

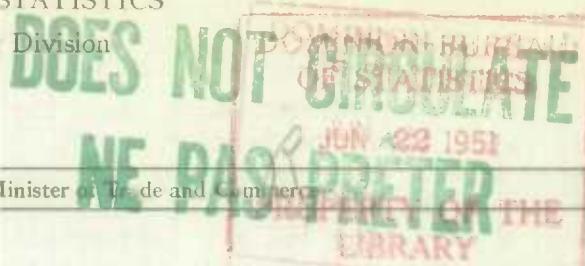


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DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

OTTAWA



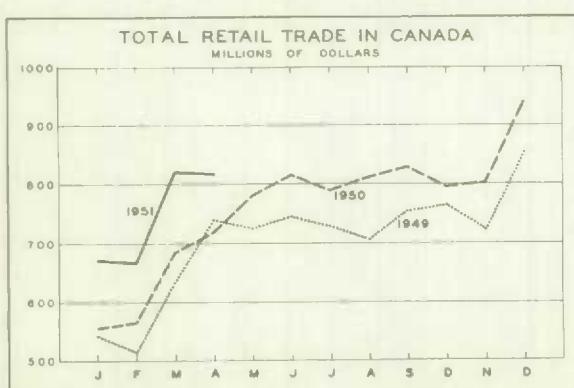
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13RETAIL TRADE  
APRIL, 1951

Canada's retail trade was estimated to be \$817,430,000 in April 1951, an increase of 13% compared with the April 1950 total of \$719,214,500. This gain, though more moderate than those recorded in any of the first three months of 1951, contributed substantially toward the 17% increase in retail trade for the first four months this year over last. Sales to the end of April were \$2,979 millions in 1951 and \$2,525 millions in 1950.

Fourteen of the twenty trades reported increased sales volume in April 1951 compared with the same month a year ago, but only four had gains in excess of 20%. For the second successive month, motor vehicle dealers' sales reached a new all-time. Total sales of \$167 millions constituted a marked increase of 43% compared with April 1950 sales volume. Appliance and radio dealers also reported a large sales increase of 38%. Lumber and building material dealers and hardware store sales were up 22% and 21% respectively. Other sizeable increases were recorded by: country general stores, 14%; garages and filling stations, 12%; department stores, 11%; furniture stores, 10%.

Sales volume for six trades failed to reach April 1950 levels in April 1951. Four of these were in the apparel group, an 8% decline in shoe store sales being the largest. Variety store sales declined 3% and coal and wood dealers' sales, 11%. Easter buying occurred in April 1950 and in March 1951. All but one of the declines occurred in trades whose sales are usually stimulated by Easter shopping.



Gains of 20% in Manitoba and 18% in Alberta were the largest among the provincial results. Other provinces had increases ranging from 13% in Quebec to 8% in Saskatchewan.

Department store sales for April 1950 and 1951, and stocks for April 1951, are given in the table on page 10. Total sales increased 11% in April this year compared with April a year ago. Most departments had increased sales, a 56% gain in major appliance sales being the largest. Five other departments had increases in excess of 20%. The value of department store stocks held at the beginning of April 1951 was \$240,355,000, 25% above their value on the same date in 1950 when they totalled \$192,968,000. Stock-sales ratios for each of the 31 departments are shown in the right hand column of the table on Page 10.

