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**NEW MOTOR VEHICLE SALES  
AND  
MOTOR VEHICLE FINANCING  
1948**

<sup>A</sup> **D.B.S.**  
PUBLICATION



**DOMINION BUREAU OF STATISTICS  
DEPARTMENT OF TRADE AND COMMERCE**

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**NEW MOTOR VEHICLE SALES  
AND  
MOTOR VEHICLE FINANCING  
1948**

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Published by Authority of the Rt. Hon. C. D. Howe  
Minister of Trade and Commerce

Prepared in the Merchandising and Services Section,  
of the Industry and Merchandising Division,  
Dominion Bureau of Statistics, Ottawa

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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.

# SALES AND FINANCING OF MOTOR VEHICLES CANADA, 1948

## Introduction

Summary statistics on new motor vehicle sales and financing of motor vehicle sales at the retail level are contained in this report. Although emphasis has been placed on 1948 results, which have been revised since publication of monthly reports last year, less detailed statistics for previous years are also included.

Statistics on new motor vehicle sales have been available since 1932, but very meagre results are given for 1944 and 1945, years in which distribution was sharply curtailed by the demands of war production. A separate tabulation of the sales of motor buses and coaches is possible as a result of additional information obtained during the past year, but they continue to be included with trucks in the main tables of the report in order to preserve continuity of the various series.

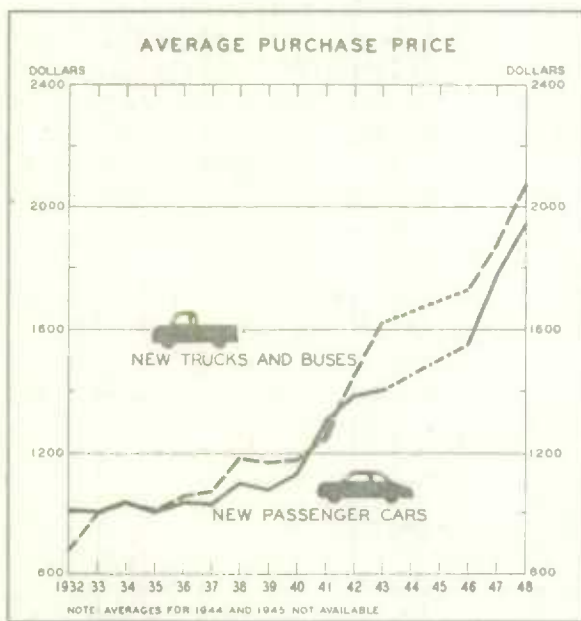
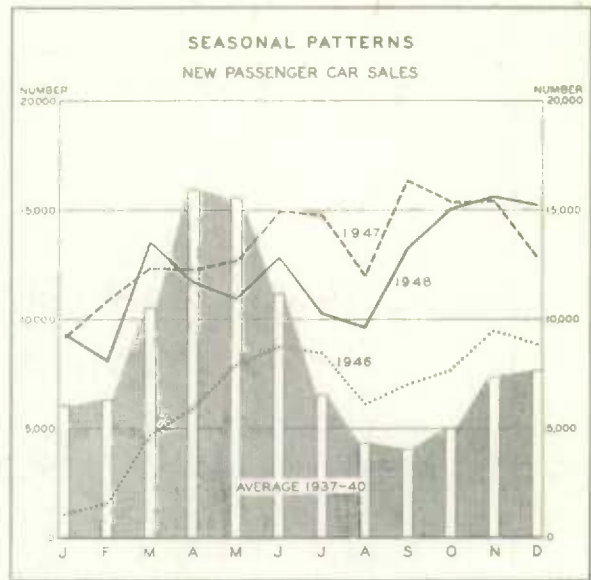
In the field of motor vehicle financing, the number and volume of transactions for used as well as new vehicles are given.

A report "Sales and Financing of Motor Vehicles" is issued each month. The subscription rate is \$1.00 per year.

## New Motor Vehicle Sales

Sharp upward movement of new motor vehicle sales in 1946 and 1947 gave way to a slight decrease in number of vehicles sold in 1948, but retail value of sales was higher than 1947. During the past year, 221,300 new vehicles sold for \$439,216,988, while in 1947, 230,255 new vehicles sold for \$416,237,395. Sales of trucks and buses moved upward to a new all-time peak in 1948, and all of the reduction in total vehicle sales was due to a decrease in the sale of new passenger cars.

A total of 145,655 new passenger vehicles retailed for \$282,903,958, down 9% in number and fractionally lower in value compared with the 159,205 units sold for \$283,190,390 in 1947. Part of the decrease from the previous year was due to restrictions on imports of United States-made vehicles which were in effect last year as part of the dollar conservation measures. It is apparent from the accompanying chart that the general seasonal pattern of sales for 1948 was not distinctly different from that for 1947, and still far removed from that which characterized pre-war merchandising of motor vehicles in Canada. Much of the difference in sales volume between the two years occurred during the late spring and summer months. In the late months of the year, volume was above the 1948 level.



There were 75,645 trucks and buses sold for a total of \$156,313,030 in 1948, while in 1947 the totals were 71,050 units with a selling price of \$133,047,105. The rate at which commercial vehicle sales exceeded 1947 figures was quite high throughout most of the year, but diminished toward the latter part of 1948. One commercial vehicle was sold for every two passenger models retailed last year, and this relationship has held during the past three years.

The average purchase price of new motor vehicles advanced from \$1,808 in 1947 to \$1,985 in 1948. This upward trend in price was evident in both the passenger and commercial vehicle fields. The chart at the left traces the movement in the "average purchase

price" from 1932 onwards.

The provincial distribution of new motor vehicle sales showed little change from 1947. Ontario absorbed 46% of the total passenger car sales and 36% of the trucks and buses sold in the country. Passenger car sales were lower by 8% or 9% in all provinces except Manitoba and British Columbia where sales fell off 3% and 11% respectively. Sales of commercial vehicles were down 7% from 1947 in the Maritime Provinces, but all other provinces reported sales increases and these ranged from 3% in Saskatchewan to 12% in British Columbia.

The tables which follow give a summary of bus sales in Canada by months and by provinces for 1948.

Sales of Buses in Canada, 1948

	Number	Retail Value
<u>By Months</u>		
Annual Total .....	787	13,475,993
January .....	72	1,312,827
February .....	16	261,386
March .....	59	1,016,766
April .....	77	1,292,193
May .....	77	1,333,445
June .....	80	1,369,079
July .....	57	1,032,387
August .....	68	891,209
September .....	68	1,105,105
October .....	62	1,083,145
November .....	75	1,368,910
December .....	76	1,409,541
<u>By Provinces</u>		
CANADA .....	787	13,475,993
Maritime Provinces ....	87	1,585,882
Quebec .....	175	2,930,506
Ontario .....	280	4,404,256
Manitoba .....	38	728,456
Saskatchewan .....	11	239,628
Alberta .....	89	1,685,175
British Columbia .....	107	1,902,090

Motor Vehicle Financing

Operations of Canadian finance companies expanded rapidly during 1948, more noticeably in used vehicles than new vehicles. In total, 155,634 vehicles were financed for \$144,955,013, and increases amounted to 31% in number and 33% in amount of financing compared with the 118,867 units financed for \$108,744,758 in 1947.

