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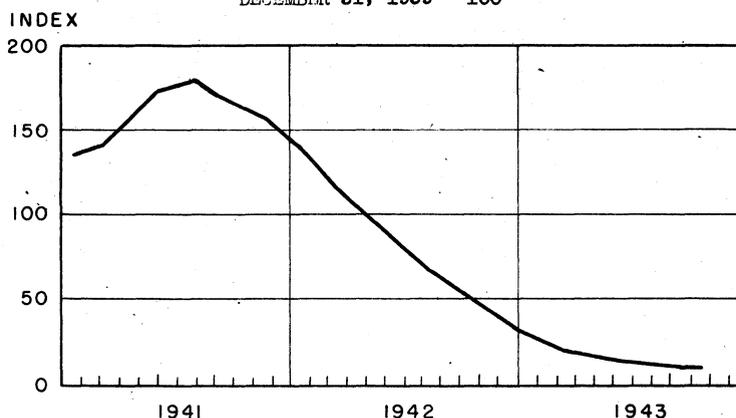
SALES FINANCE COMPANIES  
OCTOBER 1943

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The number of new passenger cars financed by sales finance companies in October 1943 was off 8 percent from that of September of this year, and the dollar volume of paper acquired in this type of financing decreased 9 percent, according to an announcement released today by J. C. Capt, Director of the Census. The number of used passenger cars financed dropped back 13 percent, and the volume of paper acquired was down 12 percent. New commercial vehicles financed declined 21 percent in number and 27 percent in dollar volume of paper acquired, from September of this year. The number of used commercial cars financed this October was 124 percent more than the number recorded for the preceding month, and the dollar volume of paper acquired was up 123 percent. Data contained in this report are based on a sample survey conducted by the Bureau of the Census.

The volume of retail automotive outstandings held by sales finance companies on October 31, 1943 was slightly (2%) less than that reported at the end of September 1943. The index remained at 14 for October this year.

OUTSTANDING BALANCES  
RETAIL AUTOMOTIVE FINANCING  
DECEMBER 31, 1939 = 100



Of the wholesale automotive paper acquired by sales finance companies during October 1943, the volume of new passenger and commercial cars decreased 18 percent from that reported for the preceding month, while the volume of used passenger and commercial cars showed a 29 percent gain. The volume of outstanding balances for this type of paper was 6 percent less on October 31 than on September 30, 1943.

In retail diversified financing, for October this year compared with the preceding month, furniture, radios, and musical instruments registered a gain of 16 percent, while slight decreases--2% and 3%, respectively--were noted for refrigerators, household appliances and residential building repairs and modernization. The financing of wholesale diversified paper fell back 20 percent from September 1943, but paper acquired for industrial, commercial, and farm equipment gained 43 percent.

Diversified outstanding balances held by sales finance companies during October were reduced 5 percent in volume for retail financing of other consumers' goods, 7 percent for industrial, commercial, and farm equipment, and 9 percent for wholesale diversified financing (other than automotive).

Paper acquired during October 1943 was 15 percent of the outstanding balances as of October 31, 1943 for retail automotive, 14 percent for wholesale automotive, 19 percent for wholesale--other than automotive, 7 percent for retail--other consumers' goods, and 6 percent for industrial, commercial, and farm equipment.

These data on the current trends of sales financing during October 1943 were based on reports from 203 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 adjustments 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 October were obtained by calculating the percent changes from September to October as shown by data on reports for both months from the same sales finance companies, and by linking these percentage to the indexes previously derived for September 1943.

## 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 - 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
- May 31.....	30	18	70	12	47	46
- June 30.....	27	16	63	11	44	44
- July 31.....	25	15	59	10	40	41
- Aug. 31.....	23	15	52	8	38	39
- Sept. 30.....	22	14	47	8	36	36
- Oct. 31.....	21	14	45	7	34	33

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, October 1943  
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/.....	\$60,171,074	100	\$245,511,451	100
Total loans.....	36,821,199	61	78,115,668	32
Small (personal) loans.....	5,157,307	8	38,375,615	16
Business loans.....	31,663,892	53	39,740,053	16
Total sales financing a/.....	23,349,875	39	167,395,783	68

