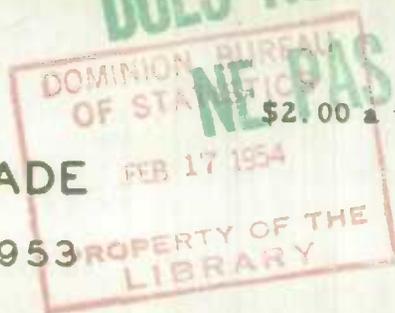




DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Volume XXV - No. 12



\$2.00 a year

RETAIL TRADE

DECEMBER, 1953

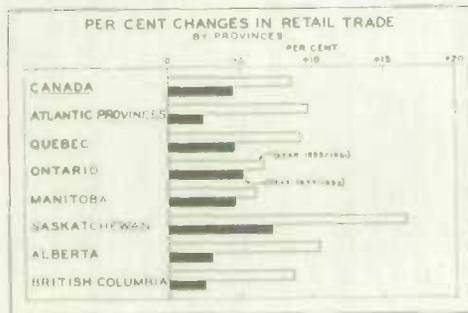
Canada's retail trade during December amounted to \$1,170,188,000, an increase of 1.2% over December 1952, and a new monthly record. The December sales brought the 1953 total to \$12,092,174,000, a gain of 4.5% over the 1952 volume.

Higher sales in 1953 were enjoyed by all geographical regions. The increases ranged from 2.4% in the Atlantic Provinces to 7.2% in Saskatchewan. With sales gains between these extremes were Ontario (5.2%), Quebec and Manitoba (both 4.6%), Alberta (3.0%), and British Columbia (2.5).

An examination of sales change by trade shows a more mixed pattern. Fifteen of the 20 trades tabulated, as well as the residual group "all others", had higher sales in 1953. The most pronounced increases were those of lumber and building material dealers (11.2%) and appliance and radio stores (9.4%). The sales of 4 trades fell below their 1952 level, while those of one, family clothing, were unchanged.

TOTAL RETAIL TRADE IN CANADA

<u>Period</u>	<u>1952</u> \$'000	<u>1953</u> \$'000	<u>% Change</u> 1953/1952
Jan. to Sept.	8,379,795	8,831,959	+ 5.4
October	1,032,253	1,088,379	+ 5.4
November	1,006,888	1,001,648	- 0.5
December	1,156,542	1,170,188	+ 1.2
TOTAL	11,575,478	12,092,174	+ 4.5



During December, Quebec and Ontario, with increases of 3.0% and 2.8% respectively, were the only regions contributing to the Canada gain. Declines were reported by retailers in the Atlantic Provinces (1.1%), Manitoba (0.8%), Saskatchewan (2.4%), Alberta (3.4%), and British Columbia (0.4%).

2.

Nationally, the merchants of 11 trades and those of the "all others" group experienced sales increases over December 1952. The largest proportionate increases were those of meat stores (9.2%) and grocery and combination stores and lumber and building material dealers (both 8.2%). Among the 9 sales declines, the most outstanding was the 8.9% drop of motor vehicle dealers.

While the 1953 estimates and the 1953-1952 comparisons given in this report are considered to be reliable within narrow limits, it should be noted that the figures for the two years are not in every respect comparable. Those for 1953 have not yet been adjusted for the sales of stores coming into existence, those going out of existence, and those changing their retail kind of business during the year. Final 1953 estimates incorporating these adjustments will be published later this year, but so that the user may gauge the extent of the revision to be made, it is noted that the 1952 adjustment for these factors amounted to + \$15 million, approximately 0.13 of 1% of the total estimate.

Percent Changes in Selected Retail Trades

January to December 1953 over January to December 1952

Chains and Independents

	<u>Canada</u>		
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination	+ 4.3	+ 9.6	+ 1.5
Family Clothing	(c)	- 1.9	+ 0.4
Women's Clothing	+ 2.8	+ 4.4	+ 2.3
Shoe	+ 1.6	+ 3.2	+ 0.8
Lumber and Building Material	+ 11.2	+ 10.0	+ 11.6
Furniture	+ 3.5	+ 2.3	+ 3.9
Appliance and Radio	+ 9.4	+ 1.8	+ 11.3
Restaurant	- 2.3	- 1.6	- 2.3
Drug	+ 3.0	+ 4.0	+ 2.9
Jewellery	+ 3.0	+ 4.4	+ 2.3

