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NEW MOTOR VEHICLE SALES
AND
MOTOR VEHICLE FINANCING
1950

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PUBLICATION



NEW MOTOR VEHICLE SALES
AND
MOTOR VEHICLE FINANCING
1950

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NOTICE

The Industry and Merchandising Division of the Bureau of Statistics collects and compiles figures on (a) the primary industries in Canada — mining, forestry, and fishing; (b) manufacturing; (c) construction; and (d) merchandising and services.

For the purpose of annual compilation and publication, reports on merchandising and services have been classified as follows:

Part I — Wholesale Statistics

- A Wholesale Trade, 25¢.
- * B Operating Results of Food Wholesalers, 25¢.
- * C Operating Results of Dry Goods, Piece Goods, and Footwear Wholesalers, 25¢.
- * D Operating Results of Miscellaneous Wholesalers (automotive equipment, drugs, hardware, plumbing and heating equipment), 25¢.

Part II — Retail Statistics

- E General Review, 25¢.
- F Retail Trade, 50¢.
- G Retail Chain Stores, 50¢.
- * H Operating Results of Chain Food Stores, 25¢.
- * I Operating Results of Chain Clothing Stores, 25¢.
- * J Operating Results of Miscellaneous Chain Stores (variety, drug, furniture), 25¢.
- K Operating Results of Retail Food Stores, 25¢.
- L Operating Results of Retail Clothing Stores, 25¢.
- M Operating Results of Retail Hardware, Furniture, Appliance, and Radio Stores, 25¢.
- N Operating Results of Filling Stations and Garages, 25¢.
- O Operating Results of Miscellaneous Retail Stores, 25¢.
- P Retail Consumer Credit, 25¢.

Part III — Services and Special Fields

- Q Laundries, Cleaners and Dyers, 25¢.
- R Motion Picture Theatres, Exhibitors, and Distributors, 25¢.
- S Hotels, 25¢.
- T Sales Financing, 25¢.
- U Farm Implement and Equipment Sales, 25¢.
- V New Motor Vehicle Sales and Motor Vehicle Financing, 25¢.

The reports are punched to permit of filing in a ring binder.

- * Biennial reports — not issued for 1950.

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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 used for convenience in this report and is synonymous with the term "trucks and buses", which was used in previous reports. Passengers 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.

This bulletin is issued as a supplement to the monthly series and contains revised figures for the year 1950 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 1949 and 1950 are shown in a text table on page 5.

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING 1950

New Motor Vehicle Sales

More new passenger cars were purchased by Canadians in the year 1950 than in any previous year. The 324,903 new cars sold in that year represented an advance of 61% over 1949 when Canadians bought 202,318 new passenger cars.

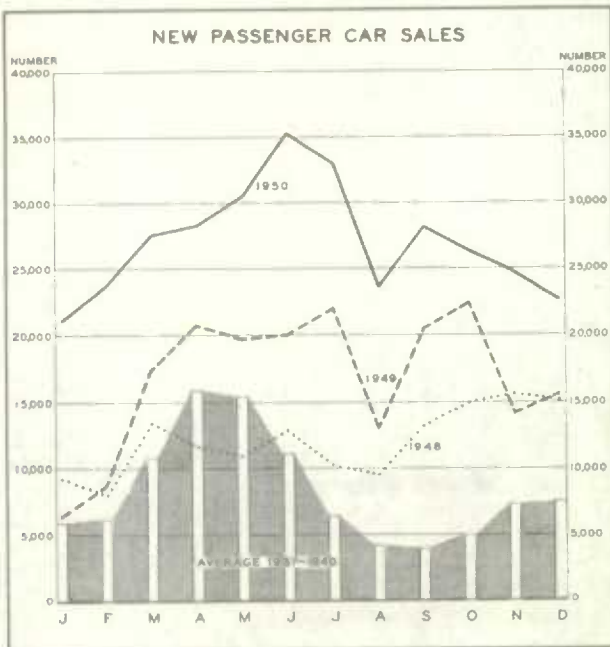
At the end of 1950, about every sixth passenger vehicle on Canadian highways was one purchased within the preceding twelve months.

British vehicles increased in popularity during 1950 and accounted for about 20% of all passenger car sales. They had represented 14% of 1949 sales.

Instalment buying was increasing at an even faster rate than sales during 1950. In 1949, 26.3% of new passenger cars were financed by sales finance and acceptance companies, while the proportion rose to 29.9% in 1950. In this connection, it is interesting to note that a downward tendency in the "financing-to-sales" ratio has developed in recent months following the introduction of credit-buying restrictions raising minimum down-payment requirements.

Sales records continued to be broken in the early months of 1951 although the percentage gains were receding. Sales of passenger cars in the first three months of 1951 numbered 97,210, 34% higher than in the first quarter of 1950.

The following chart shows the course of monthly sales in each of the last three years. The margin of gain in 1950 over 1949, while substantial throughout the year, narrowed somewhat during the last few months of the year. The growing practice of motor vehicle plants to cease production and deliveries for a vacation period during August accounts for the increasingly noticeable dip in sales during that month in recent years.



Commercial vehicle sales, also at a record peak in 1950, did not score as large a percentage gain in sales as did passenger units. Commercial vehicle sales were, therefore, 24% of all vehicle sales in 1950 as compared with 29% of the total in 1949.

Sales of trucks and buses combined totalled 104,792 in 1950, a gain of 25% over the 84,023 new commercial vehicles sold in 1949. Bus sales are combined with truck sales in the main tables of this report, but separate figures for buses are given in the following table. There was a 36% gain in bus sales last year, deliveries being much higher in the last half of the year and mainly in Quebec, Ontario, and Manitoba.

Sales of Buses in Canada, 1949 and 1950

Month and province	1949		1950	
	Number	Retail value	Number	Retail value
		\$		\$
	BY MONTHS			
Annual total	573	10,255,283	779	13,893,279
January	55	1,000,370	36	724,358
February	46	903,866	33	628,869
March	51	783,875	35	580,516
April	75	1,481,286	45	738,347
May	91	1,835,969	71	1,243,798
June	57	992,370	133	2,643,164
July	36	601,512	60	1,019,969
August	20	149,208	108	1,735,276
September	12	70,336	87	1,458,265
October	23	389,802	52	941,893
November	77	1,443,774	61	1,177,526
December	30	602,915	58	1,001,298
	BY PROVINCES			
Canada	573	10,255,283	779	13,893,279
Atlantic Provinces ¹	31	207,335	24	340,008
Quebec	112	2,085,314	260	4,464,269
Ontario	157	2,382,102	230	3,589,175
Manitoba	11	253,785	65	1,277,860
Saskatchewan	45	883,691	19	407,973
Alberta	95	1,729,868	52	1,005,698
British Columbia	122	2,713,188	129	2,808,296

1. Includes Newfoundland from April 1949.

Total sales of new motor vehicles, passenger and commercial combined, numbered 429,695 units with a retail value of \$885,669,039 in 1950, 50% in both number and dollar value above the 286,341 new vehicles which sold for \$588,724,685 in 1949.

There were only small variations between 1949 and 1950 in the provincial distribution of passenger car sales. British Columbia accounted for a somewhat higher proportion of the total, 11.2% in 1950 compared with 10.0% in 1949. Alberta and the Atlantic Provinces also gained small proportions.

