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GOVERNMENT OF CANADA

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## **RETAIL CONSUMER CREDIT**

**FIRST QUARTER, 1952**



DOMINION BUREAU OF STATISTICS

Department of Trade and Commerce

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Dominion Bureau of Statistics, Ottawa

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Vol. Vlll

No. 1

Total sales reflected a seasonal decline of 17.7 % from the previous quarter. This trend was apparent in cash and charge sales with percentage declines of 20.3 and 14.4 respectively. The increase in instalment sales, though slight ( 0.3 %), is significant as a reverse in trend.

Diminishing the seasonal effect, a comparison of the total sales for the first 3 months of this year with total sales for the corresponding period for last year, indicates an increase of 2.9%. Cash sales, comprising approximately 70 % of total sales increased 1.9%. Charge sales and instalment sales increased 5.4 % and 5.2 % respectively, but in dollar terms, these apparently high increases accounted for only \$25.7 and \$9.5 million respectively, of the \$64.6 million difference.

Type of Sale	Sales - First Quarter		
	1951	1952	% Change 1952/1951
(millions of dollars)			
Cash.....	1,589.0	1,618.4	+ 1.9
Instalment.....	183.8	193.3	+ 5.2
Charge .....	476.8	502.5	+ 5.4
TOTAL .....	2,249.6	2,314.2	+ 2.9

Cash sales net advance of 1.9 % over the first 3 months of 1951 resulted from the increased sales of independent grocery and combination stores, women's clothing stores, and minor increases in other trades, which outweighed the decreases in cash sales of motor vehicle, appliance and radio, hardware and department stores.

Charge sales for total trade were 5.4 % above last year 's first quarter with department store sales and grocery and combination store sales showing the most significant absolute increase, and motor vehicle sales showing the major decline. From a percentage viewpoint, women's clothing stores showed the greatest increase (21.1%) and radio and appliance stores the greatest decline (15.2%) in charge sales, although in each instance, the absolute difference was comparatively small.

Customers' accounts receivable for the first 3 months of 1952 were 9.5% lower than for the corresponding period of last year. This decrease is attributed to a \$9.7 million, or 9.3%, decrease in instalment receivables, and a \$50.6 million, or 12.6%, decrease in charge receivables. There was a decline in instalment receivables for all trades except appliance and radio, which increased \$1.7 million, and women's clothing which remained at the same level. Charge receivables followed much the same pattern with a gain of \$0.9 million for women's clothing trade and no change for radio and appliance. All other trades reported a decline in charge receivables.

NOTE: The 1950 figures, as published, are revised to account for the growth and retirement of establishments in the various trades. In order to present the chart on page 4 on a matching firm basis, the unrevised sales figures for 1950 were used.

#### FIRST QUARTER - SALES AND TOTAL ACCOUNTS RECEIVABLE - 1951 and 1952

Trade	Cash Sales			Instalment Sales		
	1951	1952	% Change	1951	1952	% Change
Total, All Trades ....	1589.0	1618.4	+ 1.9	183.8	193.3	+ 5.2
Department .....	131.9	129.8	- 1.6	20.2	14.8	- 26.7
Motor Vehicle .....	242.9	191.6	- 21.1	97.6	110.0	+ 12.7
Men's Clothing .....	28.5	28.4	- 0.4	1.7	1.4	- 17.6
Family Clothing .....	23.9	24.5	+ 2.5	2.6	2.9	+ 11.5
Women's Clothing .....	27.8	31.8	+ 14.4	0.6	0.5	- 16.7
Hardware .....	22.4	21.9	- 2.2	1.8	2.2	+ 22.2
Furniture .....	15.3	15.7	+ 2.6	14.9	13.5	- 9.4
Appliance & Radio.....	14.6	11.3	- 22.6	14.3	13.2	- 7.7
Jewellery.....	8.6	8.6	-	2.3	2.2	- 4.3
Grocery & Combination (independent) .....	176.6	190.4	+ 7.8	-	-	-
Country General.....	71.4	82.5	+ 15.5	-	-	-
Coal & Wood.....	29.1	30.0	+ 3.1	-	-	-
Garages & Filling Stations.....	81.8	88.2	+ 7.8	-	-	-

Percentage Composition: The seasonal decrease in total sales was typical in that the proportion of cash sales to total dropped, and the difference was absorbed by both instalment and charge sales. For every trade except motor vehicles and jewellery, there was a decrease in the proportion of cash sales to total. The decline in the percentage composition occurred in the charge sales for the motor vehicle trade and the instalment sales for the jewellery trade. Department, and men's clothing store sales indicate a drop in the proportion of instalment as well as cash sales to the respective totals. Appliance and radio, and furniture were the only two trades to report a decrease in the ratio of both cash and charge sales to their respective totals.

