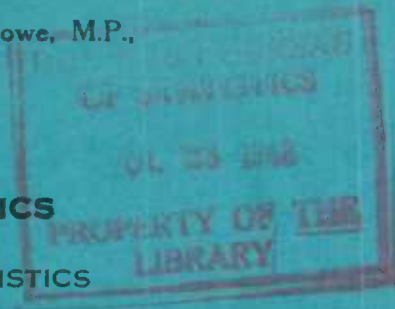


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DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES STATISTICS
OTTAWA, CANADA

NEW MOTOR VEHICLE SALES
AND
MOTOR VEHICLE FINANCING
IN CANADA
1947



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DEFINITIONS.....

1. RETAIL VALUE:

is the price paid by an individual purchaser at the Canadian point of manufacture and includes sales and excise taxes, charges for standard accessories, dealer's commission, etc. Duty is included in the retail value of imported vehicles. Freight charges from the factory to place of purchase are excluded.

2. COMMERCIAL VEHICLES:

is a term which is occasionally used for convenience in some parts of this report and is synonymous with the term "trucks and buses", which is used more frequently. Passenger models used for commercial purposes, such as taxis, are classified with passenger vehicles.

3. AMOUNT OF FINANCING:

is the deferred portion of the purchase price together with finance charges and insurance.

DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES STATISTICS
OTTAWA

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SALES AND FINANCING OF MOTOR VEHICLES CANADA, 1947

Introduction

This report brings together in summary form information on the distribution of motor vehicles at the retail level. Two phases of activity are reviewed--sales and financing. Results for 1947 are given in some detail, but many tables and charts have been included to illustrate trends over the past several years.

Sources and Scope of Statistics

Statistics on new motor vehicle sales are compiled monthly from reports provided by Canadian head offices of companies manufacturing or assembling in Canada, and from external head offices or Canadian distributing centres in the case of imported vehicles. The series was instituted in 1932, but collection of information was suspended during 1944 and 1945. Records of releases from the Government's reserve bank have been used for these two years to bridge the gap between the former and the present series. In 1946, the Bureau reinstated monthly statistics on new motor vehicle sales using the same sources as in the earlier period.

Retail deliveries are reported separately for both passenger and commercial vehicles, by provinces. Motor vehicles sold to the Government for war purposes are not included in the published results.

Canadian finance companies report to the Bureau the number and financed value of new and used motor vehicles financed, by provinces, each month. This series has been maintained continuously since 1929. Prior to 1946, no distinction was made between passenger and commercial models, but these are now reported separately and are summarized for 1947 in this publication. Re-financing is not reported.

Reports are issued monthly on each of the two phases of the motor vehicle field. The subscription rate is \$1.00 per year in each case.

New Motor Vehicle Sales

Review of 1947 Trends

With little or no decline in demand and with sales depending almost wholly on availability of vehicles, previous records of new motor vehicle sales were exceeded by a wide margin in 1947. New vehicle sales reached a total of 230,255 units with a retail value of \$416,237,495. Statistics were not compiled prior to 1932, but it is believed that the 1947 totals surpassed those for the most flourishing of pre-depression years. Unit sales almost doubled in 1947, while the dollar values recorded a gain of more than 100% over 1946 when 120,044 vehicles were sold for \$193,329,005.

Passenger car sales totalled 159,205 units at a retail value of \$283,190,390 in 1947. In 1946, a total of 77,742 new passenger vehicles retailed for \$120,325,496. The proportion of commercial vehicle sales to the total remained quite high, in terms of pre-war characteristics, accounting for 31% of all new vehicles sold last year. Trucks and buses sold in 1947 numbered 71,050 and were valued at \$133,047,105.

Sales of motor vehicles were at a very high level even at the beginning of 1947---at a much higher point than was reached in any month of 1946. While remaining at an elevated level throughout the year, the trend followed much the same pattern as that established in 1946. The movement was steadily upward until July. After a brief interruption in August, there was a sharp rise in September to a new all-time peak, and a further slight upturn in October. From that point sales slipped downward in the last two months of the year, though continuing on a relatively high plane.

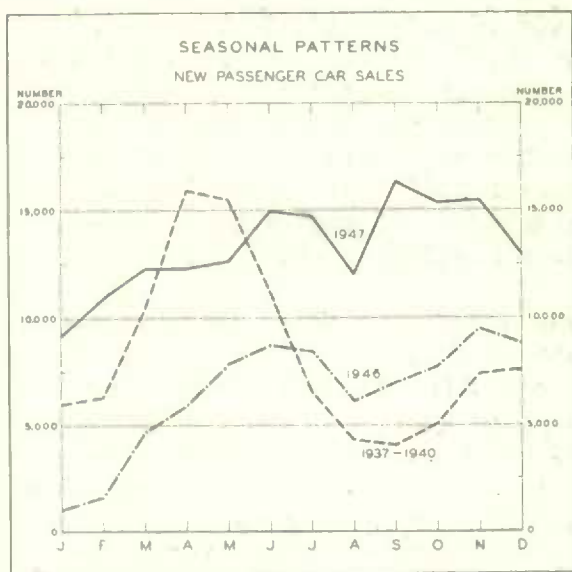
There has been no pronounced shift in the percentage distribution of new motor vehicle sales regionally during the past decade. Ontario absorbed 46.0% of 1947 consumption, a percentage which is somewhat below pre-war averages and slightly lower than that of 47.7% in 1946. The positions of Alberta and British Columbia were more important in 1947 absorbing the Ontario decrease.

Provincial distribution of commercial vehicle sales has customarily been less concentrated in Ontario and Quebec. Ontario accounted for 35% of the total in 1947, but in all other provinces except Quebec and British Columbia, the proportions are somewhat greater for commercial than for passenger vehicles.

Changes in New Motor Vehicle Sales, by Provinces, 1947/1946

Province	Total, Cars Trucks and Buses	Passenger Cars	Trucks and Buses
CANADA	+ 92	+105	+ 68
Maritime Provinces ..	+ 85	+ 91	+ 71
Quebec	+ 94	+101	+ 81
Ontario	+ 86	+ 97	+ 60
Manitoba	+102	+128	+ 66
Saskatchewan	+ 80	+104	+ 53
Alberta	+102	+130	+ 80
British Columbia	+118	+140	+ 79

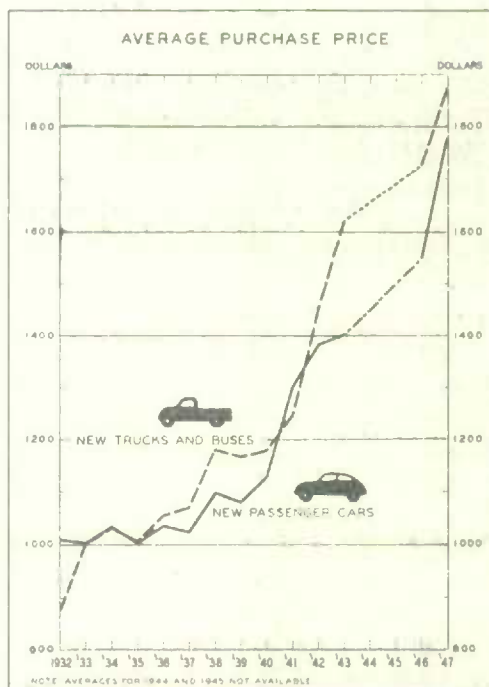
Seasonal Patterns



Demand for new motor vehicles showed no sign of diminishing in 1947. As in 1946, there was also little evidence of the customary pre-war seasonal pattern of sales. Sales in spring months, which had in former years accounted for a high proportion of annual volume, were actually smaller in 1947 than the average monthly volume. The chart at the left shows the number of new passenger cars sold in each month of 1946 and 1947, together with the average number of units sold in the four-year pre-war period 1937-1940. The departure from the pre-war seasonal pattern of sales is clearly indicated.

Purchase Prices

The average purchase price of new motor vehicles again moved sharply upward in 1947. The greater increase last year occurred in passenger car prices which moved from an average of \$1,548 in 1946 to \$1,797 in 1947. Average selling prices of commercial vehicles rose from \$1,726 in 1946 to \$1,873 in 1947. The range in average passenger car prices was between \$1,000 and \$1,100 from 1932 to 1940. Prices rose sharply in 1941 to \$1,300. Successive rises in the next two years added a further \$100 to the average price. For the years 1944 and 1945 the Bureau has no records of average values, but by 1946 there had been a marked increase to \$1,548 before the sharp upturn in values took place in 1947 which raised the average to \$1,779 for that year.



Motor Vehicle Financing

A sharp rise in the financing of motor vehicles accompanied the expansion in their retail distribution. While this rise was proportionately as great in financing as in sales between 1946 and 1947, the level of financing remains well below peak volumes of the late 1930's and early years of the present decade. This condition indicates that a relatively high proportion of new vehicle purchases are being made for cash, or through loan arrangements not handled by finance companies themselves.

Last year, 46,700 new vehicles were financed for an amount of \$65,422,230. These figures included 27,409 passenger models which were financed to the extent of \$32,418,868 and 19,291 trucks and buses financed for \$33,003,362. Average financed value for all new vehicles financed was \$1,401, while for new passenger cars the average was \$1,183 and for new commercial vehicles, \$1,711. The average financed value of new vehicles was at its lowest in 1930 when the figure was \$597. By the middle of the last decade the average was in the vicinity of \$700, approached \$800 at the beginning of the war and mounted fairly steadily thereafter.

