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## RETAIL TRADE

### JULY 1950

Canada's retail trade increased 6% in July 1950 compared with July 1949. The increase in consumer spending has been distributed more evenly among the various trades in the last three months than was the case in the earlier part of the year. In the first four months of 1950 increases were largely confined to the automotive and appliance trades.

The 29% increase in coal and wood dealers' sales was the highest recorded in July. Sales of motor vehicle dealers were up 27%, an indication that the pace of consumer demand for new passenger cars remained unslackened. Appliance and radio dealers reported sales up 18%, continuing the series of marked gains begun several months ago. Other large gains were those for: lumber and building material dealers, 18%; department stores, 11%; furniture stores, 9%; garages and filling stations, 9%; hardware stores, 6%. Six trades reported sales declines from July a year ago none of which exceeded 4%. The apparel group accounted for three of the six decreases.

With the exception of Saskatchewan, all regions reported gains in sales volume in July 1950 compared with July 1949. The largest increases were recorded by Manitoba and British Columbia, sales being up 9% in both provinces. The Maritimes recorded only a minor gain in sales volume (0.3%), while Saskatchewan results indicated a 5% decline in sales.

Cumulative results for the first seven months showed sales up 5% compared with the same period a year ago. Results for most provinces showed little deviation from the national average, though total trade in Saskatchewan was 2% below 1949 volume. Several trades showed distinctly different results in July than in the seven-months' cumulative comparison. July changes for these, with January-to-July results in brackets, were as follows: department stores +11%(+0.1%); men's clothing stores -1%(-9%); women's clothing stores -3%(-12%); lumber and building material dealers +18%(+2%); hardware stores +6%(-5%); furniture stores +9%(-0.2%); jewellery stores +2%(-5%).

NOTE: This condensed summary of retail sales in July, 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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PERCENTAGE CHANGES IN RETAIL TRADE  
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

July 1950 Over July 1949

Kind of Business or Store	Mar. Prov. %	Que. %	Ont. %	Man. %	Sask. %	Alta. %	Br. Col. %	CANADA %
Grocery & Combination .....	+ 1.5	+ 4.6	+ 1.4	+ 3.6	- 2.4	+ 2.8	+ 4.9	+ 2.6
Meat .....	- 7.3	+ 8.3	- 1.0	-10.6	-15.8	-17.9	- 6.1	- 1.8
Country General .....	+ 4.6	- 0.2	- 2.1	- 1.3	+ 3.5	+ 0.4	+ 1.7	+ 0.7
Department .....	+ 1.3	+10.7	+13.9	+12.5	- 4.0	+ 7.3	+13.1	+10.8
Variety .....	- 2.9	+ 3.5	+ 7.7	- 5.7	-10.0	(a)	-13.1	+ 3.2
Motor Vehicle .....	+ 9.8	+16.6	+31.3	+40.7	+11.5	+30.4	+47.8	+26.9
Garages & Filling Station ..	- 6.9	+15.1	+ 8.3	+ 5.5	+ 1.9	+ 6.4	+21.2	+ 8.5
Men's Clothing .....	-13.1	+13.5	- 4.5	+ 1.5	-11.1	- 1.6	- 1.6	- 0.8
Family Clothing .....	(a)	- 5.5	+ 1.1	- 5.1	+ 1.7	+ 3.6	+ 8.0	- 0.7
Women's Clothing .....	-15.5	-10.3	(a)	+ 1.8	+ 2.3	- 7.0	+ 0.7	- 3.4
Shoe .....	+ 5.8	+13.3	+ 0.6	- 4.2	-11.8	- 8.8	-12.3	+ 2.1
Hardware .....	- 1.0	+22.2	+ 5.9	- 9.1	-11.8	+ 4.2	+ 1.4	+ 5.8
Lumber & Building Material ..	+ 9.2	+39.9	+22.2	+13.8	+ 2.1	+16.4	+11.8	+18.2
Furniture .....	- 4.7	- 0.6	+17.4	+13.3	- 5.0	- 8.5	+17.6	+ 8.5
Appliance & Radio .....	-20.5	+26.6	+15.4	+33.3	(b)	-25.0	+60.8	+18.1
Restaurant .....	+ 4.0	- 0.3	+ 0.5	-13.8	- 8.8	(a)	- 8.5	- 2.4
Coal & Wood .....	+14.3	+10.9	+45.2	- 7.2	+14.7	(b)	+11.3	+29.0
Drug .....	- 2.5	+ 2.0	- 2.1	+ 0.9	- 3.6	(a)	+ 2.6	- 0.6
Jewellery .....	+ 5.9	- 1.8	+ 4.1	+ 3.0	- 8.7	+22.9	- 4.8	+ 2.1
Tobacco .....	- 7.1	+ 1.8	+ 4.0	- 6.7	(a)	- 2.8	- 3.8	+ 1.2
All Others .....	- 3.7	- 0.4	+ 0.1	- 6.0	-22.0	+ 1.3	- 1.4	- 2.4
Total, All Trades .....	+ 0.3	+ 6.7	+ 7.9	+ 9.2	- 4.7	+ 6.7	+ 9.4	+ 6.3

