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CANADA

**NEW MOTOR VEHICLE SALES AND MOTOR
VEHICLE FINANCING
1955**

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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 Store 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, Radio and Television 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 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 1955.

CONTENTS

	Page
New Motor Vehicle Sales	V- 5
Financing of Motor Vehicle Sales	V-10
Sales and Financing of New Vehicles Compared	V-17

NOTES

This bulletin summarizes the statistics published in the monthly series under the same title and contains minor revisions to the monthly data where necessary. It is in two main parts as follows:

1. **New Motor Vehicle Sales** statistics are obtained from Canadian manufacturers who report consolidated totals of their dealers' monthly statements on sales to customers and from direct importers of cars of other than Canadian manufacture. Every effort is made to avoid duplication of sales reported by distributors of European cars.
2. **Financing of Motor Vehicle Sales** shown in this report covers only that financing handled by sales finance and acceptance companies. Financing charges and insurance are added to the instalment paper purchased from dealers.

COMMERCIAL VEHICLES

Commercial Vehicles is a term which is used for convenience in this report and is synonymous with the term "trucks and buses". Passenger models used for commercial purposes, such as taxis, are classified with passenger vehicles.

EUROPEAN VEHICLES

European Vehicles are shown in a special table but are also included in all other tables of new motor vehicle sales and financing.

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

1955

The number of new passenger cars sold in 1955 surpassed the sales of any previous year with a total of 386,962. Sales during the first three months of the year were below those of both 1954 and 1953. In April, however, sales advanced sharply and continued to a peak of 52,279 units in May, an all-time high. This seasonal peak was followed by lower sales, but the remaining months continued to show greater numbers sold than during previous years.

There were 386,962 new passenger cars sold in 1955, an increase of 24.6 per cent over 1954, while the retail value totalled \$1,023,351,000 compared with \$797,554,000 the previous year. Ontario accounted for 46.7 per cent of all passenger car sales and 35.9 per cent of all commercial units sold. British Columbia and Ontario showed significant increases in proportion to total units sold in Canada during 1955 compared with 1954.

Percentage Distribution of Number of New Motor Vehicles Sold, by Provinces, 1954 and 1955

Province	Passenger cars		Commercial vehicles	
	1954	1955	1954	1955
	%	%	%	%
Canada	100.0	100.0	100.0	100.0
Atlantic Provinces.....	7.7	7.3	10.7	10.4
Quebec.....	21.1	20.9	20.0	20.6
Ontario.....	45.5	46.7	34.6	35.9
Manitoba.....	4.9	4.3	5.1	4.7
Saskatchewan.....	5.2	3.8	8.3	5.9
Alberta.....	7.1	7.2	12.3	11.2
British Columbia ¹	8.5	9.8	9.0	11.3

1. Includes Yukon and Northwest Territories.

All provinces except Saskatchewan registered increased numbers of passenger cars sold and all except Saskatchewan and Alberta had increased sales of commercial vehicles. British Columbia showed the greatest gains in units sold followed by Ontario and Quebec.

Percentage Change in Number of New Vehicles Sold, by Provinces, 1955/1954

Province	Passenger cars	Commercial vehicles
	%	%
Canada	+ 24.6	+ 9.2
Atlantic Provinces.....	+ 18.7	+ 6.5
Quebec.....	+ 23.3	+ 12.0
Ontario.....	+ 28.1	+ 13.3
Manitoba.....	+ 9.1	+ 1.1
Saskatchewan.....	- 8.2	- 23.2
Alberta.....	+ 25.6	- 0.6
British Columbia ¹	+ 42.5	+ 38.4

1. Includes Yukon and Northwest Territories.

The 78,716 new commercial vehicles sold during 1955 included 789 buses which were valued at \$14,253,000. These sales were over 50 per cent greater in number than in 1954 and they almost doubled the 1954 total in value. Most significant increases were made in Quebec, Manitoba and Alberta.

Sales of Buses in 1954 and 1955

Month and Province	1954		1955	
	Number	Retail value	Number	Retail value
	\$'000		\$'000	
	By months			
Annual total	506	7,703	789	14,253
January.....	18	310	24	179
February.....	28	450	10	112
March.....	41	919	47	819
April.....	34	805	95	1,985
May.....	27	532	50	1,393
June.....	25	371	81	1,897
July.....	30	296	77	1,713
August.....	87	661	122	1,459
September.....	66	810	113	1,729
October.....	42	450	83	1,715
November.....	85	1,692	33	456
December.....	23	407	54	796
	By provinces			
Canada	506	7,703	789	14,253
Atlantic Provinces.....	41	541	23	531
Quebec.....	92	1,744	226	5,102
Ontario.....	158	2,321	175	3,621
Manitoba.....	61	1,124	138	2,656
Saskatchewan.....	42	475	51	429
Alberta.....	58	890	154	1,593
British Columbia ¹	54	608	22	321

1. Includes Yukon and Northwest Territories.

The peak of European car sales reached in 1950 has not since been attained. The year 1955, however, saw some gain over 1954 sales. Passenger car sales amounted to 22,165 units over 20,248 in 1954 while a more substantial gain was made in commercial vehicles. The 2,466 units sold in this category were the highest since 1951. The sales of European vehicles are included in their respective categories in the main tables of this report. Table 5 gives more detail on the sale of European vehicles sold in Canada by months.

Annual Sales of European Made Vehicles in Canada, 1949-1955

Year	Number of units	
	Passenger cars	Commercial vehicles
1949.....	28,263	1,838
1950.....	62,880	4,626
1951.....	29,113	3,049
1952.....	26,655	2,231
1953.....	26,376	1,647
1954.....	20,246	1,610
1955.....	22,165	2,466

