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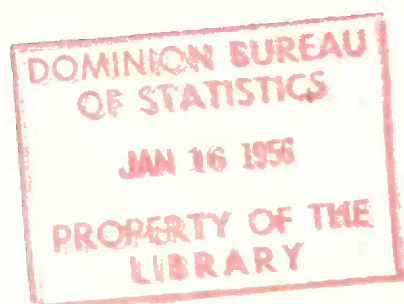


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RETAIL CONSUMER CREDIT

THIRD QUARTER, 1955



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RETAIL CONSUMER CREDIT

Third quarter preliminary estimates in this report were derived from a retail sample numerically larger, and in the non-specified trades more diversified, than the sample of establishments used for second-quarter and previous estimates. The design of the new sample necessitated an estimation procedure different in many respects from the techniques heretofore in use. Thus, the comparability of third-quarter figures -- particularly the dollar levels of accounts receivable -- with other estimates in this series, is open to question. However, appropriate revisions to the earlier figures will appear in future reports.

Total sales in the third quarter of 1955 were higher than in any previous third quarter, with cash, instalment and charge account components amounting to \$2,071.7 million, \$461.8 million and \$786.5 million, respectively. Although the usual seasonal decline from second-quarter levels was somewhat more pronounced this year than last, in both cash and instalment sales, charge account sales reached an all-time high, increasing by 9.0% over the second-quarter volume in contrast with a 5.1% decline in the corresponding period of 1954. Only one of the 12 specified trades -- Fuel Dealers -- registered lower total sales in the third quarter of 1955 than in the corresponding quarter a year ago. The largest percentage gain (22.9%), as well as the largest absolute increase (\$123.1 million), was made by Motor Vehicle Dealers. The portion of the average dollar spent on cash purchases at retail declined to 62.4 cents in the third quarter of this year, compared with 63.1 cents in the second quarter of 1955 and 65.8 cents in the third quarter of 1954. Conversely, the portion attributable to credit purchases increased to 37.6 cents, as compared with 36.9 cents in the second quarter of 1955 and 34.2 cents in the third quarter of 1954.

Type of Sale	Sales - Third Quarter		
	1954	1955	% Change 1955/1954
	(millions of dollars)		
Cash	2,004.0	2,071.7	+ 3.4
Instalment	380.3	461.8	+ 21.4
Charge	659.4	786.5	+ 19.3

Instalment sales in the third quarter of 1955 showed an overall increase of 21.4% over instalment sales in the corresponding quarter last year. Among the specified trades in which the instalment type of credit sale is significant, this increase was reflected by Motor Vehicle Dealers (+32.8%), Department Stores (+31.6%), and Furniture, Appliance and Radio Stores (+10.4%), and by Family Clothing Stores whose instalment sales doubled. The largest absolute increase, amounting to \$75.5 million, was made by Motor Vehicle Dealers. Third quarter instalment sales by Women's Clothing Stores were at the same level as a year ago; and Men's Clothing, Hardware and Jewellery registered decreases of 25.0%, 8.7% and 3.7%, respectively.

Charge sales in the third quarter of 1955 were higher by \$127.1 million, or 19.3%, than in the corresponding quarter of 1954. Among the specified trades in which charge and instalment components are both significant, increases ranged from a high of 28.2% (Motor Vehicle Dealers) to a low of 1.1% (Independent Grocery and Combination Stores). Motor Vehicle Dealers showed the largest absolute gain -- \$34.6 million. Third quarter charge account sales by Jewellery Stores were at the same level as a year ago. Only two trades -- Men's Clothing Stores and Family Clothing Stores -- had a smaller volume of charge account sales than in the third quarter of 1954; and, in both these trades, charge account sales in the third quarter of 1955 were lower than in the second quarter of the year.

Sales made on a cash basis were 3.4% higher in the third quarter of this year than in the corresponding quarter of 1954. The 14.6% increase in cash sales by Men's Clothing Stores was the largest gain by any of the 12 specified trades. All other specified trades, with the exception of Fuel Dealers and Garages and Filling Stations, had a greater volume of cash sales than in the third quarter of 1954, with increases ranging from 12.5% to 1.1%. As was the case with their credit sales, Motor Vehicle Dealers' cash sales increased by the largest absolute amount (\$13.0 million).

NOTE: 1951 Census benchmarks are used as the base for computations in this series.

