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NEW MOTOR VEHICLE SALES
AND
MOTOR VEHICLE FINANCING
1949

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NEW MOTOR VEHICLE SALES
AND
MOTOR VEHICLE FINANCING
1949

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DEFINITIONS

RETAIL VALUE

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.

COMMERCIAL VEHICLES

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.

AMOUNT OF FINANCING

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

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Table 4. Sales of trucks and buses, 1948 and 1949, by type of vehicle and by State. (Text table)

EXPLANATIONS

In order to conform with the standard practice of the Bureau of Economic Warfare, the figures in this report are based on the data furnished by the manufacturers of trucks and buses. The figures are based on the data furnished by the manufacturers of trucks and buses. The figures are based on the data furnished by the manufacturers of trucks and buses.

This bulletin is issued as a supplement to the monthly series and contains revised figures for the year 1949 as well as less detailed statistics for previous years. In the main tables of the report, sales of trucks and buses are combined, but separate figures on sales of buses for the years 1948 and 1949 are shown in a text table on page 5.

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

1949

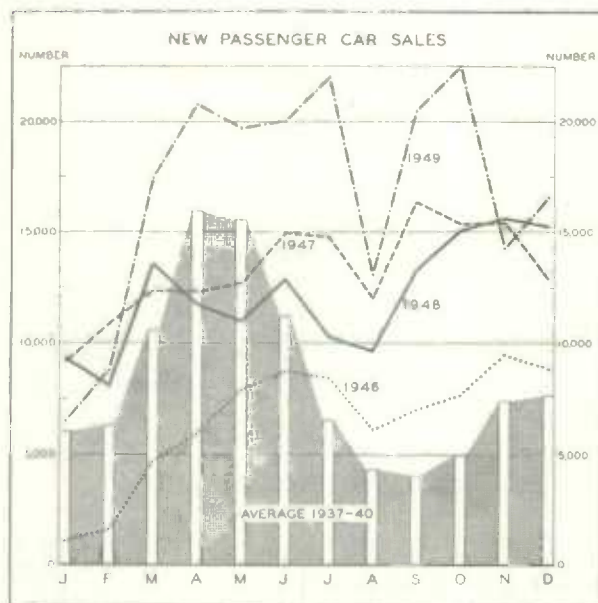
New Motor Vehicle Sales

Canadians bought 202,318 new passenger cars during 1949, almost 40% more than the 145,655 cars purchased in 1948. The much larger number of cars imported from Great Britain helped to swell 1949 volume. Removal of restrictions which had curtailed imports from the United States during 1948 was also a factor, though a less important one.

The active demand for lower-priced and less expensively operated British vehicles is evidence of eagerness on the part of persons in the moderate-income brackets to acquire new cars. Further evidence of their more active participation in the new car market is revealed by the higher proportion of sales made on the instalment plan. In 1948, 21% had been financed, while the proportion rose to 26% in 1949.

In spite of the high volume of 1949 sales, a considerable backlog of orders remained at the year's end. Passenger car sales in the first three months of 1950 reached an unprecedented high of 71,071, more than one-third of the 1949 total and 128% above sales in the first three months last year.

The accompanying chart indicates the position of 1949 passenger car sales with respect to sales for the three preceding years and to the average for the four-year period, 1937-1940. It is apparent that the seasonal pattern was still distinctly different from that of the pre-war years.



With a larger increase in sales of passenger cars than of commercial vehicles, passenger car sales formed 71% of total sales in 1949 compared with 65% in 1948.

Truck sales increased 11% over 1948, while sales of buses declined 27%. Urgent post-war needs of transit systems were apparently satisfied to a large extent in 1947 and 1948, but the level of sales remained comparatively high to provide for extension of services and normal replacement requirements.

Bus sales are combined with truck sales in the main tables of this report. Separate figures for buses only are presented in the following table.

Sales of Buses in Canada, 1948 and 1949

Month and province	1948		1949 ¹	
	Number	Retail value	Number	Retail value
		\$		\$
	By Months			
Annual total	787	13,475,993	573	10,255,283
January	72	1,312,827	55	1,000,370
February	16	261,386	46	903,866
March	59	1,016,766	51	783,875
April	77	1,292,193	75	1,481,286
May	77	1,333,445	91	1,835,969
June	80	1,369,079	57	992,370
July	57	1,032,387	36	601,512
August	68	891,209	20	149,208
September	68	1,105,105	12	70,336
October	62	1,083,145	23	389,802
November	75	1,368,910	77	1,443,774
December	76	1,409,541	30	602,915
	By Provinces			
Canada	787	13,475,993	573	10,255,283
Maritime Provinces ¹ ..	87	1,585,882	31	207,335
Quebec	175	2,930,506	112	2,085,314
Ontario	280	4,404,256	157	2,382,102
Manitoba	38	728,456	11	253,785
Saskatchewan	11	239,628	45	883,691
Alberta	89	1,685,175	95	1,729,868
British Columbia	107	1,902,090	122	2,713,188

1. Includes Newfoundland from April 1949.

In all, 286,341 new motor vehicles were sold in Canada in 1949 with a retail value of \$588,724,685 compared with 221,300 new vehicles sold for \$439,216,988 in 1948.

Sales of motor vehicles in Newfoundland have been included with the Maritime Provinces in the tabulations from April 1949. A total of 986 new vehicles were sold for \$1,941,567 in this province during the last nine months of 1949, and of these, 639 were passenger cars, 324 were trucks and 23 were buses.

Provincial distribution of passenger car sales in 1949 corresponded closely with that for 1948. The only notable exception was in British Columbia where sales accounted for 10.0% in 1949 compared with 8.6% in 1948.

Percentage Distribution of New Motor Vehicles Sold, by Provinces, 1949

Province	Passenger cars		Trucks and buses	
	1948	1949	1948	1949
Canada.....	100.0	100.0	100.0	100.0
Maritime Provinces ¹	7.6	7.8	9.4	8.9
Quebec	18.1	18.2	19.2	16.9
Ontario.....	46.0	44.6	36.3	35.1
Manitoba.....	5.6	5.5	6.3	7.4
Saskatchewan	6.6	6.5	9.6	11.0
Alberta	7.5	7.4	10.4	12.6
British Columbia	8.6	10.0	8.8	8.1

1. Includes Newfoundland from April 1949.

In the year-to-year comparisons, British Columbia registered the greatest advance in passenger car sales, the number of vehicles sold exceeding 1948 volume by 62%. In the commercial vehicle field, there was greater variation in the trends between 1948 and 1949. Major gains were recorded for the Prairie Provinces only, while sales of trucks and buses in Quebec actually declined. The following table shows percentage changes between the two years in number of vehicles sold.

