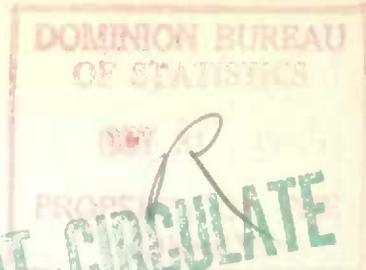


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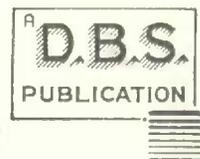


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# RETAIL CONSUMER CREDIT

SECOND QUARTER, 1949



DOMINION BUREAU OF STATISTICS  
DEPARTMENT OF TRADE AND COMMERCE

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# RETAIL CONSUMER CREDIT

SECOND QUARTER, 1949

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Published by Authority of the Rt. Hon. C. D. Howe  
Minister of Trade and Commerce

Prepared in the Merchandising and Services Section,  
of the Industry and Merchandising Division,  
Dominion Bureau of Statistics, Ottawa

# CONTENTS.....

	<u>Page</u>
List of Allied Publications .....	2
Retail Consumer Credit January 1948 - June 1949:	
Introduction and Commentary .....	3
Chart - Indexes of Sales for Combined Trades .....	5
Tables of indexes and composition percentages of sales and receivables; sales-receivables ratios and days credit outstanding:	
Table 1. - Combined Trades .....	5
Table 2. - Department Stores .....	6
Table 3. - Men's Clothing Stores .....	7
Table 4. - Women's Clothing Stores .....	8
Table 5. - Family Clothing Stores .....	9
Table 6. - Furriers .....	10
Table 7. - Household Appliance and Radio Stores .....	11
Table 8. - Furniture Stores .....	12
Table 9. - Hardware Stores .....	13
Table 10. - Jewellery Stores .....	14
Table 11. - Motor Vehicle Dealers .....	15
Table 12. - Food Stores .....	16
Table 13. - Country General Stores .....	17
Table 14. - Fuel Dealers .....	18
Table 15. - Feed Stores .....	19
Table 16. - Garages .....	20
Table 17. - Filling Stations .....	21
Methods .....	22

LIST OF ALLIED PUBLICATIONSANNUAL:

- Food Chains in Canada
- Variety Chains in Canada
- Drug Chains in Canada
- Retail Chains in Canada
- Retail Trade

QUARTERLY:

- Retail Consumer Credit

MONTHLY:

- Department Store Sales and Inventories
- Retail Trade
- Wholesale Trade
- Current Trends in Food Distribution

SPECIAL:

- Operating Results Series
  - Independent Stores - 6 bulletins,  
23 trades
  - Wholesalers - 3 bulletins,  
10 trades
  - Chain Stores - 3 bulletins,  
10 trades

The above publications may be obtained by writing to the  
Dominion Bureau of Statistics, Ottawa

## RETAIL CONSUMER CREDIT

### JANUARY 1948 TO JUNE 1949

This bulletin contains the trends in retail consumer credit in sixteen major credit dealing trades on a quarterly basis.

Credit sales of food stores, country general stores, fuel dealers, feed stores, garages and filling stations are largely on the charge account plan. Instalment credit extended by a few of these has been included with charge accounts because the amounts were found to be negligible. Because of their 'cash' policy chain stores have been omitted from the food classification which, for the purpose of this survey, is made up of independent grocery and combination grocery and meat stores.

This study is based on a store sample which differs from the sampling method of the monthly retail sales series. This factor and the exclusion of food chains, do not permit identical indexes of total sales for the two series. The primary function of this survey is the measurement of cash and credit sales and accounts receivable in the trades selected. In this bulletin the results for the first quarter 1949 have been revised and are final but the second quarter figures are subject to revision in the next quarterly bulletin. Newfoundland is not included in the results presented.

#### Change in Indexes from 1948

Sales - Cash sales during the second quarter of 1949 rose 6 per cent above the same period of 1948. The weighted index representing the sixteen trades covered by the survey and based on 1941 as 100.0 stood at 214.5 for the second quarter of this year compared with 202.5 in 1948. Nine of the trades showed increased cash sales and seven recorded decreases. Instalment sales at 146.6 showed the greatest gain (20%) over 1948 with all ten 'instalment' granting trades registering increases. Thirteen of the sixteen trades extended more charge credit to make a 'combined' trades gain of 9 per cent over the 1948 level. The combined index rose from 187.4 to 204.3 in the second 1949 quarter.

Receivables - While total credit sales for the combined trades rose 11.3 per cent, the unpaid accounts from such sales at June 30, 1949 were 17.5 per cent above the amount owing at the same date in 1948. This increase was made up of a gain of 33.3 per cent in instalment receivables and a 10.5 per cent increase in charge accounts outstanding.

Eight of the ten 'instalment' trades reported increased receivables from the 1948 figure and fourteen of the sixteen had greater charge accounts owing.

