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Industry and Merchandising Division

OTTAWA

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RETAIL TRADE

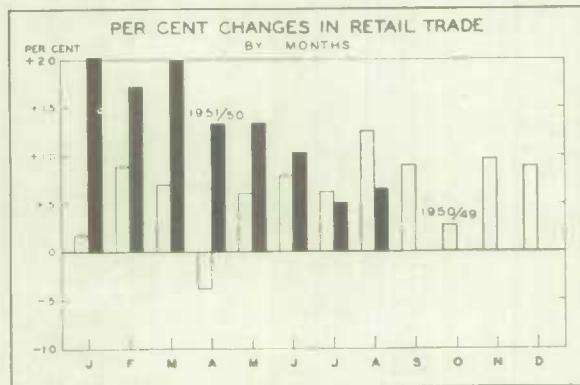
AUGUST, 1951

A 7% increase in Canada's retail trade in August 1951 brought the dollar volume up to \$63,840,000 compared with \$61,280,000 in August 1950. After showing a gain of 16% in the first half of 1951, retail trade increases have moderated somewhat in the first two months of the second half of 1951, the August gain being only slightly different from the 5% increase in July. Consumer spending in retail establishments totalled \$6,454,760,000 in the first eight months of 1951, up 13% compared with the January - August 1950 total of \$5,721,270,000.

TOTAL RETAIL TRADE IN CANADA

	1950 \$'000	1951 \$'000	% Change 1951/1950
First Half	4,121,390	4,761,370	+ 15.5
July	789,600	829,550	+ 5.1
August	810,280	863,840	+ 6.6
Total	5,721,270	6,454,760	+ 12.8

In Quebec sales increased 11% in August 1951 compared with August 1950, the largest gain recorded. The only other sizable increase was one of 9% in Ontario. Of two declines from August 1950 volume, Manitoba's 5% decrease was the larger.



September 1, 1950 and September 1, 1951.

Sales increase reported by the four trades whose sales largely comprise food, namely grocery and combination stores, meat markets, country general stores and restaurants, were among largest recorded in August, 1951. Grocery and combination store sales increased 18%. The food component of the cost-of-living index rose 15% between

Variety store sales were up 15% and tobacco store sales, 13%. All trades in the apparel group showed sales gains ranging up to 10% for women's clothing stores.

