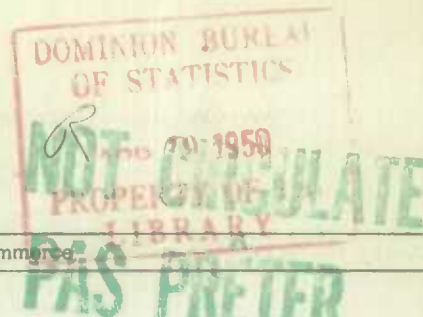




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RETAIL TRADE

FEBRUARY 1950

Canada's retail trade in February 1950 recorded the largest gain since April 1949, with total sales up 9% compared with February 1949.

Motor vehicle dealer sales played a significant role in this large overall gain. The extremely large sales increase (102%) reflects the very high sales of new passenger cars which accompanied the introduction of new models in the first two months of this year, when unit sales numbered 44,119 compared with 14,252 in the same two months a year ago. Garage and filling station sales were also up by a substantial 21%. With motor vehicle dealers' sales omitted, retail trade in February 1950 was virtually unchanged from February 1949.

Coal and wood dealers reported sales up 14%, this large increase being accounted for by the generally colder February throughout most of Canada this year as compared with February a year ago. The apparel trades continued to record decreased sales volumes, with women's, men's and family clothing store sales off 9%, 12%, and 13% respectively. Consumer commitments for automotive purchases have probably caused some moderation in sales of other types of consumer goods, although much of the volume reported for that trade represents deferred obligations.

The decreases in lumber and building material and hardware sales (-8% and -9% respectively) may be related to a similar decrease in construction contracts let in January 1950 compared with January 1949.

NOTE: This condensed summary of retail sales in February, 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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Grocery and combination store sales increased 5%.

Generally, changes in sales volume in the different regions varied little from the overall Canada increase of 9%, the one exception being a decrease of 1% in Saskatchewan.

Cumulative sales for January-February 1950 were up 5% compared with the same period in 1949. Most trades showed changes quite similar to those reported for February 1950.

A table showing the comparative results for February, 1950 appears on page 3 and the January-February 1950 cumulative results are on page 4.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

February 1950 Over February 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 8.9	+12.7	+ 6.6	+10.1	+ 6.5	- 1.4	+11.8	+11.2
Grocery & Combination	+ 5.1	+ 1.5	+ 3.6	+ 6.4	+ 4.4	+ 4.9	+ 9.0	+ 6.4
Meat	+ 1.2	+12.8	+ 5.1	+ 2.1	- 9.8	-11.1	+ 5.7	- 7.8
Country General	- 1.5	- 2.3	- 6.4	+ 2.4	- 0.5	+ 1.6	+ 2.1	- 7.0
Department	+ 0.2	+ 0.7	+ 4.8	- 3.8	- 0.7	- 2.7	+ 7.2	+ 5.7
Variety	- 0.4	- 9.1	- 5.6	+ 5.4	(a)	- 3.6	+ 4.9	- 8.5
Motor Vehicle	+102.4	+145.8	+90.7	+114.2	+64.8	+55.7	+74.1	+120.7
Garage & Filling Station ...	+20.9	+16.3	+13.5	+26.3	+36.5	+11.8	+ 7.4	+20.1
Men's Clothing	-11.8	-16.1	-16.0	-13.7	- 8.1	+ 3.6	+12.8	-10.7
Family Clothing	-13.1	- 5.8	-19.2	-12.6	(a)	- 4.9	(a)	-17.2
Women's Clothing	- 8.8	-14.3	-21.8	- 8.0	- 8.0	- 7.5	(a)	+10.3
Shoe	+ 1.5	- 7.1	+16.3	- 7.5	(a)	(a)	+ 5.9	+ 5.6
Hardware	- 9.2	-11.5	- 8.6	- 6.0	- 5.6	-20.6	-12.0	-10.9
Lumber & Building Material .	- 7.7	-17.4	-11.9	-16.8	(a)	7.6	+ 9.3	+11.9
Furniture	- 1.4	- 9.8	- 3.7	- 1.6	(a)	- 6.7	+24.1	- 6.7
Appliance & Radio	+ 9.5	- 9.1	+10.1	+16.3	+ 2.8	(b)	+ 6.1	(a)
Restaurant	- 1.2	(a)	+ 0.9	- 5.6	+ 3.4	+ 6.0	+ 2.1	+ 4.3
Coal & Wood	+14.1	+ 7.5	+25.2	+21.9	-11.3	+11.2	-23.3	- 6.2
Drug	- 1.1	- 0.9	+ 2.7	- 3.6	+ 2.1	+ 4.1	+ 4.1	- 4.0
Jewellery (c)	+ 4.0	+10.5	- 6.6	+ 7.8	- 7.4	(a)	+25.0	+ 7.3
Tobacco	+ 2.9	- 8.3	+ 8.7	+ 2.4	(a)	- 5.9	(a)	- 4.2
All Others	- 5.4	+ 1.6	- 4.7	- 6.9	+ 1.2	-32.7	+ 0.7	+ 2.9