More new vehicle sales were financed in 1948 than in 1947, and though this was contrary to the trend in sales, the margin of increase was quite moderate. A total of 51,867 new vehicles was financed to the extent

of \$73,805,672 in 1948, while corresponding 1947 totals showed 46,700 units financed for \$65,422,230. New passenger car financing rose from 27,409 units in 1947 to 29,923 in 1948, and trucks and buses from 19,291 to 21,944.

An outstanding feature of financing last year was the rapid extension of activity in the used vehicle field. Of 103,767 used vehicles financed in 1948, 83,323 were used passenger cars. The 1947 totals showed 72,167 used vehicles financed including 56,024 passenger cars.

Almost three used passenger cars were financed in 1948 for each new passenger car financed. In 1947, the relationship was two used passenger cars financed for each new one.

There was a further rise in the average financed value of motor vehicles in 1948 compared with 1947, but the change was smaller than that which took place in 1947. An exception to this trend occurred in the case of new commercial vehicles. Average financed values in each of the last two years were as follows:

	<u>1947</u>	<u>1948</u>
	\$	\$
New Passenger Cars .....	1,183	1,259
New Commercial Vehicles ...	1,711	1,646
Used Passenger Cars .....	529	639
Used Commercial Vehicles ..	847	875

#### Sales and Financing of New Vehicles Compared

A higher proportion of new car sales was financed in 1948 than in 1947 -- 23.4% last year and 20.3% a year previously. The difference is not large in percentage terms, and 1948 results did not approach the customary pre-war relationship when financing normally ranged from 32% to 39% of sales. However, it is apparent that the number of cash buyers was much smaller in 1948. The change was greater for passenger than for commercial vehicles. Passenger cars financed totalled 20.5% of sales in 1948 and 17.2% in 1947, while commercial vehicle financing was 29.0% of sales in 1948 and 27.2% in 1947. The financing statistics reported in this survey apply only to the activities of acceptance companies, and do not include the financing of motor vehicles through other sources or loans made from banks, insurance companies or small loan companies for the purchase of motor vehicles.



Table 1.--New Motor Vehicle Sales in Canada, by Months, 1948

Month	Total, Cars, Trucks and Buses		Passenger Cars		Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
		\$		\$		\$
Annual Total ...	221,300	439,216,988	145,655	282,903,958	75,645	156,313,030
January .....	13,704	26,937,531	9,316	17,191,619	4,388	9,745,912
February .....	13,193	25,554,594	8,103	15,272,034	5,090	10,282,560
March .....	20,974	40,688,378	13,540	25,668,823	7,434	15,019,555
April .....	19,286	37,689,634	11,725	22,362,967	7,561	15,326,667
May .....	18,751	37,709,965	10,963	21,486,105	7,788	16,223,860
June .....	21,626	43,430,979	12,855	25,853,311	8,771	17,577,668
July .....	16,164	33,000,923	10,296	21,135,333	5,868	11,865,590
August .....	13,676	27,616,430	9,656	19,129,644	4,020	8,486,786
September .....	19,007	37,720,406	13,278	26,000,908	5,729	11,719,498
October .....	21,110	41,740,931	15,060	28,972,963	6,050	12,767,968
November .....	22,345	44,096,591	15,628	30,136,853	6,717	13,959,738
December .....	21,464	43,030,626	15,235	29,693,398	6,229	13,337,228

Table 2.--New Motor Vehicle Sales in Canada, by Provinces, 1948

Province	Total, Cars, Trucks and Buses		Passenger Cars		Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
		\$		\$		\$
CANADA .....	221,300	439,216,988	145,655	282,903,958	75,645	156,313,030
Maritime Provinces.	18,212	35,630,813	11,142	21,325,039	7,070	14,305,774
Quebec .....	40,776	82,720,546	26,266	51,330,469	14,510	31,390,077
Ontario .....	94,472	185,900,615	67,000	130,599,169	27,472	55,301,446
Manitoba .....	12,941	25,327,672	8,190	15,902,023	4,751	9,425,649
Saskatchewan .....	16,336	31,741,815	9,562	18,349,231	7,274	13,392,584
Alberta .....	18,848	38,236,152	10,959	21,174,537	7,889	17,061,615
British Columbia ..	19,215	39,659,375	12,536	24,223,490	6,679	15,435,885

Table 3.--New Motor Vehicles Sold in Canada, by Provinces and Months, 1948

Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
Total Vehicles								
Annual Total .	221,300	18,212	40,776	94,472	12,941	16,836	18,848	19,215
January .....	13,704	1,501	2,761	5,149	705	1,055	1,107	1,426
February .....	13,193	1,244	2,422	5,587	711	988	1,029	1,212
March .....	20,974	1,786	3,775	9,229	1,268	1,487	1,660	1,769
April .....	19,286	1,737	3,723	7,743	1,220	1,481	1,667	1,715
May .....	18,751	1,354	3,450	8,123	1,134	1,306	1,629	1,755
June .....	21,626	1,691	4,035	9,496	1,099	1,918	1,630	1,757
July .....	16,164	1,087	2,701	8,359	818	792	1,083	1,324
August .....	13,676	1,093	2,910	5,100	977	1,166	1,347	1,083
September .....	19,007	1,085	3,571	8,110	1,321	1,428	1,823	1,669
October .....	21,110	1,598	3,581	9,150	1,271	1,596	2,078	1,836
November .....	22,345	2,108	3,586	9,081	1,332	2,312	1,977	1,949
December .....	21,464	1,928	4,261	9,345	1,085	1,307	1,818	1,720
Passenger Cars								
Annual Total .	145,655	11,142	26,266	67,000	8,190	9,562	10,959	12,536
January .....	9,316	833	1,647	3,842	500	724	742	1,028
February .....	8,103	710	1,257	3,805	434	545	523	829
March .....	13,540	976	2,265	6,502	803	892	1,023	1,079
April .....	11,725	918	2,163	5,127	756	787	964	1,010
May .....	10,963	728	1,879	5,162	656	667	772	1,099
June .....	12,855	898	2,364	5,974	635	967	926	1,091
July .....	10,296	632	1,742	5,693	475	453	566	735
August .....	9,656	753	2,274	3,799	629	685	787	729
September .....	13,278	748	2,631	6,294	765	700	1,032	1,108
October .....	15,060	1,228	2,692	6,811	823	953	1,256	1,300
November .....	15,628	1,449	2,582	6,506	990	1,464	1,269	1,368
December .....	15,235	1,272	2,770	7,485	724	725	1,099	1,160
Trucks and Buses								
Annual Total .	75,645	7,070	14,510	27,472	4,751	7,274	7,889	6,579
January .....	4,388	668	1,114	1,307	205	331	365	398
February .....	5,090	534	1,165	1,782	277	443	506	383
March .....	7,434	810	1,510	2,727	465	595	637	690
April .....	7,561	819	1,560	2,616	464	694	703	705
May .....	7,788	626	1,571	2,961	478	639	857	656
June .....	8,771	793	1,671	3,522	464	951	704	666
July .....	5,868	455	959	2,666	343	339	517	589
August .....	4,020	340	636	1,301	348	481	560	354
September .....	5,729	337	940	1,816	556	728	791	561
October .....	6,050	373	889	2,339	448	643	822	536
November .....	6,717	659	1,004	2,575	342	848	708	581
December .....	6,229	656	1,491	1,860	361	582	719	560

