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RETAIL CONSUMER CREDIT

FOURTH QUARTER, 1952

Cash and charge sales for the last quarter of 1952, reached new high levels of \$2,144.7 million and \$634.9 million respectively. Instalment sales, amounting to \$341.1 million, also increased to the highest level for a fourth quarter and approached the record level of \$350.5 million which was reached in the second quarter of 1952. To diminish the seasonal effect, comparison with the cash, charge and instalment sales for the identical quarter of last year, indicates respective increases of 5.6%, 6.6% and 67.0%. Since the revocation of credit controls on May 6, 1952, credit sales of all trades combined rose to new high levels in the second quarter, but followed a more normal seasonal pattern for the last two quarters.

Type of Sale	Sales - Fourth Quarter		
	1951	1952	% Change 1952/1951
	(millions of dollars)		
Cash .....	2,030.8	2,144.7	+ 5.6
Instalment .....	204.4	341.4	+ 67.0
Charge .....	595.8	634.9	+ 6.6
<b>TOTAL .....</b>	<b>2,831.0</b>	<b>3,121.0</b>	<b>+ 10.2</b>

Cash sales advanced 5.6% over the final quarter of last year. This trend was common to all except three of the 13 trades specified in this bulletin. The largest absolute gain, \$19.1 million, occurred in the motor vehicle trade, and radio and appliance stores showed the highest percentage increase of 25.3%. The declines which occurred in furniture and country general store cash sales were comparatively small. Coal and wood dealers, however, showed a decrease of \$3.7 million, representing a decline of 8.9%.

Instalment sales, compared to the final quarter of last year, showed gains in all trades extending this form of credit. Hardware stores experienced the largest percentage increase; but because instalment sales comprise only six per cent of total sales in this trade, the increase has little significance. Department store and motor vehicle dealer sales, however, showed increases of \$32.1 million and \$49.7 million, and exceeded the previous year's corresponding figures by 128.9% and 47.6% respectively.

Charge sales advanced 6.6% over the final quarter of last year. Small declines occurred in only four of the 13 kinds of business specified. Motor vehicle dealers, department stores and men's clothing stores accounted for almost 60% of the net increase of \$39.1 million in total charge sales.

Customers' accounts receivable as at December 31, 1952, showed substantial gains in both instalment and charge receivables, over the corresponding date of the previous year. The shift from charge to instalment, commenced at the end of the second quarter, continued in the last quarter. That is, the instalment receivables are continuing to show the cumulative effect of the revocation of credit restrictions. Increased instalment sales, together with lengthened payment time, smaller down payment requirements and possible re-financing of outstanding accounts from a charge to an instalment basis, accounted for the increase in proportion of instalment to total receivables. This trend was particularly apparent in the department store trade.

Note: Total sales presented in this report are those which appear in the monthly retail trade bulletins. Sales for 1952 have recently been adjusted to the final 1951 base. This 1951 final revision was to account for the changes in the number of retail stores, the regular retail trade sample being a constant sample. The final 1951 figures and 1952 sales revised to this 1951 base have made it necessary to revise the dollar estimates of sales in this report.

FOURTH QUARTER - SALES AND TOTAL ACCOUNTS RECEIVABLE - 1951 and 1952

Trade	Cash Sales			Instalment Sales		
	1951	1952	% Change	1951	1952	% Change
Total, All Trades .....	2030.8	2144.7	+ 5.6	204.4	341.4	+ 67.0
Department .....	214.1	217.5	+ 1.6	24.9	57.0	+128.9
Motor Vehicle .....	189.5	208.6	+ 10.1	104.5	154.2	+ 47.6
Men's Clothing .....	53.8	53.9	+ 0.2	3.0	4.0	+ 33.3
Family Clothing .....	46.3	50.5	+ 9.1	5.0	5.5	+ 10.0
Women's Clothing .....	47.0	52.5	+ 11.7	0.7	1.0	+ 42.9
Hardware .....	37.7	40.4	+ 7.2	1.2	3.7	+208.3
Furniture .....	23.1	22.4	- 3.0	14.2	28.3	+ 99.3
Appliance and Radio ...	16.6	20.8	+ 25.3	13.4	22.4	+ 67.2
Jewellery .....	19.4	20.0	+ 3.1	6.0	9.1	+ 51.7
Grocery & Combination (Independent) .....	215.6	224.0	+ 3.9	-	-	-
Country General .....	106.3	104.6	- 1.6	-	-	-
Coal and Wood .....	32.3	28.6	- 8.9	-	-	-
Garages and Filling Stations .....	100.2	104.1	+ 3.9	-	-	-

Percentage Composition: The increased sales from the third quarter changed the percentage composition only slightly. Cash and charge proportions increased with a subsequent decline in instalment sales of less than one per cent of total sales. In the second quarter instalment sales' proportion increased with resultant decreases in both cash and charge proportions. Conversely the instalment sales' proportion decreased in the third quarter and increases occurred in both cash and charge sales' proportions. This indicates that instalment sales declined at a greater rate in the third quarter and increased at a smaller rate in the fourth quarter, than did both cash and charge sales.

