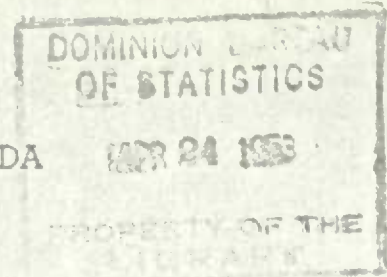


63-208

C.7



GOVERNMENT OF CANADA

APR 24 1953

NEW MOTOR VEHICLE SALES  
AND  
MOTOR VEHICLE FINANCING  
1952



NEW MOTOR VEHICLE SALES  
AND  
MOTOR VEHICLE FINANCING  
1952

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

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

## NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I**—The Primary Industries, including mining, forestry and fisheries; **Volume II**—Manufacturing; **Volume III**—Merchandising and Services.

Volume III 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, 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—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¢.
- X—Motion Picture Production, 10¢.

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

• Biennial reports — not issued for 1952.



## CONTENTS

New Motor Vehicle Sales .....	V-5-8
Financing of Motor Vehicle Sales .....	V-9-14
Sales and Financing of New Vehicles Compared .....	V-15-17

## NOTES

This bulletin summarizes the statistics published in the monthly series and contains revised figures for 1952.

### 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.

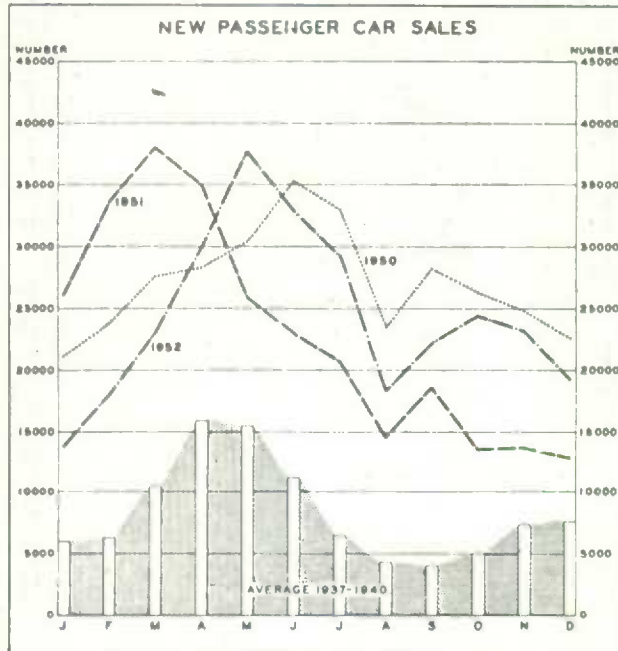
# NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING, 1952

## New Motor Vehicle Sales

The downward trend in sales of new passenger cars which began in May 1951 continued during the first four months of 1952. For the balance of the year, the trend swung upwards and the increased sales during this period more than compensated for early declines. Total units sold during 1952 numbered 292,085, an increase of 6% over the 275,686 cars sold during 1951.

British passenger car sales continued to decline during 1952. There were 26,655 cars sold during this period as compared with 29,113 in 1951.

The following chart shows the trend of monthly sales in each of the last three years.



Commercial vehicle sales followed almost the same trend as passenger cars in 1952 but were slightly lower in number than the record peak reached in 1951. Sales of commercial vehicles represented 27% of all vehicles sold in 1952 compared with 29% of the total in 1951.

Canadian expenditure on new motor vehicles was greater in 1952 than in any previous year. Total sales of new motor vehicles, passenger and commercial combined, numbered 400,777 units with a retail value of \$1,002,615,841 in 1952, 4% higher in number and almost 6% greater in dollar value than the 385,648 new vehicles which sold for \$950,159,511 in 1951.

Provincial distribution of passenger car and commercial vehicle sales showed very little change between 1951 and 1952. Quebec sales were slightly higher in proportion to the total in the passenger car field during 1952 while those of Ontario were slightly lower. Saskatchewan and Alberta also made slight proportionate gains in both passenger car and commercial vehicle sales.

### Percentage Distribution of New Motor Vehicles Sold, by Provinces, 1951 and 1952

Province	Passenger cars		Commercial vehicles	
	1951	1952	1951	1952
	%	%	%	%
Canada .....	100.0	100.0	100.0	100.0
Atlantic Provinces .....	7.0	7.4	8.1	9.0
Quebec .....	19.2	20.1	18.4	17.9
Ontario .....	44.1	42.6	34.3	32.2
Manitoba .....	6.0	5.6	6.2	5.8
Saskatchewan .....	8.5	6.7	11.3	12.3
Alberta .....	8.1	8.6	13.2	14.7
British Columbia .....	9.1	9.0	8.5	8.1

All provinces, with the exception of Manitoba, reported increases in the number of passenger cars sold in 1952 compared with 1951. Manitoba recorded a slight decline of 2%. The Atlantic Provinces and Alberta registered the highest increase—12% above the 1951 level.

In the commercial vehicle field, declines in sales ranging from 3% to 8% were reported in most regions. Exceptions were Alberta and the Atlantic Provinces with increases of 10% and Saskatchewan with a gain of 8%.

### Percentage Change in Number of New Vehicles Sold, by Provinces, 1952/1951

Province	Passenger cars	Commercial vehicles
	%	%
Canada .....	+ 6.0	- 1.2
Atlantic Provinces .....	+12.3	+ 9.8
Quebec .....	+11.4	- 3.5
Ontario .....	+ 2.8	- 7.5
Manitoba .....	- 2.0	- 8.2
Saskatchewan .....	+ 8.1	+ 8.0
Alberta .....	+12.2	+10.4
British Columbia .....	+ 4.1	- 5.8

Combined sales of trucks and buses totalled 108,682 in 1952, a decrease of 1% from the 109,962 new commercial vehicles sold in 1951. 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 declined 8% in number sold and 4% in retail value in 1952, deliveries being much lower in the first four and the last two months of the year, particularly in Ontario.

