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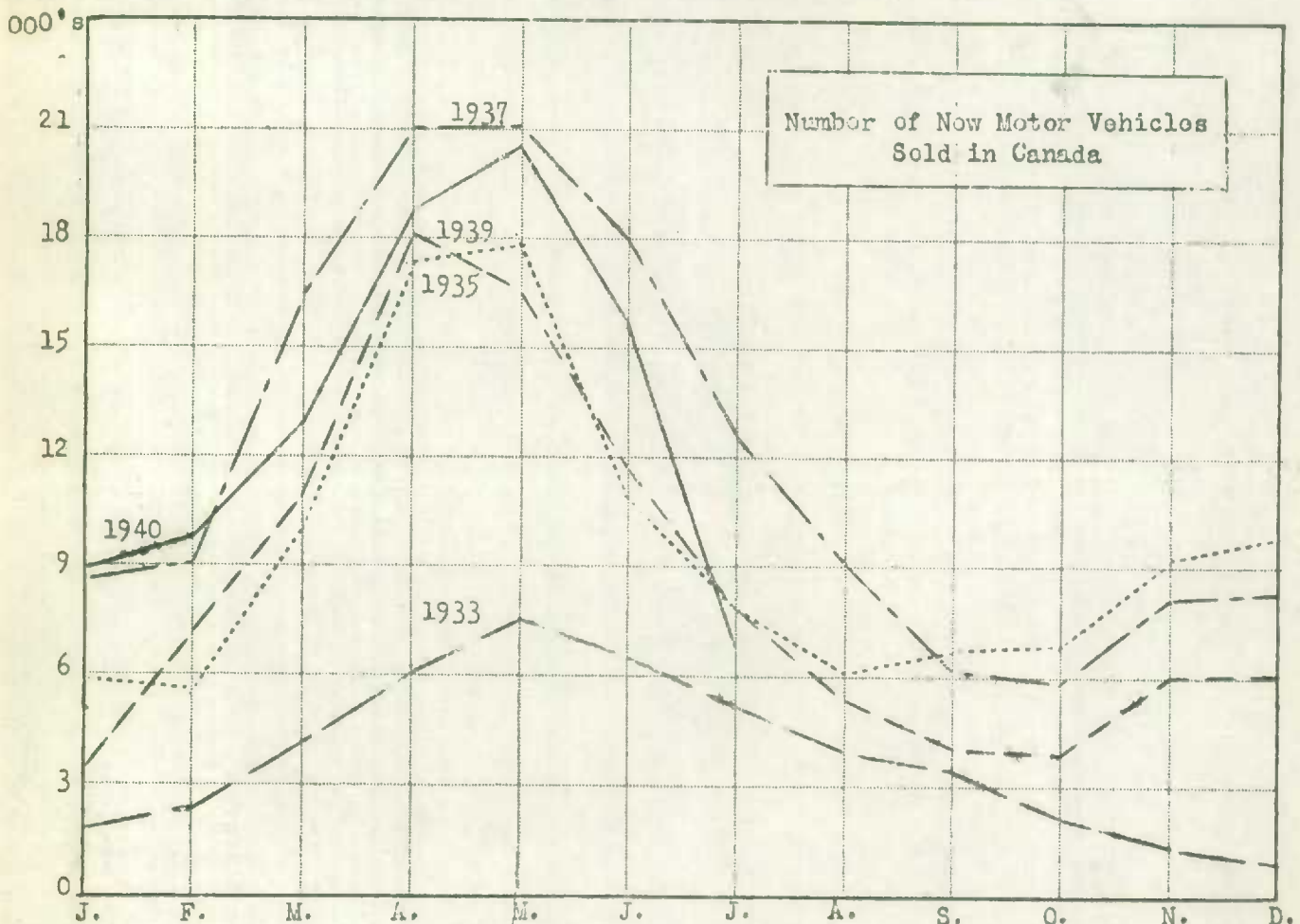
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MONTHLY SALES OF NEW MOTOR VEHICLES IN CANADA, JULY, 1940

New motor vehicle sales in Canada during July, 1940, the first month in which the new taxation was in effect, reflect the results of the heavy June buying in anticipation of higher prices. There were 6,849 new motor vehicles retailed for \$7,795,349 in July this year, down 13 per cent in number and 8 per cent in value compared with 7,883 units which sold for \$8,495,146 in the same month last year. June sales were almost 44 per cent above June a year ago. Totals for the year to date were still well above those for the same period in 1939. There were 93,649 new vehicles valued at \$104,167,007 sold during the first 7 months of 1940, an increase of 23 per cent in number and 26 per cent in value over the 75,866 units which retailed for \$82,497,482 from January to July of 1939. The unusually high point in sales during June resulted in the greater than usual drop in the trend between June and July of 57 per cent. The same comparison for the two previous years showed July sales about 28 per cent below June.

