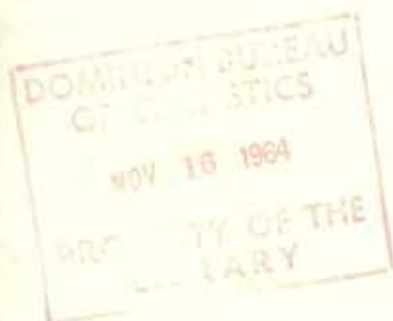


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CANADA



RETAIL TRADE 1930 - 1951

(Revisions to Intercensal Estimates)

Reference Paper
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RETAIL TRADE OF CANADA

1930 - 1951

Current (or inter-censal) estimates of retail sales are based primarily on a sample collection of representative stores and they are revised for accuracy each time that a new total survey, the Decennial Census of Distribution, provides the necessary check data. Revisions to the inter-censal estimates between 1930 and 1941 were made and published at the conclusion of the 1941 Census. They are repeated here in conjunction with the recently completed revisions for the inter-censal years 1941-1951 to show an unbroken series of retail sales from 1930 to 1951.

Sales Trends

Total retail sales in Canada, unadjusted for price changes, dropped from \$2,735,740,000 in 1930 to \$1,772,927,000 in 1933 then increased six-fold to \$10,693,097,000 by 1951. The 1933-51 rise was consistent year by year except for a slight recession in 1938. Revisions to the inter-censal estimates of retail trade make possible a comparable historical series of sales for this twenty-year period.

Over the twenty-year period, Alberta sales showed the greatest percentage increase with a gain of almost 400 per cent, although accompanied by only an 18 per cent rise in number of stores. The average for Canada was a 290 per cent rise in sales and a 23 per cent gain in number of stores. A good share of this increase in sales is due to price

changes for which adjustments have not been made here. Many other changes have occurred in the structure of retail trade over the twenty years, however. The development of super-markets, co-operative stores, and a tremendous growth since 1946 in the motor vehicle business contributed to the gain in sales.

Motor vehicle dealers increased by 84 per cent in number from 1930 to 1951 yet their sales rose from \$251,579,000 to \$1,884,174,000 (649 per cent). Restaurants showed the next largest percentage gain, increasing 484 per cent over the 1930 sales of \$75,007,000 to reach \$438,061,000 in 1951. Lumber dealers' sales in 1951, at \$358,986,000 were more than 400 per cent above 1930. A significant change in food sales was apparent. Sales of grocery and combination stores, the largest single classification, amounted to almost 2 billion dollars in 1951, a gain of 370 per cent over 1930 sales.

Many other changes are apparent from the trade and geographical detail shown in the following tables. The number of stores is available only for the Census years and is inserted to illustrate the difference in trend between stores and sales. This revised series of sales is comparable to current annual estimates of retail trade. A description of the methods of revision and a list describing classification content appear in the appendix to this report.

Retail Trade In Canada, 1930-1951
By Provinces

Year	Canada	Maritime Provinces ¹	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia ²
Number of stores:								
1930	124,608	11,720	34,204	42,906	6,820	10,811	8,554	9,593
1941	136,990	12,618	39,643	46,923	7,185	10,071	9,194	11,356
1951	153,034	17,797	43,946	50,552	7,510	9,677	10,058	13,494
Sales in thousands of dollars:								
1930	2,735,740	196,740	646,320	1,090,829	187,585	188,225	175,448	250,593
1931	2,305,245	172,378	558,482	944,632	152,592	133,474	133,588	210,099
1932	1,908,301	140,276	461,874	783,373	130,652	111,598	115,278	165,250
1933	1,772,927	129,428	419,174	735,077	121,117	102,770	108,520	156,841
1934	1,983,682	146,716	453,627	832,928	131,179	114,556	125,298	179,378
1935	2,104,508	156,915	473,076	874,589	139,193	123,923	137,006	199,806
1936	2,289,360	169,612	518,190	940,624	150,259	138,411	147,018	225,246
1937	2,593,121	198,946	604,942	1,068,226	165,057	136,081	165,024	254,845
1938	2,529,861	188,339	597,996	1,025,951	164,058	136,277	176,817	240,423
1939	2,577,988	195,513	602,269	1,038,668	165,601	153,560	180,028	242,349
1940	2,935,198	234,850	682,629	1,191,114	182,469	173,678	197,720	272,738
1941	3,414,613	279,128	820,090	1,388,002	192,592	188,927	227,873	318,001
1942	3,618,824	300,996	875,605	1,446,549	205,984	200,568	243,046	346,076
1943	3,785,983	318,667	913,240	1,488,001	219,720	218,524	265,666	362,165
1944	4,093,487	351,325	975,950	1,573,688	243,009	249,375	296,044	404,096
1945	4,573,126	387,020	1,080,810	1,773,539	269,375	278,976	328,515	454,891
1946	5,787,377	491,286	1,342,379	2,264,542	338,193	341,142	416,288	593,547
1947	6,963,448	563,618	1,621,089	2,721,060	406,600	409,911	504,306	736,864
1948	7,835,034	607,307	1,792,022	3,067,224	465,869	473,346	611,494	817,772
1949	8,531,998	734,219	1,871,979	3,293,624	523,295	537,737	697,019	874,125
1950	9,617,197	822,247	2,182,983	3,715,389	566,909	570,837	776,692	982,140
1951	10,693,097	898,540	2,442,649	4,129,827	609,948	658,584	853,769	1,099,780

