



DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

DOMINION BUREAU OF STATISTICS
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Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXI
No. 10.

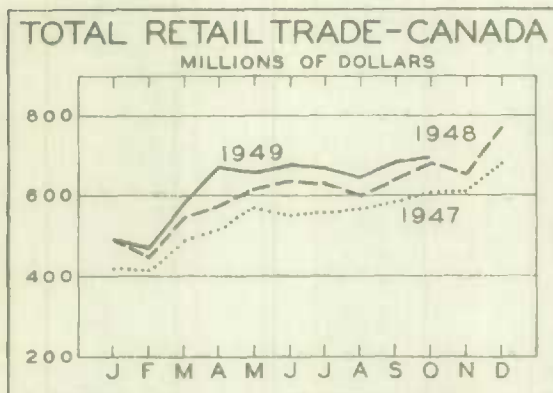
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RETAIL TRADE _____ OCTOBER 1949

Canada's retail trade in October was estimated at \$696 millions, a moderate 2.2% increase over the October, 1948 total of \$682 millions. Sales were also up slightly from the September, 1949 total of \$685 millions. The October increase was among the smallest this year. Sales in the first ten months of 1949 were 6.5% above those in the similar period a year ago. The moderate increase of October, 1949 sales over the same month a year ago may be attributed in some degree to the particularly large volume of trade in October, 1948 when sales were 12.4% higher than October, 1947 sales. Changes in sales volume in October were probably unaffected by seasonal factors since there was the same number of shopping days and Saturdays in this month in 1948 and 1949.

Twelve of the 21 trades had sales increases in October, and these ranged from +0.3% for grocery and combination stores to +14.7% for motor vehicle dealers. October increases for some of the more important trades, with January-to-October gains in brackets, were as follows: grocery and combination stores, +0.3% (+6%); country general stores, -2% (unchanged); furniture, -1% (+0.4%); hardware, +2% (+3%); drug stores, -1% (+4%); restaurants, +4% (+4%). Practically all trades making up the retail sales total showed evidence of moderation in October. Sales increases did not reach the high levels of the January-to-September cumulative increases, and sales decreases, particularly in the apparel group, exceeded the declines in sales recorded in the same period.

Provincial sales increases varied considerably. Alberta and Saskatchewan recorded the only large gains over the same month a year ago, with increases of 7% and 11% respectively. Most other provinces reported gains approximating the average gain of 2.2% for Canada.



In the first ten months of 1949, Manitoba and Ontario recorded gains of 12% and 6% respectively over the comparable period of 1948, while their October, 1949 increases over October, 1948 amounted to only 1%. Alberta's gain of 15% during the January-to-October, 1949 period was much higher than the 7% increase recorded for October, 1949. Sales gains for October in other provinces did not attain the proportions of those recorded during the first nine months of 1949.

Department store sales and inventories for October, 1948 and 1949 are given on Page 8. Sales in October, 1949 showed a

