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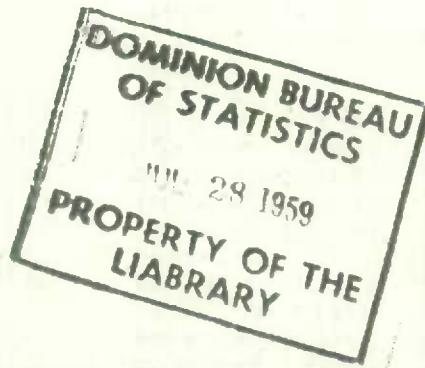
ANNUAL



CANADA

## NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

1958



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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.

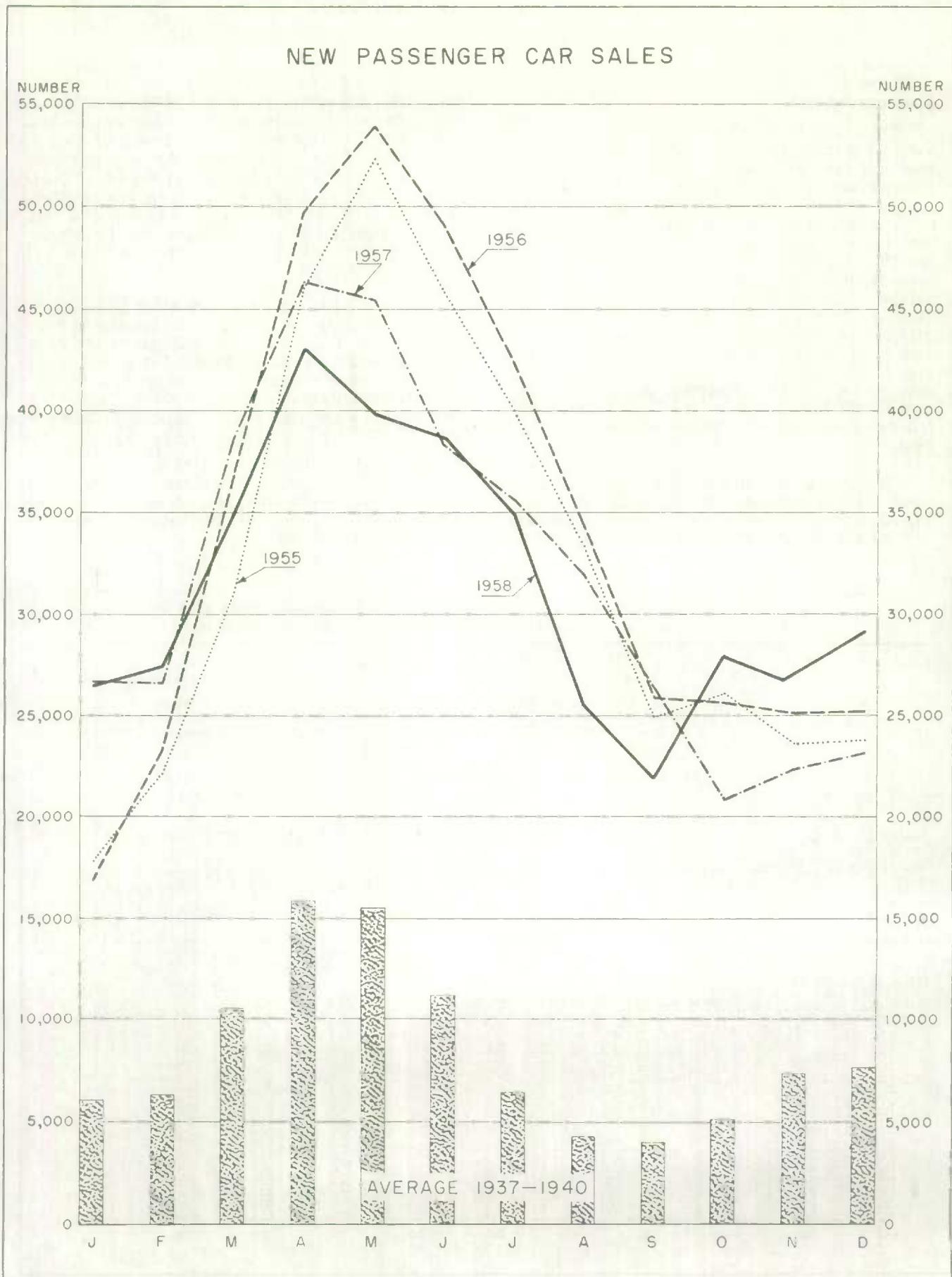
### COMMERCIAL VEHICLES

**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.

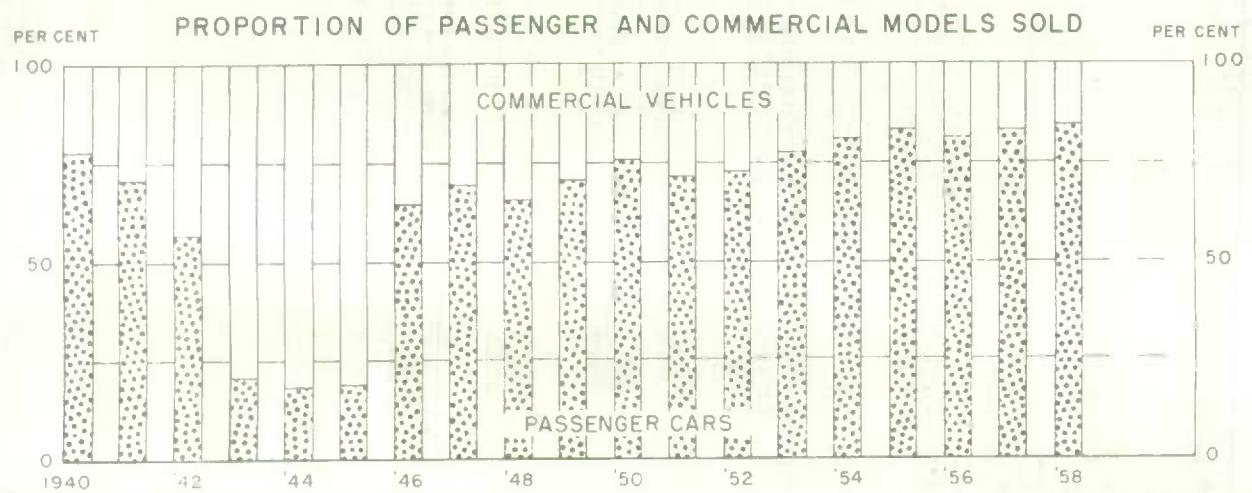
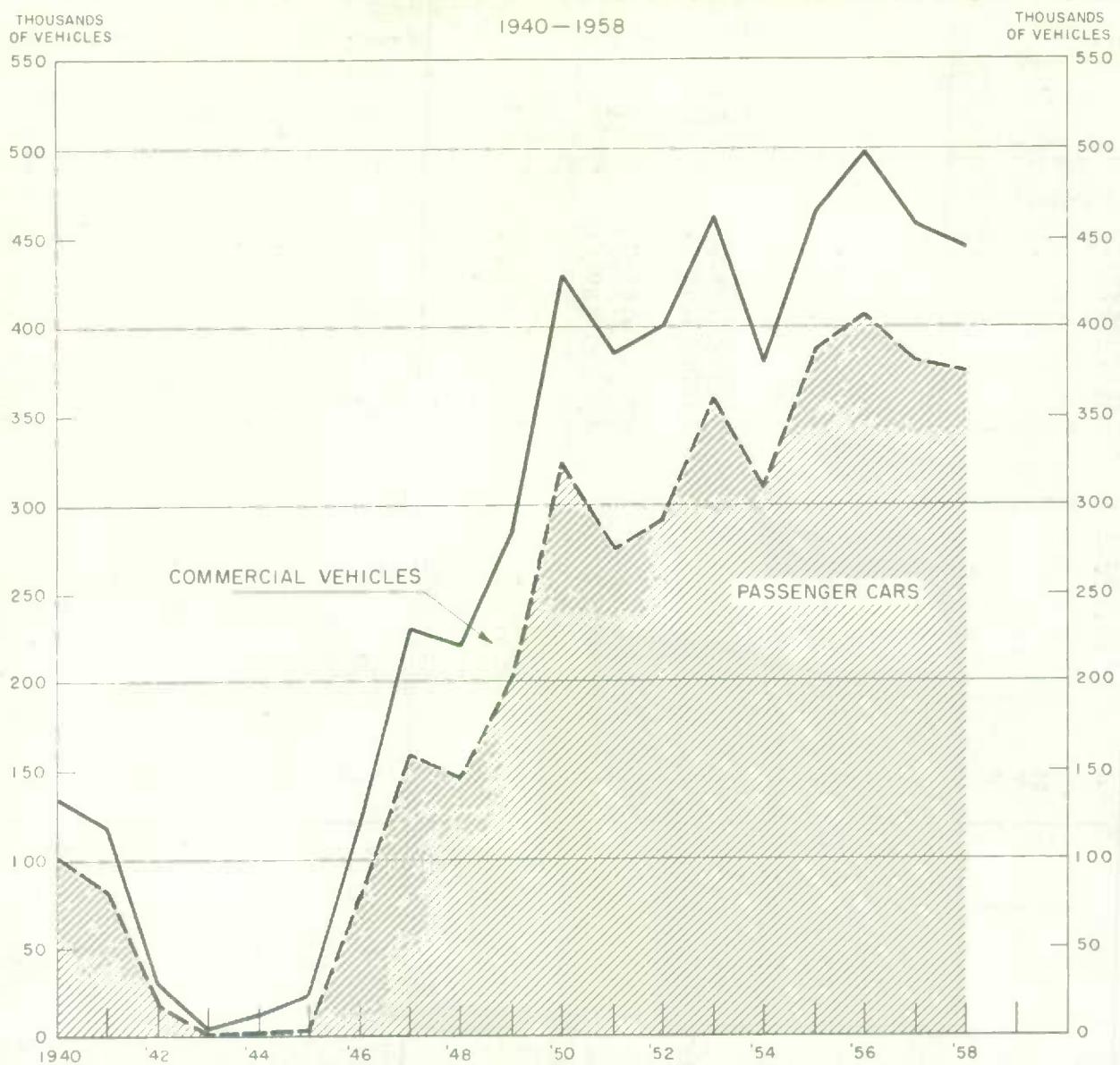
### BRITISH AND EUROPEAN VEHICLES

**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.





## NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA



**TABLE 1. Annual Sales of New Motor Vehicles in Canada, 1946-1958, and Annual Sales of British and European Made Vehicles, 1949-1958, by Type of Vehicle**

| 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 |
|                                |                |              |                     |                |              |                     |                     |              |                     |
|                                |                |              |                     |                |              |                     |                     |              |                     |
| Total vehicles:                |                | \$'000       | \$                  |                | \$'000       | \$                  |                     | \$'000       | \$                  |
| 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                           | 288,341        | 588,725      | 2,056               | 202,318        | 412,296      | 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              | 326,735      | 3,564               |
| 1957                           | 458,299        | 1,368,931    | 2,987               | 382,023        | 1,087,620    | 2,847               | 76,276              | 281,311      | 3,688               |
| 1958                           | 444,769        | 1,365,466    | 3,070               | 376,723        | 1,110,724    | 2,948               | 68,046              | 254,742      | 3,744               |
| British and European vehicles: |                |              |                     |                |              |                     |                     |              |                     |
| 1949                           | 30,101         |              |                     | 28,362         |              |                     |                     | 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       | 1,832               | 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               |
| 1958                           | 83,863         | 165,273      | 1,971               | 77,166         | 150,877      | 1,955               | 6,697               | 14,396       | 2,158               |

**TABLE 2. Sales of New British and European Made Vehicles in Canada, By Month, Province, and Type of Vehicle  
1957 and 1958**

