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RETAIL CREDIT

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RETAIL CREDIT

A redefinition of the "instalment" and "charge" terms used in the Retail Credit series was approved earlier this year. Although budgeted charge accounts and revolving credit have, in practice, been included in the "charge" category, these intermediate forms of credit lack the characteristics of the regular charge account and, in fact, closely resemble "instalment" credit (then defined as "credit granted under conditional-sale agreements providing for time-payments and containing a repossession clause"). Regular charge accounts, for example, do not entail a specific finance charge (except on overdue accounts) and are not customarily paid off in a series of regular instalments. It was felt, therefore, that the trend of these deferred payment plans should be transferred to the "instalment" component of sales and receivables. As a result of this change, which affects Department Stores mainly and the Clothing trades, Jewellery Stores and Furniture, Household Appliance and Radio Stores to a lesser extent, credit components for the revised first quarter of 1957 and the preliminary second quarter of 1957 are not comparable with the 1956 and earlier estimates. However, the comparability of total credit sales and total accounts receivable is not affected.

For Department Stores only, the "instalment" component will now be shown sub-divided into "conditional-sale agreements" and "other deferred payment plans," resulting in a four-way breakdown for sales and a three-way breakdown for receivables.

The 1956 sales' estimates in this report contain final revisions for establishment "births" and "deaths." No adjustments are made in the Retail Credit series 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 Material 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.

Credit sales amounted to an estimated \$1,339.1 million in the second quarter of 1957, a decrease of 3.3 per cent from a year ago. In the specified trades, this decline was conspicuously reflected by Motor Vehicle Dealers with credit sales down 11.4 per cent. Cash sales, estimated residually from total sales, amounted to \$2,434.5 million compared with \$2,322.7 million in the corresponding period of last year.

The year-over-year drop in credit sales was not accompanied by a like change in total accounts receivable. Following a net increase of 5.3 per cent from March 31, accounts receivable at June 30 were 5.6 per cent higher than on the corresponding date a year ago.

The usual seasonal increases over the first quarter of the year were reported in both instalment and charge sales for all the specified trades except Fuel Dealers, which normally exhibit a reverse trend. Increases in the instalment component ranged from a high of 40.0 per cent (Men's Clothing) to a low of 16.0 per cent (Furniture, Household Appliance and Radio Stores) with an over-all gain of 27.9 per cent. In the charge component, trade increases showed a very wide range, with an over-all gain of 15.1 per cent.

The net increases in instalment and charge receivables during the second quarter of 1957 amounted to 2.3 per cent and 7.9 per cent respectively. More than half the specified trades reflected the increases in each component.

Instalment Sales - credit sales made under conditional agreements. The cash down-payments, trade-in allowances and retailers' service charges are included in the value of sales' estimates. Effective the first quarter of 1957, sales made on other deferred payment plans, such as revolving credit and budgeted charge accounts, are also included.

- Charge Account Sales credit sales other than instalment sales. Effective the first quarter of 1957, deferred payment plans, such as revolving credit and budgeted charge accounts, are excluded.
- cash and C.O.D. sales excluding 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 instalment paper).

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

CREDIT SALES

Percentage Changes

Total All Trades and Selected Trades

Trade	Instalment Sales	Charge Account Sales	Total Credit
11406	2nd qtr. 1957 1st qtr. 1957		2nd qtr. 1957 2nd qtr. 1956
TOTAL AND THE STATE OF THE STAT			
TOTAL, ALL TRADES	+ 27.9	+ 15.1	- 3.3
Department Stores Motor Vehicle Dealers Men's Clothing Stores Family Clothing Stores Women's Clothing Stores Hardware Stores Furniture, Appliance and	+ 25.3 + 33.2 + 40.0 + 23.3 + 23.1 + 30.4	+ 29.8 + 6.3 + 26.7 + 30.0 + 18.5 + 60.4	+ 2.0 - 11.4 + 6.2 + 2.0 + 9.0 + 5.8
Radio Stores Jewellery Stores Grocery and Combination (Independent) Stores	+ 16.0 + 34.8 - 40.0	+ 3.9 + 27.5 + 12.1 - 58.6	- 2.5 - 3.4 + 13.0 - 4.8