Prepared in Merchandising and Services Section

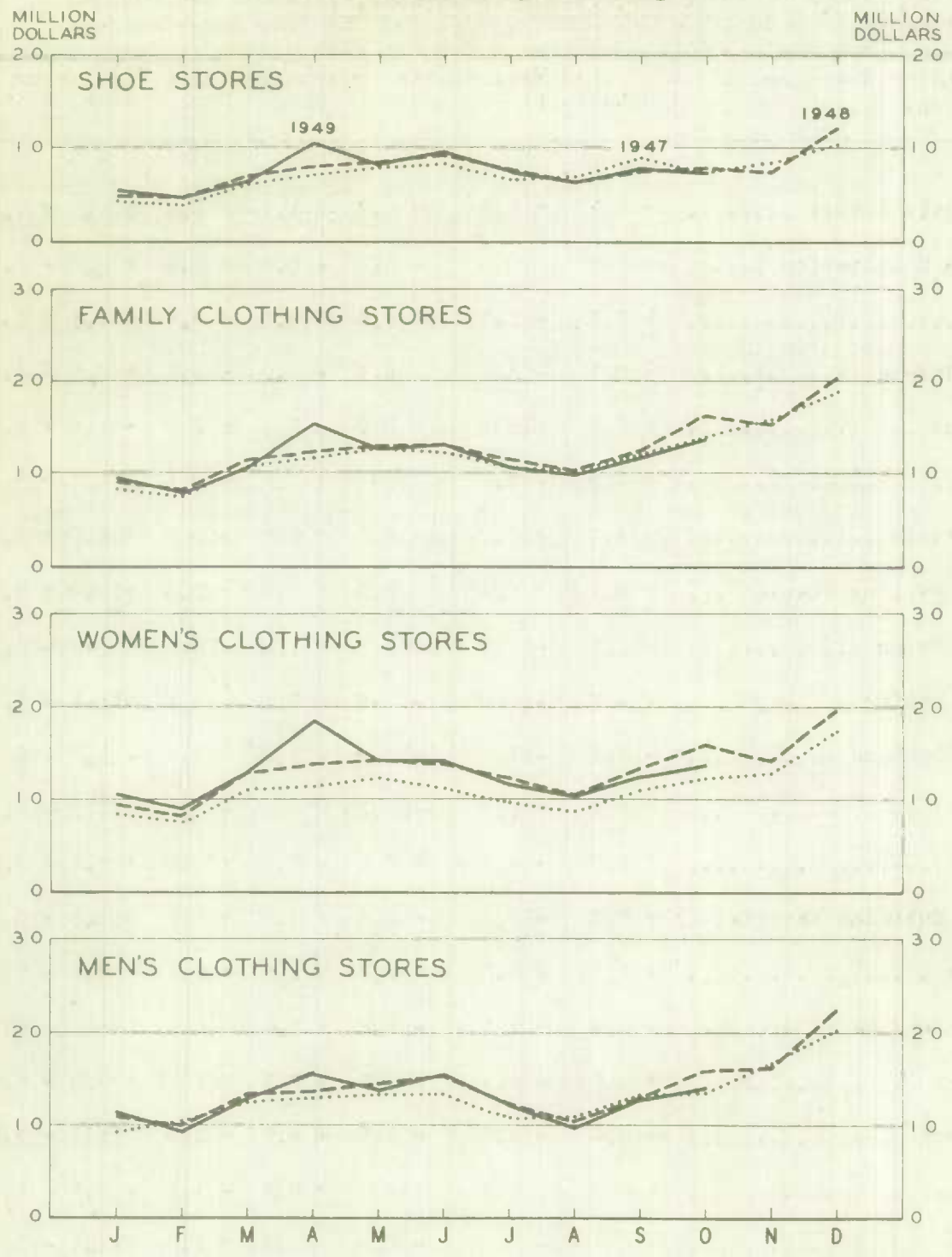
slight increase over the same month a year ago, with the selling value of inventories at the beginning of October 11% higher. Stocks were higher for most lines of women's and children's clothing, shoes and household durables. Food department inventories showed the only large decrease (37%). This decline may be accounted for, to a large degree, as resulting from the elimination of food departments by several large department stores.

Retail food trade sales for October, shown on Page 9, increased 4% in the case of chain retailers, while independent food merchants showed a decrease of 2%.

The chart on Page 3 shows trends from 1947 onwards for the four trades constituting the apparel group.

Figures for Newfoundland, the Yukon, and Northwest Territories are not included in the published results.

MONTHLY SALES APPAREL STORES



PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

October, 1949 Over October, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 2.2	+ 1.2	- 0.7	+ 1.1	+ 1.4	+11.2	+ 7.3	+ 3.7
Grocery & Combination	+ 0.3	- 0.5	- 0.8	- 0.4	+ 1.4	+ 2.7	+ 5.2	+ 3.3
Meat	- 3.2	- 2.3	- 6.5	- 0.5	+ 7.4	-13.1	+ 2.3	- 4.8
Country General	- 2.1	- 6.3	- 4.4	- 6.0	- 4.3	+ 6.9	- 0.3	- 0.3
Department	+ 0.8	(a)	- 3.0	- 2.2	+ 3.0	+ 1.6	+ 9.9	+ 6.7
Variety	+ 0.9	- 3.2	(a)	+ 3.2	- 9.1	- 2.1	+15.3	- 9.6
Motor Vehicle	+14.7	+29.7	+17.3	+ 8.7	-10.8	+18.2	+38.4	+16.8
Garage & Filling Station ...	+ 9.1	+ 9.4	+ 5.0	+ 9.8	+ 3.8	+15.0	+ 0.4	+22.8
Men's Clothing	-11.1	-17.9	-12.1	-11.8	-15.1	(a)	- 6.9	- 9.6
Family Clothing	-14.7	-12.9	-15.6	-17.4	-10.1	-11.1	- 8.7	-10.2
Women's Clothing	-13.1	-13.7	-19.9	-15.3	- 9.8	- 1.2	- 3.6	- 4.9
Shoe	- 6.4	- 1.9	-10.3	- 3.8	- 3.6	- 5.0	- 3.1	-14.1
Hardware	+ 1.7	- 4.8	+ 3.1	- 2.0	+20.7	+ 8.5	+ 2.2	- 5.6
Lumber & Building Material .	+ 1.3	-15.4	- 6.4	+ 0.3	+ 8.2	+10.6	- 0.5	- 0.6
Furniture	- 1.1	- 1.3	- 1.2	+ 1.3	+ 6.3	+ 3.3	- 7.7	- 4.9
Appliance and Radio	+ 0.9	+ 8.1	- 8.8	+ 7.2	(a)	(b)	- 4.1	- 2.6
Restaurant	+ 4.2	- 4.9	- 5.1	+ 7.5	(b)	- 0.6	+ 6.8	+ 0.7
Coal & Wood	- 0.5	- 4.4	- 5.5	- 4.7	+ 3.9	(b)	- 4.5	+25.6
Drug	- 0.5	- 1.7	(a)	+ 0.3	- 1.8	- 2.1	- 1.8	- 1.9
Jewellery (c)	+ 2.1	- 3.0	- 3.9	+ 6.4	+ 2.6	+21.1	-10.0	+ 3.0
Tobacco	+ 6.8	(a)	+ 8.1	+ 9.0	(a)	- 9.5	+ 5.7	- 1.3
All Other	+ 5.5	+ 2.4	+ 0.7	+ 4.5	+ 3.4	+29.9	+ 6.8	+ 4.0

