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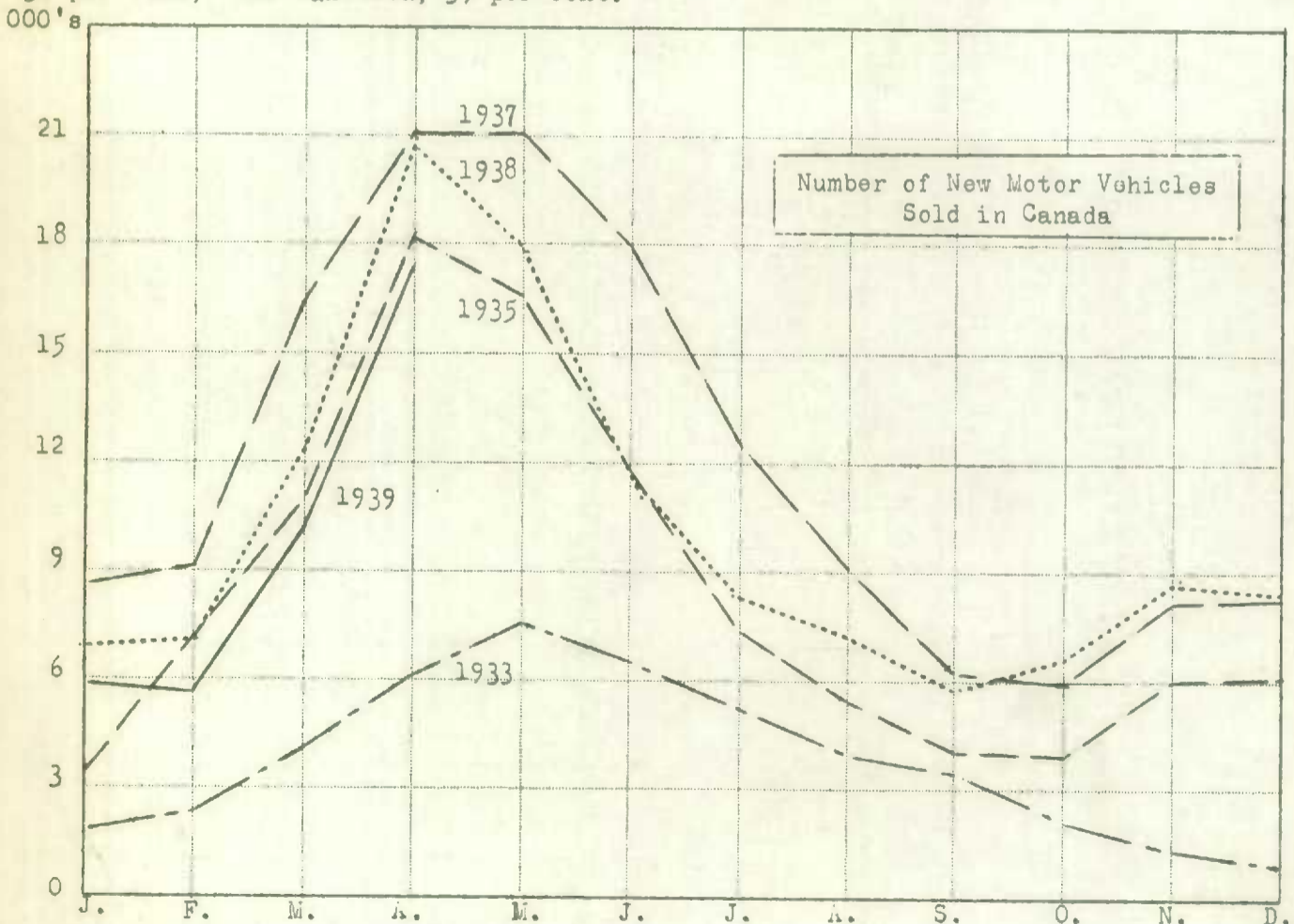
MAIL ROOM
MAY 28 1939
PLEASE FOR ATTENTION

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

Sales of new motor vehicles in Canada during April, 1939 were 16 per cent in number and 18 per cent in value below those for April, 1938, showing a slight improvement compared with the two preceding months in which decreases of 18 and 19 per cent were recorded. There were 17,375 new motor vehicles sold for \$18,806,536 in April this year compared with 20,734 units which retailed for \$23,022,952 in April, 1938. New motor vehicle sales for the first four months of 1939 were 17 per cent in number and 18 per cent in value below the total for the corresponding period in 1938. Sales from January to April, 1939, numbered 39,093 with a retail value of \$42,745,425 compared with 46,948 new motor vehicles which sold for \$52,053,573 in the same period of 1938. April sales were 72 per cent above the March figure, a gain exceeding the usual seasonal improvement; the 1938 comparison showed an increase of 68 per cent, while April sales in 1937 were only 28 per cent above the March level.

