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RETAIL TRADE

January, 1950

The total of Canada's retail trade in January, 1950 increased 2% over the same month in 1949.

Motor vehicle dealers accounted for the largest gain, with sales up 36%. Garage and filling station sales were up 8%. Coal and wood dealers recorded the only other substantial increase (16%). The three trades in the apparel group all failed to reach their January, 1949 sales volumes; men's, women's and family clothing store sales were off 13%, 14% and 14% respectively. Hardware stores reported the only other large decrease in January, 1950 compared with the same month a year ago (15%).

Changes in sales volume in the different regions varied little from the overall Canada increase of 2%, ranging from a 4% increase for Ontario to a 4% decrease for both Alberta and British Columbia.

Tables showing the comparative results appear on the reverse side of this page.

NOTE: This condensed summary of retail sales in January, 1950 replaces the usual monthly report on retail trade. Publication of more detailed information will be resumed in the February, 1950 issue, following a complete revision of retail trade estimates.

Prepared in Merchandising and Services Section

Price .25 cents



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PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January, 1950 Over January, 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 1.7	- 0.9	+ 1.5	+ 4.3	+ 3.5	+ 2.4	- 3.6	- 3.5
Grocery & Combination	+ 2.3	- 3.8	+ 2.1	+ 3.9	+ 3.3	+ 3.8	+ 2.6	+ 1.1
Meat	- 1.9	- 6.5	+ 0.5	- 1.2	- 9.5	-10.9	- 5.0	- 2.1
Country General	- 3.6	- 6.7	- 5.9	- 4.9	- 2.0	- 3.7	+ 0.5	+ 1.1
Department	+ 1.4	- 0.3	- 1.6	+ 3.0	+ 3.6	+ 3.0	+ 6.6	- 3.7
Variety	- 3.8	- 7.2	- 8.0	+ 3.1	- 9.1	-12.5	- 7.9	-22.2
Motor Vehicle	+36.1	+24.1	+35.0	+44.1	+34.4	+35.8	+22.9	+27.7
Garage & Filling Station ...	+ 7.5	- 6.2	+22.1	+ 4.7	- 2.1	+17.1	- 1.5	+11.4
Men's Clothing	-12.5	-23.9	-29.6	- 6.9	- 8.2	- 6.1	+ 1.8	+ 1.1
Family Clothing	-13.6	- 7.5	-21.5	-11.3	- 6.1	+ 4.0	- 8.1	-17.7
Women's Clothing	-13.6	+ 9.5	-13.7	-13.6	- 8.3	-10.9	-10.5	-26.0
Shoe	- 0.9	+ 3.1	+ 0.6	- 2.1	- 7.7	-20.0	+25.0	- 6.4
Hardware	-14.9	-13.4	-10.2	-18.3	-14.3	-15.6	-10.0	-17.2
Lumber & Building Material .	- 6.2	- 4.3	-12.0	- 5.8	(a)	+ 7.4	- 9.1	-21.9
Furniture	- 9.1	-16.4	-23.8	+ 5.3	-25.0	-25.0	-26.6	-15.5
Appliance & Radio	- 2.5	-14.7	-18.8	+11.0	- 8.6	-18.2	-10.8	-18.3
Restaurant	- 1.5	-10.0	- 4.9	+ 1.4	- 3.0	- 4.7	-12.6	- 8.4
Coal & Wood	+16.1	+17.6	+24.4	+13.6	+15.0	+40.2	+12.9	- 5.1
Drug	- 2.0	+ 0.9	+ 3.8	- 4.0	+ 1.1	- 2.6	- 3.0	- 4.6
Jewellery (c)	- 1.9	- 4.8	- 9.4	+ 2.7	-11.5	+40.0	- 3.6	- 9.5
Tobacco	+ 3.4	+ 8.3	+ 6.6	+ 3.8	(a)	-11.1	(a)	- 6.9
All Others	- 6.0	- 1.2	- 3.2	- 2.4	- 1.4	-14.6	-21.4	-11.3

(a) Unchanged. (c) Sales upon which comparisons are based include the 25% Federal Tax levied at consumer level prior to its removal in March, 1949.