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## RETAIL TRADE

APRIL 1950

Canada's retail trade declined 4% in April 1950 compared with April 1949, but total sales for the first four months of 1950 increased 3% over the same period in 1949.

Only two trades reported gains of any magnitude. A gain of 14% in motor vehicle dealers' sales was moderate in comparison with much larger increases reported for earlier months of the year. This result was undoubtedly affected by curtailment of distribution caused by a strike in the United States plants of one of the larger companies. Coal and wood dealers' sales were up 40%, reflecting generally cold April weather in most parts of Canada. The slight increase in food store sales (+1%) was due to the marked gain of 7% recorded by chain food stores. Independent food store sales were down 11%.

Fourteen of the twenty-one trades reported sales declines in April this year compared with last, and in ten cases the decreases were in excess of 10%. Largest among the decreases were those for family clothing stores (-19%), jewellery stores (-20%) and women's clothing stores (-27%). All trades in the apparel group continued the downward sales trend which has been in evidence for some months. Department store sales dropped 10% from April last year.

With one exception, changes in sales volume in the different regions varied little from the average decrease of 4% for Canada as a whole. Saskatchewan's retail trade declined 20% in April 1950

NOTE: This condensed summary of retail sales in April, 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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compared with April a year ago, and almost all trades participated in this large decrease in sales volume.

Cumulative sales for January to April 1950 were up 3% compared with the same period in 1949. In a number of trades, the April comparisons were considerably different from those shown by cumulative results. The following examples illustrate the more important of these changes, cumulative comparisons being given in brackets; coal and wood dealers +40% (+21%), motor vehicle dealers +14% (+41%), garage and filling stations +1% (+14%), and jewellery stores -20% (-9%).

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

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**PERCENTAGE CHANGES IN RETAIL TRADE**  
**By Provinces and Kinds of Business**

(Without Adjustment for Price Changes)

April 1950 Over April 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades ...	- 3.8	- 2.8	- 3.8	- 1.2	- 5.7	-20.1	- 4.0	- 1.4
Grocery & Combination ..	+ 0.5	+ 0.2	+ 0.5	+ 1.6	- 1.7	- 6.4	+ 1.2	- 0.6
Meat .....	- 4.7	-10.0	+ 0.4	- 3.4	-10.2	-20.8	- 8.5	- 8.6
Country General .....	-11.5	-11.2	- 5.0	- 9.4	-17.4	-17.6	-17.7	- 4.4
Department .....	-10.1	-12.6	- 7.5	- 9.2	-11.4	-25.3	-10.1	- 6.6
Variety .....	- 3.1	- 5.7	- 6.4	+ 1.8	-15.4	-14.6	- 1.6	- 9.5
Motor Vehicle .....	+13.7	+19.4	- 2.0	+19.7	+52.8	-17.6	+22.2	+20.1
Garage & Filling Station	+ 0.8	+17.3	+ 9.6	+ 2.1	-15.0	-14.0	-11.5	+ 6.1
Men's Clothing .....	-14.7	-18.6	-12.8	-14.7	-11.5	-22.2	-10.4	-19.8
Family Clothing .....	-18.6	-20.8	-18.5	-18.0	-32.7	-33.0	-23.9	+ 2.8
Women's Clothing .....	-26.9	-13.9	-26.2	-28.8	-39.2	-26.8	-25.9	-17.6
Shoe .....	-13.4	- 9.7	-12.4	-13.4	-29.7	-28.6	- 3.0	-15.1
Hardware .....	-15.6	-11.8	-13.8	-13.6	-22.6	-31.8	-13.7	-10.1
Lumber & Building Material	-11.7	-18.0	-15.4	-15.2	-14.7	- 6.6	- 8.0	+ 2.7
Furniture .....	-11.3	- 6.6	-25.0	- 4.1	-23.5	-16.0	-10.5	- 5.0
Appliance & Radio ....	+ 1.3	-16.7	- 0.9	+ 9.0	-14.3	(b)	- 3.0	+1.3
Restaurant .....	- 2.3	(b)	+ 4.6	+ 0.3	- 8.8	- 6.0	- 6.1	- 3.6
Coal & Wood .....	+39.7	+12.7	+30.9	+49.6	+36.6	+54.8	-14.3	+25.8
Drug .....	- 3.7	- 5.9	+ 3.5	- 5.5	- 3.6	- 6.5	- 4.6	- 4.3
Jewellery .....	-19.8	-16.1	-20.3	-26.6	-15.8	-16.7	+ 9.4	-14.1
Tobacco .....	+ 3.2	+ 7.4	+ 4.3	+ 6.0	- 5.9	-10.0	(a)	- 5.2
All Others .....	- 6.9	- 7.4	- 1.0	- 3.3	-23.2	-30.9	- 5.6	- 4.5

