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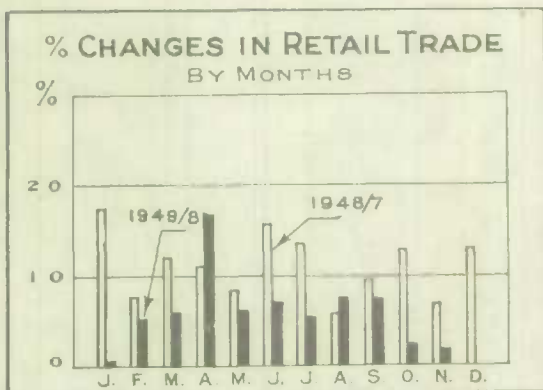
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RETAIL TRADE ——— NOVEMBER 1949

Canada's retail trade in November totalled \$661 millions, a modest 2% above the November, 1948 total of \$650 millions, but down 5% from the October, 1949 total of \$697 millions. Evidence of the moderation apparent in the previous month was continued in November. Dollar sales in the first eleven months of 1949 were 6% higher than in the corresponding period of 1948. There was the same number of shopping days and Saturdays in November of both years.

Twelve trades reported increases and nine, decreases in November. With few exceptions, these percentage changes fell within a narrow margin of the overall increase of 2% for all trades. Largest increases were those of 15% for coal and wood yards, 12% for shoe stores and 9% for garages and filling stations.

The sharpest reversal occurred in the case of motor vehicle dealers. Their November sales were practically unchanged from the previous year, a result which contrasted with the large gains recorded throughout the earlier part of 1949. The explanation lies in the fact that shipments to dealers fell off during November as a result partially of strikes affecting motor vehicle production and the slowing of production in some plants as a result of assembly-line changeover.



November's retail trade increases by provinces were all fairly close to the 2% increase for Canada as a whole. This was a result which contrasted with the rather widely varying trend in recent months. Four provinces recorded increases, ranging from Manitoba's 1% to Ontario's 4%. The other three provinces showed decreases, the largest being 3% for the Maritimes. Manitoba, Saskatchewan and Alberta recorded increases of 11%, 13% and 13% respectively in the January-to-November, 1949 period over the same 11 months of 1948. These were in all cases much higher than the gains shown by November results. British Columbia's 1% decrease in November also represented a decline compared with the 5% increase for the first eleven months of 1949. On the other hand, the Maritimes recorded a 3% decrease in November and a 2% increase in the January-to-November period. Quebec and Ontario sales in November showed little change from the increases reported in the first eleven months of this year.

Department store sales and inventories are compared on Page 8. The selling value of inventories at the beginning of November was 14% higher against an increase of 4% in sales for November. Stocks for most lines of wearing apparel were considerably higher. Women's and children's apparel, shoe, furniture, appliance, radio, and music department inventories were all up 20% or more over the corresponding value a year ago. Food department inventories showed the only extensive decrease (30%), this being mainly accounted for by the curtailment of food departments by certain of the larger departmental firms.

Retail food store sales are reviewed on Page 9. There was a 10% increase in the case of chain retailers. Independent food merchants' sales declined 1% in November.

