

Published by Authority of the HON. W. D. EULER, M.P.,  
Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
INTERNAL TRADE BRANCH  
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Vol. VI - No. 10

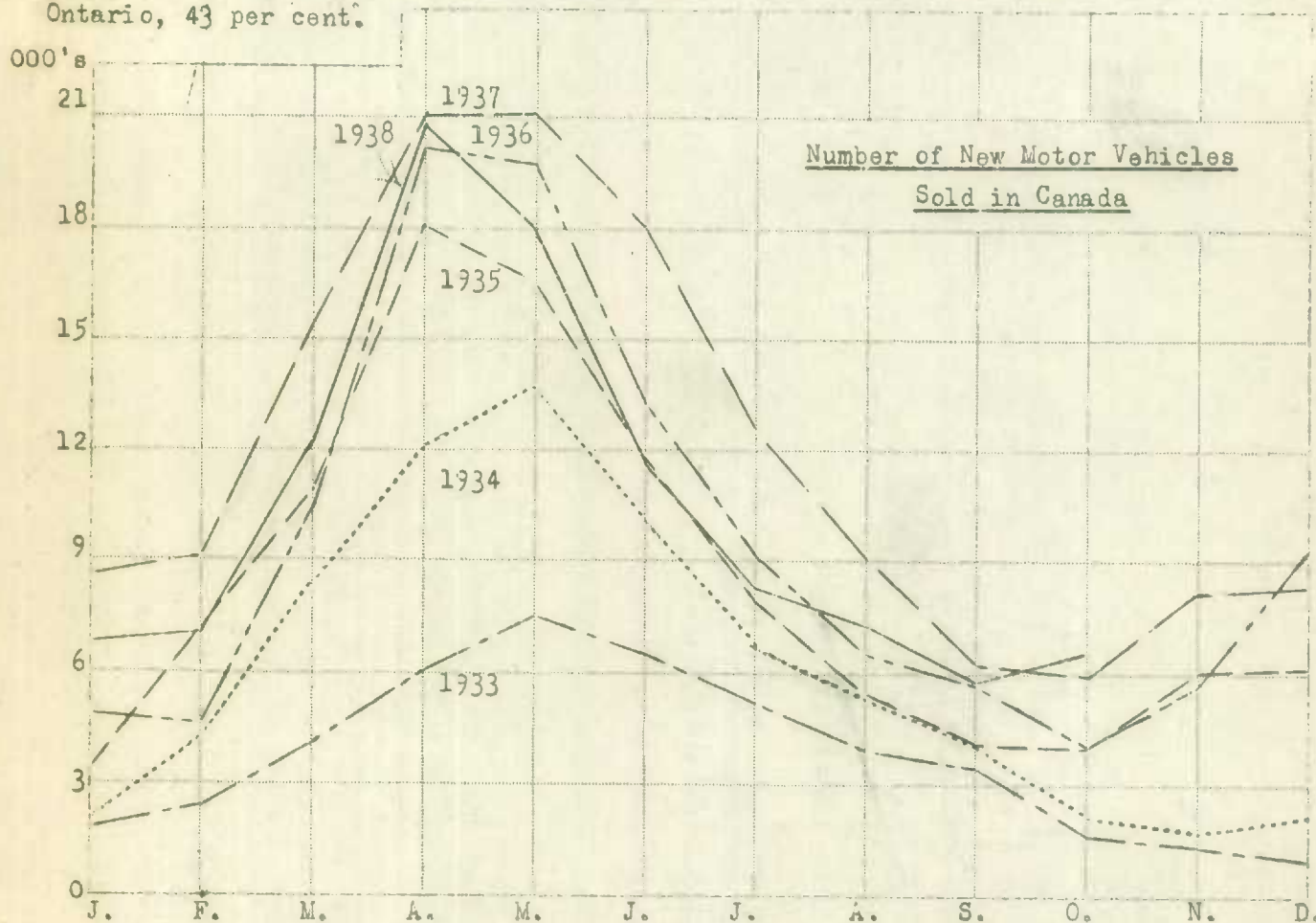
Year's Subscription, \$1.00  
Single copies, 10 cents.

