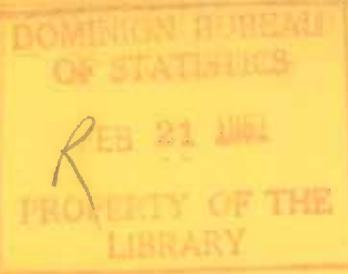


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GOVERNMENT OF CANADA

RETAIL TRADE

1949



DOMINION BUREAU OF STATISTICS — DEPARTMENT OF TRADE AND COMMERCE

RETAIL TRADE

1949

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IMPORTANT NEW REFINEMENTS

Estimates Adjusted For Effect of Changes in Number of Stores

Chain and Independent Store Sales Shown Separately

It is important to know what changes have been made in the retail trade estimates. The new series is not comparable with previously-published figures for the years since 1941. Appendix 1 reviews the refinements.

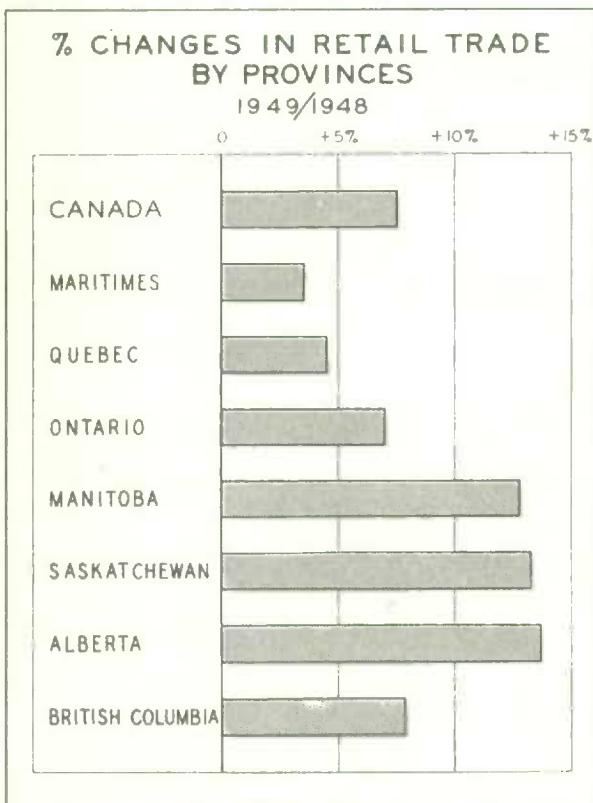
RETAIL TRADE

1949

A record total of \$8,427,900,000 was spent in Canada's retail stores during 1949. Sales exceeded the 1948 figure of \$7,839,300,000 by 7.5% and were about 2-1/2 times total sales in 1941, the last Census year.

Sales were higher in 1949 than in 1948 for all provinces, and for all trades with the exception of family clothing stores and coal and wood dealers.

The manner in which durable goods sales forged ahead provided the outstanding feature of retail trade in 1949. Motor vehicle dealers reported sales 24% higher, while an increase of 18% was recorded by appliance and radio stores. In the case of motor vehicle dealers, the increase was attributable largely to the much-expanded distribution of new motor vehicles, and particularly of passenger cars, as the following summary of unit sales indicates:

Sales of New Motor Vehicles 1948 and 1949

	1948	1949	% Change 1949/1948
Passenger cars	145,655	202,318	+ 39
Trucks and buses	75,645	84,023	+ 11

Housing construction was proceeding at a rapid rate in 1949 and this accounted for the increased sales of retail lumber and building materials dealers. The need for refrigeration, heating equipment and other major appliances was a factor in the sharp increase in appliance and radio dealers' sales. The furniture trade, on the other hand, showed no tendency to respond to the housing boom and sales were up only 1% over 1948 figures.

A remarkable fact about Canada's retail business during 1949 was its stability in the face of a downward turn in business in the United States. The following table, showing the course of sales in the two countries in 1949, reveals the divergence of trends.

% Change in Retail Trade - Canada and United States, 1949/1948

	Canada	United States
January	+ 2	- 5
February	+ 8	- 2
March	+ 8	- 5
April	+20	+ 5
May	+ 9	+ 1
June	+ 9	- 1
July	+ 7	- 7
August	+ 9	- 2
September	+ 9	- 2
October	+ 4	- 6
November	+ 4	- 2
December	+ 4	- 4
Annual Total	+ 8	- 3

Some of the increase in sales between 1948 and 1949 was accounted for by the increase in the number of establishments operating. The effect, as between these two years, was very slight, as the following table indicates.

The first column shows the 1949 estimates without allowance for the effect of the net change in the number of establishments between 1948 and 1949. The second column shows sales figures with that adjustment, and the third column shows that part of the total volume which was accounted for by the net change in the number of stores operating in each case.

MERCHANDISING AND SERVICES

1949 Retail Trade Estimates

<u>Trade</u>	<u>Unadjusted Sales</u>	<u>Adjusted Sales</u>	<u>Amount of Change</u>
Grocery and Combination	\$ 1,328,500,000	\$1,336,900,000	+ \$ 8,400,000
Motor Vehicle Dealers	975,200,000	1,030,500,000	+ 57,300,000
Furniture	150,300,000	148,900,000	- 1,400,000
Appliance and Radio	119,500,000	130,700,000	+ 11,200,000
Drug	192,700,000	199,700,000	+ 7,000,000
Jewellery	75,200,000	74,300,000	- 900,000

Price changes cannot be overlooked when interpreting changes in sales volume. Sales increases do not accurately reflect changes in the physical quantities of merchandise sold during a period when price levels are also changing. It is impossible to make direct comparisons between price and sales statistics, but some indication of the effect of price changes in 1949 is given by the following price increases for certain classes of consumer commodities:

<u>Commodity Group</u>	<u>Retail Price % Change 1949/1948</u>
Food	+ 3.8
Clothing	+ 5.0
Home Furnishings and Services	+ 3.2
Miscellaneous	+ 4.4

The position of the five leading trades, in their relation to the total is shown in the following table:

Major Trades Related to Total Volume - 1941, 1947, 1948 and 1949

(Millions of Dollars)

Selected Trades	1941		1947		1948		1949	
	Sales	% of Total						
Retail Trade - Total	3,436.8	100.0	6,970.9	100.0	7,839.3	100.0	8,427.9	100.0
Grocery & Combination Stores	567.3	16.5	1,085.7	15.6	1,254.6	16.0	1,336.9	15.9
Department Stores	377.8	11.0	706.8	10.1	803.1	10.2	855.5	10.2
Motor Vehicle Dealers	360.2	10.5	746.3	10.7	833.9	10.6	1,030.5	12.2
Country General Stores	213.3	6.2	442.0	6.3	477.3	6.1	478.9	5.7
Garages & Filling Stations	205.1	6.0	380.1	5.5	440.5	5.6	483.0	5.7
Total, 5 Trades	1,723.7	50.2	3,360.9	48.2	3,809.3	48.5	4,184.8	49.7
All Other Trades	1,713.1	49.8	3,610.0	51.8	4,030.0	51.5	4,243.1	50.3

TOTAL RETAIL TRADE

— BY MONTHS —

\$ MILLIONS
1000

\$ MILLIONS
1000

800

600

400

200

0

800

600

400

200

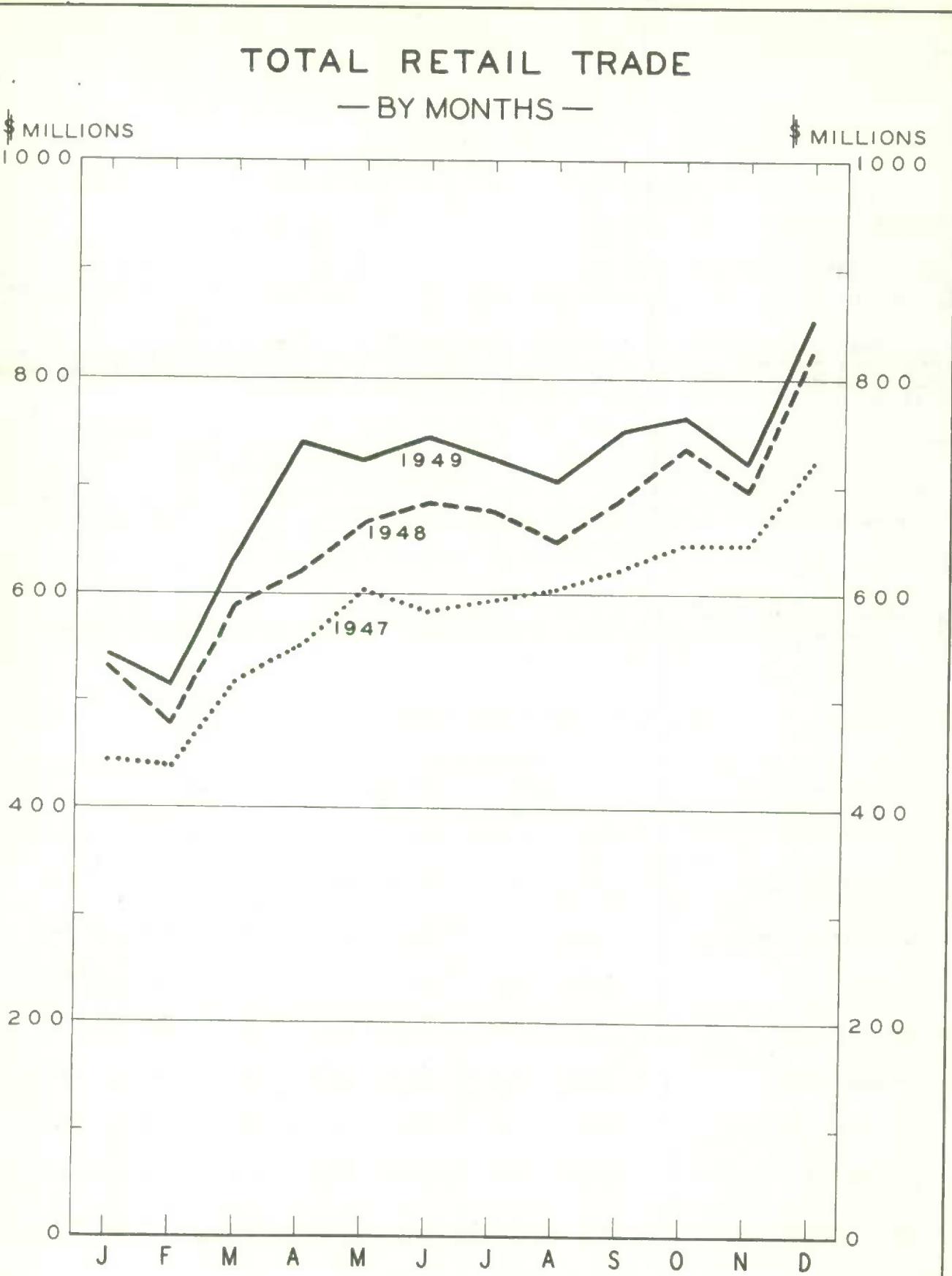
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J F M A M J J A S O N D

1949

1948

1947



In terms of dollar volume, the five largest trades accounted for 49.7% of the total retail trade in 1949. These same trades were responsible for 50.2% of the business done in 1941. The most significant shift was the increased proportion of total sales obtained by motor vehicle dealers - from 10.5% in 1941 to 12.2% in 1949. Other shifts were quite moderate, with the other four trades each accounting for a slightly smaller proportion of total sales in 1949 than in 1941.

Canadians spent \$1,336,900,000 in food stores in 1949, a gain of 6.6% compared with 1948 sales volume, and nearly 2-1/2 times the amount spent in grocery and combination stores in 1941. These sales constituted 18% of the total business done by retail stores in 1949. Department stores reported sales volume of \$655,500,000 in 1949, 6.5% above the \$603,100,000 for 1948.

Results for most trades indicated rather moderate increases in sales volume, with family clothing stores and fuel dealers failing to reach their 1948 levels.

