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RETAIL CONSUMER CREDIT
THIRD QUARTER, 1954

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RETAIL CONSUMER CREDIT

Cash, charge and instalment sales for the third quarter of 1954 amounted to \$2,072.2 million, \$543.0 million and \$329.6 million, respectively. Cash and charge sales declined from the second quarter levels at approximately the same rate as in the corresponding period last year. Instalment sales, however, declined at a slower rate when compared with last year's estimates. Comparison of the current credit sales with those of the third quarter of last year indicated a decline of only 1.4 per cent. This relationship is the net result of a 4.3 per cent increase in instalment sales and a 4.5 per cent decline in charge sales from the corresponding quarter of last year.

The seasonal decline from the second to the third quarters was more pronounced in the credit sales as indicated by the slight shift in the composition figures of the average retail consumer dollar. The cash sales' portion increased from 69.0 cents to 70.4 cents, the same level as last year's third quarter. The decline from the second quarter in the proportion of credit sales to total was common to both charge and instalment sales. However, instalment sales represented a larger portion of the average sales' dollar, 11.2 cents, when compared with last year's proportion of 10.6 cents.

Type of Sale	Sales - Third Quarter		
	1953	1954	% Change 1954/1953
	(millions of dollars)		
Cash	2,105.9	2,072.2	- 1.6
Instalment	316.1	329.6	+ 4.3
Charge	568.5	543.0	- 4.5

The 1.6 per cent decline in cash sales, when compared to last years' third quarter, was common to all but four of the thirteen trades specified in this publication. These four kinds of business, department, family clothing, appliance and radio and independent grocery and combination stores, showed increases of 1.1 per cent, 0.9 per cent, 0.7 per cent and 3.3 per cent respectively. Of the remaining nine specified trades, men's clothing stores reported the largest percentage decline of 13.5 per cent and motor vehicle dealers the largest absolute decline of \$25.7 million.

Charge sales, compared to last year's third quarter, were 4.5 per cent lower. This relationship resulted despite increases reported by department stores (4.6 per cent), men's clothing stores (17.9 per cent), women's clothing stores (12.1 per cent), fuel dealers (2.5 per cent) and garage and filling stations (0.6 per cent). The largest percentage decline of 14.5 per cent, representing the largest absolute decline of \$17.7 million, was reported by motor vehicle dealers.

Instalment sales for the third quarter were \$13.5 million or 4.3 per cent higher than last year's estimate for the same period. Department stores reported the largest proportionate increase of 9.7 per cent and motor vehicle dealers the largest absolute gain of \$7.5 million. Only three of the specified kinds of business extending this form of credit experienced declines. Women's clothing stores reported a decrease of 20.0 per cent, hardware stores 21.2 per cent, and appliance and radio stores 6.6 per cent. Men's and family clothing stores' instalment sales remained at the same level as for the third quarter of last year.

Customers' accounts receivable on the books of retailers as at September 30, 1954, exceeded the receivables at the corresponding date of last year by 6.5 per cent. This increase was common to both charge and instalment accounts receivable thereby establishing record high third quarter levels of \$451.9 million and \$278.4 million respectively. This increase in accounts receivable, despite a net decline in credit sales, when compared to last year's third quarter estimates, can partially be attributed to the increase in instalment sales. One or a combination of lower down-payment requirements, extension of repayment periods or refinancing of old accounts could also produce the situation of increased accounts outstanding although credit sales decline.

Note: The sales and receivables data in this report have not yet been revised to correspond with the "Retail Trade" bulletins which have been revised to the 1951 Census.

THIRD QUARTER - SALES AND TOTAL ACCOUNTS RECEIVABLE - 1953 and 1954

Trade	Cash Sales			Instalment Sales		
	1953	1954	% Change	1953	1954	% Change
Total, All Trades.....	2,105.9	2,072.2	- 1.6	316.1	329.6	+ 4.3
Department	139.3	140.9	+ 1.1	35.9	39.4	+ 9.7
Motor Vehicles	281.9	256.2	- 9.1	167.5	175.0	+ 4.5
Men's Clothing	30.4	26.3	- 13.5	2.0	2.0	0.0
Family Clothing	32.4	32.7	+ 0.9	2.3	2.3	0.0
Women's Clothing	38.9	38.0	- 2.3	0.5	0.4	- 20.0
Hardware	35.3	32.4	- 8.2	3.3	2.6	- 21.2
Furniture	18.3	18.3	0.0	25.2	26.2	+ 4.0
Appliance & Radio	13.9	14.0	+ 0.7	19.8	18.5	- 6.6
Jewellery	12.2	11.6	- 4.9	4.9	5.0	+ 2.0
Grocery & Combination (Independent)	234.6	242.4	+ 3.3	-	-	-
General Stores	103.2	102.6	- 0.6	-	-	-
Fuel Dealers	17.3	16.1	- 6.9	-	-	-
Garages & Filling Stations	137.7	133.5	- 3.1	-	-	-

