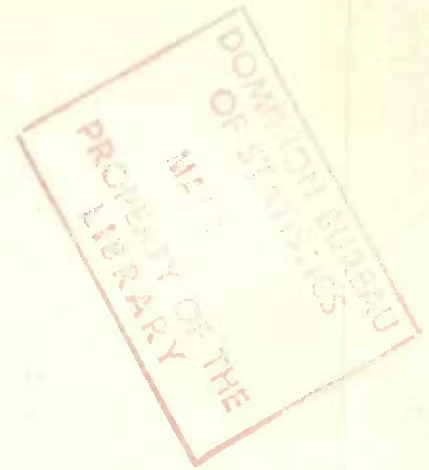


63-208



CANADA



NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

1956

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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

- 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 1956.

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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 1956

Sales of new passenger cars in 1956 rose from a low of 16,864 units in January to a peak of 53,870 in May and tapered off to 25,231 in December, reaching an unprecedented total of 407,710 units for the year. This was 5 per cent more than the 386,962 passenger cars sold in 1955. Outstanding increases occurred in Saskatchewan (16.5 per cent), Quebec and Alberta (15 per cent), and to a lesser degree in the Atlantic Provinces (9 per cent). Sales were down a fraction in Ontario and 2 per cent in Manitoba.

Percentage Change in Number and Value of New Motor Vehicles Sold, by Provinces, 1956/1955

Province	Passenger cars		Commercial vehicles	
	Number	Value	Number	Value
	%	%	%	%
Canada	+ 5.4	+ 10.2	+ 16.4	+ 40.5
Atlantic Provinces.....	+ 9.2	+ 13.2	+ 9.6	+ 26.5
Quebec.....	+ 15.0	+ 20.7	+ 29.3	+ 54.3
Ontario.....	- 0.1	+ 4.2	+ 12.4	+ 38.9
Manitoba.....	- 1.6	+ 2.4	+ 3.5	+ 3.6
Saskatchewan.....	+ 16.5	+ 19.5	+ 9.4	+ 30.8
Alberta.....	+ 14.7	+ 20.3	+ 25.3	+ 55.5
British Columbia ¹	2	+ 5.8	+ 12.6	+ 35.4

1. Includes Yukon and Northwest Territories.
2. Unchanged.

The proportions of units sold by provinces to total units sold decreased in Ontario from 47 per cent a year ago to 44 per cent for passenger cars and from 36 per cent to 35 per cent in the case of commercial vehicles and increased in Quebec from 21 per cent to 23 per cent in both instances. The proportions in the other regions varied up or down by a fraction.

Percentage Distribution of New Motor Vehicles Sold, by Provinces, 1955 and 1956

Province	Passenger Cars		Commercial Vehicles	
	1955	1956	1955	1956
	%	%	%	%
Canada	100.0	100.0	100.0	100.0
Atlantic Provinces.....	7.3	7.6	10.4	9.8
Quebec.....	20.9	22.8	20.6	22.8
Ontario.....	46.7	44.3	35.9	34.7
Manitoba.....	4.3	4.0	4.7	4.2
Saskatchewan.....	3.8	4.2	5.9	5.5
Alberta.....	7.2	7.8	11.2	12.0
British Columbia ¹	9.8	9.3	11.3	11.0

1. Includes Yukon and Northwest Territories.

The 407,710 new passenger cars sold retailed for \$1,127,523,000 or 10 per cent more than the 386,962 vehicles which were sold for \$1,023,351,000 in 1955. The values of sales were up in all the regions of the country with Quebec in the lead at 21 per cent followed by Saskatchewan and Alberta at 20 per cent.

There were 91,660 commercial vehicles sold in 1956, an increase of 16 per cent over the previous year and these retailed for \$326,690,000, more than 40 per cent above 1955's corresponding total. Regionally, sales were up in number and value in all the provinces. The most noteworthy increases were registered for Quebec and Alberta. The former accounted for

gains of 29 per cent in number and 54 per cent in value while the latter increased 25 per cent and 56 per cent respectively for number and value.

Bus sales, included with commercial vehicles above, accounted for 755 units and revenue of \$14,878,000 in 1956 compared with sales of 789 units sold for \$14,253,000 in 1955. Exactly 80 per cent of all buses were sold in three provinces: Quebec 44 per cent; Alberta 20 per cent; Ontario 16 per cent.

Sales of Buses by Months and by Provinces, 1955 and 1956

Month and Province	1955		1956	
	Number	Retail value	Number	Retail value
	\$000		\$000	
By months				
Annual total	789	14,253	755	14,878
January.....	24	179	13	96
February.....	10	112	12	231
March.....	47	819	45	1,288
April.....	95	1,985	74	1,796
May.....	50	1,393	91	2,070
June.....	81	1,897	102	2,827
July.....	77	1,713	113	2,299
August.....	122	1,459	85	1,187
September.....	113	1,729	67	574
October.....	83	1,715	41	456
November.....	33	456	41	542
December.....	54	796	71	1,512
By provinces				
Annual total	789	14,253	755	14,878
Atlantic Provinces.....	23	531	7	178
Quebec.....	226	5,102	331	8,105
Ontario.....	175	3,621	120	3,201
Manitoba.....	138	2,656	39	822
Saskatchewan.....	51	429	73	617
Alberta.....	154	1,593	154	1,742
British Columbia ¹	22	321	31	213

1. Includes Yukon and Northwest Territories.

Another feature of this report covers the sales of European made vehicles which accounted for substantial increases in 1956 over a year ago but fell short of the record year 1950 by approximately 44 per cent. The number of new passenger cars sold increased 54 per cent to 34,169 units from 22,165 in the previous year and commercial vehicles 56 per cent to 3,845 from 2,466, second only to 1950. More detail on the sale of European made vehicles in Canada will be found in Table 5. Although sales of European vehicles are shown separately they are included in the main tables of this report.

Annual Sales of New European Made Vehicles in Canada, 1949-1956

Year	Number of units	
	Passenger cars	Commercial vehicles
1949.....	28,263	1,838
1950.....	62,880	4,628
1951.....	29,113	3,049
1952.....	26,655	2,231
1953.....	26,378	1,647
1954.....	20,248	1,610
1955.....	22,165	2,466
1956.....	34,169	3,845

