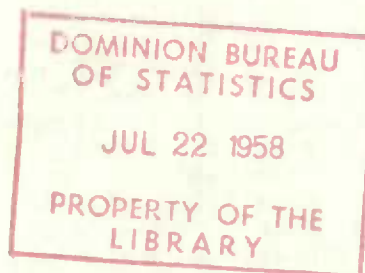


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SALES FINANCING 1957



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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 — 1 Operating Results of Automotive Parts and Accessories Wholesalers, 25¢
 - 2 Operating Results of Drug Wholesalers, 25¢
 - 3 Operating Results of Hardware Wholesalers, 25¢
 - 4 Operating Results of Plumbing and Heating Supply Wholesalers, 25¢
 - 5 Operating Results of Household Appliance & Electrical Supply Wholesalers, 25¢

Part II — Retail Statistics

- F — Retail Trade, 50¢
- G — Retail Chain Stores, 50¢
- H — Operating Results of Food Store Chains, 25¢
- I — Operating Results of Clothing Store Chains, 25¢
- J — 1 Operating Results of Variety Store Chains, 25¢
 - 2 Operating Results of Drug Store Chains, 25¢
 - 3 Operating Results of Furniture Store Chains, 25¢
- * K — Operating Results of Independent Food Stores, 25¢
- * L — Operating Results of Independent Clothing Stores, 25¢
- * M — Operating Results of Independent Hardware, Furniture, Appliance, Radio and Television Stores, 25¢
- * N — Operating Results of Filling Stations and Garages, 25¢
- * O — 1 Operating Results of Independent General Stores, 25¢
 - 2 Operating Results of Independent Restaurants, 25¢
 - 3 Operating Results of Independent Fuel Dealers, 25¢
 - 4 Operating Results of Independent Drug Stores, 25¢
 - 5 Operating Results of Independent Jewellery Stores, 25¢
 - 6 Operating Results of Independent Tobacco Stores, 25¢
- P — Retail Credit, 25¢

Part III — Services 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), 10¢
- X — Motion Picture Production (Memorandum), 10¢

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

* Biennial reports — not issued for 1957.

SALES FINANCING, 1957

This report contains estimates of retail instalment credit (extended and outstanding) derived from an annual survey of all known companies engaged primarily in financing retail instalment sales ("Sales Finance Companies"). Not included is the retail instalment credit of companies engaged in making cash personal loans to a greater extent than in financing retail instalment sales nor that of merchandisers' acceptance subsidiaries engaged in financing parent stores' accounts only.

During 1957, the value of retail instalment credit extended by Sales Finance Companies declined 4.6 per cent from the 1956 high of \$1,248,347,000 and amounted to an estimated \$1,190,991,000. Imputed repayments during the year were less than additions to indebtedness as balances outstanding at December 31, 1957, showed a net increase of 3.1 per cent over the corresponding amount on Sales Finance Companies' books at December 31, 1956.

As in 1956, Ontario accounted for the largest volume of paper purchased by Sales Finance Companies, followed by Quebec, Alberta, and British Columbia. The other provinces accounted for 15.3 per cent of total (15.0 per cent in 1956). Disregarding fractional deviations, the provincial distribution of year-end balances outstanding paralleled that of paper purchased as indicated in the following table.

**Provincial Distribution of Retail Instalment Credit
(extended and outstanding) of Sales Finance
Companies, 1957**

Province	Total, all commodities (per cent of Canada totals)	
	Paper purchased	Balances outstanding
Canada.....	100.0	100.0
Atlantic Provinces	7.0	7.1
Quebec	24.8	24.6
Ontario	38.1	39.0
Manitoba	4.3	4.3
Saskatchewan	4.0	3.6
Alberta	11.7	11.6
British Columbia	10.1	9.8

Of total retail instalment credit extended in 1957 by Sales Finance Companies, the percentage attributable to consumer goods was 75.6 as against 74.1 in 1956, and the percentage attributable to commercial goods was 24.4 per cent as against 25.9 per cent in 1956.

Extensions in respect of consumer goods declined 2.6 per cent and, in respect of commercial goods, 10.2 per cent compared with corresponding extensions in 1956. In the three-way breakdown of consumer and commercial paper, only used passenger car paper showed an increase over 1956 in the volume purchased. Outstandings on consumer goods and commercial goods showed identical net increases (3.1 per cent) as indicated in the following table.