#### Change in Proportions of Cash and Credit Dealing

A slight drop from 1948 in the proportion of cash and charge business transacted by the 'combined' sixteen trades during the second quarter of 1949 was absorbed by instalment sales. Cash sales accounted for 63.3 per cent of total sales (1941 level=60.8), instalment 8.0 per cent and charge 28.7 per cent.

Eleven of the sixteen trades showed decreased cash ratios and seven of the ten 'instalment' trades increased their instalment portion of sales. The 16 trades were evenly divided with eight increasing and eight decreasing their ratios of charge sales compared with the second quarter of 1948.

Accounts receivable followed the same pattern in composition as did sales, with the instalment type gaining in proportion to total receivables. Their proportion of receivables at June 30, 1948 was 30.9 per cent. This increased to 32.5 per cent in 1949 and charge receivables decreased the same amount.

#### Days Credit Outstanding

The number of days credit outstanding showed little change from June 30, 1948. Four of 9 'instalment' trades experienced a lengthening in the number of days credit outstanding, four lessened the time and one remained even to net a negligible gain of less than one day when calculated as an unweighted average for the nine trades.

Calculated in the same manner, the number of days credit outstanding from charge sales for 15 trades increased almost 2 days from 1948.

Motor vehicle dealers were omitted from the calculation of sales-receivables ratios and days credit outstanding because of the sale of instalment paper to finance companies for which outstanding accounts were not reported.

## RETAIL CONSUMER CREDIT INDEXES OF SALES

PERCENT

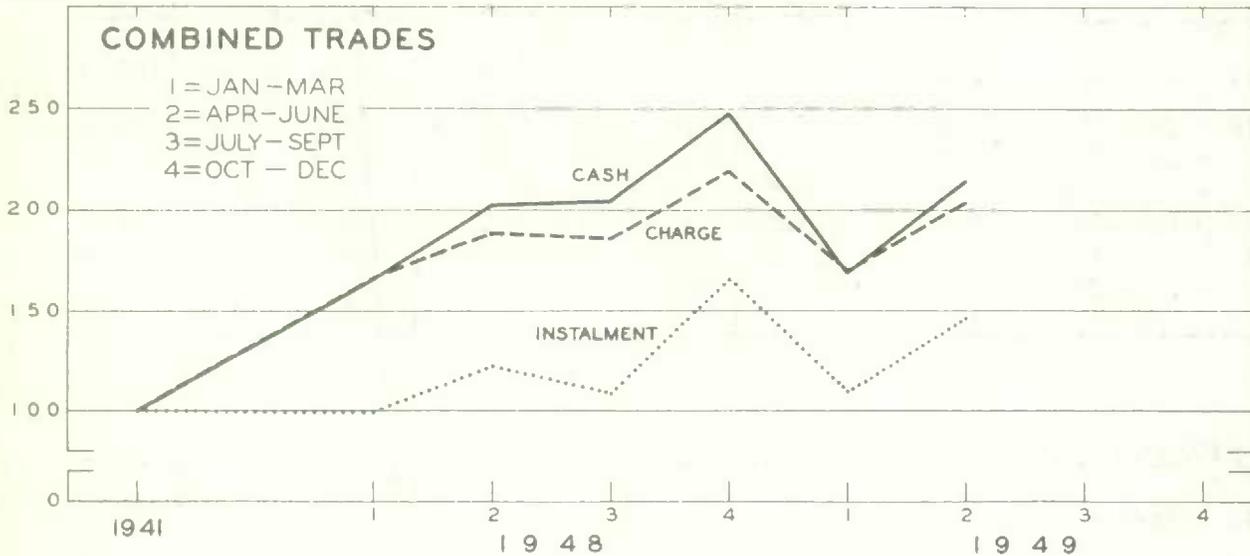


Table 1. - Retail Consumer Credit - Combined Trades

### A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instalment	Charge	Total Credit	Total Sales	Instalment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	166.1	99.2	165.1	145.9	159.6	79.2	125.1	108.0
- Apr.-June .	202.5	122.2	187.4	168.4	190.9	85.2	137.2	117.3
- July-Sept..	203.9	109.1	183.9	162.1	188.4	91.5	142.4	123.3
- Oct.-Dec. .	248.2	166.2	218.1	203.0	232.7	118.9	160.2	144.7
1949 - Jan.-Mar. .	170.2	111.4	170.3	153.2	163.8	107.4	138.5	126.9
- Apr.-June .	214.5	146.6	204.3	187.5	205.9	113.6	151.6	137.8

### B. PERCENTAGE COMPOSITION

1941 - Average ...	60.8	11.4	27.8	39.2	100.0	37.6	62.4	100.0
1948 - Jan.-Mar. .	62.9	7.2	29.9	37.1	100.0	31.8	68.2	100.0
- Apr.-June .	63.7	7.3	29.0	36.3	100.0	30.9	69.1	100.0
- July-Sept..	65.2	7.1	27.7	34.8	100.0	31.2	68.8	100.0
- Oct.-Dec. .	64.2	7.7	28.1	35.8	100.0	31.4	68.6	100.0
1949 - Jan.-Mar. .	62.9	8.1	29.0	37.1	100.0	33.2	66.8	100.0
- Apr.-June .	63.3	8.0	28.7	36.7	100.0	32.5	67.5	100.0

