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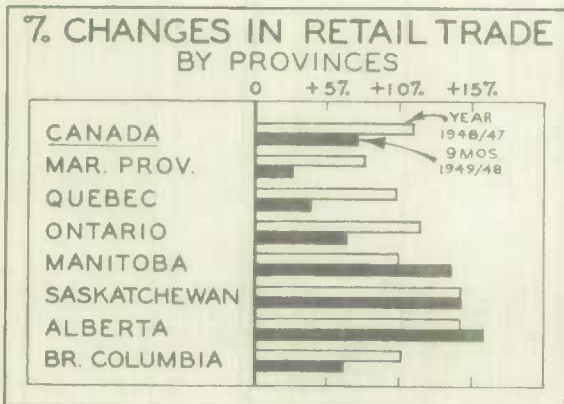
RETAIL TRADE — — — — SEPTEMBER 1949

The total of Canada's retail trade in September was estimated at \$685 millions, an increase of 7% over the September, 1948 figure of \$639 millions. Sales were also higher than the August total of \$644 millions.

A rather uniform rate of increase over 1948 has prevailed over the last five months, during which sales increases have ranged from 5% to 8%. Dollar sales for the first nine months of this year were estimated at \$5,543 millions, up 7% over sales of \$5,175 millions in the same period of 1948.

Most kinds of stores reported moderate sales increases in September this year over September a year ago. Among the few increases which exceeded the average gain of 7% were those for motor vehicle dealers (28%) and furniture stores (10%). The motor vehicle trade has maintained a consistently high rate of increase throughout 1949, and had a cumulative gain of 20% in the nine months' comparison. Further evidence of the increased activity of the automotive field is reflected in sales increases for garages and filling stations which amounted to 12% in September and 11% in the January-to-September period compared with last year. One notable change in trend occurred in the case of coal and wood dealers where sales increased 12% in September, but averaged 6.5% lower during the first nine months of 1949.

Declines from September of last year were limited to country general stores, which had a 3% decrease, and to the three clothing trades which had sales declines of from 2% to 8%.



Provincial sales increases in September were remarkably consistent with those for the first nine months of the year. Increases for the Prairie Provinces were higher than those for other provinces, both in September and in the nine-months' comparison. However, the margin of difference between the Prairies and the remainder of the country was narrowed slightly in September when gains were lower than in the first nine months for the Prairies and a little larger in Eastern Canada.

In the above chart, the variation of provincial increases in the last two years is depicted.

