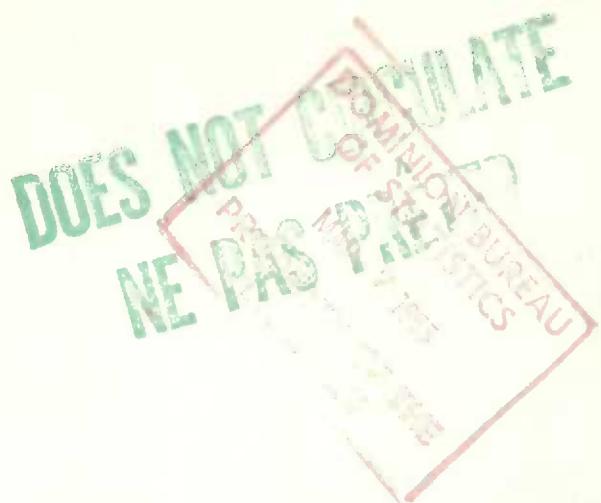


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CANADA



RETAIL TRADE

DECEMBER, 1954

Published by Authority of
The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS
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EDMOND CLOUTIER, C.M.G., O.A., D.S.P., Queen's Printer and Controller of Stationery, Ottawa, 1955.

2. Following the same method as above
we can calculate θ_0
from the equation

$$2 \sin \theta_0 = \frac{1}{2} \sin \theta$$

$$\sin \theta_0 = \frac{1}{4} \sin \theta$$

RETAIL TRADE

December 1954

Estimated dollar sales of retail trade in Canada during December 1954 were \$1,207,883,000 a new monthly record and an increase of 3.0% over the same month of 1953 when sales were \$1,172,190,000. The December sales brought the total for the year to \$11,959,153,000 down 1.4% from the previous year total of \$12,125,802,000.

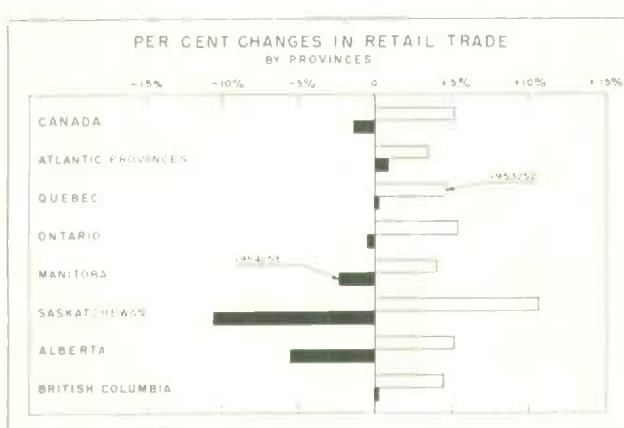
Regionally, in December, all provinces except Saskatchewan enjoyed increased sales over 1953, ranging from 5.5% in Ontario to 1.0% in Quebec. Annually only 3 of the 7 provinces had increased sales compared with 1953 and these increases were only slight, none reaching 1.0%. The Prairie Provinces as well as Ontario showed decreased sales in 1954. Saskatchewan registered the largest with a drop of 10.6%. The other decreases ranked by size were: Alberta 5.6%; Manitoba 2.4% and Ontario 0.5%.

Total Retail Trade in Canada

<u>Period</u>	<u>1953</u>	<u>1954</u>	<u>% Change 1954/1953</u>
	\$'000	\$'000	
January to September	8,854,257	8,728,388	- 1.4
October	1,095,452	1,016,381	- 7.2
November	1,003,903	1,006,501	+ 0.3
December	<u>1,172,190</u>	<u>1,207,883</u>	+ 3.0
Total	12,125,802	11,959,153	- 1.4

Increases occurred in 11 of the specified trade groups as well as the

'all others' group during December 1954. Fuel dealers, a seasonal trade, had the largest increase (19.8%) over the same month a year earlier. Notable increases among the larger trades occurred in grocery and combination stores 9.4%,



department stores 7.6% and variety stores 3.7%. For the year, only 7 of the specified trades showed increased sales over 1953; again grocery and combination stores and department stores had the most notable increases of 5.7% and 3.4% respectively. The durable goods groups as well as the clothing groups all had decreased sales in 1954 contributing largely to the overall decrease of 1.4% for Canada.

While the 1954 estimates and the 1954-1953 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 1954 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 1954 estimates incorporating these adjustments will be published later this year, but so that the user may gauge the extent of the revision which was made, it is noted that the 1953 adjustment for these factors amounted to + \$124 million, approximately 1.0% of the total estimate.