Used vehicle financing increased sharply in 1947, the increasing output of new vehicles permitting a greater amount of trading in second-hand cars. The total of 72,167 units financed for \$43,322,528 was made up of 56,024 passenger cars and 16,143 trucks and buses. Although the number of units financed has been surpassed in a number of earlier years, the amount of financing was exceeded only in 1941. The average financed value of used vehicles has also reached a high point, the \$600 average for 1947 being well above that for any other year in the series. The average was as low as \$259 in 1934.

Sales and Financing of New Vehicles Compared

Of the total of new vehicles sold in 1947, only 20% were financed through finance companies. The percentage remained almost the same as in 1946, much below the ratio prevailing in the 1930's when the range was from 32% to 39%.

The proportion of sales financed in 1947 was somewhat higher for commercial vehicles (27%) than for passenger models (17%).

Table 1.--New Motor Vehicle Sales in Canada, by Months, 1947

Month	Total, Cars, Trucks and Buses		Passenger Cars		Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
		\$		\$		\$
1947, Total ...	230,255	416,237,495	159,205	283,190,390	71,050	133,047,105
January	13,977	24,160,357	9,175	15,694,415	4,802	8,465,942
February	15,806	27,259,532	10,883	18,316,979	4,923	8,942,553
March	18,237	31,792,728	12,329	21,279,100	5,908	10,513,628
April	19,176	33,467,922	12,299	20,946,191	6,877	12,521,731
May	19,105	33,467,905	12,678	21,547,037	6,427	11,920,868
June	20,688	36,069,507	14,992	25,634,051	5,696	10,435,456
July	20,696	36,340,691	14,763	25,438,871	5,933	10,901,820
August	17,094	31,305,819	12,038	21,693,371	5,056	9,612,448
September	23,491	43,739,986	16,336	30,041,628	7,155	13,698,358
October	23,647	44,867,072	15,365	28,184,536	8,282	16,682,536
November	20,690	40,531,118	15,422	30,164,646	5,268	10,366,472
December	17,648	33,234,858	12,925	24,249,565	4,723	8,985,293

Table 2.--New Motor Vehicle Sales in Canada, by Provinces, 1947

Province	Total, Cars, Trucks and Buses		Passenger Cars		Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
		\$		\$		\$
CANADA	230,255	416,237,495	159,205	283,190,390	71,050	133,047,105
Maritime Provinces	19,864	34,616,085	12,232	21,251,554	7,632	13,364,531
Quebec	41,966	79,397,049	28,833	53,197,457	13,133	26,199,592
Ontario	98,295	179,015,002	73,160	130,599,245	25,135	48,415,757
Manitoba	12,978	22,682,179	8,467	14,718,866	4,511	7,963,313
Saskatchewan	17,543	29,372,561	10,511	17,774,936	7,032	11,597,625
Alberta	19,569	34,335,717	11,952	20,786,799	7,617	13,548,918
British Columbia ..	20,040	36,818,902	14,050	24,861,533	5,990	11,957,369

Table 3.--New Motor Vehicles Sold in Canada, by Provinces and Months, 1947

Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Total Vehicles								
1947, Total ..	230,255	19,864	41,966	98,295	12,978	17,543	19,569	20,040
January	13,977	1,095	2,714	5,717	865	1,130	1,182	1,274
February	15,806	1,273	2,953	7,416	759	952	1,093	1,360
March	18,237	1,445	3,191	7,848	1,048	1,451	1,643	1,611
April	19,176	1,660	3,581	7,858	1,102	1,728	1,618	1,629
May	19,105	1,742	3,350	8,403	964	1,564	1,636	1,446
June	20,688	1,743	3,746	8,911	1,197	1,500	1,744	1,847
July	20,696	1,613	3,655	9,189	1,189	1,553	1,774	1,723
August	17,094	1,683	3,489	6,520	983	1,369	1,516	1,534
September	23,491	1,932	4,285	10,039	1,409	1,695	2,074	2,057
October	23,647	2,269	4,258	9,818	1,364	1,730	2,106	2,102
November	20,690	1,802	3,677	9,235	1,138	1,412	1,589	1,837
December	17,648	1,607	3,067	7,341	960	1,459	1,594	1,620
Passenger Cars								
1947, Total ..	159,205	12,232	28,833	73,160	8,467	10,511	11,952	14,050
January	9,175	681	1,813	3,955	517	646	658	905
February	10,883	783	2,076	5,426	468	575	654	901
March	12,329	878	2,059	5,838	643	878	972	1,061
April	12,299	1,003	2,379	5,309	703	912	980	1,013
May	12,678	1,044	2,181	5,841	623	1,019	991	979
June	14,992	1,191	2,605	6,848	822	957	1,207	1,362
July	14,763	1,071	2,581	7,066	791	935	1,077	1,242
August	12,038	981	2,605	4,933	666	846	870	1,137
September	16,336	1,206	3,024	7,587	931	971	1,216	1,401
October	15,365	1,208	2,728	7,219	803	858	1,127	1,422
November	15,422	1,178	2,597	7,446	784	914	1,085	1,418
December	12,925	1,008	2,185	5,692	716	1,000	1,115	1,209
Trucks and Buses								
1947, Total ..	71,050	7,632	13,133	25,135	4,511	7,032	7,617	5,990
January	4,802	414	901	1,762	348	484	524	369
February	4,923	490	877	1,990	291	377	439	459
March	5,908	567	1,132	2,010	405	573	671	550
April	6,877	657	1,202	2,549	399	816	638	616
May	6,427	698	1,169	2,562	341	545	645	467
June	5,696	552	1,141	2,063	375	543	537	485
July	5,933	542	1,074	2,123	398	618	697	481
August	5,056	702	884	1,587	317	523	646	397
September	7,155	726	1,261	2,452	478	724	858	656
October	8,282	1,061	1,530	2,599	561	872	979	680
November	5,268	624	1,080	1,789	354	498	504	419
December	4,723	599	882	1,649	244	459	479	411

Table 4.--Annual Sales of New Motor Vehicles in Canada, 1932 - 1947

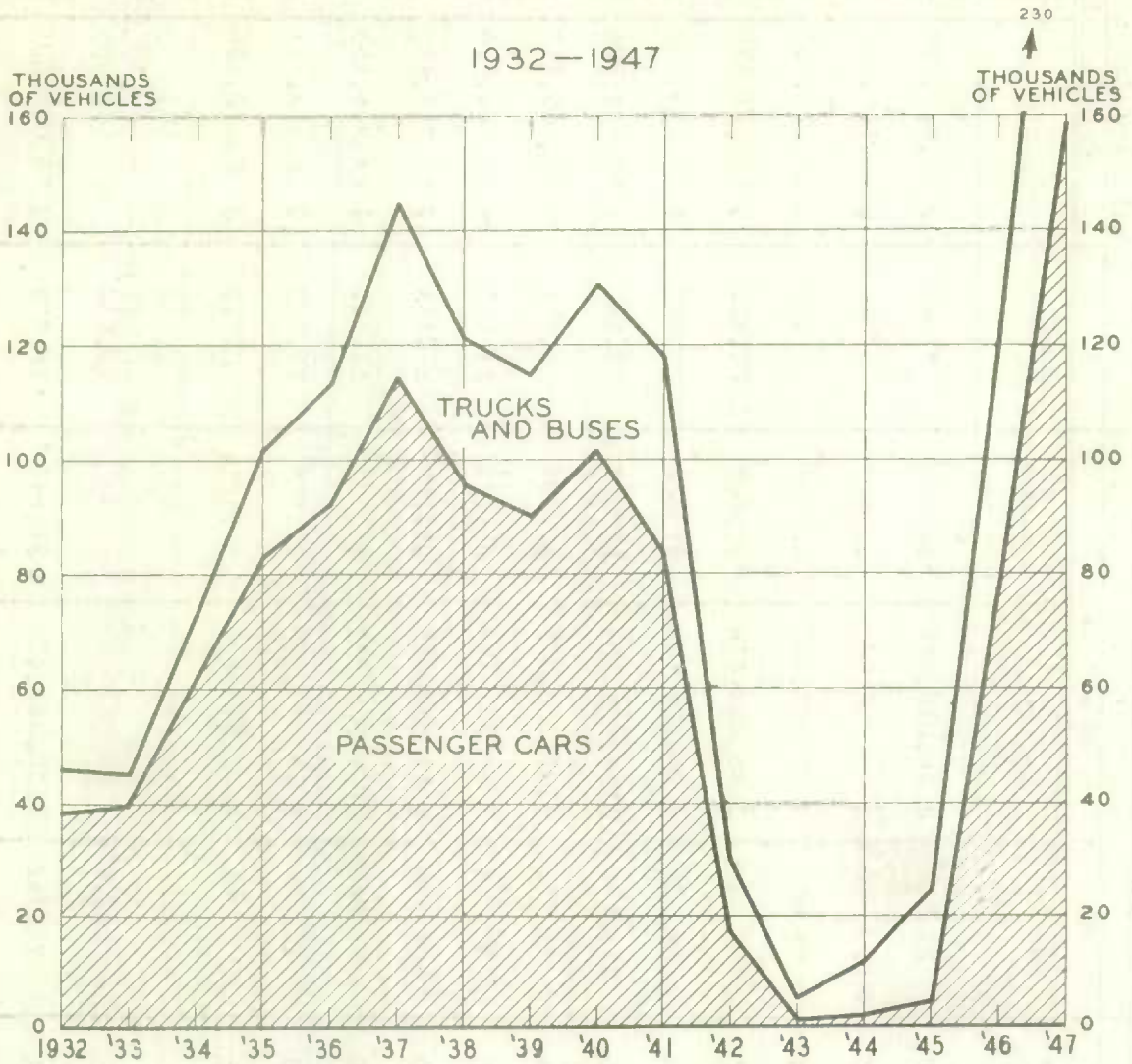
Year	Total Vehicles			Passenger Cars			Trucks and Buses		
	Number	Retail Value		Number	Retail Value		Number	Retail Value	
		Total	Average Purchase Price		Total	Average Purchase Price		Total	Average Purchase Price
1932	45,870	\$ 45,260,742	\$ 987	38,621	\$ 38,919,015	\$1,008	7,249	\$ 6,341,727	\$ 875
1933	45,332	\$ 45,450,230	\$1,003	39,568	\$ 39,692,630	\$1,003	5,764	\$ 5,757,600	\$ 999
1934	73,358	\$ 75,785,461	\$1,033	61,503	\$ 63,566,402	\$1,034	11,855	\$ 12,219,059	\$1,031
1935	101,461	\$101,742,449	\$1,003	83,242	\$ 83,429,114	\$1,002	18,219	\$ 18,313,335	\$1,005
1936	113,314	\$117,582,796	\$1,038	92,287	\$ 95,403,199	\$1,034	21,027	\$ 22,179,597	\$1,055
1937	144,441	\$149,170,527	\$1,033	114,275	\$116,886,334	\$1,023	30,166	\$ 32,284,193	\$1,070
1938	121,165	\$135,011,908	\$1,114	95,751	\$105,006,462	\$1,097	25,414	\$ 30,005,446	\$1,181
1939	114,747	\$125,967,521	\$1,098	90,054	\$ 97,131,128	\$1,079	24,693	\$ 28,836,393	\$1,168
1940	130,552	\$148,845,278	\$1,140	101,789	\$114,928,833	\$1,129	28,763	\$ 33,916,445	\$1,179
1941	118,073	\$151,868,905	\$1,286	83,642	\$108,923,842	\$1,302	34,431	\$ 42,944,963	\$1,247
1942	30,356	\$ 42,879,522	\$1,413	17,286	\$ 23,899,745	\$1,383	13,070	\$ 18,979,777	\$1,452
1943	4,798	\$ 7,557,360	\$1,575	984	\$ 1,378,200	\$1,401	3,814	\$ 6,179,160	\$1,620
1944	11,670 ⁽¹⁾	(2)	-	2,156 ⁽¹⁾	(2)	-	9,514 ⁽¹⁾	(2)	-
1945	24,356 ⁽¹⁾	(2)	-	4,526 ⁽¹⁾	(2)	-	19,830 ⁽¹⁾	(2)	-
1946	120,044	\$193,329,005	\$1,611	77,742	\$120,325,496	\$1,548	42,302	\$ 73,003,509	\$1,726
1947	230,255	\$416,237,495	\$1,808	159,205	\$283,190,390	\$1,779	71,050	\$133,047,105	\$1,873

