

63 00

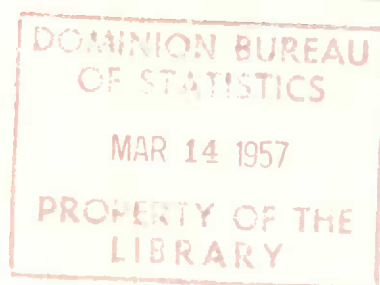


CANADA

DOES NOT CIRCULATE
NE PAS PRÊTER

RETAIL TRADE

JANUARY, 1957



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

DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
Merchandising and Services Section

6505-501-17

Price \$2.00 per year

Vol. XXIX—No. 1

DOCS

ME

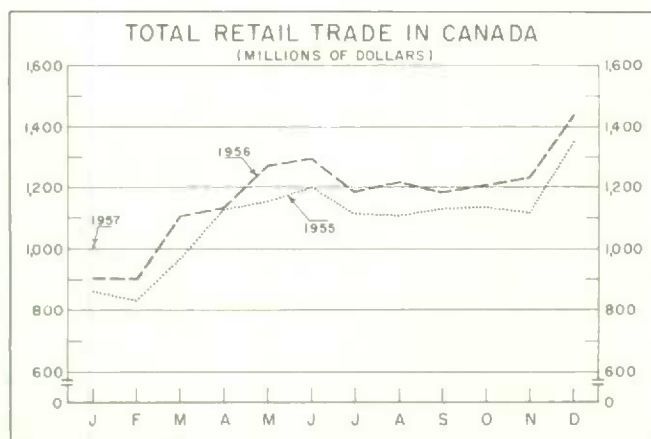
R E T A I L T R A D E

Retail sales in Canada during January 1957 estimated to be \$1,008,840,000 were 11.5% greater than sales of \$904,382,000 in January a year ago and down 29.9% from December sales of \$1,438,590,000. These and other estimates contained in this bulletin are not adjusted for seasonal variations, price changes or number of shopping days.

Alberta with sales of \$81,367,000 this year showed the largest percentage gain, 18.1% of all provinces. Saskatchewan registered sales 17.7% above those of a year ago for the second largest gain. Quebec with sales higher by 12.0%, Ontario 11.2%, British Columbia 10.1%, Manitoba 9.6% and the Atlantic Provinces 5.1% were the remaining provinces contributing to the overall gain of 11.5%.

Except for the lumber and building material and the furniture, appliance and radio classifications all kinds of business as well as the miscellaneous category showed percentage increases in sales during January. Motor vehicle dealers and grocery and combination stores, two of the largest trades, showed increases of 27.8% and 14.4% respectively. In the breakdown between chain and independent store sales, grocery and combination stores were up 19.2% in the chain store group and 11.1% in the independent store classification. In the fuel dealer category, a seasonal trade, sales increased by 25.4% during January 1957 as compared with the same month in 1956.

Department stores with estimated sales of \$78,361,000 during January were 5.6% above the \$74,188,000 estimated in 1956. The breakdown of department store sales and stocks by departments for



January is not available for publication in this report but will be published separately at a later date in the bulletin Department Store Sales and Stocks.

