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March 3, 1939

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Dear Sirs,

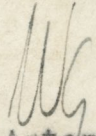
I should be grateful to you if you would kindly furnish me with a further copy of your report: "Sales of Motor Vehicles and Motor Vehicle Financing in Canada, 1938", for official use.

Thanking you in advance, I am,

Yours very truly,

The German Consul

by:



(Dr. Anton Wagner)
Commercial Attaché

W/D

The Department of Trade & Commerce,
Dominion Bureau of Statistics,
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Published by Authority of the HON. W.D. EULER, M.P.,
Minister of Trade and Commerce.

Doc. Conf. Montreal

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Vol. _____

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

SALES OF MOTOR VEHICLES

AND

MOTOR VEHICLE FINANCING

IN

CANADA

1938



OTTAWA
1939

Price 25 cents

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INTERNAL TRADE BRANCH
OTTAWA, CANADA

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SALES AND FINANCING OF MOTOR VEHICLES IN CANADA, 1938

Introduction

For several years the Internal Trade Branch of the Dominion Bureau of Statistics has published two series of monthly reports relating to the sale and financing of motor vehicles in Canada. One series shows the number and retail value of new motor vehicles sold each month, making a distinction between sales of new passenger cars and commercial vehicles. The second series covers the number of motor vehicle sales financed by the various finance companies and the corresponding amount of financing. Separate figures are available for the financing of new and used vehicles but no distinction is made between passenger and commercial models. This report summarizes the results of both series for 1938 together with comparative figures for earlier years and brings together in more permanent form the information contained in the monthly bulletins.

Statistics of motor vehicle sales are secured monthly from companies which manufacture or assemble motor vehicles in Canada and from manufacturers in the United States and Great Britain of vehicles made for sale in Canada. In 1938 monthly returns were received from 19 companies, which are listed in the appendix to this report. It is believed that the coverage of sales in this field is very complete. The retail value reported is the price paid by an individual purchaser at the Canadian point of manufacture and includes sales and excise taxes, charges for standard accessories, dealer's commission, etc. Freight charges from factory to place of purchase are excluded. Duty is included in the retail value of imported vehicles.

Statistics of financing are compiled from returns from all large finance companies in Canada which are engaged in purchasing accounts, contracts or notes arising out of retail sales of motor vehicles. The reporting companies give separate data for the financing of new and used vehicles but make no distinction as between passenger and commercial models. Statistics of refinancing are not included in the figures published. Original financing only is included. Data on financing were secured from 57 financing companies in 1938. The names of these companies are listed in the appendix to this report.

Summary

New Motor Vehicle Sales

Although the decline in motor vehicle retailing which commenced in the latter part of 1937 was continued throughout the major portion of 1938, with sales for the first nine months of the year standing 20 per cent below the corresponding earlier period, gains recorded in the last quarter of the year under review served

to offset part of this unfavourable comparison with the result that annual sales for 1938 in point of view of number of units sold stand 16 per cent below the 1937 level. There were 121,165 new motor vehicles sold for \$135,011,908 in 1938 compared with 144,441 units which retailed for \$149,170,527 in 1937. Although the decline in number and volume of sales from 1937 was substantial, nevertheless the automotive trade was maintained at a high level compared with earlier years. The number of new motor vehicles sold in 1938 was 7 per cent greater than the number retailed in 1936; it was 19 per cent greater than the number sold in 1935 and it was slightly more than two and one-half times the number sold in the mid-depression year of 1933.

Reductions below 1937 were similar for passenger and commercial vehicles. There were 95,751 new passenger cars retailed for \$105,006,462 in 1938, down 16.2 per cent in number and 10.2 per cent in value from the 114,275 units which sold for \$116,886,334 in 1937. Truck and bus sales for 1938 numbered 25,414 and were valued at \$30,005,446; down 15.8 per cent in number and 7.1 per cent in value from the 30,166 units which retailed for \$32,284,193 in the preceding year.

Apart from irregularities caused by strike conditions in the automotive industry in the spring of 1937, the trend of motor vehicle retailing during the first eight months of 1938 was maintained at a level parallel with and 20 per cent below that of the corresponding period of the previous year. Sales of new motor vehicles, including both passenger and commercial vehicles, ranged from 20 to 25 per cent lower in the first three months of 1938 than 1937. Sales in April, 1938, were only 1 per cent lower than in the same month of 1937; May sales were down by 15 per cent while the numbers of units sold in June and July were approximately 35 per cent below the corresponding periods of 1937. The practically unchanged condition from 1937 in April, the less than average decline in May and the larger reductions in June and July are reflections of the strike conditions in the spring of 1937 with consequent transference of a certain amount of April and May business to the summer months that year. Total sales for the four months, April - July, inclusive stand 20 per cent lower in 1938 than in 1937, while August sales were down by 21 per cent. September saw a reduction in the spread to 7 per cent while earlier than usual introduction of new models in the fall was effective in producing increases during the last three months of 1938 compared with 1937. October sales were up by 11 per cent; November was up 6 per cent and December, 2 per cent.

While annual percentage changes from 1937 were similar for passenger and commercial vehicles, nevertheless monthly trends for the two series took somewhat different courses. Sales of commercial models were maintained somewhat better during the first nine months of 1938 than were sales of passenger cars. Commercial models declined 14 per cent in the first nine months of 1938 compared with 1937, while passenger car sales were down by 22 per cent in the same comparison. But the improvement in the last quarter of the year was confined to passenger models only; while sales of these models averaged 14 per cent greater in the last quarter of 1938 compared with 1937; commercial vehicle sales fell off by 25 per cent.

The trend in motor vehicle retailing in 1938 was not uniform for all provinces. Alberta was the only province to register an increase in new passenger cars, sales of new models gaining 11 per cent from 1937. All other provinces reported decreases, percentage declines in 1938 from the preceding year being as follows: Manitoba, 10 per cent; Ontario, 14 per cent; Quebec, 20 per cent; Maritime Provinces, 23 per cent; and British Columbia, 25 per cent. Improved crops in the Prairie Provinces were more effective in stimulating the market for new commercial models. Sales of trucks and buses in Saskatchewan were up 43 per cent from 1937, while the increase in Alberta was only slightly less at 40 per cent. Manitoba sales were practically unchanged while all other provinces reported declines: 20 per cent in Ontario, 27 per cent in Quebec, 33 per cent in the Maritime Provinces, and 34 per cent in British

Columbia.

Motor Vehicle Financing

The trend in motor vehicle financing almost parallels that in sales. Nevertheless there is a tendency for financing to fluctuate between wider limits than the sales, to fall off more rapidly than sales during a period of contraction and to expand at a more rapid rate during a period of general business prosperity.

There were 45,267 new motor vehicles whose purchases were financed through the facilities of the finance companies in 1938 and the total amount of financing was \$33,701,624, down 19.5 per cent in number and 17.1 per cent in amount from the 56,247 new vehicles whose purchases were financed for \$40,664,675 in 1937. The somewhat greater decline in financing than in sales is reflected in a slight diminution of the proportion of total new motor vehicles whose purchases were financed. In 1937 almost 39 out of every 100 new vehicle purchases were financed by finance companies. In 1938 the ratio had declined to 37.4 per cent about on a par with the 37.8 per cent recorded for 1936.

