## RETAIL TRADE OCTOBER, 1957

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## DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division
Retail Trade Section


## RETAIL TRADE

For the second consecutive month, estimated retail sales in Canada were slightly below the level of the previous year. The October total of $\$ 1,225,367,000$ was $0.2 \%$ below sales for the same month of 1956 . This drop reduced the $3.3 \%$ gain. for the nine-month total, established in September, to one of $3.0 \%$ for the first ten months of 1957 compared to the same period of the previous year. These and other estimates contained in this bulletin are not adjusted for seasonal variations, price changes or number of shopping days; October 1956 and 1957 were similar in that both contained 4 Fridays and Saturdays and each had 26 shopping days.

Total Retall Trade in Canada

Period


$$
\frac{1956}{\$^{\prime} 000}
$$

$$
\frac{1957}{\$^{\prime} 000}
$$

\% Change
1957/1956

In October, the central provinces showed moderate gains in sales over last year while the eastern and western provinces reported decreased sales. The changes ranged from a gain of $2.2 \%$ in Quebec to a decline of $4.1 \%$ in the Atlantic Provinces. Consistent gains were shown in all provinces for food store and drug store sales. The sales of motor vehicle dealers following the pattern of recent months, continued at a lower level with a decrease of $11.9 \%$ from sales of october 1956. In general, most trades handling durable goods expertenced lower sales while non-durable trades reported nominal sales increases.

This report contains revised estimates of retail sales for the first 10 months of 1957. This revision represents a re-projection of 1956-57 trends on a final 1956 total which has now been
adjusted for new stores and stores ceasing to operate as well as stores changing classification. Final figures for 1956 have been released in sumary form by means of a special statement although more complete detail will only be available when the annual report "Retail Trade 1956" is published in the near future. While the relationship between 1957 and 1956 has not been materially disturbed, the 1956 net adfustment raised the dollar level approximately $1 \%$ above the estimates formerly published.

## Percentage Changes in Selected Retail Trades

January to October 1957 over January to October 1956

## Chains and Independents

Canada

|  | All Stores | Chains | Independents |
| :---: | :---: | :---: | :---: |
| Grocery and Combination | +9.4 | + 13.0 | $+6.9$ |
| Family Clothing ................... | $+0.8$ | + 2.1 | + 0.6 |
| Women's Clothing | + 3.7 | + 1.6 | $+4.4$ |
| Shoe ................................ | + 6.4 | + 8.9 | + 4.6 |
| Lumber and Building Material ...... | - 6.4 | - 6.4 | - 6.4 |
| Furniture, Appliance and Radio | - 2.2 | - 3.3 | - 1.8 |
| Restaurant ......................... | + 2.7 | + 1.8 | + 2.8 |
| Drug ................................. | + 6.8 | + 6.3 | + 6.9 |
| Jewellery ...... | - 1.8 | - 3.6 | - 0.9 |



October, 1957
(in thousands of dollars)

|  | KIND OF BUSINESS OR STORE | All Stores | Chain | Independent | All Stores |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Canada |  | Atlantic |
| 1 | TOTAL, ALL TRADES | 1,225,367 | 241,668 | 983,699 | 98,104 |
| 2 | Grocery \& Combination | 243,010 | 103,604 | 139,405 | 21,333 |
| 3 | Other Food \& Beverage | 90,614 | 49,137 | 41,478 | 7,595 |
| 4 | General ........................ | 52,605 | 4,117 | 48,488 | 11,075 |
| 5 | Department | 118,082 |  | 118,082 | 9,197 |
| 6 | Variety | 24,705 | 20,589 | 4,116 | 2,369 |
| 7 | Motor Vehicle. | 163,227 | 1,190 | 162,038 | 12,068 |
| 8 | Garage \& Filling Station | 72,046 | 646 | 71,400 | 5,064 |
| 9 | Men's Clothing | 19,802 | 2,446 | 17,356 | 958 |
| 10 | Family Clothing | 20,515 | 3,482 | 17,033 | ,540 |
| 11 | Women's Clothing | 22,958 | 5,566 | 17,392 | 1,432 |
| 12 | Shoe ..................... | 10,740 | 4,522 | 6,218 | 746 |
| 13 | Hardware | 27,134 | 3,537 | 23,597 | 2,199 |
| 14 | Lumber \& Building Material | 45,652 | 9,596 | 36,056 | 20 |
| 15 | Furniture, Appliance \& Radio | 52,253 | 12,210 | 40,043 | 4,207 |
| 16 | Restaurant ............................. | 43,931 | 3,062 | 40,869 | 1,627 |
| 17 | Fuel | 25,573 | 342 | 25,231 | 1,947 |
| 18 | Drug | 32,648 | 4,094 | 28,554 | 2,340 |
| 19 | Jewellery | 9,199 150,673 | 3,206 | 5,993 | 586 |
| 2 | Miscellaneous | 150,673 | 10,322 | - |  |
|  |  | Manitoba |  |  | Saskatchewan |
| 21 | TOTAL, ALL TRADES | 63,284 | 9,481 | 53,803 | 76,913 |
| 22 | Grocery \& Combination | 10,644 | 3,936 | 6,708 | 9,883 |
| 23 | Other Food \& Beverage | 3,002 | 1,788 | 1,214 | 3,038 |
| 24 | General ........................... | 3,993 | (a) | (a) 9 | 7,994 6,646 |
| 25 | Department | 9,998 | 605 | 9,998 | 6,646 810 |
| 26 | Variety | 9,631 | 605 | 9,007 | 13.235 |
| 27 | Motor Vehicle | 9,007 | (a) | 9,007 | 13,235 4,569 |
| 28 | Garage \& Filling Station ..................... | 2,448 | (a) 61 | (a) 637 | 4,569 |
| 29 | Men's Clothing ................................... | 698 | ${ }^{61}$ | 637 | 811 |
| 30 | Family Clothing .................................. | 752 | (a) | (a) | 997 |
| 31 | Women's Clothing | 536 | 190 | 346 | 795 |
| 32 | Shoe .................... | 281 | 77 | 204 | 362 |
| 33 | Hardware | 1,738 | (a) | (a) | 2,892 |
| 34 | Lumber \& Building Material ................ | 4,683 | 1,032 | 3,652 | 5,610 |
| 35 | Furniture, Appliance \& Radio .............. | 1,931 | 312 | 1,620 | 1,822 |
| 36 | Restaurant ......................................... | 2,415 | 212 | 2,204 | 2,556 |
| 37 | Fuel ................................................... | 820 | - | 820 | 634 |
| 38 | Drug | 1,601 | (a) | (a) | 1,874 |
| 39 | Jewellery | 386 | (a) | (a) | 477 |
| 40 | Miscellaneous .................................... | 7,720 | 435 | 7,285 | 11,908 |

