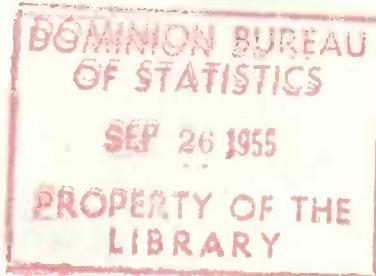


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THE MOTOR VEHICLES INDUSTRY

1954



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NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: Volume I - The Primary Industries, including mining, forestry and fisheries; Volume II - Manufacturing; Volume III - Merchandising and Services. The volumes are made up of parts, and the parts in turn are subdivided according to the industries or provinces which they comprise.

Volume II consists of the following parts, the first two of which deal with manufacturing as a whole and the balance with the major manufacturing groups.

- I - General Review of the Manufacturing Industries, \$1.50
- II - The Manufacturing Industries of Canada, (7 sections, as follows:)
 - Section A. Summary for Canada, 25¢
 - Section B. Atlantic Provinces, 25¢
 - Section C. Quebec, 25¢
 - Section D. Ontario, 25¢
 - Section E. Prairie Provinces, 25¢
 - Section F. British Columbia, 25¢
 - Section G. The Manufacturing Industries of Canada, Regional Distribution, 75¢
- III - Foods and Beverages
- IV - Tobacco and Tobacco Products
- V - Rubber Products
- VI - Leather Products
- VII - Textile Mills
- VIII - Knitting Mills
- IX - Clothing
- X - Wood and Paper Products
- XI - Printing Trades
- XII - Iron and Steel Products
- XIII - Transportation Equipment
- XIV - Non-ferrous Metal Products
- XV - Electrical Apparatus and Supplies
- XVI - Non-metallic Mineral Products
- XVII - Products of Petroleum and Coal
- XVIII - Chemicals and Allied Products
- XIX - Miscellaneous Manufactures

The present report belongs in Part XIII, Transportation Equipment. It is punched to permit of filing in a ring binder along with others of the group. The reports in this group are:

- A - General Review, 25¢
- B - The Aircraft and Parts Industry, 25¢
- C - The Bicycle Manufacturing Industry, 25¢
- D - The Boat Building Industry, 25¢
- E - The Motor Vehicles Industry, 25¢
- F - The Motor Vehicle Parts Industry, 25¢
- G - The Railway Rolling Stock Industry, 25¢
- H - The Shipbuilding Industry, 25¢
- I - The Miscellaneous Transportation Equipment Industry, 25¢

THE MOTOR VEHICLES INDUSTRY

1954

Factory shipments reported by plants manufacturing motor vehicles in Canada were valued at \$666,286,542 in 1954, a decline of 20.3 per cent from the \$835,554,549 reported in 1953. The value of motor vehicles in this total amounted to \$559,112,249, while automobile parts and miscellaneous products accounted for the remainder, or \$107,174,293. The number of cars, trucks and buses shipped from plants during the year totalled 357,083, a drop of 25.8 per cent from the record high of 480,959 units in 1953.

Factory shipments of passenger cars in 1954 totalled 287,191 units, including 267,452 units made for sale in Canada and 19,739 units made for export. The number of trucks shipped from plants totalled 69,892 units, of which 59,228 units were for the

Canadian market and 10,226 for export. Output of buses numbered 438 units, all for the domestic market.

Actual exports of Canadian-made vehicles during 1954 totalled 10,993 units valued at \$11.7 millions and imports amounted to 43,482 units worth \$75.9 millions.

NOTE: Beginning with 1954, information on the value of year-end inventory holdings at plant and plant warehouses is being collected as part of the annual Census of Industry. These data were formerly collected by a separate survey. The summarized results for the Motor Vehicles Industry for the year under review will be found in Table 3.