Table 2. - Retail Consumer Credit - Department Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	157.1	145.4	244.0	198.7	167.6	118.5	175.3	140.4
- Apr.-June .	197.0	177.1	303.0	245.2	209.2	126.6	188.6	150.5
- July-Sept..	184.1	157.2	267.7	216.9	192.4	125.6	191.4	151.0
- Oct.-Dec. .	284.6	298.7	398.5	352.4	301.6	193.8	302.1	234.9
1949 - Jan.-Mar. .	169.5	164.0	250.1	210.4	179.8	172.2	199.0	182.4
- Apr.-June .	207.1	222.7	318.6	274.7	224.1	184.0	219.0	197.5

## B. PERCENTAGE COMPOSITION

1941 - Average ...	75.1	10.9	14.0	24.9	100.0	61.7	38.3	100.0
1948 - Jan.-Mar. .	70.1	10.1	19.8	29.9	100.0	51.9	48.1	100.0
- Apr.-June .	70.4	9.8	19.8	29.6	100.0	51.7	48.3	100.0
- July-Sept..	71.5	9.5	19.0	28.5	100.0	51.0	49.0	100.0
- Oct.-Dec. .	70.7	11.5	17.8	29.3	100.0	51.2	48.8	100.0
1949 - Jan.-Mar. .	70.5	10.6	18.9	29.5	100.0	58.5	41.5	100.0
- Apr.-June .	69.3	11.4	19.3	30.7	100.0	57.4	42.6	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING	
				Instal- ment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	3.09	0.54	1.14	167	79
1948 - Mar. 31 .....	3.30	0.64	1.35	141	67
- June 30 .....	3.84	0.73	1.55	123	58
- Sept. 30 .....	3.53	0.65	1.35	138	67
- Dec. 31 .....	3.89	0.87	1.39	103	65
1949 - Mar. 31 .....	2.94	0.53	1.32	170	68
- June 30 .....	3.41	0.68	1.52	132	59

Table 3. - Retail Consumer Credit - Men's Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal-ment	Charge	Total Credit	Total Sales	Instal-ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	170.9	55.0	148.2	123.4	161.4	72.9	134.6	117.8
- Apr.-June .	202.5	67.9	210.0	172.1	196.5	74.1	157.5	135.0
- July-Sept..	160.3	45.6	145.8	119.9	152.4	60.4	129.2	111.7
- Oct.-Dec. .	266.9	118.7	258.4	221.7	257.9	108.5	184.8	165.1
1949 - Jan.-Mar. .	157.9	72.1	164.2	140.3	154.3	94.1	152.7	137.5
- Apr.-June .	213.8	109.7	233.3	200.9	211.2	100.1	174.0	154.7

## B. PERCENTAGE COMPOSITION

1941 - Average ...	80.3	5.1	14.6	19.7	100.0	25.4	74.6	100.0
1948 - Jan.-Mar. .	84.7	1.8	13.5	15.3	100.0	16.9	83.1	100.0
- Apr.-June .	82.7	1.8	15.5	17.3	100.0	14.8	85.2	100.0
- July-Sept..	84.5	1.5	14.0	15.5	100.0	13.7	86.3	100.0
- Oct.-Dec. .	82.9	2.4	14.7	17.1	100.0	16.9	83.1	100.0
1949 - Jan.-Mar. .	81.7	2.4	15.9	18.3	100.0	17.7	82.3	100.0
- Apr.-June .	81.0	2.7	16.3	19.0	100.0	16.9	83.1	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING	
				Instal-ment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	6.05	1.21	1.19	74	76
1948 - Mar. 31 .....	8.37	0.90	1.36	100	66
- June 30 .....	8.89	1.10	1.62	82	56
- Sept. 30 .....	8.24	0.92	1.34	98	67
- Dec. 31 .....	9.47	1.34	1.67	67	54
1949 - Mar. 31 .....	6.85	0.94	1.32	96	68
- June 30 .....	8.37	1.34	1.64	67	55

Table 4. - Retail Consumer Credit - Women's Clothing Stores

## A. INDEXES

Period	Sales during Period				Accounts receivable at end of period			
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. . .	163.4	74.3	250.7	194.1	170.4	60.9	226.8	171.7
- Apr.-June . . .	208.5	92.8	288.0	223.8	212.0	65.1	208.0	159.8
- July-Sept. . . .	195.4	70.9	246.2	188.9	194.0	53.3	234.9	174.1
- Oct.-Dec. . . . .	294.0	130.4	381.1	301.8	295.7	70.6	280.0	210.3
1949 - Jan.-Mar. . .	181.2	85.1	287.1	223.5	190.3	70.3	268.8	205.1
- Apr.-June . . . .	265.9	104.1	320.8	257.1	264.1	56.9	258.0	196.1