(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.

October, 1957
(in thousands of dollars)

| Chain | Independent | All Stores | Chain | Independent | All Stores | Chain | Independent | No, |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Provinces |  | Quebec |  |  | Ontario |  |  |  |
| 16,060 | 82,044 | 288,909 | 50,206 | 238,703 | 464,972 | 111,703 | 353,269 | 1 |
| $4,645$ <br> (a) | $\begin{gathered} 16,688 \\ (\mathrm{a}) \end{gathered}$ | 67,324 | 21,145 | 46,179 | 96,240 | 55,267 | 40,973 | 2 |
| 1,128 | (a) 9,947 | 24,495 9,566 | 9,033 | 15,462 | 34,750 | 20,719 | 14,032 | 3 |
| 1,128 | 9,197 | , 566 | 991 | 8,574 20 | 9,833 | 525 | 9,309 | 4 |
| 2,131 | , 238 | 6,639 |  | 20,369 | 39,331 | - | 39,331 | 5 |
| (a) | (a) | 0,639 35,113 | 5,494 | 1,146 | 11,645 | 9,613 | 2,032 | 6 |
| (a) | (a) | 16,410 | (a) | 35,113 | 56,789 | (a) | (a) | 7 |
| (a) | (a) | 16,40 5,654 | (a) 481 | (a) | 31,153 | (a) | (a) | 8 |
| (a) | (a) | 7,800 | 1,754 | 5,173 | 7,634 | 1,554 | 6,080 | 9 |
| 146 | 1,286 | 5,917 | 1,754 | 6,046 | 5,977 | 1,042 | 4,935 | 10 |
| (a) | (a) | 2,661 | 1,438 | 4,450 1,423 | 9,423 | 2,677 | 6,746 | 11 |
| (a) | (a) | 5,734 | (a) | (a) | 4,994 | 2,434 | 2,560 | 12 |
| - | 1,820 | 8,064 | (a) | (a) | 8,993 16,328 | . 638 | 8,325 | 13 |
| 844 | 3,363 | 14,106 | 3,781 | 10,325 | 16,328 | 1,932 | 14,397 | 14 |
| 93 | 1,534 | 21,722 | 3,7817 | 10,325 | 21,257 | 5,345 | 15,912 | 15 |
| 239 | 1,947 | 7,083 | 1 | 7,083 | 17,202 | (a) ${ }^{\text {1, }}$ | 16,329 | 16 |
| 239 | 2,102 | 6,880 | 436 | 6,425 | 13,746 | 1,886 | 11,880 | 17 |
| 162 357 | 424 8,644 | 1,962 | 550 + | 1,412 | 13,168 | 1,886 | 11,880 2,579 | 18 19 |
| 357 |  | 31,430 | 1,912 | 29,518 | 62,987 | 4,850 | 58,137 | 20 |
| Saskatchewan |  | Alberta |  |  | British Columbia |  |  |  |
| 21,037 | 65,876 | 100,811 | 16,615 | 84,196 | 132,375 | 26,568 | 105,807 | 21 |
| 2,662 | 7,221 | 15,265 | 6,191 |  |  |  |  |  |
| 1,777 | 1,262 | 5,441 | 3,253 | 2,188 | 12,293 | 9,758 7,942 | $\begin{array}{r} 12,563 \\ 4351 \end{array}$ | $\begin{aligned} & 22 \\ & 22 \end{aligned}$ |
| (a) | (a) | 5,146 | (a) | (a) | 12,293 4,998 | $\begin{array}{r} 7,942 \\ 788 \end{array}$ | 4,351 | $23$ |
|  | 6,646 | 13,226 |  | 13,226 | 19,315 |  | 19,315 | 24 |
| 690 | 1119 | 1,355 | 1,141 | 214 | 1,256 | 916 | , 340 | 25 |
|  | 13,235 | 16,920 | ( | 16,920 | 20,094 |  |  |  |
| (a) | (a) | 5,703 | (a) | (a) | 6,699 | (a) | (a) | 27 |
| (a) | (a) | 2,220 1,387 | (a) | (a) | 1,826 | (a) | (a) | 29 |
| 189 | 606 | 1,387 1,911 | (a) 218 | (a) | 1,061 | (a) | (a) | 30 |
| ${ }^{98}$ |  | 1,668 | 218 240 | 1,693 427 | 2,944 | 679 261 | 2,264 | 31 |
| (a) | (a) | 3,650 | (a) | $(\mathrm{a}){ }^{427}$ | 1,028 | $(\mathrm{a})^{261}$ | $767$ | 32 |
| 3,090 | 2,520 | 4,949 | 2,672 | 2,278 | 1,929 | (a) 544 |  | 33 |
| 430 | 1,392 | 4,000 | 289 | 3,610 | 4,930 | 1,110 | 3,653 3,821 | 34 |
| 44 | 2,511 | 3,381 | 172 | 3,208 | 4,709 | 1,631 |  | 35 |
|  | 634 | 102 | - | 102 | 2,786 | (a) | (a,078 | 36 |
| (a) | (a) | 2,598 | 373 | 2,225 | 3,629 | 993 | $2,695$ | 37 |
| 148 | 329 | 491 | 260 | 2,231 | 1,130 | 934 370 | 2,695 760 | 38 |
| 452 | 11,456 | 12,398 | 451 | 11,946 | 15,230 | 1,866 | 13,364 | 39 40 |

