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## CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

## MOTOR VEHICLE RETAILING

IN

## CANADA

CALENDAR YEAR

(i)

## MOTOR VFHICLE RETAILING IN CANADA, 1937

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MOTOR VHICLE RFTAILING IN CANADA, 1937.
$I$ - Generel Summary
That the sale of one new rotor vahicle in Canada entails the sale by the distributor of two used models is the generally accepted opinion in the automotive trade. The accuracy of this ratio is conirmad by the results of a special survey of the retail automotive trade in Canada for 1937, made by the Internal Trade Branch of the Bureau of Statistics and for which reporte were secured direct from all the ${ }_{3}^{2} 426$ retail distributors of motor vehicles in the country. Dealers and distributors reported a total of 413,043 wotor veinicles sold for $\$ 245,277,623$ in 1337 of which 141,881 were new models which sold for $\$ 157,671,890$ or an average of $\$ 1,111$ each and 271,162 were used vehicles which retailed for $\$ 87,605,733$ or an average of $\$ 323$ each. The total number of vehicles sold is divided in the proportions 34.4 per cent new and 65.6 per cent used or, on the average, there were 1.91 used vehicles sold for every one new model.

That the sale of used vehicles of itsolf is an unprofitable business and is engaged in only as a means of unloading stocke taken as part payment for new models is also generally recognized in the automotive trade. Results of this survey show that on the average, purchases of used vehicles by regular dealers, or amounta allowed on trade-ins plus costs of reconditioning, amounted to 4.8 per cent more than the amount realized when these vehicles were sold. Expenses incidental to the sale of these used cars becomes an additional net loss. On the other hand, used car dealers engaged primarily in the buying and selling of used vehicles sacured a grose margin of 20.7 per cent on the value of their sales, From this amount operating expenses must be deducted before a net proflit could be declared.

Gross profit on new vehicles averaged 21.5 per cent of the selling value but again, in the absence of data on operating expenses, no information is available to show whether or not a net profit was secured.

Approximately 55 pef cent of all motor vehicles sold in Caneda in 1937 were sold on the instalment plan. But only about 10 per cent of this instalment business was carried on the books of the retail dealers themselves. Finance companies carried the notes covering 90 per cent of the instalment business. These companies financed the purchase of 56,247 new and 121,162 used motor vehicles.

Dealers' stocks on hand at the end of 1937 included approximately 17,800 new vehicles and 34,500 used models, figures forming 12.5 per cent and 12.7 per cent of the respective numbers of new and used models sold during the year.

The summary which follows is divided into two main sections．The first section deale with the number of new and used vehicles sold in the several provinces and in the larger cities．The figures given were secured direct from the retail dealers of motor vehicles in Canada and refer to the number and value of retall transactions made in the year 1937．In some instances，retail firms reported for a fiscal year ending early in 1938 rather than for the calendar year，1937．The second section of the report is devoted to an analysis of the operations of the retail firms engaged primarily in the distribution of motor vehicles．

## II：New and Used Motor Vehicle Sales， 1937

## Provincial Distribution of Salez

There were 413,043 motor vehicles rutailed for $\$ 245,277,623$ in Canada in 1937．Included in these totale were 141,881 new vehicles which sold for $\$ 157,671,-$ 890 and 271,162 used vehicles which sold for $\$ 87,605,733$ ．Ontario，with 33.5 per cent of the Dominion population，had 47.7 per cent of all motor vehicles regiatered in the country in 1936 and took 49.7 of the total sales for 1937．It accounted for 45.9 per cent of all new models purchased and for 51.7 per cent of the total used vehicle business Quebec had 28.1 per cent of the country＇s population， 14.6 per cent of the registrations and 17.6 per cent of the sales．Similar figures for all the provinces are given in Table I。

## Average Price of Vehicles Sold

The retail price of motor vehicles to consumers in Canada includee the following：
（a）List price of vehicle and standard accessories，foo．b．plant．
（b）An amount for handling and other charges．
（c）Sales and，in some instances，excise taxes．
（d）Freight charges．
（e）License。
The retail selling price to the consumer for all new motor vehicles in－ cluding both passenger and commercial models sold in 1937 averaged $\$ 1,111$ ．The average price per used vehicle sold was $\$ 323$ ，an amount baced on the total number and selling value of used vehicles sold and including not only sales to second owmers but also transactions in vehicles which had been re－sold a greater number of times．

The average price per new vehicle varied in the several provinces，being lowest at $\$ 999$ in Prince Edward Island and highest at $\$ 1,218$ in British Columbia Variations in prices may be attributed to dif＇erent factors：differences in re－ lative proportions of different makes sold，differences in the relative proportions of passenger and comercial vehicles and differences in freight charges to the point of delivery depending upon geographical location．Variations in used vehicle prices conformed with those for new models，ranging from $\$ 295$ in Prince Edward Island to $\$ 369$ in British Columbia。

## Passenger and Commercial Modela

Distribution of used vehicles as betmeen passenger and commercial is not known but the 141,881 new vehicles retailed in 1937 were divided in the proportions， 80.8 per cent passenger and 19.2 per cent commercial models．There were 114,648 new passenger cars which sold for $\$ 124,717,920$ and 27,233 new commercial modele which sold

| Province | $\begin{gathered} \text { Population } \\ 1936 \\ \hline \end{gathered}$ |  | $\begin{gathered} \text { Vehicle } \\ \text { Registrations } \\ 1936 \\ \hline \end{gathered}$ |  | Motor Vehicle Sales, 1937 |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | New <br> Vehiclea | Used Vehicles |  | Total Vehicles |  |
|  | Number | 8 |  |  | Number | \% | Number | \% | Number. | \% | Number | \% |
| CAMADA, Total (1) | 11,028,000 | 100.0 | 1,229,299 | 100.0 | 141,881 | 100.0 | 271,162 | 100.0 | 413,043 | 100.0 |
| Prince Edward Island ....... | 92,000 | 0.8 | 7,611 | 0.6 | 801 | 0.6 | 1,317 | 0.5 | 2,118 | 0.5 |
| Nova Scotia | 537,000 | 4.9 | 45,885 | 3.7 | 6,692 | 4.7 | 13,367 | 4.9 | 20,059 | 4.9 |
| New Brunswick | 435,000 | 3.9 | 33,226 | 2.7 | 5,035 | 3.5 | 8,917 | 3.3 | 13,952 | 3.4 |
| Quebec | 3,096,000 | 28.1 | 179,130 | 14.6 | 28,845 | 20.3 | 44,052 | 16.2 | 72,887 | 17.6 |
| Ontario | 3,690,000 | 33.5 | 585,673 | 47.7 | 65,071 | 45.9 | 140,268 | 51.7 | 205,339 | 49.7 |
| Manitoba | 711,000 | 6.4 | 74,280 | 6.0 | 7,579 | 5.3 | 12,141 | 4.5 | 19,720 | 4.8 |
| Sakkatcheman .............. | 931,000 | 8.4 | 101,826 | 8.3 | 6,600 | 4.7 | 10,603 | 3.9 | 17,203 | 4.2 |
| Alberta ................... | 772,000 | 7.0 | 96,939 | 7.9 | 9,306 | 6.6 | 17,210 | 6.4 | 26,516 | 6.4 |
| British Columbia .......... | 750,000 | 6.8 | 104,044 | 8.5 | 11,952 | 8.4 | 23,287 | 8.6 | 35,2p3 | 8.5 |

(1) Includes Ylikon and Northwest Territories.
for $\$ 32,953,970$.
The proportion of passenger to total new wodels sold in 1937 varied geographically, ranging from 71.6 per cent in New Brunswick to 84.1 per dent in Ontario. Distribution of new vehicles as between passenger and commercial models, for Canada and the several provinces and for all places of 30,000 population or more according to the 1931 Cencus is presented in Table 9。

## New and Used Vehicles

It has nlready been stated that, on the average, every new motor vehicle sold in Canada in 1937 entailed the disposal of almost two used vehiclas, the actual ratio being 1.91 used to every one new model. This ratiu varied considerably for different regions of the country, being generally higher in those sections in which the concentration of motor vehicles in proportion to the population was greatest and lower in those eections in which there were fewer used vehicles on a per capita basis available to be traded'in, in part payment for new models. Ontario, with one motor vehicle registered for every 6.3 persons according to registrations and estimated population for 1936 had a ratio of 2.16 used vehicles for every one new model sold. On the other hand, Quebec, with 17.3 people per registration according to the 1936 data available, had an operating ratio of 1.53 used for every new model sold. Population per motor vehicle registered in 1936 and ratio of used to new models sold in 1937 for Canada and the various provinces is shown below:

Table $2=$ Population per Motor Vehicle Registration and Ratio of Used to New Vehicles Sold in Canada and the Provinces, 1937.

| Province | Population per Motor Vehicle Registration, 1936 | Ratio of Used to new Vehicles Sold in 1937 |
| :---: | :---: | :---: |
| CANADA | 9.0 | 1.91 |
| Prince Edward Island | 12.1 | 1.64 |
| Nova Scotia 0.000000 | 11.7 | 2.00 |
| New Brunswick | 13.1 | 1.77 |
| Quebec | 17.3 | 1.53 |
| Ontario | 6.3 | 2.16 |
| Manitoba | 9.6 | 1.60 |
| Saskatchewan | 9.1 | 1.61 |
| Alberta | 8.0 | 1.85 |
| British Columbia | 7.2 | 1.95 |

Separate figures for each city of 30,000 population or more shaw that the railo of used to new vehicles sold was lowest in Three Rivers at 1.48 and Montreal at 1.57 and was highest in Windsor, Ontario at 2.97 . In no city of 30,000 population or more in Ontario did the ratio of used to new vehicles sold in 1937 fall below 2 to 1. Ratios for the various cities for which separate figures have been compiled will be found on Page 6 while the actual figures on whioh these ratios are based will be found in Table 10 .

# PERCENTAGES OF USED AND NEW MOTOR VEHICLES SOLD IN CANADA, 1937 <br> BY ECONOMIC DIVISIONS 



Table 3.--Ratio of Used to New Motor Vehicles Sold in Cities of 30,000 Population or Over, 1937.

| City | Ratio-Used to New Vehicles Sold in 1937 | City | Ratio - Used to New Vehicles Sold in 1937 |
| :---: | :---: | :---: | :---: |
| Halifax | 1.91 | Toronto (1) .......... | 2.13 |
| Montreal \& Jesus Island | 1.57 | Windsor ............... | 2.97 |
| Quebec ............... | 1.75 | Winnipeg | 1.76 |
| Three fivers .......... | 1.48 | Regina ............... | 1.76 |
| Brantford ............. | 2.23 | Saskatoon ............. | 2.05 |
| Hemilton. | 2.55 | Calgary ............... | 2.58 |
| Kitchener .............. | 2.37 | Edmonton .............. | 1.75 |
| London ................. | 2. 55 | Vancouver ............. | 2.05 |
| Ottawa ..... | 2.22 | Victoria | 2.05 |

(1) Greater Toronto.

III.--Motor Vehicle Dealers<br>Number of Establishments, Payroll and Sales

Introduction--
Motor vehicles are sold in Canada through distributors or dealers to Whom the motor manufacturers extend contracts or franchises wich set out the territory and generally define the way in which oparations are to be carried on. Some manufacturers sell only direct through retail dealers while others have diatributors, who, in addition to selling at retail to the ultimate user, also maintain wholesale departments from which the neede of sub-dealers are supplied. Used vehicles are sold by new car dealers and are also sold by used-car establishments operating independently of any manufacturing firm. This report is based on raturns secured by mail from all firms to which manufacturers of new motor vehicles extanded franchises to sell in Canada in 1937. Returns were also secured from used car establishments not connected with any single company and which were listed in the city directories for the larger centres of population.