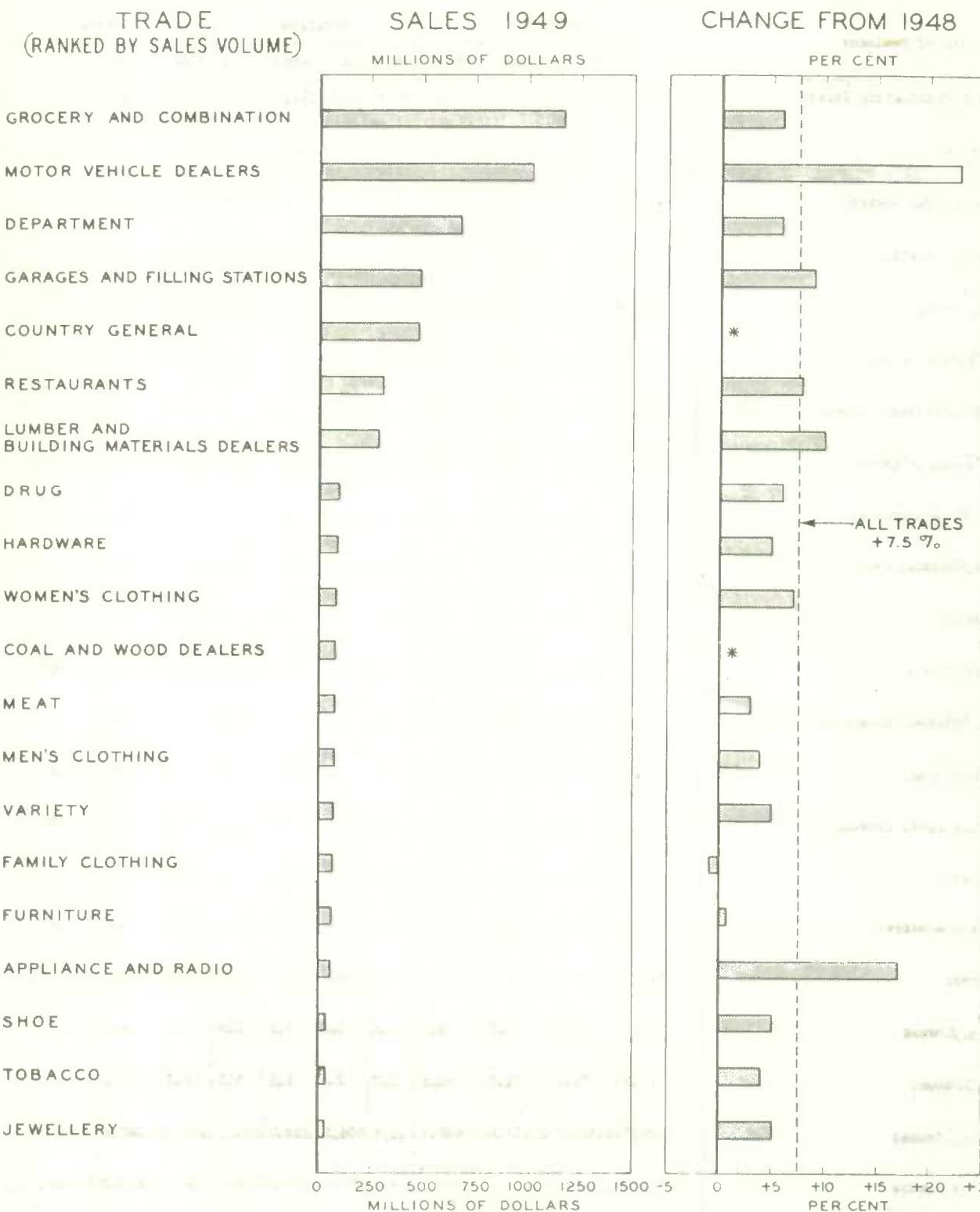
In each of the three Prairie Provinces reported sales 13% or 14% higher in 1949 compared with 1948, but other provincial gains were close to the increase reported for Canada as a whole (7.5%). The effect of rapidly developing resources and manufacturing activity, particularly in Alberta and Manitoba, helped promote a steady rise in consumer expenditures at a rate not equalled elsewhere in Canada during 1949.

Any slight differences between the totals and their components, in the tables of this bulletin, are due to the rounding of the figures.

Table 3 gives a breakdown of retail trade estimates, not only by provinces and kind of business, but also by chain and independent store totals. This is the first time, apart from the Census, that Canadian retail trade estimates have been given in this detail. It will be noted that in certain cases the chain and independent breakdown has not been shown, in order to avoid disclosure of any individual firm's operations.

RETAIL TRADE, 1949

— SALES BY TRADES
— % CHANGE FROM 1948



*LESS THAN .5 %

TABLE 1.--ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS, 1941, 1947, 1948 & 1949
(in millions of dollars)

Kind of Business	CANADA				MARITIMES				QUEBEC			
	1941	1947	1948	1949	1941	1947	1948	1949	1941	1947	1948	1949
Grocery & Combination Stores	567.3	1,085.7	1,254.5	1,336.9	56.4	104.7	114.0	114.2	163.8	325.6	378.6	399.3
Meat Stores	80.0	162.9	170.2	176.1	2.1	4.9	4.5	5.1	26.2	45.0	48.8	50.1
Country General Stores	213.3	442.0	477.3	478.9	26.8	67.2	70.7	64.4	49.3	94.1	102.4	101.3
Department Stores	377.6	706.8	603.1	855.5	28.7	50.8	58.3	83.8	58.5	120.1	130.2	135.2
Variety Stores	85.2	136.0	155.9	163.7	11.3	15.4	16.7	17.6	22.7	40.8	46.5	47.6
Motor Vehicle Dealers	360.2	746.3	833.9	1,030.5	30.9	56.7	57.1	66.5	66.3	156.4	173.2	195.7
Garages & Filling Stations	205.1	380.1	440.5	483.0	15.0	26.1	30.1	31.5	40.8	81.6	95.0	102.2
Men's Clothing Stores	79.9	154.2	165.5	172.2	6.9	13.8	13.8	14.0	20.2	34.7	40.6	41.6
Family Clothing Stores	73.8	147.4	168.8	166.8	7.5	15.9	16.4	17.1	25.3	48.4	54.4	49.9
Women's Clothing Stores	71.1	140.9	167.8	181.1	4.0	8.2	9.2	9.4	18.1	33.5	40.9	49.9
Shoe Stores	44.0	85.2	90.6	95.4	3.5	6.2	5.8	6.5	12.5	22.5	24.2	28.5
Hardware Stores	73.1	168.3	183.8	193.9	5.0	10.4	11.3	11.2	16.7	38.3	42.1	42.4
Lumber & Building Materials Dealers	79.8	207.6	253.0	278.2	4.4	5.5	6.4	6.6	11.9	24.8	31.4	32.4
Furniture Stores	64.1	141.0	147.5	148.9	4.3	8.4	8.6	8.7	21.3	38.7	41.4	40.9
Appliance & Radio Stores	45.9	98.6	111.2	130.7	2.1	10.0	9.5	12.4	10.3	25.7	29.1	32.6
Restaurants	126.6	270.8	296.6	321.5	7.8	12.5	12.2	13.1	27.6	49.8	52.0	62.0
Coal & Wood Dealers	98.6	157.0	179.2	179.3	7.5	11.4	13.4	11.8	22.1	35.0	39.6	41.3
Drug Stores	100.9	170.7	187.1	199.7	8.3	13.9	15.4	15.9	18.1	33.4	36.8	38.5
Jewellery Stores	38.4	69.0	70.6	74.3	2.6	5.0	5.2	6.3	9.3	20.1	20.0	19.1
Tobacco Stores	43.2	76.7	81.0	84.8	1.7	2.6	2.1	3.6	12.8	20.4	21.1	22.4
All Other Trades	608.7	1,423.9	1,611.6	1,686.6	45.7	104.2	112.2	114.1	163.0	347.5	361.2	357.7
Total All Trades	3,436.8	6,970.9	7,839.3	8,427.9	282.8	552.8	593.1	613.8	818.7	1,636.2	1,809.3	1,890.7

TABLE 1.--ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS, 1941, 1947, 1948 & 1949
(in millions of dollars)

ONTARIO				MANITOBA				SASKATCHEWAN				ALBERTA				BRITISH COLUMBIA			
1941	1947	1948	1949	1941	1947	1948	1949	1941	1947	1948	1949	1941	1947	1948	1949	1941	1947	1948	1949
230.7	413.7	486.7	529.3	26.1	47.5	54.1	58.1	19.8	38.4	42.4	47.2	25.2	51.8	59.9	66.8	45.3	104.1	118.8	122.1
31.4	57.0	59.5	59.5	2.6	6.0	6.3	8.0	3.2	7.9	8.3	8.3	5.3	12.4	13.0	13.9	9.1	29.8	29.7	31.2
44.3	90.7	98.9	94.2	17.0	33.0	33.2	35.0	32.7	71.6	76.4	85.2	27.2	54.2	62.4	65.4	16.1	31.2	33.4	33.4
151.5	267.6	304.0	320.2	56.7	103.4	115.4	126.1	17.6	35.4	41.6	44.8	20.5	42.7	51.1	56.5	44.4	87.0	102.6	108.9
37.6	58.5	69.0	73.8	2.4	4.1	4.4	4.4	2.7	4.3	4.7	4.9	3.9	5.7	6.7	7.6	4.6	7.1	7.9	7.8
151.3	297.0	327.7	394.6	18.7	36.2	50.3	75.1	25.9	45.0	54.1	63.9	31.1	55.5	63.2	77.7	33.9	100.5	108.3	156.9
97.2	157.9	176.7	196.7	10.6	20.9	26.6	27.7	10.6	25.9	33.0	40.9	14.0	29.9	33.2	32.2	16.8	37.9	45.8	51.9
37.0	69.8	72.2	75.8	2.9	6.2	6.5	7.8	2.4	4.7	5.1	5.1	4.0	10.4	10.2	11.7	6.4	15.6	17.0	16.2
25.3	46.5	48.0	49.1	2.6	6.4	7.1	6.4	5.1	9.4	9.8	11.1	3.2	6.6	7.1	7.3	4.9	14.1	15.8	16.0
32.2	58.8	69.9	69.1	2.8	5.4	6.0	6.6	2.1	5.2	6.4	7.8	3.7	8.9	11.2	13.8	8.2	20.7	24.3	24.6
20.6	39.6	44.0	43.7	1.5	2.7	2.8	2.9	.9	1.5	1.7	1.8	1.5	2.4	2.8	3.7	3.7	10.1	9.3	8.2
27.2	55.9	60.8	66.1	4.2	10.4	10.6	11.9	7.2	14.0	15.0	15.7	7.8	20.4	24.5	27.0	4.9	18.9	19.5	19.7
32.6	79.0	101.9	110.0	7.2	26.9	30.7	32.9	9.3	27.2	27.2	30.4	9.2	27.7	32.4	37.1	5.2	17.5	23.1	28.8
27.1	62.8	66.1	67.2	1.1	2.3	3.5	3.9	1.2	2.9	2.8	3.1	3.5	8.8	9.3	9.2	5.5	17.2	15.9	15.8
21.8	42.0	48.7	56.9	2.9	3.1	3.9	4.5	1.6	3.8	4.0	3.8	2.1	6.4	5.9	11.3	4.9	7.9	10.1	9.2
51.6	111.9	125.6	129.0	7.8	20.8	21.2	24.9	6.8	15.3	15.9	17.2	10.4	25.6	27.9	29.9	14.7	34.8	41.7	45.4
63.8	80.7	93.1	94.6	6.2	10.5	12.6	12.9	3.4	7.3	8.4	7.4	1.3	2.8	1.9	2.0	4.3	9.4	10.3	9.5
49.2	75.1	81.3	90.0	6.2	11.6	12.8	13.2	5.0	7.9	8.8	9.7	5.9	11.3	12.2	12.4	8.3	17.6	19.8	19.9
17.0	26.3	27.3	28.6	2.2	4.0	4.2	4.9	1.3	1.3	1.5	1.6	1.9	3.6	3.7	4.2	3.9	8.6	8.7	9.7
21.2	41.5	44.4	44.1	1.3	1.2	1.3	1.3	.9	1.8	1.9	2.4	1.7	2.0	2.6	3.0	3.5	7.2	7.6	8.0
246.5	554.8	616.4	642.0	27.6	67.8	79.7	87.6	27.3	68.0	89.8	107.4	37.6	99.9	150.7	180.6	60.9	181.6	201.5	197.2
1,407.0	2,687.1	3,022.3	3,234.5	210.8	428.5	493.2	556.3	186.9	398.5	458.6	519.5	221.1	489.0	592.0	673.1	309.6	778.7	870.8	940.0

TABLE 2 - PERCENTAGE CHANGES IN RETAIL TRADE - 1949/48 BY PROVINCES AND KINDS OF BUSINESS

Kind of Business	CANADA	MARITIMES	QUEBEC	ONTARIO	MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA
Grocery & Combination Stores	+ 6.8	+ 0.1	+ 5.5	+ 8.7	+ 7.3	+ 11.3	+ 11.5	+ 2.8
Meat Stores	+ 3.5	+ 13.4	+ 2.6	(1)	+ 26.2	+ 0.5	+ 6.5	+ 4.8
Country General Stores	+ 0.3	- 8.9	- 1.0	- 4.7	+ 5.6	+ 11.6	+ 4.8	(1)
Department Stores	+ 6.5	+ 9.4	+ 3.8	+ 6.3	+ 9.3	+ 7.7	+ 10.4	+ 6.2
Variety Stores	+ 5.0	+ 5.3	+ 2.5	+ 7.0	(1)	+ 3.0	+ 13.2	- 1.3
Motor Vehicle Dealers	+ 23.6	+ 16.4	+ 13.0	+ 20.4	+ 49.3	+ 18.1	+ 23.0	+ 44.9
Garages & Filling Stations	+ 9.7	+ 4.6	+ 7.6	+ 11.3	+ 4.1	+ 23.8	- 3.0	+ 13.3
Men's Clothing Stores	+ 4.1	+ 1.0	+ 2.5	+ 5.0	+ 19.7	+ 0.2	+ 14.9	- 4.9
Family Clothing Stores	- 1.1	+ 4.2	- 8.3	+ 2.3	- 11.1	+ 13.5	+ 3.0	+ 1.0
Women's Clothing Stores	+ 7.9	+ 2.0	+ 22.0	- 1.2	+ 11.0	+ 22.4	+ 22.7	+ 1.2
Shoe Stores	+ 5.3	+ 12.8	+ 18.0	- 0.9	+ 5.0	+ 8.8	+ 31.9	- 11.4
Hardware Stores	+ 6.5	- 1.1	+ 0.8	+ 8.7	+ 12.5	+ 4.2	+ 10.0	+ 1.0
Lumber & Building Materials Dealers	+ 10.0	+ 1.6	+ 3.5	+ 7.9	+ 7.4	+ 11.9	+ 14.4	+ 25.0
Furniture Stores	+ 0.9	+ 1.7	- 1.2	+ 1.7	+ 11.4	+ 11.8	- 0.8	- 0.5
Appliance & Radio Stores	+ 17.6	+ 30.3	+ 11.9	+ 16.8	+ 16.8	- 3.0	+ 90.5	- 9.0
Restaurants	+ 8.4	+ 7.3	+ 19.2	+ 2.7	+ 17.0	+ 8.1	+ 7.1	+ 8.9
Coal & Wood Dealers	(1)	- 11.5	+ 4.2	+ 1.6	+ 2.7	- 12.0	+ 3.7	- 9.6
Drug Stores	+ 6.7	+ 2.8	+ 4.8	+ 10.8	+ 2.7	+ 10.4	+ 2.4	+ 0.6
Jewellery Stores	+ 5.3	+ 22.0	- 4.5	+ 4.8	+ 16.0	+ 6.2	+ 14.8	+ 10.5
Tobacco Stores	+ 4.6	+ 73.2	+ 6.1	- 0.8	+ 2.4	+ 21.1	+ 14.2	+ 6.2
All Other Trades	+ 4.7	+ 1.7	- 1.0	+ 4.2	+ 10.0	+ 19.6	+ 19.8	- 2.1
Total - All Trades	+ 7.5	+ 3.5	+ 4.6	+ 7.0	+ 12.8	+ 13.3	+ 13.7	+ 7.9

(1) Change of less than 0.06%.