(Without Adjustment for Price Changes)
October 1957 Over October 1956

(c) Unchanged

Estimated Retail Trade - By Provinces and Kinds of Business
January to October 1957
(in thousands of dollars)

| KIND OF BUSINESS OR STORE | CANADA | $\underset{\text { Atlantic }}{\text { Provinces }}$ | Guebec | Ontario | Manitoba | Saskat- | Alberta | British Col umbia |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| TOTAL, ALL TRADES | 11,952,880 | 973,423 | 2,801,524 | 4,552,834 | 595,346 | 697,873 | 989,252 | 1,342,619 |
| Grocery \& Combination | 2,356,335 | 215,525 | 655,488 | 929,505 | 99,197 |  |  |  |
| Other Food \& Beverage | 874,815 | 75,274 | 231,201 | 344,966 | 27,246 | 22,738 | 146,360 52,465 | $\begin{aligned} & 217,518 \\ & 117,213 \end{aligned}$ |
| General ...... | 469,731 | 101,410 | 77,289 | 93,592 | 38,619 | 65,154 | 47,788 | $\begin{array}{r} 117,213 \\ 45,881 \end{array}$ |
| Department. Variety | 971,732 | 76,494 21,505 | 169,879 | 317,785 | 85,040 | 48,783 | 104,971 | 168,780 |
| Motor Vehicle | 2,144,109 | 21,505 163,875 | 58,396 469,651 | 100,352 | 5,295 | 7,470 | 11,357 | 11,577 |
| Garage \& Filling Station | 724,030 | 53,020 | 156,178 | 747,337 | 105,361 | 152,076 | 220,270 | 285,540 |
| Men's Clothing. | 172,910 | 9,376 | 16,941 | 69,065 | 24,594 6,174 | 44,398 6,193 | 62,314 | 67,084 |
| Family Clothing | 161,754 | 22,164 | 60,337 | 45,985 | 6,174 | 7,193 | 17,641 | 17,521 8,753 |
| Women's Clothing | 198,362 | 21,073 | 56,442 | 80,813 | 4,517 | 6,094 | 16,894 | 8,753 22,591 |
| Shoe | 107,535 | 7,746 | 27,639 | 50,169 | 2,637 | 6,094 | 16,832 6,275 | 22,591 10,276 |
| Hardware | 236,007 | 17,907 | 47,154 | 82,016 | 14,232 | 2,791 25,098 | 6,275 31,234 | 10,276 |
| Lumber \& Building Material ... | 385,746 | 14,458 | 74,972 | 137,291 | 32,876 | 42,390 | 31,234 45,423 | $\begin{aligned} & 18,367 \\ & 38,338 \end{aligned}$ |
| Furniture, Appliance \& Radio .... | 459,875 | 33,305 | 129,883 | 192,483 | 16,228 | 15,312 | 32,515 | 38,338 40,147 |
| Restaurant | 435,516 | 19,332 | 109,372 | 174,224 | 22,218 | 24,533 | 35,281 | 40,147 |
| Fuel | 254,795 | 14,458 | 67,889 | 136,277 | 5,857 | 4,839 | 35,281 | 50,555 |
| Drug ........ | 283,225 | 19,316 | 58,550 | 120,666 | 14,197 |  | 22,038 | 24,810 |
| Jewellery ........................................................... Miscellaneous ........ | 86,753 | 6,120 | 18,364 | 37,691 | 3,807 | 16,696 | 22,038 4,980 | 31,791 11,090 |
| Miscellaneous ............................ | 1,413,693 | 91,065 | 285,899 | 576,174 | 80,984 | 104,940 | 119,850 | 154,787 |

(Without Adjustment for Price Changes)
January to October 1957 Over January to October 1956

