

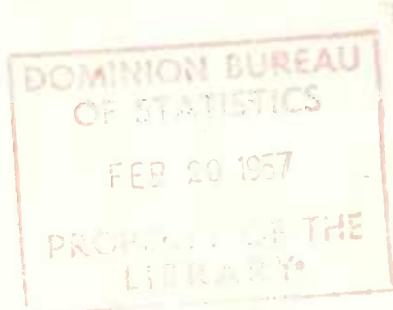
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## RETAIL TRADE

DECEMBER, 1956



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

DOMINION BUREAU OF STATISTICS  
Industry and Merchandising Division  
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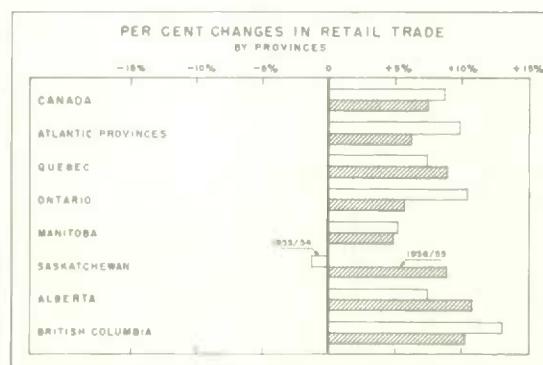
## RETAIL TRADE

Estimated retail sales in Canada increased by nearly one billion dollars during 1956. The increase of 7.4% brought sales to an all-time record of \$14,088,724,000 from the previous record in 1955 of \$13,111,896,000. Sales for December 1956 were estimated at \$1,438,590,000 an increase of 6.0% from sales in the previous year of \$1,356,596,000. These and other estimates contained in this bulletin are not adjusted for price changes, number of shopping days or seasonal variations.

### Total Retail Trade in Canada

<u>Period</u>	<u>1955</u> \$'000	<u>1956</u> \$'000	<u>% Change</u> <u>1956/1955</u>
January to September .....	9,499,573	10,207,080	+ 7.4
October .....	1,137,026	1,209,718	+ 6.4
November .....	1,118,701	1,233,336	+ 10.2
December .....	1,356,596	1,438,590	+ 6.0
Total .....	13,111,896	14,088,724	+ 7.4

All provinces shared in the increased sales during the year 1956. Alberta showed the largest percentage gain, 10.7%, while British Columbia followed closely with an increase of 10.3%. Saskatchewan and Quebec were the provinces with the next largest increase, 8.9% and 8.8% respectively with the Atlantic Provinces showing 6.2%, Ontario 5.6%, and Manitoba 4.8%. For the month of December, Saskatchewan showed the largest increase, 15.1% over sales in December 1955. Alberta sales increased 10.1% followed by British Columbia 7.8%, Quebec and Manitoba each 5.0%, Ontario 4.9%, and the Atlantic Provinces 3.4%.



All eighteen specified kinds of business as well as the miscellaneous category showed increases in sales during 1956. Fuel dealers, up 10.8% from sales of the previous year, registered the largest gain of all the

2.

trades. Grocery and combination stores and motor vehicle dealers, the two largest trades, showed increases of 7.9% and 7.5% respectively. Department stores, another of the major trades, increased sales by an estimated 8.0% during the year. For the month of December fifteen of the eighteen specified trades as well as the miscellaneous category increased sales, motor vehicle dealers by 16.9% over December 1955.

Estimates for 1955 shown in this report as well as those on which all percentage changes are based have been revised to account for stores coming into business and those going out of business. Estimates for the months of 1956 have also been revised in that projections have been made on the final 1955 results. These 1956 estimates, however, are still subject to further revision for the sales of stores which came into business or discontinued operations during 1956 and for more complete coverage of the sample. Final estimates incorporating these adjustments will be completed and published later this year. It is of interest to note that the net final adjustment for 1955, that is, new stores, stores going out of business and stores changing from one classification to another, amounted to less than 1% of the preliminary estimates.

Percentage Changes in Selected Retail Trades

January to December 1956 over January to December 1955

Chains and Independents

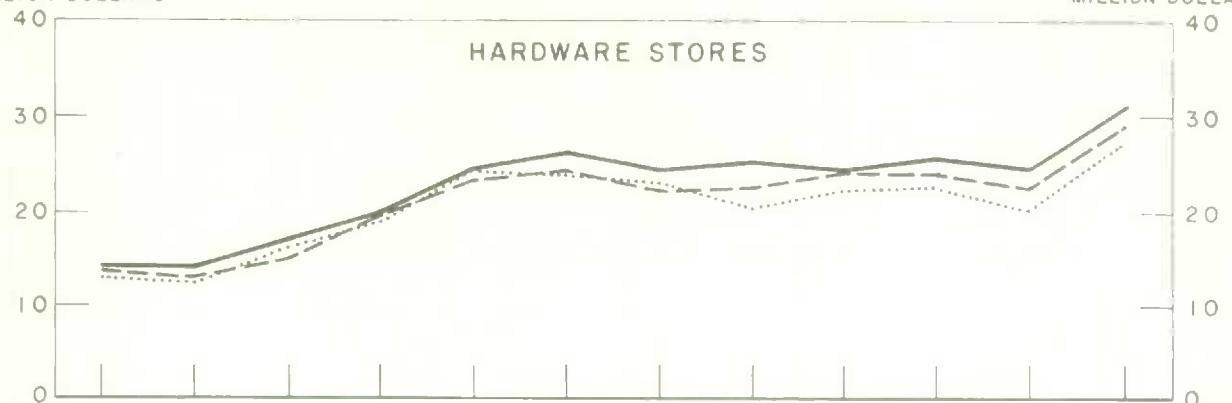
Canada

	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination .....	+ 7.9	+ 12.1	+ 5.1
Family Clothing .....	+ 6.0	+ 4.9	+ 6.2
Women's Clothing .....	+ 7.8	+ 9.3	+ 8.1
Shoe .....	+ 7.5	+ 9.6	+ 6.2
Lumber and Building Material ....	+ 9.1	+ 13.4	+ 8.0
Furniture, Appliance and Radio ...	+ 6.6	+ 4.2	+ 7.3
Restaurant .....	+ 4.8	+ 1.6	+ 5.1
Drug .....	+ 5.4	+ 6.4	+ 5.3
Jewellery .....	+ 5.8	+ 4.7	+ 6.3

