

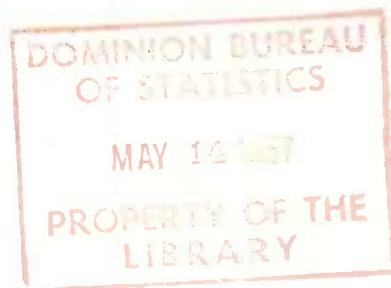
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**RETAIL CREDIT**  
**FOURTH QUARTER, 1956**



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## R E T A I L   C R E D I T

Consistent quarterly gains in both cash and credit sales at retail brought the annual totals in 1956 to an estimated \$9,012.2 million and \$5,076.5 million respectively, up 8.0% and 6.6% from a year ago.

1956/1955	Percentage Change in Sales	
	Cash	Credit
First quarter .....	+ 8.8	+ 10.2
Second quarter .....	+ 7.5	+ 4.6
Third quarter .....	+ 7.4	+ 6.6
Fourth quarter .....	+ 8.3	+ 5.9

Credit outstanding on December 31, 1956, was at an unprecedented high of \$982.5 million, the result of a net change of + 4.5% since September 30, 1956. The rate of increase in new credits over repayments was slower than a year ago, but customers were \$57.9 million deeper in debt than on December 31, 1955.

The sales' estimates in this report contain final revisions for 1955 and preliminary revisions for 1956 in respect of establishment "births" and "deaths". They have not been adjusted for seasonal fluctuation, price changes and differences in number of shopping days.

Sales and receivables on commercial accounts of retail establishments are included in the estimates. The non-consumer content is fairly large in trades such as Lumber and Building Materials Dealers, Farm Implement Dealers, Feed Stores and Farmers' Supply Stores, all of which are represented in the miscellaneous classification "All Other Trades". Some of the specified trades also contain portions of non-consumer business. For example, builders' hardware is sold by Hardware Stores, commercial vehicles by Motor Vehicle Dealers, etc.

### Instalment Sales and Receivables

Total instalment sales in the fourth quarter of 1956 amounted to \$438.3 million, bringing the aggregate for the year to \$1,823.2 million, an increase of 6.9% over 1955. At the year-end, instalment receivables held by retailers (which exclude, by definition, receivables on paper sold to sales finance companies) amounted to \$415.0 million.

There was a decrease in instalment sales from the previous quarter of 9.6%, compared with 11.5% a year ago, which was reflected in three of the specified trades: Motor Vehicle Dealers, Men's Clothing Stores and Hardware Stores. Instalment credit outstanding, however, continued to lag behind the downward trend of the new credit curve, and balances owing by customers were higher in all the specified trades with the exception of Motor Vehicle Dealers (- 7.5%). The increases ranged from 4.3% for Fuel Dealers to 36.0% for Jewellery Stores. Department Stores rang up instalment sales worth \$2.0 million more than in the fourth quarter of last year, and at the year-end were owed on instalment accounts \$14.7 million more than on December 31, 1955. Furniture, Appliance and Radio Stores, with instalment sales for the quarter unchanged from a year ago, were owed on instalment accounts \$13.5 million more than at the end of December, 1955.

### Charge Sales and Receivables

Short-term credit sales in the fourth quarter of 1956 amounted to a record high of \$888.2 million, bringing the aggregate for the year to \$3,253.3 million. Only two of the specified trades, Hardware Stores and Jewellery Stores, showed a decrease in charge sales compared with the fourth quarter of last year, and the decline in both amounted to 3.1%.

Women's Clothing Stores reported the largest percentage gain (16.7%). Increases in other specified trades ranged from 0.6% (Men's Clothing) to 6.0% (Department Stores).

The net change in charge credit outstanding from the previous quarter amounted to + 1.9%, with increases general in all the specified trades but Motor Vehicle Dealers and Hardware Stores. Jewellery Stores and Fuel Dealers, which made the largest percentage gains in charge sales over the previous quarter, accounted for the largest percentage increases in charge balances outstanding. Charge debt owing to Department Stores on December 31, 1956, had a dollar value equivalent to 32.1% of total charge sales made by Department Stores during the year.

#### Percentage Composition

In the fourth quarter of 1956 instalment sales accounted for the same share of the retail sales' dollar as in the corresponding quarter of 1955. The portion attributable to charge sales shifted in favour of cash sales by 0.5 cents. The breakdown of total receivables at the year-end showed a fractional percentage change toward the instalment component compared with December 31, 1955.

Note: 1951 Census benchmarks serve as the base for computations in this series.

#### Credit Sales

Instalment Sales - credit sales made under conditional sale agreements which provide for time payments and contain a repossession clause.

Cash down-payments, trade-in allowances and retailers' service charges are included.

Charge Account Sales - credit sales other than instalment sales.

Thirty-day accounts, revolving credit and budgeted charge accounts are included.

Cash Sales - cash and C.O.D. sales exclusive of cash receipts related to instalment and charge sales, e.g., payments on customers' accounts, cash down-payments on credit sales and cash received from the sale of financial paper.

Instalment Receivables exclude contingent liabilities on paper sold to finance companies.