| KIND OF BUSINESS OR STORE | CANADA | Atiantic Provinces | Quebec | Ontario | Manitoba | Staskat- | Alberta | British Columbia |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | \% | \% | \% | \% | \% | \% | \% | \% |
| TOTAL, ALL TRADES | +3.0 | - 0.8 | + 3.7 | $+2.3$ | $+4.5$ | $+5.1$ | $+5.1$ | $+3.5$ |
| Grocery \& Combination | + 9.4 | $+5.9$ | $+7.2$ | +11.4 | $+6.8$ | + 9.4 | +10.0 | +12.4 |
| Other Food \& Beverage | $+6.8$ | $+3.0$ | + 6.5 | $+8.1$ | +21.7 | $+8.3$ | $+7.4$ | + 4.9 |
| General | $+2.8$ | + 2.8 | $+0.1$ | $+5.8$ | + 1.2 | $+3.4$ | + 5.0 | (c) |
| Department | $+4.2$ | + 2.2 | $+1.8$ | $+3.3$ | + 5.4 | $+2.5$ | $+9.0$ | + 6.4 |
| Variety | $+8.0$ | $+9.8$ | $+6.5$ | +8.5 | $+10.2$ | + 7.9 | $+4.9$ | +10.3 |
| Motor Vehicle | - 2.3 | $-12.7$ | + 3.2 | - 7.7 | +12.9 | $+6.0$ | +6.8 | - 4.4 |
| Garage \& Filling Station | $+5.9$ | + 3.3 | + 7.7 | $+6.2$ | + 1.6 | +11.6 | + 0.8 | + 5.5 |
| Men's Clothing | $+1.0$ | $+4.6$ | -0.4 | -0.3 | + 7.5 | + 6.9 | $+4.2$ | + 0.6 |
| Family Clothing | + 0.8 | - 1.6 | $+3.0$ | - 2.6 | + 5.2 | + 2.9 | $+6.5$ | (c) |
| Women's Clothing | $+3.7$ | + 0.9 | +9.5 | + 1.5 | - 0.4 | $+1.8$ | + 2.1 | + 1.6 |
| Shoe | + 6.4 | + 1.9 | +8.2 | $+6.2$ | + 7.2 | + 6.6 | $+5.8$ | + 5.7 |
| Hardware | $+1.8$ | $+2.0$ | + 3.1 | - 2.1 | - 1.5 | +4.7 | $+7.1$ | + 6.6 |
| Lumber \& Building Material | - 6.4 | $-3.3$ | - 5.1 | - 7.7 | -11.0 | $+0.4$ | - 9.0 | - 4.5 |
| Furniture, Appliance \& Radio | - 2.2 | - 4.6 | - 2.9 | - 2.7 | - 4.3 | $+14.9$ | $+0.8$ | - 2.1 |
| Restaurant | + 2.7 | - 4.3 | +3.5 | $+1.8$ | $+5.3$ | + 2.4 | + 2.3 | + 6.5 |
| Fuel | + 3.9 | + 5.5 | $+4.2$ | $+5.8$ | $+1.2$ | - 4.8 | +13.3 | - 4.8 |
| Drug | +6.8 | +6.8 | $+8.0$ | $+4.9$ | $+4.4$ | + 8.6 | $+8.4$ | +11.3 |
| Jewellery | - 1.8 | - 4.4 | - 0.8 | - 3.5 | - 0.5 | - 0.4 | - 1.6 | + 2.8 |
| Miscellaneous | + 0.5 | - 6.3 | - 1.3 | $+0.3$ | $+1.4$ | + 1.0 | + 2.6 | + 6.7 |

(c) Unchanged

## October 1956 and October 1957

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

| Department | SALES |  |  | STOCKS |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{aligned} & \text { Oct. } \\ & 1956 \end{aligned}$ | $\begin{aligned} & \text { Oct. } \\ & 1957 \end{aligned}$ | Change $1957 / 56$ | $\begin{gathered} \text { Sept. } 29 \\ 1956 \end{gathered}$ | Sept. 30 $1957$ | $\begin{aligned} & \text { Change } \\ & 1957 / 56 \end{aligned}$ |
| TOTAL, ALL DEPARTMENTS......... | \$'000 | \$'000 | \% | \$'000 | \$'000 | \% |
|  | 115,830 | 118,082 | + 1.9 | 285,653 | 310,239 | + 8.6 |
| 1. Women's and Misses' Dresses $\qquad$ <br> 2. Women's and Misses' Coats and Suits.. <br> 3. Women's and Misses' Sportswear ........ <br> 4. Furs $\qquad$ <br> 5. Girls' and Infants' Wear $\qquad$ <br> 6. Lingerie and Corsets $\qquad$ <br> 7. Aprons, Housedresses and Uniforms ... <br> 8. Millinery $\qquad$ <br> 9. Hosiery and Appare! Accessories ....... <br> 10. Women's, Misses' and Children's Shoes <br> Ladies' Apparel and Accessories. <br> Total 1 - 10. $\qquad$ | 3,001 | 2,987 | - 0.5 | 5,405 | 6,188 | +14.5 |
|  | 4,394 | 4,663 | +6.1 | 5,401 | 7,227 | +33.8 |
|  | 3,439 | 3,603 | + 4.8 | 7,660 | 9,521 | $+24.3$ |
|  | 1,847 | 1,756 | -4.9 | 6,625 | 6,773 | + 2.2 |
|  | 7,824 | 8,824 | $+12.8$ | 14,544 | 17,433 | +19.9 |
|  | 3,890 341 | 4,078 328 | +4.8 +3.8 | 10,156 | 10,900 | + 7.3 |
|  | 1,346 | 1,322 | - 1.8 | 1,057 | 1,261 |  |
|  | 3,871 | 3,882 | -1.8 +0.3 | 10,185 | 1,261 10,909 | +19.3 +7.1 |
|  |  | 4,639 | + 3.0 | 14,306 | 15,676 | + 9.6 |
|  | 34,456 | 36,082 | $+4.7$ | 76,200 | 86,818 | +13.9 |
| 11. Men's Clothing <br> 12. Men's Furnishings <br> 13. Boys' Clothing and Furnishings .......... <br> 14. Men's and Boys' Shoes $\qquad$ <br> 15. Food and Kindred Products . <br> 16. Toiletries, Cosmetics and Drugs .......... <br> 17. Photographic Equipment and Supplies.. <br> 18. Piece Goods.. <br> 19. Linens and Domestics $\qquad$ <br> 20. Smallwares $\qquad$ <br> 21. China and Glassware $\qquad$ <br> 22. Home Furnishings $\qquad$ <br> 23. Furniture $\qquad$ <br> 24. Major Appliances . $\qquad$ <br> 25. Radio and Music. $\qquad$ <br> 26. Hardware and Housewares $\qquad$ <br> 27. Jewellery <br> 28. Sporting Goods and Luggage $\qquad$ <br> 29. Stationery, Books and Magazines. $\qquad$ <br> 30. All Other Departments. $\qquad$ | 3,971 | 4,026 | + 1.4 | 9,401 | 10,995 | +17.0 |
|  | 5,722 | 5,919 | + 3.4 | 15,570 | 17,112 | + 9.9 |
|  | 3,735 | 3,987 | $+6.7$ | 8,424 | 9,357 | +11.1 |
|  | 1,701 | 1,770 | + 4.1 | 5,563 | 6,124 | +10.1 |
|  | 6,111 | 6,204 | + 1.5 | 4,180 | 4,248 | + 1.6 |
|  | 2,339 326 | 2,507 351 | +7.2 +7.7 | 6,485 | 6,657 | + 2.6 |
|  | 2,625 | 2,528 | +7.7 -3.7 |  | 1,247 | +5.1 +6.5 |
|  | 3,205 | 3,129 | - 2.4 | 8,816 | 9,393 | +6.5 +10.2 |
|  | 1,886 | 1,852 | - 1.8 | 5,256 | 5,725 | +8.9 |
|  | 1,254 | 1,201 | - 4.2 | 8,868 | 8,569 | - 3.4 |
|  | 7,478 | 7,168 | -4.1 | 25,070 | 26,541 | + 5.9 |
|  | 6,951 | 6,357 | -8.5 | 14,698 | 16,581 | $+12.8$ |
|  | 6,522 3,585 | 6,811 | +4.4 -2.9 | 14,952 | 15,342 | + 2.6 |
|  | 3,585 7,332 | 3,480 | - 2.9 | 6,974 | 7,461 | + 7.0 |
|  | 1,734 | 7,092 | - 7.3 | 20,316 | 21,390 | + 5.3 |
|  | 1,734 | 1,731 3,489 | -0.2 $+\quad 4.8$ | 7,827 17.759 | 8,262 | +5.6 $+\quad 98$ |
|  | 1,328 | 3,489 | +4.8 <br> +0.2 | 77,759 5,387 | 19,497 5,698 |  |
|  | 9,737 | 10,562 | +8.5 | 14,092 | 13,711 |  |