Percentage Distribution of New Motor Vehicles Sold, by Provinces, 1949 and 1950

Province	Passenger cars		Commercial vehicles	
	1949	1950	1949	1950
	%	%	%	%
Canada	100.0	100.0	100.0	100.0
Atlantic Provinces ¹	7.8	7.9	8.9	8.1
Quebec	18.2	17.8	16.9	17.5
Ontario	44.6	44.0	35.1	35.5
Manitoba	5.5	5.2	7.4	6.4
Saskatchewan	6.5	5.9	11.0	11.7
Alberta	7.4	8.0	12.6	12.8
British Columbia	10.0	11.2	8.1	8.0

1. Includes Newfoundland from April 1949.

British Columbia and Alberta, with sales increases of 80% and 73% respectively, led the other regions in percentage increase over 1949 in number of new passenger cars sold.

In the commercial vehicle field, gains ranged from 24% to 32% in most regions. Exceptions were the Atlantic Provinces and Manitoba where sales rose only 14% and 8% respectively.

The following table shows percentage increases for 1950 over 1949 in the number of passenger and commercial vehicles sold.

Percentage Change in Number of Vehicles Sold, by Provinces, 1950/1949

Province	Passenger cars	Commercial vehicles
	%	%
Canada	+60.6	+24.7
Atlantic Provinces ¹	+62.6	+14.0
Quebec	+56.7	+29.2
Ontario	+58.4	+26.4
Manitoba	+52.7	+7.6
Saskatchewan	+46.7	+31.7
Alberta	+72.8	+26.0
British Columbia	+80.2	+23.7

1. Includes Newfoundland from April 1949.

The average price paid by Canadians for new passenger cars showed practically no change between 1949 and 1950. The average price for Canada as a whole was \$2,038 in 1949 and \$2,037 in 1950. Average prices in the various regions of the country, while they varied from \$1,911 in British Columbia to \$2,072 in Quebec, also remained fairly stable. The low average value reported for British Columbia and the Atlantic Provinces

is partially due to the higher-than-average proportion of small British cars retailed in these provinces.

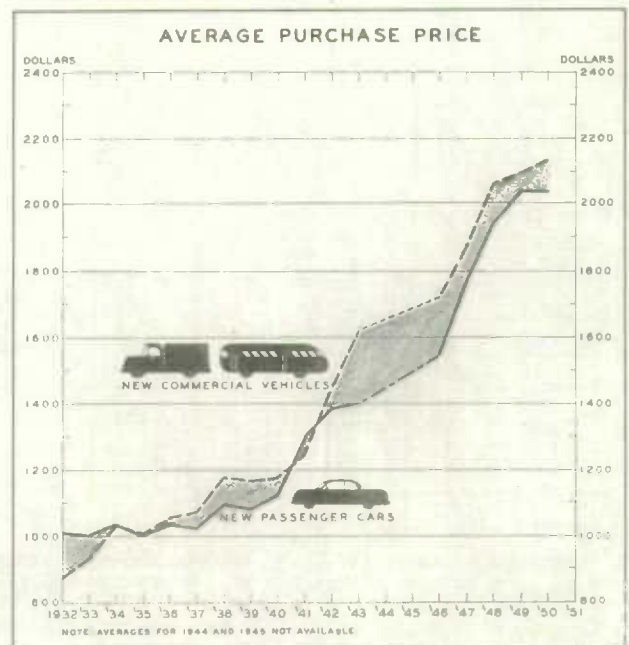
In the commercial vehicle field, the average price for Canada as a whole rose from \$2,100 in 1949 to \$2,138 in 1950. The higher sales of buses in Quebec, Ontario, and Manitoba raised the average price in 1950 from the 1949 figure to a greater extent than elsewhere.

Average Purchase Price of New Motor Vehicles in Canada, by Provinces, 1949 and 1950

Province	Passenger cars		Commercial vehicles	
	1949	1950	1949	1950
	\$	\$	\$	\$
Canada	2,038	2,037	2,100	2,138
Atlantic Provinces ¹	1,998	1,960	1,929	1,938
Quebec	2,083	2,072	2,209	2,373
Ontario	2,042	2,064	2,077	2,142
Manitoba	2,025	2,032	1,949	2,088
Saskatchewan	2,054	2,049	1,999	1,925
Alberta	2,044	2,051	2,139	2,021
British Columbia	1,963	1,911	2,372	2,341

1. Includes Newfoundland from April 1949.

The movement in average prices of new motor vehicles between the years 1932 and 1950 is depicted in the accompanying chart.



MOTOR VEHICLE SALES AND FINANCING

TABLE 1. New Motor Vehicles Sold in Canada, by Provinces and Months, 1950

Month	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Canada	
								Number	Retail value
TOTAL VEHICLES									
Annual Total	34,275	75,978	180,244	23,602	31,406	39,283	44,907	429,695	885,669,039
January	2,213	4,970	12,604	1,207	1,551	1,990	2,463	26,998	55,003,056
February	2,281	4,947	13,133	1,633	1,751	2,881	3,374	30,000	59,802,993
March	3,352	5,975	13,428	2,281	3,674	3,436	3,178	35,324	70,816,689
April	3,165	6,662	16,368	2,051	2,280	3,291	3,267	37,084	74,109,040
May	3,624	7,753	16,750	1,864	2,941	3,572	4,141	40,645	82,113,607
June	3,724	8,719	18,305	2,766	3,260	4,133	4,988	45,895	93,810,668
July	3,423	7,945	17,854	2,447	3,153	4,049	5,043	43,914	89,342,867
August	2,269	5,457	13,978	1,789	2,559	2,935	3,913	32,900	67,981,259
September	3,230	6,303	15,858	2,139	3,375	3,627	4,512	39,044	83,061,552
October	2,657	6,207	14,859	2,048	2,815	3,670	3,555	35,811	74,479,283
November	1,909	5,419	15,021	1,917	2,111	3,065	3,310	32,752	71,365,769
December	2,428	5,621	12,086	1,460	1,936	2,634	3,163	29,328	63,782,256
PASSENGER CARS									
Annual Total	25,767	57,643	142,972	16,921	19,184	25,908	36,508	324,903	661,673,944
January	1,613	3,892	10,479	865	925	1,283	2,050	21,107	42,434,433
February	1,762	4,024	10,661	1,281	1,236	1,973	2,792	23,729	46,988,093
March	2,584	4,610	11,127	1,868	2,379	2,366	2,692	27,626	54,330,828
April	2,396	4,855	13,219	1,544	1,399	2,170	2,675	28,258	55,528,441
May	2,674	5,757	13,043	1,350	1,828	2,421	3,363	30,436	60,396,601
June	2,929	6,778	14,509	1,946	2,098	2,877	4,094	35,231	70,038,429
July	2,528	6,102	14,198	1,731	1,716	2,593	4,135	33,003	66,994,881
August	1,741	4,014	10,748	1,110	1,178	1,654	3,111	23,556	47,446,413
September	2,363	4,583	11,980	1,413	1,893	2,302	3,682	28,216	60,049,391
October	1,914	4,468	11,461	1,419	1,817	2,384	2,799	26,262	54,166,125
November	1,395	4,246	11,941	1,333	1,342	1,964	2,611	24,832	54,269,956
December	1,868	4,314	9,606	1,061	1,373	1,921	2,504	22,647	49,030,353
COMMERCIAL VEHICLES									
Annual Total	8,508	18,335	37,272	6,681	12,222	13,375	8,399	104,792	223,995,095
January	600	1,078	2,125	342	626	707	413	5,891	12,568,623
February	519	923	2,472	352	515	908	582	6,271	12,814,900
March	768	1,365	2,301	413	1,295	1,070	486	7,698	16,485,861
April	769	1,807	3,149	507	881	1,121	592	8,826	18,580,599
May	950	1,996	3,707	514	1,113	1,151	778	10,209	21,717,006
June	795	1,941	3,796	820	1,162	1,256	894	10,664	23,772,239
July	895	1,843	3,656	716	1,437	1,456	908	10,911	22,347,986
August	528	1,443	3,230	679	1,381	1,281	802	9,344	20,534,846
September	867	1,720	3,878	726	1,482	1,325	830	10,828	23,012,161
October	743	1,739	3,398	629	998	1,286	756	9,549	20,313,158
November	514	1,173	3,080	584	769	1,101	699	7,920	17,095,813
December	560	1,307	2,480	399	563	713	659	6,681	14,751,903