The proportion of new vehicle purchases financed by finance companies varies considerably for different regions of the country, being lowest in the Maritime Provinces and highest in the Prairie Provinces. Ratios of financing to sales for the various regions of the country for 1938 with figures for 1937 in brackets are as follows: Maritime Provinces, 30.0 per cent (30.4 per cent); Ontario, 34.0 per cent (38.7 per cent); British Columbia, 35.4 per cent (36.5 per cent); Quebec, 37.3 per cent (36.8 per cent); Manitoba and Saskatchewan, 48.3 per cent (42.4 per cent); Alberta, 49.7 per cent (57.3 per cent.)

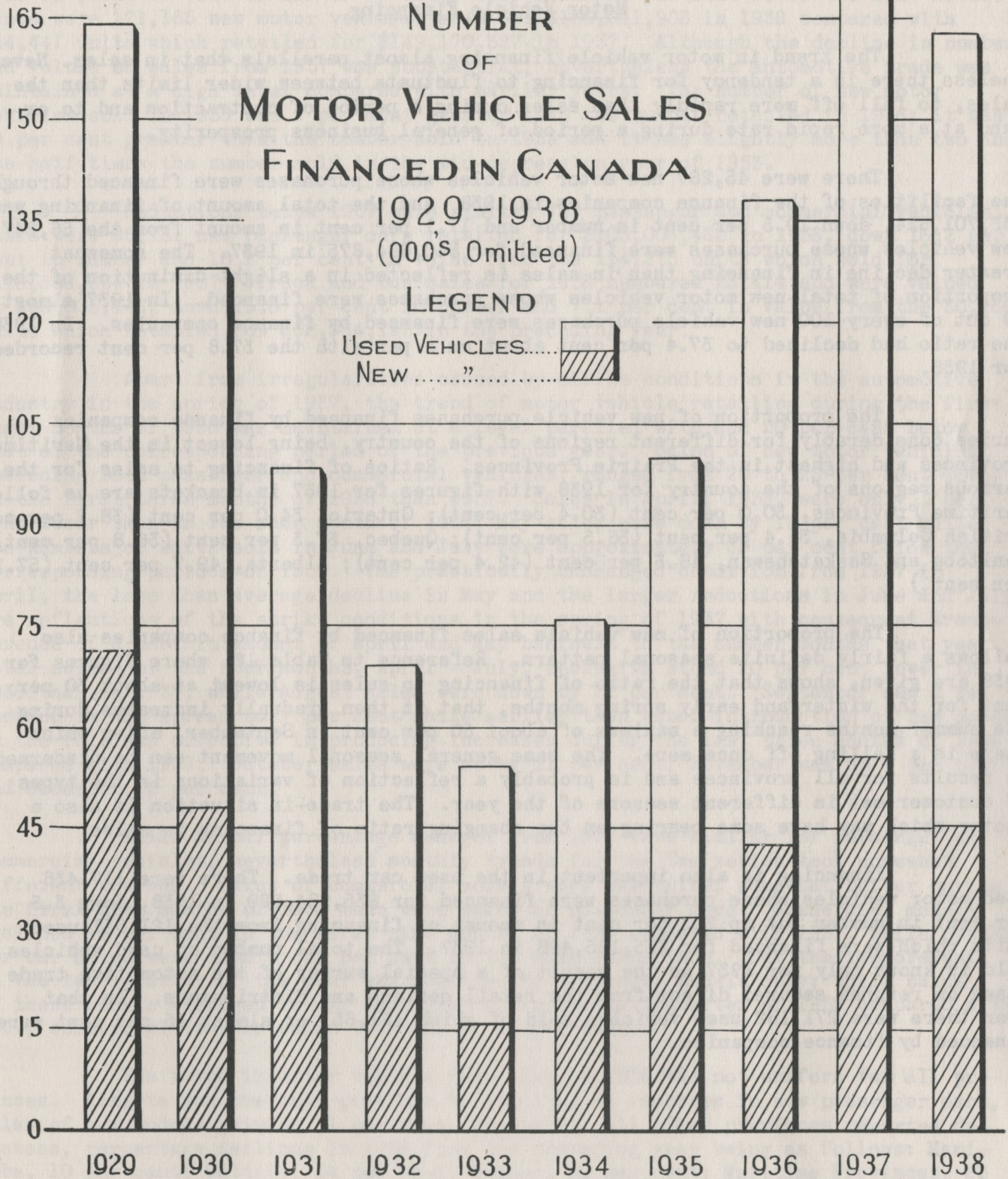
The proportion of new vehicle sales financed by finance companies also follows a fairly definite seasonal pattern. Reference to Table 12, where figures for 1938 are given, shows that the ratio of financing to sales is lowest at about 30 per cent for the winter and early spring months, that it then gradually increases during the summer months reaching a maximum of about 50 per cent in September, after which there is a falling off once more. The same general seasonal movement can be discerned in results for all provinces and is probably a reflection of variations in the types of customer met in different seasons of the year. The trade-in situation is also a factor which may have some bearing on the changing ratio of financing to sales.

Financing is also important in the used car trade. There were 117,436 used motor vehicles whose purchases were financed for \$35,984,229 in 1938, down 3.5 per cent in number but up 2.3 per cent in amount of financing from the 121,651 used units which were financed for \$35,185,498 in 1937. The total number of used vehicles sold is known only for 1937 as the result of a special survey of the automotive trade based on returns secured direct from the retail dealers and distributors. In that year there were 271,162 used vehicles sold of which 121,651 or almost 45 per cent were financed by finance companies.

NUMBER
OF
MOTOR VEHICLE SALES
FINANCED IN CANADA
1929-1938
(000's Omitted)