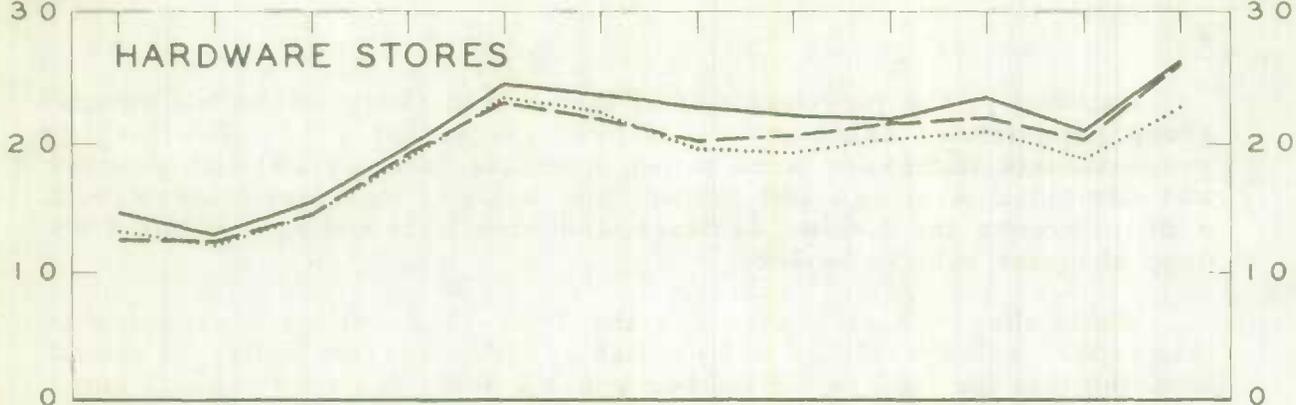
(c) Unchanged

MONTHLY SALES HARDWARE-BUILDING MATERIALS-FUEL

MILLION DOLLARS
30

MILLION DOLLARS
30

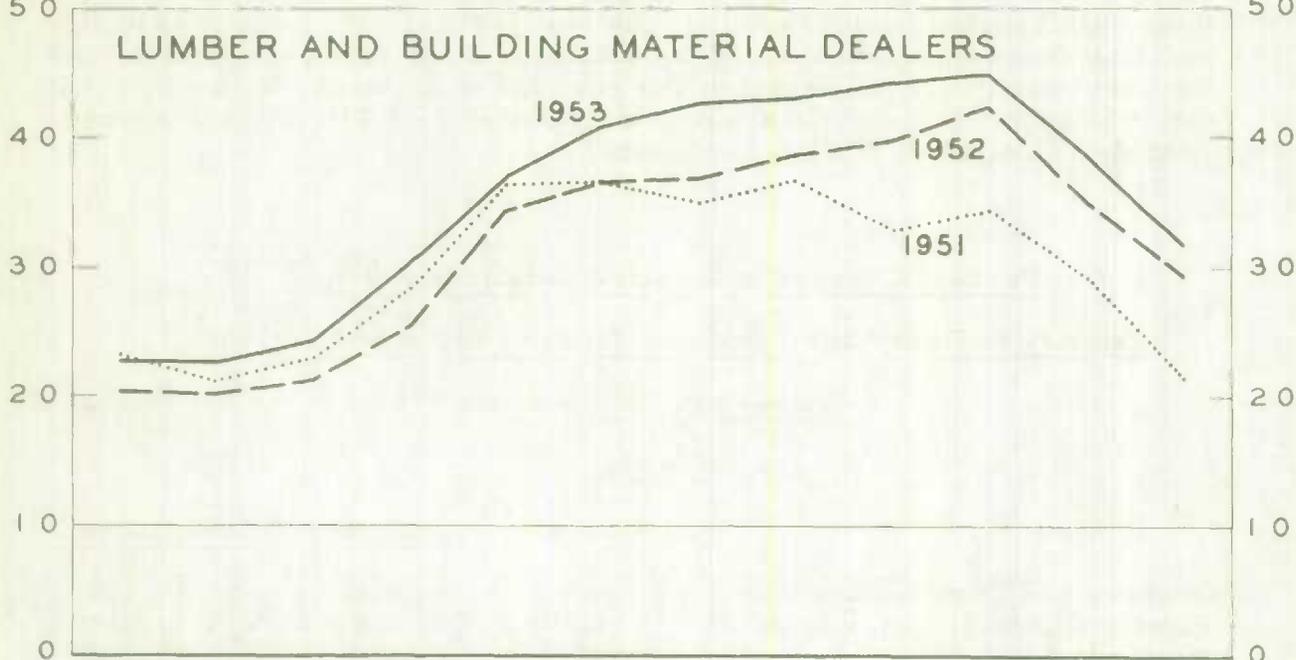
HARDWARE STORES



50

50

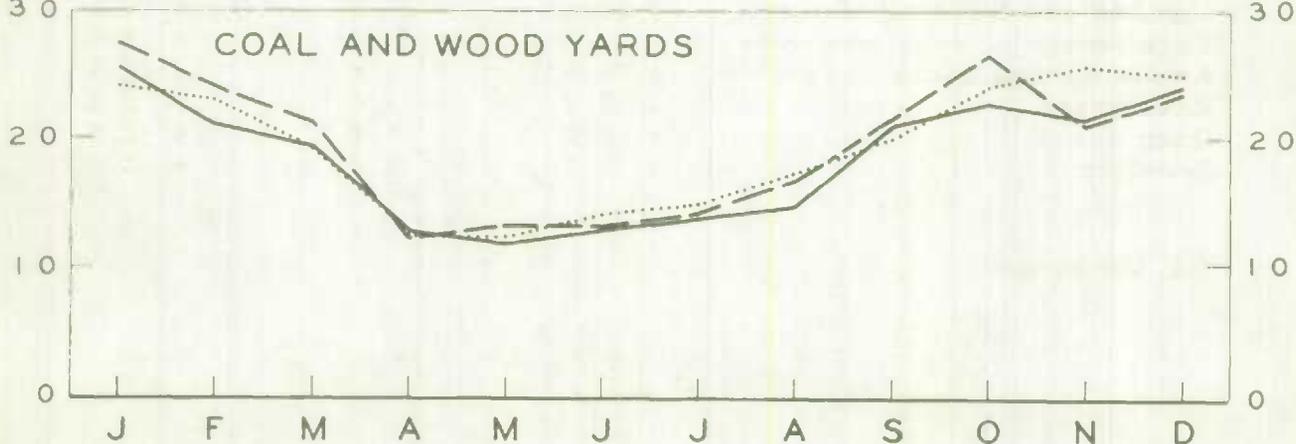
LUMBER AND BUILDING MATERIAL DEALERS



30

30

COAL AND WOOD YARDS



J

F

M

A

M

J

J

A

S

O

N

D

Estimated Retail Trade - By Provinces and Kinds of Business

January to December 1953

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	12,092,174	1,001,759	2,784,585	4,615,973	674,860	817,225	972,688	1,225,155
Grocery & Combination	2,126,536	206,175	610,253	815,627	97,428	86,298	118,976	191,785
Meat	169,636	(b)	44,477	66,595	5,839	8,388	14,648	22,167
General	532,642	107,021	92,437	96,446	47,022	71,392	61,905	56,425
Department	1,028,621	79,799	183,639	342,374	97,448	59,613	102,262	163,486
Variety	224,348	22,945	62,489	99,582	5,746	8,159	12,399	13,025
Motor Vehicle	2,274,584	169,278	446,029	841,543	135,035	217,725	210,989	253,988
Garage & Filling Station	542,413	41,766	105,198	230,940	23,993	32,792	55,946	51,784
Men's Clothing	203,601	12,980	52,207	91,642	6,345	8,790	16,048	15,592
Family Clothing	203,253	29,345	73,001	60,104	8,268	9,097	12,414	11,025
Women's Clothing	209,537	10,421	52,181	88,300	6,129	8,695	18,181	25,628
Shoe	118,274	8,314	35,586	51,089	3,609	(b)	5,564	10,880
Hardware	248,769	14,630	52,652	87,112	13,494	28,020	29,285	23,580
Lumber & Building Material	422,804	15,412	71,738	150,384	42,956	51,124	57,057	34,138
Furniture	183,905	10,694	66,253	78,063	(b)	(b)	10,929	11,562
Appliance & Radio	278,074	(b)	(b)	140,803	(b)	(b)	(b)	28,087
Restaurant	446,624	21,986	108,756	169,910	24,343	30,126	39,218	52,288
Fuel	219,918	15,863	61,892	113,267	7,483	6,196	(b)	14,740
Drug	275,171	18,192	55,018	119,358	17,238	16,699	20,400	28,268
Jewellery	119,418	7,173	25,152	53,425	(b)	(b)	(b)	13,868
Tobacco	94,381	(b)	23,323	58,857	(b)	(b)	(b)	5,263
All Others	2,169,665	187,659	512,668	860,552	106,787	147,220	157,207	197,576

(b) Not available

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

(Without Adjustment for Price Changes)

December 1953 Over December 1952

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 1.2	- 1.1	+ 3.0	+ 2.8	- 0.8	- 2.4	- 3.4	- 0.4
Grocery & Combination.....	+ 8.2	+ 2.7	+ 7.1	+ 11.8	+ 7.6	+ 13.9	+ 6.7	+ 1.7
Meat.....	+ 9.2	(b)	+ 12.8	+ 10.3	+ 11.4	+ 1.5	+ 8.9	+ 5.2
Country General	- 2.7	- 6.8	- 8.3	+ 2.2	- 1.3	- 3.2	+ 0.8	+ 3.0
General.....	+ 2.0	+ 0.9	+ 5.0	+ 1.7	+ 0.8	- 0.1	+ 0.5	+ 1.9
Variety.....	+ 3.6	+ 1.9	+ 2.2	+ 4.7	+ 7.0	+ 4.7	+ 3.5	+ 2.6
Motor Vehicle.....	- 8.9	- 9.0	(c)	- 6.6	- 6.7	- 7.4	- 28.0	- 9.6
Garage & Filling Station	+ 4.9	+ 9.0	+ 2.6	+ 8.0	+ 1.9	+ 0.6	- 1.1	+ 2.3
Men's Clothing.....	- 1.6	- 7.6	+ 5.0	- 4.0	- 6.4	+ 11.2	+ 0.6	- 4.5
Family Clothing	- 0.8	- 4.7	- 0.5	+ 2.2	- 4.3	- 6.7	+ 4.0	- 4.9
Women's Clothing.....	+ 1.2	+ 8.6	+ 4.3	- 2.8	+ 3.9	+ 1.9	+ 17.8	- 4.3
Shoe.....	- 3.5	- 2.5	- 7.1	- 2.4	- 7.4	(b)	- 1.5	+ 2.3
Hardware	+ 0.5	- 1.6	- 4.3	+ 2.1	- 4.5	+ 11.7	- 2.8	+ 0.6
Lumber & Building Material....	+ 8.2	- 23.0	- 11.2	+ 27.2	+ 8.1	+ 4.5	- 2.1	- 3.4
Furniture.....	- 0.7	- 14.7	+ 8.9	- 0.7	(b)	(b)	- 9.6	- 7.5
Appliance and Radio.....	- 4.3	(b)	- 7.8	+ 3.8	(b)	(b)	(b)	+ 3.0
Restaurant	- 4.4	- 5.1	- 8.0	- 1.5	- 12.0	+ 9.0	- 9.2	- 4.2
Fuel	+ 2.3	- 18.3	- 4.9	+ 12.1	+ 18.7	+ 6.6	(b)	- 10.3
Drug.....	+ 2.2	+ 0.7	+ 4.3	+ 1.0	+ 1.5	+ 8.4	+ 2.6	+ 1.1
Jewellery	- 4.9	(b)	- 6.7	- 7.6	(b)	(b)	(b)	+ 1.4
Tobacco.....	+ 0.2	(b)	+ 10.7	- 2.4	(b)	(b)	(b)	- 6.8
All Others.....	+ 3.4	+ 5.5	+ 8.9	+ 1.4	- 2.5	- 12.7	+ 9.9	+ 3.8