Percentage Changes in Selected Retail Trades

January 1957 over January 1956

Chains and Independents

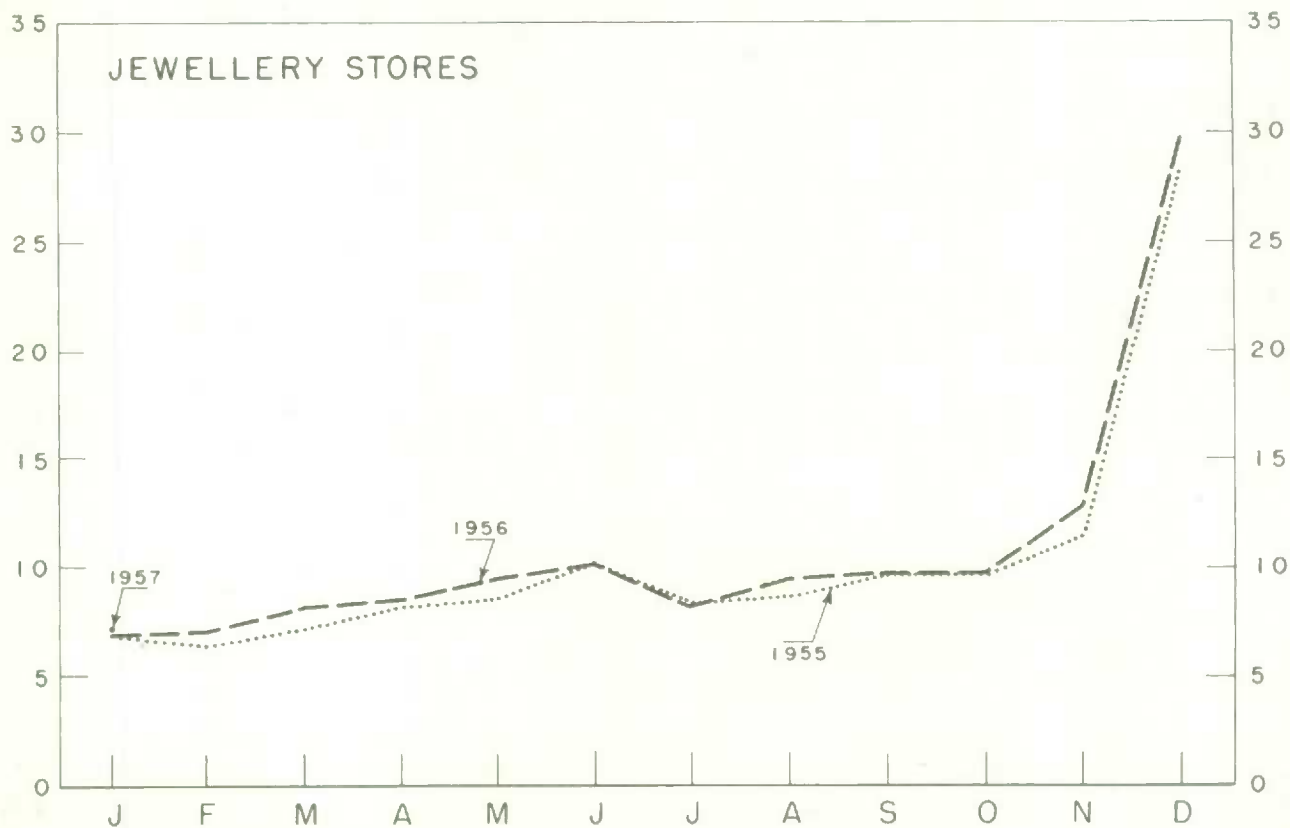
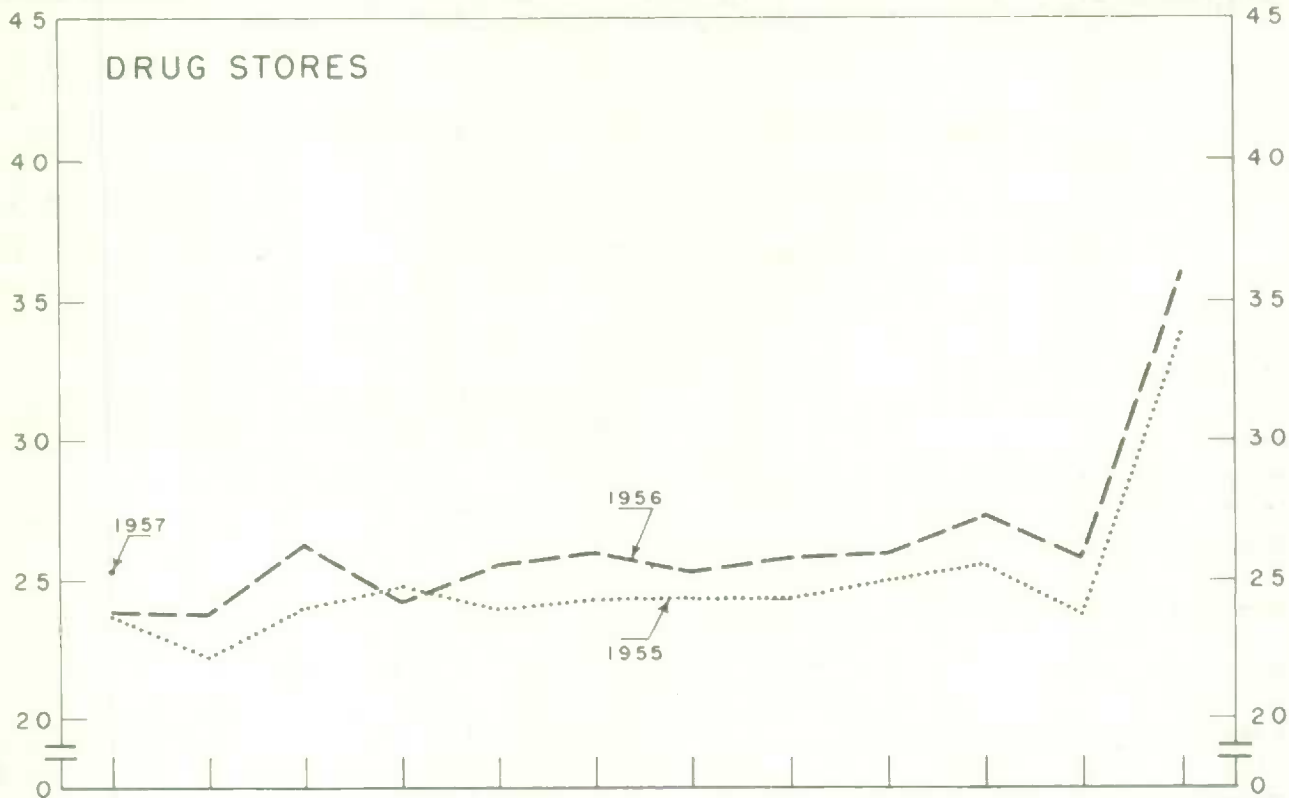
Canada

