

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
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Dominion Statistician:	R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Chief, Internal Trade Branch:	Herbert Marshall, B.A., F.S.S.
Statistician:	A.C. Steedman, B.A.

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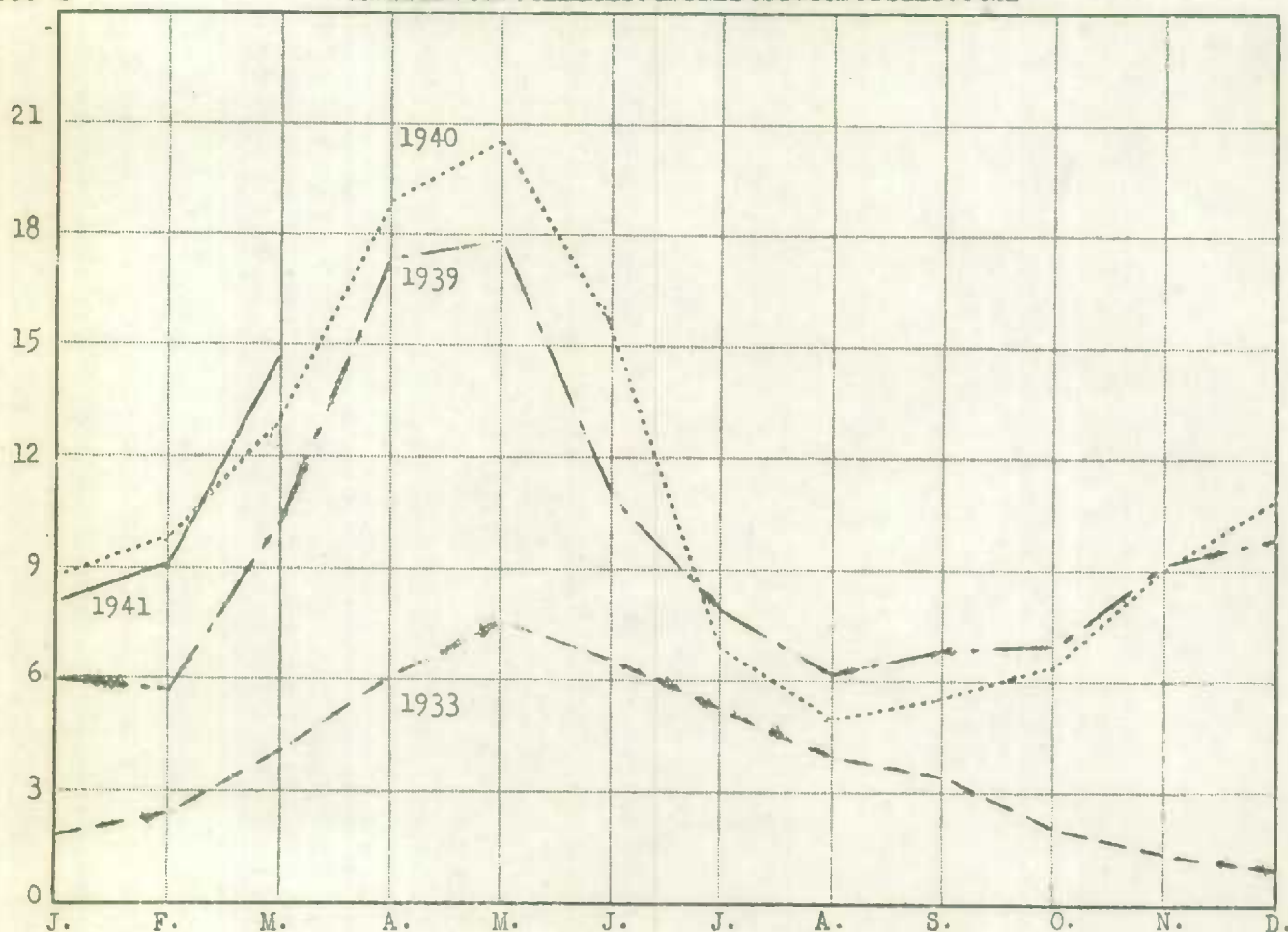
Year's Subscription, \$1.00
Single copies, .10MONTHLY SALES OF NEW MOTOR VEHICLES IN CANADA, MARCH, 1941

