

63 006



RETAIL CONSUMER CREDIT

FOURTH QUARTER, 1954

Including Revised Quarterly Estimates, 1951-54

Published by Authority of

The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

Merchandising and Services Section

6505-510
7-4-55

Price \$1.00 per year

Vol. X--No. 4

EDMOND CLOUTIER, C.M.G., O.A., D.S.P., Queen's Printer and Controller of Stationery, Ottawa, 1955.

RETAIL CONSUMER CREDIT

Cash, charge and instalment sales for the fourth quarter of 1954 amounted to \$2,144.8 million, \$736.0 million and \$350.0 million, respectively. The seasonal increase in total sales from the third to the fourth quarter of the year was reflected in the cash and charge components: cash sales increased by 7.0%, approximately the same rate of increase as in the corresponding period last year, while charge sales increased by 11.6%, a rate somewhat higher than in the corresponding period last year. Instalment sales, however, took an 8.0% drop, as compared with a drop of 1.2% in the corresponding period last year. The absolute level for instalment sales as at December 31, 1954, was \$39.9 million less than at the same date a year ago.

Type of Sale	Sales - Fourth Quarter		
	1953	1954	% Change 1954/1953
	(millions of dollars)		
Cash	2,160.3	2,144.8	- 0.7
Instalment	389.9	350.0	- 10.2
Charge	721.3	736.0	+ 2.0

The overall decline of 10.2% in instalment sales when compared with last year's fourth quarter was reflected in 6 of the 9 specified trades having instalment sales. The exceptions were department stores which showed a 14.4% increase, furniture stores a 6.4% increase and appliance and radio stores a 2.3% increase. The largest percentage decline (22.2%) was recorded by women's clothing, and the largest absolute decline (\$45.3 million) by motor vehicles.

Charge sales were 2.0% or \$14.7 million higher than last year's estimate for the fourth quarter. Fuel dealers recorded the largest proportionate increase (11.9%) as well as the largest absolute gain (\$5.8 million). Declines ranging from a low of 0.4% to a high of 9.3% were registered in 7 of the 13 specified trades.

Cash sales for the final quarter were 0.7%, or \$15.5 million, less than last year's estimate for the same period, with motor vehicles registering both the largest percentage decline (20.8%) and the largest absolute decline (\$33.0 million). The other specified trades in which cash sales declined were men's, family and women's clothing, hardware, furniture and jewellery, with decreases ranging from 3.0% to 8.7%.

Customers' accounts receivable on the books of retailers at the year-end exceeded receivables as at December 31, 1953, by 4.9%. This increase was common to both charge and instalment accounts receivable, reaching in the fourth quarter of 1954 the record high levels of \$502.6 million and \$315.0 million, respectively. The increase in charge accounts receivable can be attributed to a great extent to the increase in charge accounts sales. Smaller down payments on instalment purchases and extension of repayment periods may account in part for the concurrence of increased instalment accounts receivable and decreased instalment sales.

Note: Sales and receivable data in this bulletin have been revised using 1951 Census benchmarks as the computational base.

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

Trade	Cash Sales			Instalment Sales		
	1953	1954	% Change	1953	1954	% Change
Total, All Trades	2,160.3	2,144.8	- 0.7	389.9	350.0	- 10.2
Department	225.9	231.4	+ 2.4	52.6	60.2	+ 14.4
Motor Vehicles	158.4	125.4	- 20.8	209.8	164.5	- 21.6
Men's Clothing	50.7	49.2	- 3.0	2.3	2.1	- 8.7
Family Clothing	48.8	46.7	- 4.3	3.3	3.1	- 6.1
Women's Clothing	51.7	49.6	- 4.1	1.8	1.4	- 22.2
Hardware	44.5	42.6	- 4.3	2.8	2.5	- 10.7
Furniture	19.6	17.9	- 8.7	23.5	25.0	+ 6.4
Appliance & Radio	27.1	28.0	+ 3.3	38.8	39.7	+ 2.3
Jewellery	27.1	26.2	- 3.3	9.4	9.3	- 1.1
Grocery & Combination (Independent)	263.9	272.7	+ 3.3	-	-	-
General Stores	94.1	95.0	+ 1.0	-	-	-
Fuel Dealers	21.1	22.2	+ 5.2	-	-	-
Garages & Filling Stations	104.6	105.3	+ 0.7	-	-	-

Percentage composition of sales: From the third to the fourth quarter, charge sales increased at a greater rate than did total sales, and thus represented a larger share of the average sales' dollar. Cash sales, which increased at nearly the same rate as total sales, represented approximately the same portion of the average sales' dollar as in the third quarter. At the same time instalment sales declined in representation from 12.5 cents to 10.8 cents, and within specified trades this decline was registered by household appliances, motor vehicles and furniture. In 1953 a similar fourth quarter shift in the percentage composition of sales was seen, although at that time the drop in the percentage of total sales attributable to the instalment component was shorter.

Cash sales exclude all cash receipts connected with credit and instalment sales, whether initial payments or payments on account, as well as cash receipts from the sale of financial paper.

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

Charge sales include all sales made in respect of open charge, budgeted charge and revolving charge accounts, together with financing or carrying charges.