(b) Not available (c) Unchanged

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

December, 1953

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES	1,170,188	227,176	943,012	101,267
2	Grocery and Combination.....	199,129	73,201	125,928	19,155
3	Meat.....	17,133	724	16,410	(b)
4	General.....	51,586	3,504	48,082	9,587
5	Department.....	142,148	-	142,148	11,750
6	Variety.....	39,864	33,579	6,285	4,492
7	Motor Vehicle.....	129,855	1,406	128,449	9,995
8	Garage & Filling Station.....	41,414	271	41,142	3,388
9	Men's Clothing.....	31,487	3,932	27,556	1,901
10	Family Clothing.....	26,729	4,451	22,278	4,358
11	Women's Clothing.....	27,341	7,106	20,235	1,542
12	Shoe.....	14,790	5,954	8,836	1,079
13	Hardware.....	26,259	1,650	24,609	1,656
14	Lumber & Building Material.....	31,709	7,086	24,623	982
15	Furniture.....	18,826	3,823	15,003	1,509
16	Appliance & Radio.....	31,645	6,143	25,502	(b)
17	Restaurant.....	35,686	2,357	33,329	1,706
18	Fuel.....	24,103	474	23,630	1,620
19	Drug.....	31,182	4,145	27,037	2,088
20	Jewellery.....	25,436	9,016	16,419	(b)
21	Tobacco.....	9,899	1,984	7,915	(b)
22	All Others.....	213,967	56,370	157,596	20,358
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	62,957	8,704	54,253	66,860
24	Grocery & Combination.....	8,826	2,909	5,917	8,135
25	Meat.....	499	-	499	731
26	General.....	4,899	352	4,547	7,272
27	Department.....	12,450	-	12,450	8,024
28	Variety.....	1,081	1,030	51	1,502
29	Motor Vehicle.....	8,527	(a)	(a)	11,853
30	Garage & Filling Station.....	1,592	(a)	(a)	1,964
31	Men's Clothing.....	877	102	775	1,324
32	Family Clothing.....	1,117	(a)	(a)	1,105
33	Women's Clothing.....	714	239	475	968
34	Shoe.....	338	82	257	(b)
35	Hardware.....	1,631	(a)	(a)	3,235
36	Lumber & Building Material.....	3,299	656	2,642	3,235
37	Furniture.....	(b)	(b)	(b)	(b)
38	Appliance & Radio.....	(b)	(b)	(b)	(b)
39	Restaurant.....	1,904	121	1,783	2,638
40	Fuel.....	984	-	984	714
41	Drug.....	1,859	(a)	(a)	1,927
42	Jewellery.....	(b)	(a)	(a)	(b)
43	Tobacco.....	(b)	(a)	(a)	(b)
44	All Others.....	9,037	2,274	6,764	8,520

(a) 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

December, 1953

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.	
Provinces			Quebec			Ontario			
17,887	83,380	266,366	47,032	219,334	463,970	108,040	355,930	1	
2,952	16,204	56,846	15,366	41,481	77,010	40,241	36,769	2	
(b)	(b)	4,328	-	4,328	6,965	567	6,398	3	
615	8,973	9,001	752	8,249	9,206	647	8,559	4	
-	11,750	26,212	-	26,212	48,412	-	48,412	5	
3,993	499	9,846	7,783	2,063	18,125	15,913	2,212	6	
(a)	(a)	23,367	(a)	(a)	47,904	445	47,459	7	
(a)	(a)	8,588	(a)	(a)	17,820	(a)	(a)	8	
(a)	(a)	6,854	573	6,281	15,810	2,754	13,056	9	
326	4,032	8,714	2,294	6,419	8,366	1,439	6,927	10	
292	1,250	6,666	1,592	5,074	11,806	3,443	8,363	11	
(a)	(a)	4,503	1,933	2,570	6,736	3,127	3,610	12	
(a)	(a)	4,890	757	4,133	8,836	456	8,380	13	
-	982	3,973	(a)	(a)	13,964	1,734	12,230	14	
(a)	(a)	6,715	1,920	4,795	7,744	1,509	6,235	15	
(b)	(b)	4,888	1,518	3,370	17,189	2,622	14,567	16	
(a)	(a)	9,708	671	9,036	12,825	953	11,872	17	
-	1,620	6,923	-	6,923	12,034	474	11,560	18	
189	1,900	5,924	455	5,469	13,700	2,092	11,608	19	
(b)	(b)	5,140	1,801	3,338	10,990	3,819	7,171	20	
(a)	(a)	2,491	559	1,932	6,093	(a)	(a)	21	
7,558	12,800	50,789	8,655	42,134	92,375	24,901	67,475	22	
Saskatchewan			Alberta			British Columbia			
9,863	56,997	90,579	14,970	75,609	118,200	20,685	97,515	23	
2,031	6,104	11,494	3,746	7,748	17,663	5,958	11,706	24	
(a)	(a)	1,536	(a)	(a)	2,353	(a)	(a)	25	
(a)	(a)	6,369	(a)	(a)	5,252	(a)	(a)	26	
-	8,024	13,277	-	13,277	22,023	-	22,023	27	
1,240	262	2,346	1,833	513	2,472	1,786	686	28	
(a)	(a)	13,365	(a)	(a)	14,843	(a)	(a)	29	
-	1,964	3,937	-	3,937	4,067	(a)	(a)	30	
(a)	(a)	2,525	218	2,306	2,197	(a)	(a)	31	
(a)	(a)	1,647	(a)	(a)	1,423	(a)	(a)	32	
279	690	2,380	408	1,972	3,266	854	2,412	33	
(a)	(a)	537	171	366	1,234	241	993	34	
-	3,235	3,248	(a)	(a)	2,764	(a)	(a)	35	
2,357	878	3,832	1,890	1,942	2,425	(a)	(a)	36	
(b)	(b)	1,065	-	1,065	1,179	(a)	(a)	37	
(b)	(b)	(b)	(b)	(b)	3,213	503	2,710	38	
(a)	(a)	2,985	74	2,911	3,922	474	3,447	39	
-	714	(b)	(b)	(b)	1,772	-	1,772	40	
(a)	(a)	2,499	379	2,120	3,184	834	2,350	41	
(a)	(a)	(b)	(b)	(b)	3,023	1,160	1,863	42	
(a)	(a)	(b)	(a)	(a)	536	(a)	(a)	43	
2,391	6,129	13,499	3,856	9,644	19,389	6,737	12,652	44	

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

(Without Adjustment for Price Changes)

