

SEP 5- 1944

September 8, 1944
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DEPARTMENT STORE CREDIT

JULY 1944

Instalment accounts outstanding at department stores showed about the usual seasonal decline in July, and at the end of the month were nearly one-fifth below the volume outstanding on the corresponding date of 1943. Collections on instalment accounts decreased eight per cent, and the ratio of collections to accounts outstanding at the beginning of the month was 30 per cent in July, one point less than in the preceding month. Instalment accounts continued to be collected in around five and one-half months, about the same length of time as in July last year.

Charge accounts receivable decreased by about the customary seasonal amount, and for the fifth consecutive month were somewhat larger than a year earlier. Collections on charge accounts declined seven per cent in July, but were in about the same volume as in the corresponding month of 1943. The average period charge accounts were outstanding was approximately 49 days in July, as compared with about 48 days in the same month a year ago.

Cash and charge-account sales showed substantial declines in July, as is usual at this time of year, but were above the year-ago levels. Cash sales comprised about 65 per cent of the total, a larger proportion than has been shown in recent months. Instalment sales were considerably smaller in July than in the previous month and 17 per cent below the year-ago level.

Department Store Sales, Accounts Receivable and Collections

	Percentage change from:	
	June 1944 to July 1944	July 1943 to July 1944
Sales during month		
Cash	-16	+10
Instalment	-13	-17
Charge account	-24	+ 3
Accounts receivable, end of month		
Instalment accounts	- 7	-18
Charge accounts	-14	+ 5
Collections during month		
Instalment accounts	- 8	-20
Charge accounts	- 7	0

Ratio of collections during month to accounts receivable at beginning of month

	July 1944	June 1944	July 1943
Instalment accounts	30	51	30
Charge accounts	61	63	62

DEPARTMENT STORES

Cash and Credit Sales, by Federal Reserve Districts

Federal Reserve District	Indexes; 1941 average = 100								
	Cash sales			Instalment sales			Charge-account sales		
	July 1944	June 1944	July 1943	July 1944	June 1944	July 1943	July 1944	June 1944	July 1943
Boston	108	148	100	56	40	42	63	96	61
New York	100	137	93	45	57	54	59	91	58
Philadelphia	124	155	115	39	48	44	70	102	67
Cleveland	144	159	131	40	46	46	77	100	73
Richmond	139	171	133	40	49	50	74	100	75
Atlanta	209	222	187	55	65	53	32	102	84
Chicago	140	166	124	42	r46	52	73	99	69
St. Louis	143	r163	126	51	r56	53	83	r97	81
Minneapolis	155	180	134	58	62	63	76	106	69
Kansas City	197	r218	169	53	r54	61	90	102	84
Dallas	240	265	199	60	54	65	94	113	92
San Francisco	194	203	176	47	47	69	91	103	87
U. S. Total	138	165	125	44	50	53	76	99	73

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		
	July 1944	June 1944	July 1943	July 1944	June 1944	July 1943	July 1944	June 1944	July 1943	July 1944	June 1944	July 1943
Boston	27	29	35	71	r85	70	27	28	27	53	57	53
New York	39	43	47	64	77	63	23	25	24	51	54	51
Philadelphia	32	35	34	69	84	64	28	29	29	60	62	62
Cleveland	31	34	36	67	79	63	32	32	32	61	63	63
Richmond	39	43	43	66	77	59	24	26	25	54	56	57
Atlanta	38	36	37	68	75	64	27	25	25	53	51	53
Chicago	27	28	36	68	82	67	36	39	39	67	70	71
St. Louis	29	r32	38	68	79	64	36	36	33	66	r67	68
Minneapolis	34	r34	41	61	r75	56	27	38	38	73	r75	76
Kansas City	32	34	43	68	74	66	36	37	36	69	70	69
Dallas	30	31	37	69	78	70	30	31	30	62	64	61
San Francisco	28	29	40	66	72	66	36	36	34	70	72	70
U. S. Total	32	34	39	67	78	64	30	31	30	61	63	62

r. - Revised.

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