

DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
MERCHANDISING AND SERVICES SECTION  
OTTAWA, CANADA

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## RETAIL TRADE

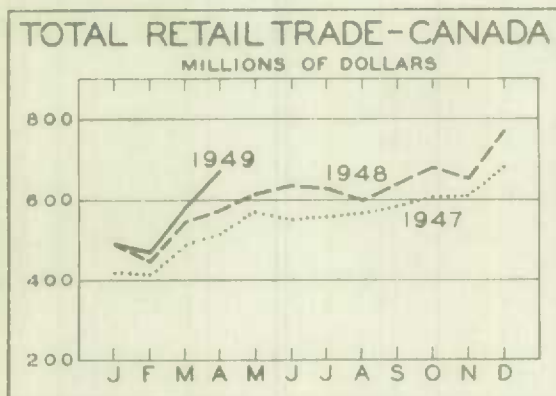
APRIL 1949

Canada's retail trade was sharply higher in April when sales reached \$669 millions and exceeded April, 1948 volume of \$573 millions by 17%. The occurrence of Easter and the prevalence of favourable weather conditions in April this year were partially responsible for the high level of consumer spending. Last year seasonal Easter buying was concentrated in March. Tax reductions provided in the budget released additional purchasing power which also helped to swell retail sales.

Sales in the January-to-April period of 1949 were \$2,211,610,000, while volume in the same period of last year amounted to \$2,055,590,000, a gain of 8%.

The April increase was the largest recorded in several months and is in contrast to the more moderate gains in earlier months of the year, which were as follows: January, +1%; February, +5%; and March, +6%.

Easter's effect was felt more sharply by some trades than others. It was probably important in bringing about the considerable increases recorded by apparel, variety and department stores. Rather sizable gains for the automotive, food and jewelry stores must be attributed mainly to other factors.



In the Prairie Provinces, where sales have been expanding at a rapid rate for some time, exceptionally high sales volumes were recorded in April. Increases in total trade amounted to 50% in Saskatchewan, 33% in Alberta and 27% in Manitoba compared with April a year ago, evidence of the promising outlook occasioned by oil well development and its effect on related enterprises in Western Canada. Announcement in March of a 20-cent increase in the price of wheat, retroactive to 1945, gave added buoyancy to trade in the Prairie Provinces. Other parts of the country shared in lesser degree the prosperous April trade,

increases ranging from 8% in the Maritime Provinces to 15% in Ontario.

Coal and wood dealers sustained a reduction of 25% in April sales this year from last year. Reductions were common to all provinces and reached 54% in Saskatchewan.

Removal of the Federal Tax on jewellery may be considered the principal reason for the abrupt upswing in sales of jewellery stores in April. This year, with the tax removed, sales were 35% higher than the total for April, 1948 which included the Federal Tax.

Grocery and combination store sales were 14% above April, 1948 volume. An additional factor affecting results for the food trade was the fact that there were five Saturdays in April this year and four in April, 1948.

One of the larger increases in April was that reported by motor vehicle dealers, and substantial retail deliveries of new vehicles had a decided influence on this result. Garages and filling stations also enjoyed increased patronage in April this year. Increases for both these segments of the automotive trade were in the vicinity of 25%.

All other trades reported higher sales in April this year than last. In some cases, particularly in the durable household goods trades, the gains were small in extent. Declines appeared in some trades in certain areas, most of them in British Columbia.

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

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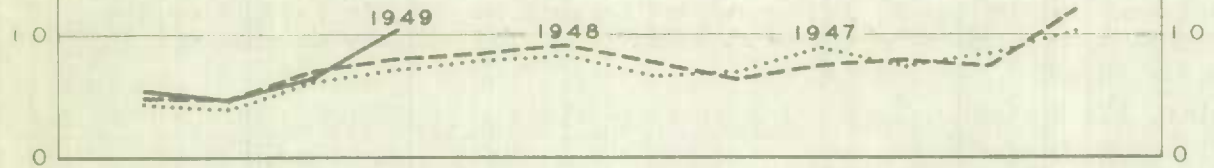
Figures for Newfoundland, the Yukon and Northwest Territories are not included in the published results.

