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NEW MOTOR VEHICLE SALES  
AND  
MOTOR VEHICLE FINANCING  
1951



EDMOND CLOUTIER, C.M.G., O.A., D.S.P.  
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NEW MOTOR VEHICLE SALES  
AND  
MOTOR VEHICLE FINANCING  
1951

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## NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 4 volumes, as follows: **Volume I**—The Primary Industries, including mining, forestry and fisheries; **Volume II**—Manufacturing; **Volume III**—Construction; **Volume IV**—Merchandising and Services.

Volume IV consists of the following parts with individual trade reports listed under each:

### 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 parts and accessories, drugs, hardware, plumbing and heating equipment), 25¢.

### Part II — Retail Statistics

- E — General Review, 25¢.
- F — Retail Trade, 25¢.
- G — Retail Chain Stores, 25¢.
- 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 — Service and Special Fields

- Q — Laundries, Cleaners and Dryers, 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¢.
- W — Advertising Agencies (Memorandum) 25¢.

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

- Biennial reports — not issued for 1951.

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## NOTES

This bulletin summarizes the statistics published in the monthly series and contains revised figures for 1951.

### 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. 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.

# NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING, 1951

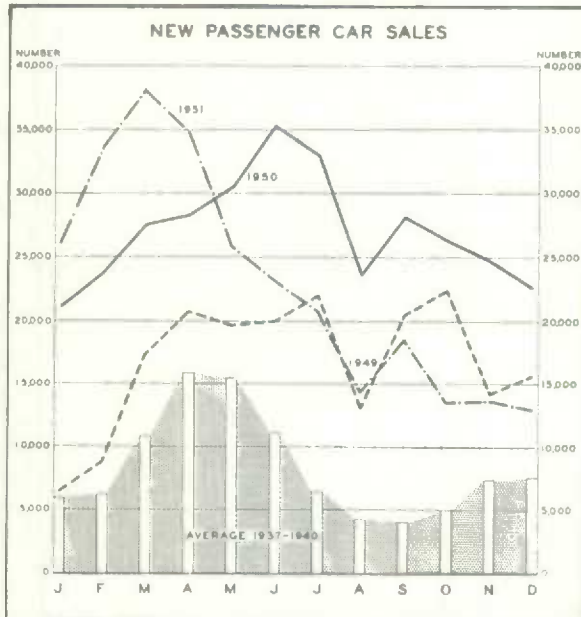
## New Motor Vehicle Sales

The upward trend in sales of new passenger cars which prevailed during 1950, continued during the first four months of 1951. Starting in May, however, sales began to decline and this trend continued for the balance of the year. Total units sold during 1951 numbered 275,686, a decrease of 15% from the 324,903 cars sold during 1950.

British passenger car sales declined rapidly in 1951 and accounted for only 8% of the total number of all passenger cars sold as compared with 20% in 1950.

Sales of new motor vehicles continued to drop in the first quarter of 1952. There were 54,775 passenger cars sold during this period, 44% lower than in the first three months of 1951.

The following chart shows the trend of monthly sales in each of the last three years. Although sales increased in the early months of 1951, they fell off rapidly during the balance of the year.



Commercial vehicle sales continued at a record peak in 1951. Sales of commercial vehicles represented 29% of all vehicle sales in 1951 as compared with 24% of the total in 1950.

Total sales of new motor vehicles, passenger and commercial combined, numbered 385,648 units with a retail value of \$950,159,511 in 1951, 9% lower in number and 7% greater in dollar value than the 429,695 new vehicles which sold for \$885,669,039 in 1950.

There were only slight variations in provincial distribution of passenger car sales between 1950 and 1951. British Columbia sales were lower in proportion to the total, 9% in 1951 compared with 11% in 1950, while Quebec accounted for a higher proportion, 19% in 1951 compared with 18% in 1950. The prairie provinces also made slight proportionate gains.

## Percentage Distribution of New Motor Vehicles Sold, by Provinces, 1950 and 1951

Province	Passenger cars		Commercial vehicles	
	1950	1951	1950	1951
	%	%	%	%
<b>Canada</b> .....	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Atlantic Provinces .....	7.9	7.0	8.1	8.1
Quebec .....	17.8	19.1	17.5	18.4
Ontario .....	44.0	44.1	35.5	34.3
Manitoba .....	5.2	6.1	6.4	6.2
Saskatchewan .....	5.9	6.5	11.7	11.3
Alberta .....	8.0	8.1	12.8	13.2
British Columbia .....	11.2	9.1	8.0	8.5

All provinces registered decreases in percentage change in the number of passenger cars sold in 1951 compared with 1950. The greatest declines occurred in British Columbia and the Atlantic Provinces where sales dropped 31% and 26% respectively from the 1950 level.

In the commercial vehicle field, slight gains were registered in all provinces. British Columbia and Quebec showed the greatest increases, 11% and 10% respectively over 1950.

The following table shows percentage increases for 1951 over 1950 in the number of passenger and commercial vehicles sold.

## Percentage Change in Number of Vehicles Sold, by Provinces, 1951/1950

Province	Passenger cars	Commercial vehicles
	%	%
<b>Canada</b> .....	<b>- 15.1</b>	<b>+ 4.9</b>
Atlantic Provinces .....	- 25.6	+ 4.3
Quebec .....	- 4.8	+10.3
Ontario .....	- 15.0	+ 1.4
Manitoba .....	- 1.5	+ 2.0
Saskatchewan .....	- 6.1	+ 1.5
Alberta .....	- 13.4	+ 8.5
British Columbia .....	- 31.2	+11.3

Combined sales of trucks and buses totalled 109,962 in 1951, a gain of 5% over the 104,792 new commercial vehicles sold in 1950. 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. Sales of buses decreased 19% in 1951, deliveries being much lower in the last eight months of the year, particularly in the Western provinces.

