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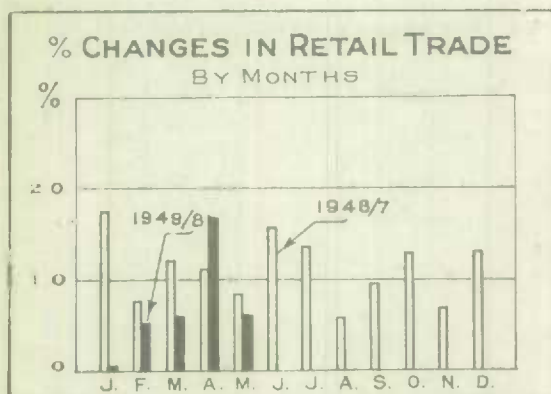
## RETAIL TRADE — — — — — MAY 1949

The general upward trend in retail trading during the first four months of 1949 was again evident in May. Total volume of sales amounted to \$654 millions as compared to \$615 millions in May, 1948, a gain of 6.3%. The increase in sales for the first four months amounted to 8% over 1948, the smaller gain in May being partly attributable to one less Saturday in the 1949 month. Amongst the trades, motor vehicle and lumber and building materials businesses gave heaviest impetus to sales. Regionally, Alberta's continuing boom was reflected in consumer purchases at the retail level, while other provinces experienced smaller changes.

Sales in the first five months of 1949 totalled \$2,869,530,000 as compared with \$2,670,890,000 in 1948, a cumulative gain of 7.4%.

May increases in grocery and combination and meat outlets, which were smaller than the five-month cumulative gains, were influenced by the fact that the month had only four Saturdays as compared to five in 1948. This factor undoubtedly affected other kinds of business as well.

Amongst the clothing trades, men's clothing, family clothing, and shoe stores continued the tendency to slower trading. The levelling of women's clothing sales was the most notable change, following sizable gains in earlier months of the year. Although department store sales are heavily weighted by clothing, gains in all regions were substantial. Women's departments in May, 1949 were up 16%; men's clothing, 12%; and shoes, 10% over 1948 as compared to changes of 0.2%, -4.5% and -2% in corresponding retail outlets. Total May volume in department stores was 11% above 1948, unchanged from the cumulative increase from January-to-May.



Increased availability of new motor vehicles resulted in the spurt in sales of these outlets in all regions. This sector of the trade accounted for over 12% of total sales. Receipts of garages and filling stations, reduced by the few weekends in May, gained 6%, less than the cumulative five-month increase of 10.5%.

Heavy gains in May sales of lumber and building material outlets in Quebec, Ontario, and the Prairies more than offset losses in the Maritimes and British Columbia to result in a 17% advance over 1948, continuing the trend of the first

four months, when sales were up 12% over 1948. Activity in this and in the hardware trade has been sustained by the volume of capital expenditure projected for 1949 by industry, and by the continued expansion in residential building. A recent survey reported 48,000 dwelling units under construction on April 30th. This should help maintain a persistent demand for builders' hardware and other construction materials.

Despite the large number of dwellings being completed this year (25,000 to April 30th), sales of furniture and appliance and radio outlets have tended to slacken off in recent months.

Fuel dealers' sales continued well below 1948, while drug and restaurant sales gained slightly. Jewellery sales, continued to respond to the removal of the Federal tax. The gain of 47% in Saskatchewan was exceptional.

Regionally, the varied changes in May figures for the Prairies deserve comment. Saskatchewan total sales fell slightly below May, 1948, although the five-month cumulative change was plus 18%. Manitoba and Alberta increases were smaller than the January-May totals. Ontario and British Columbia gained 6.5% and 6.0% respectively, with smaller increases in Quebec and the Maritimes. Other than the Prairies, May gains were consistent with the cumulative changes in the first five months.

The chart on Page 3 illustrates the trend from 1947 onwards for the household durables and automotive trades including furniture, appliance and radios, motor vehicles, and filling stations.

