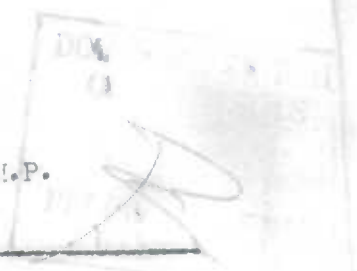


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INSTALMENT SALES IN DEPARTMENT STORES

(First Seven Months of 1941 Compared with Corresponding Period of 1940)

Instalment sales reported by 17 large department store companies in all parts of Canada for the first seven months of 1940 and 1941 showed sharp upward tendencies in 1941 as compared with 1940. While total sales of the department stores reporting averaged 17.7 per cent higher for the first seven months of this year over last, instalment sales over the same period were up 26.6 per cent. That is to say, instalment sales constituted a higher proportion of the total department store business in the first seven months of this year than last, the ratio of instalment sales being 12.2 per cent for 1940 and 13.2 per cent.

It is reported that down payments varied from 10 per cent to 30 per cent, the average being approximately 15 per cent.

The above figures relate to instalment buying only, and do not include open account transactions.

| | Per cent change, 1941/1940 | | Ratio of Instalment Sales to Total Sales | |
|----------------------|----------------------------|------------------|--|------|
| | Total Sales | Instalment Sales | 1940 | 1941 |
| First quarter | + 18.1 | + 31.0 | 11.7 | 13.0 |
| Second quarter | + 17.8 | + 22.0 | 13.1 | 13.5 |
| July | + 16.1 | + 33.4 | 10.8 | 12.4 |
| Total, January-July | + 17.7 | + 26.6 | 12.2 | 13.2 |

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