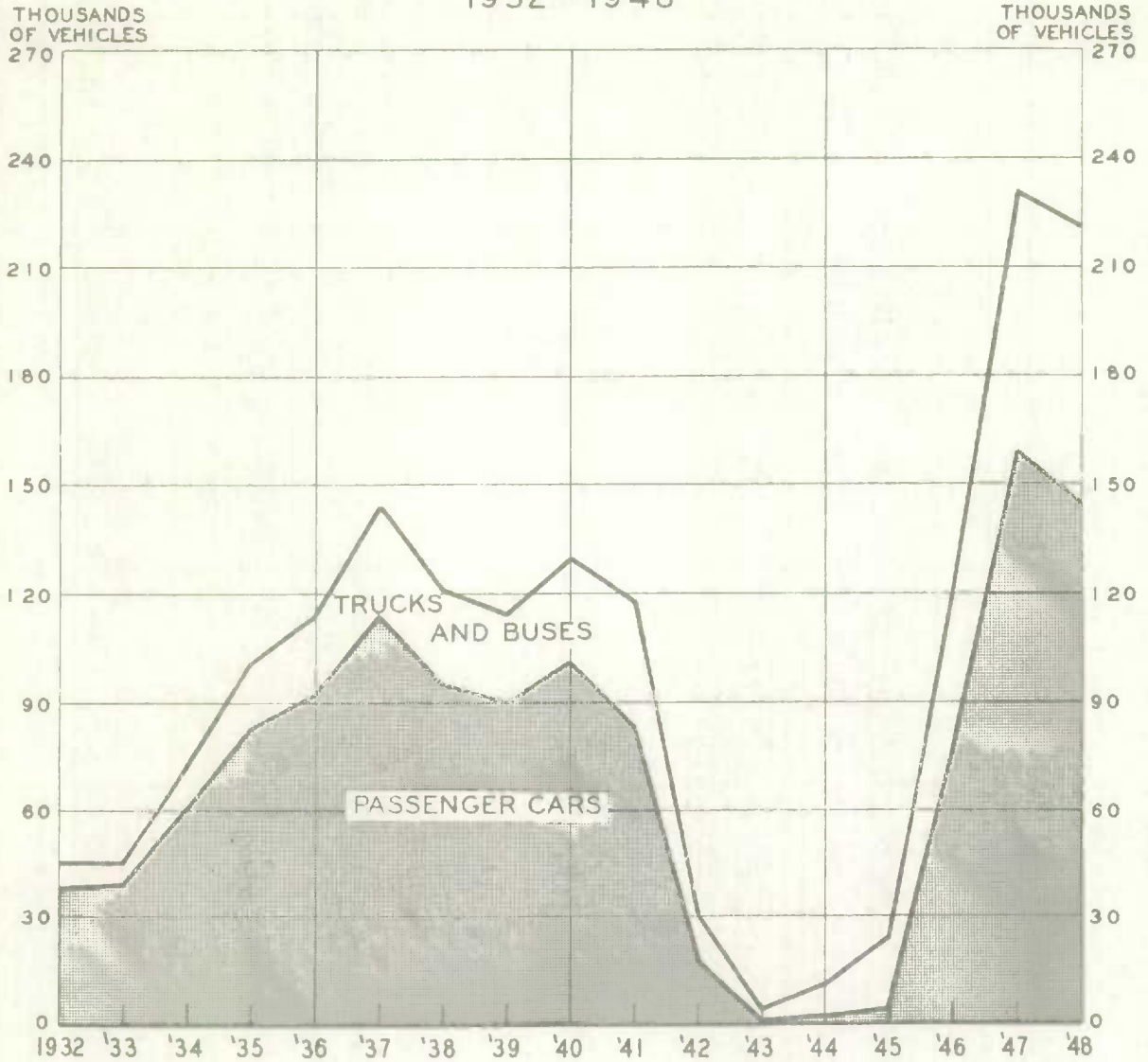
Table 4.--Annual Sales of New Motor Vehicles in Canada, 1932 - 1948

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 . . . .	(1) 11,670	(2)	-	(1) 2,156	(2)	-	(1) 9,514	(2)	-
1945 . . . .	(1) 24,356	(2)	-	(1) 4,526	(2)	-	(1) 19,830	(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
1948 . . . .	221,300	439,216,988	1,985	145,655	282,903,958	1,942	75,645	156,313,030	2,066

(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 - 1948



## PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

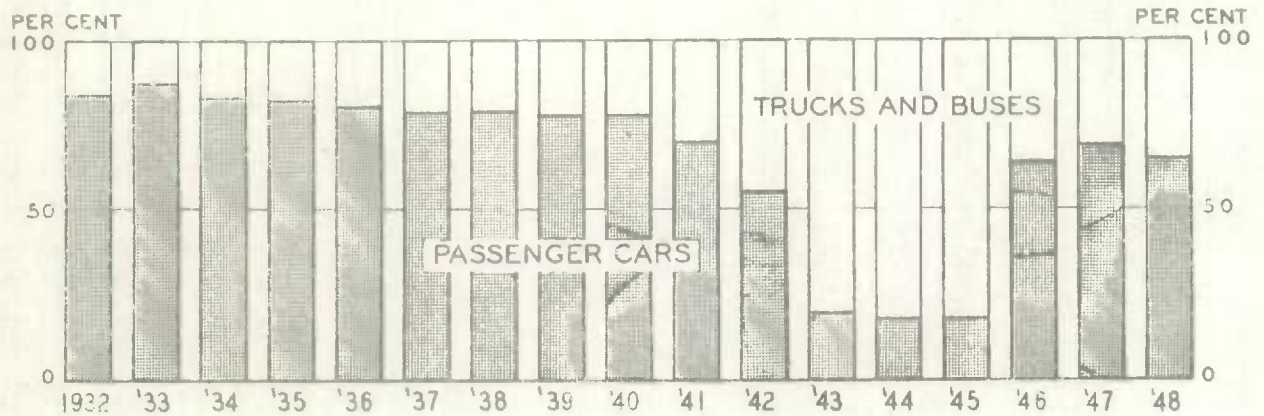


Table 5.--Average Purchase Price of New Motor Vehicles in Canada  
by Provinces, 1932 - 1948