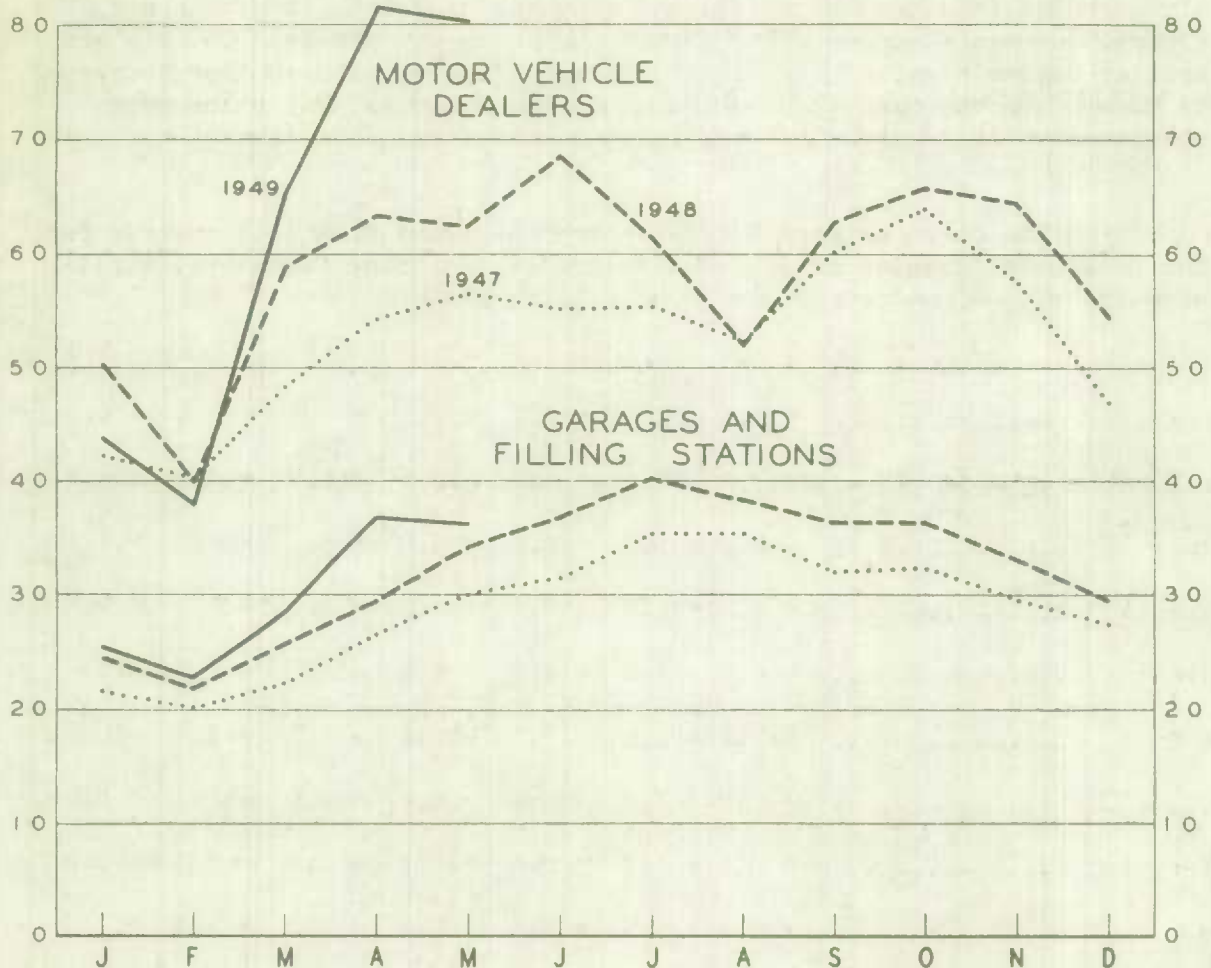
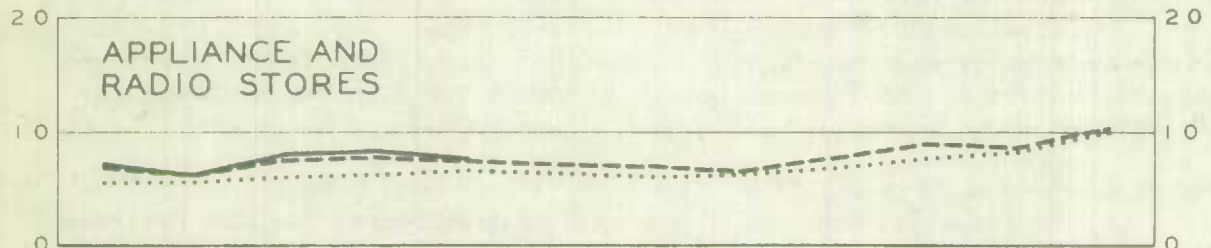
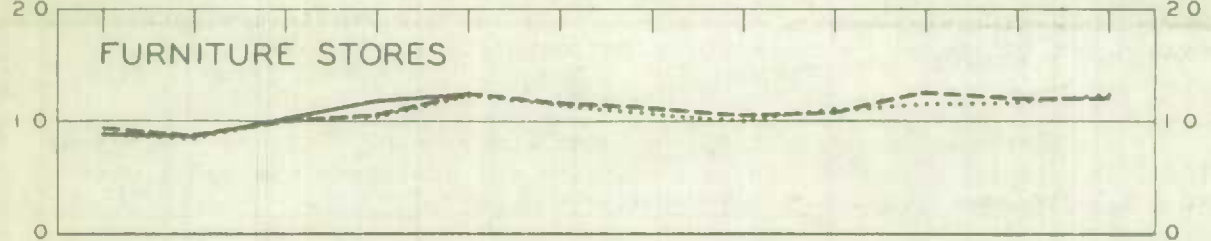
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Figures for Newfoundland, the Yukon and Northwest Territories are not included in the published results.

