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RETAIL CONSUMER CREDIT

FIRST QUARTER, 1950

AND

ANNUAL SUMMARY 1946 - 1949

A D.B.S. PUBLICATION

DOMINION BUREAU OF STATISTICS

DEPARTMENT OF TRADE AND COMMERCE

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LIST OF ALLIED PUBLICATIONS

ANNUAL:

- 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

SPECIAL:

- Operating Results Series
  - Independent Stores - 5 bulletins, 20 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

FIRST QUARTER, 1950

Vol. VI* No. 1

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 that employed in 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, revised results for the fourth quarter of 1949 are shown, but the first quarter figures for 1950 are subject to revision in the next quarterly bulletin. Newfoundland is not included in the results presented.

Change in Proportion of Cash and Credit Dealing

The proportion of cash business transacted by the combined sixteen trades during the first quarter of 1950 decreased only slightly to 62.7% from the 1949 first quarter level of 62.9%. Instalment sales accounted for a larger proportion of sales than they did a year ago, 9.1% and 8.1% respectively, while charge sales decreased from 29.0% to 28.2% of total sales.

Of the sixteen trades, ten reported smaller ratios of cash sales during the first quarter of 1950. Six of the ten 'instalment' trades increased the proportion of instalment sales while eight trades transacted a greater proportion of their business on the charge account plan than they did during the first three months of 1949.

The rise in the proportion of instalment sales was accompanied by a corresponding rise in receivables from instalment accounts. At March 31, 1949 instalment receivables were 33.2% of the total; at March 31, 1950 this ratio had risen to 35.6%.

* The volume number, used for the first time in this issue, signifies the number of years for which these statistics have been compiled. Previous issues in this series may be identified by publication number 16-1120.

Change in Indexes from 1949

Cash sales during the first quarter of 1950 were higher than in the same period of 1949. On a 1941 base the index of cash sales stood at 177.0 for the first three months of 1950 and at 170.2 in 1949. Seven of the sixteen trades increased their cash sales, with motor vehicle dealers contributing largely to the over-all increase.

Instalment sales recorded the greatest gain. The index was 141.4 for the first quarter of 1950, approximately 27% above the 1949 level. Four of the ten trades selling on the instalment plan showed increased instalment sales - department stores, men's clothing, household appliances and motor vehicle dealers.

Charge sales for the combined trades increased nominally from 170.3 in 1949 to 175.4 in 1950. Eight trades showed increased charge sales and eight reported decreases.

Receivables - Total receivables were 17% higher at March 31, 1950 than at the same date in 1949. This increase represented the combined effect of a gain of 36% in instalment receivables and of 8% in outstanding charge accounts. All except one of the ten 'instalment' trades had a greater dollar volume of unpaid accounts at March 31, 1950 and twelve of the sixteen trades had more charge accounts outstanding than at the end of the first quarter of 1949.

Days Credit Outstanding

There was a general lengthening in the number of days credit outstanding at March 31, 1950, all except one 'instalment' trade reporting more time taken for repayment of instalment accounts. Twelve of the sixteen trades extending charge credit experienced a lengthening in the time taken for payment of accounts.

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.

A summary of annual indexes of sales and receivables, and composition percentages of the trades covered in this survey is included in this bulletin from page 22.

Table 1. - Retail Consumer Credit - Combined Trades

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. .	166.3	99.2	164.6	145.6	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..	204.2	109.1	183.2	161.7	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 .	215.3	148.6	214.1	187.4	206.6	113.8	154.0	139.3
- July-Sept..	206.0	137.4	191.9	176.1	195.1	117.6	156.8	142.5
- Oct.-Dec. .	242.8	189.1	221.6	212.1	232.0	144.9	174.2	163.3
1950 - Jan.-Mar. .	177.0	141.4	175.4	165.5	172.6	146.5	150.0	149.0

B. PERCENTAGE COMPOSITION

1941 - Average ...	60.8	11.4	27.8	39.2	100.0	37.6	62.4	100.0
1948 - Jan.-Mar. .	63.0	7.2	29.8	37.0	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..	65.3	7.1	27.6	34.7	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 .	63.2	8.0	28.8	36.8	100.0	32.7	67.3	100.0
- July-Sept..	64.0	8.3	27.7	36.0	100.0	32.5	67.5	100.0
- Oct.-Dec. .	63.0	8.7	28.3	37.0	100.0	32.7	67.3	100.0
1950 - Jan.-Mar. .	62.7	9.1	28.2	37.3	100.0	35.6	64.4	100.0

