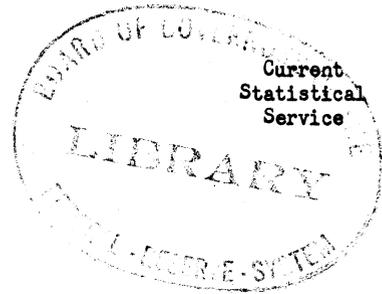


Immediate
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DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

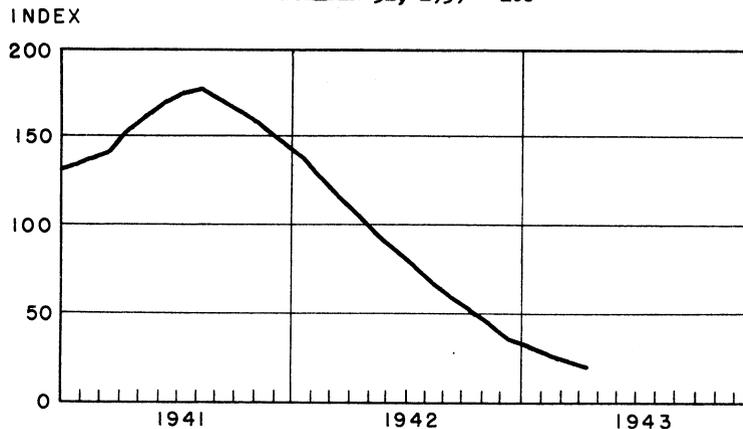


SALES FINANCE COMPANIES
April 1943

The number of new passenger cars financed in April 1943 by sales finance companies gained 36 percent over that for March of this year, according to an announcement released today by J. C. Capt, Director of the Census. The dollar volume of paper acquired in this type of financing gained 31 percent. There was an increase of 7 percent in the number of used passenger cars financed and 11 percent in the dollar volume of paper acquired. Compared with the preceding month, the number of new commercial cars financed in April was 40 percent more, but the dollar volume of paper acquired was only 19 percent higher. The number of used commercial cars financed increased 47 percent, while the dollar volume of paper acquired increased 44 percent. Data contained in this report are based on a sample survey conducted by the Bureau of the Census.

As of April 30, 1943 the volume of retail automotive outstandings held by sales finance companies was 11 percent less than as of March 31, 1943. From 105 last April, the index is now at 20.

OUTSTANDING BALANCES
RETAIL AUTOMOTIVE FINANCING
DECEMBER 31, 1939 = 100



Of the wholesale automotive paper acquired by sales finance companies during April 1943, the volume for new passenger and new commercial cars rose 12 percent over that reported for March this year, while the volume for used passenger and used commercial cars gained only slightly (2%). The volume of outstanding balances for this type of paper dropped 12 percent from March 31, 1943 to April 30, 1943.

In retail diversified financing, for April 1943 compared with the preceding month, a substantial increase of 51 percent was registered for refrigerators and household appliances, and 18 percent for residential building repair and modernization. The financing of furniture, radios, and musical instruments fell off 21 percent, and industrial, commercial, and farm equipment, 36 percent. In wholesale diversified financing, the volume of paper acquired gained 74 percent on a month-to-month comparison.

Diversified outstanding balances held by sales finance companies were further reduced in volume during April. The volume decreased 10 percent for the retail financing of other consumers' goods, 5 percent for industrial, commercial, and farm equipment, and 6 percent for wholesale diversified financing (other than automotive).

The ratios of the paper acquired during April 1943 to the outstanding balances as of April 30, 1943 were 13 percent for retail automotive, 8 percent for wholesale automotive, 22 percent for wholesale--other than automotive, 3 percent for retail--other consumers' goods, and 5 percent for industrial, commercial, and farm equipment.

These data on the current trends of sales financing during April 1943 were based on reports from 217 sales finance companies, and the dollar volumes should not be assumed to represent the total amount of financing by all sales finance companies in the United States. The data are published as reported, without adjustment for seasonal or price fluctuations. The figures presented in tables 4, 5, and 6 of this release are not comparable to those published for previous months, since monthly reports have not been received each month from identical sales finance companies. All indexes for April were obtained by calculating the percent changes from March to April, as shown by data on reports for both months from the same sales finance companies, and by linking these percentages to the indexes previously derived for March 1943.