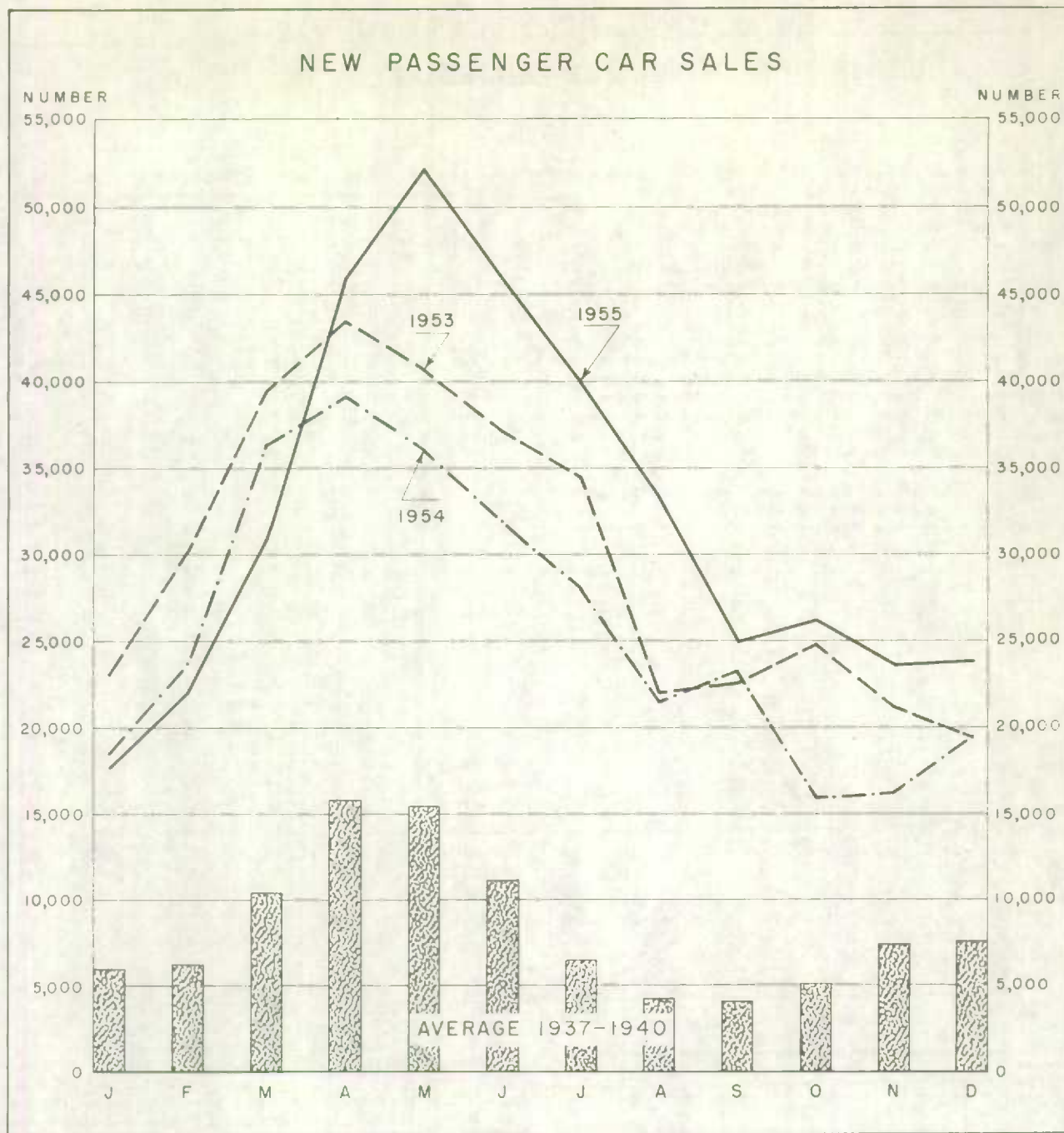


TABLE 1. Annual Sales of New Motor Vehicles in Canada, 1946-1955

Year	Total vehicles			Passenger cars			Commercial vehicles		
	Number	Retail value		Number	Retail value		Number	Retail value	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
		\$000	\$		\$000	\$		\$000	\$
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 ¹	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	2,502
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
1955	465,678	1,255,890	2,697	386,962	1,023,351	2,645	78,716	232,539	2,954

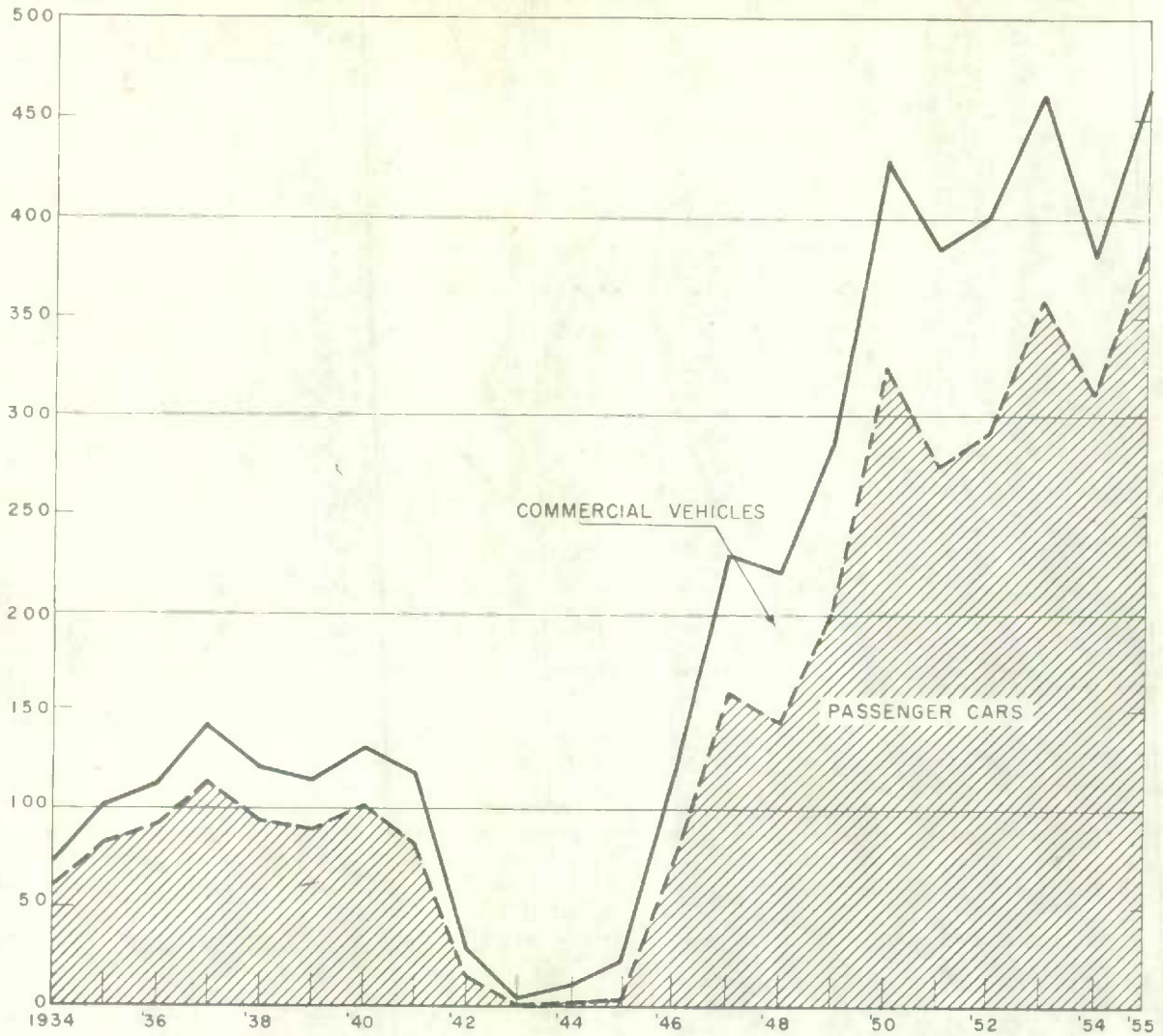
1. Includes Newfoundland from April 1949.