CHART I

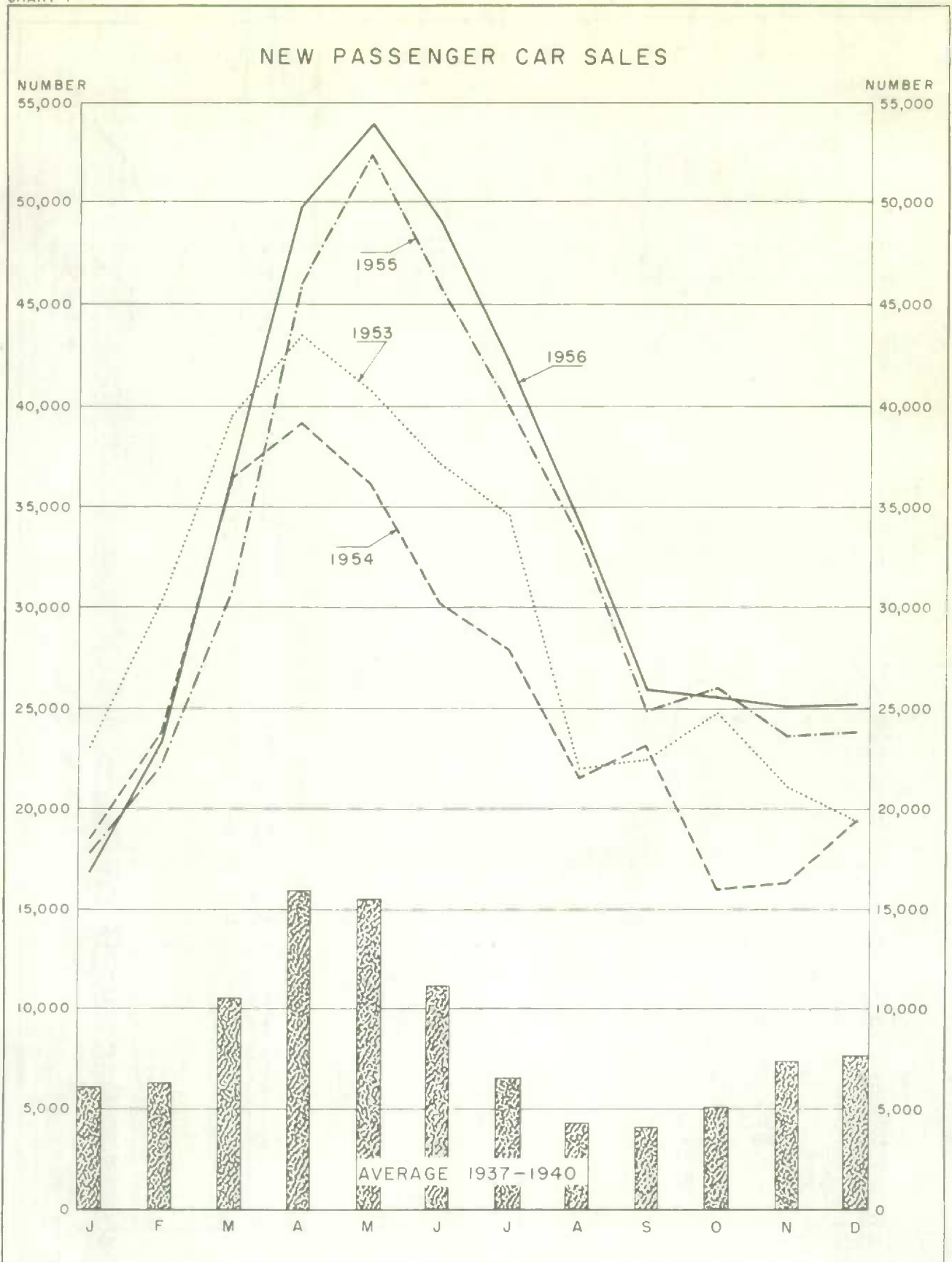
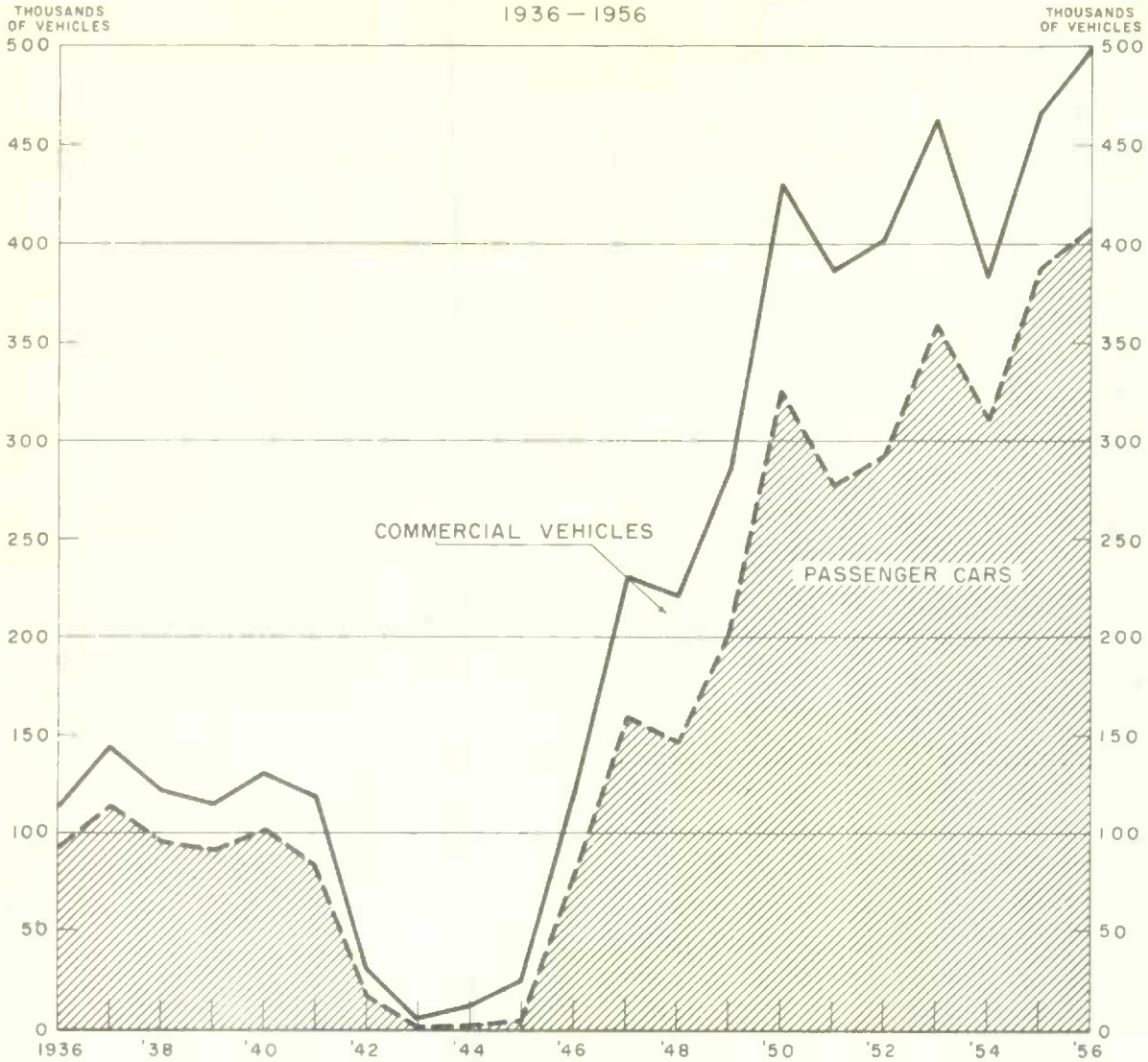


