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RETAIL TRADE

NOVEMBER, 1950

The total of Canada's retail trade in November 1950 showed a marked gain of 10% compared with November 1949. This was the second largest increase recorded thus far in 1950, being exceeded only by the 13% gain in August 1950.

Seventeen of the twenty trades reported increased sales volumes. Outstanding among these was the 49% increase in motor vehicle dealers' sales, an indication that consumer demand for new passenger cars continued to show strength. Garage and filling station sales were up a substantial 10%. Food store sales increased 9%, largely on the strength of the 21% increase for chain food stores. Other notable increases were reported by fuel dealers, which had a sales increase of 7%, and by department and country general stores, both of which had 6% increases.

Only three trades reported declines in sales volume in November 1950. Jewellery store sales were down 8%, and this was the largest decrease recorded. Of particular significance was the 6% decrease in furniture store sales and the fractional change in sales of appliance and radio dealers, results which may reflect in part the effect of credit control regulations which came into force in November 1950.

NOTE: This condensed summary of retail sales in November 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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All provinces reported increased sales volume in November 1950 compared with the same month a year ago. The largest increases were those for Manitoba and Alberta, sales being up 14% and 13% respectively. Only in the Maritimes, where sales were up 4%, did results for other provinces vary to any extent from the overall increase of 10% for Canada.

Cumulative sales for January-to-November 1950 increased 6% compared with the same period in 1949. In some trades, November 1950 comparisons varied somewhat from those in the year-to-date comparisons. November changes for these, with January-to-November results in brackets, were as follows: appliance and radio stores +0.1%(+12%); furniture stores -6%(+2%); country general stores +6%(-1%); men's clothing stores +2%(-5%); jewellery stores -8%(-1%).

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

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PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

November 1950 Over November 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 9.7	+ 3.7	+ 9.8	+10.0	+13.6	+ 7.4	+13.4	+ 8.6
Grocery & Combination	+ 8.7	+ 2.5	+ 9.7	+11.5	+ 9.7	+ 4.2	+ 6.7	+ 1.2
Meat	+ 5.2	-13.5	+10.7	+ 3.0	- 3.6	- 3.9	+21.2	- 0.5
Country General	+ 6.2	+ 1.8	+ 3.7	- 1.5	+13.0	+12.8	+ 4.0	+20.7
Department	+ 5.6	- 5.1	- 0.9	+ 1.5	+15.9	+17.0	+21.1	+11.0
Variety	+ 2.1	- 4.4	+ 4.1	+ 3.5	(a)	- 6.4	+ 2.9	- 3.1
Motor Vehicle	+48.8	+50.0	+68.6	+47.0	+34.3	+34.6	+51.2	+30.3
Garage & Filling Station ..	+10.0	+13.4	+21.0	+ 2.8	+ 3.0	+17.0	+11.5	+18.3
Men's Clothing	+ 1.7	-12.6	- 3.8	- 1.3	+20.0	+11.1	+13.0	+26.9
Family Clothing	+ 3.3	-11.6	-10.9	+ 5.9	+12.1	(b)	+39.7	+13.5
Women's Clothing	- 3.1	+ 1.5	- 4.8	- 4.2	- 2.9	+ 8.5	- 2.4	- 0.7
Shoe	+ 0.8	- 4.3	-11.8	+ 8.1	+13.6	(b)	+14.3	+ 1.7
Hardware	+ 2.2	-10.8	+ 7.2	+ 3.4	+ 2.1	- 5.8	- 2.9	+ 8.1
Lumber & Building Materials	+ 6.3	+ 3.1	+19.3	+10.9	+19.0	- 6.4	- 7.0	+ 5.7
Furniture	- 5.7	-19.2	+ 6.6	- 5.9	- 5.6	-17.2	-17.2	-18.5
Appliance & Radio	+ 0.1	+ 5.3	- 3.1	- 3.1	(a)	(b)	+19.6	+ 2.4
Restaurant	+ 5.3	+ 3.4	(a)	+13.2	(a)	+ 2.1	- 8.4	- 0.4
Coal & Wood	+ 7.1	- 7.1	+ 4.1	+ 1.0	+31.7	+31.3	+37.5	+34.3
Drug	+ 3.0	- 1.8	+ 9.1	+ 2.4	+ 8.8	+ 4.8	+ 2.9	- 5.1
Jewellery	- 7.7	-13.2	-11.8	- 7.4	-11.1	(a)	- 7.9	+ 1.4
Tobacco	+ 2.9	- 8.7	(a)	+ 7.0	(b)	(a)	- 2.4	(a)
All Others	+ 6.3	+ 3.4	- 3.2	+13.8	+11.4	-18.8	+ 6.2	+ 3.1