Passenger cars were responsible for the drop in motor vehicle sales, the 4,567 new passenger cars which retailed for \$5,203,468 in July, 1940 being 22 per cent in number and 16 per cent in value below last year's sales of 5,826 cars valued at \$6,169,562. Quebec alone showed an increase in sales over July of last year with sales up 60 per cent. The Maritime Provinces, Saskatchewan and British Columbia reported new car sales down 19 per cent, Ontario sales were down 41 per cent, while Alberta and Manitoba showed decreases of 51 per cent and 61 per cent respectively.

Sales of trucks and buses continued to show improvement over last year in Canada as a whole. There were 2,282 new trucks and buses with a retail value of \$2,591,881 sold during July, 1940, up 11 per cent in number and 12 per cent in value from the 2,057 new commercial vehicles which retailed for \$2,325,584 in July last year. The province of Quebec, having lagged behind in the last few months, led in the commercial vehicle field this month with an increase of 76 per cent over last year. Sales in Saskatchewan were up 29 per cent while Ontario showed an increase of 19 per cent. In the Maritime Provinces and British Columbia sales dropped 22 per cent below last year, Manitoba sales were down 25 per cent, while in Alberta, sales were 46 per cent below July, 1939.



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 |
| 7 months ... | 67,012 | 60,335 | 74,189 | + 23.0 | 73,494,680 | 64,393,108 | 81,725,580 | + 26.9 |
| August | 4,591 | 3,672 | | | 4,962,613 | 3,951,690 | | |
| September .. | 3,831 | 4,948 | | | 4,217,617 | 5,447,746 | | |
| October | 5,392 | 5,682 | | | 5,824,172 | 6,252,431 | | |
| November ... | 7,583 | 7,613 | | | 8,385,923 | 8,517,726 | | |
| December ... | 7,342 | 7,804 | | | 8,121,457 | 8,568,427 | | |
| 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 | 2,591,881 | + 11.5 |
| 7 months ... | 17,637 | 15,531 | 19,460 | + 25.3 | 20,580,771 | 18,104,374 | 22,441,427 | + 24.0 |
| August | 2,613 | 2,494 | | | 3,055,407 | 2,802,982 | | |
| September .. | 1,879 | 1,808 | | | 2,346,589 | 2,177,209 | | |
| October | 1,124 | 1,219 | | | 1,337,311 | 1,502,242 | | |
| 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 |
| 7 months ... | 84,649 | 75,866 | 93,649 | + 23.4 | 94,075,451 | 82,497,482 | 104,167,007 | + 26.3 |
| August | 7,204 | 6,166 | | | 8,018,020 | 6,755,672 | | |
| September .. | 5,710 | 6,756 | | | 6,564,206 | 7,624,955 | | |
| October | 6,516 | 6,901 | | | 7,161,483 | 7,754,673 | | |
| 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 | | | | 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 |
| June, 1939 | 8,620 | 100.0 | 9,117,587 | 100.0 | 602 | 7.0 | 641,907 | 7.0 | 1,656 | 19.2 | 1,803,631 | 19.8 | 4,116 | 47.8 | 4,335,293 | 47.5 |
| June, 1940 | 12,618 | 100.0 | 13,939,567 | 100.0 | 865 | 6.9 | 944,701 | 6.8 | 2,076 | 16.5 | 2,361,151 | 16.9 | 6,001 | 47.5 | 6,647,550 | 47.7 |
| % Change, 1940/39 | +46.4 | - | +52.9 | - | +43.7 | - | +47.2 | - | +25.4 | - | +30.9 | - | +45.8 | - | +53.3 | - |
| July, 1939 | 5,826 | 100.0 | 6,169,562 | 100.0 | 473 | 8.1 | 496,003 | 8.0 | 953 | 16.4 | 1,065,442 | 17.2 | 2,601 | 44.6 | 2,744,360 | 44.5 |
| July, 1940 | 4,567 | 100.0 | 5,203,463 | 100.0 | 382 | 3.4 | 426,377 | 3.2 | 1,527 | 33.4 | 1,736,815 | 33.4 | 1,544 | 33.8 | 1,802,559 | 34.6 |
| % Change, 1940/39 | -21.6 | - | -15.7 | - | -19.2 | - | -14.0 | - | +60.2 | - | +63.0 | - | -40.6 | - | -34.3 | - |
| Jan.-July, 1939 . | 60,335 | 100.0 | 64,393,108 | 100.0 | 5,245 | 8.7 | 5,481,603 | 8.5 | 12,267 | 20.3 | 13,730,936 | 21.3 | 27,162 | 45.0 | 28,815,685 | 44.7 |
| Jan.-July, 1940 . | 74,189 | 100.0 | 81,725,580 | 100.0 | 6,143 | 8.3 | 6,640,780 | 8.1 | 13,583 | 18.3 | 15,561,726 | 19.1 | 34,553 | 46.6 | 38,015,783 | 46.5 |
| % Change, 1940/39 | +23.0 | - | +26.9 | - | +17.1 | - | +21.1 | - | +10.7 | - | +13.3 | - | +27.2 | - | +31.9 | - |

