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RETAIL TRADE
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Industry and Merchandising Division

RETAIL TRADE

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63-004	Percentage Change in Department Store Sales (Preliminary).....	per year 1.00
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Other occasional reports and 1951 Census reports on retail trade are shown in a complete list of publications of the Dominion Bureau of Statistics which is available on request from the Information Services Division, D.B.S., or from the Queen's Printer, Ottawa.

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SYMBOLS

The interpretation of the symbols used in the tables throughout this publication is as follows:

- .. figures not available.
- nil or zero.
- * revised figures.

RETAIL TRADE

1959

Sales made through retail establishments during 1959 rose to a record high of \$16,283,558,000, an increase of 5.4 per cent over the previous year.

All provinces registered increased sales in 1959 with Manitoba showing the largest increase from the previous year with a gain of 7.9 per cent. The remaining provinces had the following percentage increases: Alberta and Quebec, 6.3 per cent; Atlantic Provinces, 5.5 per cent; Ontario, 4.8 per cent; British Columbia, 4.6 per cent and Saskatchewan, 4.1 per cent.

All trades with the exception of Family Clothing Stores showed larger sales in 1959 than in the previous year. Sales by Motor Vehicle Dealers which had declined during the previous two years recovered during 1959; increasing by 8.3 per cent over the previous year. This increase represents the largest gain registered by any of the specified trades. The substantial rate of growth in Garages and Service Stations during the past number of years (13.5 per cent in 1955; 14.4 per cent in 1956; 14.3 per cent in 1957 and 10.4 per cent in 1958) was continued to a lesser degree with an increase of 6.4 per cent. Significant increases were also registered in the following trades: Shoe Stores, 6.0 per cent; Drug Stores 5.8 per cent and Department Stores, 5.6 per cent.

Grocery and Combination Stores continued to dominate the retail sector of the economy with 20.2 per cent of the total dollar volume; no change from the previous year. Motor Vehicle Dealers retained second position with 16.0 per cent of total dollar volume; an increase of 0.4 per cent over the previous year.

Sources and Methods

Estimates of retail trade are published monthly as well as annually. The link-relative approach is employed in producing these estimates. The monthly estimates are published approximately a month and a half after the survey month. In the December issue of any year, the monthly estimates are revised, and, in reality, this bulletin replaces the preceding monthly bulletins for that year. A second and final revision to the figures which are contained in the December bulletin takes place approximately one year after the survey year.

These final estimates are compiled in two broad stages. The first is a combination of an annual survey of approximately 10,000 independent retail stores in all trades and areas, department stores, and all known retail chain stores. Annual chain store sales are compiled from an annual census of all chain store firms in every trade and area. A monthly sample of independent, chain and department store firms for which sales estimates are compiled and published is used to pro-rate the annual totals to a monthly basis. The second stage is an annual survey designed to yield adjustments resulting from store "births" and "deaths" by trades and by regions. The results from these two surveys are combined and published approximately one year after the survey year.

The estimates of retail sales represent total dollar volume and have not been adjusted for price changes nor, in the monthly distribution, for seasonal variation.

It should be borne in mind that estimates of sales are made for only "easily recognizable" retail establishments. They do not include door to door sales, mail order sales by record and book clubs, retail sales by manufacturers, wholesalers or service establishments. The publication of a report on "Vending Machine Operators" is one of the steps taken to close these gaps.

In the above-mentioned report, a vending machine operator was defined as "an individual or organization who owns (or rents), locates, services and repairs (on own account or on a contract basis) venders with the right vested in the firm to withdraw monies from the venders. The venders must be located on the premises other than those of the "operator" except in the case of incorporated subsidiary firms whose function it is to operate venders on the premises of the parent company."

As shown in the following table, vending machine operators sold \$33,711,000 of merchandise in 1959 through venders, an increase of 28.1 per cent over the previous year.

Data on retail sales made through hotels are contained in an annual report published by the Dominion Bureau of Statistics. As indicated in the following table sales of meals, beer, wine and liquor and other merchandise totalled \$380,744,000 in 1959.

Provinces	Vending machine operators	Hotels		
		Meals	Beer, wine and liquor	Merchandise
thousands of dollars				
Newfoundland		769	1,320	146
Prince Edward Island		316	—	32
Nova Scotia		2,646	425	139
New Brunswick		1,299	—	132
Quebec	10,020	26,437	67,466	3,612
Ontario	15,651	37,118	74,413	7,234
Manitoba		3,868	23,550	1,550
Saskatchewan		3,798	26,931	2,035
Alberta		7,285	32,722	3,364
British Columbia	4,044	11,603	37,260	3,274
Totals	33,711	95,139	264,087	21,518

Retail sales by vending machine operators and hotels are additional to the sales shown in the main tables of this report. Information on the other "gaps"

discussed in this report are not available at this time.

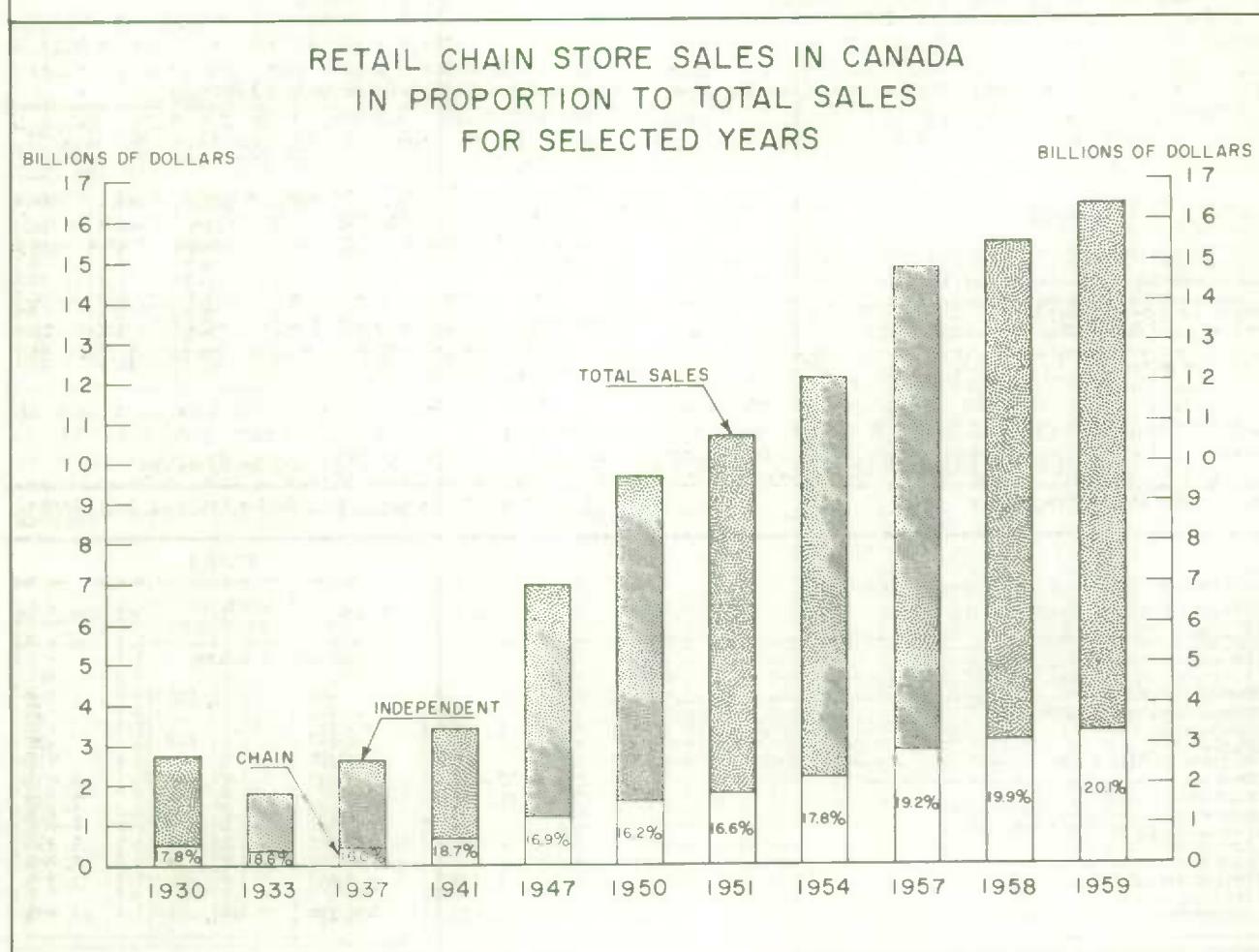
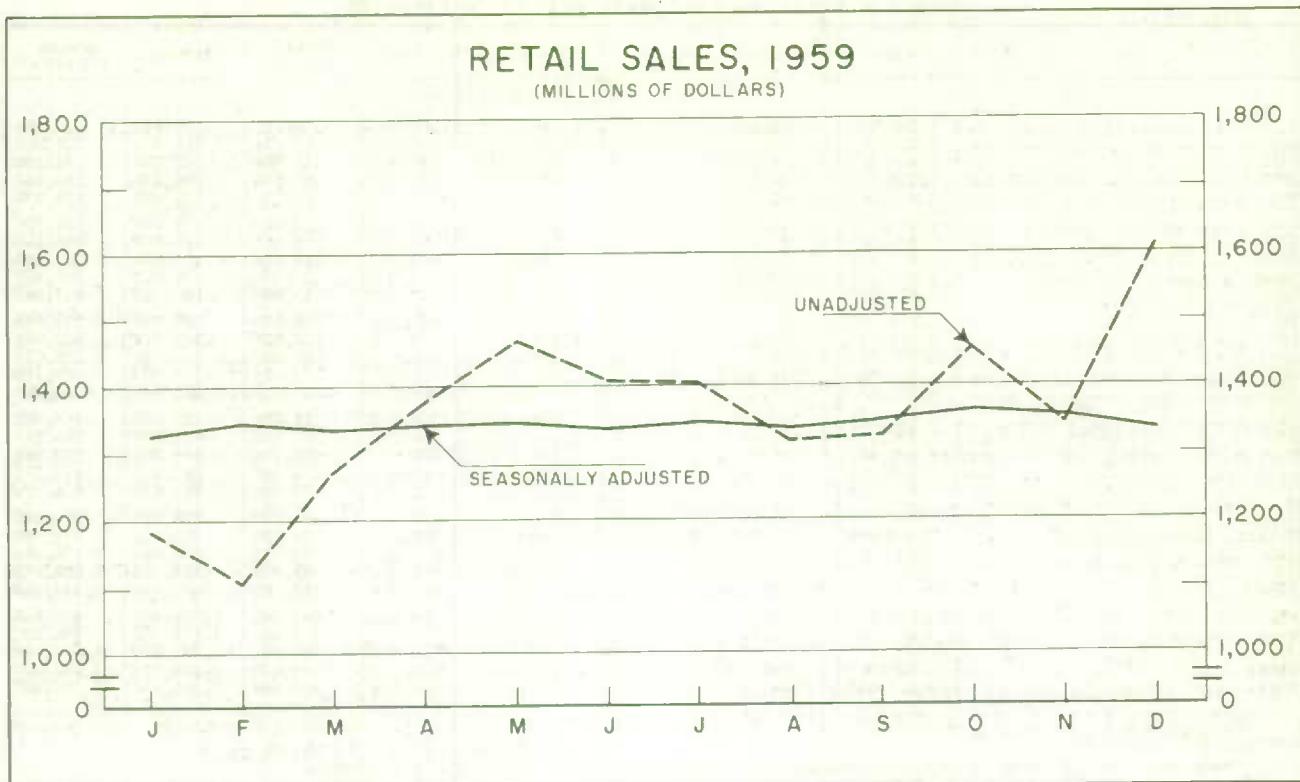


TABLE 1. Retail Trade in Canada, 1930-59, by Provinces

Year	Canada	Atlantic	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia ¹
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	130,562	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	137,008	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	153,580	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	4,093,467	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	568,909	570,837	776,592	982,140
1951	10,693,097	898,540	2,442,649	4,129,827	609,948	658,584	853,769	1,099,780
1952	11,532,076	982,275	2,635,302	4,383,267	651,268	764,017	939,089	1,176,858
1953	12,128,034	1,017,854	2,756,136	4,615,976	677,161	845,038	987,495	1,228,373
1954	12,065,758	1,025,222	2,797,617	4,634,450	637,044	758,295	963,630	1,249,499
1955	13,111,895	1,127,112	3,005,671	5,115,239	669,254	747,985	1,034,995	1,411,640
1956	14,297,557	1,211,156	3,322,150	5,498,554	700,145	812,261	1,158,960	1,594,331
1957	14,826,441	1,233,870	3,521,412	5,663,428	725,819	854,751	1,211,019	1,616,143
1958	15,444,341	1,290,091	3,646,651	5,934,446	753,603	913,517	1,274,812	1,631,221
1959	16,283,558	1,361,640	3,877,558	6,218,395	812,894	950,884	1,355,130	1,707,057

¹ Includes Yukon and Northwest Territories.

