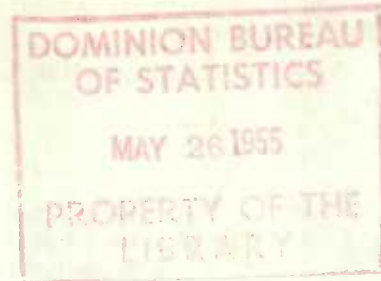


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CANADA



NEW MOTOR VEHICLE SALES AND MOTOR  
VEHICLE FINANCING  
1954

*Published by Authority of*  
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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, 25¢
- \*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 Supply Wholesalers, 25¢
  - 5 Operating Results of Household Appliance & Electrical Supply Wholesalers, 25¢

### Part II—Retail Statistics

- E—General Review—(Discontinued)
- F—Retail Trade, 50¢
- G—Retail Chain Stores, 50¢
- \*H—Operating Results of Food Store Chains, 25¢
- \*I—Operating Results of Clothing Store Chains, 25¢
- \*J—1 Operating Results of Variety Store Chains, 25¢
  - 2 Operating Results of Drug Stores Chains, 25¢
  - 3 Operating Results of Furniture Store Chains, 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 & 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, 25¢

### Part III—Services and Special Fields

- Q—Laundries, Cleaners and Dyers, 25¢
- R—Motion Picture Theatres, Exhibitors and Distributors, 25¢
- S—Hotels, 25¢
- T—Sales Financing, 25¢
- U—Farm Implement and Equipment Sales, 25¢
- V—New Motor Vehicle Sales and Motor Vehicle Financing, 25¢
- W—Advertising Agencies (Memorandum), 10¢
- X—Motion Picture Production (Memorandum), 10¢

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

\*Biennial reports—not issued for 1954.

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New Motor Vehicle Sales .....
Financing of Motor Vehicle Sales.....
Sales and Financing of New Vehicles Compared.....

## NOTES

This bulletin summarizes the statistics published in the monthly series and contains revised figures for 1954.

### 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.

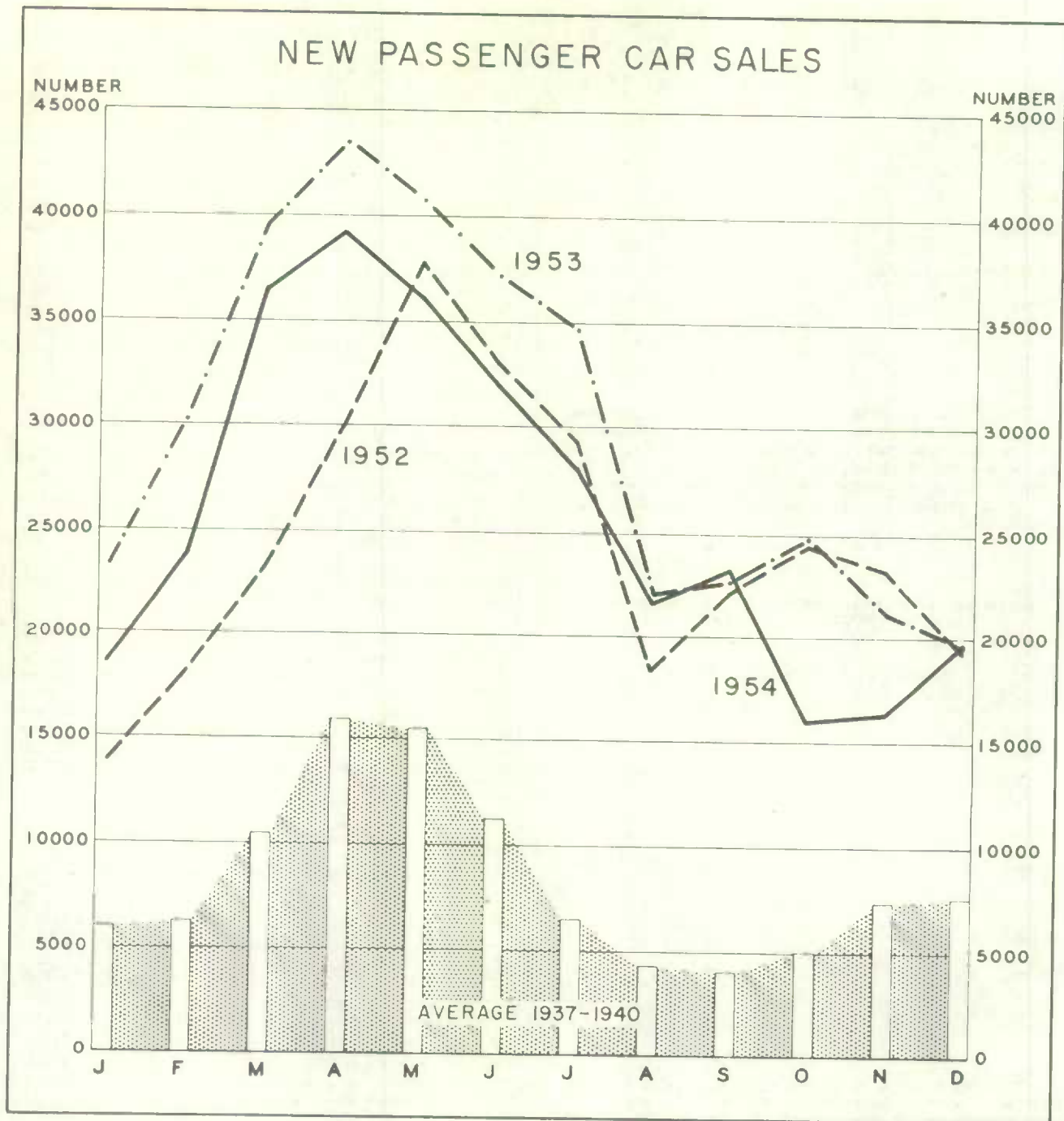
### COMMERCIAL VEHICLES

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  
1954



The above chart reveals that sales of new passenger cars failed to regain the peak established in April 1953 and in 1954 lagged behind the corresponding month of 1953 for each month except September. There were 310,546 units sold in 1954, 13.5% less than the 359,172 units sold in 1953 while the retail value declined by 11.4% from \$899,726,000 in 1953 to

\$797,554,000 in the year under review. A comparison of recent trend lines and the lower bars of the chart illustrates the re-establishment of the typical pre-war sales pattern of the industry. It will also be observed that sales for the last month of the last three years were approximately equal.

Percentage Distribution of New Motor Vehicles Sold,  
by Provinces, 1953 and 1954

Province	Passenger cars		Commercial vehicles	
	1953	1954	1953	1954
	%	%	%	%
Canada .....	100.0	100.0	100.0	100.0
Atlantic Provinces .....	7.5	7.7	9.4	10.7
Quebec .....	19.2	21.1	17.2	20.0
Ontario .....	44.0	45.5	34.3	34.6
Manitoba.....	5.4	4.9	5.8	5.1
Saskatchewan .....	6.7	5.2	12.1	8.3
Alberta .....	8.1	7.1	13.8	12.3
British Columbia.....	9.1	8.5	7.4	9.0

The 72,082 commercial vehicles sold in 1954 represented a drop of over 30% in comparison with the sales of 103,354 units in 1953. Retail values were down by nearly 27% following the decline from \$262,745,000 to \$191,964,000 over the two years. Sales of commercial vehicles represented less than 1% of all vehicles sold in 1954 compared with 22% of the total in 1953.