Year	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	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	1,556	1,522	1,453	1,503	1,538
1947 .....	1,779	1,737	1,845	1,765	1,738	1,691	1,739	1,770
1948 .....	1,942	1,914	1,954	1,949	1,942	1,919	1,932	1,932
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
1948 .....	2,066	2,023	2,163	2,013	1,984	1,841	2,163	2,311

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

Table 6.--Provincial Distribution of New Motor Vehicles  
Sold In Canada, 1934 - 1948

Year	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
Passenger Cars								
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	6.3	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
1948 . . . .	100.0	7.6	18.1	46.0	5.6	6.6	7.5	8.6
Trucks and Buses								
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
1948 . . . .	100.0	9.4	19.2	36.3	6.3	9.6	10.4	8.8

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

**FINANCING OF  
MOTOR VEHICLE SALES**

Table 7.--Financing of Motor Vehicle Sales in Canada, by Months, 1948

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						
Annual Total ..	155,634	144,955,013	113,246	90,935,003	42,388	54,020,010
January .....	7,563	7,319,749	5,500	4,630,404	2,063	2,689,345
February .....	8,632	8,067,640	6,118	4,813,065	2,514	3,254,575
March .....	12,577	11,714,730	9,067	7,242,853	3,510	4,471,877
April .....	16,295	14,929,095	11,421	8,627,790	4,874	6,301,305
May .....	15,531	14,373,968	10,653	7,997,808	4,878	6,376,160
June .....	15,436	14,110,034	11,026	8,411,660	4,410	5,698,374
July .....	14,403	13,285,564	10,610	8,522,694	3,793	4,762,870
August .....	12,515	11,407,351	9,256	7,279,461	3,259	4,127,890
September .....	13,024	12,141,169	9,884	8,191,718	3,140	3,949,451
October .....	14,012	12,988,618	10,629	8,899,336	3,383	4,089,282
November .....	13,644	12,685,532	10,248	8,510,158	3,396	4,175,374
December .....	12,002	11,931,563	8,834	7,808,056	3,168	4,123,507

## New Vehicles

Annual Total ..	51,867	73,805,672	29,923	37,680,009	21,944	36,125,663
January .....	3,306	4,570,980	2,206	2,700,804	1,100	1,870,176
February .....	3,202	4,625,469	1,814	2,275,748	1,388	2,349,721
March .....	4,776	6,638,259	2,810	3,509,928	1,966	3,128,331
April .....	5,252	7,441,844	2,632	3,183,696	2,620	4,258,148
May .....	4,563	6,792,040	2,004	2,548,614	2,559	4,243,426
June .....	4,637	6,764,104	2,253	2,827,663	2,384	3,936,441
July .....	4,353	6,344,621	2,336	3,054,481	2,017	3,290,140
August .....	3,578	5,295,808	2,057	2,707,870	1,521	2,587,938
September .....	4,209	5,943,646	2,663	3,375,177	1,546	2,568,469
October .....	4,521	6,232,607	2,932	3,669,620	1,589	2,562,987
November .....	4,696	6,466,269	3,034	3,799,665	1,662	2,666,604
December .....	4,774	6,690,025	3,182	4,026,743	1,592	2,663,282

## Used Vehicles

Annual Total ..	103,767	71,149,341	83,323	53,254,994	20,444	17,894,347
January .....	4,257	2,748,769	3,294	1,929,600	963	819,169
February .....	5,430	3,442,171	4,304	2,537,317	1,126	904,854
March .....	7,801	5,076,471	6,257	3,732,925	1,544	1,343,546
April .....	11,043	7,487,251	8,789	5,444,094	2,254	2,043,157
May .....	10,968	7,581,928	8,649	5,449,194	2,319	2,132,734
June .....	10,799	7,345,930	8,773	5,583,997	2,026	1,761,933
July .....	10,050	6,940,943	8,274	5,468,213	1,776	1,472,730
August .....	8,937	6,111,543	7,199	4,571,591	1,738	1,539,952
September .....	8,815	6,197,523	7,221	4,816,541	1,594	1,380,982
October .....	9,491	6,756,011	7,697	5,229,716	1,794	1,526,295
November .....	8,948	6,219,263	7,214	4,710,493	1,734	1,508,770
December .....	7,228	5,241,538	5,652	3,781,313	1,576	1,460,225



Table 8.--Financing of Motor Vehicle Sales in Canada, by Provinces, 1948

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 .....	155,634	144,955,013	931	113,246	90,935,003	803	42,388	54,020,010	1,274
Maritime Provinces ..	11,337	10,768,274	950	6,502	5,558,666	855	4,835	5,209,608	1,077
Quebec .....	26,733	32,583,262	1,219	16,785	17,778,502	1,059	9,948	14,804,760	1,488
Ontario .....	78,496	61,507,023	784	63,518	44,658,262	703	14,978	16,848,761	1,125
Manitoba .....	6,338	6,175,494	974	4,365	3,777,669	865	1,973	2,397,825	1,215
Saskatchewan .....	4,930	4,983,127	1,011	2,816	2,632,573	935	2,114	2,350,554	1,112
Alberta .....	12,483	12,548,755	1,005	7,970	6,854,834	860	4,513	5,693,921	1,262
British Columbia ....	15,317	16,389,078	1,070	11,290	9,674,497	857	4,027	6,714,581	1,667
New Vehicles									
CANADA .....	51,867	73,805,672	1,423	29,923	37,680,009	1,259	21,944	36,125,663	1,646
Maritime Provinces ..	4,993	6,475,741	1,297	2,510	3,017,356	1,202	2,483	3,458,385	1,393
Quebec .....	12,955	20,290,957	1,566	7,164	10,015,508	1,398	5,791	10,275,449	1,774
Ontario .....	20,322	26,852,060	1,321	12,927	15,490,817	1,198	7,395	11,361,243	1,536
Manitoba .....	2,506	3,530,594	1,409	1,524	1,909,082	1,253	982	1,621,512	1,651
Saskatchewan .....	2,528	3,141,268	1,243	1,322	1,574,819	1,191	1,206	1,566,449	1,299
Alberta .....	4,290	6,121,817	1,427	2,139	2,577,870	1,205	2,151	3,543,947	1,648
British Columbia ....	4,273	7,393,235	1,730	2,337	3,094,557	1,324	1,936	4,298,678	2,220
Used Vehicles									
CANADA .....	103,767	71,149,341	686	83,323	53,254,994	639	20,444	17,894,347	875
Maritime Provinces ..	6,344	4,292,533	677	3,992	2,541,310	637	2,352	1,751,223	745
Quebec .....	13,778	12,292,305	892	9,621	7,762,994	807	4,157	4,529,311	1,090
Ontario .....	58,174	34,654,963	596	50,591	29,167,445	577	7,583	5,487,518	724
Manitoba .....	3,832	2,644,900	690	2,841	1,868,587	658	991	776,313	783
Saskatchewan .....	2,402	1,841,859	767	1,494	1,057,754	708	908	784,105	864
Alberta .....	8,193	6,426,938	784	5,831	4,276,964	733	2,362	2,149,974	910
British Columbia ....	11,044	8,995,843	815	8,953	6,579,940	735	2,091	2,415,903	1,155

