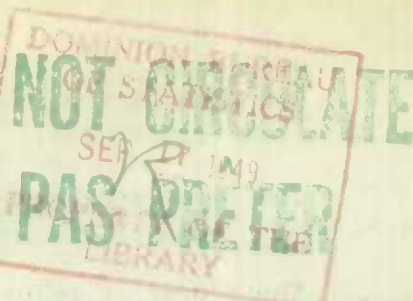


DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INDUSTRY AND MERCHANDISING DIVISION
MERCHANDISING AND SERVICES SECTION
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RETAIL TRADE ----- JULY 1949

Sales of Canadian retail merchants were estimated at \$664 millions in July, 5% greater than sales of \$630 millions made in July, 1948. Seven-month totals for this year and last respectively were \$4,213 millions and \$3,936 millions, an increase of 7%.

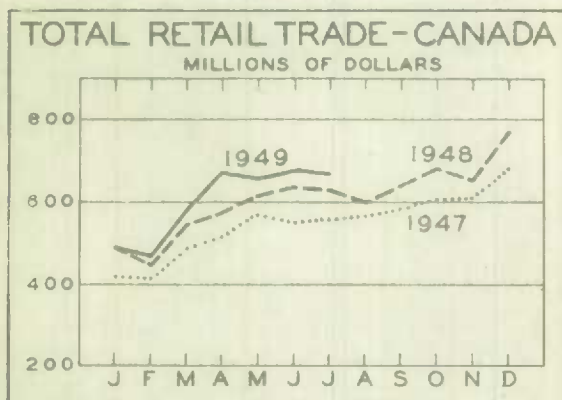
An abatement of the general upward movement of sales occurred in July, and only a few trades shared in the July advance. Heavy purchases of motor vehicles brought about a 44% gain in sales of motor vehicle dealers. This increase accounted for a large part of the \$34 millions by which retail trade as a whole increased in July. Appliance and radio dealers have shown a stronger sales position in recent months with a sales gain of 16% in July. Very small increases were reported for a number of other trades, among which were food, department, lumber and building, restaurant and jewellery trades.

The decreases, while more numerous, were of minor proportions in all cases except that of coal and wood dealers which reported sales 21% lower than in July last year.

Almost all trades showed a higher dollar volume of sales in the first seven months of this year, furniture (-1%) and coal and wood dealers (-9%) being the only exceptions. Increases in the seven-months' comparisons were uniformly moderate, only the automotive trades showing gains of 10% or more.

All provinces reported retail trade higher in July and also in the first seven months of this year compared with 1948. Manitoba's gain of 15% was the highest in July. Alberta reported a gain of 9%. The Maritime Provinces and Ontario fell slightly short of the average gain of 5% for Canada.

The January-to-July comparisons show more sizable gains for the Prairie Provinces than occurred elsewhere in Canada. Increases were 18% in Alberta and 13% in both Manitoba and Saskatchewan. Other provinces reported gains ranging from 2% in the Maritimes to 6% in Ontario.