Percentage Changes in Selected Retail Trades

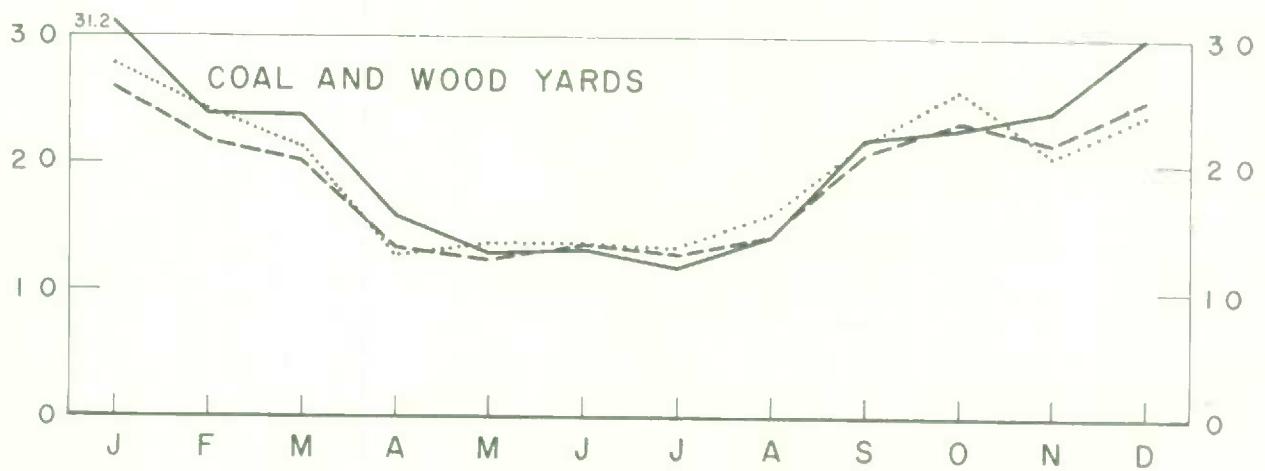
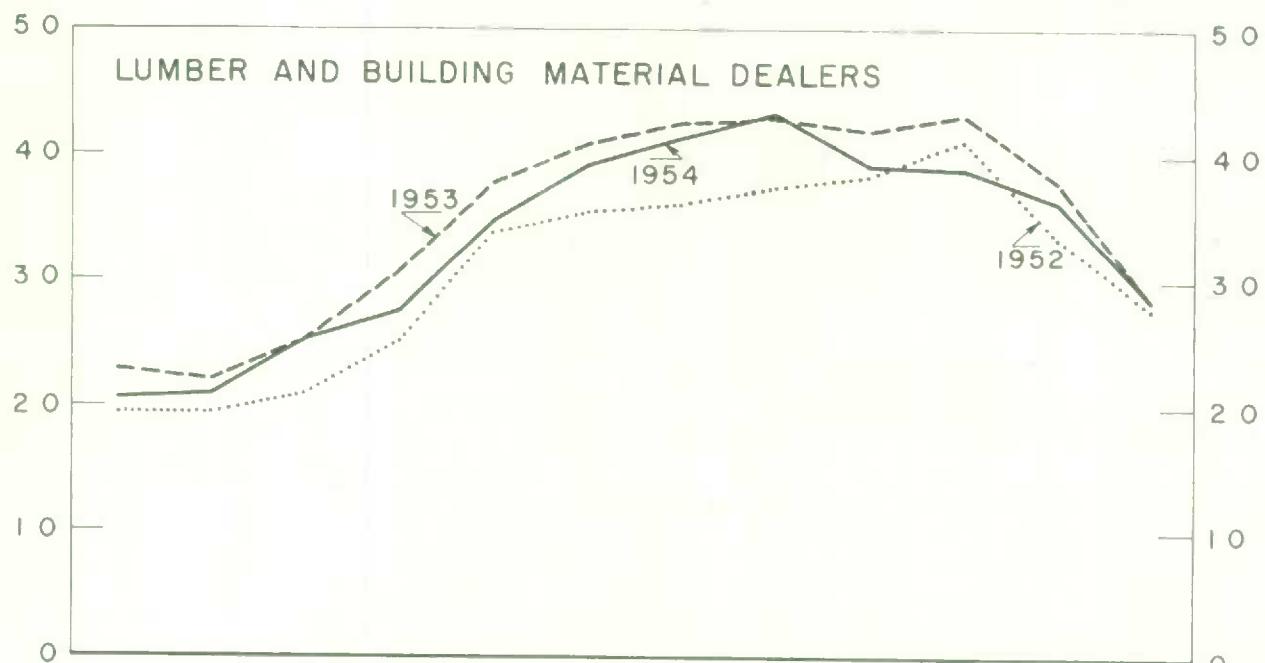
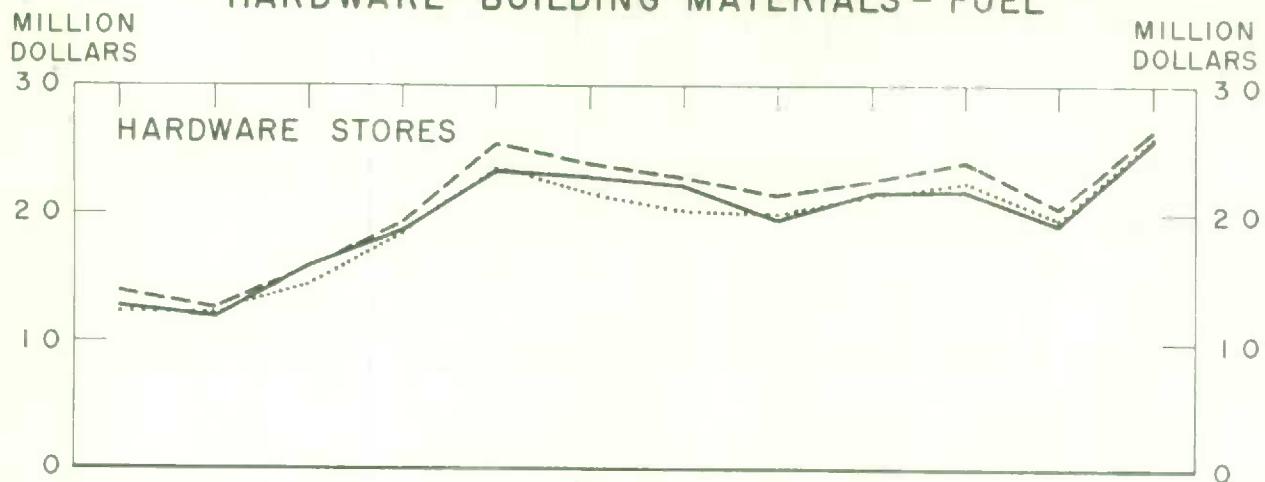
January to December 1954 over January to December 1953

Chains and Independents

Canada

	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination	+ 5.7	+ 12.0	+ 2.1
Family Clothing	- 2.7	- 2.6	- 2.7
Women's Clothing	- 3.2	+ 2.2	- 4.8
Shoe	- 2.6	- 1.7	- 3.2
Lumber and Building Material .	- 5.0	- 7.1	- 4.4
Furniture	- 2.1	- 4.7	- 1.4
Restaurant.....	- 3.9	- 4.0	- 3.9
Drug	+ 0.1	- 0.6	+ 0.2
Jewellery	- 2.9	+ 1.6	- 4.9

MONTHLY SALES
HARDWARE-BUILDING MATERIALS - FUEL



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

December, 1954

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES	1,207,883	242,028	965,855	107,123
2	Grocery and Combination.....	216,774	36,531	132,443	21,005
3	Meat	15,035	710	14,325	(b)
4	General	50,125	3,568	46,557	10,195
5	Department	152,322	-	152,322	12,889
6	Variety.....	41,280	34,819	6,460	4,590
7	Motor Vehicle	128,439	947	127,492	10,199
8	Garage & Filling Station.....	44,322	258	44,064	3,360
9	Men's Clothing	31,402	3,632	27,770	1,587
10	Family Clothing	29,835	4,798	25,038	4,773
11	Women's Clothing	28,234	7,766	20,468	(b)
12	Shoe	15,594	6,203	9,392	1,083
13	Hardware	25,648	1,582	24,065	2,206
14	Lumber & Building Material	36,713	6,398	22,315	1,233
15	Furniture	19,361	4,011	15,350	1,893
16	Appliance & Radio.....	32,785	6,624	26,161	2,250
17	Restaurant	35,581	2,714	32,367	1,950
18	Fuel	30,040	417	29,623	1,911
19	Drug	33,008	4,043	28,966	2,266
20	Jewellery.....	24,791	9,413	15,378	1,643
21	Tobacco	9,495	1,971	7,525	(b)
22	All Others.....	213,099	55,823	157,274	19,772
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	65,068	9,267	55,801	62,616
24	Grocery & Combination.....	9,681	3,565	6,116	9,331
25	Meat	344	-	344	637
26	General	4,479	266	4,214	6,812
27	Department	12,948	-	12,948	7,949
28	Variety	1,120	1,068	52	1,508
29	Motor Vehicle	6,844	(a)	(a)	7,902
30	Garage & Filling Station	(b)	(a)	(a)	(b)
31	Men's Clothing	(b)	(b)	(b)	1,054
32	Family Clothing	1,061	(a)	(a)	934
33	Women's Clothing	721	278	443	769
34	Shoe	(b)	(b)	(b)	(b)
35	Hardware	1,662	(a)	(a)	2,538
36	Lumber & Building Material	3,289	512	2,777	2,833
37	Furniture	523	-	523	270
38	Appliance & Radio.....	2,120	136	1,981	1,693
39	Restaurant	2,242	155	2,083	2,414
40	Fuel	682	-	682	664
41	Drug	1,773	(a)	(a)	2,069
42	Jewellery.....	1,239	(a)	(a)	1,219
43	Tobacco	(b)	(a)	(a)	(b)
44	All Others.....	10,258	2,423	7,835	9,107

(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.

(2) Not available.

