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DOMINION BUREAU OF STATISTICS
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OTTAWA, CANADA

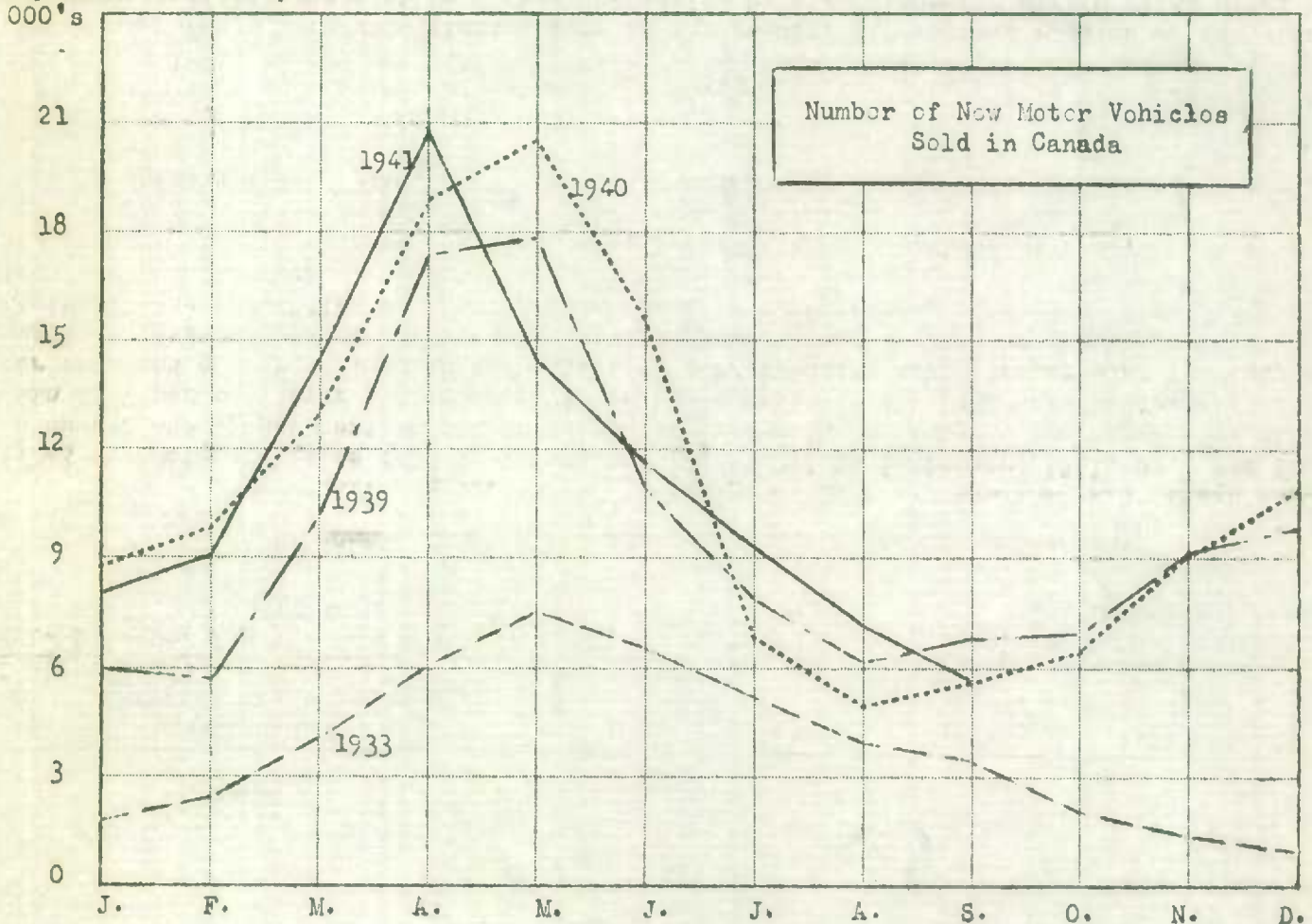
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MONTHLY SALES OF NEW MOTOR VEHICLES IN CANADA, SEPTEMBER, 1941

Excluding deliveries to the government for war purposes, there were 5,713 new motor vehicles sold in Canada for \$7,794,097 in September, 1941, up 2 per cent in number and 15 per cent in dollar value compared with September a year ago. The minor gain of 2 per cent over September, 1940 is in contrast to the pronounced increases of 37 per cent and 45 per cent which characterized corresponding month comparisons for July and August. These increases may be attributed to the falling off in purchasing in these two months a year ago following the forward buying in anticipation of higher prices arising from new taxation schedules put into effect in June. Cumulative totals for the first nine months of this year revealed sales of 101,099 vehicles valued at \$128,818,681, a decline of 3 per cent in number, but an advance of 11 per cent in dollar value over the 103,999 units sold for \$116,590,650 in the corresponding period of last year.