LEGEND

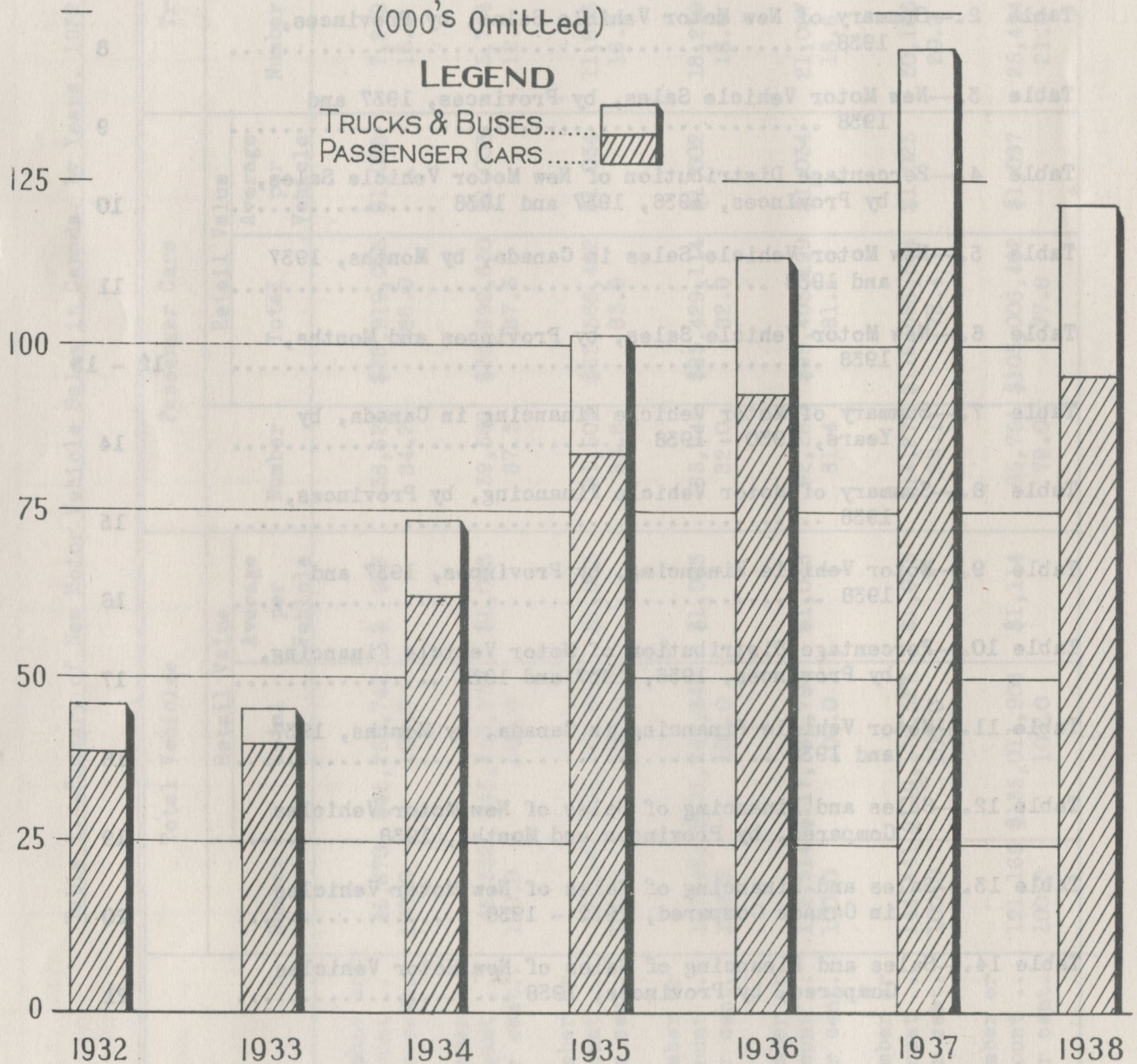
USED VEHICLES.....
New"



NUMBER
OF
NEW MOTOR VEHICLES
SOLD IN CANADA
1932-1938
(000's Omitted)

LEGEND

TRUCKS & BUSES.....
PASSENGER CARS.....



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Table 1.--Summary of New Motor Vehicle Sales in Canada, by Years, 1932 - 1938.

Year	Total Vehicles			Passenger Cars			Trucks and Buses		
	Number	Retail Value		Number	Retail Value		Number	Retail Value	
		Total	Average per Vehicle		Total	Average per Vehicle		Total	Average per Vehicle
1932	Number or Amount .. Per cent.	45,870 \$45,260,742 100.0	\$ 987 100.0	38,621 84.2	\$38,919,015 86.0	\$1,008	7,249 15.8	\$ 6,341,727 14.0	\$ 875
1933	Number or Amount .. Per cent.	45,332 \$45,450,230 100.0	\$1,003 100.0	39,568 87.3	\$39,692,630 87.3	\$1,003	5,764 12.7	\$ 5,757,600 12.7	\$ 999
1934	Number or Amount .. Per cent.	73,358 \$75,785,461 100.0	\$1,033 100.0	61,503 83.8	\$63,566,402 83.9	\$1,034	11,855 16.2	\$12,219,059 16.1	\$1,031
1935	Number or Amount .. Per cent.	101,461 \$101,742,449 100.0	\$1,003 100.0	83,242 82.0	\$83,429,114 82.0	\$1,002	18,219 18.0	\$18,313,335 18.0	\$1,005
1936	Number or Amount .. Per cent.	113,314 \$117,582,796 100.0	\$1,038 100.0	92,287 81.4	\$95,403,199 81.1	\$1,034	21,027 18.6	\$22,179,597 18.9	\$1,055
1937	Number or Amount .. Per cent.	144,441 \$149,170,527 100.0	\$1,033 100.0	114,275 79.1	\$116,886,334 78.4	\$1,023	30,166 20.9	\$32,284,193 21.6	\$1,070
1938	Number or Amount .. Per cent.	121,165 \$135,011,908 100.0	\$1,114 100.0	95,751 79.0	\$105,006,462 77.8	\$1,097	25,414 21.0	\$30,005,446 22.2	\$1,181

Table 2.—Summary of New Motor Vehicle Sales, by Provinces, 1938.

Province	Total Vehicles			Passenger Cars			Trucks and Buses		
	Number	Retail Value		Number	Retail Value		Number	Retail Value	
		Total	Average per Vehicle		Total	Average per Vehicle		Total	Average per Vehicle
Maritime Provinces, Number or Amount .. Per cent.	9,586 100.0	\$10,335,871 100.0	\$1,078	7,076 73.8	\$ 7,600,737 73.5	\$1,074	2,510 26.2	\$ 2,735,134 26.5	\$1,090
Quebec, Number or Amount .. Per cent.	23,072 100.0	\$26,674,204 100.0	\$1,156	18,147 78.7	\$20,678,379 77.5	\$1,139	4,925 21.3	\$ 5,995,825 22.5	\$1,217
Ontario, Number or Amount .. Per cent.	56,524 100.0	\$63,063,368 100.0	\$1,116	47,514 84.1	\$52,050,180 82.5	\$1,095	9,010 15.9	\$11,013,188 17.5	\$1,222
Manitoba, Number or Amount .. Per cent.	7,792 100.0	\$ 8,431,385 100.0	\$1,082	5,575 71.5	\$ 6,008,260 71.3	\$1,078	2,217 28.5	\$ 2,423,125 28.7	\$1,093
Saskatchewan, Number or Amount .. Per cent.	5,750 100.0	\$ 6,125,415 100.0	\$1,065	3,753 65.3	\$ 3,965,847 64.7	\$1,057	1,997 34.7	\$ 2,159,568 35.3	\$1,081
Alberta, Number or Amount .. Per cent.	10,535 100.0	\$11,489,388 100.0	\$1,091	7,543 71.6	\$ 8,069,625 70.2	\$1,070	2,992 28.4	\$ 3,419,763 29.8	\$1,143
British Columbia, Number or Amount .. Per cent.	7,906 100.0	\$ 8,892,277 100.0	\$1,125	6,143 77.7	\$ 6,633,434 74.6	\$1,080	1,763 22.3	\$ 2,258,843 25.4	\$1,281

Table 3.—New Motor Vehicle Sales, by Provinces, 1937 and 1938.

