

These statistics portray the trend in cash and credit consumer purchasing at the retail level and measure the rise and fall in unpaid accounts on credit buying. They represent the average for respective trades by which the individual merchant may plan his own policy of extending credit.

31.—Quarterly Indexes and Percentage Composition of Retail Consumer Credit for Combined Trades, 1948 and 1949

(Index averages for 1941=100)

Period	Sales During Period					Accounts Receivable at End of Period		
	Cash	Instalment	Charge	Total Credit	Total Sales	Instalment	Charge	Total
INDEXES								
1948—Jan.—Mar.....	166.1	99.2	165.1	145.9	159.6	79.2	125.1	108.0
Apr.—June.....	202.5	122.2	187.4	168.4	190.9	85.2	137.2	117.3
July—Sept.....	203.9	109.1	183.9	162.1	188.4	91.5	142.4	123.3
Oct.—Dec.....	248.2	166.2	218.1	203.0	232.7	118.9	160.2	144.7
1949—Jan.—Mar.....	170.2	111.4	170.3	153.2	163.8	107.4	138.5	126.9
Apr.—June ¹	214.5	146.6	204.3	187.5	205.9	113.6	151.6	137.8
PERCENTAGE COMPOSITION								
1948—Jan.—Mar.....	62.9	7.2	29.9	37.1	100.0	31.8	68.2	100.0
Apr.—June.....	63.7	7.3	29.0	36.3	100.0	30.9	69.1	100.0
July—Sept.....	65.2	7.1	27.7	34.8	100.0	31.2	68.8	100.0
Oct.—Dec.....	64.2	7.7	28.1	35.8	100.0	31.4	68.6	100.0
1949—Jan.—Mar.....	62.9	8.1	29.0	37.1	100.0	33.2	66.8	100.0
Apr.—June ¹	63.3	8.0	28.7	36.7	100.0	32.5	67.5	100.0

¹ Subject to revision.

Statistics of Finance Companies.—In 1948, there were 97 finance companies in Canada that participated in the financing of consumers, commercial and industrial goods. The total value of this financing amounted to \$208,000,000 in 1948, an increase of more than 19 p.c. over 1947, and more than twice the total of \$100,000,000 reported in 1941. The financing of commercial and industrial goods, although still exceeded in 1948 by the financing of consumer goods, has increased in importance as an activity of finance companies since 1941. Consumers' goods accounted for 77 p.c. of total sales financing in 1941, but these items accounted for only 48 p.c. in 1947 and 59 p.c. in 1948.

Balances outstanding on retail instalment paper purchased by sales finance companies amounted to about \$107,000,000 in 1947 as compared with \$65,000,000 in 1941, a gain of 61 p.c. In the same period total paper financed had gained 74 p.c. By 1948 balances outstanding had reached \$130,000,000 or double the 1941 figure. The 1941-47 gain resulted from the increase in commercial and industrial outstandings, while the 1948 increase was due to the heavy activity in consumer goods, largely consumer durables which were again back on the markets in quantity.

Results of the surveys for 1941, 1947 and 1948 are given in Tables 32 and 33.