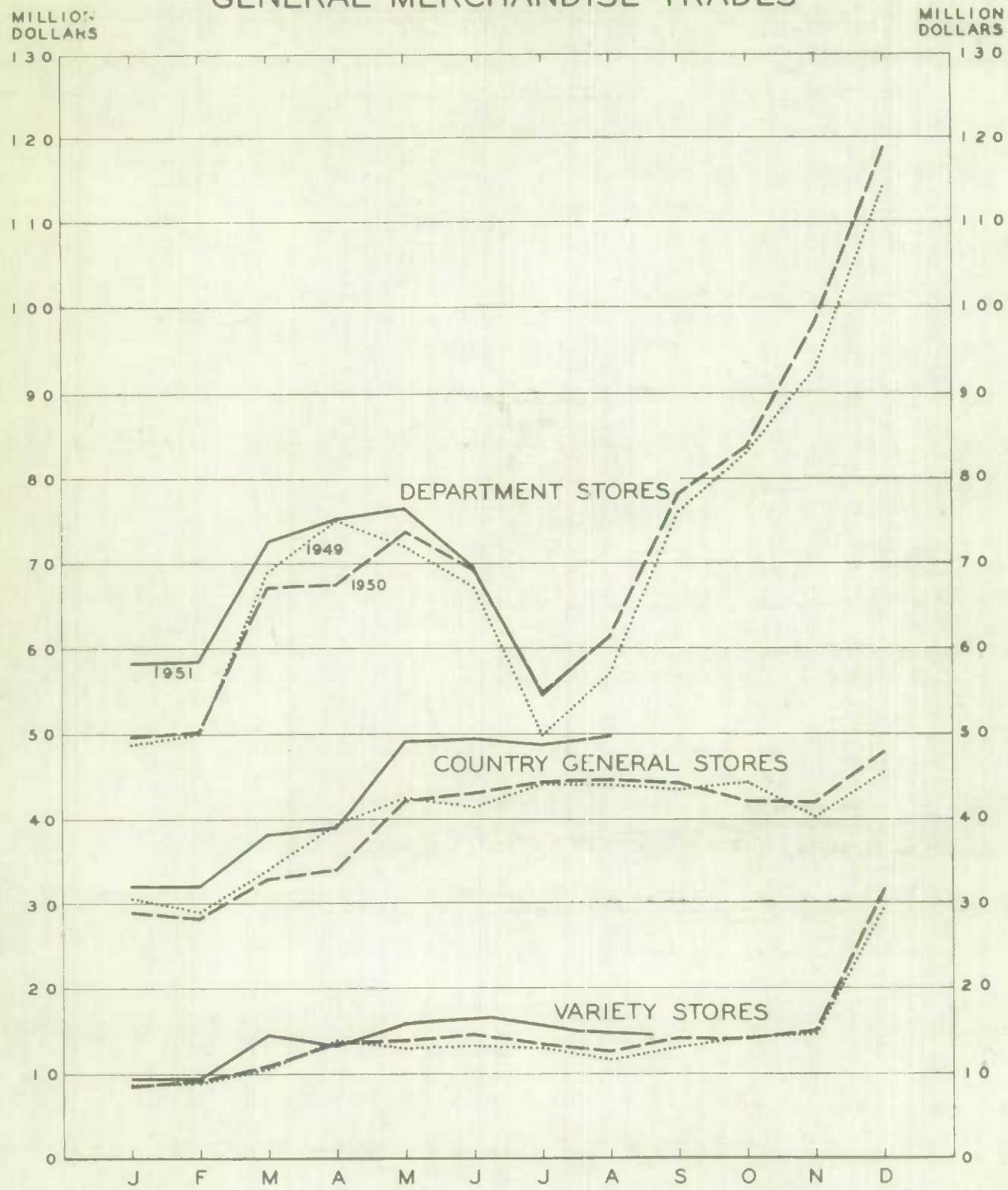
Seven trades failed to reach their August 1950 sales volume in August 1951, a 16% decline in appliance and radio dealers' sales being the largest. The only other decreases of 10% or more were those of furniture stores (10%) and coal and wood dealers (11%).

Department store sales and stocks for August 1950 and 1951 are shown in a table on page 10. Sales registered a minor gain of 0.3% while the value of stocks held on August 1, 1951 was \$222 millions, 23% above their value on August 1, 1950 when they totalled \$181 millions.

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

<u>Province</u>	<u>Chain Office-and-Store Appliance Dealers' Sales</u>		
	<u>August 1950</u>	<u>August 1951</u>	<u>% Change</u>
		<u>August 1951 / August 1950</u>	
CANADA	3,660	4,200	+ 14.8
Maritime Provinces	150	200	+ 33.3
Quebec	850	990	+ 16.5
Ontario	1,760	2,100	+ 19.3
Manitoba	200	240	+ 20.0
Saskatchewan	180	80	- 55.6
Alberta	220	210	- 4.5
British Columbia	300	380	+ 26.7

MONTHLY SALES GENERAL MERCHANDISE TRADES



PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(without Adjustment for Price Changes)