Province	Number of Vehicles			Retail Value		
	1937	1938	% Change, 1938/1937	1937	1938	% Change, 1938/1937
<u>Passenger Cars</u>						
CANADA	114,275	95,751	- 16.2	\$ 116,886,334	\$ 105,006,462	- 10.2
Maritimes	9,208	7,076	- 23.2	9,235,713	7,600,737	- 17.7
Quebec	22,658	18,147	- 19.9	23,721,143	20,678,379	- 12.8
Ontario	55,504	47,514	- 14.4	56,914,116	52,050,180	- 8.5
Manitoba	6,219	5,575	- 10.4	6,275,284	6,008,260	- 4.3
Saskatchewan ...	5,704	3,753	- 34.2	5,651,996	3,965,847	- 29.8
Alberta	6,811	7,543	+ 10.7	6,861,696	8,069,625	+ 17.6
British Columbia	8,171	6,143	- 24.8	8,226,386	6,633,434	- 19.4
<u>Trucks and Buses</u>						
CANADA	30,166	25,414	- 15.8	\$ 32,284,193	\$ 30,005,446	- 7.1
Maritimes	3,757	2,510	- 33.2	3,764,943	2,735,134	- 27.4
Quebec	6,774	4,925	- 27.3	7,360,057	5,995,825	- 18.5
Ontario	11,199	9,010	- 19.5	12,017,089	11,013,188	- 8.4
Manitoba	2,243	2,217	- 1.2	2,311,460	2,423,125	+ 4.8
Saskatchewan ...	1,397	1,997	+ 42.9	1,361,129	2,159,568	+ 58.7
Alberta	2,133	2,992	+ 40.3	2,201,909	3,419,763	+ 55.3
British Columbia	2,663	1,763	- 33.8	3,267,606	2,258,843	- 30.9
<u>Total Vehicles</u>						
CANADA	144,441	121,165	- 16.1	\$ 149,170,527	\$ 135,011,908	- 9.5
Maritimes	12,965	9,586	- 26.1	13,000,656	10,335,871	- 20.5
Quebec	29,432	23,072	- 21.6	31,081,200	26,674,204	- 14.2
Ontario	66,703	56,524	- 15.3	68,931,205	63,063,368	- 8.5
Manitoba	8,462	7,792	- 7.9	8,586,744	8,431,385	- 1.8
Saskatchewan ...	7,101	5,750	- 19.0	7,013,125	6,125,415	- 12.7
Alberta	8,944	10,535	+ 17.8	9,063,605	11,489,388	+ 26.8
British Columbia	10,834	7,906	- 27.0	11,493,992	8,892,277	- 22.6

Table 4.--Percentage Distribution of New Motor Vehicle Sales
by Provinces, 1936, 1937 and 1938.

Province	Number of Vehicles			Retail Value		
	1936	1937	1938	1936	1937	1938

Passenger Cars

CANADA	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	7.2	8.1	7.4	7.1	7.9	7.2
Quebec	19.6	19.8	19.0	20.1	20.3	19.7
Ontario	50.3	48.5	49.6	50.4	48.7	49.6
Manitoba	4.7	5.4	5.8	4.6	5.4	5.7
Saskatchewan	4.5	5.0	3.9	4.3	4.8	3.8
Alberta	5.9	6.0	7.9	5.7	5.9	7.7
British Columbia	7.8	7.2	6.4	7.8	7.0	6.3

Trucks and Buses

CANADA	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	12.3	12.5	9.9	12.0	11.7	9.1
Quebec	18.4	22.5	19.4	19.7	22.8	20.0
Ontario	39.4	37.1	35.4	39.1	37.2	36.7
Manitoba	7.1	7.4	8.7	6.5	7.2	8.1
Saskatchewan	5.3	4.6	7.9	4.8	4.2	7.2
Alberta	8.0	7.1	11.8	7.5	6.8	11.4
British Columbia	9.5	8.8	6.9	10.4	10.1	7.5

Total Vehicles

CANADA	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	8.2	9.0	7.9	8.0	8.7	7.7
Quebec	19.4	20.4	19.1	20.0	20.8	19.8
Ontario	48.2	46.2	46.7	48.3	46.2	46.7
Manitoba	5.1	5.8	6.4	4.9	5.8	6.2
Saskatchewan	4.7	4.9	4.7	4.4	4.7	4.5
Alberta	6.3	6.2	8.7	6.1	6.1	8.5
British Columbia	8.1	7.5	6.5	8.3	7.7	6.6

Table 5.—New Motor Vehicle Sales in Canada,
by Months, 1937 and 1938

Month	Number			Retail Value		
	1937	1938	% Change, 1938/1937	1937 \$	1938 \$	% Change, 1938/1937
<u>Passenger Cars</u>						
Totals	114,275	95,751	- 16.2	116,886,334	105,006,462	- 10.2
January	7,228	5,373	- 25.7	7,363,444	5,915,543	- 19.7
February	7,327	5,582	- 23.8	7,318,731	6,143,591	- 16.1
March	13,636	9,845	- 27.8	13,841,826	10,791,638	- 22.0
April	17,147	16,772	- 2.2	17,213,209	18,487,466	+ 7.4
May	16,944	14,056	- 17.0	17,097,352	15,393,765	- 10.0
June	14,380	9,197	- 36.0	14,402,071	10,060,410	- 30.1
July	9,459	6,187	- 34.6	9,463,005	6,702,267	- 29.2
August	6,344	4,591	- 27.6	6,595,751	4,962,613	- 24.8
September	3,923	3,831	- 2.3	4,134,100	4,217,617	+ 2.0
October	4,356	5,392	+ 23.8	4,730,961	5,824,172	+ 23.1
November	6,851	7,583	+ 10.7	7,516,255	8,385,923	+ 11.6
December	6,680	7,342	+ 9.9	7,209,629	8,121,457	+ 12.6
<u>Trucks and Buses</u>						
Totals	30,166	25,414	- 15.8	32,284,193	30,005,446	- 7.1
January	1,429	1,459	+ 2.1	1,482,590	1,772,160	+ 19.5
February	1,875	1,479	- 21.1	1,915,342	1,695,283	- 11.5
March	2,843	2,476	- 12.9	2,881,519	2,712,406	- 5.9
April	3,873	3,962	+ 2.3	3,899,506	4,535,486	+ 16.3
May	4,099	3,808	- 7.1	4,356,090	4,483,217	+ 2.9
June	3,617	2,386	- 34.0	3,842,926	2,881,795	- 25.0
July	3,067	2,067	- 32.6	3,347,849	2,500,424	- 25.3
August	2,730	2,613	- 4.3	2,926,082	3,055,407	+ 4.4
September	2,229	1,879	- 15.7	2,504,529	2,346,589	- 6.3
October	1,491	1,124	- 24.6	1,821,300	1,337,311	- 26.6
November	1,301	1,050	- 19.3	1,472,915	1,331,583	- 9.6
December	1,612	1,111	- 31.1	1,833,545	1,353,785	- 26.2
<u>Total Vehicles</u>						
Totals	144,441	121,165	- 16.1	149,170,527	135,011,908	- 9.5
January	8,657	6,832	- 21.1	8,846,034	7,687,703	- 13.1
February	9,202	7,061	- 23.3	9,234,073	7,838,874	- 15.1
March	16,479	12,321	- 25.2	16,723,345	13,504,044	- 19.3
April	21,020	20,734	- 1.4	21,112,715	23,022,952	+ 9.0
May	21,043	17,864	- 15.1	21,453,442	19,876,982	- 7.3
June	17,997	11,583	- 35.6	18,244,997	12,942,205	- 29.1
July	12,526	8,254	- 34.1	12,810,854	9,202,691	- 28.2
August	9,074	7,204	- 20.6	9,521,833	8,018,020	- 15.8
September	6,152	5,710	- 7.2	6,638,629	6,564,206	- 1.1
October	5,847	6,516	+ 11.4	6,552,261	7,161,483	+ 9.3
November	8,152	8,633	+ 5.9	8,989,170	9,717,506	+ 8.1
December	8,292	8,453	+ 1.9	9,043,174	9,475,242	+ 4.8