(in thousands of dollars)

| Month | CANADA | Atlantic Provinces | Quebec | Ontario | Manitoba | Saskatchewan | Alberta | British Columbia |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total - All Trades |  |  |  |  |  |  |  |
| January | 1,030,078 | 77,227 | 242,780 | 412,551 | 47,305 | 51,008 | 83,362 | 115,845 |
| February | -999,730 | 76,979 | 242,932 | 388,958 | 47,148 | 49,702 | 82, 238 | 111,773 |
| March | 1,181,566 | 93,167 | 283,423 | 451,548 | 58,632 | 64,400 | 96,808 | 133,587 |
| April | 1,250,235 | 100,583 | 297,481 | 466,674 | 61,118 | 73,637 | 107,086 | 143,656 |
| May | 1,315,248 | 109,211 | 312,460 | 493,981 | 66,077 | 80,056 | 106,883 | 146,579 |
| June | 1,272,542 | 106,517 | 294, 135 | 480, 316 | 63,801 | 77,871 | 106,705 | 143,197 |
| July | 1,221,885 | 106,729 | 275,713 | 463,027 | 63,292 | 73,678 81,356 | 100,899 | 138,548 145,433 |
| August | 1,267,992 | 107,557 | 289,223 | 476,579 | 62,888 | 81,356 | 104,957 | 145,433 |
| September | 1,188,234 | 97,353 | 274,470 | 454,227 | 61,803 | 69,253 | 99,501 | 131,627 |
| October |  |  |  |  |  |  |  |  |
| November |  |  |  |  |  |  |  |  |
| December |  |  |  |  |  |  |  |  |
| ANNUAL TOTAL |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| January | 217,760 | 19,239 | 62,528 | 86,838 | 8,978 | 7,796 | 13,012 |  |
| February | 212,836 | 19,627 | 60,268 | 84,682 | 8,528 | 7,926 | 12,654 | 19,150 |
| March | 239,777 | 21,658 | 66,676 | 96,036 | 9,955 | 9,259 | 14,366 | 21,826 |
| April | 227,081 | 20,412 | 64,401 | 89,539 | 9,276 | 8,753 | 13,736 | 20,964 |
| May | 246,474 | 21,616 | 69,535 | 97,401 | 10,250 | 10,026 | 15,209 | 22,436 |
| June | 244,546 | 22,325 | 65,401 | 97,149 | 10,485 | 9,955 | 15,832 | 23,398 |
| July | 239,778 | 24,583 | 65,650 | 92,467 | 10,040 | 9,372 | 14,900 | 22,765 |
| August | 254,373 | 22,993 | 69,817 | 99,198 | 10,954 | 10,626 | 16,544 | 24, 241 |
| September | 230,700 | 21,739 | 63,888 | 89,955 | 10,087 | 9,142 | 14,842 | 21,048 |
| October |  |  |  |  |  |  |  |  |
| November |  |  |  |  |  |  |  |  |
| December |  |  |  |  |  |  |  |  |
| ANNUAL TOTAL |  |  |  |  |  |  |  |  |