CHART I

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

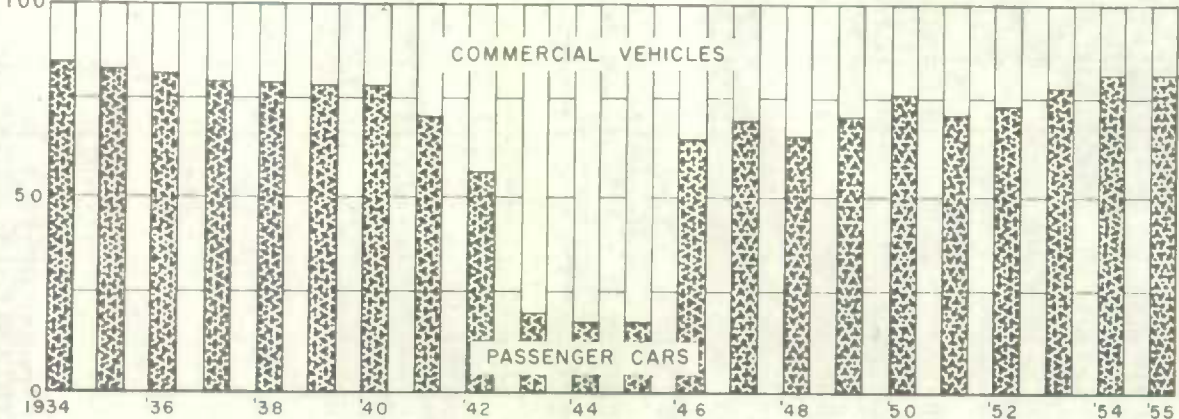
1934—1955

THOUSANDS OF VEHICLES



PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

PER CENT



MERCHANDISING AND SERVICES

TABLE 2. New Motor Vehicle Sales in Canada, by Months, 1954 and 1955

Month	Passenger cars				Commercial vehicles			
	1954		1955		1954		1955	
	Number	Retail value \$000	Number	Retail value \$000	Number	Retail value \$000	Number	Retail value \$000
Annual total	310,546	797,554	386,962	1,023,351	72,082	191,964	78,716	232,539
January	18,527	46,783	17,810	47,242	4,623	12,421	3,576	10,267
February	23,788	60,550	22,084	58,041	6,294	16,314	4,212	12,005
March	36,459	94,616	30,937	78,690	8,485	22,345	4,687	13,745
April	39,221	100,805	46,002	121,042	8,058	20,988	7,909	22,677
May	36,098	93,155	52,279	135,745	8,010	20,379	8,770	24,242
June	31,898	82,421	45,923	119,516	6,838	17,970	8,990	26,490
July	28,018	71,471	40,000	103,680	5,708	14,448	7,434	22,698
August	21,568	55,040	33,450	86,694	5,912	14,828	8,595	24,576
September	23,216	58,609	24,939	64,438	5,139	13,272	6,905	21,523
October	15,994	39,874	26,135	72,630	4,818	13,515	7,283	21,356
November	16,306	41,982	23,594	67,159	4,308	13,935	5,368	16,092
December	19,453	52,248	23,809	68,474	3,889	11,549	4,987	16,866

TABLE 3. New Motor Vehicle Sales in Canada, by Provinces, 1955

Province	Total vehicles		Passenger cars		Commercial vehicles	
	Number	Retail value \$000	Number	Retail value \$000	Number	Retail value \$000
Canada	465,678	1,255,890	386,962	1,023,351	78,716	232,539
Newfoundland	6,281	15,450	4,636	11,473	1,645	3,977
Prince Edward Island	2,044	4,922	1,490	3,647	554	1,275
Nova Scotia	15,586	38,947	12,411	31,173	3,175	7,774
New Brunswick	12,648	32,638	9,802	25,034	2,846	7,604
Quebec	97,099	272,505	80,918	219,424	16,181	53,081
Ontario	209,174	563,652	180,888	479,456	28,286	84,196
Manitoba	20,181	55,700	16,483	43,443	3,698	12,257
Saskatchewan	19,420	50,555	14,812	39,147	4,608	11,408
Alberta	36,563	99,281	27,781	73,872	8,782	25,409
British Columbia ¹	46,682	122,240	37,741	96,682	8,941	25,556

1. Includes Yukon and Northwest Territories.

TABLE 4. Number of New Motor Vehicles Sold in Canada, by Provinces and by Months, 1955

Month	New-found-land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia ¹	Canada	
											Number	Retail value \$'000
Total vehicles												
Annual total	6,281	2,044	15,586	12,648	97,099	209,174	20,181	19,420	36,563	46,682	465,678	1,255,890
January	321	80	623	477	3,992	10,246	654	885	1,780	2,328	21,386	57,509
February	368	54	615	411	5,488	12,456	1,083	1,111	1,987	2,723	26,296	70,046
March	528	153	1,491	1,149	9,481	13,633	1,565	1,482	2,751	3,391	35,624	92,435
April	911	306	1,814	1,683	11,272	25,630	2,406	2,315	3,714	3,860	53,911	143,719
May	777	297	2,179	1,810	13,951	28,311	2,480	2,301	4,053	4,890	61,049	159,987
June	616	251	1,889	1,601	12,006	24,625	2,264	2,250	4,100	5,311	54,913	146,006
July	864	166	1,628	1,442	9,773	18,134	2,490	2,333	4,349	6,255	47,434	120,378
August	524	282	1,571	1,181	7,690	18,999	2,027	1,687	3,373	4,711	42,045	111,270
September	461	114	917	736	6,270	13,983	1,562	1,416	2,835	3,550	31,844	85,961
October	289	96	1,003	619	6,291	16,505	1,418	1,458	2,743	2,994	33,418	93,986
November	432	127	878	867	5,919	13,235	1,056	1,148	2,461	2,839	28,962	83,251
December	190	116	978	672	4,966	13,417	1,176	1,034	2,417	3,830	28,796	85,342
Passenger cars												
Annual total	4,636	1,490	12,411	9,802	80,918	180,888	16,483	14,812	27,781	37,741	386,962	1,023,351
January	263	67	539	364	3,238	8,817	550	708	1,315	1,949	17,810	47,242
February	277	43	450	338	4,580	10,716	942	852	1,592	2,294	22,084	58,041
March	418	123	1,265	970	8,309	12,258	1,315	1,135	2,170	2,974	30,937	78,690
April	646	220	1,487	1,324	9,544	22,580	2,105	1,779	3,160	3,157	46,002	121,042
May	611	200	1,683	1,410	12,070	25,398	2,065	1,758	3,113	3,971	52,279	135,745
June	459	190	1,448	1,202	9,952	21,645	1,856	1,734	3,152	4,285	45,923	119,516
July	648	125	1,372	1,134	8,232	15,931	2,043	1,848	3,470	5,197	40,000	103,680
August	370	197	1,235	873	6,121	15,949	1,571	1,171	2,327	3,636	33,450	86,694
September	311	77	715	529	4,955	11,544	1,141	1,007	1,904	2,756	24,939	64,438
October	193	72	769	459	5,069	13,279	1,149	1,088	1,933	2,124	26,135	72,630
November	312	91	684	693	4,791	11,266	817	876	1,795	2,269	23,594	67,159
December	128	85	764	506	4,057	11,505	929	856	1,850	3,129	23,809	68,474
Commercial vehicles												
Annual total	1,645	554	3,175	2,846	16,181	28,286	3,698	4,608	8,782	8,941	78,716	232,539
January	58	13	84	113	754	1,429	104	177	465	379	3,576	10,267
February	91	11	165	73	908	1,740	141	259	395	429	4,212	12,005
March	110	30	226	179	1,172	1,375	250	347	581	417	4,687	13,745
April	265	86	327	359	1,728	3,050	301	536	554	703	7,909	22,677
May	166	97	496	400	1,881	2,913	415	543	940	919	8,770	24,242
June	157	61	441	399	2,054	2,980	408	516	948	1,026	8,990	26,490
July	216	41	256	308	1,541	2,203	447	485	879	1,058	7,434	22,698
August	154	85	336	308	1,569	3,050	456	516	1,046	1,075	8,595	24,576
September	150	37	202	207	1,315	2,439	421	409	931	794	6,905	21,523
October	96	26	234	160	1,222	3,226	269	370	810	870	7,283	21,356
November	120	36	194	174	1,128	1,969	239	272	666	570	5,368	16,092
December	62	31	214	166	909	1,912	247	178	567	701	4,987	16,868