**TABLE 1. Principal Statistics of the Motor Vehicles Industry, Significant Years, 1929-1934,
and by Provinces, 1953 and 1954**

Year and province	Establishments ¹	Employees	Earnings	Cost of fuel and electricity at works	Cost of materials at works ²	Value added by manufacture ⁴	Gross selling value of products ³
	No.	No.	\$	\$	\$	\$	\$
1929	17	16,435	26,864,808	1,057,794	120,332,694	56,982,899	177,315,593
1933	22	8,134	8,557,331	457,140	28,730,750	13,697,753	42,885,643
1937	15	14,946	22,138,991	831,318	92,706,147	41,272,815	134,810,280
1939	12	14,427	20,573,714	818,896	71,671,753	34,972,702	107,463,351
1943	5	24,265	57,569,265	2,227,727	248,652,602	101,349,626	352,229,955
1946	9	21,647	43,968,772	1,969,064	135,556,183	55,914,441	193,439,688
1949	15	27,022	76,684,328	2,996,194	300,705,398	182,055,285	485,756,877
1950	19	29,355	94,414,819	2,585,739	388,496,630	284,785,098	675,867,467
1951	19	30,479	101,342,774	2,667,570	469,114,484	271,113,834	742,895,888
1952	19	31,102	113,607,071	2,781,312	497,474,097	267,099,575	767,354,984
1953							
Canada	20	32,973	131,316,134	4,247,370	557,709,086	273,598,093	835,554,549
Ontario	13	31,943	127,775,690	4,128,837	551,267,610	269,184,242	824,580,689
Other provinces	7	1,030	3,540,444	118,533	6,441,476	4,413,851	10,973,860
1954							
Canada	20	27,949	106,062,439	4,322,736	477,309,375	176,473,282	666,286,542
Ontario	12	26,910	102,393,867	4,179,190	471,422,829	172,132,583	655,662,973
Other provinces	8	1,039	3,668,572	143,546	5,886,546	4,340,699	10,623,569

Note. Profits or losses cannot be calculated from above figures as data are not available for general expense items, such as interest, rent, depreciation, taxes, insurance, advertising, etc.

1. Includes assembly plants.

2. Duty drawback has been deducted.

3. (a) Includes value of parts made in auto factories, also any other products made in these works.

(b) The total under this heading for 1952-1954 refers to value of factory shipments.

4. Because of insufficient inventory data in 1952 and 1953, the value-added figures for these years have been calculated from value of factory shipments and are, therefore, only approximations to true "value added by manufacturer".

TRANSPORTATION EQUIPMENT

TABLE 2. Inventories¹, 1954

	Raw materials and supplies	Goods in process	Finished goods of own manufacture	Total
	\$	\$	\$	\$
Opening:				
Ontario	31,395,621	37,486,979	24,140,982	93,023,582
Other provinces	2,456,238	1,611,770	998,132	5,066,140
Canada	33,851,859	39,098,749	25,139,114	98,089,722
Closing:				
Ontario	24,388,304	26,074,509	16,212,611	66,675,424
Other provinces	1,938,079	415,049	745,354	3,098,482
Canada	26,326,383	26,489,558	16,957,963	69,773,906

1. Book value of all manufacturing inventories held at plant and plant warehouses.

TABLE 3. Production¹ of Motor Vehicles, Subdivided Between Passenger Cars and Commercial Vehicles, 1945-1954

Year	Passenger cars		Trucks and buses		Total	
	Number	Selling value at works	Number	Selling value at works	Number	Selling value at works
	\$		\$			\$
1945	1,868	1,638,118	130,777	167,103,012	132,645	168,741,130
1946	91,871	82,847,330	79,657	81,204,338	171,528	164,051,668
1947	167,257	182,161,183	90,758	116,357,486	258,015	298,518,669
1948	166,819	210,799,512	96,941	137,228,722	263,760	348,028,234
1949	193,556	277,660,998	99,028	146,697,354	292,584	424,358,352
1950	284,076	447,029,182	106,026	163,942,858	390,102	610,972,040
1951	282,714	438,613,532	132,706	212,806,695	415,420	651,420,227
1952	283,534	417,654,448	150,176	253,247,296	433,710	670,901,744
1953	360,385	539,524,001	120,574	199,082,949	480,959	738,606,950
1954	287,191	436,820,440	69,892	122,291,809	357,083	559,112,249

1. (a) Production figures include all wheeled vehicles for military use; universal carriers and scout cars are not included.