December, 1954

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec				Ontario		
18,736	88,387	269,493	47,388	222,105	475,090	118,989	366,101	1
3,626	17,377	59,316	16,232	43,083	86,164	48,795	37,370	2
(b)	(b)	4,183	-	4,183	5,714	614	5,101	3
1,009	9,186	8,860	602	8,258	9,118	493	8,625	4
-	12,889	27,045	-	27,045	53,011	-	53,011	5
4,080	510	10,287	2,005	2,282	12,880	16,737	2,142	6
(a)	(a)	23,586	(a)	(a)	53,030	(a)	(a)	7
(a)	(a)	8,560	(a)	(a)	19,520	(a)	(a)	8
(a)	(a)	6,326	531	5,795	15,544	2,645	12,899	9
421	4,352	9,491	1,835	7,657	10,481	2,156	8,325	10
(b)	(b)	(b)	(b)	(b)	12,820	3,657	9,163	11
(a)	(a)	4,506	1,932	2,574	7,577	3,434	4,143	12
(a)	(a)	4,887	562	4,325	8,644	470	8,174	13
-	1,233	4,230	(a)	(a)	10,113	1,831	8,581	14
(a)	(a)	5,710	1,741	3,969	8,188	1,774	6,414	15
392	1,858	5,347	1,540	3,807	15,287	2,625	12,662	16
(a)	(a)	9,873	804	9,070	12,178	1,058	11,119	17
-	1,911	9,174	-	9,174	14,741	342	14,399	18
197	2,070	5,626	338	5,288	15,644	2,129	13,515	19
516	1,127	4,967	1,973	2,994	11,205	4,120	7,085	20
(a)	(a)	2,156	564	1,592	6,055	(a)	(a)	21
6,669	13,103	42,416	8,525	39,891	90,276	24,922	65,954	22
Saskatchewan		Alberta				British Columbia		
9,271	53,345	94,728	16,042	78,686	123,773	22,339	101,434	23
2,391	6,940	14,354	4,601	9,753	18,923	7,118	11,805	24
(a)	(a)	1,566	(a)	(a)	2,045	(a)	(a)	25
(a)	(a)	5,781	(a)	(a)	4,880	(a)	(a)	26
-	7,949	14,366	-	14,366	24,114	-	24,114	27
1,245	263	2,499	1,953	547	2,395	1,731	665	28
(a)	(a)	12,570	(a)	(a)	14,308	(a)	(a)	29
(b)	(b)	4,229	-	4,229	4,381	{a}	{a}	30
{a}	{a}	2,627	149	2,478	2,723	{a}	{a}	31
(a)	(a)	1,680	(a)	(a)	1,416	(a)	(a)	32
293	475	2,364	407	1,957	3,148	833	2,315	33
(a)	(a)	527	158	369	1,263	231	1,032	34
139	2,399	3,345	(a)	(a)	2,167	(a)	(a)	35
1,515	1,319	4,066	2,067	1,999	2,649	(a)	(a)	36
-	270	1,158	-	1,158	1,610	(a)	(a)	37
375	1,918	2,194	638	1,557	3,895	917	2,978	38
(a)	(a)	2,744	92	2,652	4,179	516	3,663	39
-	664	(b)	(b)	(b)	2,823	75	2,748	40
(a)	(a)	2,533	369	2,164	3,098	800	2,298	41
(a)	(a)	1,618	830	739	2,851	1,194	1,657	42
(a)	(a)	(b)	(a)	(a)	(b)	(a)	(a)	43
2,367	6,740	14,241	4,117	10,124	20,430	6,001	13,629	44

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

(Without Adjustment for Price Changes)

December 1954 Over December 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 3.0	+ 4.6	+ 1.0	+ 5.5	+ 2.6	- 9.5	+ 2.5	+ 4.6
Grocery & Combination.....	+ 9.4	+ 8.7	+ 5.5	+ 12.4	+ 7.2	+ 8.6	+ 18.1	+ 5.3
Meat.....	- 0.3	(b)	+ 2.6	+ 1.3	- 20.4	- 4.8	+ 0.8	- 3.6
General	+ 2.0	+ 4.4	+ 8.7	+ 3.1	+ 0.4	- 6.0	- 6.2	+ 8.6
Department	+ 7.6	+ 7.6	+ 3.2	+ 9.5	+ 4.0	- 2.5	+ 8.2	+ 14.4
Variety.....	+ 3.7	+ 2.9	+ 2.3	+ 5.2	+ 4.5	+ 0.6	+ 7.6	- 2.9
Motor Vehicle.....	- 3.3	+ 1.0	- 6.2	+ 8.3	- 5.6	- 34.9	- 6.9	- 9.1
Garage & Filling Station	+ 2.8	- 3.8	- 4.5	+ 7.0	(b)	(b)	- 1.4	+ 15.1
Men's Clothing.....	- 2.1	- 6.9	- 3.6	- 3.7	(b)	- 12.6	- 0.4	- 3.1
Family Clothing	- 0.4	+ 6.6	- 6.3	+ 4.9	- 6.5	- 13.4	- 0.9	- 2.1
Women's Clothing.....	- 1.2	(b)	(b)	+ 0.8	+ 3.6	- 5.8	+ 1.9	- 1.3
Shoe.....	+ 0.6	+ 0.2	- 0.3	+ 2.4	(b)	(b)	- 0.8	- 0.1
Hardware	- 3.1	+ 7.7	- 0.2	- 0.2	- 1.4	- 18.1	- 2.6	- 11.5
Lumber & Building Material....	+ 0.3	+ 5.1	+ 3.1	- 1.2	- 2.2	- 6.9	- 0.6	+ 14.1
Furniture.....	- 1.6	+ 3.0	- 5.6	- 2.0	+ 7.7	- 1.1	+ 4.4	+ 3.9
Appliance and Radio.....	+ 5.9	+ 23.1	+ 0.1	- 2.6	+ 12.2	+ 8.3	+ 15.1	+ 42.8
Restaurant	- 3.8	+ 1.1	- 1.5	- 7.1	- 3.0	- 2.1	- 11.7	+ 3.7
Fuel.....	+ 19.3	+ 12.5	+ 24.8	+ 23.7	- 13.2	- 0.3	(b)	+ 8.8
Drug.....	+ 1.9	+ 3.1	- 1.4	+ 4.0	- 1.0	+ 0.6	+ 2.2	- 0.7
Jewellery	- 2.4	- 0.7	- 4.9	- 0.1	- 9.8	- 7.1	- 2.8	- 1.9
Tobacco.....	+ 3.6	(b)	- 1.4	+ 5.6	(b)	(b)	(b)	(b)
All Others.....	+ 1.5	+ 2.4	- 0.6	+ 2.8	+ 6.3	- 10.8	+ 2.5	+ 3.2

(b) Not available.

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

7

(Without Adjustment for Price Changes)

