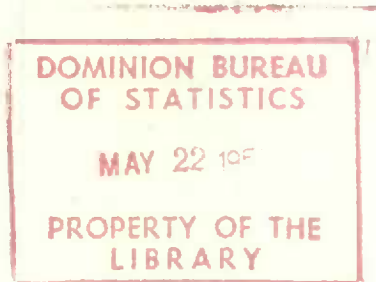


13-208



NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

1957



Published by Authority of
The Honourable Gordon Churchill, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
Retail Trade Section

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 1957.

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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.

BRITISH AND EUROPEAN VEHICLES

British and 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 1957

The 1957 sales of new motor vehicles, passenger cars and commercial vehicles, did not reach the levels of the previous year in either number of units sold or dollar volume. The 458,299 vehicles sold were 8 per cent below the 1956 total and slightly lower than the 1955 and 1953 vehicle sales. Both passenger cars and commercial vehicles contributed to the 8 per cent decrease in number and 6 per cent decrease in dollar sales, with the greater declines in the commercial sector. New vehicle sales were substantially higher in Manitoba during 1957 while Saskatchewan and Alberta sales showed nominal gains over 1956. Passenger car sales in Quebec offset the decline in commercial vehicle sales to give a "total vehicle" gain of less than 1 per cent in number and approximately 4 per cent in retail value.

The most significant change in new vehicle sales during 1957 was the growth in sales of British and European-made vehicles. Total sales of these vehicles rose from 38,014 units in 1956 to 53,800 units in 1957, a gain of 42 per cent in both

number and value. The Canadian-American component showed decreases of 12 per cent in number and 9 per cent in value from 1956. The gain in British and European vehicles was more pronounced in passenger car models where the number and value rose 45 per cent over the previous year compared with decreases of 11 per cent in number and 7 per cent in value in the sales of Canadian-American passenger cars.

Ontario and the Atlantic Provinces obtained smaller percentages of total sales in 1957 than in 1956, with proportional gains taken up by Quebec and the Prairie Provinces. Ontario sales declined from 42.5 per cent in 1956 to 38.5 per cent of total Canadian sales in 1957. British Columbia sales accounted for 9.6 per cent of the total in both years.

The sale of buses, included with commercial vehicles throughout this report, increased in all provinces except Alberta during 1957. The 886 buses were sold for \$18,106,000 in 1957 compared with 755 buses valued at \$14,878,000 in 1956.

**New Motor Vehicle Sales showing Percentage Change in Number and Retail Value 1957/1956,
also Percentage Distribution for 1956 and 1957, by Type of Vehicles and Provinces**

Province	Percentage											
	Change 1957/1956						Unit Distribution					
	Total vehicles		Passenger cars		Commercial vehicles		Total vehicles		Passenger cars		Commercial vehicles	
	Number	Retail value	Number	Retail value	Number	Retail value	1956	1957	1956	1957	1956	1957
Canada	- 8.3	- 5.9	- 6.4	- 3.6	- 16.8	- 13.9	100.0	100.0	100.0	100.0	100.0	100.0
Atlantic Provinces	- 17.6	- 15.0	- 15.5	- 13.2	- 25.1	- 20.8	8.0	7.2	7.6	6.9	9.8	8.8
Quebec	+ 0.3	+ 3.6	+ 3.9	+ 8.3	- 16.2	- 11.4	22.8	24.9	22.3	25.3	22.8	23.0
Ontario	- 17.1	- 15.4	- 16.2	- 14.7	- 22.4	- 18.8	42.5	38.5	44.3	39.7	34.7	32.4
Manitoba	+ 19.0	+ 22.8	+ 23.1	+ 27.0	+ 1.4	+ 8.0	4.0	5.2	4.0	5.2	4.2	5.1
Saskatchewan	+ 2.0	+ 7.6	+ 2.6	+ 8.0	- 0.1	+ 6.4	4.5	5.0	4.2	4.6	5.5	6.6
Alberta	+ 3.1	+ 3.6	+ 6.4	+ 9.6	- 6.5	- 9.8	8.6	9.6	7.8	8.9	12.0	13.5
British Columbia	- 8.4	- 7.4	- 5.4	- 3.2	- 19.7	- 19.7	9.6	9.6	9.3	9.4	11.0	10.6

Number and Retail Value of Buses Sold—1956 and 1957, by Provinces

Item	Provinces							Canada
	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	
1956								
Units	7	331	120	39	73	154	31	755
Retail value	\$178	\$8,105	\$3,201	\$822	\$617	\$1,742	\$213	\$14,878
1957								
Units	10	379	150	41	116	142	48	886
Retail value	\$261	\$9,702	\$4,113	\$784	\$586	\$1,827	\$833	\$18,106