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

Charge Sales			Total Receivables			Trade
1953	1954	% Change	1953	1954	% Change	
721.3	736.0	+ 2.0	779.5	817.6	+ 4.9	Total, All Trades
72.3	75.7	+ 4.7	165.0	183.7	+ 11.3	Department
111.9	112.2	+ 0.3	109.1	109.8	+ 0.6	Motor Vehicles
18.9	19.2	+ 1.6	15.2	15.3	+ 0.7	Men's Clothing
17.3	17.1	- 1.2	19.1	20.2	+ 5.8	Family Clothing
13.1	12.3	- 6.1	11.5	12.6	+ 9.6	Women's Clothing
23.7	21.5	- 9.3	22.7	23.0	+ 1.3	Hardware
11.9	11.1	- 6.7	55.2	58.7	+ 6.3	Furniture
13.7	14.8	+ 8.0	66.6	63.7	- 4.4	Appliance & Radio
10.2	9.8	- 3.9	17.9	19.0	+ 6.1	Jewellery
91.3	90.9	- 0.4	38.2	38.5	+ 0.8	Grocery & Combination (Independent)
43.7	42.5	- 2.7	27.6	28.7	+ 4.0	General Stores
48.9	54.7	+ 11.9	27.6	31.3	+ 13.4	Fuel Dealers
34.1	34.7	+ 1.8	20.4	23.1	+ 13.2	Garages & Filling Stations

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

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951 Jan.-Mar.	1,510.4	220.2	570.4	2,301.0	165.5	370.0	535.5
Apr.-June	1,898.9	249.9	646.8	2,795.6	144.8	384.8	529.6
July-Sept.	1,831.5	247.0	630.2	2,708.7	125.1	376.2	501.3
Oct.-Dec.	1,961.8	234.8	691.2	2,887.8	126.4	419.5	545.9
1952 Jan.-Mar.	1,518.9	248.6	582.4	2,349.9	118.6	379.3	497.9
Apr.-June	1,924.1	434.6	676.2	3,034.9	166.5	405.0	571.5
July-Sept.	1,920.2	378.1	658.9	2,957.2	198.2	416.1	614.3
Oct.-Dec.	2,075.9	399.0	715.2	3,190.1	245.1	456.4	701.5
1953 Jan.-Mar.	1,624.0	342.5	600.2	2,566.7	247.6	425.8	673.4
Apr.-June	2,033.6	478.8	698.4	3,210.8	256.3	449.7	706.0
July-Sept.	2,012.8	394.7	669.2	3,076.7	262.0	450.4	712.4
Oct.-Dec.	2,160.3	389.9	721.3	3,271.5	286.2	493.3	779.5
1954 Jan.-Mar.	1,622.0	313.2	595.6	2,530.8	276.4	452.0	728.4
Apr.-June	2,036.7	422.4	694.8	3,153.9	291.7	464.5	756.2
July-Sept.	2,004.0	380.3	659.4	3,043.7	289.3	464.4	753.7
Oct.-Dec. (1)	2,144.8	350.0	736.0	3,230.8	315.0	502.6	817.6
Percentage Composition							
1951 Jan.-Mar.	65.6	9.6	24.8	100.0	30.9	69.1	100.0
Apr.-June	67.9	8.9	23.2	100.0	27.4	72.6	100.0
July-Sept.	67.6	9.1	23.3	100.0	24.9	75.1	100.0
Oct.-Dec.	67.9	8.1	24.0	100.0	23.2	76.8	100.0
1952 Jan.-Mar.	64.6	10.6	24.8	100.0	23.8	76.2	100.0
Apr.-June	63.4	14.3	22.3	100.0	29.1	70.9	100.0
July-Sept.	64.9	12.8	22.3	100.0	32.3	67.7	100.0
Oct.-Dec.	65.1	12.5	22.4	100.0	34.9	65.1	100.0
1953 Jan.-Mar.	63.3	13.3	23.4	100.0	36.8	63.2	100.0
Apr.-June	63.3	14.9	21.8	100.0	36.3	63.7	100.0
July-Sept.	65.4	12.8	21.8	100.0	36.8	63.2	100.0
Oct.-Dec.	66.0	11.9	22.1	100.0	36.7	63.3	100.0
1954 Jan.-Mar.	64.1	12.4	23.5	100.0	37.9	62.1	100.0
Apr.-June	64.6	13.4	22.0	100.0	38.6	61.4	100.0
July-Sept.	65.8	12.5	21.7	100.0	38.4	61.6	100.0
Oct.-Dec. (1)	66.4	10.8	22.8	100.0	38.5	61.5	100.0

(1) Preliminary.

Table 2. - Department Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951 Jan.-Mar.	133.2	18.9	38.7	190.8	45.4	31.2	76.6
Apr.-June	160.3	16.6	47.3	224.2	34.5	33.5	68.0
July-Sept.	135.5	13.3	41.3	190.1	26.2	34.2	60.4
Oct.-Dec.	214.7	23.2	67.1	305.0	26.7	50.5	77.2
1952 Jan.-Mar.	131.5	13.8	43.1	188.4	21.6	38.4	60.0
Apr.-June	153.8	30.9	54.6	239.3	35.8	41.6	77.4
July-Sept.	134.8	36.9	45.1	216.8	53.2	41.8	95.0
Oct.-Dec.	221.7	54.4	70.3	346.4	79.4	60.3	139.7
1953 Jan.-Mar.	135.2	27.2	44.0	206.4	78.9	47.0	125.9
Apr.-June	159.0	32.3	53.7	245.0	82.0	48.8	130.8
July-Sept.	142.7	34.0	45.8	222.5	84.9	48.7	133.6
Oct.-Dec.	225.9	52.6	72.3	350.8	99.6	65.4	165.0
1954 Jan.-Mar.	134.5	29.5	43.9	207.9	95.1	49.0	144.1
Apr.-June	162.8	35.7	56.7	255.2	95.1	51.8	146.9
July-Sept.	144.7	37.4	47.5	229.6	97.0	51.8	148.8
Oct.-Dec. (1)	231.4	60.2	75.7	367.3	114.6	69.1	183.7
Percentage Composition							
1951 Jan.-Mar.	69.8	9.9	20.3	100.0	59.3	40.7	100.0
Apr.-June	71.5	7.4	21.1	100.0	50.8	49.2	100.0
July-Sept.	71.3	7.0	21.7	100.0	43.4	56.6	100.0
Oct.-Dec.	70.4	7.6	22.0	100.0	34.6	65.4	100.0
1952 Jan.-Mar.	69.8	7.3	22.9	100.0	36.0	64.0	100.0
Apr.-June	64.3	12.9	22.8	100.0	46.2	53.8	100.0
July-Sept.	62.2	17.0	20.8	100.0	56.0	44.0	100.0
Oct.-Dec.	64.0	15.7	20.3	100.0	56.8	43.2	100.0
1953 Jan.-Mar.	65.5	13.2	21.3	100.0	62.7	37.3	100.0
Apr.-June	64.9	13.2	21.9	100.0	62.7	37.3	100.0
July-Sept.	64.1	15.3	20.6	100.0	63.5	36.5	100.0
Oct.-Dec.	64.4	15.0	20.6	100.0	60.3	39.7	100.0
1954 Jan.-Mar.	64.7	14.2	21.1	100.0	66.0	34.0	100.0
Apr.-June	63.8	14.0	22.2	100.0	64.8	35.2	100.0
July-Sept.	63.0	16.3	20.7	100.0	65.2	34.8	100.0
Oct.-Dec. (1)	63.0	16.4	20.6	100.0	62.4	37.6	100.0

