

Published by Authority of the HON. JAMES A. MACKINNON, M.P.
Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

Dominion Statistician:
Chief, Internal Trade Branch:
Statistician:

R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Herbert Marshall, B.A., F.S.S.
A.C. Steedman, B.A.

Vol. IX - No. 8

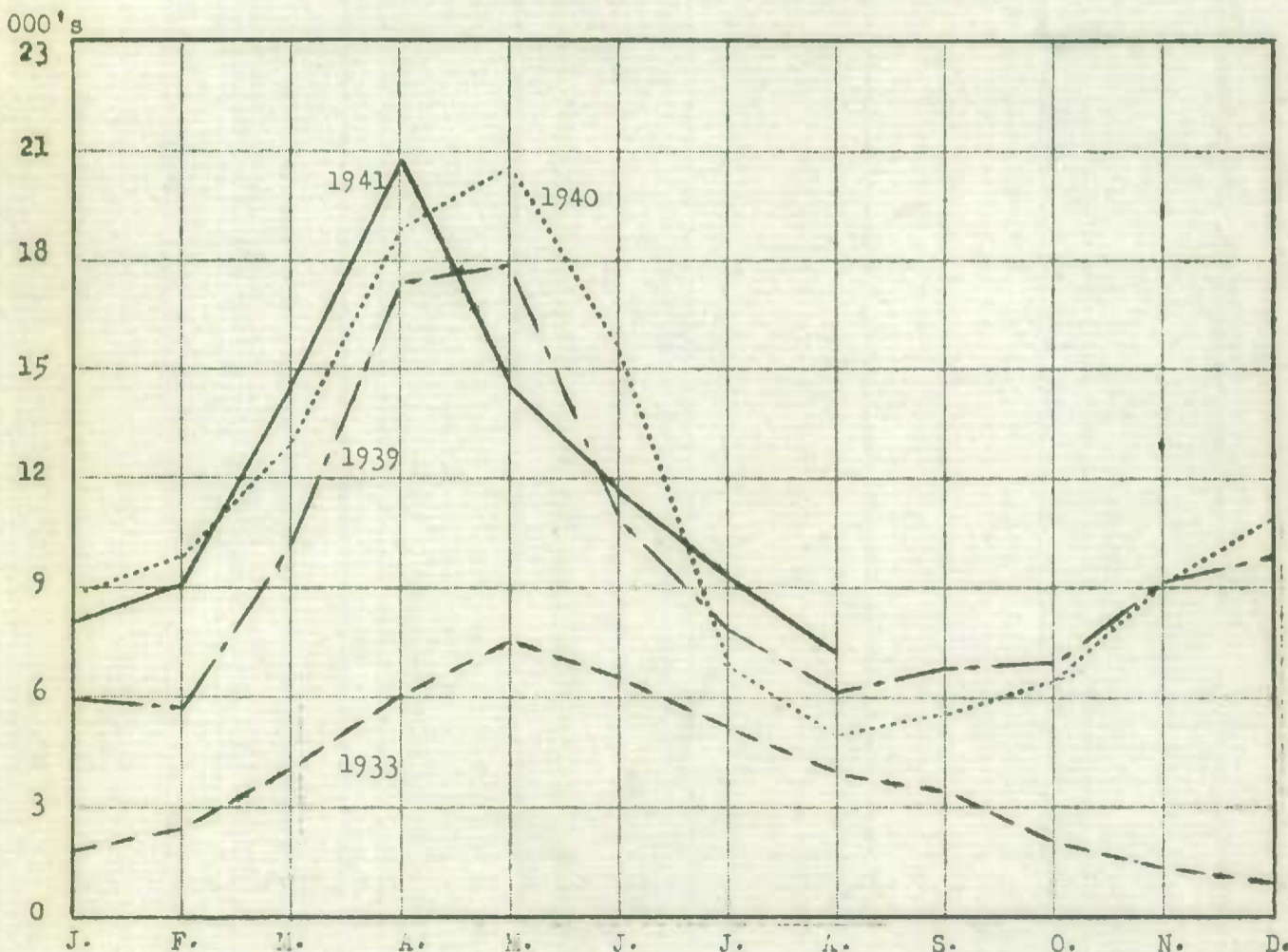
Year's Subscription, \$1.00
Single copies, .10

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

New motor vehicle sales in Canada during August, 1941, excluding deliveries to the government for war purposes, numbered 7,222 new vehicles with a retail value of \$9,128,011, an increase of 45 per cent in number and 56 per cent in dollar value over August, 1940, when 4,999 new vehicles retailed for \$5,834,974. Sales for the first eight months of 1941 were 3 per cent below the corresponding period of 1940 while the retail value of these sales was 10 per cent higher than that of the sales in the first eight months of 1940.