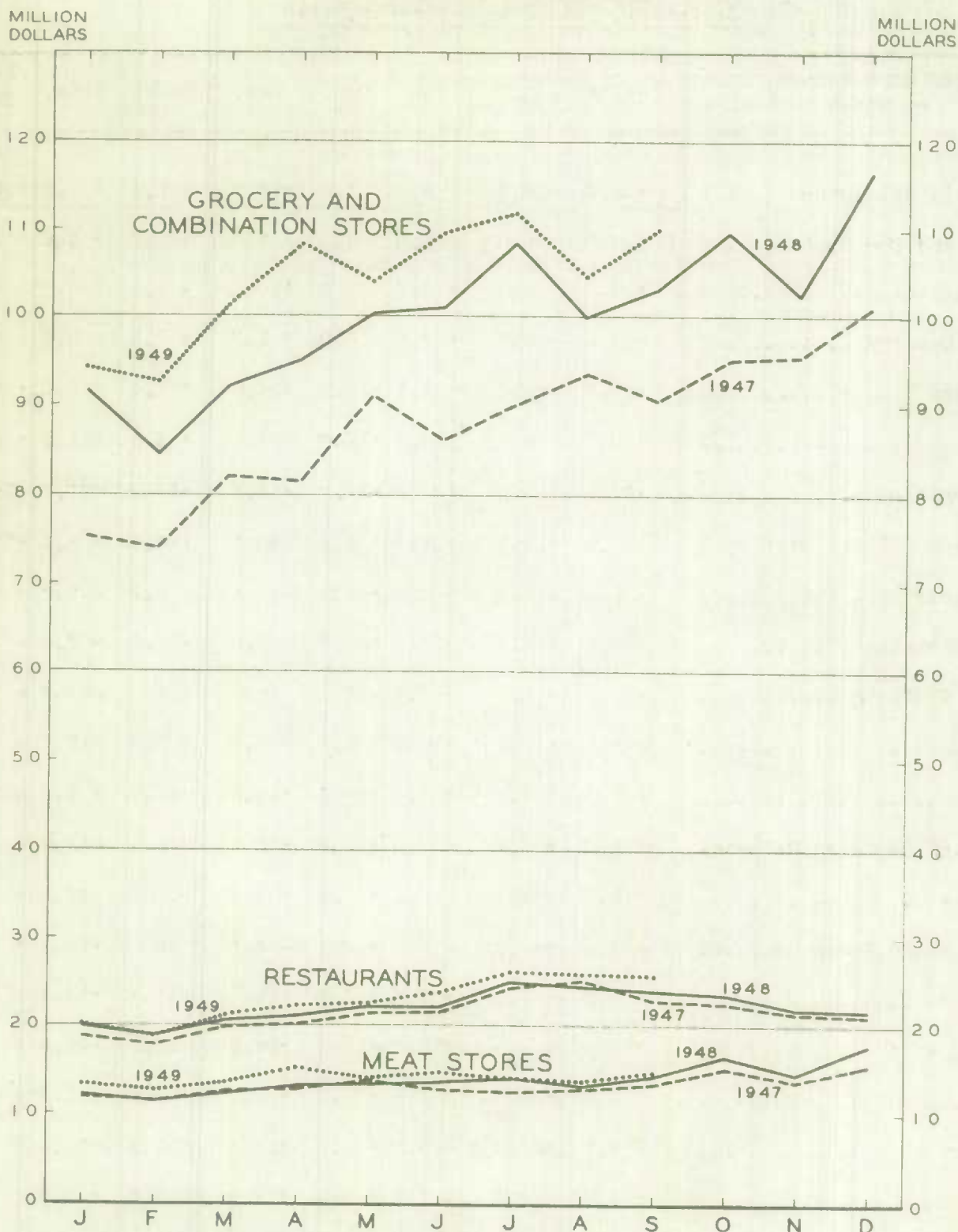
Department store sales for September and for the first nine months of 1948 and 1949 are compared in tables on Pages 9 and 10. Inventory comparisons are also shown on Page 9. The cumulative results reveal quite large sales gains for all women's apparel departments except hosiery, while sizable gains were also reported for furniture and household appliances. The pattern of September increases is not drastically different from that shown in the nine-months' comparison. Inventories were 13% higher at the beginning of September, and in the following departments stocks were more than 20% above the corresponding value a year earlier: furniture, radio and music, and footwear.

Tables on Page 11 show trends in sales of food stores by provinces for chains and independents separately. Chain store increases exceeded those for independents in all but the Maritime Provinces.

The chart on Page 3 shows sales trends in recent months for the three food trades.