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

TABLE 2. Percentage of Sales of Major Trades to Total Volume for Specified Years

Kind of business	1930	1933	1937	1941	1944	1947	1951	1954	1958	1959
Totals, all trades	100.0									
Grocery and combination	14.8	17.9	15.3	16.6	18.8	16.9	17.8	18.9	20.2	20.2
General	7.6	7.7	7.3	6.3	7.3	6.1	4.9	4.3	4.0	3.9
Department	13.0	13.6	11.2	11.1	11.2	10.9	8.5	8.8	8.7	8.7
Motor vehicle	9.2	7.1	12.5	10.5	4.9	10.4	17.6	16.8	15.6	16.0
Hardware and building materials	5.0	4.1	4.2	4.5	4.5	5.6	5.5	5.4	5.2	5.0
Furniture, appliance and radio	3.4	2.6	3.3	3.2	2.5	3.6	3.4	4.0	3.7	3.6
Clothing and shoes	7.3	7.1	7.2	7.9	9.0	7.8	6.5	6.1	5.7	5.6
Total, major trades	60.3	60.1	61.0	60.1	58.2	60.4	64.2	64.3	63.1	63.0
All other trades	39.7	39.9	39.0	39.9	41.8	39.6	35.8	35.7	36.9	37.0

TABLE 3. Percentage Changes in Retail Trade - 1959/58 by Provinces and Kinds of Business

Kind of business	Canada	Atlantic	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia ¹
Totals, all trades	+5.4	+5.5	+6.3	+4.8	+7.9	+4.1	+6.3	+4.6
Grocery and combination stores	+5.2	+6.8	+7.4	+2.4	+3.7	+4.5	+10.1	+6.0
Other food and beverages stores	+5.2	+4.7	+4.7	+5.0	-0.8	+0.8	+12.3	-1.0
General stores	+0.8	+2.6	+1.6	-1.5	+4.8	-0.7	-0.6	+0.5
Department stores	+5.6	+3.4	+4.0	+7.0	+7.8	+2.3	+4.4	+5.8
Variety stores	+4.9	+9.0	+5.8	+2.5	+10.1	+2.5	+7.0	+11.1
Motor vehicle dealers	+8.3	+9.0	+5.6	+8.4	+10.8	+11.2	+12.5	+5.7
Garages and service stations	+6.4	+11.9	+10.1	+4.9	+20.6	+1.3	+5.1	-0.1
Men's clothing stores	+5.2	-3.5	+10.4	+4.0	+1.0	+19.2	-0.5	+3.2
Family clothing stores	-0.3	-0.2	+1.3	+0.9	+8.7	+1.2	-13.2	-13.9
Women's clothing stores	+3.1	+4.5	+0.2	+5.1	-3.4	+14.2	+2.4	+1.4
Shoe stores	+6.0	-3.8	+8.2	+3.8	+7.8	-3.4	+20.1	-2.5
Hardware stores	+2.7	+2.4	+3.7	+1.2	+0.9	+5.3	+3.8	+2.6
Lumber and building material dealers	+2.2	+8.5	+0.1	+0.6	+3.5	-0.5	+6.8	+5.9
Furniture, appliance and radio stores	+2.7	-4.1	+8.3	+0.3	+3.8	-3.2	-0.6	+6.6
Restaurants	+4.4	+4.6	+5.9	+6.0	+6.7	+5.2	-3.7	-0.7
Fuel dealers	+4.8	-4.4	+6.3	+3.7	+22.2	-0.9	+5.3	+6.8
Drug stores	+5.8	+8.6	+8.7	+6.9	+6.6	-7.3	-4.4	+8.1
Jewellery stores	+2.6	-1.6	+3.8	+6.5	-11.2	-1.4	+6.7	-5.9
Miscellaneous	+7.1	+5.6	+6.4	+7.0	+16.8	+3.9	+5.3	+8.8

¹ Includes Yukon and Northwest Territories.

MERCHANDISING AND SERVICES

TABLE 4. Estimated Retail Trade — Chain and Independent — by Provinces and Kinds of Business, 1959

No.	Kind of business	All stores	Chain stores	Independent stores
Canada				
thousands of dollars				
1	Totals, all trades	16,283,558	3,280,263	13,003,294
2	Grocery and combination stores	3,287,247	1,481,136	1,806,111
3	Other food and beverages	1,177,507	621,705	555,802
4	General stores	629,776	44,290	585,486
5	Department stores	1,420,016	—	1,420,016
6	Variety stores	330,594	282,591	48,003
7	Motor vehicle dealers	2,613,412	24,778	2,588,634
8	Garages and service stations	1,103,580	7,294	1,096,286
9	Men's clothing stores	249,882	30,148	219,734
10	Family clothing stores	225,818	50,373	175,445
11	Women's clothing stores	273,181	81,357	191,825
12	Shoe stores	155,039	70,150	84,889
13	Hardware stores	326,416	48,893	277,522
14	Lumber and building material dealers	492,287	103,158	389,129
15	Furniture, appliance and radio dealers	581,132	126,175	454,957
16	Restaurants	566,707	40,718	525,990
17	Fuel dealers	341,850	6,286	335,564
18	Drug stores	405,063	53,383	351,680
19	Jewellery stores	136,573	48,736	87,837
20	Miscellaneous	1,967,476	159,091	1,808,385
Manitoba				
21	Totals, all trades	812,894	131,908	680,986
22	Grocery and combination stores	128,587	56,740	71,848
23	Other food and beverages	36,399	23,195	13,205
24	General stores	50,327	1	1
25	Department stores	126,064	—	126,064
26	Variety stores	8,556	8,333	224
27	Motor vehicle dealers	132,670	—	132,670
28	Garages and service stations	38,651	1	1
29	Men's clothing stores	5,997	1	1
30	Family clothing stores	11,906	2,042	9,864
31	Women's clothing stores	7,678	2,056	5,621
32	Shoe stores	3,670	1,172	2,499
33	Hardware stores	19,605	3,864	15,741
34	Lumber and building material dealers	48,007	10,612	37,395
35	Furniture, appliance and radio dealers	24,689	6,699	17,989
36	Restaurants	28,492	3,181	25,311
37	Fuel dealers	12,894	—	12,894
38	Drug stores	20,100	1	1
39	Jewellery stores	5,636	1	1
40	Miscellaneous	102,963	5,190	97,773

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

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

TABLE 4. Estimated Retail Trade - Chain and Independent - by Provinces and Kinds of Business, 1959

All stores	Chain stores	Independent stores	All stores	Chain stores	Independent stores	All stores	Chain stores	Independent stores	No.
Atlantic Provinces			Quebec			Ontario			
thousands of dollars									
1,361,640	233,803	1,127,836	3,877,558	674,002	3,203,556	6,218,395	1,508,626	4,709,769	1
311,552	73,476	238,076	931,320	303,524	627,797	1,260,069	755,531	504,538	2
96,518	1	1	335,767	105,854	229,933	477,023	288,111	188,912	3
142,819	10,597	132,222	106,140	8,582	97,558	119,410	5,998	113,412	4
102,688	-	102,688	240,854	-	240,854	480,426	-	480,426	5
35,509	32,094	3,415	87,129	73,567	13,562	151,168	129,820	21,348	6
230,588	21,564	209,024	522,978	-	522,978	944,426	1	1	7
93,192	1	1	258,564	1	1	464,468	1,717	462,751	8
13,270	1	1	68,624	5,546	63,078	102,462	20,591	81,871	9
32,987	3,242	29,745	82,023	25,242	56,781	66,487	13,068	53,418	10
11,721	2,624	9,097	74,066	20,581	53,485	117,150	38,820	78,331	11
10,237	2,745	7,492	42,899	20,952	21,947	71,161	37,464	33,697	12
20,518	1	1	71,350	9,432	61,919	107,635	8,988	98,646	13
16,713	-	18,713	92,744	1	1	167,609	26,425	141,184	14
40,336	9,294	31,042	173,050	39,205	133,846	219,975	49,698	170,277	15
26,844	1,467	25,377	148,657	9,888	138,968	231,481	14,222	217,258	16
16,678	1	1	96,236	-	96,236	178,541	1	1	17
29,976	2,989	26,987	88,840	6,148	82,693	172,685	23,803	148,882	18
9,957	2,461	7,496	26,590	8,162	20,429	62,253	22,746	39,507	19
117,537	7,682	109,855	427,506	32,039	395,466	823,966	67,049	756,916	20
Saskatchewan			Alberta			British Columbia			
950,884	137,037	813,848	1,355,130	245,747	1,109,383	1,707,057	349,140	1,357,917	21
125,033	40,110	84,923	228,797	103,577	125,220	301,888	148,178	153,710	22
37,142	24,118	13,024	67,014	45,306	21,706	127,625	75,159	52,466	23
88,012	1	1	62,110	1	1	60,958	8,602	52,356	24
69,075	-	69,075	159,502	-	159,502	241,406	-	241,406	25
11,269	9,943	1,327	17,890	14,613	3,277	19,073	14,222	4,851	26
206,149	-	206,149	262,798	-	262,798	313,804	-	313,804	27
69,456	1	1	86,096	1	1	93,154	2,008	91,146	28
10,497	1	1	22,735	1	1	26,298	1	1	29
10,827	2,160	8,667	11,532	2,625	8,708	10,056	1,793	8,263	30
9,352	2,538	6,814	24,260	6,521	17,740	28,954	8,217	20,737	31
2,947	1,528	1,419	8,899	3,205	5,695	15,226	3,085	12,140	32
37,759	9,447	28,312	44,706	1	1	24,842	4,486	20,356	33
53,401	26,143	27,258	61,436	30,286	31,150	50,377	5,707	44,670	34
21,086	5,018	16,068	49,938	5,558	44,380	52,058	10,702	41,356	35
32,560	506	32,053	43,752	1,689	42,063	54,721	9,763	44,958	36
5,461	-	5,461	2,679	1	1	29,360	1	1	37
19,428	2,006	17,422	29,192	5,415	23,777	44,840	11,900	32,941	38
6,926	2,585	4,342	8,313	4,809	3,503	14,898	5,979	8,919	39
134,505	5,425	129,079	163,481	6,476	157,005	197,520	35,230	162,290	40

MERCHANDISING AND SERVICES

TABLE 5. Canada - Estimated Retail Trade - by Kinds of Business and Months, 1957, 1958 and 1959

Month	Total, all trades			Grocery and combination stores			Other food and beverages		
	1957	1958	1959	1957	1958	1959	1957	1958	1959
thousands of dollars									
January	1,034,587	1,109,214	1,186,368	219,165	245,429	274,170	70,583	73,945	79,582
February	996,656	1,028,235	1,109,148	212,553	231,975	242,886	73,022	73,426	78,350
March	1,188,374	1,218,360	1,272,566	242,691	260,454	254,619	60,193	82,066	87,508
April	1,260,238	1,289,829	1,374,542	228,250	250,492	282,996	81,872	88,704	89,212
May	1,339,397	1,412,678	1,465,724	249,279	287,106	291,741	88,100	95,154	97,010
June	1,287,943	1,297,028	1,409,393	249,734	256,004	268,581	90,091	90,599	96,240
July	1,246,816	1,294,265	1,401,664	239,755	259,035	281,858	92,901	98,282	104,759
August	1,292,576	1,284,343	1,319,712	260,384	270,897	270,141	101,057	98,075	103,029
September	1,203,552	1,245,155	1,327,393	231,413	248,906	287,589	86,772	87,862	95,848
October	1,240,254	1,347,568	1,457,287	242,794	273,061	303,407	90,704	101,250	103,891
November	1,286,212	1,327,584	1,349,494	256,902	259,813	262,554	92,627	92,410	93,135
December	1,449,836	1,590,082	1,610,256	281,491	282,710	306,704	133,567	141,950	148,945
Annual totals	14,826,441	15,444,341	16,283,558	2,894,410	3,125,883	3,287,247	1,081,490	1,119,724	1,177,507
General stores									
1957	1958	1959	1957	1958	1959	1957	1958	1959	
January	39,164	41,313	44,071	77,837	84,893	89,292	15,100	16,644	17,476
February	36,867	37,952	39,914	76,371	78,297	86,374	15,707	16,144	16,797
March	43,022	43,866	43,777	93,653	99,701	102,011	19,345	21,394	23,428
April	45,661	48,754	49,627	104,394	105,013	108,732	24,422	24,379	22,806
May	53,448	57,755	56,064	107,601	111,996	117,494	22,790	26,702	27,463
June	53,840	54,564	54,592	96,723	100,095	110,484	24,062	24,274	26,336
July	52,742	55,245	57,686	83,559	89,209	97,043	23,875	24,921	26,469
August	56,347	57,178	56,748	97,848	98,063	100,725	24,326	25,420	25,604
September	50,098	52,854	53,843	110,993	119,181	127,262	22,296	24,550	26,469
October	53,055	56,412	58,455	117,411	123,460	134,686	24,427	26,396	29,522
November	52,128	55,476	52,714	143,865	147,377	152,983	28,012	28,498	28,974
December	59,083	63,340	62,286	171,496	188,032	192,927	51,596	55,792	59,250
Annual totals	595,493	624,709	629,776	1,281,750	1,345,317	1,420,016	295,759	315,112	330,594
Motor vehicle dealers									
1957	1958	1959	1957	1958	1959	1957	1958	1959	
January	174,806	180,792	184,841	71,076	75,922	84,218	18,221	19,117	21,330
February	181,728	171,056	196,823	62,657	72,296	78,415	13,945	13,706	14,357
March	237,643	222,367	246,785	72,441	78,652	83,796	17,550	17,868	17,909
April	270,445	251,948	284,550	76,347	83,822	91,568	19,103	18,219	18,203
May	272,112	254,054	279,136	83,093	91,946	95,138	18,646	19,607	20,589
June	242,002	232,967	269,766	83,219	87,956	94,998	20,422	19,306	21,348
July	226,257	215,965	237,736	88,096	97,758	105,381	18,350	17,421	18,351
August	205,317	178,945	193,758	87,631	93,939	98,510	17,542	16,563	16,744
September	184,720	167,639	182,348	78,371	85,122	93,254	17,084	16,980	17,812
October	168,230	181,149	204,957	80,297	92,032	98,589	19,776	20,664	22,946
November	165,013	177,603	180,201	78,226	87,184	89,827	23,581	23,486	22,942
December	155,174	179,098	152,511	77,791	90,090	89,888	33,149	34,631	38,716
Annual totals	2,483,446	2,413,581	2,613,412	939,243	1,036,718	1,103,580	235,368	237,572	249,882
							217,729	226,558	225,818