January to December 1954 Over January to December 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 1.4	+ 0.9	+ 0.2	- 0.5	- 2.4	- 10.6	- 5.6	+ 0.2
Grocery & Combination.....	+ 5.7	+ 4.2	+ 4.0	+ 7.6	+ 4.5	+ 8.2	+ 10.5	+ 0.6
Meat.....	+ 1.6	- 1.1	+ 4.4	+ 0.9	- 3.3	- 5.3	+ 1.8	+ 2.0
General	- 1.2	- 1.0	+ 1.9	+ 1.6	- 3.7	- 6.3	- 5.8	+ 2.8
Department	+ 3.4	+ 3.1	+ 4.4	+ 3.1	- 0.1	- 7.0	+ 0.4	+ 11.4
Variety.....	+ 2.8	+ 2.5	+ 2.5	+ 4.2	+ 0.6	+ 0.5	+ 1.7	- 2.3
Motor Vehicle.....	- 9.9	- 5.4	- 4.0	- 9.1	- 9.7	- 24.0	- 15.9	- 9.5
Garage & Filling Station	+ 0.5	+ 4.0	- 2.4	+ 0.2	- 4.5	+ 6.1	- 3.8	+ 8.3
Men's Clothing.....	- 4.7	- 4.3	- 4.8	- 4.9	(b)	- 15.1	- 8.3	- 6.7
Family Clothing	- 2.7	- 0.4	- 2.5	+ 0.5	- 9.6	- 14.7	- 9.5	- 4.7
Women's Clothing.....	- 3.2	- 2.3	- 1.7	- 2.2	- 4.9	- 11.9	- 6.7	- 5.0
Shoe.....	- 2.6	(c)	- 2.2	- 2.8	- 5.4	- 9.0	- 4.2	- 1.6
Hardware	- 5.2	+ 0.4	- 3.8	- 3.2	- 3.3	- 14.9	- 10.5	- 3.5
Lumber & Building Material....	- 5.0	- 3.9	- 7.5	- 1.9	- 2.1	- 9.0	- 12.3	+ 1.6
Furniture	- 2.1	+ 1.4	(c)	- 3.2	- 10.8	- 15.1	- 8.5	+ 1.9
Appliance and Radio.....	- 1.8	+ 0.5	- 1.0	- 6.3	+ 2.3	- 1.9	+ 4.7	+ 11.9
Restaurant	- 3.9	+ 0.4	- 3.2	- 3.4	- 3.2	- 5.3	- 14.0	- 1.3
Fuel.....	+ 9.2	- 0.9	+ 12.3	+ 8.1	+ 5.8	+ 14.2	(b)	+ 13.7
Drug.....	+ 0.1	+ 2.2	- 2.4	+ 1.2	- 2.1	- 0.2	- 1.1	+ 0.6
Jewellery	- 2.9	+ 1.4	- 5.0	- 2.7	- 4.4	- 2.0	- 4.0	- 0.9
Tobacco.....	- 0.1	+ 10.6	+ 1.3	- 0.6	- 11.2	+ 6.6	- 6.5	- 2.4
All Others.....	- 1.5	+ 4.0	+ 0.2	- 0.3	- 2.6	- 14.9	- 5.5	- 0.4

(b) Not available (c) Unchanged.

Department Store Sales and Stocks

December 1953 and December 1954

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

Department	SALES			STOCKS		
	Dec. 1953	Dec. 1954	Change 1954/53	Nov. 30 1953	Nov. 30 1954	Change 1954/53
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	142,277	152,322	+ 7.1	256,690	283,196	+ 10.3
1. Women's and Misses' Dresses	3,302	3,443	+ 4.3	4,499	5,262	+ 17.0
2. Women's and Misses' Coats and Suits	1,830	1,978	+ 2.6	3,681	4,216	+ 14.5
3. Women's and Misses' Sportswear	3,795	4,431	+ 16.8	6,527	7,729	+ 18.4
4. Furs	2,224	2,589	+ 16.4	5,628	5,518	- 2.0
5. Girls' and Infants' Wear	7,157	8,002	+ 11.2	11,675	13,602	+ 16.5
6. Lingerie and Corsets	6,170	6,493	+ 5.2	9,860	10,394	+ 5.4
7. Aprons, Housedresses and Uniforms	657	707	+ 7.6	1,038	1,107	+ 6.6
8. Millinery	1,014	1,102	+ 8.7	1,058	1,193	+ 12.8
9. Hosiery and Apparel Accessories	7,993	8,082	+ 1.1	10,812	10,730	- 0.8
10. Women's, Misses' and Children's Shoes	5,200	5,561	+ 6.9	13,491	14,828	+ 9.9
Ladies' Apparel and Accessories.						
Total 1 - 10	39,342	42,288	+ 7.5	68,269	74,579	+ 9.2
11. Men's Clothing	3,822	4,141	+ 8.3	9,506	10,233	+ 7.6
12. Men's Furnishings	11,267	12,046	+ 6.9	15,433	15,927	+ 3.2
13. Boys' Clothing and Furnishings	3,704	4,161	+ 12.3	7,404	7,975	+ 7.7
14. Men's and Boys' Shoes	2,622	2,871	+ 9.5	5,545	5,599	+ 1.0
15. Food and Kindred Products	7,676	8,558	+ 11.5	4,139	4,903	+ 18.5
16. Toiletries, Cosmetics and Drugs	4,369	4,414	+ 1.0	6,768	7,081	+ 4.6
17. Photographic Equipment and Supplies	773	793	+ 2.6	1,106	1,080	- 2.4
18. Piece Goods	1,723	1,730	+ 0.4	8,575	8,150	- 5.0
19. Linens and Domestics	3,934	3,792	- 3.6	8,893	9,655	+ 8.6
20. Smallwares	2,674	2,734	+ 2.2	6,225	6,506	+ 4.5
21. China and Glassware	2,778	2,738	- 1.4	3,088	9,015	+ 11.5
22. Home Furnishings	5,817	5,957	+ 2.4	20,763	22,643	+ 9.1
23. Furniture	5,196	5,049	- 2.8	13,611	15,192	+ 11.6
24. Major Appliances	3,239	3,840	+ 18.6	9,218	13,006	+ 41.1
25. Radio and Music	3,568	4,468	+ 25.2	5,925	6,663	+ 12.5
26. Hardware and Housewares	6,495	7,587	+ 16.8	14,580	12,568	+ 27.4
27. Jewellery	5,039	5,295	+ 4.0	8,845	9,229	+ 5.0
28. Sporting Goods and Luggage	12,757	13,526	+ 6.0	15,877	17,936	+ 13.0
29. Stationery, Books and Magazines	4,301	4,781	+ 11.2	5,588	6,224	+ 11.4
30. All Other Departments	11,131	11,553	+ 3.8	12,332	12,972	+ 5.2

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

9

January to December 1953 and January to December 1954

Department	SALES		
	Jan. to Dec. 1953	Jan. to Dec. 1954	Change 1954/1953
	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	1,030,257	1,065,408	+ 3.4
1. Women's and Misses' Dresses.....	32,947	32,914	+ 1.1
2. Women's and Misses' Coats and Suits	29,538	28,776	- 2.6
3. Women's and Misses' Sportswear.....	27,235	28,870	+ 6.0
4. Furs	14,406	14,793	+ 2.7
5. Girls' and Infants' Wear	52,720	54,905	+ 4.1
6. Lingerie and Corsets	40,292	41,230	+ 2.3
7. Aprons, Housedresses and Uniforms....	6,253	5,581	- 10.7
8. Millinery	10,400	10,492	+ 0.9
9. Hosiery and Apparel Accessories	41,363	40,810	- 1.4
10. Women's, Misses' and Children's Shoes	43,338	44,081	+ 1.7
Ladies' Apparel and Accessories.			
Total 1 - 10	298,118	302,460	+ 1.5
11. Men's Clothing	31,876	33,299	+ 4.5
12. Men's Furnishings	48,397	49,538	+ 0.3
13. Boys' Clothing and Furnishings	26,789	27,779	+ 3.7
14. Men's and Boys' Shoes	16,727	17,143	+ 2.5
15. Food and Kindred Products.....	62,929	66,617	+ 5.9
16. Toiletries, Cosmetics and Drugs	25,618	25,812	+ 0.8
17. Photographic Equipment and Supplies..	3,755	3,771	+ 0.4
18. Piece Goods	23,440	23,439	(c)
19. Linens and Domestics	36,135	34,419	- 4.7
20. Smallwares	21,152	20,862	- 0.5
21. China and Glassware	14,424	13,871	- 3.6
22. Home Furnishings	65,750	64,116	- 0.6
23. Furniture	65,145	64,564	- 1.0
24. Major Appliances	43,014	47,519	+ 11.3
25. Radio and Music	21,158	21,720	+ 40.9
26. Hardware and Housewares	62,381	67,177	+ 7.7
27. Jewellery	20,753	20,532	- 0.5
28. Sporting Goods and Luggage	40,244	45,012	+ 4.1
29. Stationery, Books and Magazines.....	16,034	19,422	+ 7.7
30. All Other Departments	92,438	87,568	+ 6.2

(c) Unchanged

Note: The figures in this table will be revised.