C R E D I T   S A L E SPercentage ChangesTotal All Trades and Selected Trades

Trade	Instalment Sales		Charge Account Sales	
	<u>4th qtr. 1956</u>	<u>4th qtr.1956</u>	<u>4th qtr.1956</u>	<u>4th qtr.1956</u>
	4th qtr. 1955	3rd qtr.1956	4th qtr.1955	3rd qtr.1956
TOTAL, ALL TRADES.....	+ 8.5	- 9.6	+ 4.6	+ 5.6
Department Stores.....	+ 2.9	+ 43.7	+ 6.0	+ 53.5
Motor Vehicle Dealers.....	+ 18.3	- 24.6	+ 2.7	- 11.8
Men's Clothing Stores.....	- 54.2	- 21.4	+ 0.6	+ 55.9
Family Clothing Stores.....	+ 10.9	+ 64.9	+ 4.3	+ 80.6
Women's Clothing Stores...	- 41.2	+ 25.0	+ 16.7	+ 40.0
Hardware Stores.....	- 4.2	- 17.9	- 3.1	- 7.8
Furniture, Appliance and Radio Stores.....	0.0	+ 8.7	+ 5.1	+ 13.3
Jewellery Stores.....	+ 5.5	+ 91.7	- 3.1	+106.7
Grocery and Combination (Independent) Stores...	-	-	+ 1.5	+ 6.2
Fuel Dealers.....	+ 18.2	0.0	+ 2.6	+ 98.6

A C C O U N T S   R E C E I V A B L EPercentage ChangesTotal All Trades and Selected Trades

Trade	Instalment Receivables		Charge Account Receivables	
	<u>4th qtr. 1956</u>	<u>4th qtr.1956</u>	<u>4th qtr.1956</u>	<u>4th qtr.1956</u>
	4th qtr. 1955	3rd qtr.1956	4th qtr.1955	3rd qtr.1956
TOTAL, ALL TRADES.....	+ 8.7	+ 8.2	+ 4.6	+ 1.9
Department Stores.....	+ 10.0	+ 12.0	+ 4.1	+ 26.9
Motor Vehicle Dealers.....	+ 18.7	- 7.5	+ 7.4	- 5.9
Men's Clothing Stores.....	+ 17.6	+ 33.3	+ 8.6	+ 26.4
Family Clothing Stores.....	- 13.8	+ 13.1	+ 11.9	+ 28.0
Women's Clothing Stores...	- 26.7	+ 22.2	+ 7.4	+ 14.9
Hardware Stores.....	+ 8.1	+ 5.3	+ 3.5	- 4.8
Furniture, Appliance and Radio Stores.....	+ 9.1	+ 6.6	+ 2.3	+ 9.5
Jewellery Stores.....	+ 11.0	+ 36.0	+ 4.8	+ 61.1
Grocery and Combination (Independent) Stores...	-	-	+ 2.0	+ 7.9
Fuel Dealers.....	+ 26.3	+ 4.3	+ 5.5	+ 44.3

CHART-1

### TOTAL ALL TRADES INSTALMENT SALES AND RECEIVABLES

1951-1956  
(BY QUARTERS)

