

G.17.3

January 6, 1950

DEPARTMENT STORE CREDIT

NOVEMBER 1949

Instalment accounts receivable of department stores increased 8 per cent during November and at the end of the month were 19 per cent larger than a year earlier. Collections were 5 per cent above those in October, amounting to 20 per cent of first-of-month accounts receivable. The rate of collection on instalment accounts has shown relatively little change since late summer.

Charge accounts receivable increased substantially as is customary in November, but continued somewhat below those in the corresponding period of 1948. These accounts were being repaid, on the average, somewhat more rapidly in November than in the preceding month. In comparison with a year earlier, however, some slackening has occurred in the rate of repayment.

Department store sales increased seasonally in November. Both cash and charge-account sales were up about one-sixth from the preceding month while instalment sales showed a less marked rise, 7 per cent. The November 1949 volume of cash business was well below 1948 levels and charge-account sales were slightly curtailed. These declines over the year-period were offset, in part, by the expansion in instalment transactions.

Department Store Sales, Accounts Receivable, and Collections

Item	Percentage change from:	
	Oct. 1949 to Nov. 1949	Nov. 1948 to Nov. 1949
Sales during month		
Cash	+15	-10
Instalment	+ 7	+20
Charge account	+17	- 1
Accounts receivable, end of month		
Instalment accounts	+ 8	+19
Charge accounts	+12	- 3
Collections during month		
Instalment accounts	+ 5	+ 3
Charge accounts	+ 9	- 4

Ratio of collections during month to accounts receivable at beginning of month:*

	Nov. 1949	Oct. 1949	Nov. 1948
Instalment accounts	20	20	23
Charge accounts	54	53	55

* - Revised.

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

DEPARTMENT STORES - NOVEMBER 1949

Cash and Credit Sales, by Federal Reserve Districts

Federal Reserve District	Indexes; 1941 average = 100								
	Cash sales			Instalment sales			Charge-account sales		
	Nov. 1949p	Oct. 1949	Nov. 1948	Nov. 1949p	Oct. 1949	Nov. 1948	Nov. 1949p	Oct. 1949	Nov. 1948
Boston	254	204	263	273	269	206	255	208	243
New York	211	205	254	278	247	246	224	189	221
Philadelphia	259	209	273	271	240	227	309	236	288
Cleveland	230	195	271	260	234	225	252	208	265
Richmond	249	208	266	237	199	205	253	227	250
Atlanta	286	274	330	330	353	248	269	263	285
Chicago	245	213	280	233	216	194	266	216	268
St. Louis	254	227	292	295	296	240	259	228	266
Minneapolis	278	279	307	255	337	208	286	299	291
Wanted City	332	260	382	219	264	215	266	244	274
Dallas	287	278	340	393	412	259	304	295	328
San Francisco	229	214	266	212	201	174	247	223	278
U. S. Total	247	215	274	259	242	217	260	222	263

Accounts Receivable and Collections, by Federal Reserve Districts

Federal Reserve District	Accounts outstanding, end of month						Collection ratios*					
	Indexes; 1941 average = 100						Instalment			Charge account		
	Nov. 1949p	Oct. 1949	Nov. 1948	Nov. 1949p	Oct. 1949	Nov. 1948	Nov. 1949p	Oct. 1949	Nov. 1948	Nov. 1949p	Oct. 1949	Nov. 1948
Boston	176	156	121	198	175	204	18	18	21	50	47	50
New York	148	138	133	194	166	197	17	18	19	48	45	45
Philadelphia	193	176	172	264	221	257	19	19	22	53	51	54
Cleveland	203	191	193	213	191	230	18	18	20	53	52	55
Richmond	159	146	131	197	177	200	20	20	22	47	45	45
Atlanta	300	277	222	220	206	224	15	15	18	44	44	47
Chicago	157	144	120	215	190	224	23	23	30	63	61	68
St. Louis	220	205	177	253	229	255	20	21	23	55	54	55
Minneapolis	192	184	161	212	205	220	22	25	27	57	59	61
Wanted City	222	208	207	220	204	213	22	23	25	56	58	61
Dallas	335	315	269	221	210	231	15	16	19	52	52	53
San Francisco	197	184	160	202	186	209	20	21	24	56	56	55
U. S. Total	162	175	160	213	191	219	20	20	23	54	53	55

* - Preliminary.

* - Collections during month as percentage of accounts receivable at beginning of month. These data have been revised for recent months.

* - 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.