CHART 2

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

1936 - 1956



PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

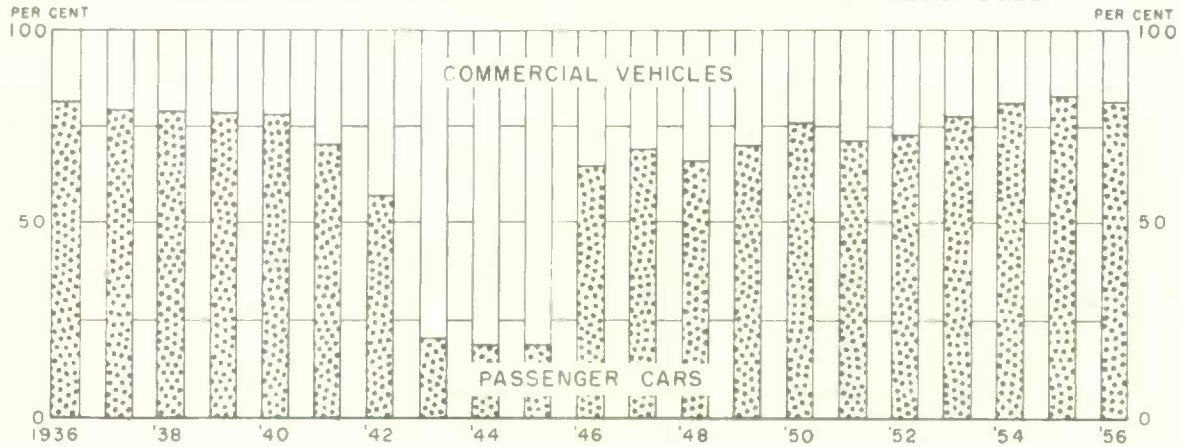


TABLE 1. Annual Sales of New Motor Vehicles in Canada, 1946-1956

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	2,562
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
1955.....	465,678	1,255,890	2,697	386,962	1,023,351	2,645	78,716	232,539	2,954
1956.....	499,370	1,454,213	2,912	407,710	1,127,523	2,766	91,860	326,690	3,564

1. Includes Newfoundland from April 1949.

TABLE 2. New Motor Vehicle Sales in Canada, by Months, 1955 and 1956

Month	Passenger cars				Commercial vehicles			
	1955		1956		1955		1956	
	Number	Retail value	Number	Retail value	Number	Retail value	Number	Retail value
		\$000		\$000		\$000		\$000
Annual total	386,962	1,023,351	407,710	1,127,523	78,716	232,539	91,660	326,690
January.....	17,810	47,242	16,864	47,828	3,576	10,267	4,453	15,963
February.....	22,084	58,041	23,290	67,061	4,212	12,005	5,243	18,914
March.....	30,937	78,690	36,556	102,916	4,687	13,745	6,783	25,356
April.....	46,002	121,042	49,757	137,505	7,909	22,677	8,697	31,754
May.....	52,279	135,745	53,870	148,025	8,770	24,242	11,568	41,152
June.....	45,923	119,516	49,054	135,279	8,990	26,490	9,533	34,431
July.....	40,000	103,680	42,227	114,832	7,434	22,698	9,337	32,896
August.....	33,450	86,694	34,229	93,981	8,595	24,576	8,239	26,944
September.....	24,939	64,438	25,899	70,851	6,905	21,523	7,679	27,241
October.....	26,135	72,630	25,604	69,402	7,283	21,356	8,109	27,796
November.....	23,594	67,159	25,129	68,194	5,368	16,092	6,112	22,302
December.....	23,809	68,474	25,231	71,649	4,987	16,868	5,907	21,941

TABLE 3. New Motor Vehicle Sales in Canada, by Provinces, 1956

Province	Total vehicles		Passenger cars		Commercial vehicles	
	Number	Retail value	Number	Retail value	Number	Retail value
		\$000		\$000		\$000
Canada	499,370	1,454,213	407,710	1,127,523	91,660	326,690
Newfoundland.....	7,356	19,251	5,581	14,400	1,775	4,851
Prince Edward Island.....	2,144	5,569	1,566	3,998	578	1,571
Nova Scotia.....	16,279	43,079	13,015	33,628	3,264	9,451
New Brunswick.....	14,181	38,956	10,791	28,731	3,390	10,225
Quebec.....	113,935	348,745	93,018	264,820	20,917	81,925
Ontario.....	212,493	616,431	180,694	499,523	31,799	116,908
Manitoba.....	20,012	57,171	16,186	44,469	3,826	12,702
Saskatchewan.....	22,293	61,718	17,253	46,799	5,040	14,919
Alberta.....	42,852	128,361	31,852	88,842	11,000	39,519
British Columbia ¹	47,825	136,932	37,754	102,313	10,071	34,619

1. Includes Yukon and Northwest Territories.

TABLE 4. Number of New Motor Vehicles Sold in Canada, by Provinces and by Months, 1956.

Month	New-found-land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Mani-toba	Saskat-chewan	Alberta	British Columbia ¹	Canada		
											Number	Retail value	
Total vehicles												\$'000	
Annual total	7,356	2,144	16,279	14,181	113,935	212,493	20,012	22,293	42,852	47,825	499,370	1,454,213	
January	283	68	654	470	4,555	9,852	690	590	1,658	2,517	21,317	63,791	
February	259	126	861	685	6,845	12,820	840	885	2,111	3,101	28,533	85,975	
March	862	164	1,630	1,356	11,870	18,096	1,436	1,155	3,155	3,615	43,339	128,272	
April	1,141	248	2,125	2,115	13,970	24,404	2,365	2,100	4,813	5,173	58,454	169,259	
May	1,265	363	2,442	1,967	14,673	28,943	2,288	2,721	4,439	6,337	65,438	189,177	
June	724	307	2,099	1,818	13,359	23,708	3,047	3,907	5,327	4,291	58,587	169,710	
July	576	227	1,524	1,338	10,939	22,035	2,550	2,557	4,451	5,367	51,564	147,728	
August	490	189	1,146	1,147	8,455	17,882	2,025	2,333	4,331	4,470	42,468	120,925	
September	494	120	1,059	851	8,212	12,799	1,117	1,574	3,523	3,829	33,578	98,092	
October	541	147	1,021	914	7,273	15,184	1,158	1,545	3,032	2,898	33,713	97,198	
November	457	90	1,021	958	7,118	13,766	953	1,430	2,781	2,667	31,241	90,496	
December	284	95	697	562	6,666	13,004	1,543	1,496	3,231	3,560	31,138	93,590	
Passenger cars													
Annual total	5,581	1,566	13,015	10,791	93,018	180,694	16,186	17,253	31,852	37,754	407,710	1,127,523	
January	185	51	484	322	3,576	8,045	528	437	1,191	2,045	16,864	47,828	
February	170	104	665	524	5,552	10,998	661	629	1,494	2,493	23,290	57,061	
March	676	126	1,364	1,079	10,198	15,520	1,211	918	2,462	3,002	36,556	102,916	
April	952	170	1,730	1,692	11,856	21,559	2,030	1,683	3,726	4,359	49,757	137,505	
May	896	262	1,989	1,475	12,052	24,711	1,904	2,145	3,481	4,955	53,870	148,025	
June	583	239	1,683	1,458	11,037	20,830	2,466	3,337	4,120	3,301	49,054	135,279	
July	485	154	1,234	1,007	8,994	18,564	2,113	1,995	3,415	4,266	42,227	114,832	
August	410	137	875	635	6,877	15,037	1,529	1,719	3,246	3,564	34,229	93,981	
September	356	80	830	618	6,341	10,379	853	1,091	2,473	2,876	25,899	70,851	
October	386	102	806	659	5,623	11,996	912	1,106	1,989	2,023	25,604	69,402	
November	309	76	826	713	5,550	11,952	723	1,065	1,938	1,977	25,129	68,194	
December	171	65	529	409	5,362	11,101	1,256	1,128	2,317	2,893	25,231	71,649	
Commercial vehicles													
Annual total	1,775	578	3,264	3,390	20,917	31,799	3,826	5,040	11,000	10,071	91,660	326,690	
January	78	17	170	146	979	1,807	162	153	467	472	4,453	15,963	
February	69	22	196	161	1,293	1,822	179	256	617	608	5,243	18,914	
March	186	38	266	277	1,672	2,576	225	237	693	613	6,783	25,356	
April	189	78	395	423	2,114	2,845	335	417	1,087	814	8,697	31,754	
May	369	101	453	492	2,621	4,232	384	576	958	1,382	11,568	41,152	
June	141	68	416	360	2,322	2,876	581	570	1,207	990	9,533	34,431	
July	91	73	290	331	1,945	3,471	437	562	1,036	1,101	9,337	32,896	
August	80	52	271	312	1,578	2,845	496	614	1,085	906	8,239	26,944	
September	136	40	229	233	1,871	2,420	294	483	1,050	953	7,679	27,241	
October	155	45	215	255	1,650	3,186	246	439	1,043	875	8,109	27,796	
November	148	14	195	245	1,568	1,814	230	365	843	690	6,112	22,302	
December	113	30	168	153	1,304	1,903	287	368	914	667	5,907	21,941	