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SALES FINANCE COMPANIES

Table 1.—Automotive and Diversified Financing
Index of Trends in Outstanding Balances by Class of Paper ^{a/}
December 31, 1939 = 100

Date	Total all sales financing	Retail automotive	Wholesale automotive	Wholesale other than automotive	Retail other consumers' goods	Industrial, commercial, and farm equipment
1939 - Dec. 31.....	100	100	100	100	100	100
1940 - Dec. 31.....	136	132	169	140	129	131
1941 - Dec. 31.....	152	149	175	250	148	147
1942 - Apr. 30.....	125	105	222	191	131	156
- May 31.....	115	95	208	153	126	153
- June 30.....	105	86	193	130	118	148
- July 31.....	95	77	175	110	110	140
- Aug. 31.....	84	67	151	97	103	134
- Sept. 30.....	75	59	137	85	96	124
- Oct. 31.....	67	51	124	74	89	110
- Nov. 30.....	60	44	118	52	83	64
- Dec. 31.....	53	37	112	40	76	61
1943 - Jan. 31.....	48	31	107	34	70	60
- Feb. 28.....	42	27	100	30	64	55
- Mar. 31.....	37	22	91	26	58	52
- Apr. 30.....	33	20	81	24	52	49

^{a/} Indexes as of December 31 for the years of 1939, 1940, and 1941 are based on figures reported by sales finance companies on a supplementary report form which accompanied the regular monthly report form for January 1942. Succeeding indexes are derived by calculating the percent changes of the outstanding balances reported by sales finance companies for each month from those reported by the same companies for the preceding month, and by linking these percentages to the indexes for the preceding month.

Table 2.—Relative Importance of Loans made by Sales Finance Companies
Volume of Paper Acquired during The Month and Outstanding Balances at the End of the Month

Class of paper	Paper acquired during month		Outstanding balances, end of month	
	Amount	Percent of total	Amount	Percent of total
Total, all classes of paper ^{a/}	\$58,916,148	100	\$309,775,338	100
Total loans.....	37,838,397	64	66,006,830	21
Small (personal) loans.....	3,160,240	5	25,885,169	8
Business loans.....	34,678,157	59	40,121,661	13
Total, Sales Financings ^{a/}	21,077,751	36	243,768,508	79

Bureau of the Census

Current Statistical Service

^{a/} Included in this classification are only those firms which, in addition to their sales financing operations, reported loan activities.

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SALES FINANCE COMPANIES

Table 3.—Automotive and Diversified Financing
Index of Trends, 1942-1943 a/
January 1942 = 100

Item	1942												1943	
	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	
RETAIL AUTOMOTIVE														
Total number of cars financed.....	64	59	61	61	54	42	32	27	20	18	21	33	36	
Total volume of paper acquired.....	57	55	57	58	52	41	32	25	19	17	21	35	40	
New passenger cars.....														
Number.....	40	58	52	53	50	40	23	14	10	9	11	24	33	
Paper acquired...	42	60	55	57	54	45	26	16	11	11	13	30	39	
New commercial cars.....														
Number.....	31	23	25	22	19	10	8	6	3	4	5	10	14	
Paper acquired...	34	25	29	25	23	11	9	8	4	5	6	13	15	
Used passenger cars.....														
Number.....	68	60	64	63	55	43	34	28	21	19	22	35	37	
Paper acquired...	62	55	60	60	54	42	34	28	22	19	23	37	41	
Used commercial cars.....														
Number.....	55	45	46	42	34	28	21	16	12	13	15	15	22	
Paper acquired...	58	47	51	47	39	34	28	22	17	20	24	24	35	
WHOLESALE AUTOMOTIVE (Paper acquired)														
Total volume of paper acquired.....	19	16	12	12	10	10	9	6	5	5	6	9	9	
New cars (passenger and commercial).....	17	14	10	8	7	7	6	5	4	3	3	5	6	
Used cars (passenger and commercial).....	40	37	29	29	28	27	29	14	13	14	20	31	32	
DIVERSIFIED FINANCING (Paper acquired)														
Total diversified financing.....	107	86	62	47	42	40	46	39	45	23	20	23	24	
Total retail, other consumers' goods.....	123	108	80	59	54	52	60	52	60	30	26	28	30	
Furniture, radios, pianos, etc., Total.....	90	65	52	47	43	42	47	40	53	39	34	35	27	
Furniture.....	110	97	73	66	59	59	64	55	71	62	48			
Radios, pianos, other musical instruments.....	72	37	33	30	31	28	33	29	40	16	22	35	27	
Refrigerators & other household appliances, Total.....	124	95	57	32	26	23	24	17	13	9	8	12	18	
Refrigerators (gas and electric).....	132	105	63	34	22	19	23	15	11	7	6			
Other household appliances.....	116	80	46	31	37	36	28	23	21	14	13	12	18	
Residential building repair and modernization...	127	128	98	84	77	76	82	64	142	43	35	40	48	
Miscellaneous retail.....	131	131	142	124	117	135	97	87	88	63	51	65	67	
Total wholesale, except automotive.....	52	24	18	12	11	9	10	6	3	2	3	3	5	
Industrial, commercial, and farm equipment.....	162	85	49	46	31	27	40	30	59	42	27	64	41	