Percentage Change in Number of Vehicles Sold, by Provinces, 1949/1948

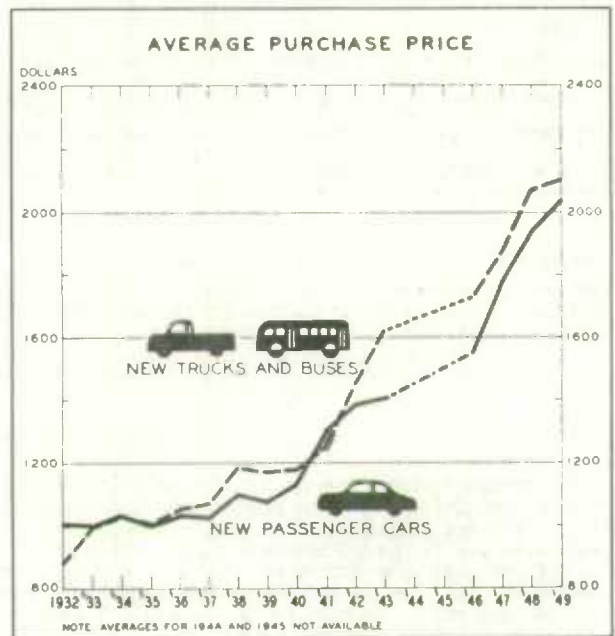
Province	Passenger cars	Trucks and buses
	%	%
Canada.....	+38.9	+11.1
Maritime Provinces	+42.3	+ 5.5
Quebec	+40.0	- 2.2
Ontario	+34.7	+ 7.3
Manitoba	+35.3	+30.7
Saskatchewan	+36.8	+27.6
Alberta	+36.8	+34.5
British Columbia	+61.6	+ 1.7

The average purchase price of new motor vehicles continued to advance, rising to \$2,038 per unit for passenger cars from \$1,942 in 1948, while the average price of new commercial vehicles increased from \$2,066 in 1948 to \$2,100 in 1949. The following table shows the average prices of passenger cars and commercial vehicles by provinces for the years 1948 and 1949. The table reveals fairly consistent increases in average prices of passenger cars for all provinces except British Columbia where the increase was proportionately smaller, an indication that lower-priced models were sold in relatively larger numbers than in other provinces. More variation in percentage changes between provinces occurred in the average prices of trucks and buses. Decreases in average prices in the Maritime Provinces, Manitoba, and Alberta were more than offset by higher prices in the other four provinces.

Average Purchase Price of New Motor Vehicles in Canada, by Provinces, 1948 and 1949

Province	Passenger cars			Trucks and buses		
	1948	1949	% Change	1948	1949	% Change
	\$	\$		\$	\$	
Canada.....	1,942	2,038	+4.9	2,066	2,100	+1.6
Maritime Provinces ...	1,914	1,998	+4.4	2,023	1,929	-4.6
Quebec	1,954	2,083	+6.6	2,163	2,209	+2.1
Ontario	1,949	2,042	+4.8	2,013	2,077	+3.2
Manitoba	1,942	2,025	+4.3	1,984	1,949	-1.8
Saskatchewan	1,919	2,054	+7.0	1,841	1,999	+8.6
Alberta	1,932	2,044	+5.8	2,163	2,139	-1.1
British Columbia	1,932	1,963	+1.6	2,311	2,372	+2.6

The movement in average purchase prices between the years 1932 and 1949 is revealed in the accompanying chart.



Financing of Motor Vehicle Sales

Figures compiled on the motor vehicle financing field cover used vehicles as well as new vehicles. Each of these classifications is further broken down between passenger cars and commercial vehicles. In all, there were 232,988 new and used vehicle sales financed to the extent of \$219,184,030 in 1949, a gain of 50% in number and 51% in amount of financing over 1948 when 155,634 vehicles were financed for \$144,955,013.

New vehicle sales financed numbered 81,502 units with a financed value of \$115,511,459, up 57% in number and value from the 1948 totals of 51,867 vehicles financed for \$73,805,672. Of the new vehicles financed, passenger cars accounted for 53,185, or 65% of the total. This was an increase of 78% over 1948, when the number financed was 29,923.

Considerable expansion was also evident in new commercial vehicle financing, where an increase of 29% brought the 1949 total to 28,317.

Financing of sales of used vehicles also increased substantially between 1948 and 1949. The total number of used vehicle sales financed was 151,486, an increase of 46% over 1948, while the amount of financing rose by the same percentage from \$71,149,341 to \$103,672,571. Of the total used vehicles, 124,595 were passenger cars, an increase of 50% over 1948 when used passenger car sales financed numbered 83,323. The following table shows percentage changes between 1948 and 1949 in number of vehicles financed by provinces.

Percentage Changes in Number of Vehicle Sales Financed by Provinces, 1949/1948

Province	New		Used	
	Passenger cars	Commercial Vehicles	Passenger cars	Commercial Vehicles
	%	%	%	%
Canada.....	+ 77.7	+29.0	+ 49.5	+31.5
Maritime Provinces	+102.6	+22.8	+119.7	+54.8
Quebec	+ 72.9	+ 7.8	+ 56.8	+22.0
Ontario	+ 72.6	+25.0	+ 39.3	+26.8
Manitoba	+ 43.7	+70.0	+ 48.5	+32.9
Saskatchewan	+ 75.9	+62.7	+130.9	+56.3
Alberta	+ 85.9	+73.3	+ 69.9	+45.8
British Columbia ...	+109.9	+25.1	+ 41.4	+14.1

The average amount of financing per vehicle continued to rise in the passenger car field but a drop was recorded in the average financed value of both new and used commercial vehicles. Average financed value by provinces in each of the last two years is shown in the following table.

Average Financed Value of Motor Vehicles in Canada, by Provinces, 1948 and 1949

Province	New vehicles					
	Passenger			Commercial		
	1948	1949	% Change	1948	1949	% Change
	\$	\$		\$	\$	
Canada	1,259	1,336	+6.1	1,646	1,570	- 4.6
Maritime Provinces ...	1,202	1,291	+7.4	1,393	1,407	+ 1.0
Quebec	1,398	1,490	+6.6	1,774	1,685	- 5.0
Ontario	1,198	1,272	+6.2	1,536	1,518	- 1.2
Manitoba	1,253	1,310	+4.5	1,651	1,424	-13.7
Saskatchewan	1,191	1,268	+6.5	1,299	1,389	+ 6.9
Alberta	1,205	1,270	+5.4	1,648	1,671	+ 1.4
British Columbia	1,324	1,378	+4.1	2,220	1,772	-20.2
	Used vehicles					
	Passenger			Commercial		
	1948	1949	% Change	1948	1949	% Change
	\$	\$		\$	\$	
Canada	639	658	+3.0	875	807	- 7.8
Maritime Provinces ...	637	617	-3.1	745	687	- 7.8
Quebec	807	791	-2.0	1,090	965	-11.5
Ontario	577	607	+5.2	724	703	- 2.9
Manitoba	658	651	-1.1	783	763	- 2.6
Saskatchewan	708	708	1	864	753	-12.8
Alberta	733	720	-1.8	910	894	- 1.8
British Columbia	735	755	+2.7	1,155	1,001	-13.3

1. Unchanged.

Sales and Financing of New Vehicles Compared

The proportion of new car sales financed continued to rise but remained short of the pre-war ratio when financing ranged between 32% and 39% of sales. In 1949, 29% of new car sales were financed compared with 23% in 1948 and 20% in 1947. New passenger car buyers, in 26% of all cases, purchased their cars under instalment purchase agreements with finance companies. Corresponding percentages for 1948 and 1947 were 21% and 17%, respectively.

Provincial figures reveal a lower proportion of new vehicle sales financed in Manitoba and Saskatchewan than in

the other provinces. The percentage of sales financed in the Maritime Provinces and Quebec was in excess of that for the other parts of the country.

Financing statistics reported in this survey apply only to the activities of acceptance companies. They do not include the financing of motor vehicles through other sources such as loans made by banks, insurance companies, or small loan companies for the purchase of motor vehicles.