1. Includes Yukon and Northwest Territories.

TABLE 5. Sales of European Made Vehicles in Canada, by Months, 1954 and 1955

Month	Passenger cars				Commercial vehicles			
	1954		1955		1954		1955	
	Number	Retail value \$'000	Number	Retail value \$'000	Number	Retail value \$'000	Number	Retail value \$'000
Annual total	20,248	38,463	22,165	40,609	1,610	3,233	2,466	5,051
January	858	1,636	1,109	2,112	78	154	87	177
February	1,337	2,539	1,320	2,502	119	232	149	297
March	2,362	4,504	1,590	2,928	166	325	175	351
April	2,420	4,526	2,461	4,529	149	321	235	468
May	2,621	4,981	3,033	5,537	178	345	342	682
June	2,595	4,889	2,525	4,577	135	239	205	414
July	2,421	4,607	2,260	4,070	162	324	226	448
August	1,546	2,876	1,736	3,244	123	251	162	321
September	1,263	2,360	1,768	3,154	131	273	228	482
October	1,146	2,252	1,474	2,669	136	300	232	490
November	835	1,634	1,623	2,981	122	246	200	428
December	844	1,659	1,266	2,306	111	223	225	493

FINANCING OF MOTOR VEHICLE SALES

The financing of both new and used vehicles handled by sales finance and acceptance companies is covered in the following tables, while the sales of the previous section pertains only to new vehicles.

During 1955, there were 599,330 vehicles financed for \$719,328,000, substantially greater than 1954 but below the total number financed in 1952 and 1953 and below the amount

financed in 1953. New passenger car financing contributed largely to the gain over 1954 with an increase of 23.9 per cent in number. Used passenger cars financed numbered 355,638, an amount 9.1 per cent greater than in 1954 and were financed to the extent of \$294,508,000. British Columbia reported the greatest gains in motor vehicle financing during 1955 over the previous year.

Percentage Change in Number of Vehicle Sales Financed, by Provinces, 1955/1954

Province	New vehicles		Used vehicles	
	Passenger	Commercial	Passenger	Commercial
	%	%	%	%
Canada	+ 23.9	+ 3.3	+ 9.1	- 0.2
Atlantic Provinces	+ 13.3	+ 2.7	+ 10.7	+ 5.1
Quebec	+ 19.5	+ 5.0	+ 12.4	+ 4.0
Ontario	+ 31.9	+ 11.7	+ 10.2	- 2.8
Manitoba	+ 4.4	- 15.2	- 0.3	- 2.9
Saskatchewan	- 9.4	- 35.8	- 14.3	- 15.9
Alberta	+ 23.9	- 8.1	+ 9.3	+ 0.3
British Columbia ¹	+ 34.3	+ 27.1	+ 13.2	+ 5.6

1. Includes Yukon and Northwest Territories.

Average Financed Value of Motor Vehicles in Canada by Provinces, 1954 and 1955

Province	Passenger			Commercial		
	1954	1955	% Change	1954	1955	% Change
New vehicles						
Canada	1,831	1,853	+ 6.7	2,191	2,451	+ 11.9
Atlantic Provinces	1,749	1,871	+ 7.0	1,891	2,114	+ 11.8
Quebec	1,944	2,068	+ 6.4	2,279	2,478	+ 8.7
Ontario	1,773	1,907	+ 7.6	2,033	2,423	+ 19.2
Manitoba	1,772	1,887	+ 6.5	2,071	2,247	+ 8.5
Saskatchewan	1,774	1,864	+ 5.1	2,112	2,128	+ 0.8
Alberta	1,868	1,959	+ 4.9	2,533	2,568	+ 1.4
British Columbia ¹	1,834	2,035	+ 5.2	2,489	2,894	+ 16.3
Used vehicles						
Canada	826	828	+ 0.2	856	834	- 2.6
Atlantic Provinces	762	789	+ 3.5	703	711	+ 1.1
Quebec	893	885	- 0.9	902	904	+ 0.2
Ontario	798	801	+ 0.4	801	766	- 4.4
Manitoba	834	806	- 3.4	828	864	+ 4.3
Saskatchewan	774	746	- 3.6	806	722	- 10.4
Alberta	823	815	- 1.0	1,004	896	- 10.8
British Columbia ¹	925	942	+ 1.8	1,021	1,060	+ 3.8

1. Includes Yukon and Northwest Territories.

TABLE 6. Annual Financing of Motor Vehicle Sales in Canada, 1931-1955

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	45,287	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	27,966	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	116,867	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 ¹	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	536,728	611,646	1,135	154,104	292,259	1,897	384,624	319,387	830
1955	599,330	719,328	1,200	185,127	375,997	2,031	414,203	343,331	829

