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|                              |  |
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MONTHLY FINANCING OF MOTOR VEHICLE SALES IN CANADA, JULY, 1939

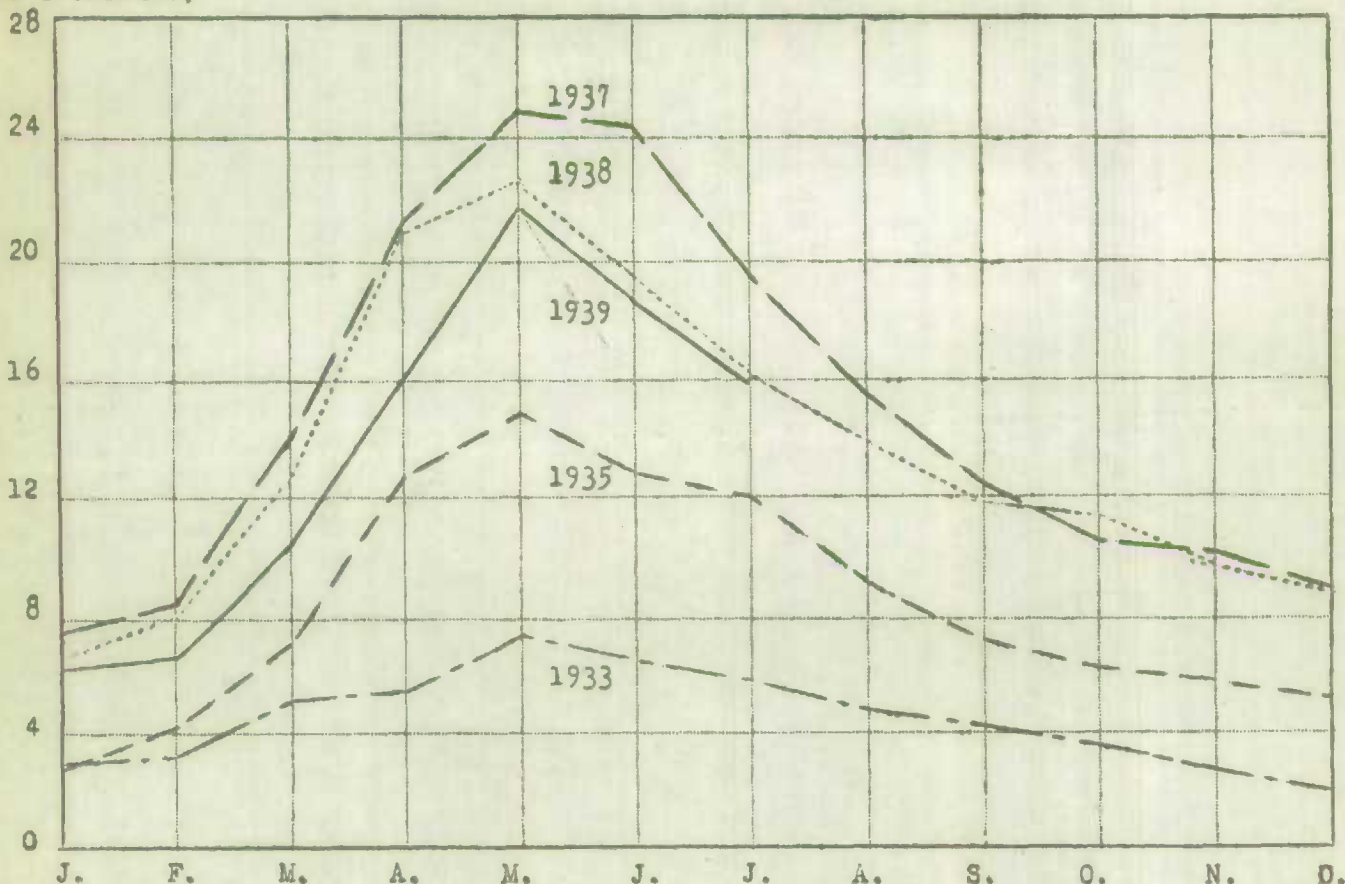
Financing of motor vehicle sales during July, numbered 15,693 units with a financed value of \$6,061,155, recording declines of 3 per cent in number and 6 per cent in amount of financing below the 16,204 vehicles financed for \$6,468,384 in the same month last year. This was the third consecutive month in which sales have been within 5 per cent of the total for the corresponding month of 1938. Cumulative totals for the first seven months show 95,710 new and used motor vehicles financed for \$39,556,816, declines of 10 per cent in number and 15 per cent in amount of financing below the 106,795 vehicles financed for the extent of \$46,397,777 in the same period of last year.