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 budgetted 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)

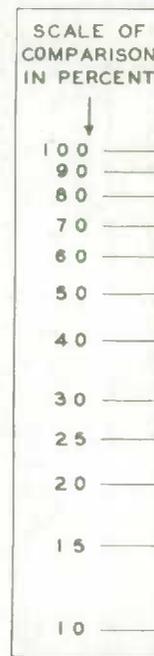
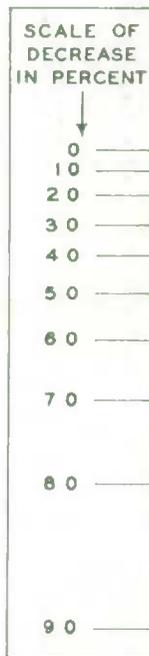
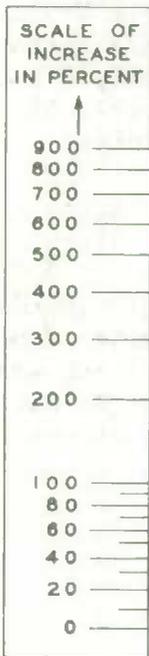
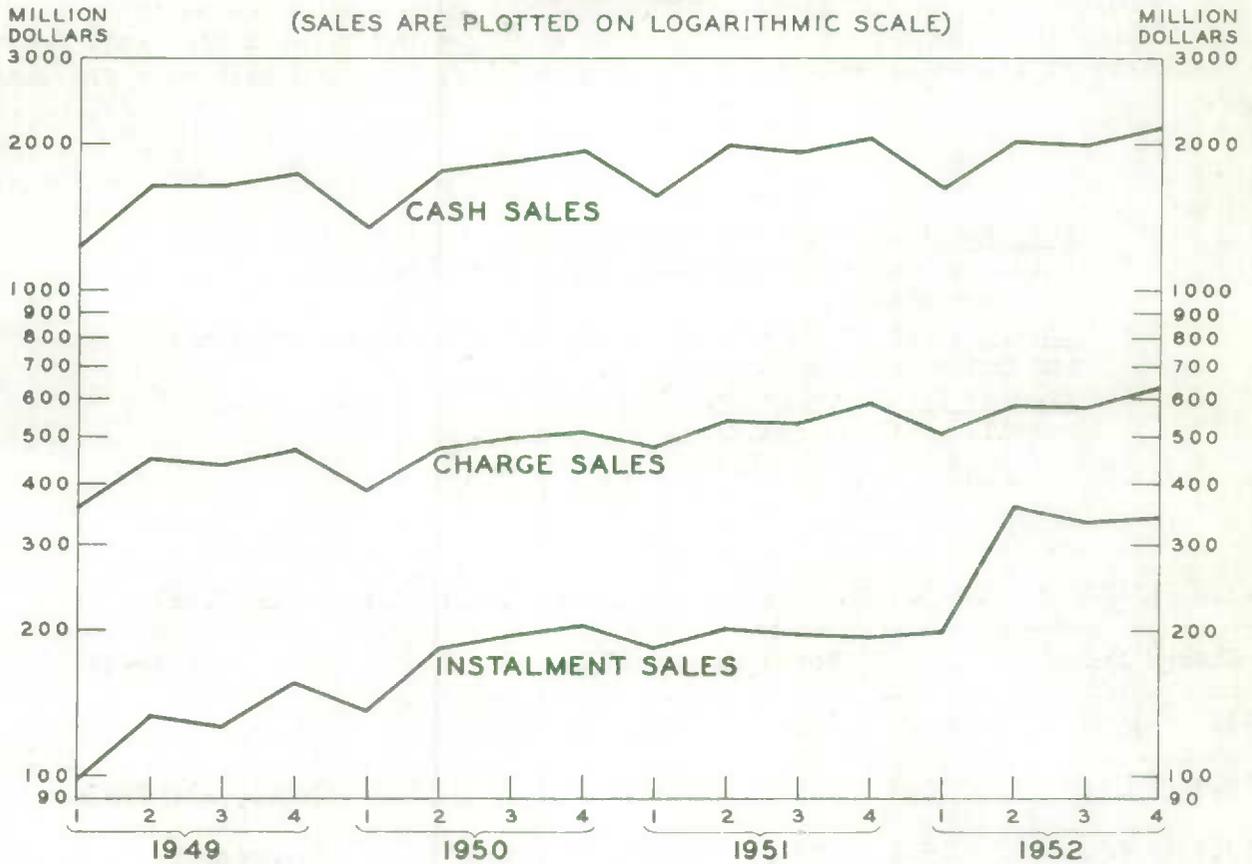
Charge Sales			Total Receivables			Trade
1951	1952	% Change	1951	1952	% Change	
595.8	634.9	+ 6.6	505.5	685.0	+ 35.5	Total, All Trades
63.9	68.0	+ 6.4	75.1	137.9	+ 83.6	Department
106.0	120.5	+ 13.7	71.1	75.5	+ 6.2	Motor Vehicle
9.9	14.5	+ 46.5	11.4	16.7	+ 46.5	Men's Clothing
9.1	9.6	+ 5.5	12.5	14.2	+ 13.6	Family Clothing
8.4	9.2	+ 9.5	7.7	11.5	+ 49.4	Women's Clothing
16.8	18.1	+ 7.7	19.5	22.2	+ 13.8	Hardware
8.8	8.5	- 3.4	25.6	55.6	+117.2	Furniture
9.2	10.7	+ 16.3	26.8	47.1	+ 75.7	Appliance and Radio
6.5	6.1	- 6.2	8.2	13.6	+ 65.9	Jewellery
76.5	71.6	- 6.4	29.8	31.6	+ 6.0	Grocery & Combination (Independent)
39.6	40.3	+ 1.8	33.1	34.2	+ 3.3	Country General
33.9	35.2	+ 3.8	25.9	25.1	- 3.1	Coal and Wood
33.1	32.8	- 0.9	28.5	31.7	+ 11.2	Garages and Filling Stations