Percentage Change in Number of New Vehicles Sold,  
by Provinces, 1954/1953

Province	Passenger cars	Commercial vehicles
	%	%
Canada .....	- 13.5	- 30.3
Atlantic Provinces .....	- 11.5	- 20.7
Quebec .....	- 4.8	- 18.7
Ontario .....	- 10.7	- 29.6
Manitoba.....	- 21.5	- 38.6
Saskatchewan .....	- 32.8	- 52.2
Alberta .....	- 23.8	- 38.1
British Columbia.....	- 19.4	- 15.0

Total figures for all new motor vehicles revealed a slight increase in average valuation per unit. While the number of units sold dropped by over 17% in falling from 462,526 in 1953 to 382,628 in 1954, the value of retail sales in declining from \$1,162,471,000 to \$989,518,000 over the same period represented a reduction of less than 15%.

Bus sales are combined with other commercial vehicles in the main tables of this report, but a special compilation reveals that there were 506 buses sold in 1954 with a value of \$7,703,000 compared with 533 at \$8,636,000 in 1953. Sales of buses declined in Central Canada while there were increases in the Atlantic Provinces and the four Western Provinces.

Sales of Buses in 1953 and 1954

Month and Province	1953		1954	
	Number	Retail value	Number	Retail value
		\$000	\$000	\$000
By Months				
Annual Total .....	533	8,636	506	7,703
January .....	10	147	18	310
February.....	8	128	28	450
March .....	14	219	41	919
April .....	23	357	34	805
May .....	31	548	27	532
June .....	32	605	25	371
July .....	46	584	30	296
August .....	71	926	87	661
September.....	100	1,389	66	810
October.....	91	1,578	42	450
November .....	64	1,300	85	1,692
December .....	43	855	23	407
By Provinces				
Canada .....	533	8,636	506	7,703
Atlantic Provinces .....	25	144	41	541
Quebec .....	194	3,814	92	1,744
Ontario .....	172	3,007	158	2,321
Manitoba.....	58	1,025	61	1,124
Saskatchewan .....	19	97	42	475
Alberta .....	41	392	58	890
British Columbia.....	24	157	54	608

Sales of European-made vehicles reached a high in 1950 of 62,880 passenger cars and 4,626 commercial vehicles. By 1953 there had been a decline to 26,378 passenger cars and 1,647 commercial vehicles and in 1954 the number had fallen further to 20,248 passenger cars and 1,610 commercial vehicles. The retail value of passenger cars declined from \$50,601,000 in 1953 to \$38,463,000 in 1954 but commercial vehicles reported an increase from \$3,203,000 in 1953 to \$3,233,000 in 1954.

Annual Sales of European Made Vehicles  
in Canada, 1949-1954

	Number of Units	
	Passenger cars	Commercial vehicles
1949.....	28,362	1,838
1950.....	62,880	4,626
1951.....	29,113	3,049
1952.....	26,655	2,231
1953.....	26,378	1,647
1954.....	20,248	1,610

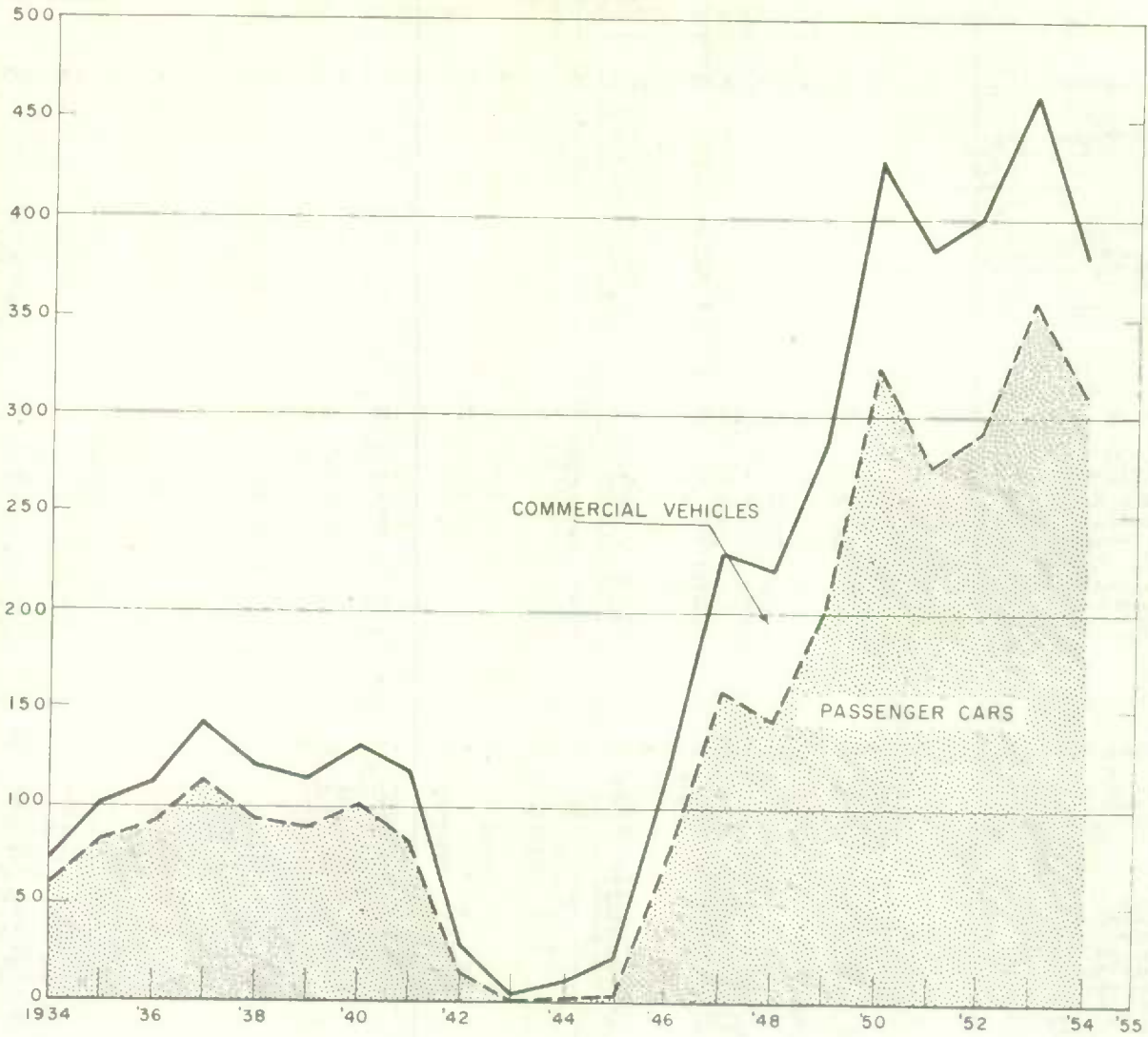
A relative steadiness in the provincial distribution of both passenger cars and commercial vehicles was apparent over the last two years. In 1954 Ontario accounted for 45.5% of all passenger cars and 34.6% of commercial vehicles while Quebec claimed 21.1% and 20.0% respectively. In the year under review all the provinces reported decreases of both passenger cars and commercial vehicles sold in comparison with the previous year. These decreases ranged from 4.8% in Quebec for passenger cars to 52.2% in Saskatchewan for commercial vehicles.