January to December 1953 Over January to December 1952

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 4.5	+ 2.4	+ 4.6	+ 5.2	+ 4.6	+ 7.2	+ 3.0	+ 2.5
Grocery & Combination.....	+ 4.3	+ 2.3	+ 3.8	+ 5.9	+ 3.4	+ 7.5	+ 4.5	+ 0.2
Meat.....	+ 3.2	(b)	+ 4.3	+ 4.3	- 1.1	+ 5.4	+ 0.2	+ 0.7
General.....	- 2.5	- 3.8	- 6.4	- 3.1	- 2.3	+ 2.2	- 0.1	- 0.6
Department	+ 3.3	- 0.9	+ 4.0	+ 2.5	+ 1.5	+ 6.2	+ 6.2	+ 4.6
Variety.....	+ 5.0	+ 4.5	+ 4.1	+ 4.6	+ 5.8	+ 8.0	+ 8.4	+ 7.7
Motor Vehicle.....	+ 7.3	+ 9.1	+ 9.1	+ 8.6	+ 11.2	+ 9.5	- 4.0	+ 5.7
Garage & Filling Station	+ 7.7	+ 3.2	+ 8.6	+ 6.7	+ 3.3	+ 13.0	+ 11.5	+ 8.8
Men's Clothing.....	- 2.8	- 2.9	(c)	- 4.9	- 3.1	+ 3.7	+ 0.1	- 5.2
Family Clothing	(c)	- 2.3	- 0.7	+ 1.4	- 2.1	+ 3.1	+ 5.1	- 2.5
Women's Clothing.....	+ 2.8	+ 4.6	+ 2.2	+ 0.9	+ 6.3	+ 5.0	+ 17.1	- 0.3
Shoe.....	+ 1.6	+ 1.3	+ 0.4	+ 1.8	- 0.5	(b)	+ 4.6	+ 3.2
Hardware	+ 5.9	+ 2.8	+ 8.4	+ 4.3	+ 1.5	+ 12.0	+ 5.0	+ 5.0
Lumber & Building Material....	+ 11.2	+ 1.5	+ 15.9	+ 11.7	+ 9.6	+ 15.4	+ 10.1	+ 3.5
Furniture.....	+ 3.5	- 13.2	+ 7.2	+ 4.8	(b)	(b)	- 1.0	- 0.6
Appliance and Radio.....	+ 9.4	(b)	(b)	+ 17.0	(b)	(b)	(b)	- 9.6
Restaurant	- 2.3	- 1.4	- 5.9	- 2.0	- 3.5	+ 10.4	- 3.8	- 0.4
Fuel	- 6.2	- 11.2	- 8.0	- 4.5	+ 1.8	+ 11.1	(b)	- 13.6
Drug.....	+ 3.0	- 0.8	+ 3.4	+ 2.6	+ 4.9	+ 7.3	+ 4.4	+ 2.4
Jewellery	+ 3.0	+ 2.0	+ 5.0	+ 2.0	(b)	(b)	(b)	+ 3.5
Tobacco.....	+ 5.7	(b)	+ 5.3	+ 7.5	(b)	(b)	(b)	- 4.8
All Others.....	+ 5.9	+ 6.4	+ 6.9	+ 6.0	+ 7.0	+ 3.2	+ 5.7	+ 3.8

(b) Not available (c) Unchanged

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

9

(Without Adjustment for Price Changes)

December 1953 Over November 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 16.8	+ 25.9	+ 13.1	+ 21.1	+ 7.6	+ 1.7	+ 13.7	+ 19.8
Grocery & Combination.....	+ 17.8	+ 21.4	+ 18.7	+ 16.8	+ 15.1	+ 14.0	+ 19.6	+ 17.4
Meat.....	+ 28.9	(b)	+ 28.7	+ 35.2	+ 9.0	- 5.9	+ 29.0	+ 34.1
General.....	+ 17.8	+ 13.5	+ 10.3	+ 23.2	+ 26.8	+ 23.3	+ 26.3	+ 7.2
Department	+ 26.2	+ 31.5	+ 35.3	+ 24.0	+ 13.9	+ 18.8	+ 21.3	+ 32.1
Variety.....	+105.0	+128.5	+ 97.4	+104.5	+ 99.4	+ 86.6	+ 98.8	+125.1
Motor Vehicle.....	- 16.2	- 13.6	- 26.6	- 14.4	- 13.7	- 20.0	- 1.9	- 14.4
Garage & Filling Station	- 1.9	+ 2.7	- 4.4	- 1.0	- 26.8	(b)	+ 8.7	- 4.3
Men's Clothing.....	+ 62.2	+ 80.2	+ 45.2	+ 72.5	+ 20.1	+ 43.1	+ 61.2	+ 74.6
Family Clothing	+ 37.7	+ 63.0	+ 28.2	+ 37.9	+ 30.2	+ 16.3	+ 37.8	+ 65.1
Women's Clothing.....	+ 60.9	+ 65.3	+ 64.6	+ 62.2	+ 72.9	+ 33.5	+ 51.6	+ 61.0
Shoe.....	+ 50.0	+ 92.0	+ 58.4	+ 48.9	+ 12.3	(b)	+ 3.9	+ 52.3
Hardware	+ 25.2	+ 31.3	+ 8.9	+ 21.3	+ 36.8	+ 33.8	+ 26.5	+ 56.6
Lumber & Building Material....	- 18.2	- 24.8	- 34.8	+ 4.4	- 11.9	- 42.2	- 31.6	- 20.3
Furniture	+ 21.0	+ 54.8	+ 18.2	+ 21.6	(b)	(b)	+ 5.2	+ 24.1
Appliance and Radio.....	+ 24.8	(b)	(b)	+ 32.3	(b)	(b)	(b)	+ 35.4
Restaurant	- 2.7	+ 13.9	- 7.2	- 4.5	- 5.8	+ 3.6	- 0.5	+ 5.1
Fuel	+ 12.7	- 4.7	+ 25.3	+ 10.2	+ 45.3	+ 11.0	(b)	- 4.7
Drug.....	+ 45.6	+ 52.2	+ 38.5	+ 46.7	+ 45.5	+ 36.5	+ 61.2	+ 45.3
Jewellery	+143.2	(b)	+182.7	+114.9	(b)	(b)	(b)	+151.7
Tobacco.....	+ 18.3	(b)	+ 32.9	+ 9.7	(b)	(b)	(b)	+ 36.7
All Others.....	+ 17.8	+ 39.2	+ 5.4	+ 29.8	- 4.8	- 17.6	+ 7.2	+ 28.0

(b) Not available

Department Store Sales and Stocks

December 1952 and December 1953

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

Department	SALES			STOCKS		
	Dec. 1952	Dec. 1953	Change 1953/52	Nov. 30 1952	Nov. 30 1953	Change 1953/52
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	139,417	142,148	+ 2.0	229,809	256,519	+ 11.6
1. Women's and Misses' Dresses.....	3,175	3,156	- 0.6	4,727	4,420	- 6.5
2. Women's and Misses' Coats and Suits	1,627	1,819	+ 11.8	3,466	3,682	+ 6.2
3. Women's and Misses' Sportswear.....	3,631	3,740	+ 3.0	5,529	6,475	+ 17.1
4. Furs	2,466	2,228	- 9.7	4,789	5,628	+ 17.5
5. Girls' and Infants' Wear	6,699	7,157	+ 6.8	8,663	11,715	+ 35.2
6. Lingerie and Corsets	6,034	6,165	+ 2.2	9,140	9,862	+ 7.9
7. Aprons, Housedresses and Uniforms	877	769	- 12.3	1,213	1,116	- 8.0
8. Millinery	900	1,006	+ 11.8	1,113	1,058	- 4.9
9. Hosiery and Apparel Accessories	7,821	7,989	+ 2.1	9,584	10,816	+ 12.9
10. Women's, Misses' and Children's Shoes	5,317	5,172	- 2.7	12,615	13,497	+ 7.0
Ladies' Apparel and Accessories.						
Total 1 - 10	38,547	39,201	+ 1.7	60,839	68,269	+ 12.2
11. Men's Clothing	4,022	3,804	- 5.4	7,810	9,509	+ 21.8
12. Men's Furnishings	11,021	11,188	+ 1.5	13,039	15,417	+ 18.2
13. Boys' Clothing and Furnishings	3,608	3,680	+ 2.0	6,009	7,406	+ 23.2
14. Men's and Boys' Shoes	2,836	2,602	- 8.3	5,158	5,524	+ 7.1
15. Food and Kindred Products.....	7,825	7,615	- 2.7	4,288	4,070	- 5.1
16. Toiletries, Cosmetics and Drugs	4,250	4,382	+ 3.1	6,606	6,770	+ 2.5
17. Photographic Equipment and Supplies..	715	772	+ 8.0	1,001	1,104	+ 10.3
18. Piece Goods	1,796	1,720	- 4.2	8,025	8,551	+ 6.6
19. Linens and Domesticity	4,041	3,948	- 2.3	8,842	8,895	+ 0.6
20. Smallwares	2,618	2,682	+ 2.4	6,523	6,227	- 4.5
21. China and Glassware	2,587	2,790	+ 7.8	8,104	8,093	- 0.1
22. Home Furnishings	5,704	5,712	+ 0.1	18,458	20,677	+ 12.0
23. Furniture	5,149	5,151	(c)	11,927	13,580	+ 13.9
24. Major Appliances	2,855	3,244	+ 13.6	8,066	9,220	+ 14.3
25. Radio and Music	3,037	3,588	+ 18.1	4,421	5,927	+ 34.1
26. Hardware and Housewares	6,085	6,580	+ 8.1	12,865	14,611	+ 13.6
27. Jewellery	5,194	5,127	- 1.3	8,994	8,848	- 1.6
28. Sporting Goods and Luggage.....	12,172	12,858	+ 5.6	13,223	15,882	+ 20.1
29. Stationery, Books and Magazines.....	4,241	4,318	+ 1.8	5,567	5,565	(c)
30. All Other Departments	11,114	11,186	+ 0.6	10,044	12,374	+ 23.2

