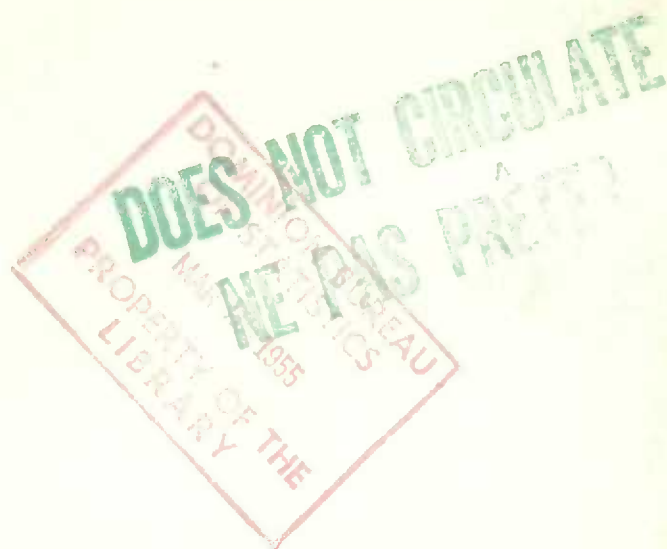




CANADA



RETAIL TRADE

JANUARY - 1955

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

DOMINION BUREAU OF STATISTICS

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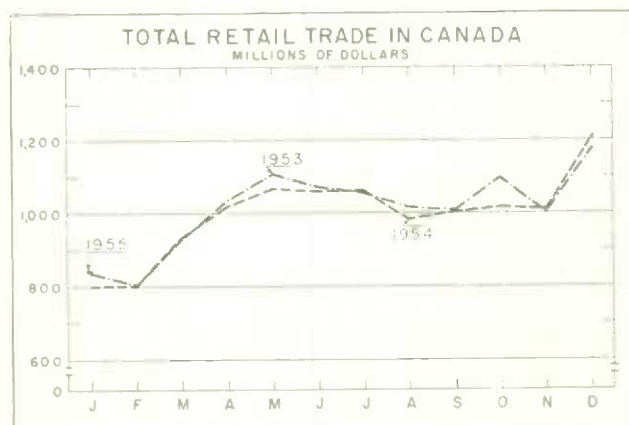
RETAIL TRADE

The total estimated dollar value of retail sales in Canada during January, 1955, was \$838,672,000 an increase of 4.8% above those in January, 1954, when sales were estimated to be \$800,405,000. These, as well as the other estimates in this bulletin are not adjusted for number of shopping days, price changes or seasonal variations.

Five of the seven provinces had increased sales during January, 1955. British Columbia registered the largest percentage increase (16.7%) over a year earlier. Other provinces which had increases were: Atlantic 6.7%; Quebec 2.8%; Ontario 3.9% and Alberta 7.8%. The two remaining provinces, Manitoba and Saskatchewan, had decreases of 1.7% and 3.0% respectively.

Thirteen of the 18 specified kinds of business as well as the miscellaneous group showed increases in sales while the family clothing classification remained unchanged during January compared with a year earlier. The durable goods trades registered the largest increases with furniture, appliance and radio showing an increase of 14.2%, lumber and building material dealers 14.1%, and motor vehicle dealers 11.8%. Some other percentage increases were: department stores 10.3%; variety stores 6.8% and jewellery stores 4.1%.

Department store sales were estimated to be \$68,974,000, an increase of 10.3% from January 1954 when department stores had sales of



\$62,549,000. Inventories on hand at December 31, 1954 had a selling value of \$235,314,000 up 14.5% from December 31, 1953.

The estimates in this bulletin are based on the results of a mail survey conducted each month by the

Merchandising and Services Section of the Dominion Bureau of Statistics. Beginning with January, 1955 the estimates are derived from a new panel of respondents selected with probability in proportion to size from the 1951 census of distribution list of independent retail establishments. Department stores and chain stores are treated as a separate universe.