Table 6.—New Motor Vehicle Sales, by Provinces and Months, 1938.

Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Passenger Cars</u>								
Total	95,751	7,076	18,147	47,514	5,575	3,753	7,543	6,143
January	5,373	296	722	3,206	213	39	409	488
February	5,582	333	1,029	3,010	193	51	407	559
March	9,845	690	2,099	4,847	552	201	738	718
April	16,772	1,531	3,750	7,661	1,179	645	1,194	812
May	14,056	1,392	3,124	6,312	1,066	622	921	619
June	9,197	795	1,694	4,401	610	533	664	500
July	6,187	468	1,091	2,805	456	424	490	453
August	4,591	393	815	2,096	299	312	286	390
September	3,831	278	615	1,834	233	233	423	215
October	5,392	299	843	2,744	272	290	632	312
November	7,583	339	1,339	4,406	246	218	639	396
December	7,342	262	1,026	4,192	256	185	740	681

Trucks and Buses

Total	25,414	2,510	4,925	9,010	2,217	1,997	2,992	1,763
January	1,459	142	241	736	90	13	125	112
February	1,479	151	285	672	85	9	114	163
March	2,476	304	536	961	175	41	236	223
April	3,962	481	873	1,451	370	151	339	297
May	3,808	545	1,075	1,171	330	194	274	219
June	2,386	301	547	812	192	176	213	145
July	2,067	161	295	649	280	339	213	130
August	2,613	113	281	547	352	598	572	150
September	1,879	96	204	590	136	289	450	114
October	1,124	80	202	369	111	97	188	77
November	1,050	64	193	477	64	51	129	72
December	1,111	72	193	575	32	39	139	61

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Table 6.--New Motor Vehicle Sales, by Provinces and Months, 1938--(Concl.)

Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Total Vehicles</u>								
Total	121,165	9,586	23,072	56,524	7,792	5,750	10,535	7,906
January	6,832	438	963	3,942	303	52	534	600
February	7,061	484	1,314	3,682	278	60	521	722
March	12,321	994	2,635	5,808	727	242	974	941
April	20,734	2,012	4,623	9,112	1,549	796	1,533	1,109
May	17,864	1,937	4,199	7,483	1,396	816	1,195	838
June	11,583	1,096	2,241	5,213	802	709	877	645
July	8,254	629	1,386	3,454	736	763	703	583
August	7,204	506	1,096	2,643	651	910	858	540
September	5,710	374	819	2,424	369	522	873	329
October	6,516	379	1,045	3,113	383	387	820	389
November	8,633	403	1,532	4,883	310	269	768	468
December	8,453	334	1,219	4,767	288	224	879	742

Table 7.—Summary of Motor Vehicle Financing in Canada, by Years, 1930 - 1938

Year	Total, New and Used Vehicles			New Vehicles			Used Vehicles		
	Number Financed	Amount of Financing		Number Financed	Amount of Financing		Number Financed	Amount of Financing	
		Total	Average per Vehicle		Total	Average per Vehicle		Total	Average per Vehicle
1930	Number or Amount .. Per cent.	128,314 \$62,978,174 100.0	\$491 - -	47,961 37.4	\$28,610,731 45.4	\$597 -	80,353 62.6	\$34,367,443 54.6	\$428 -
1931	Number or Amount .. Per cent.	98,623 \$41,941,254 100.0	\$425 -	33,988 34.5	\$20,869,547 49.8	\$614 -	64,635 65.5	\$21,071,707 50.2	\$326 -
1932	Number or Amount .. Per cent.	69,291 \$25,864,873 100.0	\$373 -	21,293 30.7	\$12,741,179 49.3	\$598 -	47,998 69.3	\$13,123,694 50.7	\$273 -
1933	Number or Amount .. Per cent.	54,238 \$20,158,788 100.0	\$372 -	15,880 29.3	\$10,030,368 49.8	\$632 -	38,358 70.7	\$10,128,420 50.2	\$264 -
1934	Number or Amount .. Per cent.	76,170 \$30,091,463 100.0	\$395 -	23,264 30.5	\$16,364,735 54.4	\$703 -	52,906 69.5	\$13,726,728 45.6	\$259 -
1935	Number or Amount .. Per cent.	100,178 \$40,251,521 100.0	\$402 -	31,950 31.9	\$22,410,656 55.7	\$701 -	68,228 68.1	\$17,840,865 44.3	\$261 -
1936	Number or Amount .. Per cent.	137,514 \$54,859,812 100.0	\$399 -	42,863 31.2	\$29,887,861 54.5	\$697 -	94,651 68.8	\$24,971,951 45.5	\$264 -
1937	Number or Amount .. Per cent.	177,898 \$75,850,173 100.0	\$426 -	56,247 31.6	\$40,664,675 53.6	\$723 -	121,651 68.4	\$35,185,498 46.4	\$289 -
1938	Number or Amount .. Per cent.	162,703 \$69,585,853 100.0	\$428 -	45,267 27.8	\$33,701,624 48.4	\$745 -	117,436 72.2	\$35,984,229 51.6	\$306 -