1. Includes Newfoundland from 1949 to 1951.
2. Includes Yukon and Northwest Territories.

MERCHANDISING AND SERVICES

Retail Trade 1930-1951, By Kinds of Business

No.	Year	Total all trades	Grocery and combination	Meat	General	Depart- ment	Variety	Motor vehicles	Garages and filling stations	Men's clothing
CANADA ¹										
Number of stores:										
1	1930.....	124,608	23,328	5,017	11,915	148	513	2,444	9,643	3,969
2	1941.....	136,990	27,985	4,538	11,917	504	1,085	2,553	13,286	3,485
3	1951.....	153,034	34,548	3,171	10,546	649	1,392	4,504	12,305	3,997
Sales in thousands of dollars:										
4	1930.....	2,735,740	405,404	78,292	207,713	355,259	44,213	251,579	114,009	72,111
5	1931.....	2,305,245	360,873		167,925	312,739	43,564	184,233		58,704
6	1932.....	1,908,301	315,825		143,833	253,831	39,627	133,288		46,786
7	1933.....	1,772,927	317,321		137,121	241,850	37,256	126,559		44,435
8	1934.....	1,983,682	316,544		155,409	254,226	40,268	174,586		50,785
9	1935.....	2,104,508	326,531	Not	161,294	258,993	42,756	212,345	Not	54,526
10	1936.....	2,289,360	352,444	avail-	172,781	273,837	46,793	254,105	avail-	58,842
11	1937.....	2,593,121	397,961	able	189,030	289,270	52,719	325,643	able	64,340
12	1938.....	2,529,861	395,961		186,703	279,718	53,865	302,096		58,538
13	1939.....	2,577,968	403,837		182,654	291,161	58,771	293,803		59,983
14	1940.....	2,935,198	469,338		194,205	326,741	69,573	340,194		67,619
15	1941.....	3,414,613	567,379	80,064	214,748	377,806	85,177	360,151	205,120	79,873
16	1942.....	3,618,824	663,482	91,546	245,018	418,802	98,451	216,556	116,320	95,819
17	1943.....	3,785,983	707,477	95,517	273,623	420,466	98,859	180,324	88,780	97,687
18	1944.....	4,093,487	768,330	101,615	298,304	460,100	104,108	201,038	93,645	104,770
19	1945.....	4,573,126	848,528	110,011	323,599	510,209	113,020	240,240	108,773	115,322
20	1946.....	5,787,377	999,416	129,143	376,554	606,199	126,562	475,355	239,454	137,839
21	1947.....	6,963,448	1,175,720	151,617	424,115	699,157	138,768	724,678	361,879	155,882
22	1948.....	7,835,034	1,367,593	156,181	454,727	796,408	159,365	803,427	415,073	167,494
23	1949.....	8,531,998	1,474,402	161,516	482,637	660,379	168,045	993,704	451,443	174,810
24	1950.....	9,617,197	1,614,639	165,076	480,431	880,263	175,480	1,504,661	459,056	174,625
25	1951.....	10,693,097	1,904,608	176,403	524,532	910,129	195,626	1,884,174	479,120	202,571
Maritime Provinces ¹										
Number of stores:										
26	1941.....	12,618	4,427	202	1,566	102	107	194	970	264
27	1951.....	17,797	6,775	176	2,467	136	130	374	1,249	243
Sales (in thousands of dollars):										
28	1941.....	279,128	56,406	2,140	26,776	26,304	11,344	30,941	15,002	6,948
29	1942.....	300,996	68,285	2,596	30,900	29,671	13,013	19,603	8,470	7,716
30	1943.....	318,667	75,065	2,850	37,156	30,861	12,968	17,656	6,401	7,264
31	1944.....	351,325	83,664	3,164	41,649	34,642	13,523	20,587	6,712	7,246
32	1945.....	387,020	94,445	3,546	45,276	37,456	13,604	25,247	7,793	7,485
33	1946.....	491,286	112,251	4,339	57,738	42,138	15,124	46,487	15,933	10,469
34	1947.....	563,618	126,917	4,990	68,197	46,531	15,214	66,518	25,584	11,446
35	1948.....	607,307	141,919	4,532	72,030	53,421	16,513	72,441	29,404	10,982
36	1949.....	734,219	148,118	7,411	96,972	70,196	17,575	92,230	32,203	10,767
37	1950.....	822,247	160,099	7,524	99,972	72,728	17,642	134,705	35,287	8,281
38	1951.....	898,540	189,773	6,495	109,776	71,001	19,361	138,929	39,203	11,533