**Percentage Change in Financing of Retail
Instalment Sales During Year and Balances
Outstanding at Year End, 1957/1956**

Commodity	Per cent change 1957/1956	
	Paper purchased	Balances outstanding
Total, all commodities	- 4.6	+3.1
Consumer goods	- 2.6	+3.1
New passenger cars	- 5.7	+3.6
Used passenger cars	+ 2.2	
Other consumer goods	- 4.6	+1.0
Commercial and industrial goods	-10.2	+3.1
New commercial vehicles	-15.4	-2.2
Used commercial vehicles	0.0	
Other commercial goods (in- cluding farm implements, tractors, factory and com- mercial equipment)	- 9.9	+8.4

**TABLE 1. Retail Instalment Credit (extended and outstanding) of Sales Finance Companies
Historical Summary, 1941 and 1947-1957**

Year	Paper purchased			Balances outstanding (year end)		
	Consumer goods	Commercial and industrial goods	Total	Consumer goods	Commercial and industrial goods	Total
	\$'000					
1941	77,326	22,951	100,277	48,854	15,820	64,674
1947	84,374	89,816	174,190	48,275	58,356	106,631
1948	122,522	85,644	208,166	70,451	59,669	130,120
1949 ¹	190,574	94,156	284,730	115,977	68,086	184,063
1950	305,278	123,918	429,196	202,011	91,152	293,163
1951	299,558	167,744	467,302	185,492	127,742	313,234
1952	590,994	227,639	818,633	372,778	167,029	539,807
1953	719,149	228,597	947,746	516,191	184,472	700,663
1954	630,837	174,187	805,024	491,645	164,220	655,865
1955	759,412	217,666	977,078	599,382	191,717	791,099
1956	924,687	323,660	1,248,347	756,304	279,072	1,035,376
1957	900,414	290,577	1,190,991	779,576	287,827	1,067,403

¹ Including Newfoundland from 1949.

TABLE 2. Retail Instalment Credit (extended and outstanding) of Sales Finance Companies, by Commodities, 1956 and 1957

Commodity	Paper purchased				Balances outstanding (year end)			
	Amount		Per cent of total		Amount		Per cent of total	
	1957	1956	1957	1956	1957	1956	1957	1956
	\$'000	\$'000	%	%	\$'000	\$'000	%	%
Total, all commodities	1,190,991	1,248,347	100.0	100.0	1,067,403	1,035,376	100.0	100.0
Consumer goods	900,414	924,687	75.6	74.1	779,576	756,304	73.0	73.0
New passenger cars	385,277	408,660	32.4	32.7	635,485	613,625	59.5	59.2
Used passenger cars	344,398	337,001	28.9	27.0				
Other consumer goods (radios, television sets, electrical and gas appliances, furniture, jewellery, clothing, etc.)	170,739	179,026	14.3	14.4	144,091	142,679	13.5	13.8
Commercial and industrial goods ..	290,577	323,660	24.4	25.9	287,827	279,072	27.0	27.0
New commercial vehicles	94,731	111,998	8.0	9.0	135,199	138,216	12.7	13.4
Used commercial vehicles	52,637	52,645	4.4	4.2				
Other commercial goods (including farm implements, tractors, factory and commercial equipment)	143,209	159,017	12.0	12.7	152,628	140,856	14.3	13.6

TABLE 3. Retail Instalment Credit (extended and outstanding) of Sales Finance Companies, by Provinces, 1956 and 1957

Province	Paper purchased					
	New and used passenger cars		Other consumer goods		Commercial and industrial goods	
	1957	1956	1957	1956	1957	1956
	\$'000					
Canada	729,675	745,661	170,739	179,026	290,577	323,660
Atlantic Provinces	49,328	58,405	15,110	18,222	18,869	21,789
Quebec	188,779	175,906	44,270	47,093	62,716	75,195
Ontario	283,565	317,628	70,154	73,018	100,148	109,763
Manitoba	29,459	24,230	6,213	5,005	15,696	14,331
Saskatchewan	29,415	25,639	5,220	4,982	13,015	12,457
Alberta	75,956	69,770	19,529	19,117	43,418	48,892
British Columbia ¹	73,173	74,083	10,243	11,589	36,715	41,233
	Paper purchased			Balances outstanding (year end)		
	Total, all commodities			Total, all commodities		
	1957	1956	% change 1957/56	1957	1956	% change 1957/56
	\$'000	\$'000	%	\$'000	\$'000	%
Canada	1,190,991	1,248,347	- 4.6	1,067,403	1,035,376	+ 3.1
Atlantic Provinces	83,307	98,416	-15.4	75,899	80,933	- 6.2
Quebec	295,765	298,194	- 0.8	262,957	247,909	+ 6.1
Ontario	453,867	500,409	- 9.3	415,618	416,910	- 0.3
Manitoba	51,368	43,566	+17.9	46,283	36,938	+25.3
Saskatchewan	47,650	43,078	+10.6	38,869	35,199	+10.4
Alberta	138,903	137,779	+ 0.8	123,238	115,056	+ 7.1
British Columbia ¹	120,131	126,905	- 5.3	104,539	102,438	+ 2.1

¹ Includes Yukon and Northwest Territories.