	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination	+ 14.4	+ 19.2	+ 11.1
Family Clothing	+ 3.7	+ 2.4	+ 4.0
Women's Clothing	+ 5.0	+ 0.6	+ 6.4
Shoe	+ 6.4	+ 13.6	+ 3.3
Lumber and Building Material	- 6.0	- 4.6	- 6.2
Furniture, Appliance and Radio ...	- 1.0	+ 1.5	- 1.6
Restaurant	+ 2.3	- 0.6	+ 2.5
Drug	+ 5.7	+ 7.2	+ 5.5
Jewellery	+ 2.9	- 2.3	+ 5.4

MONTHLY SALES DRUG-JEWELLERY STORES

MILLION DOLLARS

MILLION DOLLARS



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

January, 1957

(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES	1,008,840	183,918	824,922	75,965
2	Grocery & Combination	216,810	92,381	124,430	18,970
3	Other Food & Beverage	69,919	33,504	36,414	6,342
4	General	37,369	2,665	34,705	7,849
5	Department	78,361	-	78,361	5,671
6	Variety	15,048	12,517	2,530	1,236
7	Motor Vehicle	171,391	1,394	169,997	10,436
8	Garage & Filling Station	60,738	241	60,497	3,796
9	Men's Clothing	18,039	1,729	16,310	849
10	Family Clothing	13,375	2,388	10,987	1,778
11	Women's Clothing	16,433	3,914	12,519	890
12	Shoe	8,905	2,806	6,099	546
13	Hardware	14,581	1,327	13,255	913
14	Lumber & Building Material	24,444	4,280	20,164	904
15	Furniture, Appliance & Radio	40,133	8,122	32,011	2,395
16	Restaurant	36,602	2,703	33,899	1,827
17	Fuel	48,867	484	48,383	2,474
18	Drug	25,322	3,098	22,224	1,750
19	Jewellery	7,116	2,209	4,907	449
20	Miscellaneous	105,387	8,156	97,230	6,890
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES	45,926	7,326	38,600	51,176
22	Grocery & Combination	9,043	3,359	5,684	7,910
23	Other Food & Beverage	2,171	1,442	729	2,270
24	General	3,081	(a)	(a)	4,913
25	Department	6,905	-	6,905	3,958
26	Variety	352	336	16	549
27	Motor Vehicle	6,695	-	6,695	9,161
28	Garage & Filling Station	2,028	(a)	(a)	3,478
29	Men's Clothing	544	69	474	605
30	Family Clothing	457	(a)	(a)	608
31	Women's Clothing	382	123	259	526
32	Shoe	227	45	182	164
33	Hardware	913	(a)	(a)	1,212
34	Lumber & Building Material	2,136	436	1,700	2,292
35	Furniture, Appliance & Radio	2,013	456	1,557	1,532
36	Restaurant	1,868	147	1,721	2,199
37	Fuel	1,087	-	1,087	794
38	Drug	1,280	(a)	(a)	1,451
39	Jewellery	319	(a)	(a)	296
40	Miscellaneous	4,425	506	3,919	7,258

