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RETAIL CONSUMER CREDIT

FOURTH QUARTER, 1951



DOMINION BUREAU OF STATISTICS

Department of Trade and Commerce

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Vol. VII

No. 4

Charge account sales, with a gain of 14.6% over the fourth quarter of 1950, were responsible for the over-all increase in retail sales during the last three months of 1951. Total sales were up 6.5% and cash sales 5.5% over the same period of 1950. Instalment sales dropped 4% from a year ago. Nine of the 13 trades in this survey reported increased charge sales over last year.

Type of Sale	Sales - Fourth Quarter		
	1950	1951	% Change 1951/1950
(millions of dollars)			
Cash	1,927.4	2,033.1	+ 5.5
Instalment	203.4	195.4	- 3.9
Charge	507.8	581.9	+ 14.6
TOTAL	2,638.6	2,810.4	+ 6.5

Instalment sales were considerably lower in five of the trades which extend this type of credit. The increased instalment sales of motor vehicle dealers over last year held the decline to 3.9%. Department, furniture, and appliance and radio stores showed decreased instalment sales of 36%, 31% and 27% respectively. These trades also registered much less accounts outstanding at the end of 1951 than at December 31, 1950.

Cash sales were up in 11 of the 13 trades with jewellery and furniture stores leading in percentage increase over last year at 17.5% and 15.7% respectively. Cash sales of motor vehicle dealers were 20.1% lower and appliance and radio stores 17.4% below last year's figure.

Customers' accounts receivable for all trades were estimated at \$507,400,000 at December 31, 1951 compared with \$546,600,000 at December 31, 1950. This total decrease of 7.2% is attributed to instalment accounts outstanding which dropped from \$169,500,000 at the end of 1950 to \$105,700,000 at December 31, 1951. This is a decline of 37.6% compared to a 3.9% drop in instalment sales.

Charge accounts receivable rose 6.5% from the 1950 level to an estimated total of \$401,700,000.

Note: Total sales presented in this report are those which appear in the monthly retail trade bulletins. Sales for 1951 have recently been adjusted to the final 1950 base. This 1950 final revision was to account for changes in the number of retail stores, the regular retail trade sample being a constant sample. The final 1950 figures and 1951 sales revised to this 1950 base have made it necessary to revise the dollar estimates of sales in this report.

FOURTH QUARTER - SALES AND TOTAL ACCOUNTS RECEIVABLE - 1950 and 1951-

Trade	Cash Sales			Instalment Sales		
	1950	1951	% Change	1950	1951	% Change
Total, All Trades	1,927.4	2,033.1	+ 5.5	203.4	195.4	- 3.9
Department	209.0	213.5	+ 2.2	38.7	24.9	- 35.7
Motor Vehicle	213.5	170.6	- 20.1	79.9	97.5	+ 22.0
Men's Clothing	47.8	50.8	+ 6.3	2.6	2.5	- 3.8
Family Clothing	42.0	45.2	+ 7.6	4.8	5.1	+ 6.3
Women's Clothing	40.7	44.6	+ 9.6	0.8	0.9	+ 12.5
Hardware	36.4	38.2	+ 4.9	2.5	1.3	- 48.0
Furniture	18.5	21.4	+ 15.7	18.7	12.9	- 31.0
Appliance & Radio	17.8	14.7	- 17.4	16.1	11.7	- 27.3
Jewellery	15.4	18.1	+ 17.5	7.3	5.5	- 24.7
Grocery & Combination (independent)	182.1	206.3	+ 13.3	-	-	-
Country General	94.6	109.3	+ 15.5	-	-	-
Coal and Wood	27.6	31.2	+ 13.0	-	-	-
Garages & Filling Stations	96.3	105.1	+ 9.1	-	-	-

Percentage Composition: A continued drop in the proportion of instalment sales to total was balanced by a gain in the percentage of business transacted on the charge account plan. Cash sales (72.3%) were lower in proportion to total than during the last three months of 1950 (73.1%) but changed little from the third quarter of 1951 (72.4%).