(a) Unchanged.

(b) Not available.

(c) Sales upon which comparisons are based include the 25% Federal Tax levied at consumer level prior to its removal in March, 1949.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

Jan.-Oct., 1949 Over Jan.-Oct., 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades ...	+6.5	+ 2.6	+ 3.5	+ 5.8	+11.9	+13.9	+14.8	+ 5.8
Grocery & Combination ...	+ 6.2	- 0.3	+ 5.3	+ 6.9	+ 8.8	+ 9.8	+13.8	+ 5.8
Meat	+ 6.6	+ 1.5	+ 8.3	+ 5.4	+17.4	+ 4.0	+16.7	+ 0.3
Country General	(a)	- 3.3	- 3.8	- 2.2	+ 2.9	+ 3.8	+ 3.7	+ 4.5
Department	+ 7.4	+10.1	+ 4.9	+ 5.6	+10.3	+ 9.8	+13.5	+ 7.3
Variety	+ 6.2	+ 5.2	+ 4.3	+ 7.9	- 0.3	+ 2.9	+18.2	+ 0.4
Motor Vehicle	+19.5	+ 9.4	+15.1	+17.1	+33.5	+29.3	+29.1	+24.1
Garage & Filling Station.	+10.5	+ 5.6	+ 4.9	+ 7.9	+19.7	+24.5	+15.3	+18.1
Men's Clothing	- 0.8	- 3.9	- 4.3	- 2.0	(b)	+ 4.8	+ 2.9	- 2.8
Family Clothing	- 1.5	- 1.9	- 4.5	+ 1.3	- 3.9	- 0.9	+ 6.3	- 0.9
Women's Clothing	+ 2.4	- 0.7	- 1.8	+ 2.8	+18.6	+15.1	+ 7.2	- 2.4
Shoe	+ 2.5	+ 0.8	+ 7.2	+ 1.2	+ 5.7	+11.4	+14.6	-12.3
Hardware	+ 3.4	- 1.7	+ 3.4	+ 3.5	+ 5.0	+10.3	+ 9.3	- 5.7
Lumber & Building Material	+ 6.2	+ 3.1	+ 1.7	+ 5.7	+13.9	+ 6.3	+14.4	- 7.6
Furniture	+ 0.4	- 0.4	- 2.6	+ 4.1	+ 2.6	+ 5.9	+ 9.0	-11.0
Appliance and Radio	+ 5.9	+36.4	+ 3.4	+ 6.0	+ 4.6	+ 1.4	+ 8.0	+ 1.2
Restaurant	+ 3.8	- 1.3	+ 4.2	+ 1.8	+ 6.7	+ 6.9	+15.1	+ 2.5
Coal and Wood	- 5.7	-15.2	-10.5	- 6.3	+ 6.0	- 5.0	- 2.1	+17.0
Drug	+ 3.5	+ 1.1	+ 2.7	+ 3.3	+ 5.0	+10.8	+ 4.9	+ 1.4
Jewellery (c)	+ 6.4	+ 8.9	- 0.9	+ 7.1	+17.2	+29.0	+ 2.6	+ 9.0
Tobacco	+ 3.6	+ 3.4	+ 5.7	+ 3.4	+ 2.6	- 2.6	+10.9	- 3.0
All Others	+ 7.0	+ 4.4	+ 1.4	+ 5.8	+10.3	+22.7	+19.4	+ 5.5

(a) Unchanged.