CHART - I

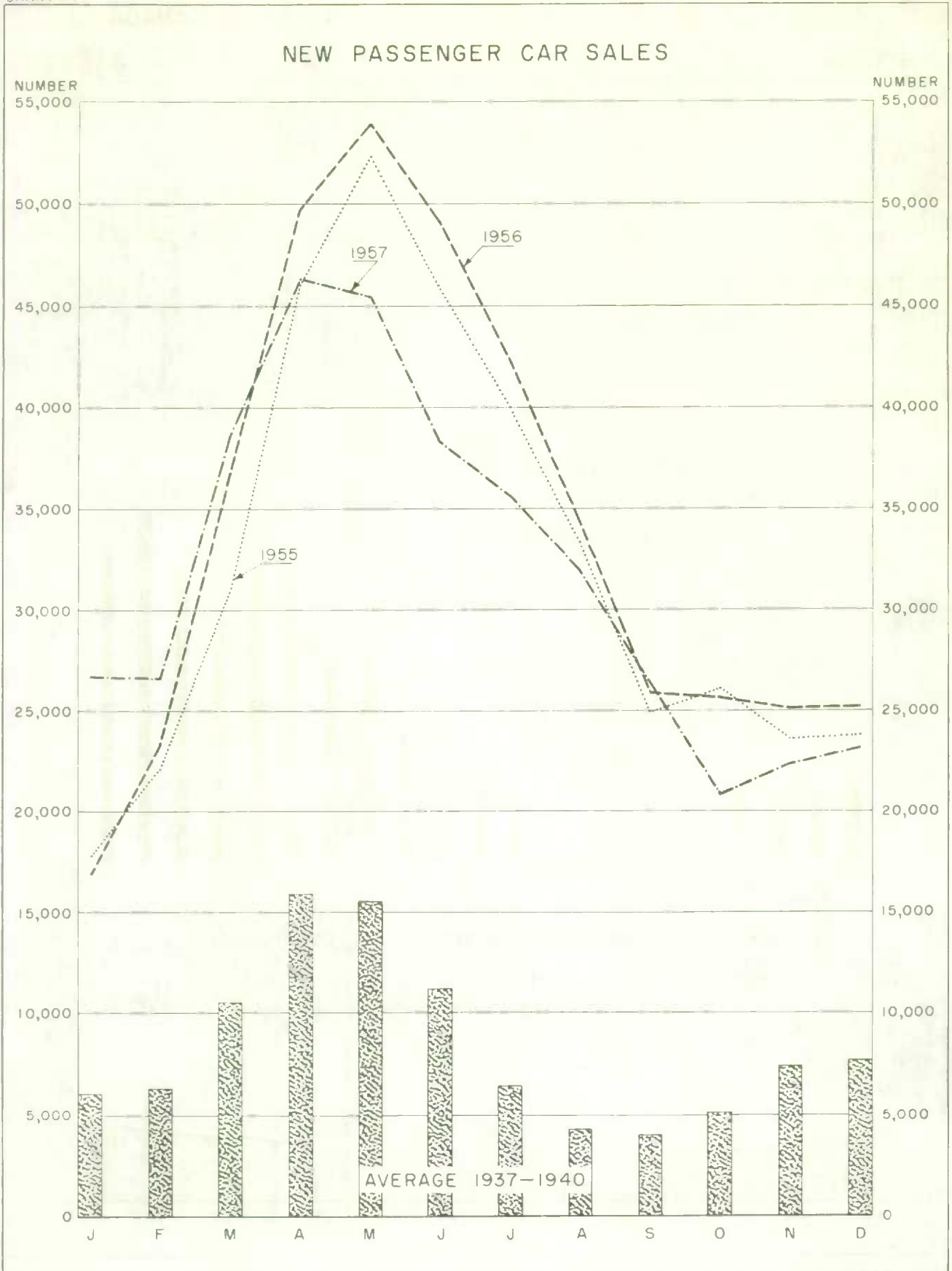
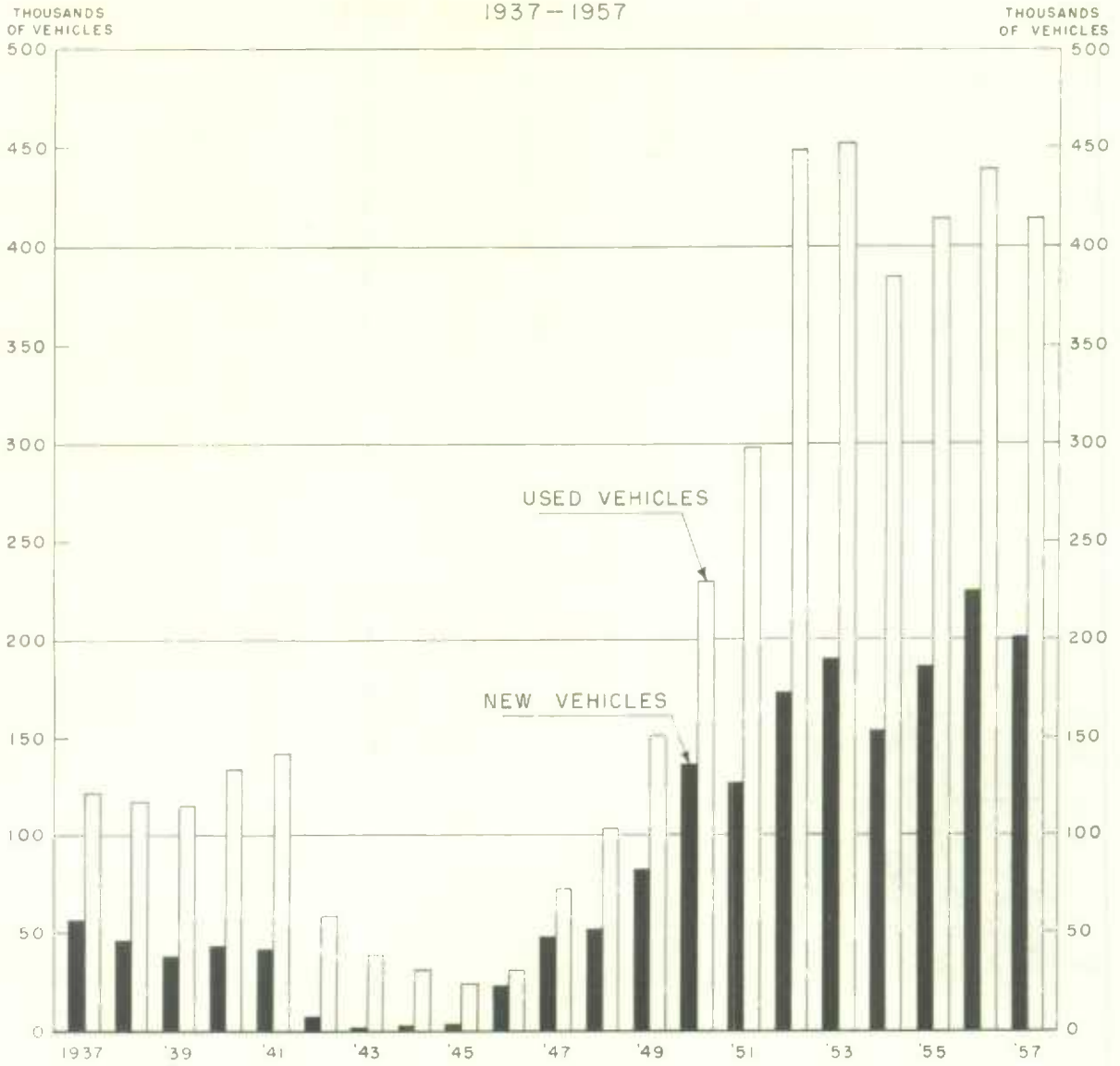


CHART-3

NUMBER OF MOTOR VEHICLE SALES FINANCED IN CANADA

1937-1957



PROPORTION OF NEW AND USED VEHICLES FINANCED

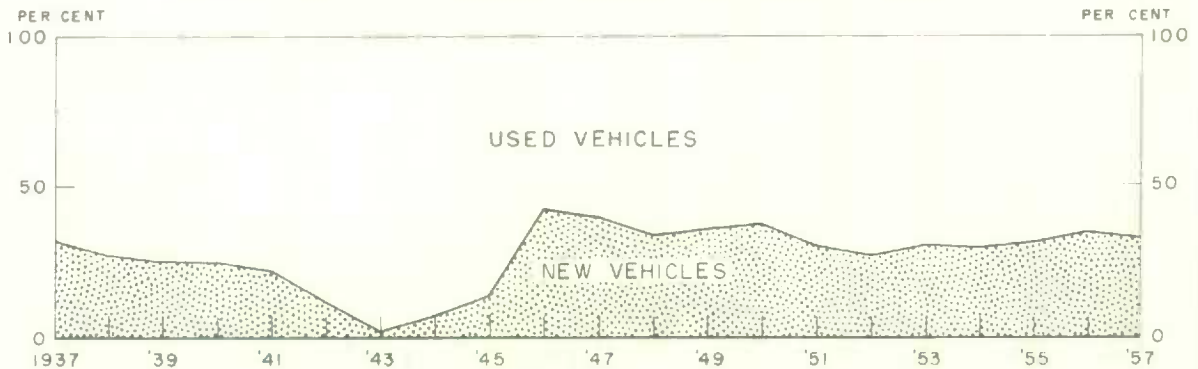


TABLE 1. Number of New Motor Vehicles Sold in Canada in 1957, by Province and Month and Units Sold and Retail Value (\$000) for 1956 and 1957 for Monthly Totals