# RETAIL CONSUMER CREDIT

## CASH, CHARGE AND INSTALMENT SALES BY QUARTERS

1949-1952

(SALES ARE PLOTTED ON LOGARITHMIC SCALE)



# RETAIL CONSUMER CREDIT

## DEPARTMENT STORE CREDIT SALES AND RECEIVABLES BY QUARTERS

### 1949-1952

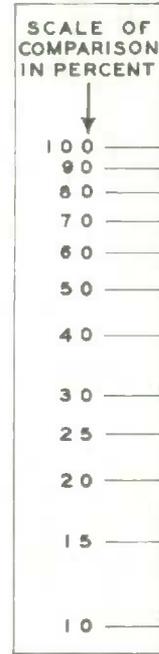
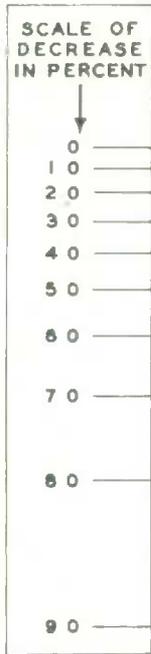
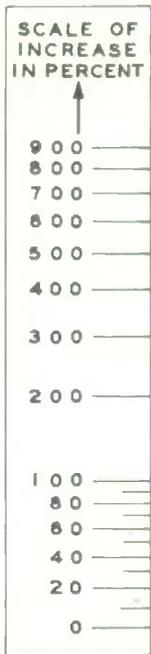
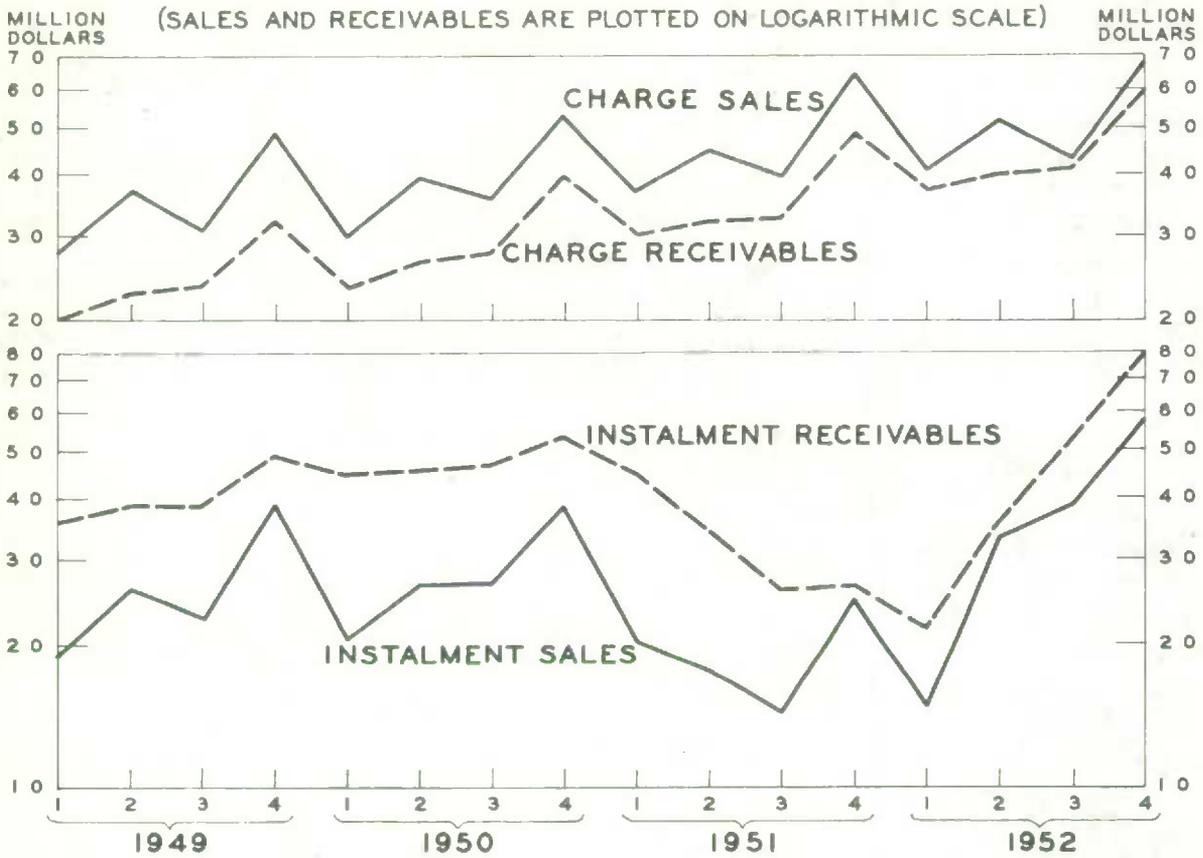


Table 1. - Total, All Trades  
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	615.2	76.1	167.9	859.2	82.5	157.4	239.9
1951-Jan.-Mar. ...	1,586.0	192.9	481.7	2,260.6	143.2	348.7	491.9
Apr.-June ...	1,997.2	211.3	547.6	2,756.1	121.8	356.5	478.3
July-Sept. ..	1,918.7	207.6	543.3	2,669.6	99.8	356.9	456.7
Oct.-Dec. ...	2,030.8	204.4	595.8	2,831.0	104.0	401.5	505.5