Table 2. - Retail Consumer Credit - Department Stores

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. .	158.0	145.4	238.8	195.9	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..	185.4	157.2	260,9	213.2	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 .	207.2	218.6	322.9	274.8	224.3	181.4	223.7	197.5
- Jul.-Sept..	183.5	191.9	269.7	233.8	196.1	180.0	229.4	198.8
- Oct.-Dec. .	281.0	335.5	422.5	382.4	306.6	236.9	326.7	271.0
1950 - Jan.-Mar.(1)	171.3	204.9	258.4	232.4	186.6	266.5	201.8	242.0

B. PERCENTAGE COMPOSITION

1941 - Average ...	75.1	10.9	14.0	24.9	100.0	61.7	38.3	100.0
1948 - Jan.-Mar. .	70.5	10.1	19.4	29.5	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..	72.0	9.5	18.5	28.0	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 .	69.1	11.3	19.6	30.9	100.0	56.9	43.1	100.0
- Jul.-Sept..	70.0	11.4	18.6	30.0	100.0	56.1	43.9	100.0
- Oct.-Dec. .	68.6	12.7	18.7	31.4	100.0	54.2	45.8	100.0
1950 - Jan.-Mar.(1)	68.9	13.3	17.8	31.1	100.0	68.4	31.6	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	DAYS CREDIT OUTSTANDING: Charge
Three month sales to receivables at:					
1941 - Dec. 31	3.09	0.54	1.14	167	79
1948 - Mar. 31	3.30	0.64	1.32	141	68
- June 30	3.84	0.73	1.55	123	58
- Sept. 30	3.53	0.65	1.31	138	69
- Dec. 31	3.89	0.87	1.39	103	65
1949 - Mar. 31	2.94	0.53	1.32	170	68
- June 30	3.38	0.67	1.50	134	60
- Sept. 30	2.94	0.60	1.23	150	73
- Dec. 31	3.37	0.79	1.35	114	67
1950 - Mar. 31 (1) ..	2.31	0.45	1.27	200	71

(1) A direct comparison of instalment sales and receivables to previous periods is not possible due to a revision in reporting.

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

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.	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
- Jul.-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	213.9	109.7	232.2	200.5	211.2	100.1	171.8	153.4
- Jul.-Sept. ...	162.3	50.6	159.0	131.3	156.2	81.3	161.4	141.1
- Oct.-Dec.	244.7	131.0	258.8	225.2	240.9	124.3	202.4	182.1
1950 - Jan.-Mar.	135.4	81.7	175.7	151.0	138.5	112.9	166.5	152.5

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
- Jul.-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	81.1	2.7	16.2	18.9	100.0	16.8	83.2	100.0
- Jul.-Sept. ...	83.6	1.6	14.8	16.2	100.0	14.6	85.4	100.0
- Oct.-Dec.	81.7	2.8	15.5	18.3	100.0	17.7	82.3	100.0
1950 - Jan.-Mar.	78.8	3.0	18.2	21.2	100.0	19.4	80.6	100.0

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instalment	Charge
Three month sales to receivables at:					
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	8.41	1.34	1.64	67	55
- Sept. 30	6.80	0.75	1.18	120	76
- Dec. 31	8.19	1.29	1.54	70	58
1950 - Mar. 31	5.68	0.88	1.28	102	70

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
- Jul.-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	266.0	108.9	331.1	263.3	265.4	65.0	260.8	198.1
- Jul.-Sept. ...	199.7	61.6	233.6	183.2	196.2	44.0	249.1	186.6
- Oct.-Dec.	282.2	95.9	374.4	281.9	282.1	53.8	305.1	219.2
1950 - Jan.-Mar.	175.9	73.5	250.9	193.2	179.5	74.1	247.6	190.4

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
- Jul.-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	79.1	2.6	18.3	20.9	100.0	10.5	89.5	100.0
- Jul.-Sept. ...	79.9	2.0	18.1	20.1	100.0	7.2	92.8	100.0
- Oct.-Dec.	78.9	2.4	18.7	21.1	100.0	8.4	91.6	100.0
1950 - Jan.-Mar.	77.8	2.7	19.5	22.2	100.0	12.8	87.2	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	DAYS CREDIT OUTSTANDING: Charge
Three month sales to receivables at:					
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	7.27	1.83	1.49	49	60
- Sept. 30	5.69	1.57	1.11	57	81
- Dec. 31	7.24	2.06	1.48	44	61
1950 - Mar. 31	5.40	1.16	1.21	78	74