(1) The number of vehicles sold in 1944 and 1945 was obtained from official records of releases from the Government-administered reserve bank of new vehicles.

(2) Retail values not available.

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

1932-1947



PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

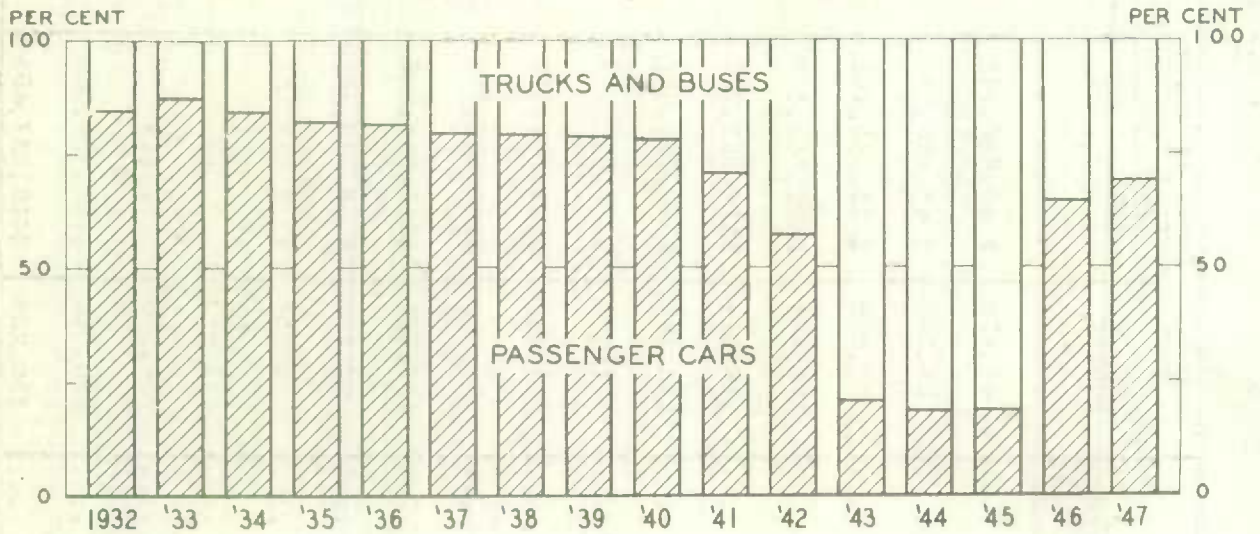


Table 5.--Average Purchase Price of New Motor Vehicles In Canada,
by Provinces, 1932 - 1947

Year	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Passenger Cars								
1932	1,008	-	-	-	-	-	-	-
1933	1,003	-	-	-	-	-	-	-
1934	1,034	1,036	1,048	1,037	1,010	994	1,016	1,020
1935	1,002	991	1,017	1,008	971	962	986	993
1936	1,034	1,015	1,059	1,037	1,013	1,000	1,006	1,023
1937	1,023	1,003	1,047	1,025	1,009	991	1,007	1,007
1938	1,097	1,074	1,139	1,095	1,078	1,057	1,070	1,080
1939	1,079	1,048	1,133	1,076	1,067	1,042	1,046	1,066
1940	1,129	1,100	1,173	1,130	1,107	1,089	1,106	1,124
1941	1,302	1,285	1,340	1,300	1,283	1,265	1,289	1,288
1942	1,383	1,370	1,398	1,391	1,372	1,327	1,376	1,349
1943	1,401	-	-	-	-	-	-	-
1944	-	-	-	-	-	-	-	-
1945	-	-	-	-	-	-	-	-
1946	1,548	1,533	1,593	1,566	1,522	1,453	1,503	1,538
1947	1,779	1,737	1,845	1,785	1,738	1,691	1,739	1,770
Trucks and Buses								
1932	875	-	-	-	-	-	-	-
1933	999	-	-	-	-	-	-	-
1934	1,031	988	1,050	1,043	968	959	994	1,099
1935	1,005	985	1,054	1,005	930	925	958	1,077
1936	1,055	1,034	1,130	1,044	964	951	989	1,162
1937	1,070	1,002	1,087	1,073	1,031	974	1,032	1,227
1938	1,181	1,090	1,217	1,222	1,093	1,081	1,143	1,281
1939	1,168	1,070	1,230	1,214	1,076	1,047	1,143	1,235
1940	1,179	1,117	1,219	1,233	1,120	1,082	1,128	1,291
1941	1,247	1,168	1,294	1,329	1,156	1,099	1,182	1,309
1942	1,452	1,278	1,398	1,570	1,372	1,137	1,270	1,731
1943	1,620	-	-	-	-	-	-	-
1944	-	-	-	-	-	-	-	-
1945	-	-	-	-	-	-	-	-
1946	1,726	1,654	1,905	1,752	1,575	1,546	1,665	1,756
1947	1,873	1,751	1,995	1,926	1,765	1,649	1,779	1,996

Note: Dashes signify that retail values with which to compute average prices were not available.

Table 6.--Percentage Distribution by Provinces of the Number of New Motor Vehicles Sold In Canada, 1932 - 1947

Year	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Passenger Cars								
1932	100.0	-	-	-	-	-	-	-
1933	100.0	-	-	-	-	-	-	-
1934	100.0	8.5	17.3	53.2	4.8	3.5	6.4	6.3
1935	100.0	6.9	17.3	53.3	5.2	3.9	6.8	6.6
1936	100.0	7.2	19.6	50.3	4.7	4.5	5.9	7.8
1937	100.0	8.1	19.8	48.5	5.4	5.0	6.0	7.2
1938	100.0	7.4	19.0	49.6	5.8	3.9	7.9	6.4
1939	100.0	7.8	18.5	46.1	5.9	6.6	8.2	6.9
1940	100.0	7.8	17.9	47.9	5.7	6.8	7.1	6.8
1941	100.0	7.9	19.7	48.5	5.1	5.8	6.2	6.8
1942	100.0	8.7	22.2	46.8	4.4	5.1	5.8	7.0
1943	100.0	-	-	-	-	-	-	-
1944	100.0	-	-	-	-	-	-	-
1945	100.0	-	-	-	-	-	-	-
1946	100.0	8.2	18.5	47.7	4.8	6.6	6.7	7.5
1947	100.0	7.7	18.1	46.0	5.3	6.6	7.5	8.8
Trucks and Buses								
1932	100.0	-	-	-	-	-	-	-
1933	100.0	-	-	-	-	-	-	-
1934	100.0	10.5	17.5	43.5	7.1	3.2	9.5	8.7
1935	100.0	11.1	18.0	40.9	7.5	4.4	8.6	9.5
1936	100.0	12.3	18.4	39.4	7.1	5.3	8.0	9.5
1937	100.0	12.5	22.5	37.1	7.4	4.6	7.1	8.8
1938	100.0	9.9	19.4	35.4	8.7	7.9	11.8	6.9
1939	100.0	9.7	18.7	35.0	6.0	12.0	11.9	6.7
1940	100.0	10.6	17.6	32.4	6.6	16.2	10.2	6.4
1941	100.0	11.2	19.0	33.0	6.0	12.7	10.8	7.3
1942	100.0	10.3	22.4	38.7	5.4	8.0	8.2	7.0
1943	100.0	-	-	-	-	-	-	-
1944	100.0	-	-	-	-	-	-	-
1945	100.0	-	-	-	-	-	-	-
1946	100.0	10.6	17.1	37.1	6.4	10.9	10.0	7.9
1947	100.0	10.7	18.5	35.4	6.4	9.9	10.7	8.4

Note: Provincial figures not available for 1932, 1933, 1943, 1944 and 1945.

