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RETAIL TRADE — — — — — DECEMBER 1949

More dollars were spent in Canada's retail stores in December, 1949 than in any previous month. Total retail trade amounted to \$791,420,000, 3% higher than the previous all-time record of \$770,450,000 in December, 1948.

Last year saw a new peak established in annual volume of retail sales also. A preliminary estimate of \$7,695,340,000 was 6% above the 1948 total of \$7,276,720,000. Sales were higher in all months of 1949 compared with 1948, although the rate of increase moderated slightly during the last few months of the year.

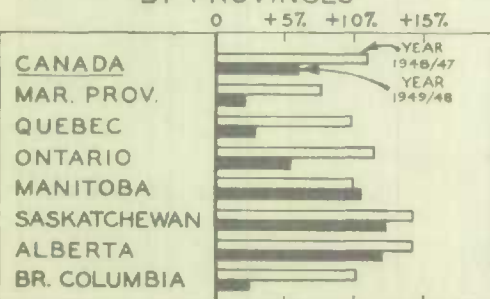
Christmas buying, always an important influence on December sales, was as active in 1949 as in the preceding year. Apparel stores, customarily popular gift centres, did a flourishing Christmas trade, although sales fell slightly short of those in December, 1948. Decreases in the three types of clothing stores were as follows: men's wear stores, 4%; women's wear stores, 5%; and family clothing stores, 7%. Merchants of durable goods ended the year with substantial December sales increases. Appliance and radio stores showed a gain of 23% in sales, while furniture and jewellery stores marked up advances of 7% and 6% respectively. In most other trades, results for December were close to the average gain in total retail trade (3%).

Sales in 1949 exceeded 1948 volume for 16 of the 20 individual trades covered in the series. In the four cases where decreases occurred, namely country general stores, men's clothing stores, family clothing stores, and coal and wood dealers, they were quite moderate and represented no real diminution from the previous year's level. Apart from the 17% increase for motor vehicle dealers and a 10% gain for garages and filling stations, the increases enjoyed by the majority of trades were of moderate proportions.

All provinces reported higher sales in 1949 compared with 1948. The Prairie Provinces profited from increased cash farm income and industrial expansion brought about by the extension of oil developments.

Retail trade was up 12% in Alberta and Saskatchewan and 11% in Manitoba. In other provinces, sales were from 2% to 5% higher. December changes in sales showed a 1% decrease for Quebec and moderate increases elsewhere.

7. CHANGES IN RETAIL TRADE BY PROVINCES



Department store sales for December and for the full years of 1948 and 1949 are compared in tables on Pages 9 and 10. Stock comparisons for December are also shown on Page 9. The cumulative results reveal that largest sales gains were those for women's apparel departments (except hosiery), furniture and household appliances. December, 1949, increases did not differ greatly from the pattern for the full year except the music department which reported a December gain of 12% as compared with a cumulative annual gain of only 7%. Inventories were 11% higher at the beginning of December, 1949, from the same date of the preceding year. Household appliance and radio and music departments reported stocks more than 20% above the corresponding value a year earlier.

Retail food trade sales for December, 1949, shown on Page 11, increased 17% in the case of chain retailers, while independent food merchants showed an increase of only 1%.