1952-Jan.-Mar. ...	1,596.9	209.1	508.6	2,314.6	96.5	352.5	449.0
Apr.-June ...	2,031.5	368.3	581.0	2,980.8	136.3	397.1	533.4
July-Sept. ..	1,976.1	334.2	577.1	2,887.4	179.0	411.2	590.2
Oct.-Dec. (1)	2,144.7	341.4	634.9	3,121.0	235.4	449.6	685.0
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	71.6	8.9	19.5	100.0	34.4	65.6	100.0
1951-Jan.-Mar. ...	70.2	8.5	21.3	100.0	29.1	70.9	100.0
Apr.-June ...	72.5	7.6	19.9	100.0	25.5	74.5	100.0
July-Sept. ..	71.9	7.8	20.3	100.0	21.9	78.1	100.0
Oct.-Dec. ...	71.7	7.2	21.1	100.0	20.6	79.4	100.0
1952-Jan.-Mar. ...	69.0	9.0	22.0	100.0	21.5	78.5	100.0
Apr.-June ...	68.1	12.4	19.5	100.0	25.6	74.4	100.0
July-Sept. ..	68.4	11.6	20.0	100.0	30.3	69.7	100.0
Oct.-Dec. (1)	68.7	10.9	20.4	100.0	34.4	65.6	100.0