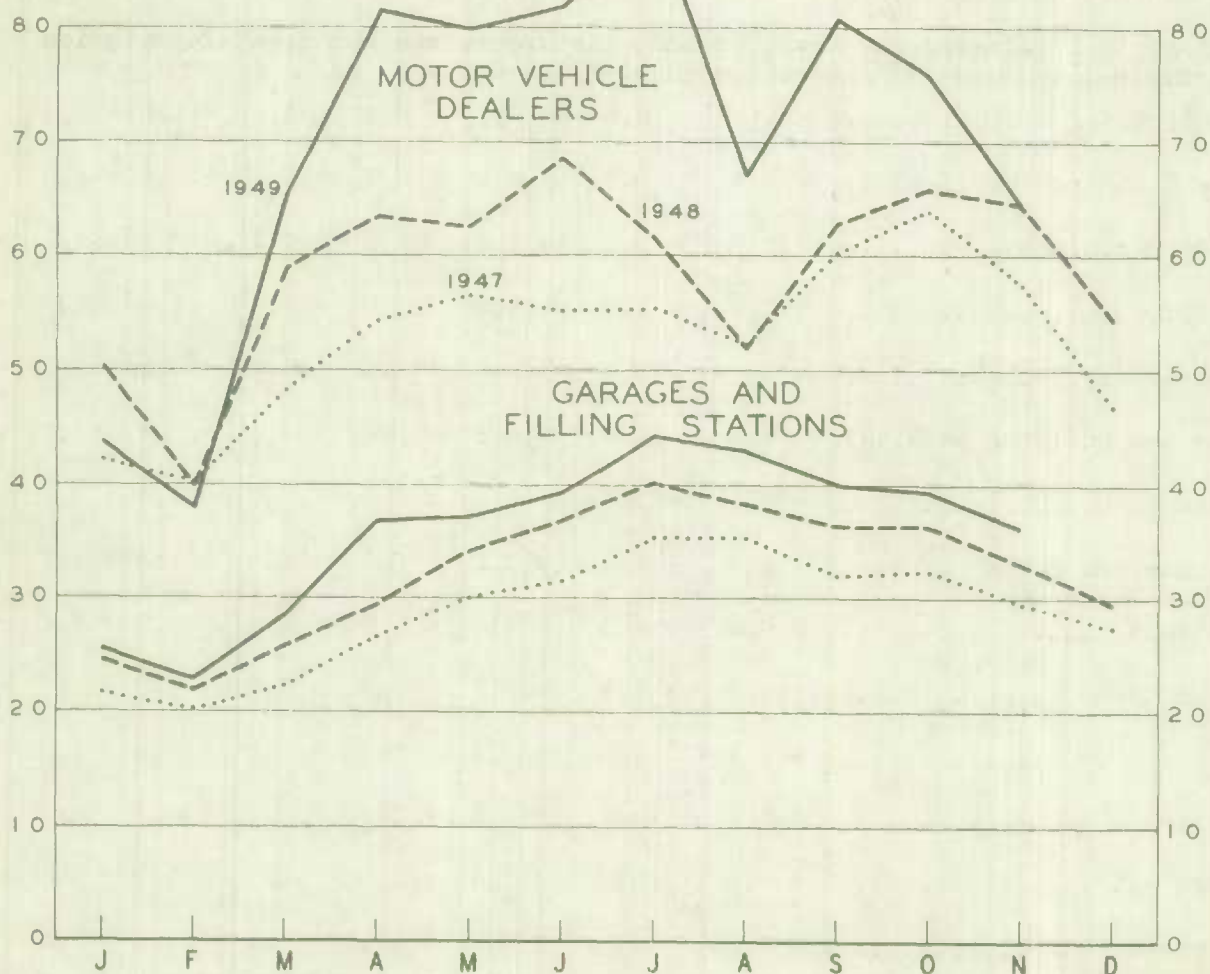
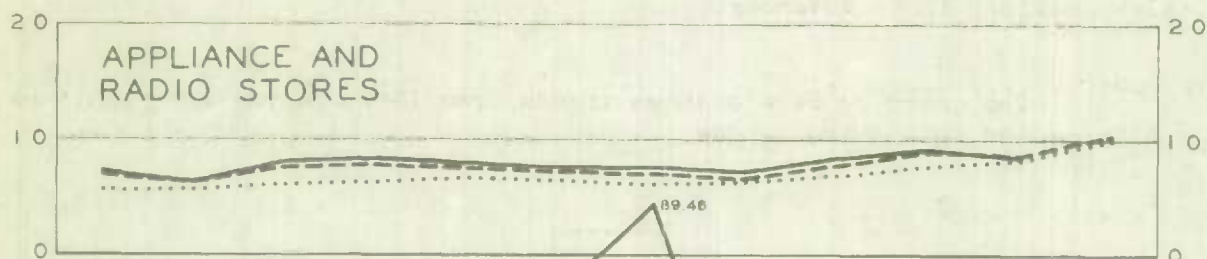
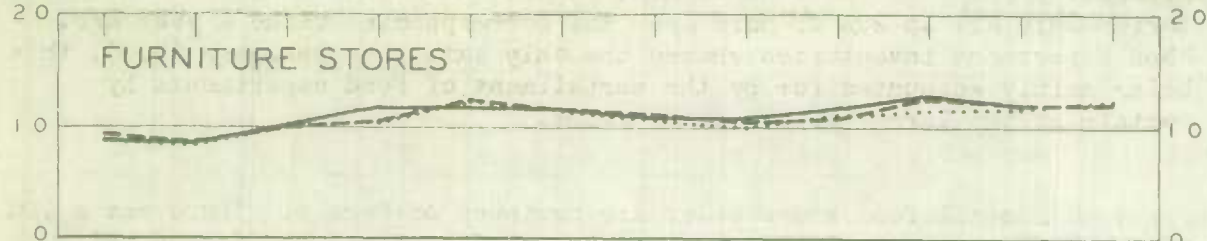
The chart on Page 3 shows trends from 1947 onwards for furniture, appliance and automotive trades.