1. Includes Newfoundland from April 1949.

TABLE 7. Number of Motor Vehicles Financed in Canada, by Provinces, 1943-1955

Year	Canada	Atlantic Provinces ¹	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia ²
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
1955	185,127	15,407	42,489	81,948	6,413	6,547	16,850	15,473
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
1955								
Passenger	156,191	12,007	35,541	72,335	5,437	5,291	13,316	12,264
Commercial	28,936	3,400	6,948	9,613	976	1,256	3,534	3,209
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
1955	414,203	45,653	81,100	175,030	15,937	18,463	40,588	37,432
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
1955								
Passenger	355,638	36,674	69,726	157,230	13,475	14,655	32,351	31,527
Commercial	58,565	8,979	11,374	17,800	2,462	3,808	8,237	5,905

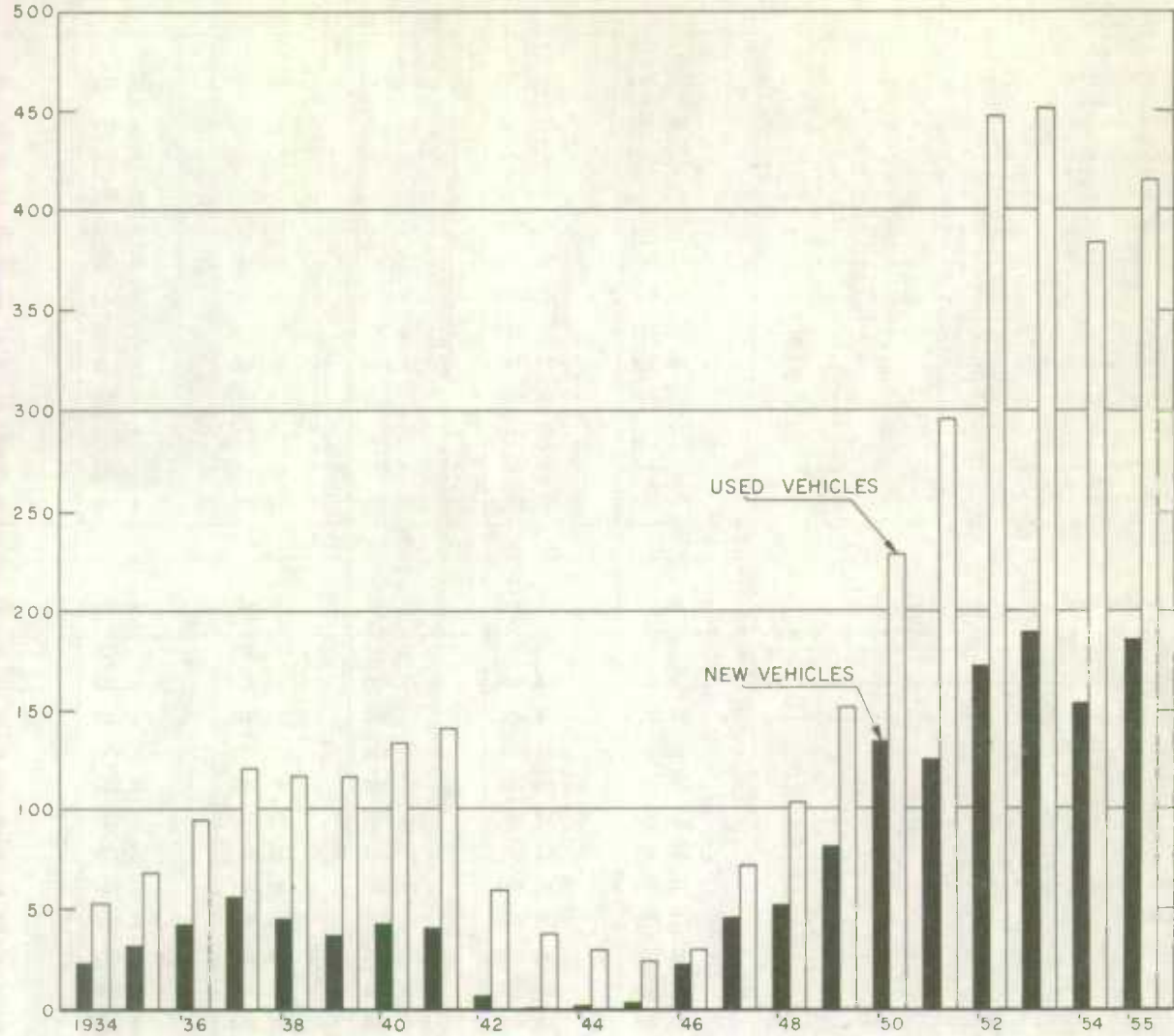
1. Includes Newfoundland from April 1949.
 2. Includes Yukon and Northwest Territories.