1954

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES	11,959,153	2,133,986	9,825,167	1,025,624
2	Grocery and Combination.....	2,253,588	865,947	1,387,642	215,071
3	Meat	153,786	6,878	146,908	5,961
4	General	515,099	36,066	479,033	109,144
5	Department	1,059,978	-	1,059,978	84,185
6	Variety.....	230,575	193,871	36,704	23,365
7	Motor Vehicle	2,058,024	11,941	2,046,083	161,966
8	Garage & Filling Station.....	559,078	3,892	555,186	46,146
9	Men's Clothing	204,096	24,052	180,043	11,336
10	Family Clothing	203,101	35,287	167,814	30,189
11	Women's Clothing	212,068	50,318	161,750	10,363
12	Shoe	118,739	42,748	75,991	8,517
13	Hardware	235,491	13,207	222,284	18,150
14	Lumber & Building Material	396,303	84,790	311,513	15,591
15	Furniture	190,953	41,838	149,114	13,423
16	Appliance & Radio.....	279,389	53,612	225,777	16,964
17	Restaurant	455,635	33,070	422,565	25,048
18	Fuel	245,250	3,356	241,894	16,211
19	Drug	282,484	34,584	247,900	19,236
20	Jewellery.....	117,472	38,842	78,629	7,471
21	Tobacco	87,744	15,871	71,873	2,308
22	All Others.....	2,100,300	543,816	1,556,485	184,979
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	660,840	88,722	572,118	755,195
24	Grocery & Combination.....	103,642	36,134	67,508	97,028
25	Meat	4,726	-	4,726	6,861
26	General	44,017	(a)	(a)	68,288
27	Department.....	97,306	-	97,306	55,918
28	Variety	5,731	5,464	268	8,186
29	Motor Vehicle	115,936	-	115,936	162,475
30	Garage & Filling Station.....	25,554	(a)	(a)	41,978
31	Men's Clothing.....	8,909	646	8,264	7,318
32	Family Clothing	7,428	(a)	(a)	9,271
33	Women's Clothing	6,292	2,066	4,226	7,026
34	Shoe	3,364	680	2,685	2,960
35	Hardware	14,005	(a)	(a)	24,107
36	Lumber & Building Material	42,811	9,086	33,725	47,285
37	Furniture	4,368	-	4,368	2,239
38	Appliance & Radio.....	14,963	1,688	13,275	14,784
39	Restaurant	26,784	1,982	24,802	27,873
40	Fuel	6,778	-	6,778	6,151
41	Drug	16,018	(a)	(a)	17,607
42	Jewellery.....	6,589	(a)	(a)	6,016
43	Tobacco	1,144	(a)	(a)	1,223
44	All Others.....	104,475	24,256	80,220	140,600

(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.

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

11

1 9 5 4

(In thousands of dollars)

Chain	Independent	Provinces		Quebec		Ontario		No.	
		All Stores	Chain	Independent	All Stores	Chain	Independent		
155,528	870,096	2,761,085	436,868	2,324,218	4,593,598	1,002,123	3,591,475	1	
32,600	-	182,471	622,480	185,331	437,149	878,131	473,570	2	
10,710	-	5,961	43,445	-	43,445	56,558	5,851	3	
20,769	-	98,434	88,576	5,788	82,788	99,354	5,002	4	
(a)	(a)	84,185	191,984	-	191,984	353,319	-	5	
(a)	(a)	2,596	65,387	50,885	14,502	102,724	91,066	6	
(a)	(a)	442,860	-	442,860	768,715	-	11,658	7	
(a)	(a)	101,563	(a)	(a)	240,681	(a)	(a)	8	
(a)	(a)	52,234	3,671	48,563	90,674	16,361	74,313	9	
3,192	26,997	69,162	15,688	53,474	65,354	13,554	51,800	10	
1,871	8,492	56,298	13,402	42,896	89,789	21,771	68,018	11	
(a)	(a)	34,095	12,141	21,954	53,604	23,902	29,702	12	
(a)	(a)	49,047	(a)	(a)	84,736	3,323	81,414	13	
(a)	-	63,805	1(a)	(a)	138,742	18,543	120,199	14	
(a)	(a)	63,568	18,926	44,642	81,432	18,045	63,386	15	
3,994	12,970	54,005	14,878	39,127	129,500	18,208	111,292	16	
642	24,406	110,594	9,459	101,135	177,454	12,818	164,636	17	
-	16,211	68,190	-	68,190	120,816	2,794	118,021	18	
1,682	17,554	53,010	3,848	49,163	128,002	17,284	110,718	19	
(a)	23,541	7,856	15,685	15,685	53,504	16,968	36,536	20	
(a)	22,096	4,752	17,344	17,344	54,404	(a)	(a)	21	
62,347	122,632	485,144	81,136	404,008	826,105	231,692	594,413	22	
Saskatchewan		Alberta		British Columbia					
92,376	662,818	932,475	145,928	786,548	1,230,337	212,441	1,017,896	23	
23,864	73,164	138,550	44,908	93,642	198,687	69,540	129,147	24	
(a)	6,861	14,998	(a)	(a)	21,238	(a)	(a)	25	
-	55,903	55,918	(a)	(a)	49,817	8,980	40,838	26	
6,760	102,978	102,978	102,978	102,978	174,287	9,175	174,287	27	
-	12,426	12,483	9,752	2,731	12,699	-	3,523	28	
(a)	162,475	177,686	-	177,686	228,385	-	228,385	29	
(a)	(a)	53,484	53,484	49,672	(a)	(a)	(a)	30	
(a)	(a)	15,126	(a)	18,498	(a)	(a)	(a)	31	
(a)	(a)	11,309	(a)	10,386	(a)	(a)	(a)	32	
2,047	18,236	2,798	15,438	24,063	6,363	17,700	33	33	
2,631	5,077	1,386	3,691	11,123	2,016	9,107	34	34	
(a)	25,334	(a)	20,112	(a)	(a)	(a)	(a)	35	
23,066	24,219	52,394	26,826	25,568	35,674	4,023	31,652	36	
(a)	-	10,445	10,445	10,445	15,478	(a)	(a)	37	
2,828	11,956	19,159	3,902	15,257	30,024	8,113	21,900	38	
(a)	33,967	1,137	-	32,830	53,915	6,667	47,248	39	
(a)	6,151	552	-	552	26,553	562	25,992	40	
(a)	-	20,798	3,070	17,728	27,812	6,780	21,032	41	
1,323	7,233	3,533	3,700	13,118	5,220	7,898	4,12	42	
(a)	4,693	1,808	(a)	4,762	2,330	2,432	1,13	43	
26,028	114,572	154,956	42,509	112,447	204,041	75,849	128,192	44	

