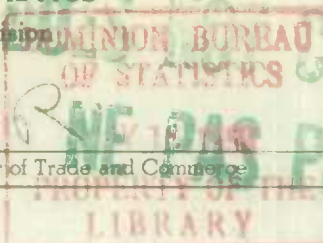




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RETAIL TRADE

MARCH 1950

For the second successive month, Canada's retail trade recorded a marked gain, with total sales in March 1950 up 7% compared with March 1949. However, this 7% gain was achieved as a result of large increases in only a few kinds of business, 13 out of 21 trades showing decreases in the month under review.

The sustained high volume of new motor vehicle sales played a major part in the March increase, dealers' sales being up 51% over March last year. Coal and wood dealers reported sales up 26% above March 1949, while other large increases were as follows: 17% for garages and filling stations, 10% for appliance and radio dealers, and 7% for food stores. Food store sales increased mainly on the strength of a 16% gain for chain stores, independent food merchants reporting sales up 3%.

Apparel store sales did not respond very convincingly to Easter trade promotion in March 1950. Although the traditional Easter stimulus to retail business occurred earlier this year than last, all four of the apparel trades reported decreases in March 1950 ranging from 2% for shoe stores to 17% for men's clothing stores. Department store sales decreased 3%. Jewellery sales were off 11%.

NOTE: This condensed summary of retail sales in March, 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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Increases in sales volume in the various regions were quite uniform, gains in the Maritimes and British Columbia alone (13% and 4% respectively) varying appreciably from the overall increase of 7% for Canada.

Cumulative sales for the first quarter of 1950 were up 6% compared with the same period in 1949. Changes in most trades corresponded closely with those recorded in March 1950, with consumers spending more on motor vehicles and durable household goods and less on other types of merchandise than they did a year ago.

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

PERCENTAGE CHANGES IN RETAIL TRADE

By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

March 1950 Over March 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 7.0	+ 12.7	+ 6.7	+ 6.7	+ 7.8	+ 8.6	+ 7.6	+ 3.6
Grocery & Combination	+ 7.2	+ 0.9	+ 8.1	+ 8.4	+ 7.3	+ 2.3	+ 9.7	+ 5.4
Meat	- 0.1	+ 2.4	+ 6.2	- 1.6	- 2.3	-17.2	+ 6.6	- 7.7
Country General	- 2.2	(a)	- 1.2	- 5.3	- 0.9	+ 0.4	- 5.0	- 1.9
Department	- 2.6	- 0.8	+ 2.0	- 4.9	+ 0.3	- 0.8	- 2.8	- 6.1
Variety	+ 1.4	- 6.2	+ 1.9	+ 4.8	- 3.6	(a)	(a)	- 9.3
Motor Vehicle	+50.7	+101.7	+39.2	+38.0	+86.9	+71.8	+50.3	+61.0
Garage & Filling Station ...	+17.3	+ 8.1	+16.2	+22.0	+14.0	+14.4	+15.6	+10.2
Men's Clothing	-16.5	- 13.5	-18.4	-16.6	- 8.7	+ 2.9	-21.9	-21.2
Family Clothing	-11.8	- 5.1	-15.1	- 5.8	- 9.4	-19.0	-17.0	-26.0
Women's Clothing	-13.4	- 5.1	-18.0	-11.6	-20.0	- 1.9	-12.0	-16.7
Shoe	- 2.1	- 2.6	+14.6	- 8.1	-15.8	(a)	-12.5	-14.5
Hardware	- 7.4	- 3.3	+ 0.4	- 8.7	-14.1	-15.9	- 6.4	-12.2
Lumber & Building Material ..	- 6.6	- 9.3	-10.4	-15.6	- 0.8	+10.2	+ 1.3	+ 5.6
Furniture	- 1.1	+ 4.4	- 5.1	+ 3.8	-14.3	+15.8	(a)	-16.8
Appliance & Radio	+10.1	(a)	+ 2.7	+19.3	- 7.5	(b)	- 8.6	- 5.8
Restaurant	- 1.4	+ 4.7	+ 2.7	- 2.9	- 4.6	- 0.8	- 3.0	- 1.9
Coal & Wood	+26.0	+ 35.9	+24.1	+31.3	- 4.6	+37.0	+16.7	+11.8
Drug	- 2.8	- 4.3	- 1.4	- 3.4	+ 2.9	- 4.7	- 3.6	- 3.6
Jewellery (c)	-11.1	+ 23.1	-12.0	-13.7	-23.7	-31.6	+32.0	-16.7
Tobacco	+ 1.5	- 3.8	+11.3	- 0.2	(a)	-10.5	- 4.6	-10.1
All Others	+ 1.1	+ 7.9	+ 0.2	+ 3.9	- 6.4	-12.7	+ 3.7	- 2.5

