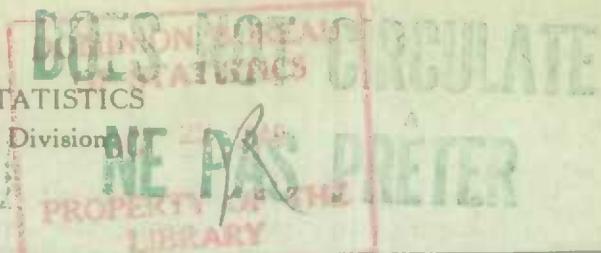




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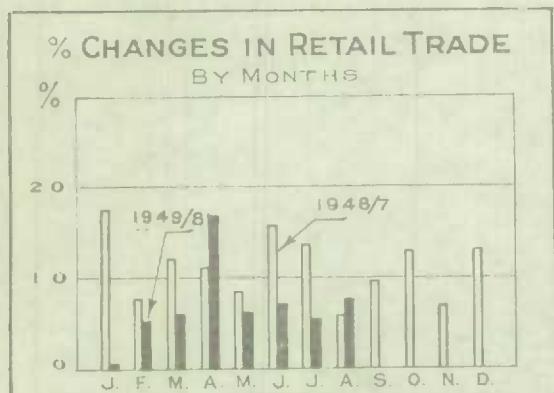
RETAIL TRADE ----- AUGUST 1949

Sales volume in Canada's retail stores was down 3% from July but, at \$645 millions, was 7.5% greater than in August a year ago. The margin of gain over last year has been stabilized at between 5% and 8% for the greater part of this year. In the first eight months of 1949, sales reached a total of \$4,859 millions, 7% greater than the 1948 total of \$4,536 millions for the same period.

Apparel merchants reported a reduction in sales volume from August, 1948, as did Coal and Wood dealers. Otherwise, the trades for which separate estimates are obtained recorded advances over August of last year. This was a situation which contrasted with that in July when many trades reported sales declines compared with the same month of 1948.

Motor vehicle dealers were again to the fore, when sales gained 29% over August, 1948. Only two other trades reported sales gains exceeding the national average. Garages and Filling Stations, and Appliance and Radio Stores experienced increases of 13% and 12% respectively.

In the apparel trades, decreases were fairly general for all sections of the country, although there was a notable exception in the case of women's wear stores in Saskatchewan which increased sales by 20% over August last year.



The overall provincial picture was little changed in August from what it had been in the first seven months of the year. Saskatchewan and Alberta were the only provinces showing marked variation in trend. Saskatchewan had an increase of 29% in total retail trade over August last year, while its gain in the January-to-August period was but 15%. Alberta's increase of 10% in August was lower than its cumulative gain of 17% for the eight-month period of this year over last.

Department store sales and inventories are compared on Page 8 of this bulletin. Against the 6% increase in sales for August, there was a 13% increase in the selling value of inventories. Stocks