## Summary --

The results of this survey show that there were 3,426 establishments engaged in the retail distribution of motor vehiclea in Canada in 1937. This total number was made up of 89 independent used car establishments and 3,337 dealors or distributors having franchises to sell ner vehicles. Included in the 3,337 retail dealers or distributors were 161 establishments with $\$ 3,679,183$ sales which sold motor vehicles as minor subsidiary activity to some other business enterprise totally separate from the automotive trade. Although sales of new and used vehicles made by these subsidiary dealers are included in the total commodity figures quoted earlier in this report, the present section is devoted primarily to a description of the operations of the 3,265 establishmente engaged mainly in the distribution of Note: Figures for used car lots operated as departments of new motor vahicle establishments were not reported separately but were included in the total business of the main firm.
motor venicles and inclusive of the 89 used car lote not connected with regular new dealer businesses.

The 3,265 motor vehicle dealers had $\$ 332,741,713$ sales in 1937 , this figure including sales of parts and accessories, gas and oil, receipts from repairs, in addition to the sale of new and used vehicles. Included in these totals are figures for over 240 distributors having wholesale departments through which business amounting to $\$ 24,062,754$ and representing the sale of 26,953 vehicles was done. Inasmuch as sales made through these wholesale departments are again recorded in the retail transactions of the sub-dealers or agents to whom the goods were sold, the $\$ 24,062,754$ sales made by wholesale departments represents a double counting in the $\$ 332,741,713$ sales for the 3,265 motor vehicle dealers in so far as retail business is concerned. Neither the number of units no value of sales made by wholesale departments were included in the figures for new or used vehicles sold as given in the first part of this report.

The 3,265 notor vehicle dealers employed $20,618 \mathrm{male}$ and 1,092 female employees to whom $\$ 24,042,369$ was paid in salaries, wages and commissions in 1937. The number of proprietors actively engaged in their own buciness is not known.

## Provincial Distribution--

of the 3,265 motor vehicle dealers operating in 1937 , there were 1,174 in Ontario and these transacted approximately 45 per cent of the total business. Quebec came second in point of view of blusiness done, the 403 establishments in this province transacting about 19 per cent of the total sales. Number of establishments, employment and payroll and value of sales for motor vehicle dealers in Canada and the different provinces are shown in Table 4.

Table 4o--Motor Vehicle Dealers - Number of Establishments, Employment and Payroll, and Total Sales, by Provinces, 1937.

| Province | NO, of Estab- Iishments | Number of Employees |  | Salaries, Wages and Commissions | Total Sales, 1937 |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Iishments | Male | Female |  |  |
| CANADA, Total | 3,265 | 20,618 | 1,092 | $24,042,369$ | $332,741,713$ |
| Prince Edward Island | 17 | 81 | 2 | 79,675 | 1,383,890 |
| Nova Scotia | 105 | 879 | 60 | 1,044,231 | 14,995,941 |
| New Brunswick | 103 | 711 | 48 | 794,488 | 11,129,579 |
| Quebec | 403 | 3,867 | 161 | 4,437,430 | 63,320,920 |
| Ontario | 1,174 | 8,981 | 547 | 10,895,249 | 150,205,682 |
| Manitoba | 315 | 1,301 | 65 | 1,212,986 | 18,504,787 |
| Saskatchewan | 485 | 1,229 | 60 | 1,133,588 | 16,888,988 |
| Alberta | 453 | 1,695 | 61 | 1,947,006 | 24,749,954 |
| British Columbia | 210 | 1,874 | 88 | 2,497,716 | 31,561,972 |

## Classification by Type--

The 3,265 notor vehicle dealers whose activities are analyzed in this report may be classified into four different types. The first consists of the 89 used car establichments carrying on as independent enterprises rather than as the used car department of regular new car dealers. As previously stated, it was necessary to depend upon the city directories to provide a mailing list of these establigh-ments so that while the coverage for the larger centres is believed to be fair complete a certain number of small used car lots in the smaller places may have been missed. The 89 used car dealers had sales of $\$ 2,584,094$ or less than one per cent of the total motor vehicle dealer business.

The secoad type of dealer, restricted almost entirely to the Prairie Provinces, consists of 375 establishments engaged in the sale of farm implemente as well as motor vehicles. Thes: firms had seles amountine to $\$ 8,494,718$ or 2.5 per cent of the total ior all types. In the Prairie Provinces this type accounted for 10.5 per cent of the total business.

The remaining 2,801 establishmente may be divided into two groups depending upon whether the sale of merchandise or receipts from services and repairs forms the greater jortion of the annual business. There were 2,310 automobile dealers in which merchandise sales constituted the major activity and these did business totalling $\$ 309,643,171$ or 93.1 per cent of the whole. There were 491 garages selling motor vehicles but in which services and repairs brought a greater amount of receipts than did merchandise transactions and these did $\$ 12,019,730$ worth of business.

## Table 5.-Motor Vehicle Dealers Classified According to Type, Canada, 1937

|  | Number of Establishments | Sales |  |
| :---: | :---: | :---: | :---: |
|  |  | Amount | $\%$ of Total |
| Motor Vehicle Dealers, Total | 3.265 | $332,741,713$ | 100.0 |
| Autonobile dealers ............... | 2,310 | 309,643,171 | 93.1 |
| Automobile dealers with farm implements | 375 | 8,494,718 | 2.5 |
| Used car dealers .................. | 89 | 2,584,094 | 0.8 |
| Garages .........................cc | 491 | 12,019,730 | 3.6 |

## Comparison with Earlier Years--

Motor vehicle dealer sales for 1937 averaged 294 per cent greater than the $\$ 257,151,000$ estimated for the annual survey of retail trade for 1936 and ware also 31.2 per cent higher than in $19: 0$, the only other year for which a complete census was made and in which there were 2,736 establishments with $\$ 253,607,900$ sales. All provinces recorded increases in 1937 compared with the preceding year, percentage gains over 1936 being as follows: Quebec, 39.0 per cent; Manitoba, 35.8 per cent; New Brunswick, 31.4 per cent; Ontario, 29.7 per cent; Nova Scotie, 26.7 per cent; British Columbia, 25.1 per cent; Alberta, 24.3 per cent; Prince Fdward Island, 17.1 per cent; and Saskatchewan, 8.8 per cent. Results for the two complete surveys of
the automotive trade for 1930 and 1937 are given in the following table:
Table 6. - Motor Vehicle Dealers - Number of Establishments and Amount of Sales for 1930 and 1937, by Prowinces.

|  | No. of 1330 |  | 1937 |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | No. of | Saleg |  |
|  | Estab- <br> lishments | Sales | Establishments | Amount | Per Cent, Change |
| CANADA, Total | 2,736 | $253,607,900$ | 3,265 | $332,741,713$ | $+31.2$ |
| Prince Edward Island | 21 | 1,608,800 | 17 | 1,385,890 | - 14.0 |
| Nova Scotia ......... | 101 | 11,829,800 | 105 | 14,995,941 | + 26.8 |
| New Brunswick ...... | 113 | 8,970,900 | 103 | 11,129,579 | + 24.1 |
| Quebec | 375 | 45,589,400 | 403 | 63,320,920 | + 38.9 |
| Ontario | 1,018 | 109,680,100 | 1,174 | 150,205,682 | + 36.9 |
| Manitoba | 163 | 12,587,300 | 315 | 18,504,787 | + 36.2 |
| Saskatchewan | 421 | 18,666,000 | 485 | 16,888,988 | - 9.5 |
| Alberta | 328 | 22,379,'600 | 453 | 24,749,954 | $+10.6$ |
| British Columbia | 196 | 21,296,000 | 210 | 31,561,972 | + 48.2 |

## Sules by Departmente

The 89 used car dealers were engaged almost exclusively in the sale of used venicies. Sales for these firme totalled \$2,584,094, of which \$2,536,020 was derived from the sale of 12,454 used vehicles. Deducting the figures for used car dealers from the totals for all motor vehicle dealers leaves 3,176 establishmente with $\$ 330,157,619$ sales whose business may be divided into five main departments:
(1) New Vehicles, Retail.
(2) Used Vehicles.
(3) Parts, Accessoriss and Other Merchandise.
(4) Services and Repairs.
(5) Wholesale Car Department.

Omitting the used car establishments from the calculations, dollar sales of new motor vehicle dealers in 1937 were constituted as follows: 46.9 per cent new vehicles, retail; 25.6 per cent used vehicles; 15.1 per cent parts, accessories and miscellaneous merchandise; 5.1 per cent recelpts from service department; and 7.3 per cent wholesale department. These are the average ratios for all firms including both those with and those without wholesale departmenta. As previously stated, there were over 240 firms with total sales of $\$ 96,107,075$ which operated wholesale departments through which business to the extent of $\$ 24,062,754$ was transacted. Percentage distribution of sales by departments for, these firms in 1937 was as follows: new vehicles, retail, 39.6 per cent; used vehicles, 22.9 per cent; parts, accessories and other merchandise, 9.0 per cent; services and repairs, 3.3 per cent; and wholesale car department, 24.7 per cent. The absence of wholesale departmenta in other 2,937 establishments naturally resulted in somewhat higher proportions of the business for the other departments for these firms. Percontage distribution of sales by departments for all new motor vehicle dealers, and for those with and without wholesale departmente is shown in the following table. Similar distributions for the several provinces will be found in Table 11.

## MOTOR VEHICLE DEALERS PERCENTAGE DISTRIBUTION OF SALES BY DEPARTMENTS CANADA 1937



TOTAL SALES - \$ 330,157,619

$$
\frac{\text { Table } 7 \text { - - New Motor Vehicle Dealers - Distribution of Sales, }}{\text { by Departments, Canada, } 1937 .}
$$

|  | All Firms |  | Without Wholesale Department |  | With Wholesale Department |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Amount | 2-8 | Amount | g. | Amount | \% |
| All Departments, Total | $\$$ $330,157,619$ | 100.0 | $234,050,544$ | 100.0 | 96,107,075 | 100.0 |
| New Vehicles, Retail. | 154,868,699 | 46.9 | 116,821,895 | 49.9 | 38,046,804 | 39.6 |
| Used Vehicles ....0.0. | 84,380,601 | 25.6 | 62,413,741 | 26.7 | 21,966,860 | 22.9 |
| Parts, Accessories, etc. | 49,944,488 | 15.1 | 41,249,622 | 17.6 | 8,694,866 | 9.0 |
| Service Department | 16,901,077 | 5.1 | 13,213,216 | 5.6 | 3,687,861 | 3.8 |
| Wholesale Department. | 24,062,754 | 7.3 | (1) 352,070 | 0.2 | 23,710,684 | 24.7 |

(1) Includes wholesale sales transacted by firms aelling fewer than five vehicles at wholesale prices and which have been clasgified in this report as motor vehicle dealers ithout wholesale departments.

## Gross Margins or Profits

New Motor Vehicle Dealers
Gross margins or profits for motor vehicle dealers as shown in this report represent the difference between the selling value of all goods sold or services rendered and the cost to the dealer of these commodities. Total grass profit is made up of the following items:
(a) Gross profit on the sale of new vehicles.
(b) Profits on service departments (for this report, labour eosts were not included as coste against the receipts of service department so that the entire receipts from repairs and services are considered as gross profit.)
(c) Profits on the sale parts, accossories, pae and oil and any other merchandise.
(d) Profit, if any, on the sale of used vehicles.

Gross profits will be considered first for the various individual departments of the 3,176 new motor vahicle dealers engaged primarily in the aale of automotive producte and exclusive of the 89 used car establishments reported.

New Vehicle Retail Department-A stated discount off the manufacturer's list price on new vehicles and accessories is the basis on which the deoler's gross profit is computed. But the gross amount received by the dealer is not the exact amount represented by the percentage discount off the list price. Handling and other charges including freight must be met and the dealer may or may not secure an amount equivalent to these costs.

