

Retail Credit.—Estimated credit granted by retail stores, most of which can be considered as consumer credit, reached a high of \$5,215,000,000 during 1957. Accounts outstanding at Dec. 31, 1957 (i.e., the amount remaining on the books of retailers) exceeded \$1,000,000,000 for the first time. This figure does not, however, give the complete picture of retail credit outstanding, since some instalment credit extended by retailers is sold to sales finance companies.

14.—Retail Credit 1952-57, and by Quarter and Kind of Business, 1957

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
1952.....	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.....	9,147.4	1,855.0	3,295.1	14,297.5	414.9	566.6	981.5
1957.....	9,439.3	1,854.8	3,360.2	14,654.3	486.3	529.4	1,015.7
1957							
January-March.....	2,065.6	404.0	741.8	3,211.4	428.6	481.9	910.5
April-June.....	2,453.8	527.5	856.7	3,838.0	438.1	521.3	959.4
July-September.....	2,336.6	476.9	864.6	3,678.1	445.6	544.5	990.1
October-December.....	2,583.3	446.4	897.1	3,926.8	486.3	529.4	1,015.7
Department stores.....	803.8	278.6	206.2	1,288.6	208.9	52.7	261.6
Motor vehicle dealers.....	783.3	1,093.4	589.3	2,466.0	23.4	75.8	99.2
Men's clothing stores.....	169.5	12.6	46.0	228.1	4.6	10.6	15.2
Family clothing stores.....	147.8	26.7	39.8	214.3	11.2	9.6	20.8
Women's clothing stores.....	190.9	10.3	53.5	254.7	3.1	9.8	12.9
Hardware stores.....	183.5	12.4	98.8	294.7	5.8	24.1	29.9
Furniture, appliance and radio stores.....	173.0	279.4	116.0	568.4	170.6	26.0	196.6
Jewellery stores.....	77.5	28.7	21.4	127.6	15.8	7.4	23.2
Grocery and combination stores (independent).....	1,261.0	—	380.5	1,641.5	—	35.4	35.4
General stores.....	403.3	—	176.3 ¹	579.6	—	26.6 ¹	26.6
Fuel dealers.....	55.8	5.0	261.8	322.6	1.5	40.2	41.7
Garages and filling stations.....	591.9	—	274.7 ¹	866.6	—	29.3 ¹	29.3
All other trades.....	4,598.0	104.0	1,099.6	5,801.6	41.2	182.1	223.3

¹ Includes instalment.

Subsection 3.—Service Establishments

Service establishments as defined in the Census of Distribution include all those places of business where the 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 when they amounted to \$108,603,966, but thereafter decreased each year to \$82,211,488 in 1957. Drive-in theatres, the most recent of theatre developments, appear to have reached their peak in 1954 with receipts of \$6,316,947.