1. Includes Newfoundland from 1949.

Retail Trade 1930-1951, By Kinds of Business

Family clothing	Women's clothing	Shoes	Hardware	Lumber and building material	Furniture	Appliance and radio	Res-taurants	Fuel	Drug	Jewellery	Tobacco	All other	No.
CANADA ¹													
1,149	1,752	1,641	3,001	1,825	1,100	1,342	5,176	2,071	3,559	1,532	2,420	41,063	1
1,934	3,278	1,674	3,020	1,611	1,337	1,648	7,678	2,862	3,956	1,692	4,239	36,708	2
2,698	4,089	2,261	3,896	2,206	1,765	2,818	12,791	1,681	4,342	2,618	2,347	38,412	3
42,144	49,363	35,908	70,892	66,201	41,013	52,692	75,007	86,046	76,850	26,662	30,702	553,680	4
37,009	40,499	31,999	59,316	46,356	34,960	40,437	60,806	76,296	70,610	20,960	27,183		5
31,818	28,409	27,445	47,335	34,811	25,928	27,796	46,238	70,675	63,969	16,396	23,879		6
31,883	23,497	25,989	42,682	29,331	23,063	22,648	40,033	70,248	57,253	15,050	21,586		7
38,670	29,236	27,290	47,431	35,544	29,182	26,042	48,767	71,560	60,537	17,293	23,037	Not	8
42,589	29,098	27,855	49,260	38,448	33,240	29,586	54,631	73,388	63,365	19,174	24,054	avail-	9
46,721	33,824	29,647	52,682	45,010	38,291	32,416	65,535	77,031	67,356	21,346	26,260	able	10
51,234	39,599	32,201	58,054	50,898	47,720	36,956	77,642	79,687	74,455	24,149	29,900		11
46,734	35,272	30,236	58,564	49,452	44,320	34,602	70,608	77,329	73,502	23,368	29,962		12
50,849	39,563	30,398	59,327	53,171	45,815	34,539	68,922	82,868	75,585	25,476	31,208		13
61,236	55,442	34,354	64,874	65,512	57,381	42,627	87,333	86,741	84,238	32,069	36,205		14
73,779	71,072	44,037	73,143	79,786	64,057	45,895	126,693	98,647	101,027	38,454	43,227	584,478	15
87,579	67,399	53,898	81,241	81,656	65,591	41,561	158,017	123,082	115,329	44,142	48,878	664,457	16
94,423	93,796	57,479	84,975	83,994	62,332	32,801	196,077	138,438	127,633	51,502	55,851	743,947	17
100,178	101,648	62,273	88,836	96,972	69,400	31,092	216,402	130,507	137,701	60,235	58,819	807,514	18
111,108	110,900	69,424	104,474	99,946	78,989	37,130	232,147	137,303	148,259	70,709	64,567	938,468	19
135,203	129,039	81,693	156,315	143,093	111,657	79,666	269,568	143,946	166,175	82,376	61,693	1,134,431	20
152,628	142,721	90,684	180,014	206,238	131,283	119,652	298,007	170,582	178,622	80,568	70,691	1,308,742	21
165,378	171,389	97,324	198,583	251,157	134,899	139,438	330,105	195,852	196,743	84,469	73,778	1,475,651	22
167,836	185,600	104,040	213,154	276,837	133,865	169,079	363,520	200,699	212,292	91,311	76,423	1,570,368	23
174,015	166,372	102,999	221,030	347,598	141,666	192,844	389,555	219,640	223,091	98,707	71,338	1,814,111	24
192,452	193,331	112,054	226,212	358,986	147,781	210,593	438,061	233,234	249,020	104,697	78,677	1,868,836	25
Maritime Provinces ¹													
175	189	119	146	39	82	101	604	195	289	118	216	2,513	26
271	200	150	211	90	111	199	937	116	333	175	104	3,350	27
7,522	3,981	3,465	5,044	4,377	4,295	2,132	7,611	7,538	8,272	2,809	1,736	44,485	28
9,195	4,514	4,092	5,583	4,081	4,237	2,104	9,085	9,483	9,365	3,204	1,943	53,656	29
10,146	4,470	4,385	5,818	3,367	3,864	1,987	10,988	10,777	10,249	3,714	2,212	56,409	30
10,991	4,482	4,556	6,548	3,937	4,172	2,229	11,841	10,302	11,606	4,314	2,327	62,633	31
12,327	4,527	4,824	7,337	4,457	4,614	2,768	12,429	10,946	12,134	5,030	2,557	88,196	32
14,907	5,426	5,073	10,228	6,568	6,102	6,567	14,225	11,115	13,003	5,952	2,481	85,160	33
15,696	5,867	5,141	11,058	8,201	6,622	9,294	14,392	12,239	12,823	5,429	2,703	88,756	34
16,151	6,249	4,449	12,121	9,689	6,264	8,576	14,606	14,363	14,168	5,646	2,238	91,347	35
19,757	5,932	5,499	13,366	11,811	6,088	12,758	17,583	14,758	15,493	7,514	3,977	124,189	36
21,539	6,989	7,211	13,989	14,451	5,085	9,918	20,500	15,817	16,967	7,566	3,603	124,374	37
27,704	8,708	7,404	13,640	16,170	9,388	10,467	22,191	16,215	17,421	6,744	2,534	153,883	38