Sales of new motor vehicles in Canada in March, 1941, excluding deliveries to the government for war purposes, numbered 14,661 new vehicles with a retail value of \$18,586,207, 13 per cent in number and 29 per cent in retail value above sales in the corresponding month of 1940 when 12,996 units retailed for \$14,384,663. This increase is the greatest that has occurred in the corresponding-month comparisons since June last year. March sales were up 60 per cent from February, while a similar comparison for March, 1940 showed sales 32 per cent above the preceding month. The March increase was sufficient to offset the decreases which occurred in the first two months of the year, bringing the total sales for the first quarter to 31,857 new vehicles valued at \$39,890,455, one per cent in number and 13 per cent in value above the sales in the corresponding period of 1940 when 31,604 new vehicles sold for \$35,248,473.

There were 11,272 new passenger cars sold for \$14,513,187 in March, 1941, a gain of 8 per cent in number and 26 per cent in value from March last year when 10,481 new passenger cars sold for \$11,509,313. The greatest increase was recorded in Quebec where sales were 42 per cent above March, 1940. Sales in Ontario and British Columbia were up 10 per cent. All other sections reported sales below 1940. In Manitoba, sales were down 14 per cent; in the Maritime Provinces, 17 per cent; in Alberta, 21 per cent and in Saskatchewan, 26 per cent.

Sales of new trucks and buses in March, 1941 were 35 per cent in number and 42 per cent in value above the same month last year and were higher than in any March since this series began in 1932. There were 3,389 new commercial vehicles retailed for \$4,073,020 in March, 1941 compared with 2,515 units which sold for \$2,875,350 in March, 1940. Quebec showed the greatest increase in this field also, with sales 91 per cent above last year. Sales in the Maritime Provinces increased 4 per cent; Alberta, 26 per cent; Manitoba, 24 per cent; Ontario and British Columbia, 22 per cent and Saskatchewan, 16 per cent.

000's

Number of New Motor Vehicles Sold in Canada

NEW MOTOR VEHICLE SALES IN CANADA, 1939-1941

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

Month	Number of Vehicles				Retail Value			
	1939	1940	1941	% of Change, 1941/40	1939	1940	1941	% of Change, 1941/40
New Passenger Cars								
January	4,795	6,738	5,727	- 15.0	5,208,101	7,432,432	7,253,956	- 2.4
February	4,507	7,780	6,728	- 13.5	4,824,522	8,575,959	8,372,867	- 2.4
March	7,998	10,461	11,272	+ 7.5	8,551,808	11,509,313	14,513,187	+ 26.1
3 months	17,300	24,999	23,727	- 5.1	18,584,431	27,517,704	30,140,010	+ 9.5
April	14,255	15,453			15,199,487	16,971,449		
May	14,334	16,646			15,322,041	18,245,541		
June	8,620	12,604			9,117,587	13,924,757		
July	5,826	4,542			6,169,562	5,177,521		
August	3,672	2,755			3,951,690	3,247,281		
September	4,948	3,572			5,447,746	4,372,197		
October	5,682	4,827			6,252,431	5,820,735		
November	7,613	7,616			8,517,726	9,101,223		
December	7,804	8,775			8,568,427	10,550,425		
12 months	90,054	101,789			97,131,128	114,928,833		