(b) Not available.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1954

25

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Total - All Trades</u>								
January	800,405	67,601	178,354	322,455	45,359	46,072	59,994	80,570
February	801,420	64,944	176,635	320,557	45,201	46,555	64,697	82,832
March	928,947	79,233	216,757	346,723	48,695	53,666	71,634	112,240
April	1,029,403	89,362	246,386	389,264	55,128	71,973	78,270	99,021
May	1,067,584	94,681	249,184	406,564	59,227	73,092	80,697	104,139
June	1,056,928	91,704	251,054	406,626	56,047	65,276	79,283	106,938
July	1,057,772	91,141	241,850	399,694	60,616	73,500	81,531	109,441
August	982,615	85,475	220,362	364,201	55,259	76,115	77,656	103,548
September	1,003,314	84,101	234,611	381,083	55,728	64,822	79,981	102,990
October	1,016,382	85,814	236,466	386,773	57,455	62,627	82,114	105,133
November	1,006,501	84,446	239,937	384,571	57,059	58,882	81,892	97,713
December	1,207,883	107,122	269,490	485,087	65,067	62,615	94,726	123,773
ANNUAL TOTAL	11,959,153	1,025,624	2,761,085	4,593,598	660,840	755,195	932,475	1,230,337
<u>Grocery and Combination Stores</u>								
January	174,685	16,813	47,763	69,718	7,951	6,727	9,935	15,779
February	166,080	16,589	45,547	65,855	7,474	6,542	9,277	14,796
March	173,340	16,846	47,136	68,442	8,193	7,008	9,936	15,778
April	184,006	17,860	50,767	71,102	8,742	7,586	10,938	17,011
May	192,291	18,322	54,176	74,471	9,298	8,045	11,527	16,452
June	189,939	17,460	52,746	73,432	8,605	8,490	11,921	17,285
July	207,681	19,524	58,592	79,679	9,538	9,602	12,349	18,396
August	181,078	17,030	49,608	70,756	8,387	8,206	11,294	15,798
September	185,840	17,921	50,681	72,354	8,694	8,474	11,961	15,756
October	197,495	18,422	55,667	75,719	9,039	8,727	12,998	16,923
November	182,380	17,279	50,481	70,439	8,040	8,289	12,062	15,790
December	218,774	21,005	59,316	86,164	9,681	9,331	14,354	18,923
ANNUAL TOTAL	2,253,588	215,071	622,480	878,131	103,642	97,028	138,550	198,687

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 - 1954

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Meat Stores</u>								
January	12,275		3,434	4,670	345	462	1,158	1,781
February	11,448		3,471	4,107	294	403	1,093	1,633
March	12,383		3,672	4,612	327	424	1,146	1,754
April	13,111		3,922	4,647	403	641	1,231	1,752
May	13,469		3,995	4,871	433	561	1,240	1,840
June	12,808		3,673	4,568	410	657	1,134	1,849
July	13,171		3,603	4,752	486	569	1,248	1,887
August	11,978		3,169	4,342	412	594	1,266	1,690
September	12,652		3,491	4,528	510	674	1,288	1,667
October	13,244		3,469	5,109	372	676	1,345	1,784
November	12,213		3,364	4,638	388	563	1,283	1,556
December	15,035		4,183	5,714	344	637	1,566	2,045
ANNUAL TOTAL	153,786	5,961	43,445	56,558	4,726	6,861	14,998	21,238
<u>General Stores</u>								
January	34,312	7,689	5,081	6,418	3,132	4,829	4,063	3,101
February	33,244	7,233	5,305	6,381	2,931	4,314	3,776	3,306
March	37,015	8,303	5,734	6,670	3,186	5,235	4,164	3,723
April	40,309	8,946	6,942	7,409	3,336	5,586	4,448	3,643
May	46,816	10,508	8,838	8,871	4,021	5,558	4,958	4,062
June	45,074	9,555	7,903	9,083	3,722	5,893	4,762	4,156
July	50,632	10,308	7,956	10,922	4,304	6,640	5,153	5,350
August	46,344	9,088	8,162	10,108	3,961	5,884	4,303	4,837
September	43,884	9,064	8,109	8,321	3,600	5,834	4,666	4,291
October	44,713	9,520	7,955	8,306	3,752	6,326	4,901	3,952
November	42,631	8,736	7,732	7,747	3,594	5,377	4,929	4,517
December	50,125	10,195	8,860	9,118	4,479	6,812	5,781	4,880
Annual	515,099	109,144	88,576	99,354	44,017	68,288	55,903	49,817

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

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ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1954
 (in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Department Stores</u>								
January	62,549	4,288	11,022	20,995	6,196	3,666	6,842	9,538
February	65,617	4,176	11,820	22,238	6,139	3,656	6,878	10,710
March	79,742	6,028	14,706	25,800	7,604	4,131	7,657	13,814
April	86,104	6,960	16,247	29,050	7,905	4,749	8,366	12,827
May	84,688	7,476	15,540	27,599	7,416	4,588	8,247	13,822
June	84,417	7,244	15,684	28,433	7,610	4,428	7,546	13,473
July	67,009	5,152	10,409	20,454	6,726	3,730	7,165	13,373
August	73,695	5,972	13,150	22,463	6,496	4,016	7,488	14,110
September	88,869	6,477	17,817	29,697	8,082	4,181	8,399	14,216
October	96,340	7,509	17,117	31,735	9,173	4,958	9,232	16,615
November	118,626	10,012	21,426	41,843	11,011	5,866	10,792	17,675
December	152,322	12,889	27,045	53,011	12,948	7,949	14,366	24,114
ANNUAL TOTAL	1,059,978	84,185	191,984	353,319	97,306	55,918	102,978	174,287
<u>Variety Stores</u>								
January	11,828	995	3,429	5,444	284	407	604	664
February	12,707	1,212	3,481	5,665	322	534	722	771
March	14,485	1,388	4,297	6,309	352	528	806	805
April	19,094	1,811	5,817	8,304	466	669	1,018	1,008
May	18,600	1,885	5,765	8,086	449	608	837	971
June	19,150	1,883	5,894	8,387	442	642	961	941
July	19,035	1,955	5,391	8,481	456	659	1,046	1,047
August	16,518	1,712	4,750	7,135	382	634	912	993
September	17,951	1,846	5,352	7,970	394	567	853	969
October	19,685	2,008	5,558	8,833	528	664	1,048	1,045
November	20,242	2,079	5,366	9,231	536	766	1,176	1,082
December	41,280	4,590	10,287	18,880	1,120	1,508	2,499	2,395
ANNUAL TOTAL	230,575	23,365	65,387	102,724	5,731	8,186	12,483	12,699