### Sales of Buses in Canada 1951 and 1952

Month and Province	1951		1952	
	Number	Retail value	Number	Retail value
	\$		\$	
	By Month			
Annual total .....	632	11,734,994	582	11,307,158
January .....	44	794,726	39	768,642
February .....	60	1,040,374	38	881,761
March .....	64	1,190,053	40	620,298
April .....	61	1,131,297	33	681,478
May .....	31	456,243	46	801,455
June .....	65	1,138,111	77	1,593,389
July .....	57	1,088,665	49	973,144
August .....	52	757,102	54	977,255
September .....	60	1,430,986	103	2,055,588
October .....	44	831,635	50	964,404
November .....	48	983,993	23	337,575
December .....	46	891,809	30	652,189
	By Provinces			
Canada .....	632	11,734,994	582	11,307,158
Atlantic Provinces .....	25	349,243	43	686,273
Quebec .....	225	4,508,092	315	7,019,543
Ontario .....	229	3,797,671	137	2,013,439
Manitoba .....	41	710,420	57	977,642
Saskatchewan .....	16	405,257	—	—
Alberta .....	21	403,677	22	465,465
British Columbia .....	75	1,560,634	8	144,786

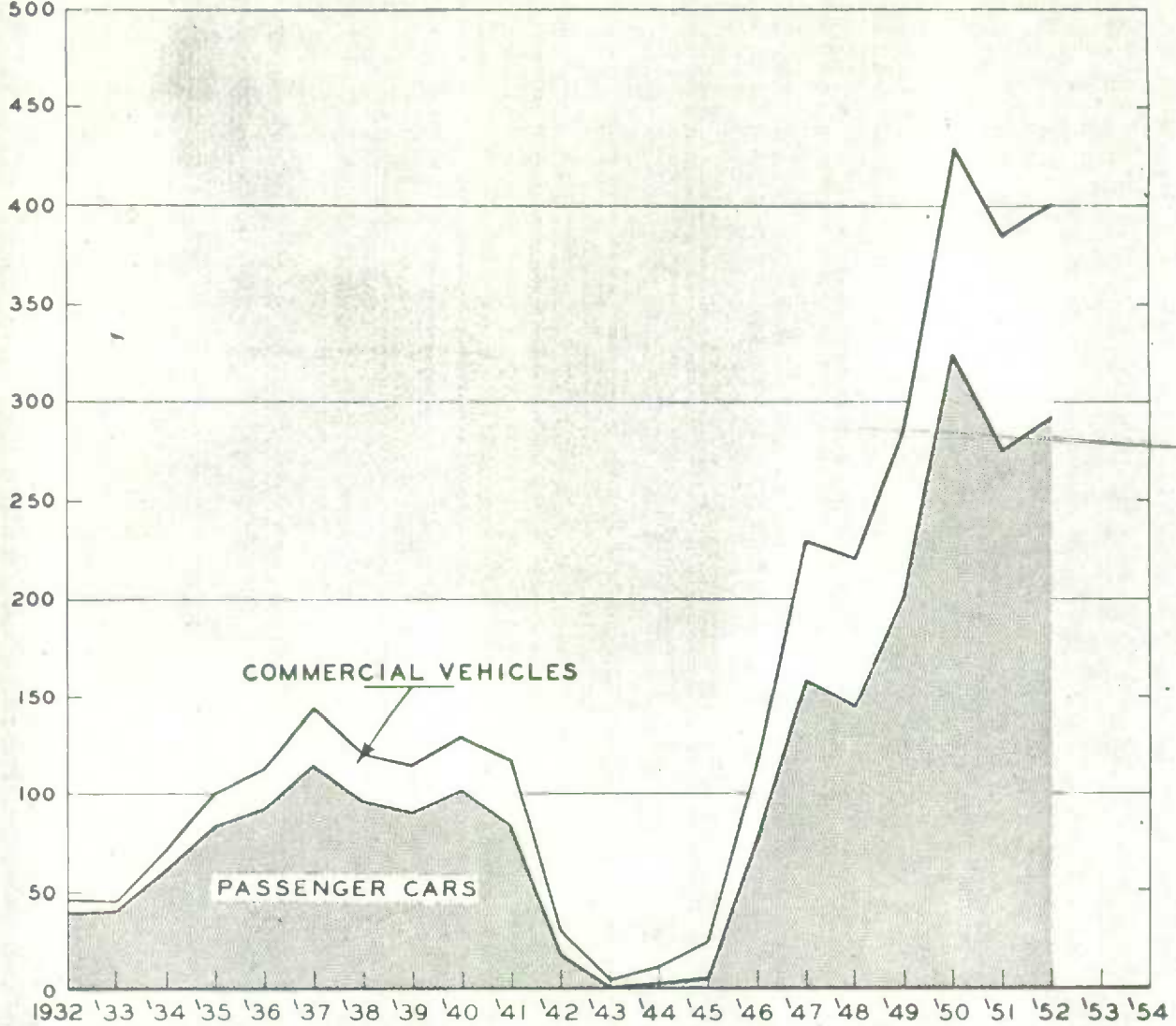


CHART I.

# NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

THOUSANDS OF VEHICLES

1932 - 1952



## PER CENT PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

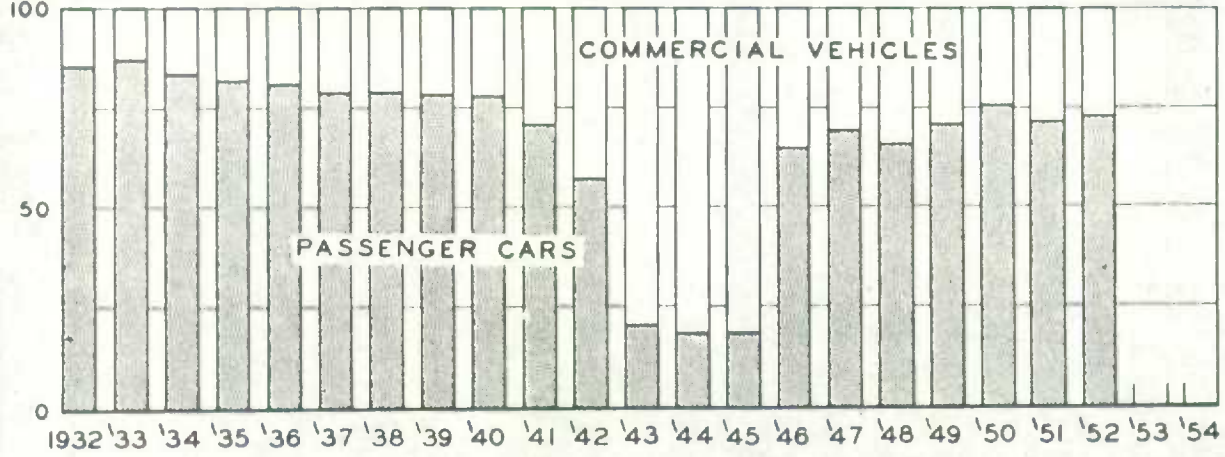


TABLE 1. Number of New Motor Vehicles Sold in Canada, by Provinces and by Months, 1952