New Trucks and Buses								
January	1,140	2,036	2,279	+ 11.9	1,414,762	2,459,831	2,758,635	+ 12.1
February	1,185	2,054	2,462	+ 19.9	1,519,869	2,395,588	2,918,790	+ 21.8
March	2,195	2,515	3,389	+ 34.8	2,567,669	2,875,350	4,073,020	+ 41.7
3 months	4,520	6,605	8,130	+ 23.1	5,502,300	7,730,769	9,750,445	+ 26.1
April	3,113	3,381			3,553,479	3,866,451		
May	3,503	3,961			3,982,821	4,557,609		
June	2,338	2,950			2,740,190	3,401,780		
July	2,057	2,276			2,325,584	2,585,809		
August	2,494	2,244			2,803,982	2,587,693		
September	1,803	2,011			2,177,209	2,404,089		
October	1,219	1,665			1,502,242	2,155,441		
November	1,601	1,525			1,873,263	1,985,032		
December	2,040	2,145			2,375,323	2,641,772		
12 months	24,693	28,763			28,836,393	33,916,445		

TOTAL - Cars, Trucks and Buses								
January	5,935	8,774	8,006	- 8.8	6,622,863	9,892,263	10,012,591	+ 1.2
February	5,692	9,834	9,190	- 6.5	6,344,391	10,971,547	11,291,657	+ 2.9
March	10,193	12,996	14,661	+ 12.8	11,119,477	14,384,663	18,586,207	+ 29.2
3 months	21,820	31,604	31,857	+ 0.8	24,086,731	35,248,473	39,890,455	+ 13.2
April	17,368	18,834			18,752,966	20,837,900		
May	17,837	20,607			19,304,862	22,803,150		
June	10,958	15,554			11,857,777	17,326,537		
July	7,883	6,818			8,495,146	7,763,330		
August	6,166	4,999			6,755,672	5,834,974		
September	6,756	5,583			7,624,955	6,776,286		
October	6,901	6,492			7,754,673	7,976,176		
November	9,214	9,141			10,390,989	11,086,255		
December	9,844	10,920			10,943,750	13,192,197		
12 months	114,747	130,552			125,967,521	148,845,278		

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
February, 1940 ..	7,780	100.0	8,575,959	100.0	365	4.7	392,886	4.6	1,384	17.8	1,602,909	18.7	3,781	48.6	4,143,614	48.3
February, 1941 ..	6,728	100.0	8,372,867	100.0	288	4.3	360,067	4.3	1,342	19.9	1,703,267	20.3	3,179	47.3	3,917,166	46.8
% Change, 1941/40	-13.5	-	- 2.4	-	-21.1	-	- 8.4	-	- 3.0	-	+ 6.3	-	-15.9	-	- 5.5	-
March, 1940	10,481	100.0	11,509,313	100.0	845	8.1	912,046	7.9	1,808	17.2	2,079,010	18.0	5,134	49.0	5,615,453	48.8
March, 1941	11,272	100.0	14,513,187	100.0	702	6.2	897,300	6.2	2,562	22.7	3,373,196	23.2	5,657	50.2	7,271,926	50.1
% Change, 1941/40	+ 7.5	-	+26.1	-	-16.9	-	- 1.6	-	+41.7	-	+62.3	-	+10.2	-	+29.5	-
Jan.-March, 1940	24,999	100.0	27,517,704	100.0	1,602	6.4	1,727,574	6.3	4,048	16.2	4,701,922	17.1	12,278	49.1	13,450,976	48.9
Jan.-March, 1941	23,727	100.0	30,140,010	100.0	1,471	6.2	1,866,279	6.2	4,697	19.8	6,121,137	20.3	11,809	49.8	14,942,696	49.6
% Change, 1941/40	- 5.1	-	+ 9.5	-	- 8.2	-	+ 8.0	-	+16.0	-	+30.2	-	- 3.8	-	+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
February, 1940 ..	525	6.7	572,489	6.7	487	6.3	523,339	6.1	584	7.5	628,063	7.3	654	8.4	712,659	8.3
February, 1941 ..	315	4.7	397,374	4.7	359	5.3	441,259	5.3	521	7.7	651,645	7.8	724	10.8	902,089	10.8
% Change, 1941/40	-40.0	-	-30.6	-	-26.3	-	-15.7	-	-10.8	-	+ 3.8	-	+10.7	-	+26.6	-
March, 1940	622	5.9	673,340	5.9	677	6.4	724,380	6.3	697	6.7	745,612	6.5	698	6.7	759,472	6.6
March, 1941	533	4.7	666,440	4.6	502	4.5	624,689	4.3	549	4.9	688,780	4.8	767	6.8	990,856	6.8
% Change, 1941/40	-14.3	-	- 1.0	-	-25.8	-	-13.8	-	-21.2	-	- 7.6	-	+ 9.9	-	+30.5	-
Jan.-March, 1940	1,709	6.8	1,846,915	6.7	1,603	6.4	1,719,937	6.2	1,888	7.6	2,027,022	7.4	1,871	7.5	2,043,338	7.4
Jan.-March, 1941	1,118	4.7	1,402,209	4.6	1,143	4.8	1,418,766	4.7	1,483	6.3	1,863,096	6.2	2,006	8.4	2,525,827	8.4
% Change, 1941/40	-34.6	-	-24.1	-	-28.7	-	-17.5	-	-21.5	-	- 8.1	-	+ 7.2	-	+23.6	-

