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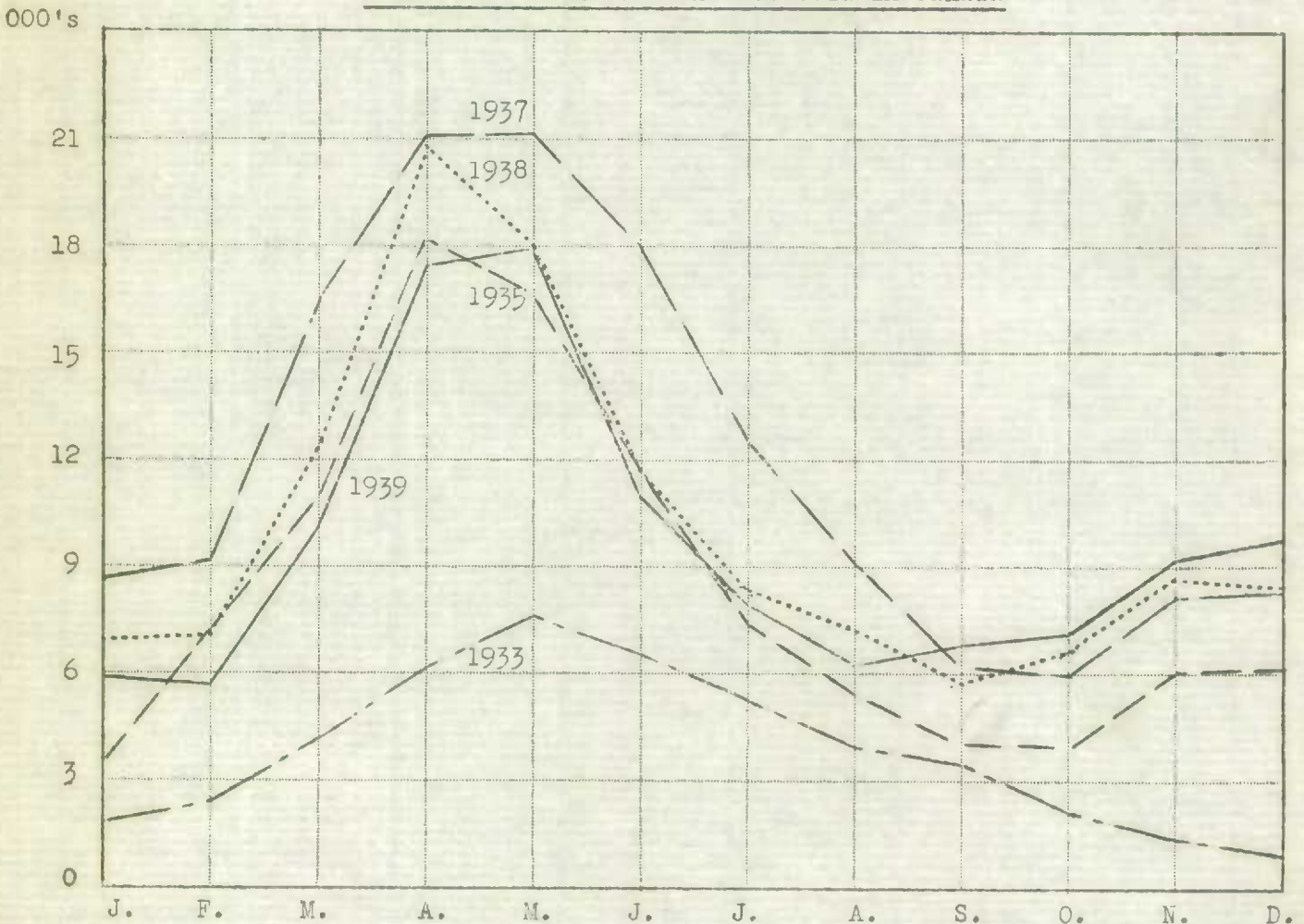
MONTHLY SALES OF NEW MOTOR VEHICLES IN CANADA, DECEMBER, 1939

Sales of new motor vehicles in Canada during the month of December, 1939, were 16 per cent in number and 15 per cent in value higher than in December, 1938. There were 9,821 new motor vehicles retailed for \$10,918,801 in December of this year compared with the 8,453 units with a retail value of \$9,475,242 which were sold in December, 1938. This brought the preliminary total figure for the year 1939 to 114,734 new motor vehicles valued at \$125,956,295, 5 per cent in number and 7 per cent in value below the 121,165 new vehicles which sold for \$135,011,906 in 1938. The increase of 7 per cent in December over November is somewhat greater than the usual seasonal movement for this time of year; the same comparison for 1938 shows a decrease of 2 per cent, while in 1937, December sales were 2 per cent higher than those for November.

