



CANADA

NEW MOTOR VEHICLE SALES AND MOTOR
VEHICLE FINANCING
1953

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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 (not issued 1953)
- B — Operating Results of Food Wholesalers 25¢
- C — Operating Results of Dry Goods, Piece Goods and Footwear Wholesalers 25¢
- D — 1 Operating Results of Automotive Parts and Accessories Wholesalers 25¢
2 Operating Results of Drug Wholesalers 25¢
3 Operating Results of Hardware Wholesalers 25¢
4 Operating Results of Plumbing and Heating Equipment Wholesalers 25¢
5 Operating Results of Household Appliance and Electrical Supply Wholesaler 25¢

Part II — Retail Statistics

- E — General Review — (Discontinued)
- 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 — 1 Operating Results of Chain Variety Stores 25¢
2 Operating Results of Chain Drug Stores 25¢
3 Operating Results of Chain Furniture Stores 25¢
- *K — Operating Results of Independent Food Stores 25¢
- *L — Operating Results of Independent Clothing Stores 25¢
- *M — Operating Results of Independent Hardware, Furniture, Appliance and Radio Stores 25¢
- *N — Operating Results of Filling Stations and Garages 25¢
- *O — 1 Operating Results of Independent General Stores 25¢
2 Operating Results of Independent Restaurants 25¢
3 Operating Results of Independent Fuel Dealers 25¢
4 Operating Results of Independent Drug Stores 25¢
5 Operating Results of Independent Jewellery Stores 25¢
6 Operating Results of Independent Tobacco Stores 25¢
- P — Retail Consumer Credit

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¢
- W — Advertising Agencies (Memorandum) 25¢
- X — Motion Picture Production (Memorandum) 25¢

The reports are punched to permit filling in a ring binder.

* Biennial reports — not issued for 1953.

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 1953.

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 earlier 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.

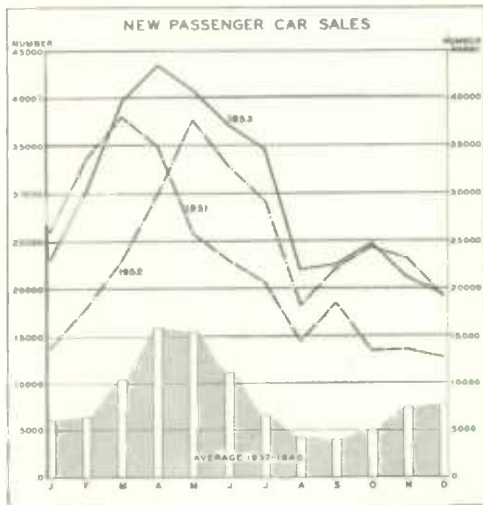
NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

1953

New Motor Vehicle Sales

Sales of new passenger cars, which swung upward early in 1952, continued to climb during 1953 reaching the highest peak yet attained in Canada. There were 359,172 units sold in 1953, 23% higher than the 292,095 cars sold in 1952 and 10% above the previous high of 324,903 units sold in 1950. A review of the sales by months for 1953 reveals substantial gains over 1952 during the first eight months of the year with a tapering off during the last quarter and an actual decline in sales in November.

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



Although sales of commercial vehicles showed gains over 1952 during the first four months of 1953, they declined during the balance of the year resulting in the smallest number sold in any year since 1949. Sales of commercial vehicles represented 22% of all vehicles sold in 1953 compared with 27% of the total in 1952.

Canadians spent more on new motor vehicles in 1953 than in any previous year. Total sales of new motor vehicles, passenger and commercial combined, numbered 462,526 units with a retail value of \$1,162,471,000 in 1953, 15% higher in number and 16% greater in value than the 400,777 new vehicles sold for \$1,003,662,000 in 1952.

Very little change was apparent in provincial distribution of passenger car and commercial vehicle sales between 1952 and 1953. Ontario and the Atlantic Provinces showed slight proportionate gains in both passenger car and commercial vehicle sales.

Percentage Distribution of New Motor Vehicles Sold, by Provinces, 1952 and 1953

Province	Passenger cars		Commercial vehicles	
	1952	1953	1952	1953
	%	%	%	%
Canada	100.0	100.0	100.0	100.0
Atlantic Provinces	7.4	7.5	9.0	9.4
Quebec	20.1	19.2	17.9	17.2
Ontario	42.6	44.0	32.2	34.3
Manitoba	5.6	5.4	5.8	5.8
Saskatchewan	6.7	6.7	12.3	12.1
Alberta	8.6	8.1	14.7	13.8
British Columbia	9.0	9.1	8.1	7.4

All provinces reported substantial increases in the number of passenger cars sold in 1953 compared with 1952. Ontario with a gain of 27% registered the highest increase while the smallest increase (15%) was reported by Alberta. The number of commercial vehicle sales, on the other hand, declined in all provinces except Ontario where a slight gain of 1% was reported.

Percentage Change in Number of New Vehicles Sold, by Provinces, 1953/52

Province	Passenger cars	Commercial vehicles
	%	%
Canada	+ 23.0	- 4.9
Atlantic Provinces	+ 25.4	- 0.1
Quebec	+ 17.2	- 3.9
Ontario	+ 26.9	+ 1.5
Manitoba	+ 17.8	- 4.8
Saskatchewan	+ 23.4	- 6.4
Alberta	+ 15.2	- 10.8
British Columbia	+ 25.6	- 13.7

Combined sales of trucks and buses numbered 103,354 in 1953, a drop of 5% from the 108,682 new commercial vehicles sold in 1952. 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 were 8% lower in number in 1953 than in 1952. While sales of buses fell off in Eastern Canada substantial gains were made in the Western provinces.