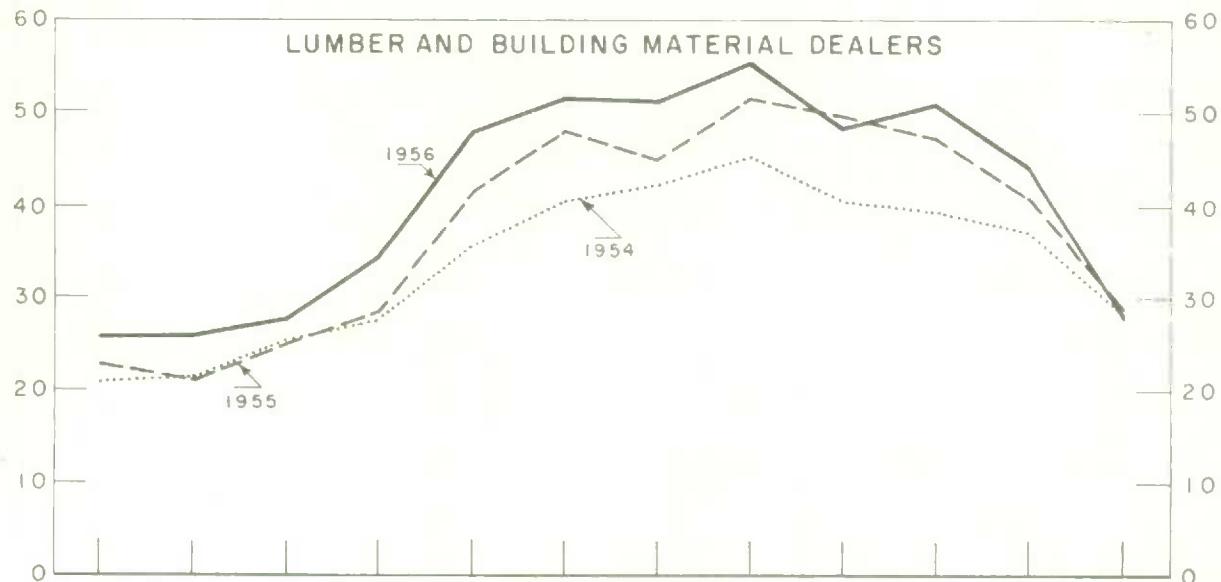
MONTHLY SALES  
HARDWARE-BUILDING MATERIALS-FUEL

MILLION DOLLARS

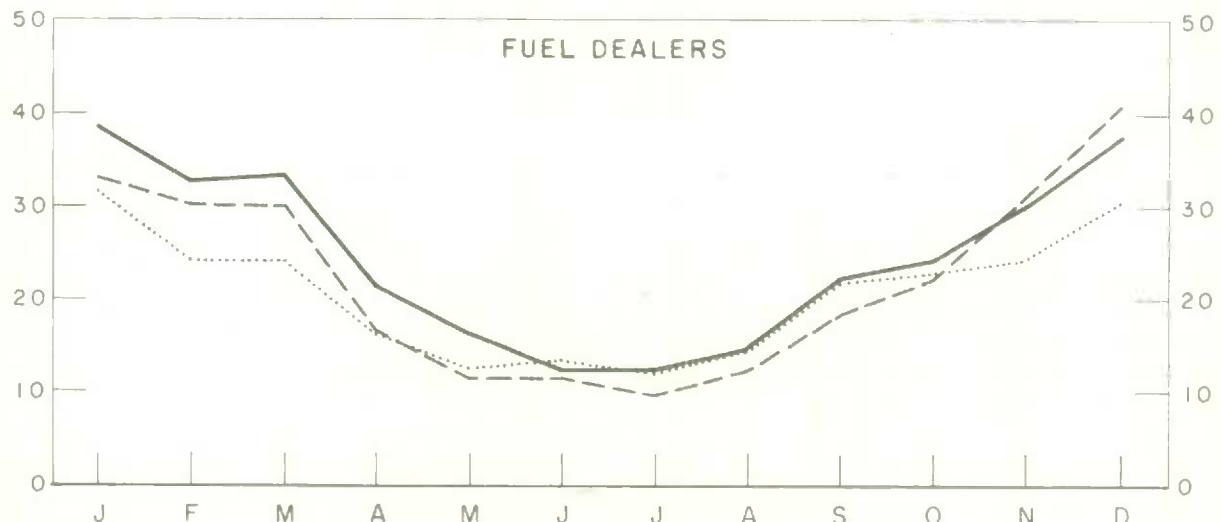
MILLION DOLLARS



LUMBER AND BUILDING MATERIAL DEALERS



FUEL DEALERS



December, 1956

(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	1,438,590	328,307	1,110,283	123,982
2	Grocery & Combination .....	261,103	109,094	152,010	24,610
3	Other Food & Beverage .....	135,987	91,331	44,656	10,984
4	General .....	58,583	3,762	54,821	13,531
5	Department .....	169,574	-	169,574	13,922
6	Variety .....	48,482	40,815	7,667	5,271
7	Motor Vehicle .....	174,960	1,370	173,590	12,211
8	Garage & Filling Station .....	61,741	280	61,461	4,760
9	Men's Clothing .....	34,100	4,322	29,778	2,039
10	Family Clothing .....	30,091	4,891	25,200	5,342
11	Women's Clothing .....	33,285	10,776	22,510	2,301
12	Shoe .....	15,961	7,007	8,954	1,390
13	Hardware .....	31,067	2,724	28,343	2,466
14	Lumber & Building Material .....	28,148	6,078	22,070	1,091
15	Furniture, Appliance & Radio .....	57,716	12,816	44,900	4,400
16	Restaurant .....	41,255	2,900	38,355	1,604
17	Fuel .....	37,705	355	37,350	2,144
18	Drug .....	36,015	4,570	31,446	2,599
19	Jewellery .....	29,894	10,586	19,308	2,194
20	Miscellaneous .....	152,923	14,630	138,290	11,123
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	70,422	13,093	57,329	77,580
22	Grocery & Combination .....	10,720	3,897	6,824	10,335
23	Other Food & Beverage .....	5,885	4,862	1,023	5,280
24	General .....	5,005	(a)	(a)	7,348
25	Department .....	14,220	-	14,220	8,078
26	Variety .....	1,178	1,123	55	1,719
27	Motor Vehicle .....	7,257	-	7,257	12,986
28	Garage & Filling Station .....	2,213	(a)	(a)	3,910
29	Men's Clothing .....	1,086	93	993	1,330
30	Family Clothing .....	1,226	(a)	(a)	1,240
31	Women's Clothing .....	761	250	510	873
32	Shoe .....	320	79	241	303
33	Hardware .....	2,091	(a)	(a)	3,066
34	Lumber & Building Material .....	2,273	595	1,678	2,576
35	Furniture, Appliance & Radio .....	2,129	223	1,906	2,005
36	Restaurant .....	2,185	162	2,024	2,140
37	Fuel .....	1,122	-	1,122	871
38	Drug .....	1,866	(a)	(a)	2,257
39	Jewellery .....	1,302	(a)	(a)	1,363
40	Miscellaneous .....	7,583	792	6,791	9,900

(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.