New passenger car sales were up 6 per cent in number and 5 per cent in value in December, 1939, compared with December, 1938. Sales in December this year numbered 7,781 with a retail value of \$8,543,478, while in the same month last year there were 7,342 new passenger cars sold for \$8,121,457. The Maritime Provinces and the Prairie Provinces were responsible for the improvement in passenger car sales in Canada. Alberta reported an increase of 7 per cent, sales in the Maritime Provinces gained 34 per cent, Manitoba sales were up 84 per cent, while Saskatchewan continued to lead with sales 249 per cent above December of last year. Ontario sales were 5 per cent below December, 1938, Quebec sales were down 9 per cent, and British Columbia dropped 14 per cent.

Sales of new trucks and buses in December rose well above the 1938 level, all sections of the country sharing in the improvement. There were 2,040 new commercial vehicles sold for \$2,375,323, 84 per cent in number and 76 per cent in value above the 1,111 units which sold for \$1,353,785 in the same month last year. Saskatchewan led with sales 510 per cent above last year, followed by Manitoba with an increase of 228 per cent, the Maritime Provinces, with 200 per cent and British Columbia with 151 per cent. Alberta sales of new trucks and buses were 85 per cent above December, 1938, while Ontario and Quebec showed gains of 45 per cent and 23 per cent respectively.

Number of New Motor Vehicles Sold in Canada



NEW MOTOR VEHICLE SALES IN CANADA, 1937-1939

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

Month	Number of Vehicles				Retail Value			
	1937	1938	1939	% of Change, 1939/38	1937	1938	1939	% of Change, 1939/38
New Passenger Cars								
January ....	7,228	5,373	4,791	- 10.8	7,363,444	5,915,543	5,205,282	- 12.0
February ...	7,327	5,582	4,515	- 19.1	7,318,731	6,143,591	4,838,853	- 21.2
March .....	13,636	9,845	7,889	- 19.9	13,841,826	10,791,638	8,409,570	- 22.1
April .....	17,147	16,772	14,250	- 15.0	17,213,209	18,487,466	15,225,792	- 17.6
May .....	16,944	14,056	14,353	+ 2.1	17,097,352	15,393,765	15,372,747	- 0.1
June .....	14,380	9,197	8,610	- 6.4	14,402,071	10,060,410	9,104,469	- 9.5
July .....	9,459	6,187	5,820	- 5.9	9,463,005	6,702,267	6,161,603	- 8.1
August .....	6,344	4,591	3,646	- 20.6	6,595,751	4,962,613	3,918,523	- 21.0
September ..	3,923	3,831	4,947	+ 29.0	4,134,100	4,217,617	5,449,018	+ 29.2
October .....	4,356	5,392	5,850	+ 8.5	4,730,961	5,824,172	6,428,869	+ 10.4
November ...	6,851	7,583	7,548	- 0.5	7,516,255	8,385,923	8,434,184	+ 0.6
December ...	6,680	7,342	7,781	+ 6.0	7,209,629	8,121,457	8,543,478	+ 5.2
12 months ..	114,275	95,751	90,000	- 6.0	116,586,334	105,006,462	97,092,388	- 7.5

New Trucks and Buses								
January ....	1,429	1,459	1,139	- 21.9	1,482,590	1,772,160	1,410,987	- 20.4
February ...	1,875	1,479	1,173	- 20.7	1,915,342	1,695,283	1,480,869	- 12.6
March .....	2,843	2,476	2,211	- 10.7	2,881,519	2,712,406	2,593,328	- 4.4
April .....	3,873	3,962	3,125	- 21.1	3,899,506	4,535,486	3,580,744	- 21.1
May .....	4,099	3,808	3,505	- 8.0	4,356,090	4,483,217	3,953,968	- 11.8
June .....	3,617	2,386	2,335	- 2.1	3,842,926	2,881,795	2,726,535	- 5.4
July .....	3,067	2,067	2,057	- 0.5	3,347,849	2,500,424	2,325,584	- 7.0
August .....	2,730	2,613	2,494	- 4.6	2,926,082	3,055,407	2,799,784	- 8.4
September ..	2,229	1,879	1,808	- 3.8	2,504,529	2,346,589	2,177,209	- 7.2
October .....	1,491	1,124	1,210	+ 7.7	1,821,300	1,337,311	1,482,713	+ 10.9
November ...	1,301	1,050	1,637	+ 55.9	1,472,915	1,331,583	1,956,863	+ 47.0
December ...	1,612	1,111	2,040	+ 83.6	1,833,545	1,353,785	2,375,323	+ 75.5
12 months ..	30,166	25,414	24,734	- 2.7	32,284,193	30,005,446	28,863,907	- 3.8