Sales of new vehicles by the 3,176 dealers covered in this section numbered 139,724 , valued at $\$ 154,868,699$, and on this amount of business the gross profit was $\$ 33,256,831$ or 21.5 per cent. The ratio of gross margin to dollar sales
was fairly uniform across the country, being only slightly lower in the Prairie Provinces than iu other regions. Gross margin percentages of sales for the several provinces are as followe: Prince Edward Island, 23.1 per cent; Nova Scotia, 2 2i. 2 per cent; New Brunswick, 20.9 per cent; Quebec, 21.6 per cent; Ontario, 22.2 per cent; Kanitoba, 20.1 per cent; Saskatchewan, 19.3 per cent; Alberta, 19.8 per cent; and British Columbia, 20.3 per cent.

Used Vehicles-Gross margin in this instance represents the difference between the amount paid for used vehicles or the amount allowed on trade-ins on new models plus reconditioning costs and the actual price realized when these same vehicles are sold. The gross margin for used vehicles is, therefore, determined by the trade-in allowances and retail prices realized when such trade-ins are sold. The amount allowed by a deeler on a trade-in will be governed partly by the competition which he is meeting in the sale of new vehicles and partly by the demend which he knows or may think exists for the type of used car which he is taking into his stock. The selling price of the used model will depend upon the supply and demend for this particular make and model of used vehicle.

The 3,176 motor vehicle dealers whose operations are analyzed here sold 256,717 used vehicles in 1937 for $\$ 84,380,601$. The amount allowed on these vehicles plus costs of reconditivaing amounted to $\$ 4,084,223$ more than this so that on the average these motor vehicle dealer: lost 4.8 per cont on the selling value of all used vehicles sold. Selling expenses would form additional charges which would further increase this loss. All provinces, excepting British Columbia, reported losses on used vehicle business. Prince Edward Island reported a loss of 102 per cent on the selling value of used vehiclea, while Quebec with used vehicle sales valued at $\$ 14,-$ 235,514 reported a loss of 93 per cent of this amount. Percentage losses on the selling prices of used vehicles for other provinces were as follows: Nova Scotia, 5.5 per cent; New Brunswick, 5.2 per cent; Ontario, 4.9 per cent; Manitoba, 6.6 per cent; Saskatchewan, 3.1 per cent; and Alberta, 2.7 per cent. British Columbia reported a grose profit of 2.6 per cent on the selling value of used vehicles sold, a result indicative of the better market for used models in that province.

Parts, Accessories, etc.-The sale of parts, accessories and other merchandise in addition to the sale of motor vehicles amounted to $\$ 49,944,488$ or 15,1 per cent of the aggregate business for 1937 of all new motor vehicle dealers Grose profit on this business was $\$ 10,469,230$ or 21.0 per cent of sales. Figures for the various provinces reveal but little deviation from this Dominion average.

Included in this category in the Prairie Provinces is an unknown amount of farm implement business which is carried on in addition to the sale of motor vehicles. The inclusion of this non- automotive business is.reflected in the proportions which sales of this department formed of the total trade in the Prairie Provinces as compared with othor regions. Efles of this department including parts, accessories and farm implements formed 21,3 per cent of the total sales of new motor vehicle dealer's in Manitoba, 26.5 per cent in Saskatchewasi, and 25.0 per cent in Alberta compared with the Dominion average of 15.1 per cent. The inclusion of this farm implement business in the Prairie Provinces slightly reduces the gross margin for the department as a whole below that recorded for other provinces

Service Department-Receipts from repairs and services amounted to $\$ 16$,901.077 or 51 per cent of the total annual receipte for new motor vehicle dealers in Canada. In filling in the questionnaires upon which this report is based the reporting firms were not asked to show labour costs corresponding to the receipts received from repairs and services. Parts used in the service department were reported in the category, "Parts, Accescories, etc." This procedure results in the showing of a loo
grose margin ratio for the service and repair department. Results for a limited number of firms which did report labour costs applicable to their repair and service department indicate a gross margin ratio for the department averaging almoet 50 per cent of receipts.

Wholasale Car Department--There wese 26,953 new motor vehicles sold for $\$ 24,062,754$ to sub-dealars or agents through the wholesale car departments of over 240 distrilutors who reported that such departments were maintained. Grose margins secured by these distributors amounted to $\$ 1,425,046$ or 5.9 per cent of the wholesale selling value.

Aggregate Business--It has heen previously stated that the gross margin ratio for the combined activities of nes inotor vehicle denlers is the net composite of the results for the individual departments of which the whole consists. Gross margin for all new motor vehicle dealers averaged 17,6 per cent of sales in 1937 and ranged provincially from 16.2 per cent in Prince Edward Ieland to 19.6 per cent in Albarta. Ratios for individual provinces reflect not only the various gross margin percentages for corresponding departments but also the varying importance which the sales of each department bears to the whole in different regions.

Total gross margin percentage is naturally higher for dealors having no wholesale department than for those in which transactions on wholesale basis forms an appreciable proportion of the whole。 Gross margin ratios averaged 18.6 per cent of asles and 15.0 per cent of sales for the two different types. Net eales and gross margins for the various departmente of motor vehicle dealers in the seversl provinces are show in Table 11.

## Used Car Deslors

The results given in the preceding aection relate to the business of new rutor dealers engaged in the sale of both new and used vehicles. They do not include the operations of the 89 used car lots for which data were secured showing annual sales of $\$ 2,584,094$, of which $\$ 2,536,020$ represents the sale of 12,454 used vehicles. An estimate based on the returns of those used car dealers who reported value of purchases indicates that the total grose margin for the 89 establishments amountod to approxinately $\$ 535,000$ or 20.7 per cent of sales. This is in contrast with the loss of 48 per cent sustained on used veincle business by new car dealers. Obviously the establishment selling used vehicles only must make some grosa profit in order to meet expenses and remain in business. The losses sustained by the new car dealer on his used car business must be offset by profits made in othar departments of his business.

## Stocks on Hund December 31,1937

Calculations based on information submitted by a large sample of the whole indicate that there were altogether approximately 17,800 new venicles and 34,500 used vehicles in dealers' stocks at the end of 1937. In relation to the annual sales these figures form 12.5 per cent and 12.7 per cent of 141,881 new motor vehicles and 271,162 used motor vehicles which were retniled during the year, indicating that the proportion of used to ne: venicles in stock was about commensurate with the sales experience for the twelve-month period.

This ralationship may be soen from another point of view. There were 141,881 new motor vehicles sold in 1937. In the same year there were 271, 162 used models retailed so that on the avorage the sale of one new model was assuciated with the sale of 1.91 or almost 2 used vehicles. At the end of the year there was a
similar relationship in dealers' stuchs. For every new vehicle in stock there were 1.94 or almost two used vehicles.

Annual sales and dollar value of stocks at the end of 1937 for the various departments of new motor vehicle dealers, estimated from data supplied by a large portion of the trade, are shown in Table 12.

## Instalnent Sales

## Introduction

The instalment plan has played an important part in the development of the automotive trade. Rapid increase in automobile production and lowering of prices led to an extension of the motor market to the middle income groups of the population. The necessity soon arose of introducing some method for enabling purchase by those with no accumulated savings to permit paying outright for cash or to suit the convenience of those who, althoigh able to pay cash, found it more convenient to budget their expenditures on the instalment basis. The motor car itself is well adapted to the instalment system. It is durable, insurable, and, within the limits generally set for completion of all payments, has a high resale value.

Wile instalment selling is simply a form of credit, there are a number of features which distinguish it from the ordinary open-account credit system. Thers is the down payment.at the time of plirchase, generally amounting to $33-1 / 3$ per cent of the purchas: price in the case of new or current year used motor vehicles and 40 per cent in the case of older used models. The down payment may be made in casin or it may consist in whole or in part of an allowance made on a trade-in. In addition to a down payment, instalinent selling diffors from ordinary open account credit in that in the fomer case there is a written agreement to pay the balance owing in equal instalments at stated intervels. Default in payment entitles the merchent to repossess the goods without returning payments made by the purchaser. There is usually added to the cash price an extra cast known as the carrying charge and designed to cover not only interest on capital tied up between the time of sale and the complation of all payments, but also other expenses such as those incurred in securing information on the credit standing of the customer and the expense of maintaining an organization to look after the collection of instalments as they fall due With the development of the instalment system.modifications and additional features have appeared but the above will serve to indicate the main aspects of the scheme.

Sumnary
The various retail dealers were asked to report the amount of their instalment business for 1937 , the arount reported to represent the total selling value of all goods sold on the instalment basis, whether carried on the dealers' own books of transferred to finance corporations, and including the down payment as well as the original unpaid balance. Not all firms were able to supply this information but 1,874 dealers with annual turnover for 1937 amounting to $\$ 214,363,420$ and of which motor vehicle sales were $\$ 155,991,022$ reported instalment sales of $\$ 85,058,417$. This amount formed 39.7 per cent of the total sales or 54.5 per cent of the sales of motor vehicles for firms reporting instalment data. On the assumption that the ratio of instalment to total vehicle sales was similar for the uncovered portion of the trade, total instalnent sales in motor vehicles may be estimated at $\$ 133,676,300$ or 54.5 per cent of the total sales of $\$ 245,277,623(1)$ for all motor vehicles. These
(1) Includes retail sales of motor vehicles through all types of outlets.
figures are inclusive of both new and used models. While the reiative proportions of the two classes included in the totals affect the calculations it would appear that approximately 55 per cant of all motor vehicle sales for 1937 were made on the instalment plan。

Finance Companies
Instalment selling in the automotive trade is charactarized by the large degree to which the credit facilities are provided by outside organizations. The motor dealer, being obliged to pay cash to the manufacturer before delivery of cars to his showroom, is frequently unable to provide extensive credit services for his customers. It is trie that there are credit facilities available to the dealer to assist him in financing his purchases but this consists of short-term paper designed to cover only the time during which the goods are in his possession. To meet this situation, financing corporations have been formed which discount customers' noter, pay cash to the dealer and then collect instalments from the purchaser as they fall due.

There we:e 48 such companies engaged in the financing of motor vehicle retail sales in Canada in 1937. These companies financed the purchase of $56,-$ 247 new motor vehicles or 39.6 per cont of all the 141,881 new vehicles sold during the year. The total amount of financing was $\$ 40,664,675$, indicating that the average note purchased was for $\$ 723$, an amount which forms approximately 65 per cent of the average ratail purchase price which was $\$ 1,111$ for all new vehicles.

Finance companies also financed the purchase of 44.9 per cent of all the 271,162 used vehicles sold during the year. There wers 121,651 used vehicles whose pirchases were financed through the facilities of thase organizations to the extent of $\$ 35,185,498$ indicating an average value per note of $\$ 289$. The average selling price for all used vehicles was $\$ 323$, an amount based upon figures for not only second-hand cars but also for those which have been traded in and resold a greater number of times. On the other hand the used cars whose sales were financed by the finance companies contain a much greater preponderance of saleg to second owers. There is, therefore, no siguificance to the ratio of 89.4 per cent which the average note of $\$ 289$ bears to the average purchase price for all used models.

It was stated earlier in this saction that used vehicles generally carry a dom payment of 40 per cent of the purchase price. Assuming that $\$ 289$ rapresents 60 per cent of the purchase price of used vehicles, whose sales were financed, gives \$482.as the average retail selling price of all such. vehicles. Multiplying this by 121,651, (the total number of used vehicles financed) gives $\$ 58,635,782$ as the total selling value of all used vehicles whose sales were financed by finance companiss.

