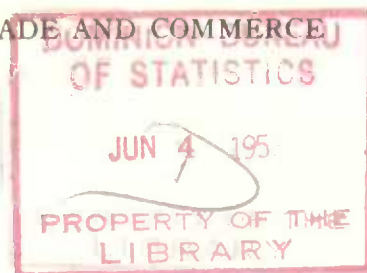


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DOMINION BUREAU OF STATISTICS—DEPARTMENT OF TRADE AND COMMERCE
CANADA



SALES FINANCING 1952

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NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I**—The Primary Industries, including mining, forestry and fisheries; **Volume II**—Manufacturing; **Volume III**—Merchandising and Services.

Volume III consists of the following parts with individual trade reports listed under each:

Part I—Wholesale Statistics

- A—Wholesale Trade, 25¢.
- *B—Operating Results of Food Wholesalers, 25¢.
- *C—Operating Results of Dry goods, Piece Goods, and Footwear Wholesalers, 25¢.
- *D—Operating Results of Miscellaneous Wholesalers, (Automotive parts and accessories, drugs, hardware, plumbing and heating equipment), 25¢.

Part II—Retail Statistics

- E—General Review, 25¢.
- F—Retail Trade, 50¢.
- G—Retail Chain Stores, 50¢.
- *H—Operating Results of Chain Food Stores, 25¢.
- *I—Operating Results of Chain Clothing Stores, 25¢.
- *J—Operating Results of Miscellaneous Chain Stores (variety, drug, furniture), 25¢.
- K—Operating Results of Retail Food Stores, 25¢.
- L—Operating Results of Retail Clothing Stores, 25¢.
- M—Operating Results of Retail Hardware, Furniture, Appliance and Radio Stores, 25¢.
- N—Operating Results of Filling Stations and Garages, 25¢.
- O—Operating Results of Miscellaneous Retail Stores, 25¢.
- P—Retail Consumer Credit, 25¢.

Part III—Service and Special Fields

- Q—Laundries, Cleaners and Dyers, 25¢.
- R—Motion Picture Theatres, Exhibitors, and Distributors, 25¢.
- S—Hotels, 25¢.
- T—Sales Financing, 25¢.
- U—Farm Implement and Equipment Sales, 25¢.
- V—New Motor Vehicle Sales and Motor Vehicle Financing, 25¢.
- W—Advertising Agencies (Memorandum), 25¢.
- X—Motion Picture Production, 10¢.

The reports are punched to permit of filing in a ring binder.

* Biennial reports — not issued for 1952.

NOTES

Results in this report are based on an almost complete coverage of finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales.

In the first two tables, two principal commodity classifications have been used:

1. Consumers' Goods — including new and used passenger cars, radios, television sets, electric and gas household appliances, furniture, and an "all other" category composed mainly of clothing and jewellery.
 2. Commercial and Industrial Goods — including new and used trucks and buses and an "all other" group under which are included such items as farm machinery, tractors, etc.
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SALES FINANCING

1952

Unprecedented increases in financing of retail instalment sales raised the volume of financing to \$818,633,000 in 1952, according to reports received from sales finance and acceptance companies operating in Canada. This amount was 75% higher than the former record figure of \$467,302,000 reported for 1951.

Balances outstanding at the end of 1952 totalled \$539,807,000 an increase of 72% over the \$313,234,000 outstanding on books of sales finance and acceptance companies at the end of 1951.

The provincial distribution of paper purchased and balances outstanding in 1952 followed much the same pattern as in 1951. Ontario handled 39% of all retail financing followed by Quebec with 21%. Alberta and British Columbia accounted for 13% and 9% respectively, while the Atlantic provinces handled 8%. Saskatchewan and Manitoba accounted for smaller proportions of 6% and 5% respectively. Balances outstanding were distributed among the various provinces in approximately the same proportions, as indicated in the following table.

Provincial Distribution of Paper Purchased and Balances Outstanding in 1952

Provinces	Total, all commodities Percent of Canada totals	
	Paper purchased	Balances outstanding
Canada	100.0	100.0
Atlantic Provinces	7.6	7.4
Quebec	21.0	21.0
Ontario	39.4	38.9
Manitoba	4.8	4.7
Saskatchewan	5.7	6.1
Alberta	12.8	13.6
British Columbia	8.7	8.3

CONSUMERS' GOODS

Consumers' goods accounted for 72% of total financing in 1952. This percentage was higher than in any previous year with the exception of 1941 when the proportion was 77%. Consumers' goods were financed to the extent of \$590,994,000 in 1952, an increase of 97% over the 1951 total of \$299,558,000.