December, 1956

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
22,543	101,439	327,461	67,981	259,480	563,462	153,875	409,587	1
4,606	20,004	71,874	21,677	50,197	104,504	60,582	43,922	2
(a)	(a)	33,473	16,656	16,818	51,558	36,753	14,804	3
823	12,708	10,355	675	9,680	10,414	710	9,704	4
-	13,922	29,550	-	29,550	57,121	-	57,121	5
4,848	424	11,814	9,789	2,025	22,985	19,560	3,425	6
(a)	(a)	33,487	-	33,487	68,942	(a)	(a)	7
(a)	(a)	12,573	(a)	(a)	26,203	(a)	(a)	8
(a)	(a)	7,866	998	6,869	14,530	2,691	11,840	9
(a)	(a)	9,403	2,462	6,940	9,360	1,408	7,952	10
353	1,949	7,786	2,322	5,464	15,130	6,017	9,113	11
(a)	(a)	4,567	2,200	2,366	7,280	3,681	3,600	12
(a)	(a)	5,344	(a)	(a)	11,894	1,131	10,763	13
-	1,091	5,317	(a)	(a)	10,776	1,484	9,292	14
547	3,853	13,813	4,251	9,562	24,899	5,443	19,456	15
68	1,536	11,045	783	10,261	16,119	1,093	15,026	16
-	2,144	10,899	-	10,899	18,611	(a)	(a)	17
207	2,391	6,502	536	5,966	15,658	2,128	13,530	18
701	1,493	6,726	2,111	4,615	13,279	4,736	8,543	19
438	10,686	35,067	2,566	32,501	64,199	6,039	58,160	20
Saskatchewan		Alberta			British Columbia			
12,953	64,627	115,375	23,236	92,139	160,318	34,636	125,682	21
2,653	7,682	15,692	5,856	9,836	23,369	9,823	13,546	22
4,122	1,158	10,870	8,314	2,556	17,939	12,939	5,000	23
(a)	(a)	6,074	(a)	(a)	5,856	828	5,028	24
-	8,078	17,590	-	17,590	29,093	-	29,093	25
1,421	298	2,818	2,197	621	2,697	1,879	818	26
-	12,986	16,108	-	16,108	23,970	-	23,970	27
(a)	(a)	5,442	(a)	(a)	6,642	(a)	(a)	28
(a)	(a)	3,444	(a)	(a)	3,804	(a)	(a)	29
(a)	(a)	1,909	(a)	(a)	1,611	(a)	(a)	30
286	587	2,745	644	2,100	3,690	904	2,786	31
78	225	757	290	468	1,345	357	988	32
(a)	(a)	3,734	(a)	(a)	2,473	(a)	(a)	33
1,534	1,042	3,622	1,972	1,650	2,493	303	2,191	34
257	1,748	4,246	519	3,727	6,224	1,576	4,648	35
33	2,107	3,136	116	3,020	5,026	644	4,382	36
-	871	81	-	81	3,978	(a)	(a)	37
(a)	(a)	3,009	361	2,647	4,125	1,070	3,055	38
396	967	1,468	898	571	3,562	1,311	2,251	39
1,229	8,671	12,630	1,374	11,257	12,421	2,193	10,227	40

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

(Without Adjustment for Price Changes)

December 1956 Over December 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 6.0	+ 3.4	+ 5.0	+ 4.9	+ 5.0	+15.1	+10.1	+ 7.8
Grocery & Combination .....	+ 6.4	+ 3.2	+ 5.5	+ 9.3	- 1.0	+ 3.4	+ 5.7	+ 5.0
Other Food & Beverage .....	+ 8.8	+ 4.9	+10.0	+ 6.3	+22.0	+11.8	+12.2	+ 9.6
General .....	+ 4.7	+ 4.2	+ 4.8	+ 2.3	+ 1.3	+11.0	+ 6.2	+ 4.4
Department .....	+ 4.0	+ 1.7	- 1.3	+ 2.9	+ 5.6	+ 6.2	+10.5	+ 8.0
Variety .....	+ 8.0	+12.5	+ 5.2	+ 8.7	+ 5.7	+17.4	+ 6.5	+ 3.8
Motor Vehicle .....	+16.9	+11.2	+27.4	+12.5	+ 3.8	+36.4	+19.2	+13.6
Garage & Filling Station .....	+ 1.1	- 1.3	- 3.5	- 2.2	+ 2.0	+24.4	+ 5.7	+11.3
Men's Clothing .....	+ 4.1	+ 0.3	- 3.1	+ 1.2	+19.7	+26.1	+17.8	+12.8
Family Clothing .....	+ 0.4	+ 5.7	- 4.3	- 2.6	+ 8.8	+13.4	+13.0	+ 3.1
Women's Clothing .....	+ 7.6	+10.5	+ 9.9	+ 7.4	+16.5	+16.6	+ 6.7	- 0.7
Shoe .....	+ 4.1	+ 5.0	+ 1.4	+ 1.2	+23.1	+21.7	+24.7	+12.5
Hardware .....	+ 6.5	+ 4.0	+ 2.8	+ 4.1	+ 9.9	+10.1	+17.1	+ 7.7
Lumber & Building Material .....	- 1.8	- 1.1	- 2.9	- 2.2	-11.9	+12.1	+ 7.5	-11.8
Furniture, Appliance & Radio .....	- 0.3	-10.2	- 2.1	+ 0.9	+10.6	+36.7	-10.7	+ 2.9
Restaurant .....	+ 4.8	-14.8	+ 5.3	+ 3.6	+ 3.0	+ 4.0	+ 5.5	+16.7
Fuel .....	- 7.8	- 6.5	- 3.8	-11.1	-11.7	- 1.5	- 8.0	- 5.0
Drug .....	+ 6.1	+ 4.3	+ 8.0	+ 3.3	+ 3.4	+ 9.5	+ 9.7	+12.3
Jewellery .....	+ 6.0	+ 1.6	+11.7	+ 4.8	- 4.8	+14.7	+ 1.1	+ 6.6
Miscellaneous .....	+ 5.9	+ 3.7	+ 0.8	+ 4.9	+10.9	+17.0	+15.6	+ 9.1

