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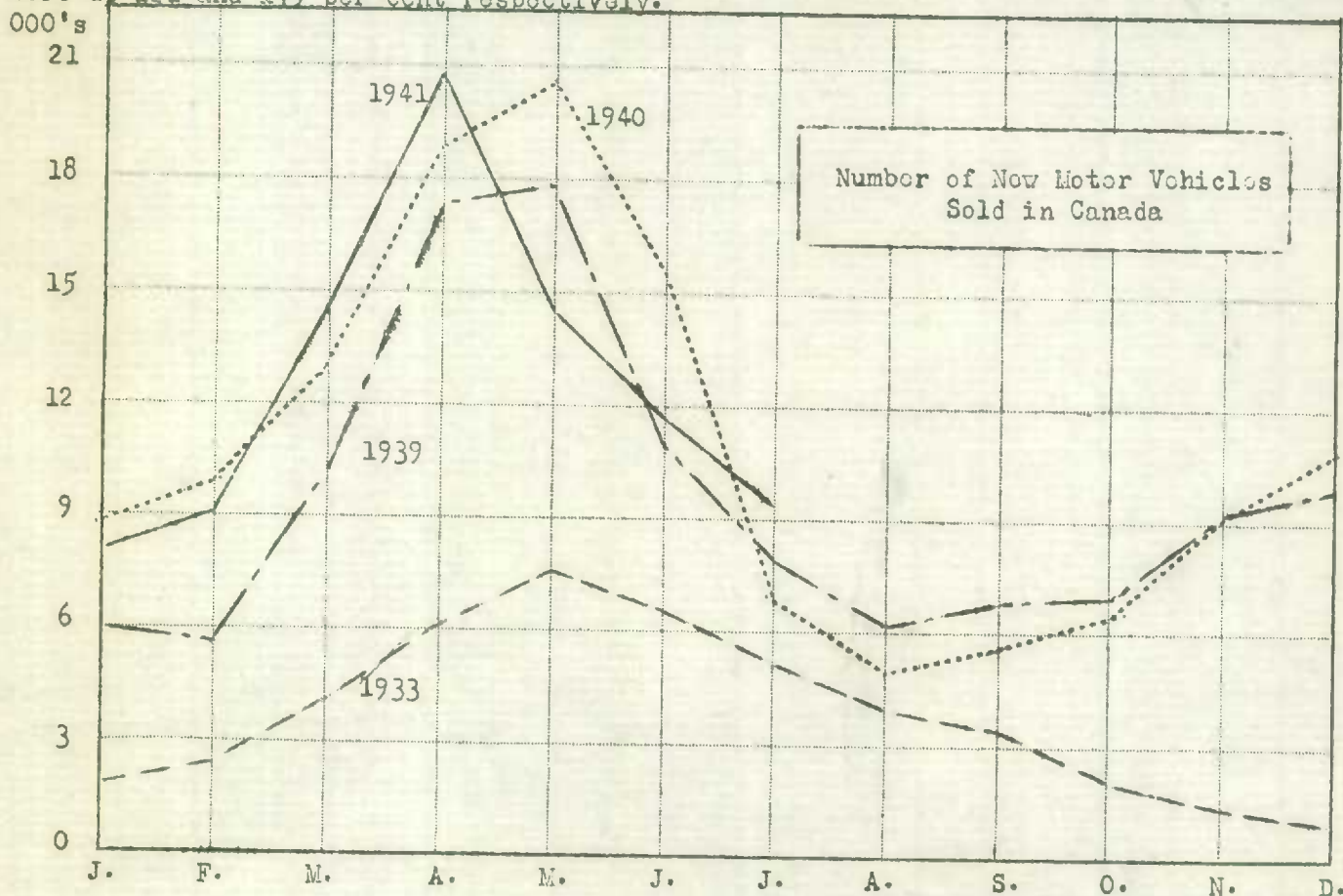
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MONTHLY SALES OF NEW MOTOR VEHICLES IN CANADA, JULY, 1941

Sales of new motor vehicles in Canada in July, 1941, excluding deliveries to the government for war purposes, numbered 9,311 new vehicles with a retail value of \$11,997,329, an increase of 37 per cent in number and 55 per cent in value over July, 1940, when 6,818 units retailed for \$7,763,330. The 37 per cent increase in number of new vehicles sold over July a year ago is in contrast to decreases of 39 per cent and 36 per cent recorded in the comparisons for May and June. The increase may be attributed in part to the fact that sales in July, 1940 were at a relatively low level, having fallen off sharply after the June peak which resulted from heavy buying in anticipation of higher prices arising from new taxation schedules put into effect that month. The increase over July, 1940 brought sales for the year to date to within 6 per cent of the level for the corresponding period of 1940, while the retail value of sales for the seven month period exceeded that of last year's sales by 8 per cent. July sales were down 20 per cent from June, similar comparisons for 1940 and 1939 showing decreases of 56 per cent and 28 per cent respectively.