CHART I

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

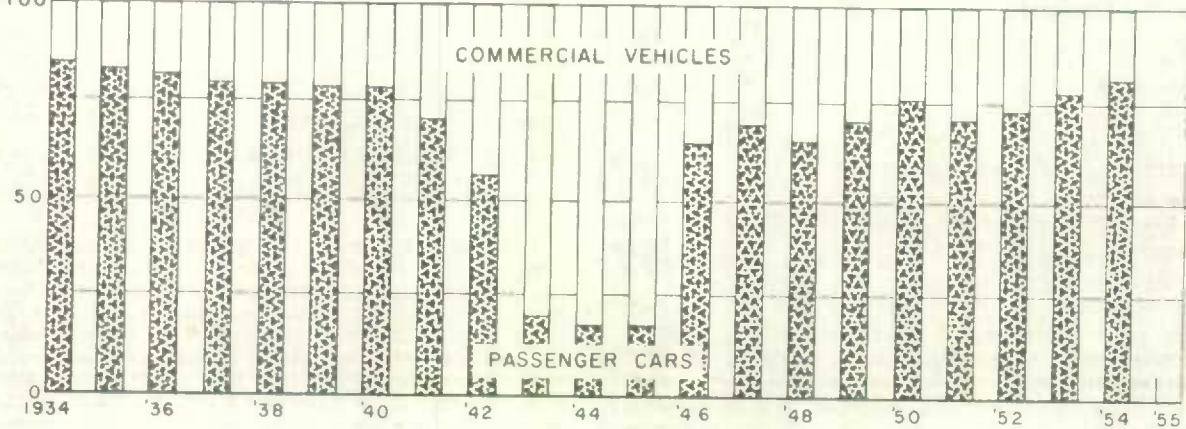
1934—1954

THOUSANDS OF VEHICLES



PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

PER CENT



## MERCHANDISING AND SERVICES

TABLE 1. Number of New Motor Vehicles Sold in Canada, by Provinces and by Months, 1954

Month	Newfoundland	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Canada	
											Number	Retail value
\$000												
<b>Total Vehicles</b>												
<b>Annual total</b> .....	<b>5,224</b>	<b>1,700</b>	<b>14,304</b>	<b>10,372</b>	<b>80,069</b>	<b>166,154</b>	<b>18,769</b>	<b>22,142</b>	<b>30,957</b>	<b>32,937</b>	<b>382,628</b>	<b>989,518</b>
January.....	212	60	765	518	4,545	10,768	1,032	1,486	1,940	1,824	23,150	59,204
February.....	421	109	1,133	635	5,882	12,971	1,609	2,071	2,573	2,678	30,082	76,864
March.....	432	154	1,835	1,367	10,926	16,720	2,494	3,042	3,825	4,149	44,944	116,961
April.....	588	241	1,690	1,358	11,066	19,726	2,503	2,936	3,705	3,466	47,279	121,793
May.....	577	202	2,146	1,163	8,965	19,681	2,189	2,718	3,183	3,284	44,108	113,534
June.....	648	212	1,362	1,099	7,916	17,113	1,874	2,181	3,149	3,182	38,736	100,391
July.....	603	232	1,227	1,121	6,562	14,960	1,511	1,873	2,580	3,057	33,726	85,919
August.....	389	119	907	719	5,378	12,545	1,286	1,496	2,090	2,551	27,480	69,868
September.....	375	116	932	652	5,261	14,247	1,214	1,109	1,991	2,458	28,355	71,881
October.....	301	97	788	498	4,588	8,920	1,081	1,117	1,718	1,704	20,812	53,389
November.....	383	97	729	636	4,147	8,818	893	947	1,923	2,041	20,614	55,917
December.....	295	61	790	606	4,833	9,685	1,083	1,166	2,280	2,543	23,342	63,797
<b>Passenger Cars</b>												
<b>Annual total</b> .....	<b>3,740</b>	<b>1,101</b>	<b>11,103</b>	<b>7,935</b>	<b>65,625</b>	<b>141,188</b>	<b>15,113</b>	<b>16,143</b>	<b>22,120</b>	<b>26,478</b>	<b>310,546</b>	<b>797,554</b>
January.....	141	42	550	362	3,632	9,262	774	1,025	1,310	1,429	18,527	46,783
February.....	296	61	830	482	4,700	10,625	1,291	1,499	1,850	2,154	23,788	60,550
March.....	297	92	1,469	1,077	9,043	13,926	2,103	2,245	2,744	3,463	36,459	94,616
April.....	425	185	1,366	1,095	9,363	17,133	2,001	2,195	2,575	2,883	39,221	100,805
May.....	422	140	1,684	871	7,452	16,972	1,775	1,911	2,290	2,581	36,098	93,155
June.....	497	127	1,084	890	6,662	14,558	1,519	1,663	2,343	2,555	31,898	82,421
July.....	443	156	996	877	5,486	13,052	1,260	1,381	1,915	2,452	28,018	71,471
August.....	290	78	666	540	4,357	10,423	997	962	1,337	1,918	21,568	55,040
September.....	262	70	690	447	4,230	12,371	997	815	1,398	1,936	23,216	58,609
October.....	198	51	585	366	3,592	7,042	841	813	1,210	1,296	15,994	39,874
November.....	272	57	570	485	3,169	7,446	665	667	1,309	1,666	16,306	41,982
December.....	197	42	613	443	3,939	8,378	890	967	1,839	2,145	19,453	52,248
<b>Commercial Vehicles</b>												
<b>Annual total</b> .....	<b>1,484</b>	<b>599</b>	<b>3,201</b>	<b>2,437</b>	<b>14,444</b>	<b>24,966</b>	<b>3,656</b>	<b>5,999</b>	<b>8,837</b>	<b>6,459</b>	<b>72,082</b>	<b>191,964</b>
January.....	71	18	215	156	913	1,506	258	461	630	395	4,623	12,421
February.....	125	48	303	153	1,182	2,348	318	572	723	524	6,294	16,314
March.....	135	62	366	290	1,883	2,794	391	797	1,081	686	8,485	22,345
April.....	163	56	324	263	1,703	2,593	502	741	1,130	583	8,058	20,988
May.....	155	62	462	292	1,513	2,709	414	807	893	703	8,010	20,379
June.....	151	85	278	209	1,254	2,555	355	518	806	627	6,838	17,970
July.....	160	76	231	244	1,076	1,908	251	492	665	605	5,708	14,448
August.....	99	41	241	179	1,021	2,122	289	534	753	633	5,912	14,828
September.....	113	46	242	205	1,031	1,876	217	294	593	522	5,139	13,272
October.....	103	46	203	132	996	1,878	240	304	508	408	4,818	13,515
November.....	111	40	159	151	978	1,372	228	280	614	375	4,308	13,935
December.....	98	19	177	163	894	1,307	193	199	441	398	3,889	11,549

