

Automobiles and Trucks

By KARL E. GAY

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CUMULATIVE sales reports from the automotive dealers in the Philippines as of October 31, 1949, are shown in the attached tables, broken down according to sales in the metropolitan area of Manila, the provinces, and the total for the Philippines.

Passenger car sales accounted for 46.4% of the total sales. The metropolitan area of Manila absorbed 74.9% of all passenger car sales and 55.2% of all truck sales.

METROPOLITAN AREA OF MANILA, YEAR SALES TO 31 OCTOBER, 1949

MAKE	CARS		TRUCKS		TOTAL	
	No.	%	No.	%	No.	%
FORD	435	15.71	926	39.26	1,361	26.53
MERCURY	203	7.33			203	3.96
LINCOLN	58	2.09			58	1.13
CHEVROLET	642	23.17	646	27.38	1,288	25.09
BUICK	100	3.62			100	1.96
CADILLAC	16	.58			16	.32
PONTIAC	151	5.45			151	2.94
OLDS	198	7.15			198	3.86
G.M.C.			45	1.81	45	.87
CHRYSLER	19	.68			19	.37
DESOTO	150	5.41	27	1.14	177	3.46
PLYMOUTH	121	4.37			121	2.36
DODGE	208	7.52	75	3.18	283	5.51
FARGO			56	2.37	56	1.09
HUDSON	52	1.87			52	1.01
INTER'L			463	19.62	463	9.03
NASH	87	3.14			87	1.69
PACKARD	66	2.38			66	1.28
STUDE	68	2.45	16	.68	84	1.63
WILLYS	172	6.21	44	1.86	216	4.22
REO			43	1.82	43	.84
OTHERS	24	.86	21	.88	45	.85
TOTAL	2,770		2,362		5,132	

PHILIPPINE ISLANDS, GRAND TOTAL YEAR SALES TO 31 OCTOBER, 1949

MAKE	CARS		TRUCKS		TOTAL	
	No.	%	No.	%	No.	%
FORD	645	17.40	1,532	35.86	2,177	27.28
MERCURY	288	7.77			288	3.62
LINCOLN	65	1.75			65	.82
CHEVROLET	987	26.62	1,354	31.68	2,341	29.34
BUICK	149	4.02			149	1.87
CADILLAC	20	.54			20	.25
PONTIAC	204	5.50			204	2.55
OLDSMOBILE	213	5.74			213	2.67
G.M.C.			62	1.45	62	.77
CHRYSLER	22	.59			22	.27
DESOTO	159	4.28	32	.76	191	2.39
PLYMOUTH	132	3.56			132	1.65
DODGE	231	6.24	98	2.29	329	4.13
FARGO			78	1.82	78	.97
HUDSON	55	1.48			55	.69
INTERNATIONAL			969	22.68	969	12.15
NASH	94	2.53			94	1.18
PACKARD	74	1.99			74	.93
STUDEBAKER	76	2.06	24	.56	100	1.25
WILLYS	269	7.25	55	1.29	324	4.07
REO			46	1.07	46	.57
OTHERS	25	.68	23	.54	48	.58
TOTAL	3,708		4,273		7,981	

PHILIPPINE PROVINCES, YEAR SALES TO 31 OCTOBER, 1949

MAKE	CARS		TRUCKS		TOTAL	
	No.	%	No.	%	No.	%
FORD	210	22.40	606	31.72	816	28.65
MERCURY	85	9.06			85	2.98
LINCOLN	7	.74			7	.24
CHEVROLET	345	36.78	708	37.05	1,053	36.96
BUICK	49	5.22			49	1.72
CADILLAC	4	.42			4	.14
PONTIAC	53	5.65			53	1.86
OLDSMOBILE	15	1.61			15	.53
G.M.C.			17	.89	17	.59
CHRYSLER	3	.32			3	.11
DESOTO	9	.96	5	.26	14	.49
PLYMOUTH	11	1.17			11	.38
DODGE	23	2.46	23	1.20	46	1.61
FARGO			22	1.15	22	.77
HUDSON	3	.32			3	.11
INTERNATIONAL			506	26.49	506	17.76
NASH	7	.74			7	.24
PACKARD	8	.85			8	.28
STUDEBAKER	8	.85	8	.42	16	.56
WILLYS	97	10.35	11	.57	108	3.79
REO			3	.15	3	.11
OTHERS	1	.10	2	.10	3	.11
TOTAL	938		1,911		2,849	

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