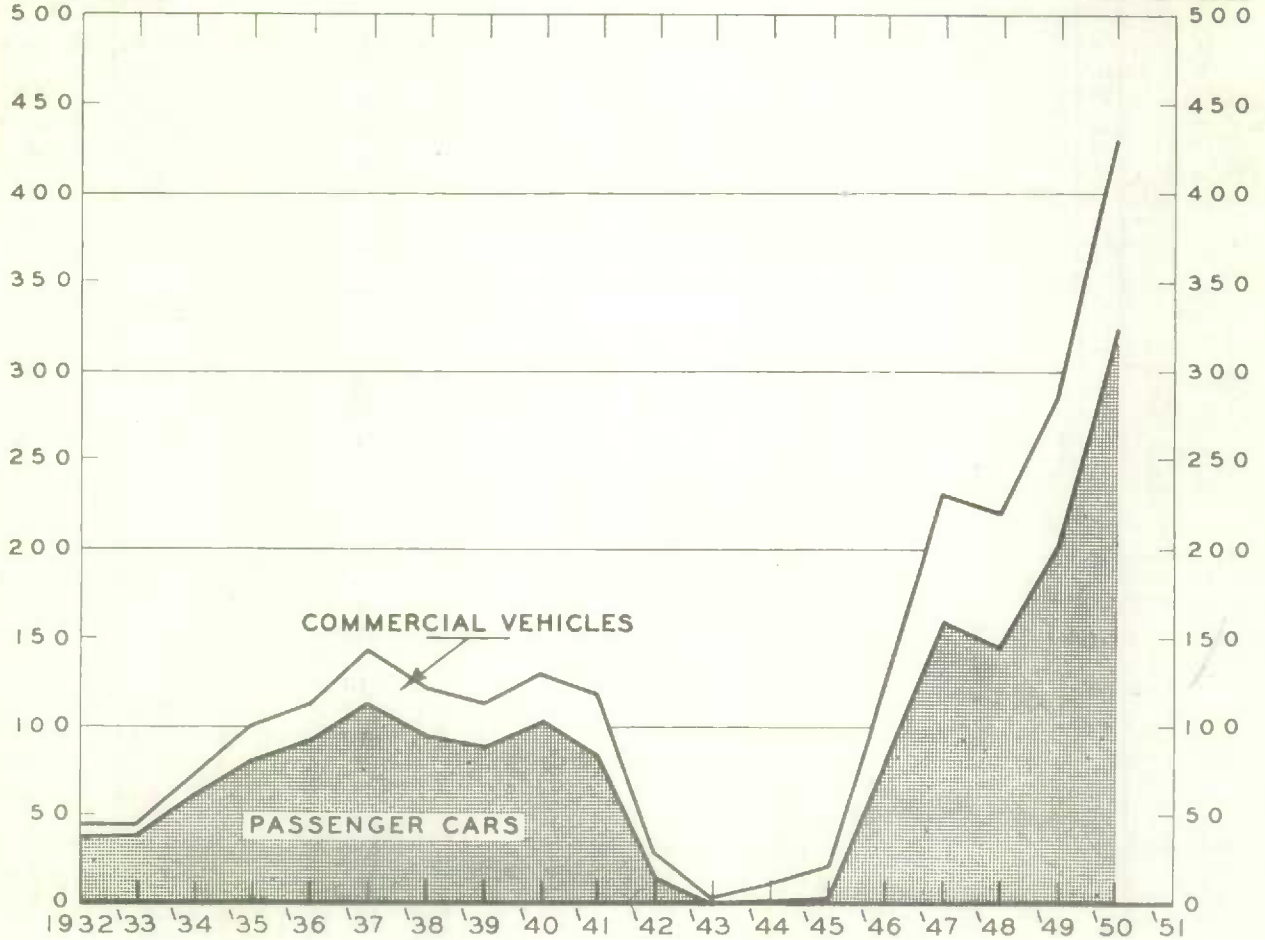
CHART I.

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

1932 — 1950

THOUSANDS OF VEHICLES

THOUSANDS OF VEHICLES



PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

PER CENT

PER CENT

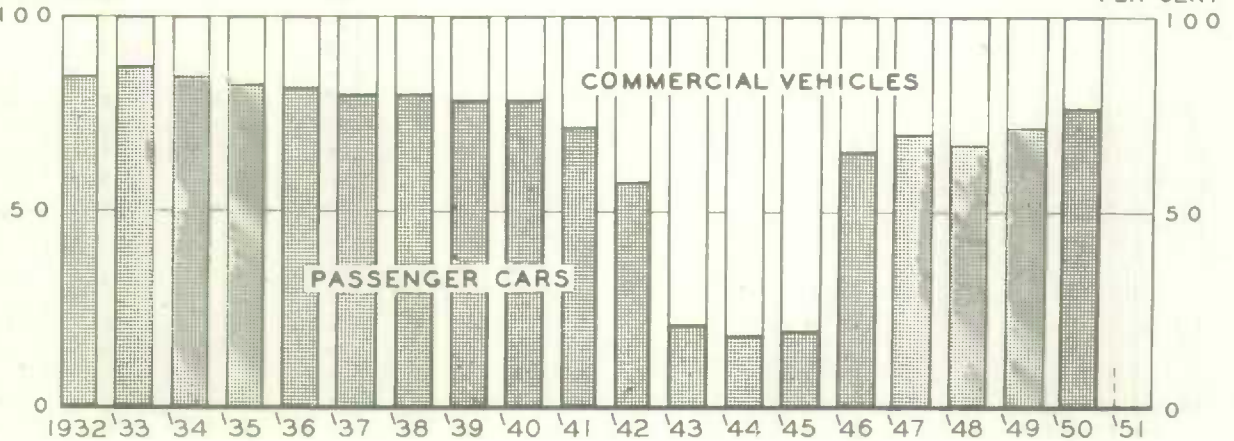


TABLE 2. New Motor Vehicle Sales in Canada, by Provinces, 1950

Province	Total vehicles		Passenger cars		Commercial vehicles	
	Number	Retail value	Number	Retail value	Number	Retail value
		\$		\$		\$
Canada	429,695	885,669,039	324,903	661,673,944	104,792	223,995,095
Atlantic Provinces	34,275	66,992,319	25,767	50,500,906	8,508	16,491,413
Quebec	75,978	162,982,208	57,643	119,475,636	18,335	43,506,572
Ontario	180,244	374,932,727	142,972	295,112,409	37,272	79,820,318
Manitoba	23,602	48,333,648	16,921	34,378,667	6,681	13,954,961
Saskatchewan	31,406	62,841,940	19,184	39,313,075	12,222	23,528,865
Alberta	39,283	80,157,037	25,908	53,128,366	13,375	27,028,671
British Columbia	44,907	89,429,160	36,508	69,764,865	8,399	19,664,295

TABLE 3. Annual Sales of New Motor Vehicles in Canada, 1933-1950

Year	Total vehicles			Passenger cars			Commercial vehicles		
	Number	Retail value		Number	Retail value		Number	Retail value	
		Total	Average purchase price		Total	Average purchase price		Total	Average purchase price
		\$	\$		\$	\$		\$	\$
1933	45,332	45,450,230	1,003	39,568	39,892,630	1,003	5,764	5,757,600	999
1937	144,441	149,170,527	1,033	114,275	116,886,334	1,023	30,166	32,284,193	1,070
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
1943	4,798	7,557,380	1,575	984	1,378,200	1,401	3,814	6,179,160	1,620
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
1950	429,695	885,669,039	2,061	324,903	661,673,944	2,037	104,792	223,995,095	2,138