No.	Province	January	February	March	April	
Total vehicles:						
1	Newfoundland	570	248	509	680	
2	Prince Edward Island	123	82	113	233	
3	Nova Scotia	815	666	1,424	1,593	
4	New Brunswick	737	660	1,235	1,447	
5	Quebec	7,113	8,656	12,961	14,427	
6	Ontario	13,968	13,037	17,433	20,317	
7	Manitoba	1,135	1,598	2,249	2,838	
8	Saskatchewan	1,587	997	1,527	3,175	
9	Alberta	3,382	3,051	4,166	5,489	
10	British Columbia	3,315	3,347	4,132	5,158	
Canada totals:						
11	Units sold	1957	32,745	32,342	45,749	55,357
12	1956	21,317	28,533	43,339	58,454
13	Retail value (\$000)	1957	101,295	98,952	138,462	164,918
14	1956	63,791	85,975	128,272	169,259
Passenger cars:						
15	Newfoundland	442	204	391	522	
16	Prince Edward Island	75	58	78	194	
17	Nova Scotia	602	485	1,189	1,279	
18	New Brunswick	547	488	1,048	1,185	
19	Quebec	5,558	6,941	11,008	12,988	
20	Ontario	12,094	11,245	15,038	17,525	
21	Manitoba	923	1,354	1,943	2,426	
22	Saskatchewan	1,171	758	1,145	2,405	
23	Alberta	2,546	2,318	3,272	4,252	
24	British Columbia	2,736	2,728	3,458	4,138	
Canada totals:						
25	Units sold	1957	26,694	26,579	38,570	46,315
26	1956	16,864	23,290	36,556	49,757
27	Retail value (\$000)	1957	78,286	78,314	111,091	131,681
28	1956	47,828	67,061	102,916	137,505
Commercial vehicles:						
29	Newfoundland	128	44	118	158	
30	Prince Edward Island	48	24	35	59	
31	Nova Scotia	213	181	235	318	
32	New Brunswick	190	172	187	284	
33	Quebec	1,555	1,715	1,953	1,819	
34	Ontario	1,874	1,792	2,395	2,965	
35	Manitoba	212	244	306	412	
36	Saskatchewan	416	239	382	770	
37	Alberta	836	733	894	1,237	
38	British Columbia	579	619	674	1,020	
Canada totals:						
39	Units sold	1957	6,051	5,763	7,179	9,042
40	1956	4,453	5,243	6,783	8,697
41	Retail value (\$000)	1957	23,009	20,638	27,371	33,237
42	1956	15,963	18,914	25,356	31,704

TABLE 1. Number of New Motor Vehicles Sold in Canada in 1957, by Province and Month and Units Sold and Retail Value (\$000) for 1956 and 1957 for Monthly Totals

May	June	July	August	September	October	November	December	Total		No.
								Unit	Retail value (\$000)	
755	611	574	532	410	328	237	195	5,649	15,421	1
259	195	164	141	125	119	103	79	1,736	4,621	2
2,042	1,437	1,340	1,281	1,038	880	823	977	14,316	38,695	3
1,609	1,310	1,085	784	743	527	559	563	11,259	32,134	4
13,889	11,529	10,784	9,358	7,860	5,987	6,008	5,699	114,271	359,479	5
19,302	16,647	16,519	13,644	12,869	9,959	10,766	11,807	176,268	521,460	6
3,062	2,749	2,318	2,107	1,680	1,370	1,410	1,297	23,813	70,214	7
2,947	2,679	2,154	2,040	1,413	1,474	1,345	1,394	22,732	66,402	8
5,416	4,617	3,878	3,646	3,027	2,571	2,365	2,579	44,187	133,074	9
5,246	4,090	3,682	4,369	2,966	2,558	2,691	2,514	44,068	127,431	10
54,527	45,864	42,498	37,902	32,131	25,773	26,307	27,104	458,299	—	11
65,438	58,587	51,564	42,468	33,578	33,963	31,398	31,282	499,921	—	12
163,236	135,534	123,716	109,997	95,692	76,094	77,947	83,088	—	1,368,931	13
189,177	169,710	147,728	120,925	98,092	97,733	90,823	93,890	—	1,455,375	14
561	493	408	360	291	216	185	137	4,210	11,121	15
190	136	132	104	94	86	78	55	1,260	3,288	16
1,677	1,193	1,122	1,078	842	698	686	816	11,663	30,697	17
1,317	1,022	924	611	609	394	471	483	9,077	25,087	18
11,833	10,012	9,307	8,102	6,528	4,945	5,104	4,796	96,742	286,909	19
16,574	14,141	14,141	11,698	10,784	8,423	9,584	10,492	151,566	426,451	20
2,572	2,237	1,956	1,797	1,403	1,103	1,149	1,069	19,932	56,491	21
2,259	2,123	1,759	1,632	1,119	1,157	1,059	1,112	17,699	50,529	22
4,182	3,618	2,974	2,834	2,232	1,855	1,769	2,047	33,899	97,441	23
4,188	3,300	2,870	3,647	2,401	2,096	2,260	2,153	35,975	99,606	24
45,353	38,275	35,593	31,863	26,303	20,973	22,345	23,160	382,023	—	25
53,870	49,054	42,227	34,229	25,899	25,853	25,266	25,368	408,233	—	26
127,746	108,240	99,765	89,151	73,194	58,549	63,562	68,041	—	1,087,620	27
148,025	135,279	114,832	93,981	70,851	69,935	68,489	71,938	—	1,128,640	28
194	118	166	172	119	112	52	58	1,439	4,300	29
69	59	32	37	31	33	25	24	476	1,333	30
365	244	218	203	196	182	137	161	2,653	7,998	31
292	288	161	173	134	133	88	80	2,182	7,047	32
2,056	1,517	1,477	1,256	1,332	1,042	904	903	17,529	72,870	33
2,728	2,506	2,378	1,946	2,085	1,536	1,182	1,315	24,702	95,009	34
490	512	362	310	277	267	261	228	3,881	13,723	35
688	556	395	408	294	317	286	282	5,033	15,873	36
1,234	999	904	812	795	716	596	532	10,288	35,633	37
1,058	790	812	722	565	462	431	361	8,093	27,825	38
9,174	7,589	6,905	6,039	5,828	4,800	3,962	3,944	76,276	—	39
11,568	9,533	9,337	8,239	7,679	8,110	6,132	5,914	91,688	—	40
35,490	27,294	23,951	20,846	22,498	17,545	14,385	15,047	—	281,311	41
41,152	34,431	32,896	26,944	27,241	27,798	22,334	21,952	—	326,735	42

TABLE 2. Annual Sales of New Motor Vehicles in Canada, 1946-1957, and Annual Sales of British and European Made Vehicles, 1949-1957, by Type of Vehicles