TABLE 1. New motor vehicle sales in Canada, by months, 1949

Month	Total Vehicles		Passenger cars		Trucks and buses	
	Number	Retail value	Number	Retail value	Number	Retail value
		\$		\$		\$
Annual Total.....	286,341	588,724,685	202,318	412,297,863	84,023	176,426,822
January.....	11,838	25,386,000	6,537	13,774,215	5,301	11,611,785
February.....	15,301	32,984,144	8,833	18,984,736	6,468	13,999,408
March.....	25,054	52,840,358	17,401	36,565,035	7,653	16,075,323
April ¹	29,314	60,856,368	20,764	42,523,598	8,550	18,332,770
May.....	28,385	59,576,563	19,692	40,397,359	8,693	19,179,204
June.....	27,829	57,546,107	20,035	41,327,598	7,794	16,218,509
July.....	29,177	59,294,941	22,057	44,909,873	7,120	14,385,068
August.....	18,561	37,085,728	13,083	26,215,678	5,478	10,870,050
September.....	28,239	56,656,841	20,487	41,451,070	7,752	15,205,771
October.....	30,722	61,593,903	22,548	45,089,840	8,174	16,504,063
November.....	19,700	40,300,881	14,260	28,139,733	5,440	12,161,148
December.....	22,221	44,802,851	16,621	32,919,128	5,600	11,883,723

1. Newfoundland included from April 1949.

TABLE 2. New motor vehicle sales in Canada, by provinces, 1949

Province	Total Vehicles		Passenger cars		Trucks and buses	
	Number	Retail value	Number	Retail value	Number	Retail value
		\$		\$		\$
Canada.....	286,341	588,724,685	202,318	412,297,863	84,023	176,426,822
Maritime Provinces ¹	23,310	46,068,167	15,850	31,674,470	7,460	14,393,697
Quebec.....	50,974	107,947,062	36,782	76,603,862	14,192	31,343,200
Ontario.....	119,752	245,531,242	90,272	184,298,230	29,480	61,233,012
Manitoba.....	17,289	34,544,101	11,081	22,442,608	6,208	12,101,493
Saskatchewan.....	22,361	45,418,481	13,081	26,868,603	9,280	18,549,878
Alberta.....	25,605	53,338,201	14,994	30,642,810	10,611	22,695,391
British Columbia.....	27,050	55,877,431	20,258	39,767,280	6,792	16,110,151

1. Includes Newfoundland from April 1949.

MOTOR VEHICLE SALES AND FINANCING

TABLE 3. New motor vehicles sold in Canada, by provinces and months, 1949

Month	Canada	Maritime Provinces ¹	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL VEHICLES								
Annual Total.....	286,341	23,310	50,974	119,752	17,289	22,361	25,605	27,050
January.....	11,838	891	2,006	5,706	655	737	935	908
February.....	15,301	1,191	3,020	6,166	907	1,195	1,433	1,389
March.....	25,054	2,270	5,216	9,274	1,406	2,089	2,379	2,420
April.....	29,314	2,275	5,531	11,642	1,880	2,275	2,727	2,984
May.....	28,385	2,444	5,008	11,672	1,888	2,301	2,521	2,571
June.....	27,829	2,278	5,676	11,218	1,570	1,901	2,459	2,727
July.....	29,177	2,420	4,726	13,470	1,423	1,892	2,220	3,026
August.....	18,561	1,952	3,119	6,935	1,411	1,765	1,547	1,832
September.....	28,239	2,452	4,897	12,256	1,559	2,360	2,389	2,326
October.....	30,722	2,202	5,084	13,862	1,760	2,257	2,657	2,880
November.....	19,700	1,431	3,142	8,667	1,268	1,409	1,983	1,800
December.....	22,221	1,504	3,549	8,884	1,562	2,180	2,355	2,187
PASSENGER CARS								
Annual Total.....	202,318	15,850	36,782	90,272	11,081	13,081	14,994	20,258
January.....	6,537	329	983	3,657	323	263	378	604
February.....	8,833	589	1,792	3,919	486	567	634	846
March.....	17,401	1,484	3,679	6,715	939	1,304	1,488	1,792
April.....	20,764	1,557	3,910	8,555	1,279	1,477	1,786	2,200
May.....	19,692	1,540	3,365	8,807	1,209	1,437	1,539	1,795
June.....	20,035	1,559	4,226	8,399	1,137	1,187	1,469	2,058
July.....	22,057	1,819	3,684	10,789	906	1,155	1,293	2,411
August.....	13,083	1,364	2,376	5,598	787	812	743	1,403
September.....	20,487	1,807	3,770	9,586	928	1,301	1,309	1,786
October.....	22,548	1,676	3,931	10,651	1,117	1,301	1,660	2,212
November.....	14,260	1,044	2,448	6,488	839	790	1,224	1,427
December.....	16,621	1,082	2,618	7,108	1,131	1,487	1,471	1,724
TRUCKS AND BUSES								
Annual Total.....	84,023	7,460	14,192	29,480	6,208	9,280	10,611	6,792
January.....	5,301	562	1,023	2,049	332	474	557	304
February.....	6,468	602	1,228	2,247	421	628	799	543
March.....	7,653	786	1,537	2,559	467	785	691	628
April.....	8,550	718	1,621	3,087	601	798	941	784
May.....	8,693	904	1,643	2,865	659	864	982	776
June.....	7,794	719	1,450	2,819	433	714	990	669
July.....	7,120	601	1,042	2,681	517	737	927	615
August.....	5,478	588	743	1,337	624	953	804	429
September.....	7,752	645	1,127	2,670	631	1,059	1,080	540
October.....	8,174	526	1,153	3,211	663	956	997	668
November.....	5,440	387	694	2,179	429	619	759	373
December.....	5,600	422	931	1,776	431	693	884	463

1. Includes Newfoundland from April 1949.

MERCHANDISING AND SERVICES

TABLE 4. Annual sales of new motor vehicles in Canada, 1932-1949

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
1948.....	221,300	439,216,988	1,985	145,655	282,903,958	1,942	75,645	156,313,030	2,066
1949.....	286,341	588,724,685	2,056	202,318	412,297,863	2,038	84,023	176,426,822	2,100

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.

TABLE 5. Number of new motor vehicles sold in Canada, by provinces, 1936-1949

Year	Canada	Maritime Provinces ¹	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
PASSENGER CARS								
1936.....	92,287	6,673	18,115	46,378	4,317	4,160	5,404	7,240
1937.....	114,275	9,208	22,658	55,504	6,219	5,704	6,811	8,171
1938.....	95,751	7,076	18,147	47,514	5,575	3,753	7,543	6,143
1939.....	90,054	6,982	16,700	41,544	5,287	5,971	7,361	6,209
1940.....	101,789	7,899	18,220	48,777	5,819	6,936	7,264	6,874
1941.....	83,642	6,635	16,440	40,600	4,252	4,832	5,181	5,702
1942.....	17,286	1,504	3,840	8,095	765	888	992	1,202
1943.....	984	-	-	-	-	-	-	-
1944 ^{2,3}	2,156	-	-	-	-	-	-	-
1945 ^{2,3}	4,526	-	-	-	-	-	-	-
1946.....	77,742	6,388	14,376	37,070	3,717	5,140	5,194	5,857
1947.....	159,205	12,232	28,833	73,160	8,467	10,511	11,952	14,050
1948.....	145,655	11,142	26,266	67,000	8,190	9,562	10,959	12,536
1949.....	202,318	15,850	36,782	90,272	11,081	13,081	14,994	20,258
TRUCKS AND BUSES								
1936.....	21,027	2,574	3,872	8,289	1,497	1,116	1,686	1,993
1937.....	30,166	3,757	6,774	11,199	2,243	1,397	2,133	2,663
1938.....	25,414	2,510	4,925	9,010	2,217	1,997	2,992	1,763
1939.....	24,693	2,386	4,629	8,631	1,483	2,970	2,929	1,665
1940.....	28,763	3,042	5,064	9,327	1,896	4,663	2,927	1,844
1941.....	34,431	3,850	6,529	11,375	2,080	4,378	3,719	2,500
1942.....	13,070	1,343	2,930	5,056	708	1,046	1,066	921
1943 ²	3,814	-	-	-	-	-	-	-
1944 ^{2,3}	9,514	-	-	-	-	-	-	-
1945 ^{2,3}	19,830	-	-	-	-	-	-	-
1946.....	42,302	4,463	7,243	15,710	2,722	4,588	4,236	3,340
1947.....	71,050	7,632	13,133	25,135	4,511	7,032	7,617	5,990
1948.....	75,645	7,070	14,510	27,472	4,751	7,274	7,889	6,679
1949.....	84,023	7,460	14,192	29,480	6,208	9,280	10,611	6,792