(c) Unchanged

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

11

January to December 1952 and January to December 1953

Department	SALES		
	Jan. to Dec. 1952	Jan. to Dec. 1953	Change 1953/1952
	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	996,028	1,028,621	+ 3.3
1. Women's and Misses' Dresses.....	32,364	31,819	- 1.7
2. Women's and Misses' Coats and Suits	28,817	29,522	+ 2.4
3. Women's and Misses' Sportswear	25,849	27,031	+ 4.6
4. Furs.....	15,859	14,438	- 9.0
5. Girls' and Infants' Wear	50,215	52,917	+ 5.4
6. Lingerie and Corsets	39,196	40,333	+ 2.9
7. Aprons, Housedresses and Uniforms	7,419	7,010	- 5.5
8. Millinery	10,016	10,403	+ 3.9
9. Hosiery and Apparel Accessories.....	40,242	41,429	+ 2.9
10. Women's, Misses' and Children's Shoes	43,154	43,307	+ 0.4
Ladies' Apparel and Accessories.			
Total 1 - 10	293,131	298,209	+ 1.7
11. Men's Clothing.....	32,359	31,775	- 1.8
12. Men's Furnishings.....	49,538	49,242	- 0.6
13. Boys' Clothing and Furnishings	27,338	26,750	- 2.2
14. Men's and Boys' Shoes.....	17,427	16,660	- 4.4
15. Food and Kindred Products	66,498	61,393	- 7.7
16. Toiletries, Cosmetics and Drugs	24,494	25,648	+ 4.7
17. Photographic Equipment and Supplies	3,283	3,747	+ 14.1
18. Piece Goods.....	23,605	23,432	- 0.7
19. Linens and Domestic	36,608	36,175	- 1.2
20. Smallwares	20,686	21,136	+ 2.2
21. China and Glassware	13,770	14,453	+ 5.0
22. Home Furnishings	59,902	63,436	+ 5.9
23. Furniture.....	60,011	65,049	+ 8.4
24. Major Appliances.....	38,388	42,702	+ 11.2
25. Radio and Music	16,114	21,271	+ 32.0
26. Hardware and Housewares	57,567	62,628	+ 8.8
27. Jewellery	20,448	20,814	+ 1.8
28. Sporting Goods and Luggage	39,215	43,416	+ 10.7
29. Stationery, Books and Magazines	16,981	18,043	+ 6.3
30. All Other Departments	78,665	82,642	+ 5.1

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

1953
(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES	12,092,174	2,062,681	10,029,493	1,001,759
2	Grocery and Combination.....	2,126,536	770,953	1,355,584	206,175
3	Meat	169,636	6,829	162,809	(b)
4	General.....	532,642	36,431	496,211	107,021
5	Department	1,028,621	-	1,028,621	79,799
6	Variety.....	224,348	188,537	35,809	22,945
7	Motor Vehicle	2,274,584	23,515	2,251,068	169,278
8	Garage & Filling Station.....	542,413	3,279	539,134	41,766
9	Men's Clothing	203,601	25,058	178,545	12,980
10	Family Clothing.....	203,253	32,602	170,649	29,345
11	Women's Clothing	209,537	46,383	163,152	10,421
12	Shoe	118,274	42,875	75,399	8,314
13	Hardware	248,769	13,952	234,816	14,630
14	Lumber & Building Material	422,804	99,877	322,926	15,412
15	Furniture	183,905	44,801	139,103	10,694
16	Appliance & Radio.....	278,074	52,128	225,947	(b)
17	Restaurant	446,624	29,352	417,273	21,986
18	Fuel	219,918	4,460	215,460	15,863
19	Drug	275,171	34,852	240,321	18,192
20	Jewellery.....	119,418	37,547	81,870	7,173
21	Tobacco.....	94,381	16,776	77,604	(b)
22	All Others.....	2,169,665	552,474	1,617,192	187,659
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	674,860	87,552	587,308	817,225
24	Grocery & Combination.....	97,428	32,531	64,697	86,298
25	Meat	5,839	-	5,839	8,388
26	General.....	47,022	3,375	43,647	71,392
27	Department.....	97,448	-	97,448	59,613
28	Variety	5,746	5,477	269	8,159
29	Motor Vehicle	135,035	(a)	(a)	217,725
30	Garage & Filling Station.....	23,993	(a)	(a)	32,792
31	Men's Clothing.....	6,345	794	5,551	8,790
32	Family Clothing.....	8,268	(a)	(a)	9,097
33	Women's Clothing.....	6,129	1,849	4,270	8,695
34	Shoe	3,609	702	2,907	(b)
35	Hardware	13,494	(a)	(a)	28,020
36	Lumber & Building Material	42,956	11,424	31,532	51,124
37	Furniture	(b)	(b)	(b)	(b)
38	Appliance & Radio.....	(b)	(b)	(b)	(b)
39	Restaurant	24,343	1,441	22,902	30,126
40	Fuel	7,483	-	7,483	6,196
41	Drug	17,238	(a)	(a)	16,699
42	Jewellery.....	(b)	(a)	(a)	(b)
43	Tobacco.....	(b)	(a)	(a)	(b)
44	All Others.....	106,787	22,954	83,833	147,220

(a) 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.

1953

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
152,380	849,379	2,784,585	431,791	2,352,794	4,615,973	943,285	3,672,688	1
29,081	177,114	610,253	167,431	442,822	815,627	419,312	396,315	2
(b)	(b)	44,477	-	44,477	66,595	5,581	61,014	3
6,697	100,324	92,437	7,719	84,718	96,446	6,771	89,675	4
-	79,799	183,639	-	183,639	342,374	-	342,374	5
20,397	2,548	62,489	49,398	111,887	99,582	87,430	12,152	6
(a)	(a)	446,029	(a)	(a)	841,543	7,849	833,694	7
(a)	(a)	105,198	(a)	(a)	230,940	(a)	(a)	8
(a)	(a)	52,207	3,737	48,470	91,642	16,649	74,993	9
2,977	26,368	73,001	17,659	55,342	60,104	9,065	51,039	10
1,606	8,815	52,181	10,953	41,228	88,300	20,505	67,795	11
(a)	(a)	35,586	12,326	23,260	51,089	23,441	27,648	12
(a)	(a)	52,652	7,790	44,862	87,112	3,106	84,006	13
-	15,412	71,738	(a)	(a)	150,384	18,191	132,193	14
(a)	(a)	66,253	23,033	43,220	78,063	17,149	60,914	15
(b)	(b)	(b)	(b)	(b)	140,803	19,325	121,478	16
(a)	(a)	108,756	8,058	100,698	169,910	11,950	157,960	17
-	15,863	61,892	-	61,892	113,267	4,460	108,807	18
1,629	16,563	55,018	4,407	50,611	119,358	17,260	102,098	19
1,857	5,316	25,152	7,203	17,949	53,425	16,153	37,272	20
(a)	(a)	23,323	5,098	18,225	58,857	(a)	(a)	21
71,484	116,175	512,668	84,166	428,502	860,552	231,556	628,996	22
Saskatchewan			Alberta			British Columbia		
103,825	713,400	972,688	142,151	830,537	1,225,155	201,797	1,023,358	23
21,086	65,212	118,976	39,188	79,788	191,785	62,331	129,454	24
(a)	(a)	14,648	(a)	(a)	22,167	(a)	(a)	25
(a)	(a)	61,905	(a)	(a)	56,425	(a)	(a)	26
-	59,613	102,262	-	102,262	163,486	-	163,486	27
6,740	1,419	12,399	9,686	2,713	13,025	9,411	3,614	28
(a)	(a)	210,989	(a)	(a)	253,988	(a)	(a)	29
(a)	(a)	55,946	-	55,946	51,784	(a)	(a)	30
(a)	(a)	16,048	1,789	14,259	15,592	(a)	(a)	31
(a)	(a)	12,414	(a)	(a)	11,025	(a)	(a)	32
2,024	6,671	18,181	2,988	15,193	25,628	6,465	19,163	33
(a)	(a)	5,564	1,629	3,935	10,880	2,013	8,867	34
-	28,020	29,285	(a)	(a)	23,530	(a)	(a)	35
34,845	16,279	57,057	27,879	29,178	34,138	(a)	(a)	36
(b)	(b)	10,929	-	10,929	11,562	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	28,087	5,568	22,519	38
(a)	(a)	39,218	863	38,355	52,283	6,302	45,986	39
-	6,196	(b)	(b)	(b)	14,740	-	14,740	40
(a)	(a)	20,400	2,978	17,422	28,268	6,834	21,434	41
(a)	(a)	(b)	(b)	(b)	13,868	5,075	8,693	42
(a)	(a)	(b)	(a)	(a)	5,263	(a)	(a)	43
26,809	120,411	157,207	40,545	116,662	197,576	74,960	122,616	44