THIRD QUARTER - SALES - 1954 and 1955

Trade	Cash Sales			Instalment Sales		
	1954	1955	% Change	1954	1955	% Change
Total, All Trades ...	2,004.0	2,071.7	+ 3.4	380.3	461.8	+ 21.4
Department	144.7	151.8	+ 4.9	37.4	49.2	+ 31.6
Motor Vehicle	185.2	198.2	+ 7.0	230.4	305.9	+ 32.8
Men's Clothing	30.1	34.5	+ 14.6	1.2	0.9	- 25.0
Family Clothing	34.3	35.8	+ 4.4	1.4	2.8	+100.0
Women's Clothing	37.5	37.9	+ 1.1	1.1	1.1	0.0
Hardware	37.1	39.9	+ 7.5	2.3	2.1	- 8.7
Furniture, Appliance and Radio	35.8	37.4	+ 4.5	53.8	59.4	+ 10.4
Jewellery	16.0	18.0	+ 12.5	5.4	5.2	- 3.7
Grocery & Combination (Independent)	271.8	282.4	+ 3.9	-	-	-
				Credit		
				1954	1955	
General	94.5	101.8	+ 7.7	46.3	44.3	
Fuel	13.1	10.7	- 18.3	34.9	33.3	
Garages & Filling Stns.	122.0	119.8	- 1.8	36.4	47.1	

Percentage composition of sales: From the second to the third quarter of the year, both cash and instalment sales decreased at faster rates than did total sales. Consequently, in the third quarter these components represented smaller portions of the average sales dollar than in the previous three-month period, while the instalment component increased in representation. In the corresponding period last year, both instalment and charge components decreased in representation, while the cash component shifted upward by 1.2%. Among the specified trades in which both charge and instalment components are significant, the following did not show increased representation of charge sales to total sales when compared with the third quarter of 1954: Men's Clothing, Family Clothing, Hardware, and Jewellery Stores.

Cash sales exclude cash receipts in any way related to instalment and charge sales, e.g., cash down-payments, payments on customers' accounts and cash received from the sale of financial paper.

Instalment sales comprise credit sales made under formal sales contracts, which provide for time payments and contain a repossession clause, and include cash down-payments and trade-in allowances.

Charge sales include all sales on credit other than instalment sales, e.g., 30-day accounts, revolving credit and budgetted charge accounts.

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

Charge Sales			Total Sales			Trade
1954	1955	% Change	1954	1955	% Change	
659.4	786.5	+ 19.3	3,043.7	3,320.0	+ 9.1	Total, All Trades
47.5	52.9	+ 11.4	229.6	253.9	+ 10.6	Department
122.8	157.4	+ 28.2	538.4	661.5	+ 22.9	Motor Vehicle
10.5	8.5	- 19.0	41.8	43.9	+ 5.0	Men's Clothing
10.0	9.1	- 9.0	45.7	47.7	+ 4.4	Family Clothing
9.7	10.1	+ 4.1	48.3	49.1	+ 1.7	Women's Clothing
23.9	24.3	+ 1.7	63.3	66.3	+ 4.7	Hardware
21.7	25.2	+ 16.1	111.3	122.0	+ 9.6	Furniture, Appliance and Radio
4.8	4.8	0.0	26.2	28.0	+ 6.9	Jewellery
89.6	90.6	+ 1.1	361.4	373.0	+ 3.2	Grocery & Combination (Independent)
Sales						
% Change						
- 4.3			140.8	146.1	+ 3.8	General
- 4.6			48.0	44.0	- 8.3	Fuel
+ 29.4			158.4	166.9	+ 5.4	Garages & Filling Stns.

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

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1954-Apr.-June ...	2,036.7	422.4	694.8	3,153.9	291.7	464.5	756.2
July-Sept. ..	2,004.0	380.3	659.4	3,043.7	289.3	464.4	753.7
Oct.-Dec. ...	2,143.4	351.4	736.0	3,230.8	319.0	504.7	823.7
1955-Jan.-Mar. ...	1,626.2	300.4	606.6	2,533.2	289.3	460.6	749.9
Apr.-June (1)	2,148.4	535.6	721.3	3,405.3	312.5	490.6	803.1
July-Sept.(1)	2,071.7	461.8	786.5	3,320.0	308.5	535.5	844.0
Percentage Composition							
1954-Apr.-June ...	64.6	13.4	22.0	100.0	38.6	61.4	100.0
July-Sept. ..	65.8	12.5	21.7	100.0	38.4	61.6	100.0
Oct.-Dec. ...	66.3	10.9	22.8	100.0	38.7	61.3	100.0
1955-Jan.-Mar. ...	64.2	11.9	23.9	100.0	38.6	61.4	100.0
Apr.-June (1)	63.1	15.7	21.2	100.0	38.9	61.1	100.0
July-Sept.(1)	62.4	13.9	23.7	100.0	36.6	63.4	100.0