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

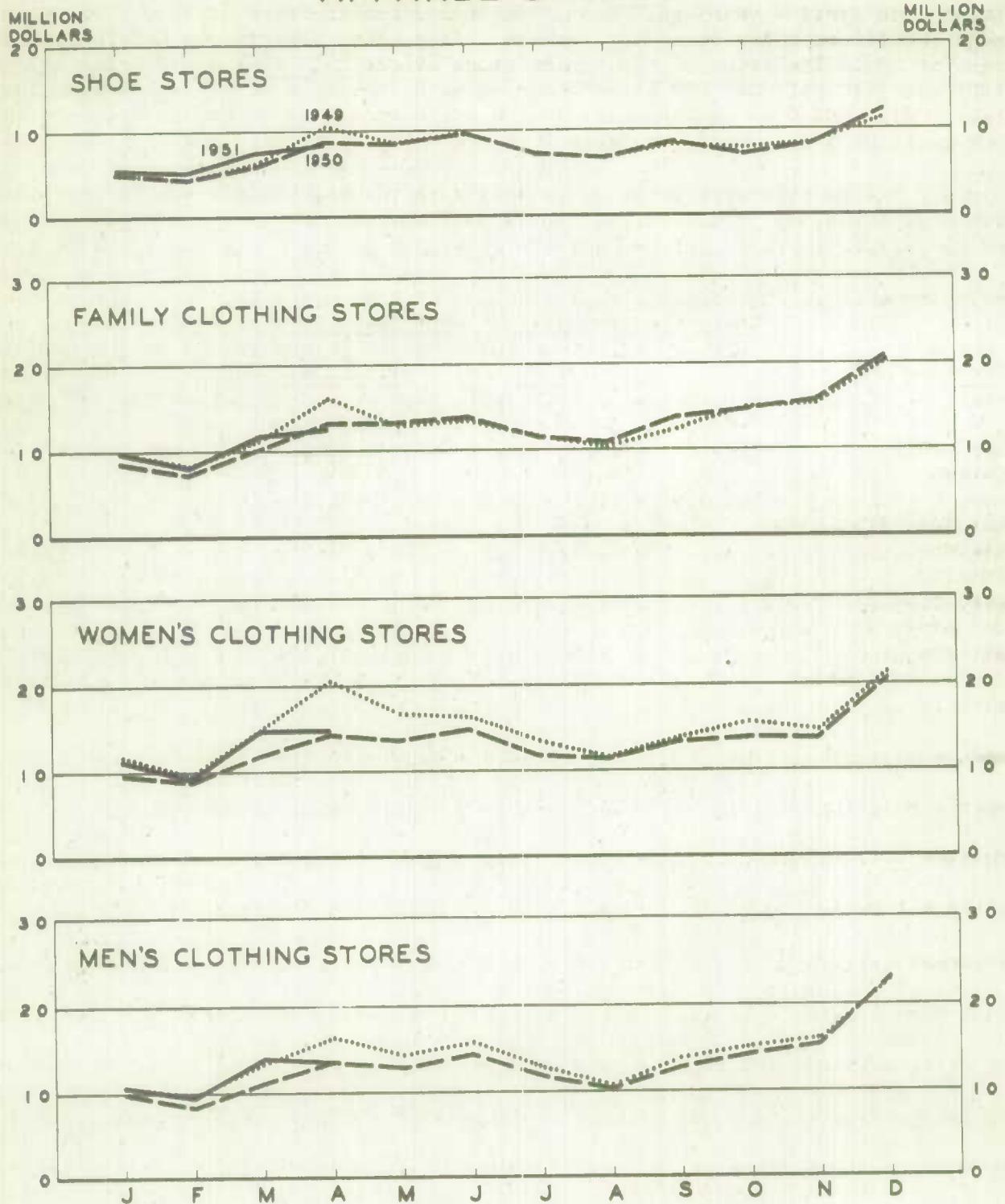
Chain Office-and-Store Appliance Dealers' Sales

<u>Province</u>	<u>April 1950</u>	<u>April 1951</u>	<u>% Change</u>
	\$'000	\$'000	<u>April 1951/April 1950</u>
Canada	3,650	4,850	+ 36.6
Maritime Provinces	180	160	(a)
Quebec	850	1,180	+ 38.8
Ontario	1,720	2,460	+ 43.0
Manitoba	220	290	+ 31.8
Saskatchewan	70	90	+ 28.6
Alberta	200	260	+ 30.0
British Columbia	320	410	+ 28.1

(a) Unchanged

Year's subscription \$2.00

## MONTHLY SALES APPAREL STORES



PERCENTAGE CHANGES IN RETAIL TRADE  
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