The most noticeable decline in instalment sales occurred in department stores where the 12.9% ratio for the last quarter of 1950 declined to 8.2% in 1951. Motor vehicle dealers were the main exception to decreased ratios of instalment sales for the instalment granting trades.

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

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

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

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

Charge Sales			Total Receivables			Trade
1950	1951	% Change	1950	1951	% Change	
507.8	581.9	+ 14.6	546.6	507.4	- 7.2	Total, All Trades
53.1	64.5	+ 21.5	93.6	75.7	- 19.1	Department
87.1	98.2	+ 12.7	72.4	70.3	- 2.9	Motor Vehicle
8.2	7.9	- 3.7	11.0	11.3	+ 2.7	Men's Clothing
8.3	8.7	+ 4.8	11.9	12.8	+ 7.6	Family Clothing
6.7	6.5	- 3.0	7.2	6.9	- 4.2	Women's Clothing
17.7	17.9	+ 1.1	19.6	19.3	- 1.5	Hardware
6.7	7.9	+ 17.9	40.2	25.1	- 37.6	Furniture
8.1	7.4	- 8.6	36.2	27.3	- 24.6	Appliance & Radio
7.2	5.9	- 18.1	10.4	8.3	- 20.2	Jewellery
62.3	70.7	+ 13.5	28.2	31.6	+ 12.1	Grocery & Combination (independent)
35.9	39.6	+ 10.3	31.5	32.4	+ 2.9	Country General
28.5	33.3	+ 16.8	23.2	25.7	+ 10.8	Coal and Wood
28.6	34.6	+ 21.0	25.4	29.9	+ 17.7	Garages & Filling Stations