MONTHLY SALES OF NEW MOTOR VEHICLES IN CANADA, OCTOBER, 1938

Marked improvement in the retail automotive trade is reflected in sales figures for October when 6,516 new motor vehicles retailed for \$7,161,483, up 11 per cent in number and 9 per cent in value over the 5,847 vehicles which sold for \$6,552,261 in October, 1937. October sales gained 14 per cent from September, a gain contrary to the usual seasonal movement for this time of the year according to the experience of the past 6 years. Last year sales in October declined by 5 per cent from September and two years ago there was a drop of 28 per cent.

New passenger car sales were entirely responsible for the increase in motor vehicle sales in October 1938 over October 1937. Sales of new passenger cars in October numbered 5,392 with a retail value of \$5,824,172, an increase of 24 per cent in number and 23 per cent in value over the 4,356 cars which sold for \$4,730,961 in October 1937. Sales in British Columbia and Manitoba continued to show decreases from 1937. October sales of new passenger cars in British Columbia were 24 per cent lower than in October 1937, while in Manitoba the number sold was 8 per cent lower. All other sections of the country showed increases in the number of new passenger cars sold in October 1938 compared with October 1937. Saskatchewan and Alberta again led with increases in number of sales of 56 per cent and 43 per cent respectively. Quebec sales increased 33 per cent; Ontario, 29 per cent; and the Maritime Provinces, 15 per cent.

Sales of trucks and buses in Canada continued lower in October 1938 than in the same month last year. Sales numbered 1,124 trucks and buses with a retail value of \$1,337,311, or 25 per cent below the number sold in October 1937. This decline was evident in all sections of the country except in the provinces of Saskatchewan and Alberta which continued to show considerable increases in sales over 1937. Saskatchewan sales were up by 80 per cent while in Alberta, the number of trucks and buses sold was 26 per cent above October 1937. Sales in Manitoba were down by 18 per cent; the Maritime Provinces, 21 per cent; Quebec, 30 per cent; British Columbia, 37 per cent; and Ontario, 43 per cent.



NEW MOTOR VEHICLE SALES IN CANADA  
1936 - 1938

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

Month	Number of Vehicles				Retail Value			
	1936	1937	1938	% of Change, 1938/37	1936	1937	1938	% of Change, 1938/37
					\$	\$	\$	
New Passenger Cars								
January ....	4,145	7,228	5,371	- 25.7	4,201,602	7,363,444	5,913,970	- 19.7
February ...	3,600	7,327	5,605	- 23.5	3,706,474	7,318,731	6,179,869	- 15.6
March .....	8,500	13,636	9,845	- 27.8	8,783,723	13,841,826	10,791,638	- 22.0
April .....	16,831	17,147	16,810	- 2.0	17,181,644	17,213,209	18,534,990	+ 7.7
May .....	16,387	16,944	14,157	- 16.4	16,701,285	17,097,352	15,500,274	- 9.3
June .....	10,800	14,380	9,235	- 35.8	11,151,963	14,402,071	10,108,745	- 29.8
July .....	7,132	9,459	6,206	- 34.4	7,283,923	9,463,005	6,714,650	- 29.0
August .....	4,891	6,344	4,591	- 27.6	5,085,806	6,595,751	4,962,613	- 24.8
September ..	4,008	3,923	3,832	- 2.3	4,320,207	4,134,100	4,219,789	+ 2.1
October ....	2,825	4,356	5,392	+ 23.8	3,207,900	4,730,961	5,324,172	+ 23.1
10 months ..	79,119	100,744	81,044	- 19.6	81,624,527	102,160,450	88,750,710	- 13.1
November ...	4,881	6,851			5,280,251	7,516,255		
December ...	8,287	6,680			8,498,421	7,209,629		
12 months ..	92,287	114,275			95,403,199	116,886,334		
New Trucks and Buses								
January ....	790	1,429	1,459	+ 2.1	819,732	1,482,590	1,772,160	+ 19.5
February ...	1,048	1,875	1,479	- 21.1	1,081,617	1,915,342	1,695,283	- 11.5
March .....	2,000	2,843	2,476	- 12.9	2,142,594	2,881,519	2,712,406	- 5.9
April .....	3,351	3,873	3,962	+ 2.3	3,300,685	3,899,506	4,535,486	+ 16.3
May .....	3,385	4,099	3,820	- 6.8	3,371,216	4,356,090	4,491,075	+ 3.1
June .....	2,526	3,617	2,389	- 34.0	2,882,639	3,842,926	2,883,977	- 25.0
July .....	1,760	3,067	2,067	- 32.6	1,856,462	3,347,849	2,500,424	- 25.3
August .....	1,575	2,730	2,613	- 4.3	1,714,941	2,926,082	3,055,407	+ 4.4
September ..	1,584	2,229	1,879	- 15.7	1,644,289	2,504,529	2,346,589	- 6.3
October ....	1,196	1,491	1,124	- 24.6	1,382,575	1,821,300	1,337,311	- 26.6
10 months ..	19,215	27,253	23,268	- 14.6	20,196,750	28,977,733	27,330,118	- 5.7
November ...	724	1,301			820,903	1,472,915		
December ...	1,088	1,612			1,161,944	1,833,545		
12 months ..	21,027	30,166			22,179,597	32,284,193		
TOTAL - Cars, Trucks and Buses								
January ....	4,935	8,657	6,830	- 21.1	5,021,334	8,846,034	7,686,130	- 13.1
February ...	4,648	9,202	7,084	- 23.0	4,768,091	9,234,073	7,875,152	- 14.7
March .....	10,500	16,479	12,321	- 25.2	10,926,317	16,723,345	13,504,044	- 19.3
April .....	20,182	21,020	20,772	- 1.2	20,482,392	21,112,715	23,070,476	+ 9.3
May .....	19,772	21,043	17,977	- 14.6	20,072,501	21,453,442	19,991,349	- 6.8
June .....	13,326	17,997	11,624	- 35.4	14,034,602	18,244,997	12,992,722	- 28.8
July .....	8,892	12,526	8,273	- 34.0	9,140,385	12,810,854	9,215,074	- 28.1
August .....	6,466	9,074	7,204	- 20.6	6,800,747	9,521,833	8,018,020	- 15.8
September ..	5,592	6,152	5,711	- 7.2	5,964,496	6,638,629	6,566,378	- 1.1
October ....	4,021	5,847	6,516	+ 11.4	4,590,475	6,552,261	7,161,483	+ 9.3
10 months ..	98,334	127,997	104,312	- 16.5	101,821,277	131,138,183	116,080,828	- 11.5
November ...	5,605	8,152			6,101,154	8,969,170		
December ...	9,375	8,292			9,660,365	9,043,174		
12 months ..	113,314	144,441			117,582,796	149,170,527		