Month	New-found-land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Canada	
											Number	Retail value
<b>Total vehicles</b>												
Annual total .....	6,616	2,200	13,183	11,218	78,319	159,542	22,592	32,878	41,200	24,964	400,777	1,902,615,841
January .....	160	98	620	525	4,029	7,698	1,406	1,703	2,350	1,722	20,311	52,966,125
February .....	247	120	857	773	4,778	10,488	1,151	1,564	2,342	2,811	25,131	66,165,791
March .....	435	149	1,179	879	6,731	13,537	1,727	2,356	3,121	2,648	32,764	85,655,725
April .....	561	267	1,422	1,376	9,221	16,093	2,281	3,537	3,555	2,733	41,046	102,927,650
May .....	708	410	1,830	1,443	10,042	20,385	2,822	3,714	4,737	4,052	50,143	123,352,108
June .....	461	205	1,496	1,195	8,512	16,728	2,540	3,539	4,433	4,064	43,171	106,319,874
July .....	439	226	1,255	1,139	6,739	15,825	2,138	2,993	3,622	3,757	38,133	94,224,454
August .....	346	156	813	751	5,243	8,967	1,725	2,958	3,271	2,599	28,829	66,349,718
September .....	418	167	964	797	5,648	13,066	1,957	2,561	3,564	2,796	31,936	78,771,037
October .....	403	148	1,071	846	6,995	12,745	1,789	3,374	3,733	2,785	33,889	83,879,835
November .....	231	155	903	735	5,318	15,104	1,500	2,392	3,033	2,805	32,176	78,591,583
December .....	207	159	773	759	5,061	8,908	1,556	2,185	3,448	2,192	25,248	63,411,941
<b>Passenger cars</b>												
Annual total .....	2,978	1,306	8,387	7,860	58,805	124,587	16,337	19,480	25,197	26,158	292,095	725,167,630
January .....	84	64	420	305	2,733	5,803	892	959	1,302	1,215	13,777	35,447,448
February .....	156	59	543	485	3,572	8,041	828	906	1,451	1,945	17,986	47,169,272
March .....	286	83	849	597	5,094	10,080	1,166	1,404	1,824	1,685	23,088	60,929,240
April .....	364	156	1,014	969	6,866	12,602	1,676	2,173	2,260	1,856	29,936	75,218,490
May .....	496	247	1,419	1,074	7,670	16,210	2,115	2,307	3,044	3,108	37,690	92,599,465
June .....	314	118	1,081	905	6,549	13,349	1,964	2,377	2,969	3,250	32,876	80,586,447
July .....	328	137	932	865	5,366	12,462	1,659	1,905	2,492	3,116	29,262	71,049,168
August .....	219	84	533	478	3,715	6,971	1,091	1,432	1,834	1,918	18,275	44,074,715
September .....	229	109	685	569	4,096	9,976	1,323	1,336	1,938	2,078	22,339	53,450,377
October .....	258	87	748	567	5,229	10,047	1,362	1,887	2,135	2,124	24,444	60,016,896
November .....	126	74	618	525	3,966	11,509	1,065	1,423	1,798	2,103	23,207	56,767,974
December .....	118	88	545	521	3,949	7,537	1,176	1,371	2,150	1,760	19,215	47,850,118
<b>Commercial vehicles</b>												
Annual total .....	1,638	954	3,796	3,358	19,510	34,955	6,255	13,398	16,012	8,806	108,682	277,448,211
January .....	76	34	200	220	1,296	1,895	514	744	1,048	507	6,534	17,518,677
February .....	91	61	314	288	1,206	2,447	323	658	891	866	7,145	18,996,519
March .....	149	66	330	282	1,637	3,457	541	954	1,297	963	9,676	24,726,485
April .....	197	111	408	407	2,355	3,491	605	1,364	1,295	877	11,110	27,709,160
May .....	212	163	411	369	2,372	4,175	707	1,407	1,693	944	12,453	30,752,643
June .....	147	87	415	290	1,963	3,377	576	1,162	1,464	814	10,295	25,733,427
July .....	111	89	323	274	1,373	3,363	479	1,088	1,130	641	8,871	23,175,266
August .....	127	72	280	273	1,528	1,996	634	1,526	1,437	681	6,554	22,275,003
September .....	189	58	279	228	1,550	3,090	634	1,225	1,626	718	9,597	25,320,660
October .....	145	61	323	279	1,766	2,698	427	1,487	1,598	661	9,445	23,862,939
November .....	105	81	285	210	1,352	3,595	435	969	1,235	702	8,969	21,823,609
December .....	69	71	228	238	1,112	1,371	380	814	1,298	432	6,033	15,553,823



TABLE 2. New Motor Vehicle Sales in Canada, by Provinces, 1952

Province	Total vehicles		Passenger cars		Commercial vehicles	
	Number	Retail value	Number	Retail value	Number	Retail value
		\$		\$		\$
Canada .....	400,777	1,002,615,841	292,095	725,167,630	108,682	277,448,211
Newfoundland.....	4,616	10,520,994	2,978	7,013,458	1,638	3,507,536
Prince Edward Island.....	2,260	5,089,399	1,306	3,122,024	954	1,967,375
Nova Scotia.....	13,183	31,279,171	9,387	22,641,608	3,796	8,637,563
New Brunswick.....	11,218	27,298,257	7,860	19,213,542	3,358	8,084,715
Quebec.....	78,315	207,196,489	58,805	150,042,481	19,510	57,154,008
Ontario.....	159,542	399,285,496	124,587	310,735,388	34,955	88,550,108
Manitoba.....	22,592	55,214,210	16,337	40,076,647	6,255	15,137,563
Saskatchewan.....	32,878	79,169,971	19,480	48,204,826	13,398	30,965,145
Alberta.....	41,209	103,192,354	25,197	63,282,691	16,012	39,909,663
British Columbia.....	34,964	84,369,500	26,158	60,834,965	8,806	23,534,535

TABLE 3. Annual Sales of New Motor Vehicles in Canada, 1940-1952

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
		\$	\$		\$	\$		\$	\$
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
1952.....	400,777	1,002,615,841	2,502	292,095	725,167,630	2,483	108,682	277,448,211	2,553

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							
1940.....	101,789	7,899	18,220	48,777	5,819	6,936	7,264	6,874
1943.....	984	2	2	2	2	2	2	2
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
1952.....	292,095	21,531	58,805	124,587	16,337	19,480	25,197	26,158
	Commercial vehicles							
1940.....	28,763	3,042	5,064	9,327	1,896	4,663	2,927	1,844
1943.....	3,814	2	2	2	2	2	2	2
1946.....	42,302	4,463	7,243	15,710	2,722	4,588	4,238	3,340
1947.....	71,050	7,632	13,133	25,135	4,511	7,032	7,817	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
1952.....	108,682	9,746	19,510	34,955	6,255	13,398	16,012	8,806

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



Financing of Motor Vehicle Sales

Figures contained in the following tables cover the financing of used as well as new vehicle sales. Financing of sales of motor vehicles in 1952 far exceeded any previous year both in number and amount of financing. There were 620,354 vehicle sales financed during 1952 to the extent of \$639,689,155, an increase of 46% in number and 70% in amount of financing over the 423,830 vehicles financed in 1951 for \$376,671,305.