Year	Total vehicles			Passenger cars			Commercial vehicles		
	Number	Retail value	Average per vehicle	Number	Retail value	Average per vehicle	Number	Retail value	Average per vehicle
		\$000	\$		\$000	\$		\$000	\$
Total vehicles:									
1946	120,044	193,328	1,610	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	1,003,663	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	499,921	1,455,375	2,911	408,233	1,128,640	2,765	91,688	325,735	3,564
1957	458,299	1,368,931	2,987	382,023	1,087,620	2,847	76,276	281,311	3,688
British and European vehicles (included above):									
1949	30,101			28,263			1,838		
1950	67,506	N.A.	N.A.	62,880	N.A.	N.A.	4,626	N.A.	N.A.
1951	32,162			29,113			3,049		
1952	28,886	53,781	1,862	26,655	49,254	1,848	2,231	4,527	2,029
1953	28,025	53,803	1,920	26,378	50,601	1,918	1,647	3,202	1,944
1954	21,858	41,696	1,908	20,248	38,463	1,900	1,610	3,233	2,008
1955	24,631	45,660	1,854	22,165	40,609	1,822	2,466	5,051	2,048
1956	38,014	71,920	1,892	34,169	63,890	1,870	3,845	8,030	2,088
1957	53,800	102,370	1,903	49,433	92,897	1,879	4,367	9,473	2,169

TABLE 3. Sales of New British and European Made Vehicles in Canada by Month, Province and Type of Vehicles, for 1956 and 1957

Month and Province	Total vehicles				Passenger cars				Commercial vehicles			
	1956		1957		1956		1957		1956		1957	
	Number	Retail value	Number	Retail value	Number	Retail value	Number	Retail value	Number	Retail value	Number	Retail value
		\$000		\$000		\$000		\$000		\$000		\$000
Month:												
January	2,405	4,471	2,450	4,654	2,072	3,744	2,196	4,117	333	727	254	537
February	2,424	4,470	2,476	4,769	2,173	3,947	2,156	4,084	251	523	320	685
March	3,431	6,362	4,546	8,693	3,116	5,683	4,257	8,055	315	679	289	638
April	4,385	8,230	6,514	12,279	4,068	7,521	5,869	10,885	317	709	645	1,394
May	5,003	9,383	6,606	12,489	4,593	8,528	6,114	11,464	410	855	492	1,025
June	3,681	7,122	4,625	8,951	3,286	6,308	4,245	8,132	395	814	380	819
July	3,431	6,560	4,951	9,446	3,171	6,037	4,612	8,687	260	523	339	759
August	2,523	4,894	5,032	9,716	2,308	4,467	4,654	8,897	215	427	378	819
September	2,704	5,138	4,348	8,177	2,454	4,636	3,996	7,405	250	502	352	772
October	2,861	5,423	3,962	7,533	2,521	4,720	3,654	6,872	340	703	308	661
November	2,945	5,537	4,224	8,017	2,576	4,774	3,970	7,434	369	763	254	583
December	2,221	4,330	4,068	7,646	1,831	3,525	3,710	6,865	390	805	356	781
Annual total	38,014	71,920	53,800	102,370	34,169	63,890	49,433	92,897	3,845	8,030	4,367	9,473
Province:												
Newfoundland	935	1,759	851	1,620	898	1,685	806	1,519	37	74	45	101
Prince Edward Island	192	334	205	352	177	304	193	326	15	30	12	26
Nova Scotia	2,110	3,776	2,808	5,115	1,978	3,496	2,676	4,835	132	280	132	280
New Brunswick	862	1,656	1,173	2,125	796	1,478	1,114	1,998	66	178	59	127
Quebec	6,166	11,766	8,937	17,471	5,518	10,396	8,187	15,856	648	1,370	750	1,611
Ontario	14,920	28,126	22,677	42,684	13,440	25,152	20,818	38,657	1,480	2,974	1,859	4,027
Manitoba	1,184	2,188	2,137	4,020	1,091	1,992	1,964	3,650	93	196	173	370
Saskatchewan	712	1,303	1,124	2,131	618	1,100	979	1,810	94	203	145	321
Alberta	2,956	5,844	4,183	7,816	2,672	5,117	3,806	6,992	284	727	377	824
British Columbia	7,977	15,168	9,705	19,036	6,981	13,170	8,890	17,254	996	1,998	815	1,783

FINANCING OF MOTOR VEHICLE SALES

This section, which deals with the financing of motor vehicles, covers both new and used vehicles, in contrast with the previous section (sales) for which statistics on new vehicles only are available. It presents in tabular form the results of a preliminary revision to the monthly series on motor vehicle financing. Final figures, based on the regular annual survey, will appear in the publication "Sales Financing, 1957" to be released about the middle of 1958.

In 1957 the number of vehicles financed decreased 7.3 per cent to 615,251 units from 663,759 units in 1956. The value of vehicles financed decreased 3.5 per cent to \$878.5 million from \$910.8 million in 1956. The decline in units financed was reflected in both new vehicles and used vehicles. The dollar value of new vehicle financing also decreased, but the dollar value of used vehicle financing increased 2.2 per cent over 1956.

In 1957 171,904 new passenger cars (9.6 per cent fewer than in 1956) were financed to the extent of \$385,043,000 (5.9 per cent less than in 1956), while new commercial vehicles decreased 16.3 per cent in number and 15.1 per cent in value compared with 1956. The average financed value per vehicle ad-

vanced from \$2,151 in 1956 to \$2,240 in the case of new passenger cars and from \$3,217 to \$3,265 in the case of new commercial vehicles.

Percentage Change in Number of Vehicles Financed by Provinces, 1957/1956

Province	New vehicles		Used vehicles	
	Passenger	Commercial	Passenger	Commercial
	%	%	%	%
Canada	- 9.6	- 16.3	- 4.2	- 14.9
Atlantic Provinces	- 21.5	- 22.1	- 15.1	- 20.4
Quebec	- 0.3	- 18.7	+ 2.4	- 13.7
Ontario	- 18.4	- 19.5	- 8.2	- 18.3
Manitoba	+ 16.6	+ 13.9	+ 8.8	- 2.7
Saskatchewan	+ 7.2	+ 9.8	+ 6.7	- 8.3
Alberta	+ 2.3	- 11.7	- 0.3	- 10.9
British Columbia	- 9.7	- 21.6	- 3.7	- 14.7

TABLE 4. Annual Financing of Motor Vehicle Sales in Canada, 1931-1957

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 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	538,728	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	910,833	1,372	224,905	520,944	2,316	438,844	389,889	888
1957	615,251	878,522	1,428	201,020	480,099	2,388	414,231	398,423	962

1. Includes Newfoundland from April 1949.

TABLE 5. 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
1957.....	201,020	13,532	51,775	77,033	8,386	8,982	23,150	18,162
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
1957								
Passenger.....	171,904	10,949	44,577	68,262	7,179	7,296	18,642	14,999
Commercial.....	29,116	2,583	7,198	8,771	1,207	1,686	4,508	3,163
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
1957.....	414,231	38,248	92,992	160,410	17,148	19,539	44,186	41,708
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
1957								
Passenger.....	365,883	31,775	82,996	147,145	14,857	16,352	36,805	35,953
Commercial.....	48,348	6,473	9,996	13,265	2,291	3,187	7,381	5,755

