

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

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DEPARTMENT STORE CREDIT

NOVEMBER 1945

Instalment accounts outstanding at department stores increased by somewhat more than the customary seasonal amount in November, and continued above the year-ago level. Collections on instalment accounts increased eight per cent, resulting in a collection ratio of 39 per cent as compared with 40 per cent in the preceding month. Instalment accounts were collected in about four months, approximately the same length of time as in November 1944.

Charge accounts receivable showed more than usual seasonal increase in November, and were 11 per cent higher than in the corresponding month last year. Collections increased considerably and the collection ratio rose to 67 per cent, one point higher than in October. The average period charge accounts were outstanding was approximately 45 days, about the same average as for November a year ago.

Cash and credit sales showed substantial gains over the October volume, as is usual in November. Cash sales, amounting to more than three-fifths of the total, were up 11 per cent over the year-period. Charge-account sales also were about one-tenth greater than a year ago, while instalment sales rose 7 per cent.

Department Store Sales, Accounts Receivable and Collections

	Percentage change from:	
	October 1945 to November 1945	November 1944 to November 1945
Sales during month		
Cash	+11	+11
Instalment	+12	+ 7
Charge account	+12	+11
Accounts receivable, end of month		
Instalment accounts	+14	+ 2
Charge accounts	+14	+11
Collections during month		
Instalment accounts	+ 8	0
Charge accounts	+17	+10
Ratio of collections during month to accounts receivable at beginning of month:		
	Nov. <u>1945</u>	Oct. <u>1945</u> Nov. <u>1944</u>
Instalment accounts	39	40 40
Charge accounts	67	66 67

DEPARTMENT STORES - NOVEMBER 1945

Cash and Credit Sales, by Federal Reserve Districts

Federal Reserve District	Indexes; 1941 average = 100								
	Cash sales			Instalment sales			Charge-account sales		
	Nov. 1945	Oct. 1945	Nov. 1944	Nov. 1945	Oct. 1945	Nov. 1944	Nov. 1945	Oct. 1945	Nov. 1944
Boston	225	205	207	131	97	86	146	151	154
New York	236	212	204	119	105	112	149	132	136
Philadelphia	274	243	246	111	r99	109	175	151	159
Cleveland	258	240	241	88	62	83	170	151	152
Richmond	270	245	255	121	92	111	167	155	151
Atlanta	360	357	326	109	102	113	172	158	161
Chicago	267	237	238	83	70	80	157	137	141
St. Louis	r65	r257	252	109	r97	100	139	149	151
Minneapolis	309	275	255	131	117	99	162	141	139
Kansas City	358	r330	320	104	r100	88	153	r143	145
Dallas	425	410	366	112	r125	87	211	199	187
San Francisco	354	283	309	75	67	73	178	145	156
U. S. Total	272	245	245	101	90	95	165	147	149

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			Instalment			Charge accounts		
Nov. 1945	Oct. 1945	Nov. 1944	Nov. 1945	Oct. 1945	Nov. 1944	Nov. 1945	Oct. 1945	Nov. 1944	Nov. 1945	Oct. 1945	Nov. 1944	
Boston	45	39	40	116	105	106	31	32	36	58	58	59
New York	47	41	48	105	93	96	34	34	33	58	56	58
Philadelphia	40	34	41	120	105	111	42	44	41	67	66	66
Cleveland	41	36	40	118	103	104	40	43	40	66	65	67
Richmond	48	43	47	109	95	99	33	35	33	60	61	60
Atlanta	45	42	45	114	104	106	37	37	35	54	55	56
Chicago	33	29	34	119	103	104	45	44	32	73	73	75
St. Louis	39	34	35	119	106	106	43	48	46	72	71	72
Minneapolis	53	45	47	104	r92	90	50	54	46	81	79	81
Kansas City	47	r39	41	103	93	95	48	r52	49	75	77	74
Dallas	45	41	35	120	112	104	35	39	38	67	67	69
San Francisco	33	30	34	109	90	99	45	45	42	75	75	75
U. S. Total	41	36	40	113	99	102	39	40	40	67	66	67

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.