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

7

(Without Adjustment for Price Changes)

**January to December 1956 Over January to December 1955**

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 7.4	+ 6.2	+ 8.8	+ 5.6	+ 4.8	+ 8.9	+10.7	+10.3
Grocery & Combination .....	+ 7.9	+ 5.4	+ 8.7	+ 8.6	+ 6.5	+ 3.4	+ 8.8	+ 7.1
Other Food & Beverage .....	+ 5.4	+ 5.5	+ 5.9	+ 3.3	+10.2	+ 6.4	+ 7.1	+ 8.6
General .....	+ 5.3	+ 5.9	+ 6.1	+ 3.3	+ 3.3	+ 7.0	+ 5.5	+ 5.8
Department .....	+ 8.0	+ 7.4	+ 5.2	+ 7.8	+ 4.4	+ 9.5	+12.0	+10.8
Variety .....	+ 9.8	+ 9.6	+ 7.2	+10.7	+10.5	+12.4	+14.2	+ 8.3
Motor Vehicle .....	+ 7.5	+ 8.4	+10.7	+ 1.4	- 1.4	+13.9	+17.4	+13.8
Garage & Filling Station .....	+ 5.4	+ 4.1	+ 8.8	+ 3.2	+ 8.4	+ 2.2	+ 1.7	+13.9
Men's Clothing .....	+ 6.1	+ 3.5	+ 5.2	+ 4.7	+10.5	+ 5.5	+12.3	+ 9.0
Family Clothing .....	+ 6.0	+ 6.8	+ 7.6	+ 2.9	+11.4	+ 6.2	+ 4.7	+ 8.2
Women's Clothing .....	+ 7.8	+ 8.2	+ 7.7	+ 9.1	+ 3.4	+12.3	+ 6.8	+ 3.9
Shoe .....	+ 7.5	+ 1.8	+ 7.5	+ 7.4	+ 8.3	+11.0	+ 9.2	+11.6
Hardware .....	+ 7.1	+ 7.2	+11.1	+ 4.2	+ 8.4	+11.4	+ 8.8	+ 2.9
Lumber & Building Material .....	+ 9.1	+ 5.1	+11.2	+ 7.6	+ 7.3	+ 6.7	+11.9	+13.1
Furniture, Appliance & Radio .....	+ 6.6	+ 1.9	+12.2	+ 4.8	+ 1.5	+10.3	+ 5.5	+ 5.0
Restaurant .....	+ 4.8	+ 1.0	+ 5.1	+ 4.8	+ 1.5	+ 5.4	+ 0.7	+10.4
Fuel .....	+10.8	+ 8.0	+12.8	+12.6	+ 1.4	+ 2.3	+ 2.5	+ 4.1
Drug .....	+ 5.4	+ 6.4	+ 6.7	+ 3.7	+ 2.7	+ 5.3	+ 6.1	+10.3
Jewellery .....	+ 5.8	+ 4.8	+10.4	+ 3.7	- 2.9	+13.0	+ 5.4	+ 7.2
Miscellaneous .....	+ 9.9	+ 7.0	+11.2	+ 7.3	+ 8.0	+13.4	+15.7	+14.1

1956

(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	14,088,724	2,570,953	11,517,771	1,197,527
2	Grocery & Combination .....	2,620,964	1,079,337	1,541,627	247,252
3	Other Food & Beverage .....	1,000,775	522,889	471,886	90,925
4	General .....	557,795	35,484	522,311	120,356
5	Department .....	1,242,006	-	1,242,006	100,269
6	Variety .....	274,627	228,469	46,158	27,590
7	Motor Vehicle .....	2,547,109	22,569	2,524,540	219,827
8	Garage & Filling Station .....	756,742	4,246	752,496	55,459
9	Men's Clothing .....	227,358	27,408	199,950	12,168
10	Family Clothing .....	211,906	35,042	176,864	31,471
11	Women's Clothing .....	242,791	66,263	176,528	13,876
12	Shoe .....	132,492	52,664	79,828	9,915
13	Hardware .....	274,122	22,592	251,530	21,118
14	Lumber & Building Material .....	491,661	103,888	387,773	17,095
15	Furniture, Appliance & Radio .....	576,315	121,231	455,084	40,077
16	Restaurant .....	490,234	35,159	455,075	23,001
17	Fuel .....	296,922	3,061	293,861	17,799
18	Drug .....	316,570	39,012	277,558	22,438
19	Jewellery .....	130,851	45,052	85,799	9,709
20	Miscellaneous .....	1,697,484	126,587	1,570,897	117,176
21	TOTAL, ALL TRADES .....	701,308	103,193	598,115	814,585
22	Grocery & Combination .....	114,847	42,139	72,708	102,738
23	Other Food & Beverage .....	34,645	22,484	12,161	34,175
24	General .....	47,343	(a)	(a)	75,696
25	Department .....	107,504	-	107,504	63,003
26	Variety .....	6,658	6,348	310	9,803
27	Motor Vehicle .....	104,188	-	104,188	167,358
28	Garage & Filling Station .....	27,390	(a)	(a)	48,056
29	Men's Clothing .....	7,246	576	6,670	7,534
30	Family Clothing .....	8,538	(a)	(a)	9,692
31	Women's Clothing .....	5,885	2,048	3,837	7,601
32	Shoe .....	3,564	770	2,794	3,191
33	Hardware .....	15,891	(a)	(a)	26,108
34	Lumber & Building Material .....	46,417	10,148	36,269	51,564
35	Furniture, Appliance & Radio .....	21,405	3,043	18,362	17,796
36	Restaurant .....	25,131	2,062	23,069	28,654
37	Fuel .....	7,421	-	7,421	6,795
38	Drug .....	16,511	(a)	(a)	18,909
39	Jewellery .....	6,063	(a)	(a)	6,560
40	Miscellaneous .....	94,661	7,046	87,615	129,352

(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.