August 1951 Over August 1950

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES	+ 6.6	+ 4.7	+ 11.0	+ 9.3	- 5.2	+ 5.5	+ 6.9	- 0.7
Grocery & Combination	+ 18.0	+ 10.4	+ 16.9	+ 22.1	+ 17.6	+ 16.6	+ 14.4	+ 13.2
Meat	+ 19.3	+ 45.9	+ 13.4	+ 16.3	- 1.2	+ 17.2	+ 20.8	+ 39.1
Country General	+ 10.9	+ 7.6	+ 20.4	+ 8.4	+ 13.1	+ 5.1	+ 4.6	+ 19.4
Department.....	+ 0.3	- 2.2	+ 2.0	- 4.2	- 1.1	+ 16.9	+ 10.3	+ 2.6
Variety	+ 14.6	+ 14.1	+ 18.3	+ 12.0	+ 12.5	+ 13.5	+ 17.2	+ 19.3
Motor Vehicle	+ 6.4	+ 1.3	+ 29.8	+ 17.2	- 20.9	+ 3.5	+ 7.9	- 20.2
Garage & Filling Station	- 2.1	- 3.3	- 4.2	+ 4.8	(a)	- 17.3	+ 4.1	- 7.1
Men's Clothing	+ 4.6	+ 13.0	- 8.5	+ 9.6	- 5.6	(a)	+ 26.9	+ 4.0
Family Clothing	+ 8.6	+ 8.8	+ 12.8	+ 3.4	+ 22.0	+ 14.0	+ 16.7	+ 3.7
Women's Clothing	+ 10.1	+ 3.7	(b)	+ 8.2	- 7.7	- 5.3	+ 1.1	- 0.6
Shoe	+ 8.9	+ 11.3	+ 12.6	+ 4.6	+ 4.3	(b)	+ 31.3	+ 6.3
Hardware.....	- 4.6	- 9.1	- 0.5	(a)	- 13.1	+ 0.7	- 19.1	- 5.0
Lumber & Building Material ..	- 7.1	- 10.0	- 14.9	- 8.0	- 21.1	+ 2.0	+ 6.5	- 3.7
Furniture	- 10.3	- 8.8	- 11.9	- 9.2	- 38.5	- 14.3	(a)	- 10.1
Appliance and Radio	- 16.0	- 31.3	- 12.3	- 15.6	- 38.5	(b)	- 16.2	- 31.8
Restaurant	+ 12.3	+ 9.3	+ 7.4	+ 18.3	+ 5.4	+ 6.2	+ 5.1	+ 10.9
Coal & Wood	- 11.4	- 15.2	- 2.1	- 15.2	- 16.7	+ 25.5	- 42.9	- 18.2
Drug	+ 8.5	+ 8.5	+ 6.9	+ 9.6	+ 6.0	+ 13.9	+ 9.4	+ 5.5
Jewellery	- 3.1	(a)	- 3.8	- 2.3	- 5.9	- 6.2	- 5.3	- 4.5
Tobacco	+ 12.8	+ 9.7	+ 2.4	+ 19.0	+ 10.0	+ 15.8	+ 13.6	+ 6.1
All Others	+ 8.3	+ 7.8	+ 8.9	+ 10.5	- 3.0	+ 12.1	+ 7.3	+ 4.5

(a) Unchanged (b) Not available

PERCENTAGE CHANGES IN RETAIL TRADE
by Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to August 1951 Over January to August 1950