RETAIL CONSUMER CREDIT SALES AND ACCOUNTS RECEIVABLE 1941, 1948-1951

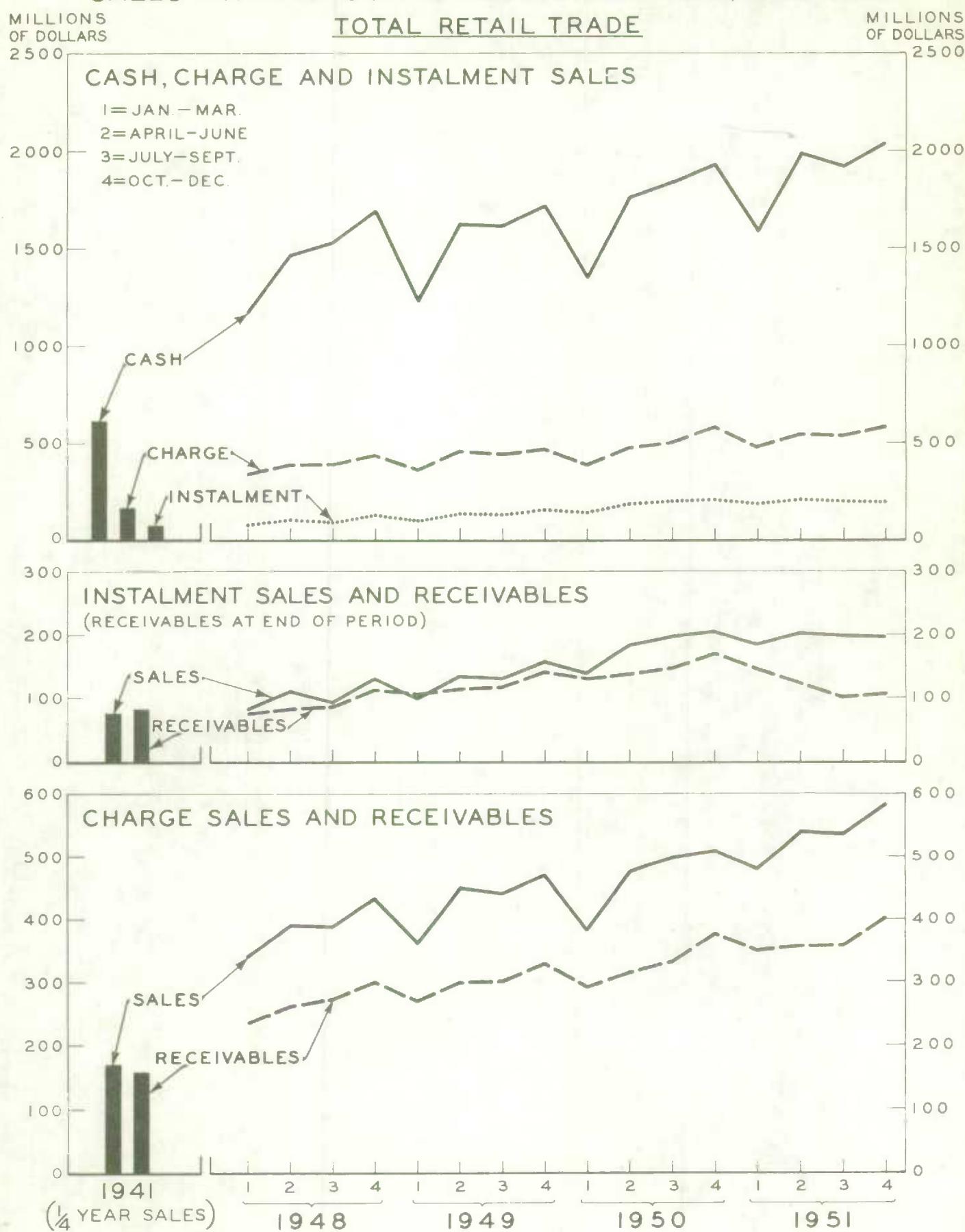


Table 1. - Total, All Trades
Sales and Accounts Receivable

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Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average ...	615.9	76.2	168.1	860.2	82.6	157.6	240.2
1950-Jan.-Mar.	1,353.9	137.3	382.2	1,873.4	129.6	291.4	421.0
Apr.-June	1,764.5	183.4	475.1	2,423.0	137.4	313.2	450.6
July-Sept.	1,838.6	196.0	497.8	2,532.4	144.5	331.2	475.7
Oct.-Dec.	1,927.4	203.4	507.8	2,638.6	169.5	377.1	546.6
1951-Jan.-Mar.	1,589.0	183.8	476.8	2,249.6	143.2	348.7	491.9
Apr.-June	1,989.8	200.8	540.0	2,730.6	121.8	356.5	478.3
July-Sept.	1,920.5	197.4	536.5	2,654.4	99.8	356.9	456.7
Oct.-Dec. (1) ...	2,033.1	195.4	581.9	2,810.4	105.7	401.7	507.4
Percentage Composition							
1941- $\frac{1}{4}$ yr. average ...	71.6	8.9	19.5	100.0	34.4	65.6	100.0
1950-Jan.-Mar.	72.3	7.3	20.4	100.0	30.8	69.2	100.0
Apr.-June	72.8	7.6	19.6	100.0	30.5	69.5	100.0
July-Sept.	72.6	7.7	19.7	100.0	31.0	69.0	100.0
Oct.-Dec.	73.1	7.7	19.2	100.0	31.0	69.0	100.0
1951-Jan.-Mar.	70.6	8.2	21.2	100.0	29.1	70.9	100.0
Apr.-June	72.9	7.3	19.8	100.0	25.5	74.5	100.0
July-Sept.	72.4	7.4	20.2	100.0	21.9	78.1	100.0
Oct.-Dec. (1) ...	72.3	7.0	20.7	100.0	20.8	79.2	100.0