| 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 |
| June, 1939 | 552 | 6.4 | 581,233 | 6.4 | 520 | 6.0 | 534,326 | 5.9 | 642 | 7.4 | 662,048 | 7.3 | 532 | 6.2 | 559,149 | 6.1 |
| June, 1940 | 724 | 5.7 | 787,463 | 5.6 | 960 | 7.6 | 1,030,124 | 7.4 | 1,081 | 8.6 | 1,164,644 | 8.4 | 911 | 7.2 | 1,003,734 | 7.2 |
| % Change, 1940/39 | +31.2 | - | +35.5 | - | +84.6 | - | +92.8 | - | +68.4 | - | +75.9 | - | +71.2 | - | +79.5 | - |
| July, 1939 | 406 | 7.0 | 429,816 | 7.0 | 402 | 6.9 | 407,915 | 6.6 | 531 | 9.1 | 542,112 | 8.8 | 460 | 7.9 | 484,914 | 7.9 |
| July, 1940 | 158 | 3.4 | 176,283 | 3.4 | 324 | 7.1 | 348,415 | 6.7 | 259 | 5.7 | 294,738 | 5.7 | 373 | 8.2 | 418,281 | 8.0 |
| % Change, 1940/39 | -61.1 | - | -59.0 | - | -19.4 | - | -14.6 | - | -51.2 | - | -45.5 | - | -18.9 | - | -13.7 | - |
| Jan.-July, 1939 . | 3,629 | 6.0 | 3,841,655 | 6.0 | 3,311 | 5.5 | 3,385,556 | 5.3 | 4,594 | 7.6 | 4,761,191 | 7.4 | 4,127 | 6.9 | 4,376,482 | 6.8 |
| Jan.-July, 1940 . | 4,543 | 6.1 | 4,915,858 | 6.0 | 5,230 | 7.0 | 5,593,202 | 6.9 | 5,266 | 7.1 | 5,674,844 | 6.9 | 4,866 | 6.6 | 5,323,387 | 6.5 |
| % Change, 1940/39 | +25.2 | - | +28.0 | - | +58.0 | - | +65.2 | - | +14.6 | - | +19.2 | - | +17.9 | - | +21.6 | - |

