

June 2, 1945

R&S dsc - 31

DEPARTMENT STORE CREDIT

APRIL 1945

Instalment accounts receivable at department stores showed about the usual seasonal decline in April, and continued slightly below the year-ago level. Collections on instalment accounts decreased 16 per cent, resulting in a collection ratio of 30 per cent, two points below that of April 1944. Instalment accounts were collected, on the average, in approximately five and one-half months, a somewhat longer period than in April of the preceding year.

Charge accounts outstanding declined 8 per cent in April when customarily they remain near the March level. At the end of the month they were 12 per cent higher than a year earlier. Collections on charge accounts increased 7 per cent, and were nearly one-fifth larger than in the corresponding month last year. The average period charge accounts were outstanding was around 49 days, as compared with about 48 days in April 1944.

The volume of cash and charge-account sales declined sharply in April, when little change is usual. Cash sales, which accounted for more than three-fifths of the total, remained at the year-ago level, while charge-account sales increased slightly over the year-period. Instalment sales were approximately one-third smaller than in March, and amounted to about nine-tenths of the April 1944 volume.

Department Store Sales, Accounts Receivable and Collections

	Percentage change from:		
	March 1945 to April 1945	April 1944 to April 1945	
Sales during month			
Cash	-25	0	
Instalment	-33	-10	
Charge account	-24	+3	
Accounts receivable, end of month			
Instalment accounts	-6	-3	
Charge accounts	-8	+12	
Collections during month			
Instalment accounts	-16	-6	
Charge accounts	+7	+19	
Ratio of collections during month to accounts receivable at beginning of month			
	April 1945	March 1945	April 1944
Instalment accounts	30	36	32
Charge accounts	62	66	63

DEPARTMENT STORES - APRIL 1945

Cash and Credit Sales, by Federal Reserve Districts

Federal Reserve District	Indexes; 1941 average = 100								
	Cash sales			Installment sales			Charge-account sales		
	April 1945	March 1945	April 1944	April 1945	March 1945	April 1944	April 1945	March 1945	April 1944
Boston	155	r205	166	55	73	54	107	r136	103
New York	142	196	134	40	81	42	99	122	95
Philadelphia	159	r234	166	50	r87	57	102	r144	105
Cleveland	167	232	168	51	84	56	107	145	104
Richmond	160	229	169	45	77	55	106	149	104
Atlanta	285	334	284	71	85	85	139	182	137
Chicago	166	225	170	47	63	53	101	133	100
St. Louis	177	234	172	55	82	63	107	142	101
Minneapolis	131	235	193	65	87	70	105	142	109
Kansas City	233	304	217	60	73	62	109	144	109
Dallas	250	356	280	65	73	69	137	175	124
San Francisco	213	271	207	45	r59	46	112	139	106
U. S. Total	172	230	171	49	73	55	107	141	104

Accounts Receivable and Collections, by Federal Reserve Districts

Federal Reserve District	Accounts outstanding, end of month						Collection ratios*					
	Indexes; 1941 average = 100											
	Installment		Charge accounts				Installment		Charge accounts			
Apr. 1945	Mar. 1945	Apr. 1944	Apr. 1945	Mar. 1945	Apr. 1944	Apr. 1945	Mar. 1945	Apr. 1944	Apr. 1945	Mar. 1945	Apr. 1944	
Boston	37	39	38	95	99	67	25	29	29	54	61	55
New York	44	46	48	81	69	77	26	29	24	52	58	52
Philadelphia	38	42	38	91	r104	86	30	37	30	61	64	61
Cleveland	35	37	37	90	99	78	33	37	35	61	65	64
Richmond	44	47	45	87	94	77	25	31	26	53	58	55
Atlanta	44	47	41	92	100	82	27	33	27	50	56	52
Chicago	31	32	31	83	98	80	35	41	44	69	74	72
St. Louis	34	37	35	89	100	73	36	43	39	68	70	68
Minneapolis	41	r45	40	82	r94	75	37	r42	40	73	r81	77
Kansas City	38	41	40	84	92	70	37	46	38	74	76	71
Dallas	36	37	32	91	98	82	29	34	35	65	68	65
San Francisco	30	r33	35	84	91	73	36	41	35	63	74	72
U. S. Total	37	39	38	88	96	79	30	36	32	62	66	63

r - Revised.

* - Collections during months as per cent of accounts receivable at beginning of month.

Note: These data are based on reports of about 475 large department reporting sales by type of transaction, more than 400 having charge accounts and about 300 having installment accounts. Back figures may be obtained on request from the Division of Research and Statistics.