Sales of Buses in Canada 1952 and 1953

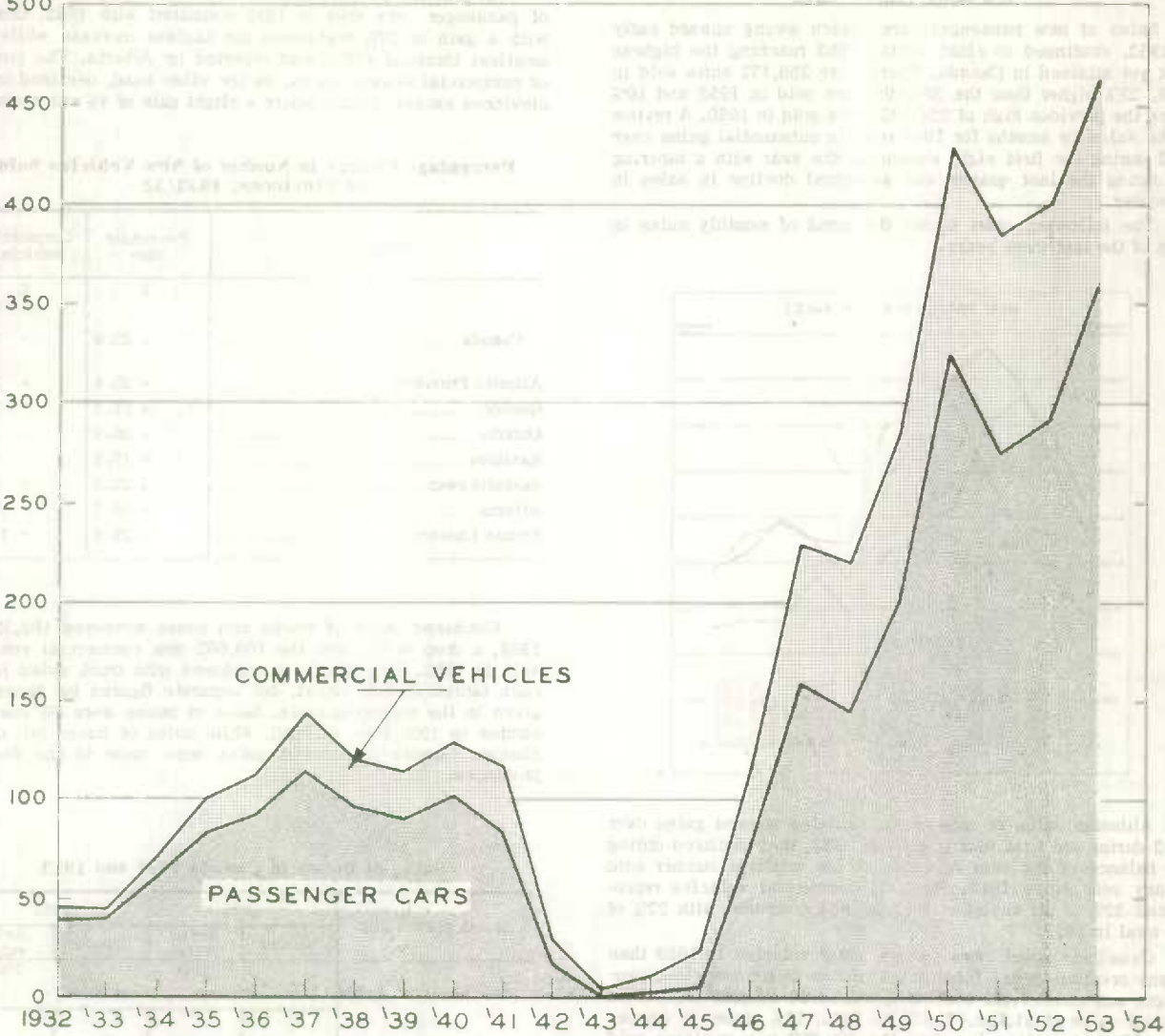
Month & Province	1952		1953	
	Number	Retail value	Number	Retail value
	\$000		\$000	
By Months				
Annual Total	582	11,307	533	8,636
January	39	769	10	147
February	38	882	8	128
March	40	620	14	219
April	33	682	23	357
May	46	801	31	548
June	77	1,593	32	605
July	49	973	46	584
August	54	977	71	926
September	103	2,056	100	1,389
October	50	964	91	1,578
November	23	338	64	1,300
December	30	652	43	855
By Provinces				
Canada	582	11,307	533	8,636
Atlantic Provinces	43	686	25	144
Quebec	315	7,020	194	3,814
Ontario	137	2,013	172	3,007
Manitoba	57	978	58	1,025
Saskatchewan	—	—	19	97
Alberta	22	465	41	392
British Columbia	8	145	24	157

CHART I.

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

THOUSANDS OF VEHICLES

1932 - 1953



PER CENT PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

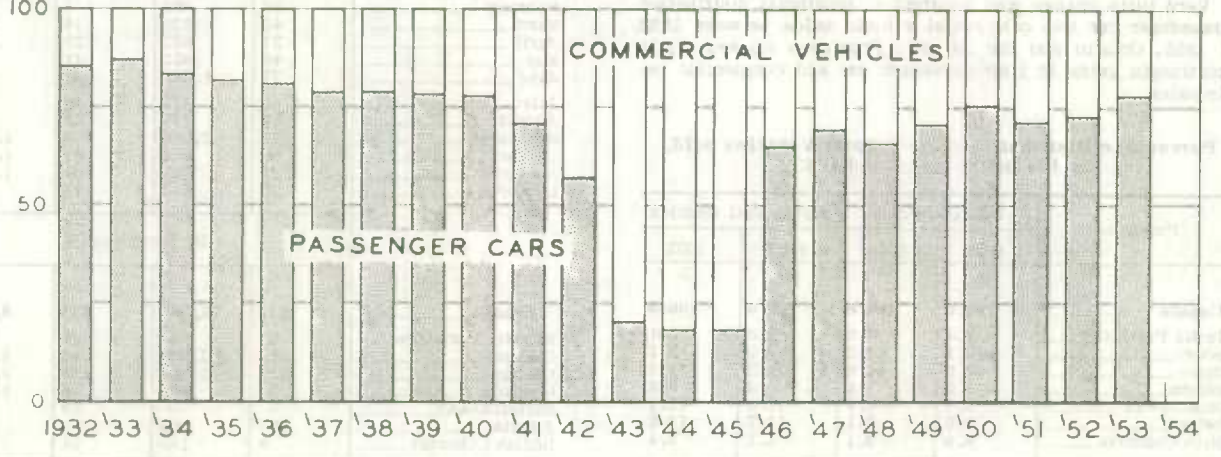


TABLE 1. Number of New Motor Vehicles Sold in Canada, by Provinces and by Months, 1953