There were 4,333 new passenger cars retailed for \$5,540,545 in August this year, an increase of 57 per cent in number and 71 per cent in value over August, 1940, when sales numbered 2,755 new passenger models with a retail value of \$3,247,281. The number of new passenger cars sold in August this year also exceeded August, 1939. But comparisons of sales of motor vehicles for corresponding months of different years are no longer valid on account of changes which have taken place in the seasonal pattern of the automotive trade arising partly from the shifting date of introduction of new models. The effect of new taxation schedules is another factor affecting the seasonal distribution. Sales in August, 1939 were at a low ebb due to the imminence of the war. Sales in August, 1940 were below normal on account of the forward buying which occurred in June last year in anticipation of higher prices arising from new taxes put into effect that month. More significance attaches to comparisons covering a number of months. There were 68,726 new passenger cars sold for \$88,658,033 in the first eight months of 1941, down 11 per cent in number and up 4 per cent in value compared with the first eight months of last year.

Number of New Motor Vehicles Sold in Canada



Increases over August a year ago were general for all provinces while declines were also general in comparisons for the year to date. Percentage increases in number of new passenger cars sold over August, 1940 with percentage decreases for the year to date in brackets are as follows: Maritime Provinces, +55 per cent (-11 per cent); Quebec, +97 per cent (-8 per cent); Ontario, +49 per cent (-7 per cent); Manitoba, +4 per cent (-24 per cent); Saskatchewan, +53 per cent (26 per cent); Alberta, +27 per cent (-23 per cent) and British Columbia, +77 per cent (-5 per cent).

Sales of new trucks and buses in August numbered 2,889 new commercial vehicles valued at \$3,587,466, an increase of 29 per cent in number and 39 per cent in value over the 2,244 new trucks and buses which sold for \$2,587,693 in August last year. Marked increases were shown in the East and in British Columbia. Sales in Quebec were up 140 per cent; in British Columbia, 96 per cent; in Ontario, 77 per cent and in the Maritime Provinces, 41 per cent. Manitoba sales were 4 per cent below last year, Alberta dropped 13 per cent and sales in Saskatchewan were 23 per cent lower than in August last year.

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	8,250,099	+ 59.3
August	3,672	2,755	4,333	+ 57.3	3,951,690	3,247,281	5,540,545	+ 70.6
8 months ...	64,007	76,999	68,726	- 10.7	68,344,798	85,084,253	88,658,033	+ 4.2
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
August	2,494	2,244	2,889	+ 28.7	2,803,982	2,587,693	3,587,466	+ 38.6
8 months ...	18,025	21,417	26,660	+ 24.5	20,908,356	24,730,111	32,366,551	+ 30.9
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
August	6,166	4,999	7,222	+ 44.5	6,755,672	5,834,974	9,128,011	+ 56.4
8 months ...	82,032	98,416	95,386	- 3.0	89,253,154	109,814,364	121,024,584	+ 10.2
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