With the new sample results, certain classification changes have been made. Some trades are of lesser significance, and the component sales of others seem to warrant consolidation. The classification of meat markets has been combined with other food and beverage stores. This combined classification, formerly in the "all other" category, together with grocery and combination stores and restaurants gives an estimate of total food and beverage sales. The two classes, furniture stores and appliance and radio stores have been combined since it seemed that the appliance sales of furniture stores were having an improper effect on furniture sales. Tobacco stores have been combined with a residual group, named "miscellaneous" since it is not now comparable with the former "all other" category. For further details respecting classifications, see Appendix A.

Percentage Changes in Selected Retail Trades

January 1955 over January 1954

Chains and Independents

Canada

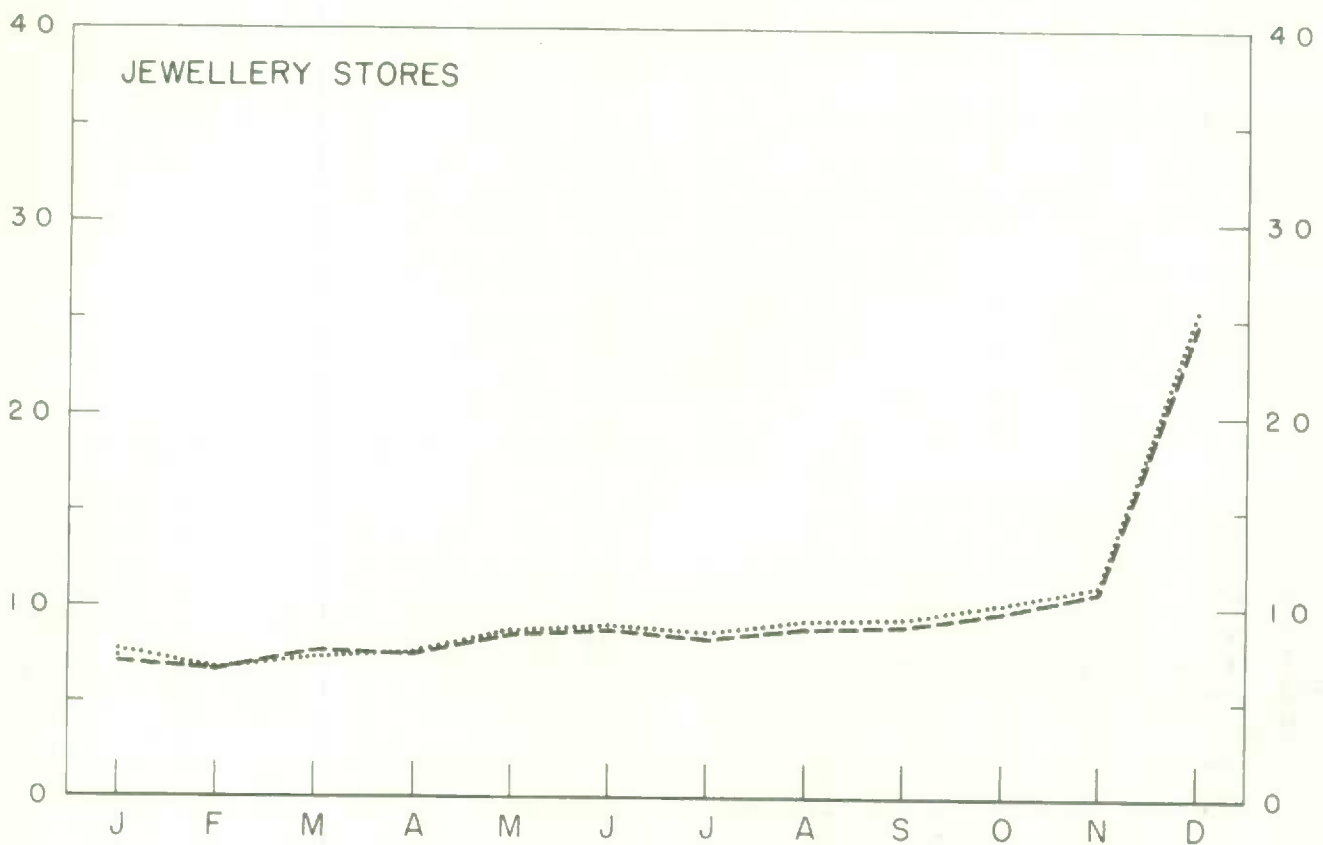
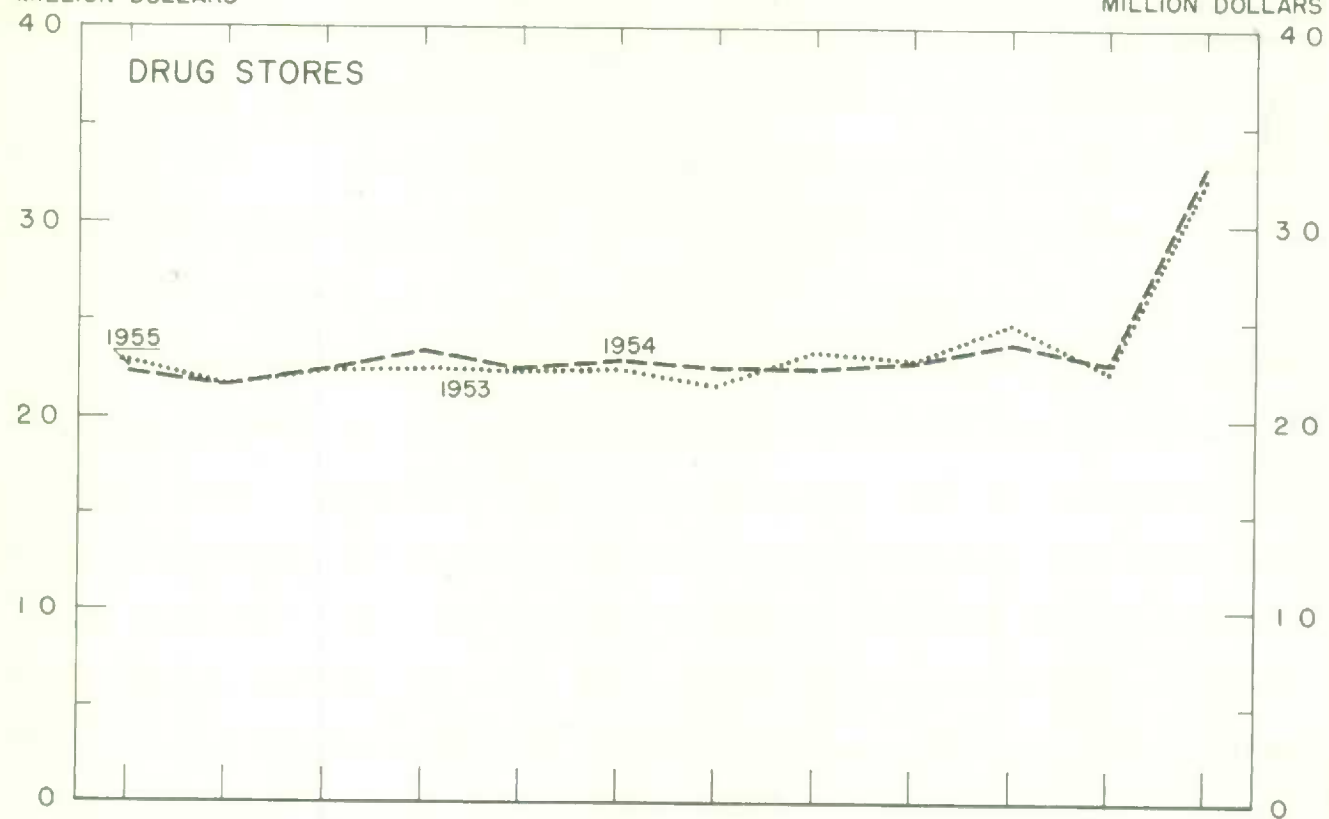
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination	+ 2.6	+ 5.5	+ 0.8
Family Clothing	(c)	+ 0.4	- 0.1
Women's Clothing	+ 1.4	+ 7.0	- 0.3
Shoe	- 6.4	- 8.4	- 5.5
Lumber and Building Material .	+ 14.1	- 6.6	+ 19.4
Furniture, Appliance and Radio	+ 14.2	+ 4.4	+ 16.1
Restaurant	- 0.4	- 2.7	- 0.2
Drug	+ 1.5	- 2.5	+ 2.1
Jewellery	+ 4.1	+ 5.2	+ 3.7