Month	New-found-land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Mani-toba	Saskat-chewan	Alberta	British Columbia	Canada		
											Number	Retail value	
												\$000	
Total Vehicles													
Annual total	5,901	2,210	15,498	13,119	86,684	193,564	25,207	36,580	43,314	40,449	462,526	1,162,471	
January	304	143	967	763	5,119	12,203	2,181	2,622	3,184	2,717	30,203	75,031	
February	443	150	1,182	1,043	7,038	16,465	2,104	2,471	3,752	3,880	38,528	96,516	
March	476	250	1,815	1,764	9,718	21,705	2,394	3,459	4,481	3,937	49,999	124,814	
April	780	295	2,061	1,524	12,721	20,715	3,516	4,496	5,341	4,812	56,261	140,674	
May	720	283	1,628	1,679	10,646	22,368	2,872	4,143	4,593	4,046	52,978	133,302	
June	835	230	1,598	1,547	8,555	19,215	2,568	3,862	4,377	3,904	46,691	118,005	
July	527	228	1,521	1,105	7,388	18,576	2,161	3,333	3,909	4,053	42,801	106,789	
August	386	129	868	630	5,082	12,659	1,270	2,581	2,555	2,880	29,040	73,145	
September	347	103	869	837	5,983	12,467	1,611	2,402	2,550	2,860	30,029	75,755	
October	289	156	904	656	5,482	14,614	1,801	2,747	3,045	3,087	32,781	82,769	
November	359	112	1,083	758	5,058	12,480	1,297	2,171	2,535	2,287	28,140	71,750	
December	435	131	1,002	813	3,894	10,097	1,432	2,293	2,992	1,986	25,075	63,921	
Passenger Cars													
Annual total	4,095	1,454	11,660	9,786	68,919	158,087	19,253	24,037	29,028	32,853	359,172	899,726	
January	222	101	726	512	4,261	9,761	1,651	1,586	2,060	2,262	23,142	57,124	
February	288	89	919	821	5,771	13,315	1,665	1,766	2,571	3,077	30,282	76,212	
March	337	166	1,439	1,366	8,026	17,652	2,013	2,404	2,959	3,245	39,607	99,475	
April	511	186	1,582	1,124	9,826	17,406	3,497	2,837	3,614	3,936	43,519	109,848	
May	505	194	1,136	1,232	8,428	17,784	2,200	2,766	3,222	3,316	40,783	103,295	
June	642	140	1,185	1,269	6,976	16,100	2,012	2,744	3,070	3,089	37,227	93,836	
July	375	158	1,250	857	6,001	15,857	1,701	2,247	2,743	3,405	34,594	85,738	
August	266	86	653	414	4,003	10,302	856	1,406	1,660	2,370	22,016	54,904	
September	237	65	634	633	4,545	10,008	1,150	1,499	1,455	2,269	22,495	55,762	
October	155	93	626	419	4,154	11,655	1,436	1,870	1,957	2,458	24,823	61,284	
November	227	79	820	536	3,798	10,060	941	1,345	1,573	1,857	21,236	53,307	
December	330	97	690	603	3,130	8,187	1,131	1,567	2,144	1,569	19,448	48,941	
Commercial Vehicles													
Annual total	1,806	756	3,838	3,333	17,765	35,477	5,954	12,543	14,286	7,596	103,354	262,745	
January	82	42	241	251	858	2,442	530	1,036	1,124	455	7,061	17,907	
February	155	61	263	222	1,267	3,150	439	705	1,181	803	8,246	20,304	
March	139	84	376	398	1,692	4,053	381	1,055	1,522	692	10,392	25,339	
April	269	109	479	400	2,895	3,309	1,019	1,659	1,727	876	12,742	30,826	
May	215	89	492	447	2,218	4,584	672	1,377	1,371	730	12,195	30,007	
June	193	90	413	278	1,579	3,115	556	1,118	1,307	815	9,464	24,169	
July	152	70	271	248	1,387	2,719	460	1,086	1,166	648	8,207	21,051	
August	120	43	215	216	1,079	2,357	414	1,175	895	510	7,024	18,241	
September	110	38	235	201	1,438	2,459	461	903	1,095	591	7,534	19,993	
October	134	63	278	237	1,328	2,959	365	877	1,088	629	7,958	21,485	
November	132	33	263	222	1,260	2,420	356	826	962	430	6,904	18,443	
December	105	34	312	210	764	1,910	301	726	848	417	5,627	14,980	

TABLE 2. New Motor Vehicle Sales in Canada, by Provinces, 1953

Province	Total vehicles		Passenger cars		Commercial vehicles	
	Number	Retail value	Number	Retail value	Number	Retail value
		\$000		\$000		\$000
Canada.....	462,526	1,162,471	359,172	899,726	103,354	262,745
Newfoundland.....	5,901	13,538	4,095	9,672	1,806	3,866
Prince Edward Island.....	2,210	5,075	1,454	3,501	756	1,574
Nova Scotia.....	15,498	36,589	11,660	28,347	3,838	8,242
New Brunswick.....	13,119	31,479	9,786	24,108	3,333	7,371
Quebec.....	86,684	228,224	68,919	178,190	17,765	50,034
Ontario.....	193,564	487,659	158,087	394,864	35,477	92,795
Manitoba.....	25,207	62,733	19,253	47,594	5,954	15,139
Saskatchewan.....	36,580	90,367	24,037	61,398	12,543	28,969
Alberta.....	43,314	108,396	29,028	73,163	14,286	35,233
British Columbia.....	40,449	98,411	32,853	78,889	7,596	19,522

TABLE 3. Annual Sales of New Motor Vehicles in Canada, 1940-1953

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
		\$000	\$		\$000	\$		\$000	\$
1940.....	130,552	148,845	1,140	101,789	114,929	1,129	28,763	33,916	1,179
1943.....	4,798	7,557	1,575	984	1,378	1,401	3,814	6,179	1,620
1946.....	120,044	193,329	1,611	77,742	120,325	1,548	42,302	73,003	1,726
1947.....	230,255	416,237	1,808	159,205	283,190	1,779	71,050	133,047	1,873
1948.....	221,300	439,217	1,985	145,655	282,904	1,942	75,645	156,313	2,066
1949.....	286,341	588,725	2,056	202,318	412,298	2,038	84,023	176,427	2,100
1950.....	429,695	885,669	2,061	324,903	661,674	2,037	104,792	223,995	2,138
1951.....	385,648	950,160	2,464	275,686	683,183	2,478	109,962	266,977	2,428
1952.....	400,777	1,003,662	2,504	292,095	725,168	2,483	108,682	278,495	2,562
1953.....	462,526	1,162,471	2,513	359,172	899,726	2,505	103,354	262,745	2,542

TABLE 4. Number of New Motor Vehicles Sold in Canada, by Provinces, 1940-1953

Year	Canada	Atlantic Provinces ¹	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
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
1953.....	359,172	26,995	68,919	158,087	19,253	24,037	29,028	32,853
	Commercial vehicles							
1940.....	28,763	3,042	5,064	9,327	1,896	4,663	2,927	1,844
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	20,218	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
1953.....	103,354	9,733	17,765	35,477	5,954	12,543	14,286	7,596

1. Includes Newfoundland from April 1949.

Financing of Motor Vehicle Sales

The figures presented in the following tables cover the financing of used, as well as new vehicle sales. Financing of sales of motor vehicles reached a new high in 1953 when 640,512 vehicles were financed to the extent of \$725,545,000. These figures represent an increase of 3% in number and 13% in value over the 620,354 vehicles financed for \$639,689,000 in 1952.