## B. PERCENTAGE COMPOSITION

1941 - Average ...	77.7	7.3	15.0	22.3	100.0	33.4	66.6	100.0
1948 - Jan.-Mar. . .	74.0	3.2	22.8	26.0	100.0	11.8	88.2	100.0
- Apr.-June . . . .	75.7	3.3	21.0	24.3	100.0	13.7	86.3	100.0
- July-Sept. . . . .	78.3	2.7	19.0	21.7	100.0	10.2	89.8	100.0
- Oct.-Dec. . . . .	77.7	3.0	19.3	22.3	100.0	11.2	88.8	100.0
1949 - Jan.-Mar. . .	74.8	3.0	22.2	25.2	100.0	11.0	89.0	100.0
- Apr.-June . . . .	79.5	2.4	18.1	20.5	100.0	8.9	91.1	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING	
				Instal- ment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	5.25	1.14	1.18	79	76
1948 - Mar. 31 .....	5.04	1.37	1.30	66	69
- June 30 .....	6.65	1.60	1.61	56	56
- Sept. 30 .....	5.85	1.52	1.24	59	73
- Dec. 31 .....	7.29	1.99	1.58	45	57
1949 - Mar. 31 .....	4.95	1.35	1.23	67	73
- June 30 .....	7.26	1.98	1.44	45	63

Table 5.- Retail Consumer Credit - Family Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	159.0	103.9	173.3	138.2	152.2	76.3	139.8	102.9
- Apr.-June .	216.9	132.3	242.0	186.1	206.6	82.4	169.4	118.4
- July-Sept..	210.5	107.1	187.0	148.0	190.3	98.8	156.6	124.0
- Oct.-Dec. .	284.5	228.0	290.1	261.3	277.3	122.7	195.9	156.9
1949 - Jan.-Mar. .	151.2	106.7	175.2	141.8	148.3	93.6	162.9	123.6
- Apr.-June .	226.3	151.4	277.1	217.5	223.6	93.0	195.0	138.6

## B. PERCENTAGE COMPOSITION

1941 - Average ...	67.6	15.8	16.6	32.4	100.0	56.4	43.6	100.0
1948 - Jan.-Mar. .	70.2	11.3	18.5	29.8	100.0	43.2	56.8	100.0
- Apr.-June .	70.0	10.9	19.1	30.0	100.0	40.8	59.2	100.0
- July-Sept..	74.8	8.9	16.3	25.2	100.0	44.9	55.1	100.0
- Oct.-Dec. .	70.6	11.9	17.5	29.4	100.0	41.6	58.4	100.0
1949 - Jan.-Mar. .	70.2	10.9	18.9	29.8	100.0	42.9	57.1	100.0
- Apr.-June .	70.0	9.9	20.1	30.0	100.0	37.1	62.9	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING	
				Instal- ment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	2.28	0.64	0.87	141	103
1948 - Mar. 31 .....	3.34	0.88	1.09	102	83
- June 30 .....	3.88	1.04	1.25	87	72
- Sept. 30 .....	3.50	0.69	1.03	130	87
- Dec. 31 .....	4.25	1.21	1.27	74	71
- Mar. 31 .....	2.86	0.73	0.95	123	95
- June 30 .....	3.88	1.03	1.24	87	73

Table 6. - Retail Consumer Credit - Furriers

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instalment	Charge	Total Credit	Total Sales	Instalment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. . .	193.2	139.1	198.1	156.9	168.8	118.2	140.1	123.4
- Apr.-June . . .	111.0	59.8	211.8	112.3	111.9	87.4	210.0	121.0
- July-Sept. . .	162.2	157.8	338.0	220.8	198.2	128.8	310.6	185.9
- Oct.-Dec. . .	379.4	356.3	581.6	425.6	408.6	159.1	239.1	181.2
1949 - Jan.-Mar. . .	170.2	135.6	223.4	165.3	167.1	113.6	168.6	130.2
- Apr.-June . . .	91.2	83.6	216.0	129.0	114.9	116.5	202.0	142.9

## B. PERCENTAGE COMPOSITION

1941 - Average ...	38.6	39.9	21.5	61.4	100.0	68.6	31.4	100.0
1948 - Jan.-Mar. . .	37.4	38.8	23.8	62.6	100.0	72.9	27.1	100.0
- Apr.-June . . .	32.8	23.4	43.8	67.2	100.0	52.4	47.6	100.0
- July-Sept. . .	31.6	31.8	36.6	68.4	100.0	47.5	52.5	100.0
- Oct.-Dec. . .	34.2	38.1	27.7	65.8	100.0	63.7	36.3	100.0
1949 - Jan.-Mar. . .	37.3	34.1	28.6	62.7	100.0	61.0	39.0	100.0
- Apr.-June . . .	29.5	30.0	40.5	70.5	100.0	56.4	43.6	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING	
				Instalment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	1.03	0.60	0.70	150	129
1948 - Mar. 31 .....	1.33	0.71	1.17	127	77
- June 30 .....	0.86	0.39	0.79	231	114
- Sept. 30 .....	1.09	0.73	0.76	123	118
- Dec. 31 .....	2.21	1.32	1.68	68	54
1949 - Mar. 31 .....	1.31	0.73	0.96	123	94
- June 30 .....	0.81	0.43	0.75	209	120