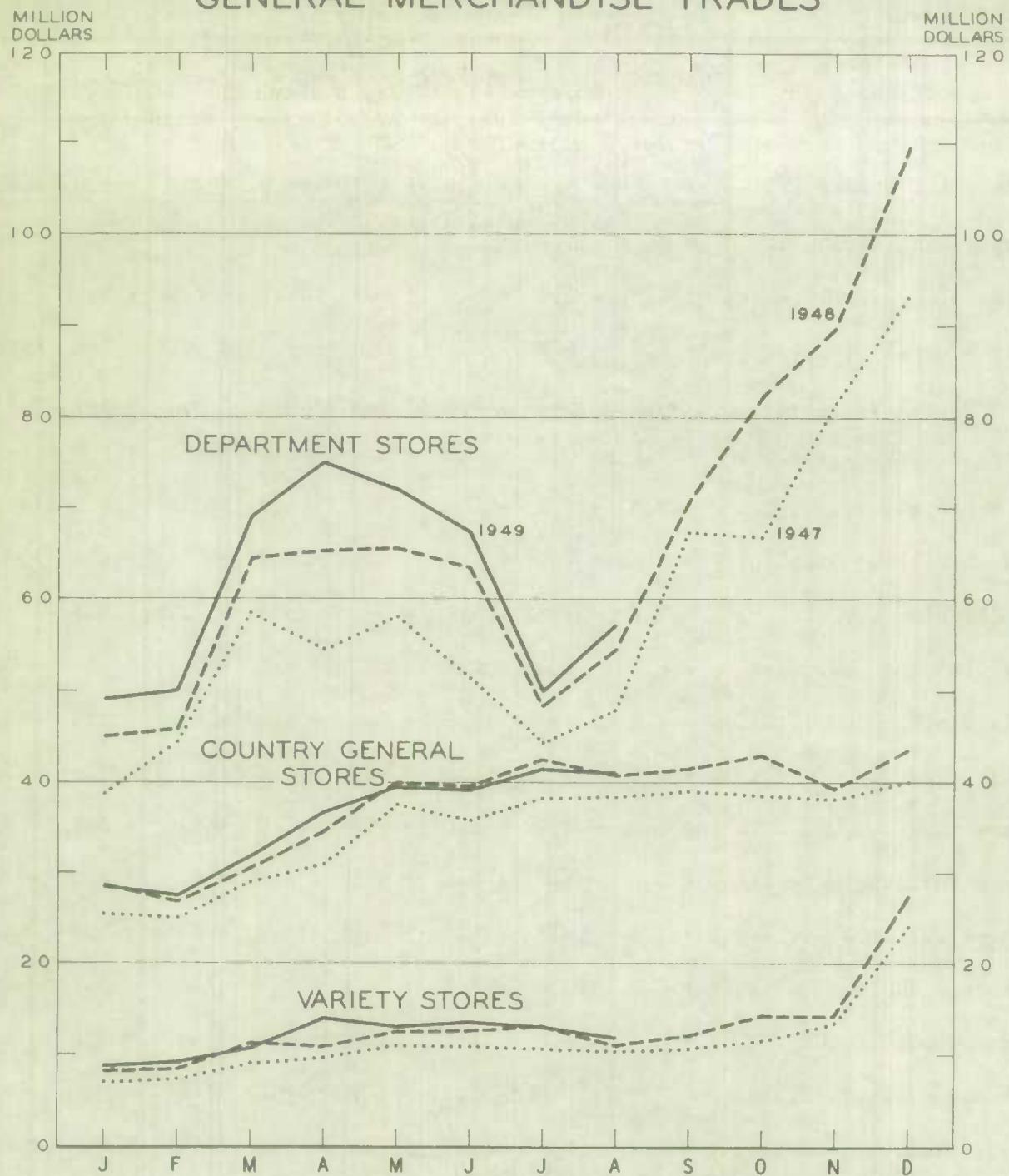
for a wide range of commodity groups were higher at the beginning of August this year, among the largest being those for women's apparel, men's wear, piece goods, furniture, household appliances, radios and footwear.

An analysis of food store sales on Page 9 shows that chain retailers reported a sales increase of 10% over August, 1948, while independent food merchants showed a gain of 2%.

The chart on Page 3 shows sales trends in recent months for the three trades handling a general line of merchandise.