**FINANCING OF
MOTOR VEHICLE SALES**

Table 7.--Financing of Motor Vehicle Sales in Canada, by Months, 1947

Month	Total, Passenger and Commercial		Passenger Cars		Trucks and Buses	
	Number	Amount of Financing	Number	Amount of Financing	Number	Amount of Financing
† † † Total, New and Used Vehicles						
1947, Total	118,867	108,744,758	83,433	62,062,180	35,434	46,682,578
January	4,898	4,499,338	3,100	2,218,114	1,798	2,281,224
February	6,059	5,488,380	4,105	2,955,642	1,954	2,532,738
March	8,120	7,071,083	5,618	3,826,768	2,502	3,244,315
April	10,892	9,745,485	7,332	5,106,918	3,560	4,638,567
May	11,564	10,405,485	7,776	5,571,137	3,788	4,834,348
June	11,214	10,193,873	7,676	5,389,392	3,538	4,804,481
July	11,093	9,798,090	8,062	5,783,726	3,031	4,014,364
August	10,176	9,165,431	7,312	5,405,483	2,864	3,759,948
September	11,495	10,666,437	8,343	6,408,339	3,152	4,258,098
October	12,668	11,759,975	9,245	7,271,172	3,423	4,488,803
November	11,431	11,018,624	8,179	6,602,065	3,252	4,416,559
December	9,257	8,932,557	6,685	5,523,424	2,572	3,409,133
New Vehicles						
1947, Total	46,700	65,422,230	27,409	32,418,868	19,291	33,003,362
January	2,438	3,154,348	1,358	1,476,640	1,080	1,677,708
February	2,801	3,758,675	1,644	1,882,157	1,157	1,876,518
March	3,489	4,669,554	2,071	2,336,273	1,418	2,333,281
April	4,162	5,869,877	2,237	2,619,443	1,925	3,250,434
May	4,100	5,796,816	2,183	2,541,237	1,917	3,255,579
June	3,992	5,754,013	2,170	2,508,799	1,822	3,245,214
July	3,996	5,463,037	2,432	2,731,121	1,564	2,731,916
August	3,563	5,091,562	2,054	2,477,295	1,509	2,614,267
September	4,425	6,285,999	2,676	3,230,240	1,749	3,055,759
October	5,148	7,219,360	3,154	3,872,671	1,994	3,346,689
November	4,629	6,751,407	2,787	3,517,803	1,842	3,233,604
December	3,957	5,607,582	2,643	3,225,189	1,314	2,382,393
Used Vehicles						
1947, Total	72,167	43,322,528	56,024	29,643,312	16,143	13,679,216
January	2,460	1,344,990	1,742	741,474	718	603,516
February	3,258	1,729,705	2,461	1,073,485	797	656,220
March	4,631	2,401,529	3,547	1,490,495	1,084	911,034
April	6,730	3,875,608	5,095	2,487,475	1,635	1,388,133
May	7,464	4,608,669	5,593	3,029,900	1,871	1,578,769
June	7,222	4,439,860	5,506	2,880,593	1,716	1,559,267
July	7,097	4,335,053	5,630	3,052,605	1,467	1,282,448
August	6,613	4,073,869	5,258	2,928,188	1,355	1,145,681
September	7,070	4,380,438	5,667	3,178,099	1,403	1,202,339
October	7,520	4,540,615	6,091	3,398,501	1,429	1,142,114
November	6,802	4,267,217	5,392	3,084,262	1,410	1,182,955
December	5,300	3,324,975	4,042	2,298,235	1,258	1,026,740

Table 8.--Financing of Motor Vehicle Sales in Canada, by Provinces, 1947

Province	Total, Passenger and Commercial			Passenger Cars			Trucks and Buses		
	Number	Amount of Financing		Number	Amount of Financing		Number	Amount of Financing	
		Total	Average per Vehicle		Total	Average per Vehicle		Total	Average per Vehicle
Total, New and Used Vehicles									
CANADA	118,867	108,744,758	915	83,433	62,062,180	744	35,434	46,682,578	1,317
Maritime Provinces ..	8,382	7,897,144	942	4,645	3,742,035	806	3,737	4,155,109	1,112
Quebec	22,128	26,558,628	1,200	14,259	13,857,474	972	7,869	12,701,154	1,614
Ontario	57,303	43,564,486	760	45,024	29,041,110	645	12,279	14,523,376	1,184
Manitoba	5,963	5,693,811	955	3,937	3,167,290	804	2,026	2,526,521	1,247
Saskatchewan	4,680	4,495,465	961	2,390	1,962,180	821	2,290	2,533,285	1,106
Alberta	9,553	9,240,487	967	5,354	4,077,658	762	4,199	5,162,829	1,230
British Columbia	10,858	11,294,737	1,040	7,824	6,214,433	794	3,034	5,080,304	1,674
New Vehicles									
CANADA	46,700	65,422,230	1,401	27,409	32,418,868	1,183	19,291	33,003,362	1,711
Maritime Provinces ..	4,345	5,512,111	1,269	2,223	2,507,047	1,128	2,122	3,005,064	1,416
Quebec	10,944	17,568,442	1,605	6,463	8,640,357	1,337	4,481	8,928,085	1,992
Ontario	17,830	23,299,014	1,307	11,593	12,966,715	1,118	6,237	10,332,299	1,657
Manitoba	2,700	3,635,693	1,347	1,619	1,879,971	1,161	1,081	1,755,722	1,624
Saskatchewan	2,649	3,212,039	1,213	1,169	1,275,178	1,091	1,480	1,936,861	1,309
Alberta	4,262	5,652,999	1,326	2,050	2,276,581	1,111	2,212	3,376,418	1,526
British Columbia	3,970	6,541,932	1,648	2,292	2,873,019	1,253	1,678	3,668,913	2,186
Used Vehicles									
CANADA	72,167	43,322,528	600	56,024	29,643,312	529	16,143	13,679,216	847
Maritime Provinces ..	4,037	2,385,033	591	2,422	1,234,988	510	1,615	1,150,045	712
Quebec	11,184	8,990,186	804	7,796	5,217,117	669	3,388	3,773,069	1,114
Ontario	39,473	20,265,472	513	33,431	16,074,395	481	6,042	4,191,077	694
Manitoba	3,263	2,058,118	631	2,318	1,287,319	555	945	770,799	816
Saskatchewan	2,031	1,283,426	632	1,221	687,002	563	810	596,424	736
Alberta	5,291	3,587,488	678	3,304	1,801,077	545	1,987	1,786,411	899
British Columbia	6,888	4,752,805	690	5,532	3,341,414	604	1,356	1,411,391	1,041

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Table 9.--Number of Motor Vehicles Financed, by Provinces and Months, 1947

NEW VEHICLES

Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
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Passenger Cars

1947, Total	27,409	2,223	6,463	11,593	1,619	1,169	2,050	2,292
January	1,358	110	297	583	102	52	100	114
February	1,644	137	341	835	72	54	93	112
March	2,071	118	476	942	122	98	160	155
April	2,237	204	528	868	120	131	176	210
May	2,183	163	523	935	121	107	160	174
June	2,170	180	569	867	143	98	139	174
July	2,432	165	566	1,063	152	101	185	200
August	2,054	191	500	800	115	96	166	186
September	2,676	212	686	1,120	182	100	182	194
October	3,154	268	786	1,338	175	115	212	260
November	2,787	223	614	1,183	150	123	231	263
December	2,643	252	577	1,059	165	94	246	250

Trucks and Buses

1947, Total	19,291	2,122	4,481	6,237	1,081	1,480	2,212	1,678
January	1,080	103	205	420	52	74	121	105
February	1,157	133	228	423	52	61	141	119
March	1,418	113	273	533	96	114	161	128
April	1,925	214	462	595	119	156	213	166
May	1,917	198	475	632	104	167	196	145
June	1,822	207	419	583	116	150	200	147
July	1,564	140	434	535	78	121	140	116
August	1,509	194	333	454	85	137	173	133
September	1,749	196	411	576	86	106	200	174
October	1,994	253	504	598	112	162	207	158
November	1,842	236	425	491	106	157	268	159
December	1,314	135	312	397	75	75	192	128

Table 9.--Number of Motor Vehicles Financed, by Provinces and Months, 1947

USED VEHICLES

Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
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Passenger Cars