1. Includes Newfoundland from 1949.

Retail Trade 1930-1951, By Kinds of Business - Continued

No.	Year	Total all trades	Grocery and combination	Meat	General	Depart- ment	Variety	Motor vehicles	Garages and filling stations	Men's clothing
Quebec										
Number of stores:										
1	1941	39,643	9,351	1,535	2,943	34	369	350	2,481	910
2	1951	43,946	11,421	911	2,055	63	395	757	2,225	1,006
Sales (in thousands of dollars):										
3	1941	820,090	163,789	26,215	49,291	66,421	22,683	68,279	40,785	20,175
4	1942	875,605	192,500	28,398	56,434	76,384	26,087	39,495	23,757	23,928
5	1943	913,240	206,101	28,100	61,246	76,981	26,095	31,348	18,920	24,152
6	1944	975,950	224,495	28,453	65,208	84,221	29,378	33,770	20,516	25,727
7	1945	1,080,810	248,333	29,506	70,219	96,044	32,931	39,529	24,129	28,257
8	1946	1,342,379	294,082	33,273	76,289	116,635	35,492	80,113	50,081	34,187
9	1947	1,621,089	344,523	37,514	84,047	136,229	40,838	136,924	76,757	39,501
10	1948	1,792,022	402,299	39,621	89,997	147,735	46,532	145,739	88,364	46,472
11	1949	1,871,979	428,162	39,057	86,447	153,421	47,716	158,210	93,559	48,641
12	1950	2,182,983	460,536	39,248	83,356	158,413	49,961	283,859	100,470	46,900
13	1951	2,442,649	541,376	44,256	95,867	165,229	55,967	363,110	90,175	49,020
Ontario										
Number of stores:										
14	1941	46,923	8,198	1,416	2,350	247	482	914	5,652	1,478
15	1951	50,552	8,912	973	2,100	289	569	1,403	5,330	1,804
Sales (in thousands of dollars):										
16	1941	1,388,002	230,661	31,327	44,275	146,025	37,575	151,327	97,232	36,995
17	1942	1,446,549	262,735	35,876	51,322	157,988	43,327	91,905	55,076	44,544
18	1943	1,488,001	273,494	37,521	56,138	152,534	43,418	77,526	41,891	45,585
19	1944	1,573,688	290,942	40,056	59,300	162,887	43,677	87,130	44,104	49,043
20	1945	1,773,539	315,952	43,589	66,212	181,550	47,492	104,543	51,250	54,116
21	1946	2,264,542	364,375	49,597	79,402	217,824	54,043	201,824	111,377	63,095
22	1947	2,721,060	434,779	58,474	92,423	250,859	59,134	291,678	152,272	70,961
23	1948	3,067,224	513,242	61,315	101,036	285,791	69,801	320,185	168,855	73,675
24	1949	3,293,624	561,516	61,705	96,778	302,059	74,753	384,416	186,382	77,562
25	1950	3,715,389	615,483	66,349	96,582	305,750	79,692	544,884	199,902	82,898
26	1951	4,129,827	729,641	69,764	99,491	308,557	87,956	699,243	212,560	95,733
Manitoba										
Number of stores:										
26	1941	7,185	1,463	203	1,000	23	17	188	828	147
27	1951	7,510	1,643	137	830	21	28	336	610	151
Sales (in thousands of dollars):										
28	1941	192,592	26,146	2,641	16,998	39,897	2,430	18,687	10,648	2,894
29	1942	205,984	31,093	3,181	20,249	41,873	2,761	10,661	5,793	3,333
30	1943	219,720	33,663	3,472	22,866	42,451	2,778	8,222	4,133	3,285
31	1944	243,009	37,052	3,833	24,149	48,088	3,340	8,725	4,146	3,416
32	1945	269,375	41,413	4,266	24,982	52,801	3,661	10,178	4,668	3,651
33	1946	338,193	48,655	4,886	29,505	62,575	3,880	21,805	10,946	4,106
34	1947	406,600	55,691	5,448	32,592	70,453	4,232	34,236	18,971	4,183
35	1948	465,869	64,410	5,719	32,610	78,661	4,576	47,556	23,939	5,235
36	1949	523,295	70,604	7,254	34,986	85,977	4,606	71,346	24,183	6,265
37	1950	566,909	76,823	6,394	38,206	88,900	4,414	96,631	23,890	5,706
38	1951	609,948	89,940	5,910	41,259	93,434	5,002	113,231	23,417	6,619