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

TABLE 5. Canada - Estimated Retail Trade - by Kinds of Business and Months, 1957, 1958 and 1959 - Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
thousands of dollars												
January	16,432	18,619	19,409	8,258	9,868	10,100	16,697	18,192	18,347	24,198	26,666	26,052
February	14,032	14,002	14,977	6,688	6,950	7,058	15,596	16,268	17,406	23,171	23,649	26,035
March	19,239	21,220	20,874	9,804	10,874	10,780	19,932	20,350	20,282	27,842	28,262	30,726
April	22,859	22,226	22,712	12,425	12,590	12,877	23,542	24,870	25,300	31,281	34,330	37,325
May	22,924	24,396	25,296	12,340	13,912	15,356	28,599	30,836	31,130	45,239	47,114	45,456
June	21,816	20,748	21,970	13,001	12,614	13,867	28,494	28,916	31,113	46,076	49,017	52,888
July	19,344	19,981	21,396	11,229	12,058	13,003	27,410	28,538	29,806	48,822	51,408	55,000
August	20,485	19,266	18,350	11,633	11,743	11,360	27,672	27,954	28,418	48,645	47,578	48,694
September	20,822	21,694	22,528	11,454	12,449	14,055	26,958	28,738	29,576	45,060	49,187	48,775
October	22,252	24,159	26,168	10,957	12,281	14,370	27,987	30,000	32,083	46,398	50,650	47,703
November	23,688	23,553	23,219	12,278	13,802	14,058	26,641	27,627	26,772	41,594	43,224	41,993
December	33,082	35,082	36,283	16,194	17,132	18,155	32,840	35,546	36,183	29,482	30,556	31,641
Annual totals	256,977	264,946	273,181	136,262	146,272	155,039	302,366	317,836	326,416	457,809	481,640	492,287
Furniture, appliance and radio dealers												
			Restaurants			Fuel dealers						
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
January	40,469	44,194	47,356	38,297	41,027	42,228	48,992	44,240	47,596			
February	38,451	37,656	38,164	37,241	38,074	39,914	38,986	43,718	46,524			
March	43,200	44,240	41,343	42,553	43,748	44,618	33,198	31,258	36,952			
April	43,446	43,300	46,044	42,301	44,246	46,030	24,645	21,286	25,503			
May	47,854	47,685	48,665	45,925	48,093	48,874	16,618	16,657	16,390			
June	45,479	42,901	46,116	45,558	46,441	48,351	13,258	13,983	13,828			
July	44,414	43,679	45,728	49,032	50,103	52,759	12,825	11,968	11,272			
August	48,740	46,820	47,484	50,267	50,798	53,786	14,955	13,816	13,800			
September	50,948	51,016	51,264	45,725	46,469	49,912	19,823	19,818	21,049			
October	52,055	52,715	56,356	43,635	45,815	48,421	27,773	27,507	28,180			
November	55,076	51,813	53,263	43,366	43,894	45,384	32,588	31,991	36,310			
December	57,152	59,752	59,348	43,661	44,124	46,429	38,053	50,055	44,446			
Annual totals	567,284	565,772	581,132	527,563	542,833	566,707	321,714	326,298	341,850			
Drug stores												
			Jewellery stores			Miscellaneous						
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
January	27,367	30,907	32,732	7,265	7,639	8,442	107,418	115,319	124,356			
February	26,212	28,491	30,330	7,938	7,438	8,012	104,556	106,128	115,481			
March	28,267	30,635	33,225	8,308	8,423	9,121	134,048	136,480	148,980			
April	28,019	30,785	32,026	9,123	8,842	8,508	153,083	159,384	173,068			
May	29,608	32,456	34,080	10,116	10,410	10,032	167,421	177,510	186,358			
June	28,451	30,094	32,220	10,023	10,218	10,901	157,668	158,667	177,949			
July	28,940	31,061	33,454	9,217	9,233	9,789	157,228	164,440	184,041			
August	29,653	30,966	32,277	10,522	10,260	10,064	162,732	169,270	174,588			
September	28,916	31,094	32,789	9,422	9,930	10,106	145,468	153,734	164,454			
October	33,252	33,442	35,798	9,012	9,869	10,328	149,727	164,687	177,707			
November	29,453	30,210	31,361	11,850	11,312	11,167	146,384	154,824	159,430			
December	39,443	42,590	44,772	28,112	29,547	30,001	157,554	177,275	181,065			
Annual totals	357,579	382,731	403,063	130,908	133,120	136,573	1,743,288	1,837,717	1,967,476			

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

TABLE 5. Atlantic Provinces—Estimated Retail Trade—by Kinds of Business and Months, 1957, 1958 and 1959—Continued

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

TABLE 5. Atlantic Provinces - Estimated Retail Trade - by Kinds of Business and Months, 1957, 1958 and 1959 - Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
thousands of dollars												
January	702	705	768	513	601	544	1,091	1,137	1,068	968	853	894
February	618	546	598	480	488	434	953	949	931	844	867	886
March	808	785	775	646	734	650	1,116	1,176	1,176	1,056	1,003	1,017
April	1,050	917	856	893	907	816	1,352	1,437	1,438	1,107	1,128	1,136
May	1,083	1,048	1,052	922	1,016	999	1,842	1,837	1,872	1,612	1,577	1,615
June	1,008	947	907	1,005	1,001	950	1,912	1,849	1,951	1,895	1,720	1,965
July	941	834	867	819	857	903	1,995	1,967	1,939	1,897	1,830	2,051
August	995	828	846	880	846	802	1,995	1,762	1,849	1,917	1,736	1,966
September	1,042	873	961	851	927	934	1,945	1,876	1,990	1,846	1,894	2,071
October	1,090	1,020	1,164	776	895	954	1,977	1,989	2,122	1,865	1,814	2,088
November	1,201	1,019	1,044	883	898	865	1,756	1,734	1,768	1,514	1,406	1,514
December	1,822	1,692	1,883	1,391	1,470	1,385	2,018	2,328	2,414	1,278	1,426	1,510
Annual totals	12,361	11,214	11,721	10,059	10,640	10,237	19,953	20,038	20,518	17,800	17,253	18,713
Furniture, appliance and radio dealers												
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
January	2,317	2,796	2,425	1,758	1,784	1,847	2,721	1,891	2,157			
February	2,600	2,588	2,289	1,711	1,873	1,697	2,281	1,846	2,176			
March	3,026	3,094	2,645	1,999	1,993	2,037	1,857	1,661	1,840			
April	2,976	3,002	2,793	1,945	2,046	2,032	1,527	1,109	1,236			
May	3,240	3,639	3,531	2,018	2,151	2,265	1,012	917	862			
June	3,175	3,527	3,593	2,029	2,233	2,283	666	776	805			
July	3,192	3,112	3,286	2,608	2,660	2,788	721	715	605			
August	3,520	3,291	3,175	2,657	2,824	2,873	758	786	675			
September	3,735	3,763	3,683	2,187	2,290	2,423	1,234	1,322	1,307			
October	3,782	3,724	3,886	1,926	2,098	2,289	1,758	1,859	1,562			
November	3,645	3,830	3,653	1,860	1,924	2,087	1,909	1,824	1,626			
December	5,306	5,679	5,377	2,060	1,996	2,225	1,984	2,728	1,827			
Annual totals	40,515	42,045	40,336	24,740	25,673	26,844	18,427	17,437	16,678			
Drug stores												
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
January	1,948	2,164	2,352	415	514	574	5,971	7,046	7,579			
February	1,905	2,055	2,217	481	538	506	6,042	6,182	8,909			
March	2,068	2,207	2,477	518	592	585	7,604	7,381	7,761			
April	2,056	2,192	2,455	547	588	530	8,581	8,695	8,856			
May	2,123	2,294	2,504	658	726	699	8,567	10,351	10,357			
June	2,007	2,179	2,359	672	755	812	10,305	9,145	9,949			
July	2,091	2,256	2,461	788	761	734	8,527	9,565	10,141			
August	2,251	2,294	2,456	1,021	904	847	10,158	9,611	10,063			
September	2,060	2,223	2,375	739	767	737	8,757	9,402	9,806			
October	2,497	2,466	2,697	597	713	724	8,208	9,870	10,841			
November	2,218	2,166	2,287	808	874	821	9,287	10,117	10,476			
December	2,979	3,108	3,337	2,110	2,393	2,388	10,396	13,984	14,799			
Annual totals	26,204	27,693	29,977	9,354	10,124	9,957	102,403	111,348	117,537			

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

MERCHANDISING AND SERVICES

TABLE 5. Quebec - Estimated Retail Trade - by Kinds of Business and Months, 1957, 1958 and 1959 - Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverages		
	1957	1958	1959	1957	1958	1959	1957	1958	1959
thousands of dollars									
January	245,206	260,838	280,701	62,359	68,376	76,814	21,134	21,680	22,870
February	241,913	246,573	270,282	60,292	64,538	68,972	20,883	21,188	23,186
March	286,279	293,227	303,480	67,062	72,008	72,272	21,506	22,705	25,310
April	303,007	310,295	327,623	64,392	70,253	75,526	22,876	24,927	26,183
May	323,227	339,606	358,501	70,719	79,866	84,296	24,514	25,682	27,204
June	299,674	305,293	328,273	68,661	70,829	76,882	23,287	24,874	27,156
July	286,458	300,294	323,161	66,464	71,399	78,832	24,574	27,306	29,465
August	299,529	295,264	309,105	71,189	73,976	75,742	26,886	26,152	28,119
September	284,395	294,179	315,855	64,577	68,902	75,242	25,064	25,826	28,792
October	298,705	319,024	352,835	67,808	76,204	84,247	27,152	27,437	31,404
November	311,085	313,842	328,925	71,588	71,675	74,975	27,340	27,016	28,493
December	341,934	368,216	378,815	73,872	79,323	87,521	34,426	36,318	37,605
Annual totals	3,521,412	3,646,631	3,877,558	808,984	867,348	931,320	299,641	311,110	325,787
General stores									
	1957	1958	1959	1957	1958	1959	1957	1958	1959
	6,335	6,651	6,833	13,038	13,808	13,973	4,105	4,492	4,574
January	5,485	5,793	6,055	13,813	13,454	14,705	4,214	4,165	4,401
February	6,350	6,475	8,638	17,250	17,992	17,776	5,349	5,783	6,246
March	7,102	7,731	7,544	17,808	18,342	18,800	6,757	6,681	6,138
April	8,366	9,374	9,693	20,196	20,236	21,005	6,540	7,594	8,218
May	8,736	9,116	8,858	17,322	17,374	18,503	6,760	6,832	7,136
June	8,447	9,179	9,626	13,378	14,422	15,056	5,956	6,648	6,983
July	9,093	8,942	9,106	16,613	15,848	16,736	6,668	6,737	6,864
August	8,780	9,467	9,944	20,061	20,763	21,968	5,845	6,396	6,990
September	10,009	11,131	11,367	20,369	21,551	23,426	6,456	6,848	7,849
October	9,447	10,003	9,822	25,216	24,889	25,436	6,873	6,921	7,131
November	9,823	10,658	10,653	30,495	32,813	33,469	12,730	13,261	14,597
Annual totals	97,972	104,518	106,140	225,560	231,491	240,834	78,252	82,359	87,129
Motor vehicle dealers									
	1957	1958	1959	1957	1958	1959	1957	1958	1959
	35,688	36,004	37,244	15,719	17,213	19,959	4,336	4,552	5,049
January	41,785	37,247	44,262	13,699	16,512	18,218	3,271	2,979	3,527
February	55,153	48,709	49,691	15,518	17,118	19,149	5,046	5,091	5,066
March	62,800	58,179	61,131	16,341	18,546	21,608	5,570	5,440	5,272
April	61,896	55,938	58,834	17,873	20,824	22,251	5,261	5,361	6,127
May	52,647	48,736	53,295	17,731	19,719	21,798	5,796	5,398	6,332
June	48,053	43,369	45,261	18,885	21,248	23,433	4,292	4,702	5,270
July	44,079	33,872	36,523	19,315	21,424	23,948	4,927	4,682	5,402
August	38,271	32,540	34,490	17,624	19,949	22,730	4,482	4,321	4,392
September	36,775	34,139	40,707	18,022	21,082	23,229	5,256	5,600	6,497
October	35,695	33,681	34,924	18,558	20,710	21,670	6,067	5,941	6,419
November	30,126	32,686	26,616	18,108	20,399	20,571	7,828	8,107	9,271
Annual totals	542,968	495,100	522,978	207,391	234,745	258,564	62,131	62,175	68,624
Garages and service stations									
	1957	1958	1959	1957	1958	1959	1957	1958	1959
	19,959	21,798	23,433	4,292	4,702	5,270	5,183	5,721	5,870
January	16,512	18,218	21,248	3,271	2,979	3,527	3,990	3,755	4,049
February	17,118	19,149	21,424	4,927	4,682	5,402	5,808	5,966	5,612
March	20,824	22,251	23,948	4,482	4,321	4,392	5,975	6,267	6,574
April	21,082	23,229	22,730	5,256	5,600	6,497	7,167	8,310	8,741
May	21,670	21,670	21,670	6,067	5,941	6,419	8,279	8,529	8,458
June	20,399	20,571	20,571	7,828	8,107	9,271	9,977	10,609	10,996
Annual totals	77,315	80,999	82,023						
Men's clothing stores									
	1957	1958	1959	1957	1958	1959	1957	1958	1959
	4,336	4,702	5,270	5,183	5,721	5,870	5,556	4,698	5,013
January	4,552	4,702	5,270	5,183	5,721	5,870	3,755	3,755	4,049
February	5,091	5,272	7,407	7,043	6,486	6,022	6,486	6,486	6,486
March	5,091	5,272	7,407	7,043	6,486	6,022	7,043	7,043	6,641
April	5,361	6,127	6,525	7,083	7,505	7,505	6,525	6,525	6,525
May	5,361	6,127	6,525	7,083	7,505	7,505	6,478	6,478	6,542
June	5,796	5,398	6,332	6,478	6,542	6,542	6,478	6,478	6,542
July	5,796	5,398	6,332	6,478	6,542	6,542	5,721	5,721	5,870
August	5,796	5,398	6,332	6,478	6,542	6,542	5,966	5,966	5,612
September	5,796	5,398	6,332	6,478	6,542	6,542	5,975	5,975	6,574
October	5,796	5,398	6,332	6,478	6,542	6,542	6,267	6,267	6,741
November	5,796	5,398	6,332	6,478	6,542	6,542	8,279	8,279	8,458
December	5,796	5,398	6,332	6,478	6,542	6,542	8,529	8,529	8,458
Annual totals	62,175	68,624	77,315	77,315	80,999	82,023			
Family clothing stores									
	1957	1958	1959	1957	1958	1959	1957	1958	1959
	5,049	5,270	5,270	5,183	5,721	5,870	4,556	4,698	5,013
January	5,270	5,270	5,270	5,183	5,721	5,870	3,755	3,755	4,049
February	5,066	5,272	7,407	7,043	6,486	6,022	6,486	6,486	6,486
March	5,066	5,272	7,407	7,043	6,486	6,022	7,043	7,043	6,641
April	5,361	6,127	6,525	7,083	7,505	7,505	6,478	6,478	6,542
May	5,361	6,127	6,525	7,083	7,505	7,505	5,975	5,975	6,574
June	5,361	6,127	6,525	7,083	7,505	7,505	6,267	6,267	6,741
July	5,361	6,127	6,525	7,083	7,505	7,505	8,279	8,279	8,458
August	5,361	6,127	6,525	7,083	7,505	7,505	8,529	8,529	8,458
September	5,361	6,127	6,525	7,083	7,505	7,505	8,458	8,458	8,458
October	5,361	6,127	6,525	7,083	7,505	7,505	8,458	8,458	8,458
November	5,361	6,127	6,525	7,083	7,505	7,505	8,458	8,458	8,458
December	5,361	6,127	6,525	7,083	7,505	7,505	8,458	8,458	8,458
Annual totals	77,315	80,999	82,023						