1947, Total.	56,024	2,422	7,796	33,431	2,318	1,221	3,304	5,532
January	1,742	83	255	1,049	54	46	93	162
February	2,461	95	391	1,538	69	35	143	190
March	3,547	152	672	2,171	122	44	156	230
April	5,095	201	823	3,136	233	107	269	326
May	5,593	208	847	3,283	302	129	365	459
June	5,506	218	780	3,299	247	150	303	509
July	5,630	241	781	3,311	234	113	333	617
August	5,258	214	683	3,086	216	115	310	634
September	5,667	247	799	3,336	218	112	313	642
October	6,091	279	698	3,635	240	175	361	703
November	5,392	270	646	3,231	220	111	331	583
December	4,042	214	421	2,356	163	84	327	477

Trucks and Buses

1947, Total.	16,143	1,615	3,388	6,042	945	810	1,987	1,356
January	718	50	121	270	54	41	121	61
February	797	84	164	316	42	19	114	58
March	1,084	89	217	423	54	65	143	93
April	1,635	168	355	599	80	90	225	118
May	1,871	190	393	764	98	93	202	131
June	1,716	158	403	646	90	89	172	158
July	1,467	145	315	543	98	77	163	126
August	1,355	148	294	472	84	66	163	128
September	1,403	135	302	519	64	66	176	141
October	1,429	159	297	529	100	68	154	122
November	1,410	158	280	511	102	62	179	118
December	1,258	131	247	450	79	74	175	102

Table 10.--Financing of Motor Vehicle Sales in Canada, by Years, 1929 - 1947

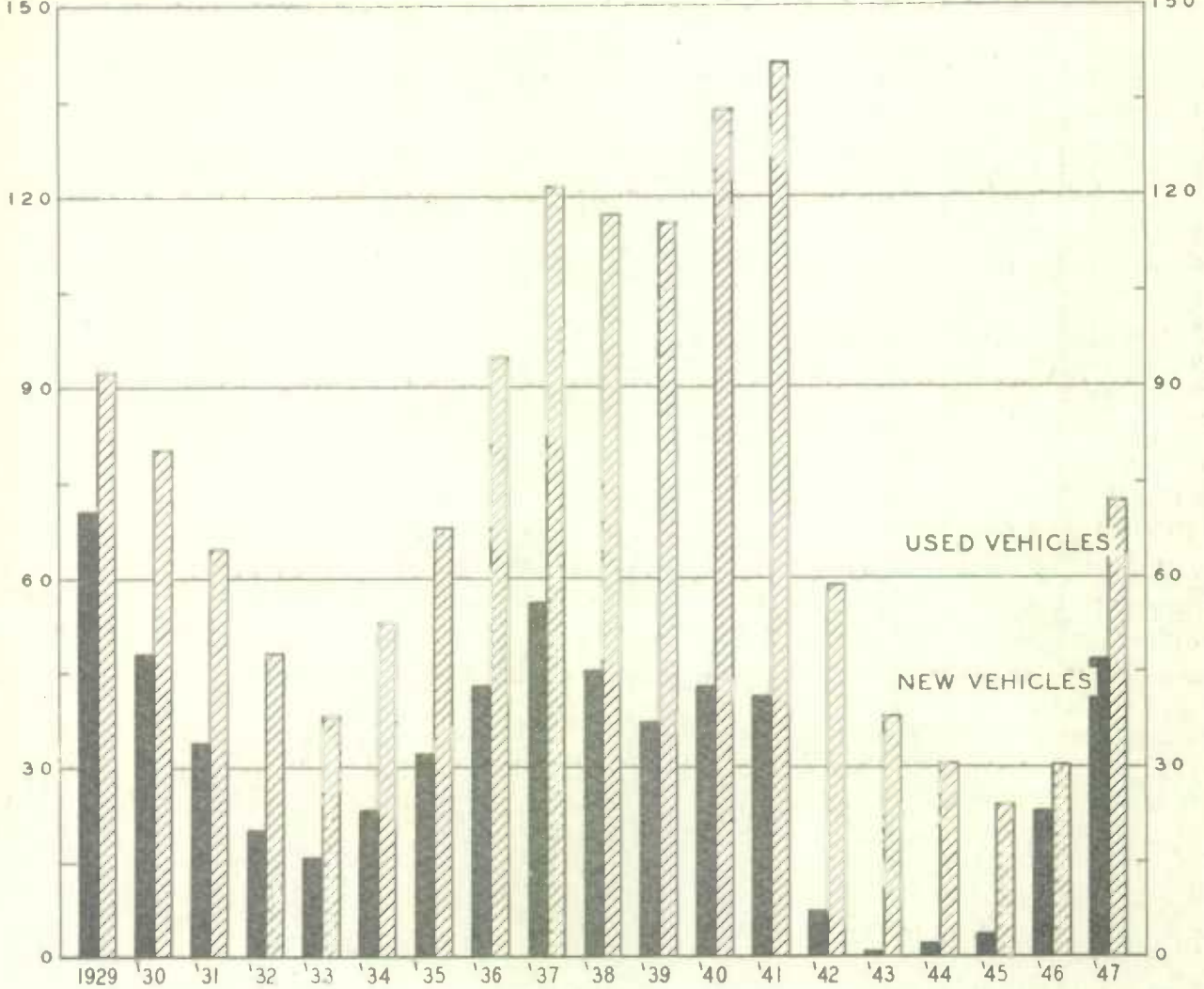
Year	Total, New and Used Vehicles			New Vehicles			Used Vehicles		
	Number	Amount of Financing		Number	Amount of Financing		Number	Amount of Financing	
		Total	Average per Vehicle		Total	Average per Vehicle		Total	Average per Vehicle
1929	164,131	88,165,531	537	71,582	48,104,523	672	92,549	40,061,008	433
1930	128,314	62,978,174	491	47,961	28,610,731	597	80,353	34,367,443	428
1931	98,623	41,941,254	425	33,988	20,869,547	614	64,635	21,071,707	326
1932	69,291	25,864,873	373	21,293	12,741,179	598	47,998	13,123,694	273
1933	54,238	20,158,788	372	15,880	10,030,368	632	38,358	10,128,420	264
1934	76,170	30,091,463	395	23,264	16,364,735	703	52,906	13,726,728	259
1935	100,178	40,251,521	402	31,950	22,410,656	701	68,228	17,840,865	261
1936	137,514	54,859,812	399	42,863	29,887,861	697	94,651	24,971,951	264
1937	177,898	75,850,173	426	56,247	40,664,675	723	121,651	35,185,498	289
1938	162,703	69,685,853	428	45,267	33,701,624	745	117,436	35,984,229	306
1939	153,107	62,768,746	410	37,320	27,852,627	746	115,787	34,916,119	302
1940	176,578	75,235,793	426	42,982	33,473,397	779	133,596	41,762,396	313
1941	182,419	84,716,783	464	41,032	34,887,591	850	141,387	49,829,192	352
1942	66,310	24,596,915	371	7,398	6,207,111	839	58,912	18,389,804	312
1943	39,573	14,892,566	376	1,077	1,254,878	1,165	38,496	13,637,688	354
1944	32,970	14,570,937	442	2,371	2,927,396	1,235	30,599	11,643,541	381
1945	27,986	14,437,182	516	3,630	4,934,456	1,359	24,356	9,502,726	390
1946	53,393	41,586,565	779	22,866	27,978,992	1,224	30,527	13,607,573	446
1947	118,867	108,744,758	915	46,700	65,422,230	1,401	72,167	43,322,528	600

NUMBER OF MOTOR VEHICLE SALES FINANCED

1929-1947

THOUSANDS OF VEHICLES
150

THOUSANDS OF VEHICLES
150



PROPORTION OF NEW AND USED VEHICLES FINANCED

PER CENT
100

PER CENT
100

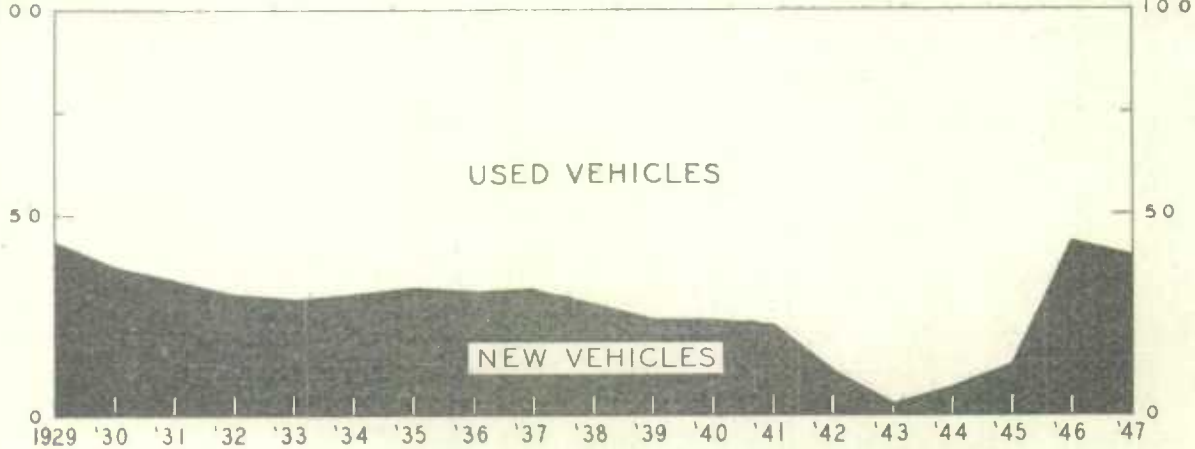


Table 11.--Percentage Distribution, by Provinces, of Motor Vehicles
Financed in Canada, 1936 - 1947