TABLE 4. Number of New Motor Vehicles Sold in Canada, by Provinces, 1937-1950

Year	Canada	Atlantic Provinces ¹	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
PASSENGER CARS								
1937	114,275	9,208	22,658	55,504	6,219	5,704	6,811	8,171
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	6,938	7,264	6,874
1943 ²	984	—	—	—	—	—	—	—
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
1950	324,903	25,767	57,643	142,972	16,921	19,184	25,908	36,508
COMMERCIAL VEHICLES								
1937	30,166	3,757	6,774	11,199	2,243	1,397	2,133	2,663
1939	24,693	2,386	4,629	6,631	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
1943 ²	3,614	—	—	—	—	—	—	—
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
1950	104,792	8,508	18,335	37,272	6,681	12,222	13,375	8,399

1. Includes Newfoundland from April 1949.
 2. Provincial figures not available for 1943.

Financing of Motor Vehicle Sales

Figures contained in this report cover the financing of used vehicle sales as well as that of new vehicles. In all, 364,681 vehicle sales were financed by sales finance and acceptance companies in 1950 to the extent of \$324,080,605. These figures were higher, by 56% in both number and amount, than the corresponding figures for 1949 when 232,988 vehicle sales were financed for \$219,184,030.

Financing of new passenger cars increased at a greater rate than did used car financing. There were 97,051 new passenger car sales financed for \$131,002,822 in 1950, 83% in number and 84% in value above the 1949 figures of 53,185 new cars with a financed value of \$71,044,324. Used passenger cars financed in 1950 numbered 189,635, a gain of 52% over the 124,595 used car sales financed in 1949.

Increases in new and used commercial vehicle financing, while smaller than in the passenger car field, were also substantial. New commercial vehicle sales financed in 1950 exceeded the number in 1949 by 35%, while the number of used commercial vehicles financed rose 48%.

Percentage Change in Number of Vehicle Sales Financed by Provinces, 1950/1949

Province	New vehicles		Used vehicles	
	Passenger	Commercial	Passenger	Commercial
	%	%	%	%
Canada	+ 82.5	+35.1	+ 52.2	+ 47.8
Atlantic Provinces ¹	+ 74.9	+ 7.1	+ 82.2	+ 47.5
Quebec	+ 64.4	+35.1	+ 73.5	+ 46.6
Ontario	+ 70.5	+29.7	+ 33.3	+ 34.6
Manitoba	+123.2	+45.6	+ 95.4	+ 79.0
Saskatchewan	+132.4	+87.1	+132.2	+112.5
Alberta	+117.0	+43.6	+ 64.9	+ 47.9
British Columbia	+120.5	+28.3	+ 65.3	+ 47.8

1. Includes Newfoundland from April 1949.

Only slight increases over 1949 were recorded in the average amount of financing on new passenger car and commercial vehicle sales, while the average amount on used vehicles declined. The following table shows the average financed value by provinces for the years 1949 and 1950.

Average Financed Value of Motor Vehicles in Canada, by Provinces, 1949 and 1950

Province	New vehicles					
	Passenger			Commercial		
	1949	1950	% change	1949	1950	% change
	\$	\$		\$	\$	
Canada	1,336	1,350	+ 1.0	1,570	1,580	+0.6
Atlantic Provinces ¹	1,291	1,275	- 1.2	1,407	1,450	+3.1
Quebec	1,490	1,489	- 0.1	1,685	1,756	+4.2
Ontario	1,272	1,301	+2.3	1,518	1,517	- 0.1
Manitoba	1,310	1,315	+0.4	1,424	1,391	- 2.3
Saskatchewan	1,268	1,320	+4.1	1,389	1,402	+0.9
Alberta	1,270	1,338	+5.4	1,671	1,659	- 0.7
British Columbia	1,378	1,359	- 1.4	1,772	1,702	- 4.0

Province	Used vehicles					
	Passenger			Commercial		
	1949	1950	% change	1949	1950	% change
	\$	\$		\$	\$	
Canada	658	637	- 3.2	807	752	- 6.8
Atlantic Provinces ¹	617	571	- 7.5	687	619	- 9.9
Quebec	791	728	- 8.0	965	899	- 6.8
Ontario	607	601	- 1.0	703	697	- 0.9
Manitoba	651	638	- 2.0	763	686	- 10.1
Saskatchewan	708	626	- 11.6	753	655	- 13.0
Alberta	720	682	- 5.3	894	816	- 8.7
British Columbia	755	703	- 6.9	1,001	876	- 12.5

1. Includes Newfoundland from April 1949.

Sales and Financing of New Vehicles Compared

The proportion of new vehicle sales financed by sales finance and acceptance companies in 1950 was 31.5% as compared with 28.5% in 1949. Small increases were recorded for Eastern Canada with more substantial rises in Western Canada, particularly in Manitoba and Saskatchewan where the percentages of new vehicle sales financed to total sales rose from 22.3% and 19.2% in 1949 to 31.0% and 28.9% respectively.

In 1950, the highest proportion of new vehicle sales financed occurred in Quebec at 38%. In the Atlantic Provinces

and Alberta, 36% of sales were financed, while proportions in the other provinces ranged from 28% to 31%.

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, and used to purchase motor vehicles.

TABLE 5. Financing of Motor Vehicle Sales in Canada, by Months, 1950

Month	Total, passenger and commercial		Passenger cars		Commercial vehicles	
	Number	Amount of financing	Number	Amount of financing	Number	Amount of financing
		\$		\$		\$
	TOTAL, NEW AND USED VEHICLES					
Annual Total	364,681	342,080,605	286,686	251,774,082	77,995	90,306,523
January	14,962	14,462,829	11,818	10,845,277	3,144	3,617,552
February	20,060	19,281,149	16,265	14,824,562	3,795	4,456,587
March	26,990	25,545,941	21,597	19,398,969	5,393	6,146,972
April	34,294	31,641,501	27,538	24,026,895	6,756	7,614,606
May	38,676	35,035,068	30,455	25,691,535	8,221	9,343,533
June	39,439	35,671,306	31,622	26,704,995	7,817	8,966,311
July	38,719	35,611,134	31,427	27,322,993	7,292	8,288,141
August	35,572	33,337,482	27,625	24,266,794	7,947	9,070,688
September	30,195	29,049,721	22,554	19,872,850	7,641	9,176,871
October	31,725	30,718,162	24,383	21,972,395	7,342	8,745,767
November	29,436	27,797,573	22,419	19,651,384	7,017	8,146,189
December	24,613	23,928,739	18,983	17,195,433	5,630	6,733,306
	NEW VEHICLES					
Annual Total	135,304	191,434,712	97,051	131,002,822	38,253	60,431,890
January	6,180	8,502,313	4,596	6,123,066	1,584	2,379,247
February	8,097	11,193,538	6,257	8,294,810	1,840	2,898,728
March	10,575	14,497,668	7,878	10,406,563	2,697	4,091,105
April	12,250	16,856,412	9,058	11,998,844	3,192	4,857,568
May	13,503	18,502,851	9,588	12,477,090	3,915	6,025,761
June	13,832	19,444,114	10,113	13,475,708	3,719	5,968,406
July	14,255	20,044,603	10,628	14,409,239	3,627	5,635,364
August	13,284	18,800,187	9,157	12,478,254	4,127	6,321,933
September	11,341	16,650,123	7,425	10,238,468	3,916	6,411,655
October	11,868	17,544,983	8,238	11,612,626	3,630	5,932,357
November	10,904	15,806,139	7,476	10,321,448	3,428	5,484,691
December	9,215	13,591,781	6,637	9,166,706	2,578	4,425,075
	USED VEHICLES					
Annual Total	229,377	150,645,893	189,635	120,771,260	39,742	29,874,633
January	8,782	5,960,516	7,222	4,722,211	1,560	1,238,305
February	11,963	8,087,611	10,008	6,529,752	1,955	1,557,859
March	16,415	11,048,273	13,719	8,992,406	2,696	2,055,867
April	22,044	14,785,089	18,480	12,028,051	3,564	2,757,038
May	25,173	16,532,217	20,867	13,214,445	4,306	3,317,772
June	25,607	16,227,192	21,509	13,229,287	4,098	2,997,905
July	24,464	15,566,531	20,799	12,913,754	3,665	2,652,777
August	22,288	14,537,295	18,468	11,788,540	3,820	2,748,755
September	18,854	12,399,598	15,129	9,634,382	3,725	2,765,216
October	19,857	13,173,179	16,145	10,359,769	3,712	2,813,410
November	18,532	11,991,434	14,943	9,329,936	3,589	2,661,498
December	15,398	10,336,958	12,346	8,028,727	3,052	2,308,231

