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## GOVERNMENT OF CANADA

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## RETAIL

FIRST QUARTER, 1951
D.B.S.
publication

# DOMINION BUREAU OF STATISTICS 

Department of Trade and Commerce

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

# RETAIL CONSUMER CREDIT <br> FIRST QUARTER 1951 

Vol. VII
NO. 1

Retail consunier credit statistics have been converted from an index to a dollar estimate basis. A sumary report was recently issued, giving complete information for 1941 and 1948 to 1950. The present report contains information for the first quarter of 1951 comparable with that shown in the summary bulletin.

The total sales estimated for each trade correspond with the official retail sales estimates in the regular bulletins entitled "Retail Trade". Two classifications - 'furriers' and 'feed stores' - have been dropped from the series and 'garages' and 'filling stations' have been combined to conform wh the regular sales estimates. Chain stores are excluded from the "grocery and combination store" classification.

Instalment sales, as far as possible, include only those sales made under conditional sales agreement with right of repossessior. Charge sales include, in addition to the regular open charge accounts, such specialized types as revolving credit and budgetted charge accourts.
l:o reports from Newfoundland firms are included in this survey.
©umpary of First Quarter Results for 1951

## Dollar Estimates

Instalment sales recorded a much higher percentage increase than did cash or charge sales in the first three months of this year over last. However, instelment is the smallest of the three sales classes reviewed and the volume increases for the last two classes were somewhat greater. Instalment sales rose from \$129,700,000 in the January-to-karch period of 1950 to $\$ 172,800,000$ in the same months of 1951, a gain of $33 \%$. Charge sales, at $\$ 446,600,000$ in the first quarter of 1951 were 20.5 \% ahead of last year's first quarter total of $\$ 370,600,000$. Cash sales, by far the lareest part of total sales, rose from $\$ 1,305,300,000$ to $\$ 1,535,300,000$, or 18 名。

Receivables against instalment accounts had grown from \$129,600,000 at liarch 31, 1950 to $\$ 141,600,000$ on the sane date this year. The incroase of $9 \%$ was much smaller than the cales increase, mainly because of the shorter repaynent period permitted under credit control regulations which took effect during the interval between the two dates. Charge account receivables, at $\$ 346,800,000$, were $19 \%$ above the figure for March 31, 1950 which was $\$ 291,400,000$. The gain in receivables was close to the sal gain for that segment.

Notor vehicle dealers showed the largest gains, in all three segments of sales, over the corresponding quarter of $1950-42.5 \%$ in cash sales, $52.8 \%$ in instalment sales, and $37.1 \%$ in charge sales. Appliances and radio stores, which ranked second in point of increased sales, showed a smaller gain in instalment sales ( $12.6 \%$ ) than in cash sales ( $28.4 \%$ ) or charge sales ( $28.1 \%$ ) comparing first quarter totals from 1951 with those of 1950. Other substantial increases in credit sales were reported by fuiniture stores, hardware stores, family clothing stores, and garages and filling stations. Department stores showed a minor decrease in instalment sales but a fairly large gain in charge sales.

## Percentage Composition

Preliminary estimates for the first three months of 1951 show that cash sales accounted for $71.3 \%$ of total sales, instalment sales were $8.0 \%$ and charge sales, $20.7 \%$. These ratios reflect a lowering in the 'cash' component and a coriesponding increase in the proportion of credit sales compared with preceding quarters. This characteristic was cormon to all except appliance and radio stores, among the 'instalment' trades.

All except motor vehicle dealers had an increase in the proportion of charge sales, and in most cases there was also an increase in the propoltion of instalnent sales. Department stores were the most important exception.

Grocery and combination stores, country eeneral stores and coal and wood dealers transacted a greater share of their business on a cash basis during the first quarter of 1951 than during the same period of 1950 .