Financing of used passenger cars again formed the largest item within the consumers' goods section. These were financed to the extent of \$281,599,000 in 1952, 34% of the total paper purchased and 99% higher than the 1951 volume of \$141,488,000. New passenger car financing accounted for 24% of total financing and increased 72% in volume from \$113,660,000 in 1951 to \$195,185,000 in 1952. Financing of all other consumers' goods amounted to \$114,210,000, an increase of 157% over the 1951 level of \$44,410,000.

At the end of 1952, finance companies and acceptance corporations had \$372,778,000 still outstanding from "con-

sumers' goods" paper purchased during 1952. This amount was twice as large as the \$186,428,000 outstanding on their books at the end of 1951.

Year-end unpaid balances on new passenger cars amounted to \$130,091,000 in 1952, an increase of 62% over the \$80,469,000 owing at the end of 1951. Balances outstanding on used passenger cars increased 110% from \$80,208,000 at the end of 1951 to \$168,509,000 at the end of 1952, while the amount owing on other consumers' goods was \$74,178,000 or 188% above 1951.

COMMERCIAL AND INDUSTRIAL GOODS

Financing of commercial and industrial goods continued to increase in 1952, but to a lesser extent than did the financing of consumers' goods. Commercial and industrial goods were financed to the extent of \$227,639,000, accounting for 28% of all financing and representing an increase of 36% over the \$167,744,000 reported in 1951. Financing of new commercial vehicles advanced 20%, used commercial vehicles 38%, and an increase of 65% was recorded in amount of financing of all other commercial and industrial goods.

Balances outstanding at December 31, 1952 on commercial and industrial goods amounted to \$167,029,000, an increase of 32% over the \$126,806,000 owing at the end of 1951. Of these total balances outstanding, \$77,012,000 was on new commercial vehicles, \$42,631,000 on used commercial vehicles and \$47,386,000 on other commercial and industrial goods, representing increases of 20%, 37%, and 49% over balances outstanding on these items at the end of 1951.

The following table shows percentage changes in amount of financing and balances outstanding between the years 1951 and 1952.

Percentage Change in Financing of Retail Instalment Sales and Balances Outstanding, 1952/1951

Commodity	Per cent change 1952/1951	
	Amount of financing	Balances outstanding
Total, all commodities	+ 75.2	+ 72.3
Consumers' goods	+ 97.3	+100.0
New passenger cars	+ 71.7	+ 61.7
Used passenger cars	+ 99.0	+110.1
Radio and television sets	+329.0	+369.4
Electric and gas household appliances	+234.7	+241.5
Furniture	+103.4	+123.7
Other consumers' goods, including clothing and jewellery	+ 68.9	+101.6
Commercial and industrial goods	+ 35.7	+ 31.7
New commercial vehicles	+ 20.2	+ 20.2
Used commercial vehicles	+ 37.7	+ 37.5
Other, including farm implements, tractors, factory, and commercial equipment	+ 65.2	+ 49.4

TABLE 1. Financing of Retail Instalment Sales, by Commodities, 1941, 1950, 1951, 1952.

Commodity	Amount				Per Cent of total			
	1941	1950	1951	1952	1941	1950	1951	1952
	\$'000	\$'000	\$'000	\$'000	%	%	%	%
Paper purchased								
Total, all commodities	100,277	429,196	467,302	818,633	100.0	100.0	100.0	100.0
Consumers' goods	77,326	305,278	299,558	590,994	77.1	71.2	64.1	72.2
New passenger cars	23,322	132,407	113,660	195,185	23.3	30.9	24.3	23.8
Used passenger cars	44,009	122,318	141,488	281,599	43.9	28.5	30.2	34.4
Radio and television sets	1,951	1	4,966	21,306	1.9	1	1.1	2.6
Electric and gas household appliances	5,161	1	14,881	49,803	5.1	1	3.2	6.1
Furniture	1	1	4,648	9,455	1	1	1.1	1.2
Other consumers' goods, including clothing and jewellery	2,883	50,553	19,915	33,646	2.9	11.8	4.2	4.1
Commercial and industrial goods	22,951	123,918	167,744	227,639	22.9	28.8	35.9	27.8
New commercial vehicles	11,548	60,694	81,545	98,007	11.5	14.1	17.4	12.0
Used commercial vehicles	6,779	30,121	46,549	64,120	6.8	7.0	10.0	7.8
Other, including farm implements, tractors, factory and commercial equipment	4,624	33,103	39,650	65,512	4.6	7.7	8.5	8.0
Balances outstanding (Year end)								
Total, all commodities	64,674	293,163	313,234	539,807	100.0	100.0	100.0	100.0
Consumers' goods	48,854	202,011	186,428	372,778	75.5	68.9	59.5	69.0
New passenger cars	2	94,321	80,469	130,091	2	32.2	25.7	24.1
Used passenger cars	2	73,445	80,208	168,509	2	25.0	25.6	31.2
Radio and television sets	2	1	3,286	15,423	2	1	1.1	2.8
Electric and gas household appliances	2	1	9,164	31,294	2	1	2.9	5.8
Furniture	2	1	2,929	6,551	2	1	0.9	1.2
Other consumers' goods, including clothing and jewellery	2	34,245	10,372	20,910	2	11.7	3.3	3.9
Commercial and industrial goods	15,820	91,152	126,806	167,029	24.5	31.1	40.5	31.0
New commercial vehicles	2	45,774	64,089	77,012	2	15.6	20.5	14.3
Used commercial vehicles	2	20,001	30,995	42,631	2	6.8	9.9	7.9
Other, including farm implements, tractors, factory and commercial equipment	2	25,377	31,722	47,386	2	8.7	10.1	8.8