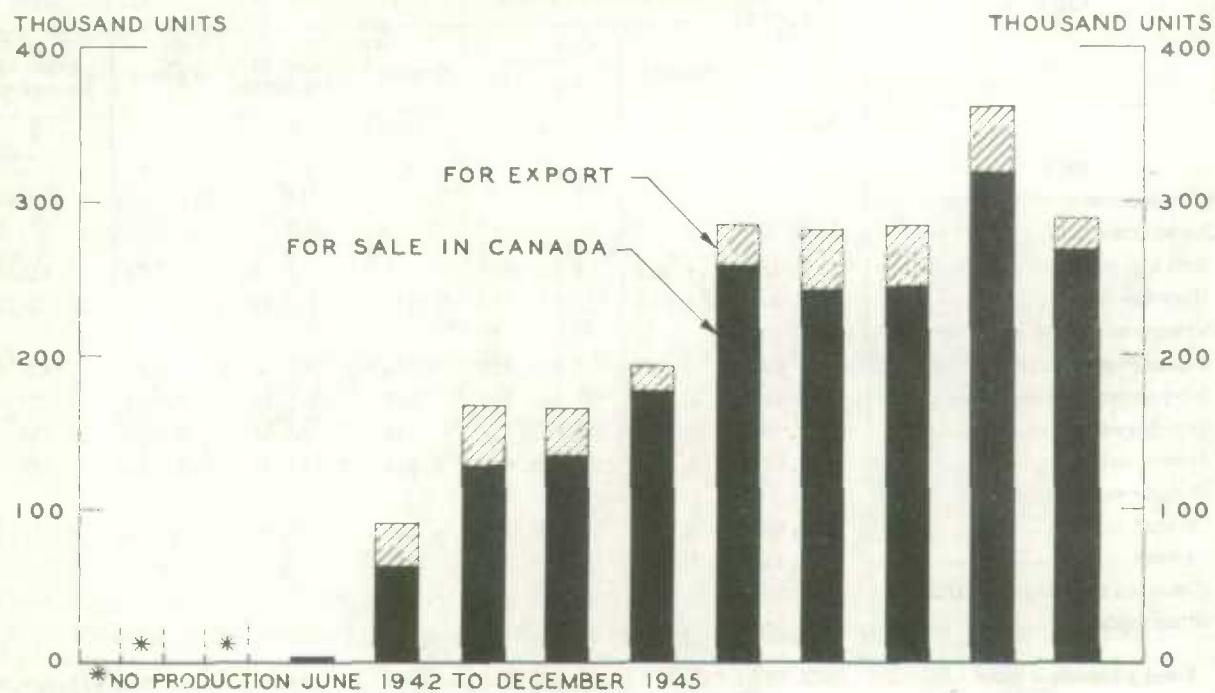
(b) Factory shipments since 1952.

2. Selling value represents the wholesale value or the amount of money received by manufacturers from their dealers or distributors; taxes, dealers' commissions, etc., are not included.