## RETAIL CONSUMER CREDIT

SALES AND ACCOUNTS RECEIVABLE 1941,1948-1951



## RETAIL CONSUMER CREDIT

SALES AND ACCOUNTS RECEIVABLE 1941,1948-1951 MILLIONS
OF DOLLARS GROCERY AND COMBINATION STORES (INDEPENDENT) MILLIONS




Table 1. - Totai, 411 Trades
Sales and Accounte Receivable
(in millions oi dollars)

| Period | Siles |  |  |  | hiccounts receivable <br> (at end of period) |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Cash | $\begin{aligned} & \text { Instal- } \\ & \text { ment } \end{aligned}$ | Charge | Total | $\begin{aligned} & \text { Instal- } \\ & \text { inent } \end{aligned}$ | Charge | Total |
| 1941-1/4 yr. average | 615.9 | 76.2 | 168.1 | 860.2 | 82.6 | 157.6 | 240.2 |
| 1950-Jan.-Mar. | 1,305.9 | 129.7 | 390.6 | 1,806.2 | 129.6 | 291.4 | 421.0 |
| hpr.-June | 1,688.1 | 171.3 | 455.7 | 2,315.1 | 137.4 | 313.2 | 450.6 |
| July-Sept. | 1,766.2 | 182.5 | 479.9 | 2,428.6 | 144.5 | 331.2 | 475.7 |
| oct.-Dec. .... | 1,856.6 | 190.9 | 490.2 | 2,537.7 | 169.5 | 377.1 | 546.6 |
| 1951-Jan. -Mar. (1). | 1,535.3 | 172.8 | 446.6 | 2,154.7 | 141.6 | 346.8 | 488.4 |

Percentage Composition

| 1941-1/4 yr. average | 71.6 | 8.9 | 19.5 | 100.0 | 34.4 | 65.6 | 100.0 |
| ---: | ---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1950-Jan.-Nar. ..... | 72.3 | 7.2 | 20.5 | 100.0 | 30.8 | 69.2 | 100.0 |
| Hpr.June .... | 72.9 | 7.4 | 19.7 | 100.0 | 30.5 | 69.5 | 100.0 |
| July-Sept..... | 72.7 | 7.5 | 19.8 | 100.0 | 31.0 | 69.0 | 100.0 |
| Oct.-Dec..... | 73.2 | 7.5 | 19.3 | 100.0 | 31.0 | 69.0 | 100.0 |
| 1951-Jan.-Mar. (1). | 71.3 | 8.0 | 20.7 | 100.0 | 29.0 | 71.0 | 100.0 |

Table 2. - Department Stores
Sales and hccounts Receivable (in millions of dollars)

| 1941-1/4 yr. average | 71.6 | 11.2 | 11.7 | 94.5 | 17.9 | 11.1 | 29.0 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| 1950-Jan.-Nar. ...... | 116.8 | 20.6 | 29.9 | 167.3 | 44.6 | 23.3 | 67.9 |
| 4pr.-June $\ldots .$. | 144.3 | 26.5 | 39.6 | 210.4 | 45.7 | 26.4 | 72.1 |
| July-Sept. $\ldots .$. | 132.2 | 26.8 | 35.5 | 194.5 | 46.9 | 27.7 | 74.6 |
| Oct.-Dec..... | 209.0 | 38.8 | 53.1 | 300.9 | 53.7 | 39.9 | 93.6 |
| 1951-Jan.-Mar.(1). | 132.0 | 20.3 | 37.0 | 189.3 | 44.7 | 30.2 | 74.9 |

Percentage Composition

| 1941-1/4 yr. average | 75.8 | 11.8 | 12.4 | 100.0 | 61.7 | 38.3 | 100.0 |
| ---: | ---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1950-Jan.-Nar. ...... | 69.8 | 12.3 | 17.9 | 100.0 | 65.7 | 34.3 | 100.0 |
| Apr.-June ..... | 68.6 | 12.6 | 18.8 | 100.0 | 63.4 | 36.6 | 100.0 |
| July-Sept. ...... | 68.0 | 13.8 | 18.2 | 100.0 | 62.9 | 37.1 | 100.0 |
| Oct.-Dec. .... | 69.5 | 12.9 | 17.6 | 100.0 | 57.4 | 42.6 | 100.0 |
| 1951-Jan.-luar. (1). | 69.7 | 10.7 | 10.6 | 100.0 | 59.7 | 40.3 | 100.0 |

(1) Preliminary.

