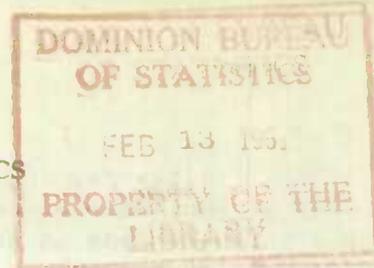


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RETAIL TRADE DECEMBER, 1950

Sales volume in Canada's retail stores increased 9% in December 1950 compared with December 1949, making this the highest volume of Christmas trade on record. This was the second successive month in which retail sales showed a marked gain.

Most trades reported increased sales volume compared with December, 1949. The 45% increase in motor vehicle dealers' sales was by far the largest. Shoe store sales were up 15%. Garage and filling station, and lumber and building material dealers' sales both increased 12%. Other sizeable increases were recorded by coal and wood dealers, and family clothing stores (9%), food stores (8%), and variety, and country general stores (7%).

Of three sales declines reported, the 6% decrease in appliance and radio dealers' sales was the largest. Jewellery sales decreased 4%.

All sections of the country shared in the large gain in retail trade in December 1950. Quebec and Manitoba showed the largest gains, sales increasing 13% and 12% respectively. Other provinces reported gains ranging from 6% in the Maritime Provinces to 10% in both Alberta and British Columbia.

NOTE: This condensed summary of retail sales in December 1950 replaces the usual monthly report on retail trade. Publication of more detailed information will be resumed with the January 1951 bulletin following a complete revision of retail trade estimates.

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Sales for the full year 1950 increased 7% compared with 1949 sales volume. Increases were much larger in the last half of the year than they had been in the first half, sales being up only 4.5% in the first six months of 1950. In some trades, December 1950 comparisons varied somewhat from those in the year-to-date comparisons. December changes for these, with January-to-December results in brackets, were as follows: country general stores +7% (unchanged); men's clothing stores +1% (-5%); family clothing stores +9% (-1%); shoe stores +15% (+1%); appliance and radio dealers - 6% (+10%).

A table showing the comparative results for December 1949 and 1950 appears on page 3, and the January-to-December 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)

December 1950 Over December 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades.....	+ 8.9	+ 6.1	+12.6	+ 6.9	+11.5	+ 8.4	+ 9.5	+ 9.5
Grocery & Combination.....	+ 8.0	+ 6.7	+ 7.8	+10.7	+ 8.6	- 1.7	+ 6.3	+ 2.8
Meat.....	+ 3.2	- 6.7	+ 4.7	+ 5.6	-10.9	+ 2.7	+ 6.0	- 2.3
Country General.....	+ 7.0	+ 6.1	+15.7	+ 2.9	+12.2	+ 6.3	- 4.4	+12.0
Department.....	+ 4.1	- 0.8	+ 7.4	+ 3.1	+ 8.5	- 4.0	+ 3.3	+ 4.3
Variety.....	+ 7.1	+ 5.5	+10.1	+ 6.4	+ 3.9	+ 1.3	+ 5.3	+ 9.0
Motor Vehicle	+45.4	+36.2	+63.5	+28.5	+74.2	+38.5	+54.6	+75.2
Garage & Filling Station...	+11.9	+12.5	+30.2	- 3.2	- 1.6	+34.1	-34.4	+16.5
Men's Clothing.....	+ 0.7	+ 5.0	+16.8	- 3.1	+ 7.8	- 2.8	- 4.8	+ 6.6
Family Clothing.....	+ 8.7	+ 5.8	+14.4	+ 5.6	+ 9.2	+ 6.0	+ 3.4	+ 5.6
Women's Clothing.....	+ 0.4	(a)	+ 6.7	+ 1.8	- 3.9	-15.3	- 0.8	- 9.1
Shoe.....	+15.1	+13.9	+40.5	+ 6.7	- 3.7	-11.1	- 7.3	- 9.1
Hardware.....	+ 5.0	+ 0.9	+24.5	+ 0.2	+ 3.4	- 9.2	+ 1.4	+ 5.9
Lumber & Building Material.	+11.5	+10.3	+20.1	+12.2	+21.5	+ 6.6	+ 1.7	+12.8
Furniture.....	- 1.5	-26.3	+ 7.4	- 3.2	- 4.3	- 7.1	- 2.4	+ 2.0
Appliance & Radio.....	- 6.4	- 4.5	- 1.7	-11.6	- 8.8	(b)	+10.2	+ 9.1
Restaurant.....	+ 6.0	+ 7.2	+ 5.4	+ 8.0	- 2.3	+ 1.4	+10.2	+ 3.6
Coal & Wood.....	+ 8.5	-11.4	+10.5	+ 8.8	+12.7	+17.6	+36.0	+ 6.9
Drug.....	+ 4.3	+ 1.2	+10.8	+ 1.3	+ 6.9	+ 4.2	+ 7.3	+ 4.7
Jewellery.....	- 3.9	- 5.4	- 9.3	- 1.6	- 6.4	-27.8	- 0.8	+10.6
Tobacco.....	5.4	-23.8	+ 7.0	+ 8.9	(a)	+15.4	- 2.8	- 2.2
All Others.....	+ 8.3	+ 7.1	+ 7.9	+ 7.2	+ 8.7	+24.1	+ 1.2	+12.0