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

MONTHLY SALES FOOD TRADES



PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

September, 1949 Over September, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 7.3	+ 5.7	+ 4.8	+ 7.2	+13.3	+11.3	+ 9.6	+ 5.7
Grocery and Combination	+ 6.7	+ 6.4	+ 6.9	+ 7.5	+ 7.7	+ 3.7	+ 6.6	+ 3.2
Meat	+ 4.0	+ 2.3	+ 3.6	+ 7.2	+10.1	- 1.1	+ 2.7	- 2.1
Country General	- 2.8	- 4.6	- 7.8	- 4.0	+ 2.7	+ 0.8	- 0.3	- 2.5
Department	+ 7.7	+10.0	+ 5.4	+ 8.1	+13.0	+ 7.4	+ 5.0	+ 4.3
Variety	+ 9.0	(a)	+ 5.7	+12.9	+12.1	+ 5.6	+21.3	+ 3.6
Motor Vehicle.....	+27.6	+45.1	+29.8	+22.7	+15.4	+37.9	+22.7	+34.9
Garage and Filling Station..	+12.0	+11.1	+ 2.9	+ 7.2	+40.3	+29.2	+ 8.0	+27.1
Men's Clothing	- 1.5	-11.4	- 9.9	+ 5.2	- 2.1	- 1.9	- 2.7	- 8.0
Family Clothing	- 3.2	- 3.4	- 5.1	+ 2.0	+ 2.0	-18.2	- 3.6	- 3.4
Women's Clothing	- 7.6	-12.7	-13.4	- 4.9	(a)	- 9.8	-12.8	- 5.0
Shoe	+ 6.3	+ 5.8	+16.5	+ 3.0	+ 7.7	+ 5.9	+11.1	- 9.0
Hardware	+ 7.7	+ 2.1	+ 7.8	+ 6.3	+19.8	+16.5	+ 8.0	+ 0.7
Lumber and Building Material	+ 6.0	+ 3.9	- 5.5	+ 5.4	+30.4	+ 6.3	+ 3.8	- 1.2
Furniture	+10.1	+ 2.7	+11.4	+ 9.5	+ 5.9	+19.0	+27.5	+ 1.7
Appliance and Radio	+ 4.6	+26.5	- 5.3	+ 9.1	- 2.2	(b)	+10.5	+ 1.7
Restaurant	+ 7.6	- 9.9	+ 5.5	+ 3.2	(b)	+11.8	+12.5	+ 8.9
Coal and Wood	+12.0	- 5.5	+12.7	+13.5	+24.6	+16.3	-33.3	+ 7.1
Drug	+ 2.9	+ 3.6	+ 6.5	+ 2.0	+ 4.7	+15.0	+ 1.0	- 4.5
Jewellery (c).....	+ 3.7	+20.0	- 3.1	+ 0.9	+14.3	+27.8	+16.2	+ 1.6
Tobacco	+ 4.7	+19.2	+ 2.7	+ 6.3	+12.5	- 9.5	+ 5.7	(a)
All Others	+ 3.3	- 2.9	- 1.5	+ 3.4	+ 2.8	+10.0	+18.9	+ 3.0

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

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 7.1	+ 2.7	+ 4.0	+ 6.4	+13.6	+14.3	+15.8	+ 6.2
Grocery & Combination	+ 6.9	- 0.2	+ 5.9	+ 7.8	+10.0	+10.6	+15.0	+ 6.0
Meat	+ 8.0	+ 1.9	+10.5	+ 6.3	+19.4	+ 6.6	+19.0	+ 0.8
Country General	+ 0.2	- 3.1	- 3.9	- 1.8	+ 3.8	+ 3.3	+ 4.1	+ 5.3
Department	+ 8.5	+11.7	+ 6.1	+ 6.8	+11.6	+11.4	+14.1	+ 7.4
Variety	+ 6.9	+ 6.4	+ 4.9	+ 8.5	+ 1.1	+ 3.6	+18.7	+ 1.6
Motor Vehicle	+20.0	+ 6.3	+15.1	+17.9	+40.7	+31.8	+27.6	+25.0
Garage & Filling Station..	+10.8	+ 5.3	+ 4.5	+ 7.5	+23.3	+25.8	+17.6	+20.5
Men's Clothing	+ 0.6	- 2.2	- 3.2	- 0.4	(b)	+ 5.8	+ 4.4	- 3.3
Family Clothing	+ 0.8	- 0.1	- 2.6	+ 4.4	- 2.7	+ 1.3	+ 8.6	+ 0.4
Women's Clothing	+ 4.6	+ 1.0	+ 0.7	+ 5.4	+23.0	+18.6	- 8.3	- 2.1
Shoe	+ 3.7	+ 1.7	+ 9.3	+ 2.0	+ 7.0	+14.2	+17.2	-12.2
Hardware	+ 3.7	- 1.2	+ 3.6	+ 3.9	+ 2.3	+11.0	+10.9	- 5.8
Lumber & Building Material	+ 6.9	+ 5.9	+ 2.5	+ 6.4	+15.3	+ 5.4	+16.9	- 8.5
Furniture	+ 0.8	- 0.3	- 2.4	+ 4.6	+ 2.2	+ 6.3	+12.3	-11.8
Appliance & Radio	+ 6.2	+40.7	+ 4.7	+ 5.7	+ 4.7	(a)	+ 9.9	+ 0.3
Restaurant	+ 4.0	- 1.3	+ 5.9	+ 0.9	+ 8.7	+ 8.0	+15.9	+ 2.8
Coal & Wood	- 6.5	-16.8	-11.5	- 6.5	+ 5.9	-10.2	- 1.6	+16.0
Drug.....	+ 3.9	+ 1.5	+ 3.1	+ 3.6	+ 6.0	+12.3	+ 5.8	+ 1.7
Jewellery (c)	+ 6.9	+10.5	- 1.1	+ 7.2	+18.9	+30.9	+ 8.0	+ 8.4
Tobacco	+ 3.1	+ 3.0	+ 5.5	+ 2.7	+ 3.6	- 1.7	+11.7	- 3.2
All Others	+ 7.2	+ 4.7	+ 1.5	+ 6.2	+11.1	+21.4	+20.7	+ 5.7