Table 9.--Number of Motor Vehicles Financed by Provinces and Months, 1948

NEW VEHICLES

Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
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Passenger Cars

Annual Total ..	29,923	2,510	7,164	12,927	1,524	1,322	2,139	2,337
January .....	2,206	192	510	925	118	100	170	191
February .....	1,814	179	488	697	107	61	114	168
March .....	2,810	206	708	1,204	182	105	168	237
April .....	2,632	233	731	996	162	126	185	199
May .....	2,004	124	564	761	89	140	162	164
June .....	2,253	151	550	1,019	108	107	184	134
July .....	2,336	155	539	1,085	100	100	155	202
August .....	2,057	162	540	907	93	77	136	142
September .....	2,663	207	645	1,262	124	96	144	185
October .....	2,932	246	670	1,367	143	122	178	206
November .....	3,034	335	639	1,245	155	142	289	229
December .....	3,182	320	580	1,459	143	145	254	280

Trucks and Buses

Annual Total ..	21,944	2,483	5,791	7,395	982	1,206	2,151	1,936
January .....	1,100	167	279	343	52	59	105	95
February .....	1,388	194	428	388	61	65	117	135
March .....	1,966	252	512	655	89	92	198	168
April .....	2,620	346	876	749	115	132	198	204
May .....	2,559	341	747	761	105	172	220	213
June .....	2,384	274	660	800	86	137	239	188
July .....	2,017	224	549	733	66	97	172	176
August .....	1,521	128	388	507	70	97	160	171
September .....	1,546	140	331	599	79	105	156	136
October .....	1,589	130	317	617	93	84	197	151
November .....	1,652	126	358	654	94	90	187	153
December .....	1,592	161	346	589	72	76	202	146

Table 9.--Number of Motor Vehicles Financed by Provinces and Months, 1948

USED VEHICLES

Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
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Passenger Cars

Annual Total ..	83,323	3,992	9,621	50,591	2,841	1,494	5,831	8,953
January .....	3,294	131	301	1,891	99	66	285	521
February .....	4,304	177	454	2,630	142	39	298	564
March .....	6,257	270	715	3,878	214	84	351	745
April .....	8,789	475	1,206	5,287	310	137	474	900
May .....	8,649	410	1,179	5,249	304	177	503	827
June .....	8,773	414	1,060	5,379	328	178	571	843
July .....	8,274	380	918	5,135	269	136	611	825
August .....	7,199	352	837	4,388	204	124	494	800
September .....	7,221	323	778	4,417	264	141	504	794
October .....	7,697	324	833	4,641	307	170	611	811
November .....	7,214	349	753	4,278	259	153	655	767
December .....	5,652	387	587	3,418	141	89	474	556

Trucks and Buses

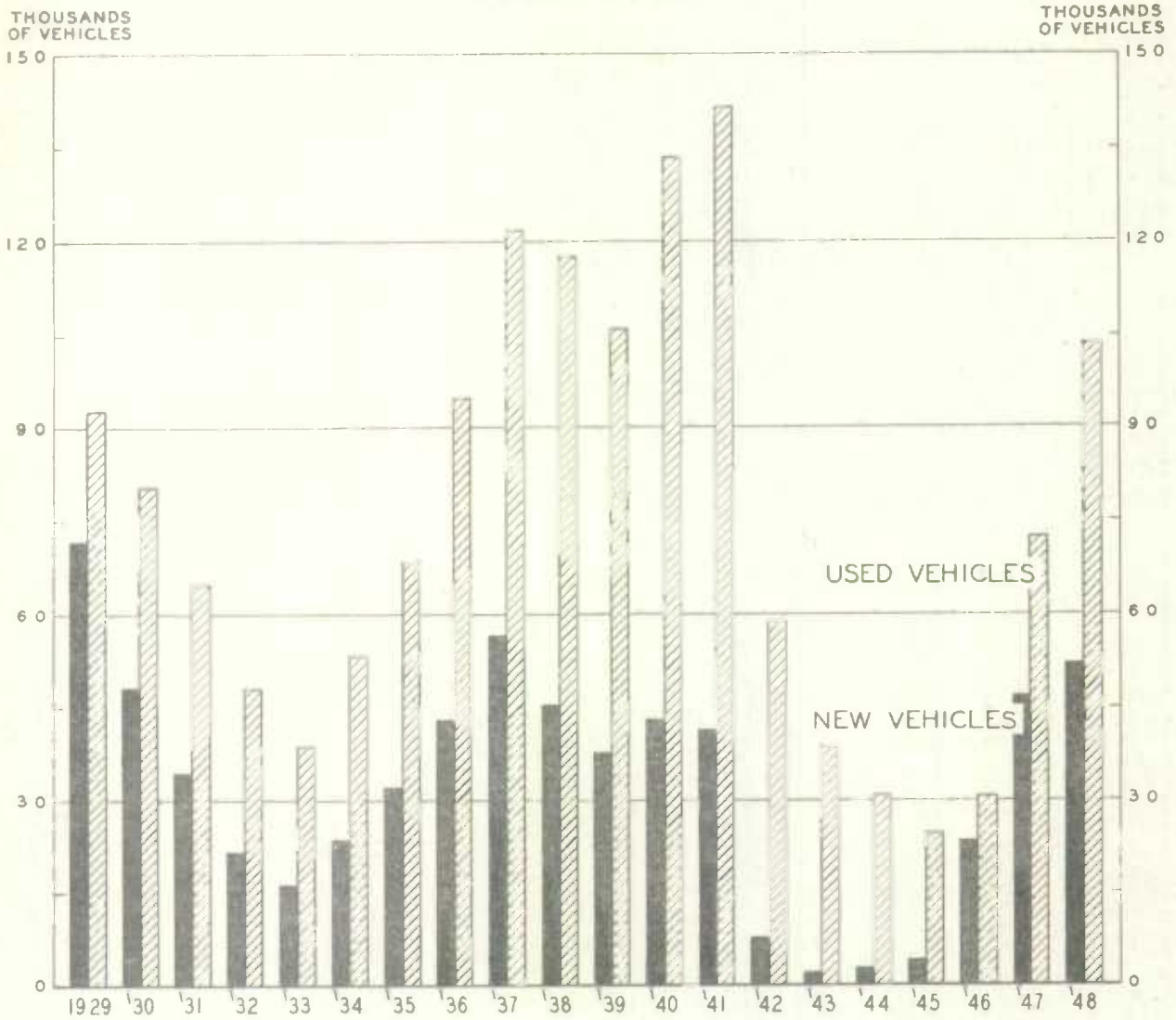
Annual Total ..	20,444	2,352	4,157	7,583	991	908	2,362	2,091
January .....	963	100	165	349	50	35	137	127
February .....	1,126	131	213	411	60	30	136	145
March .....	1,544	191	297	567	69	57	170	193
April .....	2,254	289	575	786	97	87	210	210
May .....	2,319	322	573	808	115	123	200	178
June .....	2,026	244	465	723	103	103	206	182
July .....	1,776	215	339	698	107	81	168	168
August .....	1,738	176	317	633	95	91	213	213
September .....	1,594	159	241	647	64	79	233	171
October .....	1,794	182	319	717	93	86	222	175
November .....	1,734	169	339	660	76	72	251	167
December .....	1,576	174	314	584	62	64	216	162

