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RETAIL TRADE AUGUST, 1950

Recording the largest gain since April 1949, Canada's retail trade increased 13% in August 1950 compared with August 1949. All provinces, and practically all trades, shared in this marked sales increase, reflecting the generally widespread upward swing in consumer spending apparent in August 1950.

Outstanding in the August 1950 results was the 52% gain in motor vehicle dealers' sales, a further indication of the sustained demand for new passenger cars. Coal and wood dealers' sales were up 25%, the second successive month in which marked gains in sales were reported. Other notable increases were shown by garages and filling stations, up 24%; lumber and building material dealers, up 22%; and appliance and radio dealers, up 16%. Grocery and combination stores sales were up a substantial 9%. For the first time in many months, all trades in the apparel group recorded gains in sales volume, with the 9% increase in men's clothing stores being the largest. Of the three minor declines reported, tobacco stores 2% decrease was the largest.

All provinces shared in the gains in sales volume in August 1950 compared with the same month in 1949. Sales were up 19% in Manitoba. Other large gains were recorded in Alberta and British Columbia, sales

NOTE: This condensed summary of retail sales in August 1950 replaces the usual monthly report on retail trade. Publications of more detailed information will be resumed at an early date following a complete revision of retail trade estimates.

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being up 17% and 15% respectively. Maritime Provinces' gain of 7% was the most modest.

Cumulative sales for January-to-August 1950 were up 6% compared with the same period in 1949. Results for all provinces, except Saskatchewan, deviated little from the national average. Saskatchewan's retail sales were virtually unchanged from the January-to-August 1949 volume. Some trades showed distinctly different results in August than in the eight-months' cumulative comparison. August comparisons for these, with January-to-August results in brackets, were as follows: men's clothing stores +9% (-8%); women's clothing stores +8% (-10%); hardware stores +12% (-3%); furniture stores +10% (+1%).

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

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PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

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(Without Adjustment for Price Changes)

August 1950 Over August 1949

Kind of Business or Store	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.	CANADA
	%	%	%	%	%	%	%	%
Grocery & Combination	+ 2.1	+ 6.5	+13.3	+ 6.5	+ 4.6	+ 6.6	+10.1	+ 9.1
Meat	- 8.3	+20.4	+ 6.0	+ 1.4	- 7.6	+ 2.8	- 4.2	+ 7.2
Country General	+ 5.2	+ 3.2	+ 5.2	- 4.4	+ 0.4	- 1.3	+ 1.0	+ 1.9
Department	- 4.4	+ 5.9	+ 6.6	+ 12.7	+ 3.1	+10.6	+ 4.8	+ 6.4
Variety	- 4.5	+ 5.5	+12.3	+ 6.7	+ 2.8	+ 3.6	- 3.4	+ 6.7
Motor Vehicle	+40.8	+51.8	+40.0	+104.0	+36.9	+59.2	+77.6	+51.7
Garage & Filling Station	+16.5	+14.8	+16.9	+ 36.5	+36.6	+24.1	+52.0	+23.5
Men's Clothing	-17.9	+17.5	+ 8.7	(b)	+ 3.2	(a)	+ 0.9	+ 8.5
Family Clothing	- 5.0	- 1.7	+10.1	+ 2.9	+ 3.9	+ 6.1	+ 2.3	+ 3.0
Women's Clothing	+13.5	- 7.9	+16.3	+ 34.9	(a)	- 4.3	+ 1.5	+ 7.8
Shoe	+ 2.1	+ 5.7	+ 3.0	+ 15.0	+ 7.7	- 5.9	(a)	+ 3.5
Hardware	+ 3.2	+22.4	+12.0	+ 3.5	+ 5.3	+10.2	+ 7.8	+11.9
Lumber & Building Material ..	- 7.1	+35.5	+18.7	+ 32.0	+30.1	+19.1	+ 9.3	+21.6
Furniture	-14.1	+ 8.1	+12.9	+ 5.6	+ 9.1	+14.3	+15.1	+ 9.9
Appliance & Radio	-22.2	- 1.3	+29.7	+ 22.2	(b)	(a)	+54.0	+16.3
Restaurant	+ 1.8	- 6.1	+ 5.1	- 17.5	- 5.2	- 2.0	- 3.7	- 0.7
Coal & Wood	+15.3	+26.8	+26.7	+ 34.2	+27.5	(b)	+ 8.5	+25.2
Drug	- 4.1	+ 2.1	- 2.2	+ 2.7	+ 2.3	- 2.9	+ 5.2	- 0.5
Jewellery	- 2.4	+ 3.3	+ 3.4	(a)	- 4.8	(a)	+16.9	+ 4.0
Tobacco	- 3.4	- 0.5	- 2.2	- 6.2	- 5.0	+ 3.3	- 2.6	- 1.7
All Others	+ 7.9	+ 4.9	+ 4.0	- 4.5	- 1.6	+18.1	+ 5.6	+ 4.7
Total, All Trades	+ 6.9	+11.3	+12.6	+ 18.9	+ 9.9	+16.5	+15.3	+12.6