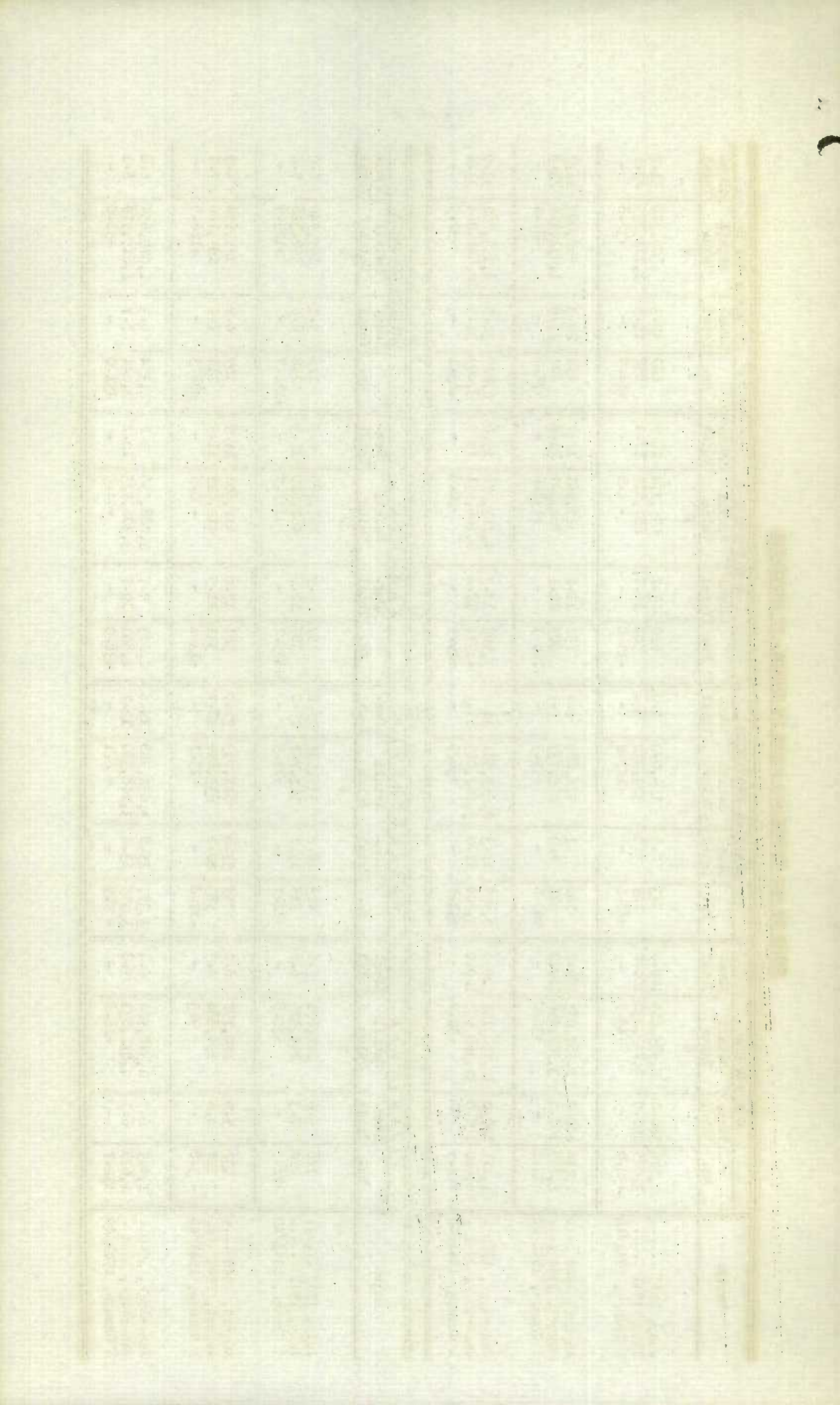
Month	C A N A D A				M A R I T I M E P R O V I N C E S				Q U E B E C				O N T A R I O			
	No.	%Dom. Total	Retail Value	%Dom. Total	No.	%Dom. Total	Retail Value	%Dom. Total	No.	%Dom. Total	Retail Value	%Dom. Total	No.	%Dom. Total	Retail Value	%Dom. Total
July, 1940	4,542	100.0	5,177,521	100.0	386	8.5	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	-
August, 1940	2,755	100.0	3,247,281	100.0	257	9.3	289,774	8.9	546	19.8	684,436	21.1	1,183	43.0	1,406,664	43.3
August, 1941	4,333	100.0	5,540,545	100.0	398	9.2	489,860	8.8	1,076	24.8	1,423,907	25.7	1,761	40.6	2,264,040	40.9
% Change, 1941/40	+57.3	-	+70.6	-	+54.9	-	+69.0	-	+97.1	-	+108.0	-	+48.9	-	+61.0	-
Jan.-Aug., 1940 .	76,999	100.0	85,084,253	100.0	6,423	8.3	6,960,506	8.2	14,207	18.5	16,359,362	19.2	35,687	46.3	39,367,886	46.3
Jan.-Aug., 1941 .	68,726	100.0	88,658,033	100.0	5,711	8.3	7,326,563	8.3	13,073	19.0	17,315,102	19.5	33,364	48.5	42,959,899	48.5
% Change, 1941/40	-10.7	-	+ 4.2	-	-11.1	-	+ 5.3	-	- 8.0	-	+ 5.8	-	- 6.5	-	+ 9.1	-

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
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	-
August, 1940	174	6.3	198,950	6.1	207	7.5	227,061	7.0	173	6.3	196,646	6.1	215	7.8	243,750	7.5
August, 1941	181	4.2	220,325	4.0	317	7.3	383,501	6.9	219	5.1	276,216	5.0	381	8.8	482,696	8.7
% Change, 1941/40	+ 4.0	-	+10.7	-	+53.1	-	+68.9	-	+26.6	-	+40.5	-	+77.2	-	+98.0	-
Jan.-Aug., 1940 .	4,718	6.1	5,113,992	6.0	5,452	7.1	5,835,896	6.9	5,441	7.1	5,879,119	6.9	5,071	6.6	5,567,492	6.5
Jan.-Aug., 1941 .	3,571	5.2	4,547,319	5.1	4,035	5.9	5,075,188	5.7	4,173	6.1	5,313,336	6.0	4,799	7.0	6,120,626	6.9
% Change, 1941/40	-24.3	-	-11.1	-	-26.0	-	-13.0	-	-23.3	-	- 9.6	-	- 5.4	-	+ 9.9	-