TABLE 2 - PERCENTAGE CHANGES IN RETAIL TRADE - 1946/47 BY PROVINCES AND KINDS OF BUSINESS

Kind of Business	CANADA	MARITIMES	QUEBEC	ONTARIO	MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA
Grocery & Combination Stores	+ 15.6	+ 8.9	+ 16.5	+ 17.7	+ 13.9	+ 10.6	+ 16.6	+ 14.1
Meat Stores	+ 4.4	- 9.5	+ 6.6	+ 4.4	+ 6.6	+ 4.7	+ 5.1	- 0.1
Country General Stores	+ 8.0	+ 5.3	+ 8.6	+ 9.1	+ 0.4	+ 8.6	+ 15.1	+ 7.0
Department Stores	+ 13.6	+ 14.8	+ 8.4	+ 13.6	+ 11.6	+ 17.5	+ 19.8	+ 17.7
Variety Stores	+ 14.7	+ 8.7	+ 13.9	+ 18.0	+ 7.8	+ 9.0	+ 16.4	+ 10.6
Motor Vehicle Dealers	+ 11.7	+ 2.6	+ 10.8	+ 10.3	+ 39.0	+ 20.2	+ 13.9	+ 7.7
Garages & Filling Stations	+ 15.9	+ 15.4	+ 16.5	+ 11.9	+ 27.4	+ 27.3	+ 11.1	+ 20.9
Men's Clothing Stores	+ 7.3	+ 0.6	+ 16.8	+ 3.5	+ 24.8	+ 8.0	- 1.5	+ 8.6
Family Clothing Stores	+ 7.6	+ 3.2	+ 12.4	+ 3.1	+ 11.0	+ 3.7	+ 8.5	+ 12.0
Women's Clothing Stores	+ 19.1	+ 11.9	+ 21.9	+ 18.8	+ 9.9	+ 21.4	+ 26.0	+ 17.3
Shoe Stores	+ 6.3	- 7.2	+ 7.2	+ 11.2	+ 1.8	+ 11.6	+ 13.9	- 7.6
Hardware Stores	+ 9.2	+ 8.6	+ 9.8	+ 6.7	+ 1.7	+ 7.7	+ 20.2	+ 3.3
Lumber & Building Materials Dealers	+ 21.8	+ 15.6	+ 26.5	+ 29.0	+ 18.2	+ 0.1	+ 16.9	+ 31.6
Furniture Stores	+ 4.6	+ 2.1	+ 7.0	+ 5.2	+ 51.7	- 2.1	+ 5.9	- 7.5
Appliance & Radio Stores	+ 12.8	- 4.8	+ 13.4	+ 16.1	+ 24.0	+ 9.7	- 7.1	+ 28.1
Restaurants	+ 9.6	- 1.8	+ 4.3	+ 12.2	+ 2.2	+ 3.8	+ 8.9	+ 19.8
Coal & Wood Dealers	+ 14.2	+ 17.0	+ 13.3	+ 15.4	+ 20.2	+ 15.0	- 32.1	+ 9.9
Drug Stores	+ 9.6	+ 11.3	+ 10.1	+ 8.2	+ 10.6	+ 10.6	+ 7.5	+ 13.4
Jewellery Stores	+ 2.3	+ 2.6	- 0.1	+ 3.9	+ 5.6	+ 9.6	+ 0.3	+ 1.3
Tobacco Stores	+ 5.6	- 19.0	+ 3.4	+ 7.1	+ 1.6	+ 8.4	+ 28.1	+ 5.7
All Other Trades	+ 13.2	+ 7.7	+ 3.9	+ 11.1	+ 17.5	+ 32.2	+ 50.6	+ 10.9
Total - All Trades	+ 12.5	+ 7.3	+ 10.6	+ 12.5	+ 15.1	+ 15.1	+ 21.1	+ 11.8

TABLE 3 - ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT - BY PROVINCES AND KINDS OF BUSINESS, 1949

(in thousands of dollars)

KIND OF BUSINESS	All Stores	Chain Stores	INDEPENDENT STORES
			CANADA
Grocery & Combination Stores.....	1,336,930	435,770	901,160
Meat Stores	176,050	6,060	169,990
Country General Stores.....	478,940	14,480	464,460
Department Stores.....	855,490	-	855,490
Variety Stores.....	163,680	142,070	21,610
Motor Vehicle Dealers.....	1,030,460	16,140	1,014,320
Garages & Filling Stations.....	483,050	3,770	479,260
Men's Clothing Stores.....	172,180	18,270	153,910
Family Clothing Stores.....	156,810	31,810	125,000
Women's Clothing Stores.....	181,110	35,450	145,660
Shoe Stores.....	95,370	31,930	63,440
Hardware Stores.....	193,940	(1)	(1)
Lumber & Building Material Dealers.....	278,220	59,500	218,720
Furniture Stores.....	148,900	34,010	114,890
Appliance & Radio Dealers.....	130,870	27,960	102,710
Restaurants.....	321,490	21,790	299,700
Coal & Wood Dealers.....	179,290	(1)	(1)
Drug Stores.....	199,670	27,450	172,240
Jewellery Stores.....	74,310	27,340	46,970
Tobacco Stores.....	84,760	16,050	68,750
All Other Trades.....	1,686,600	470,860	1,215,740
Total, All Trades.....	8,427,900	1,434,420	6,993,480
 MANITOBA			
Grocery & Combination Stores.....	58,080	22,250	35,830
Meat Stores.....	8,000	-	8,000
Country General Stores.....	35,020	-	35,020
Department Stores.....	126,120	-	126,120
Variety Stores.....	4,440	4,440	-
Motor Vehicle Dealers.....	75,150	(1)	(1)
Garages & Filling Stations.....	27,730	(1)	(1)
Men's Clothing Stores.....	7,830	(1)	(1)
Family Clothing Stores.....	6,350	1,200	5,150
Women's Clothing Stores.....	6,640	1,860	4,780
Shoe Stores.....	2,930	590	2,340
Hardware Stores.....	11,890	(1)	(1)
Lumber & Building Material Dealers.....	32,920	7,750	25,170
Furniture Stores.....	5,920	-	3,920
Appliance & Radio Dealers.....	4,520	(1)	(1)
Restaurants.....	24,870	1,310	23,560
Coal & Wood Dealers.....	12,940	-	12,940
Drug Stores.....	13,170	(1)	(1)
Jewellery Stores.....	4,850	(1)	(1)
Tobacco Stores.....	1,290	(1)	(1)
All Other Trades	87,640	23,100	64,540
Total, All Trades.....	556,280	68,250	488,050

(1) Indicates figures withheld to avoid disclosing individual operations, but are included in totals.

TABLE 3 - ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT - BY PROVINCES AND KINDS OF BUSINESS, 1949

(in thousands of dollars)

All Stores	Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores
MARITIMES								
				QUEBEC			ONTARIO	
114,160	15,230	98,930	399,310	87,850	311,460	529,280	232,720	296,560
5,070	-	5,070	50,120	-	50,120	59,500	4,250	55,250
64,420	2,910	61,510	101,330	4,070	97,260	94,210	2,900	91,310
63,790	-	63,790	135,220	-	135,220	320,240	-	320,240
17,820	15,640	1,980	47,630	37,140	10,490	73,830	68,380	7,450
66,510	(1)	(1)	196,710	(1)	(1)	394,630	(1)	(1)
31,460	(1)	(1)	102,190	(1)	(1)	196,560	1,170	196,490
13,980	650	13,330	41,580	2,360	39,220	75,770	12,480	63,290
17,130	(1)	(1)	49,880	13,710	36,170	49,100	8,010	41,090
9,390	670	8,720	49,870	7,770	42,100	69,070	16,430	52,640
6,510	(1)	(1)	26,520	8,560	19,960	43,660	18,340	25,320
11,220	(1)	(1)	42,400	(1)	(1)	66,110	(1)	(1)
6,490	-	6,490	32,450	-	32,450	109,990	(1)	(1)
8,740	(1)	(1)	40,910	14,250	26,660	67,210	12,360	54,860
12,390	(1)	(1)	32,550	10,440	22,110	56,920	10,960	45,960
13,140	(1)	(1)	61,960	5,920	56,040	129,010	10,110	118,900
11,820	-	11,820	41,320	-	41,320	94,600	(1)	(1)
15,870	1,540	14,330	58,540	2,790	35,750	90,050	14,690	75,360
6,320	1,660	4,680	19,120	(1)	(1)	28,610	11,620	16,990
3,620	(1)	(1)	22,410	4,800	17,810	44,070	(1)	(1)
114,100	43,880	70,220	357,700	71,690	286,010	642,020	215,210	426,810
613,750	101,310	512,440	1,890,720	283,390	1,607,330	3,234,540	659,520	2,575,020
SASKATCHEWAN								
				ALBERTA			BRITISH COLUMBIA	
47,240	(1)	(1)	66,790	(1)	(1)	122,070	45,520	78,550
8,300	(1)	(1)	13,890	-	13,890	31,170	(1)	(1)
55,190	(1)	(1)	66,370	(1)	(1)	33,400	-	33,400
44,800	-	44,800	56,460	-	56,460	108,860	-	108,860
4,860	4,740	120	7,550	6,710	840	7,750	7,020	730
63,880	(1)	(1)	77,740	(1)	(1)	156,860	(1)	(1)
40,880	-	40,880	32,210	-	32,210	51,900	(1)	(1)
5,120	(1)	(1)	11,740	(1)	(1)	16,160	(1)	(1)
11,080	4,150	6,930	7,320	(1)	(1)	16,960	(1)	(1)
7,770	1,160	6,610	13,790	1,950	11,840	24,580	6,610	18,970
1,850	(1)	(1)	3,680	950	2,750	8,220	1,570	6,850
16,660	-	16,660	20,980	(1)	(1)	19,700	(1)	(1)
30,430	20,810	9,620	37,110	21,010	16,100	28,830	(1)	(1)
3,120	(1)	(1)	9,200	-	9,200	15,800	5,200	10,600
3,830	1,060	2,770	11,280	2,480	8,780	9,200	1,330	7,870
17,180	(1)	(1)	29,920	370	29,550	45,410	3,630	41,780
7,350	-	7,350	1,950	-	1,950	9,310	-	9,310
9,560	(1)	(1)	12,440	1,420	11,020	19,940	5,630	14,310
1,550	(1)	(1)	4,200	(1)	(1)	9,560	(1)	(1)
2,350	(1)	(1)	2,970	(1)	(1)	8,060	(1)	(1)
107,360	20,470	86,890	180,570	32,650	147,920	197,210	63,860	133,350
619,460	71,270	448,190	673,120	96,650	676,470	940,050	154,060	786,980

MERCHANDISING AND SERVICES

TABLE 4 - CANADA - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949
(in thousands of dollars)

Months	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
	January....	444,400	529,980	542,320	77,550	95,930	99,770	12,100	12,720	13,580	26,950	30,420
February...	439,170	477,630	513,700	76,070	88,330	97,660	11,710	11,670	12,920	26,510	28,350	28,910
March.....	518,770	589,830	633,810	84,370	96,250	107,070	12,980	12,670	13,860	30,810	33,160	34,100
April.....	550,380	618,950	740,270	83,740	99,340	114,510	13,250	13,510	15,560	32,890	36,490	39,370
May.....	603,340	666,450	725,080	93,730	104,330	109,050	14,230	13,790	14,650	39,960	42,630	42,630
June.....	584,540	684,970	742,580	88,690	106,050	115,270	13,170	13,900	14,560	37,940	41,750	41,530
July.....	593,250	678,430	728,180	92,580	113,170	117,760	12,780	14,420	14,150	40,570	45,470	44,160
August....	604,210	648,650	706,630	96,130	104,490	109,400	13,400	13,550	13,960	40,800	43,280	44,070
September..	621,300	687,460	751,620	93,080	106,630	114,440	13,690	14,630	14,930	41,410	43,660	43,510
October....	645,190	735,810	764,280	97,740	113,790	114,720	15,520	16,450	15,690	40,850	44,600	44,270
November...	646,270	696,780	722,370	98,070	105,780	109,040	14,110	14,720	14,610	40,480	41,500	40,280
December...	720,110	824,400	854,060	103,950	121,440	128,240	15,970	18,130	17,680	42,850	46,040	46,590
Annual Total	6,970,930	7,839,340	8,427,900	1,085,700	1,254,530	1,336,930	162,910	170,160	176,050	442,000	477,340	478,940