(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 December 1950 Over January to December 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades.....	+ 6.5	+ 4.7	+ 6.7	+ 7.6	+ 6.5	+ 0.2	+ 6.1	+ 7.3
Grocery & Combination.....	+ 5.9	+ 1.7	+ 5.6	+ 7.7	+ 5.3	+ 2.1	+ 6.2	+ 4.1
Meat.....	+ 1.4	- 5.7	+ 6.1	+ 2.7	- 6.9	- 9.4	+ 1.2	- 3.9
Country General.....	(a)	- 0.2	+ 1.1	- 0.9	- 2.5	+ 0.7	- 2.5	+ 3.4
Department.....	+ 1.9	- 1.7	+ 3.3	+ 1.3	+ 3.4	- 5.1	+ 4.6	+ 3.7
Variety.....	+ 3.4	- 0.6	+ 2.8	+ 6.7	- 5.2	- 5.3	+ 2.7	- 4.3
Motor Vehicle.....	+35.1	+30.9	+28.8	+35.6	+54.4	+24.3	+32.1	+51.1
Garage & Filling Station.....	+12.9	+11.4	+16.4	+10.4	+ 9.5	+15.2	+ 9.6	+21.5
Men's Clothing.....	- 4.6	-11.4	- 3.2	- 4.4	- 1.4	- 7.6	- 6.4	- 3.8
Family Clothing.....	- 0.8	- 4.2	- 2.1	+ 0.1	- 6.3	+ 6.0	+ 3.0	+ 0.4
Women's Clothing.....	- 6.9	- 0.7	- 9.3	- 5.7	-15.3	- 7.1	- 7.5	- 5.9
Shoe.....	+ 1.1	+ 1.7	+ 6.1	+ 0.2	- 6.2	- 8.0	+ 1.1	- 6.6
Hardware.....	- 0.6	- 2.9	+ 7.2	(a)	- 6.6	-12.6	- 3.9	- 1.3
Lumber & Building Material...	+ 5.6	+ 3.2	+17.1	+ 5.0	+ 3.4	+ 0.4	+ 5.1	+ 8.1
Furniture.....	+ 1.2	- 8.2	- 0.5	+ 4.9	+ 0.5	- 7.7	- 5.4	+ 1.0
Appliance & Radio.....	+10.2	+ 2.5	+13.2	+12.0	+ 2.4	(b)	+ 0.7	+14.6
Restaurant.....	+ 0.5	+ 4.5	- 0.2	+ 3.4	- 6.2	- 2.6	- 2.5	- 3.2
Coal & Wood.....	+14.6	+10.3	+16.5	+16.3	+10.0	+18.2	+ 3.7	+ 5.6
Drug.....	+ 0.5	- 0.4	+ 4.9	- 1.4	+ 2.9	+ 2.1	+ 0.4	- 0.2
Jewellery.....	- 2.1	- 2.0	- 5.7	- 2.9	- 4.5	- 7.2	+13.9	+ 1.7
Tobacco.....	+ 1.7	- 8.0	+ 3.3	+ 3.1	- 4.0	- 0.9	+ 0.5	- 3.7
All Others.....	+ 1.7	+ 2.7	+ 4.3	+ 3.4	- 2.7	-13.7	+ 2.4	+ 1.6

(a) Unchanged.

(b) Not available.