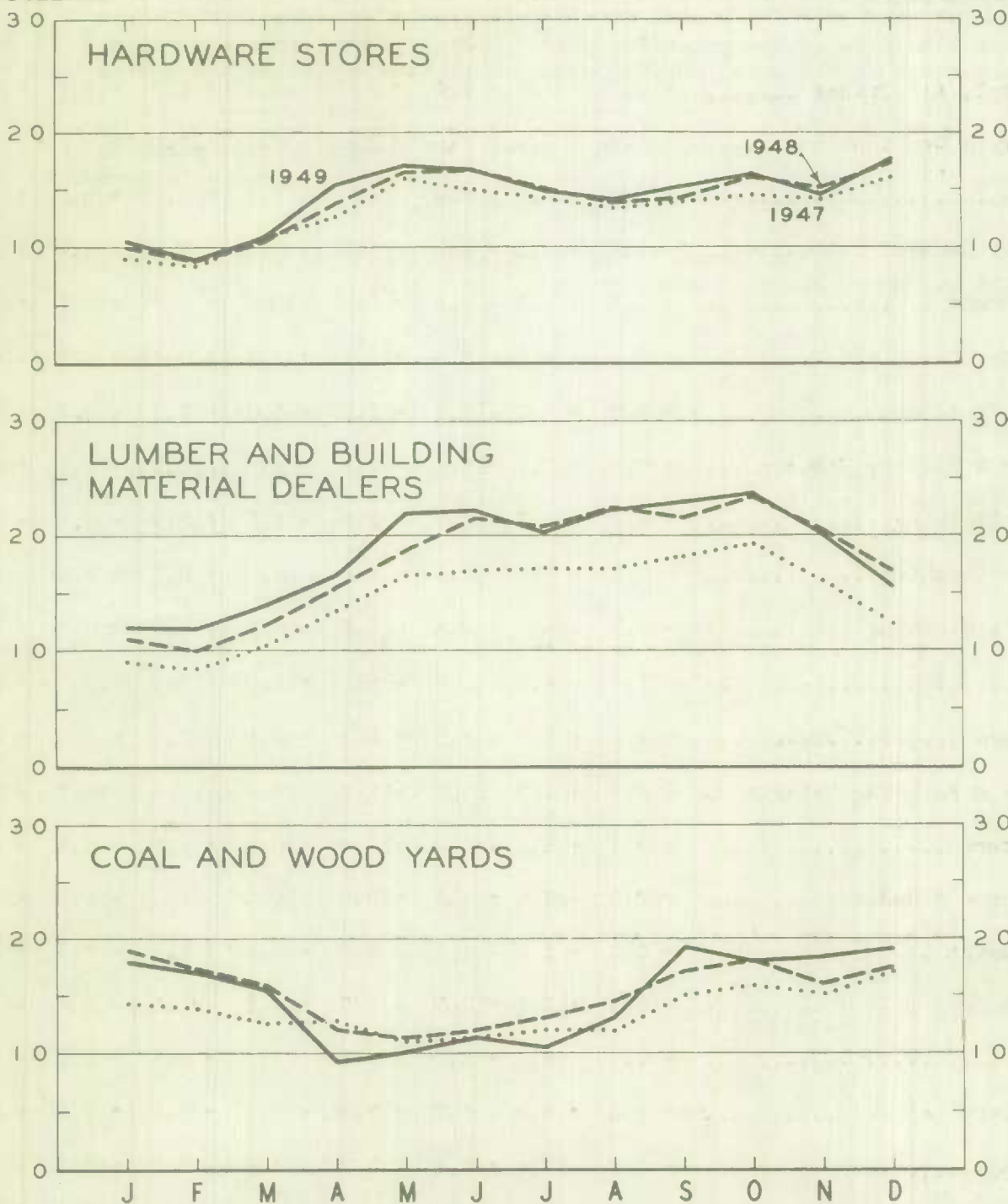
The chart on Page 3 shows trends from 1947 onwards for the hardware, building material, and fuel trades.