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%						
TOTAL, ALL TRADES	+ 12.8	+ 8.4	+ 13.1	+ 14.1	+ 15.3	+ 11.3	+ 13.6	+ 9.6
Grocery & Combination	+ 15.2	+ 9.6	+ 13.1	+ 19.4	+ 16.3	+ 11.4	+ 16.0	+ 9.4
Meat	+ 13.0	+ 11.5	+ 16.6	+ 11.4	+ 8.1	+ 13.3	+ 13.7	+ 11.1
Country General	+ 13.0	+ 10.8	+ 17.8	+ 11.6	+ 17.1	+ 9.8	+ 8.3	+ 19.4
Department	+ 6.7	- 1.6	+ 7.7	+ 4.3	+ 10.2	+ 11.0	+ 12.1	+ 8.4
Variety	+ 13.0	+ 9.7	+ 14.7	+ 11.9	+ 14.7	+ 10.0	+ 10.8	+ 21.2
Motor Vehicle	+ 25.6	+ 16.7	+ 29.8	+ 29.9	+ 27.0	+ 17.6	+ 31.0	+ 14.4
Garage & Filling Station ..	+ 9.6	+ 5.2	+ 9.6	+ 10.4	+ 9.9	+ 1.6	+ 13.5	+ 12.9
Men's Clothing	+ 8.5	+ 4.8	+ 6.7	+ 9.5	+ 12.0	+ 9.7	+ 7.9	+ 10.0
Family Clothing	+ 8.1	+ 8.1	+ 3.4	+ 7.6	+ 21.9	+ 12.6	+ 20.1	+ 10.6
Women's Clothing	+ 8.3	+ 4.2	+ 13.1	+ 9.9	+ 10.1	+ 2.8	+ 3.8	+ 0.3
Shoe	+ 8.1	+ 5.1	+ 12.4	+ 6.1	+ 3.5	+ 6.4	+ 7.0	+ 6.9
Hardware	+ 9.9	+ 1.8	+ 13.5	+ 10.4	+ 16.6	(a)	+ 7.6	+ 11.5
Lumber & Building Material.	+ 7.5	+ 3.6	+ 5.8	+ 8.7	+ 15.1	+ 6.7	+ 5.6	+ 2.0
Furniture	+ 1.5	- 8.4	+ 3.5	+ 0.9	+ 0.4	+ 15.4	+ 3.2	+ 1.3
Appliance & Radio	+ 4.8	- 4.8	+ 8.0	+ 3.7	+ 0.4	(b)	+ 21.7	- 8.4
Restaurant	+ 7.1	+ 6.3	+ 3.8	+ 11.2	+ 3.7	+ 1.4	+ 3.4	+ 6.9
Coal & Wood	- 1.4	- 1.9	+ 5.9	- 2.9	- 0.6	+ 3.0	- 20.0	+ 22.2
Drug	+ 9.7	+ 10.2	+ 11.9	+ 9.2	+ 5.7	+ 12.7	+ 9.7	+ 8.7
Jewellery	+ 1.6	- 0.9	- 1.2	+ 4.1	+ 5.1	- 3.9	- 6.9	+ 4.7
Tobacco	+ 7.0	+ 11.4	- 0.9	+ 10.5	+ 14.3	+ 13.2	+ 7.7	+ 5.6
All others	+ 11.7	+ 10.5	+ 10.5	+ 12.7	+ 16.6	+ 16.6	+ 11.6	+ 7.7

(a) Unchanged (b) Not available

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ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

JULY 1951
(revised)

(in thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	829,550	57,860	183,440	323,070	57,460	51,190	62,960	93,530
Grocery & Combination	136,330	10,790	39,390	56,640	5,780	5,160	6,560	12,010
Meat	15,000	460	4,670	5,000	720	660	1,030	2,440
Country General	48,740	6,580	10,570	9,800	3,570	8,280	5,710	4,230
Department	54,450	3,870	8,090	19,010	8,910	2,640	3,990	7,940
Variety	14,880	1,520	4,250	6,930	370	420	710	660
Motor Vehicle	140,820	7,610	27,590	53,080	15,300	8,060	9,040	20,110
Garage & Filling Station	56,900	3,580	11,670	23,920	2,840	4,720	3,770	6,400
Men's Clothing	12,720	1,000	3,240	5,400	670	320	870	1,220
Family Clothing	11,790	1,370	3,450	3,750	490	690	630	1,400
Women's Clothing	13,840	630	3,580	5,490	560	580	1,130	1,870
Shoe	7,980	630	2,410	3,580	220	(b)	310	660
Hardware	18,550	910	4,390	6,930	1,080	1,420	2,250	1,570
Lumber & Building Material	29,330	530	4,060	10,810	3,630	3,650	4,210	2,440
Furniture	11,300	510	3,200	5,240	270	270	650	1,170
Appliance & Radio	9,640	630	2,720	4,460	260	(b)	690	620
Restaurant	32,880	1,450	5,350	14,740	2,280	1,680	2,990	4,390
Coal & Wood	12,530	680	2,820	7,490	610	430	(b)	390
Drug	16,530	1,370	3,340	7,110	1,110	840	1,050	1,710
Jewellery	5,060	560	1,100	1,890	300	150	350	710
Tobacco	7,160	260	1,740	3,920	(b)	200	230	700
All Others	173,120	12,890	35,810	67,880	8,380	10,600	16,680	20,890