Percentage Composition: Cash sales increased at a greater rate than did total sales, and consequently represented a larger portion of the average sales' dollar when compared with the second quarter of this year. The subsequent decline occurred in both types of credit sales with the charge portion decreasing from 18.9 per cent to 18.4 per cent and instalment from 12.1 per cent to 11.2 per cent. This condition, a shift in the proportions from credit sales to cash sales, was also common to last year's third quarter estimates. Within the specified trades, almost half showed an opposite trend from what was experienced for all trades combined. A decline in the proportion of cash to total sales occurred from the second to third quarters in department stores, motor vehicle dealers, men's clothing, women's clothing and hardware stores and fuel dealers.

Instalment sales, as far as possible, include only those sales made under conditional sales agreement with a recovery clause.

Charge sales include specialized types as revolving charge and budgetted charge accounts.

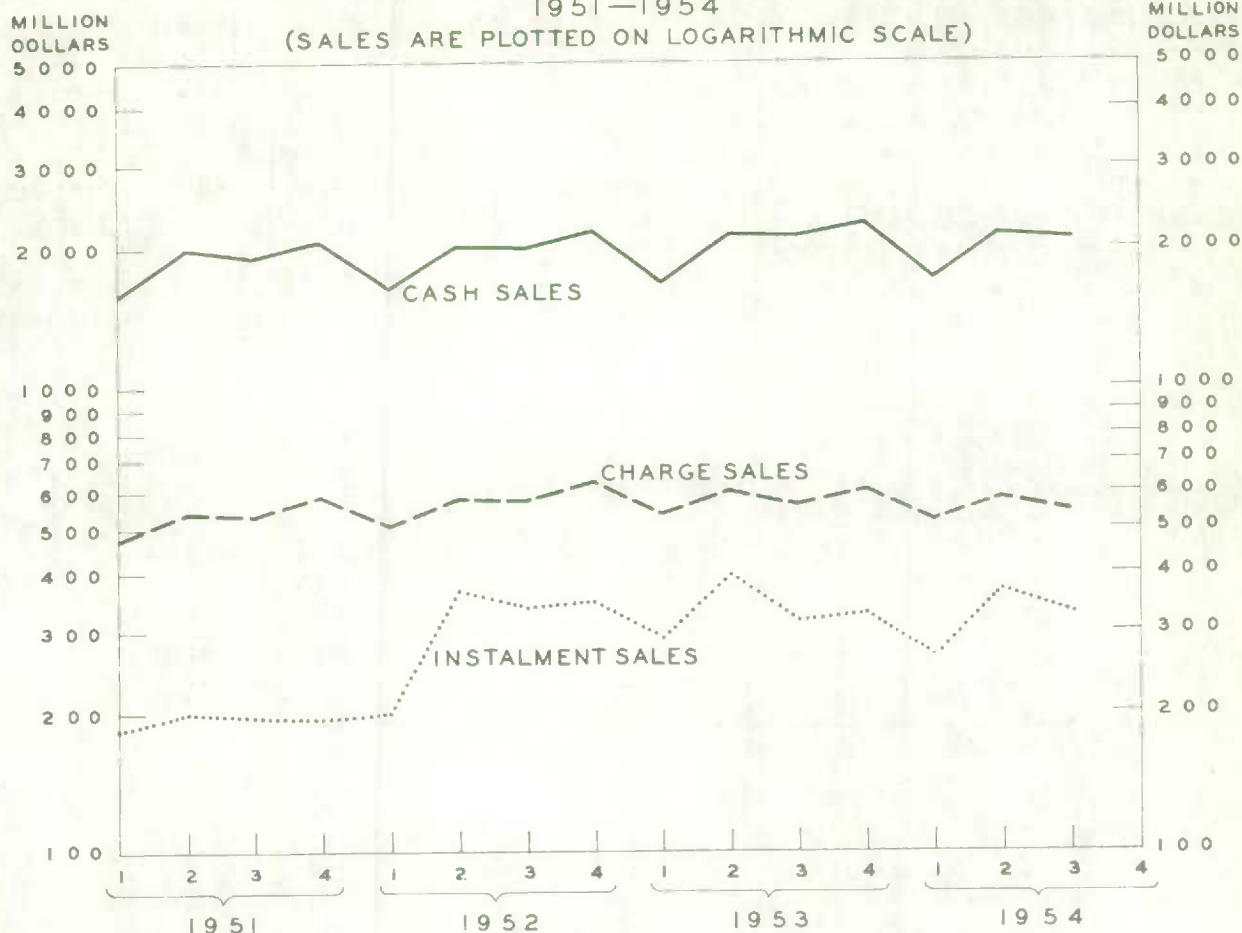
Figures for Newfoundland firms are not included in the results of these quarterly surveys.