TABLE 2. New Motor Vehicle Sales in Canada, by Provinces, 1954

Province	Total vehicles		Passenger cars		Commercial vehicles	
	Number	Retail value	Number	Retail value	Number	Retail value
	\$000		\$000		\$000	
<b>Canada</b> .....	<b>382,628</b>	<b>989,518</b>	<b>310,546</b>	<b>797,554</b>	<b>72,082</b>	<b>191,964</b>
Newfoundland.....	5,224	12,235	3,740	8,953	1,484	3,282
Prince Edward Island.....	1,700	3,977	1,101	2,699	599	1,278
Nova Scotia.....	14,304	34,513	11,103	27,303	3,201	7,210
New Brunswick.....	10,372	25,543	7,935	19,761	2,437	5,782
Quebec.....	80,069	214,362	65,625	172,863	14,444	41,499
Ontario.....	166,154	430,427	141,188	362,155	24,966	68,272
Manitoba.....	18,769	48,380	15,113	38,454	3,656	9,926
Saskatchewan.....	22,142	56,475	16,143	42,049	5,999	14,426
Alberta.....	30,957	80,162	22,120	57,470	8,837	22,692
British Columbia.....	32,937	83,444	26,478	65,847	6,459	17,597

TABLE 3. Annual Sales of New Motor Vehicles in Canada, 1943-1954

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	\$
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
1954	382,628	989,518	2,586	310,546	797,554	2,568	72,082	191,964	2,663

TABLE 4. Number of New Motor Vehicles Sold in Canada, by Provinces, 1946-1954

Year	Canada	Atlantic Provinces <sup>1</sup>	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Passenger cars								
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	35,782	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
1954	310,546	23,879	65,625	141,188	15,113	16,143	22,120	26,478
Commercial vehicles								
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
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
1954	72,082	7,721	14,444	24,966	3,656	5,999	8,837	6,459

1. Includes Newfoundland from April 1949.

TABLE 5. Sales of European Made Vehicles in Canada by Months 1953 and 1954

Month	Passenger cars				Commercial vehicles			
	1953		1954		1953		1954	
	Number	Amount	Number	Amount	Number	Amount	Number	Amount
		\$000		\$000		\$000		\$000
Annual total	26,378	50,601	20,248	38,463	1,647	3,203	1,610	3,233
January	1,400	2,587	858	1,636	90	177	78	154
February	1,571	3,003	1,337	2,539	123	220	119	232
March	2,740	5,254	2,362	4,504	143	266	166	325
April	3,616	6,888	2,420	4,526	184	351	149	321
May	3,066	5,953	2,621	4,981	160	303	178	345
June	2,812	5,052	2,595	4,889	169	320	135	239
July	3,314	6,417	2,421	4,607	97	216	162	324
August	2,559	4,878	1,546	2,876	144	286	123	251
September	1,856	3,560	1,263	2,360	116	239	131	273
October	1,568	3,046	1,146	2,252	124	244	136	300
November	1,247	2,362	835	1,634	192	374	122	246
December	829	1,601	844	1,659	105	207	111	223



## Financing of Motor Vehicle Sales

The figures presented in the following tables cover the financing of used, as well as new vehicle sales. In 1954 there were 538,728 new and used vehicles financed to the extent of \$611,646,000. These figures represented a drop of 16% in both number and value in comparison with the record level of 1953 when 640,512 vehicles were financed to the extent of \$725,545,000.

Both new and used passenger car sales were financed to a lesser extent in 1954 than in 1953. In 1954 there were 126,099 new passenger cars financed for \$230,900,000, 14% in number

and 8% in value below the 1953 level of 146,431 new cars financed to the extent of \$252,160,000. Used passenger cars financed in 1954 were 15% lower in number and 16% less in amount of financing than in 1953.

Following the same trend as sales, financing of new commercial vehicles declined 34% in number and 32% in amount compared with 1953. Used commercial vehicle financing showed smaller but significant declines of 15% in number and 20% in amount.

## Percentage Change in Number of Vehicle Sales Financed by Provinces, 1954/1953

Province	New vehicles		Used vehicles	
	Passenger	Commercial	Passenger	Commercial
	%	%	%	%
Canada .....	- 13.9	- 34.3	- 14.7	- 15.4
Atlantic Provinces .....	- 11.6	- 25.5	- 4.8	- 9.5
Quebec .....	- 8.2	- 22.3	- 6.3	- 10.6
Ontario .....	- 6.0	- 33.7	- 15.9	- 14.1
Manitoba .....	- 29.1	- 46.2	- 25.7	- 28.2
Saskatchewan .....	- 30.2	- 51.3	- 19.4	- 27.9
Alberta .....	- 29.3	- 47.1	- 20.9	- 22.3
British Columbia .....	- 28.5	- 22.8	- 19.3	- 6.9

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.

As shown in the following table the average amount of financing on new passenger cars and commercial vehicles was higher in 1954 than in 1953 while in the case of used vehicles it was lower.

## Averaged Financed Value of Motor Vehicles in Canada by Provinces, 1953 and 1954

Province	Passenger			Commercial		
	1953	1954	% Change	1953	1954	% Change
	New vehicles					
	\$	\$	\$	\$	\$	\$
Canada .....	1,722	1,831	+ 6.3	2,114	2,191	+ 3.6
Atlantic Provinces .....	1,674	1,749	+ 4.5	1,790	1,891	+ 5.6
Quebec .....	1,858	1,944	+ 4.6	2,312	2,279	- 1.4
Ontario .....	1,655	1,773	+ 7.1	1,970	2,033	+ 3.2
Manitoba .....	1,648	1,772	+ 7.5	1,919	2,071	+ 7.9
Saskatchewan .....	1,668	1,774	+ 6.4	2,008	2,112	+ 5.2
Alberta .....	1,772	1,868	+ 5.4	2,348	2,533	+ 7.9
British Columbia .....	1,748	1,934	+ 10.6	2,344	2,489	+ 6.2
	Used vehicles					
Canada .....	838	826	- 1.4	908	856	- 5.7
Atlantic Provinces .....	757	762	+ 0.7	739	703	- 4.9
Quebec .....	896	893	- 0.3	977	902	- 7.7
Ontario .....	810	798	- 1.5	863	801	- 7.2
Manitoba .....	838	834	- 0.5	831	828	- 0.4
Saskatchewan .....	792	774	- 2.3	897	806	- 10.1
Alberta .....	875	823	- 5.9	1,026	1,004	- 2.1
British Columbia .....	936	925	- 1.2	1,042	1,021	- 2.0

