

"Outstandings of the First Quarter of 1941

Results of our survey of consumer credit outstanding in banks for the first quarter of 1941 show a marked increase in all but two classifications. "Motor Vehicles--Paper Purchased" was up 11.8 per cent over December 31, 1940 figures. "Motor Vehicles--Direct Loans" shows an increase of 10.9 per cent. "Other Merchandise--Direct Loans" shows a startling increase of 33.6 per cent. "Personal Instalment Cash Loans" outstandings increased only 2.9 per cent. Obviously, Americans are purchasing more and more goods on the instalment plan through bank facilities, and their interest at the moment seems centered on the automobile which has become such a prime necessity in our American standard of living."

(Excerpt from letter of Walter B. French, Deputy Manager, The American Bankers Ass'n.-- New York, dated June 26, 1941.)