(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

AUGUST, 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	644,200	46,920	139,510	245,890	40,860	53,800	50,830	66,310
Grocery and Combination	104,380	8,860	30,050	41,470	4,750	4,530	5,740	8,970
Meat	13,750	360	4,070	4,840	730	790	1,070	1,890
Country General	41,060	4,630	8,400	8,510	3,170	6,930	5,320	4,080
Department	57,180	4,360	8,970	20,970	8,340	2,570	3,790	8,180
Variety	11,810	1,320	3,470	5,210	300	360	560	580
Motor Vehicle	66,960	4,750	13,240	24,570	4,280	7,000	6,500	6,620
Garage and Filling Station...	43,120	3,640	7,850	17,030	3,180	4,640	3,030	3,730
Men's Clothing	9,840	670	2,230	4,480	(b)	310	490	1,100
Family Clothing	9,980	1,010	3,510	3,260	340	510	490	860
Women's Clothing	10,300	520	2,140	4,650	430	490	700	1,370
Shoe	6,500	470	1,740	3,050	200	130	340	570
Hardware	14,190	940	3,040	4,760	850	1,330	1,860	1,410
Lumber and Building Material.	22,310	850	2,310	8,680	2,220	2,920	3,710	1,610
Furniture	10,910	710	2,970	4,870	180	220	770	1,190
Appliance and Radio	7,260	360	2,380	3,160	360	(b)	310	500
Restaurant	25,870	1,100	3,770	11,640	1,660	1,730	2,450	3,520
Coal and Wood	13,140	850	2,390	7,710	790	510	70	820
Drug	15,100	1,210	2,420	6,920	1,110	870	1,020	1,540
Jewellery (c)	5,750	420	1,200	2,330	370	210	380	830
Tobacco	8,400	290	2,190	4,490	160	200	300	770
All Others	146,390	9,600	31,170	53,290	6,870	17,370	11,930	16,170

* 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

SEPTEMBER, 1949

(in thousands of dollars)

Kind of Business or Store	CANADA [*]	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	684,880	47,360	153,960	266,330	46,130	52,790	52,320	66,020
Grocery and Combination	109,920	9,480	31,760	44,010	5,040	4,780	5,950	8,910
Meat	14,760	440	4,310	5,390	760	870	1,140	1,840
Country General	40,320	4,380	8,050	7,390	3,370	7,490	5,700	3,930
Department	76,170	5,600	12,200	27,940	11,370	4,770	5,070	9,230
Variety	13,120	1,350	3,920	5,960	370	380	570	570
Motor Vehicle	80,310	5,340	19,150	29,130	4,340	8,110	7,410	6,840
Garage and Filling Station ..	40,630	3,110	8,250	15,850	3,170	3,720	2,820	3,710
Men's Clothing	12,770	700	2,730	6,500	460	510	730	1,150
Family Clothing	11,970	1,150	4,130	4,090	500	720	540	850
Women's Clothing	12,490	550	2,580	5,880	650	550	750	1,530
Shoe	7,960	550	2,190	3,740	280	180	300	710
Hardware	15,380	980	3,460	4,930	1,090	1,480	1,900	1,540
Lumber and Building Material.	22,840	790	2,070	8,850	2,700	3,190	3,570	1,690
Furniture	11,900	760	3,420	5,210	180	250	880	1,190
Appliance and Radio	8,150	430	1,770	4,210	440	(b)	420	610
Restaurant	25,700	820	4,010	11,490	(b)	1,710	2,340	3,320
Coal and Wood	19,170	1,200	3,740	10,600	1,510	930	120	1,060
Drug	15,440	1,150	2,640	7,070	1,120	920	1,060	1,490
Jewellery (c)	5,570	360	1,250	2,270	400	230	430	640
Tobacco	8,320	310	2,290	4,240	180	190	370	740
All Others	131,990	7,910	30,040	51,600	6,180	11,550	10,250	14,470