Table 3. - Notor Vehicle Dealers
Sales and ficcounts Receivable
(1n millions of dollars)

| Period | Sales |  |  |  | ficcounts receivable <br> (at end of period) |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Cash | $\begin{gathered} \text { Instal- } \\ \text { ment } \end{gathered}$ | Charée | Total | $\begin{gathered} \text { Instal- } \\ \text { ment } \end{gathered}$ | Charge | Total |
| 1941-1/4 yr. average | 43.6 | 29.8 | 16.6 | 90.0 | 4.7 | 13.8 | 18.5 |
| 1950-Jan, -Mar. | 160.5 | 58.9 | 66.8 | 286.2 | 4.1 | 54.0 | 58.1 |
| Apr.-June | 213.2 | 76.1 | 85.6 | 374.9 | 6.1 | 59.1 | 65.2 |
| July-Sept. | 213.3 | 83.9 | 95.0 | 392.2 | 5.9 | 62.4 | 68.3 |
| Oct.-Dec..... | 190.2 | 71.2 | 77.6 | 339.0 | 5.2 | 67.2 | 72.4 |
| 1951-Jan.-Mar. (1) . | 228.7 | 90.0 | 91.6 | 410.3 | 4.8 | 67.2 | 72.0 |
|  | Percentage Composition |  |  |  |  |  |  |
| 1941-1/4 yr. averace | 48.4 | 33.1 | 18.5 | 100.0 | 25.4 | 74.6 | 100.0 |
| 1950-Jan.-Mar. ..... | 56.1 | 20.6 | 23.3 | 100.0 | 7.1 | 92.9 | 100.0 |
| Apr.-June ..... | 56.9 | 20.3 | 22.8 | 100.0 | 9.4 | 90.6 | 100.0 |
| July-Sept..... | 54.4 | 21.4 | 24.2 | 100.0 | 8.6 | 91.4 | 100.0 |
| Oct.-Dec. | 56.1 | 21.0 | 22.9 | 100.0 | 7.2 | 92.8 | 100.0 |
| 1951-Jan.-Nar. (1) . | 55.7 | 21.9 | 22.4 | 100.0 | 6.7 | 93.3 | 100.0 |

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

| 1941-1/4 yr. average | 16.5 | . 9 | 2.6 | 20.0 | 1.1 | 3.2 | 4.3 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1950-Jan.-Mar. | 23.7 | 1.1 | 4.5 | 29.3 | 1.4 | 6.1 | 7.5 |
| Apr.-June | 34.9 | 1.4 | 6.4 | 42.7 | 1.4 | 7.3 | 8.7 |
| July-Sept. | 30.5 | 1.3 | 5.6 | 37.4 | 1.4 | 7.3 | 8.7 |
| Oct.-Dec. | 45.6 | 2.5 | 7.9 | 56.0 | 2.9 | 8.1 | 11.0 |
| 1951-Jan.-1ax. (1). | 26.6 | 1.6 | 5.9 | 34.1 | 2.5 | 7.6 | 10.1 |
|  | Percentage Composition |  |  |  |  |  |  |
| 1941-1/4 yr. average | 82.2 | 4.6 | 13.2 | 100.0 | 25.6 | 74.4 | 100.0 |
| 1950-Jan.-Rar. | 80.9 | 3.8 | 15.3 | 100.0 | 18.7 | 81.3 | 100.0 |
| Apr.-June | 81.7 | 3.3 | 15.0 | 100.0 | 16.1 | 83.9 | 100.0 |
| July-Sept. | 81.6 | 3.5 | 14.9 | 100.0 | 16.1 | 83.9 | 100.0 |
| Oct.-Dec..... | 84.4 | 4.5 | 14.1 | 100.0 | 26.4 | 73.6 | 100.0 |
| 1951-Jan.-Mar. (1) | 78.0 | 4.7 | 17.3 | 100.0 | 24.8 | 75.2 | 100.0 |

(1) Praliminary

Table 5. - Family Clothing Stores
Sales and Accounts Receivable
(in millions of dollars)

| Period | Sales |  |  |  | Accounts receivable <br> (at end of period) |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Cash | $\left\lvert\, \begin{gathered} \text { Instal- } \\ \text { ment } \end{gathered}\right.$ | Charge | Total | $\begin{aligned} & \text { Instal- } \\ & \text { ment } \end{aligned}$ | Charge | Total |
| 1941-1/4 yr. average | 14.2 | 2.1 | 2.2 | 18.5 | 3.7 | 2.8 | 6.5 |
| 1950-Jan.-Mar. | 19.6 | 2.0 | 3.9 | 25.5 | 3.6 | 5.3 | 8.9 |
| Apr.-June | 29.8 | 3.3 | 6.2 | 39.3 | 3.8 | 6.0 | 9.8 |
| July-Sept. | 28.0 | 2.2 | 4.9 | 35.1 | 3.5 | 5.9 | 9.4 |
| Oct.-Dec. ..... | 39.8 | 4.5 | 7.9 | 52.8 | 4.4 | 7.5 | 11.9 |
| 1951-Jan.-Tiar. (1) | 21.9 | 2.7 | 4.8 | 29.4 | 4.1 | 5.7 | 9.8 |