ACCOUNTS RECEIVABLE

Percentage Changes

Total All Trades and Selected Trades

Trade	Instalm ent Receivables	Charge Account Receivables	Total Receivables
11300	2nd qtr. 1957 1st qtr. 1957	2nd qtr. 1957 1st qtr. 1957	2nd qtr. 1957 2nd qtr. 1956
TOTAL, ALL TRADES	+ 2.3	+ 7.9	+ 5.6
Department Stores	+ 1.4 + 4.5 + 5.0 - 3.2 0.0 + 7.7	+ 10.0 + 6.8 + 5.5 + 0.9 - 3.2 + 18.3	+ 7.2 + 4.8 + 2.3 - 2.7 + 1.0 + 12.0
Radio Stores Jewellery Stores Grocery and Combination (Independent) Stores Fuel Dealers	+ 2.6 - 5.6 - 26.1	+ 2.6 - 6.7 + 6.8 - 36.3	+ 9.2 + 4.2 + 6.4 - 4.3

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

Period		Sa	les		Accounts Receivable (at end of period)			
Per lou	Cash	Instalment	Charge	Total	Instalment	Charge	Total	
ALCO ESTABLE			Dollar Es	timates (in mi)	llions)			
AprJune July-Sept OctDec	1,870.2 2,322.7 2,264.2 2,557.0	354.3 545.7 484.9 442.7	685.6 838.5 841.0 881.8	2,910.1 3,706.9 3,590.1 3,881.5	365.3 372.6 383.4 414.9	490.4 535.9 556.8 566.6	855.7 908.5 940.2 981.5	
TOTAL	9,014.1	1,827.6	3,246.9	14,088.6				
1957-JanMar AprJune (p)	2,030.4	395.5 505.8	724.0 833.3	3,149.9 3,773.6		489.8 528.5	910.9 959.4	
- 1	L. Y.		Percen	itage Composit	ion			
1956-JanMar AprJune July-Sept OctDec	64.3 62.7 63.1 65.9	12.1 14.7 13.5 11.4	23.6 22.6 23.4 22.7	100.0 100.0 100.0 100.0	41.0	57.3 59.0 59.2 57.7	100.0 100.0 100.0	
AVERAGE	64.0	13.0	23.0	100.0			The same	
1957-JanMar AprJune (p)	64.5	12.5	23.0 22.1	100.0		53.8 55.1	100.0	

Table 2. - Department Stores
Sales and Accounts Receivable

	S	a l e	S					
Cook	Instalment		Charge T	Total	Instal		Charge	Total
casn	C.S.A./1	Other 2	onar go	10041	C.S.A.41	Other 2	OIMIEC	TOUGE
		Do	llar Es	ti mat es	s (in mill	ions)	11-3,00	901) E
		12.5 14.5	39.6 51.4	249.3 311.0		27.6 29.0	39.0 42.9	214.5
			Percent	age Con	nposition			
		5.0	15.9			12.9	18.2	100.0
	194.8	Cash Instal C.S.A./1 158.0 39.2 194.8 50.3	Cash Instalment C.S.A./1 Other/2 Do 158.0 39.2 12.5 194.8 50.3 14.5	Cash C.S.A./1 Other/2 Charge Dollar Est Dollar Est 158.0 39.2 12.5 39.6 194.8 50.3 14.5 51.4 Fercents	Cash Instalment Charge Total Dollar Estimates Charge Total	S a l e s (at Instalment Charge Total Instal C.S.A./ Dollar Estimates (in mill 158.0 39.2 12.5 39.6 249.3 147.9 194.8 50.3 14.5 51.4 311.0 149.0 Fercentage Composition 63.4 15.7 5.0 15.9 100.0 68.9	S a l e s (at end of Instalment C.S.A./1 Other/2 C.S.A./1 Other/2 C.S.A./1 Other/2 Oth	Total Instalment Charge Total C.S.A./1 Other/2 Charge Composition Charge Total Instalment Charge Composition Charge Composition 158.0 39.2 194.8 50.3 14.5 50.3 14.5 194.8 50.3 194.8 50.3 194.

plans.

Table 3. - Motor Vehicle Dealers Sales and Accounts Receivable

Period		Sal	es		Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
			Dollar E	stimates (in mi	llions)		
1956-JanMar AprJune July-Sept OctDec	161.8 287.1 205.9 165.3	204.4 365.6 308.4 235.7	132.0 180.0 160.6 140.1	498.2 832.7 674.9 541.1	19.9 24.1 24.0 22.2	67.7 82.4 79.9 74.5	87.6 106.5 103.9 96.7
TOTAL	820.1	1,114.1	612.7	2,546.9		LII.	
1957-JanMar AprJune (p)	204.4 288.8	247.1 329.1	145.2 154.4	596.7 772.3	24.5 25.6	80.5	105.0
			Perce	ntage Composi	tion		
1956-JanMar AprJune July-Sept OctDec	32.5 34.5 30.5 30.5	41.0 43.9 45.7 43.6	26.5 21.6 23.8 25.9	100.0 100.0 100.0 100.0	22.7 22.6 23.1 23.0	77.3 77.4 76.9 77.0	100.0
1957-JanMar AprJune (p)	34.3 37.4	41.4 42.6	24.3	100.0	23.4 22.9	76.6 77.1	100.0