Table 5. - Retail Consumer Credit - Family Clothing Stores

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.	159.0	103.9	173.3	138.2	152.2	76.3	139.3	102.9
- Apr.-June	216.9	132.3	242.0	186.1	206.6	82.4	169.4	118.4
- Jul.-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	225.9	161.5	265.3	214.5	222.2	102.5	188.4	139.6
- Jul.-Sept. ...	193.0	101.9	194.0	149.6	179.5	92.4	175.1	128.7
--Oct.-Dec.	249.6	200.0	300.3	250.8	250.0	119.1	224.8	164.6
1950 - Jan.-Mar.	129.1	90.6	165.6	129.8	129.3	96.8	168.7	129.1

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
- Jul.-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	69.2	11.3	19.5	30.8	100.0	41.8	58.2	100.0
- Jul.-Sept. ...	74.0	8.5	17.5	26.0	100.0	40.3	59.7	100.0
- Oct.-Dec.	68.8	12.3	18.9	31.2	100.0	41.2	58.8	100.0
1950 - Jan.-Mar.	69.0	10.3	20.7	31.0	100.0	41.3	58.7	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
Three month sales to receivables at:					
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
1949 - Mar. 31	2.86	0.73	0.95	123	95
- June 30	3.70	1.00	1.24	90	73
- Sept. 30	3.34	0.71	0.98	127	92
- Dec. 31	3.68	1.10	1.18	82	76
1950 - Mar.31	2.48	0.62	0.87	145	103

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
- Jul.-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	82.9	96.5	203.3	131.2	113.1	122.4	205.9	145.7
- Jul.-Sept. ...	138.0	185.9	256.4	210.6	182.3	165.4	257.4	193.3
- Oct.-Dec.	358.3	342.1	447.7	375.8	369.2	195.1	207.9	198.6
1950 - Jan.-Mar.	168.4	126.6	233.5	159.0	162.5	131.1	163.0	139.6

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
- Jul.-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	27.5	36.0	36.5	72.5	100.0	60.6	39.4	100.0
- Jul.-Sept. ...	29.5	40.4	30.1	70.5	100.0	59.7	40.3	100.0
- Oct.-Dec.	36.8	39.2	24.0	63.2	100.0	71.0	29.0	100.0
1950 - Jan.-Mar.	38.1	34.3	27.6	61.9	100.0	69.0	31.0	100.0

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total Sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instalment	Charge
Three month sales to receivables at:					
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	0.80	0.48	0.74	188	122
- Sept. 30	0.98	0.67	0.73	134	123
- Dec. 31.....	1.94	1.07	1.61	84	56
1950 - Mar. 31	1.16	0.58	1.03	155	87

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

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.	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
- Jul.-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	253.6	153.7	249.2	181.6	205.0	71.5	115.8	80.1
- Jul.-Sept. ...	243.6	151.3	233.9	174.9	197.1	72.8	125.4	82.4
- Oct.-Dec.	339.6	210.7	258.4	224.6	261.5	95.1	118.7	99.8
1950 - Jan.-Mar.	228.3	152.0	206.4	168.0	187.6	95.0	103.6	96.7

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
- Jul.-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	40.3	35.8	23.9	59.7	100.0	71.9	28.1	100.0
- Jul.-Sept. ...	39.9	37.2	22.9	60.1	100.0	72.2	27.8	100.0
- Oct.-Dec.	41.7	38.8	19.5	58.3	100.0	76.2	23.8	100.0
1950 - Jan.-Mar.	39.6	38.6	21.8	60.4	100.0	79.1	20.9	100.0

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC.
Date	Total (sales incl. cash)	Instalment	Charge	Instalment	Charge	Percent of Instalment Sales
Three month sales to receivables at:						
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	1.84	0.92	1.56	98	58	20.0
- Sept. 30	1.71	0.88	1.41	102	64	18.8
- Dec. 31	1.86	0.95	1.52	95	59	15.2
1950 - Mar. 31	1.38	0.67	1.44	134	63	15.7

Table 8. - Retail Consumer Credit - Furniture Stores

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. ..	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
= Jul.-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 ...	280.2	138.0	235.2	155.6	181.8	91.2	111.0	93.7
= Jul.-Sept. ..	265.4	135.7	241.1	154.1	177.4	97.8	130.7	101.7
= Oct.-Dec. ...	308.1	165.8	275.6	184.9	210.3	106.3	132.3	109.5
1950 = Jan.-Mar. ...	215.5	108.5	181.8	120.9	140.2	102.3	122.9	104.9

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
= Jul.-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 ...	32.4	49.1	18.5	67.6	100.0	85.0	15.0	100.0
= Jul.-Sept. ..	31.3	50.0	18.7	68.7	100.0	84.6	15.4	100.0
= Oct.-Dec. ...	30.3	51.7	18.0	69.7	100.0	85.2	14.8	100.0
1950 = Jan.-Mar. ...	31.4	51.1	17.5	68.6	100.0	85.7	14.3	100.0