| Month & province     | Total vehicles |              |        |              | Passenger cars |              |        |              | Commercial vehicles |              |        |              |
|----------------------|----------------|--------------|--------|--------------|----------------|--------------|--------|--------------|---------------------|--------------|--------|--------------|
|                      | 1957           |              | 1958   |              | 1957           |              | 1958   |              | 1957                |              | 1958   |              |
|                      | Number         | Retail value | Number | Retail value | Number         | Retail value | Number | Retail value | Number              | Retail value | Number | Retail value |
|                      |                |              |        |              |                |              |        |              |                     |              |        |              |
| Month:               |                | \$'000       |        | \$'000       |                | \$'000       |        | \$'000       |                     | \$'000       |        | \$'000       |
| January              | 2,450          | 4,654        | 3,812  | 7,410        | 2,196          | 4,117        | 3,492  | 6,723        | 254                 | 537          | 320    | 687          |
| February             | 2,476          | 4,769        | 5,213  | 10,147       | 2,156          | 4,084        | 4,889  | 9,421        | 320                 | 685          | 344    | 726          |
| March                | 4,546          | 8,693        | 6,514  | 12,749       | 4,257          | 8,055        | 6,030  | 11,699       | 289                 | 638          | 484    | 1,050        |
| April                | 6,514          | 12,279       | 8,515  | 17,048       | 5,869          | 10,885       | 7,754  | 15,421       | 645                 | 1,394        | 761    | 1,627        |
| May                  | 6,606          | 12,489       | 7,953  | 15,948       | 6,114          | 11,464       | 7,419  | 14,795       | 492                 | 1,025        | 534    | 1,153        |
| June                 | 4,625          | 8,951        | 8,496  | 16,613       | 4,245          | 8,132        | 7,915  | 15,375       | 380                 | 819          | 581    | 1,238        |
| July                 | 4,951          | 9,446        | 9,247  | 18,096       | 4,612          | 8,687        | 8,520  | 18,538       | 339                 | 759          | 727    | 1,558        |
| August               | 5,032          | 9,716        | 6,131  | 12,083       | 4,654          | 8,897        | 5,694  | 11,159       | 378                 | 819          | 437    | 924          |
| September            | 4,348          | 8,177        | 6,170  | 12,147       | 3,996          | 7,405        | 5,622  | 10,938       | 352                 | 772          | 548    | 1,209        |
| October              | 3,962          | 7,533        | 8,601  | 16,774       | 3,654          | 6,872        | 7,902  | 15,257       | 308                 | 661          | 699    | 1,517        |
| November             | 4,224          | 8,017        | 7,044  | 13,982       | 3,970          | 7,434        | 6,476  | 12,787       | 254                 | 583          | 568    | 1,175        |
| December             | 4,066          | 7,646        | 6,167  | 12,296       | 3,710          | 6,865        | 5,473  | 10,764       | 356                 | 781          | 694    | 1,532        |
| Annual total         | 53,800         | 102,370      | 83,863 | 165,273      | 49,433         | 92,897       | 77,166 | 150,677      | 4,367               | 9,473        | 6,697  | 14,396       |
| Province:            |                |              |        |              |                |              |        |              |                     |              |        |              |
| Newfoundland         | 851            | 1,620        | 1,370  | 2,683        | 806            | 1,519        | 1,258  | 2,427        | 45                  | 101          | 112    | 256          |
| Prince Edward Island | 205            | 352          | 348    | 605          | 193            | 326          | 334    | 576          | 12                  | 26           | 14     | 29           |
| Nova Scotia          | 2,808          | 5,115        | 4,490  | 8,361        | 2,676          | 4,635        | 4,259  | 7,884        | 132                 | 280          | 231    | 477          |
| New Brunswick        | 1,173          | 2,125        | 2,329  | 4,347        | 1,114          | 1,998        | 2,163  | 4,003        | 59                  | 127          | 166    | 344          |
| Quebec               | 8,937          | 17,471       | 17,228 | 34,530       | 8,187          | 15,856       | 15,564 | 30,921       | 750                 | 1,615        | 1,664  | 3,609        |
| Ontario              | 22,677         | 42,684       | 35,354 | 69,025       | 20,818         | 38,657       | 32,634 | 63,173       | 1,859               | 4,027        | 2,720  | 5,632        |
| Manitoba             | 2,137          | 4,020        | 3,189  | 6,209        | 1,964          | 3,650        | 2,963  | 5,720        | 173                 | 370          | 226    | 489          |
| Saskatchewan         | 1,124          | 2,131        | 1,748  | 3,370        | 979            | 1,810        | 1,586  | 3,028        | 145                 | 321          | 162    | 343          |
| Alberta              | 4,163          | 7,816        | 5,921  | 11,677       | 3,806          | 6,992        | 5,442  | 10,860       | 377                 | 824          | 479    | 1,017        |
| British Columbia     | 9,705          | 19,036       | 11,886 | 24,466       | 8,890          | 17,254       | 10,983 | 22,485       | 815                 | 1,782        | 923    | 1,981        |

TABLE 3. Number of New Motor Vehicles Sold in Canada, 1958, by Province and Month