April 1951 Over April 1950

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades .....	+ 12.6	+ 9.7	+ 13.1	+ 11.7	+ 20.0	+ 8.3	+ 17.5	+ 11.7
Grocery & Combination .....	+ 9.3	+ 5.4	+ 7.1	+ 13.2	+ 10.5	+ 0.2	+ 13.5	+ 2.9
Meat .....	+ 5.3	+ 7.9	+ 12.6	- 0.4	(a)	- 1.6	+ 15.9	- 0.5
Country General .....	+ 13.7	+ 19.1	+ 21.6	+ 3.4	+ 15.2	+ 8.0	+ 12.0	+ 22.1
Department .....	+ 11.3	- 4.0	+ 9.5	+ 10.8	+ 17.8	+ 19.0	+ 16.6	+ 11.4
Variety .....	- 2.9	- 8.1	- 2.7	- 3.0	(a)	- 2.9	- 3.2	+ 7.0
Motor Vehicle .....	+ 43.2	+ 35.7	+ 57.8	+ 40.9	+ 36.5	+ 34.7	+ 48.8	+ 34.1
Garage & Filling Station ...	+ 11.5	+ 15.9	+ 9.2	+ 11.6	+ 16.7	- 4.7	+ 10.5	+ 24.0
Men's Clothing .....	- 2.9	- 2.5	- 5.2	+ 5.7	+ 6.5	+ 7.3	- 1.4	+ 6.9
Family Clothing .....	- 4.8	- 2.6	- 16.8	- 1.0	+ 10.5	+ 3.2	+ 13.0	+ 11.6
Women's Clothing .....	- 2.9	- 8.1	- 6.3	+ 1.0	+ 9.6	- 15.0	- 3.8	- 8.8
Shoe .....	- 8.0	- 7.1	- 5.7	- 11.9	- 11.1	(a)	+ 9.7	- 3.2
Hardware .....	+ 20.5	+ 14.6	+ 31.4	+ 20.8	+ 21.9	+ 7.6	+ 5.1	+ 29.6
Lumber & Building Material .	+ 22.0	+ 39.0	+ 32.3	+ 24.8	+ 50.0	+ 5.3	+ 12.2	+ 7.1
Furniture .....	+ 9.9	- 16.0	+ 16.3	+ 7.9	+ 15.4	+ 28.6	+ 11.8	+ 15.0
Appliance & Radio .....	+ 38.1	- 2.9	+ 57.1	+ 36.8	+ 14.3	(b)	+ 28.1	+ 22.1
Restaurant .....	+ 1.5	+ 5.2	+ 4.7	+ 2.8	(a)	- 8.5	- 2.0	- 1.1
Coal & Wood .....	- 11.0	+ 3.4	+ 7.0	- 18.4	- 9.1	+ 6.3	(a)	- 24.4
Drug .....	+ 3.9	+ 0.9	+ 7.6	+ 2.2	(a)	+ 4.7	+ 6.8	+ 7.7
Jewellery .....	+ 8.9	+ 4.0	- 11.8	+ 22.8	+ 12.5	+ 6.7	(a)	+ 20.0
Tobacco .....	+ 3.9	+ 16.0	- 5.7	+ 8.4	(b)	+ 5.6	- 2.9	+ 2.7
All Others .....	+ 5.6	+ 8.0	+ 5.3	+ 2.7	+ 25.7	- 0.1	+ 12.8	+ 6.9

(a) Unchanged

(b) Not available

**PERCENTAGE CHANGES IN RETAIL TRADE**  
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to April 1951 Over January to April 1950