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
1951	1952	% Change	1951	1952	% Change	
476.8	502.5	+ 5.4	491.9	445.2	- 9.5	Total, All Trades
37.0	41.0	+ 10.8	74.7	58.8	- 21.3	Department
110.3	99.6	- 9.7	76.5	59.1	- 22.7	Motor Vehicle
6.3	6.5	+ 3.2	9.5	9.7	+ 2.1	Men's Clothing
5.2	5.5	+ 5.8	9.7	10.4	+ 7.2	Family Clothing
5.7	6.9	+ 21.1	7.2	8.5	+ 18.1	Women's Clothing
12.9	12.9	-	17.0	16.1	- 5.3	Hardware
5.5	6.5	+ 18.2	32.1	23.7	- 26.2	Furniture
7.9	6.7	- 15.2	33.2	28.5	- 14.2	Appliance & Radio
3.2	2.8	- 12.5	6.6	4.7	- 28.8	Jewellery
58.0	65.0	+ 12.1	25.7	28.0	+ 8.9	Grocery & Combination (Independent)
31.7	32.1	+ 1.3	29.6	30.8	+ 4.1	Country General
28.6	33.2	+ 16.1	22.7	24.4	+ 7.5	Coal and Wood Garages & Filling Stations
28.0	30.5	+ 8.9	24.4	27.8	+ 13.9	