SALES OF NEW PASSENGER CARS IN CANADA, BY PROVINCES

Month	C A N A D A				MARITIME PROVINCES				Q U E B E C				O N T A R I O			
	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total
September 1937	3,923	100.0	4,134,100	100.0	295	7.5	307,474	7.4	758	19.3	841,615	20.4	1,838	46.9	1,933,024	46.8
September 1938	3,832	100.0	4,219,789	100.0	278	7.2	298,861	7.1	615	16.0	703,454	16.7	1,835	47.9	2,041,695	48.4
% Change 1938/7	- 2.3	-	+ 2.1	-	- 5.8	-	- 2.8	-	-18.9	-	-16.4	-	- 0.2	-	+ 5.6	-
October 1937	4,356	100.0	4,730,961	100.0	259	5.9	280,841	5.9	634	14.6	729,089	15.4	2,128	48.8	2,314,074	48.9
October 1938	5,392	100.0	5,824,172	100.0	299	5.6	312,317	5.4	843	15.6	963,368	16.6	2,744	50.9	2,946,861	50.6
% Change 1938/7	+23.8	-	+23.1	-	+15.4	-	+11.2	-	+33.0	-	+32.1	-	+28.9	-	+27.3	-
Jan.-Oct. 1937	100,744	100.0	102,160,450	100.0	8,562	8.5	8,537,022	8.4	20,198	20.1	20,923,936	20.4	47,593	47.2	48,388,392	47.4
Jan.-Oct. 1938	81,044	100.0	88,750,710	100.0	6,616	8.2	7,125,466	8.0	15,791	19.5	17,937,593	20.2	38,977	48.1	42,619,860	48.0
% Change, 1938/7	-19.6	-	-13.1	-	-22.7	-	-16.5	-	-21.8	-	-14.3	-	-18.1	-	-11.9	-