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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Other Food and Beverages |  |  |  |  |  |  |  |
| January | 71,902 6,222 |  | 20,850 | 26,503 | 2,060 | 2,137 | 4,571 | 9,560 |
| February | 76,115 | 6,414 | 21,810 | 28,714 | 2,326 | 2,269 | 4,735 | 9,847 |
| March | 83,888 | 6,773 | 22,800 | 32,358 | 2,500 | 2,598 | 5,501 | 11,359 |
| April | 84,653 | 6,774 | 23,105 | 32,415 | 2,777 | 2,607 | 5,420 | 11,556 |
| May | 89,471 | 7,503 | 23,713 | 35,692 | 2,771 | 2,495 | 5,204 | 12,092 |
| June | 92,993 | 8,370 | 23,008 | 37,254 | 2,990 | 2,926 | 5,581 | 12,864 |
| July | 95,974 | 8,672 | 23,714 | 40,040 | 3,018 | 2,872 | 5,086 | 12,572 |
| August | 95,974101,71087,495 | $\begin{aligned} & 9,534 \\ & 7,417 \end{aligned}$ | $\begin{aligned} & 24,131 \\ & 23,575 \end{aligned}$ | 42,764 | 3,122 | $\begin{aligned} & 2,917 \\ & 2,593 \end{aligned}$ | $\begin{aligned} & 5,753 \\ & 5,173 \end{aligned}$ | $\begin{aligned} & 13,489 \\ & 11,581 \end{aligned}$ |
| September October |  |  |  | 34,476 | 2,680 |  |  |  |
| November |  |  |  |  |  |  |  |  |
| December |  |  |  |  |  |  |  |  |
| ANNUAL TOTAL |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| January | 37,432 | 7,802 |  | 7,421 | 3,090 | 4,835 | $\begin{aligned} & 4,045 \\ & 4,146 \end{aligned}$ | $\begin{aligned} & 3,821 \\ & 3,763 \end{aligned}$ |
| February | 36,116 | 7,470 | 5,343 | 7,534 | 3,423 | 4,437 |  |  |
| March | 41,435 | 8,937 | 6,239 | 8,058 | 3,762 | 5,326 |  | $\begin{aligned} & 3,763 \\ & 4,428 \end{aligned}$ |
| April | 43,965 | 9,682 | 6,618 | 9,119 | 3,669 | 5,773 | $\begin{aligned} & 4,685 \\ & 4,395 \end{aligned}$ | 4,710 |
| May | 52,33252,007 | 11,235 | 8,013 | 11,282 | 4,291 | 7,728 | 5,167 | 4,618 |
| June |  | 11,201 | 9,153 | 10,436 | 4,144 | 7,033 | $5,072$ |  |
| July | $\begin{aligned} & 50,804 \\ & 54,577 \end{aligned}$ | 11,448 | 8,307 | 10,129 | $\begin{aligned} & 4,204 \\ & 4,246 \end{aligned}$ | $\begin{aligned} & 6,844 \\ & 8,236 \end{aligned}$ | $\begin{aligned} & 5,072 \\ & 4,935 \\ & 5,320 \end{aligned}$ | $\begin{aligned} & 4,968 \\ & 4,936 \\ & 5,060 \\ & 4,579 \end{aligned}$ |
| August |  | 11,911 | 9,098 | $\begin{array}{r} 10,706 \\ 9,074 \end{array}$ |  |  |  |  |
| September October | 48,458 | 10,649 | 8,534 |  | $\begin{aligned} & 4,246 \\ & 3,797 \end{aligned}$ | 6,948 | 4,877 |  |
| November |  |  |  |  |  |  |  |  |
| December |  |  |  |  |  |  |  |  |
| ANNUAL TOTAL |  |  |  |  |  |  |  |  |

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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Department Stores |  |  |  |  |  |  |  |
| January | 78,361 | 5,671 | 13,051 | 25,983 | 6,905 | 3,958 | 8,915 | 13,878 |
| February | 76,832 | 5,693 | 13,813 | 26,014 | 6,521 | 3,828 | 7,857 | 13,106 |
| March | 94,142 | 7,315 | 17,250 | 30, 242 | 8,439 | 4,752 | 10,151 | 15,993 |
| April | 105,172 | 8,987 | 17,825 | 34,159 | 9,480 | 5,260 | 11,498 | 17,963 |
| May | 108,585 | 9,286 | 20,235 | 35,081 | 9,512 | 5,316 | 10,641 | 18,514 |
| June | 97,212 | 8,191 | 17,304 | 32,035 | 8,322 | 4,897 | 10,188 | 16,275 |
| July | 83,974 | 6,809 | 13,378 | 26,623 | 7,845 | 3,987 | 9,175 | 16,157 |
| August | 98,107 | 7,495 | 16,613 | 31,011 | 8,166 | 5,055 | 11,141 | 18,626 |
| September | 111,265 | 7,850 | 20,041 | 37,306 | 9,852 | 5,084 | 12,179 | 18,953 |
| October |  |  |  |  |  |  |  |  |
| November |  |  |  |  |  |  |  |  |
| December |  |  |  |  |  |  |  |  |
| ANNUAL TOTAL $\mid$ Variety Stores |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| January | 15,084 | 1,284 | 4,043 | 7,159 | 351 | 543 | 795 | 909 |
| February | 15,776 | 1,488 | 4,108 | 7,510 | 359 | 604 | 818 | 889 |
| March | 19,154 | 1,785 | 5,141 | 9,172 | 448 | 690 | 961 | 956 |
| April | 25,138 | 2,610 | 6,691 | 11,391 | 635 | 905 | 1,429 | 1,476 |
| May | 22,751 | 2,347 | 6,514 | 10,318 | 577 | 747 | 1,088 | 1,160 |
| June | 23,911 | 2,362 | 6,780 | 10,995 | 566 | 813 | 1,204 | 1,191 |
| July | 23,486 | 2,528 | 5,910 | 11,035 | 599 | 790 | 1,358 | 1,265 |
| August | 23,727 | 2,415 | 6,690 | 10,711 | 584 | 833 | 1,185 | 1,308 |
| September | 22,225 | 2,317 | 5,880 | 10,416 | 545 | 735 | 1,164 | 1,167 |
| October |  |  |  |  |  |  |  |  |
| November |  |  |  |  |  |  |  |  |
| December |  |  |  |  |  |  |  |  |
| ANNUAL TOTAL |  |  |  |  |  |  |  |  |