Financing of both new and used passenger cars showed considerable gains over 1951. New passenger cars financed in 1952 numbered 124,879 and they were financed to the extent of

\$194,422,171. These figures represent an increase of 53% in number and 77% in amount of financing above the 1951 level of 81,726 new cars financed for \$110,146,031. Used passenger cars financed in 1952 numbered 375,825 an increase of 57% over the 239,140 used cars financed in 1951.

Increases in new and used commercial vehicle financing were substantially lower than in the passenger car field. New commercial vehicle sales financed in 1952 were 7% higher than in 1951, while the number of used commercial vehicles financed rose 23%.

Percentage Change in Number of Vehicle Sales Financed by Provinces, 1952/1951

Province	New vehicles		Used vehicles	
	Passenger	Commercial	Passenger	Commercial
	%	%	%	%
Canada .....	+ 52.8	+ 7.1	+ 57.2	+ 23.1
Atlantic Provinces .....	+ 66.7	+ 19.5	+ 52.8	+ 19.1
Quebec .....	+ 52.1	- 5.2	+ 72.2	+ 23.7
Ontario .....	+ 53.3	+ 2.2	+ 53.8	+ 16.7
Manitoba .....	+ 38.0	+ 0.2	+ 66.9	+ 24.5
Saskatchewan .....	+ 37.9	+ 19.5	+ 61.2	+ 42.8
Alberta .....	+ 52.9	+ 30.1	+ 60.2	+ 35.7
British Columbia .....	+ 63.1	+ 5.8	+ 45.6	+ 15.5

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 and new and used commercial vehicles was higher in 1952 than in 1951. The following table shows the average financed value by provinces for the years 1951 and 1952.

Average Financed Value of Motor Vehicles in Canada by Provinces 1951-1952

Province	New vehicles					
	Passenger			Commercial		
	1951	1952	% Change	1951	1952	% Change
	\$	\$		\$	\$	
Canada .....	1,348	1,557	+ 15.5	1,820	2,055	+ 12.9
Atlantic Provinces .....	1,262	1,521	+ 20.5	1,565	1,713	+ 9.5
Quebec .....	1,516	1,700	+ 12.1	2,010	2,254	+ 12.1
Ontario .....	1,267	1,477	+ 16.6	1,765	1,937	+ 9.7
Manitoba .....	1,292	1,455	+ 12.6	1,588	1,779	+ 12.0
Saskatchewan .....	1,359	1,516	+ 11.6	1,582	1,937	+ 22.4
Alberta .....	1,379	1,610	+ 16.8	1,871	2,240	+ 19.7
British Columbia .....	1,336	1,606	+ 20.2	2,008	2,246	+ 11.9
Province	Used vehicles					
	Passenger			Commercial		
	1951	1952	% Change	1951	1952	% Change
	\$	\$		\$	\$	
Canada .....	580	733	+ 29.8	799	892	+ 11.6
Maritime Provinces .....	542	693	+ 27.9	656	707	+ 7.8
Quebec .....	672	841	+ 25.1	973	1,031	+ 6.0
Ontario .....	539	713	+ 32.3	750	860	+ 14.7
Manitoba .....	584	737	+ 26.2	726	771	+ 6.2
Saskatchewan .....	615	738	+ 20.0	723	819	+ 13.3
Alberta .....	637	794	+ 24.6	824	979	+ 18.8
British Columbia .....	604	833	+ 37.9	902	986	+ 9.3

## MERCHANDISING AND SERVICES

TABLE 5. Financing of Motor Vehicle Sales in Canada, by Months, 1952

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 .....	620,334	639,689,155	500,704	477,490,953	119,630	162,198,202
January .....	27,692	26,420,265	21,144	16,803,812	6,548	9,616,453
February .....	35,244	32,681,970	28,202	23,182,190	7,042	9,499,780
March .....	44,024	40,877,079	35,390	29,478,326	8,634	11,398,753
April .....	58,358	53,460,245	48,729	38,806,891	11,629	14,653,354
May .....	74,937	75,919,109	61,727	57,505,436	13,210	18,413,673
June .....	71,693	76,004,261	59,564	58,850,118	12,129	17,154,143
July .....	65,974	70,240,505	55,067	55,348,860	10,907	14,891,645
August .....	51,778	55,165,610	41,697	41,561,871	10,081	13,603,739
September .....	50,073	53,146,675	39,672	39,566,933	10,401	13,579,742
October .....	53,312	56,352,138	42,250	43,525,962	11,062	14,826,176
November .....	44,877	49,406,590	35,380	36,649,815	9,497	12,756,775
December .....	42,392	46,014,708	33,882	36,210,739	8,510	11,803,969
	New vehicles					
Annual total .....	172,567	292,454,398	124,679	194,422,171	47,708	98,032,227
January .....	7,900	12,934,944	5,199	6,837,353	2,701	6,097,591
February .....	9,366	14,533,957	6,455	8,582,166	2,911	5,951,791
March .....	11,289	17,888,317	7,831	11,008,866	3,458	6,879,451
April .....	15,044	23,275,330	10,514	14,690,001	4,530	8,585,329
May .....	20,212	33,839,032	14,763	22,371,441	5,449	11,467,591
June .....	19,226	33,624,048	14,339	23,175,993	4,887	10,448,053
July .....	18,326	31,945,302	14,041	22,964,737	4,285	8,980,565
August .....	13,327	24,008,145	9,569	18,024,297	3,758	7,983,848
September .....	14,190	24,695,162	10,201	18,694,539	3,989	8,000,623
October .....	16,252	28,124,851	11,803	19,162,738	4,449	8,962,113
November .....	13,955	23,986,852	10,068	16,273,433	3,887	7,713,419
December .....	13,500	23,598,460	10,096	16,636,607	3,404	6,961,853
	Used vehicles					
Annual total .....	447,767	347,234,757	375,825	283,068,782	71,942	64,165,975
January .....	19,792	13,485,321	15,945	9,966,459	3,847	3,518,862
February .....	25,878	18,148,013	21,747	14,600,024	4,131	3,547,989
March .....	32,735	22,988,762	27,559	18,469,460	5,176	4,519,302
April .....	43,314	30,184,915	36,215	24,116,890	7,099	6,068,025
May .....	54,725	42,080,077	46,964	35,133,995	7,761	8,946,082
June .....	52,467	42,380,215	45,225	35,674,125	7,242	6,706,090
July .....	47,648	38,295,203	41,026	32,384,123	6,622	5,911,080
August .....	38,451	31,157,465	32,128	25,537,574	6,323	5,619,891
September .....	35,683	28,451,513	29,471	22,672,394	6,412	5,579,119
October .....	37,060	30,227,287	30,447	24,363,224	6,613	5,864,063
November .....	30,922	25,419,738	25,312	20,376,382	5,610	5,043,356
December .....	28,892	24,416,248	23,786	19,574,132	5,106	4,842,116