| Month                       | Canada         | Newfoundland | Prince Edward Island | Nova Scotia   | New Brunswick | Quebec         | Ontario        | Manitoba      | Saskatchewan  | Alberta       | British Columbia |
|-----------------------------|----------------|--------------|----------------------|---------------|---------------|----------------|----------------|---------------|---------------|---------------|------------------|
| <b>All vehicles:</b>        |                |              |                      |               |               |                |                |               |               |               |                  |
| January .....               | 30,966         | 213          | 87                   | 956           | 590           | 6,398          | 13,563         | 1,670         | 1,635         | 2,812         | 3,042            |
| February .....              | 31,636         | 316          | 90                   | 926           | 726           | 8,004          | 13,439         | 1,572         | 1,446         | 2,519         | 2,598            |
| March .....                 | 40,596         | 591          | 205                  | 1,706         | 1,187         | 10,750         | 13,708         | 2,372         | 2,187         | 3,766         | 4,124            |
| April .....                 | 50,828         | 893          | 234                  | 1,853         | 1,241         | 12,499         | 19,968         | 2,586         | 3,061         | 4,647         | 3,846            |
| May .....                   | 46,879         | 705          | 268                  | 1,805         | 1,305         | 11,384         | 18,711         | 2,450         | 2,474         | 4,030         | 3,747            |
| June .....                  | 44,840         | 691          | 216                  | 1,771         | 1,282         | 9,980          | 18,304         | 2,518         | 2,347         | 4,115         | 3,616            |
| July .....                  | 40,980         | 654          | 178                  | 1,554         | 898           | 10,201         | 16,400         | 2,156         | 1,834         | 3,490         | 3,615            |
| August .....                | 30,638         | 489          | 160                  | 1,207         | 783           | 6,415          | 11,662         | 1,733         | 1,797         | 3,051         | 3,341            |
| September .....             | 26,761         | 311          | 119                  | 985           | 696           | 5,618          | 11,037         | 1,531         | 1,249         | 2,755         | 2,460            |
| October .....               | 33,728         | 393          | 152                  | 1,143         | 740           | 7,131          | 14,544         | 1,705         | 1,644         | 3,356         | 2,920            |
| November .....              | 31,849         | 356          | 115                  | 837           | 577           | 6,920          | 14,053         | 1,470         | 1,669         | 2,954         | 2,898            |
| December .....              | 35,068         | 336          | 123                  | 1,166         | 748           | 6,380          | 15,235         | 1,735         | 1,981         | 3,679         | 3,685            |
| <b>Total units</b> .....    | <b>444,769</b> | <b>5,948</b> | <b>1,947</b>         | <b>15,909</b> | <b>10,773</b> | <b>101,680</b> | <b>180,624</b> | <b>23,498</b> | <b>23,324</b> | <b>41,174</b> | <b>39,892</b>    |
| <b>Passenger cars:</b>      |                |              |                      |               |               |                |                |               |               |               |                  |
| January .....               | 26,490         | 162          | 66                   | 756           | 453           | 5,510          | 11,923         | 1,459         | 1,305         | 2,224         | 2,632            |
| February .....              | 27,462         | 264          | 71                   | 757           | 608           | 6,683          | 12,075         | 1,395         | 1,161         | 2,112         | 2,336            |
| March .....                 | 34,901         | 423          | 144                  | 1,487         | 1,023         | 9,362          | 11,962         | 2,083         | 1,748         | 3,063         | 3,606            |
| April .....                 | 43,063         | 703          | 147                  | 1,517         | 997           | 10,861         | 17,467         | 2,228         | 2,289         | 3,499         | 3,355            |
| May .....                   | 39,832         | 523          | 195                  | 1,548         | 1,059         | 9,879          | 16,396         | 2,075         | 1,867         | 3,120         | 3,170            |
| June .....                  | 38,699         | 537          | 172                  | 1,527         | 1,074         | 8,803          | 16,138         | 2,152         | 1,936         | 3,317         | 3,043            |
| July .....                  | 34,984         | 451          | 129                  | 1,355         | 720           | 8,942          | 14,259         | 1,858         | 1,472         | 2,766         | 3,032            |
| August .....                | 25,565         | 355          | 121                  | 1,017         | 629           | 5,406          | 10,094         | 1,458         | 1,433         | 2,219         | 2,833            |
| September .....             | 21,869         | 223          | 84                   | 812           | 580           | 4,622          | 9,350          | 1,269         | 964           | 1,963         | 2,002            |
| October .....               | 27,902         | 306          | 106                  | 955           | 579           | 6,044          | 12,432         | 1,385         | 1,215         | 2,403         | 2,477            |
| November .....              | 26,752         | 269          | 62                   | 693           | 434           | 5,843          | 12,327         | 1,211         | 1,266         | 2,125         | 2,502            |
| December .....              | 29,204         | 243          | 95                   | 958           | 552           | 5,256          | 13,132         | 1,456         | 1,547         | 2,759         | 3,206            |
| <b>Total units</b> .....    | <b>376,723</b> | <b>4,459</b> | <b>1,412</b>         | <b>13,382</b> | <b>8,708</b>  | <b>87,211</b>  | <b>157,555</b> | <b>20,029</b> | <b>18,203</b> | <b>31,570</b> | <b>34,194</b>    |
| <b>Commercial vehicles:</b> |                |              |                      |               |               |                |                |               |               |               |                  |
| January .....               | 4,476          | 51           | 21                   | 200           | 137           | 888            | 1,640          | 211           | 330           | 588           | 410              |
| February .....              | 4,174          | 52           | 19                   | 169           | 118           | 1,321          | 1,364          | 177           | 285           | 407           | 262              |
| March .....                 | 5,695          | 168          | 61                   | 219           | 164           | 1,388          | 1,746          | 269           | 439           | 703           | 518              |
| April .....                 | 7,765          | 190          | 87                   | 336           | 244           | 1,638          | 2,501          | 358           | 772           | 1,148         | 491              |
| May .....                   | 7,047          | 182          | 73                   | 257           | 246           | 1,505          | 2,315          | 375           | 607           | 910           | 577              |
| June .....                  | 6,141          | 154          | 44                   | 244           | 208           | 1,177          | 2,166          | 366           | 411           | 798           | 573              |
| July .....                  | 5,996          | 203          | 49                   | 199           | 178           | 1,259          | 2,141          | 298           | 362           | 724           | 583              |
| August .....                | 5,073          | 134          | 39                   | 190           | 154           | 1,009          | 1,568          | 275           | 364           | 832           | 508              |
| September .....             | 4,892          | 88           | 35                   | 173           | 116           | 996            | 1,687          | 262           | 285           | 792           | 458              |
| October .....               | 5,826          | 87           | 46                   | 188           | 161           | 1,087          | 2,112          | 320           | 429           | 953           | 443              |
| November .....              | 5,097          | 87           | 33                   | 144           | 143           | 1,077          | 1,726          | 259           | 403           | 829           | 396              |
| December .....              | 5,864          | 93           | 28                   | 208           | 196           | 1,124          | 2,103          | 279           | 434           | 920           | 479              |
| <b>Total units</b> .....    | <b>68,046</b>  | <b>1,489</b> | <b>535</b>           | <b>2,527</b>  | <b>2,065</b>  | <b>14,469</b>  | <b>23,069</b>  | <b>3,469</b>  | <b>5,121</b>  | <b>9,604</b>  | <b>5,698</b>     |

Note: Includes British and European.

TABLE 4. Retail Value of New Motor Vehicles Sold in Canada, 1958, by Province, and Month