Percentage Composition

| 1941-I/4 yr. averace | 76.8 | 11.2 | 12.0 | 100.0 | 56.9 | 43.1 | 100.0 |
| ---: | ---: | ---: | :---: | :---: | :---: | :---: | :---: |
| 1950-Jan.-Nar. ..... | 76.9 | 7.8 | 15.3 | 100.0 | 40.4 | 59.6 | 100.0 |
| Apr.-June ..... | 75.8 | 8.4 | 15.8 | 100.0 | 38.8 | 61.2 | 100.0 |
| July-Sept. .... | 79.8 | 6.3 | 13.9 | 100.0 | 37.2 | 62.8 | 100.0 |
| Oct.-Dec. .... | 76.2 | 8.6 | 15.2 | 100.0 | 37.0 | 63.0 | 100.0 |
| 1951-Jan.-Har. (1). | 74.5 | 9.2 | 16.3 | 100.0 | 41.8 | 58.2 | 100.0 |

Table 6. - Women's Clothing Store Sales and ficcounts Receivable (in millions of dollars)

| 1941-J/4 yr. average | 15.1 | .8 | 1.9 | 17.8 | 1.0 | 1.9 | 2.9 |
| ---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1950-Jan.-Mar. ..... | 26.5 | .6 | 4.7 | 31.8 | .8 | 5.1 | 5.9 |
| Apr.-June .... | 39.3 | .6 | 6.2 | 46.1 | .5 | 5.1 | 5.6 |
| July-Sept. .... | 33.3 | .6 | 5.5 | 39.4 | .7 | 5.6 | 6.3 |
| Oct.-Dec. .... | 43.9 | .8 | 7.2 | 51.9 | .7 | 6.5 | 7.2 |
| 1951-Jan.-Nar. (1). | 29.2 | .6 | 5.6 | 35.4 | .7 | 6.6 | 7.3 |

Percentage Composition

| 1941-1/4 yr. average | 84.8 | 4.6 | 10.6 | 100.0 | 34.5 | 65.5 | 100.0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1950-Jan.-kiar. | 83.3 | 1.9 | 14.8 | 100.0 | 13.6 | 86.4 | 100.0 |
| Apr.-June | 85.2 | 1.3 | 13.5 | 100.0 | 8.9 | 91.1 | 100.0 |
| July-Sept. | 84.5 | 1.5 | 14.0 | 100.0 | 11.1 | 88.9 | 100.0 |
| Oct.-Dec. | 84.6 | 1.5 | 13.9 | 100.0 | 9.7 | 90.3 | 100.0 |
| 1059 | 82. 5 | 1.7 | 15.8 | 100.0 | 9.6 | 90.4 | 200.0 |

(1) Preliminary.

Table 7. - Hardware Stores Sales and Accounts Receivable
(in millions of dollars)