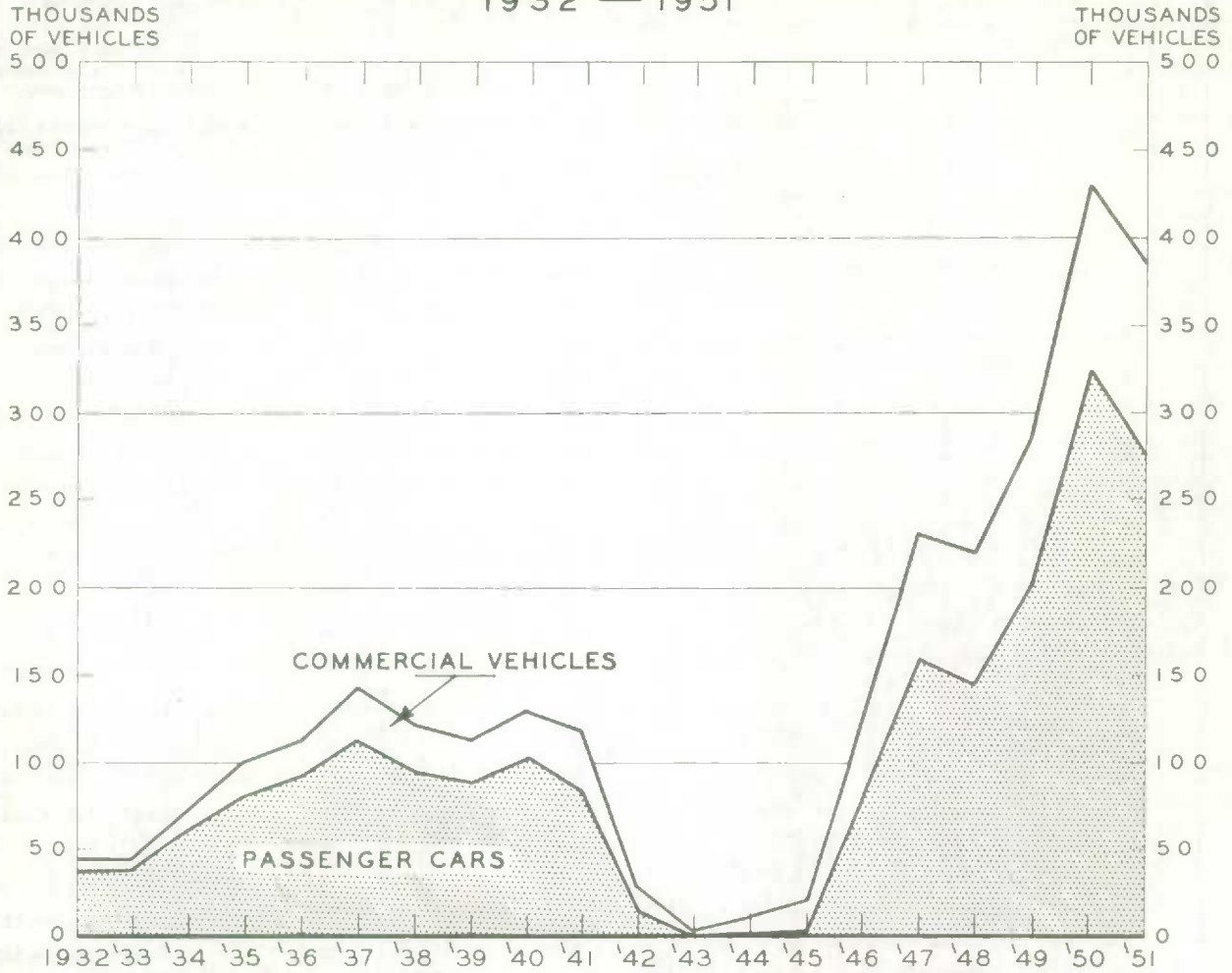
## Sales of Buses in Canada, 1950 and 1951

Month and province	1950		1951	
	Number	Retail value	Number	Retail value
	\$		\$	
	By Months			
<b>Annual total</b> .....	<b>779</b>	<b>13,893,279</b>	<b>632</b>	<b>11,734,994</b>
January .....	36	724,358	44	794,728
February .....	33	628,869	60	1,040,374
March .....	35	580,516	64	1,190,053
April .....	45	738,347	61	1,131,297
May .....	71	1,243,798	31	456,243
June .....	133	2,643,164	65	1,138,111
July .....	60	1,019,989	57	1,088,665
August .....	108	1,735,276	52	757,102
September .....	87	1,458,265	60	1,430,986
October .....	52	941,893	44	831,635
November .....	61	1,177,526	48	983,993
December .....	58	1,001,298	46	891,809
	By Provinces			
<b>Canada</b> .....	<b>779</b>	<b>13,893,279</b>	<b>632</b>	<b>11,734,994</b>
Atlantic Provinces .....	24	340,008	25	349,243
Quebec .....	260	4,464,269	225	4,508,092
Ontario .....	230	3,589,175	229	3,797,671
Manitoba .....	65	1,277,860	41	710,420
Saskatchewan .....	19	407,973	16	405,257
Alberta .....	52	1,005,698	21	403,677
British Columbia .....	129	2,808,296	75	1,560,634

CHART I.

# NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

1932 — 1951



## PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

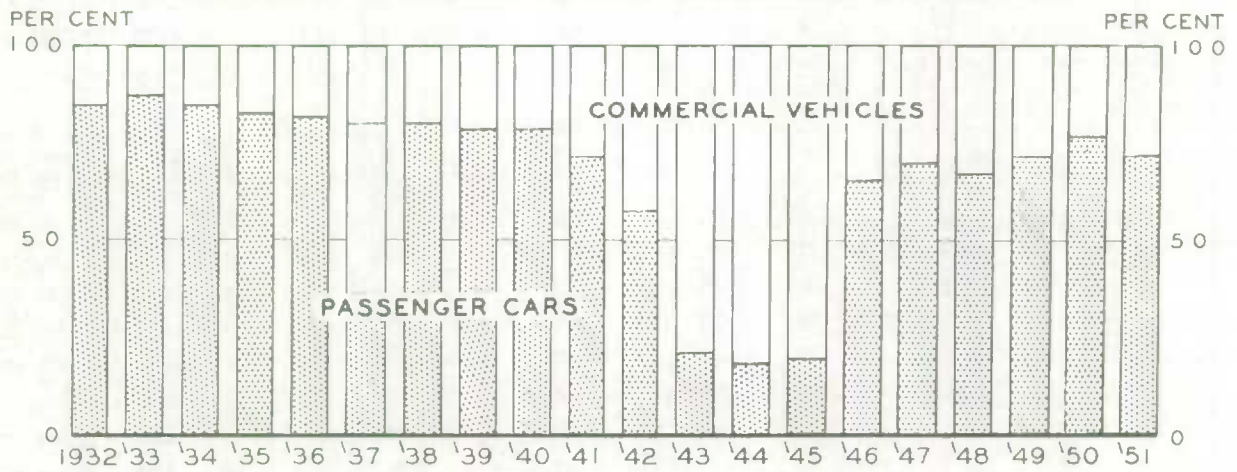


TABLE 1. New Motor Vehicles Sold in Canada, by Provinces and Months, 1951

Month	Newfoundland	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Canada		
											Number	Retail value	
Total Vehicles												\$	
<b>Annual total</b> .....	<b>3,088</b>	<b>1,971</b>	<b>12,069</b>	<b>10,922</b>	<b>73,002</b>	<b>159,271</b>	<b>23,481</b>	<b>30,424</b>	<b>36,958</b>	<b>34,462</b>	<b>385,648</b>	<b>950,159,511</b>	
January .....	228	179	1,172	916	6,323	14,144	1,733	2,247	3,361	3,421	33,724	76,647,603	
February .....	136	170	1,293	986	6,859	20,596	2,197	2,376	4,126	4,837	43,576	101,020,152	
March .....	315	163	1,627	1,596	9,001	22,611	2,832	2,943	4,297	4,227	49,612	116,906,852	
April .....	343	288	1,553	1,357	9,959	18,556	2,785	3,166	3,923	4,250	46,180	114,159,137	
May .....	358	234	1,299	1,099	7,433	14,854	2,343	2,774	3,143	2,908	36,445	92,670,032	
June .....	335	135	945	960	5,772	13,701	2,047	3,141	3,175	2,469	32,680	83,749,780	
July .....	324	171	826	877	5,674	11,071	1,933	2,825	3,120	2,439	29,260	74,538,594	
August .....	241	123	692	624	4,927	7,736	1,507	1,835	2,046	1,900	21,631	55,081,235	
September .....	330	190	826	772	5,300	10,097	1,859	3,092	3,196	2,334	27,996	70,835,517	
October .....	140	93	690	708	4,680	9,155	1,513	1,796	2,168	1,858	22,801	58,049,088	
November .....	190	140	620	581	3,915	8,910	1,411	2,053	2,161	1,955	21,936	55,628,780	
December .....	148	85	526	446	3,159	7,840	1,321	2,176	2,242	1,864	19,807	50,872,741	
Passenger Cars													
<b>Annual total</b> .....	<b>2,020</b>	<b>1,219</b>	<b>8,527</b>	<b>7,410</b>	<b>52,786</b>	<b>121,479</b>	<b>16,668</b>	<b>18,013</b>	<b>22,448</b>	<b>25,116</b>	<b>275,686</b>	<b>683,182,846</b>	
January .....	161	118	909	692	4,780	11,288	1,371	1,600	2,317	2,849	26,085	59,093,345	
February .....	111	107	964	741	5,428	16,419	1,648	1,590	2,758	3,921	33,687	78,874,505	
March .....	243	102	1,300	1,200	6,925	17,970	2,148	1,972	2,939	3,237	38,036	90,013,291	
April .....	260	195	1,164	974	7,660	14,857	1,987	1,969	2,595	3,286	34,947	88,286,551	
May .....	235	151	925	751	5,238	11,286	1,653	1,597	1,890	2,105	25,831	67,138,598	
June .....	205	86	615	594	3,992	10,355	1,461	1,948	2,066	1,711	23,033	59,780,450	
July .....	217	102	585	595	4,053	8,498	1,468	1,607	1,881	1,703	20,709	53,060,311	
August .....	154	79	464	369	3,514	5,893	907	845	1,088	1,164	14,477	36,659,335	
September .....	202	113	529	478	3,662	7,383	1,275	1,657	1,678	1,605	18,582	47,325,427	
October .....	71	48	377	410	3,035	6,074	956	701	835	1,083	13,590	34,868,995	
November .....	90	65	359	319	2,471	6,161	895	1,174	1,040	1,200	13,774	35,169,160	
December .....	71	53	336	287	2,028	5,295	899	1,353	1,361	1,252	12,935	32,912,878	
Commercial Vehicles													
<b>Annual total</b> .....	<b>1,068</b>	<b>752</b>	<b>3,542</b>	<b>3,512</b>	<b>20,216</b>	<b>37,792</b>	<b>6,813</b>	<b>12,411</b>	<b>14,510</b>	<b>9,346</b>	<b>109,962</b>	<b>266,976,665</b>	
January .....	67	61	263	224	1,543	2,856	362	647	1,044	572	7,639	17,554,258	
February .....	25	63	329	245	1,431	4,177	549	786	1,368	916	9,889	22,145,647	
March .....	72	61	327	396	2,076	4,641	684	971	1,358	990	11,576	26,893,561	
April .....	83	93	389	383	2,299	3,699	798	1,197	1,328	964	11,233	25,872,586	
May .....	123	83	374	348	2,195	3,568	690	1,177	1,253	803	10,614	25,531,434	
June .....	130	49	330	366	1,780	3,346	586	1,193	1,109	758	9,647	23,969,330	
July .....	107	69	241	282	1,621	2,573	465	1,218	1,239	736	8,551	21,478,283	
August .....	87	44	228	255	1,413	1,843	600	990	958	736	7,154	18,421,900	
September .....	128	77	297	294	1,638	2,714	584	1,435	1,518	729	9,414	23,510,090	
October .....	69	45	313	298	1,645	3,081	557	1,095	1,333	775	9,211	23,180,093	
November .....	100	75	261	262	1,444	2,749	516	879	1,121	755	8,162	20,459,620	
December .....	77	32	190	159	1,131	2,545	422	823	881	612	6,872	17,959,863	

## MERCHANDISING AND SERVICES

TABLE 2. New Motor Vehicle Sales in Canada, by Provinces, 1951

Province	Total vehicles		Passenger cars		Commercial vehicles	
	Number	Retail value	Number	Retail value	Number	Retail value
		\$		\$		\$
Canada .....	385,648	950,159,511	275,686	683,182,846	109,962	266,976,665
Newfoundland .....	3,088	7,123,047	2,020	4,863,259	1,068	2,259,788
Prince Edward Island .....	1,971	4,429,616	1,219	2,941,872	752	1,487,744
Nova Scotia .....	12,069	27,937,594	8,527	20,496,124	3,542	7,441,470
New Brunswick .....	10,922	25,918,404	7,410	17,915,044	3,512	8,003,360
Quebec .....	73,002	189,770,391	52,786	135,449,611	20,216	54,320,780
Ontario .....	159,271	395,853,581	121,479	301,159,763	37,792	94,693,818
Manitoba .....	23,481	56,260,077	16,668	41,029,673	6,813	15,230,404
Saskatchewan .....	30,424	70,966,488	18,013	44,503,873	12,411	26,462,615
Alberta .....	36,958	88,715,064	22,448	55,906,861	14,510	32,808,203
British Columbia .....	34,462	83,185,249	25,116	58,916,766	9,346	24,268,483

TABLE 3. Annual Sales of New Motor Vehicles in Canada, 1937-1951

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
		\$	\$		\$	\$		\$	\$
1937.....	144,441	149,170,527	1,033	114,275	116,886,334	1,023	30,166	32,284,193	1,070
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	7,557,360	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
1951.....	385,648	950,159,511	2,464	275,686	683,182,846	2,478	109,962	266,976,665	2,428

TABLE 4. Number of New Motor Vehicles Sold in Canada, by Provinces, 1937-1951

Year	Canada	Atlantic Provinces <sup>1</sup>	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
1940.....	101,789	7,899	18,220	48,777	5,819	6,936	7,264	6,874
1943 <sup>2</sup> .....	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
1951.....	275,686	19,176	52,786	121,479	16,668	18,013	22,448	25,116
	Commercial Vehicles							
1937.....	30,166	3,757	6,774	11,199	2,243	1,397	2,133	2,663
1940.....	28,763	3,042	5,064	9,327	1,896	4,663	2,927	1,844
1943 <sup>2</sup> .....	3,814							
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
1951.....	109,962	8,874	20,216	37,792	6,813	12,411	14,510	9,346

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. There were 423,830 vehicle sales financed by sales finance and acceptance companies in 1951 to the extent of \$376,671,305. These figures represent an increase of 16% in number and 10% in amount over the corresponding figures for 1950 when 364,681 vehicle sales were financed for \$342,080,605.