WITH PERCENTAGE CHANGE, BY TRADES. (Sales in millions of dollars)

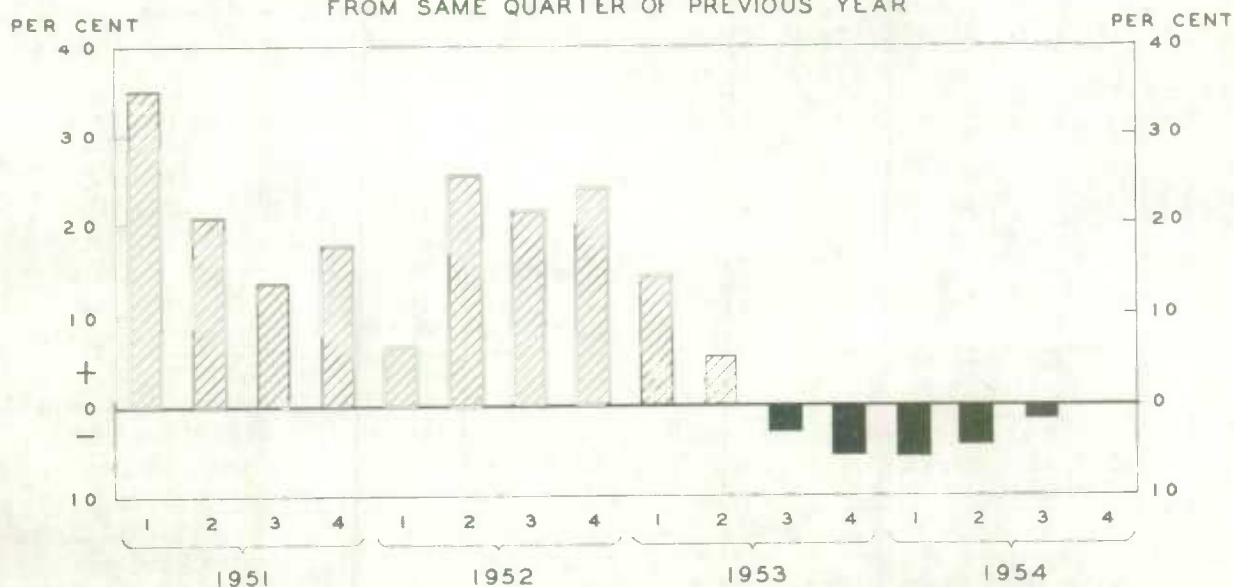
Charge Sales			Total Receivables			Trade
1953	1954	% Change	1953	1954	% Change	
568.5	543.0	- 4.5	685.5	730.3	+ 6.5	Total, All Trades
43.5	45.5	+ 4.6	131.9	147.7	+ 12.0	Department
122.4	104.7	- 14.5	93.7	90.2	- 3.7	Motor Vehicles
6.7	7.9	+ 17.9	12.7	16.0	+ 26.0	Men's Clothing
6.2	6.0	- 3.2	12.6	13.0	+ 3.2	Family Clothing
6.6	7.4	+ 12.1	9.8	13.2	+ 34.7	Women's Clothing
19.8	19.7	- 0.5	22.5	23.2	+ 3.1	Hardware
7.0	6.8	- 2.9	57.9	64.5	+ 11.4	Furniture
8.5	8.1	- 4.7	54.4	54.1	- 0.6	Appliance & Radio
3.2	2.9	- 9.4	9.6	11.2	+ 16.7	Jewellery
66.3	61.4	- 7.4	27.1	30.1	+ 11.1	Grocery & Combination
38.0	36.4	- 4.2	34.7	35.7	+ 2.9	(Independent)
27.6	28.3	+ 2.5	22.3	21.9	- 1.8	General Stores
						Fuel Dealers
						Garages & Filling
35.4	35.6	+ 0.6	29.7	32.8	+ 10.4	Stations

RETAIL CONSUMER CREDIT CASH, CHARGE AND INSTALMENT SALES BY QUARTERS 1951-1954

(SALES ARE PLOTTED ON LOGARITHMIC SCALE)



