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NEW MOTOR VEHICLE SALES IN CANADA IN JANUARY, 1935.

Retail sales of new passenger cars, trucks and buses in Canada in January, 1935, show an increase of 62.2% in number and 65.6% in value as compared with January, 1934. There were 3,456 new vehicles sold for \$3,505,028 in January, 2,182 for \$2,357,674 in December and 2,131 for \$2,116,095 in January, 1934.

New passenger cars numbered 2,850 in January this year, 1,649 in December and 1,875 in January last year with corresponding retail values of \$2,863,880, \$1,745,000 and \$1,815,612 respectively. There were 606 trucks and buses sold for \$641,148 in January, 533 for \$612,674 in December and 256 for \$300,483 in January, 1934.

These figures are compiled by the Dominion Bureau of Statistics from returns made by twenty-two companies in 1935 and 1934 and by nineteen companies in 1933.

	Number				Retail Value			
	1933	*1934	1935	Per Cent of Increase 1934-1935	1933	*1934	1935	Per Cent of Increase 1934-1935
New Passenger Cars								
Jan.	1,624	1,875	2,850	+ 52.0	\$ 1,691,428	\$ 1,815,612	\$ 2,863,880	+ 57.7
Feb.	2,158	3,642			2,231,811	3,607,242		
Mar.	3,747	7,580			3,756,899	7,616,926		
Apr.	5,495	10,643			5,426,224	11,129,256		
May	6,693	11,868			6,541,590	12,366,175		
June	5,805	8,486			5,906,012	8,811,743		
July	4,574	5,506			4,497,985	5,774,999		
Aug.	3,355	4,042			3,327,396	4,188,057		
Sept.	2,722	3,059			2,738,022	3,194,129		
Oct.	1,606	1,992			1,640,543	2,153,202		
Nov.	989	1,155			1,039,020	1,247,798		
Dec.	800	1,649			805,520	1,745,000		
12 Mos.	39,568	61,497			39,702,450	63,650,139		
New Trucks and Buses								
Jan.	178	256	606	+136.7	\$ 152,309	\$ 300,483	\$ 641,148	+113.4
Feb.	242	616			240,398	611,821		
Mar.	375	871			379,598	801,412		
Apr.	583	1,478			577,696	1,544,841		
May	846	1,899			851,924	1,946,587		
June	707	1,639			727,306	1,641,102		
July	572	1,126			553,526	1,133,567		
Aug.	553	1,221			516,067	1,234,266		
Sept.	719	951			673,469	976,785		
Oct.	496	710			494,945	741,507		
Nov.	326	556			364,782	537,612		
Dec.	167	533			245,580	612,674		
12 Mos.	5,764	11,856			5,757,600	12,222,657		
Total Cars, Trucks and Buses								
Jan.	1,802	2,131	3,456	+ 62.2	\$ 1,843,737	\$ 2,116,095	\$ 3,505,028	+ 65.6
Feb.	2,400	4,258			2,522,209	4,219,063		
Mar.	4,122	8,451			4,136,497	8,508,338		
April	6,078	12,121			6,003,920	12,674,097		
May	7,539	13,767			7,373,514	14,312,762		
June	6,512	10,125			6,633,318	10,452,845		
July	5,146	6,632			5,051,511	6,908,566		
Aug.	3,908	5,263			3,843,463	5,422,323		
Sept.	3,441	4,010			3,461,491	4,170,914		
Oct.	2,102	2,702			2,135,488	2,894,709		
Nov.	1,315	1,711			1,403,802	1,835,410		
Dec.	967	2,182			1,051,100	2,357,674		
Total								
12 mos.	45,332	73,353			45,460,050	75,872,736		

* Revised figures for 22 companies.

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Through the co-operation of the reporting firms, it has now been possible to add a new series of monthly figures showing the sales in each province from Quebec westward and for the Maritime provinces combined. Provincial figures have been prepared for the year 1934 and will be issued monthly for the current year. While the lack of historical data makes it impossible to make detailed comparisons, it is believed that the provincial figures will reveal interesting regional differences in motor vehicle sales.

The figures for January 1934 and 1935 show that the bulk of the sales in this month is made in Ontario. This preponderance of purchasing, however, tends to grow somewhat less as the season advances, according to the figures available for 1934.

The shift of buying from one month to another in any year would affect year to year comparisons. This factor may influence the figures given below although the series is, at present, too short to make any accurate analysis.

NEW MOTOR VEHICLE SALES BY PROVINCES - JANUARY

Province	Number			Retail Value		
	Jan. 1934	Jan. 1935	Per Cent of Change	Jan. 1934	Jan. 1935	Per Cent of Change
New Passenger Cars						
Maritimes	38	176	+363.2	\$ 36,063	\$ 176,483	+389.4
Quebec	155	358	+131.0	147,169	359,975	+144.6
Ontario	1,301	1,841	+ 41.5	1,268,690	1,840,648	+ 45.1
Manitoba	57	107	+ 87.7	53,971	105,145	+ 94.8
Saskatchewan	23	56	+143.5	22,094	55,430	+150.9
Alberta	116	149	+ 28.4	110,720	154,266	+ 39.3
British Columbia ..	185	163	- 11.9	176,905	171,933	- 2.8
CANADA	1,875	2,850	+ 52.0	1,815,612	2,863,880	+ 57.7
New Trucks and Buses						
Maritimes	8	45	+462.5	\$ 7,831	\$ 43,583	+456.5
Quebec	22	81	+268.2	23,182	81,789	+252.8
Ontario	156	309	+ 98.1	196,783	316,774	+ 61.0
Manitoba	13	48	+269.2	12,758	49,881	+291.0
Saskatchewan	1	8	+700.0	818	7,638	+833.7
Alberta	14	55	+292.9	13,341	72,556	+443.9
British Columbia ..	42	60	+42.9	45,770	68,927	+ 50.6
CANADA	256	606	+136.7	300,483	641,148	+113.4
Total Cars, Trucks and Buses						
Maritimes	46	221	+380.4	\$ 43,894	\$ 220,066	+401.4
Quebec	177	439	+148.0	170,351	441,764	+159.3
Ontario	1,457	2,150	+ 47.6	1,465,473	2,157,422	+ 47.2
Manitoba	70	155	+121.4	66,729	155,026	+132.3
Saskatchewan	24	64	+166.7	22,912	63,068	+175.3
Alberta	130	204	+ 56.9	124,061	226,822	+ 82.8
British Columbia ..	227	223	- 1.8	222,675	240,860	+ 8.2
CANADA	2,131	3,456	+ 62.2	2,116,095	3,505,028	+ 65.6

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