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC.
Date	Total (sales incl. cash)	Instalment	Charge	Instalment	Charge	Percent of Instalment Sales
Three month sales to receivables at:						
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. 31	0.98	0.56	1.20	161	75	4.5
- June 30	1.14	0.66	1.41	136	64	4.4
- Sept. 30	1.00	0.59	1.23	153	73	4.0
- Dec. 31	1.08	0.66	1.33	136	68	3.3
1950 - Mar. 31	0.76	0.45	0.93	200	97	5.4

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
- Jul.-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 ...	276.0	122.9	249.6	233.4	261.3	73.9	163.6	151.9
- Jul.-Sept. ..	245.3	132.9	236.7	223.8	237.8	84.3	165.5	155.1
- Oct.-Dec. ...	278.3	155.7	265.2	250.9	268.7	76.9	170.7	158.4
1950 - Jan.-Mar. ...	139.7	97.1	139.8	133.9	137.6	64.2	136.1	126.6

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
- Jul.-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 ...	69.3	2.0	28.7	30.7	100.0	6.4	93.6	100.0
- Jul.-Sept. ..	67.1	2.4	30.5	32.9	100.0	7.0	93.0	100.0
- Oct.-Dec. ...	67.5	2.6	29.9	32.5	100.0	6.3	93.7	100.0
1950 - Jan.-Mar. ...	65.7	3.5	30.8	34.3	100.0	6.7	93.3	100.0

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total Sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	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	4.37	1.42	1.34	63	67
- Sept. 30	3.86	1.35	1.26	67	71
- Dec. 31	4.21	1.75	1.34	51	67
1950 - Mar. 31	2.72	1.40	0.90	64	100

Table 10. - Retail Consumer Credit - Jewellery Stores

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. ...	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
- Jul.-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 ...	198.8	196.8	179.6	188.0	193.9	168.2	128.4	155.0
- Jul.-Sept. ..	203.9	281.7	145.2	209.4	206.4	219.4	117.1	184.1
- Oct.-Dec. ...	347.9	362.8	324.2	342.2	345.4	250.9	245.0	248.8
1950 - Jan.-Mar. ...	145.0	150.9	143.6	147.0	145.9	204.8	130.0	178.3

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
- Jul.-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 ...	56.0	22.6	21.4	44.0	100.0	72.6	27.4	100.0
- Jul.-Sept. ..	54.2	29.0	16.8	45.8	100.0	78.1	21.9	100.0
- Oct.-Dec. ...	55.8	21.8	22.4	44.2	100.0	65.0	35.0	100.0
1950 - Jan.-Mar. ...	54.5	21.8	23.7	45.5	100.0	74.2	25.8	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	DAYS CREDIT OUTSTANDING: Charge
Three month sales to receivables at:					
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	2.29	0.79	1.61	114	56
- Sept. 30	2.09	0.85	1.42	106	63
- Dec. 31	2.57	0.96	1.45	94	62
1950 - Mar. 31	1.50	0.49	1.26	184	71

Table 11. - Retail Consumer Credit - Motor Vehicle Dealers

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. ...	157.0	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
- Jul.-Sept. ..	197.3	68.0	266.1	139.3	163.7	40.0	245.5	190.8
- Oct.-Dec. ...	203.5	81.8	321.3	170.0	184.4	37.8	235.5	185.4
1949 - Jan.-Mar. ...	145.8	74.4	246.6	135.6	139.9	38.0	233.1	182.4
- Apr.-June ...	278.7	119.3	355.2	205.8	237.3	70.0	268.8	219.0
- Jul.-Sept. ..	233.0	101.6	287.6	168.1	195.7	59.5	254.5	204.7
- Oct.-Dec. ...	206.5	100.7	287.0	167.5	184.1	63.6	245.4	198.9
1950 - Jan.-Mar. ...	243.9	133.4	266.5	181.7	208.4	64.8	258.0	210.3

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
- Jul.-Sept. ..	50.8	15.4	33.8	49.2	100.0	5.6	94.4	100.0
- Oct.-Dec. ...	47.4	16.0	36.6	52.6	100.0	5.2	94.8	100.0
1949 - Jan.-Mar. ...	43.9	19.8	36.3	56.1	100.0	5.4	94.6	100.0
- Apr.-June ...	50.7	18.1	31.2	49.3	100.0	8.0	92.0	100.0
- Jul.-Sept. ..	50.6	19.2	30.2	49.4	100.0	7.4	92.6	100.0
- Oct.-Dec. ...	47.8	20.1	32.1	52.2	100.0	8.2	91.8	100.0
1950 - Jan.-Mar. ...	50.2	23.3	26.5	49.8	100.0	7.6	92.4	100.0