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

MONTHLY SALES FURNITURE—APPLIANCE—AUTOMOTIVE TRADES

MILLION
DOLLARS
2 0

MILLION
DOLLARS
2 0



PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

November, 1949 Over November, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 1.7	- 3.2	+ 2.4	+ 3.9	+ 1.1	+ 2.1	- 2.5	- 1.1
Grocery and Combination	+ 2.5	- 6.7	+ 2.7	+ 3.9	+ 7.3	+ 6.6	+ 4.3	+ 0.3
Meat	+ 1.5	- 5.1	+ 2.9	+ 4.4	- 6.8	- 6.2	+ 6.2	- 5.9
Country General	- 4.1	- 7.1	- 3.3	- 2.1	- 4.6	- 1.3	- 9.2	- 3.2
Department	+ 3.8	+10.1	+ 6.3	+ 9.1	+ 0.6	- 8.1	- 7.5	- 4.7
Variety	+ 3.7	+ 2.6	+ 7.5	+ 5.0	- 2.3	- 2.1	- 5.5	-11.1
Motor Vehicle	+ 0.2	-13.8	- 3.1	+ 2.2	-12.4	- 4.8	+ 2.8	+21.2
Garage and Filling Station ..	+ 9.1	- 2.9	+ 2.5	+13.0	(b)	+ 4.7	- 3.7	+14.1
Men's Clothing	- 4.5	- 6.5	- 0.3	- 0.8	+ 4.9	-11.3	-15.4	-28.6
Family Clothing	- 2.8	- 0.7	+ 5.8	+ 0.6	-22.2	-22.4	-21.0	-22.5
Women's Clothing	- 8.5	- 1.5	- 6.0	- 6.6	- 4.2	-17.5	-23.6	-12.8
Shoe	+12.4	- 2.1	+24.9	+17.0	-12.0	-22.2	(a)	-18.1
Hardware	- 3.6	- 8.8	+ 0.9	- 4.4	- 7.7	+ 6.1	+ 0.6	-16.9
Lumber and Building Material ..	- 2.9	-18.4	- 6.5	- 1.4	+ 8.3	+10.4	-13.7	- 8.1
Furniture	- 0.1	- 1.4	- 5.4	+ 3.5	(a)	+ 3.6	+ 3.4	- 4.3
Appliance and Radio	- 1.3	- 2.6	-10.2	+ 5.8	+11.9	(b)	-21.7	- 9.6
Restaurant	- 0.5	+ 6.0	- 1.4	- 1.6	+ 2.4	+ 3.7	+ 8.2	- 8.0
Coal and Wood	+14.6	+ 1.9	+29.3	+20.2	+ 0.7	- 1.0	- 7.7	- 7.3
Drug	+ 1.1	(a)	+ 0.8	(a)	+ 1.0	+ 2.4	+ 1.0	+ 7.4
Jewellery (c)	+ 2.4	(a)	+10.2	- 1.6	+ 7.7	+ 8.7	(a)	+ 4.5
Tobacco	+ 4.0	(a)	+10.2	+ 2.0	(a)	- 5.0	+ 7.9	- 2.7
All Others	+ 2.5	- 3.5	+ 2.0	+ 2.1	+ 0.4	+17.5	+ 2.5	+ 1.5