(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.



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PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January-to-February 1950 Over January-to-February 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades..	+ 5.2	+ 5.7	+ 4.0	+ 7.2	+ 5.0	+ 0.5	+ 3.7	+ 3.6
Grocery & Combination ...	+ 3.7	- 1.0	+ 2.4	+ 5.2	+ 3.7	+ 4.7	+ 5.6	+ 3.7
Meat	- 0.8	+ 2.4	+ 2.7	- 0.4	- 9.6	-11.0	(a)	- 4.6
Country General	- 2.6	- 4.6	- 6.1	- 1.3	- 1.2	- 1.1	+ 1.3	- 3.0
Department	+ 0.8	+ 0.2	+ 1.6	- 0.7	+ 1.5	+ 0.2	+ 6.9	+ 0.9
Variety	- 2.0	- 7.6	- 6.8	+ 4.2	- 4.5	- 7.7	- 1.3	-15.2
Motor Vehicle	+66.6	+78.4	+59.8	+76.7	+49.6	+45.0	+46.8	+72.6
Garage & Filling Station.	+13.8	+ 5.6	+17.0	+14.8	+17.8	+14.5	+ 3.2	+14.6
Men's Clothing	-11.2	-19.7	-19.9	-10.4	- 5.8	- 1.5	+ 6.9	- 2.9
Family Clothing	-13.4	- 6.8	-20.4	-11.9	- 3.4	(a)	- 4.1	-17.5
Women's Clothing	-10.8	- 4.8	-17.6	-10.0	- 9.2	- 9.3	- 5.4	- 9.6
Shoe	- 0.7	- 1.7	+ 6.0	- 4.6	- 4.2	-10.5	+10.8	- 2.4
Hardware	-12.3	-12.6	- 9.5	-13.0	- 9.7	-18.1	-11.1	-14.1
Lumber & Building Material	- 7.6	-13.0	-10.7	-12.0	- 1.9	+ 7.9	- 2.1	- 6.1
Furniture	- 4.6	-12.3	-11.8	+ 1.8	-13.0	-16.1	- 4.1	-11.0
Appliance & Radio	+ 2.3	-11.9	- 6.9	+12.0	- 2.8	(b)	- 2.9	- 9.8
Restaurant	- 1.9	- 3.3	- 0.3	- 2.2	- 0.5	+ 1.9	- 5.3	- 2.4
Coal & Wood	+15.0	+12.5	+24.8	+17.5	+ 2.0	+25.7	- 4.9	- 6.3
Drug	- 1.4	- 0.5	+ 4.3	- 3.7	+ 1.6	+ 0.7	- 1.5	- 3.6
Jewellery (c)	+ 1.1	+ 2.5	- 8.6	+ 4.5	- 7.5	+20.7	+14.6	- 1.2
Tobacco	+ 3.1	(a)	+ 7.7	- 3.1	(a)	- 8.6	(a)	- 5.6
All Others	- 5.2	+ 0.1	- 3.2	- 4.6	(a)	-23.8	- 8.2	- 4.4

(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.