Passenger car sales held up better than commercial vehicles, although still 15 per cent in number and 18 per cent in value below April of last year. There were 14,250 new passenger cars sold during April, 1939, valued at \$15,225,792, compared with 16,772 cars which sold for \$18,487,466 in April last year. Decreases varied in different parts of the country, the biggest drop from last year occurring in Ontario where sales were 30 per cent below the 1938 level. British Columbia sales decreased 14 per cent; Alberta and Manitoba, 10 per cent; Quebec, 4 per cent, and the Maritime Provinces, 3 per cent. Sales in Saskatchewan showed an improvement of 51 per cent over 1938.

April sales of new trucks and buses numbered 3,125 units with a retail value of \$3,580,744, 21 per cent in both number and value below the 3,962 new commercial vehicles which retailed for \$4,535,486 during April, 1938. Saskatchewan continued to be the only province to show improvement over 1938 with an increase of 48 per cent. Decreases were registered in the other provinces as follows: Alberta, 2 per cent; Maritime Provinces, 11 per cent; Quebec, 19 per cent; Ontario, 30 per cent; British Columbia, 36 per cent; and Manitoba, 39 per cent.



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
4 months	45,338	37,572	31,445	- 16.3	45,737,210	41,338,238	33,679,497	- 18.5
May	16,944	14,056			17,097,352	15,393,765		
June	14,380	9,197			14,402,071	10,060,410		
July	9,459	6,187			9,463,005	6,702,267		
August	6,344	4,591			6,595,751	4,962,613		
September	3,923	3,831			4,134,100	4,217,617		
October	4,356	5,392			4,730,961	5,824,172		
November	6,851	7,583			7,516,255	8,385,923		
December	6,680	7,342			7,209,629	8,121,457		
12 months	114,275	95,751			116,886,334	105,006,462		

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
4 months	10,020	9,376	7,648	- 18.4	10,178,957	10,715,335	9,065,928	- 15.4
May	4,099	3,808			4,356,090	4,483,217		
June	3,617	2,386			3,842,926	2,881,795		
July	3,067	2,067			3,347,849	2,500,424		
August	2,730	2,613			2,926,082	3,055,407		
September	2,229	1,879			2,504,529	2,346,589		
October	1,491	1,124			1,821,300	1,337,311		
November	1,301	1,050			1,472,915	1,331,583		
December	1,612	1,111			1,833,545	1,353,785		
12 months	30,166	25,414			32,284,193	30,005,446		

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
4 months	55,358	46,948	39,093	- 16.7	55,916,167	52,053,573	42,745,425	- 17.9
May	21,043	17,864			21,453,442	19,876,982		
June	17,997	11,583			18,244,997	12,942,205		
July	12,526	8,254			12,810,854	9,202,691		
August	9,074	7,204			9,521,833	8,018,020		
September	6,152	5,710			6,638,629	6,564,206		
October	5,847	6,516			6,552,261	7,161,483		
November	8,152	8,633			8,989,170	9,717,506		
December	8,292	8,453			9,043,174	9,475,242		
12 months	144,441	121,165			149,170,527	135,011,908		

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
March, 1938	9,845	100.0	10,791,638	100.0	690	7.0	756,258	7.0	2,099	21.3	2,372,397	22.0	4,847	49.3	5,284,734	49.0
March, 1939	7,889	100.0	8,409,570	100.0	561	7.1	589,125	7.0	1,389	17.6	1,565,127	18.6	4,102	52.0	4,307,707	51.2
% Change 1939/8	-19.9	-	-22.1	-	-18.7	-	-22.1	-	-33.8	-	-34.0	-	-15.4	-	-18.5	-
April, 1938	16,772	100.0	18,487,466	100.0	1,531	9.1	1,649,276	8.9	3,750	22.4	4,270,037	23.1	7,661	45.7	8,425,346	45.6
April, 1939	14,250	100.0	15,225,792	100.0	1,486	10.4	1,538,551	10.1	3,588	25.2	4,023,724	26.4	5,358	37.6	5,732,993	37.7
% Change 1939/8	-15.0	-	-17.6	-	-2.9	-	-6.7	-	-4.3	-	-5.8	-	-30.1	-	-32.0	-
Jan.-April 1938	37,572	100.0	41,338,238	100.0	2,850	7.6	3,083,513	7.4	7,600	20.2	8,679,576	21.0	18,724	49.8	20,517,067	49.6
Jan.-April 1939	31,445	100.0	33,679,497	100.0	2,619	8.3	2,727,252	8.1	6,303	20.0	7,104,226	21.1	14,333	45.6	15,269,120	45.3
% Change 1939/8	-16.3	-	-18.5	-	-8.1	-	-11.6	-	-17.1	-	-18.2	-	-23.5	-	-25.6	-