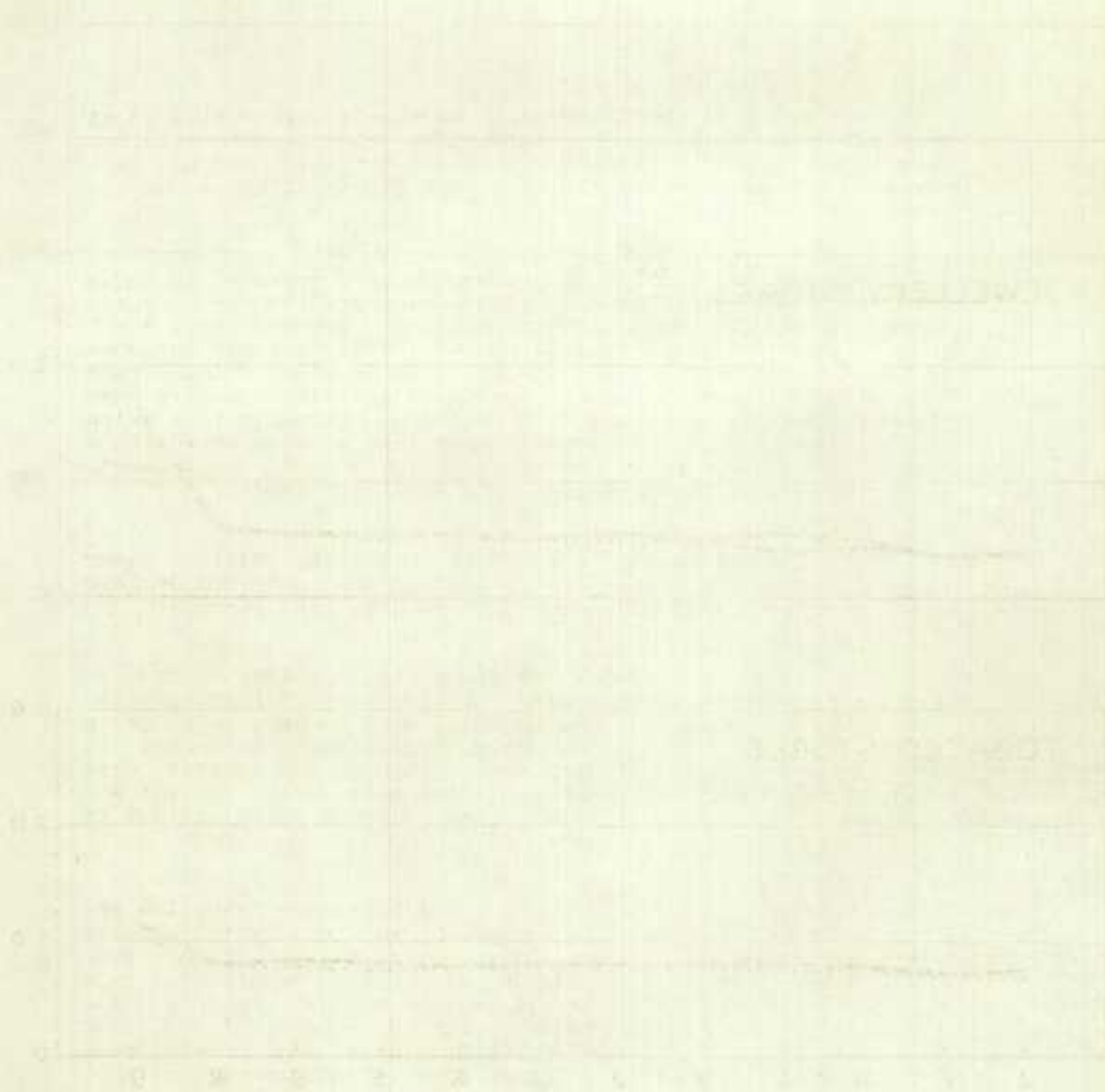


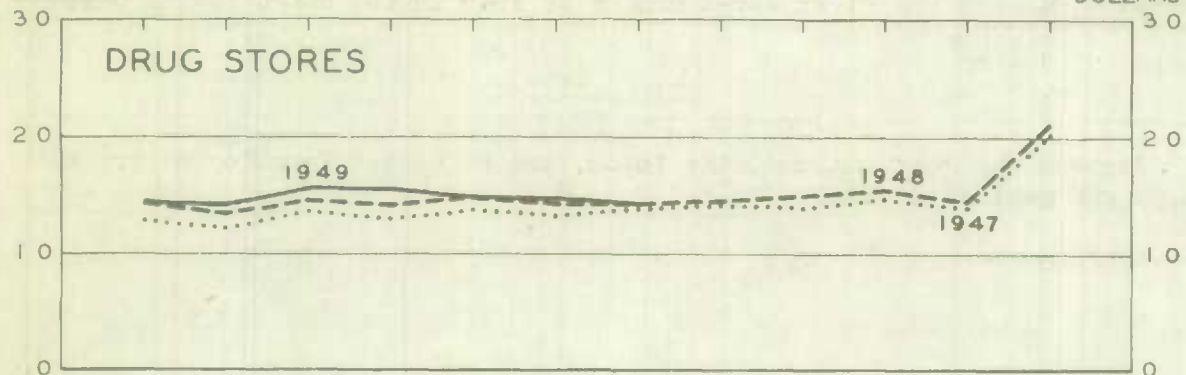
Sales and inventories of department stores for July 1948 and 1949 are given in considerable detail on Page 8.