Bureau of the Census

Current Statistical Service

a/ Indexes are derived by calculating the percent changes in the number of cars financed or the volume of paper acquired by sales finance companies during each month from the number of cars financed or the volume of paper acquired by the same companies during the preceding month, and by linking these percentages to the indexes for the preceding month. The indexes for "Total retail automotive", "Total wholesale automotive", and "Total retail, other consumers' goods" are based on all figures reported for these items regardless of whether or not breakdowns could be supplied.

SALES FINANCE COMPANIES

Table 4.--Automotive and Diversified Financing
Volume of Paper Acquired during April 1943 and Balances Outstanding April 30, 1943

Class of paper	Volume of paper acquired during April 1943		Outstanding balances April 30, 1943 <u>a/</u>	Ratio paper acquired to outstanding balances <u>b/</u>
	By all companies	By companies reporting outstanding balances <u>a/</u>		
Total retail automotive.....	\$20,754,359	\$20,009,673	\$159,914,767	13
Total wholesale automotive.....	10,449,951	10,260,139	129,356,642	8
Total wholesale - other than automotive.....	267,428	223,446	1,015,063	22
Total retail - other consumers' goods.....	3,412,158	3,223,076	101,223,524	3
Industrial, commercial, and farm equipment...	415,428	402,863	7,445,747	5
Total sales financings.....	\$35,299,324	\$34,119,197	\$398,955,743	9

a/ Data are based on figures from sales finance companies able to report both their paper acquired and their outstanding balances.

b/ Ratios obtained by dividing paper acquired (column 2) by outstanding balances (column 3).

Table 5.--Automotive Financing
Number of Cars Financed and Volume of Paper Acquired during April 1943

Class of paper	Number of cars		Paper acquired	
	Number	Percent of total	Dollar volume	Percent of total
Total retail automotive.....	<u>43,799</u>	<u>100</u>	<u>\$20,422,912 <u>a/</u></u>	<u>100</u>
New passenger cars.....	4,153	10	3,524,702	17
New commercial cars.....	314	1	309,505	2
Used passenger cars.....	37,875	86	15,791,802	77
Used commercial cars.....	1,457	3	796,903	4
Total wholesale automotive.....	<u>11,703</u>	<u>100</u>	<u>\$9,281,537 <u>a/</u></u>	<u>100</u>
New cars (passenger and commercial).....	4,730	40	5,091,145	55
Used cars (passenger and commercial).....	6,973	60	4,190,392	45

a/ Data are based on reports from sales finance companies providing a breakdown of their retail and wholesale automotive financing. These amounts are less than those reported in table 4 due to the exclusion of some data for which breakdowns were not available.

Table 6.--Diversified Financing
Volume of Paper Acquired during April 1943

Class of paper	Dollar volume	Percent of total
Retail - other consumers' goods:		
Furniture, radios, pianos, and other musical instruments..	\$164,236	7
Refrigerators, and other household appliances.....	165,092	7
Residential building repair and modernization.....	374,681	15
Miscellaneous retail.....	1,102,149	44
Total retail - other consumers' goods.....	\$1,806,158 <u>a/</u>	73
Total wholesale - other than automotive.....	267,428	10
Industrial, commercial, and farm equipment.....	415,428	17
Total diversified financing.....	\$2,489,014	100

Bureau of the Census

Current Statistical Service

a/ Data are based on reports from sales finance companies providing a breakdown of their retail financing of other consumers' goods. This amount is less than that reported in table 4 due to the exclusion of some data for which breakdowns were not available.