# MONTHLY SALES FURNITURE—APPLIANCE—AUTOMOTIVE TRADES

MILLION  
DOLLARS  
20  
10  
0

MILLION  
DOLLARS  
20  
10  
0





PERCENTAGE CHANGES IN RETAIL TRADE  
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

May, 1949 Over May, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades .....	+ 6.3	+ 1.5	+ 2.8	+ 8.2	+ 8.7	- 0.4	+14.4	+ 8.7
Grocery & Combination .....	+ 3.0	- 6.5	+ 0.8	+ 4.3	+ 7.1	+ 6.8	+16.9	+ 3.2
Meat .....	+ 6.8	+ 5.0	+17.5	(a)	+22.6	+ 7.0	+15.6	- 4.6
Country General .....	- 0.2	- 2.5	+ 5.3	- 4.2	(a)	- 5.6	+ 0.6	+ 7.1
Department .....	+10.7	+15.4	+10.1	+11.6	+ 9.5	+ 5.0	+12.7	+ 8.4
Variety .....	+ 4.1	+ 6.2	+ 0.7	+ 6.0	- 5.4	(a)	+18.8	+ 1.8
Motor Vehicle .....	+28.2	+14.9	+13.4	+37.7	+50.0	+ 8.5	+37.9	+38.0
Garage & Filling Station ..	+ 5.8	- 6.8	+ 9.1	+ 5.2	+ 7.9	- 8.1	+ 9.9	+27.9
Men's Clothing .....	- 4.5	- 8.6	- 6.2	- 7.5	(b)	+ 4.3	+ 8.6	- 2.5
Family Clothing .....	- 3.5	- 2.2	- 8.7	+ 0.3	- 8.5	+ 5.6	(a)	+ 1.2
Women's Clothing .....	+ 0.2	- 7.0	- 8.3	+ 3.5	+ 4.1	+ 3.5	+ 6.0	+ 2.8
Shoe .....	- 1.8	- 7.1	- 1.9	- 3.3	(a)	+11.8	+ 3.6	(a)
Hardware .....	+ 6.4	+ 4.0	+11.3	+ 7.2	+ 6.7	+ 1.3	+ 4.1	+ 0.7
Lumber & Building Material ..	+17.3	- 7.4	+ 6.9	+20.1	+13.7	+18.5	+42.7	- 6.2
Furniture .....	- 2.9	- 1.1	-11.8	+ 5.0	+ 5.9	-13.0	+12.1	-14.5
Appliance & Radio .....	+ 3.7	+33.3	- 5.3	+ 5.5	+ 3.1	- 5.0	+ 3.6	+12.3
Restaurant .....	+ 2.9	- 3.2	+11.8	- 4.1	- 8.5	+ 5.8	(b)	+ 4.9
Coal & Wood .....	-12.3	-15.1	-16.5	-10.1	- 8.7	-32.7	-10.0	- 1.7
Drug .....	+ 1.7	- 2.6	- 0.4	+ 0.3	+ 2.0	+17.6	+ 5.1	+ 2.6
Jewellery (c) .....	+ 9.4	+ 7.7	+ 5.8	+11.2	- 2.9	+46.7	+10.3	+ 8.8
Tobacco .....	+ 4.4	- 6.9	+ 6.4	+ 6.9	+ 6.7	- 9.5	+ 3.7	- 7.6
All Others .....	+ 3.9	+ 4.4	- 0.2	+ 8.8	+ 0.4	-11.0	+ 2.8	+ 9.4