C. INSTALMENT 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	59.8
- Sept. 30	58.4
- Dec. 31	51.5
1950 - Mar. 31	58.3

Table 12. - Retail Consumer Credit - Food Stores

A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - ½ 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
- Jul.-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	216.8	145.2	187.4	117.2
- Jul.-Sept. ...	224.6	139.0	189.0	111.8
- Oct.-Dec.	239.1	144.8	198.2	121.9
1950 - Jan.-Mar.	208.1	128.3	173.8	104.1

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
- Jul.-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	68.3	31.7	100.0
- Jul.-Sept. ...	69.4	30.6	100.0
- Oct.-Dec.	68.3	31.7	100.0
1950 - Jan.-Mar.	68.3	31.7	100.0

C. SALES - RECEIVABLES RATIO

Date	Total sales to total receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING: Charge
Three month sales to receivables at:			
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	8.07	2.56	35
- Sept. 30	8.38	2.56	35
- Dec. 31	7.94	2.51	36
1950 - Mar. 31	8.34	2.64	34

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 - ¼ 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
- Jul.-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	216.0	193.5	208.5	101.4
- Jul.-Sept.	230.3	202.9	221.0	111.5
- Oct.-Dec.	228.8	201.5	219.8	106.4
1950 - Jan.-Mar.	150.0	149.2	149.7	105.7

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
- Jul.-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	69.2	30.8	100.0
- Jul.-Sept.	69.1	30.9	100.0
- Oct.-Dec.	69.8	30.2	100.0
1950 - Jan.-Mar.	66.8	33.2	100.0

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
Three month sales to receivables at:			
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	4.44	1.37	66
- Sept. 30	4.39	1.36	66
- Dec. 31	4.75	1.43	63
1950 - Mar. 31	3.34	1.11	81

Table 14. - Retail Consumer Credit - Fuel Dealers

A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - ¼ 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
- Jul.-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	96.9	112.6	108.6	103.8
- Jul.-Sept. ...	158.2	158.0	158.0	130.7
- Oct.-Dec.	206.0	196.8	199.1	154.9
1950 - Jan.-Mar.	231.6	230.7	230.9	164.2

B. PERCENTAGE COMPOSITION

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
- Jul.-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	22.7	77.3	100.0
- Jul.-Sept. ...	25.5	74.5	100.0
- Oct.-Dec.	26.2	73.8	100.0
1950 - Jan.-Mar.	25.0	75.0	100.0

C. SALES - RECEIVABLES RATIO

Date	Total sales to total receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING: Charge
Three month sales to receivables at:			
1941 - Dec. 31	1.74	1.29	70
1948 - Mar. 31	2.74	1.98	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	1.41	64
- Sept. 30	2.12	1.58	57
- Dec. 31	2.26	1.67	54
1950 - Mar. 31	2.42	1.82	49

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
- Jul.-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	295.1	287.3	291.4	170.0
- Jul.-Sept.	237.6	237.2	237.4	172.1
- Oct.-Dec.	225.1	224.9	225.0	152.2
1950 - Jan.-Mar.	193.2	214.1	203.2	142.9

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
- Jul.-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	53.3	46.7	100.0
- Jul.-Sept.	51.8	48.2	100.0
- Oct.-Dec.	52.6	47.4	100.0
1950 - Jan.-Mar.....	49.7	50.3	100.0

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
Three month sales to receivables at:			
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	3.66	1.71	53
- Sept. 30	2.82	1.36	66
- Dec. 31	3.05	1.45	62
1950 - Mar. 31	2.94	1.48	61

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
- Jul.-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	203.7	287.3	235.3	214.4
- Jul.-Sept.	211.0	268.2	232.4	194.8
- Oct.-Dec.	195.3	223.2	205.9	187.3
1950 - Jan.-Mar.	148.2	192.5	164.6	167.5

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
- Jul.-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	53.8	46.2	100.0
- Jul.-Sept.	56.9	43.1	100.0
- Oct.-Dec.	58.7	41.3	100.0
1950 - Jan.-Mar.	56.8	43.2	100.0

C. SALES - RECEIVABLES RATIO

Date	Total sales to total receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING: Charge
Three month sales to receivables at:			
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	3.94	1.82	49
- Sept. 30	4.37	1.88	48
- Dec. 31	4.08	1.68	54
1950 - Mar. 31	3.63	1.57	57

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
- Jul.-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	165.0	175.0	166.6	210.4
- Jul.-Sept.	182.8	171.7	181.1	196.7
- Oct.-Dec.	165.7	174.9	167.3	223.5
1950 - Jan.-Mar.	130.4	143.7	132.6	193.9