New motor vehicle financing during July was lower than in July, 1938, by 13 per cent in number and 12 per cent in amount. There were 3,128 new vehicles financed for \$2,391,448 in July, 1938, compared with 3,605 vehicles financed for \$2,719,524 last year. With the exception of Alberta, where an advance of 3 per cent was recorded, declines were prevalent throughout the various economic divisions for which figures are available. In Manitoba and Saskatchewan combined, the decline was 9 per cent, in the Maritime Provinces, 11 per cent, in Quebec, 13 per cent, in British Columbia, 14 per cent and in Ontario, 19 per cent.

Although used vehicle financing showed a fractional decline from July, 1938, for the country as a whole, increases were recorded in four of the six economic divisions. The decline of 8 per cent in Ontario was the principal factor in the decline for the Dominion, while British Columbia also showed a decrease of 2 per cent. Increases recorded in the other divisions were as follows: Manitoba and Saskatchewan combined, 18 per cent; Alberta, 16 per cent; the Maritime Provinces, 6 per cent. A fractional increase occurred in used vehicle financing in the province of Quebec.

Number of Motor Vehicles Financed in Canada, 1933-1939

(000's omitted)



RESEARCH REPORT  
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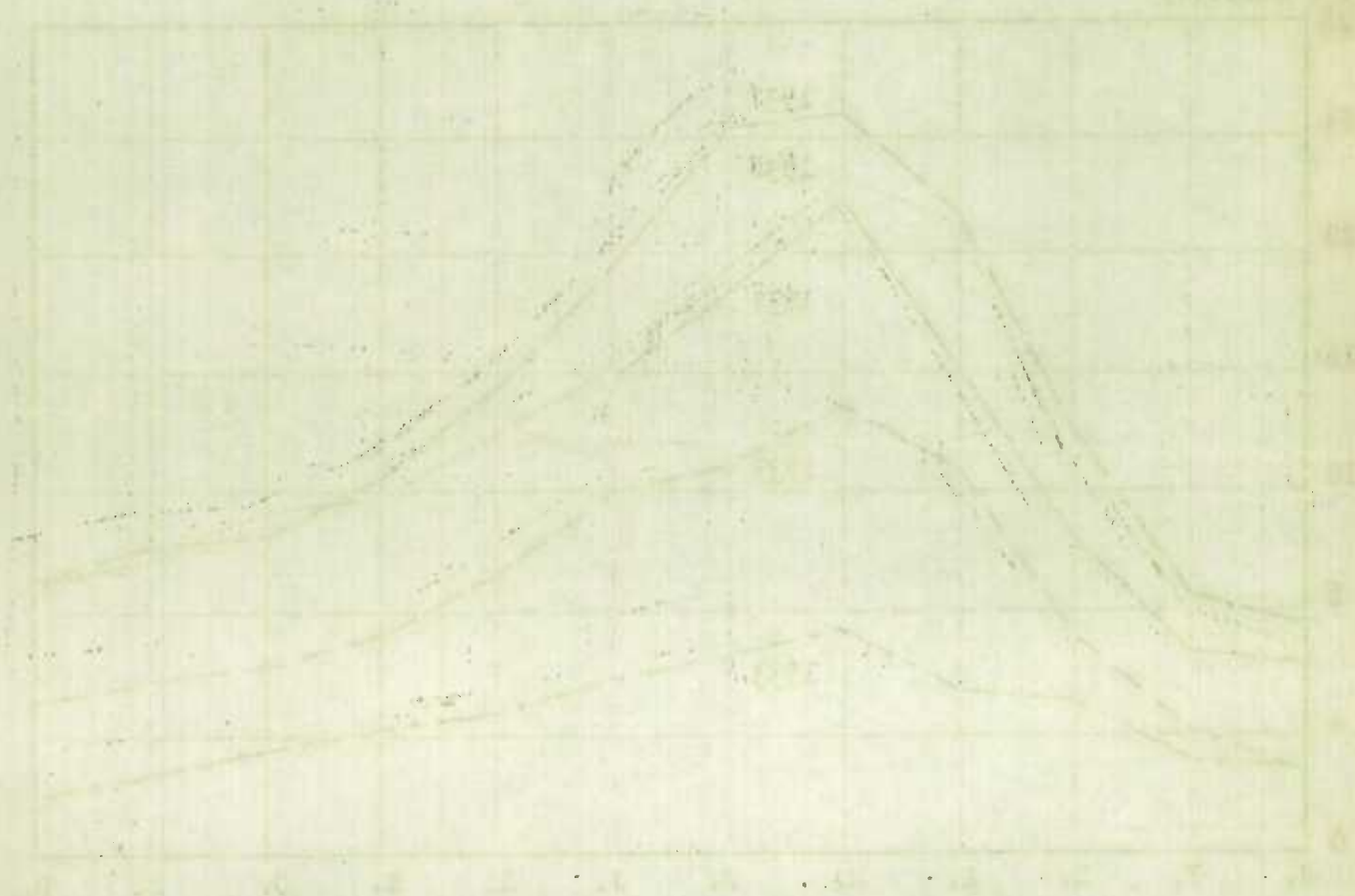
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FINANCING OF MOTOR VEHICLE SALES IN CANADA, 1937-1939