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
March, 1938	552	5.6	585,191	5.4	201	2.0	210,492	1.9	738	7.5	798,672	7.4	718	7.3	783,894	7.3
March, 1939	372	4.7	401,737	4.8	297	3.8	308,029	3.7	527	6.7	551,014	6.5	641	8.1	686,831	8.2
% Change 1939/8	-32.6	-	-31.3	-	+47.8	-	+46.3	-	-28.6	-	-31.0	-	-10.7	-	-12.4	-
April, 1938	1,179	7.0	1,277,190	6.9	645	3.8	683,753	3.7	1,194	7.1	1,284,917	6.9	812	4.9	896,947	4.9
April, 1939	1,066	7.5	1,116,719	7.3	975	6.8	988,520	6.5	1,076	7.6	1,106,621	7.3	701	4.9	718,664	4.7
% Change 1939/8	-9.6	-	-12.6	-	+51.2	-	+44.6	-	-9.9	-	-13.9	-	-13.7	-	-19.9	-
Jan.-April 1938	2,137	5.7	2,307,100	5.6	936	2.5	988,845	2.4	2,748	7.3	2,963,256	7.2	2,577	6.9	2,798,881	6.8
Jan.-April 1939	1,829	5.8	1,937,049	5.7	1,471	4.7	1,503,787	4.5	2,419	7.7	2,521,737	7.5	2,471	7.9	2,616,326	7.8
% Change 1939/8	-14.4	-	-16.0	-	+57.2	-	+52.1	-	-12.0	-	-14.9	-	-4.1	-	-6.5	-

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
March, 1938	2,476	100.0	2,712,406	100.0	304	12.3	303,675	11.2	536	21.6	638,327	23.5	961	38.8	1,034,480	38.2
March, 1939	2,211	100.0	2,593,328	100.0	224	10.1	227,870	8.8	378	17.1	470,835	18.2	993	44.9	1,165,560	44.9
% Change 1939/8	-10.7	-	- 4.4	-	-26.3	-	-25.0	-	-29.5	-	-26.2	-	+ 3.3	-	+12.7	-
April, 1938	3,962	100.0	4,535,486	100.0	481	12.2	519,294	11.5	873	22.0	1,015,601	22.4	1,451	36.6	1,744,533	38.5
April, 1939	3,125	100.0	3,580,744	100.0	429	13.7	452,985	12.7	705	22.6	841,211	23.5	1,020	32.6	1,204,813	33.6
% Change 1939/8	-21.1	-	-21.1	-	-10.8	-	-12.8	-	-19.2	-	-17.2	-	-29.7	-	-30.9	-
Jan.-April 1938	9,376	100.0	10,715,335	100.0	1,078	11.5	1,155,700	10.8	1,935	20.6	2,310,679	21.6	3,320	40.7	4,447,428	41.5
Jan.-April 1939	7,648	100.0	9,065,928	100.0	846	11.1	900,695	9.9	1,470	19.2	1,774,430	19.6	3,104	40.6	3,813,800	42.1
% Change 1939/8	-18.4	-	-15.4	-	-21.5	-	-22.1	-	-24.0	-	-23.2	-	-18.7	-	-14.2	-