**Percentage breakdown between New and Used
Motor Vehicle Credit Outstanding**

(for reporting panel only, covering 50 per cent of all
sales finance companies)

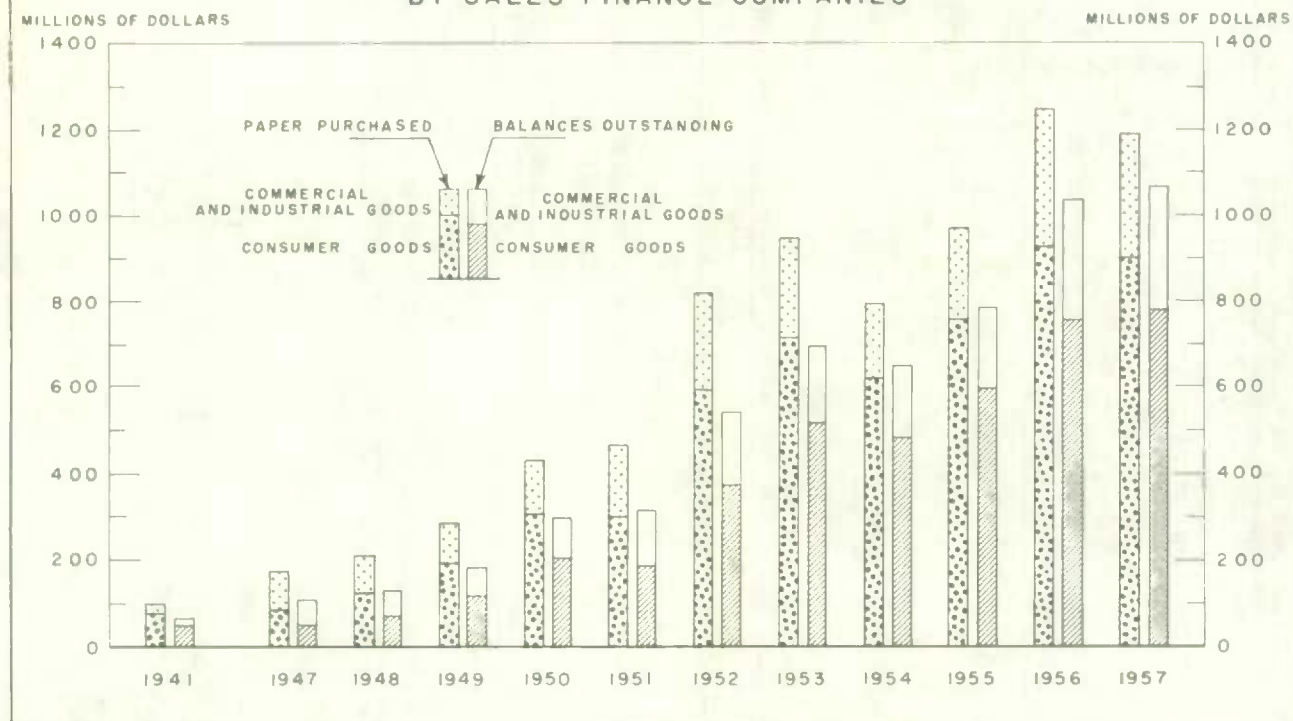
	Balances outstanding Dec. 31, 1957
	%
Passenger cars	100.0
New passenger cars	55.7
Used passenger cars	44.3
Commercial vehicles	100.0
New commercial vehicles	65.4
Used commercial vehicles	34.6

**Percentage Breakdown Between Commodities
Comprising "Consumer Goods Other Than
Passenger Cars"**

(for reporting panel only, covering 50 per cent of all
sales finance companies)

	Paper purchased 1957
	%
Consumer goods other than passenger cars	100.0
Radios	1.7
Television sets	23.1
Electrical and gas appliances	30.7
Furniture	15.3
Other consumer goods	29.2

**ANNUAL FINANCING OF RETAIL INSTALMENT SALES
BY SALES FINANCE COMPANIES**



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