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

MONTHLY SALES GENERAL MERCHANDISE TRADES



PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

August, 1949 Over August, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 7.5	+ 3.3	+ 1.9	+ 6.7	+13.9	+29.0	+ 9.5	+ 6.1
Grocery & Combination	+ 4.3	- 1.1	+ 2.5	+ 5.0	+ 9.8	+ 6.1	+ 8.5	+ 5.8
Meat	+ 5.7	- 2.6	+ 8.5	+ 6.7	+28.1	- 5.0	+ 7.0	- 3.1
Country General	+ 0.7	- 4.7	- 5.2	+ 0.8	+ 7.5	+ 6.0	- 2.2	+12.5
Department	+ 5.8	+ 4.3	+12.3	+ 4.5	+ 8.3	+ 6.2	+ 4.1	+ 2.0
Variety	+ 7.3	+ 6.5	+ 5.1	+ 9.4	- 3.2	(a)	+18.8	(a)
Motor Vehicle	+28.5	+28.0	- 0.3	+35.1	+43.0	+62.9	+25.6	+49.0
Garage & Filling Station.	+13.3	+ 9.0	+ 3.2	+ 8.9	+36.8	+27.1	+16.5	+30.3
Men's Clothing	- 5.6	- 8.2	- 7.1	- 5.8	(b)	- 3.1	-15.8	- 6.7
Family Clothing	- 2.2	- 2.9	- 0.8	- 2.1	- 8.1	- 3.8	(a)	- 5.5
Women's Clothing	- 4.2	+ 1.9	-15.8	+ 0.5	- 2.3	+19.5	- 2.9	- 7.9
Shoe	+ 2.1	- 4.1	+14.5	+ 1.7	- 9.1	(a)	+21.4	-21.1
Hardware	+ 0.9	+ 2.2	+ 2.0	+ 2.8	-11.5	+ 5.8	+ 6.1	- 9.3
Lumber & Building Material	+ 6.2	+ 5.0	+ 3.6	+ 9.1	+ 8.0	+ 9.9	+ 3.0	- 7.5
Furniture	+ 1.6	(a)	+ 8.4	+ 0.6	+12.5	- 4.3	+13.2	-13.5
Appliance & Radio	+12.0	+71.4	+23.3	+ 6.0	+ 9.1	(b)	- 3.2	- 3.7
Restaurant	+ 3.4	- 2.7	- 1.1	+ 2.0	+19.6	+ 9.7	+ 5.8	+ 4.5
Coal & Wood	- 7.7	-12.7	-16.5	- 2.0	-19.4	-15.0	-50.0	(a)
Drug	+ 3.9	+ 3.4	+ 2.6	+ 3.0	+ 8.7	+11.1	+ 6.2	+ 2.0
Jewellery (c)	+ 5.5	+10.5	- 8.9	+ 8.4	+16.1	(b)	+11.8	+ 3.9
Tobacco	+ 3.6	+20.8	+ 5.3	+ 3.2	+ 6.7	- 4.8	+ 3.4	- 2.5
All Others	+10.7	+ 1.6	+ 3.3	+ 5.1	+20.6	+66.4	+15.8	+ 2.4

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

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 7.1	+ 2.4	+ 3.9	+ 6.3	+13.5	+15.2	+16.5	+ 6.2
Grocery & Combination	+ 6.9	- 1.0	+ 5.6	+ 7.9	+10.6	+11.6	+16.2	+ 6.3
Meat	+ 8.6	+ 2.2	+11.5	+ 6.4	+21.1	+ 7.3	+21.6	+ 1.2
Country General	+ 0.6	- 2.9	- 3.2	+ 1.6	+ 4.0	+ 3.5	+ 4.7	+ 6.4
Department	+ 8.6	+12.0	+ 6.2	+ 6.6	+11.4	+12.2	+15.7	+ 7.9
Variety	+ 6.7	+ 7.3	+ 4.9	+ 8.0	- 0.4	+ 3.4	+18.6	+ 1.4
Motor Vehicle	+18.9	+ 2.7	+13.0	+17.3	+43.9	+30.1	+28.7	+23.5
Garage & Filling Station .	+10.7	+ 4.5	+ 4.8	+ 7.9	+18.8	+26.1	+18.7	+20.1
Men's Clothing	+ 0.9	- 1.1	- 2.5	- 0.9	(b)	+ 7.1	+ 5.3	- 2.5
Family Clothing	+ 1.4	+ 0.3	- 2.0	+ 4.6	- 3.8	+ 4.8	+10.4	+ 0.9
Women's Clothing	+ 6.0	+ 3.3	+ 2.3	+ 6.4	+26.6	+23.6	+11.3	- 1.6
Shoe	+ 3.3	+ 1.1	+ 8.4	+ 1.7	+ 6.9	+15.5	+18.0	-12.9
Hardware	+ 2.9	- 1.6	+ 3.0	+ 3.5	- 0.2	+ 9.6	+10.2	- 7.0
Lumber & Building Material	+ 8.2	+ 6.0	+ 3.6	+ 9.2	+13.3	+ 5.8	+19.4	- 9.5
Furniture	- 0.6	- 1.1	- 4.2	+ 3.6	+ 1.7	+ 4.5	+10.2	-13.8
Appliance & Radio	+ 6.5	+43.1	+ 6.0	+ 5.3	+ 5.8	+ 1.9	+ 9.3	+ 0.6
Restaurant	+ 3.2	- 0.6	+ 5.8	+ 0.2	+ 3.6	+ 7.2	+15.8	+ 1.6
Coal & Wood	- 9.0	-17.9	-15.0	- 9.4	+ 3.1	-14.0	+ 3.8	+18.4
Drug	+ 4.1	+ 1.2	+ 2.6	+ 3.7	+ 6.3	+12.4	- 6.5	+ 2.5
Jewellery (c).....	+ 7.4	+ 9.2	- 0.5	+ 8.2	+19.2	+33.1	+ 6.6	+ 8.7
Tobacco	+ 2.4	+ 1.0	+ 5.9	+ 1.2	+ 2.5	- 0.7	+12.7	- 3.5
All Others	+ 7.8	+ 5.9	+ 1.9	+ 6.6	+12.4	+25.0	+20.2	+ 5.9