(c) Unchanged

MONTHLY SALES DRUG-JEWELLERY STORES

MILLION DOLLARS

MILLION DOLLARS



ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT - BY PROVINCES AND KINDS OF BUSINESS

January, 1955
(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES.....	838,672	155,728	682,944	72,138
2	Grocery & Combination.....	179,304	73,167	106,137	17,485
3	Other Food and Beverage.....	66,302	32,360	33,942	5,870
4	General.....	34,495	2,091	32,403	8,492
5	Department.....	68,974	-	68,974	5,000
6	Variety.....	12,631	10,679	1,953	1,075
7	Motor Vehicle.....	129,522	950	128,572	8,911
8	Garage & Filling Station.....	39,610	230	39,380	3,548
9	Men's Clothing.....	14,028	1,677	12,351	800
10	Family Clothing.....	12,775	2,626	10,149	1,712
11	Women's Clothing.....	14,467	3,468	10,998	700
12	Shoe.....	7,058	2,155	4,903	475
13	Hardware.....	12,985	817	12,169	884
14	Lumber & Building Material.....	23,420	3,879	19,542	726
15	Furniture, Appliance & Radio...	40,115	6,031	34,084	2,530
16	Restaurant.....	32,953	2,496	30,458	1,502
17	Fuel.....	31,655	424	31,231	1,465
18	Drug.....	22,597	2,718	19,879	1,469
19	Jewellery.....	7,297	2,050	5,247	316
20	Miscellaneous.....	88,484	7,910	80,572	9,178
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES.....	44,602	6,112	38,490	44,694
22	Grocery & Combination.....	7,985	2,861	5,124	6,958
23	Other Food and Beverage.....	1,964	1,291	673	2,217
24	General.....	2,981	(a)	(a)	4,491
25	Department.....	6,667	-	6,667	3,788
26	Variety.....	325	310	15	460
27	Motor Vehicle.....	7,563	-	7,563	8,960
28	Garage & Filling Station.....	1,454	(a)	(a)	1,775
29	Men's Clothing.....	608	51	557	580
30	Family Clothing.....	660	(a)	(a)	522
31	Women's Clothing.....	416	139	277	463
32	Shoe.....	177	39	138	173
33	Hardware.....	634	(a)	(a)	929
34	Lumber & Building Material.....	2,762	415	2,347	1,991
35	Furniture, Appliance & Radio...	1,643	120	1,523	1,634
36	Restaurant.....	1,898	129	1,769	2,169
37	Fuel.....	1,029	-	1,029	672
38	Drug.....	1,185	(a)	(a)	1,433
39	Jewellery.....	295	(a)	(a)	543
40	Miscellaneous.....	4,356	371	3,985	4,936

(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.