Table 2. - Department Stores  
Sales and Accounts Receivable

Period	Dollar Estimates (in millions)						
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	71.6	11.1	11.7	94.4	17.9	11.1	29.0
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. ...	129.9	14.8	40.9	185.6	21.5	37.0	58.5
Apr.-June ...	150.6	33.2	52.0	235.8	35.7	40.0	75.7
July-Sept. ..	132.3	38.6	42.9	213.8	52.0	40.8	92.8
Oct.-Dec. (1)	217.5	57.0	68.0	342.5	78.3	59.6	137.9
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	75.8	11.8	12.4	100.0	61.7	38.3	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. ...	70.0	8.0	22.0	100.0	36.8	63.2	100.0
Apr.-June ...	63.9	14.1	22.0	100.0	47.2	52.8	100.0
July-Sept. ..	61.9	18.1	20.0	100.0	56.0	44.0	100.0
Oct.-Dec. (1)	63.5	16.6	19.9	100.0	56.8	43.2	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. average	43.6	29.8	16.6	90.0	4.7	13.8	18.5
1951-Jan.-Mar. ...	258.7	104.0	117.5	480.2	6.4	70.1	76.5
Apr.-June ...	335.8	124.2	127.4	587.4	5.8	73.9	79.7
July-Sept. ..	246.1	126.1	115.0	487.2	4.9	66.2	71.1
Oct.-Dec. ...	189.5	104.5	106.0	400.0	5.1	66.0	71.1
1952-Jan.-Mar. ...	195.4	122.6	109.9	427.9	5.4	59.1	64.5
Apr.-June ...	324.4	222.5	136.0	682.9	9.0	85.6	94.6
July-Sept. ..	246.2	178.0	120.1	544.3	8.7	81.3	90.0
Oct.-Dec. (1)	208.6	154.2	120.5	483.3	7.6	67.9	75.5
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	48.4	33.1	18.5	100.0	25.4	74.6	100.0
1951-Jan.-Mar. ....	53.9	21.7	24.4	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. ...	47.4	26.1	26.5	100.0	7.2	92.8	100.0
1952-Jan.-Mar. ...	45.6	28.7	25.7	100.0	8.4	91.6	100.0
Apr.-June ...	47.5	32.6	19.9	100.0	9.5	90.5	100.0
July-Sept. ..	45.2	32.7	22.1	100.0	9.7	90.3	100.0
Oct.-Dec. (1)	43.2	31.9	24.9	100.0	10.1	89.9	100.0

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

Period	Dollar Estimates (in millions)						
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	16.4	0.9	2.6	19.9	1.1	3.2	4.3
1951-Jan.-Mar. ...	30.9	1.8	6.9	39.6	2.4	7.1	9.5
Apr.-June ...	41.1	2.0	7.5	50.6	2.3	7.4	9.7
July-Sept. ..	34.4	1.6	6.1	42.1	1.9	6.9	8.8
Oct.-Dec. ...	53.8	3.0	9.9	66.7	2.8	8.6	11.4
1952-Jan.-Mar. ...	31.2	1.5	7.2	39.9	2.0	7.8	9.8
Apr.-June ...	40.3	2.0	7.8	50.1	2.3	8.5	10.8
July-Sept. ..	33.9	1.9	6.5	42.3	2.4	7.8	10.2
Oct.-Dec. (1)	53.9	4.0	14.5	72.4	3.5	13.2	16.7
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	82.2	4.6	13.2	100.0	25.6	74.4	100.0
1951-Jan.-Mar. ...	78.1	4.6	17.3	100.0	25.3	74.7	100.0
Apr.-June ...	81.2	4.0	14.8	100.0	23.7	76.3	100.0
July-Sept. ..	81.7	3.8	14.5	100.0	21.6	78.4	100.0
Oct.-Dec. ...	80.7	4.5	14.8	100.0	24.6	75.4	100.0
1952-Jan.-Mar. ...	78.2	3.8	18.0	100.0	20.4	79.6	100.0
Apr.-June ...	80.4	4.1	15.5	100.0	21.3	78.7	100.0
July-Sept. ..	80.3	4.4	15.3	100.0	23.5	76.5	100.0
Oct.-Dec. (1)	74.4	5.5	20.1	100.0	21.0	79.0	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. average	14.2	2.1	2.2	18.5	3.7	2.8	6.5
1951-Jan.-Mar. ...	24.5	2.7	5.3	32.5	3.7	6.0	9.7
Apr.-June ...	34.1	3.4	6.9	44.4	3.8	6.1	9.9
July-Sept. ..	31.3	2.4	5.3	39.0	3.6	5.7	9.3
Oct.-Dec. ...	46.3	5.0	9.1	60.4	5.1	7.4	12.5
1952-Jan.-Mar. ...	25.9	2.5	5.5	33.9	4.0	6.2	10.2
Apr.-June ...	36.0	4.0	8.3	48.3	4.6	7.3	11.9
July-Sept. ..	33.4	2.6	5.9	41.9	4.3	7.0	11.3
Oct.-Dec. (1)	50.5	5.5	9.6	65.6	5.3	8.9	14.2
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	76.8	11.3	11.9	100.0	56.9	43.1	100.0
1951-Jan.-Mar. ...	75.3	8.3	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. ..	80.2	6.2	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. ...	76.3	7.4	16.3	100.0	39.2	60.8	100.0
Apr.-June ...	74.5	8.2	17.3	100.0	38.7	61.3	100.0
July-Sept. ..	79.8	6.1	14.1	100.0	38.1	61.9	100.0
Oct.-Dec. (1)	77.0	8.3	14.7	100.0	37.3	62.7	100.0