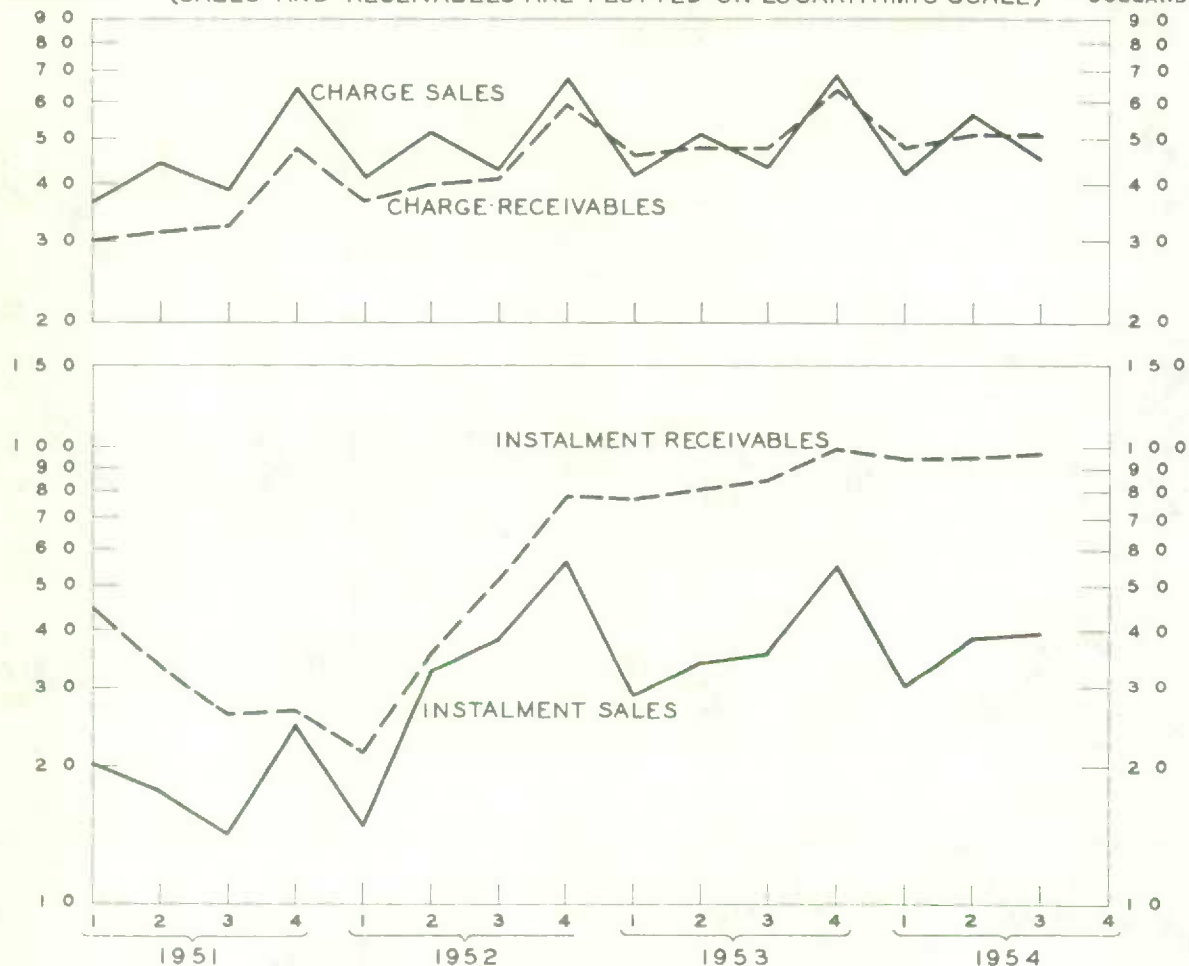
PERCENTAGE CHANGE OF CREDIT SALES FROM SAME QUARTER OF PREVIOUS YEAR



RETAIL CONSUMER CREDIT DEPARTMENT STORE CREDIT SALES AND RECEIVABLES BY QUARTERS

1951—1954

(SALES AND RECEIVABLES ARE PLOTTED ON LOGARITHMIC SCALE)