Months	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
	January....	38,700	44,890	48,770	6,980	8,220	8,660	49,970	62,450	56,200	24,030	27,420
February...	44,400	45,850	50,020	7,410	8,390	8,910	47,530	46,810	47,490	22,370	25,280	26,710
March	56,480	64,490	69,000	9,100	11,270	10,560	57,150	68,740	79,890	24,590	29,700	32,010
April.....	54,540	65,030	75,040	9,830	10,760	13,790	63,840	75,280	103,590	29,350	33,390	33,870
May.....	58,090	65,240	72,090	11,030	12,520	12,850	66,260	74,130	100,980	33,070	39,120	42,350
June.....	51,630	63,260	67,290	10,910	12,630	13,260	64,930	79,830	100,710	34,720	41,910	45,560
July.....	44,260	48,130	49,880	10,660	12,990	12,770	65,300	72,150	108,580	39,090	45,140	48,900
August	47,870	54,010	57,180	10,300	11,040	11,650	61,350	61,120	83,480	39,110	43,470	48,660
September..	67,290	70,690	76,150	10,710	12,040	13,070	71,080	74,220	99,880	35,250	41,360	46,570
October....	66,850	82,310	82,870	11,580	14,240	14,200	75,370	79,910	97,000	35,550	42,040	45,580
November ..	81,570	89,660	92,980	13,430	14,220	14,610	67,850	74,490	80,500	32,590	37,250	40,020
December...	93,160	109,530	114,220	24,020	27,580	29,350	55,640	64,780	72,160	30,400	34,370	37,920
Annual Total	706,840	803,090	855,490	135,960	155,900	163,680	746,270	833,910	1,030,460	380,120	440,460	483,030

Months	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
	January	9,100	10,570	10,790	8,370	9,410	9,910	8,770	10,180	11,700	4,350	4,830
February	10,180	9,800	9,670	7,740	8,370	8,180	8,000	8,530	9,660	3,930	4,660	4,470
March	12,240	13,140	13,340	10,810	11,730	11,060	11,640	13,620	14,940	5,960	6,840	6,470
April	12,730	13,380	16,420	11,840	12,740	16,100	12,110	14,680	20,680	6,940	7,940	10,700
May	13,080	14,030	14,380	12,770	13,430	13,000	12,820	15,170	16,720	7,720	8,330	8,660
June	13,070	14,550	15,850	12,420	13,520	13,640	11,730	14,760	16,450	8,150	9,090	9,850
July	10,690	11,960	12,950	10,960	12,230	11,730	10,360	12,950	13,610	6,670	7,720	7,580
August	10,730	10,420	10,750	10,720	10,770	10,410	9,360	10,970	11,660	6,810	6,340	6,730
September	12,940	12,970	13,890	12,210	12,940	12,400	11,530	14,020	15,810	8,760	7,530	8,200
October	13,300	16,080	15,230	14,170	16,600	14,920	12,850	16,930	15,720	7,320	7,950	7,990
November	16,330	15,930	16,090	15,040	15,690	15,330	13,500	15,010	14,740	8,270	7,380	8,510
December	19,850	22,640	22,820	19,300	21,190	20,130	18,210	21,420	21,290	11,940	11,320	11,320
Annual Total	154,240	165,470	172,180	147,350	158,620	156,810	140,880	167,830	181,110	85,150	90,650	95,370

TABLE 4 - CANADA - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949
(in thousands of dollars)

Months	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
	January	9,550	10,960	11,340	10,900	13,170	15,800	9,590	10,340	9,450	6,810	8,390
February.....	8,900	9,540	10,420	10,100	11,740	14,700	9,120	9,520	9,610	6,780	7,560	8,890
March	11,480	11,760	12,510	12,520	14,750	17,890	11,050	11,130	11,610	7,210	9,040	10,700
April	13,480	15,090	16,850	16,080	18,410	21,380	11,420	12,790	13,120	7,450	9,240	11,090
May	17,000	18,040	19,320	19,500	22,170	26,260	13,400	13,760	13,330	8,040	9,070	10,200
June	15,760	18,280	19,020	19,950	25,620	27,680	12,540	12,830	12,770	7,690	8,570	10,030
July	15,220	16,560	16,910	20,300	24,320	24,970	11,690	12,120	11,220	7,230	8,300	10,090
August	14,160	15,540	16,420	20,240	26,180	27,750	11,030	11,470	12,020	7,440	7,490	9,380
September.....	14,890	15,720	17,270	21,540	25,240	28,340	12,150	12,060	12,930	8,210	9,380	11,040
October.....	15,450	17,120	18,090	22,870	27,300	29,090	12,720	13,800	13,790	9,360	10,930	11,690
November.....	15,170	16,500	16,330	18,910	24,080	25,170	12,800	12,920	13,250	10,060	10,260	11,540
December.....	17,220	18,700	19,460	14,720	20,000	19,190	13,480	14,790	15,800	12,290	12,930	16,060
Annual Total.....	168,280	183,810	193,940	207,630	252,980	278,220	140,990	147,530	148,900	98,570	111,160	130,670
Months	Restaurants			Coal & Wood Dealers			Drug Stores			Jewellery Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
	January	19,760	21,910	23,180	13,680	18,530	17,630	13,060	14,830	15,750	3,810	4,060
February.....	18,830	21,050	21,890	13,220	17,030	16,750	12,500	14,090	15,160	3,800	3,620	3,570
March	21,000	22,980	24,780	12,160	15,650	15,720	13,680	15,160	16,800	4,220	4,530	4,930
April.....	21,410	23,410	26,200	12,330	11,670	9,180	13,110	14,610	16,700	4,070	4,140	5,700
May	22,700	24,900	26,980	10,860	11,010	9,960	13,850	15,280	16,080	5,200	4,750	5,070
June.....	22,790	24,730	27,470	10,990	11,730	11,450	13,420	14,860	16,980	4,970	5,380	5,430
July	25,620	27,480	30,640	11,640	12,560	10,630	13,930	14,640	15,540	4,850	5,080	5,050
August.....	26,440	27,670	30,700	11,500	14,150	13,790	14,320	14,990	16,200	5,310	5,620	5,660
September.....	23,980	27,030	29,460	14,580	16,800	19,570	14,090	15,530	16,500	5,150	5,670	5,710
October.....	23,630	26,550	28,520	15,180	17,950	17,820	14,730	16,110	16,670	5,400	5,640	5,950
November.....	22,430	24,580	25,850	14,590	15,180	18,090	14,010	15,110	15,710	6,340	5,840	6,490
December.....	22,210	24,290	25,740	16,470	16,870	18,720	20,170	21,660	22,580	15,830	16,250	16,940
Annual Total.....	270,800	296,580	321,490	157,000	179,230	179,290	170,670	187,070	199,670	68,950	70,560	74,310
Months	Tobacco Stores			All Other Trades								
	1947	1948	1949	1947	1948	1949						
	January.....	5,610	6,230	6,360	84,780	104,520	105,140					
February.....	5,670	6,010	8,210	84,500	91,430	101,920						
March	6,100	6,480	6,720	101,220	116,740	119,850						
April	6,050	6,550	7,040	113,920	120,500	147,380						
May	6,350	6,730	6,900	123,880	138,020	143,740						
June	6,160	6,630	7,420	122,910	146,100	154,360						
July	6,420	6,430	6,770	132,430	154,310	154,490						
August	6,350	6,420	6,650	140,840	149,560	160,110						
September.....	6,230	6,520	6,780	122,530	142,830	147,170						
October.....	6,480	6,850	7,110	128,270	142,650	147,260						
November.....	6,490	6,690	7,050	123,230	133,990	136,210						
December	8,800	9,450	9,750	145,300	170,790	168,970						
Annual Total.....	76,710	81,020	84,760	1,423,910	1,611,550	1,686,600						

TABLE 4 - MARITIME PROVINCES - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949

(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores.			Meat Stores			Country General Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January	36,200	40,880	40,790	7,920	9,190	8,980	410	380	470	4,490	5,130	4,660
February	34,480	37,360	37,300	7,770	8,530	8,680	370	330	390	4,030	4,430	4,160
March	40,810	44,890	46,330	8,250	9,150	9,480	400	350	400	4,870	5,080	4,830
April	44,000	47,750	52,640	8,230	9,440	9,850	400	350	420	5,220	5,640	5,280
May	48,400	51,230	53,420	9,030	9,710	9,440	430	360	410	6,430	6,720	6,290
June	45,900	50,520	54,380	8,370	9,470	9,550	410	370	410	5,850	6,130	5,670
July	47,240	51,490	53,460	8,890	10,290	9,900	420	390	430	6,130	6,870	5,950
August	48,780	50,060	51,420	9,200	9,340	9,320	420	380	410	6,030	6,200	5,650
September	47,550	48,910	52,970	8,870	9,090	9,510	450	390	450	5,840	5,830	5,350
October	49,920	52,550	53,100	9,050	9,750	9,710	420	400	430	5,890	6,040	5,430
November	49,420	52,560	51,600	9,090	9,280	8,880	390	360	390	5,890	6,080	5,390
December	60,130	64,880	66,330	10,010	10,750	10,880	420	430	460	6,480	6,790	5,780
Annual Total	552,830	593,080	613,750	104,680	113,990	114,160	4,940	4,470	5,070	67,150	70,740	64,420

Month	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January	2,350	2,490	3,010	730	790	820	5,830	4,930	5,990	1,700	1,660	2,100
February	2,980	2,710	3,040	790	810	870	3,160	3,800	3,190	1,630	1,870	1,640
March	4,550	4,810	5,120	960	1,130	1,110	4,140	5,360	5,290	1,700	1,890	2,130
April	4,000	4,960	5,960	1,090	1,110	1,390	5,530	5,880	6,660	1,840	2,330	2,180
May	4,510	5,120	5,910	1,250	1,290	1,370	5,150	6,230	6,510	2,290	2,860	2,550
June	3,650	4,730	5,350	1,220	1,350	1,470	4,870	5,260	6,680	2,360	2,810	3,180
July	3,000	3,600	3,740	1,200	1,390	1,380	4,990	4,440	6,850	2,730	3,190	3,440
August	3,540	4,180	4,360	1,230	1,240	1,310	4,160	4,050	5,190	2,720	3,230	3,070
September	4,740	5,090	5,600	1,220	1,350	1,400	5,180	3,990	6,450	2,240	2,740	3,380
October	5,100	5,860	5,860	1,330	1,540	1,500	5,540	4,730	6,150	2,490	2,750	2,840
November	5,630	6,510	7,280	1,560	1,540	1,590	4,900	5,070	4,610	2,190	2,440	2,400
December	6,720	8,130	8,560	2,810	3,190	3,410	4,230	4,410	4,940	2,180	2,350	2,560
Annual Total.....	50,770	58,290	63,790	15,390	16,730	17,620	55,680	67,140	66,510	26,070	30,080	31,460

Month	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January	860	920	1,000	970	990	1,070	540	500	550	320	300	340
February	790	770	760	880	850	810	440	460	540	290	280	280
March	980	980	990	1,160	1,120	1,100	690	670	710	400	400	410
April	1,100	1,130	1,320	1,310	1,290	1,740	700	870	950	490	450	860
May	1,240	1,210	1,180	1,480	1,460	1,530	760	890	830	600	530	560
June	1,200	1,220	1,320	1,380	1,400	1,550	650	820	850	620	580	700
July	1,050	1,150	1,150	1,200	1,340	1,330	620	690	670	550	530	560
August	1,020	970	960	1,180	1,120	1,160	610	680	720	530	460	510
September	1,100	1,070	1,040	1,160	1,290	1,320	630	790	700	570	490	580
October	1,150	1,260	1,160	1,410	1,590	1,510	740	880	790	520	500	560
November	1,320	1,230	1,200	1,530	1,570	1,640	800	820	850	560	450	500
December	1,940	1,930	1,900	2,290	2,420	2,370	1,050	1,140	1,230	830	820	850
Annual Total.....	13,760	13,840	13,980	15,930	16,440	17,130	8,230	9,210	9,390	6,220	5,770	6,510

TABLE 4 - MARITIME PROVINCES - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949

(in thousands of dollars)

Month				Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	Hardware Stores			1947	1948	1949	1947	1948	1949	1947	1948	1949
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January	620	690	650	270	300	400	580	520	490	760	670	860
February	510	560	560	250	320	360	530	480	480	680	640	620
March	690	700	640	340	380	380	670	560	630	630	710	980
April	820	940	930	440	500	460	720	730	790	750	730	1,050
May	1,010	1,030	1,070	480	590	590	840	840	900	820	770	1,020
June	970	1,050	1,090	550	580	650	760	810	880	810	640	930
July	950	1,080	1,030	580	540	550	690	740	620	650	600	990
August	940	960	980	610	670	730	680	640	640	670	520	930
September	980	980	1,010	550	670	690	670	700	750	790	880	1,110
October	970	1,070	1,040	590	690	600	720	780	730	880	1,010	1,060
November	910	1,060	1,010	480	660	580	690	720	730	1,080	1,020	960
December	1,070	1,220	1,210	390	490	500	860	1,070	1,120	1,490	1,320	1,680
Annual Total	10,440	11,340	11,220	6,530	6,390	6,490	8,410	8,590	8,740	9,990	9,510	12,390

Month	Restaurants			Coal & Wood Dealers			Drug Stores			Jewellery Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January	870	850	880	1,160	1,510	1,230	1,090	1,200	1,220	290	280	300
February	870	830	860	990	1,430	1,230	1,020	1,150	1,180	310	280	280
March	1,010	920	1,050	810	1,310	1,180	1,130	1,280	1,300	300	300	370
April	1,020	1,000	1,070	830	1,040	690	1,080	1,210	1,340	320	280	420
May	1,060	1,040	1,090	830	760	640	1,140	1,250	1,220	350	310	380
June	1,090	1,080	1,100	820	680	520	1,060	1,200	1,250	370	370	490
July	1,220	1,210	1,310	860	730	600	1,150	1,320	1,320	370	390	480
August	1,210	1,260	1,310	790	850	740	1,190	1,280	1,350	420	460	580
September	1,040	1,040	1,170	990	1,140	1,020	1,090	1,230	1,270	370	380	510
October	1,000	1,030	1,090	1,230	1,210	1,140	1,190	1,320	1,310	360	370	440
November	1,000	950	1,070	1,150	1,320	1,380	1,100	1,220	1,250	430	440	520
December	1,090	1,040	1,140	1,360	1,380	1,450	1,630	1,780	1,860	1,150	1,320	1,550
Annual Total	12,480	12,250	13,140	11,420	13,360	11,820	13,870	15,440	15,870	5,040	5,180	6,320