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 |
| June, 1939 | 2,338 | 100.0 | \$ 2,740,190 | 100.0 | 270 | 11.6 | \$ 285,157 | 10.4 | 597 | 25.5 | \$ 718,050 | 26.2 | 798 | 34.2 | \$ 988,281 | 36.0 |
| June, 1940 | 3,112 | 100.0 | 3,563,318 | 100.0 | 302 | 9.7 | 329,590 | 9.2 | 637 | 20.5 | 742,365 | 20.8 | 1,049 | 33.7 | 1,251,342 | 35.1 |
| % Change, 1940/39 | +33.1 | - | +30.0 | - | +11.9 | - | +15.6 | - | +6.7 | - | +3.4 | - | +31.5 | - | +26.6 | - |
| July, 1939 | 2,057 | 100.0 | 2,325,584 | 100.0 | 183 | 8.9 | 193,640 | 8.3 | 352 | 17.1 | 415,932 | 17.9 | 584 | 28.4 | 688,047 | 29.6 |
| July, 1940 | 2,282 | 100.0 | 2,591,881 | 100.0 | 143 | 6.3 | 156,090 | 6.0 | 620 | 27.2 | 695,271 | 26.8 | 695 | 30.4 | 812,450 | 31.4 |
| % Change, 1940/39 | +10.9 | - | +11.5 | - | -21.9 | - | -19.4 | - | +76.1 | - | +67.2 | - | +19.0 | - | +18.1 | - |
| Jan.-July, 1939 . | 15,531 | 100.0 | 18,104,374 | 100.0 | 1,755 | 11.3 | 1,866,546 | 10.3 | 3,537 | 22.8 | 4,190,900 | 23.2 | 5,483 | 35.3 | 6,639,980 | 36.7 |
| Jan.-July, 1940 . | 19,460 | 100.0 | 22,441,427 | 100.0 | 2,290 | 11.8 | 2,510,025 | 11.2 | 3,702 | 19.0 | 4,430,841 | 19.7 | 6,537 | 33.6 | 7,768,119 | 34.6 |
| % Change, 1940/39 | +25.3 | - | +24.0 | - | +30.5 | - | +34.5 | - | +4.7 | - | +5.7 | - | +19.2 | - | +17.0 | - |

| 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 |
| June, 1939 | 141 | 6.0 | \$ 149,544 | 5.5 | 162 | 6.9 | \$ 174,344 | 6.4 | 204 | 8.7 | \$ 225,662 | 8.2 | 166 | 7.1 | \$ 199,152 | 7.3 |
| June, 1940 | 181 | 5.8 | 191,265 | 5.4 | 454 | 14.6 | 482,533 | 13.6 | 294 | 9.4 | 326,623 | 9.2 | 195 | 6.3 | 239,600 | 6.7 |
| % Change, 1940/39 | +28.4 | - | +27.9 | - | +180.2 | - | +176.8 | - | +44.1 | - | +44.7 | - | +17.5 | - | +20.3 | - |
| July, 1939 | 171 | 8.3 | 186,606 | 8.0 | 329 | 16.0 | 341,300 | 14.7 | 290 | 14.1 | 313,474 | 13.5 | 149 | 7.2 | 186,585 | 8.0 |
| July, 1940 | 128 | 5.6 | 144,801 | 5.6 | 423 | 18.5 | 459,537 | 17.7 | 157 | 6.9 | 167,786 | 6.5 | 116 | 5.1 | 155,946 | 6.0 |
| % Change, 1940/39 | -25.1 | - | -22.4 | - | +28.6 | - | +34.6 | - | -45.9 | - | -46.5 | - | -22.1 | - | -16.4 | - |
| Jan.-July, 1939 . | 961 | 6.2 | 1,040,392 | 5.7 | 1,084 | 7.0 | 1,162,055 | 6.4 | 1,599 | 10.3 | 1,806,642 | 10.0 | 1,112 | 7.1 | 1,397,859 | 7.7 |
| Jan.-July, 1940 . | 1,323 | 6.8 | 1,426,545 | 6.4 | 2,646 | 13.6 | 2,850,949 | 12.7 | 1,708 | 8.8 | 1,891,700 | 8.4 | 1,254 | 6.4 | 1,563,248 | 7.0 |
| % Change, 1940/39 | +37.7 | - | +37.1 | - | +144.1 | - | +145.3 | - | +6.8 | - | +4.7 | - | +12.8 | - | +11.8 | - |

