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MONTHLY SALES OF NEW MOTOR VEHICLES IN CANADA, OCTOBER, 1940

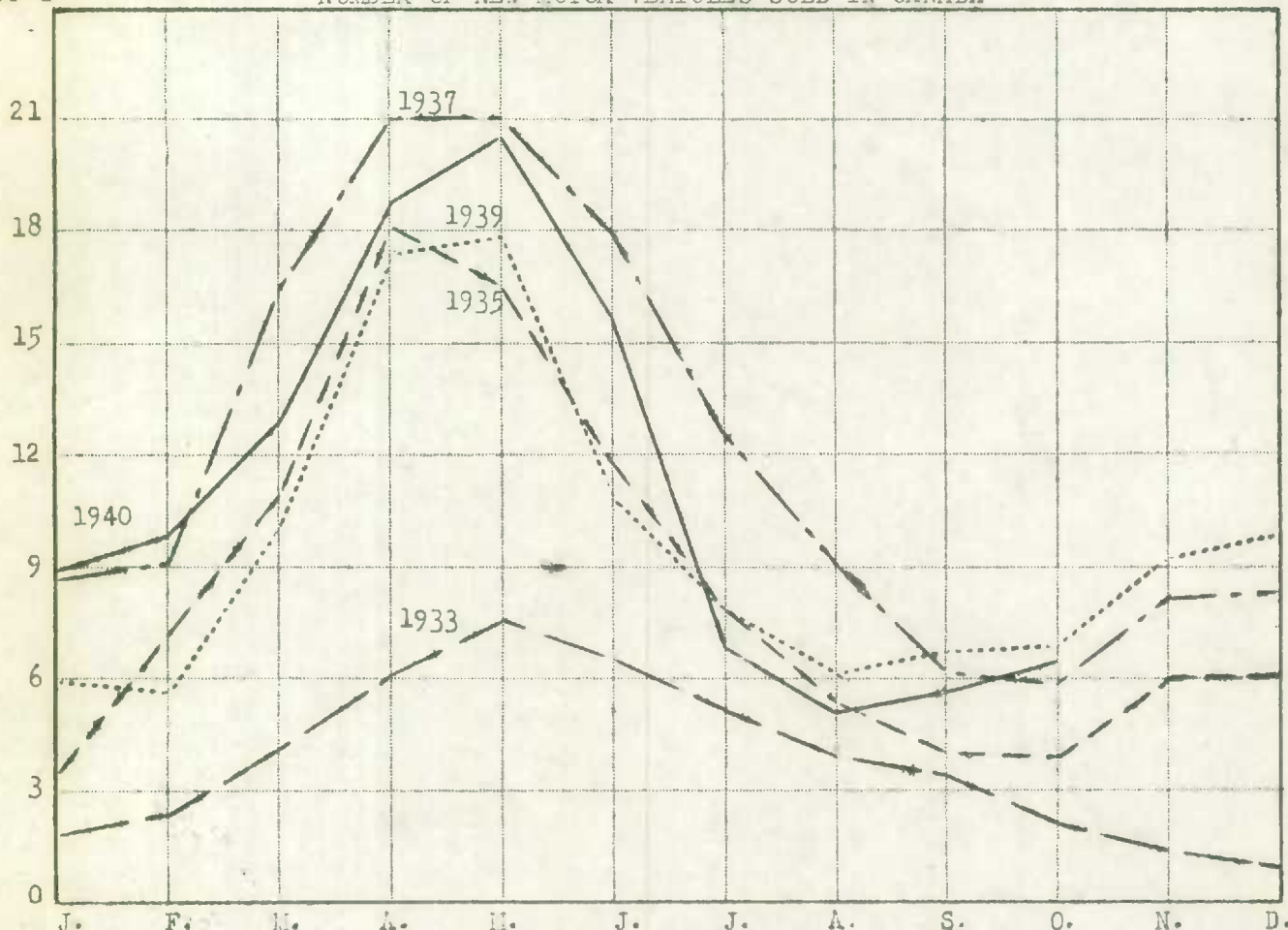
Sales of new motor vehicles in Canada in October, 1940, showed a less marked falling off from the corresponding month of last year than did the past three months. Excluding deliveries to the government for war purposes, there were 6,494 new vehicles sold in October, 1940, a decrease of 6 per cent from the 6,901 units sold in October a year ago, while September sales were 16 per cent below last year, August, 18 per cent and July, 13 per cent. The retail value of these sales was up 3 per cent, amounting to \$7,977,526 in October, 1940, compared with \$7,754,673 in October, 1939. Total sales for the first ten months of 1940 numbered 110,850 new vehicles valued at \$124,881,455, 16 per cent in number and 19 per cent in value above the 95,689 vehicles which retailed for \$104,632,782 in the corresponding period of 1939.