(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.-May, 1949 Over Jan.-May, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades .....	+ 7.4	+ 1.0	+ 3.7	+ 6.5	+13.9	+17.8	+21.7	+ 6.0
Grocery & Combination .....	+ 7.9	- 0.7	+ 6.1	+ 9.0	+11.0	+12.8	+20.4	+ 7.8
Meat .....	+11.4	+ 6.1	+14.5	+ 8.4	+20.1	+17.3	+28.1	+ 3.0
Country General .....	+ 1.9	- 2.2	- 2.7	- 1.5	+ 5.5	+ 7.4	+ 9.6	+ 4.9
Department .....	+10.5	+14.7	+ 6.8	+ 8.6	+13.1	+14.5	+20.1	+ 9.8
Variety .....	+ 8.5	+ 9.2	+ 6.3	+10.8	- 0.7	+ 5.2	+18.5	(a)
Motor Vehicle .....	+11.4	-10.6	+ 7.3	+10.3	+34.0	+25.1	+29.1	+10.0
Garage & Filling Station ..	+10.5	+ 0.7	+ 5.1	+ 6.6	+16.0	+37.2	+30.0	+16.4
Men's Clothing .....	+ 2.1	- 0.3	- 2.2	- 0.2	(b)	+ 9.4	+11.9	- 3.6
Family Clothing .....	+ 3.8	+ 1.9	- 2.9	+ 9.1	- 1.0	+14.0	+17.4	+ 5.9
Women's Clothing .....	+10.3	+ 3.3	+ 6.4	+10.6	+34.7	+29.0	+18.5	+ 1.2
Shoe .....	+ 5.7	+ 1.9	+ 9.6	+ 4.4	+12.2	+29.1	+15.0	- 9.5
Hardware .....	+ 5.9	- 1.0	+ 3.8	+ 7.0	+ 8.2	+16.6	+16.5	- 8.1
Lumber & Building Material ..	+13.5	+ 2.5	+ 5.3	+16.3	+20.7	+11.9	+32.2	-11.9
Furniture .....	- 0.2	+ 1.2	- 4.9	+ 5.5	- 4.0	+ 6.7	+ 9.1	-15.6
Appliance & Radio .....	+ 4.4	+36.2	+ 1.3	+ 3.4	+11.6	+ 2.1	+ 9.2	+ 0.9
Restaurant .....	+ 2.1	+ 0.5	+ 6.3	- 1.5	- 5.0	+ 5.7	+20.3	+ 0.2
Coal & Wood .....	- 8.1	-17.2	-14.1	-10.7	+ 7.5	- 8.1	+25.4	+26.1
Drug .....	+ 5.1	+ 0.9	+ 3.0	+ 4.6	+ 7.0	+16.3	+ 7.6	+ 3.9
Jewellery (c) .....	+10.5	+ 6.8	+ 5.4	+13.0	+23.5	+29.4	+ 5.4	+ 6.7
Tobacco .....	+ 3.7	- 2.3	+ 4.8	+ 4.4	+ 1.3	+ 2.2	+14.3	- 3.1
All Others .....	+ 8.7	+ 6.5	+ 1.1	+ 6.4	+12.8	+30.8	+28.5	+ 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.