TABLE 6. Financing of Motor Vehicle Sales in Canada, by Months, 1954

Month	Total passenger and commercial		Passenger		Commercial	
	Number	Amount	Number	Amount	Number	Amount
	\$000		\$000		\$000	
	Total new and used vehicles					
<b>Annual total</b> .....	<b>538,728</b>	<b>611,646</b>	<b>452,052</b>	<b>500,044</b>	<b>86,676</b>	<b>111,602</b>
January .....	25,944	30,988	21,328	24,265	4,616	6,723
February .....	32,279	37,810	26,786	30,055	5,493	7,755
March .....	51,487	59,525	43,363	48,994	8,124	10,531
April .....	56,319	64,326	47,472	53,130	8,847	11,196
May .....	58,076	66,876	49,141	55,021	8,935	11,855
June .....	59,387	66,457	50,555	55,875	8,832	11,582
July .....	56,580	63,237	48,913	53,607	7,667	9,630
August .....	49,132	54,820	41,461	45,415	7,671	9,405
September .....	43,926	49,810	36,380	40,372	7,546	9,238
October .....	39,069	42,300	32,270	34,896	6,799	8,404
November .....	35,903	38,961	29,399	30,871	6,504	8,090
December .....	30,626	34,736	24,984	27,543	5,642	7,193
	New vehicles					
<b>Annual total</b> .....	<b>154,104</b>	<b>292,259</b>	<b>126,099</b>	<b>230,900</b>	<b>28,005</b>	<b>61,359</b>
January .....	8,559	15,965	6,755	11,951	1,804	4,014
February .....	10,205	18,991	8,065	14,227	2,140	4,764
March .....	15,714	29,154	12,764	23,154	2,950	6,000
April .....	16,923	31,268	13,779	24,843	3,144	6,425
May .....	16,976	32,323	13,970	25,571	3,006	6,752
June .....	16,558	31,594	13,801	25,500	2,757	6,094
July .....	15,194	29,190	12,875	24,023	2,319	5,167
August .....	13,038	25,221	10,772	20,257	2,266	4,964
September .....	12,579	24,132	10,309	19,121	2,270	5,011
October .....	10,857	20,573	8,823	16,076	2,034	4,497
November .....	9,220	17,467	7,416	13,467	1,804	4,000
December .....	8,281	16,381	8,770	12,710	1,511	3,671
	Used vehicles					
<b>Annual total</b> .....	<b>384,624</b>	<b>319,387</b>	<b>325,953</b>	<b>269,144</b>	<b>58,671</b>	<b>50,243</b>
January .....	17,385	15,023	14,573	12,314	2,812	2,709
February .....	22,074	18,819	18,721	15,828	3,353	2,991
March .....	35,773	30,371	30,599	25,840	5,174	4,531
April .....	39,396	33,058	33,693	28,287	5,703	4,771
May .....	41,100	34,553	35,171	29,450	5,929	5,103
June .....	42,829	35,863	36,754	30,375	6,075	5,488
July .....	41,386	34,047	38,038	29,584	5,348	4,463
August .....	36,094	29,599	30,689	25,158	5,405	4,441
September .....	31,347	25,478	26,071	21,251	5,276	4,227
October .....	28,212	22,727	23,447	18,820	4,765	3,907
November .....	28,683	21,494	21,983	17,404	4,700	4,090
December .....	22,345	16,355	18,214	14,833	4,131	3,522

TABLE 7. Financing of Motor Vehicle Sales in Canada, by Provinces, 1954

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 .....	538,728	611,646	1,135	452,052	500,044	1,106	86,676	111,602	1,288
Atlantic Provinces .....	55,590	56,057	1,008	43,738	43,791	1,001	11,852	12,266	1,035
Quebec .....	109,337	138,121	1,263	91,784	103,182	1,124	17,553	24,939	1,421
Ontario .....	224,471	243,299	1,084	197,543	221,136	1,119	26,928	32,163	1,194
Manitoba .....	22,409	24,979	1,115	18,724	20,497	1,095	3,685	4,482	1,216
Saskatchewan .....	29,429	31,370	1,066	22,946	23,592	1,028	6,483	7,778	1,200
Alberta .....	52,392	62,413	1,191	40,334	44,434	1,102	12,058	17,979	1,491
British Columbia .....	45,100	55,407	1,229	36,983	43,412	1,174	8,117	11,995	1,478
New vehicles									
Canada .....	154,104	292,259	1,897	126,099	230,900	1,831	28,005	61,359	2,191
Atlantic Provinces .....	13,907	24,799	1,783	10,597	18,539	1,749	3,310	6,260	1,891
Quebec .....	38,348	72,873	2,005	29,734	57,801	1,944	8,614	15,072	2,279
Ontario .....	63,452	114,738	1,808	54,846	97,244	1,773	8,606	17,494	2,033
Manitoba .....	6,360	11,613	1,826	5,210	9,231	1,772	1,150	2,382	2,071
Saskatchewan .....	7,795	14,490	1,859	5,839	10,359	1,774	1,956	4,131	2,112
Alberta .....	14,588	29,808	2,043	10,744	20,072	1,868	3,844	9,736	2,533
British Columbia .....	11,654	23,938	2,054	9,129	17,654	1,934	2,525	6,284	2,489
Used vehicles									
Canada .....	384,624	319,387	830	325,953	269,144	826	58,671	50,243	856
Atlantic Provinces .....	41,683	31,258	750	33,141	25,252	762	8,542	6,006	703
Quebec .....	72,989	65,248	894	62,050	55,381	893	10,939	9,867	902
Ontario .....	161,019	128,561	798	142,697	113,892	798	18,322	14,669	801
Manitoba .....	16,049	13,366	833	13,514	11,266	834	2,535	2,100	828
Saskatchewan .....	21,834	16,880	780	17,107	13,233	774	4,527	3,647	806
Alberta .....	37,804	32,605	862	29,590	24,362	823	8,214	8,243	1,004
British Columbia .....	33,446	31,469	941	27,854	25,758	925	5,592	5,711	1,021