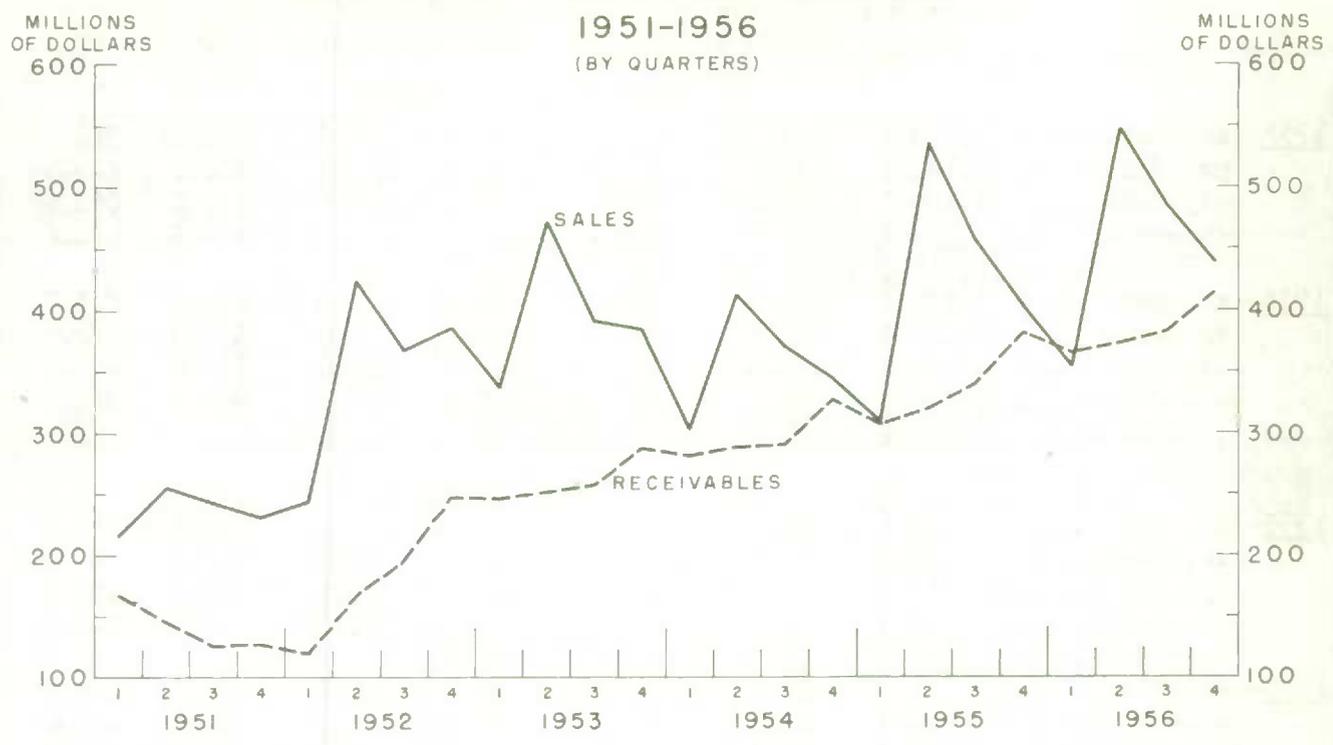


CHART-2

### DEPARTMENT STORES INSTALMENT SALES AND RECEIVABLES

1951-1956  
(BY QUARTERS)