(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 August 1950 Over January to August 1949

Kind of Business or Store	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.	CANADA
	%	%	%	%	%	%	%	%
Grocery & Combination	+ 1.0	+ 4.8	+ 6.8	+ 4.8	+ 2.2	+ 6.9	+ 5.4	+ 5.4
Meat	- 4.0	+ 5.6	+ 1.0	- 7.2	-13.3	- 3.2	- 5.2	(a)
Country General	- 1.7	- 2.0	- 0.9	- 4.1	- 0.4	- 2.7	- 0.6	- 1.6
Department	- 2.3	+ 2.3	+ 0.9	+ 0.9	- 6.0	+ 2.9	+ 1.4	+ 0.7
Variety	- 2.7	+ 0.5	+ 7.9	- 6.8	- 5.1	+ 2.6	- 9.2	+ 2.7
Motor Vehicle	+34.8	+28.7	+37.9	+56.2	+25.9	+29.5	+51.7	+36.3
Garage & Filling Station	+12.4	+16.4	+13.0	+ 9.4	+11.2	+ 7.6	+22.0	+13.7
Men's Clothing	-14.9	- 6.9	- 7.9	- 1.2	- 9.2	- 6.0	- 9.9	- 7.9
Family Clothing	- 6.1	- 5.7	- 4.0	-11.1	-12.9	- 5.1	- 4.5	- 5.6
Women's Clothing	- 1.1	-14.3	- 9.1	-18.6	- 6.1	- 9.4	- 8.0	-10.2
Shoe	+ 0.3	+ 3.6	- 3.3	- 9.1	- 8.4	+ 3.1	- 8.5	- 1.5
Hardware	- 4.3	+ 3.8	- 2.2	-10.3	-13.3	- 3.2	- 5.8	- 2.8
Lumber & Building Material ..	+ 0.2	+14.8	+ 4.1	- 1.9	+ 6.1	+ 6.6	+ 8.7	+ 5.5
Furniture	- 6.6	- 4.0	+ 6.3	- 4.1	- 5.0	- 3.7	+ 0.6	+ 1.0
Appliance & Radio	- 0.7	+10.8	+18.4	+ 2.0	(b)	- 2.3	+15.3	+12.5
Restaurant	+ 6.8	- 0.9	+ 1.7	- 7.6	- 3.2	- 2.4	- 3.7	- 0.4
Coal & Wood	+17.4	+21.9	+24.2	+ 5.0	+26.0	- 7.3	+ 4.3	+20.1
Drug	- 1.6	+ 3.7	- 3.1	+ 1.8	+ 1.3	- 1.8	- 0.8	- 1.0
Jewellery	(a)	- 7.4	- 5.0	- 9.1	- 6.5	+21.5	- 2.2	- 3.6
Tobacco	- 3.3	+ 4.2	+ 3.3	- 4.0	- 4.6	+ 1.3	- 4.7	+ 2.2
All Others	+ 1.2	+ 1.2	+ 0.6	- 8.2	-12.8	+ 2.2	- 0.1	- 0.6
Total, All Trades	+ 4.9	+ 5.3	+ 7.3	+ 4.9	+ 0.1	+ 5.7	+ 6.4	+ 5.8

(a) Unchanged. (b) Not available..

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