Table 8.--Summary of Motor Vehicle Financing, by Provinces, 1938

Province	Total, New and Used Vehicles			New Vehicles			Used Vehicles		
	Number Financed	Amount of Financing		Number Financed	Amount of Financing		Number Financed	Amount of Financing	
		Total	Average per Vehicle		Total	Average per Vehicle		Total	Average per Vehicle
CANADA, Number or Amount Per cent ..	162,703 100.0	\$69,685,853 100.0	\$428 -	45,267 27.8	\$33,701,624 48.4	\$745 -	117,436 72.2	\$35,984,229 51.6	\$306 -
Maritimes, Number or Amount . Per cent ..	10,992 100.0	\$ 4,774,593 100.0	\$434 -	2,878 26.2	\$ 2,257,791 47.3	\$785 -	8,114 73.8	\$ 2,516,802 52.7	\$310
Quebec, Number or Amount Per cent ..	26,746 100.0	\$13,062,568 100.0	\$488 -	8,610 32.2	\$ 6,893,325 52.8	\$801 -	18,136 67.8	\$ 6,169,243 47.2	\$340
Ontario, Number or Amount Per cent ..	77,047 100.0	\$30,361,661 100.0	\$394 -	19,209 24.9	\$13,856,890 45.6	\$721 -	57,838 75.1	\$16,504,771 54.4	\$285
Manitoba & Saskatchewan, Number or Amount Per cent ..	19,699 100.0	\$ 8,713,212 100.0	\$442 -	6,542 33.2	\$ 4,583,776 52.6	\$701 -	13,157 66.8	\$ 4,129,436 47.4	\$314
Alberta, Number or Amount Per cent ..	15,161 100.0	\$ 7,026,041 100.0	\$463 -	5,232 34.5	\$ 3,773,625 53.7	\$721 -	9,929 65.5	\$ 3,252,416 46.3	\$328
British Columbia, Number or Amount Per cent ..	13,058 100.0	\$ 5,747,778 100.0	\$440 -	2,796 21.4	\$ 2,336,217 40.6	\$836 -	10,262 78.6	\$ 3,411,561 59.4	\$332

Table 9.--Motor Vehicle Financing, by Provinces, 1937 and 1938.

Province	Number of Vehicles			Amount of Financing		
	1937	1938	% Change, 1938/1937	1937	1938	% Change, 1938/1937
				\$	\$	
<u>New Vehicles</u>						
CANADA	56,247	45,267	- 19.5	40,664,675	33,701,624	- 17.1
Maritimes	3,939	2,878	- 26.9	2,997,928	2,257,791	- 24.7
Quebec	10,835	8,610	- 20.5	8,484,543	6,893,325	- 18.8
Ontario	25,796	19,209	- 25.5	18,118,051	13,856,890	- 23.5
Manitoba and Saskatchewan ...	6,592	6,542	- 0.8	4,354,316	4,583,776	+ 5.3
Alberta	5,127	5,232	+ 2.0	3,461,133	3,773,625	+ 9.0
British Columbia .	3,958	2,796	- 29.4	3,248,704	2,336,217	- 28.1
<u>Used Vehicles</u>						
CANADA	121,651	117,436	- 3.5	35,185,498	35,984,229	+ 2.3
Maritimes	9,117	8,114	- 11.0	2,742,157	2,516,802	- 8.2
Quebec	19,770	18,136	- 8.3	6,344,058	6,169,243	- 2.8
Ontario	63,470	57,838	- 8.9	17,331,484	16,504,771	- 4.8
Manitoba and Saskatchewan ...	11,080	13,157	+ 18.7	3,203,110	4,129,436	+ 28.9
Alberta	8,242	9,929	+ 20.5	2,534,588	3,252,416	+ 28.3
British Columbia .	9,972	10,262	+ 2.9	3,030,101	3,411,561	+ 12.6
<u>Total - New and Used Vehicles</u>						
CANADA	177,898	162,703	- 8.5	75,850,173	69,685,853	- 8.1
Maritimes	13,056	10,992	- 15.8	5,740,085	4,774,593	- 16.8
Quebec	30,605	26,746	- 12.6	14,828,601	13,062,568	- 11.9
Ontario	89,266	77,047	- 13.7	35,449,535	30,361,661	- 14.4
Manitoba and Saskatchewan ...	17,672	19,699	+ 11.5	7,557,426	8,713,212	+ 15.3
Alberta	13,369	15,161	+ 13.4	5,995,721	7,026,041	+ 17.2
British Columbia .	13,930	13,058	- 6.3	6,278,805	5,747,778	- 8.5

Table 10.--Percentage Distribution of Motor Vehicle Financing,
by Provinces, 1936, 1937 and 1938.

Province	Number of Vehicles			Amount of Financing		
	1936	1937	1938	1936	1937	1938

New Vehicles

CANADA	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	6.5	7.0	6.4	7.1	7.4	6.7
Quebec	18.8	19.3	19.0	20.3	20.9	20.5
Ontario	46.2	45.9	42.4	43.8	44.5	41.1
Manitoba and Saskatchewan	11.8	11.7	14.4	11.3	10.7	13.6
Alberta	9.2	9.1	11.6	8.7	8.5	11.2
British Columbia	7.5	7.0	6.2	8.8	8.0	6.9

Used Vehicles

CANADA	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	6.7	7.5	6.9	6.9	7.8	7.0
Quebec	15.5	16.2	15.4	16.7	18.0	17.1
Ontario	50.9	52.2	49.3	48.3	49.3	45.9
Manitoba and Saskatchewan	9.9	9.1	11.2	9.9	9.1	11.5
Alberta	7.5	6.8	8.5	8.4	7.2	9.0
British Columbia	9.5	8.2	8.7	9.8	8.6	9.5

Total - New and Used Vehicles

CANADA	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	6.7	7.3	6.8	7.0	7.6	6.9
Quebec	16.5	17.2	16.4	18.7	19.5	18.7
Ontario	49.4	50.2	47.4	45.8	46.7	43.6
Manitoba and Saskatchewan	10.5	10.0	12.1	10.7	10.0	12.5
Alberta	8.0	7.5	9.3	8.5	7.9	10.1
British Columbia	8.9	7.8	8.0	9.3	8.3	8.2

Table 11.--Motor Vehicle Financing in Canada, by Months, 1937 and 1938.