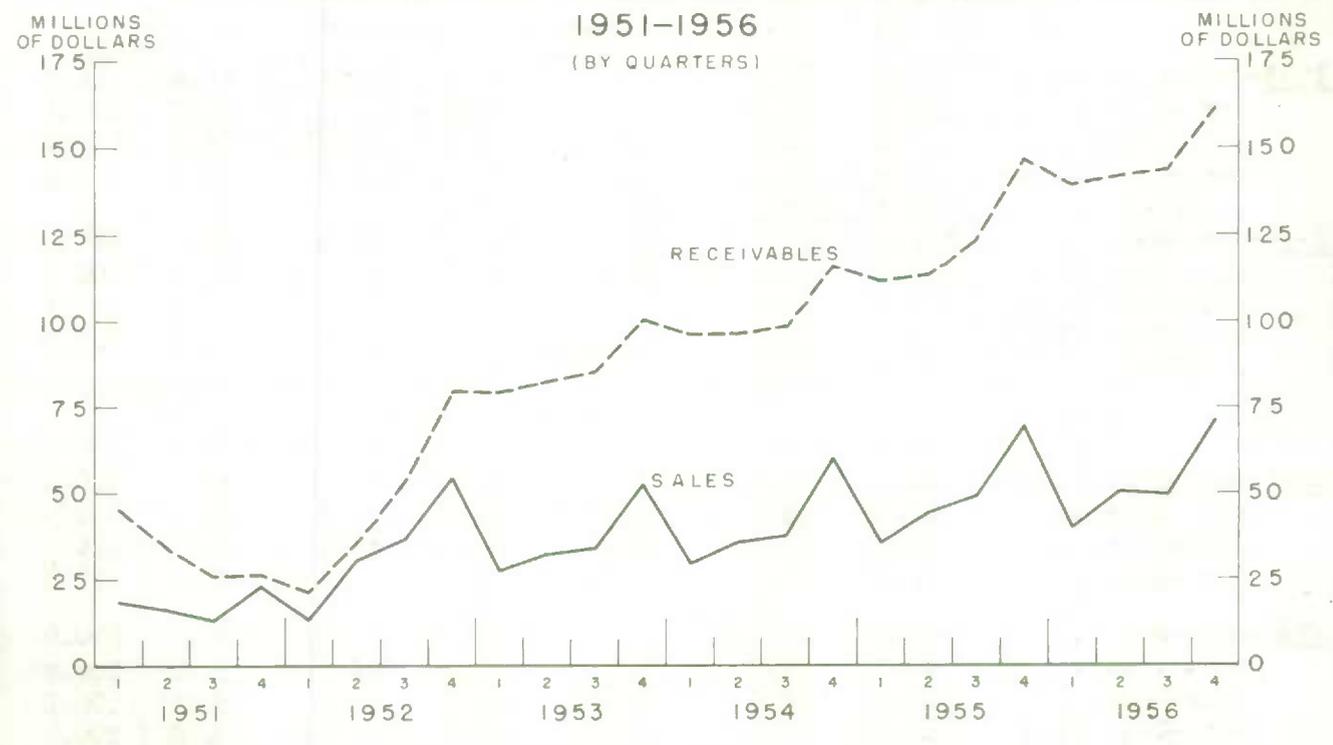


Table 1. - Total, All Trades

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## Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
<u>1955</u> -Jan.-Mar. ....	1,719.4	309.9	633.5	2,662.8	308.2	436.0	744.2
Apr.-June ....	2,160.6	535.2	788.4	3,484.2	319.5	504.4	823.9
July-Sept. ...	2,109.1	456.5	787.0	3,352.6	339.8	523.1	862.9
Oct.-Dec. ....	2,359.2	404.0	849.1	3,612.3	381.8	542.8	924.6
TOTAL .....	8,348.3	1,705.6	3,058.0	13,111.9			
<u>1956</u> -Jan.-Mar. ....	1,870.2	354.3	685.6	2,910.1	365.3	490.4	855.7
Apr.-June ....	2,322.7	545.7	838.5	3,706.9	372.6	535.9	980.5
July-Sept. ...	2,264.2	484.9	841.0	3,590.1	383.4	556.8	940.2
Oct.-Dec. (1).	2,555.1	438.3	888.2	3,881.6	415.0	567.5	982.5
TOTAL .....	9,012.2	1,823.2	3,253.3	14,088.7			
Percentage Composition							
<u>1955</u> -Jan.-Mar. ....	64.6	11.6	23.8	100.0	41.4	58.6	100.0
Apr.-June ....	62.0	15.3	22.7	100.0	38.8	61.2	100.0
July-Sept. ...	62.7	13.7	23.6	100.0	39.4	60.6	100.0
Oct.-Dec. ....	65.3	11.3	23.4	100.0	41.3	58.7	100.0
AVERAGE.....	63.6	13.0	23.4	100.0			
<u>1956</u> -Jan.-Mar. ....	64.3	12.1	23.6	100.0	42.7	57.3	100.0
Apr.-June ....	62.7	14.7	22.6	100.0	41.0	59.0	100.0
July-Sept. ...	63.1	13.5	23.4	100.0	40.8	59.2	100.0
Oct.-Dec. (1).	65.8	11.3	22.9	100.0	42.2	57.8	100.0
AVERAGE ...	64.0	12.9	23.1	100.0			

Table 2. - Department Stores

## Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
<u>1955</u> -Jan.-Mar. ....	137.9	35.4	45.2	218.5	111.8	52.6	164.4
Apr.-June ....	169.6	44.3	59.7	273.6	113.7	56.7	170.4
July-Sept. ...	152.4	49.2	53.3	254.9	123.2	58.0	181.2
Oct.-Dec. ....	250.9	69.4	83.1	403.4	146.6	79.8	226.4
TOTAL .....	710.8	198.3	241.3	1,150.4			
<u>1956</u> -Jan.-Mar. ....	152.4	40.1	50.2	242.7	139.4	60.6	200.0
Apr.-June ....	183.4	50.4	63.5	297.3	142.0	64.0	206.0
July-Sept. ...	169.5	49.7	57.4	276.6	144.0	65.5	209.5
Oct.-Dec. (1).	266.0	71.4	88.1	425.5	161.3	83.1	244.4
TOTAL .....	771.3	211.6	259.2	1,242.1			
Percentage Composition							
<u>1955</u> -Jan.-Mar. ....	63.1	16.2	20.7	100.0	68.0	32.0	100.0
Apr.-June ....	62.0	16.2	21.8	100.0	66.7	33.3	100.0
July-Sept. ...	59.8	19.3	20.9	100.0	68.0	32.0	100.0
Oct.-Dec. ....	62.2	17.2	20.6	100.0	64.8	35.2	100.0
<u>1956</u> -Jan.-Mar. ....	62.8	16.5	20.7	100.0	69.7	30.3	100.0
Apr.-June ....	61.7	17.0	21.3	100.0	68.9	31.1	100.0
July-Sept. ...	61.3	18.0	20.7	100.0	68.7	31.3	100.0
Oct.-Dec. (1).	62.5	16.8	20.7	100.0	66.0	34.0	100.0

(1) Preliminary

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

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
<u>1955</u> -Jan.-Mar. ...	155.4	182.2	124.8	462.4	12.8	55.9	68.7
Apr.-June ...	262.2	362.0	168.0	792.2	22.4	73.9	96.3
July-Sept. ...	195.9	282.3	151.8	630.0	21.4	72.7	94.1
Oct.-Dec. ...	151.0	196.6	137.9	485.5	18.7	70.0	88.7
TOTAL ....	764.5	1,023.1	582.5	2,370.1			
<u>1956</u> -Jan.-Mar. ...	161.8	204.4	132.0	498.2	19.9	67.7	87.6
Apr.-June ...	287.1	365.6	180.0	832.7	24.1	82.4	106.5
July-Sept. ...	205.9	308.4	160.6	674.9	24.0	79.9	103.9
Oct.-Dec.(1).	166.9	232.6	141.6	541.1	22.2	75.2	97.4
TOTAL ....	821.7	1,111.0	614.2	2,546.9			
Percentage Composition							
<u>1955</u> -Jan.-Mar. ...	33.6	39.4	27.0	100.0	18.6	81.4	100.0
Apr.-June ...	33.1	45.7	21.2	100.0	23.3	76.7	100.0
July-Sept. ...	31.1	44.8	24.1	100.0	22.7	77.3	100.0
Oct.-Dec. ...	31.1	40.5	28.4	100.0	21.1	78.9	100.0
<u>1956</u> -Jan.-Mar. ...	32.5	41.0	26.5	100.0	22.7	77.3	100.0
Apr.-June ...	34.5	43.9	21.6	100.0	22.6	77.4	100.0
July-Sept. ...	30.5	45.7	23.8	100.0	23.1	76.9	100.0
Oct.-Dec.(1).	30.8	43.0	26.2	100.0	22.8	77.2	100.0