(1) Preliminary.

**Table 3. - Motor Vehicle Dealers
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951 Jan.-Mar.	194.0	131.8	131.8	457.6	32.6	73.8	106.4
Apr.-June	254.8	164.3	149.6	568.7	33.4	83.5	116.9
July-Sept.	175.8	166.9	127.4	470.1	30.3	71.8	102.1
Oct.-Dec.	133.8	137.7	116.3	387.8	29.0	66.5	95.5
1952 Jan.-Mar.	135.5	157.5	115.0	408.0	29.1	68.0	97.1
Apr.-June	227.9	287.5	147.1	662.5	43.1	78.6	121.7
July-Sept.	185.9	228.3	129.3	543.5	39.6	78.2	117.8
Oct.-Dec.	148.8	214.9	118.0	481.7	34.9	67.5	102.4
1953 Jan.-Mar.	169.1	212.6	123.2	504.9	41.7	78.3	120.0
Apr.-June	251.9	319.0	150.9	721.8	43.9	90.8	134.7
July-Sept.	200.3	245.9	131.0	577.2	40.7	85.2	125.9
Oct.-Dec.	158.4	209.8	111.9	480.1	34.6	74.5	109.1
1954 Jan.-Mar.	163.5	185.4	107.7	456.6	36.9	79.0	115.9
Apr.-June	245.2	272.3	143.4	660.9	51.8	84.1	135.9
July-Sept.	185.2	230.4	122.8	538.4	45.8	82.1	127.9
Oct.-Dec. (1)	125.4	164.5	112.2	402.1	39.4	70.4	109.8
Percentage Composition							
1951 Jan.-Mar.	42.4	28.8	28.8	100.0	30.6	69.4	100.0
Apr.-June	44.8	28.9	26.3	100.0	28.6	71.4	100.0
July-Sept.	37.4	35.5	27.1	100.0	29.7	70.3	100.0
Oct.-Dec.	34.5	35.5	30.0	100.0	30.4	69.6	100.0
1952 Jan.-Mar.	33.2	38.6	28.2	100.0	30.0	70.0	100.0
Apr.-June	34.4	43.4	22.2	100.0	35.4	64.6	100.0
July-Sept.	34.2	42.0	23.8	100.0	33.6	66.4	100.0
Oct.-Dec.	30.9	44.6	24.5	100.0	34.0	66.0	100.0
1953 Jan.-Mar.	33.5	42.1	24.4	100.0	34.7	65.3	100.0
Apr.-June	34.9	44.2	20.9	100.0	32.6	67.4	100.0
July-Sept.	34.7	42.6	22.7	100.0	32.4	67.6	100.0
Oct.-Dec.	33.0	43.7	23.3	100.0	31.7	68.3	100.0
1954 Jan.-Mar.	35.8	40.6	23.6	100.0	31.9	68.1	100.0
Apr.-June	37.1	41.2	21.7	100.0	38.1	61.9	100.0
July-Sept.	34.4	42.8	22.8	100.0	35.8	64.2	100.0
Oct.-Dec. (1)	31.2	40.9	27.9	100.0	35.9	64.1	100.0

(1) Preliminary.