Year	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
New Vehicles								
1936	100.0	6.5	18.8	46.2		11.8	9.2	7.5
1937	100.0	7.0	19.3	45.9		11.7	9.1	7.0
1938	100.0	6.4	19.0	42.4		14.4	11.6	6.2
1939	100.0	6.2	18.7	37.9		16.6	13.5	7.1
1940	100.0	6.7	17.6	38.3		20.0	11.2	6.2
1941	100.0	7.3	19.2	39.3		17.4	10.0	6.8
1942	100.0	5.7	20.9	39.5		13.6	13.1	7.2
1943	100.0	8.9	20.8	28.2		12.8	21.3	8.0
1944	100.0	12.6	22.4	22.3		12.2	22.4	8.1
1945	100.0	11.3	22.5	26.1		15.7	16.7	7.7
1946	100.0	9.3	20.6	41.2	5.6	6.0	10.0	7.3
1947	100.0	9.3	23.4	38.2	5.8	5.7	9.1	8.5
1946								
Passenger ..	100.0	7.5	21.6	47.1	4.7	4.5	7.4	7.2
Commercial .	100.0	10.9	19.6	35.6	6.4	7.5	12.5	7.5
1947								
Passenger ..	100.0	8.1	23.5	42.3	5.9	4.3	7.5	8.4
Commercial .	100.0	11.0	23.2	32.3	5.6	7.7	11.5	8.7
Used Vehicles								
1936	100.0	6.7	15.5	50.9		9.9	7.5	9.5
1937	100.0	7.5	16.2	52.2		9.1	6.8	8.2
1938	100.0	6.9	15.4	49.3		11.2	8.5	8.7
1939	100.0	7.4	14.5	45.9		13.0	9.6	9.6
1940	100.0	7.7	13.7	47.5		13.2	8.9	9.0
1941	100.0	7.0	13.1	50.2		11.9	8.4	9.4
1942	100.0	4.7	10.8	50.5		13.0	10.6	10.4
1943	100.0	3.2	10.1	50.8		12.8	11.0	12.1
1944	100.0	2.1	11.4	56.1		8.5	8.9	13.0
1945	100.0	2.1	15.1	56.1		7.0	8.3	11.4
1946	100.0	4.0	16.1	57.9	3.9	2.8	7.8	7.5
1947	100.0	5.6	15.5	54.7	4.5	2.8	7.3	9.6
1946								
Passenger ..	100.0	3.2	14.9	64.7	3.2	1.7	4.8	7.5
Commercial .	100.0	6.4	19.6	38.9	6.0	5.7	15.9	7.5
1947								
Passenger ..	100.0	4.3	13.9	59.7	4.1	2.2	5.9	9.9
Commercial .	100.0	10.0	21.0	37.4	5.9	5.0	12.3	8.4

PROVINCIAL DISTRIBUTION OF NEW MOTOR VEHICLE SALES AND FINANCING

NUMBER OF UNITS

1947

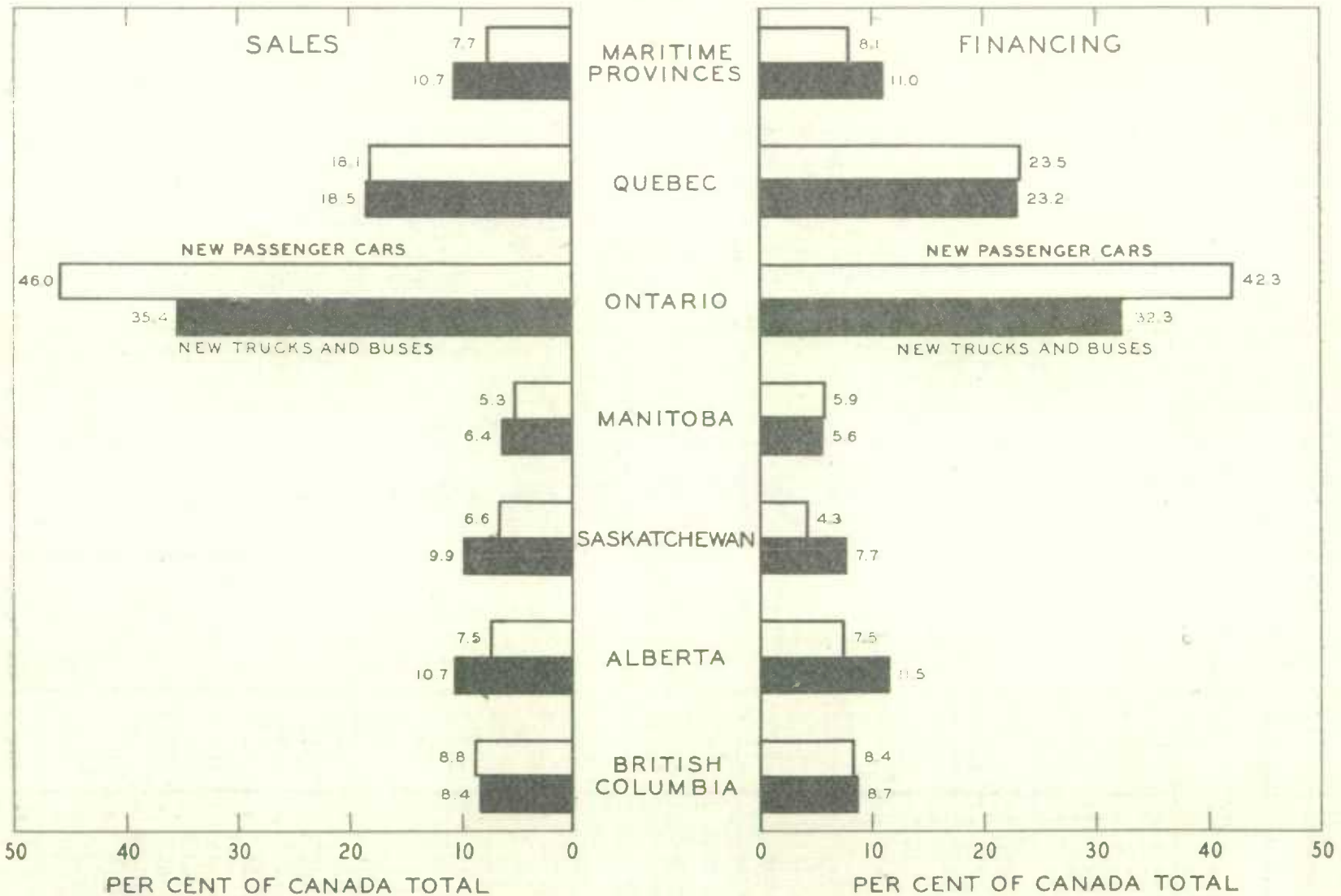


Table 12.--Average Financed Value of Motor Vehicles in Canada,
by Provinces, 1936 - 1947

Year	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
New Vehicles								
1936	697	752	754	661	673		657	818
1937	723	761	783	702	661		675	821
1938	745	785	801	721	701		721	836
1939	746	805	798	725	685		726	854
1940	779	843	841	761	720		753	877
1941	850	911	928	824	779		790	987
1942	839	892	958	743	772		769	1,233
1943	1,165	1,095	1,181	1,172	1,162		1,024	1,562
1944	1,235	1,118	1,334	1,278	1,242		1,124	1,313
1945	1,359	1,224	1,573	1,199	1,281		1,281	1,805
1946	1,224	1,090	1,336	1,173	1,376	1,054	1,156	1,477
1947	1,401	1,269	1,605	1,307	1,347	1,213	1,326	1,648

1946								
Passenger ..	956	938	1,000	931	976	924	938	1,028
Commercial .	1,476	1,188	1,685	1,474	1,653	1,126	1,279	1,881
1947								
Passenger ..	1,183	1,128	1,337	1,118	1,161	1,091	1,111	1,253
Commercial .	1,711	1,416	1,992	1,657	1,624	1,309	1,526	2,186
Used Vehicles								
1936	264	273	285	250	264		293	274
1937	289	301	321	273	289		308	304
1938	306	310	340	285	314		328	332
1939	302	299	325	278	314		336	327
1940	313	303	335	286	338		352	350
1941	352	343	395	323	379		376	400
1942	312	315	363	271	340		368	366
1943	354	316	426	301	380		459	406
1944	381	347	494	325	409		509	420
1945	390	372	559	300	403		605	437
1946	446	474	646	342	523	564	600	557
1947	600	591	804	513	631	632	678	690

1946								
Passenger ..	334	351	482	294	308	371	346	369
Commercial .	756	643	989	564	837	724	812	1,071
1947								
Passenger ..	529	510	669	481	555	563	545	604
Commercial .	847	712	1,114	694	816	736	899	1,041