Month	Number of Vehicles			Amount of Financing		
	1937	1938	% Change, 1938/1937	1937 \$	1938 \$	% Change, 1938/1937
New Vehicles						
Totals	56,247	45,267	- 19.5	40,664,675	33,701,624	- 17.1
January	2,709	2,265	- 16.4	1,865,784	1,740,832	- 6.7
February	2,756	2,304	- 16.4	1,950,724	1,741,945	- 10.7
March	4,789	3,568	- 25.5	3,323,023	2,594,953	- 21.9
April	7,257	6,809	- 6.2	5,021,353	5,012,238	- 0.2
May	8,175	7,024	- 14.1	5,810,739	5,318,246	- 8.5
June	7,929	5,050	- 36.3	5,746,656	3,817,376	- 33.6
July	5,951	3,605	- 39.4	4,375,854	2,719,524	- 37.9
August	4,372	3,219	- 26.4	3,187,305	2,501,978	- 21.5
September	3,196	2,978	- 6.8	2,436,106	2,228,910	- 8.5
October	2,734	2,921	+ 6.8	2,060,611	2,035,587	- 1.2
November	3,117	2,674	- 14.2	2,378,587	1,940,071	- 18.4
December	3,262	2,850	- 12.6	2,507,933	2,049,964	- 18.3
Used Vehicles						
Totals	121,651	117,436	- 3.5	35,185,498	35,984,229	+ 2.3
January	4,901	4,461	- 9.0	1,432,212	1,464,853	+ 2.3
February	5,789	5,811	+ 0.4	1,647,923	1,817,042	+ 10.3
March	9,229	9,007	- 2.4	2,632,994	2,746,365	+ 4.3
April	14,125	14,101	- 0.2	4,067,595	4,390,244	+ 7.9
May	16,655	15,616	- 6.2	4,754,834	4,829,349	+ 1.6
June	16,405	14,575	- 11.2	4,690,985	4,455,952	- 5.0
July	13,626	12,599	- 7.5	3,919,664	3,748,860	- 4.4
August	11,113	10,719	- 3.5	3,179,395	3,231,692	+ 1.6
September	9,280	8,885	- 4.3	2,646,699	2,660,351	+ 0.5
October	7,757	8,472	+ 9.2	2,262,682	2,549,356	+ 12.7
November	6,989	7,130	+ 2.0	2,068,064	2,178,540	+ 5.3
December	5,782	6,060	+ 4.8	1,882,451	1,911,625	+ 1.5
Total - New and Used Vehicles						
Totals	177,898	162,703	- 8.5	75,850,173	69,685,853	- 8.1
January	7,610	6,726	- 11.6	3,297,996	3,205,685	- 2.8
February	8,545	8,115	- 5.0	3,598,647	3,558,987	- 1.1
March	14,018	12,575	- 10.3	5,956,017	5,341,318	- 10.3
April	21,382	20,910	- 2.2	9,088,948	9,402,482	+ 3.4
May	24,830	22,640	- 8.8	10,565,573	10,147,595	- 4.0
June	24,334	19,625	- 19.4	10,437,641	8,273,328	- 20.7
July	19,577	16,204	- 17.2	8,295,518	6,468,384	- 22.0
August	15,485	13,938	- 10.0	6,366,700	5,733,670	- 9.9
September	12,476	11,863	- 4.9	5,082,805	4,889,261	- 3.8
October	10,491	11,393	+ 8.6	4,323,293	4,584,943	+ 6.1
November	10,106	9,804	- 3.0	4,446,651	4,118,611	- 7.4
December	9,044	8,910	- 1.5	4,390,384	3,961,589	- 9.8

Table 12.—Sales and Financing of Sales of New Motor Vehicles Compared,
by Provinces and Months, 1938

Month	CANADA			Maritime 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
Totals	121,165	45,267	37.4	9,586	2,878	30.0	23,072	8,610	37.3	56,524	19,209	34.0
January	6,832	2,265	33.2	438	133	30.4	963	284	29.5	3,942	1,218	30.9
February	7,061	2,304	32.6	484	134	27.7	1,314	381	29.0	3,682	1,170	31.8
March	12,321	3,568	29.0	994	194	19.5	2,635	682	25.9	5,808	1,622	27.9
April	20,734	6,809	32.8	2,012	464	23.1	4,623	2,007	43.4	9,112	2,551	28.0
May	17,864	7,024	39.3	1,937	587	30.3	4,199	1,613	38.4	7,483	2,952	39.4
June	11,583	5,050	43.6	1,096	413	37.7	2,241	901	40.2	5,213	2,090	40.1
July	8,254	3,605	43.7	629	234	37.2	1,386	597	43.1	3,454	1,486	43.0
August	7,204	3,219	44.7	506	181	35.8	1,096	462	42.2	2,643	1,158	43.8
September	5,710	2,978	52.2	374	160	42.8	819	398	48.6	2,424	1,093	45.1
October	6,516	2,921	44.8	379	156	41.2	1,045	400	38.3	3,113	1,142	36.7
November	8,633	2,674	31.0	403	109	27.0	1,532	452	29.5	4,883	1,293	26.5
December	8,453	2,850	33.7	334	113	33.8	1,219	433	35.5	4,767	1,434	30.1

Month	Man. and Sask.			Alberta			British Columbia		
	Sold	Financed		Sold	Financed		Sold	Financed	
	Number	Number	% of Number Sold	Number	Number	% of Number Sold	Number	Number	% of Number Sold
Totals	13,542	6,542	48.3	10,535	5,232	49.7	7,906	2,796	35.4
January	355	174	49.0	534	258	48.3	600	198	33.0
February	338	187	55.3	521	203	39.0	722	229	31.7
March	969	415	42.8	974	369	37.9	941	286	30.4
April	2,345	915	39.0	1,533	596	38.9	1,109	276	24.9
May	2,212	923	41.7	1,195	623	52.1	838	326	38.9
June	1,511	806	53.3	877	550	62.7	645	290	45.0
July	1,499	648	43.2	703	385	54.8	583	255	43.7
August	1,561	785	50.3	858	420	49.0	540	213	39.4
September	891	619	69.5	873	522	59.8	329	186	56.5
October	770	473	61.4	820	551	67.2	389	199	51.2
November	579	327	56.5	768	352	45.8	468	141	30.1
December	512	270	52.7	879	403	45.8	742	197	26.5

Table 13. Sales and Financing of Sales of New Motor Vehicles
in Canada Compared--1932 - 1938.

Year	Sales of New Vehicles		Financing of Sales of New Motor Vehicles			
	Number of Vehicles	Retail Value	Number of Vehicles	Per Cent of Total Number Sold	Amount of Financing	Per Cent of Value of Total Number Sold
		\$			\$	
1932	45,870	45,260,742	21,293	46.4	12,741,179	28.2
1933	45,332	45,450,230	15,880	35.0	10,030,368	22.1
1934	73,358	75,785,461	23,264	31.7	16,364,735	21.6
1935	101,461	101,742,449	31,950	31.5	22,410,656	22.0
1936	113,314	117,582,796	42,863	37.8	29,887,861	25.4
1937	144,441	149,170,527	56,247	38.9	40,664,675	27.3
1938	121,165	135,011,908	45,267	37.4	33,701,624	25.0

Table 14.--Sales and Financing of Sales of New Motor Vehicles
Compared by Provinces, 1938.

Province	Sales of New Vehicles		Financing of Sales of New Motor Vehicles			
	Number of Vehicles	Retail Value	Number of Vehicles	Per cent of Total Number Sold	Amount of Financing	Per Cent of Value of Total Number Sold
		\$			\$	
CANADA, Total ..	121,165	135,011,908	45,267	37.4	33,701,624	25.0
Maritimes .	9,586	10,335,871	2,878	30.0	2,257,791	21.8
Quebec	23,072	26,674,204	8,610	37.3	6,893,325	25.8
Ontario ...	56,524	63,063,368	19,209	34.0	13,856,890	22.0
Manitoba ..)						
Saskatchewan)	13,542	14,556,800	6,542	48.3	4,583,776	31.5
Alberta	10,535	11,489,388	5,232	49.7	3,773,625	32.8
British Columbia.	7,906	8,892,277	2,796	35.4	2,336,217	26.3

List of Manufacturers Reporting New Motor Vehicle Sales in Canada.