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

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951 Jan.-Mar.	30.5	1.0	9.3	40.8	1.1	6.6	7.7
Apr.-June	40.6	1.2	10.1	51.9	1.1	6.5	7.6
July-Sept.	33.5	0.9	8.0	42.4	0.9	6.1	7.0
Oct.-Dec.	52.5	1.8	13.2	67.5	1.3	8.0	9.3
1952 Jan.-Mar.	31.1	0.9	9.6	41.6	0.9	7.1	8.0
Apr.-June	40.9	1.3	11.1	53.3	1.1	7.9	9.0
July-Sept.	33.8	1.2	9.2	44.2	1.1	7.3	8.4
Oct.-Dec.	53.9	2.3	17.1	73.3	1.6	10.6	12.2
1953 Jan.-Mar.	29.7	1.4	11.9	43.0	1.4	9.6	11.0
Apr.-June	38.9	1.6	14.0	54.5	1.4	10.2	11.6
July-Sept.	32.9	1.3	10.5	44.7	1.3	9.2	10.5
Oct.-Dec.	50.7	2.3	18.9	71.9	1.8	13.4	15.2
1954 Jan.-Mar.	28.1	1.3	11.4	40.8	1.5	11.1	12.6
Apr.-June	35.2	1.6	14.2	51.0	1.6	11.5	13.1
July-Sept.	30.1	1.2	10.5	41.8	1.4	10.0	11.4
Oct.-Dec. (1)	49.2	2.1	19.2	70.5	1.9	13.4	15.3
Percentage Composition							
1951 Jan.-Mar.	74.7	2.5	22.8	100.0	14.0	86.0	100.0
Apr.-June	78.3	2.3	19.4	100.0	13.9	86.1	100.0
July-Sept.	78.9	2.2	18.9	100.0	13.1	86.9	100.0
Oct.-Dec.	77.8	2.6	19.6	100.0	13.6	86.4	100.0
1952 Jan.-Mar.	74.8	2.2	23.0	100.0	11.8	88.2	100.0
Apr.-June	76.6	2.5	20.9	100.0	12.1	87.9	100.0
July-Sept.	76.4	2.8	20.8	100.0	13.6	86.4	100.0
Oct.-Dec.	73.6	3.1	23.3	100.0	12.8	87.2	100.0
1953 Jan.-Mar.	69.1	3.3	27.6	100.0	12.8	87.2	100.0
Apr.-June	71.4	3.0	25.6	100.0	12.1	87.9	100.0
July-Sept.	73.5	3.0	23.5	100.0	12.8	87.2	100.0
Oct.-Dec.	70.5	3.2	26.3	100.0	12.1	87.9	100.0
1954 Jan.-Mar.	69.0	3.1	27.9	100.0	12.2	87.8	100.0
Apr.-June	69.1	3.1	27.8	100.0	11.9	88.1	100.0
July-Sept.	72.1	2.9	25.0	100.0	12.2	87.8	100.0
Oct.-Dec. (1)	69.7	3.0	27.3	100.0	12.3	87.7	100.0

(1) Preliminary.

Table 5. - Family Clothing Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951 Jan.-Mar.	25.4	2.1	8.1	35.6	2.4	7.8	10.2
Apr.-June	35.5	2.7	10.3	48.5	2.4	7.7	10.1
July-Sept.	32.8	1.8	8.1	42.7	2.1	7.7	9.8
Oct.-Dec.	47.7	3.8	14.1	65.6	3.1	10.2	13.3
1952 Jan.-Mar.	26.6	2.0	8.2	36.8	2.5	8.3	10.8
Apr.-June	38.8	3.0	13.1	54.9	2.7	9.8	12.5
July-Sept.	35.0	1.9	9.4	46.3	2.6	9.7	12.3
Oct.-Dec.	51.1	4.9	15.7	71.7	4.4	12.3	16.7
1953 Jan.-Mar.	27.7	2.1	10.0	39.8	2.9	11.9	14.8
Apr.-June	37.8	2.5	13.5	53.8	2.8	12.4	15.2
July-Sept.	34.3	1.6	9.9	45.8	2.5	11.8	14.3
Oct.-Dec.	48.8	3.3	17.3	69.4	3.2	15.9	19.1
1954 Jan.-Mar.	25.7	1.5	9.6	36.8	2.3	13.6	15.9
Apr.-June	37.8	2.0	13.9	53.7	2.4	14.1	16.5
July-Sept.	34.3	1.4	10.0	45.7	2.3	13.2	15.5
Oct.-Dec. (1)	46.7	3.1	17.1	66.9	2.9	17.3	20.2
Percentage Composition							
1951 Jan.-Mar.	71.4	6.0	22.6	100.0	23.7	76.3	100.0
Apr.-June	73.2	5.5	21.3	100.0	23.5	76.5	100.0
July-Sept.	76.7	4.3	19.0	100.0	21.4	78.6	100.0
Oct.-Dec.	72.7	5.8	21.5	100.0	23.0	77.0	100.0
1952 Jan.-Mar.	72.3	5.4	22.3	100.0	23.4	76.6	100.0
Apr.-June	70.7	5.4	23.9	100.0	21.7	78.3	100.0
July-Sept.	75.5	4.1	20.4	100.0	21.5	78.5	100.0
Oct.-Dec.	71.3	6.8	21.9	100.0	26.5	73.5	100.0
1953 Jan.-Mar.	69.5	5.3	25.2	100.0	19.8	80.2	100.0
Apr.-June	70.2	4.6	25.2	100.0	18.8	81.2	100.0
July-Sept.	74.8	3.6	21.6	100.0	17.8	82.2	100.0
Oct.-Dec.	70.3	4.7	25.0	100.0	16.6	83.4	100.0
1954 Jan.-Mar.	69.9	4.0	26.1	100.0	14.6	85.4	100.0
Apr.-June	70.4	3.8	25.8	100.0	14.4	85.6	100.0
July-Sept.	75.0	3.1	21.9	100.0	14.6	85.4	100.0
Oct.-Dec. (1)	69.9	4.6	25.5	100.0	14.5	85.5	100.0

(1) Preliminary.

