were in about the same volume as in the corresponding period last year. Instalment sales rose 9 per cent from August to September but continued substantially below the 1942 level.

Department Store Sales, Accounts Receivable and Collections

	Percentage change from:		
	August 1943 to September 1943	September 1942 to September 1943	
Sales during month			
Cash	+21	+19	
Instalment	+ 9	-10	
Charge account	+28	- 1	
Accounts receivable, end of month			
Instalment accounts	0	-40	
Charge accounts	+17	- 2	
Collections during month			
Instalment accounts	- 1	-25	
Charge accounts	- 1	+ 2	
Ratio of collections during month to receivables at beginning of month			
	September 1943	August 1943	September 1942
Instalment accounts	33	32	25
Charge accounts	62	62	60

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Department Store Cash and Credit Sales,
by Federal Reserve Districts

Federal Reserve District	Cash sales		Instalment sales		Charge-account sales	
	Percentage change from:		Percentage change from:		Percentage change from:	
	Aug. 1943	Sept. 1942	Aug. 1943	Sept. 1942	Aug. 1943	Sept. 1942
	to Sept. 1943	to Sept. 1943	to Sept. 1943	to Sept. 1943	to Sept. 1943	to Sept. 1943
Boston	+35	+7	+9	-20	+45	-7
New York	+10	+10	+30	+6	+2	-4
Philadelphia	+51	+17	+14	-2	+26	-1
Cleveland	+10	+17	-12	-14	+21	-3
Richmond	+30	+19	+15	-5	+30	+10
Atlanta	+13	+44	+19	+14	+12	+11
Chicago	+15	+15	+9	-51	+25	-10
St. Louis	+15	+27	+8	0	+32	+6
Minneapolis	+15	+25	-10	-1	+27	+5
Kansas City	+15	+31	-13	-17	+25	+2
Dallas	+27	+53	+15	+0	+31	+23
San Francisco	+5	+25	-3	-22	+8	-2
U. S. Total	+21	+19	+9	-10	+25	-1

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	
	Sept. 1943	Aug. 1943	Sept. 1942	Aug. 1942	Sept. 1941	Aug. 1941	Sept. 1943	Aug. 1943	Sept. 1942	Aug. 1942	Sept. 1941	Aug. 1941	Sept. 1943	Aug. 1943
	1943	1943	1942	1942	1941	1941	1943	1943	1942	1942	1941	1941	1943	1943
Boston	30	31	70	45	52	61	31	28	24	56	50	57		
New York	49	r48	70	57	47	61	25	25	25	50	50	49		
Philadelphia	33	32	57	57	48	55	32	30	24	51	52	50		
Cleveland	42	42	71	35	45	54	32	34	25	51	53	50		
Richmond	41	41	71	21	50	55	29	27	22	45	55	55		
Atlanta	45	45	74	70	51	55	27	30	19	50	52	48		
Chicago	35	35	50	51	51	53	41	40	32	71	70	70		
St. Louis	40	40	71	35	55	67	30	35	24	55	55	55		
Minneapolis	35	34	55	70	50	50	41	42	30	75	75	74		
Kansas City	45	r44	55	53	r55	67	33	r37	25	59	70	63		
Dallas	49	r47	73	75	52	59	33	30	22	53	61	55		
San Francisco	41	42	73	55	55	62	35	35	25	70	70	65		
U. S. Total	40	40	57	52	54	63	33	32	25	62	62	60		

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. Bank figures may be obtained on re-