**Table 2. - Department Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1954-Apr.-June ...	162.8	35.7	56.7	255.2	95.1	51.8	146.9
July-Sept. ..	144.7	37.4	47.5	229.6	97.0	51.8	148.8
Oct.-Dec. ...	231.4	60.2	75.7	367.3	114.5	69.1	183.6
1955-Jan.-Mar. ...	139.0	32.8	45.7	217.5	109.1	52.5	161.6
Apr.-June (1)	171.7	41.3	60.8	273.8	110.8	56.6	167.4
July-Sept.(1)	151.8	49.2	52.9	253.9	125.2	58.4	183.6
Percentage Composition							
1954-Apr.-June ...	63.8	14.0	22.2	100.0	64.8	35.2	100.0
July-Sept. ..	63.0	16.3	20.7	100.0	65.2	34.8	100.0
Oct.-Dec. ...	63.0	16.4	20.6	100.0	62.4	37.6	100.0
1955-Jan.-Mar. ...	63.9	15.1	21.0	100.0	67.5	32.5	100.0
Apr.-June (1)	62.7	15.1	22.2	100.0	66.2	33.8	100.0
July-Sept.(1)	59.8	19.4	20.8	100.0	68.2	31.8	100.0

(1) Preliminary

Table 3. - Motor Vehicle Dealers
Sales and Accounts Receivable

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Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1954-Apr.-June ...	245.2	272.3	143.4	660.9	51.8	84.1	135.9
July-Sept. ..	185.2	230.4	122.8	538.4	45.8	82.1	127.9
Oct.-Dec. ...	123.4	166.5	112.2	402.1	39.0	71.5	110.5
1955-Jan.-Mar. ...	152.8	171.9	107.1	431.8	38.6	74.7	113.3
Apr.-June (1)	270.4	364.6	155.8	790.8	55.7	95.5	151.2
July-Sept.(1)	198.2	305.9	157.4	661.5	23.3	77.5	100.8
Percentage Composition							
1954-Apr.-June ...	37.1	41.2	21.7	100.0	38.1	61.9	100.0
July-Sept. ..	34.4	42.8	22.8	100.0	35.8	64.2	100.0
Oct.-Dec. ...	30.7	41.4	27.9	100.0	35.3	64.7	100.0
1955-Jan.-Mar. ...	35.4	39.8	24.8	100.0	34.0	66.0	100.0
Apr.-June (1)	34.2	46.1	19.7	100.0	36.8	63.2	100.0
July-Sept.(1)	30.0	46.2	23.8	100.0	23.1	76.9	100.0

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

Dollar Estimates (in millions)							
1954-Apr.-June ...	35.3	1.6	14.1	51.0	1.6	11.5	13.1
July-Sept. ..	30.1	1.2	10.5	41.8	1.4	10.0	11.4
Oct.-Dec. ...	49.1	2.1	19.3	70.5	1.9	13.4	15.3
1955-Jan.-Mar. ...	26.5	1.3	12.4	40.2	1.6	11.7	13.3
Apr.-June (1)	33.8	1.6	17.0	52.4	1.5	13.1	14.6
July-Sept.(1)	34.5	0.9	8.5	43.9	1.1	10.1	11.2
Percentage Composition							
1954-Apr.-June ...	69.1	3.1	27.8	100.0	11.9	88.1	100.0
July-Sept. ..	72.1	2.9	25.0	100.0	12.2	87.8	100.0
Oct.-Dec. ...	69.7	3.0	27.3	100.0	12.2	87.8	100.0
1955-Jan.-Mar. ...	66.0	3.1	30.9	100.0	12.0	88.0	100.0
Apr.-June (1)	64.4	3.1	32.5	100.0	10.3	89.7	100.0
July-Sept.(1)	78.7	1.9	19.4	100.0	9.9	90.1	100.0

(1) Preliminary

Table 5. - Family Clothing Stores

Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1954-Apr.-June ...	37.8	2.0	13.9	53.7	2.4	14.1	16.5
July-Sept. ..	34.3	1.4	10.0	45.7	2.3	13.2	15.5
Oct.-Dec. ...	46.8	3.1	17.0	66.9	2.9	17.2	20.1
1955-Jan.-Mar. ...	24.5	1.4	9.9	35.8	2.5	14.2	16.7
Apr.-June (1)	38.0	2.0	15.0	55.0	2.3	15.4	17.7
July-Sept.(1)	35.8	2.8	9.1	47.7	6.0	9.7	15.7
Percentage Composition							
1954-Apr.-June ...	70.4	3.8	25.8	100.0	14.4	85.6	100.0
July-Sept. ..	75.0	3.1	21.9	100.0	14.6	85.4	100.0
Oct.-Dec. ...	70.0	4.6	25.4	100.0	14.5	85.5	100.0
1955-Jan.-Mar. ...	68.5	4.0	27.5	100.0	15.1	84.9	100.0
Apr.-June (1)	69.0	3.6	27.4	100.0	13.2	86.8	100.0
July-Sept.(1)	75.1	5.9	19.0	100.0	38.0	62.0	100.0