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

11

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951 Jan.-Mar.	29.8	1.7	8.2	39.7	1.5	5.3	6.8
Apr.-June	41.0	1.5	9.3	51.8	1.5	5.0	6.5
July-Sept.	34.4	1.1	8.5	44.0	1.2	5.7	6.9
Oct.-Dec.	44.5	1.7	11.6	57.8	1.4	6.6	8.0
1952 Jan.-Mar.	32.4	1.3	8.1	41.8	1.2	6.6	7.8
Apr.-June	42.5	1.2	11.1	54.8	1.3	6.4	7.7
July-Sept.	36.0	1.3	9.6	46.9	1.5	7.3	8.8
Oct.-Dec.	50.8	2.3	13.4	66.5	2.0	9.1	11.1
1953 Jan.-Mar.	33.9	1.6	11.2	46.7	1.9	8.8	10.7
Apr.-June	44.1	1.4	11.5	57.0	1.7	8.4	10.1
July-Sept.	37.6	1.3	9.8	48.7	1.6	8.7	10.3
Oct.-Dec.	51.7	1.8	13.1	66.6	1.6	9.9	11.5
1954 Jan.-Mar.	32.3	1.4	9.9	43.6	1.6	9.1	10.7
Apr.-June	44.5	1.3	11.1	56.9	1.5	9.1	10.6
July-Sept.	37.5	1.1	9.7	48.3	1.4	9.8	11.2
Oct.-Dec. (1)	49.6	1.4	12.3	63.3	1.8	10.8	12.6
Percentage Composition							
1951 Jan.-Mar.	75.1	4.3	20.6	100.0	21.5	78.5	100.0
Apr.-June	79.1	2.9	18.0	100.0	22.4	77.6	100.0
July-Sept.	78.2	2.5	19.3	100.0	17.4	82.6	100.0
Oct.-Dec.	76.9	3.0	20.1	100.0	17.0	83.0	100.0
1952 Jan.-Mar.	77.5	3.2	19.3	100.0	15.2	84.8	100.0
Apr.-June	77.6	2.2	20.2	100.0	16.4	83.6	100.0
July-Sept.	76.8	2.8	20.4	100.0	16.8	83.2	100.0
Oct.-Dec.	76.5	3.4	20.1	100.0	18.3	81.7	100.0
1953 Jan.-Mar.	72.6	3.5	23.9	100.0	18.2	81.8	100.0
Apr.-June	77.3	2.5	20.2	100.0	17.2	82.8	100.0
July-Sept.	77.3	2.6	20.1	100.0	15.7	84.3	100.0
Oct.-Dec.	77.6	2.7	19.7	100.0	14.2	85.8	100.0
1954 Jan.-Mar.	74.0	3.2	22.8	100.0	14.6	85.4	100.0
Apr.-June	78.3	2.2	19.5	100.0	14.1	85.9	100.0
July-Sept.	77.7	2.3	20.0	100.0	12.3	87.7	100.0
Oct.-Dec. (1)	78.3	2.3	19.4	100.0	14.5	85.5	100.0

(1) Preliminary.

Table 7. - Hardware Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951 Jan.-Mar.	23.9	1.6	14.9	40.4	1.8	15.5	17.3
Apr.-June	41.2	1.6	22.7	65.5	1.8	18.0	19.8
July-Sept.	37.8	1.2	20.4	59.4	1.7	18.4	20.1
Oct.-Dec.	41.5	1.3	20.1	62.9	1.2	17.5	18.7
1952 Jan.-Mar.	23.1	2.2	13.7	39.0	1.1	15.8	16.9
Apr.-June	38.7	3.4	21.6	63.7	1.6	19.5	21.1
July-Sept.	36.9	2.9	21.9	61.7	1.6	20.1	21.7
Oct.-Dec.	43.5	3.4	21.2	68.1	2.1	19.3	21.4
1953 Jan.-Mar.	25.7	2.1	14.4	42.2	2.0	16.8	18.8
Apr.-June	40.9	3.7	23.9	68.5	2.0	20.6	22.6
July-Sept.	39.5	2.9	24.4	66.8	2.0	21.3	23.3
Oct.-Dec.	44.5	2.8	23.7	71.0	2.2	20.5	22.7
1954 Jan.-Mar.	23.5	2.1	15.0	40.6	2.3	18.0	20.3
Apr.-June	38.6	2.4	24.0	65.0	2.2	21.3	23.5
July-Sept.	37.1	2.3	23.9	63.3	2.1	22.1	24.2
Oct.-Dec. (1)	42.6	2.5	21.5	66.6	2.2	20.8	23.0
Percentage Composition							
1951 Jan.-Mar.	59.1	3.9	37.0	100.0	10.3	89.7	100.0
Apr.-June	62.9	2.5	34.6	100.0	9.1	90.9	100.0
July-Sept.	63.5	2.1	34.4	100.0	8.3	91.7	100.0
Oct.-Dec.	66.0	2.1	31.9	100.0	6.3	93.7	100.0
1952 Jan.-Mar.	59.2	5.7	35.1	100.0	6.3	93.7	100.0
Apr.-June	60.8	5.3	33.9	100.0	7.6	92.4	100.0
July-Sept.	59.8	4.7	35.5	100.0	7.5	92.5	100.0
Oct.-Dec.	63.9	5.0	31.1	100.0	9.7	90.3	100.0
1953 Jan.-Mar.	60.9	4.9	34.2	100.0	10.4	89.6	100.0
Apr.-June	59.7	5.4	34.9	100.0	8.9	91.1	100.0
July-Sept.	59.1	4.3	36.6	100.0	8.5	91.5	100.0
Oct.-Dec.	62.7	4.0	33.3	100.0	9.5	90.5	100.0
1954 Jan.-Mar.	57.8	5.2	37.0	100.0	11.5	88.5	100.0
Apr.-June	59.4	3.7	36.9	100.0	9.3	90.7	100.0
July-Sept.	58.6	3.7	37.7	100.0	8.8	91.2	100.0
Oct.-Dec. (1)	64.0	3.7	32.3	100.0	9.6	90.4	100.0

(1) Preliminary.