1. Includes Newfoundland from April 1949.

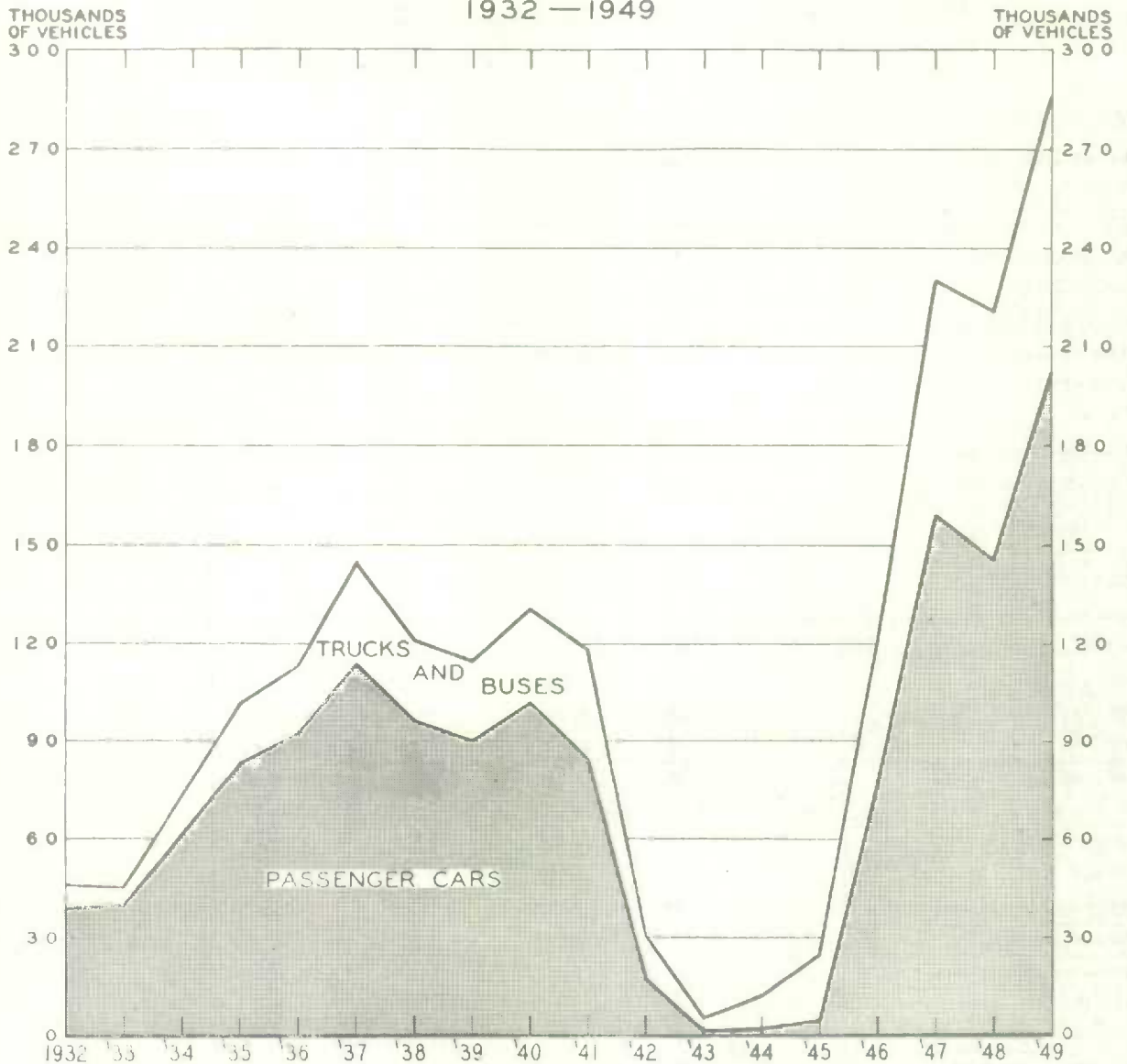
2. Provincial figures not available for 1943, 1944 and 1945.

3. 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.