Month	Tobacco Stores			All Other Trades		
	1947	1948	1949	1947	1948	1949
	1947	1948	1949	1947	1948	1949
January.....	190	160	250	6,250	7,420	7,510
February	190	160	280	6,020	6,670	6,890
March	200	180	300	6,930	7,610	7,930
April	210	160	300	7,900	7,710	9,180
May	200	170	280	8,700	9,090	9,650
June	200	160	270	8,910	9,840	10,490
July	230	150	280	9,760	11,050	10,920
August	210	160	330	11,420	11,430	11,170
September	210	160	300	8,860	9,610	9,380
October	220	160	280	9,110	9,630	9,470
November	200	160	280	8,580	9,560	9,090
December	320	310	470	11,510	12,610	12,420
Annual Total	2,580	2,090	3,620	104,250	112,230	114,100

TABLE 4 - QUEBEC - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
	January.....	103,510	118,830	123,350	23,480	28,500	30,020	3,260	3,510	3,810	5,500	6,060
February.....	103,870	114,630	116,690	22,980	26,870	29,350	3,320	3,460	3,750	5,610	6,470	6,340
March	124,410	140,830	143,630	25,270	29,280	31,570	3,670	3,770	3,930	6,490	7,560	7,360
April	129,230	149,690	170,660	25,610	30,260	34,020	3,900	4,050	4,580	6,860	8,480	7,980
May	144,980	157,830	166,850	28,370	31,810	33,050	3,820	3,860	4,380	8,880	9,650	10,470
June	138,130	159,040	169,890	26,730	32,060	35,180	3,540	3,950	4,280	8,390	8,810	8,920
July.....	137,030	154,420	180,770	27,620	34,100	35,110	3,300	4,100	3,940	8,930	9,270	9,250
August.....	137,420	145,280	151,820	27,930	31,020	32,130	3,410	3,790	3,920	8,350	8,950	8,770
September.....	145,700	156,630	165,880	27,680	31,660	34,300	3,750	4,250	4,200	8,630	8,810	8,510
October.....	152,630	166,480	168,610	29,820	34,330	34,280	4,410	4,650	4,240	8,730	9,570	9,180
November.....	149,870	158,230	165,060	28,400	31,580	32,270	3,950	4,110	4,110	8,590	8,860	8,890
December.....	169,470	187,440	187,510	31,740	37,110	38,060	4,630	5,320	4,980	9,130	9,890	9,380
Annual Total....	1,636,250	1,809,330	1,890,720	325,630	378,570	399,310	44,960	48,830	50,120	94,090	102,380	101,330
Month	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
	January.....	6,490	7,160	7,940	2,120	2,470	2,590	10,080	11,330	9,990	5,270	5,800
February	7,250	7,540	7,660	2,220	2,520	2,620	9,860	9,510	7,760	4,980	5,520	5,580
March	10,550	10,800	10,870	2,800	3,550	3,040	11,550	13,780	15,500	5,160	6,960	6,420
April.....	9,500	11,030	12,180	2,960	3,370	4,280	13,340	17,140	21,530	5,940	7,580	8,540
May	10,280	10,770	11,860	3,540	4,110	4,060	14,790	15,780	19,090	6,430	8,080	9,080
June.....	8,970	10,720	11,100	3,460	4,010	4,120	13,300	17,290	19,820	7,310	8,570	9,480
July	8,960	7,140	7,100	3,190	3,770	3,660	13,830	16,600	21,980	8,470	9,490	10,210
August.....	7,660	7,990	8,980	3,140	3,300	3,400	13,900	14,470	15,180	8,160	8,910	9,920
September.....	11,770	11,580	12,200	3,340	3,710	3,850	14,940	15,750	19,640	8,050	9,250	9,910
October.....	11,030	12,910	12,520	3,560	4,270	4,180	16,290	15,420	19,150	7,660	8,980	9,580
November.....	13,750	14,020	14,910	3,790	3,870	4,080	13,860	14,750	15,180	7,470	8,540	9,040
December.....	15,360	18,550	17,900	6,660	7,530	7,660	10,650	11,400	10,910	6,600	7,290	8,290
Annual Total....	120,070	130,210	135,220	40,780	46,460	47,630	156,390	173,220	196,710	81,500	94,960	102,190
Month	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
	January.....	1,840	2,460	2,890	2,410	2,860	2,860	1,680	2,060	2,700	1,070	1,200
February	2,320	2,630	2,300	2,450	2,870	2,630	1,750	1,960	2,560	1,040	1,280	1,170
March	3,040	3,620	3,400	3,830	4,550	3,640	2,940	3,400	4,360	1,770	1,980	1,890
April.....	2,990	3,660	4,520	4,130	4,840	5,400	3,000	3,800	6,460	1,950	2,350	3,620
May	3,220	3,870	3,880	4,460	4,940	4,240	3,300	3,990	4,970	2,060	2,400	2,820
June.....	3,070	3,860	4,110	4,270	4,760	4,580	3,220	4,180	5,290	2,150	2,540	3,210
July	2,220	2,700	2,850	3,420	3,890	3,720	2,590	3,350	3,710	1,580	1,860	1,950
August.....	2,220	2,440	2,460	3,240	3,510	3,140	2,340	2,620	2,890	1,520	1,400	1,780
September	3,050	3,160	3,040	4,120	4,330	3,720	2,660	3,270	3,320	2,190	1,720	2,280
October.....	3,200	3,840	3,480	4,600	5,590	4,770	2,980	3,880	4,030	1,930	1,980	2,200
November	3,780	3,840	3,970	5,270	5,140	5,180	2,960	3,470	4,110	2,400	2,070	2,870
December	3,780	4,700	4,680	6,210	7,120	6,050	4,100	4,890	5,470	2,880	3,410	3,370
Annual Total....	34,730	40,580	41,580	48,410	54,400	49,880	33,520	40,870	49,870	22,540	24,170	28,520

TABLE 4 - QUEBEC - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949

(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
	2,430	2,800	2,680	1,430	1,520	1,790	2,190	2,660	2,480	1,620	2,000	2,510
January.....	2,040	2,350	2,240	1,290	1,480	1,580	2,200	2,540	2,440	1,760	1,910	2,220
February.....	2,740	2,830	2,650	1,650	2,100	2,090	3,040	3,060	3,070	1,790	2,600	3,060
March.....	3,000	3,680	3,630	1,920	2,380	2,640	3,130	3,530	3,690	2,080	2,380	2,950
April.....	3,880	4,350	4,680	2,220	3,080	3,370	4,210	4,330	3,830	2,160	2,460	2,760
May.....	3,520	4,250	4,380	2,160	3,390	3,370	3,900	3,920	3,800	1,930	2,240	2,530
June.....	3,450	3,510	3,670	2,660	3,000	3,150	3,480	3,930	3,280	1,730	2,320	2,680
July.....	3,150	3,460	3,490	2,400	3,090	3,380	2,910	3,090	3,460	2,260	2,170	2,620
August.....	3,510	3,640	3,790	2,460	3,060	3,050	3,650	3,500	3,830	2,020	2,470	2,670
September.....	3,660	3,890	4,040	2,680	3,260	3,140	3,650	3,640	3,740	2,740	2,890	2,520
October.....	3,430	3,560	3,660	2,260	2,690	2,730	3,120	3,320	3,400	2,540	2,680	2,830
November.....	3,500	3,740	3,590	1,650	2,320	2,160	3,400	3,880	3,890	3,030	2,970	3,200
December.....	38,310	42,060	42,400	24,780	31,350	32,450	38,680	41,400	40,910	25,660	29,090	32,550
Month	Restaurants			Coal & Wood Dealers			Drug Stores			Jewellery Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
	3,700	4,020	4,960	2,720	4,240	3,890	2,890	3,050	3,140	1,180	1,200	1,070
January.....	3,570	3,950	4,720	2,700	4,000	3,880	2,540	2,940	3,050	1,090	1,110	1,020
February.....	4,000	4,100	4,840	2,540	3,430	3,670	2,810	3,070	3,420	1,340	1,560	1,300
March.....	4,100	4,260	5,200	2,680	2,500	2,080	2,650	2,870	3,140	1,290	1,170	1,780
April.....	4,320	4,280	5,230	2,450	2,530	2,300	2,720	2,980	3,130	1,560	1,380	1,370
May.....	4,150	4,090	5,350	2,300	2,580	2,570	2,620	2,890	3,050	1,400	1,560	1,430
June.....	4,400	4,060	4,690	2,870	3,170	2,710	2,850	2,980	3,100	1,360	1,430	1,170
July.....	4,480	4,600	5,690	2,750	3,060	3,060	2,690	2,790	3,000	1,510	1,550	1,250
August.....	4,360	4,620	5,420	3,500	3,610	4,530	2,700	2,960	3,090	1,470	1,460	1,370
September.....	4,490	4,740	5,530	3,560	3,930	3,900	2,970	3,230	3,350	1,560	1,440	1,400
October.....	4,150	4,540	5,090	3,330	2,990	4,150	2,720	2,970	2,980	1,760	1,470	1,560
November.....	4,130	4,730	5,240	3,610	3,610	4,580	3,640	4,060	4,090	4,530	4,700	4,400
December.....	49,850	51,990	61,960	34,990	39,640	41,320	33,400	36,790	38,540	20,050	20,030	19,120
Month	Tobacco Stores			All Other Trades								
	1947	1948	1949	1947	1948	1949						
	1,470	1,600	1,680	20,880	22,330	22,480						
January.....	1,490	1,600	1,650	21,410	22,120	22,170						
February.....	1,700	1,760	1,820	25,730	27,100	25,730						
March.....	1,690	1,720	1,870	26,510	28,640	30,570						
April.....	1,800	1,830	1,970	30,510	31,370	30,340						
May.....	1,640	1,740	1,930	30,100	31,640	31,390						
June.....	1,590	1,590	1,770	30,730	32,160	31,070						
July.....	1,650	1,630	1,650	31,770	31,450	31,640						
August.....	1,600	1,750	1,810	30,350	32,070	31,350						
September.....	1,750	1,830	1,910	31,460	32,420	31,490						
October.....	1,700	1,670	1,820	30,640	32,090	32,380						
November.....	2,350	2,410	2,530	37,390	37,810	37,090						
December.....	20,430	21,130	22,410	347,480	361,200	357,700						

TABLE 4 - ONTARIO - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949

(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
	January.....	175,140	213,440	213,300	29,230	37,770	39,260	4,340	4,650	4,780	5,770	6,420
February	173,960	190,510	206,750	28,340	34,350	38,810	4,160	4,120	4,470	5,890	5,970	5,750
March.....	198,100	232,170	243,500	32,090	37,240	42,900	4,620	4,520	4,730	6,290	6,750	6,890
April.....	211,680	237,780	278,550	31,300	38,070	45,740	4,600	4,740	5,270	6,860	7,860	7,700
May.....	230,180	249,760	273,390	35,840	40,120	42,640	5,100	4,920	4,790	8,190	8,700	8,000
June	226,260	261,990	287,680	33,460	40,580	45,410	4,530	4,780	4,750	7,960	8,910	8,500
July	227,010	260,340	276,990	35,430	44,170	47,060	4,480	4,970	4,730	8,890	10,840	9,870
August.....	228,900	243,240	261,390	37,280	40,700	43,130	4,670	4,490	4,440	8,900	9,440	9,210
September.....	254,730	260,530	285,140	35,410	41,450	44,890	4,700	5,020	4,990	8,040	8,460	7,960
October.....	244,370	278,960	287,300	37,240	44,370	44,970	5,280	5,730	5,430	7,670	8,490	7,850
November.....	254,030	264,300	278,010	38,570	40,880	43,280	4,990	5,170	5,060	7,990	7,980	7,670
December.....	282,710	329,450	344,560	39,580	47,050	51,190	5,520	6,360	6,070	8,440	9,080	8,750
Annual Total...	2,687,070	3,022,270	3,234,540	413,670	486,730	529,280	56,990	59,480	59,500	90,690	98,900	94,210
Month	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
	January.....	15,040	17,440	18,330	2,980	3,610	3,860	20,610	26,430	23,750	10,670	11,730
February.....	18,010	18,570	20,090	3,220	3,720	4,050	21,090	20,140	20,050	9,850	10,750	12,120
March	20,890	24,690	25,600	3,900	4,920	4,770	23,190	28,120	31,160	10,600	12,420	13,460
April.....	20,840	24,350	27,610	4,220	4,670	6,060	24,320	28,630	37,940	12,570	13,690	16,240
May.....	22,110	24,650	27,410	4,620	5,340	5,560	26,070	27,670	38,250	14,050	15,540	17,260
June.....	19,750	24,510	25,470	4,630	5,470	5,740	25,800	31,840	40,080	14,670	16,300	18,270
July.....	16,650	17,120	17,200	4,600	5,990	5,750	25,450	27,650	38,980	15,870	18,170	19,500
August.....	17,070	20,060	20,970	4,300	4,770	5,130	22,660	21,910	30,160	15,650	17,100	16,410
September.....	24,140	25,850	27,920	4,560	5,280	5,920	28,310	29,140	37,580	14,180	15,870	17,260
October	24,450	30,350	29,620	4,900	6,250	6,550	29,400	31,110	36,190	14,270	16,120	18,420
November.....	32,020	34,030	37,060	5,900	6,460	6,710	27,420	28,720	29,750	13,380	14,790	16,760
December.....	36,590	42,410	42,960	10,680	12,570	13,950	22,580	26,310	30,760	12,400	14,250	16,150
Annual Total...	267,560	304,030	320,240	58,510	69,050	73,830	296,980	327,670	394,630	157,920	176,710	196,860
Month	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
	January.....	4,250	4,660	4,380	2,910	3,080	3,380	3,820	4,410	4,800	2,000	2,270
February.....	4,820	4,320	4,560	2,460	2,620	2,640	3,350	3,590	3,820	1,570	2,230	2,250
March	5,420	5,980	6,070	3,350	3,810	3,500	4,520	5,750	5,300	2,580	3,320	2,950
April.....	5,900	5,790	7,060	3,710	3,540	4,790	4,960	5,940	7,550	3,180	3,790	4,670
May.....	5,710	5,930	6,130	3,890	3,680	3,720	5,070	5,900	6,030	3,480	3,860	3,880
June	5,880	6,320	7,080	3,890	3,980	4,150	4,810	5,940	6,130	3,910	4,430	4,370
July	4,800	5,210	5,640	3,520	3,840	3,600	4,300	5,380	5,230	3,110	3,820	3,410
August	4,860	4,240	4,440	3,530	3,270	3,240	3,580	4,250	4,340	3,290	3,120	3,130
September.....	5,640	5,470	6,260	3,830	3,950	3,990	4,900	5,850	5,580	4,200	3,830	3,850
October.....	5,590	6,900	6,320	4,060	4,950	4,380	5,410	7,090	5,910	3,390	3,910	3,690
November	7,410	6,700	7,150	5,100	4,810	5,030	5,860	6,240	5,650	3,940	3,440	3,890
December	9,470	10,680	10,680	6,290	6,570	6,680	8,180	9,470	8,730	4,870	8,080	5,350
Annual Total...	69,750	72,180	75,770	46,520	47,980	49,100	58,840	69,890	69,070	39,820	44,060	43,660