Again, assuming that $\$ 1,111$ represents the average purchase price of new vehicles whose sales were financed by finance companies and multiplying by 56,247 , (the number of new vehicles financed) gives- $\$ 62,490,417$ as the total retail selling value of all such vehicles. Adding the amounts for new and used models gives $\$ 121,126,199$ as the selling value of all motor vahicles whose purchases were financed by the finance companies. But earlier calculations based upon returns from the dealers gave a figure of $\$ 133,676,300$ as the total instalment sales in motor vehicles. The excess of the latter figure over the former must represent the extent to which instalment sales are carried on the dealers' books. These figures mould lead to the conclusion that less than 10 per cent of the instalment business is carried by the dealars while over 30 per cent is carried by the finance companies.

Table 13 gives information on instalnent sales for firms reporting in the several provinces. The ratio of instalment sales to total motor vehicle sales was lowest in Manitoba and Quebec, where the percentages were 49.1 per cent and 49.7 per cent respectively. High ratios in the Maritime Provinces are due to some extent to the inclusion in the instalment sales of comodities otiner than motor vehicles. Ratio of instalrent to tutal motor vehicle sales was 55.0 per cent for Ontario, 54.3 per cent for Sackatchewan, 51.5 per cent for Alberta and 60.4 per cent for British Columbia.

## Accounts Outstanding, December $31_{2} 1937$

Accounts outstanding on the books of motor vehicle dealers in Canada amounted to $\$ 20,652,550$ at the end of 1937 . This is the amount owing to the retail deelers at the end of the year on open-account credit including debts for services rendered as well as goods sold and including those unpaid balances on instalment sales carricd on the dealers books. Payments owing finance corporations are not included. Accounts outstanding at $\$ 20,652,550$ formed 6.2 per cent of the anmual sales for 1937 which amounted to $\$ 332,741,713$. The low ratio of accounts ousstanding to total sales for a line of business in which instalment selling plays so prominent a part is a reflection of the role of the finance corporations in the automotive trade. katio of accounts outstanding to total sales are much higher for other lines of business in which instalment selling is prevalent and in which a much greater proportion of the inancing is provided by the retailers themselveg. For example, the ratio of accounts outstanding at the end of the year to annual sales for 1937 was 42.2 per cent for furniture stores, 66. 4 per cent for household appliance stores and 51.0 per cent for radio and music stores.

Ratio of accounts outstanding to annual sales was lowest at 4.0 per cent in Quebec, in which province there was also a relatively low proportion of instalment business. Accounts outstanding formed 4.9 per cent of annual sales in Ontario and 7.0 per cent of sales in British Columbia. High ratios in the Maritiaes and especially in New. Brunswick reflect the inclusion of a good deal of non-automotive business by dealers in motor vehicles. Higher than average ratios in the Prairie Provinces may be attributed in part to the inclusion of accounts outstanding for firms engaged in the sale of farm implements as well as motor vahicles.

Total sales for motor vehicle dealers, accounts outetanding and ratio of accounts outstanding to gales for Canada and the different provinces is shown below:

$$
\frac{\text { Table 8.-Motor Vehicle Dealers }- \text { Accounts Outstanding }}{\text { by Provinces, Canada, } 1937}
$$

| Province | Total Sales, 1937 | Accounts Outstanding, Dec 31,1937 |  |
| :---: | :---: | :---: | :---: |
|  |  | Amount | Per Cent of Sales |
| CANADA, Total | $332,741,713$ | $\begin{gathered} \$ \\ 20,652,550 \end{gathered}$ | 6.2 |
| Prince Edward Island | 1,383,890 | 132,853 | 9.6 |
| Nova Scotia | 14,995,341 | 1,139,692 | 7.6 |
| New Brunswick | 11,129,579 | 1,892,028 | 17.0 |
| Quebec | 63,320,920 | 2,532,837 | 4.0 |
| Ontario | 150,205,682 | 7,360,078 | 4.9 |
| Manitoba | 18,504,787 | 1,480,383 | 8.0 |
| Aaskatchewan | 16,888,988 | 1,925,345 | 11.4 |
| Alberta | 24,749,954 | 1,979,996 | 8.0 |
| 3ritiolicolumia | $31,561,972$ | 2.209,338 | 2.0 |

## Establishments Analyzed by Size of Business

When motor vehicle dealera are analyzed by annual sales volume a remarkable concentration of business is found in the larger establishments. Sales of establishments with an annual turnover of more than $\$ 300,000$ formed 50 per cent of the total business, while the number of stores for this group formed only 7.5 per cent of the total number. At the other end of the scale, the number of stores doing less than $\$ 50,000$ wortn of business in 1937 constituted nearly 60 per cent of the total number, but these transacted only 11 per cent of the total sales. Thus, we find half of the total business in 1937 transacted. by 245 establishments or 7.5 per cent of the total number, and the remaining 50 per cent of trade spread over more than 3,000 establishments forming over 30 per cent of the number,

When examined by provinces, the results indicate that the degree of concentration of business in large establishments is greater in quebec, British Columbia and Ontario than in other provinces. The percentage of business done by stores having annual sales of over $\$ 300,000$ was 57.7 per cent in Quebec, 57.3 per cent in British Columbia, and 52.2 per cent in Ontario. The percentage for such establishments in Manitoba was 47.3 , while the remaining provinces ranged between 30 and 40 per cent.

We have mentioned previously that for Canada as a whole the stores with annual sales of less than $\$ 50,000$ performed only 11 per cent of the total trade. This percentage is much higher in the Prairie Provinces than in the rest of Canada owing to the large number of stores in the lower brackets. In Manitoba, Saskatchewan and Alberta the number of stores with annual sales of less than $\$ 50,000$ constituted over 70 per cent of the total number while in all other provinces the corresponding ratio was less than 50 per cont. The amount of business done by this group of stores was over 30 per cent in Saskatchewan, between 20 and 30 per cent in Manitoba and Alberta, and less than 10 per cent in all other provinces. Sales of automobile dealers grouped according to amount of annual businese are shown in Table 14.

Table 90-Number and Value of New Passenger and Commercial Motor Vehicles Sold in Canada, by Provincea and Cities of 30,000 Population or Over, 1937.

| Province or City | All New Vehicles |  | New Passenger Cara |  | New Commercial Vehicles |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Value | Number | Vglua | Number | Value |
|  |  | \$ |  | , |  | 1 |
| CANADA, Total |  |  |  |  |  |  |
| Number and Value Per Cent | $141.88 I$ 100.0 | $157,671,890$ 100.0 | 114,648 808 | $124,717,820$ | $\begin{gathered} 27,233 \\ 19.2 \end{gathered}$ | $\begin{gathered} 32,953,970 \\ 20,9 \end{gathered}$ |
| Prince Edward Island- |  |  |  |  |  |  |
| Number and Value .. | 801 | 800.271 | 659 | 666,710 | 142 | 134,161 |
| Per Cent 000:000000 | 100.0 | 100.0 | 82.3 | 83.4 | 17.? |  |
| Nova Scotia - |  |  |  |  |  |  |
| Number and Value 0 | 6,692 | 7,149,675 | 4,882 | 5, 244,815 | 1,810 | 1,905,060 |
| Per Cent 0000.00000 | 100.0 | -100.0 | 73.0 | 73.4 | 27.0 | 26.6 |
| New Bmunswick |  |  |  |  |  |  |
| Number and Value 00 | 5,035 | 5,731,171 | 3,606 | 8.818,965 | 1,429 | 1,912,206 |
| Per Cant .0.0.0.0.0 | 100.0 | 100.0 | 71.6 | 86.6 | 28.4 | 33.4 |
| Quebec - |  |  |  |  |  |  |
| Number and value.. | 28,845 | 33,484,753 | 23,001 | 26,811,081 | 5,844 | 7,273,672 |
| Per Cent 0000000000 | 100.0 | 100.0 | 79.7 | 78.3 | 20.3 | 21.7 |
| Ontario -- |  |  |  |  |  |  |
| Number and Value oo | 65,071 | 70,154,811 | 54,751 | 57,800,938 | 10,320 | 12,353,873 |
| Per Cent 0000000000 | 100.0 | 100.0 | 84.1 | 82. 4 | 15.9 | 17.6 |
| Manitoba - |  |  |  |  |  |  |
| Number and Value 0 | 7,579 | 8,251,780 | 5,528 | \$,877,979 | 2,051 | 2,275;801 |
| Per Cent 0006.0.0.0 | 100.0 | 100.0 | 72.9 | 72.4 | 27.1 | 27.6 |
| Saskatchewan - - |  |  |  |  |  |  |
| Number and Value | 6,600 | 6,978,234 | 5,390 | 5, 664,758 | 1,210 | 1,313,476 |
| Per Cent 000000000 | 100.0 | 100.0 | 81.7 | 81.2 | 18.3 | 18.8 |
| Alberta - |  |  |  |  |  |  |
| Number and Value 0 | 9,306 | 10,558,061 | 7,398 | 8,347,661 | 1,908 | 2,210,400 |
| Per Cent 00000000 | 100.0 | 100.0 | 79.5 | 79.1 | 20.5 | 20.9 |
| Britiah Columbia - |  |  |  |  |  |  |
| Number and Value 0 | 11,952 | 14,563,134 | 9,433 | 10,985,813 | 2,519 | $3,577,321$ |
| Per Cent 00.0.0.0.00 | 100.0 | 100.0 | 78.9 | 75.4 | 21.1 | $24: 6$ |
| Halifax, N。S. |  |  |  |  |  |  |
| Number and Value 00 | 1,240 | 1,391,598 | 953 | 1,060,023 | 287 | 331,575 |
| Per Cent 000000.0.0 | 100.0 | 100.0 | 76.9 | 76.2 | 23.1 | 23.8 |

(Continued on Page 19)

Table 90-Number and Value of New Passencer and Commercial Motor Vehicles Sold in Canada, by Provinces, and Cities of 30,000 Po,ulation or Over 2 1937--(Continued)

| Province or City | All New Vehicles |  | New Passenger Cars |  | New Commercial Vehicles |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | value | Number | Value | Number | Value. |
|  |  | \$ |  | \$ |  | \$ |
| Saint John, N.B. (1) Number and Value ... | (X) | (x) |  | (X) |  |  |
| Per Cent | (X) |  |  | (X) |  |  |
| Montreal and Jesus <br> Island, Que. - <br> Number and Value ... <br> Per Cent |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | 14,113 | 17,014,003 | 11,666 | 13,735,601 | 2,447 | 3,278,402 |
|  | 100.0 | 100.0 | 82.7 | 80.7 | 17.3 | 19.3 |
| Quebec City, Que. Number and Value Per Cent |  |  |  |  |  |  |
|  | 2,507 | 3,087,967 | 2,009 | 2,441,861 | 498 | 646,106 |
|  | 100.0 | 100.0 | 80.1 | 79.1 | 19.9 | 20.9 |
| Thros Rivers, Que Number and Value Per Cent |  |  |  |  |  |  |
|  | 507 | 606,015 | 432 | 536,178 | 75 | 69,837 |
|  | 100.0 | 100.0 | 85.2 | 88.5 | 14.8 | 11.5 |
| Brantford, Ont。-Number and ValuePer Cent....... |  |  |  |  |  |  |
|  | 1,075 | 1,131,433 | 893 | 938,990 | 182 | 192,443 |
|  | 100.0 | 100.0 | 83.1 | 83.0 | 16.9 | 17.0 |
| Hamilton, Ont.-Number and ValuPer Cent |  |  |  |  |  |  |
|  | 3,756 | 4,382,038 | 3,157 | 3,466,730 | 599 | 915,308 |
|  | 100.0 | 100.0 | 84.1 | 79.1 | 15.9 | 20.9 |
| Kitchener, Onto-Number and ValuePer Cent |  |  |  |  |  |  |
|  | 748 | 797,640 | 640 |  | 108 | 109,270 |
|  | 100.0 | 100.0 | 85.6 | 86.3 | 14.4 | 13.7 |
| London, Ont. Number and Value Per Cent |  |  |  |  |  |  |
|  | 2,076 | 2,192,456 | 1,775 | 1,857,442 | 301 | 335,014 |
|  | 100.0 | 100.0 | 85.5 | 84.7 | 14.5 | 15.3 |
| Ottawa, Ont. - |  |  |  |  |  |  |
| Number and Value $\ldots$ | 2,686 | 3,137,173 | 2,241 | 2,601,901 | 445 | 535,272 |
| Per Cent .....0.0.0.0 | 100.0 | 100.0 | 83.4 | 82.9 | 16.6 | 17.1 |
| Toronto, Ont. (2) -Number and Value |  |  |  |  |  |  |
|  | 16,248 | 18,512,619 | 13,698 | 15,018,078 | 2,550 | 3,494,54] |
| Per Cent .0.00000000 | 100.0 | 100.0 | 84.3 | 81.1 | 15.7 | 18.9 |

(Continued on Page 20)
(1) As several multiple firms in New Brinswick wero unable to submit separate reports for each unit, figures for the City of Saint John cannot be shown in this table.
(2) Greater Toronto.