Table 8. - Furniture Stores
Sales and Accounts Receivable

13

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951 Jan.-Mar.	12.1	13.0	8.3	33.4	24.3	12.0	36.3
Apr.-June	14.1	13.9	10.6	38.6	22.0	12.3	34.3
July-Sept.	13.6	13.0	9.0	35.6	20.3	11.2	31.5
Oct.-Dec.	16.3	13.3	10.6	40.2	19.5	12.3	31.8
1952 Jan.-Mar.	12.4	14.1	8.1	34.6	19.4	10.9	30.3
Apr.-June	15.7	23.0	10.3	49.0	24.2	11.9	36.1
July-Sept.	16.0	23.9	9.8	49.7	30.1	12.4	42.5
Oct.-Dec.	18.8	24.3	11.5	54.6	35.3	14.5	49.8
1953 Jan.-Mar.	14.0	18.2	8.4	40.6	35.1	13.3	48.4
Apr.-June	17.2	22.7	11.6	51.5	36.8	13.6	50.4
July-Sept.	15.6	22.0	10.4	48.0	38.3	13.9	52.2
Oct.-Dec.	19.6	23.5	11.9	55.0	40.1	15.1	55.2
1954 Jan.-Mar.	12.9	17.7	8.6	39.2	40.1	12.6	52.7
Apr.-June	15.9	23.1	10.7	49.7	41.6	12.0	53.6
July-Sept.	15.2	22.7	10.1	48.0	43.5	12.3	55.8
Oct.-Dec. (1)	17.9	25.0	11.1	54.0	46.5	12.2	58.7
Percentage Composition							
1951 Jan.-Mar.	36.2	38.8	25.0	100.0	66.8	33.2	100.0
Apr.-June	36.6	36.0	27.4	100.0	64.3	35.7	100.0
July-Sept.	38.2	36.5	25.3	100.0	64.4	35.6	100.0
Oct.-Dec.	40.5	33.0	26.5	100.0	61.4	38.6	100.0
1952 Jan.-Mar.	35.9	40.6	23.5	100.0	63.9	36.1	100.0
Apr.-June	32.0	46.9	21.1	100.0	67.0	33.0	100.0
July-Sept.	32.1	48.0	19.9	100.0	70.9	29.1	100.0
Oct.-Dec.	34.5	44.4	21.1	100.0	71.0	29.0	100.0
1953 Jan.-Mar.	34.4	44.8	20.8	100.0	72.6	27.4	100.0
Apr.-June	33.4	44.1	22.5	100.0	73.0	27.0	100.0
July-Sept.	32.5	45.9	21.6	100.0	73.4	26.6	100.0
Oct.-Dec.	35.7	42.7	21.6	100.0	72.6	27.4	100.0
1954 Jan.-Mar.	32.9	45.2	21.9	100.0	76.1	23.9	100.0
Apr.-June	32.0	46.4	21.6	100.0	77.5	22.5	100.0
July-Sept.	31.6	47.3	21.1	100.0	78.0	22.0	100.0
Oct.-Dec. (1)	33.1	46.2	20.7	100.0	79.2	20.8	100.0

(1) Preliminary.

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

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951 Jan.-Mar.	23.4	24.9	11.5	59.8	30.0	9.3	39.3
Apr.-June	23.2	19.0	11.5	53.7	25.7	8.9	34.6
July-Sept.	16.9	16.2	9.9	43.0	22.8	8.5	31.3
Oct.-Dec.	23.1	19.8	11.2	54.1	23.1	9.2	32.3
1952 Jan.-Mar.	19.8	26.7	9.9	56.4	24.2	8.2	32.4
Apr.-June	20.8	32.1	11.2	64.1	31.1	9.3	40.4
July-Sept.	19.2	30.7	10.2	60.1	36.5	9.8	46.3
Oct.-Dec.	27.2	37.7	12.6	77.5	42.9	10.8	53.7
1953 Jan.-Mar.	23.8	34.9	11.9	70.6	42.7	10.2	52.9
Apr.-June	21.6	36.9	12.1	70.6	44.2	10.6	54.8
July-Sept.	19.9	31.9	11.8	63.6	48.0	11.7	59.7
Oct.-Dec.	27.1	38.8	13.7	79.6	53.4	13.2	66.6
1954 Jan.-Mar.	23.2	34.5	12.8	70.5	50.5	11.8	62.3
Apr.-June	20.3	31.0	11.9	63.2	48.1	11.5	59.6
July-Sept.	20.6	31.1	11.6	63.3	48.4	12.5	60.9
Oct.-Dec. (1)	28.0	39.7	14.8	82.5	50.7	13.0	63.7
Percentage Composition							
1951 Jan.-Mar.	39.1	41.7	19.2	100.0	76.4	23.6	100.0
Apr.-June	43.2	35.3	21.5	100.0	74.2	25.8	100.0
July-Sept.	39.4	37.6	23.0	100.0	72.7	27.3	100.0
Oct.-Dec.	42.7	36.6	20.7	100.0	71.5	28.5	100.0
1952 Jan.-Mar.	35.0	47.4	17.6	100.0	74.8	25.2	100.0
Apr.-June	32.5	50.1	17.4	100.0	77.1	22.9	100.0
July-Sept.	32.0	51.1	16.9	100.0	78.9	21.1	100.0
Oct.-Dec.	35.1	48.6	16.3	100.0	79.9	20.1	100.0
1953 Jan.-Mar.	33.7	49.5	16.8	100.0	80.7	19.3	100.0
Apr.-June	30.6	52.2	17.2	100.0	80.7	19.3	100.0
July-Sept.	31.2	50.2	18.6	100.0	80.5	19.5	100.0
Oct.-Dec.	34.1	48.7	17.2	100.0	80.1	19.9	100.0
1954 Jan.-Mar.	32.9	49.0	18.1	100.0	81.1	18.9	100.0
Apr.-June	32.1	49.1	18.8	100.0	80.6	19.4	100.0
July-Sept.	32.5	49.1	18.4	100.0	79.5	20.5	100.0
Oct.-Dec. (1)	33.9	48.2	17.9	100.0	79.6	20.4	100.0

(1) Preliminary.