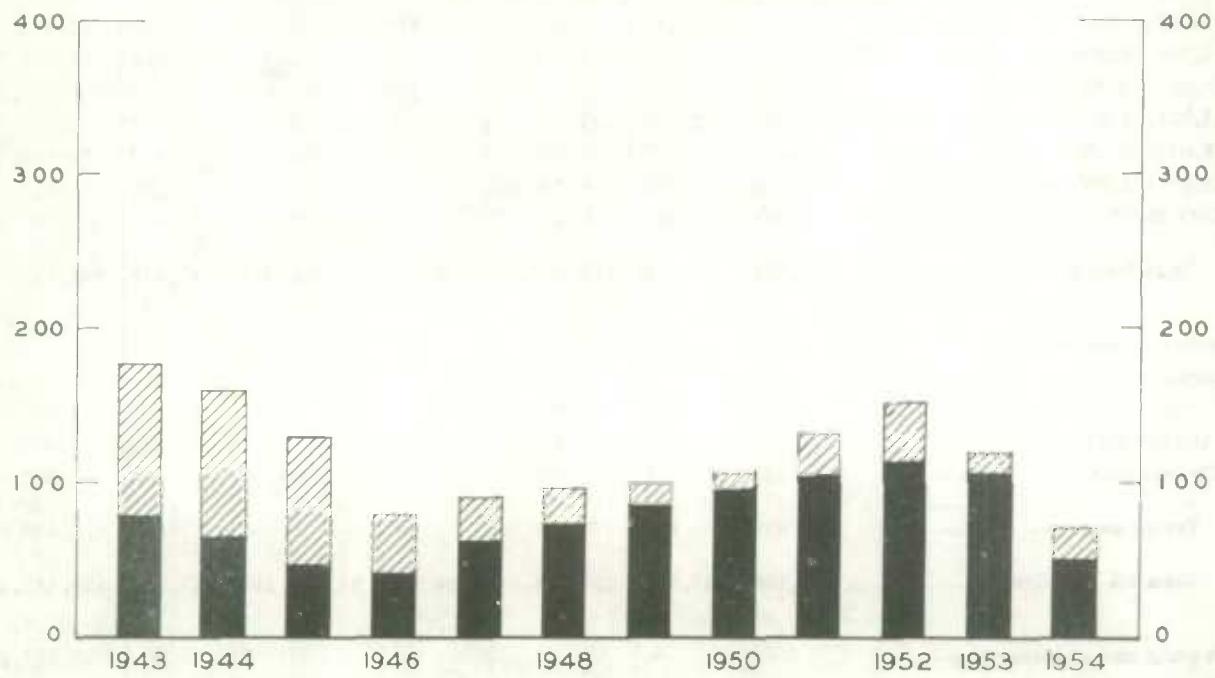
TABLE 4. Production and Factory Shipments by the Motor Vehicles Industry, 1933 and 1934

TABLE 4. Production and Factory Shipments by the Motor Vehicles Industry, 1933 and 1934 - Concluded

PASSENGER CAR PRODUCTION 1943 - 1954



PRODUCTION OF TRUCKS AND BUSES (INCLUDING MILITARY PRODUCTION)



TRANSPORTATION EQUIPMENT

TABLE 5. Production¹ of Motor Vehicles, Showing Made For Sale in Canada and Made For Export Separately, 1945-1954

Year	Passenger cars			Trucks and buses		
	Made for sale in Canada	Made for export	Total	Made for sale in Canada	Made for export	Total
Number						
1945	1,866	2	1,868	47,459	83,318	130,777
1946	63,501	28,370	91,871	41,318	38,339	79,657
1947	128,243	39,014	167,257	63,152	27,606	90,758
1948	135,316	31,503	166,819	73,582	23,359	96,941
1949	177,060	16,496	193,556	85,715	13,313	99,028
1950	259,481	24,595	284,076	96,826	9,200	106,026
1951	243,155	39,559	282,714	105,547	27,159	132,706
1952	245,443	38,091	283,534	112,485	37,691	150,176
1953	319,937	40,448	360,385	100,772	19,802	120,574
1954	267,452	19,739	287,191	59,666	10,226	69,892

1. Factory shipments since 1952

TABLE 6. Motor Vehicle Shipments by Canadian Producers, by Months, 1953 and 1954

Month	Passenger		Commercial		Total	
	For sale in Canada	For export	For sale in Canada	For export	For sale in Canada	For export
Number						
1953						
January	22,881	3,602	7,814	1,597	30,695	5,199
February	29,299	3,761	8,426	1,418	37,725	5,179
March	33,527	4,067	12,844	1,552	46,371	5,619
April	33,005	3,065	14,093	2,257	47,098	5,322
May	32,691	3,330	12,793	1,776	45,484	5,106
June	34,025	3,249	10,788	1,838	44,813	5,087
July	33,756	3,709	8,954	2,272	42,710	5,981
August	16,088	1,852	3,568	1,132	19,656	2,984
September	23,611	3,689	5,532	2,189	29,143	5,878
October	23,550	5,198	4,964	2,186	28,514	7,384
November	13,145	2,667	3,435	684	16,580	3,351
December	24,359	2,259	7,561	901	31,920	3,160
Total	319,937	40,448	100,772	19,802	420,709	60,250
1954						
January	31,284	2,283	6,534	1,506	37,818	3,789
February	33,218	2,023	7,665	1,362	40,883	3,385
March	34,399	2,093	7,927	1,215	42,326	3,308
April	34,028	2,326	7,975	1,293	42,003	3,619
May	27,175	2,960	6,345	804	33,520	3,764
June	21,831	2,855	4,636	907	26,467	3,762
July	19,546	1,637	4,302	643	23,848	2,280
August	12,832	1,701	2,444	272	15,276	1,973
September	8,901	1,647	2,437	997	11,338	2,644
October	7,374	16	3,009	225	10,383	241
November	14,984	152	2,808	232	17,792	384
December	21,880	46	3,584	770	25,464	816
Total	267,452	19,739	59,666	10,226	327,118	29,965