# MONTHLY SALES APPAREL STORES

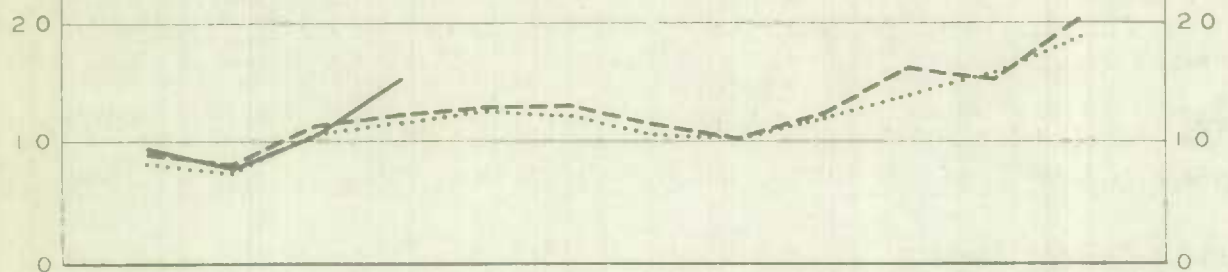
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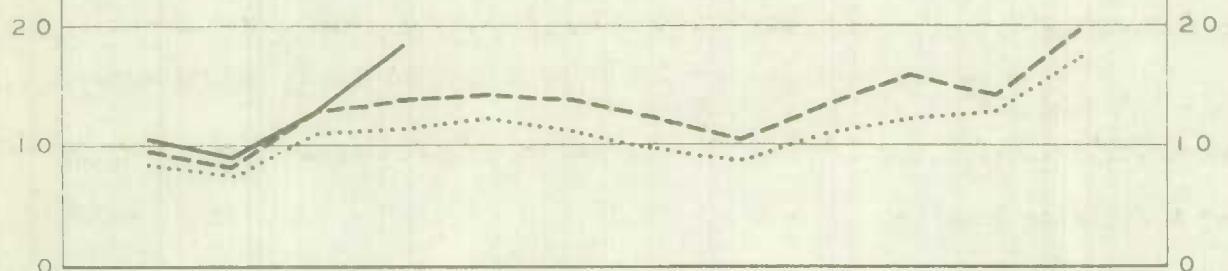
## SHOE STORES



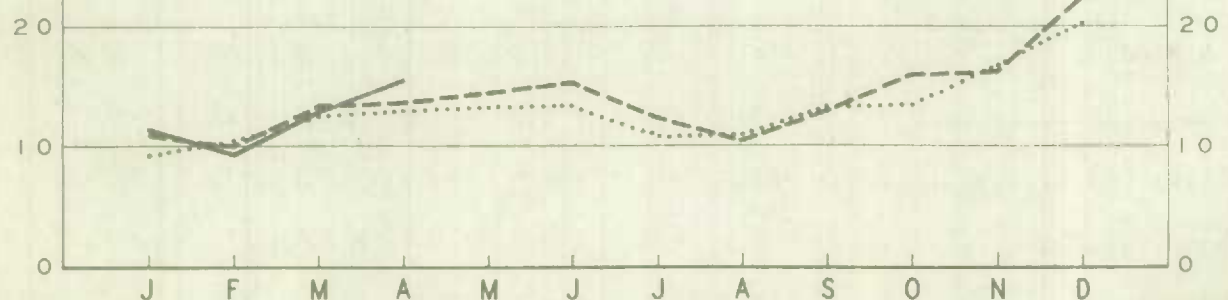
## FAMILY CLOTHING STORES



## WOMEN'S CLOTHING STORES



## MEN'S CLOTHING STORES





PERCENTAGE CHANGES IN RETAIL TRADE  
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