Table 7. - Retail Consumer Credit - Household Appliance and Radio Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. . .	261.4	119.4	268.8	157.8	191.7	50.4	109.7	60.2
- Apr.-June . . .	284.8	144.2	344.3	195.2	225.5	55.5	171.9	71.9
- July-Sept... . .	251.9	130.9	264.8	166.8	194.6	55.9	128.9	68.6
- Oct.-Dec. . . . .	361.1	163.0	311.0	204.0	254.9	63.5	133.9	76.2
1949 - Jan.-Mar. . .	251.4	137.8	247.0	168.9	195.9	69.9	117.9	79.0
- Apr.-June . . . .	251.9	154.3	263.8	185.2	207.1	71.7	139.0	82.9

## B. PERCENTAGE COMPOSITION

1941 - Average ...	32.7	49.3	18.0	67.3	100.0	82.6	17.4	100.0
1948 - Jan.-Mar. . .	44.6	31.2	24.2	55.4	100.0	70.0	30.0	100.0
- Apr.-June . . . .	42.6	31.6	25.8	57.4	100.0	66.3	33.7	100.0
- July-Sept... . .	42.3	33.1	24.6	57.7	100.0	67.3	32.7	100.0
- Oct.-Dec. . . . .	45.9	31.2	22.9	54.1	100.0	68.2	31.8	100.0
1949 - Jan.-Mar. . .	42.0	33.8	24.2	58.0	100.0	71.6	28.4	100.0
- Apr.-June . . . .	39.9	35.9	24.2	60.1	100.0	72.0	28.0	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total (sales incl. cash)	Instal- ment	Charge	DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC.
				Instal- ment	Charge	Percent of Instalment Sales
<u>Three month sales to</u>						
<u>receivables at:</u>						
1941 - Dec. 31 . . . . .	0.71	0.42	0.74	214	122	(not available)
1948 - Mar. 31 . . . . .	2.47	1.10	1.99	82	45	16.5
- June 30 . . . . .	2.47	1.18	1.90	76	47	17.0
- Sept. 30 . . . . .	2.01	0.99	1.51	91	60	15.0
- Dec. 31 . . . . .	2.35	1.08	1.69	83	53	19.5
1949 - Mar. 31 . . . . .	1.82	0.86	1.55	105	58	21.6
- June 30 . . . . .	1.81	0.91	1.57	99	57	20.5

Table 8. - Retail Consumer Credit - Furniture Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	250.5	102.9	166.7	116.4	144.7	64.2	72.6	65.2
- Apr.-June .	286.7	132.0	195.0	144.5	174.6	70.8	84.9	72.5
- July-Sept..	277.8	115.0	200.1	130.2	160.8	78.8	102.5	81.7
- Oct.-Dec. .	340.4	152.0	253.1	170.2	205.9	86.4	110.5	89.4
1949 - Jan.-Mar. .	235.0	113.1	186.9	126.7	149.7	85.8	102.7	87.9
- Apr.-June .	281.6	138.2	234.8	155.5	181.9	91.0	108.7	93.2

## B. PERCENTAGE COMPOSITION

1941 - Average ...	20.8	65.1	14.1	79.2	100.0	87.9	12.1	100.0
1948 - Jan.-Mar. .	36.6	44.3	19.1	63.4	100.0	86.3	13.7	100.0
- Apr.-June .	34.7	47.8	17.5	65.3	100.0	86.3	13.7	100.0
- July-Sept..	35.9	46.5	17.6	64.1	100.0	84.8	15.2	100.0
- Oct.-Dec. .	34.7	47.8	17.5	65.3	100.0	84.5	15.5	100.0
1949 - Jan.-Mar. .	33.4	48.5	18.1	66.6	100.0	85.1	14.9	100.0
- Apr.-June .	32.5	49.3	18.2	67.5	100.0	85.4	14.6	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total (sales incl. cash)	Instal- ment	Charge	DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC.
				Instal- ment	Charge	Percent of Instalment Sales
<u>Three month sales to</u>						
<u>receivables at:</u>						
1941 - Dec. 31 .....	0.58	0.43	0.67	209	134	(not available)
1948 - Mar. 31 .....	1.19	0.61	1.66	148	54	3.1
- June 30 .....	1.26	0.70	1.65	129	55	2.9
- Sept. 30 .....	1.14	0.63	1.31	143	69	3.9
- Dec. 31 .....	1.35	0.77	1.52	117	59	3.0
1949 - Mar. 3. ....	0.98	0.56	1.20	161	75	4.5
- June 30 .....	1.14	0.66	1.43	136	63	4.2