| Period | Sales |  |  |  | hiccounts receivable <br> (at end of period) |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Cash | Instalment | Charge | Total | $\begin{aligned} & \text { Instal- } \\ & \text { ment } \end{aligned}$ | Charge | Total |
| 1941-1/4 yr. average | 11.2 | 1.0 | 6.1 | 18.3 | 1.3 | 8.4 | 9.7 |
| 1950-Jan,-Liar. | 19.2 | 1.2 | 10.4 | 30.8 | 1.1 | 13.2 | 14.3 |
| Apr.-June .... | 31.7 | 2.2 | 18.2 | 52.1 | 2.0 | 17.5 | 19.5 |
| July-Sept. .... | 33.0 | 2.2 | 19.4 | 54.6 | 1.9 | 18.3 | 20.2 |
| Oct.-Dec. | 35.0 | 2.4 | 17.0 | 54.4 | 1.8 | 17.8 | 19.6 |
| 1951-Jan.-luar. (1). | 22.0 | 1.5 | 12.7 | 36.2 | 1.5 | 14.5 | 16.0 |
|  | Percentage Composition |  |  |  |  |  |  |
| 1941-1/4 yr. average | 61.3 | 5.5 | 33.2 | 100.0 | 13.4 | 86.6 | 100.0 |
| 1950-Jan.-Miar. | 62.3 | 3.9 | 33.8 | 100.0 | 7.7 | 92.3 | 100.0 |
| Apr.-June .... | 60.8 | 4.2 | 35.0 | 100.0 | 10.3 | 89.7 | 100.0 |
| July-Sept. .... | 60.4 | 4.0 | 35.6 | 100.0 | 9.4 | 90.6 | 100.0 |
| Oct.-Dec. ..... | 64.3 | 4.4 | 31.3 | 100.0 | 9.2 | 90.8 | 100.0 |
| 1951-Jan.-İar. (1) . | 60.8 | 4.1 | 35.1 | 100.0 | 9.4 | 90.6 | 100.0 |

Table 8. - Furniture Stores Sales and ficcounts Receivable (in millions of dollars)

| 1941-1/4 yr. average | 5.0 | 9.1 | 1.9 | 16.0 | 18.7 | 2.6 | 21.3 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1950-Jan.-Nar. | 13.2 | 12.3 | 4.3 | 29.8 | 25.2 | 3.8 | 29.0 |
| Apr.-June .. | 17.0 | 16.2 | 6.2 | 39.4 | 26.3 | 4.3 | 30.6 |
| July-Sept. | 17.1 | 17.4 | 6.2 | 40.7 | 28.1 | 4.8 | 32.9 |
| Oct.-Dec. | 18.3 | 18.5 | 6.7 | 43.5 | 34.3 | 5.9 | 40.2 |
| 1951-Jan.-Mar. (1) . | 14.3 | 14.3 | 5.3 | 33.9 | 28.3 | 5.3 | 33.6 |
|  | Percentage Composition |  |  |  |  |  |  |
| 1941-1/4 yr. average | 31.0 | 56.6 | 12.4 | 100.0 | 87.8 | 12.2 | 100.0 |
| 1950-Jan.-Mar. | 44.3 | 41.3 | 14.4 | 100.0 | 86.9 | 13.1 | 100.0 |
| Apr.-June ..... | 43.1 | 41.1 | 15.8 | 100.0 | 85.9 | 14.1 | 100.0 |
| July-Sept. .... | 42.0 | 42.8 | 15.2 | 100.0 | 85.4 | 14.6 | 100.0 |
| Oct.-Dec. | 42.1 | 42.5 | 15.4 | 100.0 | 85.3 | 14.7 | 100.0 |
| 1951-Jan.-liar. (1) | 18.2 | 423 | 13.6 | 100.0 | 84.2 | 15.8 | 100.0 |

(1) Preliminary。
(in millions of dollars)

| Period | Sales |  |  |  | Accounts receivable <br> (at end of period) |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Cesh | $\begin{gathered} \text { Instal- } \\ \text { ment } \end{gathered}$ | Charge | Total | Instalment | Charge | Total |
| 1941-1/4 yr. average | 3.7 | 5.6 | 2.2 | 11.5 | 15.8 | 4.0 | 19.8 |
| 1950-Jan. - Mar. | 11.6 | 11.9 | 6.4 | 29.9 | 20.1 | 5.1 | 25.2 |
| Apr.-June | 13.7 | 15.6 | 7.1 | 36.4 | 22.3 | 5.5 | 27.8 |
| July-Sept. | 14.0 | 14.8 | 7.1 | 35.9 | 24.5 | 6.2 | 30.7 |
| Oct.-Dec. | 16.9 | 15.2 | 7.7 | 39.8 | 28.4 | 7.8 | 36.2 |
| 1951-Jan.-Mar. (1) . | 14.9 | 13.4 | 8.2 | 36.5 | 24.4 | 8.0 | 32.4 |