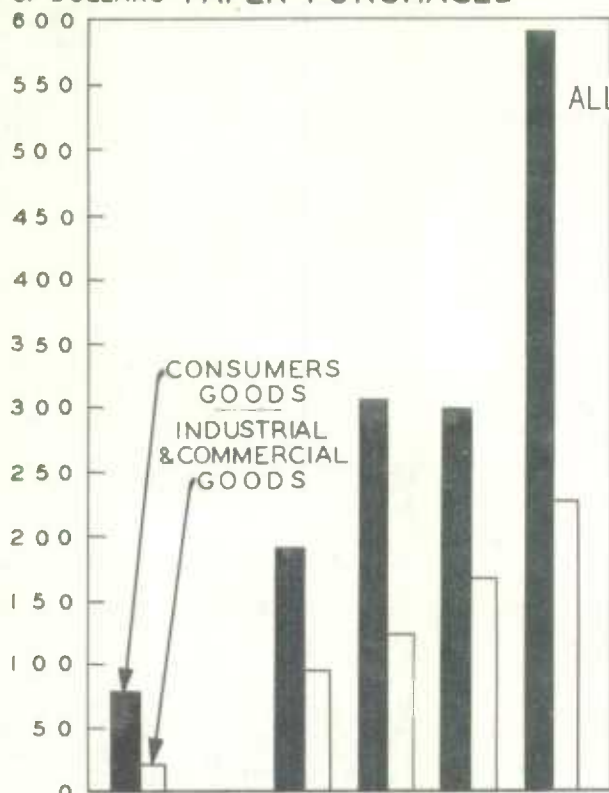
1. Included with "All other consumers' goods".
2. Not available.

TABLE 2. Financing of Retail Instalment Sales, by Provinces, 1941, 1951, 1952.