TABLE 4 - ONTARIO - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949

(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	3,190	3,630	4,220	4,150	5,210	7,000	4,520	4,840	4,420	2,940	3,870	4,470
February.....	2,900	3,090	3,660	3,910	4,780	6,840	4,230	4,440	4,710	2,890	3,430	3,840
March.....	3,660	3,900	4,120	4,350	6,010	7,530	4,800	5,110	5,370	3,220	3,880	4,310
April.....	4,430	5,270	5,600	6,420	8,290	8,850	5,170	5,750	5,850	3,080	4,210	4,670
May.....	6,150	6,110	6,830	7,160	8,920	10,170	5,710	5,960	6,010	3,380	3,990	4,320
June.....	5,720	6,370	6,690	7,040	9,320	10,300	5,480	5,490	5,470	3,470	3,890	4,470
July.....	5,280	6,150	6,090	7,280	9,430	9,080	5,140	5,180	4,920	3,450	3,640	4,390
August.....	4,540	4,720	5,280	7,670	10,550	10,520	4,910	5,150	5,230	2,980	3,190	3,810
September.....	4,720	4,770	5,510	8,410	9,540	10,670	5,280	5,350	5,600	3,550	3,990	4,690
October.....	4,810	5,390	5,820	6,800	10,190	10,940	5,650	6,180	6,140	3,710	4,540	5,270
November.....	4,820	5,330	5,450	7,520	9,300	9,830	5,780	5,860	6,050	4,080	4,280	4,910
December.....	5,710	6,070	6,840	6,280	10,350	8,260	6,160	6,770	7,460	5,200	5,830	7,770
Annual Total.....	55,930	60,800	66,110	78,990	101,900	109,990	62,810	66,080	67,210	41,950	48,720	56,920

Month	Restaurants			Coal & Wood Dealers			Drug Stores			Jewellery Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	8,020	9,100	9,070	6,640	9,390	8,610	5,620	6,430	7,160	1,350	1,580	1,420
February.....	7,700	9,050	8,930	6,610	8,630	7,850	5,320	6,090	6,840	1,430	1,370	1,370
March.....	8,360	9,800	9,820	6,300	7,760	8,140	5,930	6,610	7,500	1,520	1,580	1,970
April.....	8,500	9,960	10,110	6,670	5,900	4,850	5,630	6,380	7,540	1,440	1,580	2,080
May.....	9,260	10,780	10,700	5,750	5,950	5,560	6,060	6,680	7,260	2,010	1,800	1,960
June.....	9,100	10,840	10,990	6,150	6,590	6,770	5,930	6,500	7,320	1,880	2,070	2,000
July.....	10,450	12,040	13,170	6,220	7,070	5,950	6,150	6,180	6,710	1,840	1,920	1,680
August.....	11,650	11,880	12,720	5,910	7,800	8,090	6,440	6,620	7,360	1,920	2,060	2,170
September.....	10,460	11,670	11,830	7,420	9,050	10,920	6,320	6,830	7,510	1,990	2,340	2,270
October.....	9,990	10,870	11,410	7,480	9,500	9,280	6,350	6,810	7,410	2,120	2,370	2,580
November.....	8,500	10,160	10,270	7,290	7,440	9,490	6,260	6,550	7,050	2,540	2,400	2,550
December.....	8,950	9,460	9,990	8,270	8,020	9,090	9,600	10,390	6,250	8,260	8,410	8,410
Annual Total.....	111,940	125,590	129,010	80,710	93,100	94,600	75,090	81,280	90,060	26,290	27,310	28,610

Month	Tobacco Stores			All Other Trades		
	1947	1948	1949	1947	1948	1949
January.....	3,060	3,420	3,290	34,030	43,520	39,630
February.....	3,110	3,260	3,170	33,440	35,710	40,910
March.....	3,260	3,510	3,450	39,170	46,690	44,180
April.....	3,200	3,630	3,640	44,680	45,740	54,750
May.....	3,350	3,620	3,490	47,480	49,640	55,630
June.....	3,350	3,640	4,040	48,770	54,210	59,580
July.....	3,550	3,580	3,610	50,570	57,990	60,320
August.....	3,420	3,550	3,490	53,670	54,340	56,120
September.....	3,450	3,530	3,480	45,220	53,330	54,480
October.....	3,500	3,720	3,710	50,300	54,140	55,670
November.....	3,580	3,770	3,760	50,080	50,010	50,710
December.....	4,660	5,190	5,060	57,450	71,100	72,040
Annual Total.....	41,470	44,420	44,070	554,840	616,420	642,020

MERCHANDISING AND SERVICES

TABLE 4 - MANITOBA - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
	January	27,010	30,200	32,430	3,470	4,000	4,180	380	390	460	1,980	2,090
February.....	26,010	28,110	31,600	3,430	3,680	4,080	360	330	450	1,910	1,940	2,020
March.....	32,110	34,050	39,380	3,790	4,050	4,560	400	380	480	2,290	2,150	2,360
April.....	33,930	37,160	48,850	3,720	4,280	5,000	440	450	650	2,500	2,430	2,910
May.....	37,060	42,580	47,150	4,150	4,530	4,780	520	530	710	2,880	2,920	2,920
June.....	35,100	43,250	48,270	3,870	4,510	5,020	520	550	760	2,780	2,950	3,030
July.....	35,430	41,570	49,390	4,090	4,850	5,110	480	570	740	2,940	3,030	3,080
August.....	36,580	40,270	47,680	4,290	4,570	4,930	550	570	810	3,070	2,970	3,360
September.....	40,320	46,220	53,370	4,120	4,860	5,120	580	580	810	3,360	3,270	3,630
October.....	42,040	51,440	52,970	4,130	5,080	5,090	730	670	820	3,180	3,260	3,230
November.....	40,710	47,990	50,190	4,210	4,640	4,800	520	580	630	3,080	2,960	2,970
December.....	42,240	50,410	55,000	4,220	5,080	5,410	470	640	680	3,060	3,190	3,330
Annual Total.....	428,540	493,250	556,280	47,490	54,110	58,080	5,950	6,340	8,000	33,030	33,150	35,020
Month	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
	January.....	6,060	6,750	7,460	230	240	220	2,820	3,110	3,080	1,100	1,450
February.....	6,500	6,670	7,440	210	230	220	2,040	2,370	3,430	1,040	1,490	1,170
March.....	8,400	8,660	9,790	280	320	280	2,630	3,450	5,020	1,400	1,770	1,710
April.....	8,010	9,130	10,960	310	310	390	3,270	3,830	6,980	1,550	1,890	2,410
May.....	8,340	9,240	10,120	330	370	350	2,950	4,150	7,160	1,750	2,400	2,370
June.....	7,440	8,820	9,590	320	370	380	3,040	4,420	6,870	1,700	2,670	2,600
July.....	6,820	7,420	8,020	320	350	350	3,260	5,090	10,590	1,930	2,420	2,740
August.....	7,290	7,700	8,340	290	310	300	3,080	3,790	6,640	2,260	2,410	3,090
September.....	9,810	10,050	11,370	320	330	370	3,840	4,930	7,110	1,940	2,780	3,380
October.....	10,100	12,600	12,980	370	440	400	3,860	6,160	6,820	2,350	2,800	2,500
November.....	12,000	13,510	13,590	420	430	420	3,040	4,990	6,240	1,920	2,350	2,410
December.....	12,580	14,840	16,460	720	760	2,570	4,040	5,190	2,000	2,240	2,000	
Annual Total.....	103,350	115,390	126,120	4,120	4,440	4,440	36,200	50,330	75,130	20,920	26,650	27,730
Month	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
	January.....	330	350	470	380	450	390	350	390	420	140	140
February.....	310	290	340	360	390	310	270	270	340	130	110	110
March.....	400	360	440	480	440	370	410	420	500	200	180	190
April.....	410	410	620	490	510	630	540	500	760	240	250	370
May.....	440	480	480	530	600	500	550	600	630	260	300	310
June.....	420	500	560	480	570	510	460	530	630	280	290	330
July.....	380	550	690	480	540	470	370	430	500	240	260	250
August.....	350	510	700	450	460	410	310	590	420	220	220	200
September.....	460	550	730	580	610	590	460	540	580	310	260	280
October.....	470	780	790	620	860	730	530	660	650	260	280	260
November.....	650	880	1,000	820	890	670	570	560	550	240	250	230
December.....	620	880	1,010	760	820	770	620	690	660	220	250	260
Annual Total.....	5,240	6,540	7,830	6,430	7,140	6,350	5,440	6,980	6,640	2,740	2,790	2,930

TABLE 4 - MANITOBA - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS 1947, 1948 and 1949

(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	540	510	550	1,300	1,530	1,710	170	250	240	230	270	320
February.....	500	550	570	1,170	1,320	1,490	160	260	250	230	250	320
March.....	660	590	710	1,620	1,510	1,770	210	240	270	280	280	410
April	880	720	1,010	1,840	1,870	2,150	180	300	340	250	320	430
May	960	1,020	1,070	2,700	2,850	3,100	230	310	360	260	250	300
June	900	1,150	1,150	2,810	3,630	3,720	170	300	350	230	290	290
July.....	950	970	1,060	2,670	3,180	3,190	180	260	290	180	300	270
August.....	860	950	930	2,410	3,160	3,200	180	290	360	190	260	340
September.....	990	890	1,160	2,710	3,280	3,880	190	310	340	270	360	400
October.....	1,100	1,040	1,250	3,000	3,640	3,560	250	300	340	300	390	440
November.....	960	1,020	1,090	2,210	2,820	3,020	190	340	330	310	410	440
December.....	1,090	1,160	1,340	1,480	1,860	2,130	230	360	450	390	490	560
Annual Total.....	10,390	10,570	11,890	25,920	30,650	32,920	2,320	3,520	3,920	3,120	3,870	4,520

Month	Restaurants			Coal & Wood Dealers			Drug Stores			Jewellery Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	1,470	1,540	1,540	1,170	1,410	1,550	880	920	950	200	200	250
February.....	1,320	1,360	1,590	1,010	1,270	1,570	810	910	940	200	190	230
March.....	1,590	1,650	1,930	920	1,220	1,190	950	970	1,040	260	260	340
April.....	1,680	1,770	2,210	710	780	630	930	970	1,110	250	240	350
May.....	1,840	1,950	2,200	600	640	570	970	1,060	1,070	280	320	320
June.....	1,970	1,680	2,190	620	650	640	930	1,040	1,070	300	320	380
July.....	2,160	1,850	2,170	560	640	630	990	1,080	1,090	240	300	330
August.....	1,900	1,590	1,930	660	910	720	1,000	1,070	1,140	320	290	350
September	1,780	1,990	2,350	1,020	1,140	1,390	940	1,110	1,130	350	350	390
October.....	1,890	2,180	2,470	1,060	1,330	1,410	980	1,160	1,110	340	380	420
November.....	1,560	1,880	2,080	1,000	1,240	1,210	910	1,050	1,050	350	380	450
December.....	1,630	1,830	2,130	1,150	1,370	1,430	1,320	1,500	1,490	690	950	1,040
Annual Total.....	20,790	21,250	24,870	10,480	12,600	12,940	11,610	12,830	13,170	3,960	4,180	4,860

Month	Tobacco Stores			All Other Trades		
	1947	1948	1949	1947	1948	1949
January.....	90	100	90	3,920	4,110	4,780
February.....	90	90	90	3,960	4,140	4,640
March.....	100	100	100	4,840	5,070	5,920
April.....	100	100	110	5,630	6,100	8,850
May.....	100	100	100	6,440	7,970	7,730
June.....	100	100	110	5,760	7,910	8,090
July.....	100	100	100	6,090	7,380	7,720
August.....	100	100	100	6,800	7,750	9,410
September.....	90	100	110	6,220	7,830	8,270
October.....	110	110	110	6,430	7,330	7,590
November.....	100	100	110	5,650	6,750	6,920
December.....	160	160	160	6,060	7,320	7,740
Annual Total.....	1,240	1,260	1,290	67,800	79,660	87,640