Percentage Composition

| 1941-1/4 yr. average | 31.8 | 48.6 | 19.6 | 100.0 | 79.8 | 20.2 | 100.0 |
| ---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1950-Jan。-luar. ..... | 38.8 | 39.8 | 21.4 | 100.0 | 79.8 | 20.2 | 100.0 |
| Apr.-June ... | 37.6 | 42.9 | 19.5 | 100.0 | 80.2 | 19.8 | 100.0 |
| July-Sept. $\ldots .$. | 39.0 | 41.2 | 19.8 | 100.0 | 79.8 | 20.2 | 100.0 |
| Oct.-Lec. .... | 42.5 | 38.2 | 19.3 | 100.0 | 78.5 | 21.5 | 100.0 |
| 1951-Jan.-Mar. (1). | 40.8 | 36.7 | 22.5 | 100.0 | 75.3 | 24.7 | 100.0 |

Table 10. - Jewellery Stores Seles and Accounts Receivable
(in millions of dollars)

| Period | Seles |  |  |  | Hccounts receivable <br> (at end of period |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Cash | $\begin{aligned} & \text { Instal- } \\ & \text { ment } \end{aligned}$ | Charge | Total | $\begin{aligned} & \text { Instal- } \\ & \text { ment } \end{aligned}$ | Charge | Total |
| 1941-1/4 yr. average | 6.1 | 1.7 | 1.8 | 9.6 | 2.8 | 1.6 | 4.4 |
| 1950-Jan.-Mar. | 7.5 | 2.1 | 2.3 | 11.9 | 5.0 | 1.8 | 6.8 |
| Apr.-June | 9.5 | 2.7 | 2.8 | 15.0 | 4.5 | 1.9 | 6.4 |
| July-Sept. ... | 11.0 | 3.8 | 2.9 | 17.7 | 5.4 | 2.1 | 7.5 |
| Oct.-Dec..... | 14.0 | 6.7 | 6.5 | 27.2 | 6.7 | 3.7 | 10.4 |
| 1951-Jan.-Mar. (1). | 7.8 | 2.2 | 2.8 | 12.8 | 4.5 | 2.3 | 6.8 |

Percentage Composition

| $1941-1 / 4$ yr. average | 63.4 | 17.4 | 19.2 | 100.0 | 63.6 | 36.4 | 100.0 |
| ---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1950-Jan。-Mar. $\ldots \ldots$ | 63.0 | 17.6 | 19.4 | 100.0 | 73.5 | 26.5 | 100.0 |
| Apr.-June $\ldots \ldots$ | 63.3 | 18.0 | 18.7 | 100.0 | 70.3 | 29.7 | 100.0 |
| July-Sept. $\ldots$. | 62.1 | 21.5 | 16.4 | 100.0 | 72.0 | 28.0 | 100.0 |
| Oct.-Dec. $\ldots \ldots$ | 51.5 | 24.6 | 23.9 | 100.0 | 64.4 | 35.6 | 100.0 |
| 1951-Jan.-Mar. (1) | 60.3 | 17.2 | 21.9 | 100.0 | 66.2 | 33.8 | 100.0 |

(1) Preliminary.
$\frac{\text { Sales and Accounts Receivable }}{\text { (in millions of dollars) }}$
Table 1l. - Grocery and Combination Stores (Independent)

| Period | Sales |  |  |  |  | hecounts <br> Receivable <br> (Charge) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Cash |  | Charge |  | Total |  |
|  | Amount | \% | Amount | \% |  |  |
| 1941-1/4 yr. averace | 62.7 | 63.5 | 36.1 | 36.5 | 98.8 | 20.2 |
| 1950-Jan.-Mar. | 151.6 | 73.8 | 53.7 | 26.2 | 205.3 | 25.4 |
| Apr.-June ..... | 172.1 | 74.5 | 59.0 | 25.5 | 231.1 | 25.8 |
| July-Sept. .... | 180.5 | 75.6 | 58.3 | 24.4 | 238.8 | 25.4 |
| Oct.-Dec..... | 173.9 | 74.5 | 59.5 | 25.5 | 233.4 | 28.2 |
| 1951-Jan.-Mar. (1). | 169.4 | 75.2 | 55.8 | 24.8 | 225.2 | 25.9 |