PERCENTAGE CHANGE OF CREDIT SALES FROM SAME QUARTER OF PREVIOUS YEAR

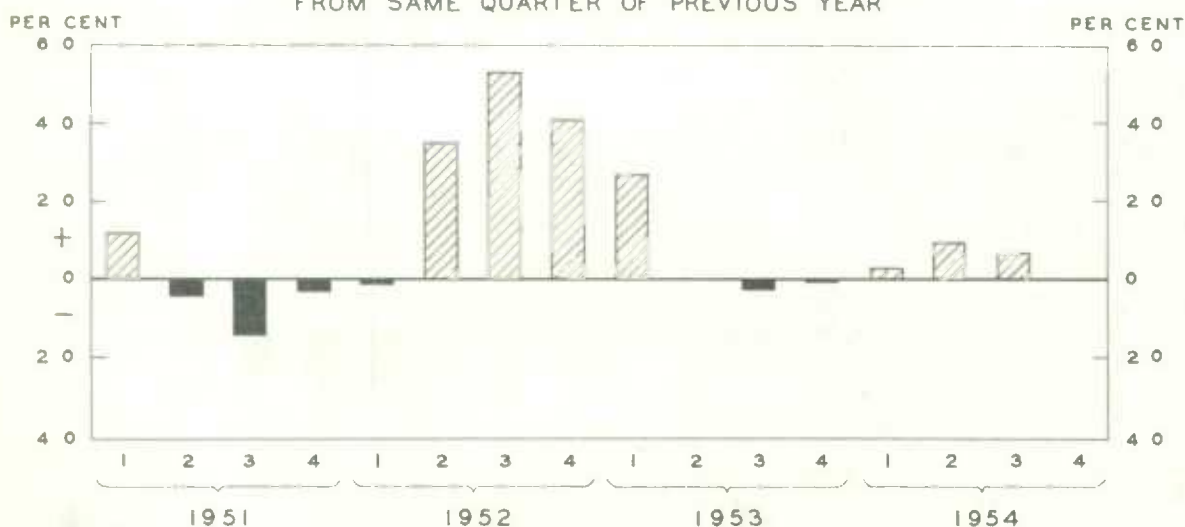


Table 1. - Total, All Trades
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	1,682.4	287.5	533.0	2,502.9	230.4	413.6	644.0
Apr.-June ...	2,135.5	400.6	599.8	3,135.9	242.8	436.1	678.9
July-Sept. ...	2,105.9	316.1	568.5	2,990.5	251.9	433.6	685.5
Oct.-Dec. ...	2,234.4	328.9	609.3	3,172.6	287.3	466.7	754.0
1954-Jan.-Mar. ...	1,700.4	273.4	503.7	2,477.5	273.5	436.8	710.3
Apr.-June ...	2,126.3	372.2	584.2	3,082.7	274.8	459.9	734.7
July-Sept.(1)	2,072.2	329.6	543.0	2,944.8	278.4	451.9	730.3
Percentage Composition							
1953-Jan.-Mar. ...	67.2	11.5	21.3	100.0	35.8	64.2	100.0
Apr.-June ...	68.1	12.8	19.1	100.0	35.8	64.2	100.0
July-Sept. ...	70.4	10.6	19.0	100.0	36.7	63.3	100.0
Oct.-Dec. ...	70.4	10.4	19.2	100.0	38.1	61.9	100.0
1954-Jan.-Mar. ...	68.6	11.1	20.3	100.0	38.5	61.5	100.0
Apr.-June ...	69.0	12.1	18.9	100.0	37.4	62.6	100.0
July-Sept.(1)	70.4	11.2	18.4	100.0	38.1	61.9	100.0

Table 2. - Department Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	131.9	28.7	41.9	202.5	77.6	45.9	123.5
Apr.-June ...	155.2	34.0	51.0	240.2	80.6	47.7	128.3
July-Sept. ...	139.3	35.9	43.5	218.7	84.2	47.7	131.9
Oct.-Dec. ...	220.0	55.1	68.8	343.9	98.8	64.0	162.8
1954-Jan.-Mar. ...	131.5	31.1	41.8	204.4	94.4	47.9	142.3
Apr.-June ...	158.9	37.6	54.2	250.7	94.9	50.9	145.8
July-Sept.(1)	140.9	39.4	45.5	225.8	96.7	51.0	147.7
Percentage Composition							
1953-Jan.-Mar. ...	65.1	14.2	20.7	100.0	62.8	37.2	100.0
Apr.-June ...	64.6	14.2	21.2	100.0	62.8	37.2	100.0
July-Sept. ...	63.7	16.4	19.9	100.0	63.8	36.2	100.0
Oct.-Dec. ...	64.0	16.0	20.0	100.0	60.7	39.3	100.0
1954-Jan.-Mar. ...	64.3	15.2	20.5	100.0	66.3	33.7	100.0
Apr.-June ...	63.4	15.0	21.6	100.0	65.1	34.9	100.0
July-Sept.(1)	62.4	17.5	20.1	100.0	65.5	34.5	100.0

(1) Preliminary.

Table 3. - Motor Vehicle Dealers
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	232.1	159.1	124.7	515.9	8.4	80.5	88.9
Apr.-June ...	357.4	239.8	141.3	738.5	9.3	89.6	98.9
July-Sept. ..	281.9	167.5	122.4	571.8	8.3	85.4	93.7
Oct.-Dec. ...	224.8	144.3	104.4	473.5	7.5	75.0	82.5
1954-Jan.-Mar. ...	227.3	145.6	101.1	474.0	8.1	80.7	88.8
Apr.-June ...	329.3	215.3	131.3	675.9	9.8	88.4	98.2
July-Sept.(1)	256.2	175.0	104.7	535.9	8.6	81.6	90.2
Percentage Composition							
1953-Jan.-Mar. ...	45.0	30.8	24.2	100.0	9.4	90.6	100.0
Apr.-June ...	48.4	32.5	19.1	100.0	9.4	90.6	100.0
July-Sept. ..	49.3	29.3	21.4	100.0	8.9	91.1	100.0
Oct.-Dec. ...	47.5	30.5	22.0	100.0	9.1	90.9	100.0
1954-Jan.-Mar. ...	48.0	30.7	21.3	100.0	9.1	90.9	100.0
Apr.-June ...	48.7	31.9	19.4	100.0	10.0	90.0	100.0
July-Sept.(1)	47.8	32.7	19.5	100.0	9.5	90.5	100.0