1. Includes Yukon and Northwest Territories.

TABLE 5. Sales of European Made Vehicles in Canada, by Months, 1955 and 1956

Month	Passenger cars				Commercial vehicles			
	1955		1956		1955		1956	
	Number	Retail value	Number	Retail value	Number	Retail value	Number	Retail value
Annual total	22,165	46,889	34,169	63,890	2,466	5,051	3,845	8,030
January	1,109	2,112	2,072	3,744	87	177	333	727
February	1,320	2,802	2,173	3,947	149	297	251	523
March	1,590	2,828	3,116	5,683	175	351	315	679
April	2,461	4,529	4,068	7,521	235	468	317	709
May	3,033	5,537	4,593	8,528	342	682	410	855
June	2,525	4,577	3,286	6,308	205	414	395	814
July	2,260	4,070	3,171	6,037	226	446	260	523
August	1,736	3,244	2,308	4,467	162	321	215	427
September	1,768	3,154	2,454	4,636	228	482	250	502
October	1,474	2,669	2,521	4,720	232	490	340	703
November	1,623	2,981	2,576	4,774	200	428	369	763
December	1,266	2,306	1,831	3,525	225	493	390	805

FINANCING OF MOTOR VEHICLE SALES

This section covers the financing of both new and used vehicles while the previous section dealt with the sales of new vehicles only.

The financing of motor vehicles in 1956 increased 11 per cent from 599,330 units in 1955 to 663,749 and 4 per cent over the all time high established in 1953 when 640,512 units were financed. The financed value increased at a more rapid pace and accounted for a rise of 27 per cent from \$719,328,000 in the previous year to \$910,833,000. The financing of new vehicles accounted for most of these increases with gains of 21 and 39 per cent respectively for number and value financed. Used vehicles on the other hand registered gains of 6 per cent in number and 14 per cent in value financed.

In 1956, 190,109 new passenger cars were financed to the extent of \$408,993,000, respectively 22 and 34 per cent greater than their levels a year ago, while new commercial vehicles with a comparable increase in number (20 per cent) obtained a 58 per cent rise in value of sales financed. The average financed value per vehicle advanced from \$1,953 in

1955 to \$2,151 for passenger cars and from \$2,451 to \$3,217 in the case of commercial vehicles.

Percentage Change in Number of Vehicle Sales Financed, by Provinces, 1956/1955

Province	New vehicles		Used vehicles	
	Passenger	Commercial	Passenger	Commercial
	%	%	%	%
Canada	+ 21.7	+ 20.3	+ 13.8	- 3.0
Atlantic Provinces	+ 16.2	- 2.5	+ 2.1	- 9.4
Quebec	+ 25.8	+ 27.4	+ 16.3	+ 1.8
Ontario	+ 15.7	+ 13.3	+ 1.9	- 8.8
Manitoba	+ 13.2	+ 8.6	+ 1.3	- 4.4
Saskatchewan	+ 28.6	+ 22.2	+ 4.6	- 8.8
Alberta	+ 36.8	+ 44.5	+ 14.1	+ 0.6
British Columbia ¹	+ 35.5	+ 25.8	+ 18.5	+ 14.3

1. Includes Yukon and Northwest Territories.

TABLE 6. Annual Financing of Motor Vehicle Sales in Canada, 1931-1956

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	639	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 ¹	232,988	219,164	941	81,502	115,511	1,417	151,486	103,673	664
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
1956	663,749	910,633	1,372	224,905	520,944	2,316	438,844	389,889	888

1. Includes Newfoundland from April 1949.

TABLE 7. Number of Motor Vehicles Financed in Canada for Selected Years

Year	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British ¹ Columbia
New vehicles								
1936	42,863	2,804	8,060	19,799		5,034	3,942	3,226
1940	42,982	2,864	7,544	16,486		8,596	4,825	2,667
1943	1,027	96	224	304		138	229	86
1947	46,700	4,345	10,944	17,830	2,700	2,649	4,262	3,970
1951	126,255	9,528	29,435	45,018	7,213	9,590	14,578	10,893
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
1956	224,905	17,268	53,552	94,549	7,217	8,338	23,326	20,655
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
1956								
Passenger	190,109	13,952	44,701	83,657	6,157	6,803	18,220	16,619
Commercial	34,796	3,316	8,851	10,892	1,060	1,535	5,106	4,036
Used vehicles								
1936	94,651	6,350	14,635	48,180		9,401	7,132	8,953
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
1947	72,167	4,037	11,184	39,473	3,263	2,031	5,291	6,888
1951	297,575	28,220	45,020	132,211	14,715	17,458	30,455	29,496
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
1956	438,844	45,579	92,664	176,482	16,008	18,801	45,215	44,095
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
1956								
Passenger	382,026	37,442	81,086	160,241	13,654	15,327	36,928	37,348
Commercial	56,818	8,137	11,578	16,241	2,354	3,474	8,287	6,747