TABLE 7. Imports and Exports¹ of Motor Vehicles, 1953 and 1954

		1953	1954
Imports			
Automobiles, freight, and chassis for same	No.	5,103	4,681
	\$	17,304,400	15,134,491
Automobiles, passenger, valued at not more than \$1,200 each, and chassis for same....	No.	29,441	19,989
	\$	28,691,452	18,154,949
Automobiles, passenger, valued at more than \$1,200 each, but not more than \$2,100 each, and chassis for same.....	No.	13,635	8,981
	\$	22,854,773	15,467,781
Motor omnibuses, electric (trackless), trolley-buses and chassis, and complete parts thereof	No.	193	292
	\$	1,809,007	2,272,106
Automobiles, passenger, all other	No.	10,103	9,539
	\$	26,098,829	24,951,575
Total automobiles.....	No.	58,475	43,482
	\$	96,758,461	75,980,902
Exports			
Automobiles, freight, one ton capacity or less	No.	7,662	1,802
	\$	8,008,812	1,762,568
Automobiles, freight, over one ton capacity	No.	9,583	1,870
	\$	14,249,075	2,243,138
Automobiles, passenger, valued at \$1,000 or less	No.	5,667	3,132
	\$	4,421,305	2,481,328
Automobiles, passenger, valued at over \$1,000.....	No.	22,310	4,189
	\$	31,639,847	5,241,333
Total automobiles.....	No.	45,222	10,993
	\$	58,319,039	11,728,367
Re-exports of imported cars			
Automobiles:			
Freight	No.	3	25
	\$	5,156	78,601
Passenger	No.	44	84
	\$	80,326	129,143
Total automobiles.....	No.	47	109
	\$	85,482	207,744

1. Does not include sets of partial chassis considered as complete units in Tables 3,4,5 and 6.

TABLE 8. Imports into Canada and Exports¹ of Motor Vehicles, By Months, 1953 and 1954

Month	1953		1954	
	Imports	Exports ²	Imports	Exports ²
Number				
January	2,756	3,882	2,265	692
February	2,928	4,759	2,865	754
March	6,244	3,967	5,621	665
April	8,943	4,234	7,210	1,172
May	9,642	3,795	6,059	3,044
June	8,862	4,298	5,487	687
July	6,850	3,735	2,694	1,330
August	4,387	2,388	2,286	802
September	2,590	3,583	1,629	488
October	1,944	5,171	1,336	603
November	1,585	4,623	3,270	311
December	1,744	834	2,760	554
Total.....	58,475	45,269	43,482	11,102

1. Includes re-exports.

2. See footnote to Table 7.

TABLE 9. Exports¹ of Motor Vehicles, by Principal Countries of Destination, 1954

Exported to	Number	Value
	\$	
Australia	4,804	4,314,180
Union of South Africa	3,054	3,150,179
New Zealand	967	974,007
Ireland	252	322,888
India	210	171,945
Malaya	201	303,792
Sweden	158	248,891
Hong Kong	149	230,168
Switzerland	138	236,598
United States	132	219,651
Arabia	124	172,885
All other countries	804	1,383,183
Total	10,993	11,728,367

