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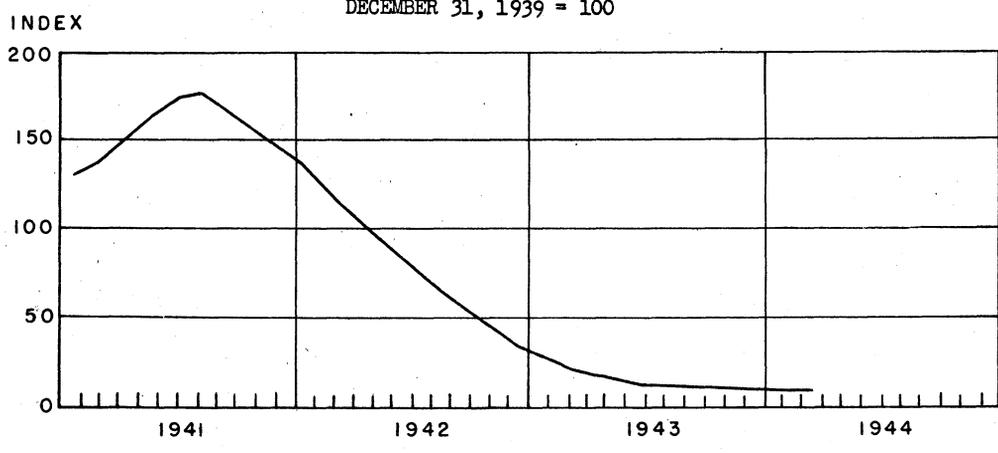
SALES FINANCE COMPANIES
MARCH 1944

COPY 1

The number of new passenger cars financed by sales finance companies increased 10 percent for March 1944 compared with the preceding month, and the dollar volume of paper acquired in this type of financing increased 14 percent, according to an announcement released today by J. C. Capt, Director of the Census. A rise of 24 percent in the number of used passenger cars financed was reported along with a gain of 24 percent in dollar volume of paper acquired. New commercial vehicles financed dropped 45 percent in number, but gained 9 percent in dollar volume of paper acquired, from February 1944. The number of used commercial cars financed during March of 1944 was up 15 percent over the number recorded for the preceding month, and the dollar volume of paper acquired rose 9 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 March 31, 1944 was virtually the same as that reported at the end of February 1944. March 1944 is the fourth consecutive month for which the index has stood at 13.

OUTSTANDING BALANCES
RETAIL AUTOMOTIVE FINANCING
DECEMBER 31, 1939 = 100



Of the wholesale automotive paper acquired by sales finance companies during March 1944, the volume for new passenger and commercial cars was 15 percent higher than that reported for February 1944, and the volume for used passenger and commercial cars increased 21 percent. The volume of outstanding balances for this type of paper was almost the same as that held at the end of February 1944.

For March 1944 compared with February 1944, in retail diversified financing, refrigerators and household appliances registered a gain of 30 percent in paper acquired; furniture, radios, and musical instruments gained slightly (3%); while residential building repairs and modernization showed virtually no change. The financing of industrial, commercial, and farm equipment dropped back 64 percent, but paper acquired for the wholesale lines (other than automotive) were about the same for the 2 months.

Diversified outstanding balances held by sales finance companies at the end of March 1944 were increased 12 percent in volume for wholesale--other than automotive, but were slightly (2%) smaller for industrial, commercial, and farm equipment, and were down 5 percent for retail--other consumers' goods.

Paper acquired during March 1944 was 28 percent of the outstanding balances as of March 31, 1944 for wholesale--other than automotive, 27 percent for wholesale automotive, 19 percent for retail automotive, 9 percent for industrial, commercial, and farm equipment, and 8 percent for retail--other consumers' goods.

These data on the current trends of sales financing during March 1944 were based on reports from 195 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 March were obtained by calculating the percent changes from February 1944 to March 1944 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 February 1944.

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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 - Dec. 31.....	53	37	112	40	76	61
1943 - 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
- Nov. 30.....	20	14	42	7	32	35
- Dec. 31.....	20	13	40	8	30	27
1944 - Jan. 31.....	19	13	38	10	29	26
- Feb. 29.....	18	13	37	10	27	31
- Mar. 31.....	18	13	37	12	26	30

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, March 1944
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/.....	\$75,846,958	100	\$242,669,603	100
Total loans.....	45,672,746	60	85,817,560	35
Small (personal) loans.....	7,857,155	10	39,460,335	16
Business loans.....	37,815,591	50	46,357,225	19
Total sales financing a/.....	30,174,212	40	156,852,043	65

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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, 1943-1944 ^{a/}
January 1942 = 100