**Table 4. - Men's 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)							
<u>1955</u> -Jan.-Mar. ...	31.3	1.3	9.6	42.2	1.5	9.7	11.2
Apr.-June ...	38.7	1.7	12.5	52.9	1.4	10.8	12.2
July-Sept. ...	35.2	1.0	8.9	45.1	1.2	10.3	11.5
Oct.-Dec. ...	55.8	2.4	15.8	74.0	1.7	12.8	14.5
TOTAL ....	161.0	6.4	46.8	214.2			
<u>1956</u> -Jan.-Mar. ...	32.7	1.5	11.5	45.7	1.8	11.3	13.1
Apr.-June ...	39.0	1.6	12.9	53.5	1.7	11.6	13.3
July-Sept. ...	38.1	1.4	10.2	49.7	1.5	11.0	12.5
Oct.-Dec.(1).	61.4	1.1	15.9	78.4	2.0	13.9	15.9
TOTAL ....	171.2	5.6	50.5	227.3			
Percentage Composition							
<u>1955</u> -Jan.-Mar. ...	74.1	3.1	22.8	100.0	13.9	86.1	100.0
Apr.-June ...	73.1	3.3	23.6	100.0	11.4	88.6	100.0
July-Sept. ...	78.0	2.2	19.8	100.0	10.6	89.4	100.0
Oct.-Dec. ...	75.4	3.2	21.4	100.0	11.9	88.1	100.0
<u>1956</u> -Jan.-Mar. ...	71.5	3.3	25.2	100.0	13.7	86.3	100.0
Apr.-June ...	72.9	3.0	24.1	100.0	12.8	87.2	100.0
July-Sept. ...	76.8	2.8	20.4	100.0	12.2	87.8	100.0
Oct.-Dec.(1).	78.3	1.5	20.2	100.0	12.4	87.6	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)							
<u>1955</u> -Jan.-Mar. ....	24.4	2.6	7.7	34.7	6.6	9.6	16.2
Apr.-June ....	36.3	3.4	10.7	50.4	6.5	10.3	16.8
July-Sept. ...	33.4	2.8	8.6	44.8	6.7	9.6	16.3
Oct.-Dec. ....	48.4	5.5	16.1	70.0	8.0	13.5	21.5
TOTAL .....	142.5	14.3	43.1	199.9			
<u>1956</u> -Jan.-Mar. ....	27.6	2.8	8.8	39.2	5.1	11.9	17.0
Apr.-June ....	36.6	4.1	11.0	51.7	6.3	11.9	18.2
July-Sept. ...	35.7	3.7	9.3	48.7	6.1	11.8	17.9
Oct.-Dec. (1)..	49.4	6.1	16.8	72.3	6.9	15.1	22.0
TOTAL .....	149.3	16.7	45.9	211.9			
Percentage Composition							
<u>1955</u> -Jan.-Mar. ....	70.4	7.4	22.2	100.0	40.7	59.3	100.0
Apr.-June ....	72.0	6.7	21.3	100.0	38.7	61.3	100.0
July-Sept. ...	74.6	6.2	19.2	100.0	41.1	58.9	100.0
Oct.-Dec. ....	69.2	7.8	23.0	100.0	37.2	62.8	100.0
<u>1956</u> -Jan.-Mar. ....	70.3	7.2	22.5	100.0	30.0	70.0	100.0
Apr.-June ....	70.9	7.9	21.2	100.0	34.6	65.4	100.0
July-Sept. ...	73.2	7.6	19.2	100.0	33.9	66.1	100.0
Oct.-Dec. (1)..	68.3	8.4	23.3	100.0	31.5	68.5	100.0

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

Period	Dollar Estimates (in millions)				Percentage Composition		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
<u>1955</u> -Jan.-Mar. ....	31.5	1.1	9.8	42.4	1.2	9.3	10.5
Apr.-June ....	46.9	1.5	12.4	60.8	1.3	9.4	10.7
July-Sept. ...	39.8	1.3	10.2	51.3	1.3	9.1	10.4
Oct.-Dec. ....	54.6	1.7	14.4	70.7	1.5	10.8	12.3
TOTAL .....	172.8	5.6	46.8	225.2			
<u>1956</u> -Jan.-Mar. ....	35.2	0.7	11.8	47.7	1.0	10.0	11.0
Apr.-June ....	47.0	0.9	13.5	61.4	0.9	9.6	10.5
July-Sept. ...	42.9	0.8	12.0	55.7	0.9	10.1	11.0
Oct.-Dec. (1)..	60.2	1.0	16.8	78.0	1.1	11.6	12.7
TOTAL .....	185.3	3.4	54.1	242.8			
Percentage Composition							
<u>1955</u> -Jan.-Mar. ....	74.2	2.7	23.1	100.0	11.9	88.1	100.0
Apr.-June ....	77.2	2.5	20.3	100.0	12.8	87.2	100.0
July-Sept. ...	77.6	2.6	19.8	100.0	12.1	87.9	100.0
Oct.-Dec. ....	77.2	2.4	20.4	100.0	12.3	87.7	100.0
<u>1956</u> -Jan.-Mar. ....	73.8	1.4	24.8	100.0	8.9	91.1	100.0
Apr.-June ....	76.5	1.5	22.0	100.0	8.7	91.3	100.0
July-Sept. ...	77.0	1.4	21.6	100.0	8.1	91.9	100.0
Oct.-Dec. (1)..	77.2	1.3	21.5	100.0	8.3	91.7	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)							
<u>1955</u> -Jan.-Mar. ...	12.9	3.9	3.7	20.5	9.8	5.1	14.9
Apr.-June ...	16.5	5.3	5.1	26.9	9.0	4.5	13.5
July-Sept. ..	16.9	5.3	4.6	26.8	9.7	5.2	14.9
Oct.-Dec. ...	29.0	10.9	9.6	49.5	13.6	8.3	21.9
Total ....	75.3	25.4	23.0	123.7			
<u>1956</u> -Jan.-Mar. ...	13.5	4.5	4.1	22.1	11.3	5.5	16.8
Apr.-June ...	16.7	6.0	5.7	28.4	11.0	5.6	16.6
July-Sept. ..	17.3	6.0	4.5	27.8	11.1	5.4	16.5
Oct.-Dec. (1)	31.7	11.5	9.3	52.5	15.1	8.7	23.8
Total ....	79.2	28.0	23.6	130.8			
Percentage Composition							
<u>1955</u> -Jan.-Mar. ...	62.9	18.8	18.3	100.0	65.8	34.2	100.0
Apr.-June ...	61.2	19.8	19.0	100.0	66.7	33.3	100.0
July-Sept. ..	63.0	19.9	17.1	100.0	65.2	34.8	100.0
Oct.-Dec. ...	58.5	22.0	19.5	100.0	61.9	38.1	100.0
<u>1956</u> -Jan.-Mar. ...	60.9	20.4	18.7	100.0	67.3	32.7	100.0
Apr.-June ...	59.0	21.0	20.0	100.0	66.4	33.6	100.0
July-Sept. ..	62.3	21.4	16.3	100.0	67.2	32.8	100.0
Oct.-Dec. (1)	60.4	21.9	17.7	100.0	63.5	36.5	100.0