Table 10. - Jewellery Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951 Jan.-Mar.	11.8	2.6	4.9	19.3	4.4	3.2	7.6
Apr.-June	13.8	2.6	5.6	22.0	3.0	3.1	6.1
July-Sept.	15.4	3.3	4.4	23.1	2.8	2.7	5.5
Oct.-Dec.	24.7	6.0	9.5	40.2	4.2	5.8	10.0
1952 Jan.-Mar.	12.1	2.5	4.6	19.2	2.6	3.0	5.6
Apr.-June	14.5	3.9	5.5	23.9	3.4	3.1	6.5
July-Sept.	16.0	5.1	4.8	25.9	5.3	2.9	8.2
Oct.-Dec.	26.6	9.5	9.9	46.0	9.6	6.5	16.1
1953 Jan.-Mar.	13.2	3.6	4.8	21.6	7.6	3.1	10.7
Apr.-June	15.4	4.3	5.6	25.3	6.9	3.4	10.3
July-Sept.	17.0	5.4	4.9	27.3	7.4	3.2	10.6
Oct.-Dec.	27.1	9.4	10.2	46.7	11.3	6.6	17.9
1954 Jan.-Mar.	12.9	4.0	4.4	21.3	8.9	3.3	12.2
Apr.-June	14.8	4.4	5.6	24.8	8.3	3.5	11.8
July-Sept.	16.0	5.4	4.8	26.2	8.6	3.3	11.9
Oct.-Dec. (1)	26.2	9.3	9.8	45.3	12.6	6.4	19.0
Percentage Composition							
1951 Jan.-Mar.	61.4	13.4	25.2	100.0	57.4	42.6	100.0
Apr.-June	62.7	11.8	25.5	100.0	48.6	51.4	100.0
July-Sept.	66.7	14.3	19.0	100.0	50.5	49.5	100.0
Oct.-Dec.	61.4	14.9	23.7	100.0	41.5	58.5	100.0
1952 Jan.-Mar.	63.2	13.0	23.8	100.0	46.4	53.6	100.0
Apr.-June	60.6	16.5	22.9	100.0	51.7	48.3	100.0
July-Sept.	61.8	19.5	18.7	100.0	64.1	35.9	100.0
Oct.-Dec.	57.7	20.7	21.6	100.0	59.7	40.3	100.0
1953 Jan.-Mar.	61.2	16.8	22.0	100.0	70.8	29.2	100.0
Apr.-June	61.1	16.9	22.0	100.0	67.2	32.8	100.0
July-Sept.	62.3	19.9	17.8	100.0	69.4	30.6	100.0
Oct.-Dec.	58.0	20.2	21.8	100.0	63.2	36.8	100.0
1954 Jan.-Mar.	60.8	18.6	20.6	100.0	73.2	26.8	100.0
Apr.-June	59.8	17.8	22.4	100.0	70.2	29.8	100.0
July-Sept.	61.2	20.5	18.3	100.0	72.4	27.6	100.0
Oct.-Dec. (1)	57.8	20.6	21.6	100.0	66.5	33.5	100.0

(1) Preliminary.

Table 11. - Grocery and Combination Stores (Independent)
 Sales and Accounts Receivable
 (in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1951 Jan.-Mar.	207.1	72.1	80.2	27.9	287.3	33.9
	232.5	71.9	90.8	28.1	323.3	35.3
	247.0	73.0	91.4	27.0	338.4	35.1
	247.8	72.3	95.0	27.7	342.8	38.3
1952 Jan.-Mar.	226.7	72.7	85.2	27.3	311.9	35.1
	245.6	72.9	91.3	27.1	336.9	36.4
	255.2	73.6	91.5	26.4	346.7	36.1
	251.6	73.3	91.6	26.7	343.2	38.1
1953 Jan.-Mar.	227.8	73.8	80.9	26.2	308.7	34.0
	252.8	73.5	91.1	26.5	343.9	36.4
	261.5	74.4	90.0	25.6	351.5	36.0
	263.9	74.3	91.3	25.7	355.2	38.2
1954 Jan.-Mar.	232.3	74.2	80.7	25.8	313.0	35.3
	259.8	74.3	89.9	25.7	349.7	37.4
	271.8	75.2	89.6	24.8	361.4	36.7
	272.7	75.0	90.9	25.0	363.6	38.5

Table 12. - General Stores

1951 Jan.-Mar.	64.5	63.2	37.5	36.8	102.0	23.5
Apr.-June	86.4	64.5	47.6	35.5	134.0	24.6
July-Sept.	92.6	64.9	50.0	35.1	142.6	26.7
Oct.-Dec.	97.2	66.6	48.7	33.4	145.9	26.4
1952 Jan.-Mar.	71.8	65.0	38.6	35.0	110.4	23.9
	89.3	64.6	49.0	35.4	138.3	25.9
	95.6	65.1	51.3	34.9	146.9	28.3
	96.6	66.6	48.5	33.4	145.1	27.7
1953 Jan.-Mar.	68.6	65.3	36.4	34.7	105.0	24.6
	88.1	65.2	47.0	34.8	135.1	25.6
	95.1	66.3	48.3	33.7	143.4	27.9
	94.1	68.3	43.7	31.7	137.8	27.6
1954 Jan.-Mar.	68.6	65.6	36.0	34.4	104.6	27.4
	85.8	64.9	46.4	35.1	132.2	29.0
	94.5	67.1	46.4	32.9	140.9	29.2
	95.0	69.1	42.5	30.9	137.5	28.7

(1) Preliminary.