While financing of used passenger cars increased in 1951, financing of new cars declined from last year. There were 239,140 used cars financed for \$138,775,609 in 1951, 26% in

number and 15% in value above the 1950 figures of 189,635 used cars financed to the extent of \$120,771,260. New passenger cars financed in 1951 numbered 81,726 a decrease of 16% from the 97,051 new cars financed in 1950.

Increases in new and used commercial vehicle financing, were substantially higher than in the passenger car field. New commercial vehicle sales financed in 1951 exceeded the number in 1950 by 16%, while the number of used commercial vehicles financed was 47% greater.

## Percentage Change in Number of Vehicle Sales Financed by Provinces, 1951/1950

Province	New vehicle		Used vehicles	
	Passenger	Commercial	Passenger	Commercial
	%	%	%	%
Canada.....	- 15.8	+ 16.4	+ 26.1	+ 47.0
Atlantic Provinces.....	- 34.3	+ 13.0	+ 29.5	+ 40.1
Quebec.....	- 11.2	+ 34.5	+ 30.8	+ 44.9
Ontario.....	- 17.2	+ 12.8	+ 20.0	+ 50.4
Manitoba.....	- 2.3	+ 0.2	+ 40.9	+ 31.6
Saskatchewan.....	+ 6.7	+ 4.1	+ 60.3	+ 53.1
Alberta.....	+ 0.5	+ 10.4	+ 39.9	+ 49.0
British Columbia.....	- 34.4	+ 22.1	+ 15.3	+ 52.0

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

The average amount of financing on both new and used passenger cars declined from 1950, while the average amount on both new and used commercial vehicles increased. The following table shows the average financed value by provinces for the years 1950 and 1951.

## Average Financed Value of Motor Vehicles in Canada by Provinces, 1950 and 1951

Province	New vehicles					
	Passenger			Commercial		
	1950	1951	% change	1950	1951	% change
	\$	\$		\$	\$	
Canada.....	1,350	1,348	- 0.1	1,580	1,820	+ 15.2
Atlantic Provinces.....	1,275	1,262	- 1.0	1,450	1,565	+ 7.9
Quebec.....	1,489	1,516	+ 1.8	1,756	2,010	+ 14.5
Ontario.....	1,301	1,267	- 2.6	1,517	1,765	+ 16.3
Manitoba.....	1,315	1,292	- 1.7	1,391	1,588	+ 14.2
Saskatchewan.....	1,320	1,359	+ 3.0	1,402	1,582	+ 12.8
Alberta.....	1,338	1,379	+ 3.1	1,659	1,871	+ 12.8
British Columbia.....	1,359	1,336	- 1.7	1,702	2,008	+ 18.0
	Used vehicles					
	Passenger			Commercial		
	1950	1951	% change	1950	1951	% change
	\$	\$		\$	\$	
Canada.....	637	580	- 8.9	752	799	+ 6.3
Atlantic Provinces.....	571	542	- 5.1	619	656	+ 6.0
Quebec.....	728	672	- 7.7	899	973	+ 8.2
Ontario.....	601	539	- 10.3	697	750	+ 7.6
Manitoba.....	638	584	- 8.5	686	726	+ 5.8
Saskatchewan.....	626	615	- 1.8	655	723	+ 10.4
Alberta.....	682	637	- 6.6	816	824	+ 1.0
British Columbia.....	703	604	- 14.1	876	902	+ 3.0

TABLE 5. Financing of Motor Vehicle Sales in Canada, by Months, 1951

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					
<b>Annual total</b> .....	<b>423,830</b>	<b>376,671,305</b>	<b>320,866</b>	<b>248,921,640</b>	<b>102,964</b>	<b>127,749,665</b>
January .....	24,065	23,243,188	19,112	17,244,307	4,953	5,998,881
February .....	25,315	24,878,227	20,318	18,851,699	4,997	6,026,528
March .....	37,402	37,245,423	30,981	29,806,750	6,421	7,438,673
April .....	36,205	32,052,540	27,632	22,063,657	8,573	9,988,883
May .....	40,513	33,884,554	30,298	21,836,547	10,215	12,048,007
June .....	43,452	36,364,733	32,926	23,352,879	10,526	13,011,854
July .....	42,395	35,150,093	32,726	23,142,997	9,669	12,007,096
August .....	41,075	34,494,044	31,006	22,064,743	10,069	12,429,301
September .....	35,835	30,732,894	26,174	18,499,102	9,661	12,233,792
October .....	36,552	31,654,023	26,565	19,048,685	9,987	12,605,338
November .....	34,382	31,735,837	24,048	18,311,277	10,334	13,424,560
December .....	26,639	25,235,749	19,080	14,698,997	7,559	10,536,752
	New Vehicles					
<b>Annual total</b> .....	<b>126,255</b>	<b>191,202,908</b>	<b>81,726</b>	<b>110,146,031</b>	<b>44,529</b>	<b>81,056,878</b>
January .....	8,431	12,387,928	6,205	8,633,850	2,226	3,754,078
February .....	8,848	13,296,374	6,570	9,397,594	2,278	3,698,780
March .....	12,836	19,330,365	9,905	14,616,237	2,931	4,714,128
April .....	12,340	17,514,695	8,458	11,070,582	3,882	6,444,113
May .....	11,327	16,708,300	6,921	9,142,894	4,406	7,565,406
June .....	11,745	17,794,454	7,182	9,431,402	4,563	8,363,052
July .....	11,646	17,215,667	7,514	9,654,421	4,132	7,561,246
August .....	11,321	16,903,732	7,044	9,041,391	4,277	7,862,341
September .....	9,798	15,105,115	5,684	7,368,281	4,114	7,736,834
October .....	9,984	15,418,427	5,759	7,521,586	4,225	7,896,841
November .....	10,016	16,506,154	5,744	8,009,316	4,272	8,496,838
December .....	7,963	13,021,698	4,740	6,258,477	3,223	6,763,221
	Used Vehicles					
<b>Annual total</b> .....	<b>297,575</b>	<b>185,468,396</b>	<b>239,140</b>	<b>138,775,609</b>	<b>58,435</b>	<b>46,692,787</b>
January .....	15,634	10,655,260	12,907	8,610,457	2,727	2,244,803
February .....	16,467	11,581,853	13,748	9,454,105	2,719	2,127,748
March .....	24,566	17,915,058	21,076	15,190,513	3,490	2,724,545
April .....	23,865	14,537,845	19,174	10,993,075	4,691	3,544,770
May .....	29,186	17,176,254	23,377	12,693,653	5,809	4,482,601
June .....	31,707	18,570,279	25,744	13,921,477	5,963	4,648,802
July .....	30,749	17,934,426	25,212	13,488,576	5,537	4,445,850
August .....	29,754	17,590,312	23,962	13,023,352	5,792	4,566,960
September .....	26,037	15,627,779	20,490	11,130,821	5,547	4,496,958
October .....	26,568	16,235,596	20,806	11,527,099	5,762	4,708,497
November .....	24,366	15,229,683	18,304	10,301,961	6,062	4,927,722
December .....	18,676	12,214,051	14,340	8,440,520	4,336	3,773,531