**Table 10. - Grocery and Combination Stores (Independent)**

**Sales and Accounts Receivable**  
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
<u>1955</u> -Jan.-Mar. ...	250.7	74.8	84.5	25.2	335.2	33.2
Apr.-June ...	280.8	75.8	89.7	24.2	370.5	33.9
July-Sept. ..	281.4	75.5	91.3	24.5	372.7	32.6
Oct.-Dec. ...	290.9	74.9	97.5	25.1	388.4	34.8
Total ....	1,103.8		363.0		1,466.8	
<u>1956</u> -Jan.-Mar. ...	272.0	77.0	81.1	23.0	353.1	33.1
Apr.-June ...	296.0	77.1	87.7	22.9	383.7	32.6
July-Sept. ..	299.8	76.3	93.2	23.7	393.0	32.9
Oct.-Dec. (1)	312.9	76.0	99.0	24.0	411.9	35.5
Total ....	1,180.7		361.0		1,541.7	

(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)							
<u>1955</u> -Jan.-Mar. ...	25.4	1.6	15.2	42.2	2.4	17.7	20.1
Apr.-June ...	42.6	2.2	23.1	67.9	2.7	20.8	23.5
July-Sept. ..	41.6	2.4	25.7	69.7	3.6	24.4	28.0
Oct.-Dec. ...	48.0	2.4	25.8	76.2	3.7	23.1	26.8
TOTAL ....	157.6	8.6	89.8	256.0			
<u>1956</u> -Jan.-Mar. ...	26.7	1.8	17.2	45.7	3.3	20.4	23.7
Apr.-June ...	43.8	2.6	25.1	71.5	3.6	23.9	27.5
July-Sept. ..	45.1	2.8	27.1	75.0	3.8	25.1	28.9
Oct.-Dec. (1).	54.6	2.3	25.0	81.9	4.0	23.9	27.9
TOTAL .....	170.2	9.5	94.4	274.1			
Percentage Composition							
<u>1955</u> -Jan.-Mar. ...	60.3	3.7	36.0	100.0	12.1	87.9	100.0
Apr.-June ...	62.8	3.2	34.0	100.0	11.6	88.4	100.0
July-Sept. ..	59.6	3.5	36.9	100.0	13.0	87.0	100.0
Oct.-Dec. ...	63.0	3.1	33.9	100.0	13.9	86.1	100.0
<u>1956</u> -Jan.-Mar. ...	58.6	3.9	37.5	100.0	14.0	86.0	100.0
Apr.-June ...	61.3	3.6	35.1	100.0	13.2	86.8	100.0
July-Sept. ..	60.2	3.7	36.1	100.0	13.3	86.7	100.0
Oct.-Dec. (1)	66.7	2.8	30.5	100.0	14.4	85.6	100.0