Table 9. - Retail Consumer Credit - Hardware Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	160.3	42.3	161.4	135.4	150.3	12.6	132.3	103.2
- Apr.-June .	256.1	65.4	262.0	219.0	241.5	22.5	159.6	126.6
- July-Sept. .	241.3	91.4	236.9	217.3	232.9	63.3	155.2	143.3
- Oct.-Dec. .	289.0	152.1	228.2	215.0	261.9	70.8	137.6	124.8
1949 - Jan.-Mar. .	160.2	114.5	156.0	148.7	156.0	78.9	120.5	111.8
- Apr.-June .	275.1	122.9	248.5	232.2	260.1	73.9	162.2	150.5

## B. PERCENTAGE COMPOSITION

1941 - Average ...	64.9	4.7	30.4	35.1	100.0	12.9	87.1	100.0
1948 - Jan.-Mar. .	63.9	2.5	33.6	36.1	100.0	3.0	97.0	100.0
- Apr.-June .	64.4	2.3	33.3	35.6	100.0	4.3	95.7	100.0
- July-Sept. .	67.2	1.9	30.9	32.8	100.0	5.7	94.3	100.0
- Oct.-Dec. .	69.9	3.7	26.4	30.1	100.0	10.9	89.1	100.0
1949 - Jan.-Mar. .	64.9	4.8	30.3	35.1	100.0	14.7	85.3	100.0
- Apr.-June .	68.9	2.1	29.0	31.1	100.0	6.5	93.5	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING	
				Instal- ment	Charge
Three month sales to receivables at:					
1941 - Dec. 31 .....	2.48	0.91	0.87	99	103
1948 - Mar. 31 .....	2.96	2.45	1.03	37	87
- June 30 .....	3.87	2.11	1.35	43	67
- Sept. 30 .....	4.03	1.31	1.32	69	68
- Dec. 31 .....	4.69	1.59	1.39	57	65
1949 - Mar. 31 .....	3.09	1.00	1.10	90	82
- June 30 .....	4.35	1.42	1.35	63	67

Table 10. - Retail Consumer Credit - Jewellery Stores

## A. INDEXES

Period	Sales during Period				Accounts receivable at end of period			
	Cash	Instal-ment	Charge	Total Credit	Total Sales	Instal-ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	133.8	112.4	119.8	116.1	125.6	124.8	91.8	114.4
- Apr.-June .	164.3	143.7	146.2	145.0	155.3	128.5	109.5	122.3
- July-Sept..	183.5	223.2	117.1	166.6	176.0	179.0	97.1	149.9
- Oct.-Dec. .	307.6	283.7	275.7	279.6	295.1	236.9	242.3	238.8
1949 - Jan.-Mar. .	132.4	154.0	117.8	134.8	133.5	174.4	118.7	154.8
- Apr.-June .	199.3	200.5	177.7	189.0	194.5	172.0	125.1	156.7

## B. PERCENTAGE COMPOSITION

1941 - Average ...	55.7	20.7	23.6	44.3	100.0	64.4	35.6	100.0
1948 - Jan.-Mar. .	56.9	20.7	22.4	43.1	100.0	74.7	25.3	100.0
- Apr.-June .	56.6	21.1	22.3	43.4	100.0	70.7	29.3	100.0
- July-Sept..	58.1	26.2	15.7	41.9	100.0	77.0	23.0	100.0
- Oct.-Dec. .	57.7	20.6	21.7	42.3	100.0	65.1	34.9	100.0
1949 - Jan.-Mar. .	54.7	24.3	21.0	45.3	100.0	73.0	27.0	100.0
- Apr.-June .	55.0	23.7	21.3	45.0	100.0	74.0	26.0	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING	
				Instal-ment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	1.85	0.66	1.09	136	83
1948 - Mar. 31 .....	1.91	0.60	1.51	150	60
- June 30 .....	2.26	0.75	1.53	120	59
- Sept. 30 .....	2.25	0.83	1.35	108	67
- Dec. 31 .....	2.30	0.80	1.31	113	69
1949 - Mar. 31 .....	1.61	0.59	1.14	153	79
- June 30 .....	2.19	0.79	1.60	114	56

Table 11. - Retail Consumer Credit - Motor Vehicle Dealers

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instalment	Charge	Total Credit	Total Sales	Instalment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	157.0	70.4	297.5	161.9	159.8	57.9	176.2	156.5
- Apr.-June .	216.1	92.1	303.0	175.0	192.1	79.1	209.0	187.9
- July-Sept..	197.3	68.0	266.1	139.3	163.7	70.6	245.5	198.6
- Oct.-Dec. .	203.5	81.8	321.3	170.0	184.4	64.4	235.5	192.1
1949 - Jan.-Mar. .	145.8	74.4	246.6	135.6	139.9	38.0	233.1	182.4
- Apr.-June .	276.5	113.4	349.7	198.4	231.6	65.8	262.8	214.9