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ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

APRIL, 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 .....	673,230	47,080	155,800	260,740	42,840	48,560	51,680	66,520
Grocery & Combination .....	108,330	9,300	30,950	44,110	4,800	4,240	5,620	9,310
Meat .....	15,350	400	4,800	5,530	590	770	1,170	2,090
Country General .....	36,800	4,370	7,600	7,250	2,700	6,250	5,470	3,160
Department .....	74,970	5,960	12,180	27,540	10,960	4,300	4,870	9,160
Variety .....	13,970	1,400	4,360	6,150	390	410	630	630
Motor Vehicle .....	81,620	5,820	18,650	29,680	5,080	7,270	7,600	7,520
Garage & Filling Station .....	36,860	2,250	7,170	14,110	2,530	3,720	3,490	3,590
Men's Clothing .....	16,190	970	4,050	7,730	870	540	770	1,260
Family Clothing .....	15,500	1,490	5,790	4,940	550	940	710	1,090
Women's Clothing .....	18,160	720	4,230	8,170	1,200	820	1,080	1,930
Shoe .....	10,360	620	3,630	4,470	370	210	330	730
Hardware .....	15,400	930	3,250	5,530	930	1,540	1,820	1,390
Lumber & Building Material .....	16,660	500	1,820	7,120	1,360	1,510	2,870	1,470
Furniture .....	11,920	760	3,400	5,390	170	250	760	1,190
Appliance & Radio .....	8,360	420	2,220	3,910	490	(b)	330	750
Restaurant .....	22,310	900	3,660	10,240	1,140	1,490	2,140	2,740
Coal & Wood .....	9,170	790	1,750	4,880	710	310	70	660
Drug .....	15,540	1,190	2,540	7,070	1,110	920	1,080	1,640
Jewellery (c) .....	5,500	310	1,530	2,140	380	180	320	640
Tobacco .....	8,400	270	2,350	4,300	170	200	340	770
All Others .....	131,860	7,710	29,870	50,480	6,340	12,450	10,210	14,800

\* 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

MAY, 1949

(in thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES .....	653,960	47,890	151,960	257,120	39,780	42,760	49,310	65,160
Grocery & Combination .....	103,330	8,690	30,010	41,330	4,650	4,220	5,590	8,840
Meat .....	14,320	420	4,490	5,090	650	760	1,040	1,860
Country General .....	39,840	5,170	9,980	7,610	2,860	5,920	5,000	3,320
Department .....	72,200	5,910	11,860	27,510	10,120	3,570	4,360	8,880
Variety .....	13,030	1,370	4,140	5,660	350	370	570	580
Motor Vehicle .....	80,330	5,710	16,610	31,490	4,590	6,160	8,180	7,590
Garage & Filling Station .....	36,190	3,170	6,740	15,270	2,190	2,710	2,670	3,440
Men's Clothing .....	13,870	850	3,630	6,320	(b)	480	760	1,180
Family Clothing .....	12,580	1,340	4,640	3,790	430	940	580	870
Women's Clothing .....	14,370	660	3,220	6,430	770	590	890	1,810
Shoe .....	8,240	520	2,590	3,570	300	190	290	760
Hardware .....	17,510	1,040	4,150	6,410	1,110	1,520	1,760	1,530
Lumber & Building Material .....	21,950	630	2,330	9,390	2,070	2,690	3,340	1,500
Furniture .....	12,070	890	3,510	5,440	180	200	740	1,120
Appliance & Radio .....	7,810	400	1,960	3,820	330	190	290	820
Restaurant .....	22,870	900	3,800	10,190	1,180	1,460	(b)	3,010
Coal & Wood .....	9,900	730	2,030	5,500	630	330	90	590
Drug .....	15,050	1,110	2,510	6,790	1,040	1,000	1,030	1,570
Jewellery (c) .....	5,140	280	1,280	2,080	340	220	320	620
Tobacco .....	8,480	270	2,490	4,360	160	190	280	730
All Others .....	124,880	7,830	29,990	49,070	5,180	9,050	9,210	14,540