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 |
| June, 1939 | 10,958 | 100.0 | 11,857,777 | 100.0 | 872 | 8.0 | 927,064 | 7.8 | 2,253 | 20.6 | 2,521,681 | 21.2 | 4,914 | 44.8 | 5,323,574 | 44.9 |
| June, 1940 | 15,730 | 100.0 | 17,502,885 | 100.0 | 1,167 | 7.4 | 1,274,491 | 7.3 | 2,713 | 17.3 | 3,103,516 | 17.7 | 7,050 | 44.8 | 7,898,892 | 45.1 |
| % Change, 1940/39 | +43.5 | - | +47.6 | - | +33.8 | - | +37.5 | - | +20.4 | - | +23.1 | - | +43.5 | - | +48.4 | - |
| July, 1939 | 7,883 | 100.0 | 8,495,146 | 100.0 | 656 | 8.3 | 689,643 | 8.1 | 1,305 | 16.6 | 1,481,374 | 17.4 | 3,184 | 40.4 | 3,432,407 | 40.4 |
| July, 1940 | 6,849 | 100.0 | 7,795,349 | 100.0 | 525 | 7.7 | 582,467 | 7.5 | 2,147 | 31.3 | 2,432,086 | 31.2 | 2,239 | 32.7 | 2,615,009 | 33.5 |
| % Change, 1940/39 | -13.1 | - | - 8.2 | - | -20.0 | - | -15.5 | - | +64.5 | - | +64.2 | - | -29.7 | - | -23.8 | - |
| Jan.-July, 1939 . | 75,866 | 100.0 | 82,497,482 | 100.0 | 7,000 | 9.2 | 7,348,149 | 8.9 | 15,804 | 20.8 | 17,921,836 | 21.7 | 32,645 | 43.0 | 35,455,665 | 43.0 |
| Jan.-July, 1940 . | 93,649 | 100.0 | 104,167,007 | 100.0 | 8,433 | 9.0 | 9,150,805 | 8.8 | 17,285 | 18.5 | 19,992,567 | 19.2 | 41,095 | 43.9 | 45,783,902 | 43.9 |
| % Change, 1940/39 | +23.4 | - | +26.3 | - | +20.5 | - | +24.5 | - | + 9.4 | - | +11.6 | - | +25.9 | - | +29.1 | - |

| 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 |
| June, 1939 | 693 | 6.3 | 730,777 | 6.2 | 682 | 6.2 | 708,670 | 6.0 | 846 | 7.7 | 887,710 | 7.5 | 698 | 6.4 | 758,301 | 6.4 |
| June, 1940 | 905 | 5.8 | 978,728 | 5.6 | 1,414 | 9.0 | 1,512,657 | 8.7 | 1,375 | 8.7 | 1,491,267 | 8.5 | 1,106 | 7.0 | 1,243,334 | 7.1 |
| % Change, 1940/39 | +30.6 | - | +33.9 | - | +107.3 | - | +113.5 | - | +62.5 | - | +68.0 | - | +58.5 | - | +64.0 | - |
| July, 1939 | 577 | 7.3 | 616,422 | 7.3 | 731 | 9.3 | 742,215 | 8.8 | 821 | 10.4 | 854,586 | 10.1 | 609 | 7.7 | 671,499 | 7.9 |
| July, 1940 | 286 | 4.2 | 321,084 | 4.1 | 747 | 10.9 | 807,952 | 10.4 | 416 | 6.1 | 462,524 | 5.9 | 489 | 7.1 | 574,227 | 7.4 |
| % Change, 1940/39 | -50.4 | - | -47.9 | - | + 2.2 | - | + 7.8 | - | -49.3 | - | -45.9 | - | -19.7 | - | -14.5 | - |
| Jan.-July, 1939 . | 4,590 | 6.1 | 4,882,047 | 5.9 | 4,395 | 5.8 | 4,547,611 | 5.5 | 6,193 | 8.2 | 6,567,833 | 8.0 | 5,239 | 6.9 | 5,774,341 | 7.0 |
| Jan.-July, 1940 . | 5,866 | 6.3 | 6,342,403 | 6.1 | 7,876 | 8.4 | 8,444,151 | 8.1 | 6,974 | 7.4 | 7,566,544 | 7.3 | 6,120 | 6.5 | 6,886,635 | 6.6 |
| % Change, 1940/39 | +27.8 | - | +29.9 | - | +79.2 | - | +85.7 | - | +12.6 | - | +15.2 | - | +16.8 | - | +19.3 | - |

(x) Includes passenger cars, trucks and buses.

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