1. Includes Yukon and Northwest Territories.

TABLE 6. Average Financed Value of Motor Vehicles in Canada by Provinces, 1956 and 1957

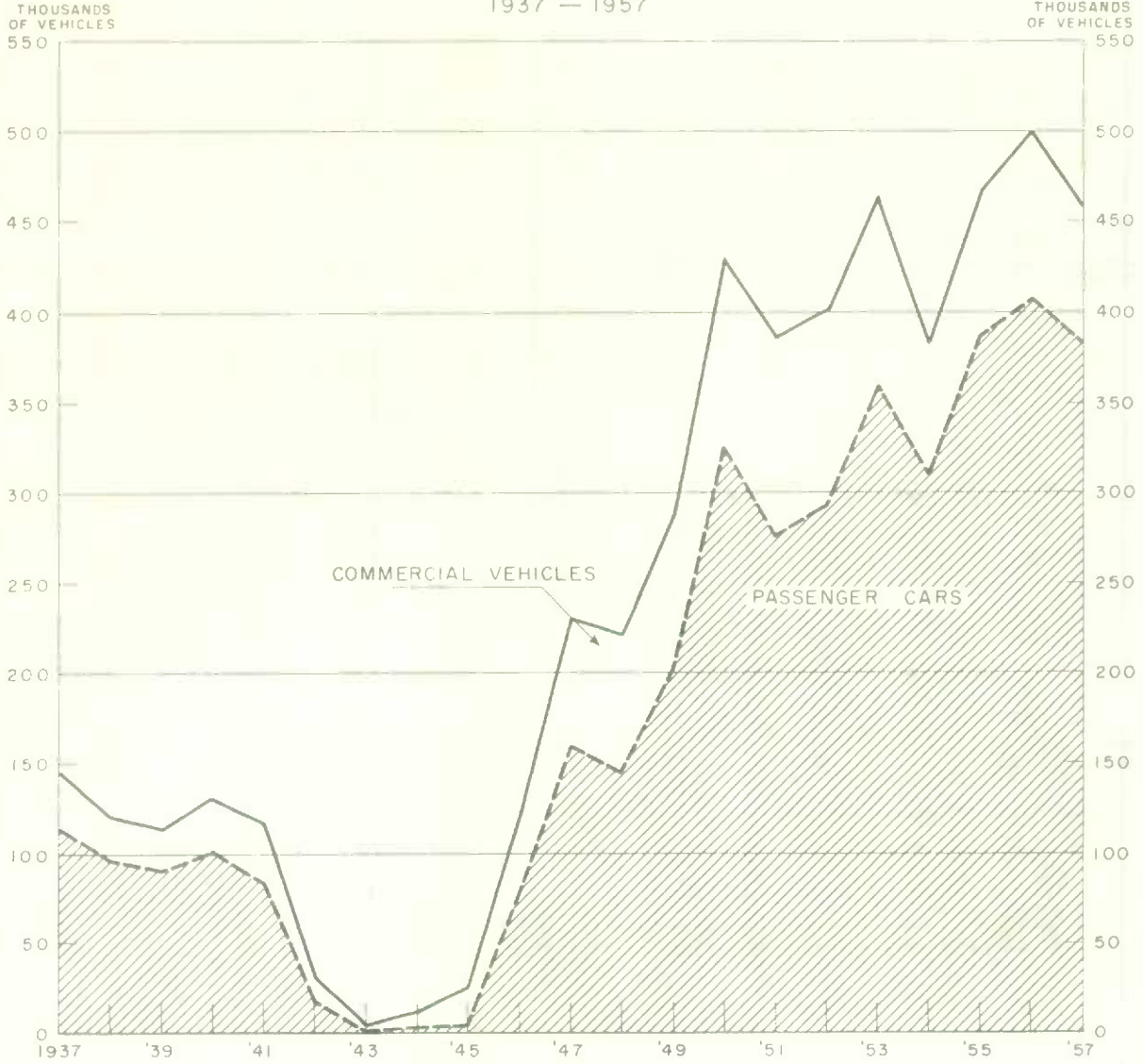
Province	Passenger			Commercial		
	1957	1956	% Change	1957	1956	% Change
New vehicles						
Canada.....	2,240	2,151	+ 4.1	3,265	3,217	+ 1.5
Atlantic Provinces.....	2,057	1,992	+ 3.3	2,664	2,423	+ 9.9
Quebec.....	2,375	2,252	+ 5.5	3,150	3,191	- 1.3
Ontario.....	2,160	2,126	+ 1.6	3,328	3,207	+ 3.8
Manitoba.....	2,200	2,063	+ 6.6	3,577	2,938	+ 21.7
Saskatchewan.....	2,167	2,047	+ 5.9	3,202	2,713	+ 18.0
Alberta.....	2,264	2,128	+ 6.4	3,306	3,594	- 8.0
British Columbia ¹	2,361	2,242	+ 5.3	3,698	3,743	- 1.2
Used vehicles						
Canada.....	942	883	+ 6.7	1,109	928	+ 19.5
Atlantic Provinces.....	844	817	+ 3.3	762	741	+ 2.8
Quebec.....	1,007	930	+ 8.3	1,075	974	+ 10.4
Ontario.....	921	874	+ 5.4	1,012	879	+ 15.1
Manitoba.....	934	848	+ 10.1	1,089	865	+ 25.9
Saskatchewan.....	831	764	+ 8.8	851	718	+ 18.5
Alberta.....	915	840	+ 8.9	1,223	986	+ 23.8
British Columbia ¹	1,049	984	+ 6.6	1,786	1,249	+ 43.0