Table 6. - Women's Clothing Stores

Sales and Accounts Receivable

Dollar Estimates (in millions)							
1954-Apr.-June ...	44.5	1.3	11.1	56.9	1.5	9.1	10.6
July-Sept. ..	37.5	1.1	9.7	48.3	1.4	9.8	11.2
Oct.-Dec. ...	49.6	1.5	12.2	63.3	1.7	10.7	12.4
1955-Jan.-Mar. ...	30.0	1.5	10.1	41.6	1.7	9.9	11.6
Apr.-June (1)	45.4	1.3	11.4	58.1	1.8	10.1	11.9
July-Sept.(1)	37.9	1.1	10.1	49.1	0.7	9.3	10.0
Percentage Composition							
1954-Apr.-June ...	78.3	2.2	19.5	100.0	14.1	85.9	100.0
July-Sept. ..	77.7	2.3	20.0	100.0	12.3	87.7	100.0
Oct.-Dec. ...	78.4	2.4	19.2	100.0	13.7	86.3	100.0
1955-Jan.-Mar. ...	72.0	3.7	24.3	100.0	15.2	84.8	100.0
Apr.-June (1)	78.2	2.2	19.6	100.0	15.4	84.6	100.0
July-Sept. (1)	77.2	2.2	20.6	100.0	7.0	93.0	100.0

(1) Preliminary

Table 7. - Hardware Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1954-Apr.-June ...	38.6	2.4	24.0	65.0	2.2	21.3	23.5
July-Sept. ..	37.1	2.3	23.9	63.3	2.1	22.1	24.2
Oct.-Dec. ...	42.0	2.5	22.1	66.6	2.2	21.0	23.2
1955-Jan.-Mar. ...	22.2	1.6	15.1	38.9	1.9	18.0	19.9
Apr.-June (1)	39.7	2.9	24.0	66.6	2.4	21.6	24.0
July-Sept.(1)	39.9	2.1	24.3	66.3	2.9	22.6	25.5
Percentage Composition							
1954-Apr.-June ...	59.4	3.7	36.9	100.0	9.3	90.7	100.0
July-Sept. ..	58.6	3.7	37.7	100.0	8.8	91.2	100.0
Oct.-Dec. ...	63.0	3.7	33.3	100.0	9.5	90.5	100.0
1955-Jan.-Mar. ...	57.1	4.1	38.8	100.0	9.6	90.4	100.0
Apr.-June (1)	59.6	4.3	36.1	100.0	9.8	90.2	100.0
July-Sept.(1)	60.3	3.1	36.6	100.0	11.3	88.7	100.0

Table 8. - Furniture, Appliance and Radio Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1954-Apr.-June ...	36.2	54.1	22.6	112.9	89.7	23.5	113.2
July-Sept. ..	35.8	53.8	21.7	111.3	91.9	24.8	116.7
Oct.-Dec. ...	46.4	63.9	26.2	136.5	101.3	26.2	127.5
1955-Jan.-Mar. ...	37.6	51.6	23.3	112.5	85.0	23.7	108.7
Apr.-June (1)	37.0	55.8	23.3	116.1	86.1	23.2	109.3
July-Sept.(1)	37.4	59.4	25.2	122.0	105.7	23.0	128.7
Percentage Composition							
1954-Apr.-June ...	32.1	47.9	20.0	100.0	79.2	20.8	100.0
July-Sept. ..	32.2	48.3	19.5	100.0	78.7	21.3	100.0
Oct.-Dec. ...	34.0	46.8	19.2	100.0	79.5	20.5	100.0
1955-Jan.-Mar. ...	33.4	45.9	20.7	100.0	78.2	21.8	100.0
Apr.-June (1)	31.9	48.1	20.0	100.0	78.8	21.2	100.0
July-Sept.(1)	30.7	48.6	20.7	100.0	82.1	17.9	100.0