TABLE 6. Financing of Motor Vehicle Sales in Canada, by Province, 1952

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 .....	620,354	639,689,155	1,031	500,704	477,490,953	954	119,650	162,198,202	1,356
Atlantic Provinces .....	54,721	50,613,473	925	41,352	36,728,557	888	13,369	13,884,916	1,039
Quebec .....	110,551	134,367,371	1,215	86,470	96,367,220	1,114	24,081	38,000,151	1,578
Ontario .....	258,198	241,208,632	934	221,648	194,874,586	879	36,552	46,334,046	1,268
Manitoba .....	32,281	31,200,630	967	25,978	23,879,979	919	6,303	7,320,651	1,161
Saskatchewan .....	39,803	41,554,432	1,044	28,647	27,316,090	954	11,156	14,238,342	1,276
Alberta .....	87,870	77,737,115	1,145	49,887	50,439,660	1,011	17,983	27,297,455	1,518
British Columbia .....	56,930	63,007,502	1,107	46,724	47,884,861	1,025	10,206	15,122,641	1,482
New vehicles									
Canada .....	172,587	292,454,398	1,695	124,879	194,422,171	1,557	47,708	98,032,227	2,055
Atlantic Provinces .....	14,142	22,359,705	1,581	9,737	14,813,058	1,521	4,405	7,546,647	1,713
Quebec .....	36,268	71,023,610	1,856	27,505	46,760,273	1,700	10,763	24,263,337	2,254
Ontario .....	62,090	98,068,984	1,579	48,257	71,270,393	1,477	13,833	26,798,591	1,937
Manitoba .....	9,035	13,940,844	1,542	6,593	9,595,905	1,455	2,442	4,344,939	1,779
Saskatchewan .....	12,518	20,896,578	1,669	7,952	12,052,167	1,516	4,566	8,844,411	1,937
Alberta .....	20,940	38,557,223	1,841	13,254	21,336,860	1,610	7,686	17,220,363	2,240
British Columbia .....	15,594	27,607,454	1,770	11,581	18,593,515	1,606	4,013	9,013,939	2,246
Used vehicles									
Canada .....	447,767	347,234,757	775	375,825	283,068,782	753	71,942	64,165,975	892
Atlantic Provinces .....	40,579	28,253,768	696	31,615	21,915,499	693	8,964	6,338,269	707
Quebec .....	72,283	63,343,761	876	58,965	49,606,947	841	13,318	13,736,814	1,031
Ontario .....	196,106	143,139,648	730	173,389	123,604,193	713	22,719	19,535,455	860
Manitoba .....	23,246	17,259,766	742	19,385	14,284,074	737	3,881	2,975,712	771
Saskatchewan .....	27,285	20,657,854	757	20,695	15,263,923	738	6,590	5,393,931	819
Alberta .....	46,930	39,179,692	835	36,633	29,102,800	794	10,297	10,077,092	979
British Columbia .....	41,336	35,400,048	856	35,143	29,291,346	833	6,193	6,108,702	966

TABLE 7. Number of Motor Vehicles Financed, by Provinces and Months, 1952

Month	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<b>New passenger cars</b>								
<b>Annual total</b> .....	<b>124,879</b>	<b>9,737</b>	<b>27,305</b>	<b>48,237</b>	<b>6,593</b>	<b>7,952</b>	<b>13,254</b>	<b>11,381</b>
January .....	5,199	318	885	2,216	279	354	618	529
February .....	6,455	386	1,189	2,836	301	371	671	701
March .....	7,831	527	1,817	3,192	423	450	737	685
April .....	10,514	893	2,934	3,756	571	636	905	819
May .....	14,763	1,347	3,578	5,783	760	886	1,183	1,226
June .....	14,339	1,278	3,185	5,218	754	857	1,623	1,424
July .....	14,041	1,142	3,141	5,320	774	749	1,503	1,412
August .....	9,569	810	2,221	3,424	511	566	984	1,053
September .....	10,201	729	2,208	4,139	511	612	1,000	1,002
October .....	11,803	856	2,485	4,456	644	996	1,386	980
November .....	10,068	695	2,039	3,898	528	780	1,316	812
December .....	10,096	756	1,823	4,019	537	695	1,328	938
<b>New commercial vehicles</b>								
<b>Annual total</b> .....	<b>47,708</b>	<b>4,405</b>	<b>10,763</b>	<b>13,833</b>	<b>2,442</b>	<b>4,566</b>	<b>7,686</b>	<b>4,013</b>
January .....	2,701	253	625	862	142	183	365	251
February .....	2,911	224	650	1,050	156	154	399	278
March .....	3,458	275	900	1,013	180	232	467	391
April .....	4,530	418	1,220	1,300	212	397	609	374
May .....	5,449	528	1,571	1,479	276	481	685	429
June .....	4,887	500	1,148	1,374	239	427	817	382
July .....	4,285	437	905	1,277	227	399	656	384
August .....	3,758	371	806	949	208	441	662	321
September .....	3,989	355	767	1,127	227	518	655	340
October .....	4,449	364	857	1,259	222	548	864	335
November .....	3,887	344	696	1,102	197	439	827	282
December .....	3,404	336	618	1,041	156	347	660	246
<b>Used passenger cars</b>								
<b>Annual total</b> .....	<b>375,825</b>	<b>31,615</b>	<b>58,965</b>	<b>173,389</b>	<b>19,385</b>	<b>20,695</b>	<b>36,633</b>	<b>35,143</b>
January .....	15,945	1,019	1,970	8,248	737	743	1,494	1,734
February .....	21,747	1,523	2,725	10,869	1,088	936	2,135	2,471
March .....	27,559	2,079	4,153	13,153	1,411	1,311	2,611	2,841
April .....	36,215	3,203	6,467	15,923	2,027	2,156	3,556	2,883
May .....	46,964	4,137	8,029	22,183	2,419	2,576	3,813	3,607
June .....	45,225	3,945	7,454	20,256	2,281	2,607	4,788	3,894
July .....	41,026	3,638	6,557	19,088	2,056	2,114	3,787	3,786
August .....	32,128	2,884	5,200	14,433	1,567	1,662	3,104	3,278
September .....	29,471	2,563	4,546	13,371	1,559	1,590	2,818	3,024
October .....	30,447	2,467	4,877	13,470	1,651	1,827	3,241	2,914
November .....	25,312	2,054	3,683	11,349	1,361	1,777	2,814	2,274
December .....	23,786	2,103	3,304	11,046	1,228	1,396	2,472	2,237
<b>Used commercial vehicles</b>								
<b>Annual total</b> .....	<b>71,942</b>	<b>8,964</b>	<b>13,318</b>	<b>22,719</b>	<b>3,861</b>	<b>6,590</b>	<b>10,297</b>	<b>6,193</b>
January .....	3,847	444	701	1,359	192	239	506	406
February .....	4,131	471	710	1,481	215	279	576	399
March .....	5,176	569	906	1,764	296	343	773	525
April .....	7,099	838	1,433	2,239	394	636	1,011	548
May .....	7,761	992	1,651	2,473	383	699	961	602
June .....	7,242	1,047	1,499	2,207	352	569	1,045	523
July .....	6,822	942	1,231	2,056	361	551	894	567
August .....	6,323	786	1,168	1,898	304	724	904	539
September .....	6,412	601	1,091	1,915	397	742	877	589
October .....	6,613	600	1,137	2,116	359	657	1,003	541
November .....	5,810	657	946	1,871	303	640	944	449
December .....	5,106	617	845	1,540	285	511	803	505