Month	M A N I T O B A				S A S K A T C H E W A N				A L B E R T A				B R I T I S H C O L U M B I A			
	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total
September 1937	235	6.0	242,111	5.9	166	4.2	170,778	4.1	294	7.5	298,727	7.2	337	8.6	340,371	8.2
September 1938	233	6.1	253,482	6.0	233	6.1	247,622	5.9	425	11.1	448,629	10.6	213	5.6	226,046	5.3
% Change, 1938/7	- 0.9	-	+ 4.7	-	+40.4	-	+45.0	-	+44.6	-	+50.2	-	-36.8	-	-33.6	-
October 1937	297	6.8	323,114	6.8	186	4.3	195,634	4.2	443	10.2	471,030	10.0	409	9.4	417,179	8.8
October 1938	272	5.0	286,655	4.9	290	5.4	304,784	5.2	632	11.7	670,057	11.5	312	5.8	340,130	5.8
% Change, 1938/7	- 8.4	-	-11.3	-	+55.9	-	+55.8	-	+42.7	-	+42.3	-	-23.7	-	-18.5	-
Jan.-Oct. 1937	5,630	5.6	5,628,119	5.5	5,464	5.4	5,398,021	5.3	6,019	6.0	6,013,311	5.9	7,278	7.2	7,271,649	7.1
Jan.-Oct. 1938	5,082	6.3	5,458,894	6.2	3,351	4.1	3,534,971	4.0	6,175	7.6	6,614,634	7.5	5,052	6.2	5,459,292	6.1
% Change, 1938/7	- 9.7	-	- 3.0	-	-38.7	-	-34.5	-	+ 2.6	-	+10.0	-	-30.6	-	-24.9	-

SALES OF NEW TRUCKS AND BUSES IN CANADA, BY PROVINCES

Month	C A N A D A				MARITIME PROVINCES				Q U E B E C				O N T A R I O			
	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total
September 1937	2,229	100.0	2,504,529	100.0	190	8.5	180,659	7.2	468	21.0	519,956	20.8	755	33.9	890,114	35.5
September 1938	1,879	100.0	2,346,589	100.0	96	5.1	130,866	5.6	204	10.9	254,273	10.8	590	31.4	772,985	32.9
% Change 1938/7	-15.7	-	- 6.3	-	-49.5	-	-27.6	-	-56.4	-	-51.1	-	-21.9	-	-13.2	-
October 1937	1,491	100.0	1,821,300	100.0	101	6.8	109,387	6.0	287	19.2	360,727	19.8	643	43.1	821,176	45.1
October 1938	1,124	100.0	1,337,311	100.0	80	7.1	83,588	6.3	202	18.0	246,306	18.4	369	32.8	467,289	34.9
% Change 1938/7	-24.6	-	-26.6	-	-20.8	-	-23.6	-	-29.6	-	-31.7	-	-42.6	-	-43.1	-
Jan.-Oct. 1937	27,253	100.0	28,977,733	100.0	3,588	13.2	3,584,988	12.4	6,221	22.8	6,712,475	23.1	9,795	35.9	10,412,936	35.9
Jan.-Oct. 1938	23,268	100.0	27,330,118	100.0	2,377	10.2	2,594,373	9.5	4,537	19.5	5,504,996	20.2	7,964	34.3	9,682,861	35.4
% Change 1938/7	-14.6	-	- 5.7	-	-33.8	-	-27.6	-	-27.1	-	-18.0	-	-18.7	-	- 7.0	-

Month	M A N I T O B A				S A S K A T C H E W A N				A L B E R T A				B R I T I S H C O L U M B I A			
	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total
September 1937	270	12.1	294,451	11.8	106	4.8	112,288	4.5	257	11.5	293,186	11.7	183	8.2	213,875	8.5
September 1938	136	7.2	159,919	6.8	289	15.4	315,712	13.5	450	23.9	527,859	22.5	114	6.1	184,975	7.9
% Change 1938/7	-49.6	-	-45.7	-	+172.6	-	+181.2	-	+75.1	-	+80.0	-	-37.7	-	-13.5	-
October 1937	135	9.1	149,245	8.2	54	3.6	57,613	3.2	149	10.0	160,648	8.8	122	8.2	162,504	8.9
October 1938	111	9.9	122,974	9.2	97	8.6	102,110	7.6	188	16.7	209,589	15.7	77	6.9	105,455	7.9
% Change 1938/7	-17.8	-	-17.6	-	+79.6	-	+77.2	-	+26.6	-	+30.5	-	-36.9	-	-35.1	-
Jan.-Oct. 1937	2,032	7.5	2,079,287	7.2	1,329	4.9	1,292,532	4.5	1,882	6.9	1,940,542	6.7	2,406	8.8	2,954,973	10.2
Jan.-Oct. 1938	2,123	9.1	2,320,212	8.5	1,911	8.2	2,059,441	7.5	2,726	11.7	3,112,540	11.4	1,630	7.0	2,055,695	7.5
% Change 1938/7	+ 4.5	-	+11.6	-	+43.8	-	+59.3	-	+44.8	-	+60.4	-	-32.3	-	-30.4	-