<u>Name of Company</u>	<u>Address</u>
1. The Austin Motor Co., Ltd.,	Birmingham, England
2. Chrysler Corporation of Canada Limited	Windsor, Ont.
3. Diamond T Motor Car Company	Chicago, Ill.
4. Federal Motor Truck Company	Detroit, Mich.
5. Ford Motor Company of Canada Limited	Windsor, Ont.
6. General Motors Products of Canada Limited	Oshawa, Ont.
7. Graham Paige Motors (Canada) Limited	Detroit, Mich.
8. Hayes Manufacturing Company Limited	Vancouver, B. C.
9. Hudson Motors of Canada Limited	Tilbury, Ont.
10. Hupp Motor Car Corporation of Canada Limited	Windsor, Ont.
11. International Harvester Company of Canada Limited	Hamilton, Ont.
12. Leyland Motors Limited	Toronto, Ont.
13. The Nash Motors Company	Kenosha, Wisconsin
14. Packard Motor Car Company of Canada Limited	Windsor, Ont.
15. Reo Motor Car Company	Lansing, Michigan
16. Stewart Motor Corporation	Buffalo, N.Y.
17. The Studebaker Corporation	South Bend, Indiana
18. The White Company Limited	Montreal, Que.
19. Willys Export Corporation	Toledo, Ohio

List of Companies Reporting Financing of Motor Vehicle Sales in Canada

<u>Name of Company</u>	<u>Address</u>
1. Allan, Killam & McKay Ltd.,	364 Main St., Winnipeg, Man.
2. Alliance Finance Company, Ltd.,	37 Bloor St., W., Toronto, Ont.
3. Associated Finance Co.,	447-9 Talbot St., London, Ont.
4. Atlas Finance Co., Ltd.	771 Dunsmuir St., Vancouver, B.C.
5. Automobile Finance, Ltd.,	Imperial Bank Bldg., Saskatoon, Sask.
6. Black & Armstrong, Ltd.	200 Toronto General Trusts Bldg., Winnipeg, Man.
7. The Breen Motor Co., Ltd.	Main St., Winnipeg, Man.
8. British Canadian Finance Ltd.,	Herald Bldg., Lethbridge, Alta.
9. Canada Finance Corp'n., Ltd.,	304 Grain Exchange Bldg. Calgary, Alta.
10. Canada Loan Company	707 Confederation Life Bldg., Winnipeg, Man.
11. Canadian Acceptance Corp., Ltd.	44 Victoria St., Toronto, Ont.
12. The Canadian Fire Insurance Co.,	333 Main St., Winnipeg, Man.
13. Canadian Indemnity Co.,	333 Main St., Winnipeg, Man.
14. Capital Finance Corp., Ltd.,	10158 Jasper Ave., Edmonton, Alta.
15. The Capital Finance & Realty Co., Ltd.,	122 Adelaide St., E., Toronto, Ont.
16. Carnegie Finance & Investment Co., Ltd.,	609 Paris Bldg., Winnipeg, Man.
17. Century Finance Corp., Ltd.,	Merchants Fire Bldg., Toronto 2, Ont.
18. Colonial Finance Corp., Ltd.,	21 Dundas Square, Toronto, Ont.
19. Commercial Credit Corp., of Canada, Ltd.,	614 Metropolitan Bldg., Toronto, Ont.
20. Commercial Securities Corp'n., Ltd.	362 Main Street, Winnipeg, Man.
21. Consolidated Motors, Ltd.,	229-235 Main St., Winnipeg, Man.
22. Coupland & Co., Ltd.,	696 Queen St., E., Toronto, Ont.
23. Danforth Finance Co.,	898 Danforth Ave., Toronto, Ont.
24. Economy Finance Corporation, Ltd.,	331 Bay St., Toronto, Ont.
25. Edmonton Credit Co., Ltd.,	Edmonton Credit Bldg., Edmonton, Alta.
26. Evans, H.M.E., & Co., Ltd.,	C. P. R. Building, Edmonton, Alta.
27. Garry Finance Corporation, Ltd.	511 Paris Bldg., Winnipeg, Man.
28. Gelin Bros.,	626 W. Pender St., Vancouver, B.C.
29. General Motors Acceptance Corp.,	Oshawa, Ont.
30. General Securities Ltd.,	510-744 Hastings St., W., Vancouver, B.C.
31. Huggard & Co., Ltd.	1 Somerset Bldg., Winnipeg, Man.
32. Industrial Acceptance Corp., Ltd.,	1440 Sun Life Bldg., Montreal, Que.
33. Insurance & Discount Corp'n., Ltd.,	139 Church St., Toronto, Ont.
34. Interior Motor Finance Corp'n., Ltd.,	554 Ward St., Nelson, B. C.
35. Inter-Provincial Financiers Ltd.,	553 Granville St., Vancouver, B.C.
36. Island Finances Ltd.,	1112 Broad St., Victoria, B.C.
37. Jas. A. MacKinnon, Ltd.,	Bank of Toronto Bldg., Edmonton, Alta.
38. Maritime Finance, Ltd.,	452 Barrington St., Halifax, N. S.
39. Monarch Finance & Investments, Ltd.,	814 Canada Bldg., Saskatoon, Sask.
40. Motor Finance Co., Ltd.,	290 Garry St., Winnipeg, Man.
41. Motor Securities Co., Ltd.,	650 Burrard St., Vancouver, B.C.
42. Mutual Acceptance Corp., Ltd.,	321-7th Ave., W., Calgary, Alta.
43. National Loan & Acceptance Co., Ltd.,	1411 Crescent, Montreal, Que.
44. Niagara Finance Co., Ltd.,	36 Niagara St., Welland, Ont.
45. North West Mortgage Finance Co., Ltd.,	411 Paris Bldg., Winnipeg, Man.
46. Prudential Finance Corp., Ltd.,	109 King St., London, Ont.
47. Rithet Consolidated Limited	1117 Wharf St., Victoria, B.C.
48. Staebler, H. L., Co., Ltd.,	144 King St., W., Kitchener, Ont.
49. Standard Finance Corp., Ltd.,	200 Sterling Securities Bldg., Winnipeg, Man.

List of Companies Reporting Financing of Motor Vehicle Sales in Canada--(Cont'd.)

<u>Name of Company</u>	<u>Address</u>	
50. Sterling Finance Corporation,	430 Tegler Bldg.,	Edmonton, Alta.
51. Sterling Securities Corp., Ltd.,	Rose St., & 11th Ave.,	Regina, Sask.
52. Toole, Peet & Co., Ltd.,	809 - 2nd St. W.,	Calgary, Alta.
53. Traders Finance Corp., Ltd.,	320 Canada Permanent Bldg.,	Toronto 2, Ont.
54. The Wellington Acceptance Corp., Ltd.	20 Douglas St.,	Guelph, Ont.
55. Western Finance Co.,	713 Columbia St.,	New Westminster, B. C.
56. Winnipeg Finance & Investment Co.,	364 Main Street,	Winnipeg, Man.
57. Winram Securities Ltd.,	553 Granville St.,	Vancouver, B.C.