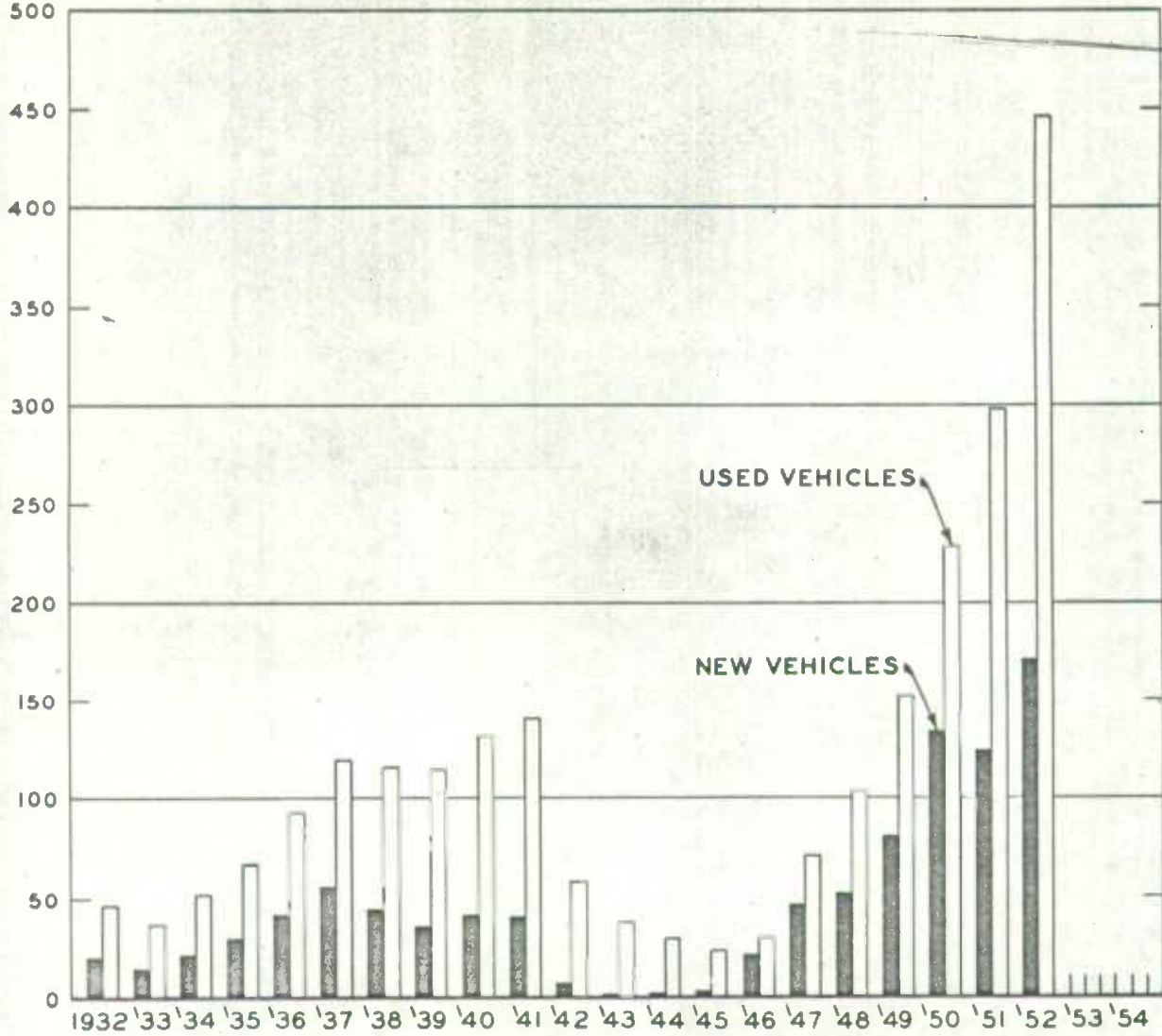


CHART 2.

### NUMBER OF MOTOR VEHICLE SALES FINANCED

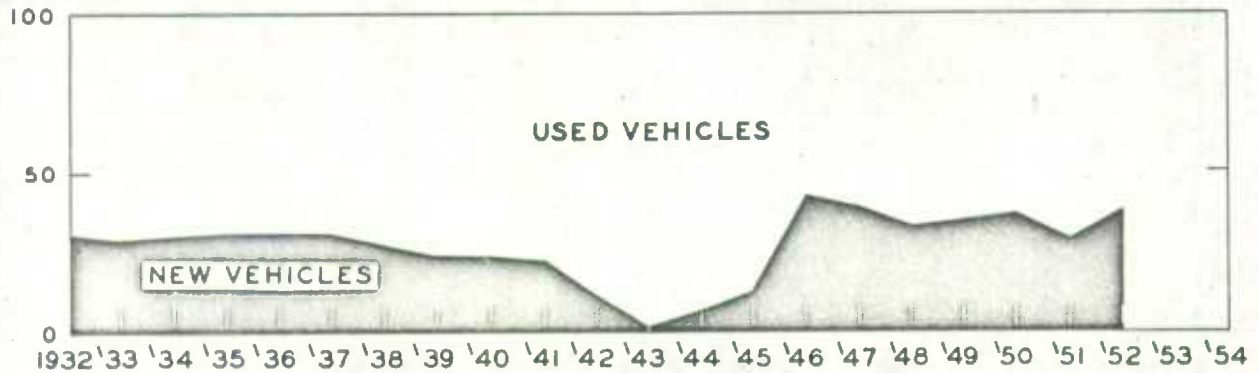
THOUSANDS OF VEHICLES

1932 - 1952



### PROPORTION OF NEW AND USED VEHICLES FINANCED

PER CENT



## MERCHANDISING AND SERVICES

TABLE 8. Annual Financing of Motor Vehicle Sales in Canada, 1929-1952

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
1952	620,354	639,689,155	1,031	172,587	292,454,398	1,695	447,767	347,234,757	775