Sales of new passenger cars continued below the 1939 level, although decreases were more moderate. Sales of passenger cars in Canada in October numbered 4,829 units valued at \$5,822,085, a decrease of 15 per cent in number and 7 per cent in value from the 5,682 new passenger models which sold for \$6,252,431 in October, 1939. The Maritime Provinces, with sales 2 per cent above last year, was the only region to record improvement. Sales in Ontario dropped 6 per cent, in British Columbia, 11 per cent, and in Quebec, 15 per cent. Manitoba sales were down 20 per cent and Alberta, 38 per cent, while Saskatchewan, where sales last year rose abnormally high in October, decreased 47 per cent.

In the commercial vehicle field, sales rose to a new high in the Bureau's records for the month of October. There were 1,665 new trucks and buses sold in October this year, the next highest October on record being in 1937 when sales numbered 1,491. The 1,665 new trucks and buses sold for \$2,155,441, 37 per cent in number and 44 per cent in value above the 1,219 new commercial vehicles which retailed for \$1,502,242 in October, 1939. Ontario registered a slight decrease but all other sections of the country reported substantial increases. Saskatchewan sales were up 45 per cent; the Maritime Provinces, 58 per cent; and Quebec and Alberta, 59 per cent. Sales in British Columbia increased 97 per cent while Manitoba sales were 160 per cent above October, 1939.

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NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA



NEW MOTOR VEHICLE SALES IN CANADA, 1938 - 1940

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

Month	Number of Vehicles				Retail Value			
	1938	1939	1940	% of Change, 1940/39	1938	1939	1940	% of Change, 1940/39
New Passenger Cars								
January	5,373	4,795	6,815	+ 42.1	5,915,543	5,208,101	7,503,152	+ 44.1
February	5,582	4,507	7,780	+ 72.6	6,143,591	4,824,522	8,576,601	+ 77.8
March	9,845	7,998	10,434	+ 30.5	10,791,638	8,551,808	11,452,731	+ 33.9
April	16,772	14,255	15,396	+ 8.0	18,487,466	15,199,487	16,883,544	+ 11.1
May	14,056	14,334	16,579	+ 15.7	15,393,765	15,322,041	18,166,517	+ 18.6
June	9,197	8,620	12,618	+ 46.4	10,060,410	9,117,587	13,939,567	+ 52.9
July	6,187	5,826	4,567	- 21.6	6,702,267	6,169,562	5,203,468	- 15.7
August	4,591	3,672	2,761	- 24.8	4,962,613	3,951,690	3,252,590	- 17.7
September ...	3,831	4,948	3,591	- 27.4	4,217,617	5,447,746	4,392,696	- 19.4
October	5,392	5,682	4,829	- 15.0	5,824,172	6,252,431	5,822,085	- 6.9
10 months ...	80,826	74,637	85,370	+ 14.4	88,499,082	80,044,975	95,192,951	+ 18.9
November	7,583	7,613		+ 0.1	8,385,923	8,517,726		
December	7,342	7,804	8,775	+	8,121,457	8,568,427	10,550,425	
12 months ...	95,751	90,054			105,006,462	97,131,128		
New Trucks and Buses								
January	1,459	1,140	2,104	+ 84.6	1,772,160	1,414,762	2,534,804	+ 79.2
February	1,479	1,185	2,074	+ 75.0	1,695,283	1,519,869	2,421,110	+ 59.3
March	2,476	2,195	2,523	+ 14.9	2,712,406	2,567,669	2,885,574	+ 12.4
April	3,962	3,113	3,404	+ 9.3	4,535,486	3,553,479	3,889,465	+ 9.5
May	3,808	3,503	3,961	+ 13.1	4,483,217	3,982,821	4,555,275	+ 14.4
June	2,386	2,338	3,112	+ 33.1	2,881,795	2,740,190	3,563,318	+ 30.0
July	2,067	2,057	2,282	+ 10.9	2,500,424	2,325,584	2,591,381	+ 11.5
August	2,613	2,494	2,271	- 8.9	3,055,407	2,803,982	2,614,693	- 6.8
September ...	1,879	1,808	2,084	+ 15.3	2,346,589	2,177,209	2,476,943	+ 13.8
October	1,124	1,219	1,665	+ 36.6	1,337,311	1,502,242	2,155,441	+ 43.5
10 months ...	23,253	21,052	25,480	+ 21.0	27,320,078	24,587,807	29,688,504	+ 20.7
November	1,050	1,601			1,331,583	1,873,263		
December	1,111	2,040			1,353,785	2,375,323		
12 months ...	25,414	24,693			30,005,446	28,836,393		
TOTAL - Cars, Trucks and Buses								
January	6,832	5,935	8,919	+ 50.3	7,687,703	6,622,863	10,037,956	+ 51.6
February	7,061	5,692	9,854	+ 73.1	7,838,874	6,344,391	10,997,711	+ 73.3
March	12,321	10,193	12,957	+ 27.1	13,504,044	11,119,477	14,338,305	+ 28.9
April	20,734	17,368	18,800	+ 8.2	23,022,952	18,752,966	20,773,009	+ 10.8
May	17,864	17,837	20,540	+ 15.2	19,876,982	19,304,862	22,721,792	+ 17.7
June	11,583	10,958	15,730	+ 43.5	12,942,205	11,857,777	17,502,885	+ 47.6
July	8,254	7,883	6,849	- 13.1	9,202,691	8,495,146	7,795,349	- 8.2
August	7,204	6,166	5,032	- 18.4	8,018,020	6,755,672	5,867,283	- 13.2
September ...	5,710	6,756	5,675	- 16.0	6,564,206	7,624,955	6,869,639	- 9.9
October	6,516	6,901	6,494	- 5.9	7,161,483	7,754,673	7,977,526	+ 2.9
10 months ...	104,079	95,689	110,850	+ 15.8	115,819,160	104,632,782	124,881,455	+ 19.4
November	8,633	9,214			9,717,506	10,390,989		
December	8,453	9,844			9,475,242	10,943,750		
12 months ...	121,165	114,747			135,011,908	125,967,521		

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, 1939	4,948	100.0	5,447,746	100.0	279	5.6	292,581	5.4	780	15.8	906,716	16.6	2,360	47.7	2,605,358	47.8
September, 1940	3,591	100.0	4,392,696	100.0	314	8.8	362,865	8.3	445	12.4	568,101	12.9	1,869	52.0	2,319,975	52.8
% Change, 1940/39	-27.4	-	-19.4	-	+12.5	-	+24.0	-	-42.9	-	-37.3	-	-20.8	-	-11.0	-
October, 1939	5,682	100.0	6,252,431	100.0	348	6.1	375,839	6.0	853	15.0	999,261	16.0	2,751	48.4	3,017,148	48.2
October, 1940	4,829	100.0	5,822,085	100.0	354	7.3	417,031	7.2	724	15.0	914,005	15.7	2,597	53.8	3,123,890	53.7
% Change, 1940/39	-15.0	-	-6.9	-	+1.7	-	+11.0	-	-15.1	-	-8.5	-	-5.6	-	+3.5	-
Jan.-Oct., 1939	74,637	100.0	80,044,975	100.0	6,242	8.4	6,532,764	8.2	14,571	19.5	16,381,477	20.5	33,883	45.4	36,192,012	45.2
Jan.-Oct., 1940	85,370	100.0	95,192,951	100.0	7,068	8.3	7,710,450	8.1	15,298	17.9	17,728,268	18.6	40,213	47.0	44,871,621	47.1
% Change, 1940/39	+14.4	-	+18.9	-	+13.2	-	+18.0	-	+5.0	-	+3.2	-	+18.7	-	+24.0	-