(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 November 1950 Over January to November 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 6.2	+ 4.5	+ 6.0	+ 7.7	+ 5.9	- 0.5	+ 5.7	+ 7.1
Grocery & Combination	+ 5.6	+ 1.1	+ 5.4	+ 7.4	+ 4.9	+ 2.5	+ 6.0	+ 4.1
Meat	+ 1.2	- 6.0	+ 6.3	+ 2.4	- 6.6	-10.6	+ 0.6	- 4.1
Country General	- 0.8	- 0.8	- 0.5	- 1.2	- 3.9	+ 0.2	- 2.2	+ 2.6
Department	+ 1.6	- 1.9	+ 2.7	+ 1.1	+ 2.6	- 5.3	+ 4.8	+ 3.6
Variety	+ 2.5	- 2.0	+ 1.4	+ 6.8	- 7.1	- 6.6	+ 2.1	- 7.3
Motor Vehicle	+34.6	+ 30.6	+27.7	+36.5	+52.8	+23.7	+30.1	+49.2
Garage & Filling Station .	+13.0	+ 11.6	+15.2	+11.6	+11.1	+11.8	+ 7.9	+23.0
Men's Clothing	- 5.4	- 14.1	- 5.5	- 4.6	+ 1.6	- 8.3	- 6.7	- 5.5
Family Clothing	- 2.2	- 5.8	- 4.1	- 0.8	-10.3	+ 6.2	+ 3.0	- 0.3
Women's Clothing	- 7.9	- 0.5	-11.4	- 6.8	-16.7	- 6.1	- 8.5	- 5.4
Shoe	- 0.8	- 0.2	+ 1.5	- 0.8	- 6.4	- 6.5	+ 2.2	- 6.3
Hardware	- 1.3	- 3.8	+ 5.5	(a)	- 7.9	-13.0	- 4.5	- 2.2
Lumber & Building Material	+ 5.1	+ 2.3	+17.0	+ 4.3	+ 2.3	- 0.2	+ 5.0	+ 7.8
Furniture	+ 1.5	- 5.5	- 1.4	+ 6.0	+ 1.1	- 7.7	- 5.7	+ 0.9
Appliance & Radio	+12.4	+ 3.6	+14.9	+15.4	+ 4.1	(b)	- 0.5	+16.3
Restaurant	+ 0.1	+ 4.2	- 0.7	+ 3.0	- 6.5	- 3.0	- 3.5	- 3.8
Coal & Wood	+15.5	+ 14.1	+17.3	+17.2	+ 9.6	+18.4	- 1.2	+ 5.4
Drug	(a)	- 0.6	+ 4.2	- 1.8	+ 2.4	+ 1.8	- 0.3	- 0.8
Jewellery	- 1.3	- 0.3	- 4.2	- 3.2	- 4.5	+ 0.4	+20.6	- 0.4
Tobacco	+ 1.5	- 5.8	+ 2.8	+ 2.9	- 4.6	- 2.9	+ 1.2	- 3.9
All Other	+ 0.7	+ 2.1	+ 2.6	+ 3.1	- 3.9	-16.0	+ 2.5	+ 0.4

(a) Unchanged. (b) Not available.

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