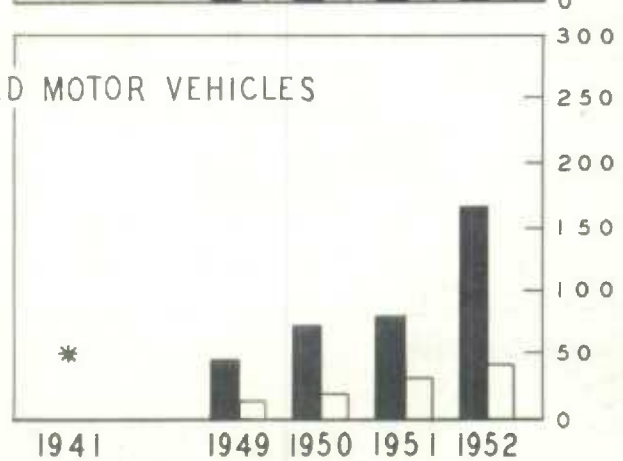
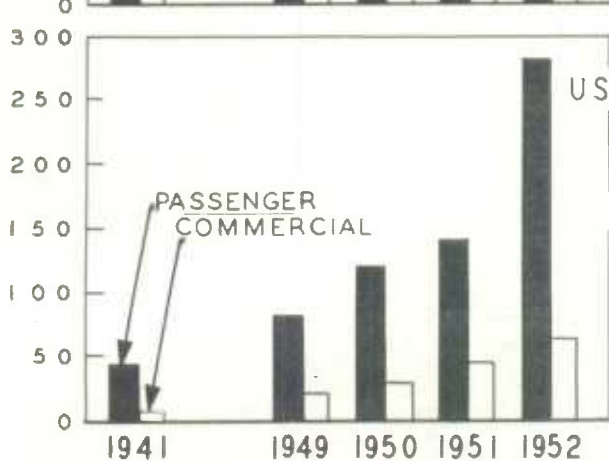
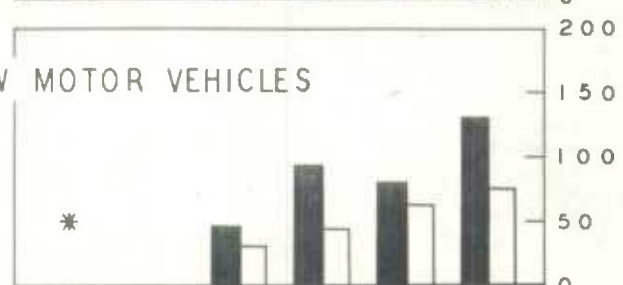
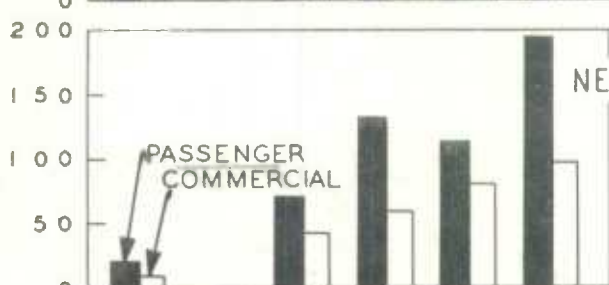
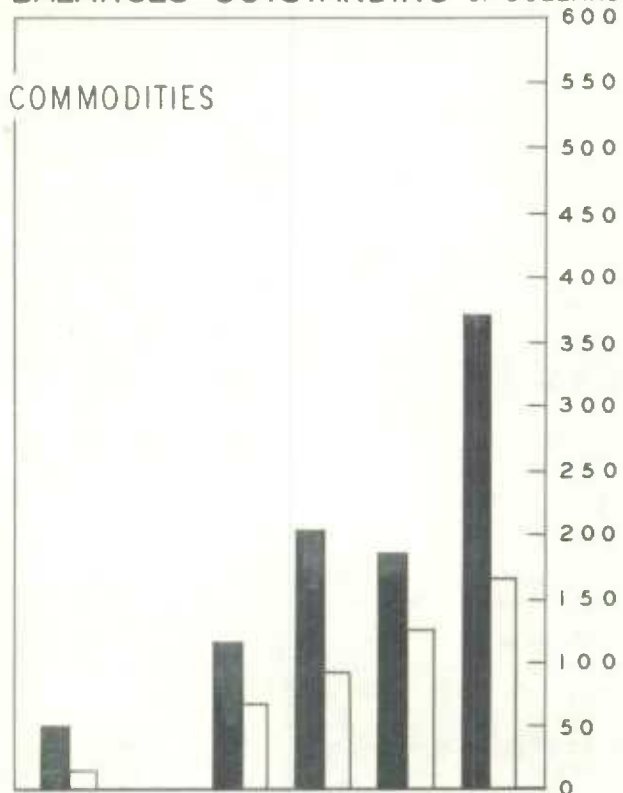
Province	Paper purchased										Balances outstanding			
	New and used passenger cars		Other consumers' goods		Commercial and industrial goods		Total all commodities			Per cent change	Total all commodities			Per cent change
	1951	1952	1951	1952	1951	1952	1941	1951	1952		1941	1951	1952	
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	%	\$'000	\$'000	\$'000	%
Canada	255,148	476,784	44,410	114,210	167,744	227,639	100,277	467,302	818,633	+75.2	64,674	313,234	539,807	+72.3
Atlantic provinces	18,605	38,343	2,703	7,037	12,757	16,707	8,615	34,065	62,087	+82.3	4,169	22,624	40,052	+77.0
Quebec	54,231	96,087	7,713	21,379	40,074	54,627	16,195	102,018	172,093	+68.7	10,103	70,951	113,427	+59.9
Ontario	98,057	192,851	26,088	65,036	53,184	64,459	48,095	177,329	322,346	+81.8	29,641	114,495	209,853	+83.3
Manitoba	12,852	23,893	1,499	2,640	9,349	12,764	5,085	23,700	39,287	+65.8	3,349	15,695	25,602	+63.1
Saskatchewan	16,278	27,299	1,286	2,040	11,680	17,329	5,838	29,242	46,668	+59.6	4,560	20,342	32,640	+60.5
Alberta	27,650	50,444	3,058	10,400	24,590	43,900	8,959	55,298	104,744	+89.4	6,362	38,996	73,452	+86.4
British Columbia	27,477	47,867	2,063	5,678	16,110	17,863	9,490	45,650	71,408	+56.4	6,490	30,131	44,781	+48.6

FINANCING OF RETAIL INSTALMENT SALES BY FINANCE COMPANIES 1941-1949 TO 1952

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