April, 1949 Over April, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades .....	+16.8	+ 7.8	+10.4	+14.6	+27.0	+49.8	+38.0	+ 9.6
Grocery & Combination .....	+14.2	+ 3.1	+11.2	+17.1	+16.6	+23.4	+26.2	+12.0
Meat .....	+16.5	+ 2.6	+18.0	+15.2	+28.9	+29.5	+28.1	+ 7.4
Country General .....	+ 7.8	+ 0.4	- 7.2	+ 0.3	+21.1	+33.4	+23.7	+ 4.6
Department .....	+15.3	+20.4	+10.5	+13.1	+19.9	+23.2	+26.5	+11.4
Variety .....	+29.5	+26.1	+27.6	+31.9	+25.8	+32.3	+43.2	+16.4
Motor Vehicle .....	+26.3	+ 3.0	+14.1	+24.6	+61.4	+69.9	+57.1	+14.8
Garage & Filling Station ..	+24.9	- 7.3	+12.8	+11.1	+50.9	+127.7	+91.3	+22.0
Men's Clothing .....	+13.0	+10.5	+13.0	+13.2	(b)	+31.7	+32.2	+ 3.3
Family Clothing .....	+24.8	+20.8	+17.3	+36.5	+35.0	+38.5	+34.0	+ 5.3
Women's Clothing .....	+32.0	+10.1	+26.6	+32.4	+90.5	+77.6	+42.1	+11.4
Shoe .....	+30.0	+29.2	+41.1	+25.1	+48.0	+90.9	+41.7	- 1.4
Hardware .....	+12.2	+ 2.2	+ 0.9	+ 7.5	+24.7	+46.2	+57.3	- 9.9
Lumber & Building Material ..	+ 7.8	-13.8	+ 6.5	- 1.4	+21.4	+12.6	+60.2	-13.8
Furniture .....	+ 2.2	(a)	+ 1.3	+ 7.5	(a)	+31.6	+ 1.4	-17.2
Appliance & Radio .....	+ 2.4	+44.8	(a)	(a)	+15.0	(b)	- 3.3	+ 4.2
Restaurant .....	+ 2.9	+ 1.1	+ 2.9	+ 0.3	- 5.0	+15.0	+28.6	- 5.0
Coal & Wood .....	-24.8	-31.3	-24.5	-22.9	-15.5	-53.7	-36.4	-13.3
Drug .....	+ 9.8	+10.0	+ 3.7	+ 9.0	+17.0	+21.6	+10.2	+12.0
Jewellery (c) .....	+35.0	+26.1	+51.0	+34.4	+38.5	+35.7	+28.0	+16.4
Tobacco .....	+ 4.6	+ 8.0	+ 7.3	+ 2.7	+ 6.3	+11.1	+ 6.3	+ 4.1
All Others .....	+23.6	+21.2	+ 9.2	+20.1	+38.5	+95.2	+41.9	+16.9

(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)

January-April, 1949 Over January-April, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 7.6	+ 1.0	+ 3.9	+ 5.9	+15.2	+24.9	+23.6	+ 4.8
Grocery & Combination	+ 9.3	+ 0.8	+ 7.8	+10.2	+12.0	+15.3	+21.7	+ 9.2
Meat	+12.6	+ 6.4	+13.6	+11.1	+18.6	+21.7	+30.8	+ 4.3
Country General	+ 3.0	- 1.2	- 4.3	- 1.0	+ 8.7	+12.4	+12.5	+ 4.3
Department	+10.5	+14.5	+ 5.8	+ 7.7	+14.2	+17.5	+22.2	+10.1
Variety	+ 9.8	+10.2	+ 7.7	+12.4	+ 0.9	+ 6.9	+18.4	(a)
Motor Vehicle	+ 5.9	-17.1	+ 4.7	+ 2.8	+29.4	+31.5	+24.7	+ 0.2
Garage & Filling Station	+11.9	+ 4.0	+ 4.6	+ 6.8	+19.3	+68.9	+37.1	+10.6
Men's Clothing	+ 2.8	+ 1.7	- 0.6	+ 0.8	(b)	+11.1	+13.5	- 4.0
Family Clothing	+ 5.6	+ 2.3	- 1.2	+11.8	+ 0.7	+15.6	+21.3	+ 4.0
Women's Clothing	+14.1	+ 9.0	+11.6	+13.3	+46.2	+41.3	+22.8	+ 1.0
Shoe	+ 8.5	+ 5.3	+13.8	+ 7.6	+17.6	+36.8	+20.3	-12.9
Hardware	+ 5.8	- 2.8	+ 0.4	+ 7.2	+ 7.9	+24.6	+24.2	-11.4
Lumber & Building Material	+12.2	+ 6.3	+ 4.5	+15.0	+24.0	+ 9.0	+28.9	-14.2
Furniture	+ 0.4	+ 2.4	- 3.8	+ 5.8	- 6.9	+13.6	+ 8.0	-15.7
Appliance & Radio	+ 3.6	+37.0	+ 0.7	+ 2.3	+11.3	(a)	+ 7.2	- 2.3
Restaurant	+ 1.2	+ 1.2	+ 3.7	- 1.0	- 4.0	+ 5.1	+16.9	- 3.5
Coal & Wood	- 7.6	-17.6	-13.4	-11.4	+ 9.7	- 4.5	+31.1	+30.4
Drug	+ 5.9	+ 2.3	+ 3.7	+ 5.7	+ 8.4	+15.1	+ 8.3	+ 4.9
Jewellery (c)	+10.9	+ 4.4	+ 5.5	+14.3	+30.9	+26.4	+ 4.0	+ 6.2
Tobacco	+ 3.4	- 1.0	+ 4.3	+ 3.5	(a)	+ 5.7	+17.4	- 2.0
All Others	+ 9.9	+ 7.3	+ 2.3	+ 5.4	+17.3	+51.3	+35.6	+ 8.9