(Figures for the current year are subject to final revision)

| Month                            | Number of Vehicles |         |        |                      | Amount of Financing |            |            |                      |
|----------------------------------|--------------------|---------|--------|----------------------|---------------------|------------|------------|----------------------|
|                                  | 1937               | 1938    | 1939   | % of Change, 1939/38 | 1937                | 1938       | 1939       | % of Change, 1939/38 |
| New Vehicles(a)                  |                    |         |        |                      |                     |            |            |                      |
| January .....                    | 2,709              | 2,265   | 1,683  | - 25.7               | 1,865,784           | 1,740,832  | 1,222,943  | - 29.7               |
| February .....                   | 2,756              | 2,304   | 1,617  | - 29.8               | 1,950,724           | 1,741,945  | 1,238,263  | - 28.9               |
| March .....                      | 4,789              | 3,568   | 2,591  | - 27.4               | 3,323,023           | 2,594,953  | 1,916,727  | - 26.1               |
| April .....                      | 7,257              | 6,809   | 4,664  | - 31.5               | 5,021,353           | 5,012,238  | 3,363,538  | - 32.9               |
| May .....                        | 8,175              | 7,024   | 6,028  | - 14.2               | 5,810,739           | 5,318,246  | 4,500,635  | - 15.4               |
| June .....                       | 7,929              | 5,050   | 4,167  | - 17.5               | 5,746,656           | 3,817,376  | 3,213,307  | - 15.8               |
| July .....                       | 5,951              | 3,605   | 3,128  | - 13.2               | 4,375,854           | 2,719,524  | 2,391,448  | - 12.1               |
| 7 months .....                   | 39,566             | 30,625  | 23,878 | - 22.0               | 28,094,133          | 22,945,114 | 17,846,861 | - 22.2               |
| August .....                     | 4,372              | 3,219   |        |                      | 3,187,305           | 2,501,978  |            |                      |
| September .....                  | 3,196              | 2,978   |        |                      | 2,436,106           | 2,228,910  |            |                      |
| October .....                    | 2,734              | 2,921   |        |                      | 2,060,611           | 2,035,587  |            |                      |
| November .....                   | 3,117              | 2,674   |        |                      | 2,378,587           | 1,940,071  |            |                      |
| December .....                   | 3,262              | 2,850   |        |                      | 2,507,933           | 2,049,964  |            |                      |
| 12 months .....                  | 56,247             | 45,267  |        |                      | 40,664,675          | 33,701,624 |            |                      |
| Used Vehicles(a)                 |                    |         |        |                      |                     |            |            |                      |
| January .....                    | 4,901              | 4,461   | 4,680  | + 4.9                | 1,432,212           | 1,464,853  | 1,511,037  | + 3.2                |
| February .....                   | 5,789              | 5,811   | 5,116  | - 12.0               | 1,647,923           | 1,817,042  | 1,603,253  | - 11.8               |
| March .....                      | 9,229              | 9,007   | 7,753  | - 13.9               | 2,632,994           | 2,746,365  | 2,361,741  | - 14.0               |
| April .....                      | 14,125             | 14,101  | 11,422 | - 19.0               | 4,067,595           | 4,390,244  | 3,500,941  | - 20.3               |
| May .....                        | 16,655             | 15,616  | 15,841 | + 1.4                | 4,754,834           | 4,829,349  | 4,832,096  | + 0.1                |