TABLE 6. Financing of Motor Vehicle Sales in Canada, by Provinces, 1951

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 .....	423,830	376,671,305	889	320,866	248,921,640	776	102,964	127,749,665	1,241
Atlantic Provinces.....	37,748	29,299,085	776	26,535	18,596,225	701	11,213	10,702,860	955
Quebec.....	74,455	83,738,181	1,125	52,330	50,443,723	964	22,125	33,294,458	1,505
Ontario.....	177,229	139,109,691	785	144,226	100,621,307	698	33,003	38,488,384	1,166
Manitoba .....	21,928	19,068,314	870	16,390	12,948,553	790	5,538	6,119,761	1,105
Saskatchewan .....	27,048	25,117,652	929	18,610	15,732,491	845	8,438	9,385,161	1,112
Alberta.....	45,033	43,830,854	973	31,538	26,522,542	841	13,495	17,308,112	1,283
British Columbia .....	40,389	36,507,728	904	31,237	24,056,799	770	9,152	12,450,929	1,360
New Vehicles									
Canada .....	126,255	191,202,909	1,514	81,726	110,146,031	1,348	44,529	81,056,878	1,820
Atlantic Provinces.....	9,528	13,142,533	1,379	5,841	7,373,585	1,262	3,687	5,768,948	1,565
Quebec.....	29,435	50,230,408	1,706	18,080	27,410,674	1,516	11,355	22,819,734	2,010
Ontario.....	45,018	63,790,452	1,417	31,489	39,908,507	1,267	13,529	23,883,945	1,765
Manitoba .....	7,213	10,039,203	1,392	4,777	6,171,274	1,292	2,436	3,867,929	1,588
Saskatchewan .....	9,590	13,881,955	1,448	5,768	7,836,300	1,359	3,822	6,045,655	1,582
Alberta.....	14,578	23,015,946	1,579	8,670	11,959,987	1,379	5,908	11,055,959	1,871
British Columbia .....	10,893	17,102,412	1,570	7,101	9,487,704	1,336	3,792	7,614,708	2,008
Used Vehicles									
Canada .....	297,575	185,468,396	623	239,140	138,775,609	580	58,435	46,692,787	799
Atlantic Provinces.....	28,220	16,156,552	573	20,694	11,222,640	542	7,526	4,933,912	656
Quebec.....	45,020	33,507,773	744	34,250	23,033,049	872	10,770	10,474,724	973
Ontario.....	132,211	75,319,239	570	112,737	60,714,800	539	19,474	14,804,439	750
Manitoba .....	14,715	9,029,111	614	11,613	6,777,279	584	3,102	2,251,832	726
Saskatchewan .....	17,458	11,235,697	644	12,842	7,896,191	615	4,616	3,339,506	723
Alberta.....	30,455	20,814,708	683	22,868	14,562,555	637	7,587	6,252,153	824
British Columbia .....	29,496	19,405,316	658	24,136	14,569,095	604	5,360	4,836,221	902

TABLE 7. Number of Motor Vehicles Financed, by Provinces and Months, 1951

Month	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
New Passenger Cars								
<b>Annual total</b> .....	<b>81,726</b>	<b>5,841</b>	<b>18,080</b>	<b>31,489</b>	<b>4,777</b>	<b>5,768</b>	<b>8,670</b>	<b>7,101</b>
January.....	6,205	397	1,192	2,782	279	263	650	642
February.....	6,570	413	1,295	2,829	321	313	675	724
March.....	9,905	772	2,213	4,027	483	433	846	1,131
April.....	8,458	599	1,887	3,409	431	524	808	800
May.....	6,921	471	1,643	2,557	442	571	698	539
June.....	7,182	593	1,626	2,734	411	566	722	530
July.....	7,514	547	1,830	2,859	444	485	818	531
August.....	7,044	531	1,656	2,671	431	488	757	510
September.....	5,684	467	1,397	2,117	342	359	531	471
October.....	5,759	409	1,275	2,069	371	511	647	477
November.....	5,744	379	1,248	1,889	449	663	731	385
December.....	4,740	263	818	1,546	373	592	787	361
New Commercial Vehicles								
<b>Annual total</b> .....	<b>44,529</b>	<b>3,687</b>	<b>11,355</b>	<b>13,529</b>	<b>2,436</b>	<b>3,822</b>	<b>5,908</b>	<b>3,792</b>
January.....	2,226	181	509	782	139	131	289	195
February.....	2,278	150	548	849	131	110	286	204
March.....	2,931	219	759	948	194	152	352	307
April.....	3,882	299	962	1,344	220	246	469	342
May.....	4,406	400	1,212	1,252	221	454	515	352
June.....	4,563	406	1,247	1,334	216	465	518	377
July.....	4,132	409	1,194	1,222	164	318	468	357
August.....	4,277	371	1,127	1,259	245	388	537	350
September.....	4,114	332	1,031	1,121	264	423	636	307
October.....	4,225	356	972	1,203	234	448	673	339
November.....	4,272	331	1,028	1,240	236	422	650	365
December.....	3,223	233	766	975	172	265	515	297
Used Passenger Cars								
<b>Annual total</b> .....	<b>239,140</b>	<b>20,694</b>	<b>34,250</b>	<b>112,737</b>	<b>11,613</b>	<b>12,842</b>	<b>22,868</b>	<b>24,136</b>
January.....	12,907	940	1,287	6,958	546	463	1,218	1,495
February.....	13,748	1,171	1,511	6,948	566	484	1,294	1,774
March.....	21,076	1,923	2,887	10,591	975	642	1,744	2,314
April.....	19,174	1,763	2,839	8,668	953	969	2,037	1,945
May.....	23,377	2,023	3,475	10,422	1,149	1,581	2,204	2,523
June.....	25,744	2,241	3,843	11,852	1,284	1,773	2,451	2,300
July.....	25,212	2,144	3,908	12,041	1,167	1,402	2,328	2,222
August.....	23,962	2,095	3,663	11,244	1,166	1,323	2,268	2,203
September.....	20,490	1,890	3,231	9,634	988	992	1,862	1,893
October.....	20,806	1,831	3,129	9,854	1,038	1,047	1,809	2,098
November.....	18,304	1,583	2,618	8,365	998	1,085	1,787	1,868
December.....	14,340	1,090	1,859	6,160	783	1,081	1,866	1,501
Used Commercial Vehicles								
<b>Annual total</b> .....	<b>58,435</b>	<b>7,526</b>	<b>10,770</b>	<b>19,474</b>	<b>3,102</b>	<b>4,616</b>	<b>7,587</b>	<b>5,360</b>
January.....	2,727	323	480	924	151	176	408	265
February.....	2,719	346	467	949	169	154	403	231
March.....	3,490	504	579	1,284	192	120	438	373
April.....	4,691	610	796	1,670	266	301	633	415
May.....	5,809	726	1,099	1,958	319	496	693	518
June.....	5,963	790	1,186	1,984	302	474	657	570
July.....	5,537	800	1,070	1,858	238	385	674	512
August.....	5,792	695	1,122	1,883	283	576	701	532
September.....	5,547	716	1,071	1,756	297	503	717	487
October.....	5,762	781	1,019	1,898	315	479	747	523
November.....	6,062	726	1,110	1,977	325	577	827	520
December.....	4,336	509	771	1,333	245	375	689	414