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
February, 1940 ..	2,054	100.0	2,395,588	100.0	297	14.4	331,820	13.9	227	11.1	269,961	11.3	760	37.0	913,133	38.1
February, 1941 ..	2,462	100.0	2,918,790	100.0	261	10.6	292,769	10.0	465	18.9	545,428	18.7	914	37.1	1,115,682	38.2
% Change, 1941/40	+19.9	-	+21.8	-	-12.1	-	-11.8	-	+104.8	-	+102.0	-	+20.3	-	+22.2	-
March, 1940	2,515	100.0	2,875,350	100.0	326	13.0	365,139	12.7	381	15.1	450,017	15.6	935	37.2	1,095,804	38.1
March, 1941	3,389	100.0	4,073,020	100.0	459	13.5	503,226	12.4	727	21.5	867,934	21.3	1,138	33.6	1,460,190	35.8
% Change, 1941/40	+34.8	-	+41.7	-	+40.8	-	+37.8	-	+90.8	-	+92.9	-	+21.7	-	+33.3	-
Jan.-March, 1940	6,605	100.0	7,730,769	100.0	843	12.8	940,571	12.2	891	13.5	1,160,423	15.0	2,439	36.9	2,881,880	37.3
Jan.-March, 1941	8,130	100.0	9,750,445	100.0	1,057	13.0	1,164,692	11.9	1,454	17.9	1,743,099	17.9	2,990	36.8	3,759,235	38.6
% Change, 1941/40	+23.1	-	+26.1	-	+25.4	-	+23.8	-	+63.2	-	+50.2	-	+22.6	-	+30.4	-

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
February, 1940 ..	200	9.7	219,431	9.2	186	9.1	206,745	8.6	198	9.6	225,854	9.4	186	9.1	228,644	9.5
February, 1941 ..	136	5.5	159,823	5.5	158	6.4	171,902	5.9	262	10.7	281,222	9.6	266	10.8	351,964	12.1
% Change, 1941/40	-32.0	-	-27.2	-	-15.1	-	-16.9	-	+32.3	-	+24.5	-	+43.0	-	+53.9	-
March, 1940	153	6.1	163,589	5.7	244	9.7	265,978	9.3	264	10.5	283,319	9.9	212	8.4	251,504	8.7
March, 1941	190	5.6	208,610	5.1	284	8.4	327,294	8.0	332	9.8	389,543	9.6	259	7.6	316,223	7.8
% Change, 1941/40	+24.2	-	+27.5	-	+16.4	-	+23.1	-	+25.8	-	+37.5	-	+22.2	-	+25.7	-
Jan.-March, 1940	554	8.4	603,457	7.8	681	10.3	744,263	9.6	645	9.8	714,269	9.2	552	8.3	685,906	8.9
Jan.-March, 1941	440	5.4	511,600	5.2	620	7.6	692,691	7.1	852	10.5	972,550	10.0	717	8.8	906,578	9.3
% Change, 1941/40	-20.6	-	-15.2	-	-9.0	-	-6.9	-	+32.1	-	+36.2	-	+29.9	-	+32.2	-

