

**12.—Sales and Financing of New Motor Vehicles (Passenger and Commercial)
1941 and 1946-54**

Year	Motor Vehicles Sold	Motor Vehicles Financed	P.C. of Total Sales Financed		Average Financed Value
			Number	Value	
	No.	No.		\$	\$
1941.....	118,082	41,032	34.7	23.0	850
1946.....	120,044	22,866	19.0	14.5	1,224
1947.....	230,255	46,700	20.3	15.7	1,401
1948.....	221,300	51,867	23.4	16.8	1,423
1949 ¹	286,341	81,502	28.5	19.6	1,417
1950.....	429,695	135,304	31.5	21.6	1,415
1951.....	385,648	126,255	32.7	20.1	1,514
1952.....	400,777	172,587	43.1	29.2	1,695
1953.....	462,526	189,052	40.9	29.4	1,810
1954.....	382,628	154,104	40.3	29.5	1,897

¹ Newfoundland included from 1949.

Retail Consumer Credit.—The 1951 Census provided a new base for credit data and serves three purposes: as the measurement of credit to which previous estimates should be revised; as the benchmark from which to project current estimates; and as a new universe from which to select a new sample of stores. Estimates based on that new sample are in course of tabulation at time of writing. The figures in Table 13 are calculated on the former sample revised to the 1951 Census base and may be revised again depending on the extent to which the new and the old sample trends differ.

13.—Retail Consumer Credit 1951-54 and by Kind of Business 1954

Period and Kind of Business	Sales				Accounts Receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
	\$'000,000	\$'000,000	\$'000,000	\$'000,000	\$'000,000	\$'000,000	\$'000,000
1951.....	7,202.6	951.9	2,538.6	10,693.1	126.4	419.5	545.9
1952.....	7,439.1	1,460.3	2,632.7	11,532.1	245.1	456.4	701.5
1953.....	7,830.7	1,606.0	2,689.1	12,125.8	286.2	493.3	779.5
1954—							
January-March.....	1,622.0	313.2	595.6	2,530.8	276.4	452.0	728.4
April-June.....	2,036.7	422.4	694.8	3,153.9	291.7	464.5	756.2
July-September.....	2,004.0	380.3	659.4	3,043.7	289.3	464.4	753.7
October-December.....	2,143.4	351.4	736.0	3,230.8	319.0	504.7	823.7
Kind of Business							
Department stores.....	673.4	162.8	223.8	1,060.0	114.5	69.1	183.6
Motor vehicle dealers.....	717.3	854.6	486.1	2,058.0	39.0	71.5	110.5
Men's clothing stores.....	142.5	6.2	55.4	204.1	1.9	13.4	15.3
Family clothing stores.....	144.6	8.0	50.5	203.1	2.9	17.2	20.1
Women's clothing stores.....	163.9	5.3	42.9	212.1	1.7	10.7	12.4
Hardware stores.....	141.2	9.3	85.0	235.5	2.2	21.0	23.2
Furniture stores.....	61.8	88.4	40.7	190.9	46.5	12.3	58.8
Household appliance and radio stores.....	92.7	135.6	51.1	279.4	54.8	13.9	68.7
Jewellery stores.....	69.9	23.1	24.5	117.5	12.6	6.4	19.0
Grocery and combination stores (independent).....	1,037.3	—	350.4	1,387.7	—	38.4	38.4
General stores.....	344.0	—	171.1	515.1	—	28.8	28.8
Fuel dealers.....	69.9	—	175.4	245.3	—	31.0	31.0
Garages and filling stations.....	421.4	—	137.7	559.1	—	22.9	22.9
All other trades.....	3,726.2	174.0	791.2	4,691.4	42.9	148.1	191.0