Chain and independent food store sales in July are shown separately on Page 9.

The course of sales in drug, jewellery, and tobacco stores is traced through 1947, 1948 and the first seven months of 1949 in the chart facing this page.

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



MILLION
DOLLARS

Year	Number of Stores
1950	4
1951	4
1952	4
1953	4
1954	5
1955	5
1956	5
1957	5
1958	5
1959	6
1960	16

TOBACCO STORES

Month	Number of Stores
J	8
F	8
M	8
A	8
M	8
J	8
J	8
A	8
S	8
O	8
N	8
D	11

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

July, 1949 Over July, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 5.4	+ 1.7	+ 5.4	+ 3.6	+15.1	+ 5.4	+ 9.0	+ 6.7
Grocery & Combination	+ 3.1	= 4.9	+ 1.2	+ 4.3	+ 7.1	+13.2	+ 7.9	+ 2.2
Meat	= 0.1	= 4.7	= 0.7	= 2.3	+16.8	= 4.8	+12.9	= 1.0
Country General	= 3.2	= 5.1	= 2.2	= 6.2	+ 1.3	= 8.6	= 2.5	+ 9.7
Department	+ 3.7	+ 3.9	= 0.6	+ 0.6	+ 8.0	+ 8.7	+ 9.2	+ 6.3
Variety	= 0.5	= 0.7	= 0.8	= 2.7	(a)	+ 2.6	+21.6	+ 3.4
Motor Vehicle	+43.6	+32.9	+54.8	+32.2	+82.0	+49.6	+34.0	+47.3
Garage and Filling Station	+ 8.7	+ 9.5	+ 3.1	+ 3.6	+34.1	+13.6	+ 3.4	+33.1
Men's Clothing	= 2.9	= 4.6	= 3.0	= 6.0	= 1.8	= 2.8	= 1.5	+13.2
Family Clothing	= 6.6	= 8.1	= 3.6	= 9.4	= 9.3	=13.2	+ 7.7	= 6.5
Women's Clothing	= 5.1	+ 1.8	= 9.9	= 7.3	+17.0	(a)	= 2.9	(a)
Shoe	= 7.2	= 7.1	= 3.9	= 9.6	= 7.7	(a)	+13.3	=15.6
Hardware	= 0.8	= 7.6	+ 5.3	= 3.4	= 3.1	= 0.8	= 0.7	= 2.1
Lumber & Building Material	+ 0.8	= 1.6	+ 5.1	(a)	+ 7.1	= 2.0	+ 1.0	= 3.9
Furniture.....	= 2.7	=15.2	= 9.9	+ 1.9	+ 7.1	= 4.8	+ 9.2	+ 1.8
Appliance & Radio	+16.2	+56.0	+28.0	+16.0	=16.7	(b)	+11.1	= 7.6
Restaurant.....	+ 4.3	= 1.9	+ 8.2	+ 1.6	+ 3.0	+19.0	+ 7.4	+ 3.6
Coal and Wood	=20.6	=23.8	=24.4	=21.3	= 5.3	=24.4	=50.0	+ 1.9
Drug.....	= 0.1	= 0.8	= 1.2	= 0.2	+ 1.9	+ 1.3	+ 2.0	(a)
Jewellery (c).....	+ 2.8	(a)	= 6.5	= 0.5	+ 3.2	(b)	+ 9.4	+19.4
Tobacco	= 0.9	(a)	+10.3	= 6.4	= 6.7	= 5.0	+ 9.1	= 4.9
All Others.....	+ 2.3	+ 3.2	= 0.6	+ 4.6	+ 7.9	= 4.6	+ 9.0	= 0.9