CHART 2

NUMBER OF MOTOR VEHICLE SALES FINANCED

1934 — 1955

THOUSANDS OF VEHICLES



PROPORTION OF NEW AND USED VEHICLES FINANCED

PER CENT

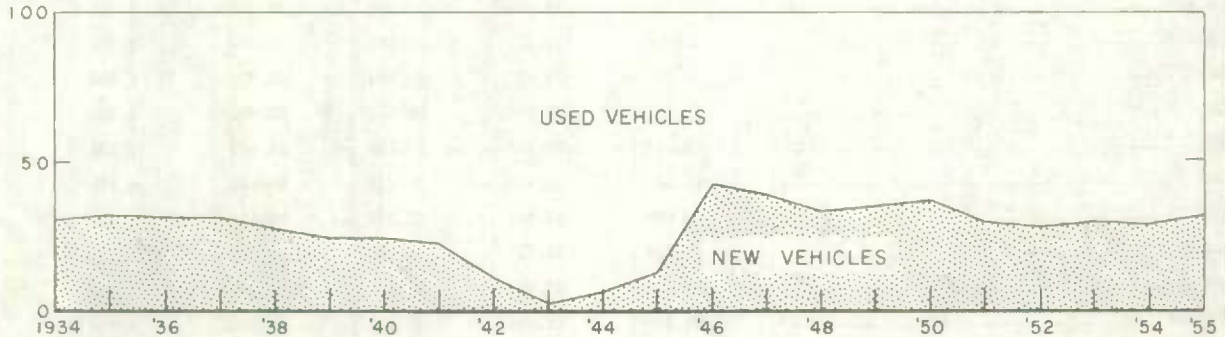


TABLE 8. Financing of Motor Vehicle Sales in Canada, by Months, 1955

Month	Total, passenger and commercial		Passenger		Commercial	
	Number	Amount	Number	Amount	Number	Amount
		\$000		\$000		\$000
Total, new and used vehicles						
Annual total	599, 330	719, 328	511, 829	599, 577	87, 501	119, 751
January	26, 878	30, 993	22, 431	25, 215	4, 447	5, 778
February	30, 952	35, 638	26, 358	29, 589	4, 594	6, 049
March	47, 193	53, 754	41, 215	46, 612	5, 978	7, 142
April	56, 100	64, 856	48, 727	56, 246	7, 373	8, 610
May	67, 159	80, 893	57, 711	67, 711	9, 448	13, 182
June	69, 614	83, 994	60, 073	70, 382	9, 541	13, 612
July	62, 944	76, 466	54, 746	64, 876	8, 198	11, 590
August	62, 969	77, 197	53, 844	64, 049	9, 125	13, 148
September	54, 243	65, 545	45, 542	53, 821	8, 701	11, 724
October	47, 163	56, 609	39, 725	46, 430	7, 438	10, 179
November	41, 864	51, 431	34, 864	41, 753	7, 000	9, 678
December	32, 251	41, 952	26, 593	32, 893	5, 658	9, 059
New vehicles						
Annual total	185, 127	375, 997	156, 191	305, 069	28, 836	70, 928
January	7, 351	14, 348	6, 128	11, 465	1, 223	2, 883
February	8, 318	16, 429	7, 026	13, 327	1, 292	3, 102
March	13, 530	26, 476	11, 861	22, 803	1, 669	3, 673
April	16, 504	32, 048	14, 426	27, 606	2, 078	4, 442
May	21, 765	43, 216	18, 546	35, 266	3, 219	7, 950
June	22, 331	44, 576	18, 960	36, 245	3, 371	8, 331
July	20, 256	41, 146	17, 367	33, 962	2, 889	7, 184
August	20, 351	41, 887	16, 987	33, 381	3, 364	8, 506
September	17, 335	35, 761	14, 317	28, 335	3, 018	7, 426
October	14, 895	30, 665	12, 266	24, 338	2, 629	6, 327
November	12, 517	26, 957	10, 138	21, 087	2, 379	5, 870
December	9, 974	22, 488	8, 169	17, 254	1, 805	5, 234
Used vehicles						
Annual total	414, 203	343, 331	355, 638	294, 508	58, 565	48, 823
January	19, 527	16, 645	16, 303	13, 750	3, 224	2, 895
February	22, 634	19, 209	19, 332	16, 262	3, 302	2, 947
March	33, 663	27, 278	29, 354	23, 809	4, 309	3, 469
April	39, 596	32, 808	34, 301	28, 640	5, 295	4, 168
May	45, 394	37, 877	39, 165	32, 445	6, 229	5, 232
June	47, 283	39, 418	41, 113	34, 137	6, 170	5, 281
July	42, 688	35, 320	37, 379	30, 914	5, 309	4, 406
August	42, 618	35, 310	36, 857	30, 668	5, 761	4, 642
September	36, 908	29, 784	31, 225	25, 486	5, 683	4, 298
October	32, 268	25, 944	27, 459	22, 092	4, 809	3, 852
November	29, 347	24, 474	24, 726	20, 666	4, 621	3, 808
December	22, 277	19, 464	18, 424	15, 639	3, 853	3, 825

TABLE 9. Financing of Motor Vehicle Sales in Canada, by Provinces, 1955

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	599,330	719,328	1,200	511,829	599,577	1,171	87,501	119,751	1,369
Atlantic Provinces	61,060	64,988	1,064	48,681	51,418	1,056	12,379	13,570	1,096
Quebec	123,589	162,692	1,316	105,267	135,188	1,284	18,322	27,504	1,501
Ontario	258,978	300,866	1,171	229,565	263,934	1,150	27,413	36,932	1,347
Manitoba	22,350	25,432	1,138	18,912	21,113	1,116	3,438	4,319	1,256
Saskatchewan.....	25,010	26,224	1,049	19,946	20,800	1,043	5,064	5,424	1,071
Alberta	57,438	68,909	1,200	45,667	52,453	1,149	11,771	16,456	1,398
British Columbia ¹	52,905	70,217	1,327	43,791	54,671	1,248	9,114	15,546	1,706
New vehicles									
Canada	185,127	375,997	2,031	156,191	305,069	1,953	28,936	70,928	2,451
Atlantic Provinces	15,407	29,651	1,925	12,007	22,464	1,871	3,400	7,187	2,114
Quebec	42,489	90,717	2,135	35,541	73,497	2,068	6,948	17,220	2,478
Ontario	81,948	161,227	1,967	72,335	137,934	1,907	9,613	23,293	2,423
Manitoba	6,413	12,451	1,941	5,437	10,258	1,887	976	2,193	2,247
Saskatchewan.....	6,547	12,534	1,914	5,291	9,861	1,864	1,256	2,673	2,128
Alberta	16,850	35,167	2,087	13,316	26,092	1,959	3,534	9,075	2,568
British Columbia ¹	15,473	34,250	2,214	12,264	24,963	2,035	3,209	9,287	2,894
Used vehicles									
Canada	414,283	343,331	829	355,638	294,508	828	58,565	48,823	834
Atlantic Provinces	45,653	35,337	774	36,674	28,954	789	8,979	6,383	711
Quebec	81,100	71,975	887	69,726	61,691	885	11,374	10,284	904
Ontario	175,030	139,639	798	157,230	126,000	801	17,800	13,639	766
Manitoba	15,937	12,981	815	13,475	10,855	806	2,462	2,126	864
Saskatchewan.....	18,463	13,690	741	14,655	10,939	746	3,808	2,751	722
Alberta	40,588	33,742	831	32,351	26,361	815	8,237	7,381	896
British Columbia ¹	37,432	35,967	961	31,527	29,708	942	5,905	6,259	1,060

