

which generally came on the market at this season together with restrictions on instalment buying resulted in decreases in numbers of cars purchased of 20 p.c. in October and 56 p.c. in November and December as compared with the corresponding months of 1940. Annual totals showed reductions of 18 p.c. in number and 5 p.c. in value compared with 1940; 83,650 new passenger cars sold for \$108,907,312 in 1941 while 101,789 models retailed for \$114,928,833 in the preceding year. Exclusive of deliveries to the Government for war purposes, there were 34,342 new commercial vehicles purchased for \$43,008,207 in 1941, an increase of 20 p.c. in number and 27 p.c. in value compared with 1940.

24.—Retail Sales of New Motor-Vehicles in Canada, 1932-41

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 |
| 1941..... | 83,650 | 108,907,312 | 34,432 | 43,008,207 | 118,082 | 151,915,519 |

¹ Not available.

Retail Sales of Used Motor-Vehicles.*—Monthly records maintained by manufacturers and wholesale distributors facilitate the compilation of figures to show the retail purchases of new motor-vehicles. Similar records covering the sale of used motor-vehicles are not available so that information regarding the turnover in used cars or trucks must be obtained direct from the retail dealer. A survey of business transacted in 1937 by all retail dealers, showed that in that year there were 271,162 used motor-vehicles sold in Canada, or approximately twice the number of new vehicle purchases. A table showing sales of new and used motor-vehicles in the different provinces for 1937 appears at p. 616 of the 1939 Year Book. Comparable figures for other years are not available.

Financing of Motor-Vehicle Sales.*—Financing corporations play an important part in the retail distribution of both new and used motor-vehicles in Canada. They extend credit facilities to customers who could not enter the market if required to pay with cash and to others who, though in a position to pay cash, find it more convenient to budget their expenditures on the instalment basis. They also provide a valuable service to the dealers by assuming the risks and inconveniences connected with instalment sales, thus permitting the dealers to operate on a smaller capital outlay than would otherwise be necessary.

The trend in motor-vehicle financing during 1941 paralleled that of motor-vehicle sales, marked declines in the last quarter of the year forming the outstanding feature. There were 41,032 new motor-vehicles whose purchases were financed by finance companies to the extent of \$34,887,591 in 1941, down 5 p.c. in number and up 4 p.c. in amount compared with 1940. Slight increases in used vehicle financing were reported, 138,111 used vehicles being financed for \$48,882,297 in 1941.

* See footnote to p. 541.