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

			Dollar Est	imates (in mil	lions)	Dollar Estimates (in millions)									
1956-JanMar AprJune July-Sept OctDec	32.7 39.0 38.1 61.0	1.5 1.6 1.4 1.8	11.5 12.9 10.2 15.6	45.7 53.5 49.7 78.4	1.8 1.7 1.5 1.9	11.3 11.6 11.0 14.2	13.1 13.3 12.5 16.1								
TOTAL	170.8	6.3	50.2	227.3		:									
1957-JanMar AprJune (p)	35.1 39.9	1.5	10.5	47.1 55.3	2.0	10.9	12.9 13.6								
			Percen	tage Composit	ion		141.								
1956-JanMar AprJune July-Sept OctDec	71.5 72.9 76.8 77.8	3.3 3.0 2.8 2.3	25.2 24.1 20.4 19.9	100.0 100.0 100.0 100.0	13.7 12.8 12.2 11.9	86.3 87.2 87.8 88.1	100.0 100.0 100.0								
1957-JanMar AprJune (p)	74.5 72.1	3.2 3.8	22.3	100.0	15.4 15.3	84.6	100.0								

Table 5. - Family Clothing Stores
Sales and Accounts Receivable

Period		Sa	les		Accounts Receivable (at end of period)			
Period	Cash	Instalment	Charge	Total	Instalment	Charge	Total	
		De Gal - E-	Dollar Es	stimates (in m	illions)			
1956-JanMar AprJune July-Sept OctDec	27.6 36.6 35.7 48.7	2.8 4.1 3.7 6.8	8.8 11.0 9.3 16.8	39.2 51.7 48.7 72.3	5.1 6.3 6.1 7.0	11.9 11.9 11.8 14.7	17.0 18.2 17.9 21.7	
TOTAL	148.6	17.4	45.9	211.9				
.957-JanMar AprJune (p)	27.1 37.9	3.0 3.7	9.0	39.1 53.3	6.2	11.6	17.8	
			Perce	ntage Compos	ition			
1956-JanMar AprJune July-Sept OctDec	70.3 70.9 73.2 67.3	7.2 7.9 7.6 9.4	22.5 21.2 19.2 23.3	100.0 100.0 100.0 100.0	30.0 34.6 33.9 32.2	70.0 65.4 66.1 67.8	100.0 100.0 100.0	
1957-JanMar AprJune (p)	69.4	7.6	23.0	100.0	35.1 34.0	64.9	100.0	

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

	Dollar Estimates (in millions)									
AprJune July-Sept OctDec	35.2 47.0 42.9 60.0	0.7 0.9 0.8 1.0	11.8 13.5 12.0 17.0	47.7 61.4 55.7 78.0	1.0 0.9 0.9 1.0	10.0 9.6 10.1 11.8	11.0 10.5 11.0 12.8			
TOTAL	185.1	3.4	54.3	242.8						
1957-JanMar AprJune (p)	35.6 49.0	1.3	11.9	48.8 64.7	1.4	9.5	10.9			
	Percentage Composition									
1956-JanMar AprJune July-Sept OctDec	73.8 76.5 77.0 76.9	1.4 1.5 1.4 1.3	24.8 22.0 21.6 21.8	100.0 100.0 100.0 100.0	8.9 8.7 8.1 8.2	91.1 91.3 91.9 91.8	100.0 100.0 100.0 100.0			
1957-JanMar AprJune (p)	73.0 75.8	2.6	24.4	100.0	12.4 13.2	87.6 86.8	100.0			

⁽p) Preliminary

Table 7. - Hardware Stores
Sales and Accounts Receivable

Period		Sa	les		Accounts Receivable (at end of period)		
2 C1 3 Q1	Cash	Instalment	Charge	Total	Instalment	Charge	Total
			Dollar Es	timates (in n	illions)		
AprJune July-Sept OctDec	26.7 43.8 45.1 53.7	1.8 2.6 2.8 2.3	17.2 25.1 27.1 25.9	45.7 71.5 75.0 81.9	3.3 3.6 3.8 4.0	20.4 23.9 25.1 24.0	23.7 27.5 28.9 28.0
TOTAL	169.3	9.5	95.3	274.1			
1957-JanMar AprJune (p)	28.3 43.9	2.3	16.4 26.3	47.0 73.2	5.2 5.6	21.3 25.2	26.5
			Percer	ntage Compos	ition		
AprJune July-Sept OctDec	58.6 61.3 60.2 65.5	3.9 3.6 3.7 2.9	37.5 35.1 36.1 31.6	100.0 100.0 100.0	14.0 13.2 13.3 14.4	86.0 86.8 86.7 85.6	100.0 100.0 100.0
1957-JanMar AprJune (p)	60.0	4.8	34.9 35.9	100.0	14.8 18.3	85.2 81.7	100.0