TABLE 9. Number of Motor Vehicles Financed in Canada, by Provinces, 1940-1952

Year	Canada	Atlantic Provinces <sup>1</sup>	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
New vehicles								
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	
1947	46,700	4,345	10,944	17,830	2,700	2,649	4,262	
1948	51,867	4,993	12,955	20,322	2,506	2,528	4,290	
1949	81,502	8,134	18,632	31,558	3,859	4,288	7,704	
1950	135,304	12,160	28,804	50,039	7,319	9,076	13,982	
1951	126,255	9,528	29,435	45,018	7,213	9,590	14,578	
1952	172,587	14,142	38,266	62,090	9,035	12,518	20,940	
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
1952								
Passenger	124,879	9,737	27,505	48,257	6,593	7,952	13,254	11,581
Commercial	47,708	4,405	10,763	13,833	2,442	4,566	7,686	4,013
Used vehicles								
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	
1947	72,167	4,037	11,184	39,473	3,263	2,031	5,291	
1948	103,767	6,344	13,778	58,174	3,832	2,402	8,193	
1949	151,486	12,412	20,156	80,114	5,535	4,869	13,352	
1950	229,377	21,352	33,611	106,894	10,599	11,027	21,435	
1951	297,575	28,220	45,020	132,211	14,715	17,458	30,455	
1952	447,767	40,579	72,283	196,108	23,246	27,285	46,930	
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
1952								
Passenger	375,825	31,615	58,965	173,389	19,385	20,695	36,633	35,143
Commercial	71,942	8,964	13,318	22,719	3,861	6,590	10,297	8,193

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 1952 stood at 43% compared to 33% in 1951 and represented the highest proportion yet reached since such statistics became available in 1932. Alberta

reported the highest proportion (51%) of new vehicle sales financed in 1952. In Quebec 49% of sales were financed, while proportions in other provinces ranged downward from 45% in the Atlantic Provinces to 38% in Saskatchewan.

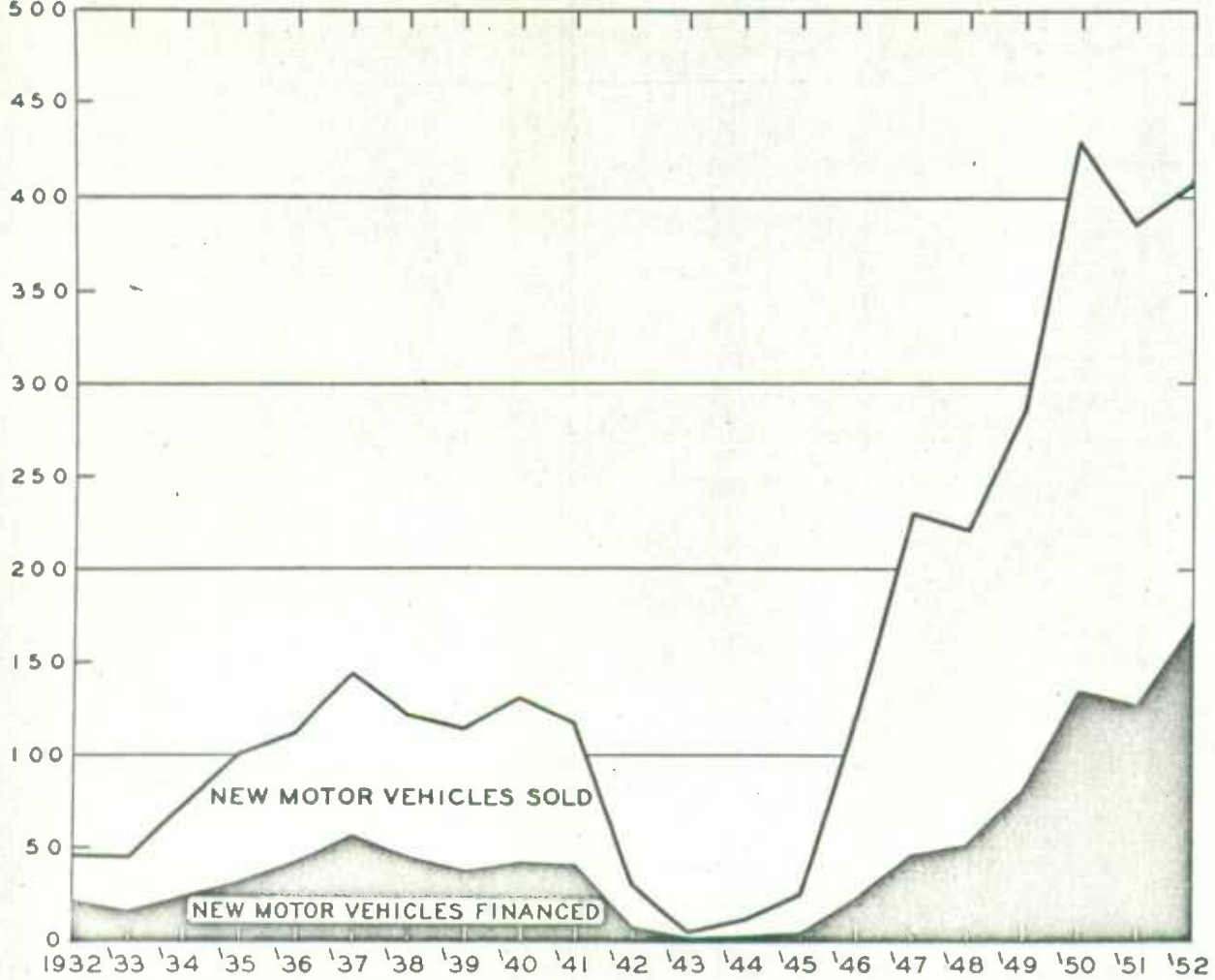
TABLE 10. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces, 1952