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 - 1954

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Motor Vehicle Dealers</u>								
January	115,878	8,642	17,618	48,051	9,058	9,889	10,040	12,579
February	145,241	9,504	21,949	61,281	9,788	11,907	14,154	16,658
March	195,471	15,598	44,759	64,424	9,560	14,845	17,632	28,652
April	222,914	19,177	54,265	81,371	11,662	20,558	17,558	18,323
May	222,256	18,396	48,503	84,239	13,237	19,720	17,290	20,872
June	215,767	17,909	52,257	79,618	10,688	15,247	17,123	22,926
July	209,254	16,359	49,099	76,340	13,157	16,445	16,117	21,738
August	169,196	14,130	37,612	59,301	9,121	14,590	14,739	19,702
September	159,966	11,819	34,704	59,571	8,186	11,985	14,186	19,515
October	137,704	10,161	29,389	50,991	7,319	9,722	13,066	17,057
November	135,938	10,073	29,121	50,499	7,316	9,664	13,210	16,055
December	128,439	10,199	23,586	53,030	6,844	7,902	12,570	14,308
ANNUAL TOTAL	2,058,024	161,966	442,860	768,715	115,936	162,475	177,686	228,385
<u>Garages and Filling Stations</u>								
January	38,881	3,258	7,842	17,596	1,638	1,800	3,801	2,946
February	35,753	2,469	6,652	16,546	1,302	1,635	4,596	2,552
March	38,733	3,263	6,816	16,796	1,656	1,549	4,362	4,292
April	45,669	3,325	8,499	20,689	2,028	2,681	4,878	3,569
May	51,026	4,153	9,113	22,264	2,264	4,516	4,264	4,452
June	50,504	4,071	9,302	21,709	2,774	3,566	4,683	4,399
July	56,013	5,274	9,616	22,880	2,256	5,183	5,630	5,174
August	53,797	4,434	8,768	22,389	2,670	5,679	5,072	4,784
September	48,657	4,662	8,776	20,084	2,165	4,634	3,848	4,488
October	51,174	4,165	8,680	21,948	2,526	4,776	4,533	4,545
November	44,549	3,692	8,938	18,260	(b)	(b)	3,588	4,091
December	44,322	3,380	8,560	19,520	(b)	(b)	4,229	4,381
ANNUAL TOTAL	559,078	46,146	101,563	240,681	25,554	41,978	53,484	49,672

(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 - 1954
(in thousands of dollars)

91

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Men's Clothing Stores</u>								
January	14,423	813	3,920	5,903	554	704	1,243	1,286
February	12,122	672	2,832	5,835	296	542	889	1,056
March	14,250	754	4,084	6,293	375	527	865	1,352
April	17,282	974	5,370	7,342	436	619	1,228	1,313
May	16,656	1,010	4,886	7,215	432	578	1,099	1,436
June	17,047	1,088	4,516	7,589	758	534	1,211	1,349
July	14,516	890	3,640	6,041	880	447	1,071	1,546
August	12,490	689	3,000	5,207	797	453	1,020	1,325
September	14,817	877	3,620	6,631	581	545	1,003	1,561
October	18,384	939	4,786	7,993	813	648	1,338	1,867
November	20,708	1,044	5,254	9,080	1,444	669	1,533	1,685
December	31,402	1,587	6,326	15,544	1,542	1,054	2,627	2,723
ANNUAL TOTAL	204,096	11,336	52,234	90,674	8,909	7,318	15,126	18,498
<u>Family Clothing Stores</u>								
January	12,772	1,766	3,997	4,298	551	575	748	836
February	10,575	1,534	3,713	3,296	337	533	649	514
March	13,440	1,916	5,090	4,173	428	538	708	588
April	18,552	2,446	6,747	5,855	606	936	894	1,068
May	17,083	2,595	5,930	5,250	656	877	981	793
June	18,098	2,650	6,703	5,403	644	974	910	816
July	16,310	2,404	5,455	4,824	623	1,202	861	942
August	13,551	2,255	4,127	4,129	466	766	866	942
September	15,795	2,361	5,037	5,572	622	488	856	858
October	18,502	2,625	6,527	6,200	608	668	1,064	809
November	18,588	2,864	6,344	5,873	828	778	(b)	806
December	29,835	4,773	9,491	10,481	1,061	934	(b)	1,416
ANNUAL TOTAL	203,101	30,189	69,162	65,354	7,429	9,271	11,309	10,386

(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 - 1954

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Women's Clothing Stores</u>								
January	14,268	658	3,440	6,553	361	477	1,118	1,662
February	13,859	551	4,344	5,557	416	581	995	1,416
March	15,434	729	4,388	6,259	481	513	1,124	1,940
April	19,206	952	5,636	8,032	533	759	1,332	1,962
May	19,088	945	5,556	7,451	541	652	1,716	2,227
June	18,584	856	5,775	7,598	550	487	1,476	1,842
July	17,411	818	4,530	7,022	556	598	1,700	2,186
August	14,497	761	3,489	6,024	452	477	1,518	1,776
September	16,376	759	4,165	7,221	514	489	1,360	1,868
October	17,849	844	3,920	7,657	629	677	1,987	2,134
November	17,262	(b)	(b)	7,595	(b)	547	1,547	1,901
December	28,234	(b)	(b)	12,820	(b)	769	2,364	3,148
ANNUAL TOTAL	212,068	10,363	56,298	89,789	6,292	7,026	18,236	24,063
<u>Shoe Stores</u>								
January	7,541	502	1,941	3,503	202	381	845	
February	6,098	438	1,508	2,862	161	302	603	
March	7,240	586	2,046	3,021	210	375	820	
April	11,256	858	3,598	4,849	322	473	897	
May	10,901	754	3,375	4,701	323	480	1,005	
June	11,656	874	3,901	4,850	379	472	910	
July	9,641	722	2,615	4,279	316	461	951	
August	8,217	566	2,051	3,797	255	375	950	
September	10,137	780	2,975	4,460	279	357	1,053	
October	10,199	676	2,710	4,776	306	448	1,000	
November	10,259	677	2,869	4,928	(b)	425	826	
December	15,594	1,083	4,506	7,577	(b)	527	1,263	
ANNUAL TOTAL	118,739	8,517	34,095	53,604	3,364	2,960	5,077	11,123

(b) Not available.

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ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1954
 (in thousands of dollars)

13

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Hardware Stores</u>								
January	12,743	939	2,606	5,119	683	1,084	1,356	956
February	11,973	754	2,314	4,494	824	1,058	1,350	1,180
March	15,889	1,043	3,002	5,865	913	1,594	1,702	1,771
April	18,647	1,406	3,708	7,098	1,019	1,948	1,859	1,608
May	23,422	1,594	4,763	9,109	1,204	2,535	2,470	1,746
June	22,929	1,763	4,945	8,740	1,199	2,406	2,116	1,760
July	22,192	1,640	4,921	8,081	1,341	2,205	2,181	1,822
August	19,604	1,517	4,180	6,724	1,128	2,197	2,159	1,698
September	21,487	1,812	4,861	6,927	1,268	2,432	2,312	1,876
October	21,702	1,772	4,581	7,476	1,350	2,200	2,322	2,001
November	19,256	1,704	4,279	6,460	1,214	1,909	2,163	1,527
December	25,648	2,206	4,887	8,644	1,862	2,538	3,344	2,166
ANNUAL TOTAL	235,491	18,150	49,047	84,736	14,005	24,107	25,334	20,112
<u>Lumber and Building Material Dealers</u>								
January	20,524	635	2,446	8,229	2,593	2,226	2,521	1,874
February	20,725	807	3,079	7,351	2,026	2,408	3,125	1,930
March	25,354	946	4,418	8,306	2,569	2,307	3,250	3,558
April	27,685	1,183	4,790	9,985	2,490	2,380	3,744	3,114
May	34,933	1,316	5,996	12,887	3,549	4,008	3,916	3,261
June	39,124	1,425	6,768	13,337	4,335	4,652	4,929	3,678
July	41,149	1,455	6,789	14,534	4,682	5,487	5,007	3,195
August	43,317	1,786	7,004	14,336	4,430	6,760	5,626	3,374
September	39,343	1,703	6,349	13,263	4,643	5,252	5,168	2,966
October	39,085	1,771	6,053	13,357	4,451	4,534	5,570	3,348
November	36,350	1,330	5,884	12,743	3,755	4,438	5,471	2,728
December	28,713	1,233	4,230	10,413	3,288	2,833	4,066	2,649
ANNUAL TOTAL	396,303	15,591	63,805	138,742	42,811	47,285	52,394	35,674