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

Price 25 cents

MONTHLY SALES

HARDWARE-BUILDING MTLs,-FUEL

MILLION
DOLLARSMILLION
DOLLARS

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business
(Without Adjustment for Price Changes)
December, 1949 Over December, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 2.7	+ 1.7	- 1.4	+ 3.0	+ 8.2	+ 8.0	+ 4.5	+ 4.3
Grocery & Combination	+ 5.9	+ 3.4	+ 2.5	+ 7.0	+ 8.4	+23.0	+ 9.8	+ 5.3
Meat	+ 0.2	- 6.4	- 3.8	(a)	+ 8.5	+ 1.3	+ 9.0	+ 3.2
Country General	- 1.7	-10.3	- 5.9	- 2.3	- 1.2	+ 8.9	+ 1.0	+ 0.5
Department	+ 4.5	+ 5.3	- 3.5	+ 2.0	+10.9	+ 9.5	+ 9.7	+11.2
Variety	+ 6.9	+ 2.5	+ 3.5	+12.1	+ 2.7	+ 5.3	+ 3.9	- 4.6
Motor Vehicle	+ 4.6	+ 7.7	-15.6	+13.8	+15.6	- 7.2	+ 3.3	+ 5.5
Garage & Filling Station ...	+ 9.9	+10.6	+18.8	+ 7.5	- 6.7	+10.0	- 5.1	+24.8
Men's Clothing	- 4.1	- 4.8	-12.7	- 3.2	+25.7	+ 5.9	- 2.5	- 3.7
Family Clothing	- 7.4	- 8.0	-12.4	- 4.8	(a)	+ 8.7	+ 3.6	-14.6
Women's Clothing	- 4.5	(a)	- 9.4	- 6.6	- 8.5	+ 2.0	+ 6.3	+ 5.4
Shoe	- 7.9	- 4.5	-11.8	- 9.1	+12.0	+12.5	+17.1	- 5.5
Hardware	+ 1.7	- 5.0	- 2.8	+ 8.5	+ 3.5	+ 7.7	- 8.0	- 2.6
Lumber & Building Material .	- 8.3	+ 1.9	-13.1	-22.7	+17.6	+17.6	+11.7	+ 9.2
Furniture	+ 7.1	+ 8.1	- 3.4	+12.5	+10.0	+ 4.0	+ 3.8	+ 2.6
Appliance & Radio	+22.5	+17.4	+11.2	+28.0	+10.2	(b)	- 1.9	+28.1
Restaurant	+ 0.6	+ 1.0	- 4.1	+ 5.3	+ 4.3	+ 8.5	- 7.3	- 6.2
Coal & Wood	+ 8.1	+12.2	+18.7	+ 5.7	+13.2	+21.0	- 3.8	-17.4
Drug	+ 0.7	(a)	+ 2.0	+ 0.6	(a)	+ 5.3	- 1.3	- 0.9
Jewellery (c)	+ 6.0	+ 5.6	- 1.7	+ 7.2	+ 7.7	+37.5	+ 7.6	+ 8.2
Tobacco	+ 0.2	-17.4	+ 5.4	- 1.7	- 3.8	- 7.1	+18.3	- 7.4
All Others	+ 1.5	+ 2.9	+ 0.1	+ 0.2	+10.0	- 0.1	+ 7.7	+ 3.1

(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.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

Jan.-to-Dec., 1949 Over Jan.-to-Dec., 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades.....	+ 5.8	+ 2.1	+ 2.9	+ 5.4	+10.5	+12.4	+12.0	+ 5.0
Grocery & Combination	+ 5.9	- 0.2	+ 4.7	+ 6.6	+ 8.6	+10.7	+12.6	+ 5.3
Meat	+ 5.5	+ 0.4	+ 6.6	+ 4.7	+14.5	+ 3.2	+14.6	+ 0.1
Country General	- 0.5	- 4.1	- 4.0	- 2.2	+ 1.8	+ 4.0	+ 2.3	+ 3.4
Department	+ 6.6	+ 9.5	+ 3.8	+ 5.4	+ 9.3	+ 7.7	+10.6	+ 6.6
Variety	+ 6.1	+ 4.5	+ 4.4	+ 8.4	(a)	+ 2.7	+13.0	- 1.7
Motor Vehicle	+16.7	+ 7.1	+11.4	+15.9	+28.1	+23.3	+23.1	+22.0
Garage & Filling Station ...	+10.4	+ 5.5	+ 5.8	+ 8.4	+18.6	+22.7	+12.2	+17.7
Men's Clothing	- 1.4	- 4.2	- 4.4	- 1.9	(b)	+ 2.9	+ 0.7	- 5.3
Family Clothing	- 2.2	- 2.3	- 4.4	+ 0.6	- 5.4	- 2.2	+ 2.4	- 4.5
Women's Clothing	+ 0.7	- 0.5	- 2.4	+ 0.7	+13.2	+ 9.7	+ 3.5	- 2.2
Shoe	+ 2.0	- 0.2	+ 5.9	+ 1.0	+ 4.7	+ 8.0	+15.2	-12.0
Hardware	+ 2.5	- 2.7	+ 2.6	+ 3.3	+ 3.5	+ 9.5	+ 6.0	- 6.3
Lumber & Building Material .	+ 4.3	+ 1.4	+ 0.2	+ 2.4	+13.5	+ 7.4	+10.9	- 6.5
Furniture	+ 1.9	- 0.3	- 0.3	+ 5.5	+ 3.6	+ 5.4	+ 8.0	- 9.1
Appliance & Radio	+ 7.5	+30.1	+ 2.3	+ 9.1	+ 6.5	(b)	+ 6.4	+ 4.5
Restaurant	+ 3.2	- 0.5	+ 2.8	+ 1.7	+ 5.9	+ 6.9	+12.5	+ 1.2
Coal & Wood	- 2.6	-10.0	- 4.7	- 3.1	+ 6.2	- 1.7	- 3.0	+ 9.4
Drug	+ 3.0	+ 0.9	+ 2.6	+ 2.8	+ 4.1	+ 9.4	+ 3.8	+ 1.6
Jewellery (c)	+ 6.5	+ 8.1	- 0.1	+ 7.0	+14.8	+29.5	+ 3.6	+ 8.8
Tobacco	+ 3.2	+ 0.3	+ 6.1	+ 2.7	+ 1.5	- 3.3	+11.8	- 3.4
All Others	+ 6.0	+ 3.5	+ 1.3	+ 4.8	+ 9.4	+20.5	+16.6	+ 4.8