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
		%	%	%	%	%	%	%
Total, All Trades .....	+ 16.9	+ 10.7	+ 17.1	+ 18.7	+ 20.2	+ 6.3	+ 17.9	+ 17.0
Grocery & Combination .....	+ 14.7	+ 10.2	+ 12.6	+ 18.9	+ 16.5	+ 6.6	+ 16.0	+ 7.4
Meat .....	+ 11.6	+ 0.6	+ 14.7	+ 10.6	+ 13.3	+ 9.4	+ 14.7	+ 7.8
Country General .....	+ 13.5	+ 13.9	+ 19.0	+ 14.1	+ 9.5	+ 8.0	+ 8.1	+ 19.3
Department .....	+ 12.6	+ 1.5	+ 12.7	+ 12.3	+ 16.1	+ 6.1	+ 15.4	+ 16.3
Variety .....	+ 11.9	+ 8.0	+ 13.6	+ 12.1	+ 10.8	+ 2.6	+ 6.8	+ 19.0
Motor Vehicle .....	+ 42.5	+ 29.6	+ 38.1	+ 48.3	+ 52.8	+ 15.5	+ 48.8	+ 43.4
Garage & Filling Station ...	+ 15.8	+ 19.7	+ 14.0	+ 14.8	+ 19.0	+ 6.3	+ 9.5	+ 29.9
Men's Clothing .....	+ 10.4	+ 8.9	+ 15.5	+ 7.8	+ 14.9	+ 8.8	+ 0.4	+ 14.3
Family Clothing .....	+ 9.1	+ 7.2	+ 2.2	+ 11.9	+ 20.2	+ 8.4	+ 23.1	+ 18.4
Women's Clothing .....	+ 6.8	+ 2.5	+ 3.7	+ 11.7	+ 11.5	- 1.6	- (a)	- 0.8
Shoe .....	+ 8.9	+ 9.9	+ 12.6	+ 7.0	+ 3.0	- 2.3	+ 10.5	+ 7.1
Hardware .....	+ 19.3	+ 17.6	+ 27.1	+ 21.1	+ 18.6	- 2.4	+ 6.4	+ 26.5
Lumber & Building Material .	+ 22.3	+ 30.6	+ 37.9	+ 27.5	+ 32.7	+ 4.0	+ 11.4	+ 9.9
Furniture .....	+ 12.7	- 3.3	+ 16.7	+ 12.3	+ 19.1	+ 17.4	+ 4.6	+ 20.4
Appliance & Radio .....	+ 25.5	+ 6.4	+ 37.5	+ 24.4	+ 19.2	(b)	+ 16.2	+ 23.7
Restaurant .....	+ 5.2	+ 0.6	+ 1.7	+ 10.3	- 0.5	- 3.4	+ 2.5	+ 0.6
Coal & Wood .....	+ 0.5	- 2.7	+ 12.5	+ 1.3	- 5.0	- 1.9	- 29.5	- 24.5
Drug .....	+ 10.5	+ 12.3	+ 15.3	+ 8.5	+ 7.2	+ 11.6	+ 11.1	+ 10.8
Jewellery .....	+ 7.5	- 1.0	+ 0.8	+ 12.5	+ 10.5	- 6.2	- 2.3	+ 16.9
Tobacco .....	+ 5.4	+ 10.3	- 2.6	+ 9.5	(b)	+ 11.9	+ 2.8	+ 3.6
All Others .....	+ 14.7	+ 15.1	+ 14.8	+ 15.7	+ 22.4	+ 5.6	+ 16.5	+ 11.6

(a) Unchanged

(b) Not available

**ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS**

**MARCH, 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 .....	821,300	57,970	190,070	333,370	51,090	33,460	60,120	95,190
Grocery & Combination .....	138,260	11,060	39,550	58,940	5,820	4,230	6,730	11,930
Meat .....	16,820	440	5,060	5,880	580	610	1,280	2,970
Country General .....	38,270	5,510	8,670	7,690	2,620	5,940	4,830	2,990
Department .....	72,570	4,800	12,550	26,590	10,800	3,210	5,180	9,440
Variety .....	14,470	1,400	4,410	6,780	330	320	580	660
Motor Vehicle .....	162,930	8,980	29,540	70,150	12,060	5,700	10,440	26,080
Garage & Filling Station .....	44,510	2,900	10,580	18,070	2,330	1,720	2,950	5,950
Men's Clothing .....	14,070	1,010	4,230	6,150	480	310	740	1,140
Family Clothing .....	11,770	1,290	3,860	3,940	400	590	620	1,060
Women's Clothing .....	14,770	780	4,220	5,860	510	520	980	1,900
Shoe .....	7,600	480	2,420	3,500	160	100	310	610
Hardware .....	13,310	740	3,490	4,760	630	680	1,590	1,420
Lumber & Building Material ....	18,590	420	2,630	8,230	1,860	1,330	2,040	2,080
Furniture .....	12,520	660	3,300	6,170	290	220	610	1,280
Appliance & Radio .....	13,700	1,520	4,180	5,580	460	(b)	870	790
Restaurant .....	26,240	1,310	5,060	11,080	1,870	1,140	2,180	3,590
Coal & Wood .....	17,390	1,270	4,530	8,690	1,230	810	130	730
Drug .....	18,430	1,480	3,840	8,080	1,170	830	1,150	1,890
Jewellery .....	4,810	390	1,340	1,760	330	70	270	650
Tobacco .....	7,440	320	2,040	3,920	110	200	190	660
All Others .....	152,830	11,210	34,570	61,550	7,050	4,640	16,450	17,370