TOTAL - Cars, Trucks and Buses								
January ....	8,657	6,832	5,930	- 13.2	8,846,034	7,687,703	6,616,269	- 13.9
February ...	9,202	7,061	5,688	- 19.4	9,234,073	7,838,874	6,319,722	- 19.4
March .....	16,479	12,321	10,100	- 18.0	16,723,345	13,504,044	11,002,898	- 18.5
April .....	21,020	20,734	17,375	- 16.2	21,112,715	23,022,952	18,806,536	- 18.3
May .....	21,043	17,864	17,858	(x)	21,453,442	19,876,982	19,326,715	- 2.8
June .....	17,997	11,583	10,945	- 5.5	18,244,997	12,942,205	11,831,004	- 8.6
July .....	12,526	8,254	7,877	- 4.6	12,810,854	9,202,691	8,487,187	- 7.8
August .....	9,074	7,204	6,140	- 14.8	9,521,833	8,018,020	6,718,307	- 16.2
September ..	6,152	5,710	6,755	+ 18.3	6,638,629	6,564,206	7,626,227	+ 16.2
October .....	5,847	6,516	7,060	+ 8.3	6,552,261	7,161,483	7,911,582	+ 10.5
November ...	8,152	8,633	9,185	+ 6.4	8,989,170	9,717,506	10,391,047	+ 6.9
December ...	8,292	8,453	9,821	+ 16.2	9,043,174	9,475,242	10,918,801	+ 15.2
12 months ..	144,441	121,165	114,734	- 5.3	149,170,527	135,011,908	125,956,295	- 6.7

(x) Decrease is less than 0.1 per cent.

SALES OF NEW PASSENGER CARS 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
November, 1938	7,583	100.0	\$ 8,385,923	100.0	339	4.5	358,782	4.3	1,339	17.7	1,551,161	18.5	4,406	58.1	4,857,570	57.9
November, 1939	7,548	100.0	8,434,184	100.0	375	5.0	400,319	4.7	1,192	15.8	1,411,910	16.8	3,643	48.3	4,101,608	48.6
% Change, 1939/8	- 0.5	-	+ 0.6	-	+10.6	-	+11.6	-	-11.0	-	- 9.0	-	-17.3	-	-15.6	-
December, 1938	7,342	100.0	8,121,457	100.0	262	3.6	279,993	3.5	1,026	14.0	1,195,609	14.7	4,192	57.1	4,651,613	57.3
December, 1939	7,781	100.0	8,543,478	100.0	351	4.5	366,775	4.3	931	12.0	1,116,878	13.1	4,000	51.4	4,393,483	51.4
% Change, 1939/8	+ 6.0	-	+ 5.2	-	+34.0	-	+31.0	-	- 9.3	-	- 6.6	-	- 4.6	-	- 5.5	-
Jan.-Dec., 1938	95,751	100.0	105,006,462	100.0	7,076	7.4	7,600,737	7.2	18,147	19.0	20,678,379	19.7	47,514	49.6	52,050,180	49.6
Jan.-Dec., 1939	90,000	100.0	97,092,388	100.0	6,983	7.8	7,315,760	7.5	16,717	18.6	18,924,880	19.5	41,628	46.2	44,835,320	46.2
% Change, 1939/8	- 6.0	-	- 7.5	-	- 1.3	-	- 3.7	-	- 7.9	-	- 8.5	-	-12.4	-	-13.9	-