TABLE 8. Number of Motor Vehicles Financed, by Provinces and Months, 1954

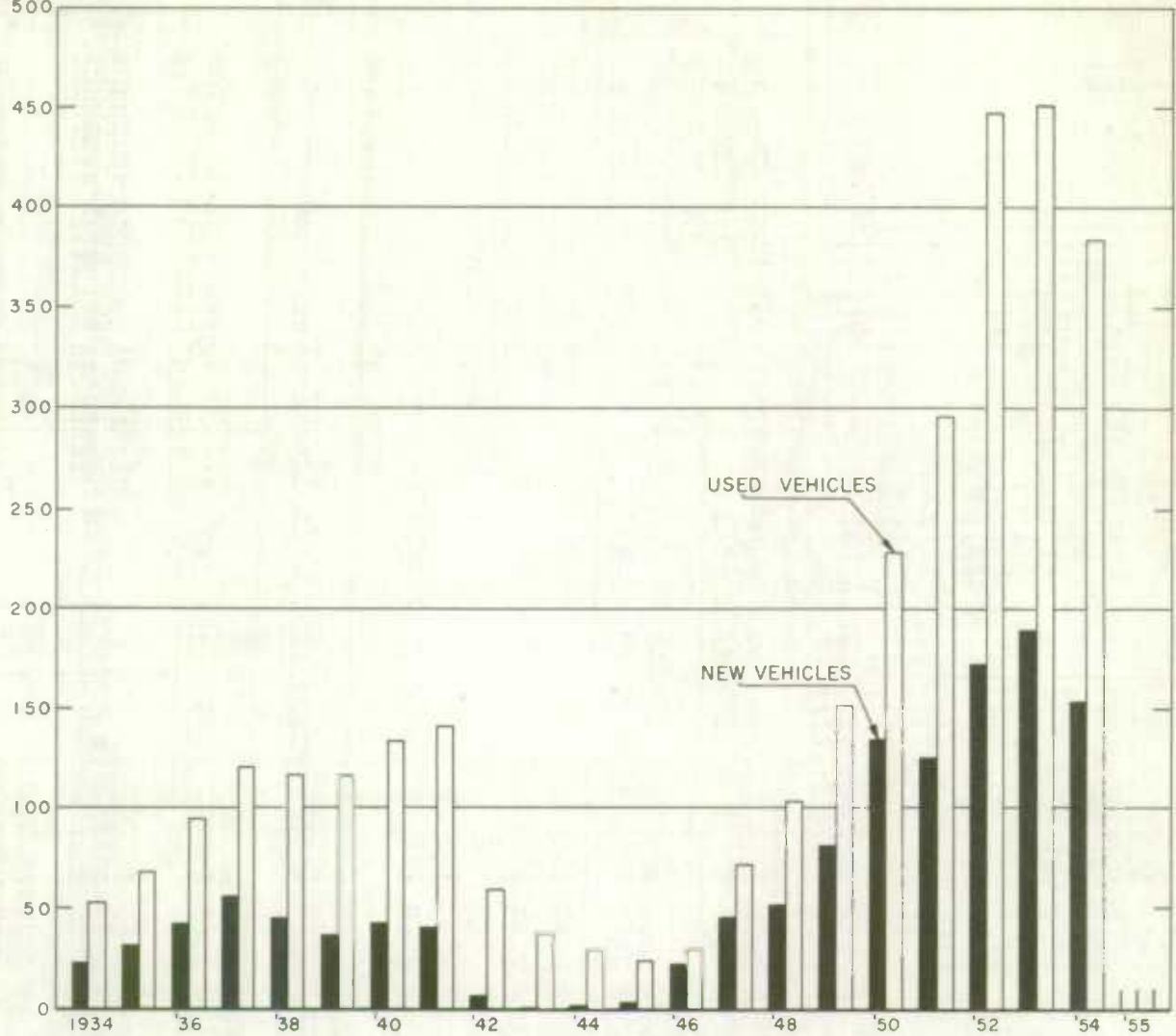
Month	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
New passenger cars								
Annual total .....	126,099	10,597	29,734	54,846	5,210	5,839	10,744	9,129
January .....	6,755	458	1,260	3,161	300	352	700	524
February .....	8,065	539	1,649	3,641	381	468	782	605
March .....	12,764	1,068	3,264	5,005	579	688	1,196	966
April .....	13,779	1,261	3,906	5,332	567	707	1,148	858
May .....	13,970	1,262	3,513	6,235	571	593	1,008	788
June .....	13,801	1,275	3,247	6,166	564	593	1,024	932
July .....	12,875	1,131	3,175	5,363	617	575	1,081	933
August .....	10,772	1,061	2,517	4,526	460	491	886	831
September .....	10,309	806	2,328	4,985	364	372	735	719
October .....	8,823	669	1,878	4,240	306	351	685	694
November .....	7,416	564	1,689	3,223	273	353	745	569
December .....	6,770	503	1,308	2,969	228	298	754	710
New commercial vehicles								
Annual total .....	28,005	3,310	6,614	8,606	1,150	1,956	3,844	2,525
January .....	1,804	176	397	593	79	138	272	149
February .....	2,140	208	492	676	103	170	324	167
March .....	2,950	293	719	910	129	242	398	259
April .....	3,144	353	818	872	142	260	429	270
May .....	3,006	412	720	692	116	218	414	234
June .....	2,757	358	624	833	125	192	392	233
July .....	2,319	309	524	711	102	164	294	215
August .....	2,266	304	481	694	85	167	284	251
September .....	2,270	298	554	703	72	111	279	253
October .....	2,034	218	493	668	78	121	268	188
November .....	1,804	212	436	565	76	103	255	157
December .....	1,511	169	356	489	43	70	235	149
Used passenger cars								
Annual total .....	325,953	33,141	62,050	142,697	13,514	17,107	29,590	27,854
January .....	14,573	1,209	2,107	7,228	648	661	1,294	1,426
February .....	18,721	1,439	2,862	8,920	936	1,028	1,818	1,718
March .....	30,599	3,024	5,989	12,649	1,395	1,737	3,078	2,727
April .....	33,693	3,430	7,212	14,015	1,484	1,952	2,876	2,724
May .....	35,171	3,690	7,454	15,171	1,478	1,882	2,797	2,699
June .....	36,754	4,004	7,286	16,072	1,500	1,995	3,006	2,891
July .....	36,038	3,775	7,132	16,252	1,430	1,865	2,842	2,742
August .....	30,689	3,261	5,864	12,938	1,224	1,621	2,956	2,825
September .....	26,071	2,931	4,897	11,120	1,079	1,174	2,476	2,394
October .....	23,447	2,317	4,582	10,448	912	1,109	2,064	1,995
November .....	21,983	2,230	3,771	9,892	824	1,116	2,247	1,903
December .....	18,214	1,831	2,894	7,992	604	967	2,116	1,810
Used commercial vehicles								
Annual total .....	58,671	8,542	10,939	18,322	2,535	4,527	8,214	5,592
January .....	2,812	371	511	937	136	183	418	256
February .....	3,353	392	594	1,103	180	281	492	311
March .....	5,174	707	826	1,593	234	447	808	559
April .....	5,703	783	1,162	1,678	273	470	796	541
May .....	5,929	852	1,149	1,952	244	473	794	465
June .....	6,075	907	1,184	1,981	254	418	813	518
July .....	5,348	905	1,024	1,602	211	400	697	509
August .....	5,405	813	985	1,618	226	460	723	580
September .....	5,276	896	965	1,606	216	350	691	552
October .....	4,765	733	902	1,510	231	345	581	463
November .....	4,700	641	889	1,456	183	373	687	471
December .....	4,131	542	748	1,286	147	327	714	367

CHART 2

NUMBER OF MOTOR VEHICLE SALES FINANCED

1934 — 1954

THOUSANDS OF VEHICLES  
500



PROPORTION OF NEW AND USED VEHICLES FINANCED

PER CENT  
100

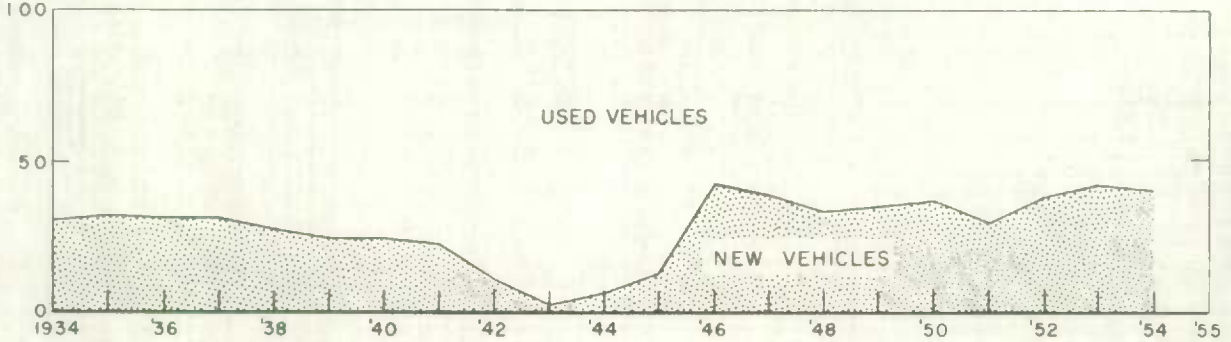


TABLE 9. Annual Financing of Motor Vehicle Sales in Canada, 1931-1954

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	\$
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	41,586	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
1954	538,728	611,646	1,135	154,104	292,259	1,897	384,624	319,387	830

