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RETAIL TRADE OCTOBER, 1950

Canada's retail trade was moderately higher in October 1950, sales being 3% above those for the corresponding month in 1949.

Motor vehicle dealers reported the largest gain, sales increasing 22%. Garage and filling station sales increased 10%. The 14% gain in appliance and radio dealers' sales, although more moderate than some of the increases recorded in previous months of 1950, indicated a continuation of the strong consumer demand for this line of durable goods. The only other large gain was that reported by coal and wood dealers whose sales were up 10% in October 1950 compared with October 1949. Food store sales increased 2%, the smallest increase recorded since May. Most of this increase was due to an 11% gain in sales of chain food stores. Family clothing stores were the only ones in the apparel group to show increased sales volume, sales being up 4%.

Other declines in sales volume were quite moderate, the 6% decrease in shoe store sales being the largest, followed by a 5% decline in hardware store sales. Variety store sales declined 3%, the first decrease for that trade since April 1950.

NOTE: This condensed summary of retail sales in October 1950 replaces the usual monthly report on retail trade. Publication of more detailed information will be resumed at an early date following a complete revision of retail trade estimates.

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Only in the Prairie Provinces did sales changes differ to any extent from the average result for Canada. Sales in Manitoba were up 6% in October, while Saskatchewan and Alberta reported retail trade down 7% and 1% respectively compared with October a year ago.

Cumulative sales for January-to-October 1950 increased 6% compared with the same period in 1949. In a few trades, the October 1950 comparisons were somewhat different from those in the year-to-date comparisons. October changes for these, with January-to-October results in brackets, were as follows: family clothing stores + 4% (-3%); variety stores -3% (+3%); men's clothing stores -1% (-6).

A table showing the comparative results for October 1949 and 1950 appears on page 3, and the January-to-October 1950 cumulative results on page 4.

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PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

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(Without Adjustment for Price Changes)

October 1950 Over October 1949

Kind of Business or Store	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.	CANADA
	%	%	%	%	%	%	%	%
Grocery & Combination	- 3.1	+ 1.6	+ 3.9	+ 3.4	- 1.1	- 0.2	+ 0.5	+ 1.9
Meat	-11.4	+ 5.3	+ 1.2	- 6.8	- 1.1	+ 0.7	- 3.6	+ 0.7
Country General	- 3.6	+ 2.8	- 2.0	- 5.1	- 8.9	-12.6	+ 0.3	- 3.9
Department	+ 2.6	+ 2.7	+ 1.0	- 0.8	- 5.6	(a)	+ 4.8	+ 1.1
Variety	- 2.7	- 3.3	+ 0.2	-10.0	-12.8	- 2.9	- 9.4	- 2.5
Motor Vehicle	+ 8.3	+11.0	+26.9	+48.2	+14.8	+11.2	+37.4	+21.5
Garage & Filling Station .	+15.5	+ 9.7	+ 5.1	+24.4	+ 0.3	+ 5.3	+29.9	+10.0
Men's Clothing	- 8.9	- 8.2	+ 9.2	-11.1	-15.3	-24.2	- 5.0	- 1.0
Family Clothing	- 3.8	+ 5.0	+ 2.9	-21.0	+27.3	+ 5.6	+ 4.8	+ 4.4
Women's Clothing	- 1.6	+ 1.6	- 0.8	-14.9	-15.6	-10.4	-12.6	- 4.2
Shoe	-11.8	- 5.2	- 4.8	(a)	-10.5	-11.1	- 5.9	- 5.9
Hardware	+ 5.1	+ 4.1	+ 0.4	-28.8	-20.5	-13.9	+ 0.7	- 4.8
Lumber & Building Material	+23.5	+25.3	+ 6.3	+ 3.8	-15.2	+ 6.5	+ 3.0	+ 4.5
Furniture	+ 5.5	- 9.9	+ 6.9	+33.3	- 9.7	- 8.3	+ 0.7	+ 0.1
Appliance & Radio	+29.3	+31.0	+11.8	+12.0	(b)	-10.2	+33.8	+14.3
Restaurant	-15.2	+ 3.7	+ 1.6	- 3.0	- 6.7	-12.6	- 5.3	- 1.7
Coal & Wood	+14.0	+19.1	+ 6.9	+23.9	- 2.3	(a)	+ 3.7	+10.0
Drug	+ 4.2	- 0.4	- 0.6	+ 1.8	+ 8.5	+ 0.9	+ 3.2	+ 1.1
Jewellery	+ 6.3	- 3.3	- 4.0	(a)	- 4.3	+ 5.6	+ 2.9	- 1.6
Tobacco	- 7.4	- 5.1	- 0.7	-11.8	(a)	(a)	- 3.9	- 2.6
All Others	- 1.6	+ 0.6	- 2.3	+ 7.2	-23.4	- 1.0	- 4.0	- 3.3
Total, All Trades .	+ 1.5	+ 3.5	+ 4.4	+ 6.3	- 7.7	- 1.1	+ 4.7	+ 2.8