## B. PERCENTAGE COMPOSITION

1941 - Average ...	42.1	37.0	20.9	57.9	100.0	26.8	73.2	100.0
1948 - Jan.-Mar. .	40.4	15.5	44.1	59.6	100.0	6.2	93.8	100.0
- Apr.-June .	46.8	17.0	36.2	53.2	100.0	6.8	93.2	100.0
- July-Sept..	50.8	15.4	33.8	49.2	100.0	9.5	90.5	100.0
- Oct.-Dec. .	47.4	16.0	36.6	52.6	100.0	8.5	91.5	100.0
1949 - Jan.-Mar. .	43.9	19.8	36.3	56.1	100.0	5.4	94.6	100.0
- Apr.-June .	50.6	18.1	31.3	49.4	100.0	7.4	92.6	100.0

## C. INSTALLMENT CREDIT SOLD TO BANKS ETC.

Date	Percent of Instalment Sales
1941 - Dec. 31 .....	(not available)
1948 - Mar. 31 .....	67.4
- June 30 .....	65.2
- Sept. 30 .....	55.2
- Dec. 31 .....	59.6
1949 - Mar. 31 .....	56.4
- June 30 .....	60.6

Table 12. - Retail Consumer Credit - Food Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	183.5	111.9	153.8	99.7
- Apr.-June ....	209.0	126.8	174.9	103.1
- July-Sept. ....	218.9	131.0	182.4	101.8
- Oct.-Dec. ....	235.8	148.5	199.6	116.4
1949 - Jan.-Mar. ....	206.7	124.2	172.1	107.7
- Apr.-June ....	218.1	145.7	189.2	108.3

## B. PERCENTAGE COMPOSITION

1941 - Average .....	58.5	41.5	100.0
1948 - Jan.-Mar. ....	69.8	30.2	100.0
- Apr.-June ....	69.9	30.1	100.0
- July-Sept. ....	70.2	29.8	100.0
- Oct.-Dec. ....	69.1	30.9	100.0
1949 - Jan.-Mar. ....	69.8	30.2	100.0
- Apr.-June .....	69.3	30.7	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total sales to total receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING
			Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	5.00	2.08	43
1948 - Mar. 31 .....	7.71	2.33	39
- June 30 .....	8.48	2.55	35
- Sept. 30 .....	8.96	2.67	34
- Dec. 31 .....	8.57	2.65	34
1949 - Mar. 31 .....	8.09	2.45	37
- June 30 .....	9.21	2.83	32

Table 13. - Retail Consumer Credit - Country General Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	162.6	142.5	155.9	82.8
- Apr.-June ....	209.7	178.4	199.2	92.3
- July-Sept. ....	235.2	188.1	219.4	97.1
- Oct.-Dec. ....	240.2	194.8	225.0	98.8
1949 - Jan.-Mar. ....	161.0	157.6	159.9	92.0
- Apr.-June ....	215.9	196.4	209.3	98.9

## B. PERCENTAGE COMPOSITION

1941 - Average .....	66.5	33.5	100.0
1948 - Jan.-Mar. ....	69.4	30.6	100.0
- Apr.-June ....	70.0	30.0	100.0
- July-Sept. ....	71.3	28.7	100.0
- Oct.-Dec. ....	71.0	29.0	100.0
1949 - Jan.-Mar. ....	67.6	32.4	100.0
- Apr.-June ....	68.4	31.6	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total sales to total receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING
			Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	2.32	0.78	115
1948 - Mar. 31 .....	4.37	1.34	67
- June 30 .....	5.00	1.50	60
- Sept. 30 .....	5.24	1.50	60
- Dec. 31 .....	5.28	1.53	59
1949 - Mar. 31 .....	3.96	1.28	70
- June 30 .....	4.53	1.43	63

Table 14. - Retail Consumer Credit - Fuel Dealers

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	221.6	190.1	198.3	125.9
- Apr.-June ....	124.5	127.9	127.0	100.6
- July-Sept. ....	163.5	154.8	157.0	120.1
- Oct.-Dec. ....	205.9	172.6	181.2	136.8
1949 - Jan.-Mar. ....	226.6	184.3	195.3	126.2
- Apr.-June ....	97.2	113.5	109.4	103.6

## B. PERCENTAGE COMPOSITION

Period	Cash	Charge	Total
1941 - Average .....	25.8	74.2	100.0
1948 - Jan.-Mar. ....	28.8	71.2	100.0
- Apr.-June ....	25.3	74.7	100.0
- July-Sept. ....	26.8	73.2	100.0
- Oct.-Dec. ....	29.3	70.7	100.0
1949 - Jan.-Mar. ....	30.2	69.8	100.0
- Apr.-June ....	22.5	77.5	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total sales to total receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING
			Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	1.74	1.29	70
1948 - Mar. 31 .....	2.74	1.95	46
- June 30 .....	2.19	1.64	55
- Sept. 30 .....	2.27	1.66	54
- Dec. 31 .....	2.30	1.63	55
1949 - Mar. 31 .....	2.72	1.90	47
- June 30 .....	1.83	1.42	63