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

TABLE 5. Quebec—Estimated Retail Trade—by Kinds of Business and Months, 1957, 1958 and 1959—Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
thousands of dollars												
January	4,275	4,739	4,897	1,978	2,207	2,320	3,212	3,342	3,364	4,221	4,686	4,419
February	3,950	3,821	4,140	1,613	1,758	1,807	3,050	3,267	3,467	4,670	4,349	4,952
March	5,733	6,611	6,131	2,613	2,998	2,912	3,968	4,237	4,040	6,222	6,281	6,508
April	6,844	6,506	6,600	3,410	3,567	3,809	5,016	5,354	5,154	7,145	6,705	7,565
May	6,630	6,994	7,105	3,359	3,732	4,404	6,028	7,197	7,501	9,097	9,612	9,671
June	6,472	6,346	6,520	3,733	3,645	3,892	5,719	6,437	6,957	8,269	8,983	9,250
July	5,307	5,743	6,066	2,930	3,287	3,499	5,887	6,783	6,976	9,256	10,103	10,074
August	6,110	5,842	5,418	3,084	3,176	3,187	5,834	6,193	5,972	8,673	9,324	8,682
September	5,875	6,099	6,062	2,933	3,278	3,756	5,580	6,605	7,165	7,971	9,088	8,646
October	5,828	6,395	6,632	2,816	3,227	3,934	6,055	7,040	8,042	8,417	9,355	9,136
November	6,207	6,177	5,993	3,360	3,924	4,220	5,531	5,832	6,108	7,579	8,215	8,460
December	7,794	8,611	8,502	4,744	4,882	5,160	5,850	6,546	8,593	5,390	5,905	5,380
Annual totals	71,026	73,883	74,066	36,574	39,660	42,899	61,730	68,832	71,350	86,910	92,608	92,744
Furniture, appliance and radio dealers												
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
January	10,449	12,704	13,466	9,656	10,658	10,805	14,620	12,917	14,397			
February	10,948	10,794	11,073	9,539	9,676	9,934	11,277	12,884	14,559			
March	11,919	12,574	12,776	10,716	10,989	11,059	9,833	9,097	11,182			
April	13,454	13,359	15,170	10,583	11,306	12,001	6,340	5,645	6,682			
May	16,430	14,660	15,763	11,840	12,349	12,819	4,462	4,473	3,499			
June	13,008	11,562	13,681	11,822	12,090	12,820	3,228	3,867	3,342			
July	12,512	11,676	13,416	12,250	12,172	13,094	3,201	3,119	2,613			
August	13,326	13,148	14,074	12,688	13,165	14,204	3,859	3,178	3,306			
September	14,151	13,885	14,114	12,167	12,242	13,740	5,105	4,967	5,480			
October	14,753	15,364	17,686	11,586	12,211	13,441	7,181	7,180	7,529			
November	15,408	14,485	15,439	11,553	11,946	12,263	8,656	8,607	10,322			
December	15,339	15,615	16,391	11,762	11,795	12,676	11,307	14,782	13,347			
Annual totals	161,698	159,826	173,050	136,162	140,599	148,857	89,069	90,515	96,236			
Drug stores												
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
January	5,906	6,814	7,389	1,509	1,539	1,553	22,111	23,757	25,751			
February	5,620	6,396	6,821	1,634	1,680	1,739	22,178	22,316	24,415			
March	6,003	6,721	7,637	1,817	2,009	2,248	28,250	29,343	30,837			
April	6,028	6,728	7,357	2,371	2,336	1,994	30,763	31,646	32,446			
May	6,220	6,923	7,219	2,255	2,260	2,190	35,015	39,437	43,197			
June	5,869	6,519	7,118	2,010	2,215	2,310	32,126	34,428	35,882			
July	6,094	6,674	7,408	1,760	1,748	1,889	32,029	34,997	38,331			
August	6,002	6,490	7,030	1,952	1,985	2,034	33,426	35,165	37,146			
September	6,191	6,723	7,257	1,852	2,030	2,213	31,892	34,830	36,300			
October	7,179	7,005	7,600	1,902	1,873	2,032	33,973	37,074	39,336			
November	6,167	6,426	7,065	2,219	2,032	2,219	35,342	36,832	39,508			
December	7,394	8,306	8,941	5,467	5,846	8,169	39,502	41,776	44,358			
Annual totals	74,673	81,725	88,840	26,749	27,553	28,590	376,606	401,603	427,506			
Jewellery stores												
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
Miscellaneous												

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

TABLE 5. Ontario—Estimated Retail Trade—by Kinds of Business and Months, 1957, 1958 and 1959—Continued

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

TABLE 5. Ontario - Estimated Retail Trade - by Kinds of Business and Months, 1957, 1958 and 1959 - Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
thousands of dollars												
January	7,017	8,041	8,492	4,076	4,992	4,909	6,207	6,558	6,716	9,162	10,160	9,661
February	5,878	5,831	6,371	3,239	3,256	3,210	5,797	5,560	5,623	8,482	8,193	9,088
March	7,965	8,841	8,626	4,586	5,135	4,904	7,174	7,034	6,652	9,540	9,740	10,222
April	7,176	8,930	9,254	5,664	5,686	5,613	8,046	8,264	7,761	10,821	12,352	12,790
May	9,370	9,825	10,890	5,467	6,186	6,979	10,307	10,793	10,829	16,996	17,197	15,812
June	9,141	8,493	9,173	5,930	5,751	6,450	10,300	9,867	10,632	15,869	17,243	18,513
July	8,267	8,445	9,061	5,229	5,615	5,929	9,777	9,646	10,015	16,980	18,064	18,709
August	8,056	7,616	7,052	5,299	5,438	4,857	9,311	9,211	9,416	16,737	15,929	15,708
September	8,741	9,164	9,701	5,441	5,859	6,605	9,528	9,426	9,225	15,409	15,682	15,367
October	9,277	10,265	11,557	5,037	5,787	6,607	9,322	9,506	10,165	16,318	16,565	15,728
November	10,173	10,118	10,286	5,874	6,650	6,638	8,958	8,611	6,515	15,384	14,927	14,732
December	15,111	15,880	16,668	7,485	8,183	8,460	11,416	11,918	12,086	11,217	10,547	11,278
Annual totals	108,171	111,451	117,150	63,327	68,539	71,161	106,143	106,395	107,635	162,916	166,598	167,609
Furniture, appliance and radio dealers												
1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959	
January	17,022	16,341	18,943	15,495	16,784	17,883	23,671	23,226	23,929			
February	14,987	13,366	13,872	15,236	15,553	16,847	19,100	23,626	23,625			
March	17,736	17,474	15,247	17,187	18,135	18,858	16,804	15,915	18,968			
April	16,863	16,367	16,140	16,915	17,818	18,443	13,648	11,372	13,902			
May	18,255	18,467	17,885	18,453	19,893	20,466	9,029	9,083	9,044			
June	18,874	17,161	17,411	17,980	18,546	19,524	7,734	7,766	7,525			
July	18,370	18,603	17,977	19,017	19,806	21,353	7,250	6,583	6,463			
August	19,751	18,195	17,368	19,683	19,814	21,202	8,511	8,263	8,146			
September	20,913	20,109	19,539	18,002	18,487	20,157	10,799	10,470	11,112			
October	20,634	20,243	20,873	17,375	18,199	19,321	14,337	14,276	14,516			
November	21,968	19,793	21,678	17,420	17,636	18,518	17,181	16,115	18,262			
December	21,846	23,117	23,043	17,206	17,682	18,906	19,142	25,504	23,049			
Annual totals	227,018	219,236	219,975	209,966	218,352	231,481	167,206	172,199	178,541			
Drug stores												
1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959	
January	11,731	13,210	14,136	3,296	3,362	4,036	47,586	49,143	54,312			
February	11,150	11,965	12,851	3,819	3,227	3,710	45,856	45,543	49,927			
March	12,080	12,989	14,011	3,747	3,602	4,028	54,141	57,146	61,398			
April	11,852	12,803	13,268	3,806	3,604	3,772	62,090	66,876	72,520			
May	12,595	13,795	14,621	4,482	4,673	4,569	68,514	73,174	77,486			
June	12,240	12,703	13,798	4,355	4,395	4,976	66,532	69,168	79,160			
July	12,383	13,154	14,328	4,040	4,111	4,592	66,881	69,897	80,781			
August	12,399	12,822	13,624	4,528	4,445	4,493	65,814	68,515	68,246			
September	12,252	12,980	13,895	4,186	4,355	4,568	60,203	64,049	66,664			
October	13,924	13,956	15,266	4,009	4,518	4,842	62,652	68,687	73,681			
November	12,619	12,799	13,369	5,469	5,118	5,121	61,732	64,879	66,261			
December	17,254	18,400	19,519	12,536	13,034	13,547	64,021	73,111	73,529			
Annual totals	152,479	161,576	172,685	58,286	58,444	62,253	726,021	770,187	823,966			

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

MERCHANDISING AND SERVICES

TABLE 5. Manitoba - Estimated Retail Trade - by Kinds of Business and Months, 1957, 1958 and 1959 - Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverages			
	1957	1958	1959	1957	1958	1959	1957	1958	1959	
thousands of dollars										
January	47,963	52,135	57,065	8,703	9,834	10,359	2,203	2,462	2,465	
February	46,326	48,642	52,384	8,559	9,616	9,338	2,352	2,434	2,477	
March	57,476	59,951	62,856	9,936	10,498	9,763	2,590	2,663	2,864	
April	62,010	63,651	68,984	9,165	9,879	9,676	2,757	2,883	2,938	
May	66,438	68,085	71,471	10,017	11,571	10,992	2,678	2,878	2,978	
June	62,860	63,387	71,248	10,308	9,979	10,472	2,893	2,864	2,801	
July	62,185	63,930	71,926	9,608	10,237	11,190	2,794	2,904	2,898	
August	64,465	64,674	70,420	10,910	10,752	11,046	3,102	3,079	2,927	
September	60,245	62,753	69,499	9,630	9,869	10,918	2,742	2,887	2,869	
October	62,154	65,748	73,334	10,086	10,640	12,442	3,007	3,120	3,070	
November	63,390	64,545	66,720	10,611	10,164	10,353	3,047	2,952	2,725	
December	70,307	76,102	76,987	10,589	10,970	12,038	5,272	5,541	5,388	
Annual totals	725,819	753,603	812,894	118,144	124,009	128,587	35,436	36,687	36,399	
	General stores			Department stores			Variety stores			
	1957	1958	1959	1957	1958	1959	1957	1958	1959	
January	3,420	3,218	3,756	6,905	7,519	7,940	351	434	460	
February	3,432	2,998	3,266	6,521	7,036	8,092	360	394	431	
March	3,984	3,519	3,635	8,399	8,894	9,010	456	540	597	
April	3,957	3,637	4,042	9,351	9,080	9,325	614	618	576	
May	4,224	3,975	3,886	9,486	9,486	10,103	579	691	658	
June	4,416	4,093	4,305	8,330	8,563	10,036	573	589	647	
July	4,162	4,370	4,798	7,852	8,669	9,605	597	604	656	
August	4,324	4,105	4,073	8,270	8,832	9,344	587	604	712	
September	3,978	3,981	4,150	9,930	10,486	11,451	544	572	683	
October	4,171	4,052	4,459	10,038	10,088	11,702	629	684	795	
November	4,505	4,408	4,412	12,727	12,778	13,801	704	717	779	
December	5,374	5,670	5,547	14,234	15,500	15,655	1,090	1,324	1,563	
Annual totals	49,948	48,026	50,327	112,043	116,933	126,064	7,284	7,772	8,536	
	Motor vehicle dealers			Garages and service stations			Men's clothing stores		Family clothing stores	
	1957	1958	1959	1957	1958	1959	1957	1958	1959	
January	7,549	8,286	8,782	2,251	2,281	3,165	535	465	511	
February	8,039	7,841	8,998	2,044	2,379	2,992	425	326	359	
March	10,991	11,170	13,025	2,201	2,781	3,159	549	484	432	
April	13,620	13,141	14,832	2,377	2,444	3,035	618	493	481	
May	13,027	13,205	14,857	2,663	2,822	3,181	610	530	513	
June	11,734	11,842	13,889	2,475	2,470	3,087	616	484	538	
July	11,166	10,362	11,699	2,677	2,821	3,508	504	388	411	
August	10,282	9,855	10,963	2,570	2,550	3,138	483	368	386	
September	9,048	8,347	9,844	2,526	2,668	3,483	544	472	477	
October	8,472	9,693	9,971	2,798	2,934	3,814	658	544	557	
November	7,674	7,758	8,563	2,600	2,809	3,063	786	579	550	
December	6,967	8,186	7,648	2,671	3,078	3,026	1,001	804	779	
Annual totals	118,571	119,686	132,670	29,853	32,038	38,651	7,329	5,939	5,997	
								8,676	10,950	11,906