MERCHANDISING AND SERVICES

TABLE 6. Financing of Motor Vehicle Sales in Canada, by Provinces, 1950

Province	Total, passenger and commercial			Passenger cars			Commercial 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
		\$	\$		\$	\$		\$	\$
TOTAL, NEW AND USED VEHICLES									
Canada	364,681	342,080,605	938	286,686	251,774,082	878	77,995	90,306,523	1,158
Atlantic Provinces	33,512	28,524,488	851	24,878	20,465,418	823	8,634	8,059,070	933
Quebec	62,415	70,861,317	1,135	46,541	49,364,313	1,061	15,874	21,497,004	1,354
Ontario	156,933	133,197,547	849	131,995	105,977,626	803	24,938	27,219,921	1,092
Manitoba	17,918	16,683,035	931	13,131	11,686,179	890	4,787	4,996,856	1,044
Saskatchewan	20,103	19,279,354	959	13,417	12,155,231	906	6,686	7,124,123	1,066
Alberta	35,417	35,741,156	1,009	24,973	22,704,547	909	10,444	13,036,609	1,248
British Columbia	38,383	37,793,708	985	31,751	29,420,768	927	6,632	8,372,940	1,263
NEW VEHICLES									
Canada	135,304	191,434,712	1,415	97,051	131,002,822	1,350	38,253	60,431,890	1,580
Atlantic Provinces	12,160	16,077,979	1,322	6,896	11,344,986	1,275	3,264	4,732,993	1,450
Quebec	28,804	45,133,994	1,567	20,365	30,318,250	1,489	8,439	14,815,744	1,756
Ontario	50,039	67,709,278	1,353	38,047	49,517,436	1,301	11,992	18,191,842	1,517
Manitoba	7,319	9,809,023	1,340	4,889	6,429,651	1,315	2,430	3,379,372	1,391
Saskatchewan	9,076	12,284,218	1,353	5,405	7,135,830	1,320	3,671	5,148,388	1,402
Alberta	13,982	20,430,084	1,461	8,630	11,550,636	1,338	5,352	8,879,448	1,659
British Columbia	13,924	19,990,136	1,436	10,819	14,706,033	1,359	3,105	5,264,103	1,702
USED VEHICLES									
Canada	229,377	150,645,893	657	189,635	120,771,260	637	39,742	29,874,633	752
Atlantic Provinces	21,352	12,446,509	583	15,982	9,120,432	571	5,370	3,326,077	619
Quebec	33,611	25,727,323	765	26,176	19,046,063	728	7,435	6,681,260	899
Ontario	106,894	65,468,269	613	93,948	56,460,190	601	12,946	9,028,079	697
Manitoba	10,599	6,874,012	649	6,242	5,256,528	638	2,357	1,617,484	686
Saskatchewan	11,027	6,995,136	634	8,012	5,019,401	626	3,015	1,975,735	855
Alberta	21,435	15,311,072	714	16,343	11,153,911	682	5,092	4,157,161	816
British Columbia	24,459	17,803,572	728	20,932	14,714,735	703	3,527	3,088,837	876

TABLE 7. Number of Motor Vehicles Financed, by Provinces and Months, 1950

Month	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
NEW PASSENGER CARS								
Annual Total	97,051	8,896	20,365	38,047	4,889	5,405	8,630	10,819
January	4,596	335	1,069	2,150	186	150	305	401
February	6,257	516	1,457	2,812	263	204	448	557
March	7,878	721	1,558	3,079	439	424	728	929
April	9,058	815	2,106	3,493	525	496	737	886
May	9,588	1,110	1,942	3,866	408	508	748	1,006
June	10,113	1,029	2,120	4,013	538	516	844	1,053
July	10,628	1,018	2,278	4,090	512	521	925	1,284
August	9,157	876	1,837	3,304	386	508	868	1,378
September	7,425	662	1,644	2,823	338	395	558	1,005
October	8,238	682	1,509	3,226	480	596	782	963
November	7,476	586	1,405	2,851	431	626	847	730
December	6,637	546	1,440	2,340	383	461	840	627
NEW COMMERCIAL VEHICLES								
Annual Total	38,253	3,264	8,439	11,992	2,430	3,671	5,352	3,105
January	1,584	159	287	638	103	79	219	99
February	1,840	187	413	662	88	84	243	163
March	2,697	265	572	896	125	179	411	249
April	3,192	290	881	942	184	283	384	228
May	3,915	420	1,070	1,171	179	354	444	277
June	3,719	355	879	1,319	208	300	378	280
July	3,627	313	808	1,152	244	356	472	282
August	4,127	308	808	1,076	317	595	668	355
September	3,916	225	771	1,300	253	459	622	286
October	3,630	248	705	1,103	295	396	525	358
November	3,428	289	685	1,038	249	326	552	289
December	2,578	205	560	695	185	260	434	239
USED PASSENGER CARS								
Annual Total	189,635	15,982	26,176	93,948	8,242	8,012	16,343	20,932
January	7,222	514	906	4,386	264	128	376	648
February	10,008	767	1,356	5,367	355	205	827	1,131
March	13,719	1,152	1,809	6,642	619	431	1,307	1,759
April	18,480	1,545	3,028	9,078	804	717	1,543	1,765
May	20,867	1,892	3,185	10,559	709	980	1,595	1,947
June	21,509	1,699	3,002	10,893	991	912	1,754	2,058
July	20,799	1,591	2,779	10,653	974	814	1,713	2,275
August	18,468	1,543	2,459	8,610	800	843	1,760	2,453
September	15,129	1,174	2,003	7,391	609	612	1,346	1,994
October	16,145	1,263	2,062	8,018	815	839	1,353	1,795
November	14,943	1,362	1,887	7,064	735	877	1,370	1,628
December	12,346	1,280	1,700	5,267	567	654	1,399	1,479
USED COMMERCIAL VEHICLES								
Annual Total	39,742	5,370	7,435	12,946	2,357	3,015	5,092	3,527
January	1,560	213	305	609	96	58	159	120
February	1,955	299	377	720	95	53	227	184
March	2,696	365	431	936	123	147	389	305
April	3,564	435	823	1,109	200	224	466	307
May	4,306	641	958	1,351	196	322	504	334
June	4,096	579	783	1,490	235	262	432	317
July	3,665	502	676	1,219	196	273	434	365
August	3,820	511	623	1,173	246	419	507	341
September	3,725	487	658	1,116	267	349	522	326
October	3,712	485	636	1,233	242	333	434	349
November	3,589	444	577	1,124	270	316	554	304
December	3,052	409	588	866	191	259	464	275