Table 2. - Department Stores
Sales and Accounts Receivable

	Dollar Estimates (in millions)							
	71.6	11.2	11.7	94.5	17.9	11.1	29.0	
1941- $\frac{1}{4}$ yr. average ...	71.6	11.2	11.7	94.5	17.9	11.1	29.0	
1950-Jan.-Mar.	116.5	20.5	29.8	166.8	44.6	23.3	67.9	
Apr.-June	144.2	26.5	39.6	210.3	45.7	26.4	72.1	
July-Sept.	132.2	26.8	35.5	194.5	46.9	27.7	74.6	
Oct.-Dec.	209.0	38.7	53.1	300.8	53.7	39.9	93.6	
1951-Jan.-Mar.	131.9	20.2	37.0	189.1	44.6	30.1	74.7	
Apr.-June	158.7	17.6	45.0	221.3	34.1	32.2	66.3	
July-Sept.	134.9	14.3	39.2	188.4	25.9	32.8	58.7	
Oct.-Dec. (1) ...	213.5	24.9	64.5	302.9	26.5	49.2	75.7	
Percentage Composition								
1941- $\frac{1}{4}$ yr. average ...	75.8	11.8	12.4	100.0	61.7	38.3	100.0	
1950-Jan.-Mar.	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.-Mar.	69.7	10.7	19.6	100.0	59.7	40.3	100.0	
Apr.-June	71.7	8.0	20.3	100.0	51.4	48.6	100.0	
July-Sept.	71.6	7.6	20.8	100.0	44.1	55.9	100.0	
Oct.-Dec. (1) ...	70.5	8.2	21.3	100.0	35.0	65.0	100.0	

(1) Preliminary.

Table 3. - Motor Vehicle Dealers
Sales and Accounts Receivable

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average ..	43.6	29.8	16.6	90.0	4.7	13.8	18.5
1950-Jan.-Mar.	175.5	64.4	73.1	313.0	4.1	54.0	58.1
Apr.-June	240.0	85.6	96.5	422.1	6.1	59.1	65.2
July-Sept.	238.3	93.7	106.1	438.1	5.9	62.4	68.3
Oct.-Dec.	213.5	79.9	87.1	380.5	5.2	67.2	72.4
1951-Jan.-Mar.	242.9	97.6	110.3	450.8	6.4	70.1	76.5
Apr.-June	310.4	114.8	117.8	543.0	5.8	73.9	79.7
July-Sept.	228.2	116.9	106.7	451.8	4.9	66.2	71.1
Oct.-Dec. (1) ..	170.6	97.5	98.2	366.3	5.1	65.2	70.3
Percentage Composition							
1941- $\frac{1}{4}$ yr. average ..	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.-Mar.	53.9	21.6	24.5	100.0	8.4	91.6	100.0
Apr.-June	57.2	21.1	21.7	100.0	7.3	92.7	100.0
July-Sept.	50.5	25.9	23.6	100.0	6.9	93.1	100.0
Oct.-Dec. (1) ..	46.6	26.6	26.8	100.0	7.3	92.7	100.0

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

	Dollar Estimates (in millions)						
	1941- $\frac{1}{4}$ yr. average ..	1950-Jan.-Mar.	1951-Jan.-Mar.	Apr.-June	July-Sept.	Oct.-Dec.	Oct.-Dec. (1) ..
1941- $\frac{1}{4}$ yr. average ..	16.5	0.9	2.6	20.0	1.1	3.2	4.3
1950-Jan.-Mar.	25.3	1.2	4.8	31.3	1.4	6.1	7.5
Apr.-June	36.0	1.5	6.6	44.1	1.4	7.3	8.7
July-Sept.	30.7	1.3	5.6	37.6	1.4	7.3	8.7
Oct.-Dec.	47.8	2.6	8.2	58.6	2.9	8.1	11.0
1951-Jan.-Mar.	28.5	1.7	6.3	36.5	2.4	7.1	9.5
Apr.-June	37.8	1.9	6.9	46.6	2.3	7.4	9.7
July-Sept.	31.4	1.4	5.6	38.4	1.9	6.9	8.8
Oct.-Dec. (1) ..	50.8	2.5	7.9	61.2	2.7	8.6	11.3
Percentage Composition							
1941- $\frac{1}{4}$ yr. average ..	82.2	4.6	13.2	100.0	25.6	74.4	100.0
1950-Jan.-Mar.	80.9	3.8	15.3	100.0	18.7	81.3	100.0
Apr.-June	81.6	3.4	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.	81.6	4.4	14.0	100.0	26.4	73.6	100.0
1951-Jan.-Mar.	78.1	4.6	17.3	100.0	25.3	74.7	100.0
Apr.-June	81.1	4.1	14.8	100.0	23.7	76.3	100.0
July-Sept.	81.8	3.6	14.6	100.0	21.6	78.4	100.0
Oct.-Dec. (1) ..	83.0	4.1	12.9	100.0	23.9	76.1	100.0

(1) Preliminary.