(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

NOVEMBER, 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	664,130	46,380	153,680	264,420	44,040	42,660	49,760	63,170
Grocery & Combination	105,150	8,750	30,670	42,060	4,830	4,260	5,530	9,050
Meat	14,700	370	4,310	5,580	560	770	1,180	1,920
Country General	37,660	4,410	8,710	7,360	2,920	6,080	4,950	3,240
Department	92,970	7,280	14,900	37,060	13,590	4,410	5,440	10,290
Variety	14,790	1,600	4,150	6,800	420	470	700	640
Motor Vehicle	64,560	3,990	13,110	24,790	3,530	4,860	7,750	6,530
Garage & Filling Station ..	36,750	2,390	7,420	15,940	(b)	3,000	2,090	2,890
Men's Clothing	15,560	870	3,690	7,760	850	540	770	1,080
Family Clothing	14,960	1,460	5,800	4,920	580	830	630	740
Women's Clothing	13,290	670	2,930	6,230	690	470	840	1,460
Shoe	8,350	470	2,790	3,850	220	140	280	590
Hardware	14,630	930	3,330	5,000	950	1,370	1,700	1,350
Lumber & Building Material.	20,130	640	1,810	8,000	1,950	2,980	3,150	1,590
Furniture	12,900	730	3,510	5,910	180	290	930	1,350
Appliance & Radio	8,850	380	1,940	4,510	490	(b)	460	840
Restaurant	21,910	880	3,590	9,840	1,230	1,430	2,370	2,570
Coal & Wood	18,250	1,680	3,680	9,290	1,390	960	240	1,020
Drug	14,760	1,110	2,540	6,660	1,020	840	1,020	1,560
Jewellery (c)	6,350	380	1,440	2,720	450	260	380	720
Tobacco	8,280	230	2,590	3,990	160	190	410	710
All Others	119,330	7,160	30,770	46,150	5,000	8,280	8,940	13,030

* 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

DECEMBER, 1949

(In thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	791,420	59,720	174,770	325,460	49,590	43,340	57,190	81,310
Grocery & Combination	123,320	10,870	36,280	49,260	5,290	4,660	6,190	10,770
Meat	17,710	440	5,090	6,690	640	790	1,460	2,590
Country General	42,990	4,890	9,310	8,020	3,210	7,190	6,370	4,000
Department	114,470	8,560	17,900	43,260	16,460	5,740	7,560	14,990
Variety	29,490	3,270	7,790	14,090	760	800	1,330	1,440
Motor Vehicle	56,960	4,190	8,360	24,560	3,700	3,460	7,150	5,540
Garage & Filling Station ..	32,370	2,400	7,630	12,900	1,810	2,420	2,230	2,970
Men's Clothing	21,530	1,380	4,190	11,050	930	720	1,190	2,070
Family Clothing	18,890	2,060	6,560	6,400	640	1,130	870	1,230
Women's Clothing	18,810	890	3,970	8,960	750	520	1,190	2,520
Shoe	11,340	850	3,440	5,310	280	180	410	860
Hardware	17,700	1,150	3,410	6,610	1,190	1,400	2,070	1,870
Lumber & Building Material.	15,510	540	1,460	6,850	1,400	1,670	2,290	1,300
Furniture	12,990	800	2,270	7,020	220	260	830	1,590
Appliance & Radio	12,630	540	2,790	6,820	540	(b)	530	1,140
Restaurant	21,530	990	3,740	9,410	1,220	1,410	2,040	2,740
Coal & Wood	18,900	1,750	4,060	8,720	1,630	1,210	250	1,280
Drug	21,320	1,660	3,560	9,820	1,410	1,200	1,500	2,160
Jewellery (c)	17,330	1,130	4,040	7,160	1,120	770	1,130	1,990
Tobacco	11,630	380	3,330	5,800	250	260	710	880
All Others	154,000	10,980	35,590	66,750	6,140	7,280	9,890	17,380