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1953

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>Total - All Trades</u>								
January	839,398	69,998	184,540	335,715	48,511	46,416	66,603	87,624
February	803,608	65,425	179,248	319,038	44,882	44,292	65,008	85,719
March	931,476	78,118	221,929	355,976	48,844	54,149	74,335	98,133
April	1,045,145	84,991	244,131	388,929	58,079	81,411	83,694	103,918
May	1,097,855	93,134	261,233	410,472	61,400	77,762	86,770	107,094
June	1,058,384	89,909	245,788	403,638	57,940	70,457	84,519	106,139
July	1,045,269	86,424	235,252	395,774	59,115	73,248	85,705	109,753
August	1,014,084	84,415	230,959	369,745	54,869	83,746	85,309	105,042
September	996,740	81,140	229,581	374,579	55,510	76,122	81,080	98,730
October	1,088,379	86,521	249,962	415,085	64,255	77,012	89,412	106,139
November	1,001,648	80,417	235,596	383,052	58,497	65,749	79,674	98,664
December	1,170,188	101,267	266,366	463,970	62,957	66,860	90,579	118,200
ANNUAL TOTAL	12,092,174	1,001,759	2,784,585	4,615,973	674,860	817,225	972,688	1,225,155
<u>Grocery and Combination Stores</u>								
January	170,770	17,248	47,211	66,908	7,749	6,019	9,624	16,012
February	156,454	16,347	44,991	59,694	6,948	5,653	8,500	14,322
March	163,095	16,221	45,956	62,860	7,518	6,007	9,022	15,511
April	170,693	16,686	49,027	64,733	7,816	7,019	9,448	15,964
May	185,736	17,799	54,467	70,881	8,629	7,171	10,241	16,550
June	180,303	17,151	53,242	68,080	8,347	7,261	9,950	16,271
July	184,950	17,750	54,910	69,392	8,316	8,036	10,004	16,543
August	179,361	17,507	49,897	69,949	8,443	7,876	9,966	15,724
September	175,278	16,946	50,681	66,820	8,147	7,575	10,017	15,092
October	191,720	17,586	55,151	73,368	9,021	8,408	11,100	17,087
November	169,047	15,779	47,874	65,932	7,668	7,138	9,610	15,046
December	199,129	19,155	56,846	77,010	8,826	8,135	11,494	17,663
ANNUAL TOTAL	2,126,536	206,175	610,253	815,627	97,428	86,298	118,976	191,785

Note: Any slight differences between the totals and their components are due to the rounding the figures.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1953

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>Meat Stores</u>								
January	13,648	616	3,311	5,828	(b)	512	1,110	1,901
February	12,424		3,281	5,022	373	519	933	1,689
March	12,578		3,363	4,961	355	526	1,156	1,674
April	13,691		3,885	5,232	458	654	1,105	1,704
May	14,441		3,871	5,716	515	692	1,225	1,786
June	14,415		3,721	5,654	529	767	1,070	1,952
July	14,402		4,113	5,387	537	731	1,198	1,818
August	13,836		3,740	5,034	537	786	1,348	1,766
September	13,883		3,556	5,349	574	770	1,271	1,763
October	15,898		3,944	6,297	635	923	1,505	2,006
November	13,287		3,364	5,150	458	777	1,191	1,755
December	17,133		4,328	6,965	499	731	1,536	2,353
ANNUAL TOTAL	169,636	7,526	44,477	66,595	5,839	8,388	14,648	22,167
<u>General Stores</u>								
January	36,638	7,829	5,920	6,699	3,153	4,754	4,375	3,909
February	33,402	6,750	5,724	6,125	2,965	4,013	4,079	3,747
March	38,017	8,136	6,767	6,587	3,228	4,698	4,264	4,338
April	41,825	8,696	7,543	7,175	3,758	5,470	5,067	4,116
May	48,239	10,614	8,731	8,592	4,233	6,132	5,383	4,553
June	46,677	9,666	8,465	8,868	3,856	6,142	5,094	4,588
July	49,576	9,857	8,136	9,768	4,083	6,433	5,378	5,921
August	49,191	9,321	7,931	9,773	4,492	6,798	5,224	5,652
September	46,094	8,938	7,846	8,127	4,142	6,637	5,605	4,799
October	47,619	9,184	8,213	8,051	4,349	7,145	6,026	4,652
November	43,778	8,443	8,160	7,475	3,864	5,898	5,041	4,898
December	51,586	9,587	9,001	9,206	4,899	7,272	6,369	5,252
ANNUAL TOTAL	532,642	107,021	92,437	96,446	47,022	71,392	61,905	56,425

(b) Not available

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1953

16

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>Department Stores</u>								
January	65,361	4,245	11,342	21,534	6,662	3,913	7,083	10,582
February	62,939	4,443	10,611	21,097	6,121	3,423	6,576	10,468
March	78,547	5,803	14,754	25,980	7,375	4,548	7,870	12,217
April	80,096	6,565	14,407	26,024	8,009	5,078	7,907	12,106
May	86,004	7,052	15,684	28,752	7,940	4,961	8,330	13,285
June	79,757	6,332	14,580	26,664	7,490	4,518	7,716	12,457
July	66,168	5,003	10,624	21,393	6,941	3,545	6,970	11,692
August	70,439	5,817	12,033	21,853	6,394	4,085	7,370	12,887
September	87,246	6,450	16,219	30,088	7,846	4,693	8,291	13,659
October	97,267	7,403	17,596	31,544	9,285	6,068	9,927	15,444
November	112,649	8,936	19,377	39,033	10,935	6,757	10,945	16,666
December	142,148	11,750	26,212	48,412	12,450	8,024	13,277	22,023
ANNUAL TOTAL	1,028,621	79,799	183,639	342,374	97,448	59,613	102,262	163,486
<u>Variety Stores</u>								
January	12,448	1,128	3,568	5,604	307	455	671	715
February	12,412	1,169	3,377	5,610	312	480	704	760
March	14,788	1,422	4,182	6,582	369	529	826	877
April	17,314	1,697	5,068	7,515	458	643	966	969
May	18,664	1,902	5,743	8,069	469	602	869	1,011
June	18,172	1,830	5,523	7,834	439	621	952	972
July	17,695	1,811	4,887	7,836	448	623	1,024	1,064
August	16,620	1,741	4,876	7,085	389	619	883	1,027
September	17,310	1,805	4,944	7,688	420	570	896	987
October	19,618	1,982	5,486	8,772	512	710	1,082	1,073
November	19,443	1,966	4,989	8,862	542	805	1,180	1,098
December	39,864	4,492	9,846	18,125	1,081	1,502	2,346	2,472
ANNUAL TOTAL	224,348	22,945	62,489	99,582	5,746	8,159	12,399	13,025