146,431 new passenger cars financed for \$252,160,000, 17% in number and 30% in value above the 1952 level of 124,879 new cars financed to the extent of \$194,422,000. Used passenger cars financed in 1953 were 2% higher in number and 13% greater in amount of financing than in 1952.

Both new and used passenger car sales were financed to a greater extent in 1953, than in 1952. In 1953 there were

Following the same trend as sales, financing of new commercial vehicles declined 11% in number and 8% in amount compared with 1952. Used commercial vehicle financing showed smaller declines of 4% in number and 2% in amount.

Percentage Change in Number of Vehicle Sales Financed by Provinces, 1953/52

Province	New vehicles		Used vehicles	
	Passenger	Commercial	Passenger	Commercial
	%	%	%	%
Canada	+ 17.3	- 10.7	+ 1.7	- 3.6
Atlantic Provinces	+ 23.1	+ 0.8	+ 10.1	+ 5.3
Quebec	+ 17.8	- 20.9	+ 12.3	- 8.4
Ontario	+ 20.9	- 6.2	- 2.1	- 6.1
Manitoba	+ 11.5	- 12.4	- 5.9	- 8.5
Saskatchewan	+ 5.2	- 12.1	+ 2.5	- 4.7
Alberta	+ 14.6	- 5.5	+ 2.1	+ 2.6
British Columbia	+ 10.3	- 18.5	- 1.8	- 3.0

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 and commercial vehicles was higher in 1953 than in 1952 as shown in the following table.

Average Financed Value of Motor Vehicles in Canada by Provinces, 1952 and 1953

Province	New vehicles					
	Passenger			Commercial		
	1952	1953	% Change	1952	1953	% Change
	\$	\$	%	\$	\$	%
Canada	1,557	1,722	+ 10.6	2,055	2,114	+ 2.9
Atlantic Provinces	1,521	1,674	+ 10.1	1,713	1,790	+ 4.5
Quebec	1,700	1,858	+ 9.3	2,254	2,312	+ 2.6
Ontario	1,477	1,655	+ 12.1	1,937	1,970	+ 1.7
Manitoba	1,455	1,648	+ 13.3	1,779	1,919	+ 7.9
Saskatchewan	1,516	1,668	+ 10.0	1,937	2,008	+ 3.7
Alberta	1,610	1,772	+ 10.1	2,240	2,348	+ 4.8
British Columbia	1,606	1,748	+ 8.8	2,246	2,344	+ 4.4
	Used vehicles					
	Passenger			Commercial		
	1952	1953	% Change	1952	1953	% Change
	\$	\$	%	\$	\$	%
Canada	753	838	+ 11.3	892	908	+ 1.8
Atlantic Provinces	693	757	+ 9.2	707	739	+ 4.5
Quebec	841	896	+ 6.5	1,031	977	- 5.2
Ontario	713	810	+ 13.6	860	863	+ 0.3
Manitoba	737	838	+ 13.7	771	831	+ 7.8
Saskatchewan	738	792	+ 7.3	819	897	+ 9.5
Alberta	794	875	+ 10.2	979	1,026	+ 4.8
British Columbia	833	936	+ 12.4	986	1,042	+ 5.7

TABLE 5. Financing of Motor Vehicle Sales in Canada, by months, 1953

	Total passenger and commercial		Passenger cars		Commercial vehicles	
	Number	Amount of financing	Number	Amount of financing	Number	Amount of financing
	\$000		\$000		\$000	
	Total new and used vehicles					
Annual total	640,512	725,545	528,537	572,481	111,975	153,064
January.....	36,733	41,976	30,049	32,571	6,684	9,405
February.....	41,033	46,456	34,262	36,984	6,771	9,472
March.....	57,640	65,601	48,253	52,869	9,387	12,732
April.....	70,778	80,230	58,450	63,449	12,328	16,781
May.....	68,287	78,783	56,150	61,085	12,137	17,698
June.....	68,282	77,168	56,953	61,490	11,229	15,678
July.....	65,857	73,406	55,554	59,801	10,303	13,605
August.....	53,278	59,803	44,221	47,741	9,057	12,062
September.....	48,154	53,364	38,683	41,295	9,471	12,069
October.....	49,876	56,827	40,662	44,383	9,214	12,444
November.....	43,430	48,832	35,160	37,922	8,270	10,910
December.....	37,264	43,099	30,140	32,891	7,124	10,208
	New vehicles					
Annual total	189,052	342,247	146,431	252,160	42,621	90,087
January.....	11,497	20,151	8,821	14,676	2,676	5,476
February.....	12,311	21,671	9,625	16,066	2,686	5,608
March.....	17,821	31,160	14,112	23,717	3,709	7,448
April.....	21,567	36,004	16,525	27,793	5,042	10,211
May.....	19,844	36,735	14,978	25,878	4,866	10,857
June.....	19,238	35,432	14,920	26,180	4,318	9,252
July.....	18,609	33,725	14,866	25,941	3,743	7,784
August.....	14,974	27,624	11,747	20,771	3,227	6,853
September.....	13,336	24,447	9,968	17,611	3,368	6,836
October.....	15,326	28,281	11,932	20,827	3,396	7,454
November.....	13,286	23,744	10,255	17,508	3,031	6,236
December.....	11,241	21,273	8,682	15,192	2,559	6,081
	Used vehicles					
Annual total	451,460	383,298	382,106	320,321	69,354	62,977
January.....	25,236	21,825	21,228	17,895	4,008	3,930
February.....	28,722	24,785	24,637	20,918	4,085	3,867
March.....	39,819	34,441	34,141	29,152	5,678	5,289
April.....	49,211	42,226	41,925	35,656	7,286	6,570
May.....	48,443	42,048	41,172	35,207	7,271	6,841
June.....	48,944	41,736	42,033	35,310	6,911	6,426
July.....	47,248	39,681	40,688	33,860	6,560	5,821
August.....	38,304	32,179	32,474	26,970	5,830	5,209
September.....	34,818	28,917	28,715	23,684	6,103	5,233
October.....	34,548	28,546	28,730	23,556	5,818	4,990
November.....	30,144	25,088	24,905	20,414	5,239	4,674
December.....	26,023	21,826	21,458	17,699	4,565	4,127