Table 5. - Family Clothing Stores
Sales and Accounts Receivable

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Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average ..	14.2	2.1	2.2	18.5	3.7	2.8	6.5
1950-Jan.-Mar.	21.1	2.2	4.2	27.5	3.6	5.3	8.9
Apr.-June	31.0	3.4	6.5	40.9	3.8	6.0	9.8
July-Sept.	29.5	2.3	5.2	37.0	3.5	5.9	9.4
Oct.-Dec.	42.0	4.8	8.3	55.1	4.4	7.5	11.9
1951-Jan.-Mar.	23.9	2.6	5.2	31.7	3.7	6.0	9.7
Apr.-June	32.7	3.3	6.6	42.6	3.8	6.1	9.9
July-Sept.	30.5	2.4	5.2	38.1	3.6	5.7	9.3
Oct.-Dec. (1) ..	45.2	5.1	8.7	59.0	5.4	7.4	12.8
Percentage Composition							
1941- $\frac{1}{4}$ yr. average ..	76.8	11.2	12.0	100.0	56.9	43.1	100.0
1950-Jan.-Mar.	76.7	8.0	15.3	100.0	40.4	59.6	100.0
Apr.-June	75.8	8.3	15.9	100.0	38.8	61.2	100.0
July-Sept.	79.7	6.2	14.1	100.0	37.2	62.8	100.0
Oct.-Dec.	76.2	8.7	15.1	100.0	37.0	63.0	100.0
1951-Jan.-Mar.	75.4	8.2	16.4	100.0	38.1	61.9	100.0
Apr.-June	76.8	7.7	15.5	100.0	38.4	61.6	100.0
July-Sept.	80.1	6.3	13.6	100.0	38.7	61.3	100.0
Oct.-Dec. (1) ..	76.6	8.6	14.8	100.0	42.2	57.8	100.0

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

	Dollar Estimates (in millions)						
	1941- $\frac{1}{4}$ yr. average ..	1950-Jan.-Mar.	1951-Jan.-Mar.	Apr.-June	July-Sept.	Oct.-Dec.	Oct.-Dec. (1) ..
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average ..	15.1	0.8	1.9	17.8	1.0	1.9	2.9
1950-Jan.-Mar.	25.8	0.6	4.6	31.0	0.8	5.1	5.9
Apr.-June	37.9	0.6	5.9	44.4	0.5	5.1	5.6
July-Sept.	31.7	0.5	5.3	37.5	0.7	5.6	6.3
Oct.-Dec.	40.7	0.8	6.7	48.2	0.7	6.5	7.2
1951-Jan.-Mar.	27.8	0.6	5.7	34.1	0.7	6.5	7.2
Apr.-June	41.4	0.6	6.6	48.6	0.7	5.6	6.3
July-Sept.	35.8	0.5	6.1	42.4	0.5	6.3	6.8
Oct.-Dec. (1) ..	44.6	0.9	6.5	52.0	0.9	6.0	6.9
Percentage Composition							
1941- $\frac{1}{4}$ yr. average ..	84.8	4.6	10.6	100.0	34.5	65.5	100.0
1950-Jan.-Mar.	83.2	1.9	14.9	100.0	13.6	86.4	100.0
Apr.-June	85.4	1.3	13.3	100.0	8.9	91.1	100.0
July-Sept.	84.5	1.4	14.1	100.0	11.1	88.9	100.0
Oct.-Dec.	84.4	1.7	13.9	100.0	9.7	90.3	100.0
1951-Jan.-Mar.	81.5	1.8	16.7	100.0	9.7	90.3	100.0
Apr.-June	85.2	1.2	13.6	100.0	11.1	88.9	100.0
July-Sept.	84.4	1.2	14.4	100.0	7.4	92.6	100.0
Oct.-Dec. (1) ..	85.8	1.7	12.5	100.0	13.0	87.0	100.0

(1) Preliminary.