CHART I

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

1932 — 1949



PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

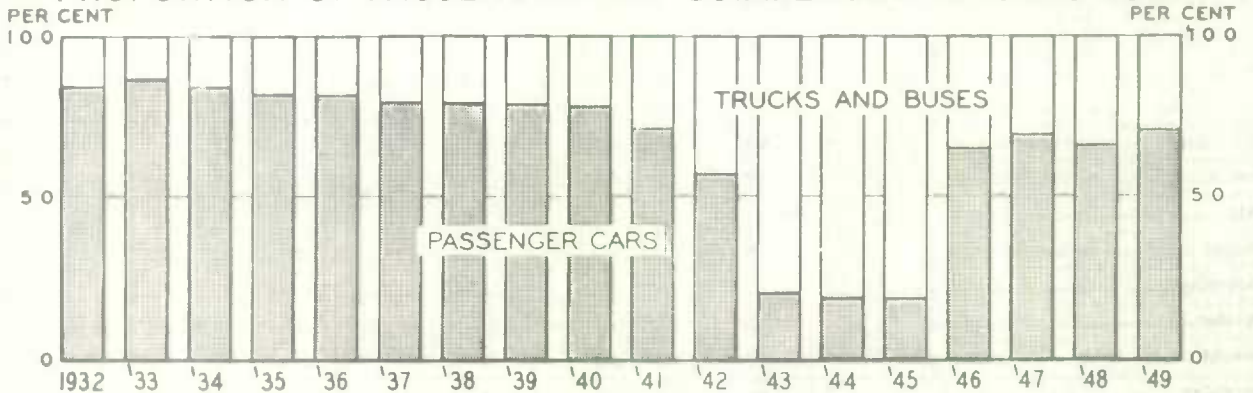


TABLE 6. Financing of motor vehicle sales in Canada, by months, 1949

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	232,988	219,184,030	177,780	153,027,141	55,208	66,156,889
January	9,482	9,481,683	6,940	6,162,787	2,542	3,318,896
February	10,715	10,547,275	7,741	6,723,693	2,974	3,823,582
March	16,653	16,153,171	12,412	10,975,492	4,241	5,177,679
April ¹	24,558	23,433,411	18,795	16,523,878	5,763	6,909,533
May	25,800	24,153,676	19,702	16,409,240	6,098	7,744,436
June	23,405	21,365,721	17,839	14,635,184	5,566	6,730,537
July	22,514	20,524,044	17,796	15,071,984	4,718	5,452,060
August	20,546	18,800,085	15,612	13,045,626	4,934	5,754,459
September	19,901	18,610,478	15,051	12,973,045	4,850	5,636,633
October	22,135	20,534,371	17,215	14,885,389	4,920	5,648,982
November	20,117	18,686,827	15,369	13,233,203	4,748	5,453,624
December	17,162	16,893,288	13,308	12,386,820	3,854	4,506,468
NEW VEHICLES						
Annual Total	81,502	115,511,459	53,185	71,044,324	28,317	44,467,135
January	3,677	5,311,377	2,339	3,080,526	1,338	2,230,851
February	3,658	5,509,367	2,109	2,962,918	1,549	2,546,451
March	5,857	8,453,498	3,651	5,053,312	2,206	3,400,186
April ¹	8,504	11,999,880	5,499	7,357,931	3,005	4,641,949
May	8,222	11,819,237	5,021	6,517,660	3,201	5,301,577
June	7,272	10,454,896	4,394	5,806,088	2,878	4,648,808
July	7,693	10,580,582	5,186	6,884,914	2,507	3,695,668
August	6,652	9,493,088	4,161	5,642,684	2,491	3,850,404
September	7,183	10,129,875	4,659	6,263,637	2,524	3,866,238
October	8,543	11,557,419	6,026	7,770,381	2,517	3,787,038
November	7,374	10,335,552	5,020	6,701,819	2,354	3,633,933
December	6,867	9,866,688	5,120	7,002,658	1,747	2,864,032
USED VEHICLES						
Annual Total	151,486	103,672,571	124,595	81,982,817	26,891	21,689,754
January	5,805	4,170,306	4,601	3,082,261	1,204	1,088,045
February	7,057	5,037,908	5,632	3,760,777	1,425	1,277,131
March	10,796	7,699,673	8,761	5,922,180	2,035	1,777,493
April ¹	16,054	11,433,531	13,296	9,165,947	2,758	2,267,584
May	17,578	12,334,439	14,681	9,891,580	2,897	2,442,859
June	16,133	10,910,825	13,445	8,829,096	2,688	2,081,729
July	14,821	9,943,462	12,610	8,187,070	2,211	1,756,392
August	13,894	9,306,997	11,451	7,402,942	2,443	1,904,055
September	12,718	8,480,603	10,392	6,710,208	2,326	1,770,395
October	13,592	8,976,952	11,189	7,115,008	2,403	1,861,944
November	12,743	8,351,275	10,349	6,531,584	2,394	1,819,691
December	10,295	7,026,600	8,188	5,384,164	2,107	1,642,436

1. Newfoundland included from April 1949.

TABLE 7. Financing of motor vehicle sales in Canada, by provinces, 1949

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	232,988	219,184,030	941	177,780	153,027,141	861	55,208	66,156,889	1,198
Maritime Provinces ¹	20,546	18,765,829	913	13,858	11,977,597	864	6,688	6,788,232	1,015
Quebec	38,788	45,805,593	1,181	27,473	30,388,904	1,106	11,315	15,416,689	1,363
Ontario	111,672	91,934,924	823	92,811	71,142,385	767	18,861	20,792,539	1,102
Manitoba	9,394	8,996,316	958	6,408	5,615,245	876	2,986	3,381,071	1,132
Saskatchewan	9,157	9,185,903	1,003	5,776	5,391,307	933	3,381	3,794,596	1,122
Alberta	21,056	21,493,036	1,021	13,886	12,188,277	878	7,170	9,304,759	1,298
British Columbia	22,375	23,002,429	1,028	17,568	16,323,426	929	4,807	6,679,003	1,389
NEW VEHICLES									
Canada	81,502	115,511,459	1,417	53,185	71,044,324	1,336	28,317	44,467,135	1,570
Maritime Provinces ¹	8,134	10,856,352	1,335	5,086	8,567,830	1,291	3,048	4,288,522	1,407
Quebec	18,632	28,985,698	1,556	12,387	18,461,750	1,490	6,245	10,523,948	1,685
Ontario	31,558	42,413,412	1,344	22,313	28,377,391	1,272	9,245	14,036,021	1,518
Manitoba	3,859	5,246,807	1,360	2,190	2,869,907	1,310	1,669	2,376,700	1,424
Saskatchewan	4,288	5,675,606	1,324	2,326	2,950,024	1,268	1,962	2,725,582	1,389
Alberta	7,704	11,278,057	1,464	3,977	5,051,268	1,270	3,727	6,226,789	1,671
British Columbia	7,327	11,055,727	1,509	4,906	6,766,154	1,379	2,421	4,289,573	1,772
USED VEHICLES									
Canada	151,486	103,672,571	684	124,595	81,982,817	658	26,891	21,689,754	807
Maritime Provinces ¹	12,412	7,909,477	637	8,772	5,409,767	617	3,640	2,499,710	687
Quebec	20,156	16,819,895	834	15,086	11,927,154	791	5,070	4,892,741	965
Ontario	80,114	49,521,512	618	70,498	42,764,994	607	9,616	6,756,518	703
Manitoba	5,535	3,749,709	677	4,218	2,745,338	651	1,317	1,004,371	763
Saskatchewan	4,869	3,510,297	721	3,450	2,441,283	708	1,419	1,069,014	753
Alberta	13,352	10,214,979	765	9,909	7,137,009	720	3,443	3,077,970	894
British Columbia	15,048	11,946,702	794	12,662	9,557,272	755	2,386	2,389,430	1,001

1. Includes Newfoundland from April 1949.

MERCHANDISING AND SERVICES

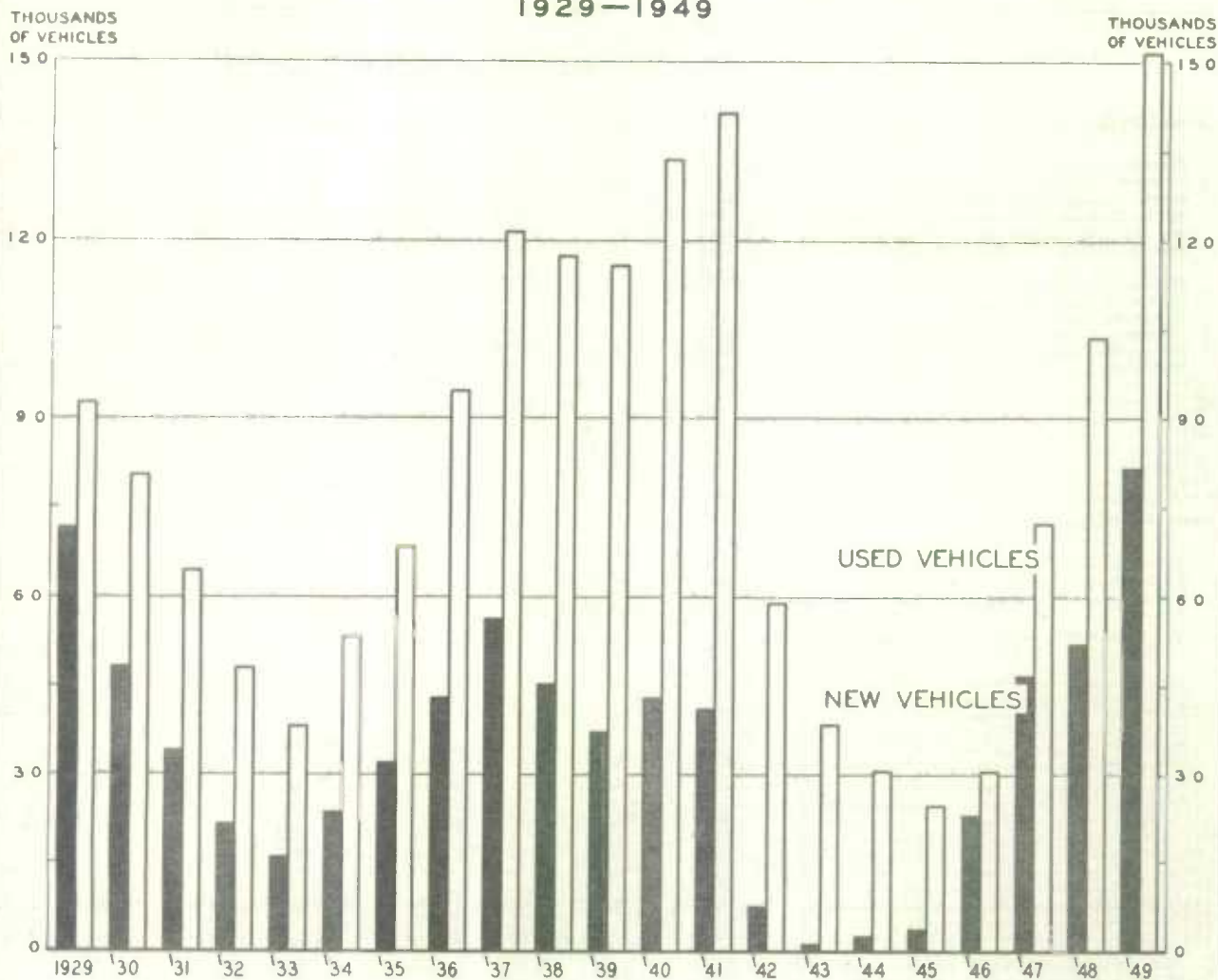
TABLE 8. Number of motor vehicles financed, by provinces and months, 1949