January, 1955
(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
10,637	61,501	183,393	32,752	150,641	335,162	75,002	260,160	1
2,688	14,797	50,519	17,015	33,504	69,317	39,124	30,193	2
(a)	(a)	16,278	4,905	11,374	27,392	15,017	12,375	3
548	7,944	5,335	288	5,047	6,363	282	6,081	4
-	5,000	11,838	-	11,838	22,842	-	22,842	5
969	105	3,648	2,901	748	5,666	5,024	642	6
(a)	(a)	20,208	-	20,208	52,814	(a)	(a)	7
(a)	(a)	7,777	(a)	(a)	17,527	(a)	(a)	8
(a)	(a)	3,613	352	3,262	5,961	1,098	4,864	9
231	1,481	4,022	1,084	2,938	4,424	1,086	3,338	10
106	593	3,420	936	2,484	6,556	1,504	5,052	11
(a)	(a)	1,676	527	1,149	3,363	1,202	2,161	12
(a)	(a)	2,934	(a)	(a)	5,035	174	4,861	13
-	726	2,944	(a)	(a)	9,157	942	8,215	14
442	2,088	7,451	1,733	5,718	20,476	2,609	17,867	15
53	1,449	8,551	746	7,805	12,899	998	11,900	16
-	1,465	8,927	-	8,927	15,578	(a)	(a)	17
134	1,336	4,466	303	4,164	10,122	1,346	8,776	18
87	229	1,081	441	640	3,826	924	2,903	19
1,127	8,051	18,705	964	17,741	35,844	2,903	32,941	20
Saskatchewan			Alberta			British Columbia		
5,497	39,197	64,679	9,901	54,778	94,012	15,830	78,182	21
1,831	5,127	10,153	3,604	6,548	16,888	6,044	10,844	22
1,160	1,057	4,372	2,462	1,910	8,209	4,111	4,098	23
(a)	(a)	3,738	(a)	(a)	3,095	609	2,486	24
-	3,788	7,479	-	7,479	11,360	-	11,360	25
380	80	716	559	157	743	537	206	26
-	8,960	12,651	-	12,651	18,416	-	18,416	27
(a)	(a)	4,242	-	4,242	3,288	(a)	(a)	28
(a)	(a)	1,186	(a)	(a)	1,279	(a)	(a)	29
(a)	(a)	647	(a)	(a)	788	(a)	(a)	30
129	334	1,058	234	824	1,855	420	1,435	31
36	136	425	107	318	770	150	621	32
(a)	(a)	1,489	(a)	(a)	1,080	(a)	(a)	33
942	1,049	2,542	1,202	1,340	3,299	239	3,060	34
207	1,427	3,055	268	2,787	3,326	652	2,674	35
(a)	(a)	2,071	90	1,981	3,863	455	3,409	36
-	672	97	-	97	3,887	(a)	(a)	37
(a)	(a)	1,669	256	1,412	2,253	543	1,710	38
69	475	502	201	302	734	231	503	39
436	4,500	6,587	622	5,965	8,879	1,489	7,390	40

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

(Without Adjustment for Price Changes)

January 1955 Over January 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 4.8	+ 6.7	+ 2.8	+ 3.9	- 1.7	- 3.0	+ 7.8	+ 16.7
Grocery & Combination.....	+ 2.6	+ 4.0	+ 5.8	- 0.6	+ 0.4	+ 3.4	+ 2.2	+ 7.0
Other Food and Beverage...	- 2.7	- 4.5	- 3.9	- 2.8	- 2.1	+ 4.5	- 1.1	- 1.7
General.....	+ 0.5	+ 10.4	+ 5.0	- 0.9	- 4.8	- 7.0	- 8.0	- 0.2
Department.....	+10.3	+ 16.6	+ 7.4	+ 8.8	+ 7.6	+ 3.3	+ 9.3	+ 19.1
Variety.....	+ 6.8	+ 8.0	+ 6.4	+ 4.1	+ 14.4	+ 13.0	+ 18.3	+ 11.9
Motor Vehicle.....	+11.8	+ 3.1	+ 14.7	+ 9.9	- 16.5	- 9.4	+ 26.0	+ 46.4
Garage & Filling Station..	+ 1.9	+ 8.9	- 0.8	- 0.4	- 11.2	- 1.4	+ 11.6	+ 11.6
Men's Clothing.....	- 2.7	- 1.6	- 7.8	+ 1.0	+ 9.7	- 17.6	- 4.6	- 0.5
Family Clothing.....	(c)	- 3.1	+ 0.6	+ 2.9	+ 19.8	- 9.2	- 13.5	- 5.7
Women's Clothing.....	+ 1.4	+ 6.4	- 0.6	(c)	+ 15.2	- 2.9	- 5.4	+ 11.6
Shoe.....	- 6.4	- 5.4	- 13.7	- 4.0	- 12.4	+ 4.2	+ 11.5	- 8.9
Hardware.....	+ 1.9	- 5.9	+ 12.6	- 1.6	- 7.2	- 14.4	+ 9.8	+ 13.0
Lumber & Building Material	+14.1	+ 14.3	+ 20.4	+ 11.3	+ 6.5	- 10.6	+ 0.8	+ 76.0
Furniture, Appliance & Radio	+14.2	+ 40.4	- 11.7	+ 17.7	+ 14.3	+ 14.6	+ 48.0	+ 29.5
Restaurant.....	- 0.4	- 10.5	+ 4.5	- 1.9	- 3.3	+ 3.2	- 6.3	+ 1.9
Fuel.....	+ 1.4	- 13.7	- 0.7	+ 7.1	- 12.4	- 21.0	- 25.4	+ 1.3
Drug.....	+ 1.5	+ 0.2	+ 0.3	+ 1.6	+ 0.9	+ 3.9	+ 0.3	+ 4.2
Jewellery.....	+ 4.1	- 3.4	- 13.4	+ 9.8	- 10.1	+ 21.7	- 0.4	+ 9.9
Miscellaneous.....	+ 6.5	+ 22.6	- 1.6	+ 5.8	+ 6.9	- 5.0	+ 3.8	+ 24.7