(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

MARCH, 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 .....	579,450	40,980	131,540	233,690	35,370	33,030	43,730	61,130
Grocery & Combination .....	101,900	8,770	29,220	41,560	4,390	3,850	5,150	8,970
Meat .....	13,770	410	4,190	5,100	440	640	1,060	1,940
Country General .....	31,840	4,030	6,890	6,090	2,350	4,690	4,630	3,170
Department .....	69,130	5,120	10,870	25,660	9,790	3,810	4,950	8,920
Variety .....	10,690	1,120	3,100	4,830	280	310	510	540
Motor Vehicle .....	65,370	4,180	14,710	26,110	3,580	4,610	5,870	6,310
Garage & Filling Station .....	28,510	2,210	5,420	12,600	1,570	1,460	2,310	2,950
Men's Clothing .....	13,430	740	3,200	6,130	(b)	350	730	1,130
Family Clothing .....	10,590	990	3,720	3,640	320	630	530	770
Women's Clothing .....	13,060	590	2,840	5,770	700	530	830	1,800
Shoe .....	6,230	380	1,850	2,830	190	120	240	620
Hardware .....	10,940	610	2,360	3,800	640	880	1,410	1,230
Lumber & Building Material .....	14,080	430	1,440	6,160	1,210	1,180	2,240	1,420
Furniture .....	10,300	680	2,570	4,750	140	190	730	1,250
Appliance & Radio .....	8,120	390	2,250	3,790	400	(b)	350	690
Restaurant .....	20,840	860	3,330	9,670	1,090	1,250	2,000	2,660
Coal & Wood .....	15,360	1,310	3,070	7,790	1,310	730	120	1,020
Drug .....	15,710	1,160	2,770	7,100	1,030	860	1,110	1,670
Jewellery (c) .....	4,960	260	1,170	2,110	380	(b)	250	600
Tobacco .....	8,060	260	2,300	4,140	160	190	220	790
All Others .....	106,560	6,480	24,270	44,060	4,250	6,320	8,490	12,680

\* 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

APRIL, 1949  
(in thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES .....	669,270	47,190	155,260	259,490	42,480	48,250	51,080	65,510
Grocery & Combination .....	108,570	9,270	31,150	44,010	4,780	4,330	5,680	9,360
Meat .....	15,340	400	4,780	5,620	580	790	1,140	2,040
Country General .....	37,330	4,500	7,910	7,180	2,810	6,270	5,480	3,160
Department .....	74,970	5,960	12,180	27,540	10,960	4,300	4,870	9,160
Variety .....	13,930	1,400	4,300	6,160	390	410	630	640
Motor Vehicle .....	80,180	5,810	18,320	29,390	5,100	7,120	7,370	7,050
Garage & Filling Station .....	36,700	2,270	7,290	13,970	2,550	3,780	3,500	3,330
Men's Clothing .....	15,520	950	4,090	7,450	(b)	540	780	1,260
Family Clothing .....	15,270	1,450	5,760	4,970	540	900	670	990
Women's Clothing .....	18,390	760	4,230	8,290	1,200	870	1,080	1,950
Shoe .....	10,430	620	3,640	4,540	370	210	340	720
Hardware .....	15,470	930	3,190	5,570	910	1,550	1,950	1,360
Lumber & Building Material ....	16,670	500	1,810	7,140	1,360	1,520	2,900	1,440
Furniture .....	11,820	770	3,240	5,420	170	250	750	1,200
Appliance & Radio .....	7,990	420	2,030	3,840	460	(b)	290	750
Restaurant .....	21,750	890	3,500	10,120	1,140	1,460	2,160	2,490
Coal & Wood .....	9,000	790	1,790	4,680	710	310	70	650
Drug .....	15,540	1,210	2,520	7,050	1,100	900	1,080	1,680
Jewellery (c) .....	5,510	290	1,540	2,190	360	190	320	640
Tobacco .....	8,350	270	2,340	4,260	170	200	340	770
All Others .....	130,540	7,730	29,650	50,100	6,370	12,140	9,680	14,870