(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.

PERCENTAGE CHANGES IN RETAIL TRADE

By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to March 1950 Over January to March 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 5.9	+ 8.3	+ 5.0	+ 7.0	+ 6.0	+ 3.7	+ 5.2	+ 3.6
Grocery & Combination	+ 4.8	- 0.6	+ 4.4	+ 6.2	+ 5.4	+ 2.9	+ 7.1	+ 4.2
Meat	- 0.6	+ 1.6	+ 4.1	- 0.8	- 7.1	-13.3	+ 1.4	- 5.5
Country General	- 2.8	- 3.1	- 5.1	- 3.1	- 1.1	- 1.6	- 1.1	- 2.7
Department	- 0.6	- 0.3	+ 1.8	- 2.4	+ 1.0	- 0.2	+ 2.6	- 1.9
Variety	- 0.6	- 6.0	- 3.6	+ 4.5	- 4.2	- 4.8	- 0.8	-13.0
Motor Vehicle	+57.7	+63.1	+51.5	+59.1	+64.7	+58.3	+48.1	+66.5
Garage & Filling Station ...	+14.9	+ 6.5	+18.1	+16.6	+17.1	+13.4	+ 7.8	+12.9
Men's Clothing	-13.0	-16.9	-18.8	-12.3	- 7.0	- 1.0	- 6.3	-10.1
Family Clothing	-12.5	- 5.7	-17.8	- 9.6	- 5.5	- 7.8	- 9.4	-20.6
Women's Clothing	-11.5	- 3.5	-16.6	-10.6	-13.7	- 5.0	- 7.7	-12.7
Shoe	- 1.4	- 2.0	+ 9.2	- 6.1	- 9.3	- 6.5	+ 1.6	- 7.6
Hardware	-10.3	- 9.4	- 3.8	-12.6	-11.4	-16.3	- 9.2	-13.3
Lumber & Building Material ..	- 6.9	- 7.4	-10.3	-13.2	- 3.9	+ 8.4	- 0.7	- 0.9
Furniture	- 3.1	- 5.7	- 9.2	+ 2.7	-13.5	- 4.0	- 2.6	-13.4
Appliance & Radio	+ 5.1	- 7.5	- 5.2	+15.3	- 5.4	(b)	- 3.9	- 6.6
Restaurant	- 1.5	+10.9	- 0.1	- 2.5	- 1.7	+ 0.9	- 4.7	- 2.0
Coal & Wood	+18.6	+20.3	+24.7	+22.3	+ 0.2	+28.6	- 1.4	- 1.7
Drug	- 1.9	- 1.8	+ 2.3	- 3.5	+ 2.1	- 1.3	- 2.3	- 3.8
Jewellery (c)	- 3.4	+12.1	- 9.9	- 3.6	-12.1	+ 2.1	+26.0	- 7.0
Tobacco	+ 2.0	- 1.4	+ 8.5	+ 1.2	(a)	- 9.3	- 1.4	- 7.2
All Others	- 2.8	+ 3.0	- 2.0	- 1.5	- 2.4	-18.0	- 4.4	- 3.6

(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.