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

(b) Not available.

## ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

APRIL, 1951

(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 .....	817,430	57,110	187,600	313,790	56,080	42,090	66,580	94,150
Grocery & Combination .....	125,510	10,270	35,960	52,970	5,340	3,790	6,420	10,750
Meat .....	15,380	440	5,020	5,030	530	560	1,290	2,510
Country General .....	39,080	5,540	9,010	7,240	2,770	6,410	5,140	2,970
Department .....	75,060	5,000	12,340	27,790	11,440	3,820	5,130	9,540
Variety .....	13,200	1,240	3,980	6,100	330	340	600	610
Motor Vehicle .....	166,900	10,620	32,380	63,770	14,180	8,470	13,740	23,740
Garage & Filling Station .....	45,780	3,100	10,200	18,790	2,390	2,860	2,880	5,550
Men's Clothing .....	13,560	1,080	3,670	5,610	690	420	910	1,180
Family Clothing .....	12,470	1,330	3,450	3,880	480	720	630	1,980
Women's Clothing .....	14,800	730	4,430	5,620	520	590	1,030	1,870
Shoe .....	8,550	560	2,980	3,550	240	150	390	680
Hardware .....	17,040	920	4,030	5,830	950	1,140	2,200	1,960
Lumber & Building Material .....	22,930	520	2,980	9,530	2,460	1,540	3,190	2,700
Furniture .....	13,170	660	3,350	6,260	290	310	770	1,520
Appliance & Radio .....	16,020	840	5,260	7,040	430	(b)	1,060	990
Restaurant .....	25,950	1,220	5,130	10,570	2,010	1,250	2,380	3,390
Coal & Wood .....	11,290	800	2,890	5,740	800	480	60	530
Drug .....	16,750	1,270	3,490	7,290	1,070	820	1,090	1,720
Jewellery .....	4,920	360	1,190	1,880	340	100	320	740
Tobacco .....	7,620	320	1,850	4,250	(b)	190	240	660
All Others .....	151,450	10,290	34,010	55,050	8,700	7,730	17,110	18,560

<sup>x</sup> 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, APRIL, 1951.  
(in thousands of dollars)**