1 9 5 6

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
179,969	1,017,558	3,269,111	533,021	2,736,090	5,402,959	1,192,388	4,210,571	1
46,638	200,614	736,470	229,156	507,314	1,025,271	575,510	449,761	2
(a)	(a)	262,966	85,172	177,794	388,480	226,865	161,615	3
7,922	112,434	96,285	7,173	89,112	107,225	5,593	101,632	4
-	100,269	220,471	-	220,471	413,529	-	413,529	5
24,834	2,756	73,368	59,220	14,148	126,410	107,158	19,252	6
(a)	(a)	515,358	-	515,358	951,092	(a)	(a)	7
(a)	(a)	160,295	(a)	(a)	323,652	(a)	(a)	8
(a)	(a)	61,829	5,765	56,064	92,522	17,209	75,313	9
(a)	(a)	75,432	18,426	57,006	62,675	9,104	53,571	10
2,187	11,689	63,001	15,740	47,261	103,723	32,616	71,107	11
(a)	(a)	36,379	15,073	21,306	60,984	28,340	32,644	12
(a)	(a)	56,897	(a)	(a)	103,579	8,809	94,770	13
-	17,095	92,489	(a)	(a)	174,178	24,239	149,939	14
5,925	34,152	158,382	40,900	117,482	239,166	49,680	189,486	15
732	22,269	126,420	9,202	117,218	195,392	13,584	181,808	16
-	17,799	80,698	-	80,698	150,474	(a)	(a)	17
1,826	20,612	63,345	5,423	57,922	136,303	17,207	119,096	18
2,851	6,858	28,366	8,228	20,138	57,878	21,049	36,829	19
4,214	112,962	360,660	20,770	339,890	690,426	48,828	641,598	20
Saskatchewan		Alberta			British Columbia			
113,964	700,621	1,146,094	182,354	963,740	1,557,207	266,084	1,291,123	21
28,371	74,367	158,525	60,029	98,496	235,868	97,498	138,370	22
21,293	12,882	67,676	40,972	26,704	121,919	69,852	52,067	23
(a)	(a)	56,413	(a)	(a)	54,480	7,901	46,579	24
-	63,003	127,567	-	127,567	209,669	-	209,669	25
8,102	1,701	15,813	12,361	3,452	14,984	10,446	4,538	26
-	167,358	246,527	-	246,527	342,764	-	342,764	27
(a)	(a)	65,581	(a)	(a)	76,314	(a)	(a)	28
(a)	(a)	22,890	(a)	(a)	23,171	(a)	(a)	29
(a)	(a)	12,649	(a)	(a)	11,449	(a)	(a)	30
2,133	5,468	20,782	4,856	15,926	27,921	6,682	21,239	31
902	2,289	6,606	2,435	4,171	11,856	3,059	8,797	32
(a)	(a)	29,538	(a)	(a)	20,998	(a)	(a)	33
29,458	22,106	60,802	30,224	30,578	49,115	5,429	43,686	34
3,058	14,738	43,896	5,352	38,544	55,601	13,276	42,325	35
435	28,219	36,618	1,283	35,335	55,021	7,861	47,160	36
-	6,795	686	-	686	33,052	(a)	(a)	37
(a)	(a)	24,248	3,154	21,094	34,820	8,941	25,879	38
1,585	4,975	6,548	3,873	2,675	15,725	5,654	10,071	39
10,921	118,431	142,729	12,031	130,698	162,480	22,777	139,703	40

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1956

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(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Total - All Trades</u>								
January	904,382	72,250	214,695	360,960	41,915	43,467	68,909	102,191
February	901,620	74,376	215,799	354,139	42,868	42,591	71,734	100,114
March	1,104,105	91,834	266,746	434,692	52,976	51,967	84,716	121,178
April	1,135,782	94,551	269,631	440,548	52,709	62,700	91,477	124,176
May	1,272,651	111,593	295,442	485,121	64,274	76,013	101,736	138,483
June	1,298,432	113,055	295,716	504,174	64,043	77,766	105,781	137,905
July	1,185,113	107,435	263,781	444,724	61,637	71,537	99,900	136,100
August	1,218,656	106,048	276,113	443,296	62,346	87,058	104,031	139,765
September	1,186,339	98,468	276,296	445,863	60,869	72,186	98,619	134,043
October	1,209,718	101,211	278,004	453,613	64,039	78,798	102,117	131,943
November	1,233,336	102,724	289,427	472,367	63,210	72,922	101,699	130,991
December	1,438,590	123,982	327,461	563,462	70,422	77,580	115,375	160,318
ANNUAL TOTAL	14,088,724	1,197,527	3,269,111	5,402,959	701,308	814,585	1,146,094	1,557,207
<u>Grocery and Combination Stores</u>								
January	189,524	16,893	55,321	74,316	8,132	7,020	11,229	16,614
February	190,693	18,107	53,163	75,122	8,441	7,403	11,270	17,188
March	222,605	20,300	62,983	88,509	9,640	8,683	13,201	19,289
April	200,938	19,002	56,856	78,515	8,923	7,820	11,803	18,020
May	217,708	20,572	61,523	84,411	9,472	8,573	13,276	19,881
June	236,798	21,998	67,169	91,791	10,405	9,353	14,388	21,695
July	215,419	22,930	59,330	82,353	9,421	7,895	13,025	20,465
August	219,840	20,898	61,989	83,956	9,864	9,034	13,768	20,331
September	221,244	20,620	61,982	86,207	9,924	8,727	13,965	19,820
October	220,846	20,889	61,772	85,928	9,944	8,933	13,565	19,816
November	224,246	20,433	62,508	89,659	9,961	8,962	13,343	19,380
December	261,103	24,610	71,874	104,504	10,720	10,335	15,692	23,369
ANNUAL TOTAL	2,620,964	247,252	736,470	1,025,271	114,847	102,738	158,525	235,868