TABLE 10. Number of Motor Vehicles Financed in Canada, by Provinces, 1943-1954

Year	Canada	Atlantic Provinces <sup>1</sup>	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
New vehicles								
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
1952	172,587	14,142	38,268	62,090	9,035	12,518	20,940	15,594
1953	189,052	16,426	40,910	71,343	9,489	12,382	22,460	16,042
1954	154,104	13,907	36,348	63,452	6,360	7,795	14,588	11,654
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
1954								
Passenger	126,099	10,597	29,734	54,846	5,210	5,839	10,744	9,129
Commercial	28,005	3,310	6,614	8,606	1,150	1,956	3,844	2,525
Used vehicles								
1943	38,496	1,227	3,881	19,555	4,930		4,258	4,645
1944	30,599	634	3,507	17,159	2,602		2,731	3,966
1945	24,356	540	3,608	13,679	1,717		2,032	2,780
1946	30,527	1,234	4,932	17,664	1,192	841	2,376	2,288
1947	72,167	4,037	11,184	39,473	3,263	2,031	5,291	6,888
1948	103,767	6,344	13,778	58,174	3,832	2,402	8,193	11,044
1949	151,486	12,412	20,156	80,114	5,535	4,869	13,352	15,048
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
1952	447,767	40,579	72,283	196,108	23,246	27,285	46,930	41,336
1953	451,460	44,252	78,407	191,061	21,769	27,495	47,970	40,506
1954	384,624	41,683	72,989	161,019	16,049	21,634	37,804	33,446
1953								
Passenger	362,106	34,812	66,203	169,736	18,238	21,216	37,401	34,500
Commercial	69,354	9,440	12,204	21,325	3,531	6,279	10,569	6,006
1954								
Passenger	325,953	33,141	62,050	142,697	13,514	17,107	29,590	27,854
Commercial	58,671	8,542	10,939	18,322	2,535	4,527	2,535	4,527

1. Includes Newfoundland from April 1949.

## Sales and Financing of New Vehicles Compared

Over 40% of all new vehicles sold in 1954 were financed by sales finance and acceptance companies. This proportion was slightly lower than the 41% reached in 1953. Alberta, with 47% of new vehicle sales financed, again had the highest pro-

portion of any province. Quebec reported over 45% of sales financed, while proportions in other provinces ranged downward from 44% in the Atlantic Provinces to 34% in Manitoba.

TABLE 11. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces, 1954

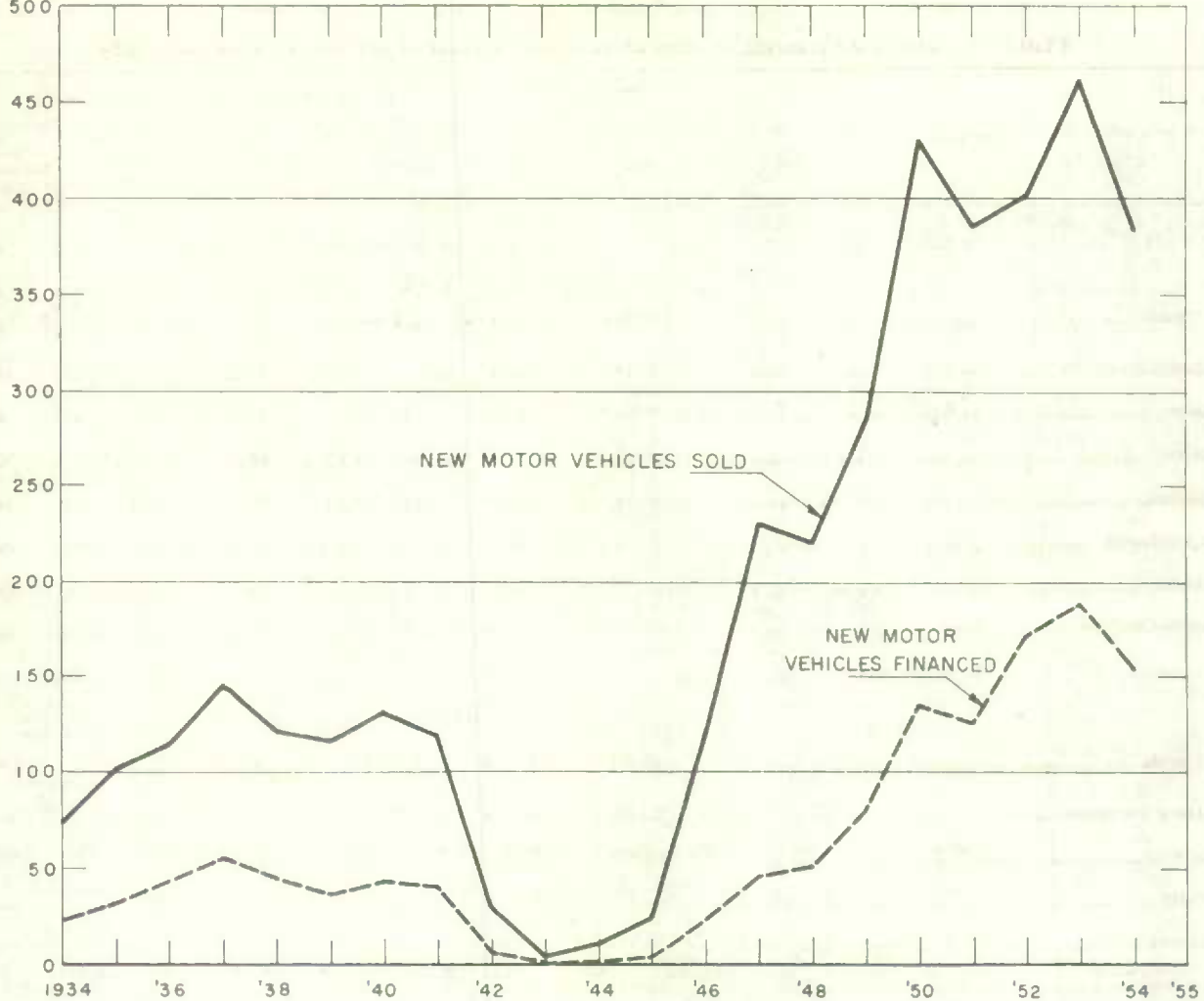
Province	Sales of new vehicles		Financing of sales of new vehicles			
	Number	Retail value	Number	% of total number sold	Amount of financing	% of value of total number sold
		\$000		%	\$000	%
	Total vehicles					
Canada .....	382,628	989,518	154,104	40.3	292,259	29.5
Atlantic Provinces .....	31,600	76,268	13,907	44.0	24,799	32.5
Quebec .....	80,069	214,362	36,348	45.4	72,873	34.0
Ontario .....	166,154	430,427	63,452	38.2	114,738	26.7
Manitoba .....	18,769	48,380	6,360	33.9	11,613	24.0
Saskatchewan .....	22,142	56,475	7,795	35.2	14,490	25.7
Alberta .....	30,957	80,162	14,588	47.1	29,808	37.2
British Columbia .....	32,937	83,444	11,654	35.4	23,938	28.7
	Passenger cars					
Canada .....	310,546	797,554	126,099	40.6	230,900	29.0
Atlantic Provinces .....	23,879	58,716	10,597	44.4	18,539	31.6
Quebec .....	65,625	172,863	29,734	45.3	57,801	33.4
Ontario .....	141,188	362,155	54,846	38.8	97,244	26.9
Manitoba .....	15,113	38,454	5,210	34.5	9,231	24.0
Saskatchewan .....	16,143	42,049	5,839	36.2	10,359	24.6
Alberta .....	22,120	57,470	10,744	48.6	20,072	34.9
British Columbia .....	26,478	65,847	9,129	34.5	17,654	26.8
	Commercial vehicles					
Canada .....	72,082	191,964	28,005	38.9	61,359	32.0
Atlantic Provinces .....	7,721	17,552	3,310	42.9	6,260	35.7
Quebec .....	14,444	41,499	6,614	45.8	15,072	36.3
Ontario .....	24,966	68,272	8,606	34.5	17,494	25.6
Manitoba .....	3,656	9,926	1,150	31.5	2,382	24.0
Saskatchewan .....	5,999	14,426	1,956	32.6	4,131	28.6
Alberta .....	8,837	22,692	3,844	43.5	9,736	42.9
British Columbia .....	6,459	17,597	2,525	39.1	6,284	35.7

