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RETAIL TRADE

OCTOBER, 1951

Canada's retail trade was estimated to be \$902,380,000 in October 1951, an increase of 9% compared with the October 1950 volume. In the first ten months of 1951, sales were up 12% compared with the same period of 1950.

It should be particularly noted that the September and October 1951 dollar figures in this bulletin, as well as the October 1951 and January-to-October 1951 percentage change results are all based on final 1950 data which will be released shortly upon completion of the printing of "Retail Trade 1950". All data contained in the January to September 1951 "Retail Trade" bulletins were based on preliminary 1950 figures. A set of tables covering January to December 1951 results based on final 1950 figures will be included in "Retail Trade, January 1952".

Sixteen of the twenty trades reported increased sales volume in October 1951 compared with the same month a year ago, but only three of the gains equalled or exceeded 15%. Grocery and combination and country general store sales were both up 18%. In the case of the former a very large increase of 26% by chain food stores contributed to the overall gain of 18% for all stores. Variety stores recorded a substantial increase of 15%. Drug, tobacco and women's clothing stores all had sales increases of 13%. Of the four declines in sales only a 25% decrease for appliance and radio stores and one of 14% for furniture stores were of any magnitude.



Gains of 16% in Saskatchewan and 13% in Quebec were the largest among the provincial results. Other provinces had increases ranging from 9% in Alberta to 4% in British Columbia.

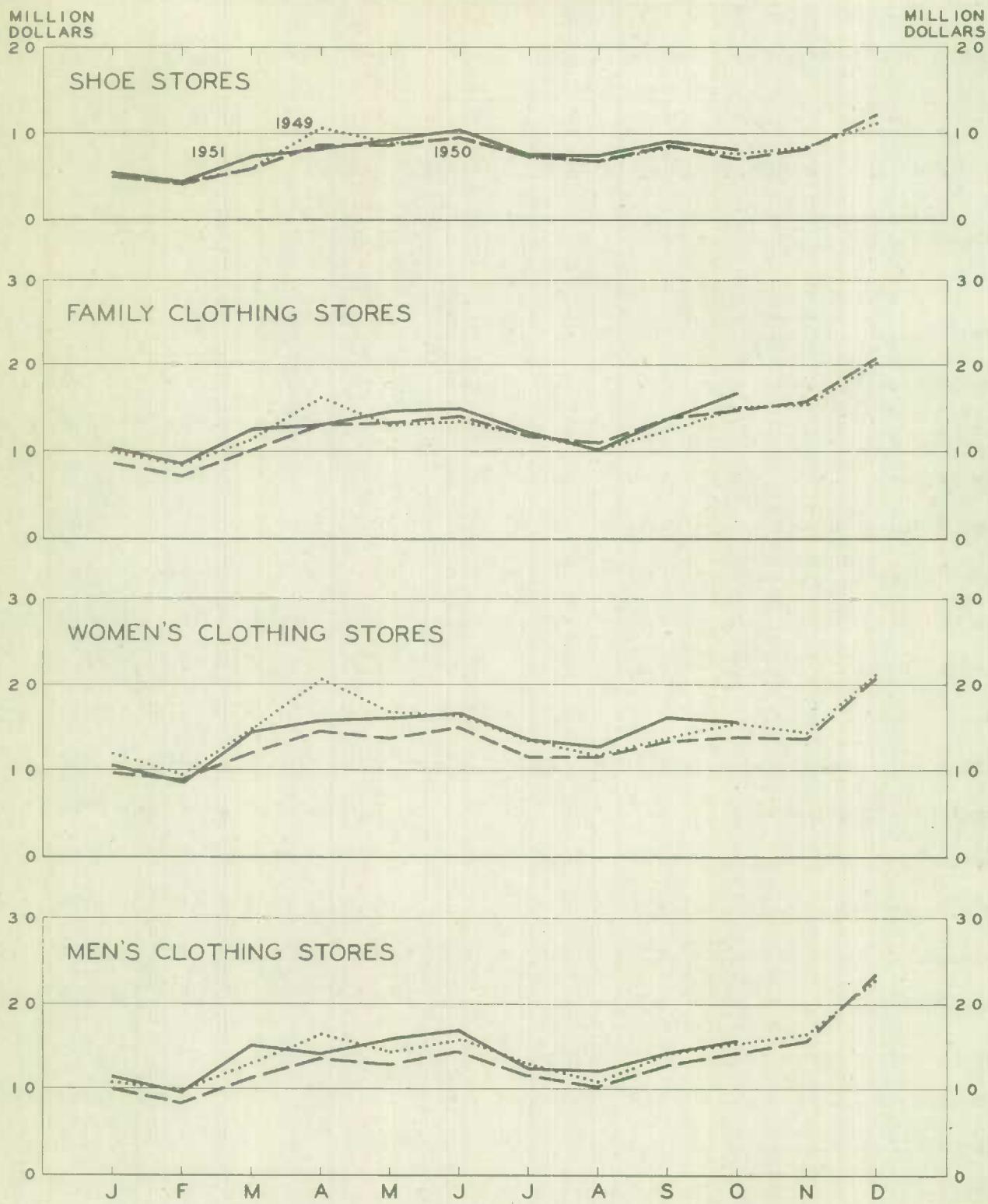
A table on page 10 shows department store sales and stocks for October 1950 and 1951. Total sales declined 3%. Stocks of merchandise held by department stores at the beginning of October 1951 were valued at \$235 millions, 26% above the level of those held on the same date a year ago, when stocks totalled \$187 millions.

Following is a review of sales estimates of chain office-and-store appliance dealers' sales, by provinces, for October 1950 and 1951.

Chain Office-and-Store Appliance Dealers' Sales

<u>Province</u>	<u>October 1950</u> \$ '000	<u>October 1951</u> \$ '000	<u>% Change Oct. 1951/Oct. 1950</u>
CANADA	4,920	6,010	+ 22.2
Maritime Provinces	200	240	+ 20.0
Quebec	1,240	1,560	+ 25.8
Ontario	2,380	2,760	+ 16.0
Manitoba	300	390	+ 30.0
Saskatchewan	130	190	+ 46.2
Alberta	260	340	+ 30.8
British Columbia	410	530	+ 29.3

MONTHLY SALES APPAREL STORES



Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(without Adjustment for Price Changes)

October 1951 Over October 1950

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 8.7	+ 5.8	+ 12.6	+ 8.2	+ 2.5	+ 16.3	+ 8.6	+ 3.5
Grocery & Combination.....	+ 17.5	+ 10.5	+ 15.6	+ 22.0	+ 18.5	+ 12.4	+ 15.4	+ 13.6
Meat.....	+ 13.3	+ 27.8	+ 20.4	+ 12.8	(a)	+ 7.2	+ 20.1	+ 3.0
Country General	+ 17.8	+ 16.5	+ 15.5	+ 10.2	+ 17.5	+ 27.2	+ 16.4	+ 25.5
Department	- 2.9	- 8.0	- 0.6	- 2.4	- 2.9	- 0.8	- 4.8	- 3.9
Variety	+ 14.8	+ 13.0	+ 15.1	+ 15.2	+ 13.9	+ 9.8	+ 10.6	+ 23.7
Motor Vehicle.....	+ 4.9	+ 2.7	+ 21.4	- 3.3	+ 5.1	+ 21.4	+ 6.2	- 5.3
Garage & Filling Station.....	+ 14.4	+ 5.4	+ 4.4	+ 20.2	- 6.5	+ 30.8	+ 24.5	+ 13.5
Men's Clothing	+ 1.2	+ 9.5	- 2.1	(a)	- 5.5	- 6.9	+ 18.8	+ 4.1
Family Clothing.....	+ 7.3	+ 9.4	+ 7.4	+ 2.2	+ 6.7	+ 13.1	+ 12.9	+ 10.6
Women's Clothing	+ 13.4	+ 8.1	(b)	+ 5.7	- 12.7	+ 2.6	+ 4.4	- 0.5
Shoe.....	+ 9.2	+ 19.0	+ 11.6	+ 7.4	- 4.0	+ 5.9	+ 20.6	+ 6.0
Hardware	+ 4.3	- 2.8	+ 8.7	+ 6.2	- 13.2	+ 13.3	+ 7.5	- 8.4
Lumber & Building Material	- 4.7	- 8.9	- 9.2	- 0.6	- 14.0	- 8.6	- 7.5	+ 1.5
Furniture	- 13.9	- 28.0	- 8.4	- 14.3	- 34.3	+ 3.4	- 20.7	- 12.5
Appliance and Radio	- 25.3	- 20.5	- 26.1	- 19.3	- 39.7	(b)	- 33.6	- 41.7
Restaurant	+ 6.9	+ 5.0	+ 1.3	+ 8.6	+ 4.1	- 2.0	+ 10.4	+ 15.6
Coal & Wood	+ 9.5	- 6.5	+ 14.6	+ 14.6	- 6.1	+ 7.5	- 21.4	- 10.1
Drug	+ 12.8	+ 9.7	+ 9.7	+ 15.1	+ 5.4	+ 12.5	+ 9.4	+ 19.8
Jewellery	+ 1.4	(a)	- 1.3	+ 3.3	- 5.6	- 5.6	+ 4.9	+ 4.2
Tobacco	+ 13.0	+ 13.6	+ 2.4	+ 18.2	(b)	+ 21.1	+ 12.0	+ 9.4
All Others	+ 14.9	+ 11.2	+ 19.1	+ 13.2	+ 11.7	+ 29.7	+ 13.6	+ 9.0

(a) Unchanged (b) Not available.

(Without Adjustment for Price Changes)

January to October 1951 Over January to October 1950

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 11.5	+ 7.7	+ 12.9	+ 12.2	+ 12.0	+ 11.1	+ 11.9	+ 7.8
Grocery & Combination	+ 15.2	+ 9.5	+ 12.9	+ 13.0	+ 16.8	+ 11.1	+ 15.6	+ 10.0
Meat	+ 12.8	+ 17.3	+ 17.2	+ 11.1	+ 5.6	+ 9.8	+ 12.7	+ 10.4
Country General	+ 12.9	+ 11.4	+ 18.0	+ 10.8	+ 15.4	+ 10.2	+ 8.4	+ 19.0
Department	+ 3.8	- 5.2	+ 4.6	- 1.8	+ 7.0	+ 7.4	+ 8.6	+ 5.6
Variety	+ 12.7	+ 9.8	+ 14.2	+ 11.8	+ 13.9	+ 10.3	+ 11.3	+ 21.1
Motor Vehicle	+ 21.3	+ 14.5	+ 29.0	+ 23.4	+ 23.9	+ 15.8	+ 24.6	+ 9.6
Garage & Filling Station	+ 9.9	+ 7.6	+ 8.1	+ 11.3	+ 4.5	+ 8.2	+ 13.6	+ 10.9
Men's Clothing	+ 6.8	+ 5.9	+ 5.3	+ 7.0	+ 8.8	+ 5.2	+ 8.5	+ 9.0
Family Clothing	+ 6.7	+ 7.8	+ 3.2	+ 5.5	+ 18.2	+ 12.8	+ 16.8	+ 7.4
Women's Clothing	+ 11.0	+ 4.7	(b)	+ 9.2	+ 5.5	+ 1.1	+ 4.9	- 0.9
Shoe	+ 7.1	+ 6.7	+ 11.1	+ 5.8	+ 1.8	+ 7.3	+ 0.3	+ 6.5
Hardware	+ 7.4	- 0.2	+ 11.7	+ 8.8	+ 7.4	+ 0.5	+ 4.8	+ 6.2
Lumber & Building Material	+ 5.0	- 0.3	+ 1.6	+ 6.2	+ 7.2	+ 5.3	+ 8.4	+ 0.8
Furniture	- 2.1	- 11.3	- 0.2	- 1.7	- 11.8	+ 8.8	- 1.9	- 3.9
Appliance and Radio	- 3.9	- 10.2	- 3.8	- 2.6	- 11.0	(b)	+ 2.6	- 16.8
Restaurant	+ 6.9	+ 7.8	+ 3.8	+ 10.0	+ 2.7	+ 0.5	+ 4.7	+ 8.0
Coal & Wood	- 1.8	- 5.4	+ 4.3	- 2.5	- 2.9	+ 4.9	- 16.1	- 19.5
Drug	+ 9.7	+ 9.5	+ 11.3	+ 9.6	+ 5.8	+ 10.8	+ 9.5	+ 9.3
Jewellery	- 1.8	- 1.4	- 5.5	+ 0.7	+ 0.3	- 3.7	- 7.4	+ 0.6
Tobacco	+ 8.1	+ 11.7	+ 0.4	+ 11.4	+ 16.5	+ 16.4	+ 8.8	+ 6.9
All Others	+ 11.3	+ 9.5	+ 10.4	+ 11.8	+ 14.8	+ 15.5	+ 12.1	+ 7.6

(b) Not available

Estimated Retail Trade — By Provinces and Kinds of Business

SEPTEMBER, 1951
(revised)

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	891,150	57,870	211,190	337,770	55,270	57,860	75,740	95,550
Grocery & Combination	144,510	11,320	40,440	60,280	6,400	5,240	7,950	12,890
Meat	17,600	620	5,290	6,100	730	870	1,460	2,520
Country General	47,880	5,670	10,970	8,630	3,610	8,440	6,690	3,870
Department	72,420	4,260	12,140	26,290	10,990	3,540	5,380	9,830
Variety	15,130	1,560	4,560	6,900	360	390	680	680
Motor Vehicle	145,300	8,090	37,710	47,990	8,730	11,100	10,040	21,640
Garage & Filling Station	49,030	3,680	10,090	20,610	2,700	4,820	3,360	3,790
Men's Clothing	14,080	990	2,870	6,690	650	550	890	1,440
Family Clothing	13,830	1,530	3,800	4,370	600	1,240	780	1,510
Women's Clothing	16,140	870	6,080	5,130	480	650	1,100	1,840
Shoe	9,080	830	2,620	4,100	260	150	360	770
Hardware	18,300	980	4,390	5,780	1,080	1,420	2,770	1,890
Lumber & Building Material	33,120	690	3,370	14,320	3,440	3,550	4,800	2,940
Furniture	13,200	610	4,180	6,000	210	230	750	1,230
Appliance & Radio	9,570	540	2,690	4,390	370	(b)	630	750
Restaurant	33,440	1,450	6,280	13,820	2,420	1,560	3,450	4,460
Coal & Wood	16,720	920	4,100	8,470	1,320	930	60	930
Drug	18,730	1,490	3,620	8,490	1,130	970	1,260	1,780
Jewellery	5,930	470	1,570	2,280	330	160	370	770
Tobacco	7,250	270	1,810	3,840	120	240	260	720
All Others	189,890	11,030	42,610	73,290	9,340	11,610	22,700	19,300

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available.

Note: Estimates are based on final 1950 figures.

Estimated Retail Trade - By Provinces and Kinds of Business

OCTOBER, 1951

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	902,380	58,480	214,640	341,430	59,800	61,180	72,010	94,870
Grocery & Combination	140,940	10,720	40,380	58,230	6,280	4,880	7,630	12,820
Meat	18,070	460	5,130	6,360	760	890	1,730	2,740
Country General	49,400	5,850	10,520	8,400	4,220	9,690	7,030	3,690
Department	81,290	5,530	12,780	29,140	12,510	4,870	6,000	10,460
Variety	15,990	1,650	4,730	7,290	410	450	730	730
Motor Vehicle	140,620	7,990	34,190	46,080	10,250	11,680	9,060	21,370
Garage & Filling Station	51,070	3,130	10,800	21,680	2,720	4,760	3,860	4,130
Men's Clothing	15,600	1,040	3,290	7,180	690	670	1,200	1,520
Family Clothing	16,850	1,740	5,340	4,630	640	1,990	960	1,560
Women's Clothing	15,590	930	(b)	4,990	480	800	1,180	1,960
Shoe	8,070	690	2,220	3,630	240	180	410	710
Hardware	19,270	1,030	4,730	6,490	1,050	1,620	2,730	1,630
Lumber & Building Material	34,480	720	3,840	15,770	3,570	3,200	4,080	3,290
Furniture	12,500	590	3,810	5,520	230	300	730	1,330
Appliance & Radio	9,920	700	2,410	4,610	350	(b)	850	700
Restaurant	33,340	1,270	7,020	13,650	2,780	1,500	2,980	4,140
Coal & Wood	20,880	1,150	5,190	10,850	1,550	1,140	110	890
Drug	19,690	1,580	3,860	8,710	1,180	1,080	1,280	2,000
Jewellery	6,440	430	1,520	2,810	340	170	430	740
Tobacco	7,630	250	1,710	4,350	(b)	230	280	700
All Others	184,740	11,030	45,930	71,060	9,440	10,780	18,750	17,760

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

Note: Estimates are based on final 1950 figures.

8. Estimated Retail Trade - Chain and Independent - By Provinces and Kinds of Business

OCTOBER, 1951

(in thousands of dollars)

Kind of Business or Store	All Stores	Chain	Independent	All Stores
Canada				
TOTAL, ALL TRADES	902,380	153,740	748,640	58,480
Grocery and Combination	140,940	52,840	88,100	10,720
Meat	18,070	530	17,540	460
Country General	49,400	1,530	47,870	5,850
Department	81,290	-	81,290	5,530
Variety	15,990	13,860	2,120	1,650
Motor Vehicle	140,620	2,170	138,460	7,990
Garage & Filling Station	51,070	280	50,790	3,130
Men's Clothing	15,600	1,860	13,740	1,040
Family Clothing	16,850	4,230	12,620	1,740
Women's Clothing	15,590	3,280	12,310	930
Shoe	8,070	2,880	5,190	690
Hardware	19,270	(1)	(1)	1,030
Lumber & Building Material	34,480	7,570	26,910	720
Furniture	12,500	2,920	9,570	590
Appliance & Radio	9,920	2,940	6,980	700
Restaurant	33,340	2,110	31,230	1,270
Coal & Wood	20,880	(1)	(1)	1,150
Drug	19,690	2,650	17,040	1,580
Jewellery	6,440	3,000	3,440	430
Tobacco	7,630	1,400	6,240	250
All Others	184,740	46,040	138,710	11,030
Manitoba				
TOTAL, ALL TRADES	59,800	7,240	52,560	61,180
Grocery & Combination	6,280	2,520	3,770	4,880
Meat	760	-	760	890
Country General	4,220	-	4,220	9,690
Department	12,510	-	12,510	4,870
Variety	410	410	-	450
Motor Vehicle	10,250	(1)	(1)	11,680
Garage & Filling Station	2,720	(1)	(1)	4,760
Men's Clothing	690	(1)	(1)	670
Family Clothing	640	90	540	1,990
Women's Clothing	480	170	320	800
Shoe	240	50	190	180
Hardware	1,050	(1)	(1)	1,620
Lumber & Building Material	3,570	940	2,630	3,200
Furniture	230	-	230	300
Appliance & Radio	350	(1)	(1)	300
Restaurant	2,780	110	2,670	1,500
Coal & Wood	1,550	-	1,550	1,140
Drug	1,180	(1)	(1)	1,080
Jewellery	340	(1)	(1)	170
Tobacco	110	(1)	(1)	230
All Others	9,440	2,450	6,980	10,780
Saskatchewan				

(1) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available.

Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

OCTOBER, 1951

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(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent
Provinces							
			Quebec			Ontario	
10,010	48,470	214,640	30,910	183,730	341,430	72,280	269,150
1,960	8,760	40,380	10,490	29,880	58,230	29,110	29,120
-	460	5,130	-	5,130	6,360	490	5,870
270	5,580	10,520	470	10,050	8,400	260	8,150
-	5,530	12,780	-	12,780	29,140	-	29,140
1,460	190	4,730	3,690	1,040	7,290	6,550	730
(1)	(1)	34,190	(1)	(1)	46,080	(1)	(1)
(1)	(1)	10,800	(1)	(1)	21,680	(1)	(1)
(1)	(1)	3,290	200	3,080	7,180	1,420	5,760
(1)	(1)	5,340	1,540	3,800	4,630	890	3,740
80	850	5,240	(b)	(b)	4,990	1,480	3,520
(1)	(1)	2,220	770	1,450	3,630	1,660	1,970
(1)	(1)	4,730	(1)	(1)	6,490	(1)	(1)
-	720	3,840	-	3,840	15,770	(1)	(1)
(1)	(1)	3,810	1,390	2,420	5,520	960	4,560
(1)	(1)	2,410	1,150	1,260	4,610	1,000	3,600
(1)	(1)	7,020	590	6,440	13,650	900	12,750
-	1,150	5,190	-	5,190	10,850	(1)	(1)
140	1,450	3,860	240	3,620	8,710	1,350	7,360
(1)	(1)	1,520	(1)	(1)	2,810	1,560	1,250
(1)	(1)	1,710	440	1,270	4,350	(1)	(1)
3,910	7,120	45,930	7,770	38,160	71,060	20,980	50,080
Saskatchewan							
			Alberta			British Columbia	
7,990	53,190	72,010	11,050	60,960	94,860	14,300	80,560
(1)	(1)	7,630	(1)	(1)	12,820	4,640	8,180
(1)	(1)	1,730	-	1,730	2,740	(1)	(1)
(1)	(1)	7,030	(1)	(1)	3,690	(1)	(1)
-	4,870	6,000	-	6,000	10,450	-	10,450
440	10	730	650	80	730	660	70
(1)	(1)	9,060	(1)	(1)	21,370	(1)	(1)
-	4,760	3,860	-	3,860	4,130	(1)	(1)
(1)	(1)	1,200	(1)	(1)	1,520	(1)	(1)
1,050	940	960	(1)	(1)	1,560	(1)	(1)
150	650	1,180	190	990	1,960	.490	1,470
(1)	(1)	410	100	310	710	140	570
-	1,620	2,730	(1)	(1)	1,630	(1)	(1)
2,080	1,120	4,080	2,360	1,720	3,290	(1)	(1)
(1)	(1)	730	-	730	1,330	420	910
(b)	(b)	850	280	570	700	140	560
(1)	(1)	2,980	40	2,930	4,140	430	3,710
-	1,140	110	-	110	890	-	890
(1)	(1)	1,280	200	1,080	2,000	550	1,450
(1)	(1)	430	(1)	(1)	740	(1)	(1)
(1)	(1)	280	(1)	(1)	700	(1)	(1)
2,060	8,720	18,750	3,370	15,380	17,760	5,500	12,260

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Department Store Sales and Stocks

October 1950 and October 1951

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS	
	Oct. 1950	Oct. 1951	Change 1951/50	Sept. 30 1951	Stock/Sales Ratio October 1951
	(\$000)	(\$000)	%	(\$000)	
TOTAL, ALL DEPARTMENTS	83,710	81,290	- 2.9	234,890	2.9
1. Women's and Misses' Dresses	2,360	2,430	+ 3.0	4,050	1.7
2. Women's and Misses' Coats and Suits	3,600	3,450	- 4.2	5,170	1.5
3. Women's and Misses' Sportswear	1,830	1,910	+ 4.4	4,910	2.6
4. Furs	1,940	1,620	- 16.5	6,780	4.2
5. Girls' and Infants' Wear	5,420	5,840	+ 7.7	10,730	1.8
6. Lingerie and Corsets	2,930	3,000	+ 2.4	7,540	2.5
7. Aprons, Housedresses and Uniforms	490	410	- 16.3	890	2.2
8. Millinery	930	970	+ 4.3	1,160	1.2
9. Hosiery and Apparel Accessories	3,310	3,500	+ 5.7	8,970	2.6
10. Women's, Misses' and Children's Shoes	3,580	3,850	+ 7.5	12,440	3.2
11. Ladies' Apparel and Accessories,					
TOTAL 1 - 10	26,390	26,980	+ 2.2	62,640	2.3
12. Men's Clothing	3,250	2,970	- 8.6	9,420	3.2
13. Men's Furnishings	4,580	4,600	+ 0.4	13,920	3.0
14. Boys' Clothing and Furnishings	2,970	3,060	+ 3.0	8,240	2.7
15. Men's and Boys' Shoes	1,440	1,490	+ 3.5	5,320	3.6
16. Food and Kindred Products	4,900	5,300	+ 8.2	4,420	0.8
17. Toiletries, Cosmetics and Drugs	1,500	1,660	+ 10.7	4,620	2.8
18. Photographic Equipment and Supplies	160	190	+ 18.8	900	4.7
19. Piece Goods	2,250	2,070	- 8.0	9,070	4.4
20. Linens and Domestics	3,240	3,010	- 7.1	8,640	2.9
21. Smallwares	1,830	1,730	- 5.5	5,890	3.4
22. China and Glassware	970	990	+ 2.1	7,160	7.2
23. Home Furnishings	5,310	4,700	- 11.5	21,910	4.7
24. Furniture	5,050	4,110	- 18.6	12,700	3.1
25. Major Appliances	3,120	2,120	- 32.1	8,770	4.1
26. Radio and Music	1,290	940	- 27.1	4,810	5.1
27. Hardware and Housewares	4,360	4,090	- 6.2	12,120	3.0
28. Jewellery	1,350	1,320	- 2.2	8,740	6.6
29. Sporting Goods and Luggage	2,250	2,090	- 7.1	12,390	5.9
30. Stationery, Books and Magazines	1,070	1,110	+ 3.7	3,880	3.5
31. All Other Departments	6,430	6,760	+ 5.1	9,330	1.4

Note. Canada totals do not include Newfoundland figures.

Stock Sales Ratios — are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.