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, 1939	291	5.9	319,813	5.9	511	10.3	552,152	10.1	401	8.1	428,145	7.9	326	6.6	342,976	6.3
September, 1940	197	5.5	234,802	5.3	256	7.1	296,133	6.7	268	7.5	314,172	7.2	242	6.7	296,648	6.8
% Change, 1940/39	-32.3	-	-26.6	-	-49.9	-	-46.4	-	-33.2	-	-26.6	-	-25.8	-	-13.5	-
October, 1939	241	4.2	259,994	4.2	627	11.1	667,418	10.7	511	9.0	547,255	8.7	351	6.2	385,516	6.2
October, 1940	192	4.0	229,911	3.9	332	6.9	381,586	6.6	318	6.6	380,319	6.5	312	6.4	375,343	6.4
% Change, 1940/39	-20.3	-	-11.6	-	-47.0	-	-42.8	-	-37.8	-	-30.5	-	-11.1	-	-2.6	-
Jan.-Oct., 1939	4,407	5.9	4,680,744	5.8	4,633	6.2	4,797,327	6.0	5,783	7.7	6,024,109	7.5	5,118	6.9	5,436,542	6.8
Jan.-Oct., 1940	5,106	6.0	5,579,521	5.9	6,025	7.1	6,497,982	6.8	6,025	7.1	6,565,981	6.9	5,635	6.6	6,239,128	6.6
% Change, 1940/39	+15.9	-	+19.2	-	+30.0	-	+35.5	-	+4.2	-	+9.0	-	+10.3	-	+14.8	-

SALES OF NEW TRUCKS AND BUSES IN CANADA, BY PROVINCES

Month	CANADA				MARITIME PROVINCES				QUEBEC				ONTARIO			
	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, 1939	1,808	100.0	2,177,209	100.0	83	4.6	94,580	4.3	193	10.9	298,769	13.7	499	27.6	610,177	28.1
September, 1940	2,084	100.0	2,476,943	100.0	148	7.1	165,971	6.7	296	14.2	394,696	16.0	410	19.7	537,524	21.7
% Change, 1940/39	+15.3	-	+13.8	-	+78.3	-	+75.5	-	+49.5	-	+32.1	-	-17.8	-	-11.9	-
October, 1939	1,219	100.0	1,502,242	100.0	90	7.4	98,686	6.6	179	14.7	249,491	16.6	533	43.7	715,950	47.6
October, 1940	1,665	100.0	2,155,441	100.0	142	8.5	172,471	8.0	285	17.1	377,491	17.5	532	32.0	718,213	33.3
% Change, 1940/39	+36.6	-	+43.5	-	+57.8	-	+74.8	-	+59.2	-	+51.3	-	-0.2	-	+0.3	-
Jan.-Oct., 1939	21,052	100.0	24,587,807	100.0	2,053	9.8	2,195,720	8.9	4,141	19.7	5,031,832	20.5	7,207	34.2	8,772,127	35.7
Jan.-Oct., 1940	25,480	100.0	29,688,504	100.0	2,740	10.8	3,023,354	10.2	4,540	17.8	5,535,972	18.6	7,949	31.2	9,599,802	32.3
% Change, 1940/39	+21.0	-	+20.7	-	+33.5	-	+37.7	-	+9.6	-	+10.0	-	+10.3	-	+9.4	-

Month	MANITOBA				SASKATCHEWAN				ALBERTA				BRITISH COLUMBIA			
	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, 1939	98	5.4	103,666	4.8	564	31.2	592,110	27.2	276	15.3	353,240	16.2	90	5.0	124,667	5.7
September, 1940	123	5.9	149,724	6.0	686	32.9	742,579	30.0	306	14.7	345,067	13.9	115	5.5	141,382	5.7
% Change, 1940/39	+25.5	-	+44.4	-	+21.6	-	+25.4	-	+10.9	-	-2.3	-	+27.8	-	+13.4	-
October, 1939	48	3.9	55,087	3.7	194	15.9	195,734	13.0	117	9.6	119,606	8.0	58	4.8	67,688	4.5
October, 1940	125	7.5	159,532	7.4	281	16.9	309,806	14.4	186	11.2	243,008	11.3	114	6.8	174,920	8.1
% Change, 1940/39	+160.4	-	+189.6	-	+44.8	-	+58.3	-	+59.0	-	+103.2	-	+96.6	-	+158.4	-
Jan.-Oct., 1939	1,272	6.0	1,369,284	5.6	2,512	11.9	2,648,603	10.8	2,468	11.7	2,812,741	11.4	1,399	6.7	1,757,500	7.1
Jan.-Oct., 1940	1,705	6.7	1,897,946	6.4	4,368	17.1	4,728,627	15.9	2,586	10.2	2,897,559	9.8	1,592	6.2	2,005,244	6.8
% Change, 1940/39	+34.0	-	+38.6	-	+73.9	-	+78.5	-	+4.8	-	+3.0	-	+13.8	-	+14.1	-