1. Includes Yukon and Northwest Territories.

TABLE 8. Average Financed Value of Motor Vehicles in Canada by Provinces, 1955 and 1956

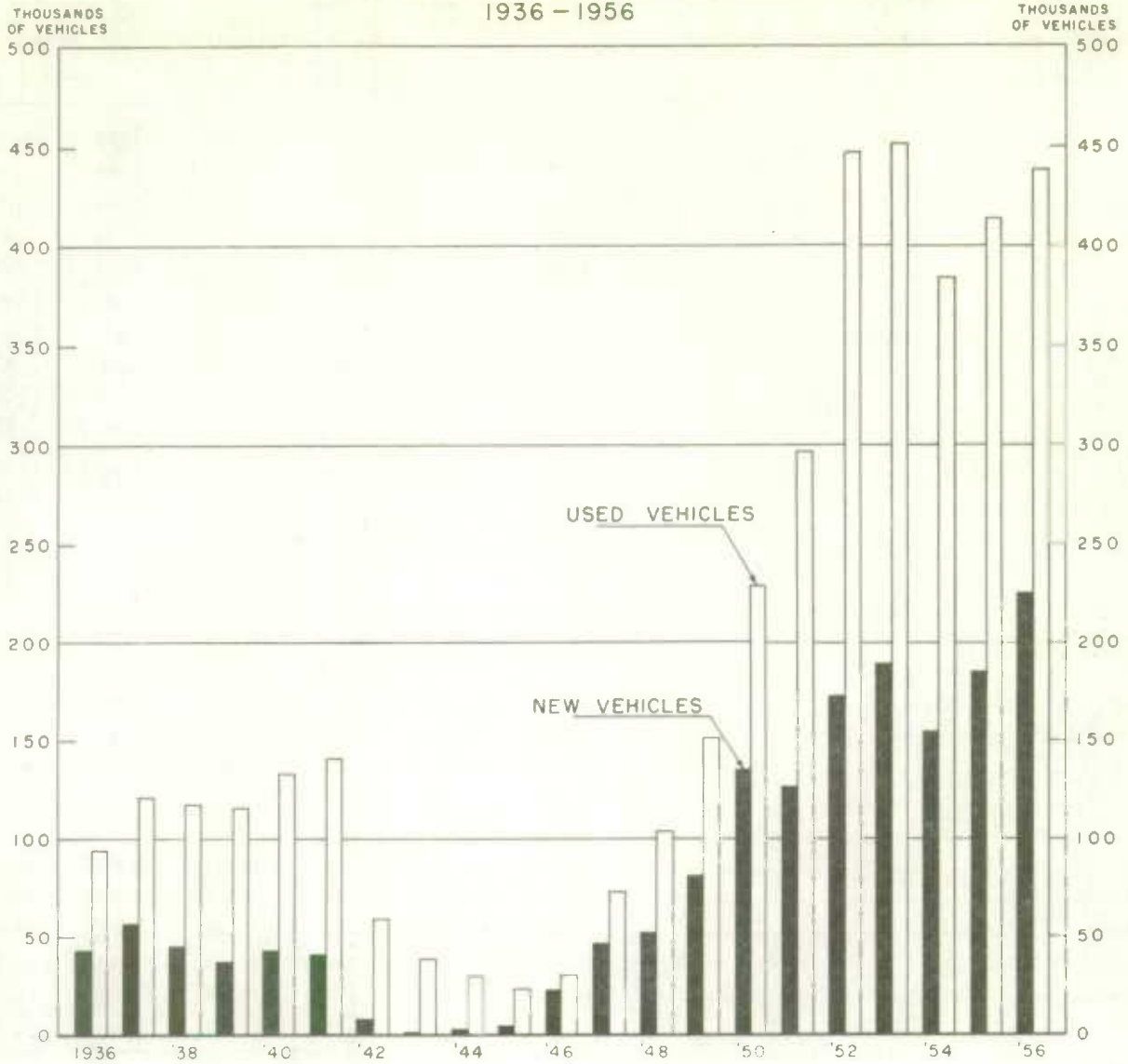
Province	Passenger			Commercial		
	1955	1956	% Change	1955	1956	% Change
New vehicles						
Canada	1,953	2,151	+ 10.1	2,451	3,217	+ 31.3
Atlantic Provinces	1,871	1,992	+ 6.5	2,114	2,423	+ 14.6
Quebec	2,068	2,252	+ 6.9	2,478	3,191	+ 28.8
Ontario	1,907	2,126	+ 11.5	2,423	3,207	+ 32.4
Manitoba	1,887	2,063	+ 9.3	2,247	2,938	+ 30.8
Saskatchewan	1,864	2,047	+ 9.8	2,128	2,713	+ 27.5
Alberta	1,959	2,128	+ 8.6	2,568	3,594	+ 40.0
British Columbia ¹	2,035	2,242	+ 10.2	2,894	3,743	+ 29.3
Used vehicles						
Canada	828	883	+ 6.6	834	928	+ 11.3
Atlantic Provinces	789	817	+ 3.5	711	741	+ 4.2
Quebec	885	930	+ 5.1	904	974	+ 7.7
Ontario	801	874	+ 9.1	766	879	+ 14.8
Manitoba	806	848	+ 5.2	884	865	+ 0.1
Saskatchewan	746	764	+ 2.4	722	718	- 0.6
Alberta	815	840	+ 3.1	896	988	+ 10.3
British Columbia ¹	942	984	+ 4.5	1,060	1,249	+ 17.8