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

TABLE 5. Manitoba - Estimated Retail Trade - by Kinds of Business and Months, 1957, 1958 and 1959 - Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
thousands of dollars												
January	378	548	563	191	227	242	1,025	1,023	1,051	2,175	2,434	2,641
February	314	423	421	131	136	152	932	945	1,048	2,030	2,371	2,434
March	423	609	556	234	269	250	1,206	1,164	1,216	2,176	2,407	2,644
April	532	704	684	346	320	341	1,363	1,513	1,546	2,064	2,772	3,192
May	577	761	748	357	382	380	1,728	1,812	1,760	3,690	4,447	4,286
June	489	620	607	319	303	355	1,784	1,797	1,840	3,882	5,028	5,173
July	459	573	557	277	264	292	1,581	1,770	1,755	4,363	4,912	5,768
August	501	617	566	279	260	289	1,709	1,733	1,704	4,384	4,778	5,214
September	511	679	664	306	331	372	1,640	1,773	1,811	4,132	5,330	5,269
October	566	810	764	297	324	372	1,702	1,768	1,873	4,685	5,221	4,540
November	561	654	617	310	312	282	1,635	1,747	1,609	3,726	4,006	3,892
December	684	954	932	294	277	342	2,230	2,388	2,394	2,596	2,673	2,953
Annual totals	5,996	7,951	7,678	3,342	3,405	3,670	18,536	19,434	19,605	39,902	46,380	48,007
Furniture, appliance and radio dealers												
	1957			1958			1959			1957		
January	1,726	2,008	2,145	1,757	1,932	2,024	1,646	1,586	2,219			
February	1,701	1,726	1,820	1,727	1,902	2,020	1,270	1,497	1,817			
March	1,764	1,965	1,899	1,946	2,066	2,063	925	974	1,222			
April	1,871	1,846	1,877	2,028	2,131	2,305	578	598	869			
May	1,603	1,757	1,813	2,033	2,112	2,137	263	398	660			
June	1,790	1,700	1,833	2,106	2,139	2,277	182	241	322			
July	1,646	1,819	1,782	2,481	2,515	2,629	175	213	285			
August	1,875	1,931	2,043	2,562	2,702	2,884	234	271	266			
September	1,959	2,311	2,451	2,270	2,456	2,911	671	640	695			
October	2,126	2,209	2,570	2,261	2,374	2,574	890	930	1,283			
November	2,085	2,057	2,060	2,144	2,171	2,294	1,088	1,251	1,739			
December	2,226	2,457	2,396	2,148	2,204	2,375	1,326	1,950	1,517			
Annual totals	22,371	23,786	24,689	25,464	26,705	28,492	9,247	10,551	12,894			
Drug stores												
	1957			1958			1959			1957		
January	1,320	1,505	1,555	314	346	338	4,952	5,278	5,893			
February	1,286	1,367	1,501	308	334	307	4,464	4,380	4,283			
March	1,353	1,492	1,618	356	388	338	7,380	7,293	7,758			
April	1,396	1,611	1,675	370	389	330	8,271	8,708	10,540			
May	1,450	1,613	1,707	448	506	443	10,325	8,195	9,366			
June	1,383	1,477	1,582	468	509	460	8,386	7,816	10,019			
July	1,407	1,481	1,589	406	427	381	9,368	8,838	11,219			
August	1,519	1,585	1,627	467	508	429	9,726	9,305	11,951			
September	1,406	1,584	1,692	432	510	455	7,248	6,993	8,564			
October	1,563	1,816	1,794	392	500	460	7,008	7,180	9,036			
November	1,397	1,432	1,470	557	566	487	6,339	7,007	6,916			
December	1,937	2,116	2,291	1,209	1,343	1,208	7,071	7,154	7,417			
Annual totals	17,416	18,859	20,100	5,727	6,345	5,634	90,536	88,148	102,963			
Jewellery stores												
	1957			1958			1959			1957		
January	1,320	1,505	1,555	314	346	338	4,952	5,278	5,893			
February	1,286	1,367	1,501	308	334	307	4,464	4,380	4,283			
March	1,353	1,492	1,618	356	388	338	7,380	7,293	7,758			
April	1,396	1,611	1,675	370	389	330	8,271	8,708	10,540			
May	1,450	1,613	1,707	448	506	443	10,325	8,195	9,366			
June	1,383	1,477	1,582	468	509	460	8,386	7,816	10,019			
July	1,407	1,481	1,589	406	427	381	9,368	8,838	11,219			
August	1,519	1,585	1,627	467	508	429	9,726	9,305	11,951			
September	1,406	1,584	1,692	432	510	455	7,248	6,993	8,564			
October	1,563	1,816	1,794	392	500	460	7,008	7,180	9,036			
November	1,397	1,432	1,470	557	566	487	6,339	7,007	6,916			
December	1,937	2,116	2,291	1,209	1,343	1,208	7,071	7,154	7,417			
Annual totals	17,416	18,859	20,100	5,727	6,345	5,634	90,536	88,148	102,963			
Miscellaneous												
	1957			1958			1959			1957		
January	1,320	1,505	1,555	314	346	338	4,952	5,278	5,893			
February	1,286	1,367	1,501	308	334	307	4,464	4,380	4,283			
March	1,353	1,492	1,618	356	388	338	7,380	7,293	7,758			
April	1,396	1,611	1,675	370	389	330	8,271	8,708	10,540			
May	1,450	1,613	1,707	448	506	443	10,325	8,195	9,366			
June	1,383	1,477	1,582	468	509	460	8,386	7,816	10,019			
July	1,407	1,481	1,589	406	427	381	9,368	8,838	11,219			
August	1,519	1,585	1,627	467	508	429	9,726	9,305	11,951			
September	1,406	1,584	1,692	432	510	455	7,248	6,993	8,564			
October	1,563	1,816	1,794	392	500	460	7,008	7,180	9,036			
November	1,397	1,432	1,470	557	566	487	6,339	7,007	6,916			
December	1,937	2,116	2,291	1,209	1,343	1,208	7,071	7,154	7,417			
Annual totals	17,416	18,859	20,100	5,727	6,345	5,634	90,536	88,148	102,963			

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

MERCHANDISING AND SERVICES

TABLE 5. Saskatchewan—Estimated Retail Trade—by Kinds of Business and Months, 1957, 1958 and 1959—Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverages		
	1957	1958	1959	1957	1958	1959	1957	1958	1959
thousands of dollars									
January	52,792	59,961	62,108	8,143	9,183	10,293	2,169	2,420	2,503
February	51,260	55,204	61,755	8,116	8,892	9,505	2,256	2,330	2,431
March	63,958	66,667	75,251	9,479	10,298	9,629	2,554	2,673	2,867
April	72,978	81,003	88,157	8,539	9,574	10,378	2,591	2,821	2,699
May	80,234	83,045	63,250	9,454	10,604	10,567	2,600	2,891	2,978
June	78,811	79,496	85,153	9,684	9,734	10,408	2,931	3,048	3,048
July	75,084	78,653	84,213	8,978	9,633	10,330	2,812	3,008	3,139
August	82,137	84,471	86,563	10,535	10,594	10,341	3,009	3,206	3,055
September	70,793	77,558	79,444	9,043	9,636	10,422	2,523	2,819	2,834
October	75,366	81,788	84,601	9,660	10,240	11,548	2,958	3,192	3,187
November	72,744	77,807	74,200	10,389	10,246	9,938	2,917	3,061	2,874
December	78,596	87,685	86,190	10,213	10,972	11,675	4,980	5,368	5,527
Annual totals	854,751	913,517	930,884	112,232	119,606	125,033	34,299	36,837	37,142
General stores									
	1957	1958	1959	1957	1958	1959	1957	1958	1959
	January	5,116	5,418	5,890	3,958	4,243	4,417	540	584
February	4,724	5,168	5,276	3,835	4,181	4,473	591	618	687
March	5,869	6,274	6,382	4,798	5,091	5,437	711	743	879
April	6,615	7,448	7,857	5,264	5,328	5,520	853	940	840
May	8,222	8,507	8,187	5,316	5,449	5,564	770	913	880
June	7,664	7,719	7,808	4,902	5,108	5,618	823	854	907
July	7,363	7,636	7,940	3,999	4,363	4,811	781	841	863
August	8,858	8,713	8,625	5,064	4,862	5,100	827	855	859
September	7,655	7,426	7,479	5,099	5,960	5,942	718	861	854
October	7,868	8,033	7,900	6,866	6,426	6,805	818	945	980
November	7,463	7,964	6,966	6,917	7,408	6,912	980	1,013	982
December	7,871	8,291	7,904	8,183	9,075	8,676	1,738	1,824	1,959
Annual totals	85,289	88,597	88,012	64,002	67,493	69,075	10,149	10,991	11,269
Motor vehicle dealers									
	1957	1958	1959	1957	1958	1959	1957	1958	1959
	January	10,589	12,117	11,946	3,891	4,465	4,698	638	709
February	10,918	11,237	14,616	3,192	3,539	4,016	542	555	660
March	14,793	15,374	20,293	3,976	4,646	5,066	632	620	811
April	19,531	21,591	24,958	4,762	5,730	6,107	734	704	816
May	19,876	18,965	20,502	5,587	6,591	6,363	650	717	811
June	18,699	18,416	20,337	5,493	5,993	6,472	762	694	859
July	16,382	16,148	18,307	6,081	7,007	7,335	528	520	658
August	15,519	15,378	17,260	5,596	7,046	6,491	609	562	766
September	13,398	14,685	15,206	4,995	5,594	5,549	592	649	791
October	12,948	13,838	15,520	4,986	6,320	6,357	815	780	1,030
November	12,074	12,681	13,722	4,654	8,086	5,800	878	971	1,005
December	12,230	14,983	13,483	4,373	5,578	5,200	1,302	1,323	1,567
Annual totals	176,856	185,411	206,149	57,366	88,593	69,456	8,683	8,803	10,497
Garages and service stations									
	1957	1958	1959	1957	1958	1959	1957	1958	1959
	January	10,149	10,991	11,269	1,015	1,015	1,015	927	927
February	10,918	11,237	14,616	3,192	3,539	4,016	542	555	660
March	14,793	15,374	20,293	3,976	4,646	5,066	632	632	652
April	19,531	21,591	24,958	4,762	5,730	6,107	734	704	880
May	19,876	18,965	20,502	5,587	6,591	6,363	650	717	915
June	18,699	18,416	20,337	5,493	5,993	6,472	762	694	859
July	16,382	16,148	18,307	6,081	7,007	7,335	528	520	658
August	15,519	15,378	17,260	5,596	7,046	6,491	609	562	766
September	13,398	14,685	15,206	4,995	5,594	5,549	592	649	791
October	12,948	13,838	15,520	4,986	6,320	6,357	815	780	1,030
November	12,074	12,681	13,722	4,654	8,086	5,800	878	971	1,005
December	12,230	14,983	13,483	4,373	5,578	5,200	1,302	1,323	1,567
Annual totals	176,856	185,411	206,149	57,366	88,593	69,456	8,683	8,803	10,497
Men's clothing stores									
	1957	1958	1959	1957	1958	1959	1957	1958	1959
	January	607	695	718	607	695	718	607	695
February	591	618	687	591	618	687	591	618	687
March	711	743	879	711	743	879	711	743	879
April	853	940	840	853	940	840	853	940	840
May	770	913	880	770	913	880	770	913	880
June	823	854	907	823	854	907	823	854	907
July	781	841	863	781	841	863	781	841	863
August	827	855	859	827	855	859	827	855	859
September	718	861	854	718	861	854	718	861	854
October	818	945	980	818	945	980	818	945	980
November	980	1,013	982	980	1,013	982	980	1,013	982
December	1,738	1,824	1,959	1,738	1,824	1,959	1,738	1,824	1,959
Annual totals	10,149	10,991	11,269	10,149	10,991	11,269	10,149	10,991	11,269
Family clothing stores									
	1957	1958	1959	1957	1958	1959	1957	1958	1959
	January	607	695	718	607	695	718	607	695
February	591	618	687	591	618	687	591	618	687
March	711	743	879	711	743	879	711	743	879
April	853	940	840	853	940	840	853	940	840
May	770	913	880	770	913	880	770	913	880
June	823	854	907	823	854	907	823	854	907
July	781	841	863	781	841	863	781	841	863
August	827	855	859	827	855	859	827	855	859
September	718	861	854	718	861	854	718	861	854
October	818	945	980	818	945	980	818	945	980
November	980	1,013	982	980	1,013	982	980	1,013	982
December	1,738	1,824	1,959	1,738	1,824	1,959	1,738	1,824	1,959
Annual totals	10,149	10,991	11,269	10,149	10,991	11,269	10,149	10,991	11,269

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

TABLE 5. Saskatchewan—Estimated Retail Trade—by Kinds of Business and Months, 1957, 1958 and 1959—Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
thousands of dollars												
January	538	635	697	182	202	175	1,557	2,090	2,104	2,157	2,496	2,417
February	422	401	494	160	132	128	1,466	1,712	2,202	2,040	2,027	2,104
March	559	563	748	248	206	247	2,027	2,190	2,419	1,988	2,021	2,444
April	763	762	831	346	301	274	2,422	2,999	3,340	2,158	2,884	3,374
May	709	782	868	362	349	309	2,778	3,082	3,045	4,492	4,816	4,297
June	672	622	747	335	264	261	2,896	3,038	3,358	5,928	6,005	6,100
July	565	590	678	269	241	243	2,628	2,889	3,246	6,514	6,237	6,313
August	608	560	636	291	244	233	2,857	3,056	3,256	6,715	5,928	6,419
September	604	654	783	293	274	266	2,588	3,106	3,259	6,030	6,313	6,049
October	773	876	996	346	278	307	2,978	3,338	3,591	5,780	6,511	5,804
November	734	738	734	312	292	223	3,165	3,707	3,148	4,804	5,305	4,872
December	922	1,011	1,142	329	268	281	4,007	4,636	4,791	2,625	3,134	3,207
Annual totals	7,870	8,192	9,352	3,474	3,060	2,947	31,369	35,845	37,759	51,231	53,675	53,401
Furniture, appliance and radio dealers												
	1957			1958			1959			1957		
January	1,446	1,724	1,560	2,055	2,243	2,372	1,038	746	841			
February	1,454	1,544	1,382	2,007	2,162	2,502	852	791	738			
March	1,574	1,777	1,626	2,377	2,501	2,745	632	590	442			
April	1,368	1,601	1,764	2,438	2,640	2,820	411	319	322			
May	1,371	1,414	1,592	2,554	2,690	2,690	198	168	187			
June	1,482	1,410	1,404	2,648	2,643	2,796	154	155	199			
July	1,476	1,463	1,426	2,796	2,900	3,072	154	189	221			
August	1,893	1,871	1,948	2,900	2,920	3,064	215	189	221			
September	1,998	1,958	2,120	2,408	2,642	2,589	418	378	378			
October	2,154	2,296	2,174	2,482	2,728	2,738	771	538	583			
November	2,470	2,368	2,016	2,340	2,423	2,521	694	685	694			
December	2,270	2,366	2,074	2,339	2,450	2,650	749	764	634			
Annual totals	20,956	21,792	21,086	29,366	30,942	32,560	6,288	5,511	5,481			
Drug stores												
	1957			1958			1959			1957		
January	1,478	1,645	1,500	375	409	386	6,514	7,938	8,330			
February	1,446	1,488	1,441	407	370	380	6,345	7,561	8,169			
March	1,542	1,601	1,545	414	412	427	9,154	8,435	10,425			
April	1,522	1,654	1,549	443	442	441	11,337	12,365	13,381			
May	1,631	1,702	1,672	539	552	534	12,246	11,939	11,331			
June	1,544	1,575	1,470	603	578	566	10,576	10,711	11,838			
July	1,478	1,582	1,481	512	506	512	10,979	12,136	13,016			
August	1,892	1,828	1,667	543	536	514	13,439	15,398	15,486			
September	1,517	1,787	1,574	468	512	485	9,777	11,513	12,097			
October	1,912	1,940	1,743	480	534	530	9,789	11,773	11,490			
November	1,604	1,664	1,459	620	592	553	8,551	9,304	8,729			
December	2,254	2,490	2,328	1,582	1,582	1,577	9,346	10,426	10,213			
Annual totals	19,820	20,954	19,428	6,985	7,026	6,926	118,054	129,500	134,505			