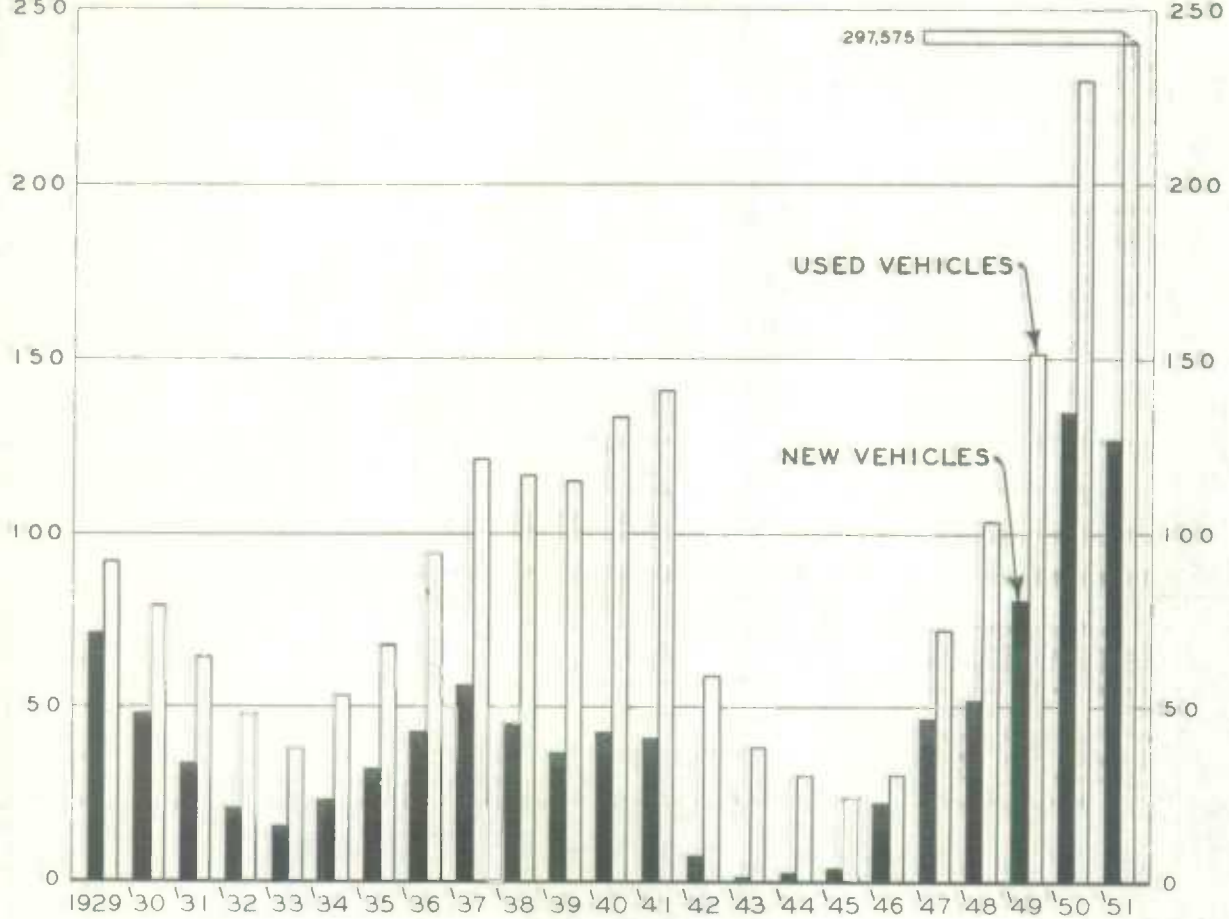
CHART 2.