| Month                       | Canada           | Newfoundland  | Prince Edward Island | Nova Scotia   | New Brunswick | Quebec         | Ontario        | Manitoba      | Saskatchewan  | Alberta        | British Columbia |
|-----------------------------|------------------|---------------|----------------------|---------------|---------------|----------------|----------------|---------------|---------------|----------------|------------------|
| thousands of dollars        |                  |               |                      |               |               |                |                |               |               |                |                  |
| <b>All vehicles:</b>        |                  |               |                      |               |               |                |                |               |               |                |                  |
| January .....               | 94,358           | 576           | 248                  | 2,686         | 1,760         | 20,606         | 40,868         | 4,998         | 4,972         | 8,631          | 9,013            |
| February .....              | 95,032           | 874           | 247                  | 2,542         | 1,958         | 25,485         | 39,832         | 4,656         | 4,335         | 7,581          | 7,522            |
| March .....                 | 125,078          | 1,622         | 571                  | 4,732         | 3,381         | 34,228         | 42,974         | 7,216         | 6,751         | 11,427         | 12,178           |
| April .....                 | 158,422          | 2,418         | 638                  | 5,211         | 3,695         | 41,241         | 60,935         | 8,032         | 9,505         | 15,003         | 11,694           |
| May .....                   | 146,776          | 2,333         | 776                  | 4,979         | 3,741         | 37,471         | 58,225         | 7,706         | 7,790         | 12,610         | 11,145           |
| June .....                  | 136,284          | 1,888         | 581                  | 4,832         | 3,590         | 31,689         | 54,744         | 8,408         | 7,255         | 12,666         | 10,631           |
| July .....                  | 123,589          | 1,903         | 483                  | 4,087         | 2,447         | 33,020         | 48,673         | 6,616         | 5,646         | 10,438         | 10,276           |
| August .....                | 93,153           | 1,368         | 433                  | 3,314         | 2,254         | 20,518         | 35,178         | 5,457         | 5,529         | 9,248          | 9,854            |
| September .....             | 81,790           | 1,005         | 312                  | 2,668         | 1,933         | 18,702         | 32,907         | 4,711         | 3,866         | 8,499          | 7,185            |
| October .....               | 101,647          | 1,041         | 410                  | 2,984         | 2,061         | 22,314         | 43,577         | 5,272         | 5,010         | 10,485         | 8,473            |
| November .....              | 98,179           | 1,004         | 333                  | 2,419         | 1,862         | 21,735         | 43,369         | 4,666         | 5,243         | 9,236          | 8,312            |
| December .....              | 111,158          | 920           | 333                  | 3,209         | 2,224         | 21,228         | 48,367         | 5,369         | 6,228         | 12,038         | 11,242           |
| <b>Total value .....</b>    | <b>1,363,466</b> | <b>16,932</b> | <b>5,415</b>         | <b>43,663</b> | <b>30,926</b> | <b>328,237</b> | <b>549,649</b> | <b>73,107</b> | <b>72,132</b> | <b>127,862</b> | <b>117,523</b>   |
| <b>Passenger cars:</b>      |                  |               |                      |               |               |                |                |               |               |                |                  |
| January .....               | 79,290           | 438           | 189                  | 2,121         | 1,312         | 17,377         | 35,198         | 4,336         | 3,955         | 8,656          | 7,708            |
| February .....              | 80,308           | 717           | 197                  | 1,977         | 1,610         | 20,484         | 35,189         | 4,070         | 3,417         | 8,189          | 6,458            |
| March .....                 | 104,520          | 1,137         | 400                  | 4,082         | 2,893         | 29,406         | 35,768         | 6,200         | 5,368         | 8,954          | 10,312           |
| April .....                 | 126,350          | 1,873         | 421                  | 4,223         | 2,901         | 33,452         | 51,476         | 6,849         | 6,995         | 10,618         | 9,744            |
| May .....                   | 118,202          | 1,425         | 557                  | 4,172         | 2,912         | 30,130         | 48,816         | 6,231         | 5,747         | 9,324          | 8,888            |
| June .....                  | 113,104          | 1,428         | 454                  | 4,090         | 2,892         | 26,536         | 47,036         | 6,415         | 5,851         | 9,927          | 8,475            |
| July .....                  | 100,471          | 1,225         | 342                  | 3,454         | 1,883         | 26,712         | 40,903         | 5,389         | 4,433         | 7,980          | 8,150            |
| August .....                | 74,035           | 960           | 319                  | 2,740         | 1,772         | 18,051         | 29,320         | 4,401         | 4,262         | 6,474          | 7,736            |
| September .....             | 62,827           | 658           | 211                  | 2,146         | 1,558         | 13,593         | 26,808         | 3,696         | 2,879         | 5,824          | 5,454            |
| October .....               | 80,595           | 778           | 276                  | 2,437         | 1,602         | 17,700         | 36,111         | 4,052         | 3,673         | 7,200          | 6,766            |
| November .....              | 79,319           | 733           | 234                  | 1,989         | 1,302         | 17,988         | 36,351         | 3,636         | 3,901         | 6,376          | 6,807            |
| December .....              | 89,703           | 658           | 252                  | 2,609         | 1,542         | 16,816         | 40,332         | 4,404         | 4,882         | 8,568          | 9,638            |
| <b>Total value .....</b>    | <b>1,110,724</b> | <b>12,030</b> | <b>3,852</b>         | <b>36,040</b> | <b>24,179</b> | <b>266,247</b> | <b>463,308</b> | <b>59,479</b> | <b>55,363</b> | <b>94,090</b>  | <b>96,136</b>    |
| <b>Commercial vehicles:</b> |                  |               |                      |               |               |                |                |               |               |                |                  |
| January .....               | 15,068           | 138           | 59                   | 565           | 448           | 3,229          | 5,670          | 662           | 1,017         | 1,975          | 1,305            |
| February .....              | 14,724           | 157           | 50                   | 565           | 348           | 5,001          | 4,643          | 588           | 918           | 1,392          | 1,064            |
| March .....                 | 20,558           | 485           | 171                  | 650           | 486           | 4,822          | 7,206          | 1,016         | 1,383         | 2,473          | 1,864            |
| April .....                 | 30,072           | 545           | 267                  | 988           | 794           | 7,789          | 9,459          | 1,383         | 2,510         | 4,387          | 1,950            |
| May .....                   | 28,574           | 908           | 219                  | 807           | 829           | 7,341          | 9,409          | 1,475         | 2,043         | 3,266          | 2,257            |
| June .....                  | 23,180           | 460           | 127                  | 742           | 698           | 5,153          | 7,708          | 1,993         | 1,404         | 2,739          | 2,156            |
| July .....                  | 23,118           | 678           | 141                  | 633           | 564           | 6,308          | 7,770          | 1,227         | 1,213         | 2,458          | 2,128            |
| August .....                | 19,118           | 406           | 114                  | 574           | 482           | 4,467          | 5,856          | 1,056         | 1,267         | 2,774          | 2,118            |
| September .....             | 18,963           | 347           | 101                  | 522           | 375           | 5,109          | 6,099          | 1,015         | 989           | 2,675          | 1,731            |
| October .....               | 21,052           | 263           | 134                  | 547           | 479           | 4,614          | 7,466          | 1,220         | 1,337         | 3,265          | 1,707            |
| November .....              | 18,860           | 271           | 99                   | 430           | 580           | 3,747          | 7,018          | 1,030         | 1,342         | 2,858          | 1,505            |
| December .....              | 21,455           | 262           | 81                   | 600           | 682           | 4,410          | 8,035          | 965           | 1,346         | 3,470          | 1,604            |
| <b>Total value .....</b>    | <b>254,742</b>   | <b>4,922</b>  | <b>1,563</b>         | <b>7,623</b>  | <b>6,717</b>  | <b>61,990</b>  | <b>86,341</b>  | <b>13,628</b> | <b>16,789</b> | <b>33,772</b>  | <b>21,387</b>    |

Note—Includes British and European.

**Financing of Motor Vehicle Sales**

The following four tables cover the financing of sales of new and used motor vehicles, both passenger and commercial. The information represents a revised summary of the twelve monthly reports on motor vehicle financing published during 1958, and it refers only to the financing handled by sales finance companies and acceptance corporations. No other institutions engaged in this field of activity are included in this report.

For the year 1958, the number of vehicles financed decreased by 11.5 per cent, while the

total amount of financing decreased by 11 per cent. This decrease is reflected in both new and used vehicles. The largest percentage decrease occurred in new commercial vehicles (27.3 per cent in units and 25.3 per cent in amount of financing). New passenger vehicles decreased 14.8 per cent in number and 13.5 per cent in value.

The financing of motor vehicle sales is an activity of various lending institutions. Since the financing covered in this report is an unknown percentage of all vehicle financing, comparisons of such financing to total new vehicle sales, formerly made in this publication, have been discontinued.