(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, 1957

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
12,155	63,810	240,397	39,128	201,269	401,454	86,723	314,731	1
3,953	15,017	62,357	20,156	42,201	86,609	49,407	37,203	2
(a)	(a)	19,914	5,962	13,952	25,454	13,594	11,860	3
710	7,139	6,419	473	5,945	7,364	440	6,924	4
-	5,671	13,051	-	13,051	25,983	-	25,983	5
1,129	107	4,082	3,389	693	7,062	5,972	1,090	6
(a)	(a)	36,940	-	36,940	64,784	(a)	(a)	7
(a)	(a)	14,126	(a)	(a)	26,328	(a)	(a)	8
(a)	(a)	4,428	366	4,061	7,897	1,038	6,858	9
(a)	(a)	4,906	1,178	3,729	3,988	685	3,303	10
107	782	4,171	985	3,186	7,171	1,914	5,258	11
(a)	(a)	2,207	748	1,459	4,374	1,497	2,877	12
(a)	(a)	2,813	(a)	(a)	5,701	550	5,151	13
-	904	4,362	(a)	(a)	9,448	1,144	8,304	14
353	2,042	9,066	2,300	6,766	18,317	3,362	14,956	15
64	1,764	8,953	737	8,216	14,467	1,004	13,463	16
-	2,474	14,058	-	14,058	25,786	(a)	(a)	17
140	1,611	5,306	450	4,856	10,842	1,322	9,521	18
117	332	1,689	462	1,227	3,064	1,035	2,030	19
282	6,608	21,549	1,227	20,322	46,815	3,234	43,581	20
Saskatchewan			Alberta			British Columbia		
6,831	44,345	81,367	11,919	69,448	112,550	19,830	92,720	21
2,151	5,759	12,753	4,924	7,829	19,169	8,432	10,737	22
1,370	901	4,677	2,467	2,210	9,089	5,062	4,027	23
(a)	(a)	4,036	(a)	(a)	3,707	564	3,142	24
-	3,958	8,915	-	8,915	13,878	-	13,878	25
453	95	821	640	181	946	598	348	26
-	9,161	19,719	-	19,719	23,654	-	23,654	27
(a)	(a)	4,612	(a)	(a)	6,370	(a)	(a)	28
(a)	(a)	1,768	(a)	(a)	1,950	(a)	(a)	29
(a)	(a)	797	(a)	(a)	842	(a)	(a)	30
123	402	1,482	287	1,196	1,812	375	1,436	31
41	122	422	154	268	965	230	736	32
(a)	(a)	1,747	(a)	(a)	1,282	(a)	(a)	33
1,072	1,220	2,893	1,135	1,758	2,407	298	2,110	34
319	1,213	3,406	506	2,900	3,404	827	2,577	35
32	2,167	2,816	103	2,714	4,471	616	3,855	36
-	794	125	-	125	4,544	(a)	(a)	37
(a)	(a)	1,892	256	1,636	2,800	736	2,063	38
71	225	391	202	189	906	240	667	39
673	6,585	8,095	855	7,240	10,354	1,377	8,976	40

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

(Without Adjustment for Price Changes)