* 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 - SEPTEMBER, 1949

(in thousands of dollars)

Kind of Business or Store	CANADA [*]	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	5,542,730	398,280	1,263,910	2,184,020	346,170	375,160	418,660	556,590
Grocery and Combination	936,570	80,130	272,230	376,340	41,380	38,120	48,960	79,420
Meat	126,880	3,680	38,260	46,250	5,350	6,490	9,640	17,190
Country General	326,110	39,690	70,310	65,440	24,300	51,150	44,350	30,870
Department	565,880	42,090	89,880	210,630	83,080	29,450	37,230	73,520
Variety	106,780	11,140	32,320	47,500	2,860	3,130	4,830	5,020
Motor Vehicle	627,130	43,760	139,770	238,900	38,510	50,490	58,620	57,090
Garage and Filling Station ...	318,290	25,520	60,440	131,760	20,470	26,510	23,530	30,060
Men's Clothing	114,360	7,010	27,110	54,550	(b)	3,660	5,880	10,020
Family Clothing	101,920	10,100	36,270	33,800	3,550	6,010	4,680	7,550
Women's Clothing	114,220	5,160	25,750	52,110	5,930	4,790	6,800	13,690
Shoe	65,870	4,310	20,040	29,850	2,150	1,370	2,590	5,520
Hardware	124,070	7,670	27,590	44,710	7,610	10,590	13,950	11,940
Lumber and Building Material.	164,460	5,590	16,900	67,050	16,440	19,600	26,240	12,610
Furniture	96,760	6,380	26,930	43,700	1,410	1,860	6,590	9,900
Appliance and Radio	68,920	3,420	18,110	33,310	3,370	1,850	3,010	5,850
Restaurant	206,300	8,060	32,450	94,420	12,150	13,060	19,710	26,480
Coal and Wood	123,600	8,890	24,010	65,710	9,850	5,730	1,210	8,210
Drug	135,040	10,300	23,080	61,220	9,400	7,670	9,350	14,000
Jewellery (c)	44,820	2,730	10,710	17,950	3,140	1,780	2,850	5,680
Tobacco	72,200	2,430	20,440	36,790	1,430	1,700	2,670	6,740
All Others	1,102,550	70,220	251,310	432,030	47,650	90,150	85,970	125,230

* 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

September, 1948 and September, 1949

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

Department	SALES			INVENTORIES [*]		
	Sept. 1948 (\$000)	Sept. 1949 (\$000)	% Change 1949/48 %	Aug. 31 1948 (\$000)	Aug. 31 1949 (\$000)	% Change, 1949/48 %
TOTAL, ALL DEPARTMENTS	70,707	76,172	+ 7.7	183,180	207,035	+13.0
1. Women's dresses, coats, and suits	8,897	9,677	+ 8.8	18,223	22,978	+26.1
2. Girls' and infants' wear.	3,832	4,564	+19.1	7,707	9,805	+27.2
3. Hosiery and gloves	2,363	2,459	+ 4.1	5,776	5,559	- 3.8
4. Lingerie and corsets ...	2,820	2,892	+ 2.6	7,715	8,344	+ 8.2
5. Millinery	1,042	1,200	+15.2	1,087	1,007	- 7.4
6. Women's and children's apparel - (Total 1-5)...	18,954	20,792	+ 9.7	40,508	47,693	+17.7
7. Men's and boys' clothing and furnishings	8,365	8,968	+ 7.2	23,612	26,887	+13.9
8. Drugs, toilet articles and preparations	1,331	1,435	+ 7.8	4,413	4,284	- 2.9
9. Piece goods	5,597	5,708	+ 2.0	16,249	18,754	+15.4
10. Smallwares	2,093	2,162	+ 3.3	7,694	7,849	+ 2.0
11. Food and kindred products	4,887	4,336	-11.3	5,225	3,346	-36.0
12. Furniture (including mat- tresses and springs)...	4,164	4,741	+13.9	10,082	12,297	+22.0
13. Home furnishings	5,145	5,402	+ 5.0	21,468	23,701	+10.4
14. Household appliances and electrical supplies ...	2,971	3,659	+29.9	5,632	6,842	+17.3
15. Hardware and kitchen utensils	2,846	2,951	+ 3.7	8,358	8,589	+ 2.8
16. Radios, musical instru- ments and supplies	1,020	1,105	+ 8.3	3,407	4,170	+22.4
17. Shoes and other footwear	5,005	5,290	+ 5.7	14,541	17,631	+21.3
18. Stationery, books and magazines	1,298	1,405	+ 8.2	3,618	3,634	+ 0.4
19. All other departments, total	7,031	8,018	+14.0	17,973	21,158	+17.7