(c) Unchanged

Estimated Retail Trade — By Provinces and Kinds of Business

January, 1955

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES.....	838,672	72,138	183,393	335,162	44,602	44,694	64,679	94,012
Grocery & Combination.....	179,304	17,485	50,519	69,317	7,985	6,958	10,153	16,888
Other Food and Beverage.....	66,302	5,870	16,278	27,392	1,964	2,217	4,372	8,209
General.....	34,495	8,492	5,335	6,363	2,981	4,491	3,738	3,095
Department.....	68,974	5,000	11,838	22,842	6,667	3,788	7,479	11,360
Variety.....	12,631	1,075	3,648	5,666	325	460	716	743
Motor Vehicle.....	129,522	8,911	20,208	52,814	7,563	8,960	12,651	18,416
Garage & Filling Station.....	39,610	3,548	7,777	17,527	1,454	1,775	4,242	3,288
Men's Clothing.....	14,028	800	3,613	5,961	608	580	1,186	1,279
Family Clothing.....	12,775	1,712	4,022	4,424	660	522	647	788
Women's Clothing.....	14,467	700	3,420	6,556	416	463	1,058	1,855
Shoe.....	7,058	475	1,676	3,363	177	173	425	770
Hardware.....	12,985	884	2,934	5,035	634	929	1,489	1,080
Lumber & Building Material.....	23,420	726	2,944	9,157	2,762	1,991	2,542	3,299
Furniture, Appliance & Radio.....	40,115	2,530	7,451	20,476	1,643	1,634	3,055	3,326
Restaurant.....	32,953	1,502	8,551	12,899	1,898	2,169	2,071	3,863
Fuel.....	31,655	1,465	8,927	15,578	1,029	672	97	3,887
Drug.....	22,597	1,469	4,466	10,122	1,185	1,433	1,669	2,253
Jewellery.....	7,297	316	1,081	3,826	295	543	502	734
Miscellaneous.....	88,484	9,178	18,705	35,844	4,356	4,936	6,587	8,879

(Without Adjustment for Price Changes)