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

TABLE 5. Alberta - Estimated Retail Trade - by Kinds of Business and Months, 1957, 1958 and 1959 - Continued

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

TABLE 5. Alberta - Estimated Retail Trade - by Kinds of Business and Months, 1957, 1958 and 1959 - Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
thousands of dollars												
January	1,507	1,848	1,717	478	535	600	2,284	2,624	2,577	2,979	3,358	3,160
February	1,279	1,375	1,367	413	364	472	2,187	2,425	2,719	2,813	2,792	3,099
March.....	1,657	1,763	1,931	612	501	724	2,951	2,818	3,136	3,150	2,816	3,353
April	2,052	2,142	2,116	749	663	736	3,443	3,436	3,906	3,714	3,536	4,605
May	1,983	2,319	2,163	756	794	828	3,660	3,903	3,958	4,814	4,940	5,471
June.....	1,885	1,779	1,968	698	615	732	3,653	3,790	4,171	5,569	5,880	6,728
July	1,590	1,681	1,904	658	612	780	3,435	3,426	3,672	5,606	6,080	7,021
August.....	1,831	1,768	1,824	703	633	793	3,700	3,937	4,119	5,977	5,876	6,650
September	1,710	1,849	1,935	655	613	734	3,542	3,784	3,889	5,550	6,424	6,683
October	1,990	2,129	2,289	727	685	853	3,748	4,133	4,028	4,986	6,674	5,948
November	2,128	2,098	1,936	640	681	675	3,512	3,947	3,589	4,969	5,473	4,593
December	2,919	2,949	3,110	773	715	971	4,452	4,858	4,942	3,592	3,694	4,126
Annual totals	22,533	23,700	24,260	7,863	7,410	8,899	40,567	43,079	44,706	53,719	57,542	61,436
Furniture, appliance and radio dealers												
1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959	
January	3,738	4,453	4,260	3,393	3,603	3,446	100	215	226			
February	3,547	4,130	4,105	3,163	3,274	3,217	72	200	272			
March.....	3,552	4,103	3,986	3,677	3,770	3,768	48	174	163			
April	3,307	3,510	4,402	3,652	3,960	4,105	44	125	127			
May	3,210	3,912	4,136	3,596	4,044	3,623	55	170	210			
June.....	3,391	3,681	3,808	3,699	4,025	3,804	74	209	237			
July	3,211	3,440	3,530	3,996	4,399	4,233	73	193	135			
August.....	3,793	4,297	4,320	3,770	3,889	3,917	62	103	126			
September	3,638	4,415	4,719	3,466	3,610	3,375	54	179	203			
October	3,846	4,405	4,298	3,454	3,786	3,394	119	295	344			
November	4,752	4,957	3,968	3,504	3,534	3,347	93	353	360			
December	4,644	4,950	4,408	3,535	3,544	3,524	86	330	275			
Annual totals	44,629	50,252	49,938	42,906	45,437	43,752	880	2,544	2,679			
Drug stores												
1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959	
January	2,121	2,387	2,273	454	480	515	8,658	9,396	9,017			
February	2,059	2,242	2,156	418	418	488	8,081	7,440	8,999			
March.....	2,227	2,390	2,359	465	490	530	11,642	10,765	13,443			
April	2,181	2,444	2,279	507	479	542	14,718	14,926	17,433			
May	2,298	2,550	2,516	533	550	611	14,001	15,658	14,980			
June.....	2,268	2,349	2,287	583	550	632	12,368	12,652	12,998			
July	2,332	2,523	2,482	506	527	582	12,106	13,010	12,807			
August.....	2,315	2,426	2,279	601	582	627	13,478	15,699	15,416			
September	2,348	2,453	2,312	530	578	598	12,451	12,454	15,798			
October	2,699	2,864	2,747	491	589	629	12,917	14,334	15,575			
November	2,241	2,396	2,170	725	735	751	12,000	13,659	12,685			
December	3,220	3,514	3,332	1,623	1,809	1,808	12,234	15,311	14,329			
Annual totals	28,308	30,538	29,192	7,436	7,788	8,313	144,655	155,304	163,481			

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

TABLE 5. British Columbia¹—Estimated Retail Trade—by Kinds of Business and Months, 1957, 1958 and 1959—Continued

¹ Includes Yukon and Northwest Territories.

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

TABLE 5. British Columbia¹—Estimated Retail Trade—by Kinds of Business and Months, 1957, 1958 and 1959—Concluded

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
thousands of dollars												
January	2,015	2,102	2,274	840	1,104	1,309	1,320	1,419	1,458	2,535	2,678	2,858
February	1,570	1,606	1,585	652	818	854	1,210	1,409	1,415	2,291	3,050	3,472
March	2,093	2,048	2,109	865	1,030	1,094	1,490	1,732	1,643	3,710	3,995	4,537
April	2,442	2,264	2,371	1,016	1,145	1,288	1,900	1,868	2,156	4,272	4,954	4,662
May	2,571	2,667	2,471	1,118	1,454	1,457	2,255	2,212	2,165	4,537	4,525	4,304
June	2,148	1,940	2,049	980	1,035	1,227	2,230	2,137	2,204	4,664	4,157	5,159
July	2,214	2,118	2,263	1,048	1,183	1,357	2,106	2,056	2,202	4,206	4,182	5,064
August	2,383	2,033	2,008	1,097	1,146	1,199	2,267	2,061	2,102	4,243	4,008	4,055
September	2,340	2,376	2,423	974	1,166	1,388	2,136	2,169	2,238	4,122	4,456	4,690
October	2,729	2,664	2,765	958	1,084	1,342	2,204	2,227	2,262	4,347	4,510	4,458
November	2,683	2,752	2,610	898	1,046	1,155	2,083	2,049	2,034	3,618	3,892	3,929
December	3,830	3,985	4,026	1,178	1,357	1,556	2,866	2,872	2,963	2,786	3,176	3,188
Annual totals	29,019	28,555	28,954	11,625	13,568	13,226	24,069	24,213	24,842	45,331	47,584	50,377
Furniture, appliance and radio dealers												
	1957			1958			1959			1957		
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
January	3,772	4,168	4,556	4,183	4,023	3,851	5,197	3,658	3,826			
February	3,214	3,508	3,622	3,857	3,835	3,697	4,134	2,873	3,337			
March	3,628	3,253	3,165	4,651	4,294	4,090	3,100	2,848	3,155			
April	3,607	3,616	3,898	4,741	4,345	4,324	2,097	2,119	2,365			
May	3,745	3,836	3,946	5,420	4,855	4,874	1,600	1,448	1,928			
June	3,958	3,860	4,386	5,274	4,765	4,847	1,221	1,169	1,399			
July	4,007	3,566	4,311	5,885	5,651	5,590	1,251	956	949			
August	4,581	4,087	4,556	6,008	5,466	5,643	1,315	1,025	1,060			
September	4,554	4,575	4,638	5,245	4,741	4,716	1,541	1,863	1,874			
October	4,761	4,475	4,869	4,570	4,419	4,664	2,717	2,429	2,364			
November	4,749	4,324	4,449	4,514	4,260	4,354	2,967	3,156	3,306			
December	5,521	5,567	5,662	4,611	4,453	4,072	3,459	3,997	3,797			
Annual totals	50,097	48,835	52,058	58,960	55,125	54,721	30,597	27,541	29,360			
Drug stores												
	1957			1958			1959			1957		
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
January	2,864	3,183	3,527	903	991	1,041	11,626	12,760	13,473			
February	2,746	2,978	3,344	871	871	881	11,591	12,704	12,780			
March	2,994	3,234	3,578	991	930	964	15,878	18,116	17,357			
April	2,984	3,353	3,444	1,079	1,004	899	17,324	16,167	17,892			
May	3,290	3,579	3,842	1,200	1,144	1,086	18,753	18,756	19,641			
June	3,140	3,291	3,605	1,332	1,214	1,126	17,375	14,746	18,102			
July	3,156	3,412	3,705	1,204	1,152	1,100	17,340	15,998	17,745			
August	3,276	3,522	3,596	1,410	1,300	1,121	16,690	15,577	16,279			
September	3,141	3,345	3,683	1,205	1,178	1,050	15,141	14,494	15,226			
October	3,477	3,593	3,950	1,140	1,142	1,110	15,179	15,770	17,748			
November	3,206	3,326	3,541	1,452	1,375	1,216	13,133	13,027	14,856			
December	4,406	4,660	5,026	3,584	3,540	3,303	14,985	15,513	16,421			
Annual totals	38,679	41,476	44,840	16,371	15,840	14,898	185,013	181,627	197,520			

¹ Includes Yukon and Northwest Territories.

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

MERCHANDISING AND SERVICES

TABLE 6. Estimated Retail Trade—Atlantic Provinces—by Kinds of Business, 1957, 1958 and 1959

Kind of business or store	Newfoundland			Prince Edward Island		
	1957	1958	1959	1957	1958	1959
thousands of dollars						
Totals, all trades	230,676	233,427	261,996	66,235	73,619	78,467
Grocery and combination	45,680	46,419	55,244	11,165	12,234	12,599
Other food and beverage	18,365	18,404	19,681	4,108	4,465	4,881
General	58,992	61,696	64,376	10,813	11,907	12,395
Department
Variety
Motor vehicle	34,050	33,487	37,862	10,621	11,356	12,923
Garage and service station
Men's clothing						
Family clothing	6,222	6,397	6,449	3,325	3,511	3,497
Women's clothing						
Shoe
Hardware
Lumber and building material
Furniture, appliance and radio
Restaurant
Fuel
Drug	2,934	3,095	3,426	1,106	1,176	1,287
Jewellery
Miscellaneous	16,970	16,402	20,969	7,129	8,163	8,837
Nova Scotia						
Totals, all trades	538,060	556,482	570,352	398,879	426,562	450,824
Grocery and combination	128,861	131,734	138,075	86,607	101,269	105,634
Other food and beverage	40,024	39,982	40,957	28,274	29,365	31,019
General	32,112	33,155	33,474	31,728	32,297	32,574
Department
Variety
Motor vehicle	96,350	96,858	102,681	71,293	89,892	77,122
Garage and service station	28,960	32,523	35,874	35,041	38,589	43,317
Men's clothing						
Family clothing	26,546	28,055	27,297	21,201	20,060	20,735
Women's clothing						
Shoe	4,794	4,966	4,755	2,792	2,947	2,912
Hardware	8,396	8,508	8,432	9,010	8,882	9,298
Lumber and building material	9,751	10,335	10,874	4,194	4,455	5,186
Furniture, appliance and radio	22,131	20,605	17,293	13,456	15,890	17,018
Restaurant	11,500	11,903	12,152	9,440	9,674	10,045
Fuel	8,585	7,961	8,365	5,898	6,229	4,994
Drug	11,415	11,822	12,582	10,749	11,510	12,681
Jewellery	5,803	6,141	5,958	2,430	2,824	2,796
Miscellaneous	47,034	52,901	52,498	30,828	33,883	35,233
New Brunswick						

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

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.

Other food and beverage stores include such stores as candy and nut stores, confectionery stores, dairy product stores, fruit and vegetable stores, fish markets, meat markets, other specialty food stores, government liquor stores, brewers' retail stores, wine stores, etc.

General stores, usually located in rural areas, sell over 33 per cent groceries; this classification does 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; they are most prevalent in the "chain" field.

Motor Vehicle dealers include (1) authorized dealers (20 per cent or more new car sales), (2) motor vehicle dealers with wholesale car departments, (3) motor vehicle dealers selling farm implements. Used car dealers are not included.

Garages and Service Stations, to remain in this retail classification, must not have repair work in excess of 50 per cent of their total sales.

Men's clothing group includes men's and boys' clothing and furnishings stores, 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 group excludes 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 also 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, appliance and radio stores include those stores selling mainly furniture or appliances and radio along with those stores selling a combination of furniture and appliances.

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

Miscellaneous: includes all trades not specified above and contains certain major trades such as farm equipment and supplies, used cars, and tobacco stores.

SHOPPING CENTRES IN CANADA

(Retail Trade)

1959

This is the fourth in a series of annual surveys undertaken on the growth of retail merchandising in Canadian shopping centres. This survey was begun in order to fulfill a dual purpose: (1) to keep abreast of major new developments in retailing and (2) to provide an important instrument in the refinement of certain retail trade statistics presently being collected by the Dominion Bureau of Statistics.

Definition

For the purpose of this survey, a shopping centre has been defined as follows:

"A group of stores which are planned, developed and designed as a unit. It must contain adjacent, common, off-street parking facilities for the benefit of its customers. It must have a minimum of five retail establishments. While a shopping centre is usually designed as a single project, all establishments do not necessarily have to be leased from a single (private or collective) ownership. A retail establishment may own the building and land on which it is situated but still be fully integrated with the centre. A shopping centre usually bears a name and, as a rule, matters of common interest to the tenants, such as children's playground, community activities, parking, etc., originate from one authority".

The shopping centres are stratified on the basis of the number of retail establishments operating within the centre.

Type A—Shopping Centres with 5 to 15 retail establishments.

Type B—Shopping Centres with 16 to 30 retail establishments.

Type C—Shopping Centres with more than 30 retail establishments.

Preliminary study has been undertaken with a view to modifying the above definition of shopping centres. As mentioned in the 1958 report, there has been some criticism that the type "A" classification contained numerous strip developments which should not be classified as shopping centres. It is felt that the inclusion of a minimum parking area requirement in the definition would overcome this criticism to some extent. It is expected that this definitional change will take place for the 1960 survey. For the present time, however, an additional table is contained in this supplement which stratifies the Type A shopping centres by size of parking area showing sales of chain and independent stores. The information contained in this table should furnish an additional tool with which to analyze the results of this survey.