Month	Canada	Maritime Provinces ¹	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
NEW PASSENGER CARS								
Annual Total	53,185	5,086	12,387	22,313	2,190	2,326	3,977	4,906
January.....	2,339	215	529	1,085	73	83	164	190
February.....	2,109	159	511	1,015	79	54	140	151
March.....	3,651	362	997	1,541	137	128	224	262
April.....	5,499	538	1,462	2,169	241	242	367	480
May.....	5,021	478	1,121	1,960	250	221	468	523
June.....	4,394	401	1,033	1,796	197	222	308	437
July.....	5,186	527	1,269	2,049	236	227	355	523
August.....	4,161	436	907	1,663	163	195	291	506
September.....	4,659	468	1,050	2,037	197	228	299	380
October.....	6,026	590	1,326	2,652	205	269	463	521
November.....	5,020	468	1,056	2,072	188	256	495	485
December.....	5,120	444	1,126	2,274	224	201	403	448
NEW TRUCKS AND BUSES								
Annual Total	28,317	3,048	6,245	9,245	1,669	1,962	3,727	2,421
January.....	1,338	155	263	498	56	56	189	121
February.....	1,549	223	350	580	58	65	149	124
March.....	2,206	275	515	758	123	109	220	206
April.....	3,005	360	835	895	156	189	320	250
May.....	3,201	393	857	1,001	146	198	350	256
June.....	2,878	349	564	996	156	186	327	300
July.....	2,507	315	574	813	145	163	284	213
August.....	2,491	217	485	812	150	235	383	209
September.....	2,524	199	472	777	206	257	414	199
October.....	2,517	209	509	776	191	203	408	221
November.....	2,354	209	461	745	171	184	387	197
December.....	1,747	144	360	594	111	117	296	125
USED PASSENGER CARS								
Annual Total	124,595	8,772	15,086	70,498	4,218	3,450	9,909	12,662
January.....	4,601	288	421	2,957	103	46	311	475
February.....	5,632	328	606	3,574	125	63	367	569
March.....	8,761	559	999	5,118	233	139	677	1,036
April.....	13,296	941	1,936	7,394	470	319	954	1,282
May.....	14,681	969	2,078	8,351	543	420	1,075	1,245
June.....	13,445	855	1,713	7,695	485	426	1,046	1,225
July.....	12,610	907	1,467	7,431	413	300	938	1,154
August.....	11,451	786	1,329	6,412	405	274	913	1,332
September.....	10,392	733	1,178	5,732	394	316	954	1,085
October.....	11,189	868	1,287	6,115	375	436	953	1,155
November.....	10,349	798	1,220	5,422	397	417	940	1,155
December.....	8,188	740	852	4,297	275	294	781	949
USED TRUCKS AND BUSES								
Annual Total	26,891	3,640	5,070	9,616	1,317	1,419	3,443	2,386
January.....	1,204	143	227	488	32	32	161	121
February.....	1,425	196	261	573	51	41	141	162
March.....	2,035	286	351	759	67	84	266	222
April.....	2,758	402	574	976	131	126	317	232
May.....	2,897	424	681	974	146	135	325	212
June.....	2,688	382	493	980	130	138	318	247
July.....	2,211	350	390	814	108	102	255	192
August.....	2,443	296	437	889	133	138	327	223
September.....	2,326	318	407	794	126	156	317	208
October.....	2,403	304	444	780	137	171	357	210
November.....	2,394	278	408	850	139	163	356	200
December.....	2,107	261	397	739	117	133	303	157

1. Includes Newfoundland from April 1949.

CHART 2

NUMBER OF MOTOR VEHICLE SALES FINANCED
1929-1949



PROPORTION OF NEW AND USED VEHICLES FINANCED

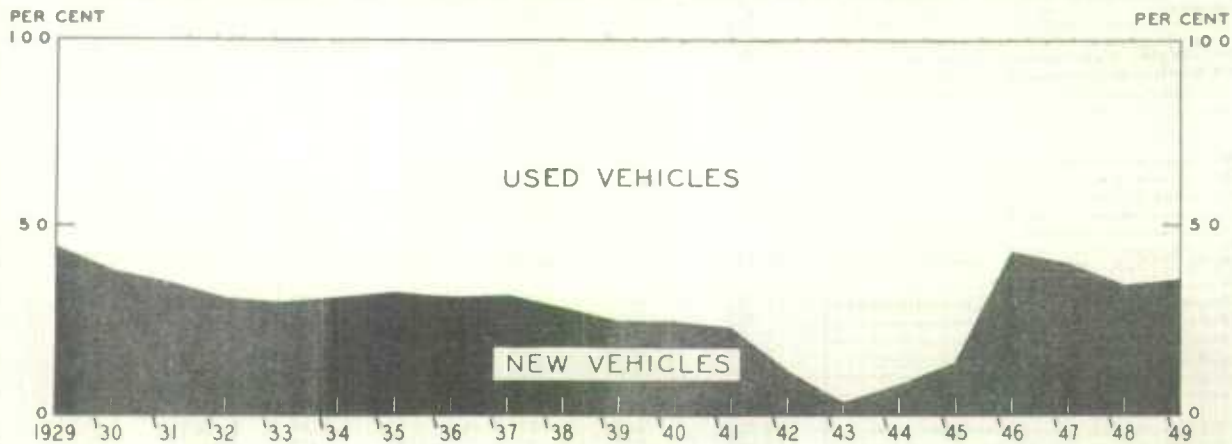


TABLE 9. Annual financing of motor vehicle sales in Canada, 1929-1949

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
1949.....	232,988	219,184,030	941	81,502	115,511,459	1,417	151,486	103,672,571	684

