

Retail Consumer Credit.—Credit granted by retail stores forms a large part of the over-all consumer credit total. The total amount owing to retailers at the end of 1956 stood at \$981,500,000, almost double the 1951 figure of \$545,800,000. The rise in credit from 1951 to 1956 held by retailers is evident in Table 14.

14.—Retail Consumer Credit 1951-56 and by Kind of Business 1956

Period and Kind of Business	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
	\$'000,000	\$'000,000	\$'000,000	\$'000,000	\$'000,000	\$'000,000	\$'000,000
1951 ^r	7,167.6	943.6	2,581.6	10,692.8	126.5	419.3	545.8
1952 ^r	7,418.4	1,421.5	2,692.2	11,532.1	246.2	451.3	697.5
1953.....	7,808.2	1,585.5	2,734.2	12,127.9	287.8	483.6	771.4
1954.....	7,887.9	1,431.5	2,746.4	12,065.8	326.6	492.7	819.3
1955.....	8,348.3	1,705.6	3,058.0	13,111.9	381.8	542.8	924.6
1956—							
January-March.....	1,870.2	354.3	685.6	2,910.1	365.3	490.4	855.7
April-June.....	2,322.7	545.7	838.5	3,706.9	372.6	535.9	908.5
July-September.....	2,264.2	484.9	841.0	3,590.1	383.4	556.8	940.2
October-December.....	2,557.0	442.7	881.8	3,881.5	414.9	566.6	981.5
Kind of Business							
Department stores.....	771.3	211.6	259.2	1,242.1	161.3	83.1	244.4
Motor vehicle dealers.....	820.1	1,114.1	612.7	2,546.9	22.2	74.5	96.7
Men's clothing stores.....	170.8	6.3	50.2	227.3	1.9	14.2	16.1
Family clothing stores.....	148.6	17.4	45.9	211.9	7.0	14.7	21.7
Women's clothing stores.....	185.1	3.4	54.3	242.8	1.0	11.8	12.8
Hardware stores.....	169.3	9.5	95.3	274.1	4.0	24.0	28.0
Furniture, appliances and radio stores.....	179.2	283.8	113.3	576.3	162.9	26.4	189.3
Jewellery stores.....	78.8	27.9	24.1	130.8	15.0	8.8	23.8
Grocery and combination stores (independent).....	1,183.9		357.8	1,541.7	..	35.5	35.5
General stores.....	377.9		179.9 ¹	557.8		26.8 ¹	26.8
Fuel dealers.....	67.4	3.9	225.6	296.9	2.4	40.2	42.6
Garages and filling stations.....	581.0		225.7 ¹	756.7	..	28.9 ¹	28.9
All other trades.....	4,330.7	145.4	1,007.2	5,483.3	36.9	178.0	214.9

¹ Includes instalment.

Subsection 3.—Service Establishments

Service establishments as defined in the Census of Distribution include all those places of business where major source of gross income (annual turnover) was derived from the rendering of services as opposed to the sale of merchandise. The following types of service were covered: amusement and recreation such as motion-picture theatres and bowling alleys; personal services such as laundries and dry-cleaning plants, barber shops and shoe repair shops; certain business services such as advertising agencies and window display services; repair services such as automobile repair, radio repair and watch repair; burial services; photography, commercial and portrait; hotels and tourist camps; and other services such as cold storage locker rentals and taxis.

Summary statistics of the detailed coverage in 1951 are given in the 1955 Year Book at pp. 974-977. Annual data for certain services only are included here.

Theatres.—The receipts of motion-picture theatres increased steadily up to 1953 but decreased continuously since as shown by Table 15. Drive-in theatres, which showed the greatest development among theatres in recent years, appear to have reached their peak in 1955. In 1956 there were 237 drive-ins in operation as compared with 242 in the previous year.