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1953

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>Motor Vehicle Dealers</u>								
January	140,416	9,301	22,210	57,423	10,092	11,505	12,626	17,260
February	161,117	10,975	25,787	65,807	11,110	12,181	14,943	20,312
March	213,075	17,228	45,583	80,533	10,852	16,386	18,973	23,521
April	256,384	19,225	55,202	92,752	13,734	27,679	22,087	25,705
May	242,440	20,113	50,942	87,786	13,790	23,099	21,750	24,960
June	229,841	17,342	45,927	85,185	12,141	21,509	22,362	25,377
July	221,894	15,029	45,489	81,413	13,464	19,594	20,999	25,907
August	181,816	14,203	35,150	61,369	10,154	21,612	17,662	21,666
September	160,408	12,240	30,376	56,475	8,170	20,177	15,798	17,172
October	182,332	12,064	34,169	68,942	13,118	17,314	16,805	19,921
November	155,006	11,563	31,827	55,954	9,883	14,816	13,619	17,344
December	129,855	9,995	23,367	47,904	8,527	11,853	13,365	14,843
ANNUAL TOTAL	2,274,584	169,278	446,029	841,543	135,035	217,725	210,989	253,988
<u>Garages and Filling Stations</u>								
January	37,336	3,073	7,015	16,660	1,547	1,296	4,057	3,689
February	34,248	2,243	6,681	15,082	1,092	1,534	4,424	3,193
March	38,620	3,119	7,041	16,966	1,449	(b)	4,379	3,876
April	44,886	3,023	9,217	19,061	2,095	(b)	4,938	4,213
May	48,549	3,286	9,869	21,563	2,062	2,821	4,623	4,325
June	49,619	3,751	10,270	21,614	2,348	2,439	4,535	4,663
July	55,144	4,201	10,580	22,679	2,285	4,224	5,654	5,522
August	53,321	4,045	8,406	21,129	2,716	(b)	6,662	4,940
September	47,462	4,468	9,187	19,288	2,217	3,745	3,993	4,564
October	49,611	3,869	9,364	20,963	2,414	3,383	5,123	4,496
November	42,203	3,300	8,980	18,055	2,176	(b)	3,621	4,236
December	41,414	3,388	8,588	17,880	1,592	1,964	3,937	4,067
ANNUAL TOTAL	542,413	41,766	105,198	230,940	23,993	32,792	55,946	51,784

(b) Not available.

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1953

18

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>Men's Clothing Stores</u>								
January	14,387	904	4,097	5,824	496	747	1,198	1,121
February	11,633	724	3,117	5,002	316	461	1,071	941
March	15,355	829	4,729	6,712	377	625	963	1,121
April	16,242	1,050	4,624	7,016	409	751	1,266	1,127
May	18,430	1,306	5,132	8,133	454	764	1,358	1,283
June	17,410	1,272	4,620	7,817	437	650	1,223	1,391
July	14,428	999	3,597	6,234	638	500	1,122	1,337
August	12,184	860	2,788	5,189	572	497	1,074	1,203
September	14,230	954	3,322	6,518	464	562	1,144	1,267
October	18,399	1,126	4,608	8,223	575	984	1,538	1,346
November	19,416	1,055	4,719	9,164	730	925	1,566	1,258
December	31,487	1,901	6,854	15,810	877	1,324	2,525	2,197
ANNUAL TOTAL	203,601	12,980	52,207	91,642	6,345	8,790	16,048	15,592
<u>Family Clothing Stores</u>								
January	14,014	1,978	4,607	4,259	617	755	865	933
February	10,597	1,440	3,837	3,259	366	479	689	527
March	15,452	2,060	6,201	4,817	495	513	804	562
April	16,599	2,305	6,277	4,550	697	811	895	1,065
May	18,055	2,541	6,754	5,154	715	790	1,112	989
June	17,630	2,641	6,774	4,826	713	756	1,021	898
July	15,583	2,240	5,708	4,397	622	705	956	955
August	13,614	2,164	4,671	3,699	611	552	902	1,014
September	15,729	2,159	5,381	5,065	614	596	1,020	894
October	19,847	2,786	7,278	5,644	843	1,085	1,308	903
November	19,404	2,673	6,799	6,068	858	950	1,195	862
December	26,729	4,358	8,714	8,366	1,117	1,105	1,647	1,423
ANNUAL TOTAL	203,253	29,345	73,001	60,104	8,268	9,097	12,414	11,025

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1953

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>Women's Clothing Stores</u>								
January	14,280	653	3,128	6,303	438	758	1,098	1,901
February	12,416	646	3,558	5,002	371	526	854	1,458
March	16,876	738	4,574	7,293	463	597	1,085	2,126
April	17,805	853	4,943	7,113	641	811	1,375	2,069
May	19,063	927	4,932	7,680	587	722	1,684	2,531
June	18,125	813	5,445	7,258	561	672	1,447	1,928
July	16,601	838	3,869	7,138	(b)	576	1,676	2,125
August	14,008	838	3,108	6,056	300	582	1,218	1,906
September	16,181	807	3,779	7,102	582	652	1,303	1,956
October	19,844	833	4,130	8,270	680	1,106	2,491	2,333
November	16,997	933	4,049	7,279	413	725	1,570	2,029
December	27,341	1,542	6,666	11,806	714	968	2,380	3,266
ANNUAL TOTAL	209,537	10,421	52,181	88,300	6,129	8,695	18,181	25,628
<u>Shoe Stores</u>								
January	7,322	495	1,833	3,409	217	NOT AVAILABLE	373	800
February	6,475	440	2,050	2,745	157		273	639
March	8,194	668	2,566	3,369	240		383	764
April	10,647	794	3,566	4,246	343		530	884
May	11,631	769	3,861	4,682	382		571	1,035
June	11,379	847	3,665	4,777	380		518	923
July	9,302	669	2,519	4,057	326		482	990
August	8,715	567	2,554	3,744	249		432	941
September	9,845	756	2,785	4,340	308		417	960
October	10,112	668	2,841	4,460	(b)		531	900
November	9,862	562	2,843	4,524	301		517	810
December	14,790	1,079	4,503	6,736	338		537	1,234
ANNUAL TOTAL	118,274	8,314	35,586	51,089	3,609	3,236	5,564	10,880

(b) Not available.

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1953

20

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>Hardware Stores</u>								
January	14,584	832	2,952	5,401	760	1,525	1,844	1,270
February	12,782	702	2,503	4,858	695	1,232	1,372	1,421
March	15,633	856	3,311	5,885	692	1,434	1,867	(b)
April	19,808	1,133	3,973	7,033	978	2,720	2,126	1,845
May	24,674	1,406	5,621	9,269	1,182	2,309	2,664	2,225
June	23,776	1,377	5,521	8,729	1,220	2,243	2,492	2,194
July	22,768	1,357	4,853	7,864	1,325	2,708	2,420	2,241
August	22,211	1,272	4,589	7,223	1,193	3,305	2,750	1,879
September	21,805	1,413	4,817	6,772	1,233	2,331	2,981	2,257
October	23,491	1,365	5,130	7,959	1,393	2,561	2,953	2,131
November	20,978	1,261	4,492	7,283	1,192	2,417	2,568	1,765
December	26,259	1,656	4,890	8,836	1,631	3,235	3,248	2,764
ANNUAL TOTAL	248,769	14,630	52,652	87,112	13,494	28,020	29,285	23,580
<u>Lumber and Building Material Dealers</u>								
January	22,712	935	3,221	8,559	2,495	2,370	3,105	2,027
February	22,432	987	3,819	8,063	1,882	2,115	3,449	2,117
March	24,323	1,025	4,715	8,409	1,960	2,004	3,559	2,652
April	30,234	1,105	5,613	10,961	2,647	3,265	3,773	2,871
May	37,102	1,343	6,890	13,614	4,049	4,082	4,273	2,851
June	40,804	1,474	7,630	13,875	4,449	4,700	5,530	3,146
July	42,762	1,432	7,392	15,148	4,788	5,167	5,751	3,085
August	42,888	1,740	7,114	14,108	4,418	6,526	5,991	2,991
September	44,194	1,517	7,783	14,741	4,523	6,045	6,121	3,464
October	44,889	1,566	7,499	15,568	4,703	6,019	6,070	3,465
November	38,755	1,306	6,089	13,374	3,743	5,596	5,603	3,044
December	31,709	982	3,973	13,964	3,299	3,235	3,832	2,425
ANNUAL TOTAL	422,804	15,412	71,738	150,384	42,956	51,124	57,057	34,138