(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

JULY, 1949
(Revised)

(in thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	664,990	48,600	152,820	256,770	42,890	46,830	48,970	68,110
Grocery & Combination	111,760	9,370	32,660	44,880	5,000	4,900	5,760	9,200
Meat	14,080	410	4,120	5,040	660	760	1,120	1,970
Country General	41,500	5,040	8,880	9,340	3,040	6,020	5,090	4,090
Department	49,890	3,740	7,100	17,220	8,010	2,490	3,570	7,750
Variety	12,940	1,390	3,730	5,850	350	400	620	610
Motor Vehicle	89,460	5,590	23,140	30,950	7,500	6,670	7,460	8,160
Garage & Filling Station	44,320	3,780	8,290	17,890	2,710	4,620	2,970	4,060
Men's Clothing	12,150	840	2,590	5,780	650	360	630	1,290
Family Clothing	10,950	1,140	3,820	3,600	390	590	560	870
Women's Clothing	11,710	580	2,730	5,200	570	440	710	1,480
Shoe	7,140	520	1,880	3,330	240	170	340	650
Hardware	15,010	970	3,160	5,740	990	1,270	1,430	1,460
Lumber & Building Material ...	20,320	650	2,230	7,470	2,320	2,870	3,240	1,530
Furniture	10,780	640	3,240	4,760	150	200	710	1,080
Appliance & Radio	7,750	390	2,220	3,770	300	(b)	280	610
Restaurant	26,210	1,010	3,670	11,990	1,810	1,820	2,500	3,400
Ccal & Wood	10,450	770	2,300	5,770	690	340	50	530
Drug	14,460	1,200	2,510	6,290	1,070	840	1,010	1,550
Jewellery (c)	5,190	340	1,140	1,970	330	(b)	350	830
Tobacco	7,240	280	2,240	3,230	150	190	360	780
All Others	141,680	9,950	31,170	56,700	5,960	11,480	10,210	16,210

* 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

AUGUST, 1949

(in thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	645,020	47,160	138,970	247,220	40,510	54,840	50,220	66,050
Grocery & Combination	104,200	8,890	29,570	41,640	4,840	4,530	5,750	8,970
Meat	13,820	370	4,070	4,930	730	760	1,070	1,890
Country General	41,000	4,630	8,510	8,500	3,170	6,850	5,320	4,040
Department	57,180	4,360	8,970	20,970	8,340	2,570	3,790	8,180
Variety	11,830	1,320	3,480	5,220	300	360	570	580
Motor Vehicle	66,720	4,850	13,120	24,680	4,090	6,810	6,630	6,540
Garage & Filling Station	43,340	3,640	7,850	17,350	2,900	4,790	2,970	3,830
Men's Clothing	9,930	670	2,210	4,580	(b)	310	480	1,110
Family Clothing	10,030	1,010	3,580	3,230	340	510	490	860
Women's Clothing	10,060	540	2,080	4,450	430	490	680	1,390
Shoe	6,460	470	1,740	3,020	200	130	340	560
Hardware	13,920	940	3,030	4,710	850	1,280	1,730	1,370
Lumber & Building Material ...	23,890	840	2,290	10,100	2,290	3,010	3,730	1,610
Furniture	10,690	690	2,970	4,720	180	220	770	1,150
Appliance & Radio	7,300	360	2,380	3,190	360	(b)	300	520
Restaurant	25,340	1,080	3,720	11,380	1,650	1,700	2,360	3,450
Coal & Wood	13,350	890	2,370	7,840	790	510	70	880
Drug	15,120	1,210	2,410	6,900	1,120	900	1,030	1,540
Jewellery (c)	5,750	420	1,230	2,330	360	(b)	380	800
Tobacco	8,080	290	2,200	4,170	160	200	300	770
All Others	147,010	9,690	31,190	53,310	6,850	18,500	11,460	16,010