MERCHANDISING AND SERVICES

TABLE 4 - SASKATCHEWAN - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949

(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	21,280	25,370	26,620	2,530	2,980	3,100	500	470	520	3,900	4,480	4,940
February	20,220	20,720	25,340	2,560	2,680	3,120	490	420	500	3,890	3,910	4,420
March.....	27,030	28,060	34,110	2,900	2,890	3,490	560	510	600	4,880	4,820	5,560
April.....	31,730	32,150	48,440	2,880	3,160	3,910	590	580	710	5,120	5,170	7,320
May.....	36,210	43,450	45,620	3,320	3,500	4,000	740	680	720	6,330	6,590	6,910
June.....	34,050	44,030	46,990	3,230	3,680	4,070	710	760	760	5,830	6,750	7,030
July	36,380	44,910	46,130	3,400	3,900	4,310	660	800	700	6,260	7,150	7,230
August	40,130	45,070	54,200	3,740	3,790	4,120	760	760	740	6,740	7,060	8,010
September.....	39,560	47,380	53,890	3,530	4,120	4,490	790	830	840	7,600	8,160	8,980
October.....	41,530	49,090	54,260	3,520	4,120	4,310	850	930	800	7,290	7,900	9,190
November.....	36,060	40,630	41,300	3,390	3,610	3,920	690	770	740	6,930	6,710	7,030
December.....	34,380	39,710	42,560	3,370	3,940	4,400	570	760	670	6,840	7,380	8,570
Annual Total.....	398,540	458,570	519,460	38,370	42,440	47,240	7,890	8,260	8,300	71,610	76,360	85,190
Month	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	1,660	2,060	2,330	230	260	240	2,500	2,960	2,800	710	1,160	1,250
February.....	1,840	1,910	2,250	220	270	270	2,050	1,900	2,270	750	880	1,180
March.....	3,320	3,340	3,810	280	320	310	3,280	3,850	4,730	900	1,190	1,680
April.....	2,800	3,190	4,300	320	310	410	4,290	4,370	7,520	2,010	1,810	3,500
May.....	2,750	3,400	3,570	340	370	370	4,450	6,200	6,490	2,830	3,710	3,620
June.....	2,390	3,080	3,360	340	380	380	4,150	5,630	5,840	2,750	4,160	4,300
July.....	1,870	2,290	2,490	350	390	400	4,060	4,920	6,300	3,160	3,970	4,530
August	2,290	2,420	2,570	340	360	360	4,420	4,440	6,320	3,780	4,450	6,000
September.....	3,880	4,440	4,770	320	360	380	4,110	5,660	7,060	2,760	3,690	5,170
October.....	4,100	5,120	5,200	400	470	470	4,490	5,570	6,000	2,750	3,640	4,610
November.....	4,190	4,800	4,410	460	470	470	4,120	5,030	4,670	1,700	2,510	2,760
December.....	4,300	5,230	5,740	730	760	800	3,080	3,560	3,380	1,860	1,860	2,280
Annual Total.....	35,390	41,580	44,800	4,330	4,720	4,860	45,000	54,080	63,880	25,940	33,030	40,680
Month	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	290	320	310	520	540	610	360	410	510	80	100	100
February.....	260	230	230	420	440	510	280	290	460	60	60	90
March.....	360	330	310	560	520	770	400	450	610	90	100	110
April.....	390	390	500	700	670	1,130	500	510	970	130	110	200
May.....	380	430	440	780	910	1,090	500	590	690	150	170	170
June.....	380	420	460	750	860	940	390	420	580	150	170	190
July.....	300	340	330	620	700	710	370	450	810	130	170	170
August	310	300	280	580	550	620	400	430	580	130	150	150
September.....	430	480	480	730	910	890	420	630	640	170	160	180
October.....	530	650	600	1,530	1,390	1,430	590	890	890	160	200	190
November.....	560	680	510	1,260	1,150	1,040	620	670	610	140	170	140
December.....	540	640	670	970	1,120	1,340	500	610	720	150	160	180
Annual Total	4,730	5,110	5,120	9,410	9,760	11,080	5,230	6,350	7,770	1,520	1,700	1,880

TABLE 4 - SASKATCHEWAN - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949

(in thousands of dollars)

Months	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January	670	710	870	1,240	1,260	1,360	220	190	180	280	240	150
February	650	590	870	1,170	1,040	1,320	180	140	170	230	230	260
March.....	950	800	1,040	1,530	1,240	1,370	210	170	220	290	290	290
April	1,230	1,180	1,550	1,820	1,420	1,900	240	210	290	310	300	450
May.....	1,490	1,600	1,400	2,930	2,350	2,840	230	250	230	270	290	270
June	1,360	1,410	1,580	3,010	3,110	3,090	230	220	260	270	320	370
July	1,370	1,350	1,380	2,900	3,050	3,190	200	220	230	230	280	390
August	1,260	1,610	1,440	2,690	2,840	3,120	230	240	260	300	280	260
September.....	1,230	1,410	1,480	2,820	3,020	3,370	260	230	290	290	420	380
October.....	1,340	1,640	1,530	3,150	3,540	4,020	300	330	350	310	490	450
November.....	1,250	1,410	1,310	2,840	2,840	3,050	290	300	330	420	290	230
December.....	1,170	1,420	1,410	1,550	1,480	1,800	260	290	320	400	520	350
Annual Total.....	13,950	15,050	15,660	27,160	27,190	30,430	2,850	2,790	3,120	3,600	3,950	3,830
Months	Restaurants			Coal & Wood Dealers			Drug Stores			Jewellery Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	1,120	1,060	1,050	590	700	810	570	650	700	90	90	80
February.....	1,060	990	980	670	780	860	520	500	670	80	60	70
March.....	1,290	1,130	1,250	650	850	590	610	630	800	90	70	90
April.....	1,210	1,230	1,450	450	600	300	600	670	840	70	80	90
May.....	1,260	1,310	1,360	460	430	260	630	770	780	100	90	110
June.....	1,340	1,420	1,510	510	650	410	630	690	750	100	110	110
July	1,450	1,570	1,790	460	410	270	630	690	760	80	90	100
August	1,390	1,480	1,690	530	540	430	660	730	800	90	100	110
September.....	1,250	1,450	1,620	720	720	720	720	720	860	100	140	110
October.....	1,440	1,590	1,650	720	920	980	810	850	850	110	120	120
November.....	1,280	1,360	1,440	710	850	770	670	750	790	120	140	150
December	1,220	1,290	1,390	790	900	950	910	1,000	1,060	300	370	410
Annual Total.....	15,310	15,890	17,180	7,260	8,350	7,350	7,910	8,750	9,660	1,330	1,460	1,550
Months	Tobacco Stores			All Other Trades								
	1947	1948	1949	1947	1948	1949						
January.....	130	140	180	3,090	4,600	4,730						
February.....	130	130	170	2,750	3,170	4,670						
March.....	140	140	190	3,740	4,420	6,290						
April.....	140	150	200	5,930	5,740	10,920						
May.....	140	170	190	6,130	9,340	10,110						
June.....	140	160	190	5,370	9,650	10,810						
July	150	160	200	7,730	11,940	10,140						
August	160	160	200	9,550	10,400	15,670						
September.....	140	170	190	7,340	9,650	10,990						
October.....	150	170	190	7,030	8,660	10,430						
November.....	150	160	190	4,880	6,060	6,740						
December	220	230	260	4,670	6,200	6,860						
Annual Total.....	1,790	1,940	2,350	67,970	89,830	107,360						

TABLE 4 - ALBERTA - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949

(in thousands of dollars)

Month	Total All Trades			Combination Stores			Meat Stores			Country General Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	30,890	38,650	43,790	3,540	4,350	4,840	900	880	1,060	3,390	3,990	4,100
February.....	29,810	31,500	39,310	3,670	3,790	4,550	840	760	930	3,330	3,450	3,960
March.....	36,320	41,670	52,210	3,870	4,260	5,070	910	860	1,100	3,750	4,310	4,770
April.....	39,630	42,320	59,490	3,910	4,540	5,600	970	970	1,210	4,040	4,370	5,680
May.....	41,150	49,450	57,310	4,490	4,860	5,470	1,090	1,010	1,090	4,650	5,140	5,360
June.....	40,300	52,140	57,830	4,330	5,020	5,750	1,060	1,090	1,030	4,390	5,390	5,530
July.....	41,920	51,500	57,280	4,450	5,380	5,890	1,050	1,140	1,110	4,570	5,480	5,480
August.....	44,280	52,620	58,620	4,620	5,310	5,720	1,040	1,150	1,150	4,870	5,650	5,680
September.....	44,840	53,690	60,870	4,530	5,530	5,950	1,060	1,180	1,240	4,940	6,020	6,240
October.....	45,500	58,980	64,570	4,660	5,660	5,920	1,250	1,350	1,320	5,290	6,400	6,560
November.....	46,240	56,670	57,750	4,760	5,350	5,660	1,050	1,210	1,200	5,340	5,730	5,370
December.....	48,150	62,810	64,090	4,930	5,870	6,370	1,190	1,460	1,480	5,640	6,470	6,650
Annual Total.....	489,030	592,000	573,120	51,760	59,920	66,790	12,410	13,040	13,890	54,200	62,400	65,370

Month	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	2,230	2,790	3,170	310	370	380	3,530	4,560	4,190	1,980	2,220	2,040
February.....	2,410	2,500	3,140	320	360	410	3,240	3,000	3,900	1,820	1,800	1,950
March.....	3,870	4,130	4,940	380	460	510	4,340	4,840	6,360	2,010	2,110	2,610
April.....	3,070	3,850	4,870	430	440	630	4,650	4,860	7,830	2,420	2,420	2,810
May.....	3,130	3,870	4,360	430	480	570	4,750	5,380	7,530	2,570	2,750	2,810
June.....	2,900	3,740	4,210	430	500	580	4,990	5,620	6,950	2,640	3,030	2,930
July.....	2,610	3,270	3,570	460	510	620	4,850	5,320	7,340	2,960	3,690	3,170
August.....	3,240	3,640	3,780	440	480	570	4,880	4,790	6,190	3,010	3,260	3,270
September.....	4,550	4,830	5,070	410	470	570	5,240	5,790	7,370	2,760	3,130	3,040
October.....	4,210	5,730	6,300	470	590	680	5,740	6,480	7,920	2,800	3,300	3,000
November.....	5,020	5,880	5,440	610	730	700	5,160	6,320	6,310	2,520	2,700	2,290
December.....	5,430	6,890	7,610	1,040	1,280	1,330	4,150	6,450	6,850	2,410	2,800	2,390
Annual Total.....	42,670	51,120	56,460	5,730	6,670	7,550	55,620	63,210	77,740	29,880	33,210	32,210

Month	Men's Clothing Stores			Family Clothing Stores			Clothing Stores			Shoe Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	620	730	770	390	370	400	610	730	1,010	140	190	190
February.....	670	550	550	390	320	400	640	500	690	110	110	170
March.....	850	660	880	470	470	540	770	760	1,110	160	180	260
April.....	830	670	1,020	530	530	740	790	900	1,530	200	210	390
May.....	840	800	970	520	610	610	780	1,040	1,250	210	250	320
June.....	820	820	1,010	630	590	590	640	840	1,110	200	260	350
July.....	720	760	880	500	560	570	650	820	1,170	230	260	330
August.....	710	660	680	480	520	510	640	790	970	230	250	340
September.....	630	860	910	520	580	600	710	1,010	1,070	280	240	300
October.....	930	1,140	1,320	620	850	790	810	1,300	1,220	220	280	360
November.....	1,130	1,060	1,040	770	820	640	930	1,230	1,130	230	250	280
December.....	1,450	1,510	1,710	830	900	930	1,070	1,320	1,530	240	310	390
Annual Total.....	10,380	10,220	11,740	6,550	7,110	7,320	8,920	11,240	13,790	2,450	2,790	3,680

TABLE 4 - ALBERTA - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949
(in thousands of dollars)

Months	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	1,180	1,400	1,460	1,470	1,780	1,890	720	730	680	390	520	1,000
February.....	1,170	1,210	1,460	1,320	1,430	1,710	640	540	540	470	440	880
March.....	1,360	1,520	1,920	1,720	1,700	2,380	760	630	690	460	420	860
April.....	1,680	1,640	2,450	2,370	1,840	2,970	750	780	780	450	410	780
May.....	1,760	2,260	2,470	2,490	2,370	3,590	710	720	750	540	400	770
June.....	1,730	2,260	2,410	2,830	3,340	3,910	690	700	730	390	340	690
July.....	1,670	1,920	1,990	2,710	3,200	3,420	610	670	670	400	370	740
August.....	1,780	2,200	2,610	2,790	3,660	3,900	690	710	740	450	420	780
September.....	1,890	2,380	2,470	2,890	3,480	3,720	720	750	850	610	530	990
October.....	1,850	2,390	2,560	2,870	3,830	3,920	800	1,140	970	680	690	1,160
November.....	1,990	2,370	2,280	2,420	3,660	3,350	910	1,010	960	720	650	1,330
December.....	2,320	2,950	2,880	1,860	2,150	2,350	750	890	860	820	720	1,290
Annual Total.....	20,380	24,500	26,960	27,740	32,440	37,110	8,750	9,270	9,200	6,360	5,910	11,260

Months	Restaurants			Coal & Wood Dealers			Drug Stores			Jewellery Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	1,980	2,090	2,110	370	230	320	900	980	970	250	240	230
February.....	1,860	1,890	1,790	370	120	310	820	860	940	210	170	170
March.....	2,110	2,120	2,340	240	120	130	900	960	1,050	230	210	210
April.....	2,100	2,000	2,550	150	100	70	920	950	1,040	210	210	280
May.....	2,080	2,050	2,610	150	100	90	930	960	1,000	270	240	270
June.....	2,140	2,220	2,500	120	100	80	890	950	980	260	260	270
July.....	2,530	2,730	3,020	90	100	50	900	970	960	260	270	300
August.....	2,420	2,710	2,830	130	130	70	880	940	970	290	280	320
September.....	2,080	2,510	2,790	210	170	120	900	1,030	1,030	260	310	290
October.....	2,090	2,670	2,690	280	210	210	950	1,110	1,070	270	320	320
November.....	2,170	2,470	2,570	330	250	240	900	980	980	340	300	450
December.....	2,090	2,470	2,320	330	250	260	1,410	1,460	1,450	800	850	1,090
Annual Total.....	25,650	27,930	29,920	2,770	1,880	1,950	11,300	12,150	12,440	3,650	3,660	4,200