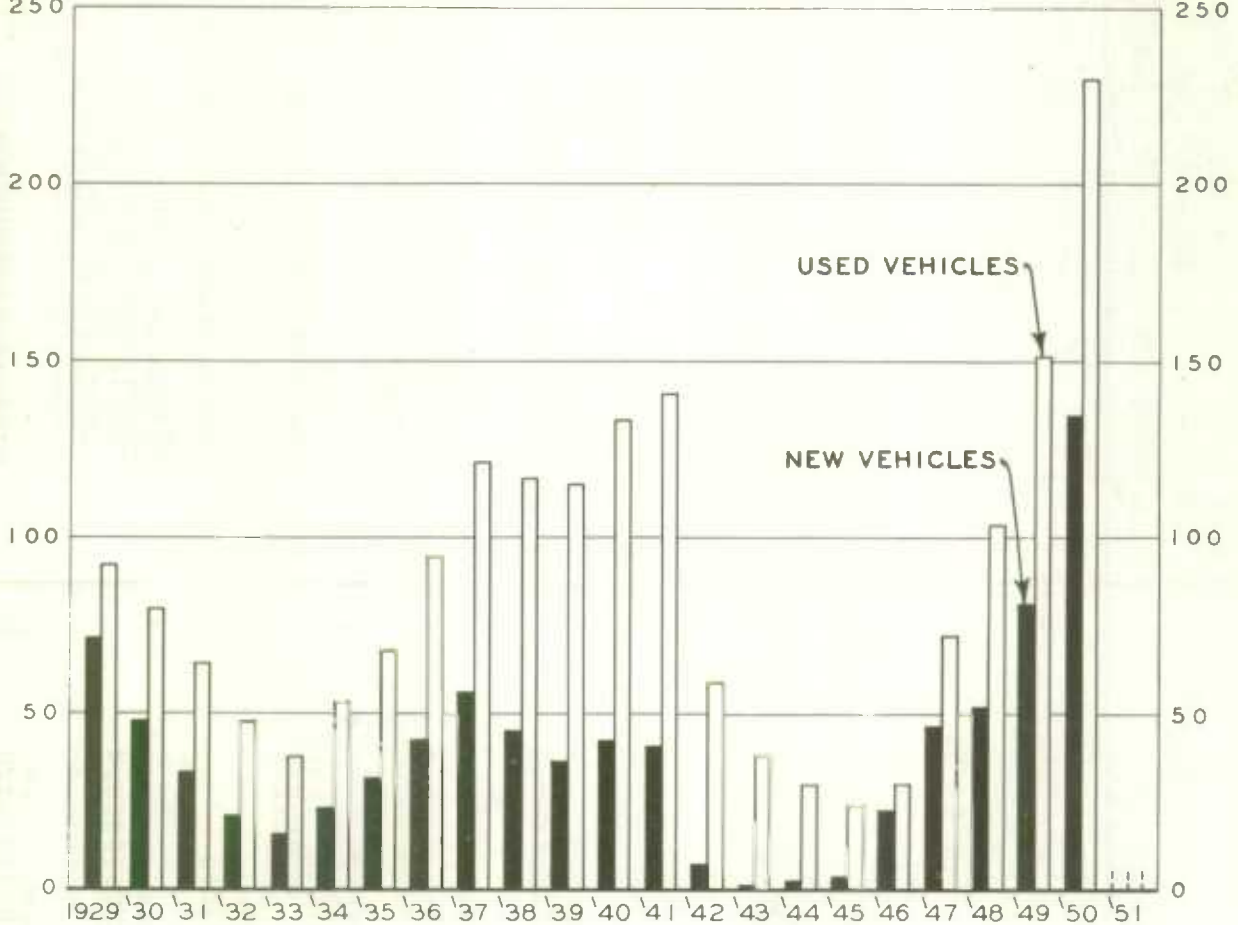
CHART 2.

NUMBER OF MOTOR VEHICLE SALES FINANCED

1929 — 1950

THOUSANDS OF VEHICLES
250

THOUSANDS OF VEHICLES
250



PROPORTION OF NEW AND USED VEHICLES FINANCED

PER CENT
100

PER CENT
100

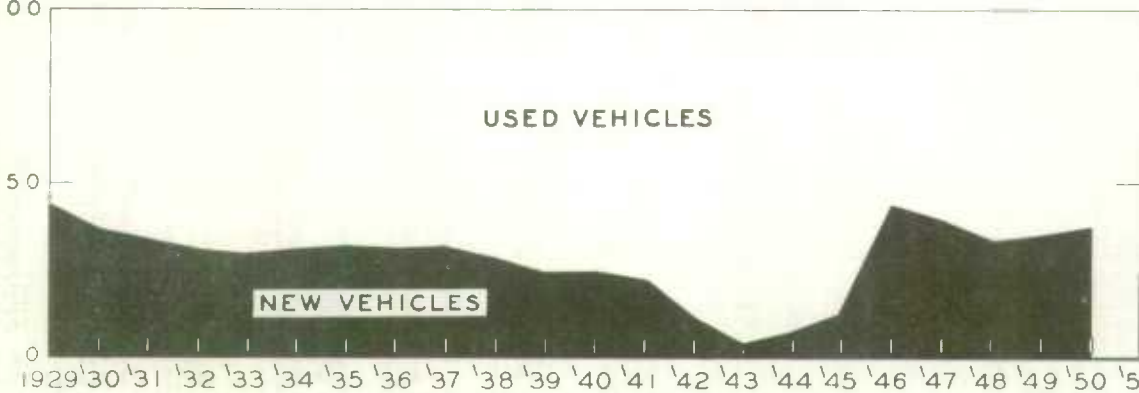


TABLE 8. Annual Financing of Motor Vehicle Sales in Canada, 1929-1950

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	872	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	38,558	10,128,420	264
1934	78,170	30,091,463	395	23,264	16,364,735	703	52,906	13,726,728	259
1935	100,178	40,051,521	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	178,578	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	11,637,688	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
1950	364,681	342,080,605	938	135,304	191,434,712	1,415	229,377	150,645,893	657

TABLE 9. Number of Motor Vehicles Financed in Canada, by Provinces, 1936-1950

Year	Canada	Atlantic 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
1950	135,304	12,160	28,804	50,039	7,319	9,076	13,982	13,924
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	8,245	9,245	1,669	1,962	3,727	2,421
1950								
Passenger	97,051	8,896	20,365	38,047	4,889	5,405	8,630	10,819
Commercial	38,253	3,264	8,439	11,992	2,430	3,671	5,352	3,105
USED VEHICLES								
1936	94,651	6,350	14,635	48,180	9,401		7,132	8,953
1938	117,436	8,114	18,138	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	151,466	12,412	20,156	80,114	5,535	4,869	13,352	15,048
1950	229,377	21,352	33,611	106,894	10,509	11,027	21,435	24,459
1948								
Passenger	83,323	3,992	9,621	50,591	2,841	1,494	5,831	8,953
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	12,662
Commercial	26,891	3,640	5,070	9,616	1,317	1,419	3,443	2,366
1950								
Passenger	189,635	15,982	26,176	93,948	8,242	8,012	16,343	20,932
Commercial	39,742	5,370	7,435	12,946	2,357	3,015	5,092	3,527

