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RETAIL TRADE SEPTEMBER, 1950

Canada's retail trade recorded a marked gain of 9% in September 1950 compared with September 1949. Eighteen of the twenty trades, and all provinces except Saskatchewan, reported increased sales. This was the second successive month in which results indicated overall strength in consumer demand.

The 27% increase in appliance and radio store sales was the highest recorded in September 1950. The 26% increase in motor vehicle dealers' sales, although more moderate than some of the gains reported in previous months, indicated that demand for new motor vehicles was still at considerably higher levels than a year ago. Jewellery store sales were up 18%, by far the largest gain reported for this trade this year. Other notable gains were shown by furniture stores and garages and filling stations, both up 16%, and by family clothing stores which had a 9% sales gain. Food store sales increased 8%. Men's clothing was the only trade which has not responded to the more general upward movement, sales being down 5% in September 1950. Restaurant receipts just failed to hold their September 1949 level.

NOTE: This condensed summary of retail sales in September 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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Sales were up 13% in British Columbia and 12% in Ontario. Other provincial increases were more moderate. Saskatchewan's 3% decrease was the only decline in sales volume in September 1950 compared with September a year ago.

Cumulative sales for January-to-September 1950 were up 6% compared with the same period in 1949. In a number of trades, the September 1950 comparisons were somewhat different from those shown by cumulative results. September changes for these, with January-to-September results in brackets, were as follows: family clothing stores +9%(-4%); women's clothing stores +3%(-9%); shoe stores +8%(-1%); furniture stores +16%(+3%); coal and wood dealers +3%(+18%); jewellery stores +18%(-1%).

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

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PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

September 1950 Over September 1949

Kind of Business or Store	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.	CANADA
	%	%	%	%	%	%	%	%
Grocery & Combination	+ 5.4	+ 9.3	+11.7	+ 3.2	+ 2.5	+ 2.0	+1.6	+ 8.4
Meat	- 6.8	+12.9	+13.1	- 1.4	- 3.4	+ 2.6	+0.5	+ 8.3
Country General	+ 5.7	+ 3.7	- 1.6	-13.8	+ 3.2	+ 5.9	+15.5	+ 2.8
Department	+ 0.9	+ 8.9	+ 4.3	- 1.0	-22.4	+ 3.7	+ 8.7	+ 2.8
Variety	+ 4.4	+ 9.7	+ 9.2	-13.5	-10.5	+ 3.5	+ 3.5	+ 7.2
Motor Vehicle	+10.5	+ 6.3	+29.2	+52.0	+15.3	+26.5	+63.6	+25.2
Garage & Filling Station	+ 5.2	+ 3.7	+21.8	+18.5	+23.9	+ 4.3	+33.2	+16.3
Men's Clothing	- 7.0	+ 7.0	-10.5	+12.7	-13.7	- 4.1	- 3.1	- 4.7
Family Clothing	- 9.7	+ 8.7	+10.8	-18.0	+38.9	+19.6	+16.7	+ 9.3
Women's Clothing	- 7.1	+ 4.8	+ 9.2	-16.4	-10.9	- 7.5	(a)	+ 3.3
Shoe	+ 9.4	+ 9.1	+10.5	-10.7	-16.7	(a)	(a)	+ 7.5
Hardware	+ 2.1	+ 8.2	+ 8.7	+ 3.6	- 9.0	- 0.5	+ 8.4	+ 5.3
Lumber & Building Material ..	- 6.3	+25.4	+ 2.0	+ 3.0	- 9.9	+ 4.2	+ 4.1	+ 2.8
Furniture	+ 1.3	+18.9	+19.0	+22.2	-12.0	- 2.3	+25.2	+16.1
Appliance & Radio	- 4.7	+60.7	+22.8	+13.0	(b)	- 2.3	+30.4	+26.9
Restaurant	(a)	- 3.4	+ 5.1	-10.3	- 5.3	- 2.1	-10.9	- 0.8
Coal & Wood	+23.0	+ 5.2	+ 2.0	+ 4.0	- 5.4	+16.7	-16.0	+ 2.9
Drug	+ 5.2	+ 7.6	+ 2.3	+ 1.8	(a)	+ 6.6	+ 4.0	+ 3.7
Jewellery	- 2.8	+23.7	+18.1	+ 9.8	+45.5	+11.8	+18.3	+18.1
Tobacco	-18.2	+ 1.7	+ 1.2	- 5.9	+ 5.3	+ 5.4	- 1.4	+ 0.2
All Others.....	+14.0	+12.9	+15.2	- 3.9	-21.0	+ 1.1	+ 7.2	+ 8.5
Total all Trades	+ 5.8	+ 9.6	+12.0	+ 4.8	- 3.1	+ 6.0	+12.8	+ 9.0

