

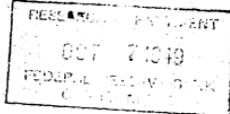
BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

G.17.3

October 6, 1949

DEPARTMENT STORE CREDIT

AUGUST 1949



Instalment accounts outstanding at department stores were 3 per cent larger at the end of August than a month earlier and 8 per cent above year-ago indebtedness of this type. Collections on instalment accounts were 5 per cent larger than in July, amounting to 23 per cent of the first-of-month accounts receivable in August compared with 22 per cent in the preceding month.

Charge accounts receivable remained near the level of July 31 and were only slightly below the amount outstanding at the end of August 1948. Collections on charge accounts declined as is usual in this month but when related to beginning-of-month balances outstanding yielded a collection ratio of 52 per cent.

Department store sales increased by somewhat more than the usual seasonal amount in August. Instalment sales rose by almost one-third during the month and were slightly above year-ago levels for the first time since December 1948. Charge-account sales also increased considerably to within 2 per cent of the year-ago volume. Cash sales showed the smallest gain during the month, 15 per cent, and remained well below the dollar amount transacted in August 1948.

Department Store Sales, Accounts Receivable and Collections

Item	Percentage change from:		
	July 1949 to Aug. 1949	Aug. 1948 to Aug. 1949	
Sales during month			
Cash	+15	- 8	
Instalment	+32	+ 1	
Charge account	+23	- 2	
Accounts receivable, end of month			
Instalment accounts	+ 3	+ 8	
Charge accounts	- 1	- 2	
Collections during month			
Instalment accounts	+ 5	+ 8	
Charge accounts	- 9	0	
Ratio of collections during month to accounts receivable at beginning of month	Aug. 1949	July 1949	Aug. 1948
Instalment accounts	23	22	23
Charge accounts	52	50	51

NOTE:—Figures for August 1949 are preliminary and subject to revision.

DEPARTMENT STORES - AUGUST 1949

Cash and Credit Sales, by Federal Reserve Districts

Federal Reserve District	Indexes; 1941 average = 100								
	Cash sales			Instalment sales			Charge-account sales		
	Aug. 1949p	July 1949	Aug. 1948	Aug. 1949p	July 1949	Aug. 1948	Aug. 1949p	July 1949	Aug. 1948
Boston	160	134	157	202	131	168	138	115	136
New York	153	130	164	177	129	172	127	103	132
Philadelphia	161	137	168	156	119	173	151	128	153
Cleveland	133	159	206	206	154	233	179	145	184
Richmond	165	167	174	153	128	153	167	145	171
Atlanta	235	207	267	301	259	263	217	168	233
Chicago	185	164	203	174	136	162	177	143	179
St. Louis	202	166	219	261	176	248	181	151	188
Minneapolis	228	184	244	204	175	191	203	146	199
Kansas City	255	219	279	233	205	248	196	163	208
Dallas	228	208	253	373	329	326	226	180	239
San Francisco	217	177	239	203	139	210	209	170	215
U. S. Total	181	157	196	195	147	193	173	141	177

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		
	Aug. 1949p	July 1949	Aug. 1948	Aug. 1949p	July 1949	Aug. 1948	Aug. 1949p	July 1949	Aug. 1948	Aug. 1949p	July 1949	Aug. 1948
Boston	134	129	105	137	151	144	18	17	22	49	45	46
New York	124	125	119	143	150	148	28	25	23	45	43	45
Philadelphia	156	156	148	171	181	166	19	17	21	48	45	49
Cleveland	179	176	178	166	169	177	20	18	21	51	50	51
Richmond	131	130	108	147	157	145	19	18	20	39	36	36
Atlanta	246	236	209	178	170	179	15	15	20	35	35	37
Chicago	119	113	109	158	158	166	40	39	32	63	60	60
St. Louis	180	172	160	193	198	189	21	21	23	52	49	51
Minneapolis	149	143	151	152	157	160	23	18	25	60	56	59
Kansas City	169	172	190	166	168	166	21	22	22	54	52	55
Dallas	267	253	251	167	163	171	18	18	17	58	56	56
San Francisco	164	152	146	177	164	178	25	24	30	65	64	64
U. S. Total	155	150	144	161	163	165	23	22	23	52	50	51

p - Preliminary.

* Collections during month as percentage of accounts receivable at beginning of month. These data are in process of revision.

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.