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

		Dollar Estimates (in millions)								
AprJune July-Sept OctDec	38.5 42.6 44.3 53.8	60.3 71.2 72.6 79.7	24.6 26.2 29.3 33.2	123.4 140.0 146.2 166.7	144.6 145.1 152.4 162.9	22.0 22.9 24.2 26.4	166.6 168.0 176.6 189.3			
TOTAL	179.2	283.8	113.3	576.3						
1957-JanMar AprJune (p)	41.7	58.7 68.1	25.9 26.9	126.3 137.6	155.9 160.0	22.8 23.4	178.7 183.4			
	Percentage Composition									
1956-JanMar AprJune July-Sept OctDec	31.2 30.5 30.4 32.3	48.9 50.8 49.6 47.8	19.9 18.7 20.0 19.9	100.0 100.0 100.0	86.8 86.4 86.3 86.0	13.2 13.6 13.7 14.0	100.0 100.0 100.0			
1957-JanMar AprJune (p)	33.0 31.0	46.5	20.5	100.0	87.2 87.2	12.8	100.0			

Table 9. - Jewellery Stores
Sales and Accounts Receivable

Period		Sa	les		Accounts Receivable (at end of period)		
1.61100	Cash	Instalment	Charge	Total	Instalment	Charge	Total
	- Sign	e week	Dollar E	stimates (in m	illions)		
1956-JanMar AprJune July-Sept Oct. Oct	13.5 16.7 17.3 31.3	4.5 6.0 6.0 11.4	4.1 5.7 4.5 9.8	22.1 28.4 27.8 52.5	11.3 11.0 11.1 15.0	5.5 5.6 5.4 8.8	16.8 16.6 16.5 23.8
TOTAL	78.8	27.9	24.1	130.8		1, 4	
1957-JanMar AprJune (p)	13.5	4.6	4.0	22.1	12.4	6.0 5.6	18.4
			Perce	ntage Compos	it ion		
1956-JanMar AprJune July-Sept OctDec	60.9 59.0 62.3 59.6	20.4 21.0 21.4 21.7	18.7 20.0 16.3 18.7	100.0 100.0 100.0 100.0	67.3 66.4 67.2 63.0	32.7 33.6 32.8 37.0	100.0 100.0 100.0
1957—JanMar AprJune (p)	61.2 59.7	20.8	18.0	100.0	67.3 67.5	32.7 32.5	100.0

Table 10. - Grocery and Combination Stores (Independent)

Sales and Accounts Receivable

(in millions of dollars)

	1 125		Sales			Accounts
Period	Cash		Char	ge	Total	Receivable (Charge)
	Amount	%	Amount	%	Amount	(0.1.4.50)
1956-JanMar AprJune July-Sept OctDec	272.0 296.0 299.8 316.1	77.0 77.1 76.3 76.8	81.1 87.7 93.2 95.8	23.0 22.9 23.7 23.2	353.1 383.7 393.0 411.9	33.1 32.6 32.9 35.5
TOTAL	1,183.9		357.8		1,541.7	
1957-JanMar AprJune (p)	291.2 308.5	76.7 75.7	88.4 99.1	23.3	379.6 407.6	32.5 34.7

⁽p) Preliminary

Table 11. - Fuel Dealers
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
Period	Cash	Instalment	Charge	Total	Instalment	Charge	Total
	Dollar Estimates (in millions)						
AprJune July-Sept OctDec	25.2 10.1 11.6 20.5	0.6 0.7 1.3 1.3	79.3 39.0 36.4 70.9	105.1 49.8 49.3 92.7	1.9 2.1 2.3 2.4	41.1 27.8 28.0 40.2	43.0 29.9 30.3 42.6
TOTAL	67.4	3.9	225.6	296.9		Comment of	
1957-JanMar AprJune (p)	25.2 11.8	1.0	89.8	116.0	2.3	42.2 26.9	28.6
			Perce	ntage Compos	ition		
1956-JanMar AprJune July-Sept OctDec	24.0 20.3 23.5 22.2	0.6 1.4 2.7 1.3	75.4 78.3 73.8 76.5	100.0 100.0 100.0 100.0	4.5 7.0 7.7 5.6	95.5 93.0 92.3 94.4	100.0
1957-JanMar AprJune (p)	21.8	0.8	77.4 75.0	100.0	5.3	94.7	100.0