Collection

The collection of shopping centre data was effected in three general stages.

- (1) Information on new shopping centre developments was obtained through such sources as municipal authorities, chain store organizations, newspapers, trade magazines, etc.
- (2) Current listings of retail establishments within shopping centres, as well as information on gross floor area and parking area, were obtained primarily from the lessors of shopping centres.
- (3) Information on sales was obtained directly from the retail establishments within the shopping centre.

Summary of Results

During 1959, there was an increase of 70 shopping centres in operation in Canada. This increase was slightly off-set by the exclusion from the survey of two shopping centres that failed to fulfill the requirements of the definition. The net result was an increase of 68 shopping centres raising the total from 125 in 1958 to 193 in 1959.

The majority (64 of the 70) of the new centres that "came into existence" during 1959 were of the A or "neighbourhood" variety. The remaining six new shopping centres were classified equally to type B (3) and type C (3). During this period two type A shopping centres were deleted from the survey.

The term "came into existence" as used above refers to the acceptance of the retail development as a shopping centre according to the definition as set forth by the Dominion Bureau of Statistics. The term does not necessarily imply that the actual construction and operation of the centre was started in 1959.

Changes in the number of retail establishments within shopping centres caused a number of shifts in the 1958 classification for some of the existing shopping centres.

In Nova Scotia, 2 type A shopping centres moved to type B; in Quebec, 1 shopping centre was reclassified from type B to type C; in Ontario, 1 type A shopping centre was cancelled, 1 type A was reclassified to type B, 2 type B moved to type C and 1 moved to type B from C; in Alberta, 1 centre moved from type A to type B and one from type B to type C; in British Columbia, 1 type A shopping centre was cancelled.

The following tables show (1) a comparison of the number of shopping centres in existence during 1958 and 1959 by province and by type of centre and

(2) a description of the three types of shopping centres in regard to the number of retail establishments, gross floor area and parking area.

**Number of Shopping Centres in Canada 1958 and 1959,
by Province and by Type**

Province	Type A		Type B		Type C		Total	
	1958	1959	1958	1959	1958	1959	1958	1959
Newfoundland	-	1	-	-	-	-	-	1
Nova Scotia	2	-	-	2	-	-	2	2
New Brunswick	-	1	-	-	-	-	-	1
Quebec	6	15	12	14	1	3	19	32
Ontario	47	75	16	16	8	9	71	100
Manitoba	-	-	-	-	-	1	-	1
Saskatchewan	2	2	-	-	-	-	2	2
Alberta	16	26	2	2	-	1	18	29
British Columbia	11	22	2	2	-	1	13	25
Canada	84	142	32	36	9	15	125	193

Area Statistics of Shopping Centres, 1959

	Range		Measures of central tendency	
	Minimum	Maximum	Average	Median
Type A (5-15 retail est.):				
No. of retail establishments	5	15	8	8
Gross floor area (sq. ft.) ¹	5,369	244,837	44,754	32,461
Parking area (sq. ft.)	3,800	840,341	124,884	66,000
Type B (16-30 retail est.):				
No. of retail establishments	16	30	22	21
Gross floor area (sq. ft.) ¹	56,660	347,000	142,012	123,171
Parking area (sq. ft.)	63,780	1,480,932	389,957	345,650
Type C (30 or more retail est.):				
No. of retail establishments	31	56	35	33
Gross floor area (sq. ft.) ¹	181,342	633,157	339,264	320,835
Parking area (sq. ft.)	237,962	2,073,618	960,162	664,075

¹ Includes gross floor area of all premises—retail, service, offices, etc.

The 193 shopping centres in operation during 1959 had a total sales volume of \$627,719,173. This is an increase of \$159,270,836 or 34.0 per cent over the 1958 sales figure of \$468,448,337. The addition of the new shopping centres established during 1959 accounted for \$85,098,064 or 53.4 per cent of the

increase while the remaining \$74,172,772 or 46.6 per cent was due to an increase in the number of stores in existing shopping centres as well as increased sales for the retail establishments which were in operation prior to 1959.

It is interesting to note that 1959 was the first year in which the proportion of sales added by new shopping centres was greater than the increase in sales in existing shopping centres.

The following table contains the basic information on the economic organization of retail trade within shopping centres during 1959.

Economic Organization of Retail Trade within Shopping Centres, 1959, by Type

	Type A	Type B	Type C	Total
Number of shopping centres	142	36	15	193
Number of stores:				
Independent ¹	858	393	234	1,485
Chain	312	410	296	1,018
Totals	1,170	803	530	2,503
Sales:				
Independent ¹	\$ 67,767,388	77,217,688	83,491,559	228,476,635
Chain	\$ 124,369,124	167,623,089	107,250,325	399,242,538
Totals	\$ 192,136,512	244,840,777	190,741,884	627,719,173

¹ Includes department stores.

The majority of the shopping centres in existence in Canada during 1959 were of the neighbourhood or type A variety accounting for approximately 73 per cent of the total. These centres also accounted for 30.6 per cent of the total retail sales. The type B shopping centres obtained a proportionally smaller share of the total number of stores and sales than in the previous year. In 1958, 25.6 per cent of all shopping centres in existence were of the "community" variety obtaining 46.1 per cent of total sales. In 1959 approximately 19 per cent of the

shopping centres were in the type B class with 39.0 per cent of total sales. The remaining 30.4 per cent of the retail sales were made in type C centres (8.0 per cent by number).

The following table contains additional information on the type A shopping centres which should prove to be helpful to those users who may wish to study this type of shopping centre in greater detail.

Type "A" Shopping Centres, Canada, 1959 by Parking Area and by Sales

Parking area	No. of Shopping centres	Sales		
		Independent	Chain	Total
Square feet:				
Under 20,000	18	11,615,105	2,380,802	13,995,907
20,000 to 49,999	33	13,288,410	12,387,636	25,676,096
50,000 and over	89	42,289,745	109,230,376	151,520,121
Area not submitted	2	574,128	370,260	944,388
Totals	142	67,767,388	124,369,124	192,136,512

All trades represented in shopping centres continued to experience substantial gains in sales volume ranging from 65.9 per cent increase in Furni-

ture, Appliance and Radio stores to 17.4 per cent increase in Garage and Service Stations.

Comparison of Sales by Selected Kinds of Businesses within Shopping Centres, 1958 and 1959

Kind of business	Sales		Change 1959/58
	1958	1959	
	dollars		%
Grocery and combination	213,662,288	281,724,927	+31.9
Other food and beverage	22,863,527	31,559,184	+39.0
Department	84,114,677	113,736,507	+35.2
Variety	30,487,727	39,596,559	+29.9
Garage and service station	2,747,789	3,226,690	+17.4
Men's clothing	8,672,536	11,605,748	+33.8
Family clothing	2,666,233	4,184,017	+56.9
Women's clothing	19,701,243	25,853,857	+31.2
Shoe	10,232,452	13,922,407	+36.1
Hardware	10,622,882	13,375,079	+25.9
Furniture, appliance and radio	7,213,412	11,969,404	+65.9
Restaurant	7,486,503	10,414,038	+39.1
Drug	18,964,975	26,037,230	+37.3
Jewellery	2,890,208	4,039,388	+39.8
Miscellaneous	26,121,980	36,474,138	+39.6
Totals, all trades	468,448,337	627,719,173	+34.0

The following table describes the percentage distribution of stores and sales in shopping centres by trade for 1959.

Grocery and Combination Stores continue to absorb the largest share of retail sales made in

shopping centres with 44.9 per cent; a slight decrease from the previous year. Department and Variety Stores retain second and third position in respect to sales with 18.1 per cent and 6.3 per cent respectively.

Percentage Distribution of Stores and Sales in Shopping Centres by Trade 1958 and 1959

Kind of business	No. of stores ¹		Sales ¹	
	1958	1959	1958	1959
percentage				
Grocery and combination	8.2	8.3	45.6	44.9
Other food and beverage	11.8	10.7	4.9	5.0
Department	1.2	1.1	18.0	18.1
Variety	4.9	5.0	6.5	6.3
Garage and service station	1.5	1.3	0.6	0.5
Men's clothing	5.3	5.4	1.9	1.9
Family clothing	1.2	1.5	0.6	0.7
Women's clothing	11.7	11.3	4.2	4.1
Shoe	7.4	7.4	2.2	2.2
Hardware	5.5	6.2	2.3	2.1
Furniture, appliance and radio	4.1	4.2	1.5	1.9
Restaurant	5.9	6.3	1.6	1.7
Drug	6.9	7.3	4.0	4.2
Jewellery	2.6	2.8	0.6	0.6
Miscellaneous	21.8	21.2	5.5	5.8
Totals, all trades	100.0	100.0	100.0	100.0

¹ Includes both independent and chain stores.

It is interesting to note that chain stores (not including department stores) continue to obtain the largest share of the retail dollar with 63.6 per cent of the total sales, a slight decrease from the previous year. More than half the retailers, however,

are independents. If the sales made by Department Stores were taken out of the independent sector, the sales accruing to the independents would be only 18.3 per cent of the total sales.

Percentage Distribution of Stores and Sales between Chain and Independent Stores, 1958 and 1959

	Independent stores		Chain stores	
	1958	1959	1958	1959
percentage				
Number.....	57.8	59.3	42.2	40.7
Sales	35.6	36.4	64.4	63.6

The sales made by retail stores located in shopping centres during 1959 represent 3.9 per cent of the total estimated retail sales in Canada, an increase of 0.9 per cent over the previous year. It is felt, however, that a more realistic appraisal of the growth of retail trade in shopping centres can be obtained by comparing the volume of sales in shopping centres with similar kinds of business in the

provinces in which the shopping centres are located. The percentage of business done in shopping centres is raised to 5.6 per cent by the exclusion from total retail sales of such trades as general stores (except Newfoundland) motor vehicle dealers, lumber and building material dealers, used car dealers, farm implement dealers and other farm stores. This is an increase of 1.1 per cent over the previous year.

Percentage of Shopping Centre Sales to Total Retail Sales by Regions

Province	Provincial retail sales ¹	Shopping centres	
		Sales	Percentage of total sales
dollars			
Atlantic Provinces ²	740,898,000	16,759,078	2.3
Quebec	2,986,171,500	130,464,382	4.4
Ontario	4,556,471,800	353,131,865	7.8
Prairie Provinces	1,698,946,400	77,492,669	4.6
British Columbia	1,180,613,000	49,871,179	4.2
Totals	11,163,100,700	627,719,173	5.6

¹ Excludes the sales of the following trades: general stores (except Newfoundland), motor vehicle dealers, lumber and building material dealers, used car dealers, farm implement dealers and other farm stores.

² Except P.E.I.

Area of Retail Establishments

As was stated in the 1958 shopping centre supplement, it is the intention of the Dominion Bureau of Statistics to publish tables on floor area data on a biennial basis. Statistics on floor area were first published for the year 1957. Tables 4-7 page 35-7 present two measures of central tendency, the "median" and the "average" or arithmetic mean. The median is that value which divides a distribution so that one-half or more of the items are

equal to or less than it and one-half or more of the items are equal to or greater than it. The advantage of the median is that a few extreme values will have no influence on it. The average or arithmetic mean, on the other hand, is affected by the value of every item in the distribution and the presence of any extremely large (or extremely small) items in the distribution may result in a mean which is very misleading. The arithmetic mean, however, is an important tool in statistical analysis and is, therefore, included for this purpose.

TABLE 1. Retail Sales in Shopping Centres, Canada, 1959
by Type of Shopping Centre and by Kind of Business

Kind of business	Type A			Type B		
	Independent	Chain	All stores	Independent	Chain	All stores
dollars						
Grocery and combination	22,836,702	95,401,626	118,238,328	1	1	105,290,663
Other food and beverage	3,281,133	7,246,241	10,527,374	2,918,969	13,041,431	15,960,400
Department	1	—	1	1	—	1
Variety	685,085	7,820,435	8,505,520	1	1	17,088,722
Garage and service station	1,936,142	—	1,936,142	1	1	954,842
Men's clothing	1,815,919	415,921	2,231,840	2,704,569	2,330,518	5,035,087
Family clothing	470,935	1	1	1,460,638	1	1
Women's clothing	1,491,229	4,226,962	5,718,191	2,467,377	8,272,552	10,739,929
Shoe	731,474	2,216,839	2,948,313	951,487	5,376,991	6,328,478
Hardware	4,625,176	564,964	5,190,140	2,351,163	1,490,805	3,841,968
Furniture, appliance and radio ...	1	—	1	1	1	1
Restaurant	3,936,888	—	3,936,888	3,482,169	1	1
Drug	9,676,024	3,935,890	13,611,914	3,257,733	4,814,422	8,072,155
Jewellery	1	1	643,272	1	1	1,468,630
Miscellaneous	4,837,008	2,058,674	6,895,682	8,396,539	7,882,564	16,279,103
Totals, all trades	67,767,388	124,369,124	192,136,512	77,217,688	167,623,089	244,840,777
Type C						
	Type C			Total		
	Independent	Chain	All stores	Independent	Chain	All stores
dollars						
Grocery and combination	1	1	58,195,936	23,828,902	257,896,025	281,724,927
Other food and beverage	997,334	4,074,076	5,071,410	7,197,436	24,361,748	31,559,184
Department	1	—	1	113,736,507	—	113,736,507
Variety	1	1	14,002,317	798,999	38,797,560	39,596,559
Garage and service station	1	—	1	1	1	3,226,690
Men's clothing	1,783,260	2,555,561	4,338,821	6,303,748	5,302,000	11,605,748
Family clothing	417,443	1	1	2,349,016	1,835,001	4,184,017
Women's clothing	2,410,884	6,984,853	9,395,737	6,369,490	19,484,367	25,853,857
Shoe	777,487	3,868,129	4,645,616	2,460,448	11,461,959	13,922,407
Hardware	1,123,407	3,219,564	4,342,971	8,099,746	5,275,333	13,375,079
Furniture, appliance and radio ...	1	1	1	7,811,706	4,157,698	11,969,404
Restaurant	1	1	1	1	1	10,414,038
Drug	1,684,366	2,668,795	4,353,161	14,618,123	11,419,107	26,037,230
Jewellery	528,916	1,398,570	1,927,486	2,194,984	1,844,404	4,039,388
Miscellaneous	6,873,239	6,426,114	13,299,353	20,106,786	16,367,352	36,474,138
Totals, all trades	83,491,559	107,250,325	190,741,884	228,476,635	399,242,538	627,719,173

¹ Indicates figures withheld to avoid disclosing individual operations but included in totals.