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
- Jul.-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	83.0	17.0	100.0
- Jul.-Sept.	85.0	15.0	100.0
- Oct.-Dec.	82.2	17.8	100.0
1950 - Jan.-Mar.	82.2	17.8	100.0

C. SALES - RECEIVABLES RATIO

Date	Total sales to total receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING Charge
Three month sales to receivables at:			
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	12.18	2.07	43
- Sept. 30	14.08	2.11	43
- Dec. 31	11.78	2.09	43
1950 - Mar. 31	10.35	1.84	49

SUMMARY OF ANNUAL AVERAGES

Indexes of sales and receivables have been published previously by quarterly or half-yearly periods. These indexes were not adjusted for seasonal variations. The annual indexes and composition percentages were compiled from cumulated annual sales volumes for the three classes of sale - cash, instalment and charge.

Annual figures for the 'combined trades' have not been calculated because not all of the 16 trades now covered have been represented in the series throughout the period reviewed.

From 1941 to 1946 the proportion of cash sales increased considerably. Since 1946, with the relaxation of wartime controls on credit buying, a larger share of consumer spending has been on credit terms. This was generally true of all trades except motor vehicle dealers. In this trade, there has been no decrease in the proportion of cash sales from 1946 to 1949.

Of the ten 'instalment' trades, instalment sales have accounted for an increasing share of total business since 1946. Most of the percentage decrease in cash sales was accounted for by a rise in instalment sales, credit sales remaining relatively constant. Instalment receivables also accounted for greater proportions of total accounts receivable in most of the trades.

Table 18. - Summary of Annual Indexes and Percentage Composition by Kinds of Business, 1941, 1946-1949.

Year	Sales during Year					Accounts receivable at December 31		
	Cash	Instal-ment	Charge	Total Credit	Total Sales	Instal-ment	Charge	Total
DEPARTMENT STORES								
Indexes								
1941	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1946	171.4	103.7	198.7	157.1	167.9	54.9	191.8	107.3
1947	184.4	171.6	250.4	215.9	192.3	142.2	256.8	186.1
1948	206.1	194.4	299.8	251.3	217.5	193.8	302.1	234.9
1949	210.3	227.4	316.2	275.3	226.6	236.9	326.7	271.0
% Composition								
1941	75.1	10.9	14.0	24.9	100.0	61.7	38.3	100.0
1946	76.7	6.7	16.6	23.3	100.0	31.6	68.4	100.0
1947	72.0	9.7	18.3	28.0	100.0	47.2	52.8	100.0
1948	70.9	10.4	18.7	29.1	100.0	51.2	48.8	100.0
1949	69.4	11.7	18.9	30.6	100.0	54.2	45.8	100.0

Table 18. - Summary of Annual Indexes and Percentage Composition By Kinds of Business, 1941, 1946-1949. - (Cont'd.)

Year	Sales during Year					Accounts receivable at December 31		
	Cash	Instal-ment	Charge	Total Credit	Total Sales	Instal-ment	Charge	Total
MEN'S CLOTHING STORES								
Indexes								
1941	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1946	169.8	14.7	120.1	93.4	154.8	16.8	107.2	83.8
1947	183.2	36.3	156.0	123.8	171.8	51.7	142.7	118.8
1948	200.8	72.4	191.1	159.9	192.7	108.5	184.8	165.1
1949	194.8	91.2	203.4	174.3	190.8	124.3	202.4	182.1
% Composition								
1941	80.3	5.1	14.6	19.7	100.0	25.4	74.6	100.0
1946	88.1	0.5	11.4	11.9	100.0	5.2	94.8	100.0
1947	86.2	1.1	12.7	13.8	100.0	11.4	88.6	100.0
1948	83.5	2.0	14.5	16.5	100.0	16.9	83.1	100.0
1949	81.9	2.5	15.6	18.1	100.0	17.7	82.3	100.0
WOMEN'S CLOTHING STORES								
Indexes								
1941	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1946	175.6	66.9	202.3	153.4	170.9	44.1	170.3	122.1
1947	189.6	69.9	251.2	190.4	189.8	65.4	238.9	178.5
1948	216.6	92.0	292.1	227.4	219.1	70.6	280.0	210.3
1949	232.2	88.2	304.8	237.4	233.3	53.8	305.1	219.2
% Composition								
1941	77.7	7.3	15.0	22.3	100.0	33.4	66.6	100.0
1946	80.9	3.0	16.1	19.1	100.0	13.8	86.2	100.0
1947	77.0	2.8	20.2	23.0	100.0	12.7	87.3	100.0
1948	76.7	3.0	20.3	23.3	100.0	11.2	88.8	100.0
1949	78.3	2.5	19.2	21.7	100.0	8.4	91.6	100.0
FAMILY CLOTHING STORES								
Indexes								
1941	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1946	199.9	65.9	181.2	118.2	173.4	50.6	135.1	82.3
1947	206.8	103.7	203.3	150.4	188.8	85.2	167.0	116.9
1948	222.0	143.4	225.3	185.2	210.1	122.7	195.9	156.9
1949	204.7	142.7	233.3	189.1	199.8	119.1	224.8	164.6
% Composition								
1941	67.6	15.8	16.6	32.4	100.0	56.4	43.6	100.0
1946	77.8	6.8	15.4	22.2	100.0	38.5	61.5	100.0
1947	74.6	9.3	16.1	25.4	100.0	44.6	55.4	100.0
1948	71.5	10.8	17.7	28.5	100.0	41.6	58.4	100.0
1949	70.3	10.9	18.8	29.7	100.0	41.2	58.8	100.0