### NUMBER OF MOTOR VEHICLE SALES FINANCED

1929 — 1951

THOUSANDS OF VEHICLES  
250

THOUSANDS OF VEHICLES  
250



### PROPORTION OF NEW AND USED VEHICLES FINANCED

PER CENT  
100

PER CENT  
100

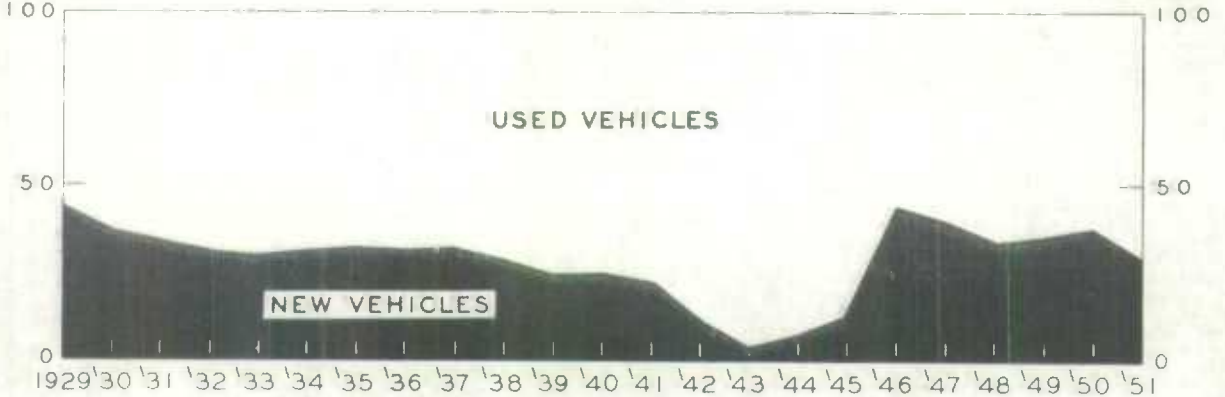


TABLE 8. Annual Financing of Motor Vehicle Sales in Canada, 1929-1951

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
1950	364,681	342,080,605	938	135,304	191,434,712	1,415	229,377	150,645,893	657
1951	423,830	376,671,305	889	126,255	191,202,909	1,514	297,575	185,468,396	623

TABLE 9. Number of Motor Vehicles Financed in Canada, by Provinces, 1936-1951

Year	Canada	Atlantic Provinces <sup>1</sup>	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	
1951	126,255	9,528	29,435	45,018	7,213	9,590	14,578	10,893	
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
1951	Passenger	81,726	5,841	18,080	31,489	4,777	5,768	8,670	7,101
	Commercial	44,529	3,687	11,355	13,529	2,436	3,822	5,908	3,792
Used Vehicles									
1936	94,651	6,350	14,635	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	3,681	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	
1950	229,377	21,352	33,611	106,894	10,599	11,027	21,435	24,459	
1951	297,575	28,220	45,020	132,211	14,715	17,458	30,455	29,496	
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
1951	Passenger	239,140	20,694	34,250	112,737	11,613	12,842	22,868	24,136
	Commercial	58,435	7,526	10,770	19,474	3,102	4,616	7,587	5,360

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 1951 was 33% as compared with 32% in 1950. Slight increases were recorded in all provinces except the Atlantic provinces and Manitoba where small decreases occurred.

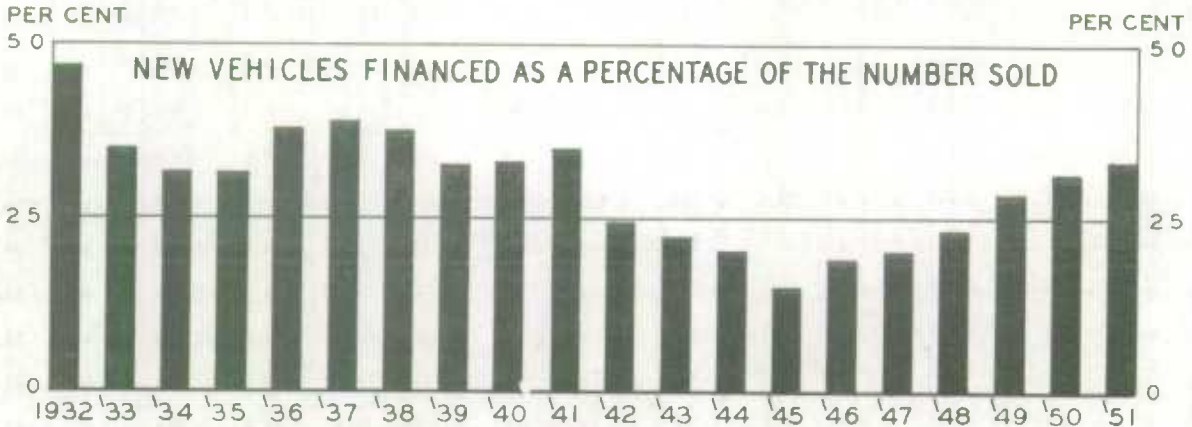
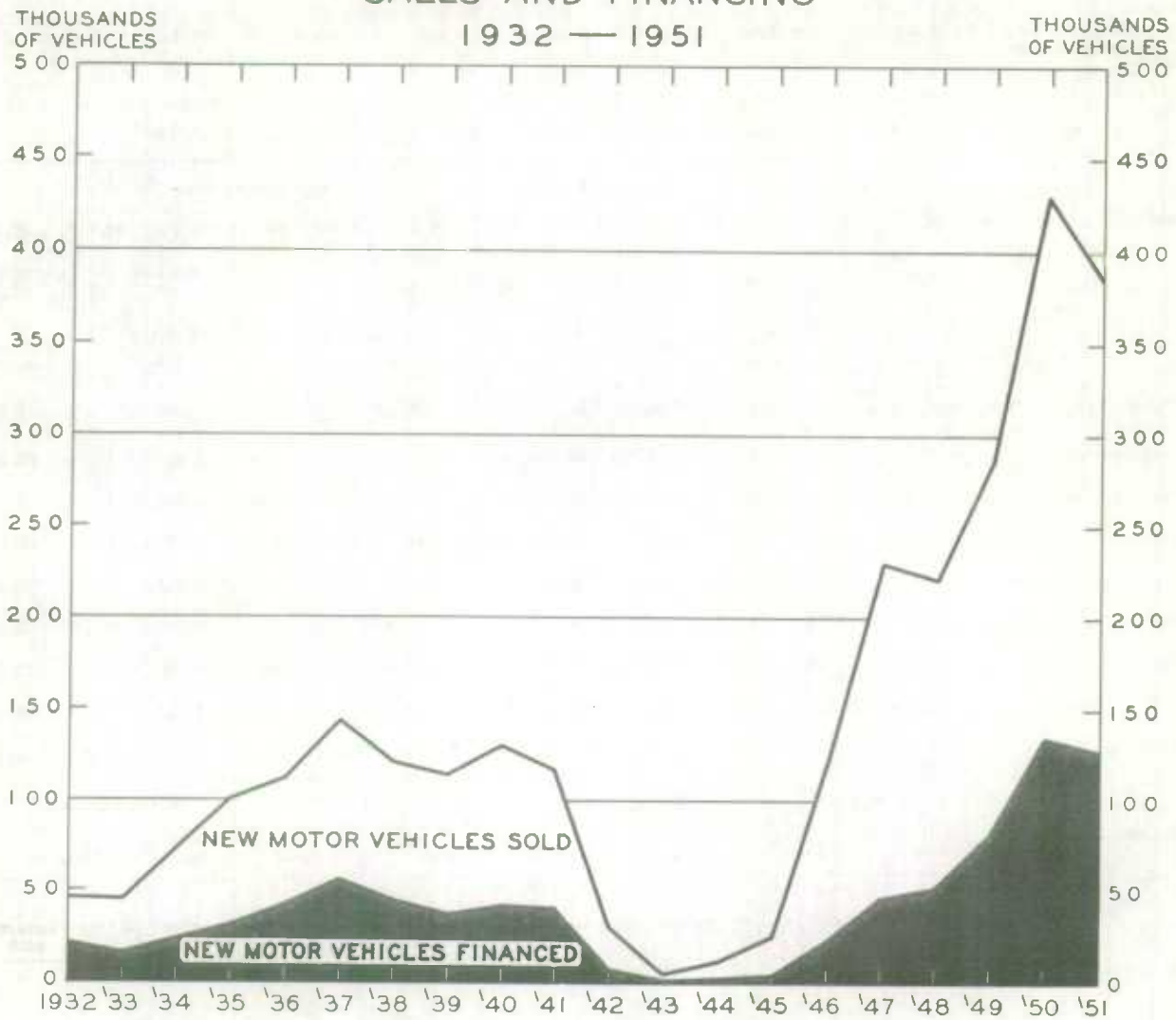
Quebec, recorded the highest proportion (40%) of new vehicle sales financed in 1951. In Alberta, 39% of sales were financed, while proportions in the other provinces ranged from 28% in Ontario to 34% in the Atlantic provinces.