1. See footnote to Table 7.

TABLE 10. Apparent Supply of Motor Vehicles in Canada, 1945-1954

Year	Number of cars made for sale in Canada ¹		Plus imports		Less re-exports of imported cars		Apparent supply	
	Passenger	Com- mercial ²	Passenger	Com- mercial	Passenger	Com- mercial	Passenger	Com- mercial
Number								
1945	1,866	47,459	236	1,855	3	19	2,099	49,295
1946	63,501	41,318	18,642	3,600	6	72	82,137	44,846
1947	128,243	63,152	35,570	7,293	26	4	163,787	70,441
1948	135,316	73,582	17,037	3,575	17	4	152,336	77,153
1949	177,060	85,715	35,293	3,404	32	8	212,321	89,111
1950	259,481	96,826	81,722	6,806	62	20	341,141	103,612
1951	243,155	105,547	42,631	5,703	2,866	11	282,920	111,239
1952	245,443	112,485	35,665	4,328	999	11	280,109	116,802
1953	319,937	100,772	53,179	5,296	44	3	373,072	106,065
1954	267,452	59,666	38,509	4,973	84	25	305,877	64,614

1. Factory shipments since 1952.

2. Includes military vehicles.

TABLE 11. Retail Sales of New Motor Vehicles, 1945-1954

Year	Passenger cars		Trucks and buses	
	Number	Retail value	Number	Retail value
1945	4,526	\$ 1	19,830	1
1946	77,742	120,325,496	42,302	73,003,509
1947	159,205	283,190,390	71,050	133,047,105
1948	145,655	282,903,958	75,645	156,313,030
1949	202,318	412,297,863	84,023	176,426,822
1950	324,903	661,673,944	104,792	223,995,095
1951	275,686	683,182,846	109,962	266,976,665
1952	292,095	725,167,630	108,682	278,495,000
1953	359,172	899,726,000	103,354	262,745,000
1954	310,546	797,554,000	72,082	191,964,000

1. Not available.

TABLE 12. Registrations of Motor Vehicles, 1945-1954

Year	Passenger cars	Commercial vehicles ¹	Tractors ²	Motorcycles	Total
					Number
1945	1,160,058	322,382	447	14,194	1,497,081
1946	1,234,006	364,078	7,216	17,163	1,622,463
1947	1,370,173	434,393	5,264	26,129	1,835,959
1948	1,496,784	494,215	10,005	33,939	2,034,943
1949	1,672,352	556,730	21,552	39,994	2,290,628
1950	1,906,927	629,515	20,157	43,670	2,600,269
1951	2,097,594	705,564	26,073	43,189	2,872,420
1952	2,296,435	787,071	30,233	42,085	3,155,824
1953	2,513,754	842,732	34,009	40,177	3,430,672
1954 ³	2,682,430	886,315	38,179	37,665	3,644,589

1. Includes tractors registered in some of the provinces.

2. Includes only tractors for which separate registration figures are available.

3. Preliminary.

TABLE 13. Registrations of Motor Vehicles, by Provinces, 1952-1954

Province	1952	1953	1954 ¹
	Number		
Newfoundland	23,630	29,576	34,423
Prince Edward Island	18,717	20,286	20,848
Nova Scotia	114,982	129,564	133,087
New Brunswick	89,839	93,914	99,058
Quebec	574,974	617,855	674,114
Ontario	1,291,753	1,406,119	1,489,980
Manitoba	187,881	203,652	210,471
Saskatchewan	237,014	257,504	267,373
Alberta	291,469	318,812	338,541
British Columbia	321,482	348,830	371,711
Yukon and Northwest Territories	4,083	4,560	4,983
Canada	3,155,824	3,430,672	3,644,589

1. Preliminary.

TABLE 14. Estimate of Motor Vehicles Withdrawn from Use, 1945-1954

Year	Registrations in preceding year	Plus apparent supply in current year	Less registrations in current year	Withdrawn from use
Number				
Passenger cars:				
1945	1,177,558	2,099	1,160,058	19,599
1946	1,160,058	82,137	1,234,006	8,189
1947	1,234,006	163,787	1,370,173	27,620
1948	1,370,173	152,336	1,496,784	25,725
1949	1,504,011 ¹	212,321	1,672,352	43,980
1950	1,672,352	341,141	1,906,927	106,566
1951	1,906,927	282,920	2,097,594	92,253
1952	2,097,594	280,109	2,296,435	81,268
1953	2,296,435	373,072	2,513,754	155,753
1954	2,513,754	305,877	2,682,430	137,201
Commercial:				
1945	308,529	49,295	322,382	35,442
1946	322,382	44,846 ²	364,078	3,150
1947	364,078	70,441 ²	434,393	126
1948	434,393	77,153	494,215	17,331
1949	498,515 ³	89,111	556,730	30,896
1950	556,730	103,612	629,515	30,827
1951	629,515	111,239	705,564	35,190
1952	705,564	116,802	787,071	35,295
1953	787,071	106,065	842,732	50,404
1954	842,732	64,614	886,315	21,031

