

25.—Retail Sales of New Motor-Vehicles, 1939-53

Year	Passenger Cars		Trucks and Buses		Totals	
	No.	\$	No.	\$	No.	\$
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
1942-45.....						
1946.....	77,742	120,325,496	42,302	73,003,509	120,044	193,329,005
1947.....	159,205	283,190,390	71,050	133,047,105	230,255	416,237,495
1948.....	145,655	282,903,958	75,645	156,313,030	221,300	439,216,988
1949.....	202,318	412,297,863	84,023	176,426,822	286,341	588,724,685
1950.....	324,903	661,673,944	104,792	223,995,095	429,695	885,669,039
1951.....	275,686	683,182,846	109,962	266,976,665	385,648	950,159,511
1952.....	292,095	725,167,630	108,682	277,448,211	400,777	1,002,615,841
1953.....	359,172	899,726,000	103,354	262,745,000	462,526	1,162,471,000

Sales Financing.—The financing of retail instalment sales increased considerably in 1953, reaching a new high level of \$943,000,000. This represents the amount financed by sales finance companies. Balances outstanding on their books at the end of the year totalled \$697,000,000 compared with \$540,000,000 at the end of 1952.

26.—Retail Instalment Paper Purchased and Balances Outstanding, by Class of Goods and Province, 1941 and 1951-53

(Millions of Dollars)

Item	Paper Purchased				Balances Outstanding Dec. 31—			
	1941	1951	1952	1953	1941	1951	1952	1953
Class of Goods								
Consumer Goods—								
New passenger cars.....	23	114	195	252	..	80	130	195
Used passenger cars.....	44	141	282	321	..	80	169	216
Radio and television.....	2	5	21	38	..	3	15	29
Household appliances.....	5	15	50	64	..	9	31	46
Furniture.....	1	4	9	14	..	3	7	10
Other.....	3	20	34	25	..	11	21	16
Totals, Consumer Goods	77	299	591	714	49	186	373	512
Commercial and Industrial—								
New commercial vehicles.....	11	82	98	90	..	64	77	78
Used commercial vehicles.....	7	46	64	63	..	31	43	46
Other.....	5	40	66	76	..	32	47	61
Totals, Commercial and Industrial	23	168	228	229	16	127	167	185
Totals, Retail Financing	100	467	819	943	65	313	540	697
Province								
Atlantic Provinces.....	7	34	62	73	4	23	40	53
Quebec.....	16	102	172	195	10	71	113	146
Ontario.....	48	177	322	379	30	114	210	274
Manitoba.....	5	24	39	44	3	16	26	33
Saskatchewan.....	6	29	47	52	5	20	33	40
Alberta.....	9	55	105	119	6	39	73	93
British Columbia.....	9	46	71	81	7	30	45	58

¹ Included in "Other".