TABLE 10. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces, 1951

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 .....	385,648	950,159,511	126,255	32.7	191,202,909	20.1
Atlantic Provinces .....	28,050	65,408,661	9,528	34.0	13,142,533	20.1
Quebec .....	73,002	189,770,391	29,435	40.3	50,230,408	26.5
Ontario .....	159,271	395,853,581	45,018	28.3	63,790,452	16.1
Manitoba .....	23,481	56,260,077	7,213	30.7	10,039,203	17.8
Saskatchewan .....	30,424	70,966,486	9,590	31.5	13,681,955	19.6
Alberta .....	36,958	88,715,064	14,576	39.4	23,015,946	25.9
British Columbia .....	34,462	83,185,249	10,893	31.6	17,102,412	20.6
	Passenger Cars					
Canada .....	275,686	683,182,846	81,726	29.6	110,146,831	16.1
Atlantic Provinces .....	19,176	46,216,299	5,841	30.5	7,373,585	16.0
Quebec .....	52,786	135,449,611	18,080	34.3	27,410,674	20.2
Ontario .....	121,479	301,159,763	31,489	25.9	39,906,507	13.3
Manitoba .....	16,668	41,029,673	4,777	28.7	6,171,274	15.0
Saskatchewan .....	16,013	44,503,873	5,768	32.0	7,836,300	17.6
Alberta .....	22,448	55,906,661	8,670	38.6	11,959,987	21.4
British Columbia .....	25,116	58,916,766	7,101	28.3	9,487,704	16.1
	Commercial Vehicles					
Canada .....	109,962	266,976,665	44,529	40.5	81,056,878	30.4
Atlantic Provinces .....	8,674	19,192,362	3,667	41.5	5,768,948	30.1
Quebec .....	20,216	54,320,780	11,355	56.2	22,819,734	42.0
Ontario .....	37,792	94,693,818	13,529	35.6	23,883,945	25.2
Manitoba .....	6,813	15,230,404	2,436	35.6	3,867,929	25.4
Saskatchewan .....	12,411	26,462,615	3,822	30.8	6,045,655	22.8
Alberta .....	14,510	32,808,203	5,908	40.7	11,055,959	33.7
British Columbia .....	9,346	24,268,483	3,792	40.6	7,614,708	31.4

CHART 3.

### NEW MOTOR VEHICLES SALES AND FINANCING 1932 — 1951



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



TABLE 11. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces and Months, 1951

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 .....	385,648	126,255	32.7	28,050	9,528	34.0	73,062	29,435	40.3	159,271	45,018	28.3
January .....	33,724	8,431	25.0	2,495	578	23.2	6,323	1,701	26.9	14,144	3,564	25.2
February .....	43,576	8,848	20.3	2,585	563	21.8	6,859	1,843	26.9	20,596	3,678	17.9
March .....	49,812	12,836	25.9	3,701	991	26.8	9,001	2,972	33.0	22,611	4,975	22.0
April .....	46,180	12,340	26.7	3,541	898	25.4	9,959	2,849	28.6	18,566	4,753	25.6
May .....	36,445	11,327	31.1	2,990	871	29.1	7,433	2,855	38.4	14,854	3,809	25.6
June .....	32,690	11,745	35.9	2,375	999	42.1	5,772	2,873	49.8	13,701	4,068	29.7
July .....	29,260	11,646	39.8	2,198	956	43.5	5,674	3,024	53.3	11,071	4,081	36.9
August .....	21,631	11,321	52.3	1,680	902	53.7	4,927	2,783	56.5	7,736	3,930	50.8
September .....	27,996	9,798	35.0	2,118	799	37.7	5,300	2,428	45.8	10,097	3,238	32.1
October .....	22,801	9,984	43.8	1,631	765	46.9	4,680	2,247	48.0	9,155	3,272	35.7
November .....	21,936	10,016	45.7	1,531	710	46.4	3,915	2,276	58.1	8,910	3,129	35.1
December .....	19,807	7,963	40.2	1,205	496	41.2	3,159	1,584	50.1	7,840	2,521	32.2
	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 .....	23,481	7,213	30.7	30,424	9,590	31.5	36,958	14,578	39.4	34,462	10,893	31.6
January .....	1,733	418	24.1	2,247	394	17.5	3,361	939	27.9	3,421	837	24.5
February .....	2,197	452	20.6	2,376	423	17.8	4,126	961	23.3	4,837	928	19.2
March .....	2,832	677	23.9	2,943	585	19.9	4,297	1,198	27.9	4,227	1,438	34.0
April .....	2,785	651	23.4	3,166	770	24.3	3,923	1,277	32.6	4,250	1,142	26.9
May .....	2,343	663	28.3	2,774	1,025	37.0	3,143	1,213	38.6	2,908	891	30.6
June .....	2,047	627	30.6	3,141	1,031	32.6	3,175	1,240	39.1	2,469	907	36.7
July .....	1,933	608	31.5	2,825	803	28.4	3,120	1,286	41.2	2,439	888	36.4
August .....	1,507	676	44.9	1,835	876	47.7	2,046	1,294	63.2	1,800	860	45.3
September .....	1,859	606	32.6	3,092	762	25.3	3,196	1,167	36.5	2,334	778	33.3
October .....	1,513	605	40.0	1,796	959	53.4	2,168	1,320	60.9	1,856	816	43.9
November .....	1,411	585	48.5	2,053	1,085	52.8	2,161	1,381	63.9	1,955	750	38.4
December .....	1,321	545	41.3	2,176	857	39.4	2,242	1,302	58.1	1,864	658	35.3

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