After dropping below last year's level for two months, sales of new passenger cars in July again exceeded those of 1940. There were 6,306 new cars sold for \$8,250,099 in July, 1941, 39 per cent in number and 59 per cent in retail value above sales in July, 1940 when 4,542 new cars retailed for \$5,177,521. Quebec was the only province to show a decrease, sales there being down by 28 per cent. In this connection it should be noted Quebec sales in July, 1940 exceeded July, 1939, whereas in all other regions decreases were recorded. British Columbia sales were up 22 per cent, in July, 1941 over last year, Saskatchewan, 29 per cent; the Maritime Provinces, 32 per cent; Alberta, 44 per cent; Manitoba, 78 per cent and Ontario, 108 per cent.

Sales of new trucks and buses in July, 1941 numbered 3,005 new vehicles, valued at \$3,747,230, 32 per cent in number and 45 per cent in retail value above July, 1940 when 2,276 new commercial vehicles sold for \$2,585,809. Again, Quebec with a drop of 19 per cent, was the only province in which sales were below 1940. Saskatchewan sales were up 22 per cent, and Ontario, 25 per cent. In Manitoba, sales increased 72 per cent, in the Maritime Provinces, 88 per cent; while British Columbia and Alberta sales were up 121 and 145 per cent respectively.



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	10,481	11,272	+ 7.5	8,551,808	11,509,313	14,513,187	+ 26.1
April	14,255	15,453	16,082	+ 4.1	15,199,487	16,971,449	20,831,673	+ 22.7
May	14,334	16,646	10,170	- 38.9	15,322,041	18,245,541	13,294,059	- 27.1
June	8,620	12,604	8,108	- 35.7	9,117,587	13,924,757	10,601,647	- 23.9
July	5,826	4,542	6,306	+ 38.8	6,169,562	5,177,521	8,250,097	+ 59.3
7 months ...	60,335	74,244	64,393	- 13.3	64,393,108	81,836,972	83,117,488	+ 1.6
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
April	3,113	3,381	4,756	+ 40.7	3,553,479	3,866,451	5,630,685	+ 45.6
May	3,503	3,961	4,323	+ 9.1	3,982,821	4,557,609	5,172,086	+ 13.5
June	2,338	2,950	3,557	+ 20.6	2,740,190	3,401,780	4,478,639	+ 31.7
July	2,057	2,276	3,005	+ 32.0	2,325,584	2,585,809	3,747,230	+ 44.9
7 months ...	15,531	19,173	23,771	+ 24.0	18,104,374	22,142,418	28,779,085	+ 30.0
August	2,494	2,244			2,803,982	2,587,693		
September ..	1,808	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
April	17,368	18,834	20,838	+ 10.6	18,752,966	20,837,900	26,462,358	+ 27.0
May	17,837	20,607	14,493	- 29.7	19,304,862	22,803,150	18,466,145	- 19.0
June	10,958	15,554	11,665	- 25.0	11,857,777	17,326,537	15,080,286	- 13.0
July	7,883	6,818	9,311	+ 36.6	8,495,146	7,763,330	11,997,329	+ 54.5
7 months ...	75,866	93,417	88,164	- 5.6	82,497,482	103,979,390	111,896,573	+ 7.6
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
June, 1940	12,604	100.0	13,924,757	100.0	856	6.8	933,781	6.7	2,076	16.5	2,361,151	16.9	5,995	47.6	6,642,240	47.7
June, 1941	8,108	100.0	10,601,647	100.0	652	8.0	854,660	8.1	1,657	20.5	2,215,804	20.9	3,536	43.6	4,638,610	43.8
% Change, 1941/40	-35.7	-	-23.9	-	-23.8	-	- 8.5	-	-20.2	-	- 6.2	-	-41.0	-	-30.2	-
July, 1940	4,542	100.0	5,177,521	100.0	386	8.5	429,999	8.3	1,519	33.5	1,729,080	33.4	1,535	33.8	1,794,862	34.7
July, 1941	6,306	100.0	8,250,099	100.0	510	8.1	674,385	8.2	1,089	17.3	1,457,343	17.7	3,197	50.7	4,174,516	50.6
% Change, 1941/40	+38.8	-	+59.3	-	+32.1	-	+56.8	-	-28.3	-	-15.7	-	+108.3	-	+132.6	-
Jan.-July, 1940..	74,244	100.0	81,836,972	100.0	6,166	8.3	6,670,732	8.2	13,661	18.4	15,674,926	19.1	34,504	46.5	37,961,222	46.4
Jan.-July, 1941..	64,393	100.0	83,117,488	100.0	5,313	8.2	6,836,703	8.2	11,997	18.6	15,891,195	19.1	31,603	49.1	40,695,859	49.0
% Change, 1941/40	-13.3	-	+ 1.6	-	-13.8	-	+ 2.5	-	-12.2	-	+ 1.4	-	- 8.4	-	+ 7.2	-