TABLE 10. Number of motor vehicles financed in Canada, by provinces, 1936-1949

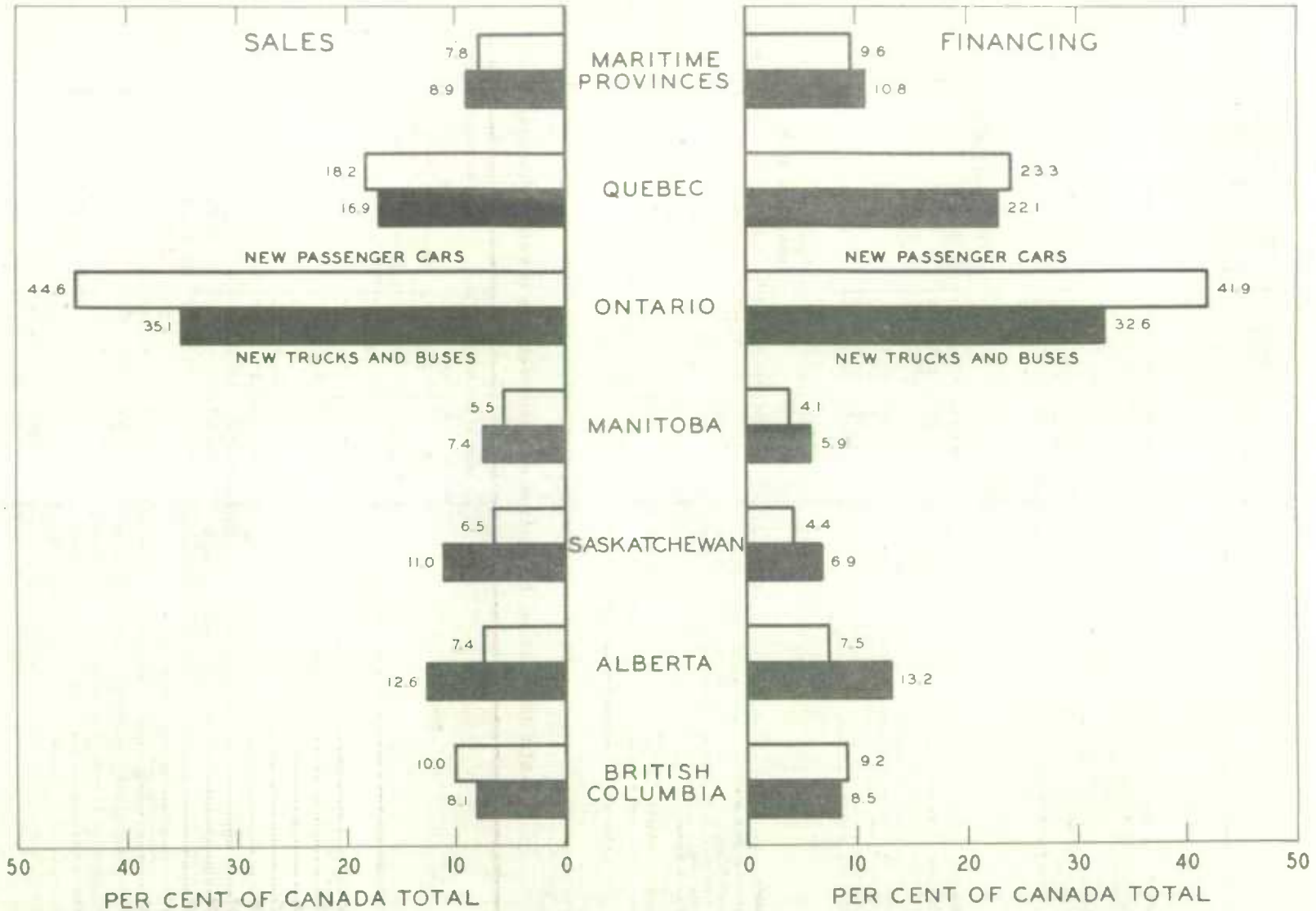
Year	Canada	Maritime Provinces ¹	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
NEW VEHICLES								
1936.....	42,863	2,804	8,060	19,799	5,034		3,942	3,226
1938.....	45,267	2,878	8,610	19,209	6,542		5,232	2,796
1940.....	42,982	2,864	7,544	16,486	8,596		4,825	2,667
1943.....	1,077	96	224	304	138		229	86
1944.....	2,371	298	532	528	290		530	193
1945.....	3,630	409	815	949	571		605	281
1946.....	22,866	2,117	4,712	9,416	1,281	1,373	2,289	1,678
1947.....	46,700	4,345	10,944	17,830	2,700	2,649	4,262	3,970
1948.....	51,867	4,993	12,955	20,322	2,506	2,528	4,290	4,273
1949.....	81,502	8,134	18,632	31,558	3,859	4,288	7,704	7,327
1947								
Passenger.....	27,409	2,223	6,463	11,593	1,619	1,169	2,050	2,292
Commercial.....	19,291	2,122	4,481	6,237	1,081	1,480	2,212	1,678
1948								
Passenger.....	29,923	2,510	7,164	12,927	1,524	1,322	2,139	2,337
Commercial.....	21,944	2,483	5,791	7,395	982	1,206	2,151	1,936
1949								
Passenger.....	53,185	5,086	12,387	22,313	2,190	2,326	3,977	4,906
Commercial.....	28,317	3,048	6,245	9,245	1,669	1,962	3,727	2,421
USED VEHICLES								
1936.....	94,651	6,350	14,835	48,180	9,401		7,132	8,953
1938.....	117,436	8,114	18,136	57,838	13,157		9,929	10,262
1940.....	133,596	10,228	18,333	63,387	17,647		11,935	12,066
1943.....	38,496	1,227	3,881	19,555	4,930		4,258	4,645
1944.....	30,599	634	3,507	17,159	2,602		2,731	3,966
1945.....	24,356	540	3,608	13,679	1,717		2,032	2,780
1946.....	30,527	1,234	4,932	17,664	1,192	841	2,376	2,288
1947.....	72,167	4,037	11,184	39,473	3,263	2,031	5,291	6,888
1948.....	103,767	6,344	13,778	58,174	3,832	2,402	8,193	11,044
1949.....	151,486	12,412	20,156	80,114	5,535	4,869	13,352	15,048
1947								
Passenger.....	56,024	2,422	7,796	33,431	2,318	1,221	3,304	5,532
Commercial.....	16,143	1,615	3,386	6,042	945	810	1,987	1,356
1948								
Passenger.....	83,323	3,992	9,621	50,591	2,841	1,494	5,831	8,933
Commercial.....	20,444	2,352	4,157	7,583	991	908	2,362	2,091
1949								
Passenger.....	124,595	8,772	15,086	70,498	4,218	3,450	9,909	12,602
Commercial.....	26,891	3,640	5,070	9,616	1,317	1,419	3,443	2,386

1. Includes Newfoundland from April 1949.

PROVINCIAL DISTRIBUTION OF NEW MOTOR VEHICLE SALES AND FINANCING
NUMBER OF UNITS

1949

CHART 3



MOTOR VEHICLE SALES AND FINANCING

AA-17

TABLE 11. Sales and financing of sales of new motor vehicles compared, by provinces, 1949

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 VEHICLES						
Canada	286,341	588,724,685	81,502	28.5	115,511,459	19.6
Maritime Provinces ¹	23,310	46,068,167	8,134	34.9	10,856,352	23.6
Quebec.....	50,974	107,947,062	18,632	36.6	28,985,698	26.9
Ontario.....	119,752	245,531,242	31,558	26.4	42,413,412	17.3
Manitoba.....	17,289	34,544,101	3,859	22.3	5,246,607	15.2
Saskatchewan.....	22,361	45,418,481	4,288	19.2	5,675,606	12.5
Alberta.....	25,605	53,338,201	7,704	30.1	11,278,057	21.1
British Columbia.....	27,050	55,877,431	7,327	27.1	11,055,727	19.8
PASSENGER CARS						
Canada	202,318	412,297,863	53,185	26.3	71,044,324	17.2
Maritime Provinces ¹	15,850	31,674,470	5,086	32.1	6,567,830	20.7
Quebec.....	36,782	76,603,862	12,387	33.7	18,461,750	24.1
Ontario.....	90,272	184,298,230	22,313	24.7	28,377,391	15.4
Manitoba.....	11,081	22,442,608	2,190	19.8	2,869,907	12.8
Saskatchewan.....	13,081	26,868,603	2,326	17.8	2,950,024	11.0
Alberta.....	14,994	30,642,810	3,977	26.5	5,051,268	16.5
British Columbia.....	20,258	39,767,280	4,906	24.2	6,766,154	17.0
TRUCKS AND BUSES						
Canada	84,023	176,426,822	28,317	33.7	44,467,135	25.2
Maritime Provinces ¹	7,460	14,393,697	3,048	40.9	4,288,522	29.8
Quebec.....	14,192	31,343,200	6,245	44.0	10,523,948	33.6
Ontario.....	29,480	61,233,012	9,245	31.4	14,036,021	22.9
Manitoba.....	6,208	12,101,493	1,689	26.9	2,376,700	19.6
Saskatchewan.....	9,280	18,549,878	1,962	21.1	2,725,582	14.7
Alberta.....	10,611	22,695,391	3,727	35.1	6,226,789	27.4
British Columbia.....	6,792	16,110,151	2,421	35.6	4,289,573	26.6