(b) Not available

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1953

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Furniture Stores</u>								
January	12,812	715	3,879	6,153			910	711
February	11,618	476	3,619	5,381			846	756
March	14,122	614	4,996	6,130	NOT AVAILABLE	NOT AVAILABLE	931	898
April	15,482	978	5,563	6,442			897	925
May	17,056	1,058	6,937	6,685			919	1,010
June	16,795	(b)	(b)	6,918			783	996
July	14,905	(b)	(b)	6,402			727	1,033
August	14,756	(b)	(b)	6,750			880	1,126
September	15,256	894	6,166	6,057			854	939
October	16,718	1,005	5,848	7,035			1,105	1,039
November	15,559	975	5,679	6,366			1,012	950
December	18,826	1,509	6,715	7,744			1,065	1,179
ANNUAL TOTAL	183,905	10,694	66,253	78,063	3,549	2,855	10,929	11,562
<u>Appliance and Radio Stores</u>								
January	22,363	(b)	3,047	12,283	(b)			2,215
February	21,132	(b)	3,495	11,507	(b)			2,154
March	23,637	931	(b)	11,833	(b)			2,178
April	22,056	(b)	(b)	10,084	(b)			(b)
May	24,050	1,022	(b)	11,183	1,050			2,271
June	21,135	(b)	(b)	10,534	1,019			2,206
July	21,504	1,126	3,666	10,878	(b)			2,435
August	18,132	(b)	(b)	9,084	(b)			1,972
September	21,915	(b)	(b)	10,286	(b)			(b)
October	25,158	(b)	(b)	12,950	(b)			2,332
November	25,347	(b)	(b)	12,992	(b)			2,373
December	31,645	(b)	4,888	17,189	(b)			3,213
ANNUAL TOTAL	278,074	12,357	49,636	140,803	14,498	14,050	18,648	28,087

(b) Not available

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1953

(in thousands of dollars)

22

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>Restaurants</u>								
January	32,869	1,599	8,046	12,507	1,844	2,150	2,759	3,964
February	30,797	1,581	7,644	11,771	1,674	2,074	2,521	3,532
March	32,394	1,879	7,489	12,274	1,917	2,132	2,717	3,986
April	35,969	(b)	8,404	13,527	2,102	2,472	2,956	4,685
May	37,574	1,939	8,447	14,389	2,330	2,393	3,916	4,159
June	37,049	1,940	8,621	14,348	1,976	2,470	3,429	4,266
July	41,895	2,173	9,070	16,475	2,193	2,790	4,252	4,943
August	43,524	2,364	9,704	16,748	1,837	3,023	3,933	5,915
September	40,370	1,815	9,481	15,704	2,199	2,662	3,647	4,862
October	41,814	1,668	11,683	15,919	2,345	2,775	3,103	4,321
November	36,683	1,498	10,459	13,423	2,022	2,547	3,000	3,733
December	35,686	1,706	9,708	12,825	1,904	2,638	2,985	3,922
ANNUAL TOTAL	446,624	21,986	108,756	169,910	24,343	30,126	39,218	52,288
<u>Fuel</u>								
January	25,524	1,875	7,916	11,815	1,183	814		1,828
February	21,095	1,749	6,788	9,904	682	621		1,301
March	19,362	1,660	6,008	9,254	687	560		1,157
April	12,673	965	3,436	6,497	372	370		1,013
May	10,811	928	2,774	5,747	380	285		670
June	12,784	814	3,265	7,248	383	231		823
July	13,613	752	3,611	7,817	349	382		679
August	14,699	882	3,711	8,620	350	403		725
September	20,983	1,294	5,577	11,640	714	508		1,227
October	22,883	1,624	6,358	11,772	722	665		1,686
November	21,388	1,700	5,525	10,919	677	643		1,859
December	24,103	1,620	6,923	12,034	984	714		1,772
ANNUAL TOTAL	219,918	15,863	61,892	113,267	7,483	6,196	(b)	14,740

(b) Not available

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1953

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Drug Stores</u>								
January	22,639	1,501	4,833	9,696	1,360	1,231	1,683	2,336
February	21,418	1,367	4,630	8,988	1,563	1,168	1,539	2,164
March	21,914	1,459	4,679	9,188	1,311	1,333	1,635	2,309
April	21,990	1,491	4,507	9,333	1,351	1,369	1,605	2,334
May	22,183	1,421	4,635	9,554	1,426	1,277	1,629	2,242
June	22,123	1,470	4,436	9,806	1,344	1,264	1,569	2,235
July	21,130	1,463	4,169	8,908	1,362	1,294	1,631	2,303
August	22,715	1,514	4,291	9,951	1,552	1,471	1,592	2,344
September	22,190	1,412	3,984	10,173	1,378	1,368	1,621	2,254
October	24,267	1,634	4,654	10,722	1,454	1,585	1,847	2,371
November	21,420	1,372	4,276	9,339	1,278	1,412	1,550	2,192
December	31,182	2,088	5,924	13,700	1,859	1,927	2,499	3,184
ANNUAL TOTAL	275,171	18,192	55,018	119,358	17,238	16,699	20,400	28,268
<u>Jewellery Stores</u>								
January	7,081	351	1,498	3,167	372		521	845
February	6,764	356	1,479	3,164			(b)	740
March	7,290	414	1,695	3,236			(b)	822
April	7,892	432	2,056	3,258			(b)	878
May	8,619	530	1,781	3,996			(b)	933
June	8,973	554	1,859	3,874			(b)	1,069
July	9,010	525	(b)	3,648			(b)	1,098
August	9,061	608	1,852	4,201			579	1,139
September	8,724	548	1,739	3,959			(b)	1,041
October	10,110	544	1,932	4,819			(b)	1,079
November	10,458	581	1,818	5,113			(b)	1,201
December	25,436	(b)	5,140	10,990			(b)	3,023
ANNUAL TOTAL	119,418	7,173	25,152	53,425	6,364	5,615	7,829	13,868

(b) Not available

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1953

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>Tobacco Stores</u>								
January	7,869	NOT AVAILABLE	1,734	(b)	NOT AVAILABLE	84	NOT AVAILABLE	440
February	7,326		1,769	4,607		427		
March	6,398		1,561	3,854		436		
April	7,160		1,770	4,380		432		
May	7,737		1,752	4,974		419		
June	8,644		2,087	5,496		439		
July	7,698		2,441	4,287		442		
August	7,236		1,754	4,454		(b)		
September	7,917		2,175	4,788		424		
October	8,131		1,914	5,254		(b)		
November	8,366		1,875	5,555		392		
December	9,899		2,491	6,093		536		
ANNUAL TOTAL	94,381	2,223	23,323	58,857	1,286	1,135	2,301	5,263
<u>All Other Trades</u>								
January	144,325	13,475	33,172	60,568	6,824	6,164	10,958	13,165
February	134,127	11,546	30,288	56,350	6,323	6,180	10,390	13,051
March	151,806	12,307	36,792	59,253	7,523	8,677	11,735	15,520
April	185,699	14,497	40,985	71,997	10,135	17,413	14,133	16,538
May	196,797	16,351	46,889	74,053	10,421	17,256	13,822	18,006
June	182,973	17,494	40,134	74,233	9,441	11,471	12,855	17,345
July	184,241	17,531	37,995	74,653	9,236	13,764	13,442	17,620
August	205,757	16,569	54,755	73,726	8,948	18,295	15,696	17,769
September	189,720	15,094	44,825	73,599	9,863	15,312	14,139	16,886
October	198,651	17,807	47,838	78,553	9,546	13,826	13,948	17,134
November	181,602	14,630	48,206	71,192	9,490	10,342	12,590	15,153
December	213,967	20,358	50,789	92,375	9,037	8,520	13,499	19,389
ANNUAL TOTAL	2,169,665	187,659	512,668	860,552	106,787	147,220	157,207	197,576

(b) Not available

Note: Any slight differences between the totals and their components are due to the rounding of the figures

24
932161

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010778468