* 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 INVENTORIESAugust, 1948 and August, 1949

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

Department	SALES			INVENTORIES*		
	Aug. 1948	Aug. 1949	% Change 1949/48	July 31, 1948	July 31, 1949	% Change 1949/48
	(\$000)	(\$000)		(\$000)	(\$000)	
TOTAL, ALL DEPARTMENTS ..	54,016	57,180	+ 5.9	169,746	191,741	+13.0
1. Women's dresses, coats, and suits	6,118	6,286	+ 2.7	14,157	17,727	+25.2
2. Girls' and infants' wear.	1,969	2,125	+ 7.9	6,366	8,034	+26.2
3. Hosiery and gloves	1,402	1,405	+ 0.2	5,022	4,929	- 1.9
4. Lingerie and corsets	1,901	2,103	+10.6	6,447	7,351	+14.0
5. Millinery	506	571	+12.8	663	786	+18.6
6. Women's and children's apparel - (Total, 1-5) .	11,896	12,490	+ 5.0	32,655	38,827	+18.9
7. Men's and boys' clothing and furnishings	4,822	4,857	+ 0.7	20,057	23,498	+17.2
8. Drugs, toilet articles and preparations	1,235	1,356	+ 9.8	4,433	4,314	- 2.7
9. Piece goods	4,345	4,385	+ 0.9	15,669	18,454	+17.8
10. Smallwares	1,658	1,697	+ 2.4	7,008	7,264	+ 3.7
11. Food and kindred products	4,816	3,998	-17.0	4,812	3,206	-33.4
12. Furniture (including mattresses and springs).	4,301	5,251	+22.1	10,852	12,502	+15.2
13. Home furnishings	4,686	4,817	+ 2.8	21,647	23,471	+ 8.4
14. Household appliances and electrical supplies	2,284	3,086	+35.1	6,268	7,658	+22.2
15. Hardware and kitchen utensils	2,738	2,868	+ 4.7	9,048	9,171	+ 1.4
16. Radios, musical instru- ments and supplies	857	821	- 4.2	3,534	4,276	+21.0
17. Shoes and other footwear.	3,262	3,527	+ 8.1	13,097	15,870	+21.2
18. Stationery, books and magazines	873	959	+ 9.9	3,556	3,528	- 0.8
19. All other departments, total	6,243	7,068	+13.2	17,110	19,702	+15.1

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

Canada totals do not include Newfoundland figures.

RETAIL FOOD TRADE

Chain Stores

Sales of chain grocery and combination stores were 10% higher in August, 1949 than in August, 1948. Total sales were estimated to be \$34,065,400 in August this year and \$31,119,000 in the same month of 1948.

Chain Food Store Sales in August, 1948 and 1949

Region	Estimated Sales		% Change, August, 1949 August, 1948
	August, 1948	August, 1949	
CANADA	\$ 31,119,000	\$ 34,065,400	+ 9.5
Maritime Provinces .	1,258,700	1,300,200	+ 3.3
Quebec	5,436,000	6,131,800	+12.8
Ontario	16,931,900	18,372,600	+ 8.5
Prairie Provinces ..	4,153,900	4,669,300	+12.4
British Columbia ...	3,338,500	3,591,500	+ 7.6

Independent Stores

An increase of 2% occurred in sales of independent food stores in August. Sales were down 2% in the Maritime Provinces. Higher sales were shown by other provinces for August, 1949 compared with August, 1948.

Independent Food Store Sales in August, 1948 and 1949

Region	Estimated Sales		% Change, August, 1949 August, 1948
	August, 1948	August, 1949	
CANADA	\$ 68,816,900	\$ 70,135,400	+ 1.9
Maritime Provinces .	7,730,200	7,591,100	- 1.8
Quebec	23,413,300	23,436,700	+ 0.1
Ontario	22,703,700	23,271,300	+ 2.5
Manitoba	2,848,200	3,118,800	+ 9.5
Saskatchewan	3,138,200	3,248,000	+ 3.5
Alberta	3,838,100	4,087,600	+ 6.5
British Columbia ...	5,145,200	5,381,900	+ 4.6

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