| June .....                       | 16,405             | 14,575  | 14,455 | - 0.8                | 4,690,985           | 4,455,952  | 4,231,180  | - 5.0                |
| July .....                       | 13,626             | 12,599  | 12,565 | - 0.3                | 3,919,664           | 3,748,860  | 3,669,707  | - 2.1                |
| 7 months .....                   | 80,730             | 76,170  | 71,832 | - 5.7                | 23,146,207          | 23,452,665 | 21,709,955 | - 7.4                |
| August .....                     | 11,113             | 10,719  |        |                      | 3,179,395           | 3,231,692  |            |                      |
| September .....                  | 9,280              | 8,885   |        |                      | 2,646,699           | 2,660,351  |            |                      |
| October .....                    | 7,757              | 8,472   |        |                      | 2,262,682           | 2,549,356  |            |                      |
| November .....                   | 6,989              | 7,130   |        |                      | 2,068,064           | 2,178,540  |            |                      |
| December .....                   | 5,782              | 6,060   |        |                      | 1,882,451           | 1,911,625  |            |                      |
| 12 months .....                  | 121,651            | 117,436 |        |                      | 35,185,498          | 35,984,229 |            |                      |
| TOTAL - New and Used Vehicles(a) |                    |         |        |                      |                     |            |            |                      |
| January .....                    | 7,610              | 6,726   | 6,363  | - 5.4                | 3,297,996           | 3,205,685  | 2,733,980  | - 14.7               |
| February .....                   | 8,545              | 8,115   | 6,733  | - 17.0               | 3,598,647           | 3,558,987  | 2,841,516  | - 20.2               |
| March .....                      | 14,018             | 12,575  | 10,344 | - 17.7               | 5,956,017           | 5,341,318  | 4,278,468  | - 19.9               |
| April .....                      | 21,382             | 20,910  | 16,086 | - 23.1               | 9,088,948           | 9,402,482  | 6,864,479  | - 27.0               |
| May .....                        | 24,830             | 22,640  | 21,869 | - 3.4                | 10,565,573          | 10,147,595 | 9,332,731  | - 8.0                |
| June .....                       | 24,334             | 19,625  | 18,622 | - 5.1                | 10,437,641          | 8,273,328  | 7,444,487  | - 10.0               |
| July .....                       | 19,577             | 16,204  | 15,693 | - 3.2                | 8,295,518           | 6,468,384  | 6,061,155  | - 6.3                |
| 7 months .....                   | 120,296            | 106,795 | 95,710 | - 10.4               | 51,240,340          | 46,397,779 | 39,556,816 | - 14.7               |
| August .....                     | 15,485             | 13,938  |        |                      | 6,366,700           | 5,733,670  |            |                      |
| September .....                  | 12,476             | 11,863  |        |                      | 5,082,805           | 4,889,261  |            |                      |
| October .....                    | 10,491             | 11,393  |        |                      | 4,323,293           | 4,584,943  |            |                      |
| November .....                   | 10,106             | 9,804   |        |                      | 4,446,651           | 4,118,611  |            |                      |
| December .....                   | 9,044              | 8,910   |        |                      | 4,390,384           | 3,961,589  |            |                      |
| 12 months .....                  | 177,898            | 162,703 |        |                      | 75,850,173          | 69,685,853 |            |                      |

(a) Includes passenger cars, trucks and buses.