Note. Registrations include military vehicles, but tractors have been excluded in all years insofar as separate registration figures are available.

1. Adjusted to include 7,227 registrations in Newfoundland in 1948.

2. See note to Table 10.

3. Adjusted to include 4,300 registrations in Newfoundland in 1948.

TABLE 15. Employees, Salaries and Wages in the Motor Vehicles Industry, 1953 and 1954

		1953	1954
Supervisory and office employees:			
Male			
Male	No.	4,633	4,991
Female	No.	1,450	1,440
Total	No.	6,083	6,431
Production and related workers:			
Male			
Male	No.	26,429	21,186
Female	No.	461	332
Total	No.	26,890	21,518
Total employees	No.	32,973	27,949
Earnings:			
Supervisory and office employees			
Supervisory and office employees	\$	29,245,288	31,003,977
Production and related workers	\$	102,070,846	75,058,462
Total earnings	\$	131,316,134	106,062,439

TABLE 16. Production Workers, by Months, 1953 and 1954

Month	1953			1954		
	Male	Female	Total	Male	Female	Total
January	25,921	471	26,392	28,344	453	28,797
February	26,650	526	27,176	28,904	445	29,349
March	27,463	483	27,946	27,657	444	28,101
April	27,401	470	27,871	27,044	428	27,472
May	27,887	471	28,358	23,273	386	23,659
June	26,556	470	27,026	21,192	249	21,441
July	27,349	455	27,804	20,355	126	20,481
August	26,350	459	26,809	16,006	113	16,119
September	25,460	423	25,883	14,897	236	15,133
October	24,845	411	25,256	18,245	318	18,563
November	24,418	453	24,871	13,021	395	13,416
December	26,860	438	27,298	15,291	386	15,677
Average	26,429	461	26,890	21,186	332	21,518