Table 12. .- Country General Stores

| 1941-1/4 yr. average | 36.9 | 69.2 | 16.4 | 30.8 | 53.3 | 23.1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1950-Jan.-Mar. | 62.5 | 69.2 | 27.8 | 30.8 | 90.3 | 26.7 |
| Apr.-June . | 84.3 | 70.2 | 35.8 | 29.8 | 120.1 | 28.5 |
| July-Sept. | 96.1 | 71.8 | 37.7 | 28.2 | 133.8 | 30.2 |
| Oct.-Dec. | 96.3 | 79.5 | 36.6 | 27.5 | 132.9 | 31.5 |
| 1951-Jan.-Mar. (1) | 70.9 | 69.3 | 31.4 | 30.7 | 102.3 | 29.1 |

Table 13. - Coal and Wood Dealers

| 1941-1/4 yr. average | 12.3 | 49.9 | 12.4 | 50.1 | 24.7 | 12.4 |
| ---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1950-Jan.-Mar. ..... | 29.4 | 50.1 | 29.3 | 49.9 | 58.7 | 21.5 |
| Apr.-June.... | 15.6 | 43.8 | 20.0 | 56.2 | 35.6 | 16.2 |
| July-Sept..... | 23.9 | 47.4 | 26.5 | 52.6 | 50.4 | 19.5 |
| Oct.-Dec..... | 28.7 | 49.3 | 29.5 | 50.7 | 58.2 | 23.2 |
| 1951-Jan.-Mar. (1). | 30.6 | 50.4 | 30.1 | 49.6 | 60.7 | 22.6 |

Table 14. - Garages and Filling Stations

| 1941-1/4 yr. average | 41.2 | 80.4 | 10.1 | 19.6 | 51.3 | 8.2 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| 1950-Jan.-Mar. ..... | 78.7 | 77.0 | 23.5 | 23.0 | 102.2 | 21.1 |
| Apr.-June..... | 107.9 | 76.7 | 32.8 | 23.3 | 140.7 | 24.7 |
| July-Sept. .... | 128.9 | 77.3 | 37.8 | 22.7 | 166.7 | 25.5 |
| Oct.-Dec. .... | 106.3 | 77.1 | 31.5 | 22.9 | 137.8 | 25.4 |
| 1951-Jan.-Mar. (1). | 89.5 | 74.6 | 30.5 | 25.4 | 120.0 | 25.7 |

(1) Preliminary.

Table 15. - All Other Trades
Sales and Accounts Receivable
(in millions of dollars)
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| Table 15. - All Other Trades Sales and Accounts Receivable <br> (in millions of dollars) <br> Sales |  |  |  |  | Accounts receivable (at end of period) |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Cash | $\begin{aligned} & \text { Instal- } \\ & \text { ment } \end{aligned}$ | Charge | Total | $\begin{aligned} & \text { Instal- } \\ & \text { ment } \end{aligned}$ | Charge | Total |
| rage | 276.0 | 14.1 | 46.1 | 336.2 | 15.6 | 44.3 | 59.9 |
| - | 585.1 | 19.0 | 103.1 | 707.2 | 23.7 | 79.0 | 102.7 |
|  | 774.8 | 26.7 | 129.8 | 931.3 | 24.8 | 84.9 | 109.7 |
|  | 824.4 | 29.5 | 137.5 | 991.4 | 26.2 | 90.3 | 116.5 |
|  | 838.7 | 30.3 | 141.5 | 1,010.5 | 31.4 | 104.4 | 135.8 |
| ) . | 677.5 | 26.2 | 124.9 | 828.6 | 26.2 | 96.0 | 122.2 |

Percentage Composition

| 1941-1/4 yr. average | 82.1 | 4.2 | 13.7 | 100.0 | 25.9 | 74.1 | 100.0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1950-Jan.-Mar. | 82.7 | 2.7 | 14.6 | 100.0 | 23.1 | 76.9 | 100.0 |
| hpr.-June | 83.2 | 2.9 | 13.9 | 100.0 | 22.6 | 77.4 | 100.0 |
| July-Sept. .... | 83.2 | 3.0 | 10.8 | 100.0 | 22.5 | 77.5 | 100.0 |
| Oct.-Dec. ..... | 83.0 | 3.0 | 14.0 | 100.0 | 23.1 | 76.9 | 100.0 |
| 1951-Jan.-Mar. (1) . | 81.8 | 3.2 | 15.0 | 100.0 | 21.4 | 78.6 | 100.0 |

(1) Preliminary.