FINANCING OF MOTOR VEHICLE SALES IN CANADA BY PROVINCES, JULY, 1938 and 1939

| Province | Number of Vehicles |           |                  | Amount of Financing |           |                  |
|----------|--------------------|-----------|------------------|---------------------|-----------|------------------|
|          | July 1938          | July 1939 | % Change 1939/38 | July 1938           | July 1939 | % Change 1939/38 |

| New Vehicles(a)         |       |       |        |           |           |        |
|-------------------------|-------|-------|--------|-----------|-----------|--------|
| CANADA .....            | 3,605 | 3,128 | - 13.2 | 2,719,524 | 2,391,448 | - 12.1 |
| Maritime Provinces .... | 234   | 208   | - 11.1 | 179,483   | 182,027   | + 1.4  |
| Quebec .....            | 597   | 519   | - 13.1 | 498,359   | 438,494   | - 12.0 |
| Ontario .....           | 1,486 | 1,297 | - 19.4 | 1,071,281 | 888,108   | - 17.1 |
| Manitoba & Saskatchewan | 648   | 588   | - 9.3  | 470,964   | 414,650   | - 12.0 |
| Alberta .....           | 385   | 397   | + 3.1  | 278,472   | 285,753   | + 2.6  |
| British Columbia .....  | 255   | 219   | - 14.1 | 220,965   | 182,416   | - 17.4 |

| Used Vehicles(a)        |        |        |        |           |           |        |
|-------------------------|--------|--------|--------|-----------|-----------|--------|
| CANADA .....            | 12,599 | 12,565 | - 0.3  | 3,748,860 | 3,669,707 | - 2.1  |
| Maritime Provinces .... | 1,001  | 1,060  | + 5.9  | 296,772   | 319,269   | + 7.6  |
| Quebec .....            | 1,996  | 1,998  | + 0.1  | 643,407   | 610,126   | - 5.2  |
| Ontario .....           | 6,269  | 5,785  | - 7.7  | 1,738,994 | 1,566,919 | - 9.9  |
| Manitoba & Saskatchewan | 1,383  | 1,634  | + 18.1 | 436,800   | 505,136   | + 15.6 |
| Alberta .....           | 979    | 1,135  | + 15.9 | 315,450   | 369,217   | + 17.0 |
| British Columbia .....  | 971    | 953    | - 1.9  | 317,437   | 299,040   | - 5.8  |

| TOTAL - New and Used Vehicles(a) |        |        |        |           |           |        |
|----------------------------------|--------|--------|--------|-----------|-----------|--------|
| CANADA .....                     | 16,204 | 15,693 | - 3.2  | 6,468,384 | 6,061,155 | - 6.3  |
| Maritime Provinces ....          | 1,235  | 1,268  | + 2.7  | 476,255   | 501,296   | + 5.3  |
| Quebec .....                     | 2,593  | 2,517  | - 2.9  | 1,141,766 | 1,048,620 | - 8.2  |
| Ontario .....                    | 7,755  | 6,982  | - 10.0 | 2,810,275 | 2,455,027 | - 12.6 |
| Manitoba & Saskatchewan          | 2,031  | 2,222  | + 9.4  | 907,764   | 919,786   | + 1.3  |
| Alberta .....                    | 1,364  | 1,532  | + 12.3 | 593,922   | 654,970   | + 10.3 |
| British Columbia .....           | 1,266  | 1,172  | - 4.4  | 538,402   | 481,456   | - 10.6 |

(a) Includes passenger cars, trucks and buses.



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