* 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

JANUARY to DECEMBER, 1949

(In thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	7,695,340	552,940	1,747,220	3,043,080	486,570	516,190	581,090	768,250
Grocery & Combination	1,275,260	109,160	371,590	511,090	56,450	51,690	66,500	108,810
Meat	175,110	4,930	52,110	64,280	7,260	8,940	13,620	23,930
Country General	449,350	53,520	98,190	88,240	33,580	72,120	61,870	41,860
Department	856,240	63,790	135,200	320,610	126,110	44,800	56,530	109,190
Variety	165,430	17,500	48,530	74,820	4,440	4,870	7,540	7,740
Motor Vehicle	824,910	57,900	177,370	317,070	50,610	65,090	81,690	75,200
Garage & Filling Station ..	426,380	33,310	83,440	177,000	27,830	35,430	30,610	38,770
Men's Clothing	166,050	10,060	38,140	80,180	8,460	5,640	8,840	14,730
Family Clothing	149,630	14,920	53,350	49,560	5,390	9,180	6,920	10,340
Women's Clothing	160,250	7,370	35,070	73,770	8,130	6,550	9,940	19,430
Shoe	93,020	6,120	28,190	42,540	2,920	1,880	3,640	7,660
Hardware	172,750	10,730	37,950	61,690	11,220	14,980	19,520	16,670
Lumber & Building Material.	223,810	7,450	22,400	90,850	22,350	28,150	35,400	17,170
Furniture	135,430	8,640	36,350	62,070	1,990	2,720	9,290	14,370
Appliance & Radio	99,920	4,750	24,900	49,410	4,920	2,750	4,500	8,680
Restaurant	273,690	10,750	43,130	125,220	15,920	17,520	26,550	34,630
Coal & Wood	178,790	13,630	34,980	93,120	14,410	9,220	1,910	11,590
Drug	186,820	14,250	31,920	84,720	12,930	10,670	12,990	19,300
Jewellery (c)	74,270	4,560	17,470	30,330	5,120	3,030	4,630	9,150
Tobacco	101,090	3,330	28,910	51,220	2,000	2,340	4,160	9,090
All Others	1,507,140	96,270	348,030	595,290	64,530	118,620	114,440	169,940

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

(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 STOCKS
December, 1948 and December, 1949

These figures are estimates of total department store sales and stocks.
 Stocks are at selling value.

Department	SALES			STOCKS*		
	Dec. 1948 (\$000)	Dec. 1949 (\$000)	% Change 1949/48 %	Nov. 30, 1948 (\$000)	Nov. 30, 1949 (\$000)	% Change 1949/48 %
TOTAL, ALL DEPARTMENTS ..	109,540	114,467	+ 4.5	180,955	201,049	+11.1
1. Women's dresses, coats, and suits	10,697	10,493	- 1.9	15,940	18,847	+18.2
2. Girls' and infants' wear.	3,825	4,331	+13.2	6,140	7,519	+22.5
3. Hosiery and gloves	5,113	5,151	+ 0.7	5,937	6,038	+ 1.7
4. Lingerie and corsets	4,396	4,896	+11.4	6,922	8,475	+22.4
5. Millinery	677	729	+ 7.7	818	845	+ 3.3
6. Women's and children's apparel - (Total, 1-5) .	24,708	25,600	+ 3.6	35,757	41,724	+16.7
7. Men's and boys' clothing and furnishings	14,053	14,848	+ 5.7	22,312	24,920	+11.7
8. Drugs, toilet articles and preparations	3,725	3,752	+ 0.7	5,757	5,811	+ 0.9
9. Piece goods	5,455	5,593	+ 2.5	15,186	16,243	+ 7.0
10. Smallwares	4,183	4,220	+ 0.9	8,405	8,124	- 3.3
11. Food and kindred products	7,939	6,536	-17.7	6,685	4,374	-34.6
12. Furniture (including mattresses and springs).	4,043	4,391	+ 8.6	9,895	11,794	+19.2
13. Home furnishings	6,542	6,830	+ 4.4	20,165	22,198	+10.1
14. Household appliances and electrical supplies	3,469	3,833	+10.5	5,507	6,958	+26.3
15. Hardware and kitchen utensils	3,573	3,612	+ 1.1	8,733	8,655	- 0.9
16. Radios, musical instru- ments and supplies	2,247	2,518	+12.1	2,969	3,876	+30.5
17. Shoes and other footwear.	7,598	7,489	- 1.4	14,224	16,423	+15.5
18. Stationery, books, and magazines	3,583	3,715	+ 3.7	4,707	4,770	+ 1.3
19. All other departments, total	18,422	21,530	+16.9	20,653	25,179	+21.9