(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)

Jan.-July, 1949 Over Jan.-July, 1946

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 7.0	+ 2.1	+ 4.1	+ 6.3	+13.2	+13.0	+17.8	+ 5.9
Grocery & Combination	+ 7.3	- 1.0	+ 5.8	+ 8.4	+10.7	+13.2	+17.4	+ 6.5
Meat	+ 9.0	+ 2.9	+11.9	+ 6.3	+19.9	+10.4	+24.4	+ 1.6
Country General	+ 0.4	- 2.7	- 2.9	- 2.1	+ 3.2	+ 2.9	+ 5.9	+ 5.3
Department	+ 9.0	+13.1	+ 5.5	+ 6.9	+11.8	+13.0	+17.4	+ 8.8
Variety	+ 6.6	+ 7.4	+ 4.9	+ 7.7	(a)	+ 3.9	+18.6	+ 1.6
Motor Vehicle	+17.5	- 0.6	+14.9	+15.4	+42.9	+25.5	+30.0	+17.2
Garage & Filling Station ...	+10.0	+ 3.8	+ 4.9	+ 7.3	+16.0	+22.8	+19.8	+18.7
Men's Clothing	+ 1.4	- 0.4	- 2.0	- 0.7	(b)	+ 8.0	+ 8.6	- 1.9
Family Clothing	+ 1.8	+ 0.8	- 2.3	+ 5.3	- 2.9	+ 5.8	+12.0	+ 1.9
Women's Clothing	+ 7.3	+ 3.5	+ 4.5	+ 7.1	+29.5	+24.2	+12.7	- 0.6
Shoe	+ 3.5	+ 1.9	+ 8.3	+ 1.6	+ 9.2	+17.8	+17.5	-11.7
Hardware	+ 3.2	- 2.2	+ 3.2	+ 3.6	+ 2.2	+10.2	+10.9	- 7.0
Lumber & Building Material .	+ 9.2	+ 5.4	+ 3.7	+11.0	+13.9	+ 4.9	+22.8	-10.6
Furniture	- 1.0	- 0.6	- 5.9	+ 3.9	(a)	+ 6.1	+ 9.8	-13.3
Appliance & Radio	+ 6.7	+39.9	+ 5.3	+ 5.8	+ 5.3	+ 4.4	+12.2	+ 1.1
Restaurant	+ 3.0	(a)	+ 6.5	- 0.2	- 0.4	+ 8.1	+17.3	+ 1.3
Coal & Wood	- 9.3	-18.5	-15.1	-10.5	+ 5.6	-13.9	+12.1	+21.9
Drug	+ 4.0	+ 0.9	+ 2.5	+ 3.8	+ 5.9	+11.5	+ 6.7	+ 2.5
Jewellery (c).....	+ 7.6	+ 7.8	+ 1.1	+ 8.3	+19.2	+32.4	+ 5.7	+ 8.9
Tobacco	+ 3.2	- 1.6	+ 6.0	+ 2.9	+ 0.9	(a)	+14.3	- 3.7
All Others	+ 7.4	+ 6.7	+ 1.6	+ 6.8	+10.7	+17.5	+21.0	+ 6.6