TABLE 6. Financing of Motor Vehicle Sales in Canada, by Provinces, 1953

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
		\$000	\$		\$000	\$		\$000	\$
Total new and used vehicles									
Canada	640,512	725,545	1,133	528,537	572,481	1,083	111,975	153,064	1,367
Atlantic Provinces	60,678	61,323	1,011	46,796	46,400	992	13,882	14,923	1,075
Quebec	119,317	151,133	1,267	98,603	119,537	1,212	20,714	31,596	1,525
Ontario	262,404	278,097	1,060	228,097	234,108	1,026	34,307	43,989	1,282
Manitoba	31,258	34,441	1,102	25,588	27,401	1,071	5,670	7,040	1,242
Saskatchewan	39,877	44,454	1,115	29,584	30,764	1,040	10,293	13,690	1,330
Alberta	70,430	87,557	1,243	52,596	59,654	1,134	17,834	27,903	1,565
British Columbia	56,548	68,540	1,212	47,273	54,617	1,155	9,275	13,923	1,501
New vehicles									
Canada	189,052	342,247	1,810	146,431	252,160	1,722	42,621	90,087	2,114
Atlantic Provinces	16,426	28,010	1,705	11,984	20,059	1,674	4,442	7,951	1,790
Quebec	40,910	79,875	1,952	32,400	60,202	1,858	8,510	19,673	2,312
Ontario	71,343	122,162	1,712	58,361	96,584	1,655	12,982	25,578	1,970
Manitoba	9,489	16,217	1,709	7,350	12,113	1,648	2,139	4,104	1,919
Saskatchewan	12,382	22,014	1,778	8,368	13,955	1,668	4,014	8,059	2,008
Alberta	22,460	43,978	1,958	15,195	26,918	1,772	7,265	17,060	2,348
British Columbia	16,042	29,991	1,870	12,773	22,329	1,748	3,269	7,662	2,344
Used vehicles									
Canada	451,460	383,298	849	382,106	320,321	838	69,354	62,977	908
Atlantic Provinces	44,252	33,313	753	34,812	26,341	757	9,440	6,972	739
Quebec	78,407	71,258	909	66,203	59,335	896	12,204	11,923	977
Ontario	191,061	155,935	816	169,736	137,524	810	21,325	18,411	863
Manitoba	21,769	18,224	837	18,238	15,288	838	3,531	2,936	831
Saskatchewan	27,495	22,440	816	21,216	16,809	792	6,279	5,631	897
Alberta	47,970	43,579	908	37,401	32,736	875	10,569	10,843	1,026
British Columbia	40,506	38,549	952	34,500	32,288	936	6,006	6,261	1,042

