

G.17.3

May 6, 1949

## DEPARTMENT STORE CREDIT

MARCH 1949

Instalment accounts outstanding at department stores declined 3 per cent in March, but exceeded the year-ago level by 18 per cent. Collections on instalment accounts were made somewhat more rapidly than in February, and amounted to 25 per cent of accounts outstanding on March 1 as compared with 22 per cent a month earlier. At the current rate of repayment instalment accounts would be collected in about seven months.

Charge accounts receivable also were reduced slightly during March, and were 4 per cent below the amount outstanding on the same date in 1948. Collections on charge accounts declined somewhat, as is customary in March, but the collection ratio was up 6 points to 56 per cent. In March, charge accounts were outstanding, on the average, approximately 53 days.

Both cash and credit sales increased seasonally in March. The gains were less marked than a year ago, however, due in part to the later date of Easter this year. Compared with last year's volume, sales of each type were off around one-tenth.

## Department Store Sales, Accounts Receivable and Collections

Item	Percentage change from:	
	Feb. 1949 to Mar. 1949	Mar. 1948 to Mar. 1949
Sales during month		
Cash	+24	-11
Instalment	+30	-12
Charge account	+26	- 8
Accounts receivable, end of month		
Instalment accounts	- 3	+18
Charge accounts	- 3	- 4
Collections during month		
Instalment accounts	+ 7	+18
Charge accounts	- 3	+10
Ratio of collections during month to accounts receivable at beginning of month		
	Mar. 1949	Feb. 1949
Instalment accounts	25	22
Charge accounts	56	50
		Mar. 1948
		27
		53

Note.—Figures for March 1949 are preliminary and subject to revision.

## DEPARTMENT STORES - MARCH 1949

## Cash and Credit Sales, by Federal Reserve Districts

Federal Reserve District	Indexes; 1941 average = 100								
	Cash sales			Instalment sales			Charge-account sales		
	Mar. 1949p	Feb. 1949	Mar. 1948	Mar. 1949p	Feb. 1949	Mar. 1948	Mar. 1949p	Feb. 1949	Mar. 1948
Boston	139	151	221	164	133	195	183	141	212
New York	194	152	219	169	135	190	174	133	193
Philadelphia	217	151	247	180	118	223	212	149	235
Cleveland	204	172	222	178	156	203	205	165	219
Richmond	196	158	226	202	111	200	204	176	223
Atlanta	268	233	328	213	161	239	236	199	277
Chicago	211	172	232	145	114	167	203	162	218
St. Louis	214	181	241	213	163	226	203	168	227
Minneapolis	250	197	269	200	159	207	231	169	237
Kansas City	273	222	298	193	152	233	226	187	239
Dallas	273	223	316	245	181	252	274	224	289
San Francisco	209	173	241	138	119	163	205	164	222
U. S. Total	208	168	235	172	133	195	204	162	222

## 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		
	Mar. 1949p	Feb. 1949	Mar. 1948	Mar. 1949p	Feb. 1949	Mar. 1948	Mar. 1949p	Feb. 1949	Mar. 1948	Mar. 1949p	Feb. 1949	Mar. 1948
Boston	121	136	116	178	172	194	19	17	20	52	45	49
New York	132	136	112	165	172	174	25	20	26	54	45	51
Philadelphia	168	167	148	203	203	207	20	18	23	53	47	53
Cleveland	181	187	145	188	194	204	23	22	25	54	49	50
Richmond	127	131	101	172	175	173	20	18	23	42	38	34
Atlanta	220	220	165	190	194	194	19	18	22	39	35	41
Chicago	110	115	101	173	181	184	41	36	37	65	58	64
St. Louis	168	174	134	214	220	210	24	22	31	54	48	53
Minneapolis	142	145	130	176	179	183	27	25	34	65	56	63
Kansas City	182	190	169	183	188	178	25	22	27	59	50	59
Dallas	233	242	198	198	198	199	21	21	24	62	57	58
San Francisco	152	157	130	180	194	186	27	24	30	66	58	62
U. S. Total	151	157	129	182	187	190	25	22	27	56	50	53

p - Preliminary

\* - Collections during month as percentage 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.