January 1957 Over January 1956

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES	+11.5	+ 5.1	+12.0	+11.2	+ 9.6	+17.7	+18.1	+10.1
Grocery & Combination	+14.4	+12.3	+12.7	+16.5	+11.2	+12.7	+13.6	+15.4
Other Food & Beverage	+ 7.7	+ 7.1	+ 7.8	+ 5.7	+12.6	+14.0	+12.3	+ 8.6
General	+ 6.6	+ 8.0	+11.1	(c)	+ 6.4	+11.9	+ 4.9	+ 5.8
Department	+ 5.6	+ 5.3	+ 0.5	+ 3.5	+ 5.9	+ 4.5	+10.2	+12.7
Variety	+ 7.7	+ 8.0	+ 4.8	+ 8.2	+ 5.1	+13.7	+ 6.2	+15.8
Motor Vehicle	+27.8	+ 0.8	+32.8	+27.5	+34.5	+42.0	+51.2	+14.7
Garage & Filling Station	+12.0	+ 5.8	+16.4	+10.0	+ 4.4	+27.8	+ 9.9	+10.9
Men's Clothing	+ 7.2	+ 9.0	+ 0.2	+ 7.5	+18.3	+28.7	+13.9	+ 8.6
Family Clothing	+ 3.7	+ 5.7	+ 7.3	- 0.6	+ 3.2	+ 8.2	+ 3.2	- 0.6
Women's Clothing	+ 5.0	+ 7.1	+10.5	+ 2.4	+10.7	+ 3.7	+18.0	- 6.6
Shoe	+ 6.4	+ 3.0	+ 8.1	+ 6.3	+ 0.9	+ 7.9	+ 8.5	+ 4.7
Hardware	+ 2.0	- 0.8	+ 6.4	- 6.8	+ 6.5	+17.3	+16.0	+ 4.6
Lumber & Building Material	- 6.0	+ 7.0	- 6.4	- 6.5	- 8.2	+ 6.0	+ 0.7	-20.4
Furniture, Appliance & Radio	- 1.0	-15.1	- 7.6	+ 3.6	+ 8.8	+15.9	- 2.6	- 3.7
Restaurant	+ 2.3	- 0.1	- 1.3	+ 2.2	+ 3.4	- 2.4	+ 6.3	+11.2
Fuel	+25.4	+35.2	+34.3	+22.8	+15.9	-11.0	+37.4	+21.3
Drug	+ 5.7	+ 4.2	+ 8.3	+ 1.9	+ 2.7	+10.9	+10.8	+12.8
Jewellery	+ 2.9	- 6.7	+ 8.3	+ 0.7	+ 7.0	+ 3.9	+ 4.0	+ 3.5
Miscellaneous	+ 7.2	- 8.4	+ 5.8	+ 7.3	+ 0.8	+27.7	+17.2	+ 5.3

(c) Unchanged

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

7

(Without Adjustment for Price Changes)

January 1957 Over December 1956

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES	-29.9	-38.7	-26.6	-28.8	-34.8	-34.0	-29.5	-29.8
Grocery & Combination	-17.0	-22.9	-13.2	-17.1	-15.6	-23.5	-18.7	-18.0
Other Food & Beverage	-48.6	-42.3	-40.5	-50.6	-63.1	-57.0	-57.0	-49.3
General	-36.2	-42.0	-38.0	-29.3	-38.4	-33.1	-33.6	-36.7
Department	-53.8	-59.3	-55.8	-54.5	-51.4	-51.0	-49.3	-52.3
Variety	-69.0	-76.6	-65.4	-69.3	-70.1	-68.1	-70.9	-64.9
Motor Vehicle	- 2.0	-14.5	+10.3	- 6.0	- 7.7	-29.5	+22.4	- 1.3
Garage & Filling Station	- 1.6	-20.3	+12.4	+ 0.5	- 8.4	-11.0	-15.3	- 4.1
Men's Clothing	-47.1	-58.4	-43.7	-45.7	-49.9	-54.5	-48.7	-48.7
Family Clothing	-55.6	-66.7	-47.8	-57.4	-62.7	-51.0	-58.3	-47.7
Women's Clothing	-50.6	-61.3	-46.4	-52.6	-49.8	-39.7	-46.0	-50.9
Shoe	-44.2	-60.7	-51.7	-39.9	-29.1	-45.9	-44.3	-28.3
Hardware	-53.1	-63.0	-47.4	-52.1	-56.3	-60.5	-53.2	-48.2
Lumber & Building Material	-13.2	-17.1	-18.0	-12.3	- 6.0	-11.0	-20.1	- 3.4
Furniture, Appliance & Radio	-30.5	-45.6	-34.4	-26.4	- 5.4	-23.6	-19.8	-45.3
Restaurant	-11.3	+13.9	-18.9	-10.2	-14.5	+ 2.8	-10.2	-11.0
Fuel	+29.6	+15.4	+29.0	+38.6	- 3.1	- 8.8	+54.3	+14.2
Drug	-29.7	-32.7	-18.4	-30.8	-31.4	-35.7	-37.1	-32.1
Jewellery	-76.2	-79.5	-74.9	-76.9	-75.5	-78.3	-73.4	-74.6
Miscellaneous	-31.1	-38.1	-38.6	-27.1	-41.6	-26.7	-35.9	-16.6

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010778421