(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.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

Jan.-Nov., 1949 Over Jan.-Nov., 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 6.1	+ 2.0	+ 3.4	+ 5.6	+10.8	+12.8	+12.8	+ 5.2
Grocery and Combination	+ 5.8	- 0.9	+ 5.0	+ 6.6	+ 8.7	+ 9.5	+12.9	+ 5.3
Meat	+ 6.1	+ 1.1	+ 7.9	+ 5.4	+15.0	+ 3.2	+15.6	- 0.3
Country General	- 0.4	- 3.5	- 3.7	- 2.2	+ 2.2	+ 3.4	+ 2.5	+ 3.8
Department	+ 7.0	+10.1	+ 5.1	+ 6.0	+ 9.0	+ 7.5	+10.7	+ 5.9
Variety	+ 5.9	+ 4.9	+ 4.6	+ 7.5	- 0.5	+ 2.3	+15.0	- 0.9
Motor Vehicle	+17.7	+ 7.0	+13.5	+15.9	+29.2	+25.5	+25.1	+23.9
Garage and Filling Station..	+10.3	+ 4.9	+ 4.6	+ 8.3	+20.8	+22.5	+13.9	+17.8
Men's Clothing	- 1.0	- 4.1	- 3.3	- 1.8	(b)	+ 2.7	+ 1.2	- 5.7
Family Clothing	- 1.5	- 1.5	- 3.4	+ 1.6	- 6.5	- 3.6	+ 2.4	- 3.5
Women's Clothing	+ 1.2	- 0.6	- 2.3	+ 1.8	+16.0	+10.4	+ 3.2	- 3.4
Shoe	+ 3.5	+ 0.6	+ 9.0	+ 2.7	+ 3.9	+ 7.6	+14.9	-12.7
Hardware	+ 2.7	- 2.4	+ 3.1	+ 2.7	+ 3.6	+ 9.9	+ 8.3	- 6.9
Lumber & Building Material .	+ 5.2	+ 1.0	+ 0.9	+ 5.0	+13.2	+ 6.8	+10.9	- 7.7
Furniture	+ 0.7	- 1.1	- 1.7	+ 4.1	+ 2.9	+ 5.6	+ 8.3	-10.4
Appliance and Radio	+ 5.2	+32.0	+ 1.2	+ 6.3	+ 5.6	+ 2.1	+ 4.9	+ 0.4
Restaurant	+ 3.4	- 0.6	+ 3.7	+ 1.2	+ 6.3	+ 6.6	+14.5	+ 1.7
Coal and Wood	- 3.7	-13.3	- 7.1	- 4.0	+ 5.4	- 4.5	- 2.9	+14.0
Drug	+ 3.3	+ 1.0	+ 2.6	+ 3.0	+ 4.6	+10.0	+ 4.5	+ 2.1
Jewellery (c)	+ 6.0	+ 7.9	+ 0.1	+ 6.1	+16.1	+26.4	+ 2.3	+ 8.5
Tobacco	+ 3.6	+ 3.1	+ 6.2	+ 3.3	+ 2.3	- 2.8	+10.6	- 3.0
All Others	+ 6.5	+ 3.6	+ 1.4	+ 5.4	+ 9.4	+22.4	+17.8	+ 5.1