# RETAIL CONSUMER CREDIT

PERCENTAGE CHANGE FROM SAME QUARTER OF PREVIOUS YEAR

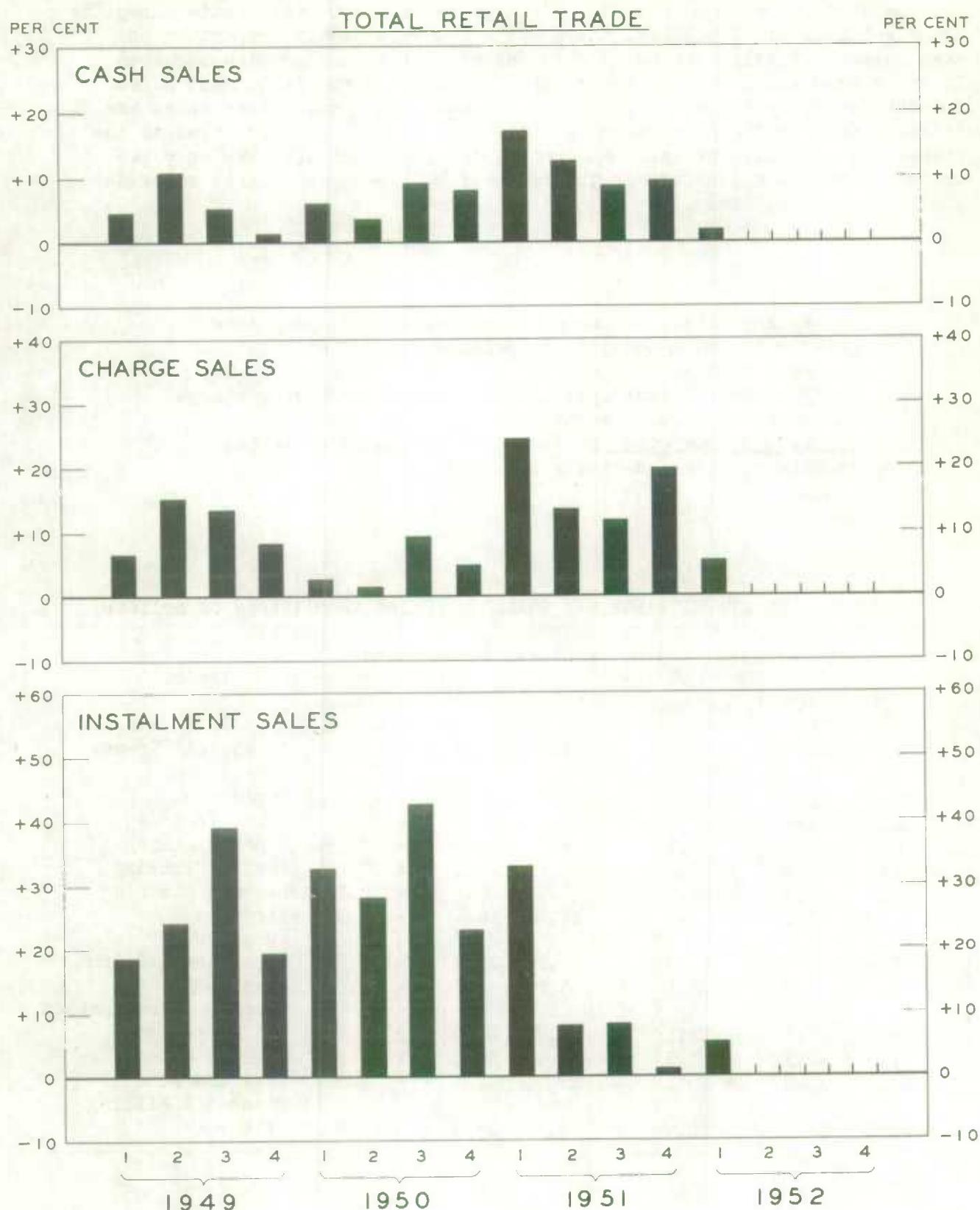


Table 1. - Total, All Trades  
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ...	615.2	76.1	168.0	859.3	82.6	157.6	240.2
1950-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. ...	2,030.4	192.8	587.2	2,810.4	104.0	401.5	505.5
1952-Jan.-Mar. (1)	1,618.4	193.3	502.5	2,314.2	94.3	350.9	445.2
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ...	71.6	8.9	19.5	100.0	34.4	65.6	100.0
1950-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. ...	72.2	6.9	20.9	100.0	20.6	79.4	100.0
1952-Jan.-Mar. (1)	69.9	8.4	21.7	100.0	21.2	78.8	100.0

Table 2. - Department Stores  
Sales and Accounts Receivable

	Dollar Estimates (in millions)						
	71.6	11.1	11.7	94.4	17.9	11.1	29.0
1941- $\frac{1}{4}$ yr. ave. ...	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. ...	214.1	24.9	63.9	302.9	26.5	48.6	75.1
1952-Jan.-Mar. (1)	129.8	14.8	41.0	185.6	21.6	37.2	58.8
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ...	75.8	11.8	12.4	100.0	61.7	38.3	100.0
1950-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. ...	70.7	8.2	21.1	100.0	35.3	64.7	100.0
1952-Jan.-Mar. (1)	69.9	8.0	22.1	100.0	36.7	63.3	100.0

(1) Preliminary.

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

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ...	43.6	29.8	16.6	90.0	4.7	13.8	18.5
1950-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. ....	173.6	95.7	97.0	366.3	5.1	66.0	71.1
1952-Jan.-Mar. (1)	191.6	110.0	99.6	401.2	4.3	54.8	59.1
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ...	48.4	33.1	18.5	100.0	25.4	74.6	100.0
1950-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		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. ....	47.4	26.1	26.5	100.0	7.2	92.8	100.0
1952-Jan.-Mar. (1)	47.8	27.4	24.8	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. ave. ...	1950-July-Sept. ...	1951-Jan.-Mar. ....	1952-Jan.-Mar. (1)	1941- $\frac{1}{4}$ yr. ave. ...	1950-July-Sept. ...	1951-Jan.-Mar. ....
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ...	16.4	0.9	2.6	19.9	1.1	3.2	4.3
1950-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		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. ....	49.4	2.7	9.1	61.2	2.8		11.4
1952-Jan.-Mar. (1)	28.4	1.4	6.5	36.3	2.0	7.7	9.7
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ...	82.2	4.6	13.2	100.0	25.6	74.4	100.0
1950-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. ....	80.7	4.4	14.9	100.0	24.6	75.4	100.0
1952-Jan.-Mar. (1)	78.2	3.9	17.9	100.0	20.6	79.4	100.0

(1) Preliminary.

Table 5. - Family Clothing Stores  
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ...	14.2	2.1	2.2	18.5	3.7	2.8	6.5
1950-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. ...	45.2	4.9	8.9	59.0	5.1	7.4	12.5
1952-Jan.-Mar. (1)	24.5	2.9	5.5	32.9	4.1	6.2	10.3
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ...	76.8	11.2	12.0	100.0	56.9	43.1	100.0
1950-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. ...	76.6	8.3	15.1	100.0	40.8	59.2	100.0
1952-Jan.-Mar. (1)	74.5	8.8	16.7	100.0	39.4	60.6	100.0

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

	Dollar Estimates (in millions)						
	15.1	0.8	1.9	17.8	1.0	1.9	2.9
1941- $\frac{1}{4}$ yr. ave. ...	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. ...	43.6	0.6	7.8	52.0	0.6	7.1	7.7
1952-Jan.-Mar. (1)	31.8	0.5	6.9	39.2	0.6	8.0	8.6
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ...	84.8	4.6	10.6	100.0	34.5	65.5	100.0
1950-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. ...	83.8	1.2	15.0	100.0	7.8	92.2	100.0
1952-Jan.-Mar. (1)	81.1	1.3	17.6	100.0	7.0	93.0	100.0

(1) Preliminary.