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

## SALES FINANCE COMPANIES

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

Item	1942			1943									
	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.
<b>RETAIL AUTOMOTIVE</b>													
Total number of cars financed.....	32	27	20	18	21	33	36	35	34	33	34	33	29
Total volume of paper acquired.....	32	25	19	17	21	35	40	39	38	36	39	37	33
New passenger cars.....													
Number.....	23	14	10	9	11	24	33	30	23	19	18	11	11
Paper acquired.....	26	16	11	11	13	30	39	36	28	23	22	14	13
New commercial cars.....													
Number.....	8	6	3	4	5	10	14	11	13	9	9	25	20
Paper acquired.....	9	8	4	5	6	13	15	12	15	9	11	18	13
Used passenger cars.....													
Number.....	34	28	21	19	22	35	37	36	37	35	38	36	31
Paper acquired.....	34	28	22	19	23	37	41	40	42	41	44	44	38
Used commercial cars.....													
Number.....	21	16	12	13	15	15	22	21	10	13	13	6	14
Paper acquired.....	28	22	17	20	24	24	35	33	18	20	22	12	27
<b>WHOLESALE AUTOMOTIVE (Paper acquired)</b>													
Total volume of paper acquired.....	9	6	5	5	6	9	9	7	9	10	9	9	10
New cars (passenger and commercial).....	6	5	4	3	3	5	6	4	4	3	4	3	3
Used cars (passenger and commercial).....	29	14	13	14	20	31	32	22	33	47	37	39	50
<b>DIVERSIFIED FINANCING (Paper acquired)</b>													
Total diversified financing.....	46	39	45	23	20	23	24	29	31	28	30	33	30
Total retail, other consumers' goods.....	60	52	60	30	26	28	30	38	42	39	42	47	41
Furniture, radios, pianos, etc., Total.....	47	40	53	39	34	35	27	31	33	28	28	23	27
Furniture.....	64	55	71	62	48	35	27	31	33	28	28	23	27
Radios, pianos, other musical instruments.....	33	29	40	16	22								
Refrigerators & other household appliances, Total.....	24	17	13	9	8	12	18	22	26	15	14	12	12
Refrigerators (gas and electric).....	23	15	11	7	6	12	18	22	26	15	14	12	12
Other household appliances.....	28	23	21	14	13								
Residential building repair and modernization.....	82	64	142	43	35	40	48	54	77	81	89	94	92
Miscellaneous retail.....	97	87	88	63	51	65	67	101	87	78	86	125	75
Total wholesale, except automotive.....	10	6	3	2	3	3	5	5	3	2	2	2	2
Industrial, commercial, and farm equipment.....	40	30	59	42	27	64	41	38	37	22	28	27	38

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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.

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## SALES FINANCE COMPANIES

Table 4.—Automotive and Diversified Financing  
Volume of Paper Acquired During October 1943 and Balances Outstanding October 31, 1943

Class of paper	Volume of paper acquired during October 1943		Outstanding balances October 31, 1943 <sup>a/</sup>	Ratio paper acquired to outstanding balances <sup>b/</sup>
	By all companies	By companies reporting outstanding balances <sup>a/</sup>		
Total retail automotive.....	\$17,171,246	\$16,736,027	\$112,397,183	15
Total wholesale automotive.....	10,414,070	10,222,083	71,405,127	14
Total wholesale - other than automotive.....	90,199	76,799	405,559	19
Total retail - other consumers' goods.....	4,807,854	4,627,421	65,659,014	7
Industrial, commercial, and farm equipment....	389,101	384,190	6,465,537	6
<b>Total sales financings.....</b>	<b>\$32,872,470</b>	<b>\$32,046,520</b>	<b>\$256,332,420</b>	<b>13</b>

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

<sup>b/</sup> 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 October 1943

Class of paper	Number of cars		Paper acquired	
	Number	Percent of total	Dollar volume	Percent of total
Total retail automotive.....	<u>34,045</u>	<u>100</u>	<u>\$16,937,572 <sup>a/</sup></u>	<u>100</u>
New passenger cars.....	1,300	4	1,169,461	7
New commercial cars.....	460	1	659,733	4
Used passenger cars.....	31,388	92	14,498,252	85
Used commercial cars.....	897	3	610,126	4
Total wholesale automotive.....	<u>12,759</u>	<u>100</u>	<u>\$9,279,373 <sup>a/</sup></u>	<u>100</u>
New cars (passenger and commercial).....	3,149	25	2,473,401	27
Used cars (passenger and commercial).....	9,610	75	6,805,972	73

<sup>a/</sup> 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 October 1943

Class of paper	Dollar volume	Percent of total
Retail - other consumers' goods:		
Furniture, radios, pianos, and other musical instruments....	\$717,010	14
Refrigerators and other household appliances.....	170,096	3
Residential building repair and modernization.....	2,818,404	53
Miscellaneous retail.....	<u>1,086,268</u>	<u>21</u>
Total retail - other consumers' goods.....	<u>\$4,791,778 <sup>a/</sup></u>	<u>91</u>
Total wholesale - other than automotive.....	90,199	2
Industrial, commercial, and farm equipment.....	<u>389,101</u>	<u>7</u>
<b>Total diversified financing.....</b>	<b>\$5,271,078</b>	<b>100</b>

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<sup>a/</sup> 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.