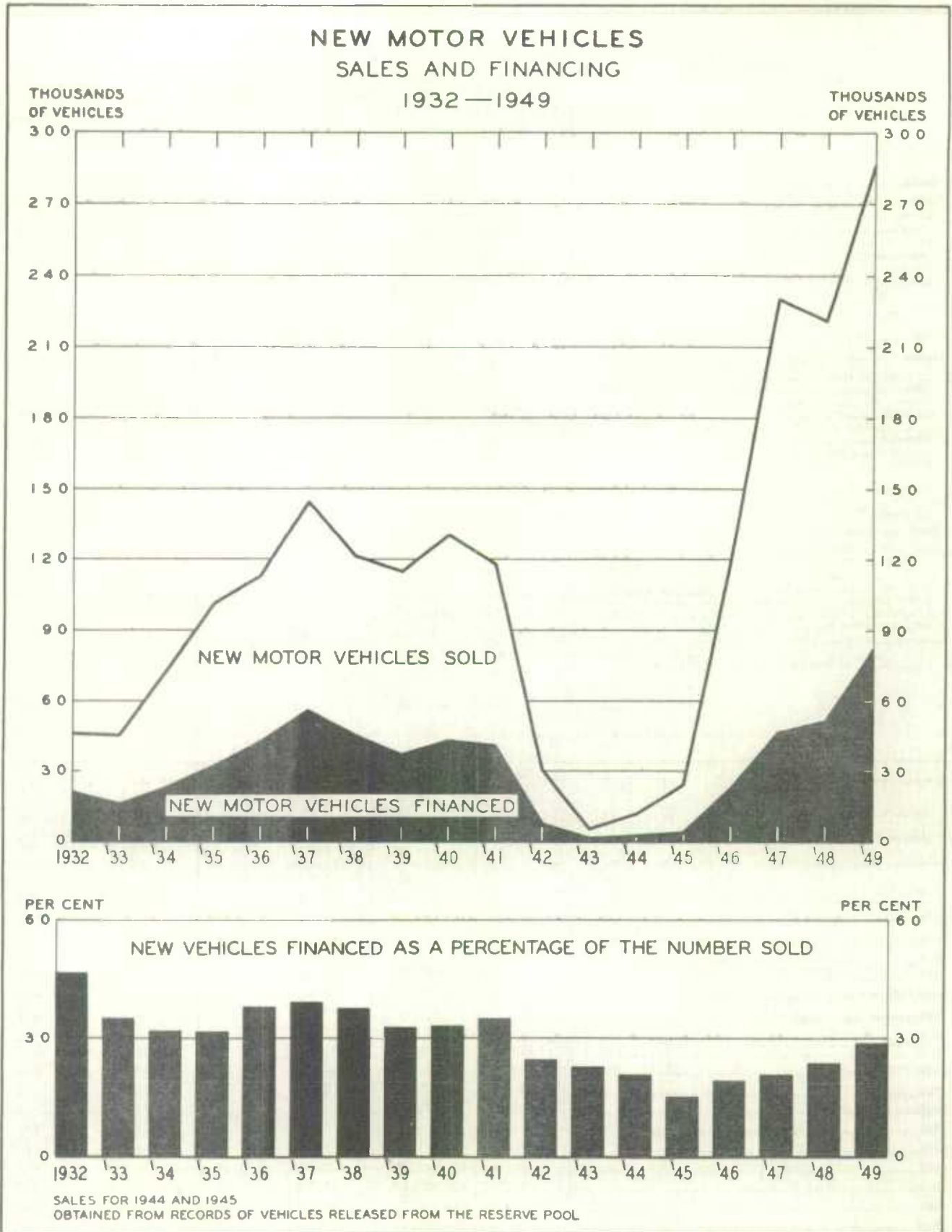
1. Includes Newfoundland from April 1949.

TABLE 12. Sales and financing of new motor vehicles in Canada compared, 1932-1949

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.....	11,670 ¹	-	2,371	20.3	2,927,396	-
1945.....	24,356 ¹	-	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
1949.....	286,341	588,724,685	81,502	28.5	115,511,459	19.6

1. Releases from reserve pool.

CHART 4



MERCHANDISING AND SERVICES

TABLE 13. Sales and financing of sales of new motor vehicles compared, by provinces and months, 1949

Month	Canada			Maritime Provinces ¹			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.....	286,341	81,502	28.5	23,310	8,134	34.9	50,974	18,632	36.6	119,752	31,558	26.4
January.....	11,838	3,677	31.1	891	370	41.5	2,006	792	39.5	5,706	1,583	27.7
February.....	15,301	3,658	23.9	1,191	382	32.1	3,020	861	28.5	6,166	1,595	25.9
March.....	25,054	5,857	23.4	2,270	637	28.1	5,216	1,512	29.0	9,274	2,299	24.8
April.....	29,314	8,504	29.0	2,275	898	39.5	5,531	2,297	41.5	11,642	3,064	26.3
May.....	28,385	8,222	29.0	2,444	871	35.6	5,008	1,978	39.5	11,672	2,961	25.4
June.....	27,829	7,272	26.1	2,278	750	32.9	5,676	1,597	28.1	11,218	2,792	24.9
July.....	29,177	7,693	26.4	2,420	842	34.8	4,726	1,843	39.0	13,470	2,862	21.2
August.....	18,561	6,652	35.8	1,952	653	33.5	3,119	1,392	44.6	6,935	2,475	35.7
September.....	28,239	7,183	25.4	2,452	667	27.2	4,897	1,522	31.1	12,256	2,814	23.0
October.....	30,722	8,543	27.8	2,202	799	36.3	5,084	1,835	36.1	13,862	3,428	24.7
November.....	19,700	7,374	37.4	1,431	677	47.3	3,142	1,517	48.3	8,667	2,817	32.5
December.....	22,221	6,867	30.9	1,504	588	39.1	3,549	1,486	41.9	8,884	2,868	32.3
	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.....	17,289	3,859	22.3	22,361	4,288	19.2	25,605	7,704	30.1	27,050	7,327	27.1
January.....	655	129	19.7	737	139	18.9	935	353	37.8	908	311	34.3
February.....	907	137	15.1	1,195	119	10.0	1,433	289	20.2	1,389	275	19.8
March.....	1,406	260	18.5	2,089	237	11.3	2,379	444	18.7	2,420	468	19.3
April.....	1,880	397	21.1	2,275	431	18.9	2,727	687	25.2	2,984	730	24.5
May.....	1,868	396	21.2	2,301	419	18.2	2,521	818	32.4	2,571	779	30.3
June.....	1,570	353	22.5	1,901	408	21.5	2,459	635	25.8	2,727	737	27.0
July.....	1,423	381	26.8	1,892	390	20.6	2,220	639	28.8	3,026	736	24.3
August.....	1,411	313	22.2	1,765	430	24.4	1,547	674	43.6	1,832	715	39.0
September.....	1,559	403	25.8	2,360	485	20.6	2,389	713	29.8	2,326	579	24.9
October.....	1,780	396	22.2	2,257	472	20.9	2,657	871	32.8	2,880	742	25.8
November.....	1,268	359	28.3	1,409	440	31.2	1,983	882	44.5	1,800	682	37.9
December.....	1,562	335	21.4	2,180	318	14.6	2,355	699	29.7	2,187	573	26.2

1. Includes Newfoundland from April 1949.

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