Table 4. - Men's Clothing Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	30.5	2.1	7.0	39.6	3.1	8.6	11.7
Apr.-June ...	37.8	2.6	9.5	49.9	3.1	10.8	13.9
July-Sept. ..	30.4	2.0	6.7	39.1	3.0	9.7	12.7
Oct.-Dec. ...	49.8	3.5	13.2	66.5	3.9	14.5	18.4
1954-Jan.-Mar. ...	27.5	2.0	7.9	37.4	3.4	11.8	15.2
Apr.-June ...	33.8	2.5	10.1	46.4	3.4	12.6	16.0
July-Sept.(1)	26.3	2.0	7.9	36.2	3.4	12.6	16.0
Percentage Composition							
1953-Jan.-Mar. ...	77.0	5.4	17.6	100.0	26.5	73.5	100.0
Apr.-June ...	75.8	5.1	19.1	100.0	22.3	77.7	100.0
July-Sept. ..	77.5	5.2	17.3	100.0	23.6	76.4	100.0
Oct.-Dec. ...	74.9	5.2	19.9	100.0	21.2	78.8	100.0
1954-Jan.-Mar. ...	73.4	5.4	21.2	100.0	22.4	77.6	100.0
Apr.-June ...	72.8	5.5	21.7	100.0	21.3	78.7	100.0
July-Sept.(1)	72.7	5.5	21.8	100.0	21.3	78.7	100.0

(1) Preliminary.

Table 5. - Family Clothing Stores
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	27.6	3.0	6.5	37.1	4.8	8.7	13.5
Apr.-June ...	35.8	3.4	8.4	47.6	4.9	9.1	14.0
July-Sept. ..	32.4	2.3	6.2	40.9	4.2	8.4	12.6
Oct.-Dec. ...	45.2	4.5	10.4	60.1	5.2	11.6	16.8
1954-Jan.-Mar. ...	25.1	2.3	6.0	33.4	4.0	9.8	13.8
Apr.-June ...	35.7	3.2	8.3	47.2	4.0	10.1	14.1
July-Sept.(1)	32.7	2.3	6.0	41.0	3.6	9.4	13.0
Percentage Composition							
1953-Jan.-Mar. ...	74.2	8.2	17.6	100.0	35.6	64.4	100.0
Apr.-June ...	75.1	7.2	17.7	100.0	35.0	65.0	100.0
July-Sept. ..	79.3	5.6	15.1	100.0	33.3	66.7	100.0
Oct.-Dec. ...	75.2	7.4	17.4	100.0	31.0	69.0	100.0
1954-Jan.-Mar. ...	75.1	6.8	18.1	100.0	29.0	71.0	100.0
Apr.-June ...	75.5	6.9	17.6	100.0	28.4	71.6	100.0
July-Sept.(1)	79.7	5.7	14.6	100.0	27.7	72.3	100.0

Table 6. - Women's Clothing Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	36.9	0.6	8.3	45.8	0.8	9.8	10.6
Apr.-June ...	45.4	0.5	8.2	54.1	0.7	9.2	9.9
July-Sept. ..	38.9	0.5	6.6	46.0	0.7	9.1	9.8
Oct.-Dec. ...	53.4	0.6	9.1	63.1	0.7	10.4	11.1
1954-Jan.-Mar. ...	32.8	0.5	6.9	40.2	0.7	10.0	10.7
Apr.-June ...	44.1	0.5	8.4	53.0	0.7	11.6	12.3
July-Sept.(1)	38.0	0.4	7.4	45.8	0.6	12.6	13.2
Percentage Composition							
1953-Jan.-Mar. ...	80.5	1.4	18.1	100.0	7.5	92.5	100.0
Apr.-June ...	84.0	0.9	15.1	100.0	7.1	92.9	100.0
July-Sept. ..	84.6	1.0	14.4	100.0	7.1	92.9	100.0
Oct.-Dec. ...	84.6	1.0	14.4	100.0	6.3	93.7	100.0
1954-Jan.-Mar. ...	81.5	1.3	17.2	100.0	6.5	93.5	100.0
Apr.-June ...	83.1	0.9	16.0	100.0	5.7	94.3	100.0
July-Sept.(1)	82.9	0.8	16.3	100.0	4.5	95.5	100.0

(1) Preliminary.