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
November, 1938	246	3.2	\$ 270,732	3.2	218	2.9	234,227	2.8	639	8.4	682,633	8.2	396	5.2	430,818	5.1
November, 1939	397	5.2	433,254	5.1	681	9.0	721,376	8.6	783	10.4	841,660	10.0	477	6.3	524,057	6.2
% Change, 1939/8	+61.4	-	+60.0	-	+212.4	-	+208.0	-	+22.5	-	+23.3	-	+20.5	-	+21.6	-
December, 1938	256	3.5	284,096	3.5	185	2.5	197,506	2.4	740	10.1	780,457	9.6	681	9.2	732,183	9.0
December, 1939	471	6.1	513,278	6.0	646	8.3	685,322	8.0	795	10.2	836,455	9.8	587	7.5	631,287	7.4
% Change, 1939/8	+84.0	-	+80.7	-	+249.2	-	+247.0	-	+ 7.4	-	+ 7.2	-	-13.8	-	-13.8	-
Jan.-Dec., 1938	5,575	5.8	6,008,260	5.7	3,753	3.9	3,965,847	3.8	7,543	7.9	8,069,625	7.7	6,143	6.4	6,633,434	6.3
Jan.-Dec., 1939	5,265	5.8	5,616,152	5.8	5,953	6.6	6,196,242	6.4	7,376	8.2	7,720,139	7.9	6,078	6.8	6,483,895	6.7
% Change, 1939/8	- 5.6	-	- 6.5	-	+58.6	-	+56.2	-	- 2.2	-	- 4.3	-	- 1.1	-	- 2.3	-

SALES OF NEW TRUCKS AND BUSES 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
November, 1938	1,050	100.0	\$ 1,331,583	100.0	64	6.1	\$ 64,877	4.9	193	18.4	\$ 238,696	17.9	477	45.4	\$ 634,794	47.7
November, 1939	1,637	100.0	\$ 1,956,863	100.0	117	7.2	\$ 130,889	6.7	272	16.6	\$ 387,475	19.8	608	37.2	\$ 760,039	38.8
% Change, 1939/8	+55.9	-	+47.0	-	+82.8	-	+101.7	-	+40.9	-	+62.3	-	+27.5	-	+19.7	-
December, 1938	1,111	100.0	\$ 1,353,785	100.0	72	6.5	\$ 79,155	5.8	193	17.4	\$ 250,010	18.5	575	51.7	\$ 698,331	51.6
December, 1939	2,040	100.0	\$ 2,375,323	100.0	216	10.6	\$ 227,279	9.6	237	11.6	\$ 319,923	13.5	834	40.9	\$ 992,843	41.8
% Change, 1939/8	+83.6	-	+75.5	-	+200.0	-	+187.1	-	+22.8	-	+28.0	-	+45.0	-	+42.2	-
Jan.-Dec., 1938	25,414	100.0	\$ 30,005,446	100.0	2,510	9.9	\$ 2,735,134	9.1	4,925	19.4	\$ 5,995,825	20.0	9,010	35.4	\$ 11,013,188	36.7
Jan.-Dec., 1939	24,734	100.0	\$ 28,863,907	100.0	2,385	9.6	\$ 2,552,844	8.8	4,639	18.8	\$ 5,708,444	19.8	8,670	35.1	\$ 10,523,661	36.5
% Change, 1939/8	- 2.7	-	- 3.8	-	- 5.0	-	- 6.7	-	- 5.8	-	- 4.8	-	- 3.8	-	- 4.4	-

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
November, 1938	64	6.1	\$ 73,702	5.5	51	4.9	\$ 60,965	4.6	129	12.3	\$ 155,587	11.7	72	6.8	\$ 102,962	7.7
November, 1939	106	6.5	\$ 111,631	5.7	220	13.4	\$ 220,133	11.3	202	12.3	\$ 223,941	11.4	112	6.8	\$ 122,755	6.3
% Change, 1939/8	+65.6	-	+51.5	-	+331.4	-	+261.1	-	+56.6	-	+43.9	-	+55.6	-	+19.2	-
December, 1938	32	2.9	\$ 31,717	2.3	39	3.5	\$ 42,259	3.1	139	12.5	\$ 152,566	11.3	61	5.5	\$ 99,747	7.4
December, 1939	105	5.1	\$ 114,985	4.8	238	11.7	\$ 240,041	10.1	257	12.6	\$ 307,112	12.9	153	7.5	\$ 173,140	7.3
% Change, 1939/8	+228.1	-	+262.5	-	+510.3	-	+468.0	-	+84.9	-	+101.3	-	+150.8	-	+73.6	-
Jan.-Dec., 1938	2,217	8.7	\$ 2,423,125	8.1	1,997	7.9	\$ 2,159,568	7.2	2,992	11.8	\$ 3,419,763	11.4	1,763	6.9	\$ 2,258,843	7.5
Jan.-Dec., 1939	1,481	6.0	\$ 1,591,843	5.5	2,973	12.0	\$ 3,114,177	10.8	2,922	11.8	\$ 3,332,542	11.5	1,664	6.7	\$ 2,040,396	7.1
% Change, 1939/8	-33.2	-	-34.3	-	+48.9	-	+44.2	-	- 2.3	-	- 2.6	-	- 5.6	-	- 9.7	-