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

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January-September, 1948 and 1949

Provinces	SALES		% Change 1949/1948
	1948 (\$000)	1949 (\$000)	
TOTAL, ALL DEPARTMENTS	521,581	565,991	+ 8.5
1. Women's dresses, coats, and suits	61,626	70,229	+14.0
2. Girls' and infants' wear.	18,997	22,656	+19.3
3. Hosiery and gloves	16,135	16,420	+ 1.8
4. Lingerie and corsets ..	19,472	22,295	+14.5
5. Millinery	5,547	6,359	+14.6
6. Women's and children's apparel - (Total, 1-5).	121,777	137,959	+13.3
7. Men's and boys' clothing and furnishings	54,294	58,690	+ 8.1
8. Drugs, toilet articles and preparations	11,912	12,625	+ 6.0
9. Piece goods	40,493	43,439	+ 7.3
10. Smallwares	16,018	16,559	+ 3.4
11. Food and kindred products	44,868	40,072	-10.7
12. Furniture (including mattresses and springs.	35,186	39,868	+13.3
13. Home furnishings	42,648	45,021	+ 5.6
14. Household appliances and electrical supplies	21,179	25,773	+21.7
15. Hardware and kitchen utensils	26,588	28,099	+ 5.7
16. Radios, musical instru- ments, and supplies....	7,407	8,016	+ 8.2
17. Shoes and other footwear	34,619	37,700	+ 8.9
18. Stationery, books, and magazines	7,699	8,137	+ 5.7
19. All other departments, total	56,893	64,033	+12.5

RETAIL FOOD TRADEChain Stores

Sales of chain grocery and combination stores were 14% higher in September, 1949 than in September, 1948. Total sales were estimated to be \$37,061,300 in September this year and \$32,561,500 in the same month of 1948.

Chain Food Store Sales in September, 1948 and 1949

Region	Estimated Sales		% Change, September, 1949 September, 1948
	September, 1948	September, 1949	
	\$	\$	%
CANADA	32,561,500	37,061,300	+ 13.8
Maritime Provinces .	1,240,300	1,266,300	+ 2.1
Quebec	5,967,700	7,203,000	+20.7
Ontario	17,683,200	19,996,700	+13.1
Prairie Provinces...	4,291,700	4,922,900	+14.7
British Columbia ...	3,378,600	3,672,400	+ 8.7

Independent Stores

An increase of 3% occurred in sales of independent food stores in September. Increases were recorded in every province with the exception of British Columbia which showed a fractional decrease.

Independent Food Store Sales in September, 1948 and 1949

Region	Estimated Sales		% Change, September, 1949 September, 1948
	September, 1948	September, 1949	
	\$	\$	%
CANADA	70,492,600	72,856,200	+ 3.4
Maritime Provinces ...	7,670,600	8,215,200	+ 7.1
Quebec	23,744,700	24,552,000	+ 3.4
Ontario	23,245,500	24,012,600	+ 3.3
Manitoba	3,074,600	3,185,300	+ 3.6
Saskatchewan	3,437,100	3,485,200	+ 1.4
Alberta	4,064,400	4,166,000	+ 2.5
British Columbia	5,255,700	5,239,900	- 0.3



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