1. Includes Yukon and Northwest Territories.

CHART - 2

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

1937 - 1957



PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

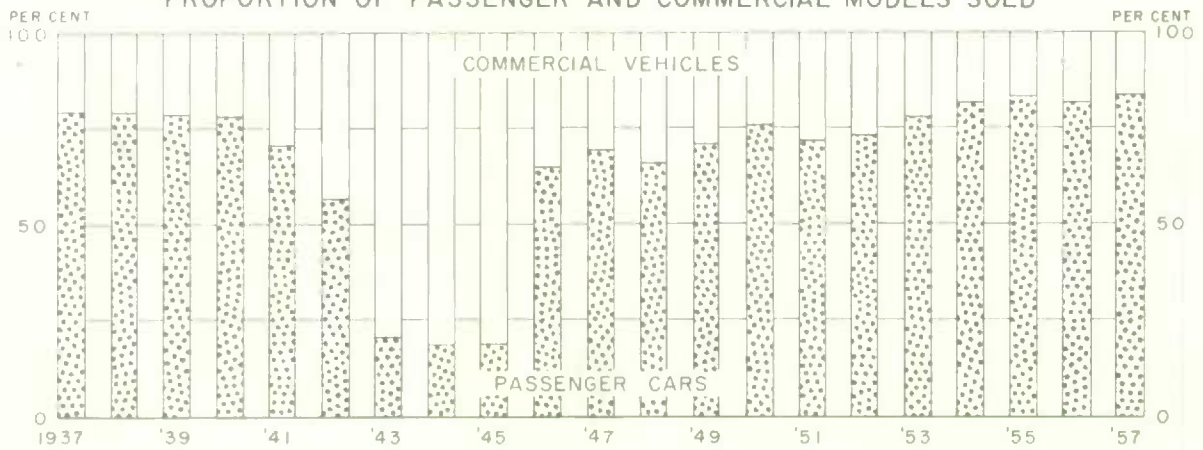


TABLE 7. Financing of Motor Vehicle Sales in Canada, by Months, 1957

Month	Total, passenger and commercial		Passenger		Commercial	
	Number	Amount	Number	Amount	Number	Amount
	\$000		\$000		\$000	
	Total new and used vehicles					
Annual total	615,251	878,522	537,787	729,842	77,464	148,680
January	35,623	53,278	30,567	42,229	5,056	11,049
February	38,242	54,303	33,115	44,239	5,127	10,064
March	51,039	70,421	44,584	58,622	6,455	11,799
April	63,238	88,932	55,427	74,656	7,811	14,276
May	70,113	101,293	60,946	82,445	9,172	18,848
June	61,324	87,789	53,838	72,315	7,486	15,474
July	67,573	96,048	60,100	81,660	7,473	14,388
August	57,693	82,214	51,088	69,885	6,605	12,329
September	49,057	69,764	42,670	58,473	6,387	11,291
October	47,968	67,611	41,745	56,617	6,223	10,994
November	38,664	55,090	33,590	46,063	5,074	9,027
December	34,712	51,779	30,117	42,638	4,595	9,141
	New vehicles					
Annual total	201,020	480,099	171,904	385,043	29,116	95,056
January	12,793	31,248	10,497	23,344	2,296	7,904
February	12,330	29,322	10,285	22,783	2,045	6,539
March	15,902	37,255	13,375	29,517	2,527	7,738
April	20,672	48,598	17,699	39,306	2,973	9,292
May	23,029	56,308	19,462	43,697	3,567	12,611
June	19,454	47,515	16,547	37,154	2,907	10,361
July	21,864	52,451	19,231	43,376	2,633	9,075
August	18,477	44,691	16,141	36,827	2,336	7,864
September	16,266	38,284	13,982	31,308	2,284	6,976
October	15,429	35,726	13,230	29,234	2,199	6,492
November	12,901	29,957	11,155	24,940	1,746	5,017
December	11,903	28,744	10,300	23,557	1,603	5,187
	Used vehicles					
Annual total	414,231	398,423	365,883	344,799	48,348	53,624
January	22,830	22,030	20,070	18,885	2,760	3,145
February	25,912	24,981	22,830	21,456	3,082	3,525
March	35,137	33,166	31,209	29,105	3,928	4,061
April	42,566	40,334	37,728	35,350	4,838	4,984
May	47,089	44,985	41,484	38,748	5,605	6,237
June	41,870	40,274	37,291	35,161	4,579	5,113
July	45,709	43,597	40,869	38,284	4,840	5,313
August	39,216	37,523	34,947	33,058	4,269	4,465
September	32,791	31,480	28,688	27,165	4,103	4,315
October	32,539	31,885	28,515	27,383	4,024	4,502
November	25,763	25,133	22,435	21,123	3,328	4,010
December	22,809	23,035	19,817	19,081	2,992	3,954

TABLE 8. Financing of Motor Vehicle Sales in Canada, by Provinces, 1957

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	615,251	878,522	1,428	537,787	729,842	1,357	77,464	148,680	1,919
Atlantic Provinces	51,780	61,139	1,181	42,724	49,327	1,155	9,056	11,812	1,304
Quebec	144,767	222,911	1,540	127,573	189,489	1,485	17,194	33,422	1,944
Ontario	237,443	325,564	1,371	215,407	282,947	1,314	22,036	42,617	1,934
Manitoba	25,534	36,485	1,429	22,036	29,672	1,347	3,498	6,813	1,948
Saskatchewan	28,521	37,516	1,315	23,648	29,405	1,243	4,873	8,111	1,664
Alberta	67,336	99,803	1,482	55,447	75,873	1,368	11,889	23,930	2,013
British Columbia ¹	59,870	95,104	1,589	50,952	73,129	1,435	8,918	21,975	2,464
New vehicles									
Canada	201,020	480,099	2,388	171,904	385,043	2,240	29,116	95,056	3,265
Atlantic Provinces	13,532	29,400	2,173	10,949	22,519	2,057	2,583	6,881	2,664
Quebec	51,775	128,546	2,483	44,577	105,874	2,375	7,198	22,672	3,150
Ontario	77,033	176,603	2,293	68,262	147,416	2,160	8,771	29,187	3,328
Manitoba	8,386	20,113	2,398	7,179	15,796	2,200	1,207	4,317	3,577
Saskatchewan	8,982	21,212	2,362	7,296	15,813	2,167	1,686	5,399	3,202
Alberta	23,150	57,115	2,467	18,642	42,213	2,264	4,508	14,902	3,306
British Columbia ¹	18,162	47,110	2,594	14,999	35,412	2,361	3,163	11,698	3,698
Used vehicles									
Canada	414,231	398,423	962	365,883	344,799	942	48,348	53,624	1,109
Atlantic Provinces	38,248	31,739	830	31,775	26,808	844	6,473	4,931	762
Quebec	92,992	94,365	1,015	82,996	83,615	1,007	9,996	10,750	1,075
Ontario	160,410	148,961	929	147,145	135,531	921	13,265	13,430	1,012
Manitoba	17,148	16,372	955	14,857	13,876	934	2,291	2,496	1,089
Saskatchewan	19,539	16,304	834	16,352	13,592	831	3,187	2,712	851
Alberta	44,186	42,688	966	36,805	33,660	915	7,381	9,028	1,223
British Columbia ¹	41,708	47,994	1,151	35,953	37,717	1,049	5,755	10,277	1,786