January 1955 Over December 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 30.6	- 32.7	- 31.9	- 30.9	- 31.5	- 28.6	- 31.7	- 24.0
Grocery & Combination.....	- 18.0	- 16.8	- 14.8	- 19.6	- 17.5	- 25.4	- 29.3	- 10.8
Other Food and Beverage....	- 23.3	- 28.0	- 23.2	- 23.4	- 23.5	- 25.0	- 23.4	- 19.1
General.....	- 31.2	- 16.7	- 39.8	- 30.2	- 33.4	- 34.1	- 35.3	- 36.6
Department.....	- 54.7	- 61.2	- 56.2	- 56.9	- 48.5	- 52.3	- 47.9	- 52.9
Variety.....	- 69.4	- 76.6	- 64.5	- 70.0	- 71.0	- 69.5	- 71.3	- 69.0
Motor Vehicle.....	+ 0.8	- 12.6	- 14.3	- 0.4	+ 10.5	+ 13.4	+ 0.6	+ 28.7
Garage & Filling Station...	- 10.6	+ 5.0	- 9.1	- 10.2	- 19.2	- 27.6	+ 0.3	- 24.9
Men's Clothing.....	- 55.3	- 49.6	- 42.9	- 61.7	- 60.6	- 45.0	- 54.9	- 53.0
Family Clothing.....	- 57.2	- 64.1	- 57.6	- 57.8	- 37.8	- 44.1	- 61.5	- 44.4
Women's Clothing.....	- 48.8	- 52.3	- 50.8	- 48.9	- 42.3	- 39.8	- 55.2	- 41.1
Shoe.....	- 54.7	- 56.1	- 62.8	- 55.6	- 47.9	- 41.9	- 19.4	- 39.0
Hardware.....	- 49.4	- 59.9	- 40.0	- 41.8	- 66.0	- 63.4	- 55.5	- 50.2
Lumber & Building Material.	- 18.4	- 41.1	- 30.4	- 12.1	- 16.0	- 29.7	- 37.5	+ 24.5
Furniture, Appliance & Radio.	- 23.1	- 38.9	- 32.6	- 12.8	- 38.1	- 16.8	- 8.9	- 39.6
Restaurant.....	- 7.4	- 23.0	- 13.4	+ 5.9	- 15.3	- 10.1	- 24.5	- 7.6
Fuel.....	+ 5.4	- 23.3	- 2.7	+ 5.7	+ 50.9	+ 1.2	+106.4	+ 37.7
Drug.....	- 31.5	- 35.2	- 20.6	- 35.3	- 33.2	- 30.7	- 34.1	- 27.3
Jewellery.....	- 70.6	- 80.8	- 78.2	- 65.9	- 77.1	- 55.5	- 69.0	- 74.3
Miscellaneous.....	- 41.5	- 26.3	- 44.3	- 46.4	- 46.7	- 29.0	- 36.2	- 30.7

Department Store Sales and Stocks

January 1954 and January 1955

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES			STOCKS		
	Jan. 1954	Jan. 1955	Change 1955/54	Dec. 31 1953	Dec.31 1954	Change 1954/53
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS.....	62,897	68,974	+ 9.7	205,503	235,314	+ 14.5
1. Women's and Misses' Dresses.....	1,504	1,746	+ 16.1	3,219	4,077	+ 26.7
2. Women's and Misses' Coats and Suits	1,313	1,430	+ 8.9	2,799	3,415	+ 22.0
3. Women's and Misses' Sportswear.....	1,517	1,652	+ 8.9	4,566	5,815	+ 27.4
4. Furs	1,717	2,012	+ 17.2	4,382	4,807	+ 9.7
5. Girls' and Infants' Wear	2,230	2,454	+ 10.0	8,341	9,908	+ 18.8
6. Lingerie and Corsets	2,578	2,759	+ 7.0	7,207	8,040	+ 11.6
7. Aprons, Housedresses and Uniforms....	446	343	- 23.1	751	865	+ 15.2
8. Millinery	395	448	+ 13.4	694	810	+ 16.7
9. Hosiery and Apparel Accessories	1,955	1,966	+ 0.6	6,880	7,302	+ 6.1
10. Women's, Misses' and Children's Shoes	1,892	1,993	+ 5.3	11,239	12,273	+ 9.2
Ladies' Apparel and Accessories.						
Total 1 - 10	15,547	16,803	+ 8.1	50,078	57,312	+ 14.4
11. Men's Clothing	2,171	2,147	- 1.1	7,890	8,721	+ 10.5
12. Men's Furnishings	2,348	2,438	+ 3.8	10,098	10,666	+ 5.6
13. Boys' Clothing and Furnishings	1,303	1,333	+ 2.3	5,506	6,194	+ 12.5
14. Men's and Boys' Shoes	938	842	- 10.2	4,246	4,391	+ 3.4
15. Food and Kindred Products.....	4,881	5,094	+ 4.4	3,657	4,103	+ 12.2
16. Toiletries, Cosmetics and Drugs	1,880	1,970	+ 4.8	5,008	5,358	+ 7.0
17. Photographic Equipment and Supplies..	202	197	- 2.5	810	871	+ 7.5
18. Piece Goods	2,294	2,444	+ 6.5	8,488	8,613	+ 1.5
19. Linens and Domestics	3,733	3,669	- 1.7	8,236	8,904	+ 8.1
20. Smallwares	1,675	1,690	+ 0.9	5,538	5,749	+ 3.8
21. China and Glassware	726	754	+ 3.9	6,987	7,879	+ 12.8
22. Home Furnishings	3,621	4,099	+ 13.2	19,251	21,566	+ 12.0
23. Furniture	4,808	5,613	+ 16.7	13,537	15,609	+ 15.3
24. Major Appliances	2,769	3,974	+ 43.5	8,697	12,895	+ 48.3
25. Radio and Music	1,940	2,632	+ 35.7	6,216	7,167	+ 15.3
26. Hardware and Housewares	3,519	3,878	+ 10.2	13,693	16,741	+ 22.3
27. Jewellery	989	984	- 0.5	6,579	7,288	+ 10.8
28. Sporting Goods and Luggage.....	1,299	1,323	+ 1.8	8,667	9,978	+ 15.1
29. Stationery, Books and Magazines.....	1,141	1,270	+ 11.3	3,484	4,121	+ 18.3
30. All Other Departments	5,113	5,820	+ 13.8	8,837	11,188	+ 26.6