\* 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

May, 1948 and May, 1949

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

Department	SALES			INVENTORIES*		
	May, 1948 (\$000)	May, 1949 (\$000)	% Change, 1949/1948	Apr. 30, 1948 (\$000)	Apr. 30, 1949 (\$000)	% Change, 1949/1948
TOTAL, ALL DEPARTMENTS ...	65,229	72,198	+10.7	171,468	191,036	+11.4
1. Women's dresses, coats and suits .....	7,909	9,352	+18.2	14,985	18,145	+21.1
2. Girls' and infants' wear .	2,260	2,717	+20.2	5,456	7,418	+36.0
3. Hosiery and gloves .....	2,148	2,179	+ 1.4	4,838	5,526	+14.2
4. Lingerie and corsets .....	2,446	2,919	+19.3	5,813	7,168	+23.3
5. Millinery .....	715	775	+ 8.4	930	909	- 2.3
6. Women's and children's apparel - (Total, 1-5) ..	15,478	17,942	+15.9	32,022	39,166	+22.3
7. Men's and boys' clothing and furnishings .....	6,776	7,571	+11.7	20,259	22,531	+11.2
8. Drugs, toilet articles and preparations .....	1,348	1,438	+ 6.7	4,397	4,315	- 1.9
9. Piece goods .....	4,605	5,059	+ 9.9	15,192	18,764	+23.5
10. Smallwares .....	1,771	1,909	+ 7.8	7,168	7,481	+ 4.4
11. Food and kindred products.	5,047	4,665	- 7.6	5,450	3,318	-39.1
12. Furniture (including mattresses and springs) .	4,468	5,142	+15.1	12,281	12,771	+ 4.0
13. Home furnishings .....	5,645	6,060	+ 7.4	20,647	22,126	+ 7.2
14. Household appliances and electrical supplies .....	2,498	3,023	+21.0	5,751	8,035	+39.7
15. Hardware and kitchen utensils .....	3,946	4,379	+11.0	9,371	10,349	+10.4
16. Radios, musical instru- ments and supplies .....	822	832	+ 1.2	3,596	3,869	+ 7.6
17. Shoes and other footwear .	4,825	5,329	+10.4	14,364	15,907	+10.7
18. Stationery, books and magazines .....	752	761	+ 1.2	3,290	3,268	- 0.7
19. All other departments, total .....	7,248	8,088	+11.6	17,680	19,136	+ 8.2

\* Comparisons are based on inventories at the beginning of May in the two years.

Canada totals do not include Newfoundland figures.



# RETAIL FOOD TRADE

## Chain Stores

Sales of chain grocery and combination stores were 8% higher in May, 1949 than in May, 1948. Total sales were estimated to be \$35,247,200 in May this year and \$32,529,600 in the same month of 1948.

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

Region	Estimated Sales		% Change, May, 1949 May, 1948
	May, 1948	May, 1949	
	\$	\$	
CANADA .....	32,529,600	35,247,200	+ 8.4
Maritime Provinces ..	1,248,500	1,221,000	- 2.2
Quebec .....	5,805,700	6,432,700	+10.8
Ontario .....	18,027,300	19,465,700	+ 8.0
Prairie Provinces ...	3,952,300	4,545,400	+15.0
British Columbia ....	3,495,800	3,582,400	+ 2.5

## Independent Stores

The fractional increase of 0.4% in sales of independent food stores in May was the product of wide divergence in regional sales. The Maritimes fell back 7% and Quebec, 2%, while increases ranged from 1% in Saskatchewan and Ontario to 18% in Alberta.

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

Region	Estimated Sales		% Change, May, 1949 May, 1948
	May, 1948	May, 1949	
	\$	\$	
CANADA .....	67,785,700	68,080,400	+ 0.4
Maritime Provinces ..	8,045,600	7,466,300	- 7.2
Quebec .....	23,960,800	23,577,400	- 1.6
Ontario .....	21,583,300	21,863,900	+ 1.3
Manitoba .....	2,795,800	2,960,800	+ 5.9
Saskatchewan .....	2,902,800	2,923,100	+ 0.7
Alberta .....	3,419,800	4,028,500	+17.8
British Columbia ....	5,077,600	5,260,400	+ 3.6

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