(b) Not available.

(c) Sales upon which comparisons are

based include the 25% Federal Tax levied at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

SEPTEMBER, 1949
(Revised)

(in thousands of dollars)

Kind of Business or Store	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	684,670	47,700	153,780	266,290	45,810	52,920	52,640	65,550
Grocery and Combination	110,240	9,430	31,990	44,100	4,980	4,820	5,940	8,990
Meat	14,640	440	4,250	5,330	740	880	1,140	1,860
Country General	40,620	4,410	8,150	7,430	3,400	7,560	5,810	3,870
Department	76,150	5,600	12,200	27,920	11,370	4,770	5,070	9,230
Variety	13,120	1,350	3,920	5,960	370	380	570	570
Motor Vehicle	80,670	5,740	18,780	29,510	4,560	7,790	7,510	6,790
Garage and Filling Station	40,080	3,080	8,440	16,100	2,980	3,730	2,770	2,980
Men's Clothing	12,880	710	2,710	6,360	550	510	740	1,300
Family Clothing	11,870	1,130	4,030	4,080	500	720	560	840
Women's Clothing	12,600	560	2,510	5,980	670	550	800	1,540
Shoe	7,910	530	2,190	3,710	280	180	300	720
Hardware	15,310	970	3,410	5,040	1,100	1,440	1,830	1,540
Lumber and Building Material	22,890	790	2,130	8,850	2,640	3,220	3,570	1,690
Furniture	11,760	760	3,330	5,170	180	250	860	1,190
Appliance and Radio	8,390	430	1,830	4,250	460	(b)	430	690
Restaurant	25,420	850	3,810	11,700	1,650	1,700	2,390	3,310
Coal and Wood	19,280	1,220	3,850	10,610	1,500	930	120	1,060
Drug	15,510	1,150	2,640	7,110	1,110	940	1,060	1,500
Jewellery(c).....	5,620	360	1,310	2,270	410	220	340	710
Tobacco	8,370	330	2,290	4,270	170	190	370	740
All Others	131,340	7,860	30,010	50,540	6,190	11,840	10,460	14,430

* Canada totals do not include Newfoundland, Northwest Territories, and Yukon figures.

(b) Not available.

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

OCTOBER, 1949

(in thousands of dollars)

Kind of Business or Store	CANADA ★	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	696,360	48,220	154,670	268,700	46,800	54,970	55,410	67,510
Grocery and Combination	110,010	9,410	32,200	43,500	5,000	4,600	5,830	9,460
Meat	15,820	430	4,480	5,790	730	860	1,340	2,200
Country General	42,120	4,430	9,720	7,350	3,120	7,610	6,080	3,800
Department	82,940	5,860	12,520	29,680	12,980	5,200	6,300	10,390
Variety	14,370	1,490	4,270	6,430	400	470	680	640
Motor Vehicle	75,470	5,680	16,400	27,770	4,370	6,740	8,510	5,990
Garage & Filling Station	39,710	3,030	7,770	16,360	2,730	3,520	2,740	3,560
Men's Clothing	14,190	780	2,980	6,880	450	720	950	1,420
Family Clothing	13,830	1,280	4,800	4,320	620	1,200	730	880
Women's Clothing	13,940	630	2,530	6,390	740	840	1,060	1,750
Shoe	7,440	510	1,920	3,560	270	190	310	670
Hardware	16,420	990	3,670	5,260	1,460	1,660	1,870	1,510
Lumber & Building Material	23,650	660	2,180	8,880	2,640	3,860	3,750	1,670
Furniture	12,540	780	3,340	5,450	170	310	960	1,540
Appliance and Radio	9,210	400	2,180	4,600	490	(b)	470	740
Restaurant	24,430	780	3,540	11,600	(b)	1,630	2,370	2,810
Coal and Wood	17,930	1,290	3,090	9,390	1,550	(b)	210	1,080
Drug	15,550	1,180	2,720	6,940	1,110	940	1,120	1,540
Jewellery (c)	5,720	320	1,220	2,500	400	230	360	690
Tobacco	8,930	270	2,550	4,610	170	190	370	760
All Others	132,140	8,020	30,590	51,440	5,710	12,550	9,400	14,410

★ Canada totals do not include Newfoundland, Northwest Territories, and Yukon figures.