Retail Trade 1930-1951, By Kinds of Business — Continued

Family clothing	Women's clothing	Shoes	Hardware	Lumber and building material	Furniture	Appliance and radio	Restaurants	Fuel	Drug	Jewellery	Tobacco	All other	No.
Quebec													
786	1,092	514	558	155	427	383	1,424	830	726	524	1,359	12,892	1
1,178	1,347	766	771	275	685	597	3,429	551	828	802	480	13,404	2
25,255	18,086	12,463	16,670	11,925	21,334	10,343	27,609	22,084	18,067	9,320	12,790	156,506	3
29,899	21,359	15,253	17,983	11,090	21,081	10,548	33,800	27,678	20,714	10,895	14,242	174,082	4
32,202	22,141	15,587	18,277	9,130	19,189	9,346	41,682	31,146	22,940	12,870	16,096	189,691	5
34,178	23,285	16,373	17,772	10,489	20,770	10,093	45,775	29,353	23,547	15,162	16,779	200,606	6
37,885	24,778	17,728	20,532	11,726	23,274	12,386	49,096	30,890	25,617	17,860	18,286	221,804	7
45,142	28,583	21,616	32,756	20,387	33,090	20,813	58,073	33,217	30,219	21,012	17,049	260,270	8
51,716	33,765	24,325	38,239	29,220	38,212	27,964	65,801	39,866	32,984	22,171	19,118	301,375	9
58,482	41,177	26,355	41,971	37,166	40,791	32,180	71,649	45,613	36,284	22,570	19,552	311,473	10
54,750	50,244	31,133	42,290	39,776	40,180	36,574	85,689	48,400	37,938	22,108	20,555	307,129	11
56,269	47,124	30,140	45,310	49,417	47,909	42,067	96,428	54,512	41,227	24,042	18,469	407,326	12
59,716	50,061	33,822	48,277	57,997	53,109	42,036	109,560	64,926	48,352	24,092	19,062	426,839	13
Ontario													
651	1,306	788	1,117	388	545	716	3,049	1,113	1,720	628	1,909	12,257	14
682	1,559	959	1,447	600	663	1,200	4,435	669	1,854	969	1,442	12,693	15
25,278	32,183	20,451	27,224	32,611	27,088	21,823	51,608	53,832	49,208	17,019	21,204	233,056	16
29,625	40,190	24,837	29,681	28,457	27,676	18,841	64,917	66,579	55,123	19,440	24,904	273,506	17
31,569	43,716	26,465	30,527	20,881	26,223	13,835	80,813	74,800	60,036	22,607	29,287	299,135	18
33,182	47,937	29,200	27,490	21,809	29,128	12,029	89,436	70,377	60,489	26,438	31,741	317,293	19
36,524	52,860	33,422	33,985	22,112	33,065	14,649	96,090	73,954	63,536	31,101	35,573	381,964	20
43,844	59,736	38,662	54,072	43,575	47,105	35,173	109,053	76,240	75,906	35,963	34,784	468,892	21
49,477	63,731	42,598	61,866	68,315	57,542	52,996	118,502	89,881	79,748	33,904	40,042	551,878	22
51,631	76,019	47,696	68,299	87,916	59,225	63,537	133,678	104,336	86,951	36,430	42,703	614,903	23
53,457	76,548	48,020	75,273	92,376	58,986	76,216	138,773	107,918	96,799	39,335	42,051	642,701	24
55,790	62,825	46,577	76,485	136,684	60,909	90,283	148,862	116,240	98,353	42,909	40,332	747,330	25
59,020	84,642	50,639	84,182	136,676	81,081	102,980	167,127	122,033	110,383	45,666	46,970	755,483	26
Manitoba													
72	113	33	183	140	37	81	465	166	251	75	107	1,593	27
121	133	43	238	198	51	137	730	97	279	105	45	1,577	28
2,590	2,842	1,493	4,196	7,177	1,123	2,936	7,819	6,187	6,211	2,200	1,327	26,150	29
3,357	3,480	1,711	4,893	9,061	1,164	2,674	9,378	7,250	7,276	2,553	1,349	32,894	30
3,895	3,716	1,856	5,337	12,083	1,119	2,229	11,289	7,882	8,265	3,002	1,418	36,759	31
4,404	4,006	2,050	6,055	13,883	1,255	2,293	12,085	7,128	9,284	3,525	1,368	42,924	32
5,100	4,340	2,264	6,895	13,783	1,434	2,618	12,546	7,244	10,336	4,139	1,406	51,650	33
6,444	4,807	2,686	9,714	18,086	1,987	3,874	16,719	7,150	11,603	4,733	1,157	62,875	34
7,299	5,022	2,959	10,597	26,693	2,071	5,552	20,161	8,300	12,454	4,368	1,304	74,014	35
8,213	5,456	3,058	10,831	31,662	3,196	7,131	20,475	9,929	13,858	4,669	1,336	83,347	36
7,630	6,001	3,250	12,209	34,195	3,531	8,767	23,934	9,775	14,393	5,425	1,380	87,582	37
7,513	5,209	3,061	12,368	38,875	3,606	10,876	25,384	10,527	15,007	5,057	1,353	87,109	38
8,176	5,988	3,225	12,807	37,790	3,047	12,285	24,898	9,201	15,877	5,161	1,461	91,220	39