(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 September 1950 Over January to September 1949

Kind of Business or Store	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.	CANADA
	%	%	%	%	%	%	%	%
Grocery & Combination	+ 1.5	+ 5.3	+ 7.4	+ 4.4	+ 2.6	+ 6.4	+ 5.0	+ 5.7
Meat	- 4.1	+ 6.4	+ 2.5	- 6.4	-12.6	- 1.7	- 4.6	+ 1.0
Country General	- 0.7	- 1.4	- 1.0	- 5.4	+ 0.1	- 1.6	+ 1.4	- 1.0
Department	- 1.9	+ 3.2	+ 1.3	+ 1.0	- 8.6	+ 3.2	+ 2.4	+ 1.1
Variety	- 1.6	+ 1.6	+ 8.1	- 7.7	- 5.8	+ 2.7	- 7.6	+ 3.3
Motor Vehicle	+31.6	+25.6	+36.8	+55.4	+24.1	+29.1	+53.4	+34.8
Garage and Filling Station .	+11.4	+14.6	+14.0	+10.7	+13.0	+ 7.3	+23.1	+14.0
Men's Clothing	-14.2	- 5.6	- 8.3	(a)	- 9.8	- 5.9	- 9.0	- 7.6
Family Clothing	- 6.4	- 4.0	- 2.2	-12.1	- 6.7	- 2.1	- 2.1	- 3.9
Women's Clothing	- 1.7	-12.4	- 7.4	-18.2	- 6.7	- 9.8	- 7.0	- 8.9
Shoe	+ 1.2	+ 3.8	- 1.5	- 9.3	- 9.5	+ 2.7	- 7.4	- 0.5
Hardware	- 3.5	+ 4.9	- 0.9	- 7.7	-13.0	- 3.5	- 4.2	- 1.7
Lumber & Building Material .	- 0.7	+15.9	+ 3.2	- 0.2	+ 3.6	+ 6.3	+ 8.6	+ 5.0
Furniture	- 5.5	- 1.0	+ 7.8	- 0.7	- 5.9	- 3.8	+ 3.5	+ 2.9
Appliance & Radio	+ 0.6	+15.8	+19.2	+ 3.5	(b)	- 2.3	+15.9	+14.3
Restaurant	+ 6.1	- 1.4	+ 2.4	- 8.1	- 3.5	- 2.4	- 4.7	- 0.4
Coal & Wood	+18.3	+19.1	+21.0	+ 4.8	+20.9	- 5.0	+ 2.1	+17.6
Drug	- 0.9	+ 4.1	- 2.5	+ 1.7	+ 0.8	- 0.9	- 0.6	- 0.5
Jewellery	+ 0.4	- 3.5	- 2.2	- 6.3	+ 0.6	+22.5	- 0.9	- 0.8
Tobacco	- 5.3	+ 4.0	+ 2.7	- 4.2	- 3.5	+ 1.9	- 4.3	+ 1.8
All Others	+ 2.6	+ 2.6	+ 2.6	- 7.2	-14.7	+ 2.2	+ 0.7	+ 0.5
Total all Trades ..	+ 5.0	+ 5.9	+ 7.9	+ 4.9	- 0.4	+ 5.7	+ 7.2	+ 6.2

(a) Unchanged.

(b) Not available.