

G.17.3

June 7, 1949

DEPARTMENT STORE CREDIT

APRIL 1949

Instalment accounts outstanding of department stores at the end of April remained at the March level, but were 15 per cent higher than a year earlier. Collections on instalment accounts declined 7 per cent during the month, and the ratio of these collections to accounts outstanding on the first of the month was 24 per cent, one point less than in March. At the prevailing rate of repayment instalment accounts would be liquidated in about seven and one-half months.

Charge accounts receivable, which were affected to some extent by the late date of Easter this year, were up 5 per cent from the end of March, but were unchanged from the level of a year ago. Collections on charge accounts were 8 per cent smaller than in the preceding month, resulting in a collection ratio of 53 per cent as compared with 56 per cent for March. The average collection period for charge accounts outstanding in April was 56 days, two days less than a year earlier.

The volume of both cash and credit sales at department stores increased about one-tenth during the month. Cash and charge-account transactions registered gains of 5 per cent and 6 per cent, respectively, while instalment sales were within 1 per cent of the year-ago level.

Department Store Sales, Accounts Receivable and Collections

| Item | Percentage change from: | | |
|--|-------------------------|---------------------|---------------------|
| | Mar. 1949 | Apr. 1948 | |
| | to Apr. 1949 | to Apr. 1949 | |
| Sales during month | | | |
| Cash | +11 | | + 5 |
| Instalment | +10 | | - 1 |
| Charge account | + 9 | | + 6 |
| Accounts receivable, end of month | | | |
| Instalment accounts | 0 | | +15 |
| Charge accounts | + 5 | | 0 |
| Collections during month | | | |
| Instalment accounts | - 7 | | +14 |
| Charge accounts | - 8 | | - 1 |
| Ratio of collections during month to accounts receivable at beginning of month | | | |
| | Apr. <u>1949</u> | Mar. <u>1949</u> | Apr. <u>1948</u> |
| Instalment accounts | 24 | 25 | 25 |
| Charge accounts | 53 | 56 | 52 |

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

DEPARTMENT STORES - APRIL 1949

Cash and Credit Sales, by Federal Reserve Districts

| Federal Reserve District | Indexes; 1941 average = 100 | | | | | | | | |
|--------------------------|-----------------------------|-----------|-----------|------------------|-----------|-----------|----------------------|-----------|-----------|
| | Cash sales | | | Instalment sales | | | Charge-account sales | | |
| | Apr. 1949p | Mar. 1949 | Apr. 1948 | Apr. 1949p | Mar. 1949 | Apr. 1948 | Apr. 1949p | Mar. 1949 | Apr. 1948 |
| Boston | 246 | 189 | 212 | 204 | 164 | 183 | 226 | 183 | 202 |
| New York | 207 | 194 | 213 | 189 | 169 | 187 | 189 | 174 | 177 |
| Philadelphia | 224 | 217 | 202 | 200 | 180 | 176 | 229 | 212 | 203 |
| Cleveland | 231 | 204 | 202 | 208 | 178 | 214 | 231 | 205 | 204 |
| Richmond | 242 | 196 | 204 | 149 | 202 | 138 | 212 | 204 | 201 |
| Atlanta | 300 | 268 | 284 | 236 | 213 | 242 | 268 | 236 | 251 |
| Chicago | 231 | 211 | 228 | 170 | 145 | 174 | 216 | 203 | 216 |
| St. Louis | 229 | 214 | 220 | 236 | 202 | 228 | 214 | 202 | 216 |
| Minneapolis | 273 | 250 | 259 | 223 | 200 | 249 | 255 | 231 | 243 |
| Kansas City | 289 | 272 | 292 | 201 | 193 | 249 | 232 | 226 | 230 |
| Dallas | 289 | 274 | 303 | 238 | 245 | 317 | 268 | 274 | 276 |
| San Francisco | 225 | 208 | 216 | 146 | 137 | 172 | 220 | 206 | 203 |
| U. S. Total | 231 | 208 | 221 | 188 | 172 | 191 | 222 | 204 | 208 |

Accounts Receivable and Collections, by Federal Reserve Districts

| Federal Reserve District | Accounts outstanding, end of month Indexes; 1941 average = 100 | | | | | | Collection ratios* | | | | | |
|--------------------------|---|-----------|-----------|-----------------|-----------|-----------|--------------------|-----------|-----------|-----------------|-----------|-----------|
| | Instalment | | | Charge accounts | | | Instalment | | | Charge accounts | | |
| | Apr. 1949p | Mar. 1949 | Apr. 1948 | Apr. 1949p | Mar. 1949 | Apr. 1948 | Apr. 1949p | Mar. 1949 | Apr. 1948 | Apr. 1949p | Mar. 1949 | Apr. 1948 |
| Boston | 121 | 122 | 113 | 198 | 179 | 199 | 19 | 19 | 19 | 47 | 52 | 44 |
| New York | 133 | 132 | 113 | 173 | 165 | 172 | 23 | 25 | 24 | 48 | 54 | 49 |
| Philadelphia | 165 | 168 | 149 | 217 | 203 | 200 | 20 | 20 | 21 | 52 | 53 | 52 |
| Cleveland | 182 | 181 | 148 | 200 | 188 | 207 | 22 | 23 | 24 | 53 | 54 | 48 |
| Richmond | 129 | 127 | 101 | 176 | 172 | 171 | 19 | 20 | 22 | 39 | 42 | 36 |
| Atlanta | 223 | 220 | 173 | 198 | 190 | 193 | 18 | 19 | 20 | 39 | 39 | 39 |
| Chicago | 110 | 110 | 104 | 182 | 173 | 188 | 40 | 41 | 35 | 64 | 65 | 62 |
| St. Louis | 167 | 168 | 142 | 224 | 214 | 211 | 26 | 24 | 26 | 52 | 54 | 53 |
| Minneapolis | 144 | 142 | 144 | 191 | 176 | 192 | 26 | 27 | 31 | 63 | 65 | 59 |
| Kansas City | 165 | 182 | 178 | 194 | 183 | 184 | 23 | 25 | 25 | 55 | 59 | 56 |
| Dallas | 228 | 233 | 212 | 199 | 198 | 198 | 21 | 21 | 19 | 59 | 62 | 56 |
| San Francisco | 150 | 152 | 129 | 185 | 180 | 186 | 27 | 27 | 28 | 64 | 66 | 60 |
| U. S. Total | 151 | 151 | 131 | 191 | 182 | 191 | 24 | 25 | 25 | 53 | 56 | 52 |

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.