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

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
<u>1955</u> -Jan.-Mar. ...	36.9	52.9	22.8	112.6	128.0	21.6	149.6
Apr.-June ...	38.4	66.1	23.6	128.1	124.0	20.6	144.6
July-Sept. ..	41.3	70.9	27.0	139.2	134.0	21.3	155.3
Oct.-Dec. ...	50.1	78.9	31.6	160.6	149.0	25.9	174.9
TOTAL ....	166.7	268.8	105.0	540.5			
<u>1956</u> -Jan.-Mar. ...	38.5	60.3	24.6	123.4	144.6	22.0	166.6
Apr.-June ...	42.6	71.2	26.2	140.0	145.1	22.9	168.0
July-Sept. ..	44.3	72.6	29.3	146.2	152.4	24.2	176.6
Oct.-Dec. (1)	54.6	78.9	33.2	166.7	162.5	26.5	189.0
TOTAL .....	180.0	283.0	113.3	576.3			
Percentage Composition							
<u>1955</u> -Jan.-Mar. ...	32.8	47.0	20.2	100.0	85.6	14.4	100.0
Apr.-June ...	30.0	51.6	18.4	100.0	85.8	14.2	100.0
July-Sept. ..	29.7	50.9	19.4	100.0	86.3	13.7	100.0
Oct.-Dec. ...	31.2	49.1	19.7	100.0	85.2	14.8	100.0
<u>1956</u> -Jan.-Mar. ...	31.2	48.9	19.9	100.0	86.8	13.2	100.0
Apr.-June ...	30.5	50.8	18.7	100.0	86.4	13.6	100.0
July-Sept. ..	30.4	49.6	20.0	100.0	86.3	13.7	100.0
Oct.-Dec. (1)	32.7	47.4	19.9	100.0	86.0	14.0	100.0

(1) Preliminary.

Table 11. - General Stores

Sales and Accounts Receivable  
(in millions of dollars)

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
<u>1955</u> -Jan.-Mar. ...	68.8	67.4	33.3	32.6	102.1	26.1
Apr.-June ...	92.0	68.4	42.5	31.6	134.5	29.1
July-Sept. ..	97.6	68.7	44.5	31.3	142.1	29.9
Oct.-Dec. ...	101.7	67.3	49.4	32.7	151.1	27.1
Total ....	360.1		169.7		529.8	
<u>1956</u> -Jan.-Mar. ...	73.1	67.1	35.9	32.9	109.0	25.6
Apr.-June ...	94.4	67.5	45.4	32.5	139.8	27.5
July-Sept. ..	101.2	67.8	47.9	32.2	149.1	27.4
Oct.-Dec. (1)	108.9	68.2	51.0	31.8	159.9	27.3
Total ....	377.6		180.2		557.8	

Table 12. - Fuel Dealers  
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
<u>1955</u> -Jan.-Mar. ...	21.4	0.7	71.4	93.5	1.2	33.5	34.7
Apr.-June ...	7.4	0.5	31.5	39.4	1.3	23.4	24.7
July-Sept. ..	9.5	1.1	30.1	40.7	2.1	25.9	28.0
Oct.-Dec. ...	22.7	1.1	70.5	94.3	1.9	38.3	40.2
Total ....	61.0	3.4	203.5	267.9			
<u>1956</u> -Jan.-Mar. ...	25.2	0.6	79.3	105.1	1.9	41.1	43.0
Apr.-June ...	10.1	0.7	39.0	49.8	2.1	27.8	29.9
July-Sept. ..	11.6	1.3	36.4	49.3	2.3	28.0	30.3
Oct.-Dec. (1)	19.1	1.3	72.3	92.7	2.4	40.4	42.8
Total.....	66.0	3.9	227.0	296.9			
Percentage Composition							
<u>1955</u> -Jan.-Mar. ...	22.9	0.7	76.4	100.0	3.5	96.5	100.0
Apr.-June ...	18.7	1.3	80.0	100.0	5.3	94.7	100.0
July-Sept. ..	23.4	2.8	73.8	100.0	7.5	92.5	100.0
Oct.-Dec. ...	24.1	1.2	74.7	100.0	4.7	95.3	100.0
<u>1956</u> -Jan.-Mar. ...	24.0	0.6	75.4	100.0	4.5	95.5	100.0
Apr.-June ...	20.3	1.4	78.3	100.0	7.0	93.0	100.0
July-Sept. ..	23.5	2.7	73.8	100.0	7.7	92.3	100.0
Oct.-Dec. (1)	20.6	1.4	78.0	100.0	5.6	94.4	100.0

(1) Preliminary

Table 13. - Garages and Filling Stations  
Sales and Accounts Receivable  
(in millions of dollars)

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
<u>1955</u> -Jan.-Mar. ..	106.2	70.4	44.6	29.6	150.8	24.5
Apr.-June ..	131.9	71.3	53.1	28.7	185.0	28.1
July-Sept. ..	142.5	72.6	53.8	27.4	196.3	30.0
Oct.-Dec. ..	132.5	71.3	53.3	28.7	185.8	27.8
Total ...	513.1		204.8		717.9	
<u>1956</u> -Jan. Mar. ..	111.1	68.4	51.4	31.6	162.5	25.7
Apr.-June ..	139.8	71.5	55.7	28.5	195.5	28.2
July-Sept. ..	143.7	70.8	59.4	29.2	203.1	30.2
Oct.-Dec. (1)	137.1	70.1	58.5	29.9	195.6	29.3
Total ...	531.7		225.0		756.7	