Table 7. - Hardware Stores
Sales and Accounts Receivable

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Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	23.7	2.2	12.5	38.4	2.4	16.4	18.8
Apr.-June ...	35.6	3.2	20.9	59.7	2.4	21.2	23.6
July-Sept. ..	35.3	3.3	19.8	58.4	2.6	19.9	22.5
Oct.-Dec. ...	39.5	3.0	19.3	61.8	2.8	19.8	22.6
1954-Jan.-Mar. ...	22.2	2.6	12.6	37.4	3.1	17.2	20.3
Apr.-June ...	33.8	2.7	20.3	56.8	2.9	20.9	23.8
July-Sept.(1)	32.4	2.6	19.7	54.7	2.9	20.3	23.2
Percentage Composition							
1953-Jan.-Mar. ...	61.8	5.7	32.5	100.0	12.8	87.2	100.0
Apr.-June ...	59.6	5.4	35.0	100.0	10.2	89.8	100.0
July-Sept. ..	60.6	5.5	33.9	100.0	11.6	88.4	100.0
Oct.-Dec. ...	64.0	4.8	31.2	100.0	12.4	87.6	100.0
1954-Jan.-Mar. ...	59.3	6.9	33.8	100.0	15.3	84.7	100.0
Apr.-June ...	59.5	4.7	35.8	100.0	12.2	87.8	100.0
July-Sept.(1)	59.2	4.8	36.0	100.0	12.5	87.5	100.0

Table 8. - Furniture Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	16.6	21.6	5.9	44.1	47.0	7.8	54.8
Apr.-June ...	20.4	27.0	8.1	55.5	48.9	8.0	56.9
July-Sept. ..	18.3	25.2	7.0	50.5	49.7	8.2	57.9
Oct.-Dec. ...	22.6	26.7	8.2	57.5	53.3	9.0	62.3
1954-Jan.-Mar. ...	14.6	20.0	5.9	40.5	52.9	7.6	60.5
Apr.-June ...	18.6	26.6	7.6	52.8	55.5	7.6	63.1
July-Sept.(1)	18.3	26.2	6.8	51.3	57.3	7.2	64.5
Percentage Composition							
1953-Jan.-Mar. ...	37.7	48.9	13.4	100.0	85.8	14.2	100.0
Apr.-June ...	36.8	48.6	14.6	100.0	85.9	14.1	100.0
July-Sept. ..	36.2	49.9	13.9	100.0	85.8	14.2	100.0
Oct.-Dec. ...	39.3	46.5	14.2	100.0	85.6	14.4	100.0
1954-Jan.-Mar. ...	36.2	49.3	14.5	100.0	87.4	12.6	100.0
Apr.-June ...	35.2	50.4	14.4	100.0	88.0	12.0	100.0
July-Sept.(1)	35.6	51.1	13.3	100.0	88.8	11.2	100.0

(1) Preliminary.

Table 9. - Household Appliance and Radio Stores
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	15.9	21.0	9.9	46.8	36.0	9.6	45.6
Apr.-June ...	14.5	22.6	9.0	46.1	41.0	8.6	49.6
July-Sept. ..	13.9	19.8	8.5	42.4	45.3	9.1	54.4
Oct.-Dec. ...	19.1	26.3	10.9	56.3	50.3	10.6	60.9
1954-Jan.-Mar. ...	15.2	21.2	9.0	45.4	47.3	9.3	56.6
Apr.-June ...	13.6	19.1	8.6	41.3	44.3	9.0	53.3
July-Sept.(1)	14.0	18.5	8.1	40.6	44.7	9.4	54.1
Percentage Composition							
1953-Jan.-Mar. ...	33.9	44.9	21.2	100.0	78.9	21.1	100.0
Apr.-June ...	31.5	48.9	19.6	100.0	82.7	17.3	100.0
July-Sept. ..	32.9	46.8	20.3	100.0	83.3	16.7	100.0
Oct.-Dec. ...	34.0	46.7	19.3	100.0	82.6	17.4	100.0
1954-Jan.-Mar. ...	33.5	46.6	19.9	100.0	83.6	16.4	100.0
Apr.-June ...	33.0	46.2	20.8	100.0	83.1	16.9	100.0
July-Sept.(1)	34.4	45.6	20.0	100.0	82.6	17.4	100.0