Table 6. - Women's 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. average	15.1	0.8	1.9	17.8	1.0	1.9	2.9
1951-Jan.-Mar. ...	31.2	0.6	6.4	38.2	0.7	6.5	7.2
Apr.-June ...	42.8	0.6	6.9	50.3	0.7	5.6	6.3
July-Sept. ..	36.0	0.5	6.1	42.6	0.5	6.3	6.8
Oct.-Dec. ...	47.0	0.7	8.4	56.1	0.6	7.1	7.7
1952-Jan.-Mar. ...	35.2	0.5	7.7	43.4	0.5	7.3	7.8
Apr.-June ...	44.2	0.5	7.8	52.5	0.6	7.2	7.8
July-Sept. ..	36.6	0.5	6.9	44.0	0.7	8.3	9.0
Oct.-Dec. (1)	52.5	1.0	9.2	62.7	1.0	10.5	11.5
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	84.7	4.7	10.6	100.0	34.5	65.5	100.0
1951-Jan.-Mar. ...	81.6	1.7	16.7	100.0	9.7	90.3	100.0
Apr.-June ...	85.1	1.3	13.6	100.0	11.1	88.9	100.0
July-Sept. ..	84.5	1.1	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. ...	81.2	1.2	17.6	100.0	6.4	93.6	100.0
Apr.-June ...	84.3	0.9	14.8	100.0	7.7	92.3	100.0
July-Sept. ..	83.2	1.1	15.7	100.0	7.8	92.2	100.0
Oct.-Dec. (1)	83.7	1.5	14.8	100.0	8.7	91.3	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. average	11.2	1.0	6.1	18.3	1.3	8.4	9.7
1951-Jan.-Mar. ...	21.5	1.7	12.4	35.6	1.5	15.5	17.0
Apr.-June ...	36.9	1.6	19.6	58.1	2.0	18.1	20.1
July-Sept. ..	33.8	1.3	17.5	52.6	1.9	18.7	20.6
Oct.-Dec. ...	37.7	1.2	16.8	55.7	0.9	18.6	19.5
1952-Jan.-Mar. ...	21.2	2.2	12.0	35.4	1.3	15.7	17.0
Apr.-June ...	34.7	3.5	18.2	56.4	1.9	19.2	21.1
July-Sept. ..	33.8	3.3	18.7	55.8	2.0	20.0	22.0
Oct.-Dec. (1)	40.4	3.7	18.1	62.2	2.6	19.6	22.2
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	61.2	5.5	33.3	100.0	13.4	86.6	100.0
1951-Jan.-Mar. ...	60.4	4.9	34.7	100.0	8.8	91.2	100.0
Apr.-June ...	63.6	2.7	33.7	100.0	10.0	90.0	100.0
July-Sept. ..	64.2	2.5	33.3	100.0	9.2	90.8	100.0
Oct.-Dec. ...	67.7	2.1	30.2	100.0	4.6	95.4	100.0
1952-Jan.-Mar. ...	59.8	6.2	34.0	100.0	7.6	92.4	100.0
Apr.-June ...	61.5	6.2	32.3	100.0	9.0	91.0	100.0
July-Sept. ..	60.6	5.9	33.5	100.0	9.1	90.9	100.0
Oct.-Dec. (1)	65.0	6.0	29.0	100.0	11.7	88.3	100.0