Kind of Business or Store	All Stores	Chain	Independent	All Stores
	CANADA			MARITIME
Total, All Trades .....	817,430	134,860	682,570	57,110
Grocery & Combination .....	125,510	48,090	77,420	10,270
Meat .....	15,380	470	14,910	440
Country General .....	39,080	1,090	38,000	5,540
Department .....	75,060	-	75,060	5,000
Variety .....	13,200	11,440	1,760	1,240
Motor Vehicle .....	166,900	3,280	163,620	10,620
Garage & Filling Station ....	45,780	260	45,520	3,100
Men's Clothing .....	13,560	1,580	11,980	1,080
Family Clothing .....	12,470	2,200	10,270	1,330
Women's Clothing .....	14,800	2,980	11,820	730
Shoe .....	8,550	2,630	5,920	560
Hardware .....	17,040	(1)	(1)	920
Lumber & Building Material ..	22,930	3,820	19,110	520
Furniture .....	13,170	2,580	10,590	660
Appliance & Radio .....	16,020	2,790	13,230	840
Restaurant .....	25,950	1,760	24,190	1,220
Coal & Wood .....	11,290	(1)	(1)	800
Drug .....	16,750	2,160	14,590	1,270
Jewellery .....	4,920	2,070	2,850	360
Tobacco .....	7,620	1,330	6,300	320
All Others .....	151,450	43,090	108,360	10,290
MANITOBA				
Total, All Trades .....	56,080	6,340	49,740	42,090
Grocery & Combination .....	5,340	2,110	3,230	3,790
Meat .....	530	-	530	560
Country General .....	2,770	-	2,770	6,410
Department .....	11,440	-	11,440	3,820
Variety .....	330	330	-	340
Motor Vehicle .....	14,180	(1)	(1)	8,470
Garage & Filling Station ....	2,390	(1)	(1)	2,860
Men's Clothing .....	690	(1)	(1)	420
Family Clothing .....	480	50	430	720
Women's Clothing .....	520	130	390	590
Shoe .....	240	40	190	150
Hardware .....	950	(1)	(1)	1,140
Lumber & Building Material ..	2,460	380	2,080	1,540
Furniture .....	290	-	290	310
Appliance & Radio .....	430	(1)	(1)	400
Restaurant .....	2,010	110	1,900	1,250
Coal & wood .....	800	-	800	480
Drug .....	1,070	(1)	(1)	820
Jewellery .....	340	(1)	(1)	100
Tobacco .....	120	(1)	(1)	190
All Others .....	3,700	2,090	6,610	7,730

(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, APRIL, 1951.  
(in thousands of dollars)**

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent
<b>PROVINCES</b>							
9,920	47,190	187,600	27,040	160,560	313,790	63,480	250,310
1,790	8,490	35,960	9,040	26,910	52,970	27,370	25,590
-	440	5,020	-	5,020	5,030	410	4,620
240	5,300	9,010	340	8,670	7,240	270	6,970
-	5,000	12,340	-	12,340	27,790	-	27,790
1,100	140	3,980	3,100	880	6,100	5,480	620
(1)	(1)	32,380	(1)	(1)	63,770	(1)	(1)
(1)	(1)	10,200	(1)	(1)	18,790	(1)	(1)
(1)	(1)	3,670	170	3,500	5,610	1,100	4,510
(1)	(1)	3,450	850	2,600	3,880	610	3,270
80	650	4,430	680	3,750	5,620	1,370	4,250
(1)	(1)	2,980	760	2,220	3,550	1,450	2,100
(1)	(1)	4,030	(1)	(1)	5,830	(1)	(1)
-	520	2,980	-	2,980	9,530	(1)	(1)
(1)	(1)	3,350	770	2,580	6,260	1,100	5,160
(1)	(1)	5,260	1,110	4,140	7,040	1,170	5,860
(1)	(1)	5,130	510	4,620	10,570	780	9,790
-	800	2,890	-	2,890	5,740	(1)	(1)
120	1,140	3,490	230	3,260	7,290	1,110	6,180
(1)	(1)	1,190	(1)	(1)	1,880	910	970
(1)	(1)	1,850	420	1,430	4,250	(1)	(1)
4,290	6,000	34,010	7,740	26,270	55,050	18,180	36,870
<b>SASKATCHEWAN</b>							
4,890	37,200	66,580	8,680	57,900	94,150	14,400	79,750
(1)	(1)	6,420	(1)	(1)	10,750	4,250	6,510
(1)	(1)	1,290	-	1,290	2,510	(1)	(1)
(1)	(1)	5,140	(1)	(1)	2,970	(1)	(1)
-	3,820	5,130	-	5,130	9,540	-	9,540
330	10	600	530	70	610	550	60
(1)	(1)	13,740	(1)	(1)	23,740	(1)	(1)
-	2,860	2,880	-	2,880	5,550	(1)	(1)
(1)	(1)	910	(1)	(1)	1,180	(1)	(1)
220	500	630	(1)	(1)	1,980	(1)	(1)
100	490	1,030	180	850	1,870	440	1,430
(1)	(1)	390	80	320	680	130	550
-	1,140	2,200	(1)	(1)	1,960	(1)	(1)
820	720	3,190	1,680	1,510	2,700	(1)	(1)
(1)	(1)	770	-	770	1,520	560	960
(b)	(b)	1,060	130	930	990	140	850
(1)	(1)	2,380	30	2,350	3,390	290	3,100
-	480	60	-	60	530	-	530
(1)	(1)	1,090	130	960	1,720	470	1,250
(1)	(1)	320	(1)	(1)	740	(1)	(1)
(1)	(1)	240	(1)	(1)	660	(1)	(1)
1,830	5,900	17,110	2,760	14,340	18,560	6,200	12,360