**TABLE 5. Percentage Change in Number of Vehicles Financed and Amount of Financing by Provinces 1958/1957**

| Province                | Number       |            |               |            | Amount       |            |               |            |
|-------------------------|--------------|------------|---------------|------------|--------------|------------|---------------|------------|
|                         | New vehicles |            | Used vehicles |            | New vehicles |            | Used vehicles |            |
|                         | Passenger    | Commercial | Passenger     | Commercial | Passenger    | Commercial | Passenger     | Commercial |
| Canada .....            | -14.8        | -27.3      | - 8.7         | -11.4      | -13.5        | -25.3      | - 5.0         | - 4.1      |
| Atlantic Provinces..... | -11.3        | -23.7      | -10.8         | -18.0      | -10.5        | -17.1      | - 9.7         | -12.0      |
| Quebec.....             | -14.7        | -25.2      | - 8.5         | -10.3      | -14.3        | -24.1      | - 6.1         | + 1.0      |
| Ontario.....            | -11.4        | -24.3      | -10.1         | -13.1      | - 9.4        | -23.0      | - 4.6         | - 0.8      |
| Manitoba .....          | -19.0        | -28.1      | - 3.1         | -18.0      | -17.2        | -17.0      | + 1.2         | -13.0      |
| Saskatchewan .....      | -13.1        | -26.6      | + 1.3         | -10.7      | -11.1        | -30.4      | + 6.6         | - 9.6      |
| Alberta.....            | -21.7        | -28.9      | - 2.5         | - 5.6      | -19.6        | -23.2      | + 2.2         | - 2.5      |
| British Columbia .....  | -23.9        | -40.9      | -15.0         | - 7.3      | -22.6        | -41.2      | -13.1         | - 7.9      |

**TABLE 6. Financing of Motor Vehicle Sales in Canada 1946 - 1958**

| Year       | Total new and used vehicles |         | New vehicles |         |            |         | Used vehicles |         |            |        |
|------------|-----------------------------|---------|--------------|---------|------------|---------|---------------|---------|------------|--------|
|            |                             |         | Passenger    |         | Commercial |         | Passenger     |         | Commercial |        |
|            | Number                      | Amount  | Number       | Amount  | Number     | Amount  | Number        | Amount  | Number     | Amount |
|            |                             | \$'000  |              | \$'000  |            | \$'000  |               | \$'000  |            | \$'000 |
| 1946 ..... | 53,393                      | 41,586  | 11,082       | 10,589  | 11,784     | 17,389  | 22,415        | 7,479   | 8,112      | 6,129  |
| 1947 ..... | 118,867                     | 108,745 | 27,409       | 32,419  | 19,291     | 33,004  | 56,024        | 29,643  | 16,143     | 13,679 |
| 1948 ..... | 155,634                     | 144,955 | 29,923       | 37,680  | 21,944     | 36,126  | 83,323        | 53,255  | 20,444     | 17,894 |
| 1949 ..... | 232,988                     | 219,184 | 53,185       | 71,044  | 28,317     | 44,467  | 124,595       | 81,983  | 26,891     | 21,690 |
| 1950 ..... | 364,681                     | 342,081 | 97,051       | 131,003 | 38,253     | 60,432  | 189,635       | 120,771 | 39,742     | 29,875 |
| 1951 ..... | 423,830                     | 376,671 | 81,726       | 110,146 | 44,529     | 81,057  | 239,140       | 138,775 | 58,435     | 46,693 |
| 1952 ..... | 620,354                     | 639,689 | 124,879      | 194,422 | 47,708     | 98,032  | 375,825       | 283,069 | 71,942     | 64,166 |
| 1953 ..... | 640,512                     | 725,545 | 146,431      | 252,160 | 42,621     | 90,087  | 382,108       | 320,321 | 69,354     | 62,977 |
| 1954 ..... | 538,728                     | 611,646 | 126,099      | 230,900 | 28,005     | 61,359  | 325,953       | 269,144 | 58,671     | 50,243 |
| 1955 ..... | 599,330                     | 719,328 | 156,191      | 305,069 | 28,936     | 70,928  | 355,638       | 294,508 | 58,565     | 48,823 |
| 1956 ..... | 663,749                     | 910,833 | 190,109      | 408,993 | 34,796     | 111,951 | 382,026       | 337,154 | 56,818     | 52,735 |
| 1957 ..... | 615,251                     | 878,522 | 171,904      | 385,043 | 29,116     | 95,056  | 365,883       | 344,799 | 48,348     | 53,624 |
| 1958 ..... | 544,424                     | 783,109 | 146,418      | 332,978 | 21,175     | 71,034  | 334,005       | 327,685 | 42,826     | 51,412 |