Months	Tobacco Stores			All Other Trades		
	1947	1948	1949	1947	1948	1949
January.....	140	190	250	5,870	9,310	12,760
February	130	180	220	5,480	7,520	10,650
March	120	160	190	7,060	10,990	14,390
April.....	140	200	240	9,040	10,430	16,020
May.....	160	210	230	8,600	13,950	15,210
June.....	150	210	240	8,170	14,860	15,980
July.....	180	200	220	9,540	13,890	15,780
August.....	170	180	210	10,520	14,910	17,530
September.....	160	220	240	9,290	12,670	16,010
October	180	240	260	8,530	13,300	16,040
November.....	200	240	260	8,740	13,460	15,270
December.....	300	370	440	9,090	15,440	14,930
Annual Total	2,030	2,600	2,970	99,930	150,730	180,570

TABLE 4 - BRITISH COLUMBIA - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS, 1947, 1948 and 1949

(in thousands of dollars)

Months	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
	January.....	50,370	62,610	62,050	7,380	9,140	9,390	2,310	2,440	2,490	1,920	2,250
February.....	50,820	55,000	56,730	7,320	8,430	9,070	2,170	2,250	2,430	2,050	2,180	2,270
March.....	59,990	68,180	74,650	8,200	9,400	10,000	2,420	2,280	2,620	2,240	2,490	2,530
April.....	60,180	72,100	81,640	8,090	9,590	10,390	2,350	2,370	2,720	2,290	2,540	2,500
May.....	65,360	72,150	81,340	8,730	9,800	9,680	2,530	2,430	2,450	2,600	2,610	2,680
June.....	64,820	74,000	80,540	8,700	9,760	10,310	2,400	2,390	2,570	2,740	2,810	2,750
July.....	68,240	74,200	84,140	8,700	10,390	10,380	2,390	2,450	2,500	2,850	3,050	3,320
August.....	68,120	74,110	81,600	9,070	9,760	10,050	2,550	2,450	2,490	2,840	3,010	3,390
September.....	68,600	74,100	81,500	8,940	9,920	10,180	2,360	2,280	2,400	3,000	3,100	2,840
October.....	69,200	78,310	83,470	9,320	10,480	10,440	2,600	2,710	2,650	2,800	2,950	2,850
November.....	69,940	76,400	78,460	9,650	10,440	10,230	2,520	2,520	2,490	2,650	3,180	2,960
December.....	83,030	89,700	94,010	10,000	11,660	11,940	3,170	3,170	3,360	3,240	3,240	3,130
Annual Total.....	778,670	870,840	940,030	104,100	118,770	122,070	29,770	29,740	31,170	31,230	33,410	33,400
Months	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
	January.....	4,870	6,200	6,550	380	480	450	6,800	9,140	8,400	2,620	3,400
February	5,410	5,950	6,400	430	480	470	6,090	6,090	6,890	2,520	2,970	3,070
March.....	6,900	8,060	8,870	500	590	540	8,020	9,540	11,850	2,820	3,370	4,100
April.....	6,320	8,220	9,160	500	560	630	8,440	10,570	15,130	3,020	3,670	4,190
May.....	6,970	8,190	8,860	520	560	580	8,100	9,720	15,950	3,190	3,780	4,640
June	6,550	7,660	8,210	510	550	590	8,680	9,780	14,470	3,290	4,370	4,800
July.....	6,350	7,290	7,760	540	590	610	8,880	8,130	16,540	3,970	4,210	5,310
August.....	6,780	8,020	8,180	560	580	580	8,250	7,670	13,300	3,550	4,110	4,900
September.....	8,400	8,850	9,220	540	540	580	9,460	8,960	14,670	3,320	3,900	4,450
October.....	7,860	9,740	10,390	550	700	640	10,050	10,440	14,790	3,250	4,470	4,630
November.....	8,960	10,810	10,290	690	720	640	9,350	9,610	15,760	3,410	3,940	4,380
December.....	11,680	13,480	14,990	1,380	1,510	1,440	8,380	8,610	11,130	2,950	3,620	4,260
Annual Total.....	87,030	102,470	108,860	7,100	7,850	7,750	100,500	108,260	156,860	37,890	46,810	51,900
Months	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
	January.....	910	1,130	970	790	1,120	1,200	1,410	1,680	1,710	580	830
February.....	1,010	1,010	930	780	880	880	1,390	1,360	1,250	650	590	400
March.....	1,210	1,210	1,250	980	1,020	1,140	1,810	2,170	2,350	760	680	680
April.....	1,110	1,350	1,380	970	1,360	1,670	1,620	2,160	2,460	750	780	790
May.....	1,250	1,310	1,300	1,110	1,230	1,310	1,860	2,160	2,320	960	820	800
June	1,500	1,410	1,310	1,140	1,360	1,320	1,560	2,020	1,860	840	840	700
July.....	1,220	1,260	1,410	1,220	1,370	1,330	1,480	1,830	1,820	830	820	710
August.....	1,260	1,300	1,230	1,260	1,340	1,330	1,480	1,810	1,740	890	760	650
September.....	1,450	1,380	1,430	1,270	1,290	1,290	1,750	1,950	1,920	1,040	830	750
October.....	1,420	1,710	1,560	1,330	1,370	1,310	1,790	2,230	2,230	840	820	750
November.....	1,480	1,640	1,220	1,300	1,310	1,180	1,860	2,020	1,840	820	750	600
December.....	2,050	2,320	2,170	1,950	2,140	1,990	2,690	2,900	3,080	1,120	960	940
Annual Total.....	15,650	17,000	16,160	14,100	15,790	15,950	20,700	24,290	24,580	10,060	9,280	8,220

TABLE 4 - BRITISH COLUMBIA - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS, 1947, 1948 and 1949
(in thousands of dollars)

Months	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	920	1,220	1,110	1,040	1,570	1,650	1,190	1,150	960	590	820	650
February.....	1,150	1,190	1,060	990	1,370	1,400	1,180	1,120	1,020	540	660	550
March	1,420	1,420	1,430	1,310	1,810	2,370	1,360	1,360	1,360	540	860	790
April.....	1,440	1,660	1,680	1,270	2,110	2,410	1,230	1,490	1,380	550	890	780
May.....	1,750	1,670	1,800	1,520	2,030	2,600	1,470	1,350	1,270	610	910	760
June	1,560	1,790	1,720	1,550	2,250	2,640	1,330	1,390	1,280	590	860	750
July.....	1,550	1,580	1,690	1,500	1,920	2,390	1,390	1,120	1,210	590	790	630
August.....	1,630	1,640	1,690	1,570	2,180	2,900	1,430	1,350	1,340	590	650	640
September.....	1,570	1,650	1,850	1,700	2,190	2,960	1,480	1,220	1,290	680	730	800
October.....	1,720	1,800	1,850	1,780	2,150	2,910	1,470	1,430	1,520	740	920	600
November.....	1,810	1,750	1,650	1,680	2,110	2,610	1,820	1,370	1,470	910	950	840
December.....	2,360	2,140	2,190	1,510	1,370	1,990	1,820	1,550	1,700	960	1,080	1,210
Annual Total.....	18,880	19,510	19,700	17,520	23,060	28,830	17,170	15,880	15,800	7,890	10,110	9,200

Months	Restaurants			Coal & Wood Dealers			Drug Stores			Jewellery Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	2,600	3,250	3,470	1,030	1,050	1,220	1,310	1,600	1,610	450	490	470
February.....	2,450	3,000	3,020	870	800	1,030	1,270	1,540	1,540	480	440	430
March.....	2,640	3,260	3,550	700	960	820	1,350	1,640	1,690	480	550	650
April.....	2,800	3,190	3,610	840	750	560	1,300	1,560	1,690	490	680	720
May.....	2,880	3,490	3,790	620	600	540	1,400	1,590	1,620	830	610	670
June	3,000	3,400	3,830	670	480	460	1,360	1,590	1,560	660	690	760
July	3,410	4,020	4,490	580	540	420	1,460	1,620	1,600	700	680	790
August	3,390	4,150	4,730	750	870	680	1,460	1,660	1,580	780	880	880
September.....	3,010	3,740	4,300	720	970	870	1,470	1,650	1,610	630	690	770
October.....	2,730	3,470	3,780	850	850	900	1,480	1,630	1,570	640	640	690
November.....	2,770	3,240	3,310	780	1,090	850	1,450	1,590	1,630	800	710	800
December.....	3,100	3,470	3,530	960	1,340	960	2,180	2,260	2,240	1,910	1,780	2,040
Annual Total	34,780	41,680	45,410	9,370	10,300	9,510	17,490	19,830	19,940	8,630	8,740	9,660

Months	Tobacco Stores			All Other Trades		
	1947	1948	1949	1947	1948	1949
January.....	550	620	640	10,740	13,250	13,250
February.....	550	590	630	11,560	12,100	11,990
March.....	580	630	690	13,750	14,860	15,410
April.....	570	590	680	14,230	16,140	17,110
May.....	620	630	640	16,040	16,660	17,070
June	580	620	640	15,830	17,990	18,020
July	620	650	690	18,010	19,900	18,540
August	640	640	670	17,350	19,380	18,570
September.....	580	590	650	15,250	17,670	16,690
October.....	570	620	660	15,410	17,180	16,570
November.....	560	590	630	14,660	16,060	15,100
December.....	790	810	830	18,830	20,410	18,890
Annual Total.....	7,170	7,580	8,050	181,640	201,480	197,210

Appendix 1.SUMMARY OF ESTIMATION METHODS

The sales estimates appearing in the preceding tables are a composite of separate estimates obtained for chain and independent stores, both of which are described below.

Chain Stores

A sample providing for approximately 90% coverage in each trade and province was used. Stores are classified individually rather than according to the trade class of the whole chain company. Monthly reports are being supplied by a total of 290 chain companies operating some 5,100 stores.

Independent Stores

All independent retail businesses listed in 1941 Census records were grouped according to:

- (i) kind of business
- (ii) province
- (iii) size of business (based on 1941 sales)

Sample stores were selected in ratios calculated to give representation to each class of store. A lower proportion of stores was chosen in Ontario and Quebec where the density of retail businesses is greatest. Similarly, selection ratios were such that a small proportion of stores in the lower sales-size categories was used and progressively larger proportions as the sales size increased. Random selection methods were used.

Stores included in the sample were required to report monthly sales figures from January, 1947 onwards. The 1941-1947 trend in sales of all sample stores within each kind-province-size category was applied to the total 1941 sales of all stores within that category in order to arrive at 1947 estimates of sales. Seasonal patterns were developed from the information supplied by the sample stores and applied to the total estimated annual sales in order to obtain monthly estimates. Results for the different size categories are not published separately, since these were used only to give proper recognition to the variable trends by size of business.

Monthly estimates for years subsequent to 1947 are obtained by applying the monthly percentage changes (1948 of 1947 and 1949 of 1948), to the 1947 and 1948 estimates for the corresponding month.

A sample of 7,200 independent stores is now reporting to the Bureau each month. Reports are also received from 31 departmental firms.

Adjustments for the Effect of Changes in the Number of Stores and Kind of Business

Some retail firms which were in operation in 1941 have since gone out of business and their premises are not now occupied by a retail establishment. These have been treated as "store deaths", and the estimates have been lowered to account for them.

On the other hand, many new firms have come into existence since 1941 and these are regarded as "store births". A measurement of sales of these was made for each year and the volume has been incorporated in the revised estimates contained in this report.

Following is the method used in carrying out the "store death" and "store birth" adjustments:

Store Deaths

A measurement of the number of retail establishments which have ceased to exist since the 1941 Census was obtained for 1947, 1948 and 1949 from an original constant sample of 6,600 stores. Since this sample represented all stores in existence in 1941, it was possible, by determining the proportion represented by the closed stores, to adjust sales estimates accordingly. This was done, by kind of business and province, for 1947, 1948 and 1949.

Store Births

An area sample was used as the basis for estimating new stores. The sample covered approximately 10% of urban and 5% of rural areas. All stores in the selected areas were enumerated and those which had not existed in 1941 were identified. Sales figures of these "store births" were obtained and inflated according to their approximate sampling ratios.

Store Changes

A measurement of the changes in the kind of business operated was obtained from the original constant sample as in "store death" measurements, and sales estimates were adjusted accordingly.

Appendix 2.DESCRIPTION OF TRADE CLASSIFICATIONS

To clarify the limits of the classifications used throughout this report the following descriptions are presented:

Grocery and Combination Stores: This group includes stores specializing in the sale of groceries and those which handle groceries and fresh meat, provided meat sales are less than 20% of total sales.

Country General Stores: Under this classification are included all stores carrying a general line of merchandise and operating in communities of less than 2,000 population.

Department Stores: Stores carrying a general and complete line of merchandise, located in the larger communities and having large aggregate sales volumes. The commodity range of goods sold generally includes men's and women's apparel, piece goods, toiletries, household equipment and furnishings, hardware, smallwares and food.

Motor Vehicle Dealers: Includes all automotive firms selling new motor vehicles. They may also retail used cars, farm machinery and tractors, or operate a repair garage in connection with the business. Used car dealers are not included.

Garages and Filling Stations: Includes those establishments where the sale of oil products, accessories and parts is the primary function of the business. Where the repair of motor vehicles exceeds sales of the commodities mentioned, the business is not included in the retail trade.

Women's Clothing Stores: This trade classification is comprised of all ladies' ready-to-wear stores. Hosiery and lingerie specialty stores are also included in this group, but furriers, millinery shops and other women's specialty stores are included in the "All other trades" group.

Appliances and Radio Stores: All stores trading mainly in household appliances and radios are included under this classification.

All Other Trades: This includes all those stores whose activity does not place them in one of the twenty other classifications covered in this bulletin.

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