Table 13.--Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces, 1947

Province	Sales of New Vehicles		Financing of Sales of New Vehicles			
	Number of Vehicles	Retail Value	Number of Vehicles	Per cent of Total Number Sold	Amount of Financing	Per cent of Value of Total Number Sold
† † Total, Cars, Trucks and Buses						
CANADA	230,255	416,237,495	46,700	20.3	65,422,230	15.7
Maritime Provinces .	19,864	34,616,085	4,345	21.9	5,512,111	15.9
Quebec	41,966	79,397,049	10,944	26.1	17,568,442	22.1
Ontario	98,295	179,015,002	17,830	18.1	23,299,014	13.0
Manitoba	12,978	22,682,179	2,700	20.8	3,635,693	16.0
Saskatchewan	17,543	29,372,561	2,649	15.1	3,212,039	10.9
Alberta	19,569	34,335,717	4,262	21.8	5,652,999	16.5
British Columbia ...	20,040	36,818,902	3,970	19.8	6,541,932	17.8
Passenger Cars						
CANADA	159,205	283,190,390	27,409	17.2	32,418,868	11.4
Maritime Provinces .	12,232	21,251,554	2,223	18.2	2,507,047	11.8
Quebec	28,833	53,197,457	6,463	22.4	8,640,357	16.2
Ontario	73,160	130,599,245	11,593	15.8	12,966,715	9.9
Manitoba	8,467	14,718,866	1,619	19.1	1,879,971	12.8
Saskatchewan	10,511	17,774,936	1,169	11.1	1,275,178	7.2
Alberta	11,952	20,786,799	2,050	17.2	2,276,581	11.0
British Columbia ...	14,050	24,861,533	2,292	16.3	2,873,019	11.6
Trucks and Buses						
CANADA	71,050	133,047,105	19,291	27.2	33,003,362	24.8
Maritime Provinces .	7,632	13,364,531	2,122	27.8	3,005,064	22.5
Quebec	13,133	26,199,592	4,481	34.1	8,928,085	34.1
Ontario	25,135	48,415,757	6,237	24.8	10,332,299	21.3
Manitoba	4,511	7,963,313	1,081	24.0	1,755,722	22.0
Saskatchewan	7,032	11,597,625	1,480	21.0	1,936,861	16.7
Alberta	7,617	13,548,918	2,212	29.0	3,376,418	24.9
British Columbia ...	5,990	11,957,369	1,678	28.0	3,668,913	30.7

Table 14.--Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces and Months, 1947

Month	CANADA			Maritime Provinces			Quebec			Ontario		
	Sold	Financed		Sold	Financed		Sold	Financed		Sold	Financed	
	Number	Number	% of Number Sold	Number	Number	% of Number Sold	Number	Number	% of Number Sold	Number	Number	% of Number Sold
1947, Total .	230,255	46,700	20.3	19,864	4,345	21.9	41,966	10,944	26.1	98,295	17,830	18.1
January	13,977	2,438	17.4	1,095	213	19.5	2,714	502	18.5	5,717	1,003	17.5
February	15,806	2,801	17.7	1,273	270	21.2	2,953	569	19.3	7,416	1,258	17.0
March	18,237	3,489	19.1	1,445	231	16.0	3,191	749	23.5	7,848	1,475	18.8
April	19,176	4,162	21.7	1,660	418	25.2	3,581	990	27.6	7,858	1,463	18.6
May	19,105	4,100	21.5	1,742	361	20.7	3,350	998	29.8	8,403	1,567	18.6
June	20,688	3,992	19.3	1,743	387	22.2	3,746	988	26.4	8,911	1,450	16.3
July	20,696	3,996	19.3	1,613	305	18.9	3,655	1,000	27.4	9,189	1,598	17.4
August	17,094	3,563	20.8	1,683	385	22.9	3,489	833	23.9	6,520	1,254	19.2
September	23,491	4,425	18.8	1,932	408	21.1	4,285	1,097	25.6	10,039	1,696	16.9
October	23,647	5,148	21.8	2,269	521	23.0	4,258	1,290	30.3	9,818	1,936	19.7
November	20,690	4,629	22.4	1,802	459	25.5	3,677	1,039	28.3	9,235	1,674	18.1
December	17,648	3,957	22.4	1,607	387	24.1	3,067	889	29.0	7,341	1,456	19.8

Month	Manitoba			Saskatchewan			Alberta			British Columbia		
	Sold	Financed		Sold	Financed		Sold	Financed		Sold	Financed	
	Number	Number	% of Number Sold	Number	Number	% of Number Sold	Number	Number	% of Number Sold	Number	Number	% of Number Sold
1947, Total .	12,978	2,700	20.8	17,543	2,649	15.1	19,569	4,262	21.8	20,040	3,970	19.8
January	865	154	17.8	1,130	126	11.2	1,182	221	18.7	1,274	219	17.2
February	759	124	16.3	952	115	12.1	1,093	234	21.4	1,360	231	17.0
March	1,048	218	20.8	1,451	212	14.6	1,643	321	19.5	1,611	283	17.6
April	1,102	239	21.7	1,728	287	16.6	1,618	389	24.0	1,629	376	23.1
May	964	225	23.3	1,564	274	17.5	1,636	356	21.8	1,446	319	22.1
June	1,197	259	21.6	1,500	248	16.5	1,744	339	19.4	1,847	321	17.4
July	1,189	230	19.3	1,553	222	14.3	1,774	325	18.3	1,723	316	18.3
August	983	200	20.3	1,369	233	17.0	1,516	339	22.4	1,534	319	20.8
September	1,409	268	19.0	1,695	206	12.2	2,074	382	18.4	2,057	368	17.9
October	1,364	287	21.0	1,730	277	16.0	2,106	419	19.9	2,102	418	19.9
November	1,138	256	22.5	1,412	280	19.8	1,589	499	31.4	1,837	422	23.0
December	960	240	25.0	1,459	169	11.6	1,594	438	27.5	1,620	378	23.3

NEW MOTOR VEHICLES 1947 SALES AND FINANCING COMPARED

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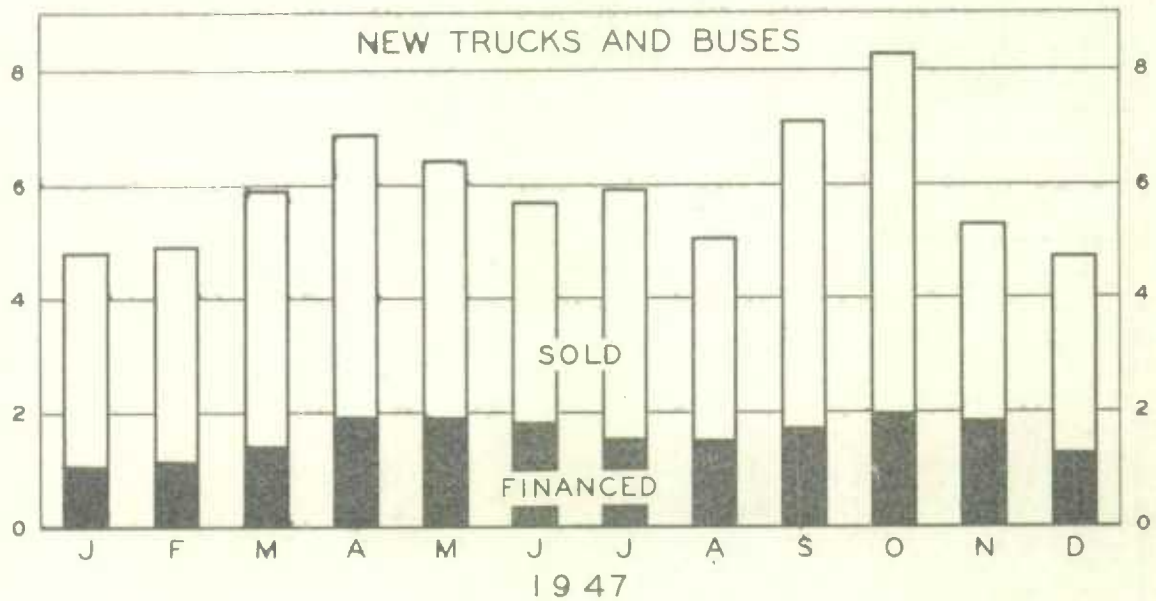
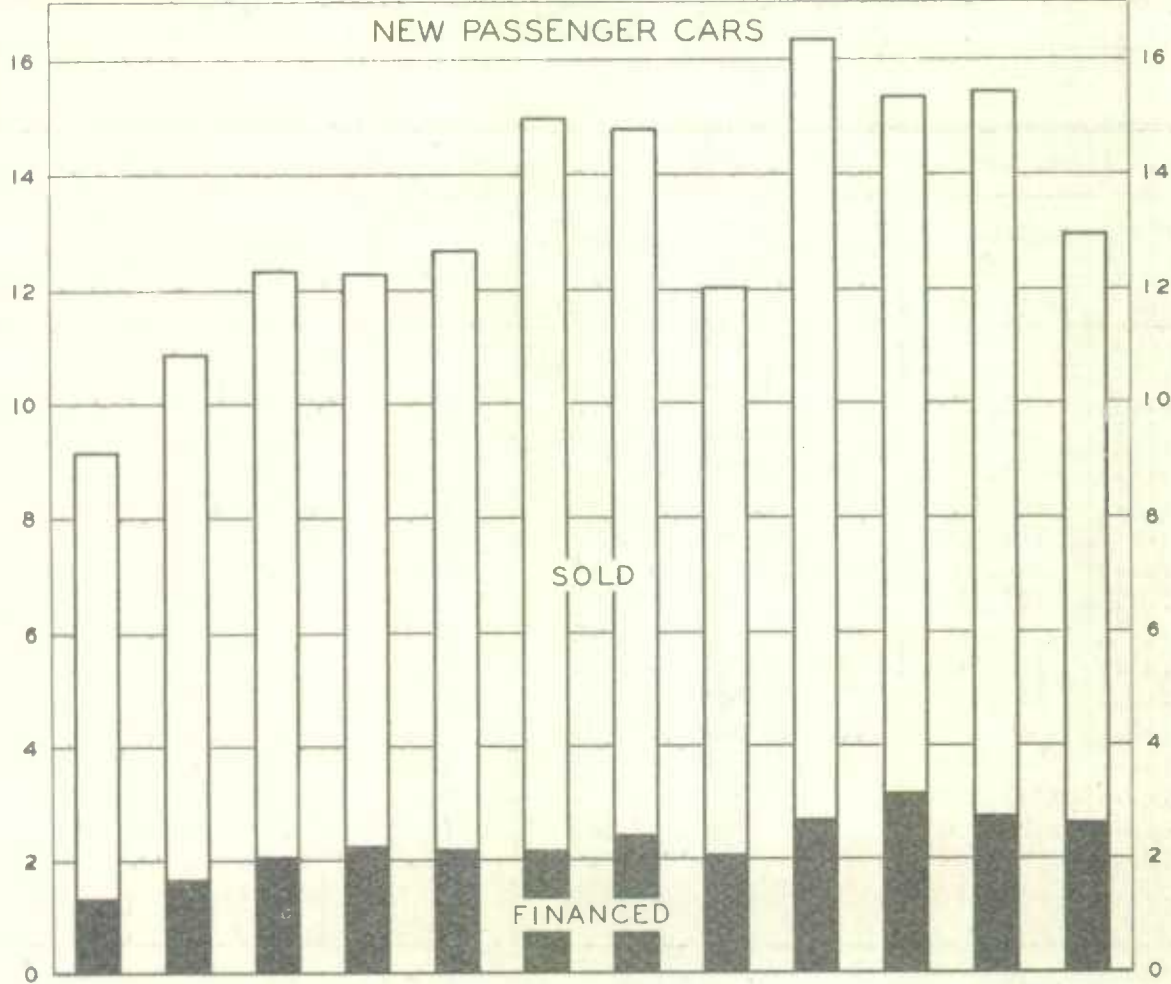