Table 13. - Fuel Dealers
Sales and Accounts Receivable
(in millions of dollars)

17

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1951 Jan.-Mar.	25.4	38.0	41.5	62.0	66.9	23.0
Apr.-June	13.8	35.3	25.2	64.7	39.0	15.5
July-Sept.	18.3	35.1	33.9	64.9	52.2	18.9
Oct.-Dec.	26.9	35.8	48.3	64.2	75.2	26.1
1952 Jan.-Mar.	25.9	35.2	47.6	64.8	73.5	25.7
Apr.-June	12.0	29.9	28.0	70.1	40.0	17.1
July-Sept.	16.5	32.2	34.6	67.8	51.1	19.9
Oct.-Dec.	22.9	32.5	47.5	67.5	70.4	26.1
1953 Jan.-Mar.	23.2	34.3	44.5	65.7	67.7	24.8
Apr.-June	11.9	30.5	27.1	69.5	39.0	16.5
July-Sept.	14.3	29.8	33.6	70.2	47.9	20.4
Oct.-Dec.	21.1	30.1	48.9	69.9	70.0	27.6
1954 Jan.-Mar.	23.6	30.0	55.2	70.0	78.8	28.9
Apr.-June	10.8	26.0	30.8	74.0	41.6	20.4
July-Sept.	13.1	27.4	34.9	72.6	48.0	23.2
Oct.-Dec. (1)	22.2	28.9	54.7	71.1	76.9	31.3

Table 14. - Garages and Filling Stations

1951 Jan.-Mar.	69.2	72.7	26.0	27.3	95.2	16.3
Apr.-June	94.9	74.8	32.0	25.2	126.9	17.8
July-Sept.	104.1	76.4	32.1	23.6	136.2	18.8
Oct.-Dec.	89.1	73.8	31.7	26.2	120.8	18.8
1952 Jan.-Mar.	73.6	72.5	27.9	27.5	101.5	17.1
Apr.-June	100.9	75.1	33.5	24.9	134.4	18.5
July-Sept.	110.4	76.4	34.1	23.6	144.5	20.2
Oct.-Dec.	93.5	73.7	33.3	26.3	126.8	19.5
1953 Jan.-Mar.	80.1	73.6	28.8	26.4	108.9	18.6
Apr.-June	109.8	74.3	38.0	25.7	147.8	20.6
July-Sept.	124.2	77.2	36.7	22.8	160.9	20.4
Oct.-Dec.	104.6	75.4	34.1	24.6	138.7	20.4
1954 Jan.-Mar.	83.5	73.6	29.9	26.4	113.4	20.3
Apr.-June	110.7	75.2	36.5	24.8	147.2	22.3
July-Sept.	122.0	77.0	36.5	23.0	158.5	21.9
Oct.-Dec. (1)	105.3	75.2	34.7	24.8	140.0	23.1

(1) Preliminary.

Table 15. - All Other Trades
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951 Jan.-Mar.	660.0	22.6	149.6	832.2	22.3	108.6	130.9
Apr.-June	846.8	26.5	174.2	1,047.5	19.5	112.9	132.4
July-Sept.	873.8	29.3	185.7	1,088.8	16.8	110.5	127.3
Oct.-Dec.	901.9	26.2	193.7	1,121.8	17.0	123.1	140.1
1952 Jan.-Mar.	696.5	27.6	162.7	886.8	15.9	111.3	127.2
Apr.-June	882.6	48.2	188.9	1,119.7	22.4	118.8	141.2
July-Sept.	929.0	46.0	197.9	1,172.9	26.6	122.2	148.8
Oct.-Dec.	968.8	45.6	204.5	1,218.9	32.9	134.0	166.9
1953 Jan.-Mar.	751.7	38.7	169.9	960.3	33.3	125.0	158.3
Apr.-June	944.4	54.3	198.5	1,197.2	34.4	132.0	166.4
July-Sept.	978.0	48.3	202.0	1,228.3	35.2	132.3	167.5
Oct.-Dec.	1,022.8	45.7	210.3	1,278.8	38.5	144.8	183.3
1954 Jan.-Mar.	757.5	35.9	170.5	963.9	37.1	132.7	169.8
Apr.-June	954.4	48.6	199.9	1,202.9	39.2	136.3	175.5
July-Sept.	981.9	47.3	201.3	1,230.5	38.9	136.3	175.2
Oct.-Dec. (1)	1,032.5	42.2	219.5	1,294.2	42.3	147.6	189.9
Percentage Composition							
1951 Jan.-Mar.	79.3	2.7	18.0	100.0	17.0	83.0	100.0
Apr.-June	80.9	2.5	16.6	100.0	14.7	85.3	100.0
July-Sept.	80.2	2.7	17.1	100.0	13.2	86.8	100.0
Oct.-Dec.	80.4	2.3	17.3	100.0	12.1	87.9	100.0
1952 Jan.-Mar.	78.5	3.1	18.4	100.0	12.5	87.5	100.0
Apr.-June	78.8	4.3	16.9	100.0	15.8	84.2	100.0
July-Sept.	79.2	3.9	16.9	100.0	17.9	82.1	100.0
Oct.-Dec.	79.5	3.7	16.8	100.0	19.7	80.3	100.0
1953 Jan.-Mar.	78.3	4.0	17.7	100.0	21.0	79.0	100.0
Apr.-June	78.9	4.5	16.6	100.0	20.7	79.3	100.0
July-Sept.	79.6	3.9	16.5	100.0	21.0	79.0	100.0
Oct.-Dec.	80.0	3.6	16.4	100.0	21.0	79.0	100.0
1954 Jan.-Mar.	78.6	3.7	17.7	100.0	21.9	78.1	100.0
Apr.-June	79.3	4.1	16.6	100.0	22.3	77.7	100.0
July-Sept.	79.8	3.8	16.4	100.0	22.2	77.8	100.0
Oct.-Dec. (1)	79.8	3.2	17.0	100.0	22.3	77.7	100.0

(1) Preliminary.

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010736502