* Comparisons are based on stocks at the beginning of December in the two years.

Canada totals do not include Newfoundland figures.

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January-December, 1948 and 1949

These figures are estimates of total department store sales.

Department	SALES		% Change, 1949/1948
	1948 (\$000)	1949 (\$000)	
TOTAL, ALL DEPARTMENTS ..	803,092	856,441	+ 6.6
1. Women's dresses, coats, and suits	95,200	103,290	+ 8.5
2. Girls' and infants' wear.	30,595	35,710	+16.7
3. Hosiery and gloves	27,537	27,799	+ 1.0
4. Lingerie and corsets	30,277	33,941	+12.1
5. Millinery	8,020	8,916	+11.2
6. Women's and children's apparel - (Total, 1-5) .	191,629	209,656	+ 9.4
7. Men's and boys' clothing and furnishings	90,420	95,862	+ 6.0
8. Drugs, toilet articles, and preparations	19,057	19,846	+ 4.1
9. Piece goods	57,536	60,509	+ 5.2
10. Smallwares	25,955	26,411	+ 1.8
11. Food and kindred products	65,186	56,861	-12.8
12. Furniture (including mattresses and springs).	48,566	54,270	+11.7
13. Home furnishings	61,164	64,285	+ 5.1
14. Household appliances and electrical supplies	31,135	37,439	+20.2
15. Hardware and kitchen utensils	36,155	37,886	+ 4.8
16. Radios, musical instru- ments and supplies	12,711	13,542	+ 6.5
17. Shoes and other footwear.	54,004	57,636	+ 6.7
18. Stationery, books, and magazines	14,262	14,880	+ 4.3
19. All other departments, total	95,312	107,358	+12.6

RETAIL FOOD TRADE

Chain Stores

Sales of chain grocery and combination stores were 17% higher in December, 1949 than in December, 1948. Total sales were estimated to be \$44,820,300 in December this year and \$38,348,500 in the same month of 1948.

Chain Food Store Sales in December, 1948 and 1949

Region	Estimated Sales		% Change, December, 1949 December, 1948
	December, 1948	December, 1949	
	\$	\$	%
CANADA	38,348,500	44,820,300	+16.9
Maritime Provinces	1,507,700	1,565,000	+ 3.8
Quebec	7,153,300	8,755,600	+22.4
Ontario	21,337,400	24,619,000	+15.4
Prairie Provinces	4,102,600	5,303,200	+29.3
British Columbia	4,247,500	4,577,500	+ 7.8

Independent Stores

Independent food merchants' sales increased 1% in December. Quebec sales were down 3%. Maritime and British Columbia sales were both up 3% while Saskatchewan and Alberta reported gains of 6%. Ontario sales were practically unchanged from December, 1948.

Independent Food Store Sales in December, 1948 and 1949

Region	Estimated Sales		% Change, December, 1949 December, 1948
	December, 1948	December, 1949	
	\$	\$	%
CANADA	78,139,000	78,498,600	+ 0.5
Maritime Provinces	9,003,100	9,300,200	+ 3.3
Quebec	28,233,200	27,527,400	- 2.5
Ontario	24,714,900	24,640,800	- 0.3
Manitoba	3,138,900	3,324,100	+ 5.9
Saskatchewan	3,065,100	3,242,900	+ 5.8
Alberta	3,997,900	4,273,800	+ 6.9
British Columbia	5,985,900	6,189,400	+ 3.4

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