Note: Any slight differences between the totals and their components are due to the rounding of the figures.
(in thousands of dollars)


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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Men's Clothing Stores |  |  |  |  |  |  |  |
| January | 18,165 | 864 | 4,230 | 8,131 | 620 | 587 | 1,844 | 1,890 |
| February | 13,814 | 834 | 3,347 | 5,580 | 608 | 493 | 1,144 | 1,808 |
| March | 16,607 | 860 | 4,608 | 6,599 | 716 | 619 | 1,608 | 1,597 |
| April | 18,870 | 1,054 | 5,958 | 6,986 | 728 | 666 | 1,845 | 1,633 |
| May | 17,821 | 907 | 4,926 | 7,131 | 580 | 627 | 1,876 | 1,774 |
| June | 19,796 | 1,073 | 5,781 | 7,715 | 656 | 714 | 1,999 | 1,859 |
| July | 15,495 | 921 | 3,939 | 6,356 | 529 | 484 | 1,682 | 1,586 |
| August | 16,652 | 1,062 | 4,634 | 6,222 | 500 | 557 | 1,759 | 1,917 |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| November December |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| ANNUAL TOTAL |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| January | 13,185 | 1,735 | 4,744 | 3,872 | 517 | 556 | 834 | 925 |
| February | 10,491 | 1,483 | 3,825 | 3,079 | 416 | 430 | 762 | 496 |
| March | 15,158 | 1,966 | 5,875 | 4,560 | 556 | 601 | 947 | 653 |
| April | 19,072 | 2,497 | 7,758 | 5,317 | 680 | 811 | 1,214 | 795 |
| May | 17,308 | 2,615 | 6,646 | 4,563 | 685 | 833 | 1,125 | 841 |
| June | 17,474 | 2,686 | 6,338 | 4,745 | 717 | 934 | 1,169 | 884 |
| July | 14,880 | 2,122 | 4,990 | 4,322 | 636 | 770 | 1,091 | 950 |
| August | 16,736 | 2,284 | 6,077 | 4,623 | 634 | 704 | 1,287 | 1,128 |
| September | 16,935 | 2,236 | 6,284 | 4,927 | 674 | 617 | 1,178 | 1,020 |
| October |  |  |  |  |  |  |  |  |
| November |  |  |  |  |  |  |  |  |
| December |  |  |  |  |  |  |  |  |
| ANNUAL TOTAL |  |  |  |  |  |  |  |  |

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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Women's Clothing Stores |  |  |  |  |  |  |  |
| January | 16,992 | 921 | 4,361 | 7,216 | 404 | 558 | 1,771 | 1,762 |
| February | 13,814 | 750 | 3,871 | 5,722 | 273 | 389 | 1,116 | 1,693 |
| March | 19,448 | 914 | 5,720 | 7,828 | 443 | 576 | 1,776 | 2,191 |
| April | 22,608 | 1,298 | 6,745 | 8,913 | 537 | 729 | 1,964 | 2,422 |
| May | 22,776 | 1,286 | 6,682 | 9,048 | 522 | 662 | 1,714 | 2,862 |
| June | 21,425 | 1,098 | 6,688 | 8,721 | 433 | 666 | 1,690 | 2,129 |
| July | 18,971 | 1,064 | 5,255 | 7,771 | 408 | 559 | 1,655 | 2,258 |
| August | 19,072 | 1,212 | 5,614 | 7,408 | 435 | 554 | 1,683 | 2,166 |
|  |  |  |  |  |  |  |  |  |
| November |  |  |  |  |  |  |  |  |
| December |  |  |  |  |  |  |  |  |
| ANNUAL TOTAL $\mid$ |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| January | 8,614 | 545 | 1,931 | 4,346 | 196 | 172 | 472 |  |
| February | 6,751 | 487 | 1,609 | 3,260 | 121 | 157 | 412 | 705 |
| March | 9,825 | 712 | 2,497 | 4,616 | 214 | 237 | 614 | 934 |
| April | 12,246 | 922 | 3,149 | 5,650 | 347 | 338 | 741 | 1,098 |
| May | 12,432 | 908 | 3,417 | 5,459 | 356 | 355 | 773 | 1,165 |
| June | 12,911 | 1,033 | 3,537 | 5,984 | 313 | 327 | 646 | 1,071 |
| July | 11,399 | 816 | 3,011 | 5,279 | 274 | 265 | 627 | 1,126 |
| August | 11,480 | 860 | 3,024 | 5,197 | 263 | 288 | 679 | 1,169 |
| September | 11,137 | 717 | 2,803 | 5,384 | 272 | 290 | 643 | 1,028 |
| October <br> November |  |  |  |  |  |  |  |  |
| December |  |  |  |  |  |  |  |  |
| ANNUAL TOTAL |  |  |  |  |  |  |  |  |

[^0](in thousands of dollars)