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.....	400,777	1,002,615,841	172,587	43.1	292,454,398	29.2
Atlantic Provinces.....	31,277	74,187,821	14,142	45.2	22,359,705	30.1
Quebec.....	78,315	207,196,489	38,268	48.9	71,023,610	34.3
Ontario.....	159,542	399,285,496	62,090	38.9	98,068,984	24.6
Manitoba.....	22,592	55,214,210	9,035	40.0	13,940,844	25.2
Saskatchewan.....	32,878	79,169,971	12,518	38.1	20,896,578	26.4
Alberta.....	41,209	103,192,354	20,940	50.8	38,557,223	37.4
British Columbia.....	34,964	84,369,500	15,594	44.6	27,607,454	32.7
	Passenger cars					
Canada.....	292,095	725,167,630	124,879	42.8	194,422,171	26.8
Atlantic Provinces.....	21,531	51,990,632	9,737	45.2	14,813,058	28.5
Quebec.....	58,605	150,042,481	27,505	46.8	46,760,273	31.2
Ontario.....	124,587	310,735,388	48,257	38.7	71,270,393	22.9
Manitoba.....	16,337	40,076,647	6,593	40.4	9,595,905	23.9
Saskatchewan.....	19,480	48,204,826	7,952	40.8	12,052,167	25.0
Alberta.....	25,197	63,282,691	13,254	52.8	21,336,860	33.7
British Columbia.....	26,158	60,834,965	11,581	44.3	18,593,515	30.6
	Commercial vehicles					
Canada.....	108,682	277,448,211	47,708	43.9	98,032,227	35.3
Atlantic Provinces.....	9,746	22,197,189	4,405	45.2	7,548,647	34.0
Quebec.....	19,510	57,154,008	10,763	55.2	24,263,337	42.5
Ontario.....	34,955	88,550,108	13,833	39.6	26,798,591	30.3
Manitoba.....	6,255	15,137,563	2,442	39.0	4,344,939	28.7
Saskatchewan.....	13,398	30,965,145	4,566	34.1	8,844,411	28.6
Alberta.....	16,012	39,909,663	7,686	48.0	17,220,363	43.1
British Columbia.....	8,806	23,534,535	4,013	45.8	9,013,939	38.3

CHART 3.

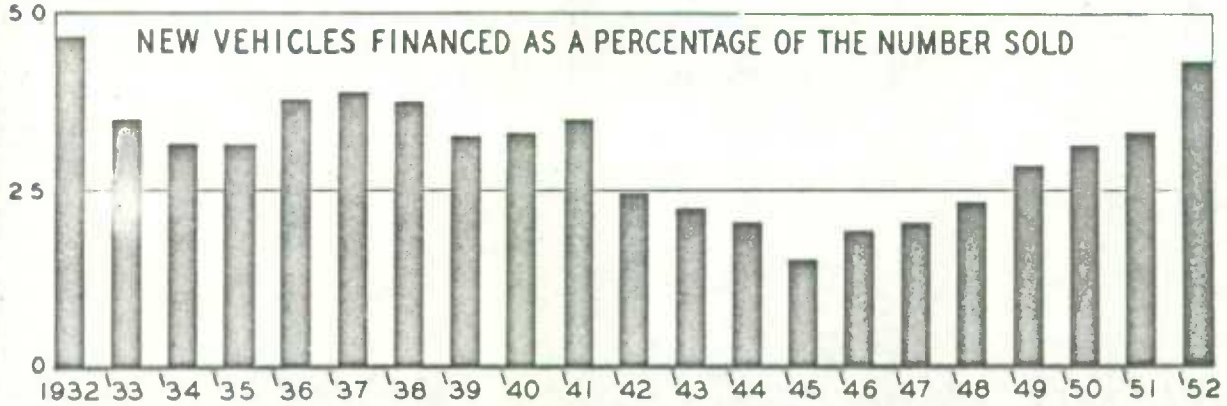
### NEW MOTOR VEHICLES SALES AND FINANCING 1932 — 1952

THOUSANDS  
OF VEHICLES



PER CENT

### NEW VEHICLES FINANCED AS A PERCENTAGE OF THE NUMBER SOLD



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, 1952

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 .....	400,777	172,587	43.1	31,277	14,142	45.2	78,315	36,268	46.0	158,342	62,090	38.9
January .....	20,311	7,900	38.9	1,403	571	40.7	4,029	1,510	37.5	7,698	3,078	40.0
February .....	25,131	9,366	37.3	1,997	810	30.5	4,778	1,839	38.5	10,488	3,886	37.1
March .....	32,764	11,289	34.5	2,642	802	30.4	6,731	2,717	40.4	13,537	4,205	31.1
April .....	41,046	15,044	36.7	3,828	1,311	36.2	9,221	4,154	45.0	16,093	5,056	31.4
May .....	50,143	20,212	40.3	4,391	1,875	42.7	10,042	5,149	51.3	20,385	7,262	35.6
June .....	43,171	19,228	44.5	3,357	1,778	53.0	8,512	4,333	50.9	16,726	8,592	39.4
July .....	38,133	18,326	48.1	3,059	1,579	51.6	6,739	4,046	60.0	15,825	6,597	41.7
August .....	26,829	13,327	49.7	2,066	1,181	57.2	5,243	3,027	57.7	8,967	4,373	48.8
September .....	31,936	14,180	44.4	2,346	1,084	46.2	5,646	2,975	52.7	13,068	5,268	40.3
October .....	33,889	16,252	48.0	2,468	1,220	49.4	6,995	3,342	47.8	12,745	5,715	44.8
November .....	32,176	13,955	43.4	2,024	1,039	51.3	5,318	2,735	51.4	15,104	5,000	38.1
December .....	25,246	13,500	53.5	1,898	1,092	57.5	5,061	2,441	48.2	8,908	5,060	56.8
	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 .....	22,592	9,035	40.0	32,878	12,518	38.1	41,209	20,940	50.8	34,964	15,594	44.8
January .....	1,406	421	29.9	1,703	537	31.5	2,350	1,003	42.7	1,722	780	45.3
February .....	1,151	457	39.7	1,564	525	33.6	2,342	1,070	45.7	2,811	979	34.8
March .....	1,727	603	34.9	2,358	682	28.9	3,121	1,204	38.6	2,648	1,076	40.6
April .....	2,281	783	34.3	3,537	1,033	29.2	3,555	1,514	42.6	2,733	1,193	43.7
May .....	2,822	1,036	36.7	3,714	1,367	36.8	4,737	1,866	39.4	4,052	1,655	40.8
June .....	2,540	993	39.1	3,539	1,284	36.3	4,433	2,440	55.0	4,064	1,808	44.4
July .....	2,138	1,001	46.8	2,993	1,148	38.4	3,622	2,159	59.6	3,757	1,796	47.8
August .....	1,725	719	41.7	2,958	1,007	34.0	3,271	1,646	50.3	2,599	1,374	52.9
September .....	1,957	738	37.7	2,561	1,130	44.1	3,564	1,655	46.4	2,796	1,342	48.0
October .....	1,789	866	48.4	3,374	1,544	45.8	3,733	2,250	60.3	2,785	1,315	47.2
November .....	1,500	725	48.3	2,392	1,219	51.0	3,033	2,143	70.7	2,805	1,094	39.0
December .....	1,556	693	44.5	2,185	1,042	47.7	3,448	1,988	57.7	2,192	1,184	54.0

STATISTICS CANADA LIBRARY  
BIBLIOTHÈQUE STATISTIQUE CANADA



1010769665