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
June, 1940	724	5.7	787,463	5.7	961	7.6	1,031,744	7.4	1,081	8.6	1,164,644	8.4	911	7.2	1,003,734	7.2
June, 1941	548	6.8	694,361	6.5	595	7.3	751,766	7.1	634	7.8	810,660	7.6	486	6.0	635,786	6.0
% Change, 1941/40	-24.3	-	-11.8	-	-38.1	-	-27.1	-	-41.4	-	-30.4	-	-46.7	-	-36.7	-
July, 1940	159	3.5	176,751	3.4	328	7.2	352,472	6.8	252	5.5	286,915	5.5	363	8.0	407,442	7.9
July, 1941	283	4.5	372,353	4.5	423	6.7	542,246	6.6	362	5.7	456,802	5.5	442	7.0	572,454	6.9
% Change, 1941/40	+78.0	-	+110.7	-	+29.0	-	+53.8	-	+43.7	-	+59.2	-	+21.8	-	+40.5	-
Jan.-July, 1940..	4,544	6.1	4,915,042	6.0	5,245	7.1	5,608,835	6.9	5,268	7.1	5,682,473	6.9	4,856	6.5	5,323,742	6.5
Jan.-July, 1941..	3,390	5.3	4,326,994	5.2	3,718	5.8	4,691,687	5.6	3,954	6.1	5,037,120	6.1	4,418	6.9	5,637,930	6.8
% Change, 1941/40	-25.4	-	-12.0	-	-29.1	-	-16.4	-	-24.9	-	-11.4	-	- 9.0	-	+ 5.9	-

SAL 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, 1940	2,950	100.0	3,401,780	100.0	285	9.7	312,648	9.2	596	20.2	701,505	20.6	999	33.8	1,201,421	35.3
June, 1941	3,557	100.0	4,478,639	100.0	452	12.7	537,418	12.0	723	20.3	952,043	21.3	1,015	28.5	1,391,141	31.0
% Change, 1941/40	+20.6	-	+31.7	-	+58.6	-	+71.9	-	+21.3	-	+35.7	-	+1.6	-	+15.8	-
July, 1940	2,276	100.0	2,585,809	100.0	143	6.3	156,090	6.0	620	27.2	695,271	26.9	689	30.3	806,378	31.2
July, 1941	3,005	100.0	3,747,230	100.0	269	9.0	323,430	8.6	502	16.7	687,610	18.4	858	28.6	1,111,135	29.7
% Change, 1941/40	+32.0	-	+44.9	-	+88.1	-	+107.2	-	-19.0	-	-1.1	-	+24.5	-	+37.8	-
Jan.-July, 1940 .	19,173	100.0	22,142,418	100.0	2,269	11.8	2,489,094	11.2	3,656	19.1	4,385,115	19.8	6,374	33.2	7,592,847	34.3
Jan.-July, 1941 .	23,771	100.0	28,779,085	100.0	2,975	12.5	3,377,782	11.7	4,340	18.3	5,384,010	18.7	7,605	32.0	9,754,942	33.9
% Change, 1941/40	+24.0	-	+30.0	-	+31.1	-	+35.7	-	+18.7	-	+22.8	-	+19.3	-	+28.5	-