CHART 3

NEW MOTOR VEHICLES  
SALES AND FINANCING

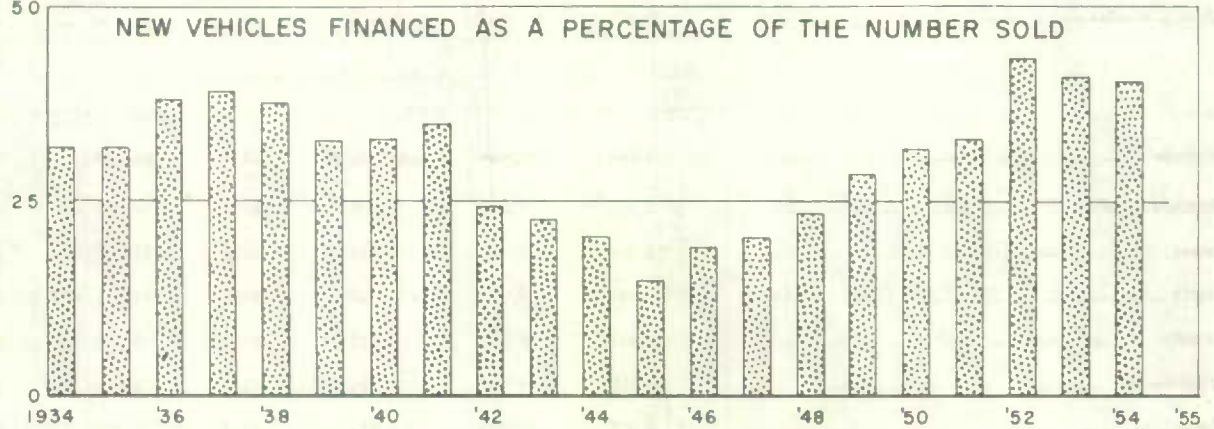
1934—1954

THOUSANDS  
OF VEHICLES



PER CENT

NEW VEHICLES FINANCED AS A PERCENTAGE OF THE NUMBER SOLD



Sales for 1944 and 1945 obtained from record of vehicles released from reserve pool.



TABLE 12. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces and Months, 1954

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 .....	382,628	134,104	40.3	31,600	13,907	44.0	80,069	36,348	45.4	166,154	63,432	38.2
January .....	23,150	8,559	37.0	1,555	634	40.8	4,545	1,657	36.5	10,768	3,754	34.9
February .....	30,082	10,205	33.9	2,298	747	32.5	5,882	2,141	36.4	12,971	4,317	33.3
March .....	44,944	15,714	35.0	3,788	1,361	35.9	10,926	3,983	36.5	16,720	5,915	35.4
April .....	47,279	16,923	35.8	3,877	1,614	41.6	11,066	4,724	42.7	19,726	6,204	31.5
May .....	44,108	16,976	38.5	4,088	1,674	40.9	8,965	4,233	47.2	19,681	7,127	36.2
June .....	38,736	16,558	42.7	3,321	1,633	49.2	7,916	3,871	48.9	17,113	6,999	40.9
July .....	33,726	15,194	45.1	3,183	1,440	45.2	6,562	3,699	56.4	14,960	6,074	40.6
August .....	27,480	13,038	47.4	2,134	1,365	64.0	5,378	2,998	55.7	12,545	5,220	41.6
September .....	28,355	12,579	44.4	2,075	1,104	53.2	5,261	2,882	54.8	14,247	5,688	39.9
October .....	20,812	10,857	52.2	1,684	887	52.7	4,588	2,371	51.7	8,920	4,908	55.0
November .....	20,614	9,220	44.7	1,845	776	42.1	4,147	2,125	51.2	8,818	3,788	43.0
December .....	23,342	8,281	35.5	1,752	672	38.4	4,833	1,664	34.4	9,685	3,458	35.7
	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 .....	18,769	6,360	33.9	22,142	7,795	35.2	30,957	14,588	47.1	32,937	11,654	35.4
January .....	1,032	379	36.7	1,486	490	33.0	1,940	972	50.1	1,824	673	36.9
February .....	1,609	484	30.1	2,071	638	30.8	2,573	1,106	43.0	2,678	772	28.8
March .....	2,494	708	28.4	3,042	928	30.5	3,825	1,594	41.7	4,149	1,225	29.5
April .....	2,503	709	28.3	2,936	967	32.9	3,705	1,577	42.6	3,466	1,128	32.5
May .....	2,189	687	31.4	2,718	811	29.8	3,183	1,422	44.7	3,284	1,022	31.1
June .....	1,874	689	36.8	2,181	785	36.0	3,149	1,416	45.0	3,182	1,165	36.6
July .....	1,511	719	47.6	1,873	739	39.5	2,580	1,375	53.3	3,057	1,148	37.6
August .....	1,286	545	42.4	1,496	658	44.0	2,090	1,170	56.0	2,551	1,082	42.4
September .....	1,214	436	35.9	1,109	483	43.6	1,991	1,014	50.9	2,458	972	39.5
October .....	1,081	384	35.5	1,117	472	42.3	1,718	953	55.5	1,704	882	51.8
November .....	893	349	39.1	947	456	48.2	1,923	1,000	52.0	2,041	726	35.6
December .....	1,083	271	25.0	1,166	368	31.6	2,280	989	43.4	2,543	859	33.8

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