TABLE 2. Percentage Distribution of Stores and Sales in Shopping Centres, Canada, 1959
by Type of Shopping Centre and by Kind of Business

Kind of business	Type A				Type B			
	Independent stores		Chain stores		Independent stores		Chain stores	
	No.	Sales	No.	Sales	No.	Sales	No.	Sales
percentage								
Grocery and combination	6.9	33.7	26.3	76.7	1.3	1	9.0	1
Other food and beverage	10.1	4.9	14.4	5.8	9.4	3.8	14.2	7.8
Department	0.9	1	—	—	1.8	1	—	—
Variety	2.2	1.0	11.5	6.3	0.3	1	10.3	1
Garage and service station	2.8	2.9	—	—	1.3	1	0.2	1
Men's clothing	5.5	2.7	2.2	0.3	6.1	3.5	4.9	1.4
Family clothing	1.5	0.7	1.6	1	2.0	1.9	1.0	1
Women's clothing	5.8	2.2	12.8	3.4	9.4	3.2	18.0	4.9
Shoe	3.5	1.1	13.5	1.8	3.1	1.2	13.7	3.2
Hardware	11.3	6.8	3.2	0.5	5.3	3.0	3.4	0.9
Furniture, appliance and radio	4.3	1	—	—	6.9	1	2.2	1
Restaurant	11.8	5.8	—	—	8.4	4.5	0.7	1
Drug	11.3	14.3	9.0	3.2	4.6	4.2	5.1	2.9
Jewellery	3.2	1	1.3	1	4.3	1	1.0	1
Miscellaneous	18.9	7.1	4.2	1.6	35.8	10.9	16.3	4.7
Totals, all trades	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Type C								
Total, all types								
Independent stores				Chain stores		All stores		
No.	Sales	No.	Sales	No.	Sales	No.	Sales	
percentage								
Grocery and combination	0.9	1	7.4	1	8.3	44.9		
Other food and beverage	6.4	1.2	11.8	3.8	11.1	5.0		
Department	4.7	1	—	—	1.0	18.1		
Variety	0.4	1	8.8	1	5.0	6.3		
Garage and service station	0.9	1	—	—	1.3	0.5		
Men's clothing	7.3	2.1	6.4	2.4	5.3	1.9		
Family clothing	1.7	0.5	1.0	1	1.5	0.7		
Women's clothing	11.5	2.9	18.2	6.5	11.3	4.1		
Shoe	3.4	0.9	12.2	3.6	7.3	2.2		
Hardware	3.0	1.4	1.7	8.0	6.1	2.1		
Furniture, appliance and radio	6.4	1	5.4	1	4.2	1.9		
Restaurant	8.1	1	0.7	1	6.3	1.7		
Drug	2.6	2.0	4.1	2.5	7.3	4.2		
Jewellery	3.4	0.6	3.0	1.3	2.8	0.6		
Miscellaneous	39.3	8.2	19.3	6.0	21.2	5.8		
Totals, all trades	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

¹ Indicates figures withheld to avoid disclosing individual operations but included in totals.

**TABLE 3. Retail Sales in Shopping Centres, 1959,
by Provinces and Kind of Business**

Kind of business	Canada	Quebec	Ontario	Alberta	British Columbia	Other Provinces ¹
dollars						
Grocery and combination.....	281,724,927	69,960,569	161,819,935	21,086,075	14,827,964	14,030,384
Other food and beverage.....	31,559,184	3,116,178	20,133,594	5,130,628	743,682	2,435,102
Department.....	113,736,507					
Variety.....	39,596,559	12,812,102	21,368,799	2,605,880	787,484	2,022,294
Garage and service station.....	3,226,690			353,368	696,089	
Men's clothing.....	11,605,748	2,895,477	7,718,911	355,062	314,980	321,318
Family clothing.....	4,184,017	2,013,982	1,281,508			408,780
Women's clothing.....	25,853,857	5,963,978	16,886,563	1,157,360	1,075,159	770,797
Shoe.....	13,922,407	4,126,437	8,249,903	787,949	359,677	398,441
Hardware.....	13,375,079	4,543,509	7,109,285	825,154	665,131	232,000
Furniture, appliance and radio.....	11,969,404	748,556	8,562,536	930,533	1,247,468	480,311
Restaurant.....	10,414,038	1,442,608	6,823,592	1,241,446	660,949	245,443
Drug.....	26,037,230	4,204,409	15,978,885	2,638,608	2,493,934	721,394
Jewellery.....	4,039,388	704,058	2,472,715	162,842	464,532	235,241
Miscellaneous.....	36,474,138	9,765,955	19,658,655	2,434,504	2,075,637	2,539,387
Totals, all trades.....	627,719,173	130,464,382	353,131,865	62,565,411	49,871,179	31,686,336

¹ Atlantic provinces (except P.E.I.), Manitoba and Saskatchewan.

² Indicates figures withheld to avoid disclosing individual operations but included in totals.

The figures in table 4 and 6 were obtained through the tabulation of area data supplied by all retail establishments irrespective of whether the establishment was in operation for a complete year or not. However, for table 5 and 7 only the infor-

mation of those firms which operated for a complete year was used.

The figures in tables 4, 5, 6 and 7 are based on a minimum of five retail establishments in each cell.

**TABLE 4. Selling Area by Kind of Business and Type of Shopping Centre 1959,
Two Measures of Central Tendency — Median and Average**

Kind of business	Type A 5 - 15 retail units				Type B 16 - 30 retail units			
	Independent		Chain		Independent		Chain	
	Median	Average	Median	Average	Median	Average	Median	Average
square feet								
Grocery and combination.....	2,875	4,095	9,000	9,356	1,200	1,230	14,779	14,324
Variety.....	1,225	1,424	7,492	7,442			9,935	10,102
Men's clothing.....	1,400	1,329	1,500	1,643	1,310	1,595	2,075	2,008
Family clothing.....	1,295	3,762	6,500	8,389	2,695	4,730		
Women's clothing.....	1,000	1,092	2,040	3,237	1,400	1,353	2,134	2,571
Shoe.....	528	672	1,800	1,770	1,250	1,282	2,000	1,906
Hardware.....	1,300	1,652	2,000	3,350	2,800	2,767	4,138	4,321
Furniture, appliance and radio.....	810	1,679			1,600	2,115	2,100	3,907
Restaurant.....	980	1,231			1,752	1,983	3,000	2,621
Drug.....	1,500	1,854	2,447	2,448	3,300	3,159	3,800	3,582
Jewellery.....	580	732			800	1,493		
Type C over 30 retail units							Total, all types	
Independent				Chain		Independent and chain		
Median	Average	Median	Average	Median	Average	Median	Average	
square feet								
Grocery and combination.....	1	1	18,100	16,021	8,788	9,387		
Variety.....	1	1	11,687	12,227	9,000	8,539		
Men's clothing.....	1,700	2,216	2,450	2,349	1,600	1,796		
Family clothing.....	1	1			1,990	4,997		
Women's clothing.....	1,400	2,045	2,331	2,757	1,798	2,162		
Shoe.....	1,500	1,459	2,400	2,226	1,600	1,595		
Hardware.....	4,120	4,713	6,600	18,685	1,920	1,364		
Furniture, appliance and radio.....	1,975	3,364	9,000	8,408	2,650	3,188		
Restaurant.....	1,800	2,412	1	1	1,200	1,622		
Drug.....	3,000	7,658	4,900	4,821	1,900	2,615		
Jewellery.....	900	951	2,100	2,260	800	1,183		

¹ Insufficient number of firms reporting selling area.

**TABLE 5. Sales per Square Foot of Selling Area by Kind of Business and Type of Shopping Centre
Two Measures of Central Tendency — Median and Average**

Kind of business	Type A 5 to 15 retail units				Type B 16 to 30 retail units			
	Independent		Chain		Independent		Chain	
	Median	Average	Median	Average	Median	Average	Median	Average
dollars								
Grocery and combination	96.5	109.1	160.3	173.1	1	1	1	1
Variety	34.7	36.8	37.1	39.8	1	1	1	1
Men's clothing	39.6	43.9	1	1	74.5	77.8	65.5	72.0
Family clothing	15.7	7.5	1	1	45.6	59.5	1	1
Women's clothing	36.1	48.4	54.2	49.0	52.3	51.1	49.2	50.3
Shoe	44.9	56.0	41.9	41.7	50.1	61.8	55.9	53.6
Hardware	38.2	38.6	1	1	49.2	42.7	30.2	38.4
Furniture, appliance and radio	1	1	1	1	1	1	1	1
Restaurant	46.7	46.2	1	1	63.5	65.5	1	95.9
Drug	95.2	91.6	64.1	64.5	65.8	67.8	55.4	65.9
Jewellery	1	1	1	1	1	1	1	1
Type C over 30 retail units								
Total, all types								
Kind of business	Independent		Chain		Chain and independent			
	Median	Average	Median	Average	Median	Average	Median	Average
	dollars							
Grocery and combination	1	1	1	1	151.7	181.7		
Variety	1	1	1	1	42.5	45.4		
Men's clothing	83.0	70.3	71.6	68.5	69.9	66.7		
Family clothing	1	1	1	1	28.4	26.1		
Women's clothing	63.6	72.7	49.5	56.1	50.8	53.2		
Shoe	53.0	70.9	58.7	60.4	52.6	55.8		
Hardware	39.3	44.8	1	1	40.1	45.2		
Furniture, appliance and radio	1	1	1	1	37.8	47.9		
Restaurant	1	1	1	1	52.3	57.3		
Drug	1	1	48.4	52.6	77.4	69.9		
Jewellery	60.3	68.4	77.5	74.2	57.3	49.1		

¹ Indicates figures withheld to avoid disclosing individual operations but included in totals.

**TABLE 6. Gross Floor Area by Kind of Business and Type of Shopping Centre 1959,
Two Measures of Central Tendency — Median and Average**

Kind of business	Type A 5-15 retail units				Type B 16-30 retail units			
	Independent		Chain		Independent		Chain	
	Median	Average	Median	Average	Median	Average	Median	Average
square feet								
Grocery and combination	5,000	5,996	13,373	13,831	1,500	1,612	18,176	22,115
Variety	1,420	1,831	9,518	10,353	1	1	13,385	13,838
Men's clothing	1,762	1,874	2,000	2,346	2,570	1,898	2,750	3,062
Family clothing	2,875	4,922	7,625	10,605	3,720	6,451	1	1
Women's clothing	1,400	1,561	3,500	6,294	1,571	1,784	2,500	3,658
Shoe	900	1,182	2,000	2,176	1,800	2,223	2,000	2,300
Hardware	2,230	2,553	3,280	4,434	4,000	4,165	4,838	5,182
Furniture, appliance and radio	1,700	2,865	1	1	2,175	2,579	3,540	5,474
Restaurant	1,405	1,831	1	1	2,132	2,754	5,000	4,270
Drug	2,200	2,629	3,242	3,413	4,000	3,743	4,661	4,468
Jewellery	840	1,051	1	1	1,040	1,085	1	1

See footnote at end of table.

**TABLE 6. Gross Floor Area by Kind of Business and Type of Shopping Centre 1959,
Two Measures of Central Tendency — Median and Average — Concluded**

Kind of business	Type C over 30 retail units				Total, all types	
	Independent		Chain		Independent and chain	
	Median	Average	Median	Average	Median	Average
square feet						
Grocery and combination.....	1	1	24,727	24,847	12,322	14,166
Variety	1	1	16,421	16,524	12,000	11,672
Men's clothing	2,400	3,451	2,800	3,219	2,200	2,536
Family clothing	1	1	1	1	2,900	6,548
Women's clothing	2,050	2,586	2,515	3,894	2,192	3,197
Shoe	2,425	2,151	2,502	2,671	2,000	2,045
Hardware	5,900	6,370	13,200	20,285	2,800	3,639
Furniture, appliance and radio	3,460	4,376	11,000	9,850	2,440	4,223
Restaurant	2,200	3,347	1	1	2,650	2,356
Drug	6,350	15,317	5,741	5,976	2,900	3,694
Jewellery	1,500	1,586	3,000	3,340	1,050	1,373

¹ Insufficient number of firms reporting selling area.

TABLE 7. Sales per Square Foot of Gross Floor Area by Kind of Business and Type of Shopping Centre, Two Measures of Central Tendency — Median and Average

Kind of business	Type A 5 to 15 retail units				Type B 16 to 30 retail units			
	Independent		Chain		Independent		Chain	
	Median	Average	Median	Average	Median	Average	Median	Average
dollars								
Grocery and combination	70.0	72.9	109.1	112.2	1	1	1	1
Variety	33.5	28.1	24.3	25.6	1	1	1	1
Men's clothing	26.9	31.7	1	1	55.8	65.9	47.7	45.6
Family clothing	13.4	5.8	1	1	31.2	39.6	1	1
Women's clothing	29.3	32.0	32.1	26.2	44.1	38.1	38.8	34.3
Shoe	31.3	33.3	34.2	33.0	35.2	35.7	47.5	49.0
Hardware	23.9	24.4	1	1	29.8	28.9	30.2	30.8
Furniture, appliance and radio	1	1	1	1	1	1	1	1
Restaurant	29.6	30.6	1	1	48.5	46.7	1	1
Drug	67.6	60.6	48.0	45.7	58.9	57.8	54.1	52.2
Jewellery	1	1	1	1	1	1	1	1
Type C over 30 retail units							Total, all types	
Kind of business	Independent		Chain		Chain and independent			
	Median	Average	Median	Average	Median	Average	Median	Average
	dollars							
Grocery and combination	1	1	1	1	102.3	116.5		
Variety	1	1	1	1	30.0	31.6		
Men's clothing	55.7	52.4	50.5	48.6	47.3	48.1		
Family clothing	1	1	1	1	21.6	19.0		
Women's clothing	60.1	52.9	36.9	38.0	36.8	34.7		
Shoe	43.7	48.3	49.2	51.7	39.1	44.6		
Hardware	31.4	28.5	1	1	26.2	30.4		
Furniture, appliance and radio	1	1	1	1	27.3	36.6		
Restaurant	1	1	1	1	36.1	39.4		
Drug	1	1	44.3	41.8	58.9	51.4		
Jewellery	42.8	40.6	44.8	50.2	42.8	43.0		

¹ Indicates figures withheld to avoid disclosing individual operations but included in totals.

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