1. Includes Yukon and Northwest Territories.

CHART 3

NUMBER OF MOTOR VEHICLE SALES FINANCED IN CANADA

1936 - 1956



PROPORTION OF NEW AND USED VEHICLES FINANCED

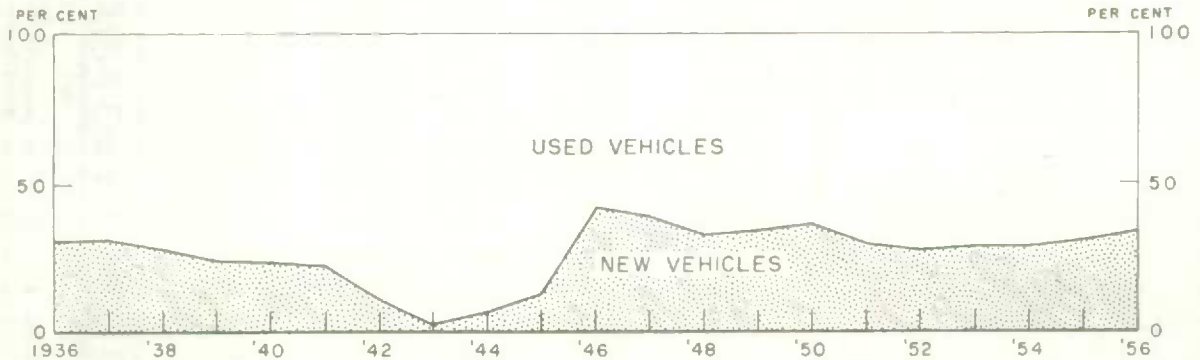


TABLE 9. Financing of Motor Vehicle Sales in Canada, by Months, 1956

Month	Total, passenger and commercial		Passenger		Commercial	
	Number	Amount	Number	Amount	Number	Amount
	\$000		\$000		\$000	
Total new and used vehicles						
Annual total	663,749	910,833	572,135	746,147	91,614	164,686
January	32,361	42,632	27,371	34,202	4,990	8,430
February	37,270	48,016	32,216	39,941	5,054	8,075
March	47,717	62,470	41,669	52,434	6,048	10,036
April	65,628	88,706	57,436	75,516	8,192	13,190
May	77,578	107,823	67,155	88,416	10,423	19,407
June	72,238	100,096	62,788	81,989	9,450	18,107
July	73,357	101,463	64,307	84,623	9,050	16,840
August	68,416	95,223	59,317	78,622	9,099	16,601
September	52,170	72,312	44,408	58,318	7,762	13,994
October	55,724	75,964	47,306	60,994	8,418	14,970
November	46,710	65,032	39,169	50,859	7,541	14,173
December	34,580	51,096	28,993	40,233	5,587	10,863
New vehicles						
Annual total	224,905	520,944	190,109	408,993	34,796	111,951
January	9,619	22,365	7,882	17,075	1,737	5,290
February	10,368	24,021	8,775	19,120	1,593	4,901
March	14,395	33,197	12,430	26,839	1,965	6,358
April	21,986	49,920	19,271	41,630	2,715	8,290
May	27,215	62,797	23,234	49,681	3,981	13,116
June	24,996	58,231	21,233	45,475	3,763	12,756
July	25,795	59,214	22,323	47,644	3,472	11,570
August	23,989	55,625	20,452	44,057	3,537	11,568
September	17,916	42,066	14,830	32,166	3,086	9,900
October	19,163	43,917	15,827	33,544	3,336	10,373
November	16,218	37,956	13,028	27,916	3,190	10,040
December	13,245	31,635	10,824	23,846	2,421	7,789
Used vehicles						
Annual total	438,844	389,889	382,026	337,154	56,818	52,735
January	22,742	20,267	19,489	17,127	3,253	3,140
February	26,902	23,995	23,441	20,821	3,461	3,174
March	33,322	29,273	29,239	25,595	4,083	3,678
April	43,642	38,786	38,165	33,886	5,477	4,900
May	50,363	45,026	43,921	38,735	6,442	6,291
June	47,242	41,865	41,555	36,514	5,687	5,351
July	47,562	42,249	41,984	36,979	5,578	5,270
August	44,427	39,598	38,865	34,565	5,562	5,033
September	34,254	30,246	29,578	26,152	4,676	4,094
October	36,561	32,047	31,479	27,450	5,082	4,597
November	30,492	27,076	26,141	22,943	4,351	4,133
December	21,335	19,461	18,169	16,387	3,166	3,074

TABLE 10. Financing of Motor Vehicle Sales in Canada, by Provinces, 1956

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.....	663,749	910,833	1,372	572,135	746,147	1,304	91,614	164,686	1,798
Atlantic Provinces.....	62,847	72,467	1,153	51,394	58,404	1,136	11,453	14,063	1,228
Quebec.....	146,216	215,603	1,475	125,787	176,075	1,400	20,429	39,528	1,935
Ontario.....	271,031	367,164	1,355	243,898	317,957	1,304	27,133	49,207	1,814
Manitoba.....	23,225	29,434	1,267	19,811	24,284	1,226	3,414	5,150	1,508
Saskatchewan.....	27,139	32,301	1,190	22,130	25,641	1,159	5,009	6,660	1,330
Alberta.....	68,541	96,314	1,405	55,148	69,773	1,265	13,393	26,541	1,982
British Columbia ¹	64,750	97,550	1,507	53,967	74,013	1,371	10,783	23,537	2,183
New vehicles									
Canada.....	224,905	520,944	2,316	190,109	408,993	2,151	34,796	111,951	3,217
Atlantic Provinces.....	17,268	35,835	2,075	13,952	27,799	1,992	3,316	8,036	2,453
Quebec.....	53,552	128,930	2,408	44,701	100,684	2,252	8,851	28,246	3,191
Ontario.....	94,549	212,788	2,251	83,657	177,857	2,126	10,892	34,931	3,207
Manitoba.....	7,217	15,814	2,191	6,157	12,700	2,063	1,060	3,114	2,938
Saskatchewan.....	8,338	18,091	2,170	6,803	13,926	2,047	1,535	4,165	2,713
Alberta.....	23,326	57,121	2,449	18,220	38,770	2,128	5,106	18,351	3,594
British Columbia ¹	20,655	52,365	2,535	16,619	37,257	2,242	4,036	15,108	3,743
Used vehicles									
Canada.....	438,844	389,889	888	382,026	337,154	883	56,818	52,735	928
Atlantic Provinces.....	45,579	36,632	804	37,442	30,605	817	8,137	6,027	741
Quebec.....	92,664	86,673	935	81,086	75,391	930	11,578	11,282	974
Ontario.....	176,482	154,376	875	160,241	140,100	874	16,241	14,276	879
Manitoba.....	16,008	13,620	851	13,654	11,584	848	2,354	2,036	865
Saskatchewan.....	18,801	14,210	756	15,327	11,715	764	3,474	2,495	718
Alberta.....	45,215	39,193	867	36,928	31,003	840	8,287	8,190	988
British Columbia ¹	44,095	45,185	1,025	37,348	36,756	984	6,747	8,429	1,249