(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 April 1950 Over January to April 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades ...	+ 3.0	+ 5.0	+ 2.3	+ 4.6	+ 2.3	- 5.0	+ 2.4	+ 2.1
Grocery & Combination ...	+ 3.5	- 0.7	+ 3.2	+ 4.8	+ 3.2	+ 1.3	+ 5.6	+ 2.8
Meat .....	- 1.5	- 1.2	+ 3.2	- 0.9	- 8.1	-14.8	- 2.2	- 6.6
Country General .....	- 5.6	- 5.7	- 5.4	- 5.1	- 5.6	- 7.1	- 6.2	- 4.3
Department .....	- 3.6	- 4.6	- 1.1	- 4.4	- 2.8	- 8.7	- 1.2	- 3.3
Variety .....	- 1.4	- 5.7	- 4.6	+ 3.6	- 8.1	- 8.1	- 1.0	-12.0
Motor Vehicle .....	+41.4	+44.3	+29.8	+46.3	+60.0	+24.8	+37.5	+52.0
Garage & Filling Station .	+11.2	+ 9.8	+21.6	+11.8	+ 2.4	- 0.8	+ 0.9	+11.2
Men's Clothing .....	-13.6	-17.4	-16.6	-13.2	- 7.6	- 8.7	- 8.7	-13.3
Family Clothing .....	-13.5	-11.2	-14.7	-12.4	-15.8	-18.1	-14.6	-12.4
Women's Clothing .....	-16.9	- 7.0	-20.3	-16.5	-24.3	-12.7	-13.6	-15.1
Shoe .....	- 6.7	- 5.6	- 1.8	- 9.1	-18.7	-15.4	+ 2.1	-10.1
Hardware .....	-12.0	-10.3	- 6.3	-12.9	-15.4	-22.5	-10.9	-12.3
Lumber & Building Material	- 8.2	- 8.1	-12.0	-13.7	- 7.4	+ 3.9	- 3.1	+ 0.9
Furniture .....	- 5.7	- 5.6	-14.3	+ 0.1	-13.0	- 8.0	- 3.7	-10.8
Appliance & Radio .....	+ 3.3	- 4.7	- 3.5	+11.8	- 8.7	-14.3	(b)	- 4.7
Restaurant .....	- 1.8	+ 9.7	- 1.8	- 2.0	- 4.9	- 1.2	- 4.4	- 1.9
Coal & Wood .....	+21.6	+19.2	+26.1	+26.2	+ 4.9	+31.1	- 2.5	+ 2.1
Drug .....	- 2.3	- 2.7	+ 2.6	- 4.0	+ 0.5	- 2.7	- 2.9	- 3.8
Jewellery .....	- 8.6	+ 2.1	-13.3	-11.8	-11.6	- 1.5	+24.8	- 8.7
Tobacco .....	+ 2.2	- 4.0	+ 7.2	+ 2.4	- 1.6	- 9.5	- 0.9	- 7.4
All Others .....	- 3.8	- 0.1	- 1.1	- 1.6	-10.1	-23.6	- 4.6	- 3.7

(a) Unchanged. (b) Not available.