1. Includes Yukon and Northwest Territories.

TABLE 9. Number of Motor Vehicles Financed, by Provinces and by Months, 1957

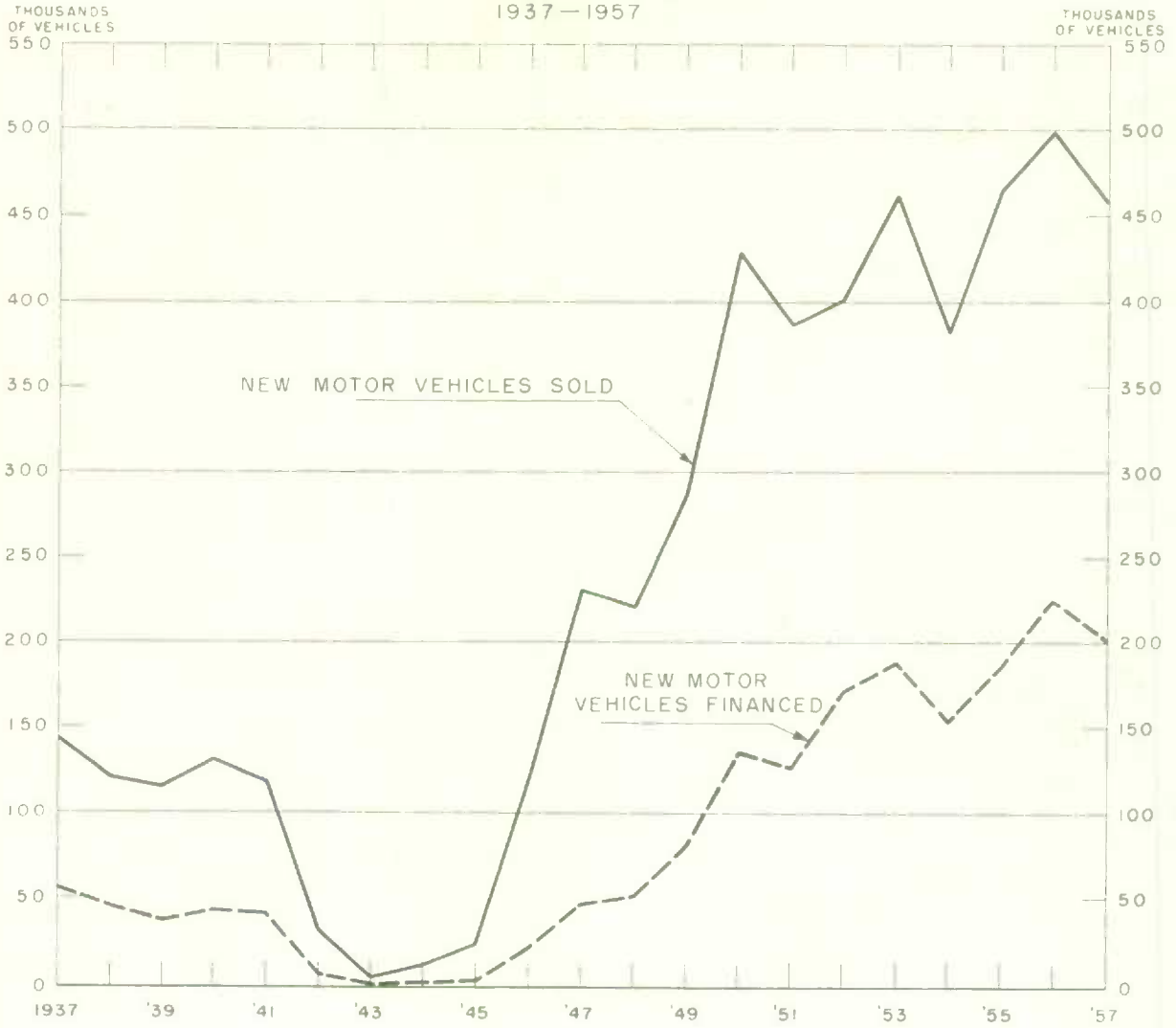
Month	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
New passenger cars								
Annual total	171,904	10,949	44,577	68,262	7,179	7,296	18,642	14,999
January	10,497	464	2,312	4,587	392	423	1,188	1,131
February	10,285	471	2,588	4,419	414	378	1,137	878
March	13,375	668	3,589	5,548	510	505	1,430	1,125
April	17,699	1,199	5,006	6,554	694	750	2,042	1,454
May	19,462	1,538	5,169	7,274	888	795	2,121	1,679
June	16,547	1,310	4,265	6,226	720	735	1,922	1,369
July	19,231	1,273	5,231	7,595	840	803	2,026	1,463
August	16,141	1,072	4,244	6,196	724	718	1,643	1,544
September	13,982	932	3,451	5,562	661	563	1,529	1,284
October	13,230	817	3,355	5,318	539	637	1,368	1,196
November	11,155	640	2,859	4,609	425	515	1,128	979
December	10,300	565	2,508	4,374	374	474	1,108	897
New commercial vehicles								
Annual total	29,116	2,583	7,198	8,771	1,207	1,686	4,508	3,163
January	2,296	144	599	701	89	113	383	267
February	2,045	133	559	710	70	98	254	221
March	2,527	180	690	808	93	117	364	275
April	2,973	277	702	862	118	200	494	320
May	3,567	327	895	965	139	241	592	408
June	2,907	282	661	811	117	244	460	332
July	2,633	254	632	814	117	140	381	295
August	2,336	216	532	727	118	114	364	265
September	2,284	280	537	686	102	128	345	206
October	2,199	206	519	696	76	106	360	236
November	1,746	143	431	515	94	88	279	196
December	1,603	141	441	476	74	97	232	144
Used passenger cars								
Annual total	365,883	31,775	82,996	147,145	14,857	16,352	36,805	35,963
January	20,070	1,198	3,613	8,904	732	870	2,286	2,467
February	22,830	1,549	4,769	9,860	897	899	2,296	2,560
March	31,209	2,457	7,216	12,906	1,116	1,224	3,198	3,092
April	37,728	3,279	9,130	14,718	1,482	1,665	3,884	3,570
May	41,484	3,815	9,985	16,347	1,698	1,798	3,952	3,889
June	37,291	3,528	8,812	14,327	1,591	1,725	3,821	3,487
July	40,869	3,940	9,561	16,385	1,591	1,729	3,786	3,877
August	34,947	3,185	8,124	13,583	1,476	1,824	3,213	3,542
September	28,688	2,591	6,469	11,476	1,222	1,225	2,939	2,766
October	28,515	2,481	6,313	11,493	1,252	1,345	2,869	2,762
November	22,435	1,946	4,960	9,158	1,000	1,023	2,345	2,003
December	19,817	1,806	4,044	7,988	800	1,025	2,216	1,938
Used commercial vehicles								
Annual total	48,348	6,473	9,996	13,265	2,291	3,187	7,381	5,755
January	2,760	271	491	841	137	188	452	380
February	3,082	367	585	879	136	170	528	417
March	3,928	470	786	1,097	152	246	669	508
April	4,838	615	976	1,291	201	362	788	605
May	5,605	814	1,207	1,533	292	378	786	595
June	4,579	663	1,003	1,180	253	284	681	515
July	4,840	736	1,054	1,366	209	276	645	554
August	4,269	633	933	1,086	235	293	586	503
September	4,103	596	866	1,156	186	251	590	458
October	4,024	534	813	1,114	185	292	594	490
November	3,328	393	698	894	180	253	534	376
December	2,992	381	584	828	125	194	528	352