Table 10.--Annual Financing of Motor Vehicle Sales in Canada, 1929 - 1948

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
1948 .....	155,634	144,955,013	931	51,867	73,805,672	1,423	103,767	71,149,341	686

# NUMBER OF MOTOR VEHICLE SALES FINANCED

1929 - 1948



# PROPORTION OF NEW AND USED VEHICLES FINANCED

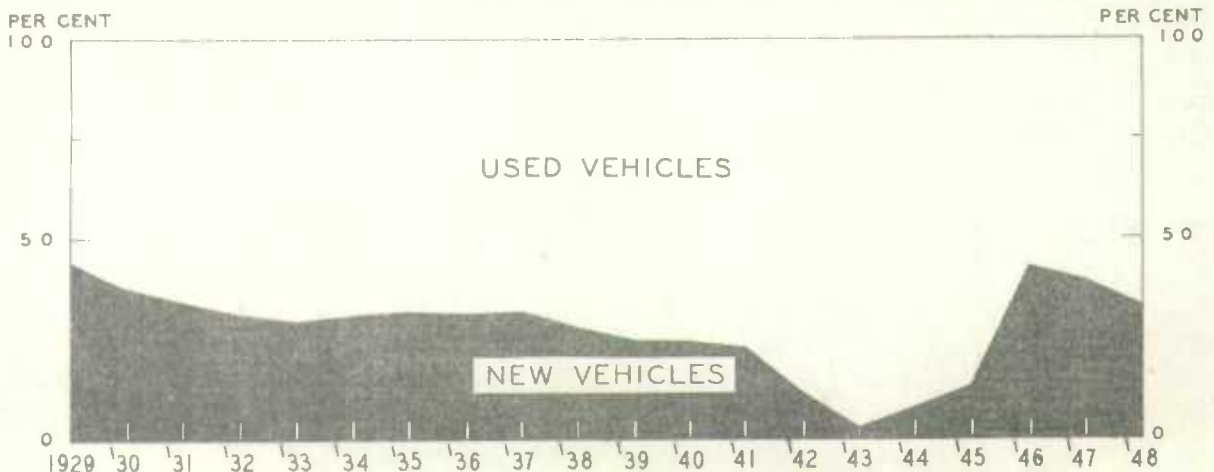


Table 11.--Provincial Distribution, of Motor Vehicles  
Financed in Canada, 1936 - 1948

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
1938 .....	100.0	6.4	19.0	42.4		14.4	11.6	6.2
1940 .....	100.0	6.7	17.6	38.3		20.0	11.2	6.2
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
1948 .....	100.0	9.6	25.0	39.2	4.8	4.9	8.3	8.2
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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
1948								
Passenger ..	100.0	8.4	23.9	43.2	5.1	4.4	7.2	7.8
Commercial .	100.0	11.3	26.4	33.7	4.5	5.5	9.8	8.8
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Used Vehicles								
1936 .....	100.0	6.7	15.5	50.9		9.9	7.5	9.5
1938 .....	100.0	6.9	15.4	49.3		11.2	8.5	8.7
1940 .....	100.0	7.7	13.7	47.5		13.2	8.9	9.0
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
1948 .....	100.0	6.1	13.3	56.1	3.7	2.3	7.9	10.6
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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
1948								
Passenger ..	100.0	4.8	11.5	60.7	3.4	1.8	7.0	10.8
Commercial .	100.0	11.5	20.3	37.1	4.8	4.5	11.6	10.2