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

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Other Food and Beverages</u>								
January	64,921	5,920	18,468	24,083	1,928	1,992	4,163	8,367
February	65,985	6,007	18,153	25,594	2,052	2,070	4,235	7,874
March	79,434	6,805	20,753	31,993	2,426	2,494	5,124	9,839
April	70,560	6,311	19,823	26,841	2,216	2,286	4,582	8,502
May	79,196	7,064	22,071	30,666	2,651	2,471	4,838	9,437
June	86,246	7,921	21,500	35,015	2,924	3,081	5,510	10,295
July	79,374	8,128	19,091	30,972	2,995	2,774	5,386	10,030
August	87,573	9,182	21,596	34,447	2,957	2,847	5,901	10,643
September	82,740	7,474	22,409	32,663	2,697	2,739	5,267	9,493
October	83,421	7,751	21,881	32,241	2,984	3,113	5,773	9,679
November	85,338	7,378	23,748	32,407	2,930	3,028	6,027	9,821
December	135,987	10,984	33,473	51,558	5,885	5,280	10,870	17,939
ANNUAL TOTAL	1,000,775	90,925	262,966	388,480	34,645	34,175	67,676	121,919
<u>General Stores</u>								
January	35,041	7,265	5,779	7,361	2,895	4,391	3,848	3,503
February	34,008	7,319	5,595	6,973	2,916	3,905	3,910	3,391
March	39,919	8,517	6,367	7,833	3,463	5,219	4,337	4,183
April	39,198	8,574	6,092	7,964	3,331	5,028	4,040	4,170
May	49,410	10,483	8,228	10,047	4,041	7,091	4,982	4,538
June	51,233	11,340	8,576	10,001	4,305	6,867	5,373	4,771
July	48,493	10,628	8,278	9,604	4,206	6,367	4,748	4,663
August	50,761	10,777	8,839	9,696	4,392	7,589	4,608	4,859
September	49,887	10,524	8,908	9,298	4,303	7,251	4,824	4,779
October	50,794	10,529	9,775	8,859	4,196	7,781	4,722	4,932
November	50,468	10,869	9,493	9,175	4,290	6,859	4,947	4,835
December	58,583	13,531	10,355	10,414	5,005	7,348	6,074	5,856
ANNUAL TOTAL	557,795	120,356	96,285	107,225	47,343	75,696	56,413	54,480

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 - 1956

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(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Department Stores</u>								
January	74,043	5,335	12,986	25,059	6,520	3,780	8,082	12,280
February	75,154	5,761	13,676	25,593	6,205	3,663	7,519	12,737
March	93,503	7,472	17,131	30,913	8,052	4,645	9,927	15,363
April	94,869	7,701	17,189	31,631	8,595	5,023	9,534	15,197
May	102,884	9,399	19,382	34,057	8,476	5,247	9,808	16,516
June	99,517	8,487	17,839	33,341	8,597	5,139	9,825	16,290
July	78,833	6,547	12,550	24,697	7,521	4,079	8,856	14,582
August	91,397	7,348	15,882	28,451	7,911	4,745	9,889	17,171
September	106,346	7,614	20,264	35,262	8,700	4,888	10,643	18,976
October	115,721	9,136	20,029	38,712	10,030	6,442	12,014	19,360
November	140,165	11,547	23,993	48,692	12,677	7,274	13,880	22,104
December	169,574	13,922	29,550	57,121	14,220	8,078	17,590	29,093
ANNUAL TOTAL	1,242,006	100,269	220,471	413,529	107,504	63,003	127,567	209,669
<u>Variety Stores</u>								
January	13,975	1,144	3,896	6,527	335	483	773	817
February	14,188	1,256	3,840	6,598	326	520	836	812
March	20,933	1,911	5,698	9,907	511	670	1,146	1,091
April	18,937	1,775	5,217	8,499	471	713	1,179	1,084
May	21,117	1,987	6,069	9,389	537	765	1,221	1,148
June	24,070	2,345	6,830	10,973	584	829	1,310	1,199
July	20,834	2,155	5,489	9,523	500	754	1,245	1,169
August	21,276	2,172	5,916	9,505	500	786	1,186	1,210
September	22,190	2,298	6,011	10,231	513	722	1,185	1,230
October	22,625	2,291	6,103	10,248	572	864	1,366	1,180
November	26,000	2,985	6,485	12,025	631	978	1,548	1,347
December	48,482	5,271	11,814	22,985	1,178	1,719	2,818	2,697
ANNUAL TOTAL	274,627	27,590	73,368	126,410	6,658	9,803	15,813	14,984

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 - 1956

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Motor Vehicle Dealers</u>								
January	134,096	10,356	27,817	50,830	4,978	6,452	13,041	20,623
February	155,422	11,020	34,449	58,957	5,637	7,624	16,836	20,899
March	208,790	17,729	44,896	82,558	7,744	9,784	19,155	26,924
April	263,797	22,537	56,967	102,638	8,632	16,524	24,117	32,382
May	292,718	29,298	60,978	108,406	13,448	18,076	25,593	36,920
June	276,247	26,567	53,097	106,902	11,364	18,447	25,145	34,726
July	251,223	23,396	49,061	91,743	11,002	16,965	24,486	34,570
August	229,444	20,559	44,900	79,912	9,703	18,407	23,435	32,527
September	194,216	16,644	37,155	68,627	8,402	14,110	20,510	28,768
October	186,554	15,503	35,784	67,323	8,314	14,398	18,846	26,387
November	179,642	14,007	36,767	64,254	7,707	13,585	19,255	24,068
December	174,960	12,211	33,487	68,942	7,257	12,986	16,108	23,970
ANNUAL TOTAL	2,547,109	219,827	515,358	951,092	104,188	167,358	246,527	342,764
<u>Garages and Filling Stations</u>								
January	54,253	3,588	12,138	23,926	1,942	2,721	4,195	5,743
February	50,579	3,317	11,561	21,975	1,643	2,695	4,137	5,250
March	57,715	4,140	13,569	24,700	1,863	3,073	4,795	5,576
April	58,298	4,175	12,641	25,133	2,000	3,011	5,262	6,076
May	68,325	4,855	13,950	29,693	2,636	4,114	6,376	6,703
June	68,849	4,846	14,037	29,844	2,672	4,773	6,156	6,520
July	69,110	5,412	14,445	29,542	2,706	4,272	5,967	6,765
August	69,475	5,242	14,007	29,143	2,428	5,578	6,032	7,046
September	64,497	4,819	13,412	27,362	2,239	4,525	5,655	6,486
October	67,533	4,809	14,324	27,986	2,452	5,197	5,873	6,893
November	66,367	5,496	13,638	28,145	2,596	4,187	5,691	6,614
December	61,741	4,760	12,573	26,203	2,213	3,910	5,442	6,642
ANNUAL TOTAL	756,742	55,459	160,295	323,652	27,390	48,056	65,581	76,314