1. Includes Yukon and Northwest Territories.

TABLE 11. Number of Motor Vehicles Financed, by Provinces and by Months, 1956

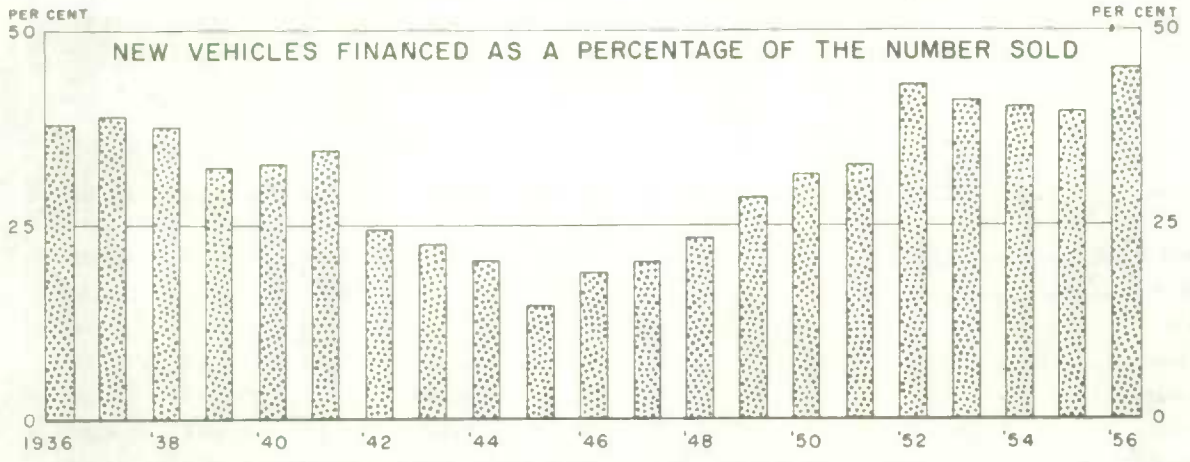
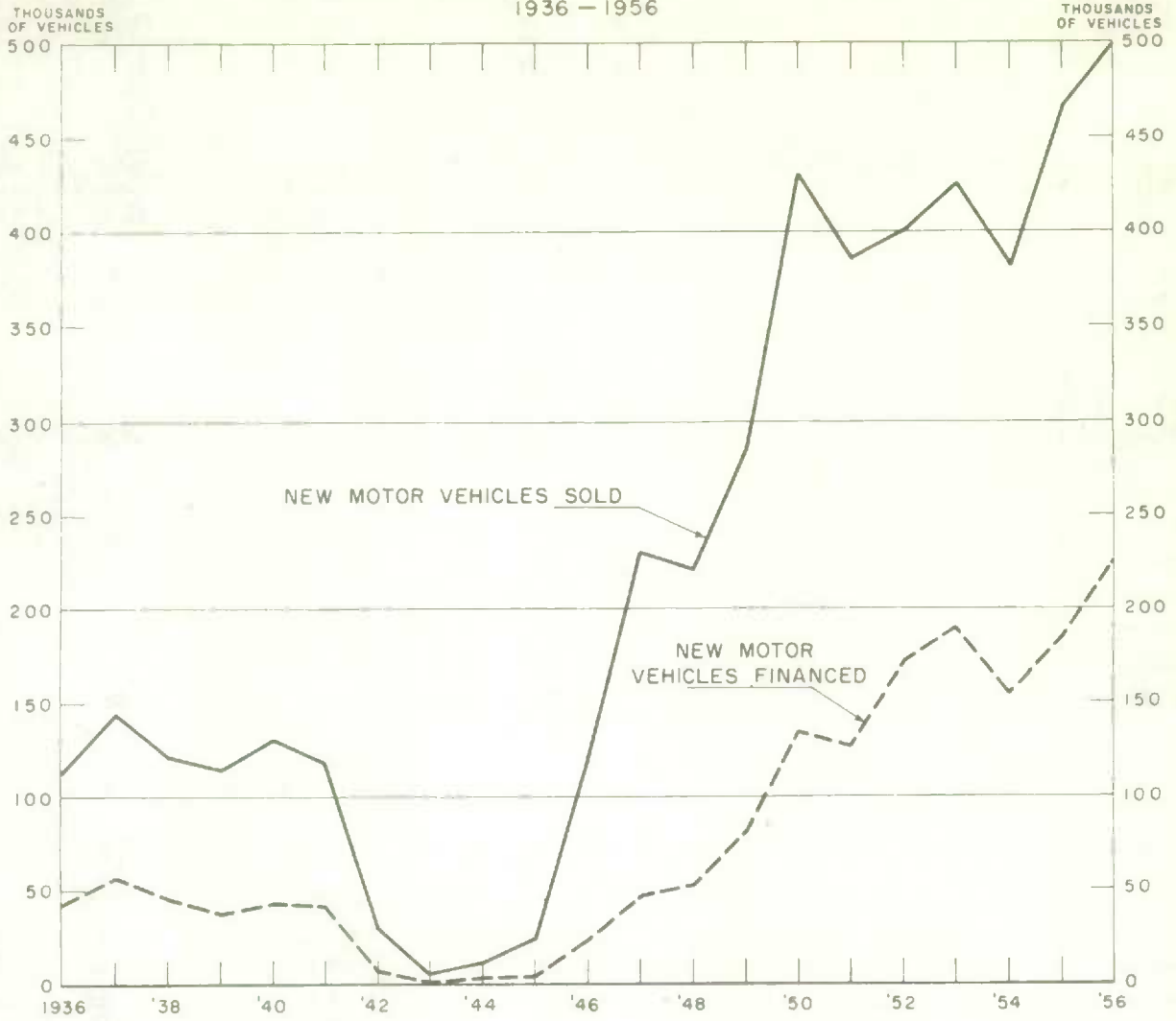
Month	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia ¹
New passenger cars								
Annual total	190,109	13,952	44,701	83,657	6,137	6,803	18,220	16,619
January	7,882	494	1,740	3,657	205	230	700	856
February	8,775	516	2,093	4,246	219	212	699	790
March	12,430	853	3,147	5,901	322	271	946	990
April	19,271	1,489	4,804	8,527	615	553	1,748	1,535
May	23,234	2,037	5,749	9,943	814	766	2,161	1,764
June	21,233	1,763	4,700	9,408	712	794	2,099	1,757
July	22,323	1,690	5,443	9,636	775	882	2,084	1,813
August	20,452	1,572	4,813	8,425	721	788	2,179	1,954
September	14,830	1,072	3,313	6,192	475	609	1,671	1,498
October	15,827	1,010	3,491	7,015	495	715	1,600	1,501
November	13,026	860	3,093	5,780	413	511	1,225	1,146
December	10,824	596	2,315	4,927	391	472	1,108	1,015
New commercial vehicles								
Annual total	34,796	3,316	8,851	10,892	1,060	1,533	5,106	4,036
January	1,737	149	427	624	58	70	247	162
February	1,593	122	463	530	40	44	203	191
March	1,965	164	555	741	39	45	208	213
April	2,715	302	701	861	79	109	363	300
May	3,981	456	970	1,286	110	153	539	467
June	3,763	414	810	1,228	109	139	642	421
July	3,472	357	883	1,092	90	135	462	453
August	3,537	377	878	947	116	187	559	473
September	3,088	258	830	896	100	172	483	357
October	3,336	309	789	1,021	114	184	503	416
November	3,190	248	877	936	97	161	505	366
December	2,421	160	668	740	108	136	392	217
Used passenger cars								
Annual total	382,026	37,442	81,086	160,241	13,654	15,327	36,928	37,348
January	19,489	1,788	3,588	8,950	624	650	1,844	2,045
February	23,441	2,005	5,168	10,322	668	712	2,195	2,371
March	29,239	2,605	6,651	12,723	892	952	2,601	2,815
April	38,165	3,721	8,745	15,694	1,266	1,442	3,812	3,485
May	43,921	4,466	9,908	18,104	1,773	1,773	3,805	4,092
June	41,555	4,368	8,631	17,446	1,509	1,791	4,038	3,772
July	41,984	4,353	9,089	17,424	1,558	1,735	3,989	3,836
August	38,865	4,263	8,011	15,495	1,431	1,704	3,854	4,107
September	29,578	2,995	5,857	12,296	1,104	1,152	3,080	3,094
October	31,479	2,919	6,419	13,036	1,191	1,455	3,227	3,232
November	26,141	2,378	5,408	11,068	902	1,138	2,633	2,614
December	18,169	1,581	3,611	7,683	736	823	1,850	1,885
Used commercial vehicles								
Annual total	56,818	8,137	11,578	16,241	2,354	3,474	8,287	6,747
January	3,253	415	601	1,083	135	140	478	401
February	3,461	462	661	1,064	108	166	549	451
March	4,083	527	898	1,250	155	166	589	498
April	5,477	745	1,140	1,591	198	349	852	604
May	6,442	972	1,333	1,630	290	389	883	745
June	5,687	875	1,100	1,635	250	354	817	656
July	5,578	877	1,189	1,514	244	319	762	673
August	5,562	876	1,092	1,503	243	423	763	662
September	4,676	703	949	1,264	212	325	681	542
October	5,082	701	1,062	1,456	212	328	727	596
November	4,351	564	937	1,142	173	297	692	546
December	3,166	420	616	909	136	218	494	373