# PROVINCIAL DISTRIBUTION OF NEW MOTOR VEHICLE SALES AND FINANCING

## NUMBER OF UNITS

1948

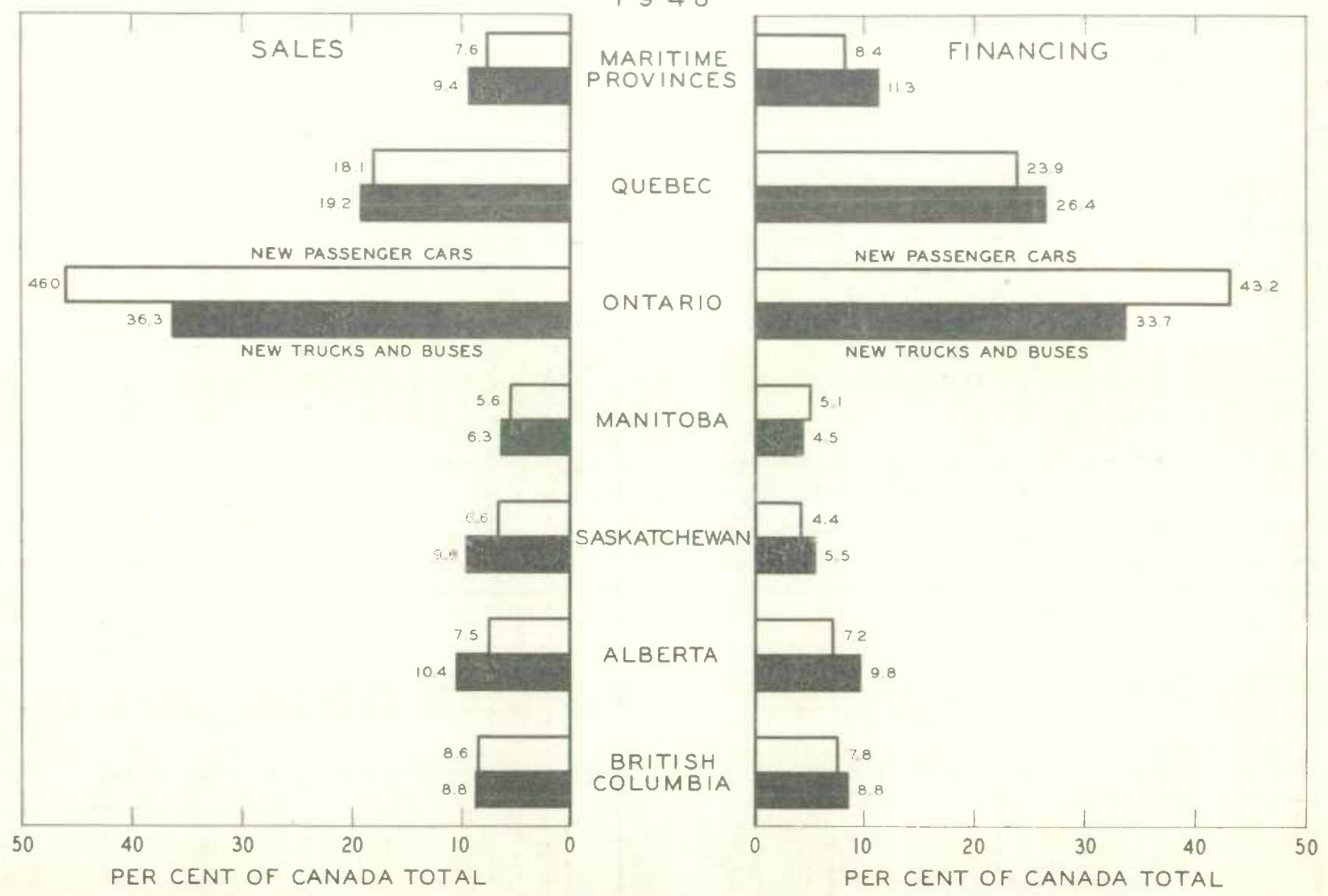


Table 12.--Average Financed Value of Motor Vehicles in Canada  
by Provinces, 1936 - 1948

Year	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
New Vehicles								
1936 .....	697	752	754	661		673	657	818
1938 .....	745	785	801	721		701	721	836
1940 .....	779	843	841	761		720	753	877
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
1948 .....	1,423	1,297	1,566	1,321	1,409	1,243	1,427	1,730
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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
1948								
Passenger ..	1,259	1,202	1,398	1,198	1,253	1,191	1,205	1,324
Commercial .	1,646	1,393	1,774	1,536	1,651	1,299	1,648	2,220
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Used Vehicles								
1936 .....	264	273	285	250		264	293	274
1938 .....	306	310	340	285		314	328	332
1940 .....	313	303	335	286		338	352	350
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
1948 .....	686	677	892	596	690	767	784	815
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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
1948								
Passenger ..	639	637	807	577	658	708	733	735
Commercial .	875	745	1,090	724	783	864	910	1,155



Table 13.--Sales and Financing of Sales of New Motor  
Vehicles Compared by Provinces, 1948

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 .....	221,300	439,216,988	51,867	23.4	73,805,672	16.8
Maritime Provinces.	18,212	35,630,813	4,993	27.4	6,475,741	18.2
Quebec .....	40,776	82,720,546	12,955	31.8	20,290,957	24.5
Ontario .....	94,472	185,900,615	20,322	21.5	26,852,060	14.4
Manitoba .....	12,941	25,327,672	2,506	19.4	3,530,594	13.9
Saskatchewan .....	16,836	31,741,815	2,528	15.0	3,141,268	9.9
Alberta .....	18,848	38,236,152	4,290	22.8	6,121,817	16.0
British Columbia ..	19,215	39,659,375	4,273	22.2	7,393,235	18.6

Passenger Cars

CANADA .....	145,655	282,903,958	29,923	20.5	37,680,009	13.3
Maritime Provinces.	11,142	21,325,039	2,510	22.5	3,017,356	14.1
Quebec .....	26,266	51,330,469	7,164	27.3	10,015,508	19.5
Ontario .....	67,000	130,599,169	12,927	19.3	15,490,817	11.9
Manitoba .....	8,190	15,902,023	1,524	18.6	1,909,082	12.0
Saskatchewan .....	9,562	18,349,231	1,322	13.8	1,574,819	8.6
Alberta .....	10,959	21,174,537	2,139	19.5	2,577,870	12.2
British Columbia ..	12,536	24,223,490	2,337	18.6	3,094,557	12.8

Trucks and Buses

CANADA .....	75,645	156,313,030	21,944	29.0	36,125,663	23.1
Maritime Provinces.	7,070	14,305,774	2,483	35.1	3,458,385	24.2
Quebec .....	14,510	31,390,077	5,791	39.9	10,275,449	32.7
Ontario .....	27,472	55,301,446	7,395	26.9	11,361,243	20.5
Manitoba .....	4,751	9,425,649	982	20.7	1,621,512	17.2
Saskatchewan .....	7,274	13,392,584	1,206	16.6	1,566,449	11.7
Alberta .....	7,889	17,061,615	2,151	27.3	3,543,947	20.8
British Columbia ..	6,679	15,435,885	1,936	29.0	4,298,678	27.8