Table 15. - Retail Consumer Credit - Feed Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	214.3	234.7	223.9	155.8
- Apr.-June ....	294.4	262.4	279.3	171.0
- July-Sept. ....	255.9	251.9	254.0	158.1
- Oct.-Dec. ....	230.1	231.3	230.7	143.1
1949 - Jan.-Mar. ....	193.9	223.8	208.0	140.4
- Apr.-June ....	291.9	297.8	294.6	185.4

## B. PERCENTAGE COMPOSITION

1941 - Average .....	52.7	47.3	100.0
1948 - Jan.-Mar. ....	50.5	49.5	100.0
- Apr.-June ....	55.6	44.4	100.0
- July-Sept. ....	53.1	46.9	100.0
- Oct.-Dec. ....	52.6	47.4	100.0
1949 - Jan.-Mar. ....	49.5	50.5	100.0
- Apr.-June ....	53.2	46.8	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total sales to total receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING
			Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	2.11	1.00	90
1948 - Mar. 31 .....	3.04	1.50	60
- June 30 .....	3.45	1.53	59
- Sept. 30 .....	3.39	1.59	57
- Dec. 31 .....	3.41	1.61	56
1949 - Mar. 31 .....	3.09	1.56	58
- June 30 .....	3.54	1.66	54

Table 16. - Retail Consumer Credit - Garages

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	130.7	197.8	155.2	153.9
- Apr.-June ....	192.5	236.2	208.5	168.1
- July-Sept. ....	207.7	255.5	225.2	177.5
- Oct.-Dec. ....	185.6	274.7	218.2	172.9
1949 - Jan.-Mar. ....	124.5	237.5	164.9	166.2
- Apr.-June ....	191.4	301.5	230.3	216.2

## B. PERCENTAGE COMPOSITION

1941 - Average .....	63.4	36.6	100.0
1948 - Jan.-Mar. ....	53.4	46.6	100.0
- Apr.-June ....	58.6	41.4	100.0
- July-Sept. ....	58.5	41.5	100.0
- Oct.-Dec. ....	54.0	46.0	100.0
1949 - Jan.-Mar. ....	48.4	51.6	100.0
- Apr.-June ....	53.7	46.3	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total sales to total receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING
			Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	3.50	1.28	70
1948 - Mar. 31 .....	3.53	1.64	55
- June 30 .....	4.34	1.80	50
- Sept. 30 .....	4.44	1.84	49
- Dec. 31 .....	4.41	2.03	44
1949 - Mar. 31 .....	3.43	1.77	51
- June 30 .....	3.90	1.80	50

Table 17. - Retail Consumer Credit - Filling Stations

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	132.3	121.9	130.6	157.2
- Apr.-June ....	167.0	150.9	164.4	189.9
- July-Sept. ....	189.2	158.7	184.3	185.4
- Oct.-Dec. ....	177.7	161.6	175.1	183.6
1949 - Jan.-Mar. ....	123.1	131.3	124.4	166.3
- Apr.-June ....	160.5	165.4	161.3	198.7

## B. PERCENTAGE COMPOSITION

1941 - Average .....	84.0	16.0	100.0
1948 - Jan.-Mar. ....	85.1	14.9	100.0
- Apr.-June ....	85.3	14.7	100.0
- July-Sept. ....	86.2	13.8	100.0
- Oct.-Dec. ....	85.2	14.8	100.0
1949 - Jan.-Mar. ....	83.2	16.8	100.0
- Apr.-June ....	83.1	16.9	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total sales to total receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING
			Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	15.45	2.47	36
1948 - Mar. 31 .....	12.84	1.92	47
- June 30 .....	13.37	1.97	46
- Sept. 30 .....	15.35	2.12	42
- Dec. 31 .....	14.74	2.18	41
1949 - Mar. 31 .....	11.57	1.95	46
- June 30 .....	12.84	2.17	41



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## METHODS .....

This report contains indexes of sales and receivables and percentage composition of sales and receivables. The indexes of cash, instalment and charge sales are based on 1941 (average quarter year 1941=100) and the indexes of instalment and charge receivables are based on December 31, 1941 as 100.

The base figure (1941) was obtained from the Census records and with only a full year's figure available the quarter year base for current periods was obtained by dividing the 1941 figure by 4. Because of this average base, indexes shown reflect seasonal variations for which no adjustment has been made.

The ratio of sales to receivables was obtained by dividing the dollar volume of the respective accounts receivable of the responding firms at the end of the period into the dollar volume of their respective sales during the period. The number of days credit outstanding is the result of dividing these ratios into 90 (days).

The combined trades totals were obtained by weighting the indexes and composition percentages of the different items by the weight of the respective type of sale or receivable for each kind of business as shown in the 1941 Census results. For instance, the sales of men's clothing stores in the 1941 Census formed 2.6% of the sales of the sixteen trades. This weight was applied to the men's clothing total sales indexes for all subsequent periods under review. The other kinds of business weights, in relation to the total for the sixteen trades, were applied to their respective total sales indexes. The sum of the results for each period was then divided by 100 to obtain the weighted index. Cash, instalment, and charge sales for each trade likewise had their own weights, taken from the 1941 Census, which were applied to the respective indexes.