Table 3. Number and Value of New Passenger and Commercial Motor Vehicles Sold in Canadá by Provinces, and Cities of 30,000 Population or Over, 1937 (Continued)

| Province or City | All New Vehicles |  | New Passenger Cars |  | New Commercial Vehicles |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Value | Number | Value | Mumber | Value |
|  |  | \$ |  | \$ |  | \$ |
| Windsor, Ont Number and Value Per Cent |  |  |  |  |  |  |
|  | 2,379 | 2,366,449 | 2,023 | 2,002,669 | 356 | 363,780 |
|  | 100.0 | 1000 | 85.0 | 84.6 | 15.0 |  |
| Winnipeg, Man Number and Value Per Cent |  |  |  |  |  |  |
|  | 3,983 | $4,585,843$ | 3.040 | 3,472,243 | 943 | 1,113,600 |
|  | 100.0 | 1000 | 76.3 | 75.7 | 23.7 | 24.3 |
| Regina, Sask Number and Value Per Cent |  |  |  |  |  |  |
|  | 1.344 | 1.441 .750 | 1.103 | 1. 164.499 | 241 | 277,251 |
|  | 100.0 | 100.0 | 821 | 80.8 | 17.9 | 19.2 |
| Saskatoon, Sask Number and Value Per Cent |  |  |  |  |  |  |
|  | 713 | 778.633 | 596 | 648,072 | 117 | 130,561 |
|  | 100.0 | 100.0 | 83.6 | 83. 2 | 16.4 | 16.8 |
| Calgary, Alta Number and Value Per Cent |  |  |  |  |  |  |
|  | 18829 | 2,164,826 | 1.442 | 1 683 112 | 387 | 481,714 |
|  | 100.0 | 100.0 | 78.8 | 77.7 | 21.2 | 22.3 |
| Edmonton, Alta. Number and Value Per Cent |  |  |  |  |  |  |
|  | 1866 | 2. 211.815 | 1. 592 | 1,876,468 | 274 | 335,347 |
|  | 100.0 | 1000 | 85.3 | 848 | 14.7 | 15.2 |
| Vancouver, B.C. Number and Value Per Cent |  |  |  |  |  |  |
|  | 5. 495 | 7,077,459 | 4818 | 5,154, 170 | 1.077 | 1.923,289 |
|  | 1000 | 100.0 | 80.4 | 72.8 | 19.6 | 27.2 |
| Victoria. B.C. |  |  |  |  |  |  |
|  | 1172 | 1.416,064 | 981 | 1,206,286 | 191 | 209,778 |
| Per Cent | 100.0 | 100.0 | 83.7 | 85.2 | 16.3 | 14.8 |

## Table 10 - Number and Value of New and Used Motor Vehiclos Sold in Canada, by Provinces, and Cities of 30,000 Population or Over, 1937.



Table 10. Number and Value of Ner and Used Hotor Vehiclec sald in Canada, by Provincos, and Cities of 30,000 Population or

Over, 1937- (Continued)

| Province or City | Total, All Vehicles |  | New Vehicles |  | Used Vehicles |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Value | Number | Value | Number | Value |
| Saint John, N.B。(1)Number and Value Per Cent | $\begin{aligned} & (x) \\ & (x) \end{aligned}$ | $\begin{aligned} & (\mathrm{X}) \\ & (\mathrm{X}) \end{aligned}$ | $\begin{aligned} & (\mathrm{X}) \\ & (\mathrm{X}) \end{aligned}$ | $\begin{aligned} & (X) \\ & (X) \end{aligned}$ | $\begin{aligned} & (X) \\ & (X) \end{aligned}$ | $\begin{aligned} & (x) \\ & (x) \end{aligned}$ |
| Montreal and Jesus Islands, Que. Number and Value Per Cent | $\begin{aligned} & 36,273 \\ & 100.0 \end{aligned}$ | $\begin{aligned} & 24,427,208 \\ & 100.0 \end{aligned}$ | 14,113 38.9 | 27,014,003 69.7 | 22,160 61.1 | $\begin{gathered} 7,413,205 \\ 30.3 \end{gathered}$ |
| Quebec City, Que. Number and value Per Cent | $\begin{gathered} 6,898 \\ 100.0 \end{gathered}$ | $\begin{aligned} & 4,628,407 \\ & 100,0 \end{aligned}$ | 2,507 36.3 | $3,087,967$ 66.7 | $\begin{aligned} & 4,391 \\ & 63.7 \end{aligned}$ | $\begin{gathered} 1,540,440 \\ 33.3 \end{gathered}$ |
| Three Rivers, Que Number and Value Per Cent | $\begin{aligned} & 1,258 \\ & 100.0 \end{aligned}$ | $\begin{aligned} & 870,448 \\ & 100.0 \end{aligned}$ | $\begin{array}{r} 507 \\ 40 \cdot 3 \end{array}$ | $\begin{aligned} & 606,015 \\ & 69.6 \end{aligned}$ | $\begin{gathered} 751 \\ 59.7 \end{gathered}$ | $\begin{aligned} & 264,433 \\ & 30.4 \end{aligned}$ |
| Brantford, Ont. Number and Value Per Cent | $\begin{gathered} 3,476 \\ 1000 \end{gathered}$ | $\begin{aligned} & 1,828,785 \\ & 100.0 \end{aligned}$ | $\begin{aligned} & 1,075 \\ & 30.9 \end{aligned}$ | $\begin{gathered} 1,131,433 \\ 61,9 \end{gathered}$ | $\begin{aligned} & 2,401 \\ & 69.1 \end{aligned}$ | $\begin{aligned} & 697,352 \\ & 38, .1 \end{aligned}$ |
| Hamilton, Ont. Number and Value $=0$ Per Cent | $\begin{aligned} & 13,342 \\ & 100.0 \end{aligned}$ | $7,510,193$ 100.0 | $\begin{aligned} & 3,756 \\ & 28.2 \end{aligned}$ | $\begin{gathered} 4,382,038 \\ 58.3 \end{gathered}$ | $\begin{aligned} & 9,586 \\ & 71.8 \end{aligned}$ | $\begin{gathered} 3,128,155 \\ 41.7 \end{gathered}$ |
| Kitchener, Ont. Number and Value Per Cent | $\begin{gathered} 2,521 \\ 100.0 \end{gathered}$ | $\begin{aligned} & 1,340,504 \\ & 100,0 \end{aligned}$ | $\begin{array}{r} 748 \\ 29.7 \end{array}$ | $\begin{aligned} & 797,640 \\ & 59.5 \end{aligned}$ | $\begin{aligned} & 1,773 \\ & 70.3 \end{aligned}$ | $\begin{aligned} & 542,864 \\ & 40.5 \end{aligned}$ |
| London, Ont Number and Value Per Cent | 7,368 100.0 | $\begin{aligned} & 3,855,827 \\ & 100.0 \end{aligned}$ | 2,076 28.2 | $\begin{gathered} 2,192,456 \\ 56.9 \end{gathered}$ | $\begin{aligned} & 5,292 \\ & 71 \div 8 \end{aligned}$ | $\begin{gathered} 1,663,371 \\ 43.1 \end{gathered}$ |
| Ottawa, Ont. Number and Value Per Cent ............ | $\begin{gathered} 8,662 \\ 100.0 \end{gathered}$ | $\begin{aligned} & 4,993,464 \\ & 100.0 \end{aligned}$ | $\begin{aligned} & 2,686 \\ & 31.0 \end{aligned}$ | $\begin{aligned} & 3,137,173 \\ & 62.8 \end{aligned}$ | $\begin{aligned} & 5,976 \\ & 69.0 \end{aligned}$ | $\begin{gathered} 1,856,291 \\ 37.2 \end{gathered}$ |
| Toronto, Ont. (2) Number and Value Per Cent........... | $\begin{aligned} & 50,913 \\ & 100.0 \end{aligned}$ | $\begin{gathered} 29,841,834 \\ 100,0 \end{gathered}$ | $\begin{gathered} 16,248 \\ 31.9 \end{gathered}$ | $\begin{gathered} 18,512,619 \\ 62.0 \end{gathered}$ | $\begin{gathered} 34,665 \\ 68.1 \end{gathered}$ | $\begin{gathered} 11,329,215 \\ 38.0 \end{gathered}$ |

(1) As several multiple firms in New Bmanwick were unable to submit separate reports for each unit, figures for the City of Saint John cannot be shown in this table.
(2) Greater Toronto.

Table 10 . .-.Number and Value of New and Used Motor Vehicles Sold in Canada, by Provinces, and Oities of 30,000 Population or

Qver, 1937 -(Continued)

| Province or City | Total, All Vehicles |  | New Vehicles |  | Used Vehicles |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Value | Number | Value | Number | Value |
| Windsor, Ont! Number and Value Per Cent |  |  |  |  |  | -\$ |
|  | 9,455 | 4,567,891 | 2,379 | 2,366,449 |  |  |
|  | 100.0 | 100.0 | 25.2 | 51.6 | 74.8 | ,201,442 |
| Winnipeg, Man。 Number and Value ... Per Cent........... |  |  |  |  |  |  |
|  | 10,994 | 7,152,994 | 3,983 | 4,585,843 | 7,011 | 2,567,151 |
|  | 100.0 | 100.0 | 36,2 | 64.1 | 63.8 | 35.9 |
| Regina, Sask. Number and Value Per Cent |  |  |  |  |  |  |
|  | 3,704 | 2,372,235 | 1,344 | 1,441,750 | 2,360 | 930,485 |
|  | 100.0 | 100.0 | 36.3 | 60.8 | 63.7 | 39.2 |
| Saskatoon, Sask Number and Value Per Cent $\qquad$ |  |  |  |  |  |  |
|  | 2,177 | 1,338,595 | 713 | 778,633 | 1,464 | 559,962 |
|  | 100.0 | 100.0 | 32.8 | 58.2 | 67.2 | 41.8 |
| Calgary, Alta. Number and Value ... Por Cent |  |  |  |  |  |  |
|  | 6,553 | 3,707,112 | 1,829 | 2,164,826 | 4,724 | 1,542,286 |
|  | 100.0 | 100.0 | 27.9 | 58.4 | 72.1 | 41.6 |
| Edmonton, Alta.-Number and ValuPer Cont $\ldots \ldots$. |  |  |  |  |  |  |
|  | 5,123 | 3,375,715 | 1,866 | 2,211,815 | 3,257 | 1,163,900 |
|  | 100.0 | 100.0 | 36.4 | - 65.5 | 63.6 | 34.5 |
| Vancouvar, B.C.Number and ValuePer Cont $\ldots . .$. |  |  |  |  |  |  |
|  | 16,773 | 11,244,576 | 5,495 | 7,077,459 | 11,278 | 4,167,117 |
|  | 100.0 | 100.0 | 32.8 | 62.9 | 67.2 | 37.1 |
| Victoria, B. Co- |  |  |  |  |  |  |
| Number and Value ... | 3,577 | 2,316,972 | 1,172 | 1,416,064 | 2,405 | 900,908 |
| Per Cent .0......... | 100.0 | 100.0 | 32.8 | 61.1 | 67.2 | 38.9 |

Table 11. New Motor Vehicle Dealers :- Gross Hargins by Departments and Provinces, Canada, 1937


Table 11.-New Motor Vehicle Dealers Grose Margins by Departments and Provinces, Canada 1937.