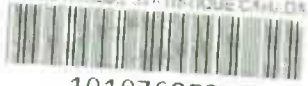
SALES OF NEW MOTOR VEHICLES (x) IN CANADA, BY PROVINCES

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
November, 1938	8,633	100.0	9,717,506	100.0	403	4.7	423,659	4.4	1,532	17.7	1,789,857	18.4	4,883	56.6	5,492,364	56.5
November, 1939	9,185	100.0	10,391,047	100.0	492	5.4	531,208	5.1	1,464	15.9	1,799,385	17.3	4,251	46.3	4,861,647	46.8
% Change, 1939/8	+ 6.4	-	+ 6.9	-	+22.1	-	+25.4	-	- 4.4	-	+ 0.5	-	-12.9	-	-11.5	-
December, 1938	8,453	100.0	9,475,242	100.0	334	4.0	359,148	3.8	1,219	14.4	1,445,619	15.3	4,767	56.4	5,349,944	56.5
December, 1939	9,821	100.0	10,918,801	100.0	567	5.8	594,054	5.4	1,168	11.9	1,436,801	13.1	4,834	49.2	5,386,326	49.3
% Change, 1939/8	+16.2	-	+15.2	-	+69.8	-	+65.4	-	- 4.2	-	- 0.6	-	+ 1.4	-	+ 0.7	-
Jan.-Dec., 1938	121,165	100.0	135,011,908	100.0	9,586	7.9	10,335,871	7.7	23,072	19.0	26,674,204	19.8	56,524	46.7	63,063,368	46.7
Jan.-Dec., 1939	114,734	100.0	125,956,295	100.0	9,368	8.2	9,863,604	7.8	21,356	18.6	24,633,324	19.6	50,298	43.8	55,358,981	43.9
% Change, 1939/8	- 5.3	-	- 6.7	-	- 2.3	-	- 4.5	-	- 7.4	-	- 7.7	-	-11.0	-	-12.2	-

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
November, 1938	310	3.6	344,434	3.6	269	3.1	295,192	3.0	768	8.9	838,220	8.6	468	5.4	533,780	5.5
November, 1939	503	5.5	544,885	5.2	901	9.8	944,509	9.1	985	10.7	1,065,601	10.3	589	6.4	646,812	6.2
% Change, 1939/8	+62.3	-	+58.2	-	+234.9	-	+218.9	-	+28.3	-	+27.1	-	+25.9	-	+21.2	-
December, 1938	288	3.4	315,813	3.3	224	2.6	239,765	2.5	879	10.4	933,023	9.8	742	8.8	831,930	8.8
December, 1939	576	5.9	628,263	5.8	884	9.0	925,363	8.5	1,052	10.7	1,143,567	10.5	740	7.5	804,427	7.4
% Change, 1939/8	+100.0	-	+98.9	-	+294.6	-	+285.9	-	+19.7	-	+22.6	-	- 0.3	-	- 3.3	-
Jan.-Dec., 1938	7,792	6.4	8,431,385	6.2	5,750	4.8	6,125,415	4.5	10,535	8.7	11,489,388	8.5	7,906	6.5	8,892,277	6.6
Jan.-Dec., 1939	6,746	5.9	7,207,995	5.7	8,926	7.8	9,310,419	7.4	10,298	9.0	11,052,681	8.8	7,742	6.7	8,524,291	6.8
% Change, 1939/8	-13.4	-	-14.5	-	+55.2	-	+52.0	-	- 2.2	-	- 3.8	-	- 2.1	-	- 4.1	-

(x) Includes passenger cars, trucks and buses.

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