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

(b) Not available.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

AUGUST, 1951

(in thousands of dollars)

Kind of Business or Store	CANADA *	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	863,840	59,340	191,190	325,800	54,410	62,130	73,850	97,170
Grocery & Combination	141,250	10,620	40,020	59,640	5,950	5,340	6,980	12,710
Meat	17,640	540	5,160	5,490	810	750	1,510	3,380
Country General	49,850	6,380	11,100	10,400	3,700	8,440	5,710	4,120
Department	61,520	4,060	9,690	21,450	9,580	3,120	4,710	8,910
Variety	14,470	1,460	4,330	6,550	360	420	680	680
Motor Vehicle	134,340	7,160	29,880	48,950	9,880	9,400	11,140	17,940
Garage & Filling Station	58,220	3,790	10,940	22,460	3,860	6,400	4,070	6,700
Men's Clothing	11,800	870	2,590	5,230	670	290	850	1,290
Family Clothing	11,350	1,230	3,270	3,670	500	650	630	1,410
Women's Clothing	13,530	840	(b)	5,260	480	540	880	1,800
Shoe	7,570	590	2,050	3,430	240	(b)	420	680
Hardware	17,460	900	4,420	5,890	860	1,480	2,200	1,720
Lumber & Building Material	31,340	630	3,830	11,050	3,560	4,090	5,080	3,100
Furniture	12,180	520	3,270	5,650	240	240	840	1,420
Appliance & Radio	9,020	570	2,350	4,290	240	(b)	570	580
Restaurant	34,220	1,110	5,780	15,720	2,150	1,710	2,660	4,790
Coal & Wood	15,300	780	3,790	8,580	800	690	40	630
Drug	17,460	1,400	3,260	7,870	1,230	900	1,050	1,740
Jewellery	5,700	600	1,270	2,150	320	150	360	840
Tobacco	7,330	340	1,700	4,010	110	220	250	700
All Others	192,290	14,650	38,750	68,060	8,870	16,720	23,220	22,030

* 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, AUGUST, 1951
 (in thousands of dollars)