NEW MOTOR VEIICLE DEALERS

| NEW MOTOR VEHICLE DEALEHS <br> Wi thout Wholesale Department With Wholesale Department |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sales |  | Gross Margin |  | - Sales |  | Gross Margin |  |
| Amount | \% of | Amount | \% of Sales | Amount | \% of <br> motal | Amount | $\begin{aligned} & \text { \% of } \\ & \text { Sales } \end{aligned}$ |
| $234,050,544$ | 100.0 | 4385752085 | 18.6 | 96.107.075 | 1000 | 14,392,876 | 15.0 |
| 116,821,895 | 49.9 | 24,598,401 | 21.1 | 38,046,804 | 39.6 | 8,658,430 | 22.8 |
| 62,413,741 | 26.7 | - 2,828,281 | -4.5 | 21,966, 860 | 22.9 | - 1,255,942 | -5.7 |
| 41,249,622 | 17.6 | 8,567,625 | 20.8 | 8,694,866 | 9.0 | 1,901,605 | 21.9 |
| 13,213,216 | 5.6 | 13,213,216 | 100.0 | 3,687,861 | 3.8 | 3.687,861 | 100.0 |
| (1) 352,070 | 0.2 | 24,124 | 6.9 | 23,710,684 | 24.7 | 1.400,922 | 5.9 |
| (X) | (X) | (X) | (X) | (X) | (X) | (x) | (X) |
| (X) | (X) |  |  |  | (x) |  |  |
|  | (X) | (X) | (X) |  | (x) | (X) |  |
|  | (x) | (X) | (x) | (x) | (x) | (X) | (x) |
| (X) | (x) | (X) | (x) | (x) | (X) | (X) | (x) |
| 10,768,395 | 100.0 | $1{ }_{1} 986,219$ | 18.4 | 4,227,546 | 100.0 | 624,467 | 14.8 |
| $5,433,528$ | 50.5 | I, 200, 810 | 22.1 | 1.716,147 | 40.6 | 387,849 | 22.6 |
| 3,163,743 | 29.4 | - 136,047 | - 4.3 | 1.150,654 | 27.2 | 102,408 | 8.8 |
| 1.577 .902 | 14.6 | 337.671 | 21.4 | 615,922 | 14.6 | 132.423 | - 21.5 |
| 583,396 | 5.4 | 583,396 | 100.0 | 184,761 | 4.4 | 184,761 | 100.0 |
| (I) 9,826 | 0.1 | 383 | 3.9 | 560,062 | 13.2 | 21,842 | 3.9 |
| 7,271,503 | 100.0 | $1,330,481$ | 18.3 | 3842.650 | 100.0 | 5752368 | 15.0 |
| 3,989,891 | 54.9 | 841,867 | 21.1. | 1.693,941 | 44.1 | 343,870 | 20.3 |
| 1,651,226 | 22.7 | - 110,632 | -6.7 | 1,133,703 | 23.5 | 35,145 | -3.1 |
| 1,289,639 | 17.6 | 260, 376 | 20.3 | 610,382 | 15.3 | 103,155 | 16.9 |
| 338,442 | 4.7 | 338,442 | 100.0 | 151,861 | 3.9 | 151,861 | 100,0 |
| (1) 9,305 | 0.1 | 428 | 4.6 | 252,763 | 6,6 | 11,627 | 4.6 |
| 42,381,787 | 100.0 | 72640,723 | 18.0 | $20,701,835$ | 100,0 | $2,874,673$ | 13.9 |
| 24,066,563 | 56,8 | 5,078,045 | 21.1 | 8,888,307 | 42.9 | 2,035,422 | 22.9 |
| 10,236,429 | 24.1 | - 870,096 | 8.5 | 3,999,085 | 19.3 | - 459,895 | -11.5 |
| 5,941,334 | 14.0 | 1,324,917 | 22.3 | 1,509,945 | 7.3 | 371,446 | 24.6 |
| 2,106,591 | 5.0 | 2,106,591 | 100.0 | 697,826 | 3.4 | 637,826 | 100.0 |
| (1) 30,870 | 0.1 | 12266 | 4.1 | 5,606,672 | 27.1 | 229,874 | 4.1. |

Note 1 and $(X)$ : See Page 26.

Table 11.--New Hotor Vehicle Dealers Gross Margins by Departments and Provinces, Canada, 1937 - (Continued)

(1) Includes wholesale salez traneacted by firms selling fewer than five vehicles at wholesale prices and which have been classified in this report as motor vehicle dealers without wholesale departments.
An (X) indicates that figures are withheld to avoid disclosing individual operations but these are included in the totals.

Taile 11.-Now Motor Vehicle Deaiers - Groas Margins by Departments and Provinces, Canada, 1937 - (Continued)

(1) Includes wholesale sales transacted by firms selling fewer than five vehicles at wholesale prices and which have been classified in this report as motor vehicle dealers without wholesale depertments.
An (X) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Table 12.-New Motor Vehicle Dealers, Stocks on Hand, by Provinces, December 31, 1937.


Note: Tho above table includes nem motor vehicle dealers only; sales shown are oxclusive of service recoipts, In addition, stocks of used vehicles in used car establishments amounted to $\$ 306,518$.

Table 12 - Motor Vehicle Dealere, Stocks on Hand, by Provinces, December $31_{2} 1937$ (Continued)

| Department | Sales | Stocks on Hand <br> Dec. 31,1937 | Per Cent of Sales |
| :---: | :---: | :---: | :---: |
| Oatario, Total | 141,082,659 | 15,820,202 | 11.2 |
| New Vehicles | 80,066,947 | 6,948,979 | 8.7 |
| Used Vehicles .0.0.0.0.0.0.0. | 41,773,778 | 5,348,912 | 12,8 |
| Parts, Accessories, etc. .... | 19,241,934 | 3,522,311 | 18.3 |
| Manitoba, Total ........es: | 17,418,716 | $1 \times 411,640$ | 8.1 |
| New Vehicles | 9,558,436 | 527,583 | 5.5 |
| Used Vehicles | 3,939,611 | 460,869 | 11.7 |
| Parts, Accessories, etc. | 3,920,669 | 423,188 | 10.8 |
| Saskatchewan, Total ...... | 15,860,251 | 12807.361 | 11.4 |
| New Vehicles | 7,921,277 | 403,560 | 5.1 |
| Used Vehicles | 3, 488,627 | 561,746 | 16.1 |
| Parts, Accessories, etc. ...so | 4,450,347 | 842,055 | 18.9 |
| Alberta, Total | 22,952,410 | 2,6512531 | 11.6 |
| New Vehicles | $11,440,442$ | 897,098 | 7.8 |
| Used Vehicles ....0.0.0.0.00 | 5,384,558 | 739,441 | 13.7 |
| Parts, Accessories, etc。. | 6,127,410 | 1,014,992 | 16.6 |
| British Columbia, Total | 29,476,633 | $3.0400_{2} 038$ | 10.3 |
| New Vehicles | 16,890,459 | $1,504,396$ | 8.3 |
| Used Vehicles *****........... | 8,070,623 | 875,514 | 10.8 |
| Parts, Acceasories, etce so.s | 4,515,551 | 660,128 | 14.6 |

Table 13.--Motor Vehicle Dealere - Inctalment Sales, by Provinces, Canada, 1937 (Number of Establishments, Sales and Instalment Sales for Firms Furnishing Instalment information)

| Province and Kind of Businese | No. of Establishments Reporting | Sales |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Motor Vehicles | Instalment |  |  |
|  |  |  |  | Amount | $\%$ of Total | $\left[\begin{array}{l}\text { \% of } \\ \text { Motor } \\ \text { Vehicies }\end{array}\right.$ |
| CANADA, Total | 1,874 | $\begin{gathered} \$ \\ 214,363,420 \\ \hline \end{gathered}$ | $\begin{gathered} \$ \\ 155,991,022 \end{gathered}$ | $85,058,417$ | -20tal | Vehictes <br> 54.5 |
| Prince Edward Island | 5 | 823,648 | 700,404 | 515,821 | 62.6 | 73.6 |
| Nova Scotia | 48 | 8,398,444 | 6,202,368 | 3,747,260 | 44.6 | 60.4 |
| New Brunswick | 43 | 4,807,194 | 2,764,881 | 2,114,480 | 44.0 | 76.5 |
| Quebec | 205 | 39,974,925 | 30,415,361 | 15,106,951 | 37.8 | 49.7 |
| Ontario | 704 | 97,445,076 | 73,404,416 | 40,367,637 | 41.4 | 55.0 |
| Manitoba | 173 | 10,525,530 | 6,588,606 | 3,236,371 | 30.7 | 43.1 |
| Saskatchewan | 285 | 10,104,013 | 6,171,557 | 3,350,680 | 33.2 | 54.3 |
| Alberta | 281 | 17,729,849 | 11,792,400 | 6,075,773 | 34.3 | 51.5 |
| British Columbia | 132 | 24,554,741 | 17,451,029 | 10,543, 444 | 42.9 | 60.4 |

Table 14,-Motor Vehicle Dealers, Establishments Grouped Accorling to Amount of Annual Sales, Canada, 1937

| Province and Amount of Annual Sqles | Establishments |  |  | Sales |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Per Cent | Cumulative Per Cent | Amount | Per Cent | Cumulative Per Cent |
| CANADA , Total | 3,256 | 100.0 |  | $331,611,347$ | 100.0 |  |
| Less than \$5,000 ... | 297 | 3.1 | 9.1 | 833,628 | 0.3 | 0.3 |
| \$5,000-\$9,999 .... | 322 | 3.9 | 19.0 | 2,422,045 | 0.7 | 1.0 |
| \$10,000 - \$19,999 $\ldots$ | 499 | 15.3 | 34.3 | 7,346,317 | 2.2 | 3.2 |
| \$20,00ن-\$29,999 ! . | 351 | 10.8 | 45.1 | 8,652,744 | 2.6 | 5.8 |
| \$30,000-\$49,999 ... | 471 | 14.5 | 59.6 | 18,404,757 | 5.6 | 11.4 |
| \$50,000-\$99,999 $\ldots$ | 555 | 17.0 | 76.6 | 38,891,977 | 11.7 | 23.1 |
| \$100,000 - \$199,999 | 357 | 11.0 | 87.6 | 50,512,917 | 15.2 | 38.3 |
| \$200,000-\$239,999. | 159 | 4.9 | 92.5 | 39,156,426 | 11.8 | 50.1 |
| \$300,00. - \$499,999. | 121 | 3.7 | 96.2 | 46,689,444 | 14.1 | 64.2 |
| \$500,000-\$999,999 . | 89 | 2.7 | 98.9 | 61,273,164 | 18.5 | 82.7 |
| \$ $1,000,000$ or over .. | 35 | 1.1 | 100.0 | 57,427,928 | 17.3 | 100.0 |
| Prince Edward Island, Total | 17 | 100.0 |  | 1,383,890 | 100.0 |  |
| Less than \$5,000 $\ldots$. | - | - | - | - | - | - |
| \$5,000-\$9,999 ... | 1 | 5.9 | 5.9 | 7,059 | 0.5 | 0.5 |
| \$10,000-\$19,999 ... | 6 | 35.3 | 41.2 | 85,027 | 6.1 | 6.6 |
| \$20,000-\$29,999 .. | - | - | - |  | - | - |
| \$30,000-\$49,999 ... | - | - | - | - | - | - |
| \$50,000-\$99,399 .. | 4 | 23.5 | 64.7 | 269,305 | 19.5 | 26.1 |
| \$100,000 or over .... | 6 | 35.3 | 100.0 | 1,022,499 | 73.9 | 100.0 |