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
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	-
August, 1940	2,244	100.0	2,587,693	100.0	160	7.1	174,887	6.7	252	11.2	327,961	12.7	455	20.3	560,905	21.7
August, 1941	2,889	100.0	3,587,466	100.0	225	7.8	269,237	7.5	605	20.9	782,541	21.8	804	27.8	1,051,126	29.3
% Change, 1941/40	+28.7	-	+38.6	-	+40.6	-	+53.9	-	+140.1	-	+138.6	-	+76.7	-	+87.4	-
Jan.-Aug., 1940 .	21,417	100.0	24,730,111	100.0	2,429	11.3	2,663,981	10.8	3,908	18.3	4,713,076	19.0	6,829	31.9	8,153,752	33.0
Jan.-Aug., 1941 .	26,660	100.0	32,366,551	100.0	3,200	12.0	3,647,019	11.3	4,945	18.6	6,166,551	19.0	8,409	31.5	10,806,068	33.4
% Change, 1941/40	+24.5	-	+30.9	-	+31.7	-	+36.9	-	+26.5	-	+30.8	-	+23.1	-	+32.5	-

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
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	-
August, 1940	132	5.9	160,152	6.2	755	33.6	825,293	31.9	381	17.0	412,801	15.9	109	4.9	125,694	4.9
August, 1941	127	4.4	154,884	4.3	583	20.2	633,690	17.7	331	11.5	410,822	11.5	214	7.4	285,166	7.9
% Change, 1941/40	- 3.8	-	- 3.3	-	-22.8	-	-23.2	-	-13.1	-	- 0.5	-	+96.3	-	+126.9	-
Jan.-Aug., 1940 .	1,445	6.7	1,578,724	6.4	3,377	15.8	3,652,368	14.8	2,073	9.7	2,288,556	9.2	1,354	6.3	1,679,654	6.8
Jan.-Aug., 1941 .	1,628	6.1	1,871,631	5.8	3,575	13.4	3,948,380	12.2	2,861	10.7	3,306,923	10.2	2,044	7.7	2,619,979	8.1
% Change, 1941/40	+12.7	-	+18.6	-	+ 5.9	-	+ 8.1	-	+38.0	-	+44.5	-	+51.0	-	+56.0	-



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
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	-
August, 1940	4,999	100.0	5,834,974	100.0	417	8.3	464,661	8.0	798	16.0	1,012,397	17.4	1,638	32.8	1,967,569	33.7
August, 1941	7,222	100.0	9,128,011	100.0	623	8.6	759,097	8.3	1,681	23.3	2,206,448	24.2	2,565	35.5	3,315,166	36.3
% Change, 1941/40	+44.5	-	+56.4	-	+49.4	-	+63.4	-	+110.7	-	+117.9	-	+56.6	-	+68.5	-
Jan.-Aug., 1940	98,416	100.0	109,814,364	100.0	8,852	9.0	9,624,487	8.8	18,115	18.4	21,072,438	19.2	42,516	43.2	47,521,638	43.3
Jan.-Aug., 1941	95,386	100.0	121,024,584	100.0	8,911	9.3	10,973,582	9.1	18,018	18.9	23,481,653	19.4	41,773	43.8	53,765,967	44.4
% Change, 1941/40	- 3.1	-	+10.2	-	+ 0.7	-	+14.0	-	- 0.5	-	+11.4	-	- 1.7	-	+13.1	-

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
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	-
August, 1940	306	6.1	359,102	6.2	962	19.2	1,052,354	18.0	554	11.1	609,447	10.4	324	6.5	369,444	6.3
August, 1941	308	4.3	375,209	4.1	900	12.5	1,017,191	11.2	550	7.6	687,038	7.5	595	8.2	767,862	8.4
% Change, 1941/40	+ 0.7	-	+ 4.5	-	- 6.4	-	- 3.3	-	- 0.7	-	+12.7	-	+83.6	-	+107.8	-
Jan.-Aug., 1940	6,165	6.3	6,692,716	6.1	8,829	9.0	9,488,264	8.6	7,514	7.6	8,167,675	7.4	6,425	6.5	7,247,146	6.6
Jan.-Aug., 1941	5,197	5.4	6,418,950	5.3	7,610	8.0	9,023,568	7.5	7,034	7.4	8,620,259	7.1	6,843	7.2	8,740,605	7.2
% Change, 1941/40	-15.7	-	- 4.1	-	-13.8	-	- 4.9	-	- 6.4	-	+ 5.5	-	+ 6.5	-	+20.6	-

(x) Includes passenger cars, trucks and buses.

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADIENNE



1010768558