Table 8. - Furniture 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. average	5.0	9.1	2.0	16.1	18.7	2.6	21.3
1951-Jan.-Mar. ...	16.4	16.0	5.9	38.3	27.4	4.7	32.1
Apr.-June ...	19.5	16.8	7.6	43.9	24.6	5.3	29.9
July-Sept. ..	19.0	14.0	7.4	40.4	20.8	5.2	26.0
Oct.-Dec. ...	23.1	14.2	8.8	46.1	20.1	5.5	25.6
1952-Jan.-Mar. ...	16.6	14.5	7.0	38.1	19.2	4.6	23.8
Apr.-June ...	19.9	23.7	8.8	52.4	25.9	5.6	31.5
July-Sept. ..	18.5	27.1	6.7	52.3	38.7	7.3	46.0
Oct.-Dec. (1)	22.4	28.3	8.5	59.2	46.4	9.2	55.6
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	31.1	56.6	12.3	100.0	87.8	12.2	100.0
1951-Jan.-Mar. ...	42.9	41.8	15.3	100.0	85.4	14.6	100.0
Apr.-June ...	44.4	38.3	17.3	100.0	82.3	17.7	100.0
July-Sept. ..	46.9	34.8	18.3	100.0	80.0	20.0	100.0
Oct.-Dec. ...	50.1	30.7	19.2	100.0	78.5	21.5	100.0
1952-Jan.-Mar. ...	43.6	38.0	18.4	100.0	80.7	19.3	100.0
Apr.-June ...	38.0	45.3	16.7	100.0	82.2	17.8	100.0
July-Sept. ..	35.3	51.9	12.8	100.0	84.1	15.9	100.0
Oct.-Dec. (1)	37.8	47.9	14.3	100.0	83.5	16.5	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- $\frac{1}{4}$ yr. average	3.7	5.6	2.2	11.5	15.8	4.0	19.8
1951-Jan.-Mar. ...	17.1	16.8	9.3	43.2	25.7	7.5	33.2
Apr.-June ...	16.9	12.7	9.2	38.8	23.1	7.2	30.3
July-Sept. ..	12.6	10.5	8.3	31.4	18.9	7.0	25.9
Oct.-Dec. ...	16.6	13.4	9.2	39.2	19.5	7.3	26.8
1952-Jan.-Mar. ...	13.5	16.0	7.4	36.9	22.1	6.6	28.7
Apr.-June ...	14.3	19.1	8.5	41.9	27.7	7.4	35.1
July-Sept. ..	14.7	20.0	8.1	42.8	31.7	8.1	39.8
Oct.-Dec. (1)	20.8	22.4	10.7	53.9	37.4	9.7	47.1
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	31.8	48.5	19.7	100.0	79.8	20.2	100.0
1951-Jan.-Mar. ...	39.6	38.9	21.5	100.0	77.4	22.6	100.0
Apr.-June ...	43.5	32.7	23.8	100.0	76.2	23.8	100.0
July-Sept. ..	40.1	33.3	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. ...	36.6	43.3	20.1	100.0	77.0	23.0	100.0
Apr.-June ...	34.2	45.6	20.2	100.0	78.9	21.1	100.0
July-Sept. ..	34.3	46.6	19.1	100.0	79.6	20.4	100.0
Oct.-Dec. (1)	38.6	41.6	19.8	100.0	79.4	20.6	100.0

Table 10. - Jewellery Stores  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	6.1	1.7	1.8	9.6	2.8	1.6	4.4
1951-Jan.-Mar. ...	9.2	2.5	3.4	15.1	4.3	2.3	6.6
Apr.-June ...	11.0	2.5	3.8	17.3	2.9	2.1	5.0
July-Sept. ..	11.9	3.2	2.9	18.0	2.9	1.8	4.7
Oct.-Dec. ...	19.4	6.0	6.5	31.9	4.2	4.0	8.2
1952-Jan.-Mar. ...	9.2	2.4	3.0	14.6	2.6	2.0	4.6
Apr.-June ...	10.9	3.7	3.7	18.3	3.4	2.2	5.6
July-Sept. ..	11.4	4.5	3.1	19.0	5.4	2.1	7.5
Oct.-Dec. (1)	20.0	9.1	6.1	35.2	9.7	3.9	13.6
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	63.5	17.3	19.2	100.0	63.6	36.4	100.0
1951-Jan.-Mar. ...	60.9	16.3	22.8	100.0	65.2	34.8	100.0
Apr.-June ...	63.4	14.7	21.9	100.0	58.0	42.0	100.0
July-Sept. ..	66.1	17.8	16.1	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. ...	63.0	16.2	20.8	100.0	56.5	43.5	100.0
Apr.-June ...	59.6	20.3	20.1	100.0	60.7	39.3	100.0
July-Sept. ..	59.9	23.9	16.2	100.0	72.0	28.0	100.0
Oct.-Dec. (1)	56.8	25.9	17.3	100.0	71.3	28.7	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- $\frac{1}{4}$ yr. average .....	62.5	63.5	36.0	36.5	98.5	20.2
1951-Jan.-Mar. ....	183.9	75.3	60.4	24.7	244.3	25.7
Apr.-June .....	202.2	73.6	72.7	26.4	274.9	27.3
July-Sept. ....	216.4	75.1	71.7	24.9	288.1	27.1
Oct.-Dec. ....	215.6	73.8	76.5	26.2	292.1	29.8
1952-Jan.-Mar. ....	200.2	75.2	66.1	24.8	266.3	27.3
Apr.-June .....	218.8	75.6	70.7	24.4	289.5	28.2
July-Sept. ....	223.1	75.1	74.1	24.9	297.2	28.7
Oct.-Dec. (1)	224.0	75.8	71.6	24.2	295.6	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
1951-Jan.-Mar. ....	69.4	69.3	30.8	30.7	100.2	29.6
Apr.-June .....	95.0	71.5	37.8	28.5	132.8	29.7
July-Sept. ....	101.5	71.6	40.3	28.4	141.8	31.9
Oct.-Dec. ....	106.3	72.8	39.6	27.2	145.9	33.1
1952-Jan.-Mar. ....	79.6	71.3	32.0	28.7	111.6	29.3
Apr.-June .....	97.2	72.0	37.9	28.0	135.1	29.9
July-Sept. ....	101.6	71.2	41.1	28.8	142.7	34.7
Oct.-Dec. (1)	104.6	72.2	40.3	27.8	144.9	34.2