Kind of Business or Store	All Stores	Chain	Independent	All Stores
CANADA				MARITIME
TOTAL, ALL TRADES	863,840	163,290	700,550	59,340
Grocery and Combination	141,250	52,020	89,230	10,620
Meat.....	17,640	510	17,130	540
Country General	49,850	1,360	48,490	6,380
Department	61,520	-	61,520	4,060
Variety	14,470	12,540	1,930	1,460
Motor Vehicle	134,340	2,340	132,000	7,160
Garage & Filling Station ...	58,220	370	57,850	3,790
Men's Clothing	11,800	940	10,860	870
Family Clothing	11,350	2,170	9,180	1,230
Women's Clothing	13,530	2,990	10,540	840
Shoe	7,570	2,710	4,860	590
Hardware	17,460	(1)	(1)	900
Lumber & Building Material..	31,340	8,300	23,050	630
Furniture	12,180	2,800	9,380	520
Appliance & Radio	9,020	1,780	7,230	570
Restaurant	34,220	2,010	32,210	1,410
Coal & Wood	15,300	(1)	(1)	780
Drug	17,460	2,340	15,120	1,400
Jewellery	5,700	2,010	3,690	600
Tobacco	7,330	1,400	5,930	340
All Others	192,290	63,400	128,890	14,650
MANITOBA				SASKAT- CHEWAN
TOTAL, ALL TRADES	54,420	7,720	46,700	62,130
Grocery & Combination	5,950	2,380	3,570	5,340
Meat	810	-	810	750
Country General	3,700	-	3,700	8,440
Department.....	9,580	-	9,580	3,120
Variety	360	360	-	420
Motor Vehicle	9,880	(1)	(1)	9,400
Garage & Filling Station ...	3,860	(1)	(1)	6,400
Men's Clothing	670	(1)	(1)	290
Family Clothing	500	80	420	650
Women's clothing	480	130	350	540
Shoe	240	40	190	170
Hardware	860	(1)	(1)	1,480
Lumber & Building Material..	3,560	1,010	2,560	4,090
Furniture	240	-	240	240
Appliance & Radio	240	(1)	(1)	410
Restaurant	2,150	110	2,040	1,710
Coal & Wood	800	-	800	690
Drug	1,230	(1)	(1)	900
Jewellery	320	(1)	(1)	150
Tobacco	110	(1)	(1)	220
All Others	8,870	2,820	3,040	16,720

(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 figures. (b) Not available.

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

9.

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent
PROVINCES							
			QUEBEC		ONTARIO		
12,450	46,890	191,180	32,100	159,080	325,800	73,760	252,040
1,950	8,670	40,020	10,030	29,990	59,640	28,740	30,890
-	540	5,160	-	5,160	5,490	460	5,030
280	6,100	11,100	430	10,670	10,400	380	10,020
-	4,060	9,680	-	9,680	21,450	-	21,450
1,290	160	4,330	3,380	950	6,550	5,890	660
(1)	(1)	29,880	(1)	(1)	48,950	(1)	(1)
(1)	(1)	10,940	(1)	(1)	22,460	(1)	(1)
(1)	(1)	2,590	160	2,430	5,230	640	4,590
(1)	(1)	3,270	820	2,460	3,670	580	3,090
60	770	3,740	(b)	(b)	5,260	1,420	3,840
(1)	(1)	2,050	670	1,380	3,430	1,570	1,860
(1)	(1)	4,420	(1)	(1)	5,890	(1)	(1)
-	630	3,830	-	3,830	11,050	(1)	(1)
(1)	(1)	3,270	1,170	2,110	5,650	1,080	4,570
(1)	(1)	2,350	770	1,580	4,290	650	3,650
(1)	(1)	5,780	570	5,210	15,720	810	14,910
-	780	3,790	-	3,790	8,580	(1)	(1)
130	1,270	3,260	210	3,040	7,870	1,270	6,600
(1)	(1)	1,270	(1)	(1)	2,150	800	1,340
(1)	(1)	1,700	440	1,260	4,010	(1)	(1)
6,890	7,750	38,750	11,560	27,190	68,060	26,790	41,276
SASKAT-							
CHEWAN							
			ALBERTA		BRITISH COLUMBIA		
8,370	53,760	73,850	11,610	62,240	97,170	17,260	79,910
(1)	(1)	6,980	(1)	(1)	12,710	4,740	7,970
(1)	(1)	1,510	-	1,510	3,380	(1)	(1)
(1)	(1)	5,710	(1)	(1)	4,120	(1)	(1)
-	3,120	4,710	-	4,710	8,910	-	8,910
410	10	680	600	80	680	610	60
(1)	(1)	11,140	(1)	(1)	17,940	(1)	(1)
-	6,400	4,070	-	4,070	6,700	(1)	(1)
(1)	(1)	850	(1)	(1)	1,290	(1)	(1)
180	470	630	(1)	(1)	1,410	(1)	(1)
110	430	880	200	680	1,800	460	1,340
(1)	(1)	420	80	340	680	160	520
-	1,480	2,200	(1)	(1)	1,720	(1)	(1)
2,820	1,270	5,080	3,050	2,030	3,100	(1)	(1)
(1)	(1)	840	-	840	1,420	420	990
(b)	(b)	570	100	470	580	90	490
(1)	(1)	2,660	50	2,610	4,790	430	4,370
-	690	40	-	40	630	-	630
(1)	(1)	1,050	140	910	1,740	500	1,240
(1)	(1)	360	(1)	(1)	840	(1)	(1)
(1)	(1)	250	(1)	(1)	700	(1)	(1)
2,840	13,880	23,220	4,000	19,220	22,030	8,500	13,530