Table 12. - General Stores
Sales and Accounts Receivable
(in millions of dollars)

Period		Accounts					
	Cash		Credit		Total	Receivable	
	Amount	%	Amount	%	Amount		
1956-JanMar AprJune July-Sept OctDec	73.1 94.4 101.2 109.2	67.1 67.5 67.8 68.4	35.9 45.4 47.9 50.7	32.9 32.5 32.2 31.6	109.0 139.8 149.1 159.9	25.6 27.5 27.4 26.8	
TOTAL	377.9		179.9		557.8		
1957-JanMar AprJune (p)	76.5 99.0	67.1 68.0	37.5 46.7	32.9 32.0	114.0	25.9 27.8	

⁽p) Preliminary

Table 13. - Garages and Filling Stations Sales and Accounts Receivable

(in millions of dollars)

		Accounts				
Period	Cash		Credit		Total	Receivable
	Amount	%	Amount	%	Amount	
1956-JanMar AprJune July-Sept OctDec	111.1 139.8 143.7 136.4	68.4 71.5 70.8 69.7	51.4 55.7 59.4 59.2	31.6 28.5 29.2 30.3	162.5 195.5 203.1 195.6	25.7 28.2 30.2 28.9
TOTAL	531.0		225.7		756.7	
1957-JanMar AprJune (p)	122.6	68.8 68.3	55.5	31.2 31.7	178.1 208.5	27.9

Table 14. - All Other Trades
Sales and Accounts Receivable

Period		Se	Accounts Receivable (at end of period)					
	Cash	Instalment	Charge	Total	Instalment	Charge	Total	
	Dollar Estimates (in millions)							
1956-JanMar AprJune July-Sept OctDec	990.4 1,086.2 1,109.1 1,235.0	36.3 41.2 37.3 30.6	179.0 274.2 294.6 259.4	1,115.7 1,401.6 1,441.0 1,525.0	36.8 35.5 37.0 36.9	155.7 188.2 205.6 178.0	192.5 223.7 242.6 214.9	
TOTAL	4,330.7	145.4	1,007.2	5,483.3				
1957-JanMar AprJune (p)	971.2 1,159.1	23.1	191.5	1,185.8	35.4 38.5	160.0	195.4 233.5	
	Percentage Composition							
1956-JanMar AprJune July-Sept OctDec	80.7 77.5 77.0 81.0	3.3 2.9 2.6 2.0	16.0 19.6 20.4 17.0	100.0 100.0 100.0 100.0	19.1 15.9 15.3 17.2	80.9 84.1 84.7 82.8	100.0 100.0 100.0	
1957-JanMar AprJune (p)	81.9 79.0	1.9	16.2 19.3	100.0	18.1	81.9	100.0	

⁽p) Preliminary

Specified Trade	Kind of Business by Census Classification
Department Stores	1. Department stores 2. Mail-order offices of department stores
Motor Vehicle Dealers	 Automobile dealers Automobile dealers with wholesale car departments Automobile dealers with farm implements
Manual Olivability Od	
Men's Clothing Stores	1. Men's and boys' clothing and furnishings stores
	2. Men's and boys' furnishings stores 3. Men's and boys' hat stores 4. Customer tailors
Family Clothing Stores	1. Family clothing and furnishings stores
Women's Clothing Stores	 Women's ready-to-wear stores Lingerie and hosiery stores Accessories and other apparel stores
Jewellery Stores	1. Jewellery stores
Grocery and Combination Stores.	 Grocery stores without fresh meat Grocery stores without fresh meat, with beer Combination stores (grocery stores with fresh meat) Combination stores, with beer
Hardware Stores	
nardware Stores	1. Hardware stores 2. Hardware and farm implement stores
Furniture, Appliance and Radio	
Stores	1. Furniture stores
	 Furniture and undertaker stores Household appliance stores
	4. Radio stores
	5. Furniture, radio and appliance stores6. Radio, piano and music stores
Fuel Dealers	1. Fuel dealers (other than oil) 2. Fuel oil dealers
General Stores	1. General stores (more than one-third food)
Garages and Filling Stations	1. Garages 2. Filling stations

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