(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

JUNE, 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	678,160	49,490	156,080	270,850	41,370	45,040	50,380	65,070
Grocery and Combination	109,630	9,100	32,630	43,680	4,880	4,600	5,730	9,020
Meat	14,760	410	4,550	5,210	710	810	1,160	1,930
Country General	39,150	4,680	8,380	8,100	2,850	6,050	5,400	3,700
Department	67,270	5,350	11,100	25,470	9,590	3,360	4,210	8,200
Variety	13,440	1,480	4,200	5,820	380	380	580	590
Motor Vehicle	81,850	6,010	17,220	33,820	4,410	5,670	7,890	6,830
Garage and Filling Station ...	39,270	3,250	7,340	16,740	2,400	3,200	2,460	3,880
Men's Clothing	15,540	950	3,860	7,360	940	500	750	1,180
Family Clothing	13,150	1,350	4,960	4,190	440	790	550	870
Women's Clothing	14,490	700	3,880	6,520	680	510	730	1,480
Shoe	9,560	650	3,130	4,260	330	190	350	650
Hardware	16,630	1,030	3,770	6,210	1,040	1,370	1,710	1,510
Lumber & Building Material ...	22,340	760	2,350	8,610	2,460	2,830	3,770	1,560
Furniture	11,600	890	3,450	4,920	180	240	780	1,150
Appliance and Radio	7,650	360	1,780	3,900	330	(b)	290	750
Restaurant	23,790	930	3,630	11,270	1,360	1,550	2,160	2,900
Coal and Wood	11,310	600	2,150	6,810	710	440	80	530
Drug	14,880	1,130	2,490	6,790	1,050	860	1,040	1,520
Jewellery (c)	5,480	360	1,310	2,170	410	230	320	690
Tobacco	8,330	270	2,400	4,300	170	190	270	730
All Others	138,040	9,230	31,500	54,700	6,050	11,020	10,150	15,400

* 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 leveled at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

JULY, 1949

(in thousands of dollars)

Kind of Business or Store	★ CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	664,280	48,370	152,250	257,760	42,290	47,320	49,230	67,030
Grocery and Combination	111,680	9,380	32,190	45,050	5,010	5,060	5,720	9,260
Meat	14,060	410	4,110	5,000	660	800	1,140	1,940
Country General	41,270	5,000	8,880	9,250	3,010	5,950	5,080	4,090
Department	49,890	3,740	7,100	17,220	8,010	2,490	3,570	7,750
Variety	12,930	1,380	3,740	5,830	350	400	620	610
Motor Vehicle	88,340	5,410	23,170	30,990	7,280	6,760	7,730	6,980
Garage and Filling Station ...	43,700	3,790	8,200	17,600	2,750	4,180	3,080	4,100
Men's Clothing	11,900	830	2,600	5,640	540	350	650	1,290
Family Clothing	10,880	1,140	3,790	3,550	390	590	560	870
Women's Clothing	11,700	580	2,720	5,240	550	440	680	1,490
Shoe	7,170	520	1,950	3,300	240	170	340	650
Hardware	15,040	970	3,180	5,750	1,010	1,270	1,430	1,430
Lumber & Building Material ...	20,900	620	2,250	8,280	2,270	2,870	3,160	1,460
Furniture	10,790	670	3,200	4,740	150	200	710	1,130
Appliance and Radio	8,180	390	2,470	3,920	300	(b)	300	610
Restaurant	26,010	1,020	3,580	11,870	1,700	1,940	2,470	3,430
Coal and Wood	10,400	770	2,230	5,790	650	340	50	550
Drug	14,360	1,200	2,490	6,260	1,070	780	1,020	1,550
Jewellery (c).....	5,160	320	1,160	1,980	320	(b)	350	800
Tobacco	7,790	280	2,240	3,800	140	190	360	780
All Others	142,130	9,950	31,000	56,700	5,890	12,120	10,210	16,260