Table 13. - Coal and Wood Dealers

1941- $\frac{1}{4}$ yr. average .....	12.3	49.9	12.4	50.1	24.7	12.4
1951-Jan.-Mar. ....	29.7	50.4	29.2	49.6	58.9	22.7
Apr.-June .....	15.7	46.5	18.1	53.5	33.8	16.0
July-Sept. ....	21.5	47.3	24.0	52.7	45.5	19.7
Oct.-Dec. ....	32.3	48.9	33.9	51.1	66.2	25.9
1952-Jan.-Mar. ....	30.5	47.3	34.1	52.7	64.6	25.3
Apr.-June .....	14.7	42.3	20.0	57.7	34.7	17.4
July-Sept. ....	20.1	42.8	26.9	57.2	47.0	20.2
Oct.-Dec. (1)	28.6	45.5	35.2	54.5	63.8	25.1

Table 14. - Garages and Filling Stations

1941- $\frac{1}{4}$ yr. average .....	41.2	80.4	10.1	19.6	51.3	8.2
1951-Jan.-Mar. ....	77.1	74.5	26.4	25.5	103.5	24.4
Apr.-June .....	107.0	76.8	32.3	23.2	139.3	26.9
July-Sept. ....	115.6	76.9	34.7	23.1	150.3	28.8
Oct.-Dec. ....	100.2	75.2	33.1	24.8	133.3	28.5
1952-Jan.-Mar. ....	83.4	74.6	28.5	25.4	111.9	26.7
Apr.-June .....	110.9	76.2	34.6	23.8	145.5	28.6
July-Sept. ....	122.1	77.2	36.0	22.8	158.1	31.0
Oct.-Dec. (1)	104.1	76.0	32.8	24.0	136.9	31.7

(1) Preliminary.



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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- $\frac{1}{2}$ yr. average	275.4	14.0	45.9	335.3	15.5	44.1	59.6
1951-Jan.-Mar. ...	684.5	26.6	130.8	841.9	26.5	96.5	123.0
Apr.-June ...	880.5	29.9	152.8	1,063.2	22.5	98.7	121.2
July-Sept. ..	903.7	33.7	164.8	1,102.2	18.5	98.8	117.3
Oct.-Dec. ...	928.9	31.5	174.1	1,134.5	19.2	111.1	130.3
1952-Jan.-Mar. ...	725.1	32.1	147.3	904.5	17.9	97.6	115.5
Apr.-June ...	914.6	56.1	166.7	1,137.4	25.2	110.0	135.2
July-Sept. ..	948.4	57.7	180.1	1,186.2	33.1	113.9	147.0
Oct.-Dec. (1)	996.8	56.2	189.8	1,242.8	43.6	124.5	168.1
Percentage Composition							
1941- $\frac{1}{2}$ yr. average	82.1	4.2	13.7	100.0	25.9	74.1	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. ...	80.2	3.5	16.3	100.0	15.5	84.5	100.0
Apr.-June ...	80.4	4.9	14.7	100.0	18.6	81.4	100.0
July-Sept. ..	79.9	4.9	15.2	100.0	22.5	77.5	100.0
Oct.-Dec. (1)	80.2	4.5	15.3	100.0	25.9	74.1	100.0

(1) Preliminary.