

25.—Index Numbers of Retail Sales, by Months, 1929, 1930, 1933, and 1937-40

NOTE.—The general indexes are composite figures secured by weighting the indexes of sales for twelve kinds of business in proportion to their relative position in the total trade. The figures in this table have been revised since the publication of the 1940 Year Book.

(Average for 1935-39 = 100)

Month	Unadjusted Indexes							Adjusted Indexes						
	1929	1930	1933	1937	1938	1939	1940 ¹	1929	1930	1933	1937	1938	1939	1940 ¹
Jan.....	119.1	117.1	69.2	83.0	81.8	79.3	90.0	143.0	137.8	85.0	102.0	104.2	100.3	110.8
Feb.....	115.3	108.9	65.7	80.1	80.9	77.9	90.4	143.9	134.7	81.2	102.5	103.3	99.2	111.5
Mar.....	137.6	119.0	77.7	95.7	92.9	92.3	105.9	143.1	130.4	83.7	103.7	101.7	98.1	112.3
Apr.....	136.9	136.3	85.5	104.8	109.7	104.2	110.1	137.4	132.0	82.0	102.4	103.2	103.4	110.0
May.....	144.5	138.6	89.8	110.4	101.5	107.7	119.9	135.4	128.5	84.5	103.3	99.6	103.0	113.7
June.....	139.3	123.0	88.8	108.0	106.0	109.8	121.4	136.3	125.4	85.9	104.3	102.0	105.4	116.6
July.....	130.3	115.2	76.0	98.4	91.0	91.3	103.2	144.2	126.5	85.5	104.2	99.3	103.8	114.5
Aug.....	135.6	115.0	77.8	90.8	88.8	93.5	113.2	143.8	125.3	85.8	103.8	98.4	102.9	119.8
Sept.....	138.5	122.2	87.7	106.6	103.0	116.4	113.9	144.2	123.8	84.4	105.4	101.2	109.9	116.5
Oct.....	159.2	135.4	91.1	118.8	110.7	117.9	131.8	142.6	120.9	87.8	107.3	100.9	111.1	120.0
Nov.....	150.5	124.4	89.6	109.1	106.7	113.2	135.7	139.2	119.7	85.0	103.9	101.1	107.1	123.1
Dec.....	174.4	158.6	112.5	147.9	144.3	157.1	174.2	137.0	120.8	83.5	111.1	99.9	112.3	131.0
Annual Averages.	140.1	126.1	84.3	104.5	101.4	105.1	117.5	140.8	127.2	84.5	104.5	101.2	104.7	116.7

¹ Subject to revision.

SPECIAL RETAIL AND SERVICE STATISTICS

Retail Sales of New Motor-Vehicles.*—Although a reduction in the number of new motor-vehicles sold took place in the second half of 1940 compared with the corresponding period of 1939, this decline failed to offset the marked increases recorded in the first half of the year with the result that the annual totals for 1940 exceeded those for 1939 by a considerable margin. Excluding deliveries to the Government for war purposes, there were 130,552 new motor-vehicles sold at retail for \$148,845,278 in Canada in 1940, up 14 p.c. in number and 18 p.c. in value over the 114,747 units that sold for \$125,967,521 in 1939. Passenger model sales gained 13 p.c. in number and 18 p.c. in value, while commercial vehicles were up 17 p.c. in number and 18 p.c. in value. Sales of new motor-vehicles in Alberta were practically unchanged from 1939, while all other provinces reported increases ranging as high as 30 p.c. in the number of vehicles sold in Saskatchewan.

* For statistics of numbers of motor-vehicles registered in Canada and apparent consumption of motor-vehicles, see pp. 571-573.

26.—Retail Sales of New Motor-Vehicles in Canada, 1932-40

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.....	95,751	105,006,462	25,414	30,005,446	121,165	135,011,908
1939.....	90,054	97,131,128	24,693	28,836,393	114,747	125,967,521
1940.....	101,789	114,928,833	28,763	33,916,445	130,552	148,845,278

¹ Not available.