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, 1940	173	5.9	183,292	5.4	429	14.5	457,619	13.5	282	9.6	314,664	9.2	186	6.3	230,631	6.8
June, 1941	246	6.9	278,707	6.2	532	15.0	595,616	13.3	345	9.7	398,827	8.9	244	6.9	324,887	7.3
% Change, 1941/40	+42.2	-	+52.1	-	+24.0	-	+30.2	-	+22.3	-	+26.7	-	+31.2	-	+40.9	-
July, 1940	128	5.6	144,801	5.6	423	18.6	459,537	17.8	157	6.9	167,786	6.5	116	5.1	155,946	6.0
July, 1941	220	7.3	247,375	6.6	515	17.1	562,742	15.0	385	12.8	462,610	12.3	256	8.5	352,328	9.4
% Change, 1941/40	+71.9	-	+70.8	-	+21.7	-	+22.5	-	+145.2	-	+175.7	-	+120.7	-	+125.9	-
Jan.-July, 1940 .	1,315	6.9	1,418,572	6.4	2,622	13.7	2,827,075	12.8	1,692	8.8	1,875,755	8.5	1,245	6.5	1,553,960	7.0
Jan.-July, 1941 .	1,499	6.3	1,716,747	6.0	2,992	12.6	3,314,690	11.5	2,530	10.6	2,896,101	10.1	1,830	7.7	2,334,813	8.1
% Change, 1941/40	+14.0	-	+21.0	-	+14.1	-	+17.2	-	+49.5	-	+54.4	-	+47.0	-	+50.2	-

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, 1940	15,554	100.0	17,326,537	100.0	1,141	7.3	1,246,429	7.2	2,672	17.2	3,062,656	17.7	6,994	44.9	7,843,661	45.3
June, 1941	11,665	100.0	15,080,286	100.0	1,104	9.5	1,392,078	9.2	2,380	20.4	3,167,847	21.0	4,551	39.0	6,029,751	40.0
% Change, 1941/40	-25.0	-	-13.0	-	-3.2	-	+11.7	-	-10.9	-	+3.4	-	-34.9	-	-23.1	-
July, 1940	6,818	100.0	7,763,330	100.0	529	7.8	586,089	7.5	2,139	31.4	2,424,351	31.2	2,224	32.6	2,601,240	33.5
July, 1941	9,311	100.0	11,997,329	100.0	779	8.4	997,815	8.3	1,591	17.1	2,144,953	17.9	4,055	43.5	5,285,651	44.0
% Change, 1941/40	+36.6	-	+54.5	-	+47.3	-	+70.2	-	-25.6	-	-11.5	-	+82.3	-	+103.2	-
Jan.-July, 1940 .	93,417	100.0	103,979,390	100.0	8,435	9.0	9,159,826	8.8	17,317	18.5	20,060,041	19.3	40,878	43.8	45,554,069	43.8
Jan.-July, 1941 .	88,164	100.0	111,896,573	100.0	8,288	9.4	10,214,485	9.1	16,337	18.5	21,275,205	19.0	39,208	44.5	50,450,801	45.1
% Change, 1941/40	-5.6	-	+7.6	-	-1.7	-	+11.5	-	-5.7	-	+6.1	-	-4.1	-	+10.7	-

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, 1940	897	5.8	970,755	5.6	1,390	8.9	1,489,363	8.6	1,363	8.8	1,479,308	8.5	1,097	7.1	1,234,365	7.1
June, 1941	794	6.8	973,068	6.5	1,127	9.7	1,347,382	8.9	979	8.4	1,209,487	8.0	730	6.2	960,673	6.4
% Change, 1941/40	-11.5	-	+0.2	-	-18.9	-	-9.5	-	-28.2	-	-18.2	-	-33.5	-	-22.2	-
July, 1940	287	4.2	321,552	4.1	751	11.0	812,009	10.5	409	6.0	454,701	5.9	479	7.0	563,388	7.3
July, 1941	503	5.4	619,728	5.2	938	10.1	1,104,988	9.2	747	8.0	919,412	7.7	698	7.5	924,782	7.7
% Change, 1941/40	+75.3	-	+92.7	-	+24.9	-	+36.1	-	+82.6	-	+102.2	-	+45.7	-	+64.1	-
Jan.-July, 1940 .	5,859	6.3	6,333,614	6.1	7,867	8.4	8,435,910	8.1	6,960	7.5	7,558,228	7.3	6,101	6.5	6,877,702	6.6
Jan.-July, 1941 .	4,889	5.5	6,043,741	5.4	6,710	7.6	8,006,377	7.2	6,484	7.4	7,933,221	7.1	6,248	7.1	7,972,743	7.1
% Change, 1941/40	-16.6	-	-4.6	-	-14.7	-	-5.1	-	-6.8	-	+5.0	-	+2.4	-	+15.9	-

(x) Includes Passenger cars, trucks and buses.

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