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ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1954
(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Furniture Stores</u>								
January	11,710	860	3,596	5,434			633	797
February	11,932	685	3,698	5,260			829	981
March	15,537	1,216	4,932	6,348			757	1,725
April	15,317	1,066	5,588	6,234			836	1,101
May	16,632	1,229	6,144	6,785			863	1,165
June	17,734	1,161	6,800	7,225			817	1,180
July	15,940	1,175	5,286	6,715			812	1,332
August	15,842	944	4,989	7,012			891	1,369
September	16,263	1,019	5,555	7,161			759	1,348
October	17,192	991	5,765	7,361			1,041	1,445
November	17,493	1,185	5,506	7,711			1,048	1,425
December	19,361	1,893	5,710	8,188			1,158	1,610
ANNUAL TOTAL	190,953	13,423	63,568	81,432	4,368	2,239	10,445	15,478
<u>Appliance and Radio Stores</u>								
January	23,426	943	4,838	11,970				1,771
February	23,153	1,007	4,934	11,428				2,061
March	23,873	1,569	4,761	10,900				3,154
April	22,069	1,218	4,319	10,429				1,880
May	20,685	1,356	4,324	9,626				2,073
June	20,438	1,824	3,603	10,306				2,078
July	20,410	1,445	3,917	9,358				2,596
August	19,904	1,271	5,117	8,597				1,946
September	22,943	1,177	4,174	10,885				2,913
October	24,708	1,509	4,137	9,662				2,684
November	24,995	1,396	4,534	11,053				2,963
December	32,785	2,250	5,347	15,286				3,895
ANNUAL TOTAL	279,389	16,964	54,005	129,500	14,963	14,784	19,158	30,014

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ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1954

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(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Restaurants</u>								
January	33,079	1,678	8,184	13,152	1,963	2,101	2,211	3,792
February	32,158	1,704	8,187	12,265	1,878	2,127	2,250	3,747
March	34,242	2,322	8,303	13,284	1,997	1,984	2,370	3,982
April	36,930	2,101	8,463	14,220	2,267	2,428	2,602	4,850
May	39,840	2,058	8,904	16,140	2,533	2,372	3,304	4,530
June	38,397	2,242	8,731	15,350	2,191	2,323	2,885	4,675
July	43,046	2,670	8,324	18,545	2,353	2,632	3,508	5,013
August	44,349	2,645	9,911	17,508	2,172	2,726	3,398	5,990
September	39,852	1,824	10,056	15,468	2,322	2,233	3,201	4,748
October	40,570	1,878	10,696	15,670	2,600	2,278	2,754	4,694
November	37,590	(b)	10,962	13,676	2,265	2,256	2,741	3,715
December	35,581	(b)	9,873	12,178	2,242	2,414	2,744	4,179
ANNUAL TOTAL	455,635	25,048	110,594	177,454	26,784	27,873	33,967	53,915
<u>Fuel</u>								
January	31,225	1,698	8,990	14,545	1,174	851		3,837
February	23,883	1,861	6,844	11,390	599	472		2,674
March	23,662	1,693	6,535	11,755	617	480		2,536
April	15,723	1,205	4,072	7,054	445	423		2,472
May	12,720	900	3,250	5,832	503	395		1,809
June	13,117	712	3,289	6,792	207	396		1,699
July	11,777	732	3,156	5,871	206	439		1,362
August	14,306	727	3,667	8,095	394	349		1,049
September	21,907	1,356	6,265	11,369	691	523		1,665
October	22,645	1,610	6,515	11,036	679	564		2,206
November	24,246	1,808	6,433	12,336	579	595		2,421
December	30,040	1,910	9,174	14,741	682	664		2,823
ANNUAL TOTAL	245,250	16,211	68,190	120,816	6,778	6,151	552	26,553

(b) Not available.

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ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1954

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Drug Stores</u>								
January	22,258	1,466	4,452	9,962	1,174	1,379	1,664	2,162
February	21,620	1,492	4,190	9,442	1,481	1,325	1,590	2,100
March	22,374	1,542	4,402	9,867	1,224	1,319	1,680	2,340
April	23,359	1,633	4,431	10,532	1,287	1,474	1,655	2,348
May	22,475	1,474	4,240	10,086	1,293	1,362	1,725	2,296
June	22,939	1,566	4,396	10,498	1,271	1,316	1,704	2,188
July	22,536	1,607	4,560	9,708	1,298	1,441	1,648	2,274
August	22,482	1,568	4,212	10,193	1,343	1,363	1,550	2,252
September	22,834	1,533	3,881	10,788	1,268	1,484	1,672	2,208
October	23,856	1,604	4,302	10,892	1,358	1,566	1,777	2,356
November	22,743	1,485	4,317	10,391	1,249	1,510	1,600	2,192
December	33,008	2,266	5,626	15,644	1,773	2,069	2,533	3,098
ANNUAL TOTAL	282,484	19,236	53,010	128,002	16,018	17,607	20,798	27,812
<u>Jewellery Stores</u>								
January	7,007	327	1,248	3,486				668
February	6,600	388	1,415	2,914				692
March	7,651	482	1,424	3,326				931
April	7,462	453	1,851	3,161				822
May	8,536	557	1,763	3,852				893
June	8,789	595	1,828	3,900				1,071
July	8,326	568	1,717	3,746				953
August	8,326	604	1,713	4,009				1,001
September	9,021	678	1,844	3,908	Not Available	Not Available	Not Available	1,048
October	9,683	556	1,866	4,704				1,094
November	10,780	620	1,907	5,293				1,095
December	24,791	1,643	4,967	11,205				2,851
ANNUAL TOTAL	117,472	7,471	23,541	53,504	6,588	6,061	7,233	13,118

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ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1954
(in thousands of dollars)

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Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Tobacco Stores</u>								
January	6,112		1,686	3,551				
February	6,343		1,782	3,672				
March	6,624		1,774	3,900				
April	7,098		1,829	4,368				
May	7,036		1,933	4,199				
June	7,936		1,860	5,147				
July	7,415		1,975	4,528				
August	7,179		1,758	4,491				
September	7,440		1,891	4,629				
October	7,319		1,827	4,647				
November	7,748		1,626	5,216				
December	9,495		2,156	6,055				
ANNUAL TOTAL	87,744	2,308	22,096	54,404	1,144	1,223	1,808	4,762
<u>All Other Trades</u>								
January	132,910	13,033	30,822	53,858	5,650	6,772	9,453	13,322
February	130,288	11,228	29,571	52,719	6,758	6,719	10,215	13,078
March	152,210	12,364	34,478	60,374	6,926	8,471	11,275	18,323
April	177,611	15,100	39,524	67,534	9,386	16,144	12,859	17,065
May	188,432	17,452	42,191	73,029	9,466	14,329	13,913	18,052
June	182,481	16,170	40,480	74,661	8,278	11,513	13,150	18,230
July	184,308	15,661	40,297	72,936	9,618	14,007	13,926	17,862
August	185,444	17,084	39,926	67,584	10,190	19,420	13,706	17,534
September	187,280	15,744	45,009	70,274	9,592	12,920	16,168	17,572
October	184,332	16,578	44,944	72,702	9,388	11,152	12,320	17,248
November	181,905	14,793	49,487	69,560	8,966	10,044	13,729	15,326
December	213,099	19,772	48,416	90,876	10,258	9,106	14,241	20,430
ANNUAL TOTAL	2,100,300	184,979	485,144	826,105	104,475	140,600	154,956	204,041

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

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