DEPARTMENT STORE SALES AND STOCKS

1010778476

August 1950 and August 1951

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

Department	SALES			STOCKS	
	August 1950 (\$000)	August 1951 (\$000)	Change 1951/50 %	July 31 1951	Stock/Sales Ratio August 1951
TOTAL, ALL DEPARTMENTS.....	61,350	61,520	+ 0.3	221,600	3.6
1. Women's and Misses' Dresses.....	1,970	2,130	+ 8.1	3,520	1.7
2. Women's and Misses' Coats and Suits.....	1,510	1,440	- 4.6	3,940	2.7
3. Women's and Misses' Sportswear.....	1,580	1,870	+ 18.4	5,270	2.8
4. Furs	1,440	980	- 31.9	6,400	6.5
5. Girls' and Infants' Wear	2,110	2,510	+ 19.0	7,990	3.2
6. Lingerie and Corsets	2,010	2,180	+ 8.5	6,690	3.1
7. Aprons, Housedresses and Uniforms....	450	410	- 8.9	970	2.4
8. Millinery	610	630	+ 3.3	890	1.4
9. Hosiery and Apparel Accessories.....	2,070	2,160	+ 4.3	7,630	3.5
10. Women's, Misses' and Children's Shoes.....	2,310	2,730	+ 18.2	11,350	4.2
11. Ladies' Apparel and Accessories, TOTAL 1 - 10	16,060	17,040	+ 6.1	54,650	3.2
12. Men's Clothing.....	1,580	1,600	+ 1.3	8,450	5.3
13. Men's Furnishings	2,130	2,260	+ 6.1	11,160	4.9
14. Boys' Clothing and Furnishings	1,370	1,660	+ 21.2	6,540	3.9
15. Men's and Boys' Shoes	940	1,040	+ 10.6	4,560	4.4
16. Food and Kindred Products	4,540	4,770	+ 5.1	4,530	0.9
17. Toiletries, Cosmetics, and Drugs....	1,420	1,500	+ 5.6	4,680	3.1
18. Photographic Equipment and Supplies.....	190	230	+ 21.1	940	4.1
19. Piece Goods	1,590	1,600	+ 0.6	8,940	5.6
20. Linens and Domestics	2,730	2,660	- 2.6	8,780	3.3
21. Smallwares	1,150	1,290	+ 12.2	5,740	4.4
22. China and Glassware	1,180	1,200	+ 1.7	7,160	6.0
23. Home furnishings	4,130	3,900	- 5.6	22,160	5.7
24. Furniture	5,300	4,720	- 10.9	14,510	3.1
25. Major Appliances	3,210	2,000	- 37.7	10,400	5.2
26. Radio and Music	880	740	- 15.9	4,570	6.2
27. Hardware and Housewares	4,380	4,260	- 2.7	13,130	3.1
28. Jewellery	1,250	1,280	+ 2.4	8,640	6.8
29. Sporting Goods and Luggage	1,840	1,800	- 2.2	10,100	5.6
30. Stationery, Books and Magazines.....	920	1,070	+ 16.3	3,600	3.4
31. All Other Departments	4,560	4,900	+ 7.5	8,360	1.7

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.