(a) Unchanged.

(b) Not available.

PERCENTAGE CHANGES IN RETAIL TRADE  
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to July 1950 Over January to July 1949

Kind of Business or Store	Mar. Prov. %	Que. %	Ont. %	Man. %	Sask. %	Alta. %	Br. Col. %	CANADA %
Grocery & Combination .....	+ 0.9	+ 4.5	+ 5.9	+ 4.5	+ 1.8	+ 6.9	+ 4.9	+ 4.8
Meat .....	- 3.5	+ 3.5	+ 0.3	- 8.8	-14.3	- 3.9	- 5.9	- 1.1
Country General .....	- 2.7	- 2.7	- 1.9	- 4.1	- 0.5	- 2.9	- 0.9	- 2.1
Department .....	- 2.0	+ 1.9	+ 0.1	- 0.6	- 7.0	+ 1.8	+ 1.7	+ 0.1
Variety .....	- 2.4	- 0.2	+ 7.3	- 8.7	- 6.3	+ 2.4	-10.1	+ 2.2
Motor Vehicle .....	+33.9	+24.8	+37.5	+48.5	+22.4	+26.2	+47.8	+33.9
Garages & Filling Station ..	+10.7	+16.8	+12.3	+ 3.1	+ 4.7	+ 4.2	+16.4	+11.7
Men's Clothing .....	-14.4	- 9.3	- 9.5	- 4.5	-10.2	- 6.0	- 8.6	- 9.3
Family Clothing .....	- 5.9	- 6.2	- 5.7	-12.9	-14.6	- 6.8	- 5.5	- 6.7
Women's Clothing .....	- 3.2	-14.9	-11.7	-23.3	- 6.9	- 9.9	- 9.2	-12.1
Shoe .....	(a)	+ 3.5	- 4.2	-12.0	-10.4	+ 4.6	- 9.7	- 2.1
Hardware .....	- 5.6	+ 1.1	- 4.3	-12.9	-16.5	- 5.6	- 7.8	- 5.0
Lumber & Building Material ..	+ 0.5	+11.3	+ 1.5	- 8.5	+ 1.0	+ 4.1	+ 8.5	+ 2.4
Furniture .....	- 5.3	- 5.7	+ 5.7	- 5.7	- 7.2	- 7.1	- 1.9	- 0.2
Appliance & Radio .....	+ 2.3	+13.0	+16.2	- 1.2	(b)	- 3.9	+11.0	+11.5
Restaurant .....	+ 7.7	- 0.2	+ 1.3	- 7.7	- 2.8	- 2.5	- 3.6	- 0.4
Coal & Wood .....	+17.7	+21.3	+24.1	+ 2.0	+25.9	- 3.9	+ 3.8	+19.5
Drug .....	- 1.3	+ 3.9	- 3.2	+ 1.7	+ 1.2	- 1.5	- 1.5	- 1.0
Jewellery .....	+ 0.5	- 9.0	- 6.4	-10.5	- 6.7	+25.5	- 5.9	- 4.9
Tobacco .....	- 3.3	+ 4.8	+ 4.2	- 3.7	- 4.6	+ 1.0	- 5.0	+ 2.8
All Others .....	- 0.1	+ 0.5	+ 0.1	- 8.7	-16.0	- 0.8	- 1.1	- 1.6
Total, All Trades .....	+ 4.6	+ 4.5	+ 6.5	+ 2.6	- 1.9	+ 3.9	+ 5.1	+ 4.8

(a) Unchanged.

(b) Not available.



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