Retail Trade 1930-1951, By Kinds of Business — Concluded

No.		Total all trades	Grocery and combination	Meat	General	Depart- ment	Variety	Motor vehicles	Garages and filling stations	Men's clothing
Saskatchewan										
	Number of stores:									
1	1941	10,071	1,314	357	1,929	46	24	405	1,154	130
2	1951	9,677	1,560	241	1,285	31	48	660	877	132
	Sales (in thousands of dollars):									
3	1941	188,927	19,774	3,181	32,690	20,195	2,664	25,881	10,588	2,448
4	1942	200,568	23,556	4,043	37,339	21,684	3,207	16,393	5,663	3,006
5	1943	218,524	25,538	4,563	41,760	21,959	3,277	14,419	3,948	3,105
6	1944	249,375	28,136	5,174	48,578	25,978	3,526	16,699	3,874	3,364
7	1945	278,976	31,464	5,886	50,888	28,262	3,819	20,427	4,264	3,729
8	1946	341,142	37,956	6,946	57,050	32,496	4,378	35,834	10,588	4,362
9	1947	409,911	44,281	7,979	61,590	39,694	4,809	54,384	22,024	4,688
10	1948	473,346	49,864	8,371	64,006	46,628	5,310	67,328	27,584	5,058
11	1949	537,737	56,267	8,433	70,341	50,218	5,567	81,957	33,755	5,058
12	1950	570,837	61,200	8,376	61,936	47,657	5,479	132,937	24,701	5,788
13	1951	658,584	73,740	9,261	66,676	50,898	6,274	164,312	27,561	7,405
Alberta										
	Number of stores:									
14	1941	9,194	1,313	379	1,377	21	38	325	1,103	216
15	1951	10,058	1,630	320	1,101	34	76	592	978	233
	Sales (in thousands of dollars):									
16	1941	227,873	25,193	5,392	27,217	28,266	3,884	31,088	13,996	4,046
17	1942	243,046	30,533	6,262	30,983	32,458	4,598	19,917	8,078	5,183
18	1943	265,666	33,562	6,630	34,751	36,123	4,684	17,744	6,310	5,579
19	1944	296,044	37,350	7,146	38,357	38,984	4,985	20,702	8,771	6,229
20	1945	328,515	42,013	7,823	40,378	42,481	5,151	25,417	7,968	7,030
21	1946	416,288	49,458	10,011	46,122	50,340	6,012	43,169	18,967	8,301
22	1947	504,306	56,620	12,096	49,246	57,931	6,327	68,245	30,236	9,040
23	1948	611,494	66,025	12,651	56,293	69,413	7,406	81,175	33,705	8,568
24	1949	697,019	74,212	13,423	58,029	76,632	8,432	102,255	32,857	9,757
25	1950	776,692	87,156	15,032	58,156	80,310	8,843	129,966	36,765	9,109
26	1951	853,769	103,912	16,932	60,432	86,414	9,914	193,570	41,958	13,442
British Columbia										
	Number of stores:									
27	1941	11,356	1,919	446	752	31	48	177	1,098	340
28	1951	13,494	2,607	413	708	75	146	382	1,036	428
	Sales (in thousands of dollars):									
29	1941	318,001	45,410	9,168	17,502	50,698	4,599	33,950	16,869	6,369
30	1942	346,076	54,780	11,190	17,791	58,744	5,458	18,382	9,483	8,109
31	1943	362,165	60,054	12,381	19,706	59,537	5,619	13,409	7,177	8,717
32	1944	404,096	66,691	13,789	22,863	65,300	5,679	13,425	7,522	9,745
33	1945	454,891	74,908	15,395	25,644	71,615	6,362	14,899	8,701	11,054
34	1946	593,547	92,639	20,091	30,448	84,191	7,633	46,123	21,562	13,319
35	1947	736,864	112,909	25,116	36,020	97,460	8,214	72,693	36,035	16,063
36	1948	817,772	129,834	23,972	38,755	114,759	9,225	69,003	43,222	17,506
37	1949	874,125	135,523	24,233	39,082	121,874	9,396	103,290	48,504	16,760
38	1950	982,140	153,342	22,153	41,953	126,505	9,449	181,679	38,041	15,943
39	1951	1,099,780	176,225	23,765	51,032	134,596	11,151	211,779	44,246	18,818

Retail Trade 1930-1951, By Kinds of Business - Concluded

Family clothing	Women's clothing	Shoes	Hardware	Lumber and building material	Furniture	Appliance and Radio	Res-taurants	Fuel	Drug	Jewellery	Tobacco	All other	No.
Saskatchewan													
61	96	32	468	477	37	114	496	195	351	95	104	2,186	1
86	140	52	434	451	45	164	776	94	306	140	38	2,117	2
5,061	2,109	894	7,242	9,251	1,182	1,622	6,799	3,394	5,040	1,302	935	26,675	3
5,797	2,800	1,045	8,073	12,072	1,317	1,334	9,053	4,139	5,837	1,384	989	31,857	4
6,003	3,167	1,208	8,491	16,773	1,361	1,247	11,702	4,469	6,527	1,520	1,008	36,479	5
6,026	3,572	1,358	11,267	21,258	1,598	1,183	13,412	4,013	7,291	1,711	948	42,409	6
6,551	4,012	1,409	12,689	21,710	1,884	1,227	14,912	4,049	8,059	1,970	934	50,831	7
7,684	4,764	1,586	15,485	21,845	2,579	2,919	16,921	4,317	8,667	2,306	713	61,746	8
7,783	4,901	1,694	17,107	27,828	2,790	4,512	18,367	5,280	9,002	2,061	751	68,386	9
7,750	5,938	1,913	19,018	28,079	2,713	5,174	19,658	5,925	10,080	2,336	691	89,922	10
8,682	7,268	2,105	20,533	31,549	3,027	5,424	21,728	4,475	11,242	2,580	881	106,647	11
8,274	7,057	1,985	20,458	32,280	2,609	5,622	22,443	5,857	12,286	3,614	640	99,638	12
10,338	7,459	2,376	21,074	30,749	2,626	7,802	24,071	5,370	13,530	4,594	966	121,502	13
Alberta													
76	145	43	344	287	76	96	719	104	309	97	151	1,975	14
150	209	72	408	377	95	213	973	30	346	165	54	2,002	15
3,200	3,700	1,524	7,790	9,211	3,528	2,118	10,425	1,315	5,855	1,895	1,676	36,554	16
4,134	4,627	1,768	8,438	11,011	3,883	1,794	13,255	1,877	6,852	2,185	1,677	43,533	17
4,818	5,039	2,093	8,608	14,424	3,968	1,351	16,612	2,134	7,732	2,560	1,714	49,230	18
5,475	5,522	2,140	9,867	17,086	4,625	943	18,502	2,045	9,766	2,993	1,588	54,968	19
6,389	6,068	2,200	10,670	17,744	5,432	911	19,999	2,175	10,557	3,502	1,560	63,047	20
7,931	7,502	2,431	16,961	21,691	7,716	3,564	24,045	2,318	11,162	4,069	1,145	73,373	21
8,898	8,618	2,558	20,142	28,954	8,551	7,489	27,168	2,783	12,339	3,812	1,212	82,043	22
10,007	10,861	2,922	24,199	34,030	9,011	7,425	29,801	1,896	13,414	3,854	1,617	127,223	23
10,777	13,328	3,838	26,592	39,112	8,889	13,232	32,178	1,969	13,944	4,428	1,813	151,322	24
11,950	11,854	4,124	29,104	43,853	8,809	13,798	35,118	1,322	15,645	5,564	1,718	168,496	25
13,803	12,229	4,508	25,219	47,386	8,822	12,422	37,914	1,107	17,671	6,986	1,905	137,223	26
British Columbia													
113	338	145	204	125	133	157	921	259	310	155	393	3,292	27
210	501	219	387	215	115	308	1,511	124	396	260	184	3,269	28
4,873	8,171	3,749	4,977	5,235	5,507	4,923	14,822	4,297	8,374	3,909	3,559	61,040	29
5,572	10,429	5,192	6,590	5,884	6,233	4,268	18,529	6,076	10,162	4,481	3,794	74,929	30
5,790	11,549	5,885	7,917	7,316	6,608	2,806	22,991	7,230	11,884	5,229	4,116	76,244	31
5,922	12,844	6,596	9,837	8,510	7,852	2,322	25,351	7,289	15,718	6,092	4,068	86,681	32
6,332	14,315	7,577	12,366	8,414	9,286	2,551	27,075	8,045	18,020	7,107	4,251	100,974	33
9,251	18,221	9,639	17,099	10,941	13,078	6,758	30,532	9,589	17,615	8,341	4,364	122,115	34
11,961	21,817	11,409	21,005	17,027	15,495	11,845	33,616	12,233	19,272	8,823	5,561	142,290	35
13,144	25,689	10,931	22,144	22,415	13,699	15,415	40,238	13,790	21,990	8,964	5,641	157,436	36
12,783	26,279	10,195	22,871	28,018	13,184	16,108	43,635	13,404	22,483	9,921	5,766	150,816	37
12,680	25,314	9,901	23,316	32,038	12,739	20,280	40,820	15,365	23,606	9,955	5,223	161,838	38
13,696	24,244	10,080	23,014	32,217	9,708	22,601	52,299	14,382	25,786	11,454	5,779	182,888	39