1. Includes Yukon and Northwest Territories.

CHART 4

NEW MOTOR VEHICLES SALES AND FINANCING

1936 - 1956



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

SALES AND FINANCING OF NEW VEHICLES COMPARED

A larger percentage of total new vehicle sales was handled by sales finance and acceptance companies in 1956. Of the 499,370 new vehicles sold, 224,905 or 45 per cent (40 per cent in 1955) were financed through this medium. The financed value of these vehicles also accounted for a higher proportion of total sales at 36 per cent compared with 30 per cent in 1955. These proportions were the highest in Alberta with 54 per cent

of the number sold and 44 per cent of the value being financed. The increase from 1955 in the proportion of new vehicles financed, both number and value, was greatest in British Columbia where 10 per cent more of the vehicles sold were financed by sales finance companies; Alberta, with the highest 1956 proportion was, however, second to British Columbia in rate of increase from the previous year.

TABLE 12. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces, 1956

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	499,370	1,454,213	224,905	45.0	520,944	35.8
Atlantic Provinces.....	39,960	106,855	17,268	43.2	35,835	33.5
Quebec.....	113,935	346,745	53,552	47.0	128,930	37.2
Ontario.....	212,493	616,431	94,549	44.5	212,788	34.5
Manitoba	20,012	57,171	7,217	36.1	15,814	27.7
Saskatchewan	22,293	61,718	8,338	37.4	18,091	29.3
Alberta.....	42,852	128,361	23,326	54.4	57,121	44.5
British Columbia ¹	47,825	136,932	20,655	43.2	52,365	38.2
	Passenger cars					
Canada	407,710	1,127,523	190,109	46.6	408,993	36.3
Atlantic Provinces.....	30,953	80,757	13,952	45.1	27,799	34.4
Quebec.....	93,018	264,820	44,701	48.1	100,684	38.0
Ontario.....	180,694	499,523	83,657	46.3	177,857	35.6
Manitoba	16,186	44,469	6,157	38.0	12,700	28.6
Saskatchewan	17,253	46,799	6,803	39.4	13,926	29.8
Alberta.....	31,852	88,842	18,220	57.2	38,770	43.6
British Columbia ¹	37,754	102,313	16,619	44.0	37,257	36.4
	Commercial vehicles					
Canada	91,660	326,690	34,796	38.0	111,951	34.3
Atlantic Provinces.....	9,007	26,098	3,316	36.8	8,036	30.8
Quebec.....	20,917	81,925	8,851	42.3	28,246	34.5
Ontario.....	31,799	116,908	10,892	34.3	34,931	29.9
Manitoba	3,826	12,702	1,060	27.7	3,114	24.5
Saskatchewan	5,040	14,919	1,535	30.5	4,165	27.9
Alberta.....	11,000	39,519	5,106	46.4	18,351	46.4
British Columbia ¹	10,071	34,619	4,036	40.1	15,108	43.6

1. Includes Yukon and Northwest Territories.

TABLE 13. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces and by Months, 1956

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	499,370	224,905	45.0	39,960	17,268	43.2	113,935	53,552	47.0	212,493	94,549	44.5
January	21,317	9,619	45.1	1,455	643	44.2	4,555	2,167	47.6	9,852	4,281	43.5
February	28,533	10,368	36.3	1,931	638	33.0	6,845	2,556	37.3	12,820	4,776	37.3
March	43,339	14,395	33.2	4,012	1,017	25.3	11,870	3,702	31.2	18,096	6,642	36.7
April	58,454	21,986	37.6	5,629	1,791	31.8	13,970	5,505	39.4	24,404	9,388	38.5
May	65,438	27,215	41.6	6,037	2,493	41.3	14,673	6,719	45.8	28,943	11,229	38.8
June	58,587	24,996	42.7	4,948	2,177	44.0	13,359	5,510	41.2	23,708	10,636	44.9
July	51,564	25,795	50.0	3,665	2,047	55.9	10,939	6,326	57.8	22,035	10,728	48.7
August	42,468	23,989	56.5	2,972	1,949	65.6	8,455	5,691	67.3	17,882	9,372	52.4
September	33,578	17,916	53.4	2,524	1,330	52.7	8,212	4,143	50.5	12,799	7,078	55.3
October	33,713	19,163	56.8	2,623	1,319	50.3	7,273	4,280	58.8	15,164	8,036	52.9
November	31,241	16,218	51.9	2,526	1,108	43.9	7,118	3,970	55.8	13,766	6,716	48.8
December	31,138	13,245	42.5	1,638	756	46.2	6,666	2,983	44.7	13,004	5,667	43.6
	Manitoba			Saskatchewan			Alberta			British Columbia ¹		
	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	20,012	7,217	36.1	22,293	8,338	37.4	42,852	23,326	54.4	47,825	20,655	43.2
January	690	263	38.1	590	300	50.8	1,658	947	57.1	2,517	1,018	40.4
February	840	259	30.8	885	256	28.9	2,111	902	42.7	3,101	981	31.6
March	1,436	361	25.1	1,155	316	27.4	3,155	1,154	36.6	3,615	1,203	33.3
April	2,365	694	29.3	2,100	662	31.5	4,813	2,111	43.9	5,173	1,835	35.5
May	2,288	924	40.4	2,721	919	33.8	4,439	2,700	60.8	6,337	2,231	35.2
June	3,047	821	26.9	3,907	933	23.9	5,327	2,741	51.5	4,291	2,178	50.8
July	2,550	865	33.9	2,557	1,017	39.8	4,451	2,546	57.2	5,367	2,266	42.2
August	2,025	637	41.3	2,333	975	41.8	4,331	2,738	63.2	4,470	2,427	54.3
September	1,117	575	51.5	1,574	781	49.6	3,523	2,154	61.1	3,829	1,855	48.4
October	1,158	609	52.6	1,545	899	58.2	3,032	2,103	69.4	2,898	1,917	66.1
November	953	510	53.5	1,430	672	47.0	2,781	1,730	62.2	2,667	1,512	56.7
December	1,543	499	32.3	1,496	606	40.6	3,231	1,500	46.4	3,560	1,232	34.6

1. Includes Yukon and Northwest Territories.

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