(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

October, 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	697,260	48,220	155,010	269,220	47,090	54,900	55,160	67,650
Grocery and Combination	109,900	9,460	32,180	43,340	5,010	4,610	5,830	9,490
Meat	15,940	440	4,510	5,820	730	880	1,340	2,210
Country General	42,290	4,500	9,760	7,380	3,120	7,630	6,090	3,810
Department	82,940	5,830	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	75,900	5,560	16,500	28,440	4,650	6,600	8,070	6,090
Garage and Filling Station ...	39,520	3,030	7,760	16,150	2,710	3,490	2,810	3,580
Men's Clothing	14,490	790	3,170	6,960	450	720	990	1,410
Family Clothing	13,960	1,320	4,820	4,450	620	1,210	720	830
Women's Clothing	13,820	640	2,490	5,370	740	770	1,060	1,750
Shoe	7,510	510	1,920	3,560	270	190	360	680
Hardware	16,420	990	3,670	5,260	1,460	1,660	1,870	1,510
Lumber and Building Material..	23,660	680	2,170	8,930	2,620	3,870	3,720	1,670
Furniture	12,920	730	3,730	5,480	180	310	960	1,530
Appliance and Radio	9,270	410	2,000	4,730	500	(b)	490	770
Restaurant	24,230	790	3,550	11,340	(b)	1,630	2,380	2,850
Coal and Wood	17,930	1,290	3,090	9,390	1,550	(b)	210	1,080
Drug	15,630	1,180	2,740	6,980	1,110	940	1,120	1,570
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	131,910	7,960	30,390	51,420	5,730	12,620	9,430	14,340

* 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

NOVEMBER - 1949

(In Thousands of Dollars)

Kind of Business or Store	CANADA [*]	Maritime Provinces.	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	661,340	45,810	153,120	262,850	44,010	42,260	49,780	63,460
Grocery and Combination	104,920	8,490	30,760	42,000	4,850	4,220	5,530	9,070
Meat	14,770	370	4,330	5,650	550	750	1,200	1,910
Country General	37,580	4,330	8,740	7,330	2,930	6,010	4,950	3,280
Department	93,050	7,280	14,900	37,130	13,590	4,410	5,440	10,300
Variety	14,760	1,580	4,160	6,780	420	470	690	640
Motor Vehicle	64,560	4,000	13,450	24,470	3,520	4,790	7,590	6,740
Garage and Filling Station ..	36,180	2,330	7,420	15,570	(b)	2,660	2,100	3,080
Men's Clothing	15,490	870	3,680	7,710	850	550	770	1,050
Family Clothing	14,790	1,440	5,680	4,950	560	830	640	690
Women's Clothing	13,010	670	2,640	6,260	690	470	840	1,430
Shoe	8,360	470	2,810	3,850	220	140	280	590
Hardware	14,710	930	3,330	5,000	960	1,390	1,770	1,330
Lumber and Building Material.	19,920	620	1,730	7,910	1,950	2,980	3,150	1,580
Furniture	12,080	730	2,960	5,650	180	290	920	1,350
Appliance and Radio	8,510	380	1,940	4,390	470	(b)	360	750
Restaurant	21,750	880	3,630	9,670	1,260	1,410	2,370	2,530
Coal and Wood	18,180	1,580	3,710	9,300	1,390	950	240	1,020
Drug	14,740	1,110	2,520	6,650	1,020	840	1,020	1,590
Jewellery (c)	6,020	350	1,410	2,530	420	250	380	690
Tobacco	8,280	230	2,590	3,990	160	190	410	710
All Others	119,680	7,170	30,730	46,060	5,000	8,460	9,130	13,130