(1) Preliminary

Table 9. - Jewellery Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1954-Apr.-June ...	14.8	4.4	5.6	24.8	8.3	3.5	11.8
July-Sept. ..	16.0	5.4	4.8	26.2	8.6	3.3	11.9
Oct.-Dec. ...	26.2	9.3	9.8	45.3	12.6	6.4	19.0
1955-Jan.-Mar. ...	13.0	3.9	4.5	21.4	10.0	3.2	13.2
Apr.-June (1)	14.8	4.5	5.5	24.8	10.0	3.2	13.2
July-Sept.(1)	18.0	5.2	4.8	28.0	9.3	5.4	14.7
Percentage Composition							
1954-Apr.-June ...	59.8	17.8	22.4	100.0	70.2	29.8	100.0
July-Sept. ..	61.2	20.5	18.3	100.0	72.4	27.6	100.0
Oct.-Dec. ...	57.8	20.6	21.6	100.0	66.5	33.5	100.0
1955-Jan.-Mar. ...	60.8	17.9	21.3	100.0	76.1	23.9	100.0
Apr.-June (1)	59.7	18.3	22.0	100.0	75.4	24.6	100.0
July-Sept.(1)	64.3	18.6	17.1	100.0	63.5	36.5	100.0

Table 10. - Grocery and Combination Stores (Independent)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1954-Apr.-June	259.8	74.3	89.9	25.7	349.7	37.4
July-Sept.	271.8	75.2	89.6	24.8	361.4	36.7
Oct.-Dec.	273.4	75.2	90.2	24.8	363.6	38.4
1955-Jan.-Mar.	241.6	75.7	77.5	24.3	319.1	33.9
Apr.-June (1)	274.4	75.1	91.0	24.9	365.4	35.8
July-Sept. (1)	282.4	75.7	90.6	24.3	373.0	32.8

(1) Preliminary

Table 11. - General Stores
Sales and Accounts Receivable
(in millions of dollars)

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Period	Sales					Total Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1954-Apr.-June	85.8	64.9	46.4	35.1	132.2	29.0
July-Sept.	94.5	67.1	46.3	32.9	140.8	29.2
Oct.-Dec.	95.1	69.2	42.4	30.8	137.5	28.8
1955-Jan.-Mar.	71.3	68.0	33.5	32.0	104.8	27.3
Apr.-June (1)	93.6	68.6	42.9	31.4	136.5	28.0
July-Sept. (1)	101.8	69.7	44.3	30.3	146.1	28.6

Table 12. - Fuel Dealers

1954-Apr.-June	10.8	26.0	30.8	74.0	41.6	20.4
July-Sept.	13.1	27.4	34.9	72.6	48.0	23.2
Oct.-Dec.	22.4	29.2	54.5	70.8	76.9	31.0
1955-Jan.-Mar.	24.3	28.1	62.2	71.9	86.5	34.2
Apr.-June (1)	9.5	24.6	29.0	75.4	38.5	20.8
July-Sept. (1)	10.7	24.3	33.3	75.7	44.0	28.2

Table 13. - Garages and Filling Stations

1954-Apr.-June	110.7	75.2	36.5	24.8	147.2	22.3
July-Sept.	122.0	77.0	36.4	23.0	158.4	21.9
Oct.-Dec.	105.2	75.1	34.8	24.9	140.0	22.9
1955-Jan.-Mar.	82.7	72.6	31.2	27.4	113.9	22.1
Apr.-June (1)	114.6	74.9	38.4	25.1	153.0	23.3
July-Sept. (1)	119.8	71.8	47.1	28.2	166.9	26.7

(1) Preliminary



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Table 14. - All Other Trades
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1954-Apr.-June ...	954.4	48.6	199.9	1,202.9	39.2	136.3	175.5
July-Sept. ..	981.9	47.3	201.3	1,230.5	38.9	136.3	175.2
Oct.-Dec. ...	1,032.4	42.3	219.5	1,294.2	42.9	148.1	191.0
1955-Jan.-Mar. ...	760.7	34.4	174.1	969.2	38.9	135.2	174.1
Apr.-June (1)	1,005.5	61.6	207.2	1,274.3	41.9	144.0	185.9
July-Sept.(1)	1,003.3	33.8	280.3	1,317.6	32.3	205.2	237.5
Percentage Composition							
1954-Apr.-June ...	79.3	4.1	16.6	100.0	22.3	77.7	100.0
July-Sept. ..	79.8	3.8	16.4	100.0	22.2	77.8	100.0
Oct.-Dec. ...	79.8	3.2	17.0	100.0	22.4	77.6	100.0
1955-Jan.-Mar. ...	78.5	3.5	18.0	100.0	22.3	77.7	100.0
Apr.-June (1)	78.9	4.8	16.3	100.0	22.5	77.5	100.0
July-Sept.(1)	76.1	2.6	21.3	100.0	13.6	86.4	100.0

(1) Preliminary