TABLE 7. Number of Motor Vehicles Financed, by Provinces and Months, 1953

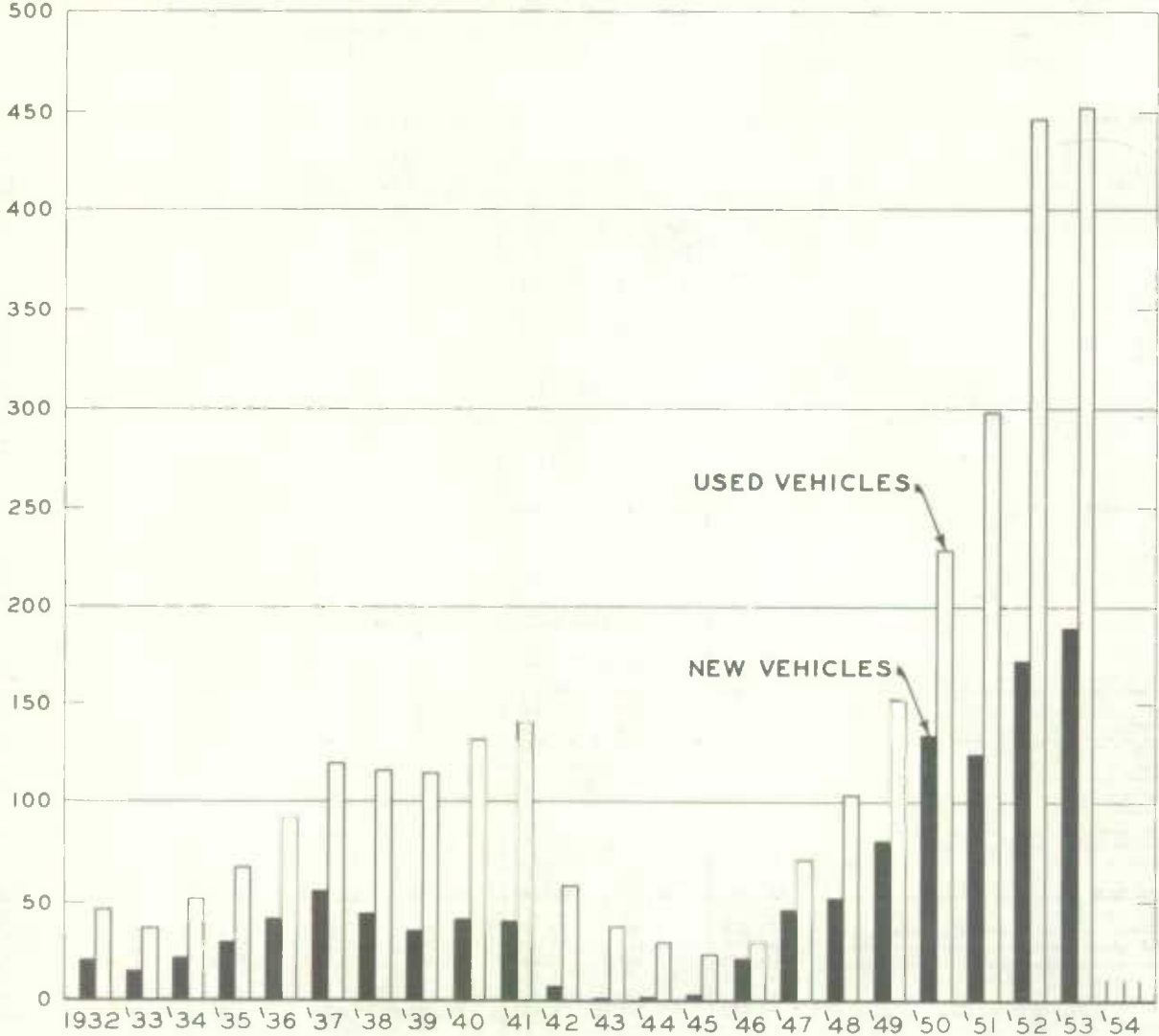
Month	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
New passenger cars								
Annual total	146,431	11,984	32,400	58,361	7,350	8,368	15,195	12,773
January	8,821	595	1,771	3,668	467	496	993	831
February	9,625	710	1,952	3,986	481	500	996	1,000
March	14,112	1,174	3,281	5,750	714	669	1,319	1,205
April	16,525	1,451	4,203	6,060	832	870	1,649	1,460
May	14,978	1,332	3,771	5,643	808	804	1,472	1,148
June	14,920	1,283	3,401	5,841	780	841	1,568	1,206
July	14,866	1,342	3,210	5,951	706	813	1,575	1,269
August	11,747	987	2,482	4,686	518	631	1,273	1,170
September	9,968	819	2,186	4,066	456	521	990	930
October	11,932	832	2,549	4,845	731	865	1,162	948
November	10,255	768	1,997	4,253	504	732	1,145	856
December	8,682	691	1,597	3,612	353	626	1,053	750
New commercial vehicles								
Annual total	42,621	4,442	8,510	12,962	2,139	4,014	7,265	3,269
January	2,676	256	530	839		265	486	184
February	2,686	245	486	854	116	272	504	241
March	3,709	396	717	1,132	134	272	657	355
April	5,042	584	1,145	1,477	163	289	851	347
May	4,866	543	1,081	1,382	229	409	811	311
June	4,318	475	797	1,341	270	468	739	359
July	3,743	426	707	1,169	224	323	595	308
August	3,227	305	637	922	200	338	578	273
September	3,368	359	631	998	152	200	549	265
October	3,396	307	689	1,045	193	373	567	247
November	3,031	274	584	1,010	192	359	497	206
December	2,559	272	506	813	154	301	431	184
December					107	247		
Used passenger cars								
Annual total	382,106	34,812	66,203	169,736	18,238	21,216	37,401	34,500
January	21,228	1,661	2,764	10,293	1,052	1,159	2,164	2,135
February	24,637	1,979	3,595	11,518	1,139	1,219	2,532	2,655
March	34,141	3,209	6,156	15,207	1,533	1,706	3,172	3,158
April	41,925	4,000	8,414	17,633	2,143	2,311	4,043	3,381
May	41,172	3,806	7,898	18,130	2,225	2,160	3,597	3,356
June	42,033	3,721	7,487	18,924	2,123	2,302	3,996	3,480
July	40,688	3,657	7,227	18,295	1,835	2,193	3,850	3,631
August	32,474	2,931	5,479	14,383	1,477	1,779	3,275	3,150
September	28,715	2,876	4,754	12,513	1,351	1,526	2,947	2,748
October	28,730	2,706	4,872	12,476	1,412	1,820	2,931	2,513
November	24,905	2,166	4,063	11,028	1,143	1,670	2,689	2,146
December	21,458	2,100	3,494	9,336	805	1,371	2,205	2,147
Used commercial vehicles								
Annual total	69,354	9,440	12,204	21,325	3,531	6,279	10,569	6,006
January	4,008	505	604	1,368	240	350	591	350
February	4,085	512	613	1,351	200	309	657	443
March	5,678	769	993	1,814	233	415	892	562
April	7,286	1,011	1,400	2,169	339	658	1,135	574
May	7,271	985	1,500	2,188	360	667	1,025	546
June	6,911	978	1,257	2,220	331	538	984	603
July	8,560	971	1,156	2,045	307	531	979	571
August	5,830	763	971	1,737	307	608	927	517
September	6,103	869	1,033	1,789	341	626	921	524
October	5,818	794	1,009	1,795	325	544	853	498
November	5,239	682	868	1,497	314	585	868	433
December	4,565	601	800	1,352	234	448	737	302

CHART 2.