Item	1943											1944		
	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	
<u>RETAIL AUTOMOTIVE</u>														
Total number of cars financed.....	33	36	35	34	33	34	33	29	28	28	23	26	32	
Total volume of paper acquired.....	35	40	39	38	36	39	37	33	32	32	28	31	38	
New passenger cars.....														
Number.....	24	33	30	23	19	18	11	11	8	6	8	6	6	
Paper acquired....	30	39	36	28	23	22	14	13	10	8	10	8	9	
New commercial cars.....														
Number.....	10	14	11	13	9	9	25	20	17	5	8	12	7	
Paper acquired....	13	15	12	15	9	11	18	13	12	8	9	12	13	
Used passenger cars.....														
Number.....	35	37	36	37	35	38	36	31	31	32	26	29	36	
Paper acquired....	37	41	40	42	41	44	44	38	38	38	33	38	47	
Used commercial cars.....														
Number.....	15	22	21	10	13	13	6	14	9	10	8	8	10	
Paper acquired....	24	35	33	18	20	22	12	27	19	27	16	18	19	
<u>WHOLESALE AUTOMOTIVE</u> (Paper acquired)														
Total volume of paper acquired.....	9	9	7	9	10	9	9	10	9	9	11	12	15	
New cars (passenger and commercial).....	5	6	4	4	3	4	3	3	2	2	4	3	3	
Used cars (passenger and commercial).....	31	32	22	33	47	37	39	50	50	46	50	64	77	
<u>DIVERSIFIED FINANCING</u> (Paper acquired)														
Total diversified financing.....	23	24	29	31	28	30	33	30	41	32	30	34	27	
Total retail, other consumers' goods.....	28	30	38	42	39	42	47	41	49	42	37	36	34	
Furniture, radios, musical instruments.....	35	27	31	33	28	28	23	27	24	26	30	21	21	
Refrigerators and other household appliances.....	12	18	22	26	15	14	12	12	15	9	16	9	11	
Residential building repair and modernization.....	40	48	54	77	81	89	94	92	115	100	69	73	74	
Miscellaneous retail.....	65	67	101	87	78	86	125	75	94	75	80	88	64	
Total wholesale, except automotive.....	3	5	5	3	2	2	2	2	2	2	7	4	4	
Industrial, commercial, and farm equipment.....	64	41	38	37	22	28	27	38	157	54	54	194	70	

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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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Table 4.--Automotive and Diversified Financing
Volume of Paper Acquired During March 1944 and Balances Outstanding March 31, 1944

Class of paper	Volume of paper acquired during March 1944		Outstanding balances March 31, 1944 a/	Ratio paper acquired to outstanding balances b/
	By all companies	By companies reporting outstanding balances a/		
Total retail automotive.....	\$20,119,949	\$19,718,564	\$105,590,054	19
Total wholesale automotive.....	16,120,253	16,061,602	59,465,444	27
Total wholesale - other than automotive.....	258,466	238,938	850,027	28
Total retail - other consumers' goods.....	3,945,525	3,843,516	50,320,734	8
Industrial, commercial, and farm equipment...	<u>540,671</u>	<u>534,871</u>	<u>5,715,285</u>	<u>9</u>
Total sales financing.....	\$40,984,864	\$40,397,491	\$221,941,544	18

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 March 1944

Class of paper	Number of cars		Paper acquired	
	Number	Percent of total	Dollar volume	Percent of total
Total retail automotive.....	<u>38,420</u>	<u>100</u>	<u>\$19,806,783 a/</u>	<u>100</u>
New passenger cars.....	802	2	785,960	4
New commercial cars.....	156	b/	64,2761	3
Used passenger cars.....	36,844	96	17,960,678	91
Used commercial cars.....	618	2	417,384	2
Total wholesale automotive.....	<u>17,781</u>	<u>100</u>	<u>\$13,542,451 a/</u>	<u>100</u>
New cars (passenger and commercial).....	3,982	22	2,952,484	22
Used cars (passenger and commercial).....	13,799	78	10,589,967	78

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.

b/ Less than 0.5 percent.

Table 6.--Diversified Financing
Volume of Paper Acquired During March 1944

Class of paper	Dollar volume	Percent of total
Retail - other consumers' goods:		
Furniture, radios, pianos, and other musical instruments..	\$563,756	12
Refrigerators and other household appliances.....	154,987	3
Residential building repair and modernization.....	2,252,897	48
Miscellaneous retail.....	<u>957,642</u>	<u>20</u>
Total retail - other consumers' goods.....	\$3,929,282 a/	83
Total wholesale - other than automotive.....	258,466	6
Industrial, commercial, and farm equipment.....	<u>540,671</u>	<u>11</u>
Total diversified financing.....	\$4,728,419	100

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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.

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