Table 18. - Summary of Annual Indexes and Percentage Composition by Kinds of Business, 1941, 1946-1949. - (Cont'd.)

Year	Sales during Year					Accounts receivable at December 31		
	Cash	Instal-ment	Charge	Total Credit	Total Sales	Instal-ment	Charge	Total
FURRIERS								
Indexes								
1941	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1946	205.1	139.7	210.7	161.3	175.4	92.5	131.3	101.4
1947	216.5	174.2	253.4	196.1	202.5	138.5	210.1	153.7
1948	232.3	201.0	359.4	252.6	245.3	159.1	239.1	181.2
1949	189.5	193.2	283.9	223.4	210.6	195.1	207.9	198.6
% Composition								
1941	38.6	39.9	21.5	61.4	100.0	68.6	31.4	100.0
1946	37.7	37.6	24.7	62.3	100.0	70.3	29.7	100.0
1947	33.7	42.6	23.7	66.3	100.0	70.9	29.1	100.0
1948	33.9	35.5	30.6	66.1	100.0	63.7	36.3	100.0
1949	34.0	38.1	27.9	66.0	100.0	71.0	29.0	100.0
HOUSEHOLD APPLIANCE AND RADIO STORES								
Indexes								
1941	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1946	230.2	48.5	206.4	99.9	148.9	15.6	102.4	29.7
1947	279.9	107.7	302.0	157.3	198.5	43.2	177.8	60.1
1948	291.6	140.2	295.3	181.4	217.6	63.5	133.9	76.2
1949	272.4	163.7	247.4	187.8	215.2	95.1	118.7	99.8
% Composition								
1941	32.7	49.3	18.0	67.3	100.0	82.6	17.4	100.0
1946	58.1	13.7	28.2	41.9	100.0	44.2	55.8	100.0
1947	47.4	26.8	25.8	52.6	100.0	62.9	37.1	100.0
1948	44.0	31.8	24.2	56.0	100.0	68.2	31.8	100.0
1949	41.0	36.6	22.4	59.0	100.0	76.2	23.8	100.0
FURNITURE STORES								
Indexes								
1941	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1946	304.6	76.2	213.5	102.4	145.0	24.4	60.4	28.3
1947	303.8	116.5	197.5	132.6	168.8	61.0	73.9	62.5
1948	290.0	126.1	202.9	140.9	172.1	86.4	110.5	89.4
1949	272.0	138.3	234.0	155.4	179.8	106.3	132.3	109.5
% Composition								
1941	20.8	65.1	14.1	79.2	100.0	87.9	12.1	100.0
1946	44.3	33.6	22.1	55.7	100.0	76.9	23.1	100.0
1947	38.1	43.6	18.3	61.9	100.0	86.4	13.6	100.0
1948	35.4	46.8	17.8	64.6	100.0	84.5	15.5	100.0
1949	31.7	50.0	18.3	68.3	100.0	85.2	14.8	100.0

Table 18. - Summary of Annual Indexes and Percentage Composition By Kinds of Business, 1941, 1946-1949. - (Cont'd.)