Sales of new passenger cars exceeded by 6 per cent in number and 15 per cent in value the sales in September, 1940, 3,785 cars being sold for \$5,034,835 in September, 1941, as against 3,572 vehicles which sold for \$4,372,197 in the same month of last year. There were wide fluctuations in the results for various regions of the country, an increase of 181 per cent in Quebec surpassing by a considerable margin gains of 21 and 2 per cent in British Columbia and the Maritime Provinces respectively. Saskatchewan reported a decrease of 18 per cent; Manitoba sales fell off 31 per cent and Alberta sales were 45 per cent lower. A decrease of 23 per cent occurred in Ontario.

Commercial vehicle sales declined 4 per cent in number, but were up 15 per cent in value, 1,928 units selling for \$2,759,262 in September this year as compared with 2,011 vehicles sold for \$2,404,089 in the same month a year ago. Quebec led all other regions in this field also with improvement of 75 per cent. Ontario, with a gain of 45 per cent was the only other region which reported an increase over September of 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
September ..	4,948	3,572	3,785	+ 6.0	5,447,746	4,372,197	5,034,835	+ 15.2
9 months ...	68,955	80,571	72,511	- 10.0	73,792,544	89,456,450	93,692,868	+ 4.7
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
September ..	1,808	2,011	1,928	- 4.1	2,177,209	2,404,089	2,759,262	+ 14.8
9 months ...	19,833	23,428	28,588	+ 22.0	23,085,565	27,134,200	35,125,813	+ 29.5
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
September ..	6,756	5,583	5,713	+ 2.3	7,624,955	6,776,286	7,794,097	+ 15.0
9 months ...	88,788	103,999	101,099	- 2.8	96,878,109	116,590,650	128,818,681	+ 10.5
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 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
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	-	+103.0	-	+48.9	-	+61.0	-
September, 1940	3,572	100.0	4,372,197	100.0	314	8.8	362,865	8.3	445	12.4	568,101	13.0	1,850	51.8	2,299,476	52.6
September, 1941	3,785	100.0	5,034,835	100.0	321	8.5	423,337	8.4	1,250	33.0	1,754,686	34.9	1,429	37.8	1,859,042	36.9
% Change, 1941/40	+6.0	-	+15.2	-	+2.2	-	+16.7	-	+180.9	-	+208.9	-	-22.8	-	-19.2	-
Jan.-Sept., 1940	80,571	100.0	89,456,450	100.0	6,737	8.3	7,323,371	8.2	14,652	18.2	16,927,463	18.9	37,537	46.6	41,667,362	46.6
Jan.-Sept., 1941	72,511	100.0	93,692,868	100.0	6,032	8.3	7,749,900	8.3	14,323	19.7	19,069,788	20.4	34,793	48.0	44,818,941	47.8
% Change, 1941/40	-10.0	-	+4.7	-	-10.5	-	+5.8	-	-2.2	-	+12.7	-	-7.3	-	+7.6	-

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
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	-	+63.9	-	+26.6	-	+40.5	-	+77.2	-	+98.0	-
September, 1940	197	5.5	234,802	5.3	256	7.2	296,133	6.8	268	7.5	314,172	7.2	242	6.8	296,648	6.6
September, 1941	136	3.6	166,020	3.3	209	5.5	264,139	5.2	147	3.9	190,121	3.8	293	7.7	377,490	7.5
% Change, 1941/40	-31.0	-	-29.3	-	-18.4	-	-10.8	-	-45.1	-	-39.5	-	+21.1	-	+27.3	-
Jan.-Sept., 1940	4,915	6.1	5,348,794	6.0	5,708	7.1	6,132,029	6.8	5,709	7.1	6,193,291	6.9	5,313	6.6	5,864,140	6.6
Jan.-Sept., 1941	3,707	5.1	4,713,339	5.0	4,244	5.9	5,339,327	5.7	4,320	6.0	5,503,457	5.9	5,092	7.0	6,498,116	6.9
% Change, 1941/40	-24.6	-	-11.9	-	-25.6	-	-12.9	-	-24.3	-	-11.1	-	-4.2	-	+10.8	-