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

Month	CANADA				MARITIME PROVINCES				QUEBEC				ONTARIO			
	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, 1939	6,756	100.0	7,624,955	100.0	362	5.4	387,161	5.1	978	14.5	1,205,485	15.8	2,859	42.3	3,215,535	42.2
September, 1940	5,675	100.0	6,869,639	100.0	462	8.1	528,836	7.7	741	13.1	962,797	14.0	2,279	40.2	2,857,499	41.6
% Change, 1940/39	-16.0	-	-9.2	-	+27.6	-	+36.6	-	-24.2	-	-20.1	-	-20.3	-	-11.1	-
October, 1939	6,901	100.0	7,754,673	100.0	438	6.3	474,525	6.1	1,032	15.0	1,248,752	16.1	3,284	47.6	3,733,098	48.2
October, 1940	6,494	100.0	7,977,526	100.0	496	7.6	589,502	7.4	1,009	15.5	1,291,496	16.2	3,129	48.2	3,842,103	48.1
% Change, 1940/39	-5.9	-	+2.9	-	+13.2	-	+24.2	-	-2.2	-	+3.4	-	-4.7	-	+2.9	-
Jan.-Oct., 1939	95,689	100.0	104,632,782	100.0	8,295	8.7	8,728,484	8.3	18,712	19.6	21,413,309	20.5	41,090	42.9	44,964,139	43.0
Jan.-Oct., 1940	110,850	100.0	124,881,455	100.0	9,808	8.8	10,733,804	8.6	19,838	17.9	23,264,240	18.6	48,162	43.5	54,471,423	43.6
% Change, 1940/39	+15.8	-	+19.4	-	+18.2	-	+23.0	-	+6.0	-	+8.6	-	+17.2	-	+21.1	-

Month	MANITOBA				SASKATCHEWAN				ALBERTA				BRITISH COLUMBIA			
	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, 1939	389	5.8	423,484	5.6	1,075	15.9	1,144,262	15.0	677	10.0	781,385	10.2	416	6.1	467,643	6.1
September, 1940	320	5.6	384,526	5.6	942	16.6	1,038,712	15.1	574	10.1	659,239	9.6	357	6.3	438,030	6.4
% Change, 1940/39	-17.7	-	-9.2	-	-12.4	-	-9.2	-	-15.2	-	-15.6	-	-14.2	-	-6.3	-
October, 1939	289	4.2	315,081	4.1	821	11.9	863,152	11.1	628	9.1	666,861	8.6	409	5.9	453,204	5.8
October, 1940	317	4.9	389,443	4.9	613	9.4	691,392	8.7	504	7.8	623,327	7.8	426	6.6	550,263	6.9
% Change, 1940/39	+9.7	-	+23.6	-	-25.3	-	-19.9	-	-19.7	-	-6.5	-	+4.2	-	+21.4	-
Jan.-Oct., 1939	5,679	5.9	6,050,028	5.8	7,145	7.5	7,445,930	7.1	8,251	8.6	8,836,850	8.4	6,517	6.8	7,194,042	6.9
Jan.-Oct., 1940	6,811	6.1	7,477,467	6.0	10,393	9.4	11,226,609	9.0	8,611	7.8	9,463,540	7.6	7,227	6.5	8,244,372	6.6
% Change, 1940/39	+19.9	-	+23.6	-	+45.5	-	+50.8	-	+4.4	-	+7.1	-	+10.9	-	+14.6	-

(x) Includes passenger cars, trucks and buses.

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