APPENDIX

PROBLEMS AND METHODS OF REVISION

A complete census of retail trade was made for the years 1930, 1941, and 1951. However, it is exceedingly important to have some current measurement of retail trade between the Census years. To meet this need, estimates of retail trade are made by using sampling techniques. The sales' trends of a sample panel are applied by trade and province to the Census base to give monthly sales estimates. Annual adjustments are made to account for changes in store population and shifts in classification.

Revised Sales 1930-1941

Up to 1941, no annual adjustment had been made for any change in the number of stores in operation and the inter-censal results only reflected trends of continuing stores existing in 1930. The difference between 1941 estimated sales and the actual 1941 Census sales was spread back over the years in accordance with the proportion that the sales' increase for each year formed of the total increase as was measured by the index from 1933 to 1941.

Estimated Sales 1941-51

The sample estimate of retail sales in 1951 totalled \$10,517,326,000, (excluding Newfoundland) while the actual Census figure (again excluding Newfoundland) amounted to \$10,533,689,000. This exceedingly small difference, however, was composed of considerably larger discrepancies in trades and provinces which were largely offsetting. These may have been due to several causes: a gradually depleted sample in some trade-area cells with resultant poor estimates; changes in classification between the two Census years; possible errors in the "birth" or "death" measurements. It would seem a relatively simple revision to pro-rate the difference between the 1951 estimated sales and the actual sales obtained from the 1951 Census over the ten-year interval, 1941 to 1951, on much the same plan as for 1930-1941. This would be the case provided the 1941-1951 estimates represented one comparable series. Before these differences could be adjusted, however, significant basic inter-censal revisions had to be made which are described in some detail in the succeeding paragraphs.

Estimates from 1941 to 1946 were based on a continuing sample only, which produced monthly indexes of retail sales. In 1947, an entirely new and larger sample was selected; a revised monthly series of dollar estimates replaced the former indexes; and an annual "birth", "death" and "store change" survey was made. The 1947 estimate was obtained by linking the new sample 1941-47 trend to the 1941 Census benchmark and adding the net accumulated 1941-47 store birth, death and classification change adjustments. Each year thereafter, the year-to-year percentage change in sales of the sample was

applied to the previous year's final estimate and net adjustments made to account for new stores, stores going out of business, or changes in store classification. This new series had no direct relationship to the former 1941-46 series. The first important revision necessary, therefore, was to bring the 1941-46 series on as comparable a basis as possible with the improved 1947-51 estimates.

Revisions Between 1941-1951

1. **Break in the Series at 1947**—To make the 1941-46 and 1947-51 series more comparable the following adjustments were made: One-half of the accumulated "birth" measurement of 1947 was added to 1946, assuming that no significant increase in new stores had taken place before that year since 1941. The 1941-47 accumulated store "death" and "store change" revision was spread over the intervening six years evenly, accumulating each year beginning in 1942 to total the 1947 adjustment already included in the 1947 estimates. An estimate of "store changes" and store "deaths" was obtained from the continuing sample. The store "birth" estimate was obtained from an area sample listing of new stores and resulting sales questionnaire survey with known "blow-up" factors for the various areas.