(a) Unchanged.

(b) Not available.



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PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to October 1950 Over January to October 1949

Kind of Business or Store	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.	CANADA
	%	%	%	%	%	%	%	%
Grocery & Combination ...	+ 1.0	+ 4.9	+ 7.0	+ 4.4	+ 2.3	+ 5.7	+ 4.4	+ 5.3
Meat	- 5.3	+ 6.0	+ 2.3	- 6.4	-11.2	- 1.2	- 4.6	+ 0.9
Country General	- 1.1	- 0.8	- 1.2	- 5.8	- 0.8	- 2.9	+ 0.8	- 1.4
Department	- 1.4	+ 3.2	+ 1.0	+ 0.8	- 8.1	+ 2.8	+ 2.7	+ 1.0
Variety	- 1.6	+ 1.1	+ 7.2	- 8.0	- 6.7	+ 2.0	- 7.8	+ 2.6
Motor Vehicle	+28.9	+24.1	+35.7	+54.5	+22.8	+27.6	+51.1	+33.4
Garage & Filling Station..	+12.1	+14.0	+12.8	+12.1	+11.5	+ 7.3	+23.7	+13.4
Men's Clothing	-13.7	- 6.1	- 5.0	- 0.9	-10.7	- 8.9	- 8.5	- 6.3
Family Clothing	- 5.3	- 2.8	- 1.6	-13.4	- 1.2	- 1.3	- 1.6	- 2.7
Women's Clothing	- 0.7	-11.4	- 6.9	-18.1	- 7.7	- 9.5	- 5.6	- 8.2
Shoe	+ 0.2	+ 3.4	- 1.9	- 8.3	- 9.6	+ 1.0	- 7.1	- 0.9
Hardware	- 2.7	+ 5.4	- 0.8	-11.1	-14.1	- 4.8	- 3.2	- 2.0
Lumber & Building Material	+ 2.2	+16.7	+ 3.7	+ 0.5	+ 0.5	+ 6.3	+ 8.0	+ 5.0
Furniture	- 4.5	- 2.4	+ 7.7	+ 1.9	- 6.5	- 4.0	+ 3.1	+ 2.5
Appliance & Radio	+ 3.4	+18.2	+17.4	+ 4.6	(b)	- 3.4	+18.1	+14.1
Restaurant	+ 4.4	- 0.9	+ 2.2	- 7.1	- 3.9	- 3.3	- 4.2	- 0.5
Coal & Wood	+17.6	+19.1	+19.2	+ 6.9	+16.6	- 7.7	+ 2.5	+16.6
Drug	- 0.3	+ 3.6	- 2.3	+ 1.8	+ 1.6	- 0.7	- 0.2	- 0.3
Jewellery	+ 1.6	- 3.1	- 2.7	- 3.4	- 0.5	+22.4	- 0.3	- 0.6
Tobacco	- 5.5	+ 3.1	+ 2.5	- 5.0	- 3.2	+ 1.6	- 4.3	+ 1.4
All Others	+ 2.1	+ 2.4	+ 1.9	- 5.4	-15.7	+ 2.4	+ 0.2	+ 0.1
Total, All Trades ..	+ 4.6	+ 5.6	+ 7.5	+ 5.0	- 1.3	+ 4.9	+ 6.9	+ 5.8

(b) Not available.

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