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 - 1926

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Men's Clothing Stores</u>								
January	16,820	779	4,421	7,343	460	470	1,552	1,796
February	12,219	735	3,095	5,182	453	363	996	1,396
March	16,682	869	5,280	6,611	502	486	1,515	1,419
April	16,411	890	4,690	6,314	568	567	1,800	1,582
May	16,844	880	4,287	7,046	554	533	1,751	1,793
June	20,265	1,094	5,814	8,409	640	685	2,011	1,611
July	15,563	956	4,101	6,203	436	496	1,630	1,741
August	16,016	881	4,909	5,979	441	412	1,575	1,819
September	18,108	959	4,985	7,230	543	571	1,903	1,918
October	20,006	944	5,462	7,668	726	795	2,441	1,971
November	24,324	1,142	6,919	10,007	837	826	2,272	2,321
December	34,100	2,039	7,866	14,530	1,086	1,330	3,444	3,804
ANNUAL TOTAL	227,358	12,168	61,829	92,522	7,246	7,534	22,890	23,171
<u>Family Clothing Stores</u>								
January	12,894	1,682	4,574	4,014	443	562	772	847
February	9,890	1,389	3,586	3,007	361	429	624	494
March	16,398	2,229	6,220	5,126	647	509	942	725
April	16,138	2,279	6,191	4,560	704	664	947	795
May	16,693	2,541	6,129	4,622	776	812	988	826
June	18,865	2,949	6,744	5,309	939	988	1,029	908
July	14,375	2,173	4,991	3,993	633	703	933	950
August	15,879	2,379	5,771	4,330	541	765	1,029	1,065
September	18,437	2,513	6,783	5,604	758	698	1,005	1,075
October	19,755	2,761	7,037	5,677	715	1,227	1,299	1,040
November	22,491	3,240	8,003	7,073	795	1,095	1,172	1,113
December	30,091	5,342	9,403	9,360	1,226	1,240	1,909	1,611
ANNUAL TOTAL	211,906	31,477	75,432	62,675	8,538	9,692	12,649	11,449

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 - 1956

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Women's Clothing Stores</u>								
January	15,656	831	3,774	7,002	345	507	1,256	1,941
February	12,357	681	3,058	5,608	289	345	1,128	1,247
March	19,694	924	5,678	8,079	411	522	1,480	2,600
April	19,040	848	5,402	7,950	489	634	1,715	2,003
May	20,773	1,281	5,301	8,507	513	719	1,926	2,526
June	21,557	1,128	6,351	9,056	548	706	1,825	1,944
July	17,630	1,003	4,608	7,255	423	587	1,602	2,150
August	17,222	1,161	4,724	6,753	436	488	1,543	2,116
September	20,826	1,065	5,301	9,322	534	603	1,555	2,445
October	22,730	1,407	5,373	9,590	602	887	2,046	2,825
November	22,021	1,246	5,645	9,471	534	730	1,961	2,434
December	33,285	2,301	7,786	15,130	761	873	2,745	3,690
ANNUAL TOTAL	242,791	13,876	63,001	103,723	5,885	7,601	20,782	27,921
<u>Shoe Stores</u>								
January	8,372	530	2,041	4,113	225	152	389	922
February	6,240	450	1,606	2,943	136	159	324	623
March	10,013	736	2,758	4,740	230	203	515	831
April	10,243	766	2,826	4,407	343	300	587	1,015
May	11,818	842	3,180	5,347	364	335	677	1,074
June	13,648	1,127	3,799	6,462	431	341	477	1,011
July	10,655	759	3,043	4,726	266	259	548	1,054
August	10,621	784	3,053	4,685	285	231	574	1,009
September	11,762	877	3,055	5,546	338	294	553	1,099
October	10,379	785	2,619	4,703	315	340	596	1,021
November	12,780	869	3,832	6,032	311	274	609	852
December	15,961	1,390	4,567	7,280	320	303	757	1,345
ANNUAL TOTAL	132,492	9,915	36,379	60,984	3,564	3,191	6,606	11,856

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 - 1956

(in thousands of dollars)

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Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Hardware Stores</u>								
January	14,300	920	2,644	6,115	857	1,033	1,506	1,226
February	14,361	1,002	2,774	5,802	801	1,167	1,647	1,168
March	17,051	1,291	3,440	6,637	962	1,350	1,810	1,561
April	19,904	1,447	3,844	7,723	1,175	2,037	2,258	1,420
May	24,803	1,744	5,552	9,490	1,362	2,343	2,544	1,770
June	26,797	2,069	5,866	10,409	1,468	2,581	2,546	1,857
July	24,667	2,140	5,305	9,280	1,417	2,286	2,366	1,874
August	25,590	1,989	5,733	9,070	1,359	2,873	2,642	1,925
September	24,733	1,947	5,392	9,037	1,490	2,333	2,636	1,899
October	25,942	2,235	5,788	9,020	1,445	2,587	3,023	1,845
November	24,907	1,868	5,215	9,102	1,464	2,452	2,826	1,980
December	31,067	2,466	5,344	11,894	2,091	3,066	3,734	2,473
ANNUAL TOTAL	274,122	21,118	56,897	103,579	15,891	26,108	29,538	20,998
<u>Lumber and Building Material Dealers</u>								
January	25,996	845	4,659	10,107	2,326	2,163	2,872	3,024
February	26,042	792	4,930	9,847	2,395	1,884	3,052	3,141
March	27,855	940	5,914	9,804	2,360	1,705	3,366	3,766
April	34,376	1,028	7,237	12,349	2,766	2,247	4,187	4,561
May	47,921	1,686	9,190	17,728	4,214	4,694	5,364	5,045
June	51,360	1,749	9,537	18,732	4,837	5,665	6,113	4,727
July	51,140	1,799	9,902	17,756	5,110	5,769	6,230	4,575
August	55,425	1,911	10,645	17,919	5,360	7,536	7,177	4,876
September	48,407	1,775	8,305	16,696	4,810	6,028	6,241	4,552
October	50,756	1,918	9,220	17,209	5,515	6,054	6,128	4,712
November	44,235	1,561	7,633	15,255	4,451	5,243	6,450	3,643
December	28,148	1,091	5,317	10,776	2,273	2,576	3,622	2,493
ANNUAL TOTAL	491,661	17,095	92,489	174,178	46,417	51,564	60,802	49,115