Current Retail Trade Statistics

Kind-of-Business Descriptions

Grocery and combination stores (groceries and meats with or without beer) are as indicated with a maximum of 85 per cent fresh meats allowed.

Other Food and Beverage stores include government liquor stores, brewers' retail stores, wine stores, bakery products stores, candy and nut stores, confectionery stores, dairy products stores, egg and poultry stores, fruit and vegetable stores, fish markets, coffee, tea and spice stores, food stores with other merchandise, other food stores, caterers, delicatessen stores, refreshment booths and stands, cocktail lounges, taverns, etc.

General stores, usually located in rural areas, sell over 33 per cent groceries; this classification does not include general merchandise stores selling a smaller amount or no groceries, more commonly found in towns and cities.

Department stores include mail order sales. This class does not include large departmentalized clothing stores which sell no durable goods such as furniture or appliances.

Variety stores sell a low-price range of goods, prominently displayed - cash and carry characteristics - popularly known as 5¢ - \$1.00 stores; they are most prevalent in the "chain" field.

Motor Vehicle dealers include (1) authorized dealers (20 per cent or more new car sales), (2) motor vehicle dealers with wholesale car departments, (3) motor vehicle dealers selling farm implements. Used car dealers are not included.

Garages and Filling Stations, to remain in this retail classification, must not have repair work in excess of 50 per cent of their total sales.

Men's clothing group includes men's and boys' clothing and furnishings stores, hat stores and custom tailors.

Family clothing stores are those stores selling mainly men's, women's, children's, and infants' clothing and may handle other dry goods not in excess of 50 per cent.

Women's clothing group excludes furriers, millinery shops, and infants' specialty stores. These are included in the "miscellaneous" classification.

Shoe stores include specialty men's or women's shoe stores together with family shoe stores.

Hardware stores cover regular hardware stores and also those selling farm implements.

Lumber and building material dealers include, also, those selling fuel (maximum 50 per cent) but exclude specialized dealers such as roofing supplies, etc., where lumber is not sold.

Furniture, appliance and radio include furniture stores, household appliance stores, radio and television stores, piano and music stores, or combinations of these commodities.

Restaurants cover eating places and fish and chip shops. They do not include refreshment booths and stands, caterers, cocktail lounges and taverns.

Fuel dealers include general fuel dealers as well as those selling only fuel oil mainly for household consumption. Specialized ice dealers are not included.

Drug stores cover those with and without soda fountain.

Jewellery stores sell mainly jewellery, silverware, clocks and watches with additional lines such as luggage, gifts and novelties. Repairs must not exceed 50 per cent of total trade.

Miscellaneous includes all trades not specified above and contains certain major trades such as farm implement dealers, farm supplies including feed and seeds, used car dealers, etc.

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