1. Includes Yukon and Northwest Territories.

CHART-4

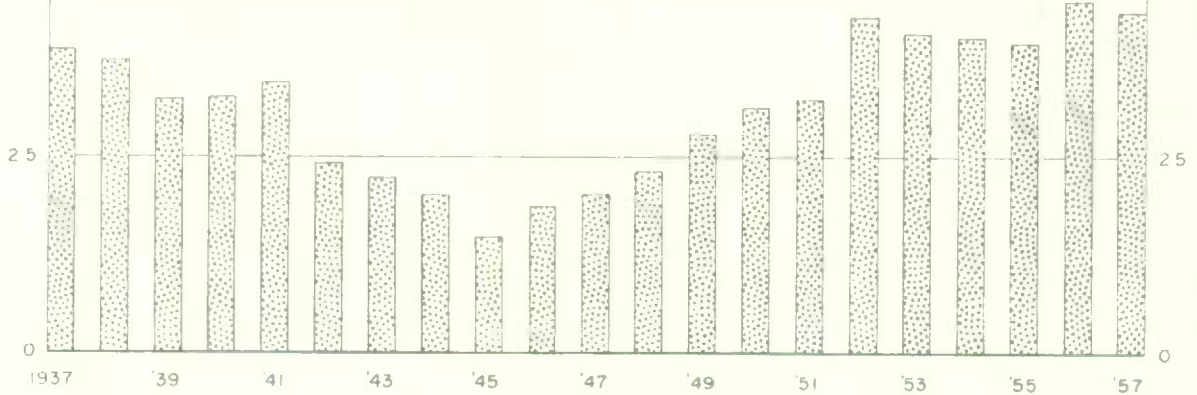
NEW MOTOR VEHICLES
SALES AND FINANCING

1937-1957



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

In 1957, a smaller proportion of the new vehicles sold in Canada was financed by Sales Finance Companies than in 1956. Of the new units sold, 201,020 or 43.9 per cent were financed through this medium (45.0 per cent the year before), and the value of financing on new units amounted to \$480.1 million, or 35.1 per cent of total value of new unit sales (35.8 per cent

in 1956). All provinces except Saskatchewan reflected the decreased proportions. Manitoba accounted for the smallest percentage of new units financed to new units sold (35.2 per cent), as well as the smallest percentage of financed value to total sales value of new units (28.6 per cent).

TABLE 10. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces, 1957

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	458,299	1,368,931	201,020	43.9	480,099	35.1
Atlantic Provinces	32,960	90,871	13,532	41.1	29,400	32.4
Quebec	114,271	359,479	51,775	45.3	128,546	35.8
Ontario	176,268	521,460	77,033	43.7	176,603	33.9
Manitoba	23,813	70,214	8,386	35.2	20,113	28.6
Saskatchewan	22,732	66,402	8,982	39.5	21,212	31.9
Alberta	44,187	133,074	23,150	52.4	57,115	42.9
British Columbia ¹	44,068	127,431	18,162	41.2	47,110	37.0
Passenger cars						
Canada	382,023	1,087,620	171,904	45.0	385,043	35.4
Atlantic Provinces	26,210	70,193	10,949	41.8	22,519	32.1
Quebec	96,742	286,909	44,577	46.1	105,874	36.9
Ontario	151,566	426,451	68,262	45.0	147,416	34.6
Manitoba	19,932	56,491	7,179	36.0	15,796	28.0
Saskatchewan	17,699	50,529	7,296	41.2	15,813	31.3
Alberta	33,899	97,441	18,642	55.0	42,213	43.3
British Columbia ¹	35,975	99,606	14,999	41.7	35,412	35.6
Commercial vehicles						
Canada	76,276	281,311	29,116	38.2	95,056	33.8
Atlantic Provinces	6,750	20,678	2,583	38.3	6,881	33.3
Quebec	17,529	72,570	7,198	41.1	22,672	31.2
Ontario	24,702	95,009	8,771	35.5	29,187	30.7
Manitoba	3,881	13,723	1,207	31.1	4,317	31.5
Saskatchewan	5,033	15,873	1,686	33.5	5,399	34.0
Alberta	10,288	35,633	4,508	43.8	14,902	41.8
British Columbia ¹	8,093	27,825	3,163	39.1	11,698	42.0

1. Includes Yukon and Northwest Territories.

TABLE 11. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces and by Months, 1957

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	458,299	201,020	43.9	32,960	13,532	41.1	114,271	51,775	45.3	176,268	77,033	43.7
January	32,745	12,793	39.1	2,245	608	27.1	7,113	2,911	40.9	13,968	5,288	37.9
February	32,342	12,330	38.1	1,656	604	36.5	8,656	3,147	36.4	13,037	5,129	39.3
March	45,749	15,902	34.8	3,281	848	25.8	12,961	4,279	33.0	17,433	6,356	36.5
April	55,357	20,672	37.3	3,953	1,476	37.3	14,427	5,708	39.6	20,317	7,416	36.5
May	54,527	23,029	42.2	4,665	1,865	40.0	13,889	6,064	43.7	19,302	8,239	42.7
June	45,864	19,454	42.4	3,553	1,592	44.8	11,529	4,926	42.7	16,647	7,037	42.3
July	42,498	21,864	51.4	3,163	1,527	48.3	10,784	5,863	54.4	16,519	8,409	50.9
August	37,902	18,477	48.7	2,738	1,288	47.0	9,358	4,776	51.0	13,644	6,923	50.7
September	32,131	16,266	50.6	2,316	1,212	52.3	7,860	3,988	50.7	12,869	6,248	48.6
October	25,773	15,429	59.9	1,854	1,023	55.2	5,987	3,874	64.7	9,959	6,014	60.4
November	26,307	12,901	49.0	1,722	783	45.5	6,008	3,290	54.8	10,766	5,124	47.6
December	27,104	11,903	43.9	1,814	706	38.9	5,699	2,949	51.7	11,807	4,850	41.1
	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	23,813	8,386	35.2	22,732	8,982	39.5	44,187	23,150	52.4	44,068	18,162	41.2
January	1,135	481	42.4	1,587	536	33.8	3,382	1,571	46.5	3,315	1,398	42.2
February	1,598	484	30.3	997	476	47.7	3,051	1,391	45.6	3,347	1,099	32.8
March	2,249	603	26.8	1,527	622	40.7	4,166	1,794	43.1	4,132	1,400	33.9
April	2,838	812	28.6	3,175	950	29.9	5,489	2,536	46.2	5,158	1,774	34.4
May	3,062	1,025	33.5	2,947	1,036	35.2	5,416	2,713	50.1	5,246	2,087	39.8
June	2,749	837	30.4	2,679	979	36.5	4,617	2,382	51.6	4,090	1,701	41.6
July	2,318	957	41.3	2,154	943	43.8	3,878	2,407	62.1	3,682	1,758	47.7
August	2,107	842	40.0	2,040	832	40.8	3,646	2,007	55.0	4,369	1,809	41.4
September	1,680	763	45.4	1,413	691	48.9	3,027	1,874	61.9	2,966	1,490	50.2
October	1,370	615	44.9	1,474	743	50.4	2,571	1,728	67.2	2,558	1,432	56.0
November	1,410	519	36.8	1,345	603	44.8	2,365	1,407	59.5	2,691	1,175	43.7
December	1,297	448	34.5	1,394	571	41.0	2,579	1,340	52.0	2,514	1,039	41.3

1. Includes Yukon and Northwest Territories.

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