Table 10. - Jewellery Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	9.6	3.4	3.0	16.0	7.7	2.1	9.8
Apr.-June ...	11.5	4.1	3.7	19.3	7.0	2.3	9.3
July-Sept. ..	12.2	4.9	3.2	20.3	7.3	2.3	9.6
Oct.-Dec. ...	19.6	8.8	6.5	34.9	11.6	4.4	16.0
1954-Jan.-Mar. ...	9.4	3.6	2.9	15.9	9.0	2.3	11.3
Apr.-June ...	11.2	4.2	3.7	19.1	8.4	2.5	10.9
July-Sept.(1)	11.6	5.0	2.9	19.5	9.0	2.2	11.2
Percentage Composition							
1953-Jan.-Mar. ...	60.2	21.0	18.8	100.0	78.6	21.4	100.0
Apr.-June ...	59.4	21.3	19.3	100.0	75.3	24.7	100.0
July-Sept. ..	60.1	24.1	15.8	100.0	76.0	24.0	100.0
Oct.-Dec. ...	56.2	25.2	18.6	100.0	72.5	27.5	100.0
1954-Jan.-Mar. ...	59.0	23.0	18.0	100.0	79.6	20.4	100.0
Apr.-June ...	58.7	21.9	19.4	100.0	77.1	22.9	100.0
July-Sept.(1)	59.3	25.6	15.1	100.0	80.4	19.6	100.0

(1) Preliminary.

Table 11. - Grocery and Combination Stores (Independent)

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Sales and Accounts Receivable

(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1953-Jan.-Mar.	199.5	75.8	63.8	24.2	263.3	26.7
Apr.-June	224.9	76.3	69.9	23.7	294.8	29.1
July-Sept.	234.6	78.0	66.3	22.0	300.9	27.1
Oct.-Dec.	233.4	77.9	66.3	22.1	299.7	28.3
1954-Jan.-Mar.	209.0	77.9	59.3	22.1	268.3	26.7
Apr.-June	235.0	78.9	62.8	21.1	297.8	29.5
July-Sept. (1)	242.4	79.8	61.4	20.2	303.8	30.1

Table 12. - General Stores

1953-Jan.-Mar.	75.9	71.2	30.8	28.8	106.7	30.4
Apr.-June	95.5	71.7	37.8	28.3	133.3	31.4
July-Sept.	103.2	73.1	38.0	26.9	141.2	34.7
Oct.-Dec.	103.7	74.4	35.7	25.6	139.4	33.8
1954-Jan.-Mar.	75.7	71.6	30.1	28.4	105.8	34.3
Apr.-June	93.8	71.4	37.7	28.6	131.5	36.5
July-Sept. (1)	102.6	73.8	36.4	26.2	139.0	35.7

Table 13. - Fuel Dealers

1953-Jan.-Mar.	26.2	44.2	33.1	55.8	59.3	24.1
Apr.-June	12.9	39.2	20.1	60.8	33.0	17.1
July-Sept.	17.3	38.4	27.6	61.6	44.9	22.3
Oct.-Dec.	25.6	41.2	36.6	58.8	62.2	25.9
1954-Jan.-Mar.	27.6	41.2	39.4	58.8	67.0	27.6
Apr.-June	12.4	36.6	21.4	63.4	33.8	19.7
July-Sept. (1)	16.1	36.4	28.3	63.6	44.4	21.9

Table 14. - Garages and Filling Stations

1953-Jan.-Mar.	90.2	74.6	30.6	25.4	120.8	28.6
Apr.-June	120.5	75.9	38.3	24.1	158.8	31.3
July-Sept.	137.7	79.6	35.4	20.4	173.1	29.7
Oct.-Dec.	115.7	78.2	32.2	21.8	147.9	30.3
1954-Jan.-Mar.	96.5	75.7	31.0	24.3	127.5	30.7
Apr.-June	124.1	77.4	36.2	22.6	160.3	33.3
July-Sept. (1)	133.5	79.0	35.6	21.0	169.1	32.8

(1) Preliminary.



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Table 15. - All Other Trades
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	765.6	45.8	155.2	966.6	42.6	114.6	157.2
Apr.-June ...	968.1	63.4	173.6	1,205.1	44.9	120.7	165.6
July-Sept. ..	1,010.5	54.7	177.3	1,242.5	46.6	120.0	166.6
Oct.-Dec. ...	1,062.0	56.1	187.7	1,305.8	53.2	129.1	182.3
1954-Jan.-Mar. ...	786.0	44.5	149.8	980.3	50.6	120.9	171.5
Apr.-June ...	982.0	60.5	173.6	1,216.1	50.9	127.3	178.2
July-Sept.(1)	1,007.2	58.2	172.3	1,237.7	51.6	125.1	176.7
Percentage Composition							
1953-Jan.-Mar. ...	79.2	4.7	16.1	100.0	27.1	72.9	100.0
Apr.-June ...	80.3	5.3	14.4	100.0	27.1	72.9	100.0
July-Sept. ..	81.3	4.4	14.3	100.0	28.0	72.0	100.0
Oct.-Dec. ...	81.3	4.3	14.4	100.0	29.2	70.8	100.0
1954-Jan.-Mar. ...	80.2	4.5	15.3	100.0	29.5	70.5	100.0
Apr.-June ...	80.7	5.0	14.3	100.0	28.6	71.4	100.0
July-Sept.(1)	81.4	4.7	13.9	100.0	29.2	70.8	100.0

(1) Preliminary.

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