(b) Not available.

DEPARTMENT STORE SALES AND STOCKSApril 1950 and April 1951

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

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Department	SALES			STOCKS	
	April 1950 (\$000)	April 1951 (\$000)	Change, 1951/50 %	March 31 1951 (\$000)	Stock/Sales Ratio April 1951
TOTAL, All Departments .....	67,453	75,057	+ 11.3	240,355	3.2
1. Women's and Misses' Dresses ...	2,748	3,034	+ 10.4	6,336	2.1
2. Women's and Misses' Coats and Suits .....	4,155	3,990	- 4.0	6,247	1.6
3. Women's and Misses' Sportswear .....	1,635	1,756	+ 7.4	5,463	3.1
4. Furs .....	394	495	+ 25.6	4,561	9.2
5. Girls' and Infants' Wear .....	2,886	3,023	+ 4.7	8,714	2.9
6. Lingerie and Corsets .....	2,301	2,553	+ 11.0	8,248	3.2
7. Aprons, Housedresses & Uniforms .....	557	628	+ 12.7	1,298	2.1
8. Millinery .....	1,098	956	- 12.9	1,393	1.5
9. Hosiery & Apparel Accessories .....	2,945	2,925	- 0.7	8,833	3.0
10. Women's Misses' & Children's Shoes .....	3,346	3,581	+ 7.0	13,632	3.8
11. Ladies' Apparel & Accessories, TOTAL 1 - 10 .....	22,065	22,941	+ 4.0	64,725	2.8
12. Men's Clothing .....	2,811	2,827	+ 0.6	8,719	3.1
13. Men's Furnishings .....	2,439	2,652	+ 8.7	11,311	4.3
14. Boys' Clothing & Furnishings .....	2,141	2,158	+ 0.8	6,867	3.2
15. Men's and Boys' Shoes .....	1,184	1,336	+ 12.8	5,417	4.1
16. Food and Kindred Products .....	4,716	4,749	+ 0.7	5,407	1.1
17. Toiletries, Cosmetics, & Drugs .....	1,330	1,525	+ 14.7	4,961	3.3
18. Photographic Equipment & Supplies .....	165	186	+ 12.7	983	5.3
19. Piece Goods .....	1,971	2,121	+ 7.6	9,734	4.6
20. Linens and Domestics .....	1,797	2,202	+ 22.5	9,649	4.4
21. Smallwares .....	1,286	1,416	+ 10.1	6,450	4.6
22. China and Glassware .....	729	830	+ 13.9	6,255	7.5
23. Home Furnishings .....	4,550	5,358	+ 17.8	25,110	4.7
24. Furniture .....	3,733	4,275	+ 14.5	15,671	3.7
25. Major Appliances .....	2,713	4,239	+ 56.2	9,819	2.3
26. Radio and Music .....	746	932	+ 24.9	4,770	5.1
27. Hardware and Housewares .....	4,061	5,167	+ 27.2	14,580	2.8
28. Jewellery .....	1,000	1,209	+ 20.9	8,389	6.9
29. Sporting Goods and Luggage .....	1,912	2,165	+ 13.2	9,654	4.5
30. Stationery, Books & Magazines .....	836	805	- 3.7	3,371	4.2
31. All Other Departments .....	5,268	5,964	+ 13.2	8,513	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.