The above adjustments to the 1942-46 period did not completely reconcile the 1946 estimate to the 1947 figure of the revised series. The percentage change in sales between 1947 and 1946 was known from the old 1942-46 series which extended to 1947. This percentage change was applied to the 1946 estimate before any adjustments were made and this 1947 estimate of a continuing sample only was compared to the 1947 sales of the revised series after deducting the 1947 net adjustment for "births", "deaths" and "store classification" changes. Any difference between the two was considered due to a deficiency in the 1942-46 sample and was pro-rated evenly by sixths over the 1942-46 figures. The resulting series of sales estimates from 1941 to 1946 after adding back the "birth-death" adjustments were as comparable to 1947 as existing records permitted.

2. **Newfoundland, Yukon and Northwest Territories**—Estimated sales of retail stores in Newfoundland, formerly omitted, were introduced into the series from 1949 onwards. No complete information on retail trade in Newfoundland was available before the 1951 Census results were known. To the various 1951 trade totals, the respective indexes of Maritime sales from 1949 to 1951 were applied and the resulting estimates added to the existing Maritime sales' estimates to give a total for the four Atlantic provinces. In this and current series

of retail sales, a large enough sample of stores is not maintained to produce reliable estimates of sales in each province separately.

The new series of estimated dollar sales, begun in 1947, did not include the Yukon and Northwest Territories. Adjustments were made to include these sales with British Columbia from 1947 to 1951. As in the Atlantic Provinces, the revision does not show separate estimates for these regions.

3. Department Stores—The revision to department store sales was one of inter-provincial shifting more than an under or over-estimate of 1951 sales. From 1941 to 1951 estimates were based on the 1941 Census benchmark whereby direct mail-order sales were credited to the province in which the respective mail-order houses were located. In the 1951 Census, direct mail-order sales of department stores were reported in the province of origin of sales. This increased the sales of provinces in which no large mail-order houses were established and decreased the sales by compensating amounts in the other provinces in comparison with the 1941 method of reporting. This revision was carried back to 1941 in the revised estimates of the report.

4. Office, School and Store Supplies—The entire series was reduced by estimated sales of office, school and store supplies and equipment dealers, a trade transferred to the wholesale field in the 1951 Census. For the sake of comparison with 1951 and subsequent sales' estimates, this trade has been deleted from this report back to 1930.

5. Other Revisions 1930-1951—Minor revisions were made to the "all other" group between 1941 and 1946 to bring it into line with the new 1947 series. The former 1930-41 revisions were also adjusted to make trades strictly comparable with the 1941-51 and current series of retail sales. Briefly, these were: deletion of used car dealers from the 1930-41 sales of motor vehicle dealers to be consistent with the present estimates; deletion of refreshment stands from the restaurant group;

deletion of furriers and millinery shops from "women's clothing". These deletions were included with the "all other" classification, consistent with more recent and current series.

Final Revision to 1951 Census Benchmark

The 1951 estimated sales, projected forward from the 1941 Census base, did not correspond with the 1951 final Census results. As mentioned before, the difference in total was not significant. By trades and areas, however, further revisions were necessary. These differences were not divided evenly over the ten-year interval but, by trade and area, each year was given a proportion of the error relative to the percentage that the sales for that year formed of total accumulated sales over the 1942-51 period.

The difference between the 1951 figures, as published in Census Volume VII, (Retail Trade) and those appearing in this publication is due to the inclusion in the latter of sales figures for some 1,408 establishments which were not included in any of the tabulations of the Census proper. However, these figures do appear in the Total Known Retail Trade figures in Census Summary Volume X. These establishments are those identified as being in operation in 1951 after the cut-off date for Census tabulations. A small net adjustment was made in these figures for any duplications found in the Census proper.

The extent of the adjustments made to the Census figures is as follows:

	<u>Stores</u>	<u>Sales</u>
1951 figures as published in Census Volume VII	151,626	\$10,652,779.8
Supplemental establishments (net)	1,408	40,316.1
1951 figures used in this pub- lication	153,034	\$10,693,095.9

CURRENT RETAIL TRADE STATISTICS

Kind-of-Business Descriptions

Grocery and combination stores (groceries and meats) are as indicated with a maximum of 85 per cent fresh meats allowed.

Meat markets must not sell more than 15 per cent grocery items to remain in this classification.

General stores, usually located in rural areas, selling over 33 per cent groceries; do 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; most prevalent in the "chain" field.

Motor vehicle dealers include (1) authorized dealers (20 per cent or more new car sales), (2) motor



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vehicle dealers with wholesale car departments, (3) motor vehicle dealers selling farm implements. Used car dealers are not included.

Garages and filling stations where repair work alone must not constitute more than 50 per cent of total trade.

Men's clothing stores include men's and boys' clothing and furnishings, 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 stores exclude furriers, millinery shops, and infants specialty stores. These are included in the "all other" classification.

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

Hardware stores cover regular hardware stores and 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 stores include those stores selling at least 67 per cent furniture and also where under-

taking is part of the business but not in excess of 50 per cent.

Appliance and radio stores include specialty stores dealing in these commodities (over 67 per cent) and also the combination group of furniture and appliance except those defined above as furniture stores.

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

Tobacco stores must sell more than 50 per cent tobacco items.

"All other" includes all trades not specified above and contains certain major trades such as government liquor stores, farm implement dealers, farm supplies including feed and seeds, etc., used car dealers and confectionery stores.