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
			\$				\$				\$				\$	
February, 1940 ..	9,834	100.0	10,971,547	100.0	662	6.7	724,706	6.6	1,611	16.4	1,872,870	17.0	4,541	46.2	5,056,747	46.1
February, 1941 ..	9,190	100.0	11,291,657	100.0	549	6.0	652,836	5.8	1,807	19.7	2,248,695	19.9	4,093	44.5	5,032,848	44.6
% Change, 1941/40	- 6.5	-	+ 2.9	-	-17.1	-	- 9.9	-	+12.2	-	+20.1	-	- 9.9	-	- 0.5	-
March, 1940	12,996	100.0	14,384,663	100.0	1,171	9.0	1,277,185	8.9	2,189	16.8	2,529,027	17.6	6,069	46.7	6,711,257	46.6
March, 1941	14,661	100.0	18,586,207	100.0	1,161	7.9	1,400,526	7.6	3,289	22.4	4,241,130	22.8	6,795	46.4	8,732,116	47.0
% Change, 1941/40	+12.8	-	+29.2	-	- 0.9	-	+ 9.7	-	+50.3	-	+67.7	-	+12.0	-	+30.1	-
Jan.-March, 1940	31,604	100.0	35,248,473	100.0	2,445	7.7	2,668,165	7.6	4,939	15.6	5,862,345	16.6	14,717	46.6	16,332,856	46.3
Jan.-March, 1941	31,857	100.0	39,890,455	100.0	2,528	7.9	3,030,971	7.6	6,151	19.3	7,864,236	19.7	14,799	46.5	18,701,931	46.9
% Change, 1941/40	+ 0.8	-	+13.2	-	+ 3.4	-	+13.6	-	+24.5	-	+34.1	-	+ 0.6	-	+14.5	-

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
			\$				\$				\$				\$	
February, 1940 ..	725	7.4	791,920	7.2	673	6.8	730,084	6.7	782	8.0	853,917	7.8	840	8.5	941,303	8.6
February, 1941 ..	451	4.9	557,197	4.9	517	5.6	613,161	5.4	783	8.5	932,867	8.3	990	10.8	1,254,053	11.1
% Change, 1941/40	-37.8	-	-29.6	-	-23.2	-	-16.0	-	+ 0.1	-	+ 9.2	-	+17.9	-	+33.2	-
March, 1940	775	6.0	836,929	5.8	921	7.1	990,358	6.9	961	7.4	1,028,931	7.2	910	7.0	1,010,976	7.0
March, 1941	723	4.9	875,050	4.7	786	5.4	951,983	5.1	881	6.0	1,078,323	5.8	1,026	7.0	1,307,079	7.0
% Change, 1941/40	- 6.7	-	+ 4.6	-	-14.7	-	- 3.9	-	- 8.3	-	+ 4.8	-	+12.7	-	+29.3	-
Jan.-March, 1940	2,263	7.2	2,450,372	7.0	2,284	7.2	2,464,200	7.0	2,533	8.0	2,741,291	7.8	2,423	7.7	2,729,244	7.7
Jan.-March, 1941	1,558	4.9	1,913,809	4.8	1,763	5.5	2,111,457	5.3	2,335	7.3	2,835,646	7.1	2,723	8.6	3,432,405	8.6
% Change, 1941/40	-31.2	-	-21.9	-	-22.8	-	-14.3	-	- 7.8	-	+ 3.4	-	+12.4	-	+25.8	-

(x) Includes passenger cars, trucks and buses.

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