NUMBER OF MOTOR VEHICLE SALES FINANCED

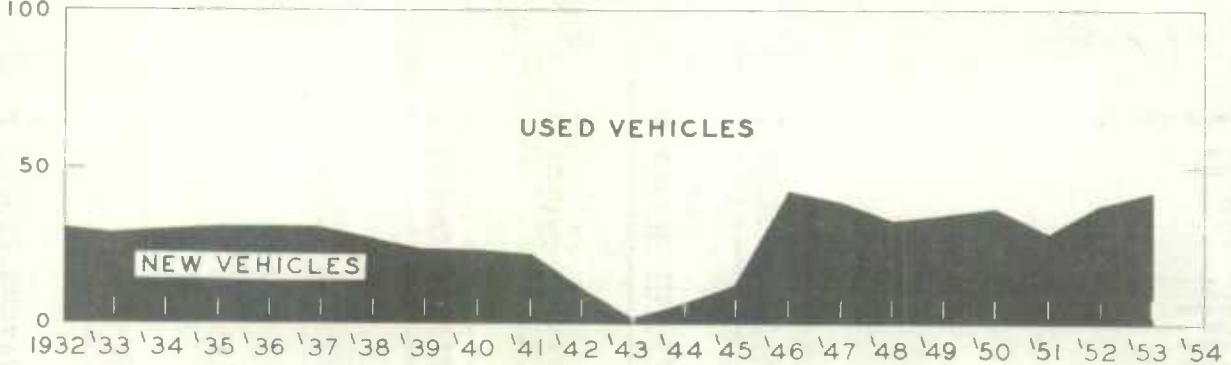
THOUSANDS OF VEHICLES

1932 - 1953



PROPORTION OF NEW AND USED VEHICLES FINANCED

PER CENT



MERCHANDISING AND SERVICES

TABLE 8. Annual Financing of Motor Vehicle Sales in Canada, 1930-1953

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
		\$000	\$		\$000	\$		\$000	\$
1930	128,314	62,978	491	47,961	28,611	597	80,353	34,367	428
1931	98,623	41,941	425	33,988	20,869	614	64,635	21,072	326
1932	69,291	25,865	373	21,293	12,741	598	47,998	13,124	273
1933	54,238	20,159	372	15,880	10,030	632	38,358	10,128	264
1934	76,170	30,091	395	23,264	16,365	703	52,906	13,727	259
1935	100,178	40,252	402	31,950	22,411	701	68,228	17,841	261
1936	137,514	54,860	399	42,863	29,888	697	94,651	24,972	264
1937	177,898	75,850	426	56,247	40,665	723	121,651	35,185	289
1938	162,703	69,686	428	45,267	33,702	745	117,436	35,984	306
1939	153,107	62,769	410	37,320	27,853	746	115,787	34,916	302
1940	176,578	75,236	426	42,982	33,473	779	133,596	41,762	313
1941	182,419	84,717	464	41,032	34,887	850	141,387	49,829	352
1942	66,310	24,597	371	7,398	6,207	839	58,912	18,390	312
1943	39,573	14,893	376	1,077	1,255	1,165	38,496	13,638	354
1944	32,970	14,571	442	2,371	2,927	1,235	30,599	11,644	381
1945	27,986	14,437	516	3,630	4,934	1,359	24,356	9,503	390
1946	53,393	41,585	779	22,866	27,979	1,224	30,527	13,608	446
1947	118,867	108,745	915	46,700	65,422	1,401	72,167	43,322	600
1948	155,634	144,955	931	51,867	73,806	1,423	103,767	71,149	686
1949	232,988	219,184	941	81,502	115,511	1,417	151,486	103,673	684
1950	364,681	342,081	938	135,304	191,435	1,415	229,377	150,646	657
1951	423,830	376,671	889	126,255	191,203	1,514	297,575	185,468	623
1952	620,354	639,689	1,031	172,587	292,454	1,695	447,767	347,235	775
1953	640,512	725,545	1,133	189,052	342,247	1,810	451,460	383,298	849

TABLE 9. Number of Motor Vehicles Financed in Canada, by Provinces, 1940-1953

Year	Canada	Atlantic Provinces ¹	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	38,268	62,090	9,035	12,518	20,940	
1953	189,052	16,426	40,910	71,343	9,489	12,382	22,460	
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
1953								
Passenger	146,431	11,984	32,400	58,361	7,350	8,368	15,195	12,773
Commercial	42,621	4,442	8,510	12,982	2,139	4,014	7,265	3,269
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	
1953	451,460	44,252	78,407	191,061	21,769	27,495	47,970	
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	6,100
1953								
Passenger	382,106	34,812	66,203	169,736	18,238	21,216	37,401	34,300
Commercial	69,354	9,440	12,204	21,325	3,531	6,279	10,569	6,000

1. Includes Newfoundland from April 1949.

Sales and Financing of New Vehicles Compared

Approximately 41% of all new vehicles sold in 1953 were financed by sales finance and acceptance companies. This proportion was slightly lower than the 43% reached in 1952. Alberta, with 52% of new vehicle sales financed, again had the

highest proportion of any province. Quebec reported 47% of sales financed, while proportions in other provinces ranged downward from 45% in the Atlantic Provinces to 34% in Saskatchewan.

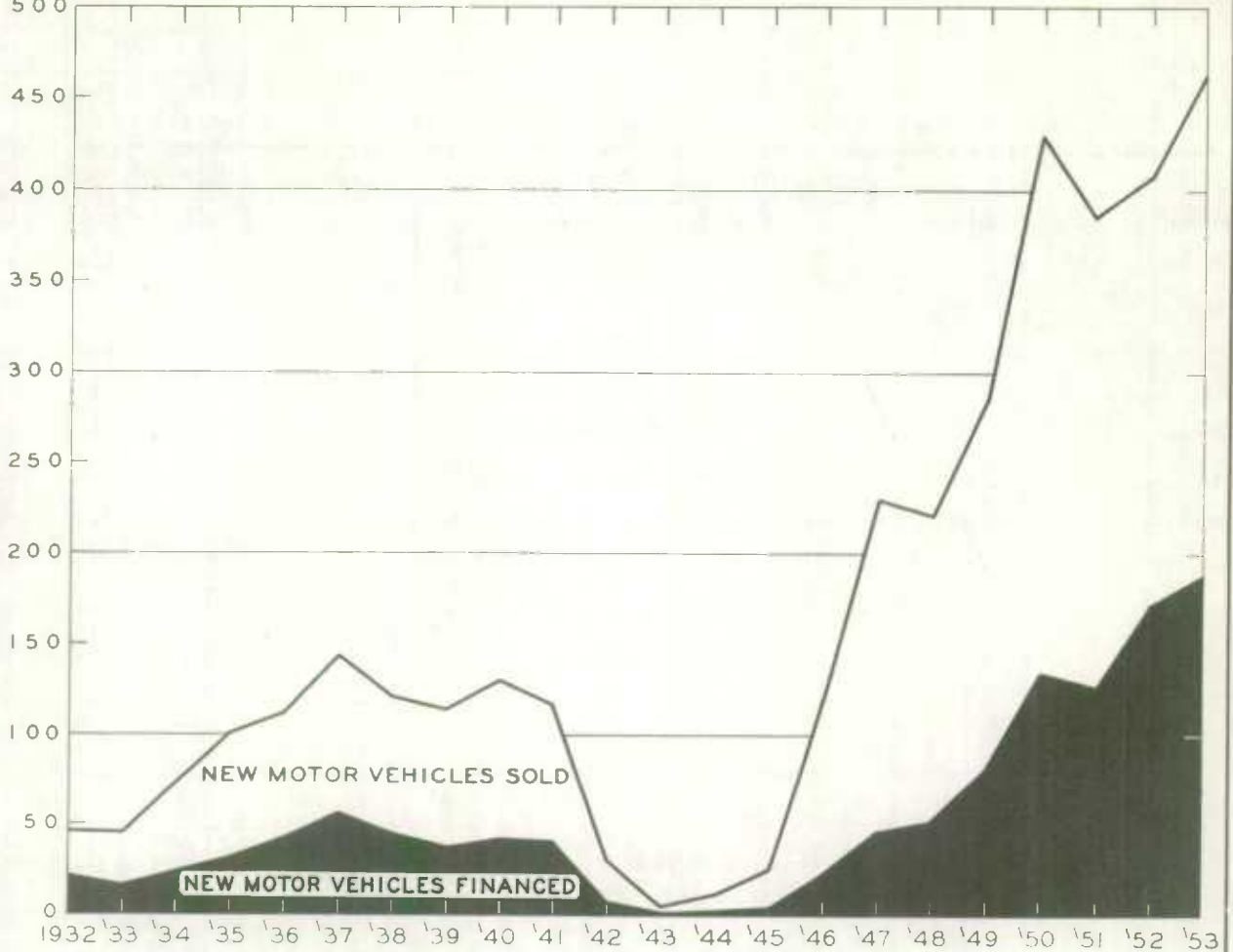
TABLE 10. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces, 1953