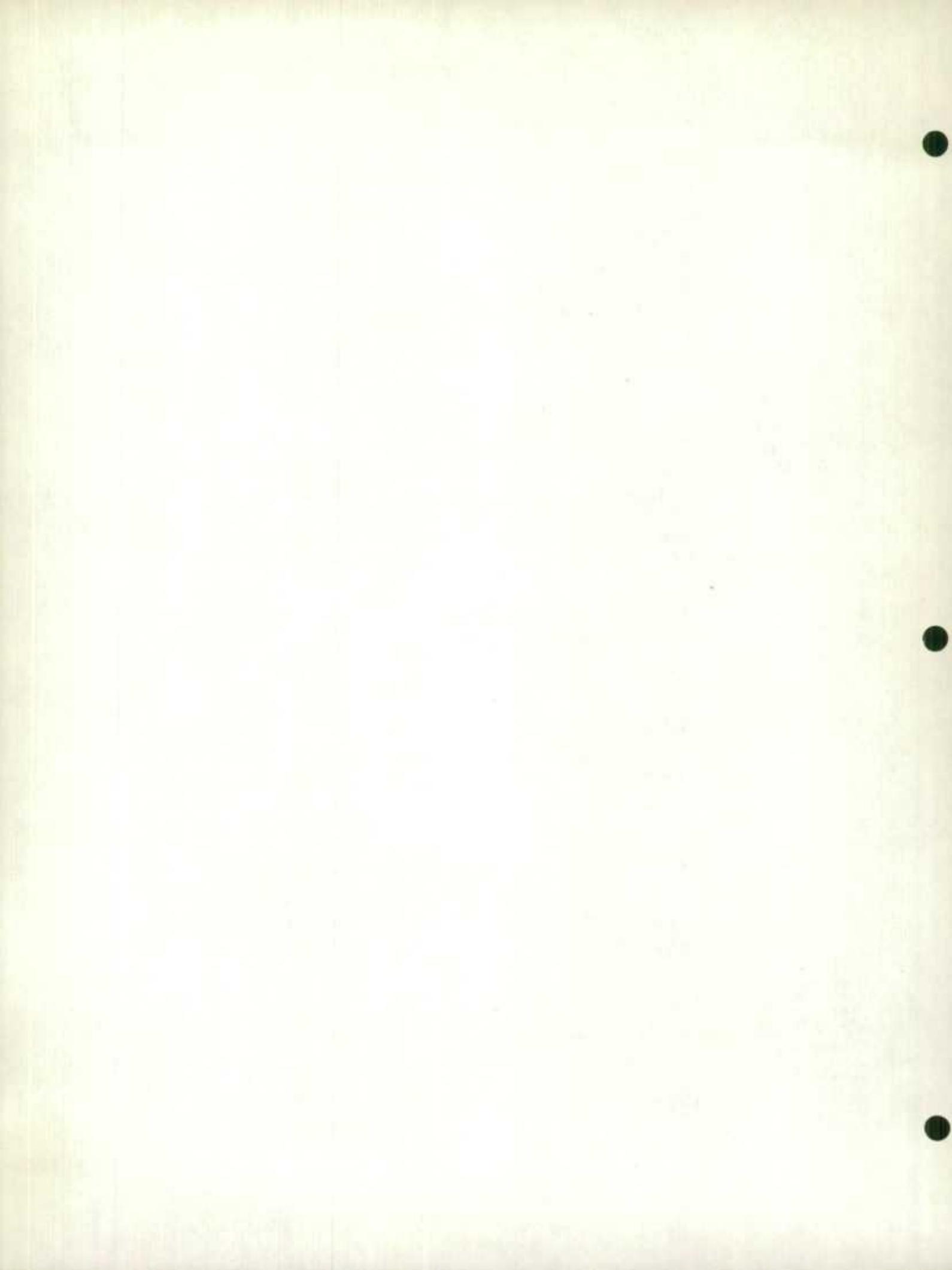
TABLE 17. Capital and Repair Expenditures in the Motor Vehicles Industry, 1950-1954

Year	Capital expenditures		Sub-total	Repair and maintenance expenditures		Sub-total	Total capital and repair expenditures
	Construction	Machinery and equipment		Construction	Machinery and equipment		
\$'000							
1950	3,140	7,636	10,776	1,719	6,146	7,865	18,641
1951	7,442	12,094	19,536	1,778	6,477	8,255	27,791
1952	20,920	11,122	32,042	2,284	7,257	9,541	41,583
1953	26,981	27,141	54,122	3,019	9,388	12,407	66,529
1954 ¹	13,341	16,312	29,653	1,980	8,694	10,674	40,327

1. Preliminary.

List of Firms in the Motor Vehicles Industry, 1934

Name of company	Location of plant
Quebec:	
Les Ateliers Prevost Inc.	Ste-Claire
Leyland Motors (Canada) Limited	Longueuil
Sicard Incorporated	Montreal
White Motor Co. of Canada, Ltd.	Montreal
Ontario:	
Canadian Car & Foundry Company Limited	Fort William
Chatco Steel Products Ltd.	Tilbury
Chrysler Corporation of Canada, Limited	Windsor
Fitzjohn Coach of Canada, Ltd.	Brantford
Ford Motor Company of Canada, Limited	Windsor and Oakville
Four Wheel Drive Auto Company, Limited	Kitchener
General Motors of Canada, Limited	Oshawa
International Harvester Co. of Canada, Limited	Chatham
Nash Motors of Canada, Ltd.	Toronto
Reo Motor Company of Canada, Ltd.	Leaside
Studebaker Corporation of Canada, Limited	Hamilton
Manitoba:	
Motor Coach Industries, Limited	Winnipeg
Western Flyer Coach Ltd.	Winnipeg
British Columbia:	
Hayes Manufacturing Company, Limited	Vancouver
Pacific Truck and Trailer Limited	Vancouver





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