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
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	-
September, 1940 .	2,011	100.0	2,404,089	100.0	145	7.2	162,981	6.8	284	14.1	382,737	15.9	382	19.0	509,516	21.2
September, 1941 .	1,928	100.0	2,759,262	100.0	135	7.0	170,496	6.2	497	25.8	697,110	25.2	552	28.6	959,842	34.8
% Change, 1941/40	- 4.1	-	+14.8	-	- 6.9	-	+ 4.6	-	+75.0	-	+82.1	-	+44.5	-	+88.4	-
Jan.-Sept., 1940	23,428	100.0	27,134,200	100.0	2,574	11.0	2,826,962	10.4	4,192	17.9	5,095,813	18.8	7,211	30.8	8,663,268	31.9
Jan.-Sept., 1941	28,588	100.0	35,125,813	100.0	3,335	11.7	3,817,515	10.9	5,442	19.0	6,863,661	19.6	8,961	31.3	11,765,910	33.5
% Change, 1941/40	+22.0	-	+29.5	-	+29.6	-	+35.0	-	+29.8	-	+34.7	-	+24.3	-	+35.8	-

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
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	-
September, 1940 .	118	5.9	144,741	6.0	682	33.9	738,593	30.7	287	14.3	326,132	13.6	113	5.6	139,389	5.8
September, 1941 .	118	6.1	146,252	5.3	307	15.9	334,046	12.1	198	10.3	251,096	9.1	121	6.3	200,420	7.3
% Change, 1941/40	(a)	-	+ 1.0	-	-55.0	-	-54.8	-	-31.0	-	-23.0	-	+ 7.1	-	+43.8	-
Jan.-Sept., 1940	1,565	6.7	1,723,465	6.4	4,059	17.3	4,390,961	16.2	2,360	10.1	2,614,688	9.6	1,467	6.2	1,819,043	6.7
Jan.-Sept., 1941	1,744	6.1	2,017,883	5.7	3,882	13.6	4,282,426	12.2	3,059	10.7	3,558,019	10.1	2,165	7.6	2,820,399	8.0
% Change, 1941/40	+11.4	-	+17.1	-	- 4.4	-	- 2.5	-	+29.6	-	+36.1	-	+47.6	-	+55.0	-

(a) Unchanged.

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
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	-
September, 1940 .	5,583	100.0	6,776,286	100.0	459	8.2	525,846	7.8	729	13.1	950,838	14.0	2,232	40.0	2,808,992	41.5
September, 1941 .	5,713	100.0	7,794,097	100.0	456	8.0	593,833	7.6	1,747	30.6	2,451,796	31.4	1,981	34.7	2,818,884	36.2
% Change, 1941/40	+ 2.3	-	+15.0	-	- 0.7	-	+12.9	-	+139.6	-	+157.9	-	-11.2	-	+ 0.4	-
Jan.-Sept., 1940	103,999	100.0	116,590,650	100.0	9,311	9.0	10,150,333	8.7	18,844	18.1	22,023,276	18.9	44,748	43.0	50,330,630	43.2
Jan.-Sept., 1941	101,099	100.0	128,818,681	100.0	9,367	9.3	11,567,415	9.0	19,765	19.5	25,933,449	20.1	43,754	43.3	56,584,851	43.9
% Change, 1941/40	- 2.8	-	+10.5	-	+ 0.6	-	+14.0	-	+ 4.9	-	+17.8	-	- 2.2	-	+12.4	-

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
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	-
September, 1940 .	315	5.6	379,543	5.6	938	16.8	1,034,726	15.3	555	9.9	640,304	9.4	355	6.4	436,037	6.4
September, 1941 .	254	4.4	312,272	4.0	516	9.0	598,185	7.7	345	6.0	441,217	5.7	414	7.3	577,910	7.4
% Change, 1941/40	-19.4	-	-17.7	-	-45.0	-	-42.2	-	-37.8	-	-31.1	-	+16.6	-	+32.5	-
Jan.-Sept., 1940	6,480	6.2	7,072,259	6.1	9,767	9.4	10,522,990	9.0	8,069	7.8	8,807,979	7.5	6,780	6.5	7,683,183	6.6
Jan.-Sept., 1941	5,451	5.4	6,731,222	5.2	8,126	8.0	9,621,753	7.5	7,379	7.3	9,061,476	7.1	7,257	7.2	9,318,515	7.2
% Change, 1941/40	-15.9	-	- 4.8	-	-16.8	-	- 8.6	-	- 8.6	-	+ 2.9	-	+ 7.0	-	+21.3	-

(x) Includes passenger cars, trucks and buses.

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