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
March, 1938	175	7.1	187,423	6.9	41	1.7	41,796	1.5	236	9.5	266,284	9.8	223	9.0	240,421	8.9
March, 1939	113	5.1	124,457	4.8	74	3.4	78,957	3.0	202	9.1	235,951	9.1	227	10.3	289,698	11.2
% Change 1939/8	-35.4	-	-33.6	-	+80.5	-	+88.9	-	-14.4	-	-11.4	-	+ 1.8	-	+20.5	-
April, 1938	370	9.3	395,541	8.7	151	3.8	160,772	3.5	339	8.6	359,893	7.9	297	7.5	339,852	7.5
April, 1939	227	7.3	245,478	6.9	224	7.2	241,500	6.7	331	10.6	373,669	10.4	189	6.0	221,088	6.2
% Change 1939/8	-38.6	-	-37.9	-	+48.3	-	+50.2	-	- 2.4	-	+ 3.8	-	-36.4	-	-34.9	-
Jan.-April 1938	720	7.7	793,496	7.4	214	2.3	227,350	2.1	814	8.7	888,879	8.3	795	8.5	891,803	8.3
Jan.-April 1939	437	5.7	476,572	5.3	340	4.4	370,842	5.2	815	10.7	939,802	10.4	636	8.3	789,787	8.7
% Change 1939/8	-39.3	-	-39.9	-	+58.9	-	+63.1	-	+ 0.1	-	+ 5.7	-	-20.0	-	-11.4	-

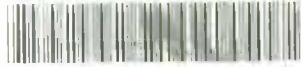
SALES OF NEW MOTOR VEHICLES (x) IN CANADA, BY PROVINCES

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
March, 1938	12,321	100.0	13,504,044	100.0	994	8.1	1,059,933	7.8	2,635	21.4	3,010,724	22.3	5,808	47.1	6,319,214	46.8
March, 1939	10,100	100.0	11,002,898	100.0	785	7.8	816,995	7.4	1,767	17.5	2,035,962	18.5	5,095	50.4	5,473,267	49.7
% Change 1939/8	-18.0	-	-18.5	-	-21.0	-	-22.9	-	-32.9	-	-32.4	-	-12.3	-	-13.4	-
April, 1938	20,734	100.0	23,022,952	100.0	2,012	9.7	2,168,570	9.4	4,623	22.3	5,285,638	22.9	9,112	43.9	10,169,879	44.2
April, 1939	17,375	100.0	18,806,536	100.0	1,915	11.0	1,991,536	10.6	4,293	24.7	4,864,935	25.9	6,378	36.7	6,937,806	36.9
% Change 1939/8	-16.2	-	-18.3	-	-4.8	-	-8.2	-	-7.1	-	-8.0	-	-30.0	-	-31.8	-
Jan.-April 1938	46,948	100.0	52,053,573	100.0	3,928	8.4	4,239,213	8.1	9,535	20.3	10,990,255	21.1	22,544	48.0	24,964,495	48.0
Jan.-April 1939	39,093	100.0	42,745,425	100.0	3,465	8.9	3,627,947	8.5	7,773	19.9	8,878,656	20.8	17,437	44.6	19,082,920	44.6
% Change 1939/8	-16.7	-	-17.9	-	-11.8	-	-14.4	-	-18.5	-	-19.2	-	-22.7	-	-23.6	-

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
March, 1938	727	5.9	772,614	5.7	242	2.0	252,288	1.9	974	7.9	1,064,956	7.9	941	7.6	1,024,315	7.6
March, 1939	485	4.8	526,194	4.8	371	3.7	386,986	3.5	729	7.2	786,965	7.2	868	8.6	976,529	8.9
% Change 1939/8	-33.3	-	-31.9	-	+53.3	-	+53.4	-	-25.2	-	-26.1	-	-7.8	-	-4.7	-
April, 1938	1,549	7.5	1,672,731	7.3	796	3.8	844,525	3.7	1,533	7.4	1,644,810	7.1	1,109	5.4	1,236,799	5.4
April, 1939	1,293	7.5	1,362,197	7.2	1,199	6.9	1,230,020	6.5	1,407	8.1	1,480,290	7.9	890	5.1	939,752	5.0
% Change 1939/8	-16.5	-	-18.6	-	+50.6	-	+45.6	-	-8.2	-	-10.0	-	-19.7	-	-24.0	-
Jan.-April 1938	2,857	6.1	3,100,596	6.0	1,150	2.4	1,216,195	2.3	3,562	7.6	3,852,135	7.4	3,372	7.2	3,690,684	7.1
Jan.-April 1939	2,266	5.8	2,413,621	5.6	1,811	4.6	1,874,629	4.4	3,234	8.3	3,461,539	8.1	3,107	7.9	3,406,113	8.0
% Change 1939/8	-20.7	-	-22.2	-	+57.5	-	+54.1	-	-9.2	-	-10.1	-	-7.9	-	-7.7	-

(x) Includes passenger cars, trucks and buses.

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