★ 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

July, 1948 and July, 1949

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

Department	SALES			INVENTORIES*		
	July 1948 (\$000)	July 1949 (\$000)	% Change, 1949/48	June 30 1948 (\$000)	June 30 1949 (\$000)	% Change, 1949/48
TOTAL, ALL DEPARTMENTS	48,123	49,895	+ 3.7	158,184	180,759	+14.3
1. Women's dresses, coats and suits	4,775	5,022	+ 5.2	12,194	16,194	+32.8
2. Girls' and infants' wear	1,274	1,386	+ 8.8	5,322	6,865	+29.0
3. Hosiery and gloves ...	1,292	1,218	- 5.7	4,552	4,631	+ 1.7
4. Lingerie and corsets..	1,796	2,043	+13.8	5,512	6,763	+22.7
5. Millinery	278	292	+ 5.0	576	702	+21.9
6. Women's and children's apparel - (Total, 1-5)	9,415	9,961	+ 5.8	28,156	35,155	+24.9
7. Men's and boys' clothing and furnishings	4,792	4,776	- 0.3	18,738	21,607	+15.3
8. Drugs, toilet articles and preparations	1,288	1,334	+ 3.6	4,245	4,203	- 1.0
9. Piece goods	3,627	3,808	+ 5.0	14,755	17,999	+22.0
10. Smallwares	1,507	1,468	- 2.6	6,833	6,988	+ 2.3
11. Food & kindred products	4,758	4,130	-13.2	4,323	2,986	-30.9
12. Furniture (including mattresses and springs)	3,489	3,919	+12.3	10,579	12,204	+15.4
13. Home furnishings	4,126	4,129	+ 0.1	20,134	22,355	+11.0
14. Household appliances and electrical supplies .	1,923	2,620	+36.2	5,730	7,579	+32.3
15. Hardware and kitchen utensils	2,696	2,773	+ 2.9	8,567	9,529	+11.2
16. Radios, musical instru- ments and supplies....	638	615	- 3.6	3,684	4,078	+10.7
17. Shoes and other footwear	2,908	2,940	+ 1.1	12,378	14,693	+18.7
18. Stationery, books and magazines	653	653	(a)	3,309	3,108	- 6.1
19. All other departments, total	6,303	6,769	+ 7.4	16,753	18,275	+ 9.1

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

(a) Less 0.1 per cent.

RETAIL FOOD TRADE

Chain Stores

Sales of chain grocery and combination stores were 6% higher in July, 1949 than in July, 1948. Total sales were estimated to be \$36,666,100 in July this year and \$34,643,400 in the same month of 1948.

Chain Food Store Sales in July, 1948 and 1949

Region	Estimated Sales		% Change, July, 1949 July, 1948
	July, 1948	July, 1949	
	\$	\$	
CANADA	34,643,400	36,666,100	+ 5.8
Maritime Provinces..	1,422,100	1,390,800	- 2.2
Quebec	5,987,400	6,244,900	+ 4.3
Ontario	19,308,000	20,312,500	+ 5.2
Prairie Provinces ..	4,389,300	4,952,900	+12.8
British Columbia ...	3,536,600	3,765,000	+ 6.5

Independent Stores

An increase of 2% occurred in sales of independent food stores in July. Sales were down 5% in the Maritime Provinces, and British Columbia showed a fractional decline. Higher sales were shown by other provinces for July, 1949 compared with July, 1948.

Independent Food Store Sales in July, 1948 and 1949

Region	Estimated Sales		% Change, July, 1949 July, 1948
	July, 1948	July, 1949	
	\$	\$	
CANADA	73,713,200	75,012,000	+ 1.8
Maritime Provinces..	8,438,400	7,991,200	- 5.3
Quebec	25,818,200	25,947,300	+ 0.5
Ontario	23,875,200	24,734,700	+ 3.6
Manitoba	2,992,000	3,147,600	+ 5.2
Saskatchewan	3,271,600	3,690,400	+12.8
Alberta	3,798,700	4,003,800	+ 5.4
British Columbia ...	5,519,100	5,497,000	- 0.4



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