1. Includes Yukon and Northwest Territories.

TABLE 10. Number of Motor Vehicles Financed, by Provinces and by Months, 1955

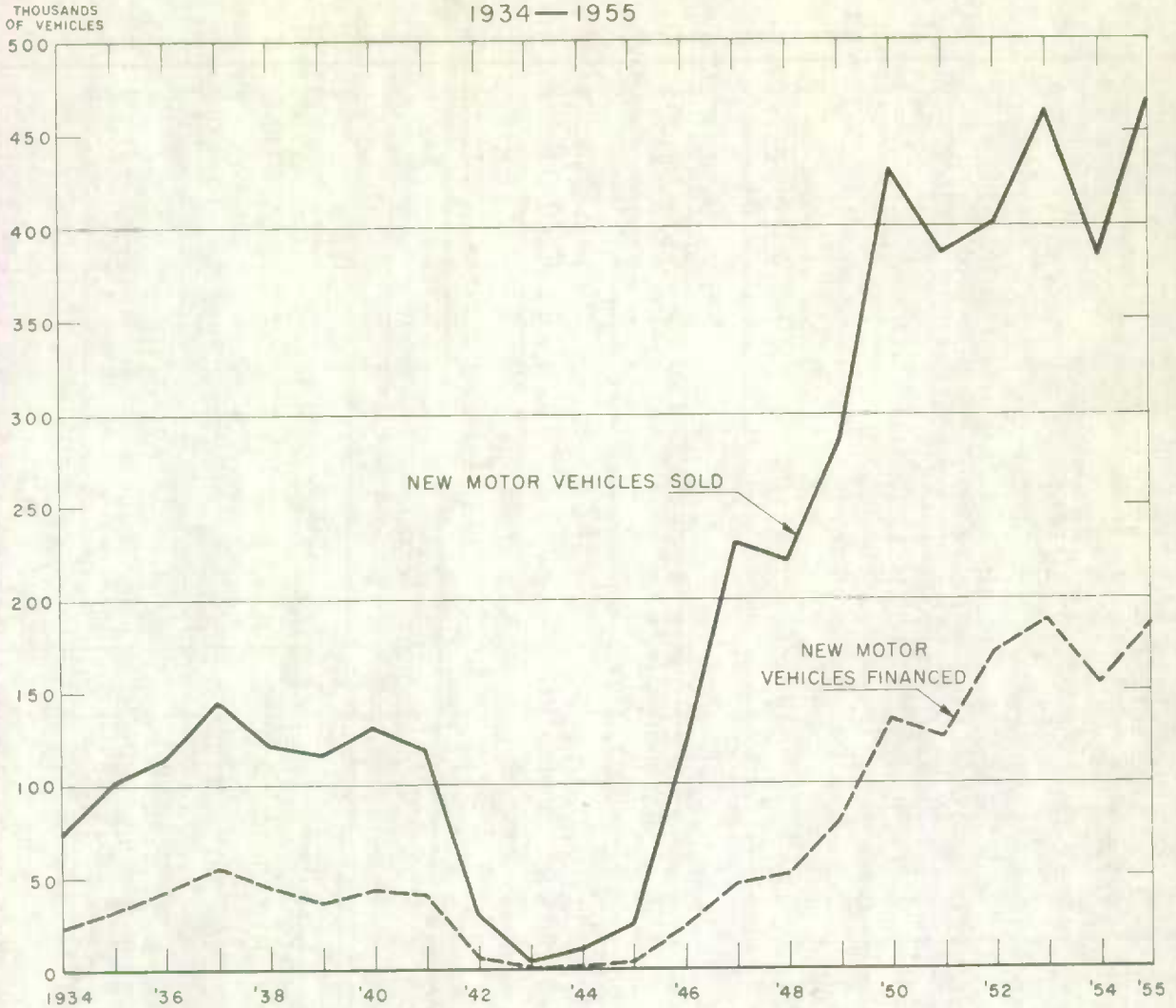
Month	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia ¹
New Passenger cars								
Annual total.....	156,191	12,007	35,541	72,335	5,437	5,291	13,316	12,204
January.....	6,128	419	1,146	2,860	187	244	618	654
February.....	7,026	434	1,605	3,330	239	200	609	609
March.....	11,861	914	2,781	5,796	361	306	871	832
April.....	14,426	1,280	3,445	6,606	544	488	1,129	934
May.....	18,546	1,409	4,498	8,652	661	500	1,460	1,366
June.....	18,960	1,519	4,532	8,577	665	595	1,666	1,406
July.....	17,367	1,328	4,050	7,997	608	583	1,511	1,290
August.....	16,987	1,458	3,820	7,661	579	578	1,444	1,447
September.....	14,317	1,109	3,153	6,445	521	592	1,234	1,283
October.....	12,266	885	2,726	5,584	428	564	1,140	939
November.....	10,138	737	2,156	4,882	261	380	962	760
December.....	8,169	515	1,629	3,945	383	261	872	764
New commercial vehicles								
Annual total.....	28,936	3,400	6,948	9,613	976	1,256	3,534	3,209
January.....	1,223	133	282	392	30	47	201	138
February.....	1,292	129	312	439	33	64	165	150
March.....	1,669	180	420	604	51	54	162	198
April.....	2,078	276	512	688	83	95	227	197
May.....	3,219	380	770	1,098	104	152	382	333
June.....	3,371	434	808	1,122	111	117	395	384
July.....	2,889	385	708	935	79	119	331	332
August.....	3,364	458	736	1,064	122	154	458	372
September.....	3,018	331	746	926	138	139	358	380
October.....	2,629	300	627	878	83	130	307	304
November.....	2,379	247	566	812	81	120	331	222
December.....	1,805	147	461	655	61	65	217	199
Used passenger cars								
Annual total.....	355,638	36,674	69,726	157,230	13,475	14,635	32,351	31,527
January.....	16,303	1,461	2,436	7,665	601	668	1,680	1,792
February.....	19,332	1,623	3,162	8,987	631	665	2,025	2,239
March.....	29,354	2,875	5,537	13,913	821	1,054	2,613	2,541
April.....	34,301	3,431	6,893	15,033	1,370	1,457	3,282	2,835
May.....	39,165	3,988	8,351	17,624	1,376	1,379	3,140	3,307
June.....	41,113	4,505	8,767	17,605	1,568	1,790	3,578	3,300
July.....	37,379	4,051	7,613	16,140	1,518	1,612	3,308	3,137
August.....	36,857	4,170	7,240	15,594	1,476	1,496	3,304	3,577
September.....	31,225	3,394	6,024	13,452	1,366	1,363	2,827	2,799
October.....	27,459	2,756	5,289	11,837	1,167	1,397	2,601	2,412
November.....	24,726	2,565	4,871	11,170	806	1,053	2,315	1,946
December.....	18,424	1,855	3,543	8,210	775	721	1,678	1,642
Used commercial vehicles								
Annual total.....	58,565	8,979	11,374	17,800	2,462	3,808	8,237	5,905
January.....	3,224	405	551	1,066	138	218	507	339
February.....	3,302	389	565	1,037	155	203	550	403
March.....	4,309	641	789	1,461	142	247	603	446
April.....	5,295	788	985	1,590	239	408	821	464
May.....	6,229	957	1,249	1,980	265	314	863	601
June.....	6,170	1,022	1,257	1,867	242	394	816	572
July.....	5,309	889	1,076	1,582	230	294	638	600
August.....	5,761	965	1,112	1,624	239	440	789	592
September.....	5,683	946	1,196	1,626	226	387	712	590
October.....	4,809	748	889	1,417	219	338	694	504
November.....	4,621	675	950	1,367	196	334	674	425
December.....	3,853	554	775	1,183	171	231	570	369