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

ESILMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1957
(in thousands of dollars)

| Month | CANADA | Atlantic Provinces | Quebec | Ontario | Manitoba | Saskatchewan | Alberta | British Columbia |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Furniture, Appliance and Radio Stores |  |  |  |  |  |  |  |
| January | 42,276 | 2,562 | 10,120 | 19,505 | 2,096 |  | 3,293 |  |
| February | 40,414 | 2,689 | 11,258 | 16,840 | 1,536 | 1,658 | 3,403 | $3,030$ |
| March | 44, 134 | 3,234 | 12,281 | 18,751 | 1,422 | 1,562 | 3,073 | 3,810 |
| April | 45,998 | 2,987 | 14,128 | 18,496 | 1,507 | 1,314 | 3,123 | 4,444 |
| May | 47,743 | 3,494 | 15,422 | 19,425 | 1,351 | 1,363 | 2,807 | 3,880 |
| June | 46,364 43,943 | 3,083 | 13,940 | 19,039 | 1,465 | 1,600 | 3,269 | 3,968 |
| July | 43,943 47,654 | 3,588 | 12,389 | 17,919 | 1,412 | 1,598 | 2,882 | 4,154 |
| September | 47,654 49,096 | 3,670 3,791 | 12,594 13,645 | 20,435 | 1,746 | 1,501 | 3,306 | 4,401 |
|  |  |  |  |  |  |  |  |  |
| November |  |  |  |  |  |  |  |  |
| December |  |  |  |  |  |  |  |  |
| ANNUAL TOTAL $\mid$ Restaurants |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| January | 37,780 | 1,805 |  |  |  |  |  |  |
| February | 36,448 | 1,692 | 9,397 | 14,496 | 1,896 | 1,847 | 3,154 | 3,966 |
| March | 41,814 | 1,925 | 10,107 | 16,795 | 2,214 | 2,478 | 3,640 | 4,654 |
| April | 42,267 | 1,782 | 10,208 | 16,805 | 2,253 | 2,492 | 3,758 | 4,969 |
| May | 45,554 | 1,864 | 11, 102 | 18,734 | 2,200 | 2,578 | 3,433 | 5,644 |
| June | 45,352 47,286 | 1,943 | 11,837 | 18,071 | 2,127 | 2,687 | 3,510 | 5,176 |
| July | 47,286 49,617 | 2,286 | 11,897 | 18,133 | 2,464 | 2,669 | 4,030 | 5,807 |
| August | 49,617 45,467 | 2,370 2,038 | 12,126 | 20,066 | 2,532 | 2,936 | 3,602 | 5,984 |
| October |  |  | 11,74 | 18,364 | 2,146 | 2,256 | 3,513 | 5,408 |
| November |  |  |  |  |  |  |  |  |
| December |  |  |  |  |  |  |  |  |
| ANNUAL TOTAL |  |  |  |  |  |  |  |  |

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 | Saskat chewan | Alberta | British Columbia |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Fuel |  |  |  |  |  |  |  |
| January | 50,826 | 2,529 | 13,878 | 27,393 | 1,233 | 738 | 116 | 4,938 |
| February | 38,453 | 2,034 | 10,625 | 19,944 | 938 | 704 | 70 | 4,139 |
| March | 34,853 | 1,949 | 9,717 | 18,817 | 639 | 549 | 52 | 3,129 |
| April | 23,636 | 1,430 | 5,975 | 13,257 | 351 | 340 | 34 | 2,249 |
| May | 17,368 | 1,010 | 4,628 | 9,375 | 330 | 321 | 45 | 1,660 |
| June | 14,355 | 780 | 3,192 | 8,264 | 274 | 304 | 62 | 1,478 |
| July | 12,564 | 724 | 3,195 | 6,552 | 336 | 354 | 55 | 1,348 |
| August | 17,474 | 838 | 4,621 | 9,655 | 333 | 438 | 64 | 1,524 |
| September | 19,693 | 1,217 | 4,975 | 10,818 | 603 | 457 | 64 | 1,559 |
| October |  |  |  |  |  |  |  |  |
| November |  |  |  |  |  |  |  |  |
| December |  |  |  |  |  |  |  |  |
| ANNUAL TOTAL |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| January | 26,678 | 1,771 | 5,655 | 11,456 | 1,313 | 1,508 | 2,048 | 2,929 |
| February | 25,553 | 1,736 | 5,352 | 10,862 | 1,301 | 1,491 | 1,955 | 2,855 |
| March | 27,968 | 1,964 | 5,821 | 11,925 | 1,372 | 1,616 | 2,166 | 3,103 |
| April | 27,291 | 1,883 | 5,744 | 11,509 | 1,418 | 1,580 | 2,110 | 3,046 |
| May | 29,110 | 1,954 | 6,122 | 12,371 | 1,458 | 1,686 | 2,225 | 3,292 |
| June | 28,046 | 1,833 | 5,590 | 12,240 | 1,373 | 1,651 | 2,217 | 3,142 |
| July | 28,109 | 1,913 | 5,713 | 12,123 | 1,433 | 1,517 | 2,227 | 3,183 |
| August | 29,319 | 2,050 | 5,776 | 12,369 | 1,545 | 2,002 | 2,242 | 3,334 |
| September | 28,503 | 1,872 | 5,917 | 12,065 | 1,383 | 1,738 | 2,250 | 3,278 |
| October |  |  |  |  |  |  |  |  |
| November |  |  |  |  |  |  |  |  |
| December |  |  |  |  |  |  |  |  |
| ANNUAL TOTAL |  |  |  |  |  |  |  |  |

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 - 1957
(in thousands of dollars)


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

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[^0]:    Note: Any slight differences between the totals and their components are due to the rounding of the figures.