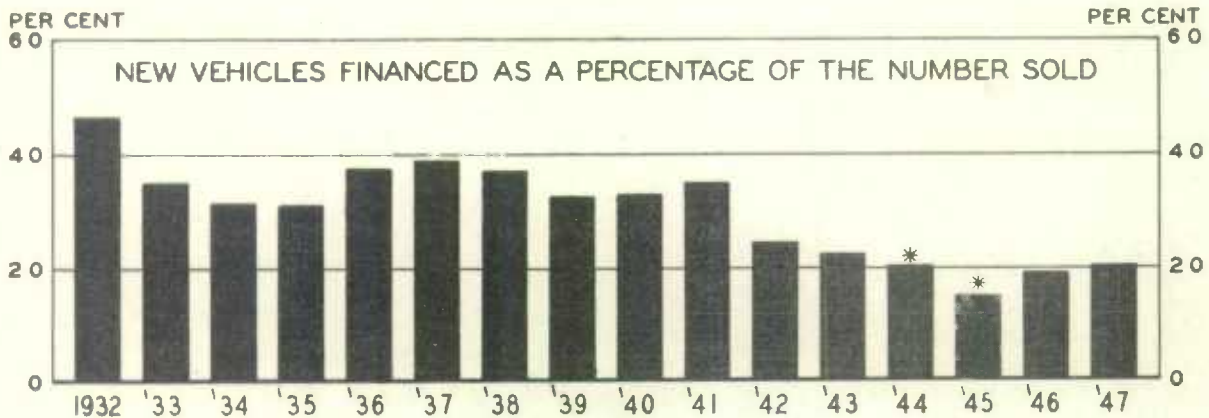
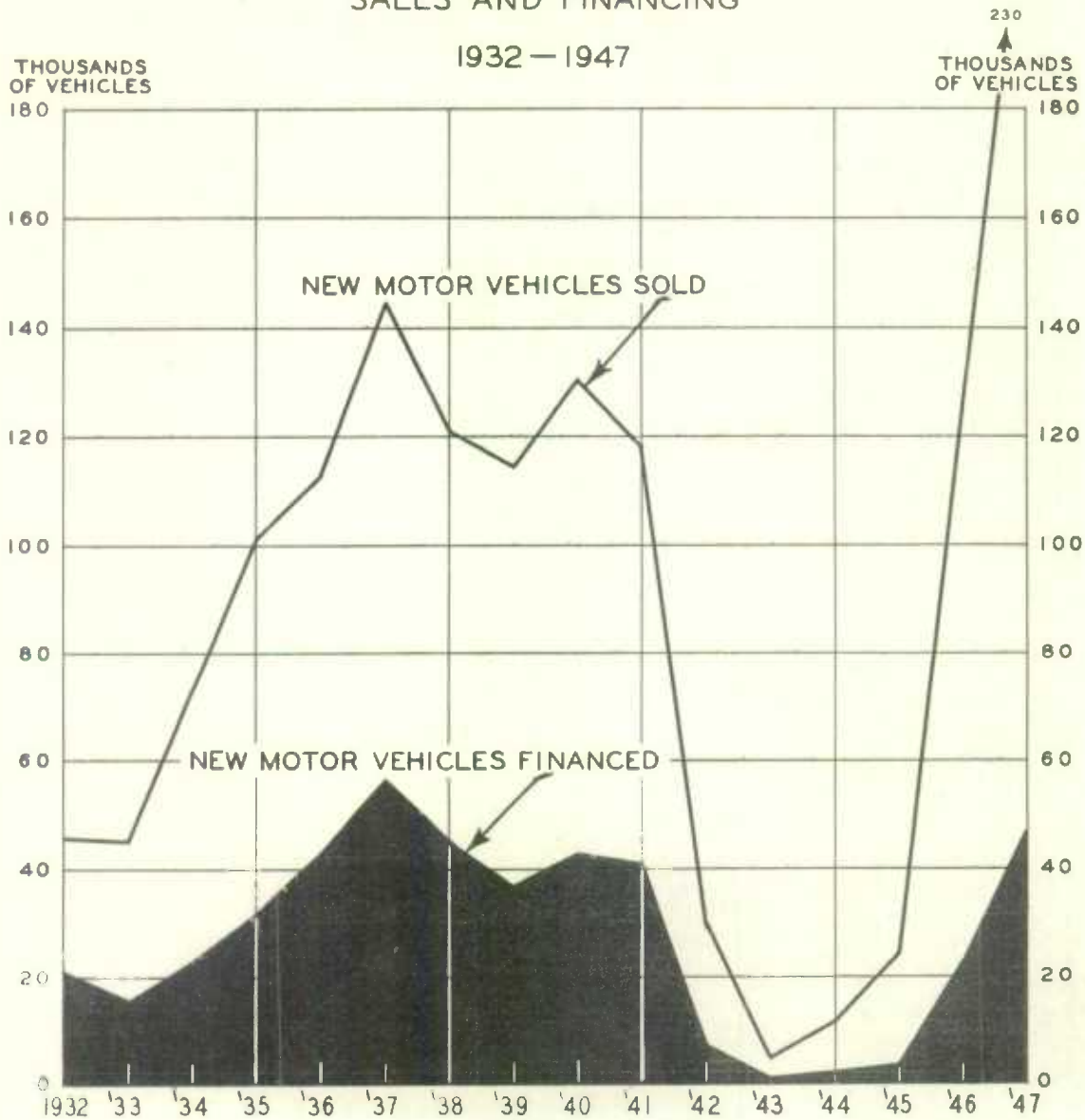
Table 15.--Sales and Financing of New Motor Vehicles
in Canada Compared, 1932 - 1947

Year	Sales of New Vehicles		Financing of New Vehicle Sales			
	Number of Vehicles	Retail Value	Number of Vehicles	Per Cent of Total Number Sold	Amount of Financing	Per Cent of Value of Total Number Sold
		\$			\$	
1932	45,870	45,260,742	21,293	46.4	12,741,179	28.2
1933	45,332	45,450,230	15,880	35.0	10,030,368	22.1
1934	73,358	75,785,461	23,264	31.7	16,364,735	21.6
1935	101,461	101,742,449	31,950	31.5	22,410,656	22.0
1936	113,314	117,582,796	42,863	37.8	29,887,861	25.4
1937	144,441	149,170,527	56,247	38.9	40,664,675	27.3
1938	121,165	135,011,908	45,267	37.4	33,701,624	25.0
1939	114,747	125,967,521	37,320	32.5	27,852,627	22.1
1940	130,552	148,845,278	42,982	32.9	33,473,397	22.5
1941	118,073	151,868,905	41,032	34.8	34,887,591	23.0
1942	30,356	42,879,522	7,398	24.4	6,207,111	14.5
1943	4,798	7,557,360	1,077	22.4	1,254,878	16.6
1944	(x)11,670	-	2,371	20.3	2,927,396	-
1945	(x)24,356	-	3,630	14.9	4,934,456	-
1946	120,044	193,329,005	22,866	19.0	27,978,992	14.5
1947	230,255	416,237,495	46,700	20.3	65,422,230	15.7

(x) Releases from reserve pool.

NEW MOTOR VEHICLES SALES AND FINANCING

1932 — 1947



* SALES FOR 1944 AND 1945 OBTAINED FROM RECORDS OF VEHICLES RELEASED FROM THE RESERVE POOL

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