Table 7. - Hardware Stores
Sales and Accounts Receivable

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average ..	11.2	1.0	6.1	18.3	1.3	8.4	9.7
1950-Jan.-Mar.	19.6	1.2	10.6	31.4	1.1	13.2	14.3
Apr.-June	32.7	2.3	18.8	53.8	2.0	17.5	19.5
July-Sept.	34.0	2.3	20.0	56.3	1.9	18.3	20.2
Oct.-Dec.	36.4	2.5	17.7	56.6	1.8	17.8	19.6
1951-Jan.-Mar.	22.4	1.8	12.9	37.1	1.5	15.5	17.0
Apr.-June	38.6	1.6	20.5	60.7	2.0	18.1	20.1
July-Sept.	35.1	1.4	18.2	54.7	1.9	18.7	20.6
Oct.-Dec. (1) ..	38.2	1.3	17.9	57.4	0.9	18.4	19.3
Percentage Composition							
1951- $\frac{1}{4}$ yr. average ..	61.3	5.5	33.2	100.0	13.4	86.6	100.0
1950-Jan.-Mar.	62.4	3.8	33.8	100.0	7.7	92.3	100.0
Apr.-June	60.8	4.3	34.9	100.0	10.3	89.7	100.0
July-Sept.	60.4	4.1	35.5	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.-Mar.	60.4	4.8	34.8	100.0	8.8	91.2	100.0
Apr.-June	63.6	2.6	33.8	100.0	10.0	90.0	100.0
July-Sept.	64.1	2.6	33.3	100.0	9.2	90.8	100.0
Oct.-Dec. (1) ..	66.5	2.3	31.2	100.0	4.7	95.3	100.0

Table 8. - Furniture Stores
Sales and Accounts Receivable

	Dollar Estimates (in millions)						
	1941- $\frac{1}{4}$ yr. average ..	1950-Jan.-Mar.	1951-Jan.-Mar.	Apr.-June	July-Sept.	Oct.-Dec.	Oct.-Dec. (1) ..
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average ..	5.0	9.1	1.9	16.0	18.7	2.6	21.3
1950-Jan.-Mar.	13.9	12.8	4.5	31.2	25.2	3.8	29.0
Apr.-June	18.1	17.2	6.6	41.9	26.3	4.3	30.6
July-Sept.	17.9	18.3	6.4	42.6	28.1	4.8	32.9
Oct.-Dec.	18.5	18.7	6.7	43.9	34.3	5.9	40.2
1951-Jan.-Mar.	15.3	14.9	5.5	35.7	27.4	4.7	32.1
Apr.-June	18.5	15.9	7.2	41.6	24.6	5.3	29.9
July-Sept.	17.7	13.1	6.9	37.7	20.8	5.2	26.0
Oct.-Dec. (1) ..	21.4	12.9	7.9	42.2	19.7	5.4	25.1
Percentage Composition							
1941- $\frac{1}{4}$ yr. average ..	31.0	56.6	12.4	100.0	87.8	12.2	100.0
1950-Jan.-Mar.	44.6	41.0	14.4	100.0	86.9	13.1	100.0
Apr.-June	43.2	41.1	15.7	100.0	85.9	14.1	100.0
July-Sept.	42.0	43.0	15.0	100.0	85.4	14.6	100.0
Oct.-Dec.	42.1	42.6	15.3	100.0	85.3	14.7	100.0
1951-Jan.-Mar.	42.9	41.7	15.4	100.0	85.4	14.6	100.0
Apr.-June	44.5	38.2	17.3	100.0	82.3	17.7	100.0
July-Sept.	47.0	34.7	18.3	100.0	80.0	20.0	100.0
Oct.-Dec. (1) ..	50.7	30.6	18.7	100.0	78.5	21.5	100.0

(1) Preliminary.