^{*} 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

November, 1948 and November, 1949

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

Department	SALES			INVENTORIES [★]		
	November 1948	November 1949	% Change 1949/48	Oct. 31, 1948	Oct. 31, 1949	% Change 1949/48
	(\$000)	(\$000)	%	(\$000)	(\$000)	%
TOTAL, ALL DEPARTMENTS	89,664	93,045	+ 3.8	186,366	211,874	+13.7
1. Women's dresses, coats, and suits	11,460	11,490	+ 0.3	18,190	22,387	+23.1
2. Girls' and infants' wear	3,706	4,333	+16.9	6,332	8,357	+32.0
3. Hosiery and gloves	3,309	3,374	+ 2.0	6,015	5,958	- 0.9
4. Lingerie and corsets ...	3,251	3,535	+ 8.7	7,566	8,918	+17.9
5. Millinery	804	842	+ 4.7	896	1,048	+17.0
6. Women's and children's apparel - (Total, 1-5)	22,530	23,574	+ 4.6	38,999	46,668	+19.7
7. Men's and boys' clothing and furnishings	11,000	11,686	+ 6.2	24,000	27,153	+13.1
8. Drugs, toilet articles, and preparations	1,960	1,970	+ 0.5	5,027	5,345	+ 6.3
9. Piece goods	5,601	5,595	- 0.1	15,235	16,883	+10.8
10. Smallwares	3,142	3,071	- 2.3	8,551	8,353	- 2.3
11. Food & kindred products	6,495	5,325	-18.0	5,392	3,778	-29.9
12. Furniture (including mattresses and springs)	4,595	4,707	+ 2.4	9,486	12,017	+26.7
13. Home furnishings	6,177	6,453	+ 4.5	21,381	23,337	+ 9.1
14. Household appliances & electrical supplies ...	3,301	3,885	+17.7	5,386	6,646	+23.4
15. Hardware and kitchen utensils	3,008	3,070	+ 2.1	8,405	8,497	+ 1.1
16. Radios, musical instru- ments and supplies	1,618	1,604	- 0.9	3,183	4,112	+29.2
17. Shoes and other footwear	6,219	6,792	+ 9.2	15,132	18,089	+19.5
18. Stationery, books, and magazines	1,907	1,933	+ 1.4	4,490	4,772	+ 6.3
19. All other departments, total	12,111	13,380	+10.5	21,699	26,224	+20.9

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

Chain Stores

Sales of chain grocery and combination stores were 10% higher in November, 1949, than in November, 1948. Total sales were estimated to be \$37,712,400 in November this year and \$34,418,300 in the same month of 1948.

Chain Food Store Sales in November, 1948 and 1949

Region	Estimated Sales		% Change, November, 1949 November, 1948
	November, 1948	November, 1949	
	\$	\$	%
CANADA	34,418,300	37,712,400	+ 9.6
Maritime Provinces ...	1,263,800	1,280,200	+ 1.3
Quebec	6,378,500	6,997,200	+ 9.7
Ontario	18,873,900	20,807,600	+10.2
Prairie Provinces	4,285,800	4,857,000	+13.3
British Columbia	3,616,300	3,770,400	+ 4.3

Independent Stores

Independent food merchants' sales declined 1% in November. Maritime sales were down 8%, while in Saskatchewan and Manitoba sales were up 4% and 5% respectively. Other provinces recorded little variation from November, 1948 sales.

Independent Food Store Sales in November, 1948 and 1949

Region	Estimated Sales		% Change, November, 1949 November, 1948
	November, 1948	November, 1949	
	\$	\$	%
CANADA	67,898,900	67,207,200	- 1.0
Maritime Provinces	7,836,800	7,209,900	- 8.0
Quebec	23,575,500	23,764,100	+ 0.8
Ontario	21,558,600	21,192,100	- 1.7
Manitoba	2,905,400	3,050,700	+ 5.0
Saskatchewan	2,801,800	2,899,900	+ 3.5
Alberta	3,792,600	3,792,600	(a)
British Columbia	5,428,200	5,297,900	- 2.4

(a) Unchanged



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