SALES OF NEW MOTOR VEHICLES (x) IN CANADA, BY PROVINCES

Month	C A N A D A				M A R I T I M E P R O V I N C E S				Q U E B E C				O N T A R I O			
	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total
September 1937	6,152	100.0	6,638,629	100.0	485	7.9	488,133	7.4	1,226	19.9	1,361,571	20.5	2,593	42.2	2,823,138	42.5
September 1938	5,711	100.0	6,566,378	100.0	374	6.6	429,727	6.5	819	14.3	957,727	14.6	2,425	42.5	2,814,680	42.9
% Change 1938/7	- 7.2	-	- 1.1	-	-22.9	-	-12.0	-	-33.2	-	-29.7	-	- 6.5	-	- 0.3	-
October 1937	5,847	100.0	6,552,261	100.0	360	6.2	390,228	6.0	921	15.7	1,089,816	16.6	2,771	47.4	3,135,250	47.9
October 1938	6,516	100.0	7,161,483	100.0	379	5.8	395,905	5.5	1,045	16.0	1,209,674	16.9	3,113	47.8	3,414,150	47.7
% Change 1938/7	+11.4	-	+ 9.3	-	+ 5.3	-	+ 1.5	-	+13.5	-	+11.0	-	+12.3	-	+ 8.9	-
Jan.-Oct. 1937	127,997	100.0	131,138,183	100.0	12,150	9.5	12,122,010	9.2	26,419	20.6	27,636,411	21.1	57,388	44.8	58,801,328	44.8
Jan.-Oct. 1938	104,312	100.0	116,080,828	100.0	8,993	8.6	9,719,839	8.4	20,328	19.5	23,442,589	20.2	46,941	45.0	52,302,721	45.0
% Change 1938/7	-18.5	-	-11.5	-	-26.0	-	-19.8	-	-23.1	-	-15.2	-	-18.2	-	-11.1	-

Month	M A N I T O B A				S A S K A T C H E W A N				A L B E R T A				B R I T I S H C O L U M B I A			
	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total
September 1937	505	8.2	536,562	8.1	272	4.4	283,066	4.3	551	9.0	591,913	8.9	520	8.4	554,246	8.3
September 1938	369	6.5	413,401	6.3	522	9.1	563,334	8.6	875	15.3	976,488	14.9	327	5.7	411,021	6.2
% Change 1938/7	-26.9	-	-23.0	-	+91.9	-	+99.0	-	+58.8	-	+65.0	-	-37.1	-	-25.8	-
October 1937	432	7.4	472,359	7.2	240	4.1	253,247	3.9	592	10.1	631,678	9.6	531	9.1	579,683	8.8
October 1938	383	5.9	409,629	5.7	387	5.9	406,894	5.7	820	12.6	879,646	12.3	389	6.0	445,585	6.2
% Change 1938/7	-11.3	-	-13.3	-	+61.3	-	+60.7	-	+38.5	-	+39.3	-	-26.7	-	-23.1	-
Jan.-Oct. 1937	7,662	6.0	7,707,406	5.9	6,793	5.3	6,690,553	5.1	7,901	6.2	7,953,853	6.1	9,684	7.6	10,226,622	7.8
Jan.-Oct. 1938	7,205	6.9	7,779,106	6.7	5,262	5.1	5,594,412	4.8	8,901	8.5	9,727,174	8.4	6,682	6.4	7,514,987	6.5
% Change 1938/7	- 6.0	-	+ 0.9	-	-22.5	-	-16.4	-	+12.7	-	+22.3	-	-31.0	-	-26.5	-

(x) Includes passenger cars, trucks and buses.

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