## MERCHANDISING AND SERVICES

TABLE 7. Number of Motor Vehicles Financed, by Provinces and by Months, 1958

| Month                    | Canada         | Atlantic Provinces | Quebec        | Ontario        | Manitoba      | Saskatchewan  | Alberta       | British Columbia <sup>a</sup> |
|--------------------------|----------------|--------------------|---------------|----------------|---------------|---------------|---------------|-------------------------------|
| New passenger cars       |                |                    |               |                |               |               |               |                               |
| <b>Annual total</b>      |                |                    |               |                |               |               |               |                               |
|                          | <b>146,418</b> | <b>9,711</b>       | <b>38,041</b> | <b>60,484</b>  | <b>5,818</b>  | <b>6,337</b>  | <b>14,606</b> | <b>11,421</b>                 |
| January                  | 10,491         | 572                | 2,591         | 4,269          | 471           | 456           | 1,117         | 1,015                         |
| February                 | 9,489          | 568                | 2,348         | 4,041          | 390           | 391           | 867           | 884                           |
| March                    | 12,774         | 772                | 3,449         | 5,318          | 481           | 480           | 1,181         | 1,093                         |
| April                    | 15,955         | 1,179              | 4,586         | 6,263          | 665           | 701           | 1,459         | 1,102                         |
| May                      | 15,422         | 1,083              | 4,243         | 6,156          | 615           | 642           | 1,567         | 1,116                         |
| June                     | 14,856         | 997                | 3,832         | 6,109          | 645           | 638           | 1,511         | 1,124                         |
| July                     | 15,276         | 1,155              | 3,901         | 6,323          | 626           | 624           | 1,522         | 1,125                         |
| August                   | 11,576         | 839                | 2,903         | 4,673          | 501           | 600           | 1,198         | 862                           |
| September                | 10,550         | 740                | 2,700         | 4,257          | 412           | 491           | 1,147         | 803                           |
| October                  | 10,754         | 695                | 2,786         | 4,542          | 375           | 483           | 1,121         | 752                           |
| November                 | 9,709          | 555                | 2,426         | 4,267          | 326           | 406           | 856           | 773                           |
| December                 | 9,566          | 556                | 2,276         | 4,266          | 311           | 425           | 960           | 772                           |
| New commercial vehicles  |                |                    |               |                |               |               |               |                               |
| <b>Annual total</b>      |                |                    |               |                |               |               |               |                               |
|                          | <b>21,175</b>  | <b>1,972</b>       | <b>5,383</b>  | <b>6,642</b>   | <b>668</b>    | <b>1,237</b>  | <b>3,203</b>  | <b>1,870</b>                  |
| January                  | 1,483          | 120                | 381           | 456            | 66            | 100           | 222           | 138                           |
| February                 | 1,286          | 121                | 341           | 401            | 47            | 70            | 174           | 132                           |
| March                    | 1,647          | 118                | 433           | 555            | 50            | 102           | 242           | 146                           |
| April                    | 2,040          | 242                | 482           | 617            | 85            | 128           | 307           | 179                           |
| May                      | 2,186          | 219                | 542           | 695            | 89            | 146           | 312           | 183                           |
| June                     | 1,983          | 172                | 466           | 680            | 82            | 113           | 310           | 180                           |
| July                     | 1,888          | 205                | 447           | 625            | 62            | 118           | 243           | 188                           |
| August                   | 1,714          | 165                | 488           | 505            | 59            | 92            | 265           | 149                           |
| September                | 1,855          | 177                | 475           | 564            | 79            | 103           | 299           | 153                           |
| October                  | 1,769          | 174                | 428           | 527            | 88            | 100           | 289           | 153                           |
| November                 | 1,660          | 122                | 438           | 521            | 81            | 87            | 261           | 150                           |
| December                 | 1,664          | 136                | 462           | 496            | 80            | 78            | 279           | 133                           |
| Used passenger cars      |                |                    |               |                |               |               |               |                               |
| <b>Annual total</b>      |                |                    |               |                |               |               |               |                               |
|                          | <b>334,003</b> | <b>28,342</b>      | <b>75,957</b> | <b>132,315</b> | <b>14,397</b> | <b>18,559</b> | <b>35,870</b> | <b>30,585</b>                 |
| January                  | 21,201         | 1,604              | 3,978         | 8,719          | 1,014         | 993           | 2,601         | 2,292                         |
| February                 | 21,495         | 1,676              | 4,280         | 8,853          | 953           | 964           | 2,332         | 2,437                         |
| March                    | 28,941         | 2,336              | 5,999         | 11,970         | 1,265         | 1,332         | 3,105         | 2,934                         |
| April                    | 36,907         | 3,301              | 9,103         | 13,992         | 1,669         | 1,807         | 3,884         | 3,151                         |
| May                      | 36,013         | 3,108              | 9,035         | 13,803         | 1,510         | 1,778         | 3,651         | 3,128                         |
| June                     | 34,226         | 2,954              | 8,187         | 13,214         | 1,531         | 1,721         | 3,833         | 2,786                         |
| July                     | 36,507         | 3,272              | 8,834         | 14,391         | 1,518         | 1,741         | 3,530         | 3,221                         |
| August                   | 30,550         | 2,668              | 6,958         | 12,559         | 1,226         | 1,483         | 2,987         | 2,659                         |
| September                | 26,127         | 2,362              | 6,010         | 10,020         | 1,035         | 1,316         | 2,809         | 2,573                         |
| October                  | 24,311         | 2,017              | 5,520         | 9,503          | 1,155         | 1,336         | 2,743         | 2,037                         |
| November                 | 20,236         | 1,591              | 4,414         | 8,153          | 842           | 1,144         | 2,330         | 1,762                         |
| December                 | 17,491         | 1,453              | 3,639         | 7,138          | 679           | 942           | 2,055         | 1,585                         |
| Used commercial vehicles |                |                    |               |                |               |               |               |                               |
| <b>Annual total</b>      |                |                    |               |                |               |               |               |                               |
|                          | <b>42,826</b>  | <b>5,307</b>       | <b>8,963</b>  | <b>11,523</b>  | <b>1,678</b>  | <b>2,846</b>  | <b>6,970</b>  | <b>5,337</b>                  |
| January                  | 3,022          | 297                | 552           | 885            | 156           | 186           | 573           | 373                           |
| February                 | 2,782          | 339                | 530           | 774            | 153           | 153           | 435           | 398                           |
| March                    | 3,658          | 411                | 751           | 1,026          | 145           | 218           | 591           | 516                           |
| April                    | 4,529          | 605                | 878           | 1,240          | 213           | 324           | 739           | 530                           |
| May                      | 4,564          | 613                | 996           | 1,159          | 193           | 324           | 711           | 568                           |
| June                     | 3,892          | 544                | 865           | 1,103          | 164           | 259           | 543           | 414                           |
| July                     | 3,883          | 550                | 822           | 1,032          | 159           | 257           | 569           | 494                           |
| August                   | 3,567          | 442                | 767           | 942            | 152           | 267           | 584           | 410                           |
| September                | 3,741          | 474                | 818           | 988            | 148           | 261           | 586           | 463                           |
| October                  | 3,417          | 385                | 719           | 917            | 165           | 207           | 585           | 430                           |
| November                 | 3,043          | 358                | 657           | 764            | 117           | 204           | 566           | 377                           |
| December                 | 2,728          | 289                | 608           | 695            | 113           | 186           | 488           | 349                           |

<sup>a</sup> Includes Yukon and Northwest Territories.