\* 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

April, 1948 and April, 1949

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

Department	SALES			INVENTORIES <sup>*</sup>		
	April 1948 (\$000)	April 1949 (\$000)	% Change 1949/48	Mar. 31, 1948 (\$000)	Mar. 31, 1949 (\$000)	% Change 1949/48
TOTAL, ALL DEPARTMENTS .	65,018	74,969	+15.3	169,143	193,049	+14.1
1. Women's dresses, coats and suits .....	8,362	11,032	+31.9	14,850	19,740	+32.9
2. Girls' & infants' wear	2,506	3,523	+40.6	5,539	8,243	+48.8
3. Hosiery and gloves ...	2,071	2,497	+20.6	4,617	6,054	+31.1
4. Lingerie and corsets .	2,293	2,695	+17.5	5,415	7,123	+31.5
5. Millinery .....	850	1,328	+56.2	1,078	1,232	+14.3
6. Women's and children's apparel- (Total, 1-5).	16,082	21,075	+31.0	31,499	42,392	+34.6
7. Men's & boys' clothing and furnishings .....	6,899	8,718	+26.4	19,593	22,716	+15.9
8. Drugs, toilet articles and preparations .....	1,310	1,372	+ 4.7	4,212	4,191	- 0.5
9. Piece goods .....	4,790	4,684	- 2.2	14,673	18,366	+25.2
10. Smallwares .....	1,840	1,939	+ 5.4	7,090	7,306	+ 3.0
11. Food & kindred products	5,262	5,040	- 4.2	5,713	3,652	-36.1
12. Furniture (including mattresses & springs)	4,146	4,201	+ 1.3	12,872	12,871	(a)
13. Home furnishings .....	5,513	5,677	+ 3.0	20,749	21,608	+ 4.1
14. Household appliances & electrical supplies .	2,609	2,819	+ 8.0	5,771	7,840	+35.9
15. Hardware and kitchen utensils .....	3,654	3,886	+ 6.3	9,043	9,968	+10.2
16. Radios, musical instru- ments and supplies ..	782	827	+ 5.8	3,544	3,558	+ 0.4
17. Shoes & other footwear	4,569	5,792	+26.8	13,775	16,348	+18.7
18. Stationery, books and magazines .....	743	855	+15.1	3,076	3,124	+ 1.6
19. All other departments, total .....	6,819	8,084	+18.6	17,533	19,109	+ 9.0

\* Comparisons are based on inventories at the beginning of April in the two years.  
(a) Change of less than 0.1 per cent.

Canada totals do not include Newfoundland figures.



Note: Beginning with the present issue of this bulletin, results for the retail food trade appear in the form of estimates of total sales for the two segments, chains and independents. The figures quoted below are for grocery and combination grocery and meat stores, but do not include totals for meat markets.

### Chain Stores

Sales of chain grocery and combination stores were 24% higher in April, 1949 than in April, 1948. Total sales were estimated to be \$38,550,500 in April this year and \$30,986,100 in the same month of 1948.

#### Chain Food Store Sales in April, 1948 and 1949

Region	Estimated Sales		% Change, April, 1949 April, 1948
	April, 1948	April, 1949	
	\$	\$	
CANADA .....	30,986,100	38,550,500	+24.4
Maritime Provinces .....	1,251,400	1,372,800	+ 9.7
Quebec .....	5,449,800	7,319,100	+34.3
Ontario .....	17,104,700	21,080,100	+23.2
Prairie Provinces .....	3,781,300	4,796,500	+26.8
British Columbia .....	3,398,900	3,982,000	+17.2

### Independent Stores

A gain of 9% in sales of independent food stores in April was somewhat smaller than that for chain stores. There was also a wider variation in the degree of the increases for different regions, gains ranging from 2% in the Maritime Provinces to 26% in Alberta.

#### Independent Food Store Sales in April, 1948 and 1949

Region	Estimated Sales		% Change, April, 1949 April, 1948
	April, 1948	April, 1949	
	\$	\$	
CANADA .....	64,072,600	70,024,400	+ 9.3
Maritime Provinces .....	7,737,000	7,899,500	+ 2.1
Quebec .....	22,565,900	23,829,600	+ 5.6
Ontario .....	20,487,900	22,926,000	+11.9
Manitoba .....	2,598,000	2,974,700	+14.5
Saskatchewan .....	2,515,800	2,988,800	+18.8
Alberta .....	3,208,000	4,029,200	+25.6
British Columbia .....	4,960,000	5,376,600	+ 8.4

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