1. Includes Newfoundland from April 1949.

PROVINCIAL DISTRIBUTION OF NEW MOTOR VEHICLE SALES AND FINANCING NUMBER OF UNITS 1950

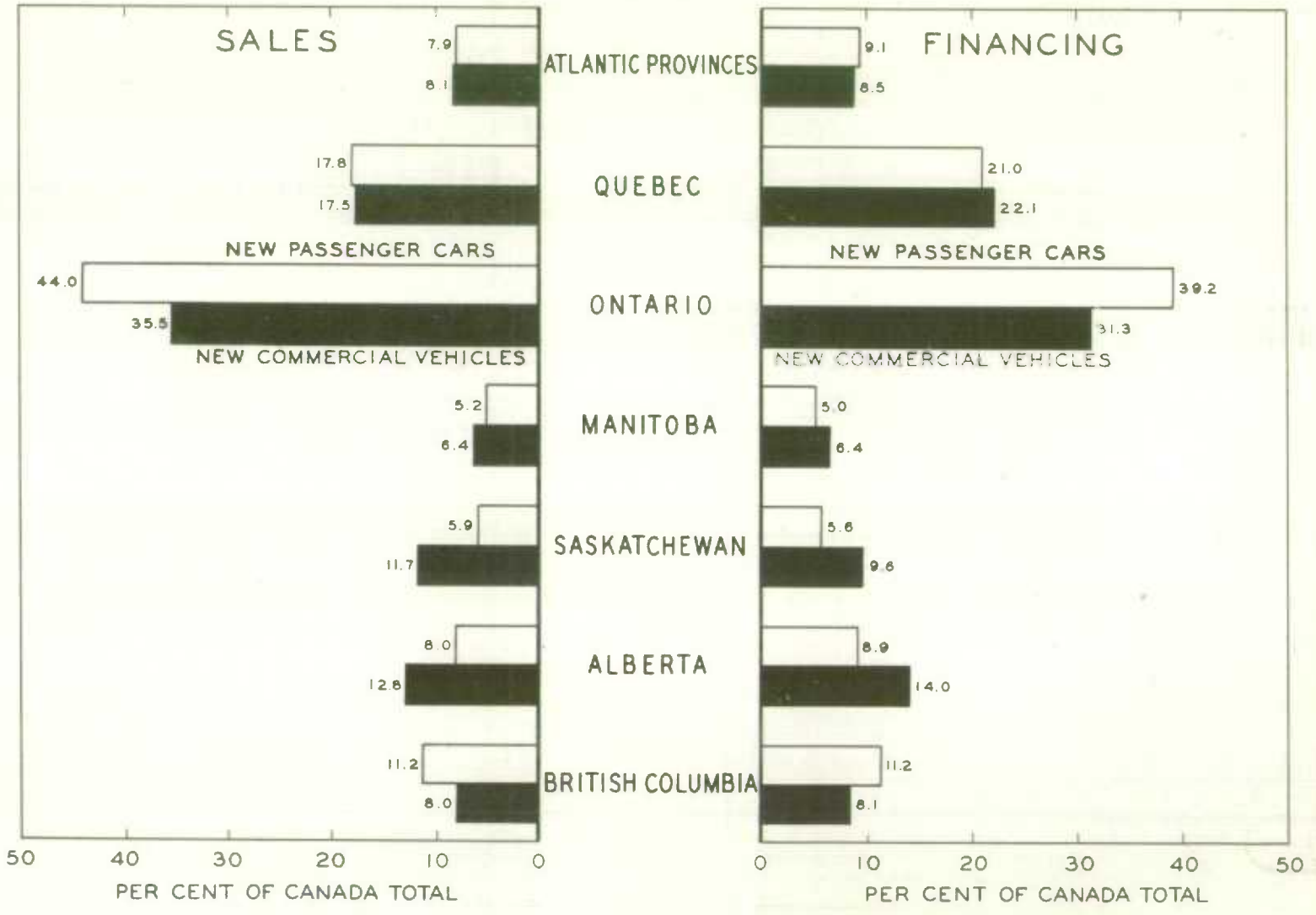


TABLE 10. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces, 1950

Province	Sales of new vehicles		Financing of sales of new vehicles			
	Number	Retail value	Number	% of total number sold	Amount of financing	% of value of total number sold
		\$			\$	
	TOTAL VEHICLES					
Canada	429,695	885,669,039	135,304	31.5	191,434,712	21.6
Atlantic Provinces	34,275	66,992,319	12,160	35.5	16,077,979	24.0
Quebec	75,978	162,982,208	28,804	37.9	45,133,994	27.7
Ontario	180,244	374,932,727	50,039	27.8	87,709,278	18.1
Manitoba	23,602	48,333,648	7,319	31.0	9,809,023	20.3
Saskatchewan	31,406	62,841,940	9,076	28.9	12,264,218	19.5
Alberta	39,283	80,157,037	13,982	35.6	20,430,084	25.5
British Columbia	44,907	89,429,160	13,924	31.0	19,990,136	22.4
	PASSENGER CARS					
Canada	324,983	661,673,944	97,051	29.9	131,002,822	19.8
Atlantic Provinces	25,767	50,500,906	8,896	34.5	11,344,986	22.5
Quebec	57,643	119,475,636	20,365	35.3	30,318,250	25.4
Ontario	142,972	295,112,409	38,047	26.6	49,517,436	16.8
Manitoba	16,921	34,378,687	4,689	28.9	6,429,651	18.7
Saskatchewan	19,184	39,313,075	5,405	28.2	7,135,830	18.2
Alberta	25,908	53,128,366	8,630	33.3	11,550,636	21.7
British Columbia	36,508	69,764,865	10,819	29.6	14,706,033	21.1
	COMMERCIAL VEHICLES					
Canada	104,792	223,995,095	38,253	36.5	60,431,890	27.0
Atlantic Provinces	8,508	16,491,413	3,264	38.4	4,732,993	28.7
Quebec	18,335	43,506,572	8,439	46.0	14,815,744	34.1
Ontario	37,272	79,820,318	11,992	32.2	18,191,642	22.8
Manitoba	6,681	13,954,961	2,430	36.4	3,379,372	24.2
Saskatchewan	12,222	23,528,865	3,671	30.0	5,148,388	21.9
Alberta	13,375	27,028,671	5,352	40.0	8,879,448	32.9
British Columbia	8,399	19,664,295	3,105	37.0	5,264,103	26.9