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 - 1956

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Furniture, Appliance and Radio Stores</u>								
January	40,526	2,822	9,812	17,688	1,850	1,322	3,498	3,534
February	40,044	2,699	12,342	15,087	1,382	1,176	3,442	3,916
March	42,802	2,571	12,466	17,775	1,538	1,086	3,311	4,057
April	42,517	2,965	11,589	18,368	1,587	1,141	2,988	3,880
May	48,025	3,225	14,867	19,633	1,386	971	3,465	4,480
June	49,464	3,305	13,856	20,441	1,802	1,616	3,744	4,701
July	45,715	3,343	12,136	19,398	1,484	1,501	3,202	4,651
August	48,332	3,510	13,267	20,106	1,959	1,326	3,321	4,843
September	52,200	3,587	15,395	20,944	2,105	1,398	3,937	4,834
October	54,919	3,540	14,605	22,809	2,282	2,013	4,446	5,226
November	54,055	4,110	14,234	22,018	1,901	2,241	4,296	5,255
December	57,716	4,400	13,813	24,899	2,129	2,005	4,246	6,224
ANNUAL TOTAL	576,315	40,077	158,382	239,166	21,405	17,796	43,896	55,601
<u>Restaurants</u>								
January	35,789	1,828	9,069	14,162	1,807	2,252	2,650	4,021
February	34,085	1,701	8,955	13,646	1,729	1,918	2,608	3,529
March	37,141	1,834	8,987	14,876	1,992	2,262	3,029	4,161
April	38,068	1,664	9,729	15,132	2,019	2,330	3,126	4,068
May	41,898	1,700	10,789	17,168	2,125	2,578	3,052	4,486
June	43,310	2,050	11,096	17,755	2,192	2,502	3,020	4,697
July	45,761	2,393	11,432	17,815	2,313	2,620	3,493	5,693
August	47,020	2,609	11,508	18,920	2,420	2,858	3,254	5,453
September	43,380	2,038	11,712	17,158	2,082	2,366	2,968	5,057
October	42,584	1,787	11,428	16,864	2,157	2,586	3,222	4,540
November	39,943	1,793	10,670	15,777	2,110	2,242	3,060	4,290
December	41,255	1,604	11,045	16,119	2,185	2,140	3,136	5,026
ANNUAL TOTAL	490,234	23,001	126,420	195,392	25,131	28,654	36,618	55,021

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 - 1956

18

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Fuels</u>								
January	38,962	1,830	10,468	20,998	938	892	91	3,746
February	32,997	1,770	9,237	16,259	821	762	77	4,071
March	33,120	1,833	9,479	16,997	688	624	54	3,444
April	21,376	1,223	6,034	10,962	360	409	22	2,367
May	16,138	1,063	4,415	8,356	231	368	25	1,681
June	12,334	762	2,742	6,570	114	242	27	1,877
July	12,259	774	2,742	6,369	344	330	33	1,667
August	14,785	807	4,119	7,643	144	339	34	1,699
September	22,241	1,391	6,066	11,272	870	560	69	2,013
October	24,646	2,201	6,481	11,442	784	693	86	2,958
November	30,359	2,001	8,016	14,995	1,005	705	87	3,551
December	37,705	2,144	10,899	18,611	1,122	871	81	3,978
ANNUAL TOTAL	296,922	17,799	80,698	150,474	7,421	6,795	686	33,052
<u>Drug Stores</u>								
January	23,957	1,679	4,899	10,635	1,246	1,308	1,708	2,482
February	23,812	1,669	4,777	10,478	1,245	1,278	1,759	2,606
March	26,351	1,905	5,231	11,467	1,373	1,484	1,977	2,914
April	24,251	1,733	5,005	10,244	1,313	1,507	1,891	2,559
May	25,693	1,773	5,556	10,863	1,343	1,458	1,920	2,780
June	26,087	1,845	5,131	11,434	1,360	1,535	1,969	2,814
July	25,370	1,806	5,183	10,853	1,333	1,412	1,967	2,817
August	25,871	1,832	5,287	10,895	1,372	1,620	1,965	2,900
September	25,991	1,809	5,056	11,094	1,341	1,766	2,002	2,922
October	27,324	1,961	5,553	11,516	1,412	1,686	2,186	3,010
November	25,848	1,827	5,165	11,166	1,307	1,598	1,895	2,891
December	36,015	2,599	6,502	15,658	1,866	2,257	3,009	4,125
ANNUAL TOTAL	316,570	22,438	63,345	136,303	16,511	18,909	24,248	34,820

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 - 1956

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Jewellery Stores</u>								
January	6,918	481	1,559	3,044	298	285	376	875
February	7,059	547	1,473	3,073	374	324	376	891
March	8,115	577	1,869	3,429	413	432	416	979
April	8,545	551	2,051	3,861	402	358	409	912
May	9,634	685	2,088	4,313	411	535	486	1,116
June	10,218	790	2,304	4,404	433	548	470	1,270
July	8,321	740	1,590	3,637	395	440	432	1,087
August	9,691	854	2,041	4,049	478	520	528	1,222
September	9,828	732	2,129	4,204	529	510	456	1,267
October	9,817	695	2,067	4,422	430	586	486	1,130
November	12,811	863	2,469	6,163	598	659	645	1,414
December	29,894	2,194	6,726	13,279	1,302	1,363	1,468	3,562
ANNUAL TOTAL	130,851	9,709	28,366	57,878	6,063	6,560	6,548	15,725
<u>Miscellaneous</u>								
January	98,339	7,522	20,370	43,637	4,390	5,682	6,908	9,830
February	96,485	8,154	19,529	42,395	5,662	4,906	6,958	8,881
March	125,984	9,251	28,027	52,738	8,161	6,736	8,616	12,456
April	138,316	9,082	30,248	57,457	6,815	10,101	11,030	13,583
May	161,053	10,515	31,887	65,379	9,734	14,330	13,444	15,763
June	161,567	10,683	33,428	67,326	8,428	11,868	14,843	14,992
July	150,371	10,353	30,504	59,005	9,132	12,028	13,751	15,597
August	162,438	11,153	31,927	57,837	9,796	19,104	15,570	17,051
September	149,306	9,782	31,976	58,106	8,691	12,097	13,245	15,410
October	153,366	10,069	32,703	61,396	9,164	12,616	13,999	13,418
November	147,336	9,489	34,994	60,951	7,105	9,984	11,735	13,078
December	152,923	11,123	35,067	64,199	7,583	9,900	12,630	12,421
ANNUAL TOTAL	1,697,484	117,176	360,660	690,426	94,661	129,352	142,729	162,480

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

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