Year	Sales during Year					Accounts receivable at December 31		
	Cash	Instal-ment	Charge	Total Credit	Total Sales	Instal-ment	Charge	Total
HARDWARE STORES								
Indexes								
1941	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1946	215.0	52.6	176.5	160.6	194.8	25.3	107.4	97.6
1947	228.6	50.4	212.8	186.8	213.4	38.0	143.3	129.0
1948	242.1	87.2	224.2	199.1	226.0	70.8	137.6	124.8
1949	239.0	129.5	225.4	211.8	229.4	76.9	170.7	158.4
% Composition								
1941	64.9	4.7	30.4	35.1	100.0	12.9	87.1	100.0
1946	69.4	1.3	29.3	30.6	100.0	3.1	96.9	100.0
1947	68.0	1.4	30.6	32.0	100.0	4.0	96.0	100.0
1948	67.0	2.6	30.4	33.0	100.0	10.9	89.1	100.0
1949	67.4	2.8	29.8	32.6	100.0	6.3	93.7	100.0
JEWELLERY STORES								
Indexes								
1941	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1946	207.0	79.5	149.5	112.0	164.3	60.6	170.4	98.6
1947	182.8	138.3	146.7	142.0	163.8	155.0	210.1	172.9
1948	200.2	190.9	165.8	177.9	190.1	236.9	242.3	238.8
1949	221.3	247.5	192.3	218.5	220.0	250.9	245.0	248.8
% Composition								
1941	55.7	20.7	23.6	44.3	100.0	64.4	35.6	100.0
1946	69.4	11.7	18.9	30.6	100.0	40.3	59.7	100.0
1947	59.7	21.8	18.5	40.3	100.0	60.5	39.5	100.0
1948	57.4	22.1	20.5	42.6	100.0	65.1	34.9	100.0
1949	55.3	24.0	20.7	44.7	100.0	65.0	35.0	100.0
MOTOR VEHICLE DEALERS								
Indexes								
1941	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1946	99.9	26.0	198.2	94.2	96.6	69.8	131.3	120.1
1947	182.8	65.1	308.2	160.4	169.8	80.0	178.6	161.2
1948	194.1	76.6	296.3	159.3	174.0	37.8	235.5	185.4
1949	216.1	98.7	294.1	168.9	189.0	63.6	245.4	198.9
% Composition								
1941	42.1	37.0	20.9	57.9	100.0	26.8	73.2	100.0
1946	42.6	9.6	47.8	57.4	100.0	10.5	89.5	100.0
1947	45.2	13.5	41.3	54.8	100.0	8.7	91.3	100.0
1948	47.0	15.9	37.1	53.0	100.0	5.2	94.8	100.0
1949	48.7	19.2	32.1	51.3	100.0	8.2	91.8	100.0

Table 18. - Summary of Annual Indexes and Percentage Composition By Kinds of Business, 1941, 1946-1949. (Cont'd.)

Year	Sales during Year			Accounts receivable at December 31 (charge)
	Cash	Charge	Total	
FOOD STORES				
Indexes				
1941	100.0	100.0	100.0	100.0
1948	211.8	129.6	177.7	116.4
1949	221.6	138.2	186.6	121.9
% Composition				
1941	58.5	41.5	100.0	
1948	69.7	30.3	100.0	
1949	68.9	31.1	100.0	
COUNTRY GENERAL STORES				
Indexes				
1941	100.0	100.0	100.0	100.0
1948	212.0	175.9	200.0	98.8
1949	208.5	188.7	202.0	106.4
% Composition				
1941	66.5	33.5	100.0	
1948	70.5	29.5	100.0	
1949	69.0	31.0	100.0	
FUEL DEALERS				
Indexes				
1941	100.0	100.0	100.0	100.0
1948	178.9	161.4	165.9	136.8
1949	173.3	163.4	165.9	154.9
% Composition				
1941	25.8	74.2	100.0	
1948	27.8	72.2	100.0	
1949	26.7	73.3	100.0	
FEED STORES				
Indexes				
1941	100.0	100.0	100.0	100.0
1948	248.7	245.1	247.0	143.1
1949	238.2	243.5	240.7	152.2
% Composition				
1941	52.7	47.3	100.0	
1948	53.1	46.9	100.0	
1949	51.9	48.1	100.0	

Table 18. - Summary of Annual Indexes and Percentage Composition By Kinds of Business, 1941, 1946-1949. - (Concl'd.)

Year		Sales during Year			Accounts receivable at December 31 (charge)
		Cash	Charge	Total	
GARAGES					
Indexes					
	1941	100.0	100.0	100.0	100.0
	1948	179.1	241.1	201.8	172.9
	1949	182.2	254.5	209.1	187.3
% Composition					
	1941	63.4	36.6	100.0	
	1948	56.3	43.7	100.0	
	1949	54.7	45.3	100.0	
FILLING STATIONS					
Indexes					
	1941	100.0	100.0	100.0	100.0
	1948	166.5	148.3	163.6	183.6
	1949	159.0	163.3	159.7	223.5
% Compositon					
	1941	84.0	16.0	100.0	
	1948	85.5	14.5	100.0	
	1949	83.4	16.6	100.0	

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