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

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Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average ..	3.7	5.6	2.2	11.5	15.8	4.0	19.8
1950-Jan.-Mar.	11.8	12.2	6.5	30.5	20.1	5.1	25.2
Apr.-June	13.2	15.1	6.8	35.1	22.3	5.5	27.8
July-Sept.	14.6	15.3	7.4	37.3	24.5	6.2	30.7
Oct.-Dec.	17.8	16.1	8.1	42.0	28.4	7.8	36.2
1951-Jan.-Mar.	14.6	14.3	7.9	36.8	25.7	7.5	33.2
Apr.-June	15.8	11.9	8.6	36.3	23.1	7.2	30.3
July-Sept.	11.5	9.5	7.6	28.6	18.9	7.0	25.9
Oct.-Dec. (1) ..	14.7	11.7	7.4	33.8	20.6	6.7	27.3
Percentage Composition							
1941- $\frac{1}{4}$ yr. average ..	31.8	48.6	19.6	100.0	79.8	20.2	100.0
1950-Jan.-Mar.	38.7	40.0	21.3	100.0	79.8	20.2	100.0
Apr.-June	37.6	43.0	19.4	100.0	80.2	19.8	100.0
July-Sept.	39.2	41.0	19.8	100.0	79.8	20.2	100.0
Oct.-Dec.	42.4	38.3	19.3	100.0	78.5	21.5	100.0
1951-Jan.-Mar.	39.7	38.8	21.5	100.0	77.4	22.6	100.0
Apr.-June	43.5	32.8	23.7	100.0	76.2	23.8	100.0
July-Sept.	40.2	33.2	26.6	100.0	73.0	27.0	100.0
Oct.-Dec. (1) ..	43.5	34.6	21.9	100.0	75.5	24.5	100.0

Table 10. - Jewellery Stores
Sales and Accounts Receivable

	Dollar Estimates (in millions)						
	1941- $\frac{1}{4}$ yr. average ..	1.7	1.8	9.6	2.8	1.6	4.4
1950-Jan.-Mar.	8.5	2.3	2.5	13.3	5.0	1.8	6.8
Apr.-June	10.4	3.0	3.1	16.5	4.5	1.9	6.4
July-Sept.	12.0	4.1	3.1	19.2	5.4	2.1	7.5
Oct.-Dec.	15.4	7.3	7.2	29.9	6.7	3.7	10.4
1951-Jan.-Mar.	8.6	2.3	3.2	14.1	4.3	2.3	6.6
Apr.-June	10.6	2.4	3.6	16.6	2.9	2.1	5.0
July-Sept.	11.4	3.1	2.8	17.3	2.9	1.8	4.7
Oct.-Dec. (1) ..	18.1	5.5	5.9	29.5	4.3	4.0	8.3
Percentage Composition							
1941- $\frac{1}{4}$ yr. average ..	63.4	17.4	19.2	100.0	63.6	36.4	100.0
1950-Jan.-Mar.	63.9	17.3	18.8	100.0	73.5	26.5	100.0
Apr.-June	63.0	18.2	18.8	100.0	70.3	29.7	100.0
July-Sept.	62.5	21.4	16.1	100.0	72.0	28.0	100.0
Oct.-Dec.	51.5	24.4	24.1	100.0	64.4	35.6	100.0
1951-Jan.-Mar.	61.0	16.3	22.7	100.0	65.2	34.8	100.0
Apr.-June	63.8	14.5	21.7	100.0	58.0	42.0	100.0
July-Sept.	65.9	17.9	16.2	100.0	61.7	38.3	100.0
Oct.-Dec. (1) ..	61.4	18.6	20.0	100.0	51.8	48.2	100.0

(1) Preliminary.

Sales and Accounts Receivable
(in millions of dollars)

Table 11. - Grocery and Combination Stores (Independent)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1941- $\frac{1}{4}$ yr. average ...	62.7	63.5	36.1	36.5	98.8	20.2
1950-Jan.-Mar.	157.4	73.8	55.8	26.2	213.2	25.4
Apr.-June	178.3	74.4	61.2	25.6	239.5	25.8
July-Sept.	187.6	75.6	60.6	24.4	248.2	25.4
Oct.-Dec.	182.1	74.5	62.3	25.5	244.4	28.2
1951-Jan.-Mar.	176.6	75.3	58.0	24.7	234.6	25.7
Apr.-June	192.4	73.5	69.2	26.5	261.6	27.3
July-Sept.	207.0	75.1	68.5	24.9	275.5	27.1
Oct.-Dec. (1) ...	206.3	74.5	70.7	25.5	277.0	31.6