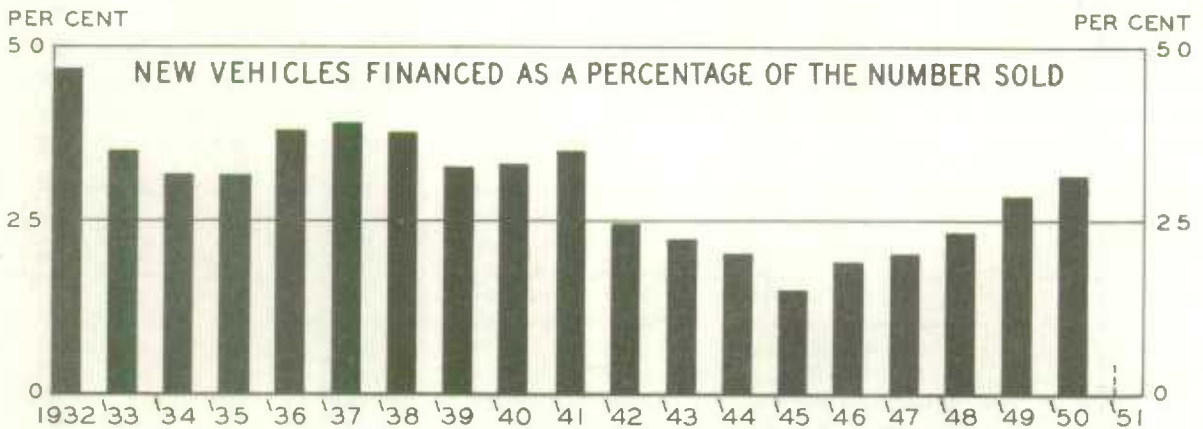
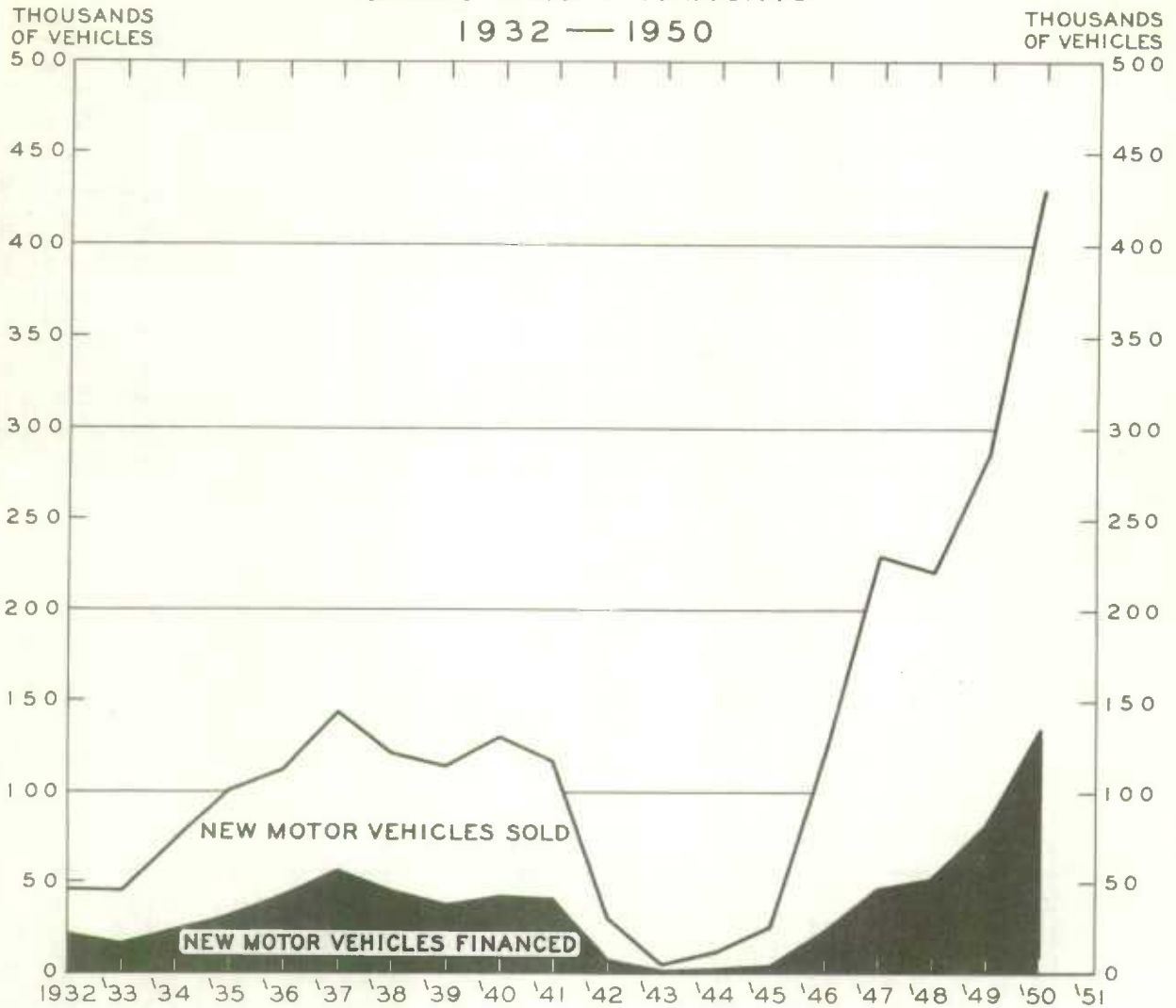
TABLE 11. Sales and Financing of New Motor Vehicles in Canada Compared, 1932-1950

Year	Sales of new vehicles		Financing of new vehicle sales			
	Number	Retail value	Number	% of total number sold	Amount of financing	% 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	15,860	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	117,582,798	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	121,185	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
1950	429,695	885,669,039	135,304	31.5	191,434,712	21.6

1. Releases from reserve pool.

CHART 4.

NEW MOTOR VEHICLES SALES AND FINANCING 1932 — 1950



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

TABLE 12. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces and Months, 1950

Month	Canada			Atlantic 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	429,695	135,304	31.5	34,275	12,160	35.5	75,978	28,804	37.9	180,244	50,039	27.8
January	26,998	6,180	22.9	2,213	494	22.3	4,970	1,356	27.3	12,604	2,788	22.1
February	30,000	8,097	27.0	2,281	703	30.8	4,947	1,870	37.8	13,133	3,474	26.5
March	35,324	10,575	29.9	3,352	986	29.4	5,975	2,130	35.6	13,428	3,975	29.6
April	37,084	12,250	33.0	3,165	1,105	34.9	6,862	2,987	44.8	16,368	4,435	27.1
May	40,645	13,503	33.2	3,624	1,530	42.2	7,753	3,012	38.8	16,750	5,037	30.1
June	45,895	13,832	30.1	3,724	1,384	37.2	8,719	2,999	34.4	18,305	5,332	29.1
July	43,914	14,255	32.5	3,423	1,331	38.9	7,945	3,086	38.8	17,854	5,242	29.4
August	32,900	13,284	40.4	2,269	1,184	52.2	5,457	2,645	48.5	13,978	4,380	31.3
September	39,044	11,341	29.0	3,230	887	27.5	6,303	2,415	38.3	15,858	4,123	26.0
October	35,811	11,868	33.1	2,657	930	35.0	6,207	2,214	35.7	14,859	4,329	29.1
November	32,752	10,904	33.3	1,909	875	45.8	5,419	2,090	38.6	15,021	3,689	25.9
December	29,328	9,215	31.4	2,428	751	30.9	5,621	2,000	35.8	12,086	3,035	25.1
	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	23,602	7,319	31.0	31,406	9,076	28.9	39,283	13,982	35.6	44,907	13,924	31.0
January	1,207	289	23.9	1,551	229	14.8	1,990	524	26.3	2,463	500	20.3
February	1,633	351	21.5	1,751	288	16.4	2,881	691	24.0	3,374	720	21.3
March	2,281	564	24.7	3,674	603	16.4	3,436	1,139	33.1	3,178	1,178	37.1
April	2,051	709	34.6	2,280	779	34.2	3,291	1,121	34.1	3,267	1,114	34.1
May	1,864	587	31.5	2,941	862	29.3	3,572	1,192	33.4	4,141	1,283	31.0
June	2,766	746	27.0	3,260	816	25.0	4,133	1,222	29.6	4,988	1,333	26.7
July	2,447	756	30.9	3,153	877	27.8	4,049	1,397	34.5	5,043	1,566	31.1
August	1,789	703	39.3	2,559	1,103	43.1	2,935	1,536	52.3	3,913	1,733	44.3
September	2,139	591	27.6	3,375	854	25.3	3,627	1,180	32.5	4,512	1,291	28.6
October	2,048	775	37.8	2,815	992	35.2	3,670	1,307	35.6	3,555	1,321	37.2
November	1,917	680	35.5	2,111	952	45.1	3,065	1,399	45.6	3,310	1,019	30.8
December	1,460	568	38.9	1,938	721	37.2	2,634	1,274	48.4	3,163	866	27.4

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