1. Includes Yukon and Northwest Territories.

CHART 3

NEW MOTOR VEHICLES SALES AND FINANCING

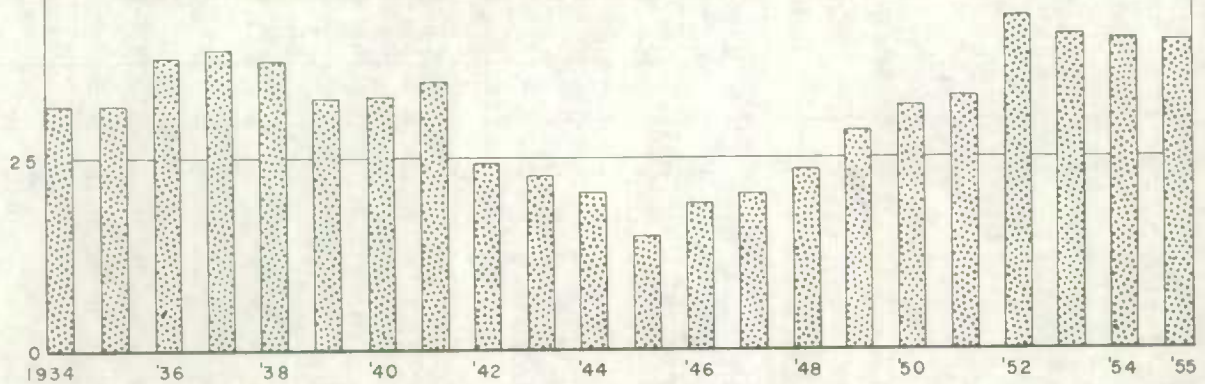
1934—1955



PER CENT

50

NEW VEHICLES FINANCED AS A PERCENTAGE OF THE NUMBER SOLD



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

SALES AND FINANCING OF NEW VEHICLES COMPARED

The percentage of new motor vehicles sold during 1955 which were financed through sales finance companies declined slightly from the 1954 ratio. Of the 465,678 new vehicles sold, 39.8 per cent or 185,127 were financed. Alberta still showed the highest percentage financed at 46.1 per cent. In Quebec,

43.8 per cent of new vehicles sold were financed through this medium while 42.1 per cent of the Atlantic Provinces' sales were handled by sales finance companies. Other provinces showed lesser percentages ranging downward to 31.8 per cent in Manitoba.

TABLE 11. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces, 1955

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	465,678	1,255,890	185,127	39.8	375,997	29.9
Atlantic Provinces	36,559	91,957	15,407	42.1	29,651	32.2
Quebec	97,099	272,505	42,489	43.8	90,717	33.3
Ontario	209,174	563,652	81,948	39.2	161,227	28.6
Manitoba	20,181	55,700	6,413	31.8	12,451	22.4
Saskatchewan	19,420	50,555	6,547	33.7	12,534	24.8
Alberta	36,563	99,281	16,850	46.1	35,167	35.4
British Columbia ¹	46,682	122,240	15,473	33.1	34,250	28.0
	Passenger cars					
Canada	386,962	1,023,351	156,191	40.4	305,069	29.8
Atlantic Provinces	28,339	71,327	12,007	42.4	22,464	31.5
Quebec	80,918	219,424	35,541	43.9	73,497	33.5
Ontario	180,888	479,456	72,335	40.0	137,934	28.8
Manitoba	16,483	43,443	5,437	33.0	10,258	23.6
Saskatchewan	14,812	39,147	5,291	35.7	9,861	25.2
Alberta	27,781	73,872	13,318	47.9	26,092	35.3
British Columbia ¹	37,741	96,682	12,264	32.5	24,963	25.8
	Commercial vehicles					
Canada	78,716	232,539	28,936	36.8	70,928	30.5
Atlantic Provinces	8,220	20,630	3,400	41.4	7,187	34.8
Quebec	16,181	53,081	6,948	42.9	17,220	32.4
Ontario	28,286	84,196	9,613	34.0	23,293	27.7
Manitoba	3,698	12,257	976	26.4	2,193	17.9
Saskatchewan	4,608	11,408	1,256	27.3	2,673	23.4
Alberta	8,782	25,409	3,534	40.2	9,075	35.7
British Columbia ¹	8,941	25,558	3,209	35.9	9,287	36.3

1. Includes Yukon and Northwest Territories.

TABLE 12. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces and by Months, 1955

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	465,678	185,127	39.8	36,559	15,407	42.1	97,099	42,489	43.8	209,174	81,948	39.2
January	21,386	7,351	34.4	1,501	552	36.8	3,992	1,428	35.8	10,246	3,252	31.7
February	26,296	8,318	31.6	1,448	563	38.9	5,488	1,917	34.9	12,456	3,769	30.3
March	35,624	13,530	38.0	3,321	1,094	32.9	9,481	3,201	33.8	13,633	6,400	46.9
April	53,911	16,504	30.6	4,714	1,556	33.0	11,272	3,957	35.1	25,630	7,294	28.5
May	61,049	21,765	35.7	5,063	1,789	35.3	13,951	5,268	37.8	28,311	9,750	34.4
June	54,913	22,331	40.7	4,357	1,953	44.8	12,006	5,340	44.5	24,625	9,699	39.4
July	47,434	20,256	42.7	4,100	1,713	41.8	9,773	4,758	48.7	18,134	8,932	49.3
August	42,045	20,351	48.4	3,558	1,916	53.9	7,690	4,556	59.2	18,999	8,725	45.9
September	31,844	17,335	54.4	2,228	1,440	64.6	6,270	3,899	62.2	13,983	7,371	52.7
October	33,418	14,895	44.6	2,009	1,185	59.0	6,291	3,353	53.3	16,505	6,462	39.2
November	28,962	12,517	43.2	2,304	984	42.7	5,919	2,722	46.0	13,235	5,694	43.0
December	28,796	9,974	34.6	1,956	662	33.8	4,966	2,090	42.1	13,417	4,600	34.3
	Manitoba			Saskatchewan			Alberta			British Columbia¹		
	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	20,181	6,413	31.8	19,420	6,547	33.7	36,563	16,850	46.1	46,682	15,473	33.1
January	654	217	33.2	885	291	32.9	1,780	819	46.0	2,328	792	34.0
February	1,083	272	25.1	1,111	264	23.8	1,987	774	39.0	2,723	759	27.9
March	1,565	412	26.3	1,482	360	24.3	2,751	1,033	37.5	3,391	1,030	30.4
April	2,406	627	26.1	2,315	583	25.2	3,714	1,356	36.5	3,860	1,131	29.3
May	2,480	765	30.8	2,301	652	28.3	4,053	1,842	45.4	4,690	1,699	34.7
June	2,264	776	34.3	2,250	712	31.6	4,100	2,061	50.3	5,311	1,790	33.7
July	2,490	687	27.6	2,333	702	30.1	4,349	1,842	42.4	6,255	1,622	25.9
August	2,027	701	34.6	1,687	732	43.4	3,373	1,902	56.4	4,711	1,819	38.6
September	1,562	659	42.2	1,416	731	51.6	2,835	1,592	56.2	3,550	1,643	46.3
October	1,418	511	36.0	1,458	694	47.6	2,743	1,447	52.8	2,994	1,243	41.5
November	1,056	342	32.4	1,148	500	43.6	2,461	1,293	52.5	2,839	982	34.6
December	1,176	444	37.8	1,034	326	31.5	2,417	889	36.8	3,830	963	25.1

1. Includes Yukon and Northwest Territories.

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