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)							
<u>1955</u> -Jan. Mar. ...	816.6	28.2	160.9	1,005.7	34.1	136.0	170.1
Apr.-June ...	997.3	48.2	256.5	1,302.0	38.5	181.6	220.1
July-Sept. ..	1,021.6	40.2	277.2	1,339.0	38.7	192.0	230.7
Oct.-Dec. ...	1,123.6	35.1	244.1	1,402.8	36.9	170.8	207.7
Total ....	3,959.1	151.7	938.7	5,049.5			
<u>1956</u> -Jan.-Mar. ...	900.4	36.3	179.0	1,115.7	36.8	155.7	192.5
Apr.-June ...	1,086.2	41.2	274.2	1,401.6	35.5	188.2	223.7
July-Sept. ...	1,109.1	37.3	294.6	1,441.0	37.0	205.6	242.6
Oct.-Dec. (1)	1,232.3	31.4	261.4	1,525.1	37.2	177.3	214.5
Total ....	4,328.0	146.2	1,009.2	5,483.4			
Percentage Composition							
<u>1955</u> -Jan. Mar. ...	81.2	2.8	16.0	100.0	20.0	80.0	100.0
Apr.-June ...	76.6	3.7	19.7	100.0	17.5	82.5	100.0
July-Sept. ..	76.3	3.0	20.7	100.0	16.8	83.2	100.0
Oct.-Dec. ...	80.1	2.5	17.4	100.0	17.8	82.2	100.0
<u>1956</u> -Jan. Mar. ...	80.7	3.3	16.0	100.0	19.1	80.9	100.0
Apr.-June ...	77.5	2.9	19.6	100.0	15.9	84.1	100.0
July-Sept. ...	77.0	2.6	20.4	100.0	15.3	84.7	100.0
Oct.-Dec. (1)	80.8	2.1	17.1	100.0	17.4	82.6	100.0

(1) Preliminary

S u p p l e m e n t

C R E D I T   O U T S T A N D I N G

SALES FINANCE COMPANIES, MONEY-LENDERS AND SMALL LOAN COMPANIES

Small Loan Companies and Money-Lenders

1956 (2)	Balances Outstanding, end of month (1)	
	Small Loans	Large Loans
	(millions of dollars)	
January .....	88.8	189.4
February .....	86.5	195.7
March .....	86.8	203.0
April .....	85.2	213.9
May .....	85.7	222.6
June .....	86.4	230.9
July .....	87.0	237.3
August .....	87.7	242.5
September .....	86.6	242.4
October .....	85.0	242.4
November .....	84.8	247.7
December .....	88.5	254.0

(1) Balances outstanding on conditional-sale contracts and other agreements not included.

(2) Final estimates.

Sales Finance Companies

1956 (3)	Paper Purchased			Balances Outstanding end of month		
	Consumer	Commercial	Total	Consumer	Commercial	Total
	(millions of dollars)					
January .....	50.7	9.4	60.1	589.8	182.5	772.3
February .....	45.2	19.9	65.1	581.3	184.8	766.1
March .....	64.3	18.2	82.5	589.2	186.5	775.7
April .....	88.5	26.0	114.5	619.8	194.2	814.0
May .....	96.4	42.4	138.8	659.2	212.7	871.9
June .....	101.7	29.1	130.8	696.4	228.6	925.0
July .....	97.8	33.1	130.9	726.6	245.5	972.1
August .....	93.6	33.7	127.3	754.3	257.6	1,011.9
September .....	73.6	29.2	102.8	767.5	258.9	1,026.4
October .....	78.6	29.1	107.7	774.2	262.8	1,037.0
November .....	66.0	26.1	92.1	771.5	264.5	1,036.0
December .....	53.8	20.2	74.0	756.3	265.2	1,021.5

(3) Estimates subject to revision

1010736512



QUARTERLY ESTIMATES OF SALES FINANCE COMPANIES

1956 (1)

(in thousands of dollars)

	R e t a i l						Wholesale
	Consumers' Goods			Commercial and Industrial Goods			
	Passenger Cars (new and used)	Other	Total	Commercial Vehicles (new and used)	Other	Total	
<u>Paper Purchased</u>							
Jan.-Mar. ....	121,983	38,235	160,218	25,052	22,511	47,563	248,506
Apr.-June ....	242,905	43,763	286,668	48,786	48,614	97,400	432,880
July-Sept. ....	220,444	44,539	264,983	45,717	50,310	96,027	233,183
Oct.-Dec. ....	150,680	47,652	198,332	38,545	36,929	75,474	259,140
<u>Estimated Repayments</u>							
Jan.-Mar. ....	130,267	35,779	166,046	28,034	21,120	49,154	
Apr.-June ....	140,896	38,506	179,402	31,746	23,540	55,286	
July-Sept. ....	154,619	39,284	193,903	32,806	32,946	65,752	
Oct.-Dec. ....	167,048	42,495	209,543	35,815	33,344	69,159	
<u>Balances Outstanding (end of quarter)</u>							
Jan.-Mar. ....	466,377	122,777	589,154	100,323	86,203	186,526	191,152
Apr.-June ....	568,386	128,034	696,420	117,363	111,277	228,640	218,770
July-Sept. ....	634,211	133,289	767,500	130,274	128,641	258,915	139,240
Oct.-Dec. ....	617,843	138,446	756,289	133,004	132,226	265,230	175,739
<u>Average Repayment Term (months)</u>							
Jan.-Mar. ....	20.0	18.4		19.9	19.6		
Apr.-June ....	20.4	18.6		20.0	18.5		
July-Sept. ....	20.6	18.5		20.3	19.3		
Oct.-Dec. ....	20.2	18.3		20.0	19.0		

(1) Estimates subject to revision.