

The automotive trade is much more sensitive than most branches of retail business to fluctuations in consumer purchasing power. Sales of new motor vehicles in 1938 were down 15.9 p.c. in number and 9.3 p.c. in value from the preceding year but were still 7.1 p.c. in number and 15.1 p.c. in value above the figures for 1936. Declines below 1937 were about the same for passenger and commercial vehicles, percentage changes in point of view of number of units sold being 16.0 p.c. for the former and 15.7 p.c. for the latter series.

### 35.—Retail Sales of New Motor Vehicles in Canada, calendar years 1932-38, with Total Value for 1930.

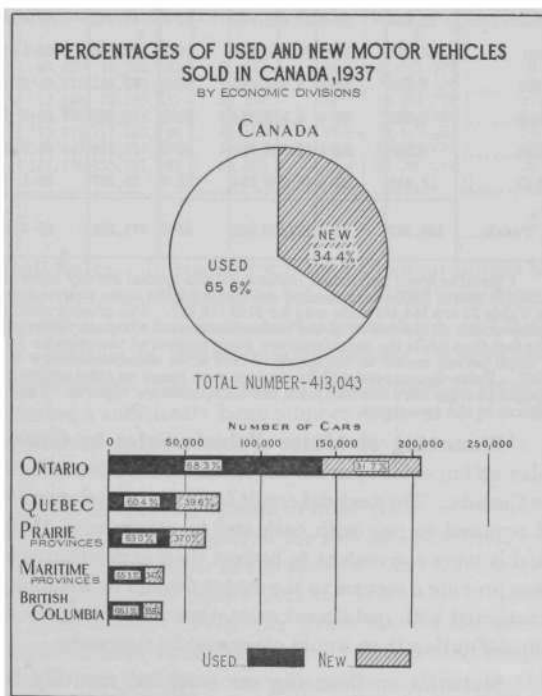
NOTE.—The first year for which details are available is 1932. The total value for 1930 was secured in connection with the Census of Merchandising and Service Establishments.

Year.	Passenger Cars.		Trucks and Buses.		Totals.	
	No.	\$	No.	\$	No.	\$
1930.....	1	1	1	1	1	122,165,000
1932.....	38,621	38,919,015	7,249	6,341,727	45,870	45,260,742
1933.....	39,568	39,692,630	5,764	5,757,600	45,332	45,450,230
1934.....	61,503	63,566,402	11,855	12,219,059	73,358	75,785,461
1935.....	83,242	83,429,114	18,219	18,313,335	101,461	101,742,449
1936.....	92,287	95,403,199	21,027	22,179,597	113,314	117,582,796
1937.....	114,275	116,886,334	30,166	32,284,193	144,441	149,170,527
1938 <sup>1</sup> .....	95,751	105,006,462	25,414	30,005,446	121,165	135,011,908

<sup>1</sup> Not available.

<sup>2</sup> Subject to revision.

**Retail Sales of Used Motor Vehicles in Canada.\***—That the sale of a new motor vehicle in Canada means the sale by distributors of two used models is the opinion generally recognized in the automotive trade. The accuracy of this ratio is confirmed by the results of a special survey of the retail automotive trade for 1937 for which reports were secured direct from 3,426 retail distributors of motor vehicles in the country. Dealers and distributors reported a total of 413,043 motor vehicles sold for \$245,277,623 in 1937 of which 141,881 were new models which sold for \$157,671,890 or an average of \$1,111 each and 271,162 were used vehicles which retailed for \$87,605,733 or an average of \$323 each. The total number of vehicles sold is thus divided in the proportions 34.4 p.c. new and 65.6 p.c. used or, on the average, there were 1.91 used vehicles sold for every new model.



\* See footnote to p. 614.