(b) Not available.

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

DEPARTMENT STORE SALES AND INVENTORIES

October, 1948 and October, 1949

These figures are estimates of total department store sales and inventories.
Inventories are at selling value.

Department	SALES			INVENTORIES [*]		
	October 1948	October 1949	% Change, 1949/1948	Sept. 30, 1948	Sept. 30, 1949	% Change, 1949/1948
	(\$000)	(\$000)	%	(\$000)	(\$000)	%
TOTAL, ALL DEPARTMENTS	82,307	82,938	+ 0.8	180,986	201,082	+11.1
1. Women's dresses, coats, and suits	11,417	11,078	- 3.0	18,227	22,638	+24.2
2. Girls' and Infants' wear	4,067	4,390	+ 7.9	6,754	8,563	+26.8
3. Hosiery and gloves	2,980	2,854	- 4.2	5,922	5,420	- 8.5
4. Lingerie and corsets ...	3,158	3,215	+ 1.8	7,428	8,247	+11.0
5. Millinery	992	986	- 0.6	829	933	+12.5
6. Women's and children's apparel - (Total, 1-5).	22,614	22,523	- 0.4	39,160	45,801	+17.0
7. Men's and boys' clothing and furnishings	11,073	10,638	- 3.9	24,285	27,010	+11.2
8. Drugs, toilet articles, and preparations	1,460	1,499	+ 2.7	4,371	4,321	- 1.1
9. Piece goods	5,987	5,882	- 1.8	15,377	17,270	+12.3
10. Smallwares	2,612	2,561	- 2.0	7,923	7,722	- 2.5
11. Food and kindred products	5,884	4,928	-16.2	5,345	3,375	-36.9
12. Furniture (including mat- tresses and springs)...	4,742	5,304	+11.9	9,620	11,659	+21.2
13. Home furnishings	5,797	5,981	+ 3.2	20,800	22,961	+10.4
14. Household appliances and electrical supplies ...	3,186	3,948	+23.9	5,394	5,990	+11.0
15. Hardware and kitchen utensils	2,986	3,105	+ 4.0	7,960	8,014	+ 0.7
16. Radios, musical instru- ments and supplies	1,439	1,404	- 2.4	3,086	4,109	+33.1
17. Shoes and other footwear	5,568	5,655	+ 1.6	14,724	17,241	+17.1
18. Stationery, books, and magazines	1,073	1,095	+ 2.1	3,745	3,754	+ 0.2
19. All other departments, total	7,886	8,415	+ 6.7	19,196	21,855	+13.9

* Comparisons are based on inventories at the beginning of October in the two years.
Canada totals do not include Newfoundland figures.

RETAIL FOOD TRADEChain Stores

Sales of chain grocery and combination stores were 4% higher in October, 1949, than in October, 1948. Total sales were estimated to be \$38,414,000 in October this year and \$36,860,800 in the same month of 1948.

Chain Food Store Sales in October, 1948 and 1949

Region	Estimated Sales		% Change, October, 1949 October, 1948
	October, 1948	October, 1949	
	\$	\$	%
CANADA	36,860,800	38,414,000	+ 4.2
Maritime Provinces...	1,359,100	1,337,400	- 1.6
Quebec	6,856,900	7,014,600	+ 2.3
Ontario	20,252,100	21,087,300	+ 4.1
Prairie Provinces ...	4,676,900	4,956,000	+ 6.0
British Columbia	3,715,800	4,018,700	+ 8.2

Independent Stores

A decrease of 2% occurred in sales of independent food stores in October. Sales were up 4% in Alberta, 1% in Manitoba and Saskatchewan. Lower sales were shown by other provinces for October, 1949, compared with October, 1948.

Independent Food Store Sales in October, 1948 and 1949

Region	Estimated Sales		% Change, October, 1949 October, 1948
	October, 1948	October, 1949	
	\$	\$	%
CANADA	72,836,600	71,592,400	- 1.7
Maritime Provinces ..	8,104,000	8,071,600	- 0.4
Quebec	25,596,100	25,186,600	- 1.6
Ontario	23,418,800	22,411,800	- 4.3
Manitoba	3,115,500	3,134,200	+ 0.6
Saskatchewan	3,218,200	3,260,000	+ 1.3
Alberta	3,938,100	4,087,700	+ 3.8
British Columbia	5,445,900	5,440,500	- 0.1



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