**Table 7. - Hardware Stores  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ...	11.2	1.0	6.1	18.3	1.3	8.4	9.7
1950-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. ...	38.9	1.2	17.3	57.4	0.9	18.6	19.5
1952-Jan.-Mar. (1)	21.9	2.2	12.9	37.0	1.3	14.9	16.2
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ...	61.3	5.5	33.2	100.0	13.4	86.6	100.0
1950-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. ...	67.8	2.1	30.1	100.0	4.6	95.4	100.0
1952-Jan.-Mar. (1)	59.2	5.9	34.9	100.0	8.0	92.0	100.0

**Table 8. - Furniture Stores  
Sales and Accounts Receivable**

	Dollar Estimates (in millions)						
	5.0	9.1	2.0	16.1	18.7	2.6	21.3
1941- $\frac{1}{4}$ yr. ave. ...	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. ...	21.1	13.0	8.1	42.2	20.1	5.5	25.6
1952-Jan.-Mar. (1)	15.7	13.5	6.5	35.7	19.1	4.6	23.7
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ...	31.0	56.6	12.4	100.0	87.8	12.2	100.0
1950-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. ...	50.0	30.8	19.2	100.0	78.5	21.5	100.0
1952-Jan.-Mar. (1)	44.0	37.8	18.2	100.0	80.6	19.4	100.0

(1) Preliminary.

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

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941-½ yr. ave. ...	3.7	5.6	2.2	11.5	15.8	4.0	19.8
1950-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. ...	14.3	11.6	7.9	33.8	19.5	7.3	26.8
1952-Jan.-Mar. (1)	11.3	13.2	6.6	31.1	21.2	7.3	28.5
Percentage Composition							
1941-½ yr. ave. ...	31.8	48.6	19.6	100.0	79.8	20.2	100.0
1950-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. ...	42.3	34.3	23.4	100.0	72.8	27.2	100.0
1952-Jan.-Mar. (1)	36.3	42.5	21.2	100.0	74.4	25.6	100.0

Table 10. - Jewellery Stores  
Sales and Accounts Receivable

	Dollar Estimates (in millions)						
	6.1	1.7	1.8	9.6	2.8	1.6	4.4
1941-½ yr. ave. ...	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. ...	18.0	5.5	6.0	29.5	4.2	4.0	8.2
1952-Jan.-Mar. (1)	8.6	2.2	2.8	13.6	2.7	2.0	4.7
Percentage Composition							
1941-½ yr. ave. ...	63.4	17.4	19.2	100.0	63.6	36.4	100.0
1950-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. ...	61.0	18.7	20.3	100.0	51.2	48.8	100.0
1952-Jan.-Mar. (1)	63.2	16.2	20.6	100.0	57.4	42.6	100.0

(1) Preliminary.

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

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1941-4 yr. average .....	62.5	63.5	36.0	36.5	98.5	20.2
1950-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. .....	204.4	73.8	72.6	26.2	277.0	29.8
1952-Jan.-Mar. (1) .....	190.4	74.5	65.0	25.5	255.4	28.0

Table 12. - Country General Stores

1941-4 yr. average .....	36.9	69.2	16.4	30.8	53.3	23.1
1950-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. .....	108.4	72.8	40.5	27.2	148.9	33.1
1952-Jan.-Mar. (1) .....	82.5	72.0	32.1	28.0	114.6	30.8

Table 13. - Coal and Wood Dealers

1941-4 yr. average .....	12.3	49.9	12.4	50.1	24.7	12.4
1950-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. .....	31.5	48.8	33.0	51.2	64.5	25.9
1952-Jan.-Mar. (1) .....	30.0	47.5	33.2	52.5	63.2	24.4

Table 14. - Garages and Filling Stations

1941-4 yr. average .....	41.2	80.4	10.1	19.6	51.3	8.2
1950-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. .....	105.0	75.2	34.7	24.8	139.7	28.5
1952-Jan.-Mar. (1) .....	88.2	74.3	30.5	25.7	118.7	27.8

(1) Preliminary.

Table 15. - All Other Trades  
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- <del>1</del> yr. ave. ...	275.4	14.0	46.0	335.4	15.6	44.3	59.9
1950-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. ...	962.9	32.7	180.4	1,176.0	19.2	111.1	130.3
1952-Jan.-Mar. (1)	763.7	32.6	153.4	949.7	17.4	97.2	114.6
Percentage Composition							
1941- <del>1</del> yr. ave. ...	82.1	4.2	13.7	100.0	25.9	74.1	100.0
1950-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. ...	81.9	2.8	15.3	100.0	14.7	85.3	100.0
1952-Jan.-Mar. (1)	80.4	3.4	16.2	100.0	15.2	84.8	100.0

(1) Preliminary.

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