(Continued on Page 31)

Table 14.-Motor Vehicle Dealerg, Establishments Grouped According to Amount of Annual Sales, Conada, 1937-- (Continued)

| Province and Amount |  | Etablicho | ents |  | Salos |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| of Annual Sales | Number | Per Cent | Cumulative Por cent | Anount | Per Cent | Cumulative Per Cent |
| Nova Scotia, Total | 105 | 100.0 |  | $14,395,941$ | 100.0 |  |
| Less than \$5,000 | 1 | 1.0 | 1.0 | 4,850 | (1) | (1) |
| \$5,000-\$9,999 | 9 | 8.6 | 9.6 | 63,659 | 0.4 | 0.4 |
| \$10,000-\$19,999 | 6 | 5.7 | 15.3 | 85,135 | 0.6 | 1.0 |
| \$20,000 - \$29,999 | 4 | 3.8 | 19.1 | 94,540 | 0.6 | 1.6 |
| \$30,000 - \$49,939 . | 8 | 7.6 | 26.7 | 310,122 | 2.1 | 3.7 |
| \$50,000 - \$99,999 .. | 30 | 28.5 | 55.2 | 2,166,615 | 14.5 | 18.2 |
| \$100,000 - \$199,999 | 25 | 23.8 | 79.0 | 3,604,108 | 24.0 | 42.2 |
| \$200,000 - \$293,999 | 11 | 10.5 | 89.5 | 2,865,442 | 19.1 | 61.3 |
| \$300,000-\$499,999 . | 6 | 5.7 | 95.2 | 2,604,216 | 17.4 | 78.7 |
| \$500,000 or over ......... | 5 | 4.8 | 100.0 | 3,197,254 | 21.3 | 100.0 |
| New Bmanswick, Total(2) | 94 | 100.0 |  | 9,999,213 | 100.0 |  |
| Less than \$5,000 | 6 | 6.4 | 6.4 | 23,436 | 0.2 | 0.2 |
| \$5,000-\$9,999 |  | 1.1 | 7.5 | 9,364 | 0.1 | 0.3 |
| \$10,000-\$19,939 ...... | 6 | 6.4 | 13.9 | 92,434 | 0.9 | 1.2 |
| \$20,000 - \$29,999 ......0 | 8 | 8.5 | 22.4 | 204,538 | 2.1 | 3.3 |
| \$30,000 - \$49,999 ....... | 16 | 17.0 | 39:4 | 607,984 | 6.1 | 9.4 |
| \$50,000 - \$99,999 ....... | 24 | 25.5 | 64.9 | 1,736,392 | 17.4 | 26.8 |
| \$100,000-\$199,999 .0... | 22 | 23.4 | 88.3 | 3,001,377. | 30.0 | 56.8 |
| \$200,000 - \$293,999 ..... | 5 | 5.3 | 93.6 | 1,503,662 | 13.0 | 69.8 |
| \$300,000 or over | 6 | 6.4 | 100,0 | 3,020,026 | 30.2 | 100.0 |
| Quebec, Total | 403 | 100.0 |  | $63,320,920$ | 100.0 |  |
| Less than \$5,000 | 15 | 3.7 | 3.7 | 44,175 | 0.1 | 0.1 |
| \$5,000-\$9,999 | 20 | 5.0 | 8.7 | 157,127 | 0.2 | 0.3 |
| \$10,000 - \$19,999 | 51 | 12.7 | 21.4 | 741,408 | 1.2 | 1.5 |
| \$20,000-\$29,999 | 41 | 10.2 | 31.6 | 1,021,998 | 1.6 | 3.1 |
| \$30,000-\$49.399 | 65 | 16.1 | 47.7 | 2,569,576 | 4.1 | 7.2 |
| \$50,000 - \$99,999 | 75 | 18.6 | 66.3 | 5,192,797 | 8.2 | 15.4 |
| \$100,000 - \$199,999 | 52 | 12.9 | 79.2 | 7,279,990 | 11.5 | 26.9 |
| \$200,000 - \$299,999 | 39 | 9.7 | 88.9 | 8,757,504 | 15.4 | 42.3 |
| \$300,000-\$499,999 ...0. | 16 | 3.9 | 92.8 | 6,408,614 | 10.1 | 52.4 |
| \$ 500,000-\$999,999 .0.0.0 | 17 | 4.2 | 97.0 | 10,981,351 | 17.3 | 69.7 |
| \$1,000,000 or over $\ldots \ldots .$. | 12 | 3.0 | 100.0 | 19,166,380 | 30.3 | 100.0 |
| Ontario, Total | 1,174 | 100.0 |  | $150,205,682$ | 100.0 |  |
| Lese than \$5,000 | 46 | 3.9 | 3.9 | 132,814 | 0.1 | 0.1 |
| \$50,000 - \$9,999 ....... | 74 | 6.3 | 10.2 | 582,272 | 0.4 | 0.5 |
| \$10,000-\$19,355 ....... | 147 | 12.5 | 22.7 | 2,171,587 | 1.4 | 1.9 |
| \$20,000 - \$29,999 ...... | 126 | 10.7 | 33.4 | 3,127,785 | 2.1 | 4.0 |
| \$30,000 - \$49,999 | 198 | 16.9 | 50.3 | 7,782,355 | 5.2 | 9.2 |
| \$50,000-\$99,999 | 222 | 18.9 | 69.2 | 15,684,534 | 10.4 | 19.6 |
| \$100,000 - \$199,999 | 164 | 14.0 | 83.2 | 23,251,328 | 15.5 | 35.1 |
| \$200,000 - \$299,999 | 78 | 6.6 | 89.8 | 19,054,16? | 12.7 | 47.8 |
| \$300,000 - \$499,999 | 64 | 5.5 | 95.3 | 24,710,882 | 16.5 | 64.3 |
| \$500,000 - \$999,999 ..... | 43 | 3.7 | 99.0 | 30,701,997 | 20.4 | 84.7 |
| \$1,000,000 91 over ...e2 | 12 | 1.0 | 100,0 | 23,025,961 | 15.3 | 100.0 |

(1) Less than 0 pef cent (z) Exclucive of nine estaklich- (Continued on Page 32) ments operated by multiple firms who failed to report soparate figures for each

Table 14. Motor Vehicle Dealerse Fstablishments Grouped According to Amount of Annual Sales, Canada, 1937
(Continued)

| Province and Amount of Annual Sales | Establi shments |  |  | Sales |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Per cent | Cumplative Per Cent | Amount | Per Cent | Cumulative Per cent. |
| Manitoba, Total | 315 | 100.0 |  | $18,504,787$ | 100.0 |  |
| Less than \$5,000 ......0. | 39 | 12.4 | 12.4 | 107,174 | 0.6 | 0.6 |
| \$5,000-\$9,999 ......... | 45 | 14.3 | 26.7 | 326,701 | 1.8 | 2.4 |
| \$10,000-\$19,999 ....0.00 | 67 | 21.2 | 47.9 | 982,641 | 5.3 | 7.7 |
| \$20,00j-\$29,999 ....... | 40 | 12.7 | 60.6 | 979,404 | 5.3 | 13.0 |
| \$30,000-\$49,999 .....0. | 52 | 16.5 | 77.1 | 2,037,538 | 11.0 | 24.0 |
| \$50,000 - \$99, 999 . 0.0 .0 | 49 | 15.5 | 92.6 | 3,260,131 | 17.6 | 41.6 |
| \$100,000-\$199,999 ..0.0. | 10 | 3.2 | 95.8 | 1,339,452 | 7.2 | 48.8 |
| \$200,000-\$239,999 ..... | 3 | 1.0 | 96.8 | 724,600 | 3,9 | 52.7 |
| \$300,000-\$499,999 ....0. | 3 | 1.0 | 97.8 | 1.066,190 | 5.8 | 58.5 |
| \$ $500,000-\$ 999,999 \ldots$. | 2 | 0.6 | 98.4 | 1,440,203 | 7.8 | 66.3 |
| \$1,000,000 or over ...0.0. | 5 | 1.6 | 100.0 | 6,240,753 | 33.7 | 100.0 |
| Saskatchewan, Total | 485 | 100.0 |  | 16,888, 988 | 100.0 |  |
| Less than \$5,000 | 112 | 23.1 | 23.1 | 287,057 | 1.7 | 1.7 |
| \$5,000 - \$9,999 | 95 | 19.6 | 42.7 | 698,527 | 4.1 | 5.8 |
| \$10,000 - \$19,999 ....... | 107 | 22.1 | 64.8 | 1,603,790 | 9.5 | 15.3 |
| \$20,000-\$29,999 .0.0... | 51 | 10.5 | 75.3 | 1.277,044 | 76 | 22.9 |
| \$30,000-\$49,999 ....... | 50 | 10.3 | 85.6 | 12915;424 | 11.5 | 34.2 |
| \$50,000 - \$99,999 .n...0.0 | 40 | 8.3 | 93.9 | 2,752,244 | 16.3 | 50.5 |
| \$100,000 | 14 | 2.9 | 96.8 | 1,873,064 | 11.1 | 61.6 |
| \$ 200 ,000-\$299,999 ... | 5 | 1.0 | 97.8 | 1,189,548 | 7.0 | 68.6 |
| \$300,000-\$499,999. | 6 | 1.2 | 99.0 | 2,237,470 | 13.3 | 81.9 |
| \$ $\$ 000,000$ or over ........ | 5 | 1.0 | 100.0 | 3,054,820 | 18.1 | 100,0 |
| Alberta, Total | 453 | 100.0 |  | $24.749,954$ | 100.0 |  |
| Less than $\$ 5,000$........ | 69 | 15.2 | 15.? | 200:948 | 0.8 | 0.8 |
| \$5,000 - \$9,999 -0.0.e.tos | 68 | 15.0 | 30.2 | 512.150 | 2,1 | 2.9 |
| \$10,000-819,999 | 84 | 18.6 | 48.8 | 1,205,460 | 4.9 | 7.8 |
| \$20,000 -- \$29, 999 | 63 | 13.9 | 62:? | 1,516,681 | 6.3 | 13.9 |
| \$30,000 - \$49,999 ....... | 51 | 11.3 | 74.0 | 1,937,281 | 7,8 | 21.7 |
| \$50,000-\$93, 399 : ..... | 64 | 14.1 | 88.1 | 4,409,602 | 17.8 | 39.5 |
|  | 29 | 6.4 | 94.5 | 3.784.710 | 15.3 | 54.8 |
| \$200,000-\$299,999 .... | 9 | 2.0 | 96.5 | 2,068,072 | 8.3 | 65.1 |
| \$300,000 - \$499,999 | 9 | 2.0 | 98,5 | 3,405,822 | 13.8 | 76.9 |
| \$ 500,000 or over ........ | 7 | 1.5 | 100.0 | 5,709,228 | 23.1 | 100.0 |
| British Columbia, Total | 210 | 100.0 |  | 31,561,972 | 100:0 |  |
| Less than $\$ 5,000$ | 9 | 43 | 4.3 | 33, 174 | 0.1 | 0.1 |
| \$5,000-\$刃, 393 | 3 | 4.3 | 8.6 | 65,186 | 0.2 | 0.3 |
| \$10,000 - \$19,393 | 25 | 11.9 | 20.5 | 378,835 | 1.2 | 1. 5 |
| \$20,000 - $\$ 29,930$. $\ldots$. | 18 | 8.6 | 29.1 | 430,754 | 1.4 | 2.9 |
| \$30,000-\$49,990 | 31 | 14.7 | 43.8 | 1,244,477 | 4,0 | 6.9 |
| \$50,000-\$99,993 | 47 | 22.4 | 66.2 | 3,420,357 | 10.8 | 17.7 |
| \$100,000-\$7.39,999 .... | 36 | 17.1 | 83:3 | 5,678,256 | 18.0 | 35.7 |
| \$200,000 - \$299,999 ..... | 9 | 4.3 | 87.6 | 2,213,431 | 7.0 | 42.7 |
| \$300,000 - \$499,939 | 12 | 5.7 | 93.3 | 4,503,433 | 14.3 | 57.0 |
| \$500,000-\$999,999 ..... | 10 | $4{ }^{4} 8$ | 98.1 | 6,797,178 | 21.5 | 78.5 |
| \$12000,000 or over | 4 | 1.9 | 100.0 | 6,796,891 | 21.5 | 100.0 |