Table 12. - Country General Stores

1941- $\frac{1}{4}$ yr. average ...	36.9	69.2	16.4	30.8	53.3	23.1
1950-Jan.-Mar.	63.0	69.2	28.0	30.8	91.0	26.7
Apr.-June	84.1	70.2	35.7	29.8	119.8	28.5
July-Sept.	95.6	71.8	37.5	28.2	133.1	30.2
Oct.-Dec.	94.6	72.5	35.9	27.5	130.5	31.5
1951-Jan.-Mar.	71.4	69.3	31.7	30.7	103.1	29.6
Apr.-June	98.5	71.5	39.2	28.5	137.7	29.7
July-Sept.	104.3	71.6	41.3	28.4	145.6	31.9
Oct.-Dec. (1) ...	109.3	73.4	39.6	26.6	148.9	32.4

Table 13. - Coal and Wood Dealers

1941- $\frac{1}{4}$ yr. average ...	12.3	49.9	12.4	50.1	24.7	12.4
1950-Jan.-Mar.	27.9	50.1	27.8	49.9	55.7	21.5
Apr.-June	15.2	43.8	19.5	56.2	34.7	16.2
July-Sept.	22.7	47.5	25.1	52.5	47.8	19.5
Oct.-Dec.	27.6	49.2	28.5	50.8	56.1	23.2
1951-Jan.-Mar.	29.1	50.4	28.6	49.6	57.7	22.7
Apr.-June	15.5	46.5	17.8	53.5	33.3	16.0
July-Sept.	20.2	47.3	22.5	52.7	42.7	19.7
Oct.-Dec. (1) ...	31.2	48.4	33.3	51.6	64.5	25.7

Table 14. - Garages and Filling Stations

1941- $\frac{1}{4}$ yr. average ...	41.2	80.4	10.1	19.6	51.3	8.2
1950-Jan.-Mar.	72.1	77.0	21.5	23.0	93.6	21.1
Apr.-June	99.6	76.7	30.3	23.3	129.9	24.7
July-Sept.	115.7	77.3	33.9	22.7	149.6	25.5
Oct.-Dec.	96.3	77.1	28.6	22.9	124.9	25.4
1951-Jan.-Mar.	81.8	74.5	28.0	25.5	109.8	24.4
Apr.-June	110.6	76.8	33.4	23.2	144.0	26.9
July-Sept.	118.5	76.9	35.6	23.1	154.1	28.8
Oct.-Dec. (1) ...	105.1	75.2	34.6	24.8	139.7	29.9

(1) Preliminary.

Table 15. - All Other Trades
Sales and Accounts Receivable

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Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average ..	276.0	14.1	46.1	336.2	15.6	44.3	59.9
1950-Jan.-Mar.	615.5	19.9	108.5	743.9	23.7	79.0	102.7
Apr.-June	823.8	28.2	138.0	990.0	24.8	84.9	109.7
July-Sept.	876.1	31.4	146.1	1,053.6	26.2	90.3	116.5
Oct.-Dec.	885.7	32.0	149.4	1,067.1	31.4	104.4	135.8
1951-Jan.-Mar.	714.2	27.8	136.5	878.5	26.5	96.5	123.0
Apr.-June	908.3	30.8	157.6	1,096.7	22.5	98.7	121.2
July-Sept.	934.0	34.8	170.3	1,139.1	18.5	98.8	117.3
Oct.-Dec. (1) ..	964.1	33.1	178.8	1,176.0	19.6	111.2	130.8
Percentage Composition							
1941- $\frac{1}{4}$ 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
Apr.-June	83.2	2.9	13.9	100.0	22.6	77.4	100.0
July-Sept.	83.1	3.0	13.9	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.	81.3	3.2	15.5	100.0	21.5	78.5	100.0
Apr.-June	82.8	2.8	14.4	100.0	18.6	81.4	100.0
July-Sept.	82.0	3.1	14.9	100.0	15.8	84.2	100.0
Oct.-Dec. (1) ..	82.0	2.8	15.2	100.0	15.0	85.0	100.0

(1) Preliminary.

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