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
	\$000		%		\$000	%
Total vehicles						
Canada	462,526	1,162,471	189,052	40.9	342,247	29.4
Atlantic Provinces	36,728	86,681	16,426	44.7	28,010	32.3
Quebec	86,684	228,224	40,910	47.2	79,875	35.0
Ontario	193,564	487,659	71,343	36.9	122,162	25.1
Manitoba	25,207	62,733	9,489	37.6	16,217	25.9
Saskatchewan	36,580	90,367	12,382	33.8	22,014	24.4
Alberta	43,314	108,396	22,460	51.9	43,978	40.6
British Columbia	40,449	98,411	16,042	39.7	29,991	30.5
Passenger cars						
Canada	359,172	899,726	146,431	40.8	252,160	28.0
Atlantic Provinces	26,995	65,628	11,984	44.4	20,059	30.6
Quebec	68,919	178,190	32,400	47.0	60,202	33.8
Ontario	158,087	394,864	58,361	36.9	96,584	24.5
Manitoba	19,253	47,594	7,350	38.2	12,113	25.5
Saskatchewan	24,037	61,398	8,368	34.8	13,955	22.7
Alberta	29,028	73,163	15,195	52.3	26,918	36.8
British Columbia	32,853	78,889	12,773	38.9	22,329	28.3
Commercial vehicles						
Canada	103,354	262,745	42,621	41.2	90,087	34.3
Atlantic Provinces	9,733	21,053	4,442	45.6	7,951	37.8
Quebec	17,765	50,034	8,510	47.9	19,673	39.3
Ontario	35,477	92,795	12,982	36.6	25,578	27.6
Manitoba	5,954	15,139	2,139	35.9	4,104	27.1
Saskatchewan	12,543	28,969	4,014	32.0	8,059	27.8
Alberta	14,286	35,233	7,265	50.9	17,060	48.4
British Columbia	7,596	19,522	3,269	43.0	7,662	39.2

CHART 3

NEW MOTOR VEHICLES SALES AND FINANCING 1932 — 1953

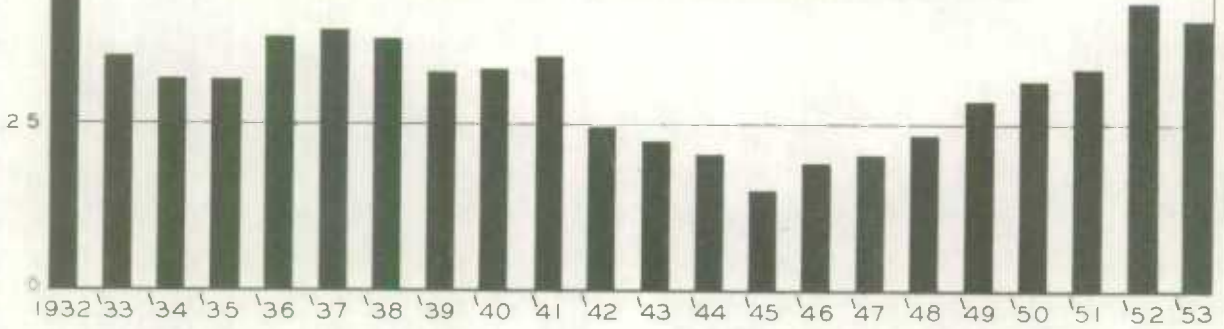
THOUSANDS
OF VEHICLES
500



PER CENT

50

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, 1953

	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	462,526	189,052	40.9	36,728	16,426	44.7	86,684	40,910	47.2	193,564	71,343	36.9
January	30,203	11,497	38.1	2,177	851	39.1	5,119	2,301	45.0	12,203	4,507	36.9
February	38,528	12,311	32.0	2,818	955	33.9	7,038	2,438	34.6	16,465	4,840	29.4
March	49,999	17,821	35.6	4,305	1,570	36.5	9,718	3,998	41.1	21,705	6,882	31.7
April	56,261	21,567	38.3	4,660	2,035	43.7	12,721	5,348	42.0	20,715	7,537	36.4
May	52,978	19,844	37.5	4,310	1,875	43.5	10,646	4,852	45.6	22,368	7,025	31.4
June	46,691	19,238	41.2	4,210	1,758	41.8	8,555	4,198	49.1	19,215	7,182	37.4
July	42,801	18,609	43.5	3,381	1,768	52.3	7,388	3,917	53.0	18,576	7,120	38.3
August	29,040	14,974	51.6	2,013	1,292	64.2	5,082	3,119	61.4	12,659	5,608	44.3
September	30,029	13,336	44.4	2,156	1,178	54.6	5,983	2,817	47.1	12,467	5,064	40.6
October	32,781	15,328	46.8	2,005	1,139	56.8	5,482	3,238	59.1	14,614	5,890	40.3
November	28,140	13,286	47.2	2,312	1,042	45.1	5,058	2,581	51.0	12,480	5,263	42.2
December	25,075	11,241	44.8	2,381	963	40.4	3,894	2,103	54.0	10,097	4,425	43.8
	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	25,207	9,489	37.6	36,580	12,382	33.8	43,314	22,460	51.9	40,449	16,042	39.7
January	2,181	583	26.7	2,622	761	29.0	3,184	1,479	46.5	2,717	1,015	37.4
February	2,104	615	29.2	2,471	722	29.2	3,752	1,500	40.0	3,880	1,241	32.0
March	2,394	877	36.6	3,459	958	27.7	4,481	1,976	44.1	3,937	1,560	39.6
April	3,516	1,061	30.2	4,496	1,279	28.4	5,341	2,500	46.8	4,812	1,807	37.6
May	2,872	1,078	37.5	4,143	1,272	30.7	4,593	2,283	49.7	4,046	1,459	36.1
June	2,568	1,004	39.1	3,862	1,224	31.7	4,377	2,307	52.7	3,904	1,565	40.1
July	2,161	906	41.9	3,333	1,151	34.5	3,909	2,170	55.5	4,053	1,577	38.9
August	1,270	670	52.8	2,581	991	38.4	2,555	1,851	72.4	2,880	1,443	50.1
September	1,611	649	40.3	2,402	894	37.2	2,550	1,539	60.4	2,860	1,195	41.8
October	1,801	923	51.2	2,747	1,224	44.6	3,045	1,729	56.8	3,087	1,185	38.4
November	1,297	663	51.1	2,171	1,033	47.6	2,535	1,642	64.8	2,287	1,062	46.4
December	1,432	460	32.1	2,293	873	38.1	2,992	1,484	49.6	1,986	933	47.0

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