## Table 15.--Number and Value of New and Used Motor Vehicles Sold in Ontario, By Counties, 1937.

| County | Total Vohicles |  | New Vehicles |  | Used Vehicles |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Valuo | Number | Value | Number | Value |
|  |  | \$ |  | \$ |  | \$ |
| Total | 205,339 | 113,671,369 | 65,071 | 70,154, 811 | 140,268 | $43,516,558$ |
| Addington | - | - | - | - | - | - |
| Algoma | 2,154 | 1,275,325 | 695 | 790,884 | 1,459 | 484,441 |
| Brant | 3,994 | 2,061,212 | 1,235 | 1,271,:91 | 2,753 | 789,821 |
| Bruce | 1,439 | 789,401 | 580 | 553,422 | 859 | 235,379 |
| Carleton | 9,432 | 5,404,372 | 2,923 | 3,381,747 | 6,569 | 2,02:,625 |
| Cochrene | 2,903 | 1,764,244 | 1,05: | 1,175,565 | 1,850 | 588,679 |
| Dufierin | 475 | 249,101 | 180 | 181,605 | 295 | 67,496 |
| Dundas | 915 | 493,837 | 307 | 306,480 | 608 | 187,357 |
| Durham | 1,734 | 897,185 | 520 | 522,488 | 1,214 | 374,695 |
| Elgin | 2,893 | 1,582,171 | 962 | 1,007,808 | 1,931 | 574,363 |
| Escex | 11,709 | 5,810, 015 | 3,255 | 3,193,026 | 8,474 | 2,616,989 |
| frontonac | 2,649 | 1,328,927 | 714 | 747,205 | 1,935 | 581,722 |
| Glengarry | 172 | 103,566 | d2 | 85,933 | 90 | 23,633 |
| Greaville | 546 | 284,222 | 183 | 192,855 | 363 | 91,367 |
| Grey | 3,194 | 1,472,076 | 867 | 868,512 | 2,327 | 603,564 |
| Haldimand | 1,353 | 732,866 | 484 | 476,230 | 869 | 256,636 |
| naliburton | 99 | 63,750 | 37 | 45,177 | 62 | 18,573 |
| Halton | 1,754 | 973,249 | 632 | 650,539 | 1,122 | 312,910 |
| Hastings | 3,934 | 1,940,667 | 1,124 | 1,194,61.2 | 2,810 | 746,055 |
| Hurolz | 2,135 | 1,090,997 | 731 | 713,001 | 1,404 | 377,996 |
| Kenora | 1,111 | 655,247 | 347 | 377,358 | 764 | 277,883 |
| Kent (1) | 6,250 | 3,273,222 | 1,946 | 1,949,939 | 4,313 | 1,323,283 |
| Lambton | 3,492 | 1,819,658 | 1,133 | 1,1.48,000 | 2,359 | 671,632 |
| Lanark | 1,409 | 783,131 | 509 | 515,979 | 900 | 267,192 |
| Leeds | 1,562 | 858,299 | 503 | 553,472 | 1,059 | 304,827 |
| Lennox | 385 | 47,7,904 | 259 | 275,936 | 726 | 201,908 |
| Liacoln | 4,821 | 2,685,954 | 1,481 | 1,650,470 | 3,340 | 1,035,484 |
| Manitoulin | 87 | 49,503 | 36 | 35,699 | 51 | 13,810 |
| Middlesex | 8,674 | 4,535,567 | 2,593 | 2,686,274 | 6,081 | 1,849,293 |
| Muskoka | 38\% | 553,912 | 33 ? | 349,864 | 651 | 204,048 |
| Nipiscing | 1,368 | 788,824 | 427 | 46B,661 | 941 | 320,163 |
| Norfolk | 1,500 | 773,141 | 476 | 479,940 | 1,024 | 233,201 |
| Northumberland | 1,068 | 594,654 | 412 | 417,979 | 656 | 176,675 |
| Ontario | 4,211 | 2,216,201 | 1,292 | 1,285,405 | 2,919 | 930,796 |
| Oxford | 4,307 | 2,146,486 | 1, บ̌23 | 1,314,605 | $\therefore, 978$ | 831,881 |
| Parry Soun | 514 | 307,183 | 207 | 215,012 | 307 | 32,177 |
| Peel | 2,693 | 1,421,059 | 840 | 837,041 | 1,853 | 584,018 |
| Perth (2) | 2,887 | 1,485,675 | 926 | 323,607 | 1,961 | 556,068 |
| Peterborough | 2,093 | 1,164,675 | 675 | 759,321 | 1,418 | 425,284 |
| Prescott | 586 | 352,388 | 238 | 246,722 | 348 | 105,666 |
| Prince Edwara | 673 | 348,640 | 231 | 244,561 | 442 | 104,079 |
| Rainy Fiver | 705 | 442,117 | 258 | 292,967 | 447 | 149,150 |
| Renfrew | 1,652 | 981,710 | 534 | 637,150 | 1,058 | 344,560 |

Notes (1) and (2): See Page 34.
(Continued on Page 34)

## Table 15. - Number and Value of New and Used Motor Vehicles Sold in Ontario, by Counties, 1937 -(Continued)


(1) Tncludes patt of Tilbury in Essex County.
(2) Includes part of Tavistock in Oxford County.
$\frac{\text { Table } 16 \text { - Number and Value of New and Used Motor Vehicles Sold }}{\text { in 2webec, by Counties, } 1937}$


Notes (1) and (X): See Page 35.

## Table 16.--Number and Value of New and Used Motor Vehiclee Sold in Quebec, by Counties, 1937--(Continued)


$\frac{Y a m a s k a}{(X) \wedge n}$ n $X^{n}$ indicates that figures are withheld to avoid disclosing individual operations.
(1) Includes Laviolette. (2) Includes Gatineau. (3) Includes Roberval. (4) Includes Matapedia. (5) Includes Riviere du Loup。

## APP:HDIX

# Type of Schedule Used in Motor Vehicle Survey, 1937. <br> ABSOLUTELY SECRTT AND CONFIDENTIAL 

This Forin should be Completed and Returned on or Before 1938

Schedule No. 6.

File :No
Dominion Bureav of Statietice, Ottawn, Canada
CENSUS OF MERCHANDISING AND SERVICE ESTABLISHIENTS, 1937

1. (a) Name of Firm
(b) Name of Owner
(c) Location of Business

Strset and Number City or Post Office Province
2. Kind of Business
(as automobile dealer, used car dealer, etc.)
3. TOTAL SALES FIGURES, 1937--(Include head office and branches, if any):

In the space provided below give total sales for 1937 or for your ow business year conforming most closel ${ }^{3}$ wi th that period. Even if you do not keep separate records of sales for different departinents, please fill in answers to this quastion as completely and accurately as you can. Report the total retail selling value of new and used cars sold jacluding allowances on trade-ins

4. TOTAL SALES, ALL DEPARTMFNTS, 1936 … $\because \cdots \cdots \cdot$
(Continued on Page 37)

## Mpe of Schodule Ugedi3 Motor Vehicle Survey, 1937-(Continued)

5. Did you operate continuously throughout 1936 and $1937 ?$

6. COST OF MERCHANDISE SOLD DURING 1937: (Purchases of Lised vehicles should include amounts allowed on trade-ins and costs of reconditioning the same.) Omit all other labour costs salaries, wages or other operating expenses.)

| Item |  | Retail |  | Wholesale Car Department(if any) | Parts, Accessories, Gas, Oil, Other Mdge. |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total of All Departments | All New Vehicles | All Used Vehicles |  |  |
| (a) Value of inventory, beginning of 1937 (at cost value) | \% | \$ | \$ |  |  |
| (b) Purchases for resale in 1937 (inolude duty, inward freight) less returns, allowances and discounts |  |  |  |  |  |
| (c) Net cost of merchandise handled, $(\mathrm{a})+(\mathrm{b})$ |  |  |  |  |  |
| (d) Inventory at end of 1937 <br> (o) Net cost of merchandise sold in 1937. (c) - (d) |  |  |  |  |  |

7. EMPLOYEES AND PAYROLL-(DO not include figures for proprietore or partners):
(a) Averge number of employees during 1937: Male ...........; Female
(b) Total salaries, wages and commissions paid during 1937 _o. \$................
$\overline{8}$. What was the value of customers accounts outstanding on the books of this firm at the end of the year? (Include charge accounta, open accounts, instalment accounts ousstanding.) Do not include accounts written off or accounts carried by finance corporations
8. INSTALMENT SALES: How much of your total salos for 1937 represents sales on instalment plans (total value including down payments)? (Include here also instalment sales financed by finance companies)
 $\$$
9. Is any of the capital invested in your business owned by residents or companies in other countries? ("Yes" or "No")
10. If this report covers more than one establishment, give the location of each:
(1)
(2)
(3)

## Certificate

This is to certify that the information contained in this schedule is correct and complete to the best of my knowledge and belief and covere the twelvomonth period from ....................... 193 , to ........................... 193

Name and Title of Person Furnishing Information

## Type of Schedule Used in Motor Venicle Survey, 1937--(Continued)

Notes to Question 3 .
(i) Even if you did not operate for the full year, please give sales figures covering that portion of the year in which you ware in business.
(ii) In reporting sales volume, care should be taken to show the total retail selling value of new care sold including not only cash receipts, credit sales and notes receivable but also the amount allowed on trade-ins.
Example: Suppose a new car worth $\$ 1,000$ is sold for $\$ 600$ in cash and that $\$ 400$ is allowed on a trade-in which is afterwards sold for $\$ 375$. In this inetance one new car apld for $\$ 1,000$ (cash receipt plus amount allowed on trade-in) should be included in answer to question 3(a). A used car sold for $\$ 375$ shotild also be included in answer to Question 3(c).
(iii) Commercial vehicles include all comercial cars and trucks, and special purpose vehicles,
(1v) Sales of motor vehicles to other dealers for resale should be show in the space provided for "Wholesale Car Department." If no such sales were made the word "nil" should be inserted.

Notes to question 6 .
(i) Amounts allowed on trade-ine shonld be considered as purchaces of used vehicles and should be shom opposite Section (b) in the column headed MAll Used Vehicles." Thus in the example mentioned in the notes to question 3, $\$ 400$ was allowed on a trade-in. This amount, $\$ 400$, would be included in the figure shown for purchases of used vchicles. Purchases of used vehicles should also include the cost of reconditioning.
(ii) If you do not sell motor vehicles to other dealers for resale, insert "nil" in the blank space in the column headed "Wholesale Car Department."
(iii) If you have a wholesale car department for which separate figures as to purchases are not kept, these may be included with purchases for your retail buciness.
(iv) The cost of parts, accessories, etc., should not include labour costs:

