



## DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

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13RETAIL TRADE  
FEBRUARY, 1951

The sharp upswing in Canada's retail trade which reached notable proportions in January, continued in February 1951, when total sales amounted to \$672 millions, a gain of 17% compared with the February 1950 total of \$565 millions. Sales for the first two months of 1951, \$1,343 millions, were up 19% over the same period in 1950.

All sections of the country reported higher dollar sales volumes than a year ago. The 22% gains in Alberta and Manitoba were the largest recorded, and were followed closely by 19% increases in Ontario, Saskatchewan and British Columbia. Sales were up 14% in Quebec. The Maritime Provinces shared to a lesser degree in the large increase in retail trade, sales being up 6%.

All 21 trades had sales gains in February 1951, a reflection of the generally widespread increase in consumer spending. Contrary to the trend of a year ago, substantial consumer commitments for durable goods do not appear to have been made wholly at the expense of non-durable goods. Along

with a 47% increase in motor vehicle dealers' sales, and a 23% gain in the sales of appliance and radio dealers, went large gains in most trades in the apparel group. Shoe stores, family clothing stores, and men's clothing stores had sales gains of 19%, 13% and 11% respectively. The drug stores' sales increase of 17% was the largest in many months. Food store sales were up 13%. Restrictions recently introduced

to curtail new home construction do not appear thus far to have affected lumber and building material dealer or hardware store



sales, gains of 21% and 19% respectively having been reported by these two kinds of business.

A comparison of department store sales and stocks for February 1950 and 1951 is given on Page 10. Total sales were up 16% in February 1951 compared with February 1950. All departments reported increased sales volumes, with nine of the increases being in excess of 20%. Value of department store inventories on February 1, 1951 were 18% above their value on the same date a year previously.

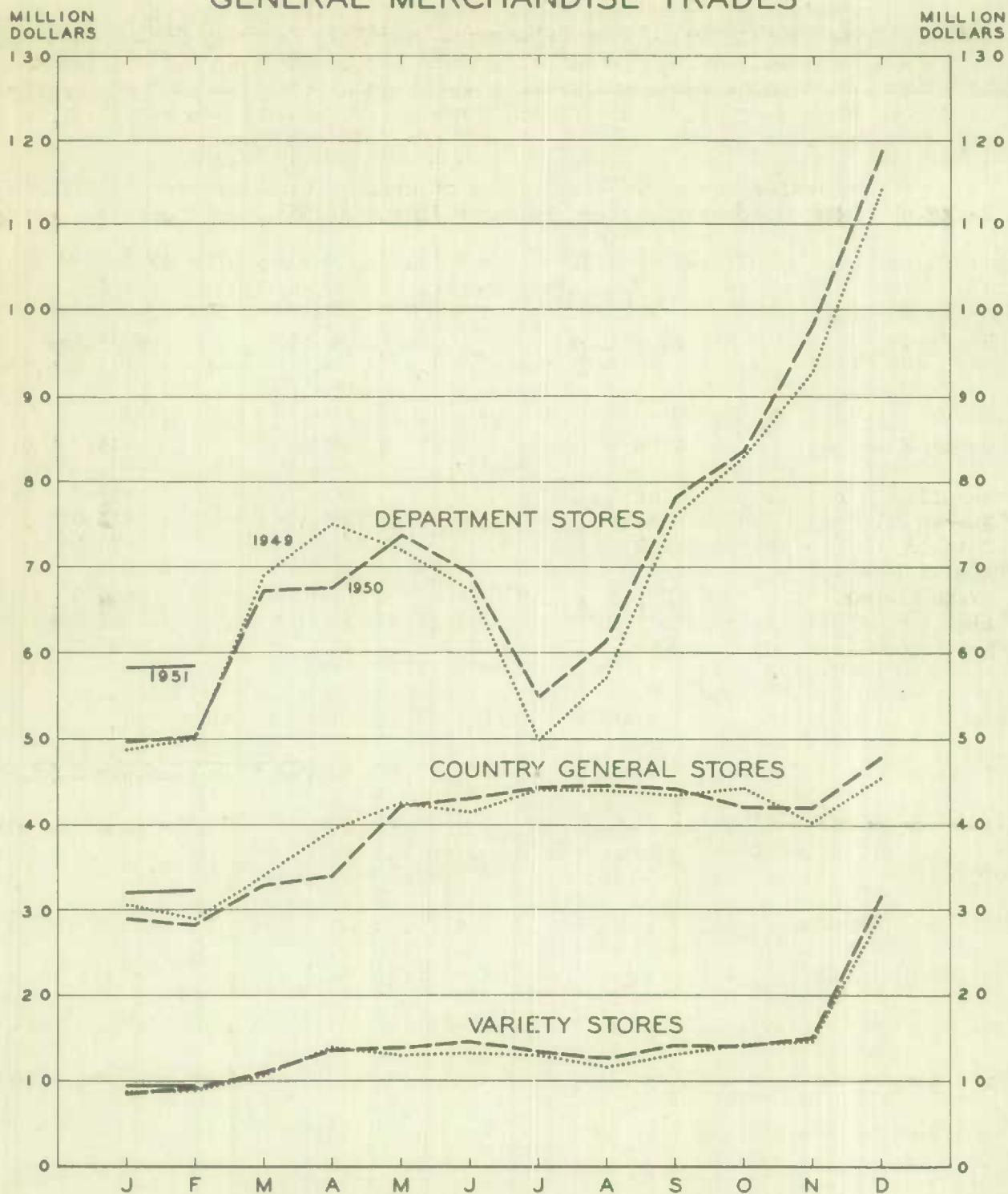
The following table gives estimates of chain office-and-store appliance dealers' sales, by provinces, for February 1950 and 1951.

Chain Office-and-Store Appliance Dealers' Sales

Province	February 1950	February 1951	% Change Feb. 1951/Feb. 1950
	\$'000	\$'000	
Canada	3,660	4,540	+24.0
Maritime Provinces	160	200	+25.0
Quebec	850	940	+10.6
Ontario	1,790	2,300	+28.5
Manitoba	300	320	+6.7
Saskatchewan	100	180	+80.0
Alberta	190	230	+21.1
British Columbia	270	370	+37.0

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# MONTHLY SALES GENERAL MERCHANDISE TRADES



PERCENTAGE CHANGES IN RETAIL TRADE  
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

February, 1951 Over February, 1950

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades .....	+ 17.2	+ 5.8	+ 14.2	+ 18.8	+ 21.6	+ 18.6	+ 22.0	+ 18.9
Grocery & Combination .....	+ 13.3	+ 9.9	+ 11.3	+ 17.5	+ 15.3	+ 2.3	+ 15.1	+ 5.9
Meat .....	+ 8.4	- 7.0	+ 4.4	+ 8.9	+ 13.5	+ 12.5	+ 23.3	+ 8.4
Country General .....	+ 15.3	+ 9.1	+ 23.5	+ 21.1	+ 2.6	+ 9.2	+ 3.9	+ 29.1
Department .....	+ 16.3	+ 11.4	+ 13.1	+ 12.4	+ 23.3	+ 24.2	+ 21.5	+ 20.1
Variety .....	+ 7.0	+ 2.4	+ 8.7	+ 6.2	+ 9.1	(a)	+ 4.7	+ 14.0
Motor Vehicle .....	+ 46.9	+ 42.2	+ 16.9	+ 51.0	+ 73.7	+ 35.5	+ 71.0	+ 60.4
Garage & Filling Station .	+ 13.1	+ 4.7	+ 12.9	+ 13.2	+ 16.0	+ 27.7	+ 4.3	+ 17.5
Men's Clothing .....	+ 11.4	+ 6.3	+ 9.8	+ 11.9	(b)	+ 17.9	- 17.6	+ 16.0
Family Clothing .....	+ 12.8	+ 3.0	+ 5.8	+ 15.7	+ 23.1	+ 25.6	+ 13.5	+ 35.4
Women's Clothing .....	+ 2.0	(a)	- 4.4	+ 6.1	- 2.2	+ 5.1	(a)	- 1.9
Shoe .....	+ 18.8	+ 19.2	+ 37.2	+ 8.6	(a)	(b)	(a)	+ 7.9
Hardware .....	+ 18.5	+ 15.2	+ 23.7	+ 14.8	+ 23.5	+ 2.0	+ 16.8	+ 29.3
Lumber & Building Material	+ 20.7	+ 29.5	+ 37.1	+ 19.0	+ 30.2	+ 17.3	+ 16.9	+ 11.7
Furniture .....	+ 9.3	(a)	+ 15.2	+ 5.8	+ 27.3	+ 35.7	- 3.0	+ 20.5
Appliance & Radio .....	+ 22.9	(a)	+ 19.1	+ 25.1	+ 19.4	(b)	+ 16.7	+ 36.4
Restaurant .....	+ 3.0	- 15.0	- 1.9	+ 12.7	- 9.7	(a)	- 6.8	- 2.5
Coal & Wood .....	+ 6.7	+ 6.3	+ 15.6	+ 12.7	- 10.2	- 1.7	- 34.8	- 30.4
Drug .....	+ 16.6	+ 22.4	+ 27.4	+ 13.6	+ 12.5	+ 11.7	+ 13.7	+ 13.2
Jewellery .....	+ 1.9	- 13.6	- 1.2	+ 4.7	- 3.7	- 20.0	+ 3.4	+ 13.3
Tobacco .....	+ 6.1	+ 9.1	- 4.1	+ 12.5	+ 14.3	+ 12.5	(a)	- 1.5
All Others .....	+ 14.0	+ 9.5	+ 15.0	+ 10.1	+ 16.9	+ 41.0	+ 18.2	+ 12.9

(a) Unchanged

(b) not available.

PERCENTAGE CHANGES IN RETAIL TRADE  
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January-February, 1951 Over January-February, 1950.

Kind of Business or store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades .....	+ 18.7	+ 11.2	+ 15.7	+ 19.6	+ 23.4	+ 16.8	+ 24.5	+ 20.9
Grocery & Combination ....	+ 13.9	+ 9.5	+ 12.1	+ 18.1	+ 15.8	+ 3.8	+ 14.8	+ 7.2
Meat .....	+ 10.1	- 5.8	+ 12.2	+ 9.6	+ 17.3	+ 10.3	+ 15.1	+ 5.9
Country General .....	+ 12.8	+ 10.0	+ 17.7	+ 18.1	+ 5.3	+ 7.2	+ 5.7	+ 19.2
Department .....	+ 16.7	+ 12.2	+ 14.6	+ 15.4	+ 19.0	+ 14.6	+ 20.1	+ 21.2
Variety .....	+ 10.2	+ 5.6	+ 10.5	+ 10.1	+ 11.9	+ 6.3	+ 10.3	+ 17.9
Motor Vehicle .....	+ 48.2	+ 41.7	+ 19.6	+ 49.0	+ 90.9	+ 44.8	+ 77.9	+ 63.5
Garage & Filling Station...	+ 18.3	+ 12.7	+ 16.4	+ 15.6	+ 16.6	+ 30.9	+ 12.3	+ 38.7
Men's Clothing .....	+ 11.1	+ 12.6	+ 10.2	+ 10.8	(b)	+ 16.9	- 5.6	+ 15.5
Family Clothing .....	+ 14.3	+ 3.9	+ 9.8	+ 17.3	+ 28.1	+ 9.9	+ 21.1	+ 26.5
Women's Clothing .....	+ 7.2	+ 2.4	+ 0.3	+ 11.3	+ 1.1	+ 13.8	+ 3.8	+ 5.3
Shoe .....	+ 16.1	+ 18.6	+ 25.9	+ 9.7	+ 17.4	(b)	+ 7.3	+ 18.5
Hardware .....	+ 20.8	+ 17.3	+ 23.2	+ 19.7	+ 22.6	+ 1.9	+ 18.9	+ 33.3
Lumber & Building Material	+ 27.7	+ 26.7	+ 40.0	+ 36.0	+ 34.3	+ 10.8	+ 30.8	+ 35.5
Furniture .....	+ 15.0	+ 5.4	+ 18.2	+ 11.6	+ 30.0	+ 34.6	+ 11.0	+ 29.9
Appliance & Radio .....	+ 23.2	- 1.7	+ 27.0	+ 23.8	+ 23.5	+ 15.0	+ 13.0	+ 32.7
Restaurant .....	+ 6.6	- 10.9	+ 1.5	+ 12.6	- 5.3	+ 3.8	+ 10.9	+ 0.2
Coal & Wood .....	+ 8.3	+ 6.4	+ 17.5	+ 15.7	- 8.4	- 4.1	- 37.9	- 26.3
Drug .....	+ 13.0	+ 15.4	+ 20.3	+ 10.2	+ 11.1	+ 15.8	+ 13.3	+ 10.3
Jewellery .....	+ 6.8	- 2.4	+ 0.6	+ 10.7	+ 5.9	- 11.1	+ 8.5	+ 14.5
Tobacco .....	+ 3.7	+ 2.1	- 3.9	+ 7.4	+ 10.7	+ 12.5	+ 3.8	+ 0.7
All Others.....	+ 16.5	+ 17.1	+ 15.3	+ 14.7	+ 16.3	+ 27.2	+ 23.0	+ 16.2

(a) Unchanged (b) not available.

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ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

JANUARY, 1951

(revised)

(In thousands of dollars)

Kind of Business or Store	CANADA <sup>x</sup>	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES .....	671,920	47,700	145,640	273,720	41,970	31,620	53,380	77,920
Grocery & Combination .....	116,300	9,500	33,630	48,940	4,880	3,470	5,680	10,200
Meat .....	14,840	410	4,600	5,160	490	500	1,060	2,610
Country General .....	32,090	4,760	6,480	6,800	2,310	4,960	4,340	2,450
Department .....	58,270	3,390	9,090	22,330	8,880	2,540	4,050	7,990
Variety .....	9,620	850	2,830	4,630	230	240	410	430
Motor Vehicle .....	114,190	6,750	16,400	49,450	8,590	5,870	9,530	17,600
Garage & Filling Station .....	38,710	2,460	8,830	15,880	1,600	1,960	3,430	5,560
Men's Clothing .....	10,660	930	2,460	4,500	460	330	820	1,170
Family Clothing .....	9,740	1,040	2,390	3,580	470	560	470	1,230
Women's Clothing .....	11,190	600	2,390	4,830	390	560	930	1,490
Shoe .....	5,600	380	1,470	2,650	160	80	240	610
Hardware .....	11,990	650	3,020	4,310	550	610	1,590	1,260
Lumber & Building Material .....	19,790	450	2,320	8,610	2,270	1,500	2,470	2,170
Furniture .....	10,890	470	2,540	5,650	230	190	650	1,160
Appliance & Radio .....	10,970	670	2,600	5,610	360	110	940	670
Restaurant .....	24,600	780	5,150	10,330	1,540	1,120	2,430	3,250
Coal & Wood .....	22,400	1,550	5,780	11,240	1,670	1,070	210	890
Drug .....	17,120	1,320	3,870	7,360	1,050	820	1,030	1,680
Jewellery .....	4,150	310	980	1,660	280	150	290	480
Tobacco .....	6,680	370	1,760	3,520	100	180	250	600
All Others.....	122,120	10,160	27,050	46,680	5,460	4,800	13,560	14,420

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

ESTIMATED RETAIL TRADE BY PROVINCES AND KINDS OF BUSINESS

FEBRUARY, 1951

(In thousands of dollars)

Kind of Business or Store	CANADA <sup>x</sup>	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<b>TOTAL, ALL TRADES .....</b>	<b>671,540</b>	<b>44,920</b>	<b>142,300</b>	<b>276,870</b>	<b>42,050</b>	<b>30,100</b>	<b>52,470</b>	<b>82,840</b>
Grocery & Combination .....	115,770	9,600	33,160	48,870	4,820	3,400	5,650	10,260
Meat .....	14,200	410	4,140	5,000	460	500	1,170	2,540
Country General .....	32,230	4,400	7,150	7,090	2,060	4,670	4,130	2,740
Department .....	58,400	3,410	9,080	21,720	9,110	2,720	4,180	8,170
Variety .....	9,650	850	2,740	4,600	240	270	450	490
Motor Vehicle .....	137,700	6,870	17,580	63,480	9,390	4,810	11,560	24,010
Garage & Filling Station .....	36,440	1,390	7,440	16,970	1,900	1,630	3,170	4,350
Men's Clothing .....	9,590	700	2,170	4,510	(b)	270	510	970
Family Clothing .....	8,020	800	2,160	2,690	360	530	450	1,020
Women's Clothing .....	9,000	480	1,980	3,740	310	460	680	1,360
Shoe .....	5,220	320	1,810	2,250	120	(b)	180	460
Hardware .....	11,330	560	2,850	3,750	650	690	1,490	1,240
Lumber & Building Material .....	16,520	450	1,920	6,750	1,730	1,660	2,230	1,760
Furniture .....	10,520	430	2,750	4,980	320	220	650	1,170
Appliance & Radio .....	11,350	730	2,530	5,750	380	(b)	920	810
Restaurant .....	22,370	1,000	4,580	9,480	1,490	1,040	1,690	3,030
Coal & Wood .....	20,620	1,410	5,620	10,570	1,350	940	160	670
Drug .....	17,750	1,440	4,100	7,550	1,090	780	1,130	1,670
Jewellery .....	3,830	280	940	1,510	240	80	260	540
Tobacco .....	6,650	280	1,700	3,580	100	180	220	590
All Others .....	114,480	8,510	25,900	42,030	5,560	4,940	12,590	14,940

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

(b) Not available.

ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT  
BY PROVINCES AND KINDS OF BUSINESS, FEBRUARY, 1951.  
(in thousands of dollars)

Kind of Business or Store	All Stores	Chain	Independent	All Stores
	CANADA			MARITIMES
Total, All Trades .....	671,540	114,200	557,340	44,920
Grocery & Combination .....	115,770	45,170	70,600	9,600
Meat .....	14,200	510	13,690	410
Country General .....	32,230	890	31,340	4,400
Department .....	58,400	-	58,400	3,410
Variety .....	9,650	8,380	1,270	850
Motor Vehicle .....	137,700	2,260	135,440	6,870
Garage & Filling Station .....	36,440	220	36,220	1,990
Men's Clothing .....	9,590	1,060	8,530	700
Family Clothing .....	8,020	1,780	6,230	800
Women's Clothing .....	9,000	2,140	6,860	480
Shoe .....	5,220	1,660	3,560	320
Hardware .....	11,230	(1)	(1)	560
Lumber & Building Material .....	16,520	3,160	13,360	450
Furniture .....	10,520	2,310	8,210	430
Appliance & Radio .....	11,350	2,480	8,860	730
Restaurant .....	22,370	1,520	20,850	1,000
Coal & Wood .....	20,620	(1)	(1)	1,410
Drug .....	17,750	2,420	15,330	1,440
Jewellery .....	3,850	1,490	2,340	280
Tobacco .....	6,650	1,220	5,430	280
All Others .....	114,480	34,220	80,260	8,510
MANITOBA				
Total, All trades .....	42,050	5,150	36,900	30,100
Grocery & Combination .....	4,820	1,850	2,970	3,400
Meat .....	460	-	460	500
Country General .....	2,060	-	2,060	4,670
Department .....	9,110	-	9,110	2,720
Variety .....	240	240	-	270
Motor Vehicle .....	9,390	(1)	(1)	4,810
Garage & Filling Station .....	1,900	(1)	(1)	1,630
Men's Clothing .....	470	(1)	(1)	270
Family Clothing .....	360	50	310	530
Women's Clothing .....	310	90	210	460
Shoe .....	120	30	90	90
Hardware .....	650	(1)	(1)	690
Lumber & Building Material .....	1,730	420	1,310	1,660
Furniture .....	320	-	320	220
Appliance & Radio .....	380	(1)	(1)	220
Restaurant .....	1,490	100	1,390	1,040
Coal & Wood .....	1,250	-	1,250	940
Drug .....	1,090	(1)	(1)	780
Jewellery .....	240	(1)	(1)	80
Tobacco .....	100	(1)	(1)	180
All Others .....	5,560	1,610	3,950	4,940

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

**ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT**  
**BY PROVINCES AND KINDS OF BUSINESS, FEBRUARY, 1951.**  
 (in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent
<b>PROVINCES</b>							
			<b>QUEBEC</b>			<b>ONTARIO</b>	
7,630	37,290	142,300	23,050	119,250	276,870	54,840	222,030
1,620	7,980	33,160	8,610	24,550	48,870	25,640	23,230
-	410	4,140	-	4,140	5,000	450	4,550
170	4,230	7,150	280	6,870	7,090	260	6,830
-	3,410	9,080	-	9,080	21,720	-	21,720
750	100	2,740	2,140	600	4,600	4,140	460
(1)	(1)	17,580	(1)	(1)	63,480	(1)	(1)
(1)	(1)	7,440	(1)	(1)	16,970	(1)	(1)
(1)	(1)	2,170	110	2,060	4,510	770	3,740
(1)	(1)	2,160	680	1,480	2,690	500	2,190
50	430	1,980	440	1,540	3,740	990	2,750
(1)	(1)	1,810	450	1,360	2,250	930	1,310
(1)	(1)	2,850	(1)	(1)	3,750	(1)	(1)
-	450	1,920	-	1,920	6,750	(1)	(1)
(1)	(1)	2,750	930	1,820	4,380	930	4,050
(1)	(1)	2,530	1,000	1,530	5,750	980	4,770
(1)	(1)	4,580	450	4,130	9,480	690	8,800
-	1,410	5,620	-	5,620	10,570	(1)	(1)
140	1,300	4,100	350	3,750	7,550	1,230	6,330
(1)	(1)	940	(1)	(1)	1,510	680	830
(1)	(1)	1,700	360	1,340	3,580	(1)	(1)
3,460	5,050	25,900	6,120	19,780	42,030	14,600	27,420
<b>SASKAT-</b> <b>CHEWAN</b>							
			<b>ALBERTA</b>		<b>BRITISH COLUMBIA</b>		
4,460	25,640	52,470	6,820	45,650	82,840	12,250	70,590
(1)	(1)	5,650	(1)	(1)	10,260	4,190	6,070
(1)	(1)	1,170	-	1,170	2,540	(1)	(1)
(1)	(1)	4,130	(1)	(1)	2,740	(1)	(1)
-	2,720	4,180	-	4,180	8,170	-	8,170
270	10	450	400	50	490	440	50
(1)	(1)	11,560	(1)	(1)	24,010	(1)	(1)
-	1,630	2,170	-	2,170	4,350	(1)	(1)
(1)	(1)	510	(1)	(1)	970	(1)	(1)
240	300	450	(1)	(1)	1,020	(1)	(1)
70	390	680	140	540	1,360	370	990
(1)	(1)	180	50	130	460	110	360
-	690	1,490	(1)	(1)	1,240	(1)	(1)
920	740	2,230	1,130	1,100	1,760	(1)	(1)
(1)	(1)	650	-	650	1,170	360	810
20	200	920	230	690	810	110	700
(1)	(1)	1,690	30	1,660	3,080	220	2,860
-	940	160	-	160	670	-	670
(1)	(1)	1,130	140	990	1,670	480	1,190
(1)	(1)	260	(1)	(1)	540	(1)	(1)
(1)	(1)	220	(1)	(1)	590	(1)	(1)
1,440	3,500	12,590	2,080	10,510	14,940	4,900	10,040



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DEPARTMENT STORE SALES AND STOCKS

February 1950 and February 1951.

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

Department	SALES			STOCKS		
	Feb. 1950	Feb. 1951	Change 1951/50	Jan. 31 1950	Jan. 31 1951	Change 1951/50
	(\$000)	(\$000)	%	(\$000)	(\$000)	%
TOTAL, All Departments .....	50,234	58,396	+ 16.2	158,138	187,088	+ 18.3
1. Women's and Misses' Dresses ...	1,922	2,066	+ 7.5	4,394	4,646	+ 5.7
2. Women's and Misses' Coats and Suits .....	1,311	1,622	+ 23.7	4,102	4,578	+ 11.6
3. Women's and Misses' Sportswear .....	1,100	1,271	+ 15.5	3,713	4,057	+ 9.3
4. Furs .....	667	746	+ 11.8	2,875	3,235	+ 12.5
5. Girl's and Infants' Wear .....	1,462	1,667	+ 14.0	5,183	6,042	+ 16.6
6. Lingerie and Corsets .....	1,978	2,242	+ 13.3	5,580	6,331	+ 13.5
7. Aprons, Housedresses & Uniforms .....	429	448	+ 4.4	833	888	+ 6.6
8. Millinery .....	357	400	+ 12.0	814	1,001	+ 23.0
9. Hosiery and Apparel Accessories .....	1,737	1,945	+ 12.0	5,387	6,491	+ 20.5
10. Women's, Misses' & Children's Shoes .....	1,606	1,894	+ 17.9	9,252	10,480	+ 13.3
11. Ladies' Apparel & Accessories, TOTAL 1 - 10 .....	12,569	14,301	+ 13.8	42,133	47,749	+ 13.3
12. Men's Clothing .....	1,572	2,007	+ 27.7	5,469	6,504	+ 18.9
13. Men's Furnishings .....	1,846	2,052	+ 11.2	7,620	8,277	+ 8.6
14. Boys' Clothing & Furnishings...	908	1,066	+ 17.4	4,415	5,080	+ 15.1
15. Men's and Boys' Shoes .....	685	921	+ 34.5	3,774	4,361	+ 15.6
16. Food and Kindred Products .....	4,649	5,054	+ 8.7	4,763	5,144	+ 8.0
17. Toiletries, Cosmetics, & Drugs..	1,413	1,602	+ 13.4	3,721	4,357	+ 17.1
18. Photographic Equipment & Supplies .....	145	177	+ 22.1	712	856	+ 20.2
19. Piece Goods .....	1,934	2,131	+ 10.2	7,590	8,090	+ 6.6
20. Linens and Domestics .....	2,261	2,779	+ 22.9	5,858	7,370	+ 25.8
21. Smallwares .....	1,447	1,552	+ 7.3	4,651	5,284	+ 13.6
22. China and Glasswares .....	643	718	+ 11.7	4,479	5,417	+ 20.9
23. Home Furnishings .....	3,663	4,341	+ 18.5	13,745	17,591	+ 28.0
24. Furniture .....	3,687	4,082	+ 10.7	11,304	13,581	+ 11.3
25. Major Appliances .....	2,013	3,122	+ 55.1	5,828	8,588	+ 47.4
26. Radio and Music .....	869	1,111	+ 27.8	3,395	4,090	+ 20.5
27. Hardware and Housewares .....	3,083	3,852	+ 24.9	8,871	11,675	+ 31.6
28. Jewellery .....	964	1,097	+ 13.8	5,356	6,738	+ 25.8
29. Sporting Goods and Luggage ....	995	1,199	+ 20.5	5,073	6,953	+ 37.1
30. Stationery, Books & Magazines ..	922	924	+ 0.2	2,871	3,104	+ 8.1
31. All Other Departments .....	3,966	4,308	+ 8.6	6,510	7,279	+ 11.8

NOTE: Canada totals do not include Newfoundland figures.