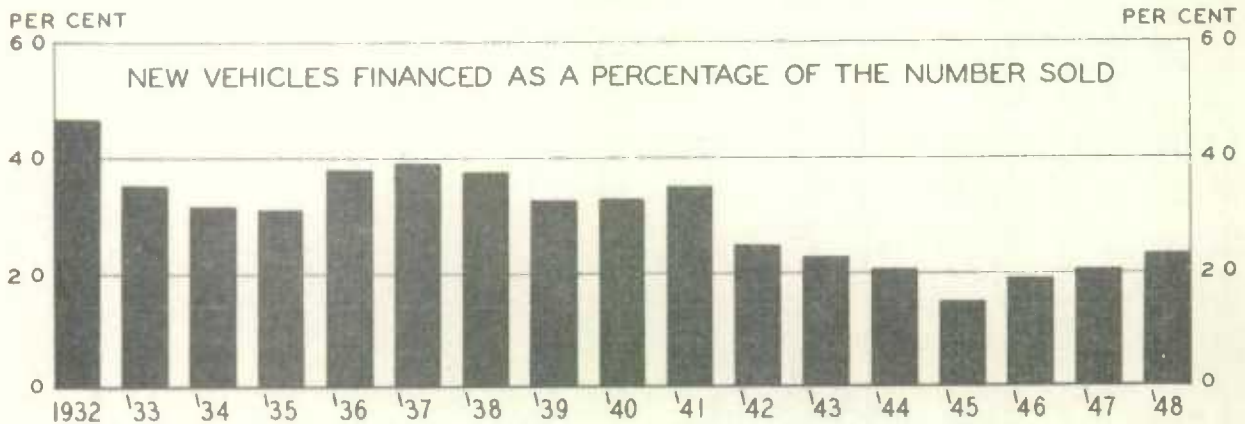
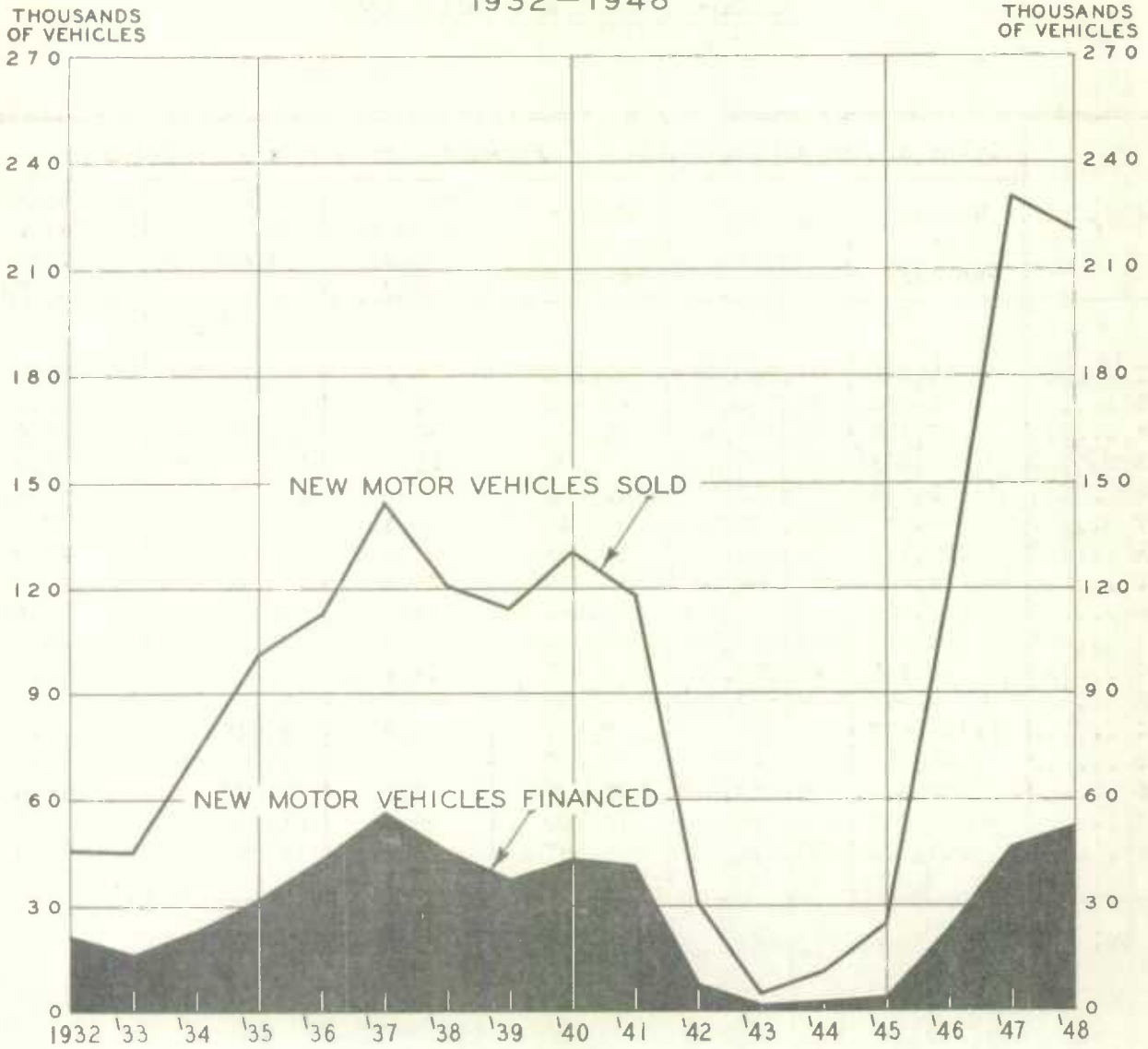
Table 14.--Sales and Financing of New Motor Vehicles  
in Canada Compared, 1932 - 1948

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	45,540,230	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
1948 .....	221,300	439,216,988	51,867	23.4	73,805,672	16.8

(x) Releases from reserve pool.

# NEW MOTOR VEHICLES SALES AND FINANCING

1932 - 1948



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

Table 15.--Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces and Months, 1948

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
Annual Total	221,300	51,867	23.4	18,212	4,993	27.4	40,776	12,955	31.8	94,472	20,322	21.5
January	13,704	3,306	24.1	1,501	359	23.9	2,761	789	28.6	5,149	1,268	24.6
February	13,193	3,202	24.3	1,244	373	30.0	2,422	916	37.8	5,587	1,085	19.4
March	20,974	4,776	22.8	1,786	458	25.6	3,775	1,220	32.3	9,229	1,859	20.1
April	19,286	5,252	27.2	1,737	579	33.3	3,723	1,607	43.2	7,743	1,745	22.5
May	18,751	4,563	24.3	1,354	465	34.3	3,450	1,311	38.0	8,123	1,522	18.7
June	21,626	4,637	21.4	1,691	425	25.1	4,035	1,210	30.0	9,496	1,819	19.2
July	16,164	4,353	26.9	1,087	379	34.9	2,701	1,088	40.3	8,359	1,818	21.7
August	13,676	3,578	26.2	1,093	290	26.5	2,910	928	31.9	5,100	1,414	27.7
September	19,007	4,209	22.1	1,085	347	32.0	3,571	976	27.3	8,110	1,861	22.9
October	21,110	4,521	21.4	1,598	376	23.5	3,581	987	27.6	9,150	1,984	21.7
November	22,345	4,696	21.0	2,108	461	21.9	3,586	997	27.8	9,081	1,899	20.9
December	21,464	4,774	22.2	1,928	481	24.9	4,261	926	21.7	9,345	2,048	21.9

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
Annual Total	12,841	2,506	19.4	16,836	2,528	15.0	18,848	4,290	22.8	19,215	4,273	22.2
January	705	170	24.1	1,055	159	15.1	1,107	275	24.8	1,426	286	20.1
February	711	168	23.6	988	126	12.8	1,029	231	22.4	1,212	303	25.0
March	1,268	271	21.4	1,487	197	13.2	1,660	366	22.0	1,769	405	22.9
April	1,220	277	22.7	1,481	258	17.4	1,667	383	23.0	1,715	403	23.5
May	1,134	194	17.1	1,306	312	23.9	1,629	382	23.4	1,755	377	21.5
June	1,099	194	17.7	1,918	244	12.7	1,630	423	26.0	1,757	322	18.3
July	818	166	20.3	792	197	24.9	1,083	327	30.2	1,324	378	28.5
August	977	163	16.7	1,166	174	14.9	1,347	296	22.0	1,083	313	28.9
September	1,321	203	15.4	1,428	201	14.1	1,823	300	16.5	1,669	321	19.2
October	1,271	236	18.6	1,596	206	12.9	2,078	375	18.0	1,836	357	19.4
November	1,332	249	18.7	2,312	232	10.0	1,977	476	24.1	1,949	382	19.6
December	1,085	215	19.8	1,307	222	17.0	1,818	456	25.1	1,720	426	24.8

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