TABLE 8. Amount of Motor Vehicle Financing, by Provinces and by Months, 1958

| Month                    | Canada | Atlantic<br>Provinces | Quebec  | Ontario | Manitoba | Saskat-<br>chewan | Alberta | British<br>Columbia <sup>1</sup> |
|--------------------------|--------|-----------------------|---------|---------|----------|-------------------|---------|----------------------------------|
| thousands of dollars     |        |                       |         |         |          |                   |         |                                  |
| New passenger cars       |        |                       |         |         |          |                   |         |                                  |
| Annual total .....       |        |                       |         |         |          |                   |         |                                  |
| 332,978                  | 20,154 | 90,747                | 133,611 | 13,085  | 14,063   | 33,924            | 27,394  |                                  |
| January .....            | 24,044 | 1,228                 | 6,225   | 9,405   | 1,040    | 1,009             | 2,668   | 2,469                            |
| February .....           | 21,233 | 1,179                 | 5,445   | 8,841   | 858      | 864               | 2,064   | 1,982                            |
| March .....              | 28,782 | 1,587                 | 8,207   | 11,514  | 1,059    | 1,082             | 2,762   | 2,571                            |
| April .....              | 36,243 | 2,579                 | 10,901  | 13,721  | 1,484    | 1,526             | 3,410   | 2,622                            |
| May .....                | 35,155 | 2,247                 | 10,216  | 13,538  | 1,404    | 1,441             | 3,622   | 2,687                            |
| June .....               | 33,792 | 2,024                 | 9,053   | 13,808  | 1,420    | 1,421             | 3,547   | 2,719                            |
| July .....               | 34,674 | 2,339                 | 9,349   | 14,053  | 1,387    | 1,377             | 3,487   | 2,682                            |
| August .....             | 26,209 | 1,786                 | 6,990   | 10,157  | 1,127    | 1,334             | 2,742   | 2,073                            |
| September .....          | 23,415 | 1,507                 | 6,328   | 9,155   | 926      | 1,086             | 2,534   | 1,881                            |
| October .....            | 24,674 | 1,466                 | 6,714   | 10,153  | 885      | 1,079             | 2,526   | 1,851                            |
| November .....           | 22,237 | 1,143                 | 5,775   | 8,601   | 730      | 888               | 2,202   | 1,898                            |
| December .....           | 22,520 | 1,069                 | 5,546   | 9,885   | 785      | 956               | 2,360   | 1,959                            |
| New commercial vehicles  |        |                       |         |         |          |                   |         |                                  |
| Annual total .....       |        |                       |         |         |          |                   |         |                                  |
| 71,034                   | 5,703  | 17,199                | 22,483  | 3,583   | 3,756    | 11,443            | 6,867   |                                  |
| January .....            | 4,744  | 329                   | 1,162   | 1,545   | 227      | 322               | 721     | 438                              |
| February .....           | 3,863  | 280                   | 1,003   | 1,280   | 221      | 163               | 584     | 332                              |
| March .....              | 5,213  | 302                   | 1,210   | 1,924   | 202      | 259               | 779     | 537                              |
| April .....              | 6,465  | 627                   | 1,416   | 2,133   | 285      | 337               | 1,008   | 659                              |
| May .....                | 7,680  | 630                   | 1,715   | 2,685   | 367      | 509               | 1,214   | 760                              |
| June .....               | 6,984  | 471                   | 1,505   | 2,158   | 352      | 594               | 1,169   | 735                              |
| July .....               | 6,406  | 676                   | 1,530   | 2,054   | 345      | 379               | 761     | 661                              |
| August .....             | 6,091  | 707                   | 1,536   | 1,962   | 263      | 217               | 675     | 531                              |
| September .....          | 6,176  | 481                   | 1,534   | 1,869   | 285      | 269               | 1,174   | 564                              |
| October .....            | 5,896  | 411                   | 1,437   | 1,859   | 306      | 263               | 1,039   | 561                              |
| November .....           | 5,524  | 332                   | 1,554   | 1,554   | 352      | 233               | 942     | 557                              |
| December .....           | 5,792  | 457                   | 1,597   | 1,460   | 378      | 211               | 1,177   | 512                              |
| Used passenger cars      |        |                       |         |         |          |                   |         |                                  |
| Annual total .....       |        |                       |         |         |          |                   |         |                                  |
| 327,685                  | 24,212 | 76,433                | 129,330 | 14,055  | 14,492   | 34,401            | 32,762  |                                  |
| January .....            | 21,082 | 1,407                 | 4,302   | 6,577   | 1,004    | 879               | 2,479   | 2,434                            |
| February .....           | 21,608 | 1,437                 | 4,639   | 8,857   | 900      | 863               | 2,229   | 2,663                            |
| March .....              | 28,690 | 2,012                 | 6,288   | 11,738  | 1,202    | 1,196             | 3,064   | 3,190                            |
| April .....              | 36,088 | 2,766                 | 9,437   | 13,552  | 1,651    | 1,553             | 3,740   | 3,389                            |
| May .....                | 35,194 | 2,657                 | 9,099   | 13,543  | 1,538    | 1,588             | 3,509   | 3,280                            |
| June .....               | 33,643 | 2,563                 | 8,458   | 12,944  | 1,499    | 1,525             | 3,703   | 2,951                            |
| July .....               | 35,828 | 2,840                 | 9,070   | 14,033  | 1,487    | 1,492             | 3,418   | 3,488                            |
| August .....             | 29,760 | 2,279                 | 7,179   | 12,099  | 1,175    | 1,298             | 2,805   | 2,925                            |
| September .....          | 25,198 | 2,019                 | 6,016   | 9,570   | 1,033    | 1,145             | 2,626   | 2,789                            |
| October .....            | 23,387 | 1,665                 | 5,582   | 9,239   | 1,086    | 1,146             | 2,554   | 2,115                            |
| November .....           | 19,493 | 1,315                 | 4,412   | 7,922   | 778      | 965               | 2,286   | 1,815                            |
| December .....           | 17,714 | 1,252                 | 3,951   | 7,256   | 702      | 842               | 1,988   | 1,723                            |
| Used commercial vehicles |        |                       |         |         |          |                   |         |                                  |
| Annual total .....       |        |                       |         |         |          |                   |         |                                  |
| 51,412                   | 4,339  | 10,864                | 13,318  | 2,173   | 2,452    | 8,802             | 8,464   |                                  |
| January .....            | 3,690  | 233                   | 601     | 1,133   | 171      | 172               | 795     | 585                              |
| February .....           | 3,269  | 288                   | 608     | 779     | 229      | 120               | 590     | 657                              |
| March .....              | 4,428  | 327                   | 1,034   | 1,209   | 150      | 147               | 634     | 927                              |
| April .....              | 5,228  | 484                   | 1,013   | 1,417   | 233      | 277               | 639     | 965                              |
| May .....                | 5,912  | 476                   | 1,257   | 1,393   | 257      | 347               | 882     | 1,300                            |
| June .....               | 4,743  | 428                   | 1,024   | 1,279   | 169      | 231               | 649     | 963                              |
| July .....               | 4,431  | 452                   | 983     | 1,178   | 153      | 216               | 684     | 765                              |
| August .....             | 4,169  | 343                   | 880     | 1,178   | 140      | 210               | 754     | 664                              |
| September .....          | 4,035  | 356                   | 946     | 1,091   | 118      | 199               | 657     | 666                              |
| October .....            | 3,850  | 323                   | 873     | 951     | 234      | 186               | 640     | 643                              |
| November .....           | 3,734  | 274                   | 812     | 884     | 149      | 171               | 858     | 588                              |
| December .....           | 3,923  | 353                   | 835     | 828     | 170      | 178               | 822     | 741                              |

<sup>1</sup> Includes Yukon and Northwest Territories.

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