

on a rigidly controlled basis, or were absent entirely from the retail market during much of the war period. Increases for automotive, radio and appliance, furniture and hardware stores were very substantial in 1947. Some of the purchasing momentum which carried sales of durable goods trades to new high levels was reduced in the early months of 1948 as dollar volumes for these reached a level comparable with that of many of the non-durable goods trades.

The trend in Canada's total retail trade from 1930 onwards is traced in the following statement. Sales figures quoted for 1930 and for 1941 are census results while those for other years are derived from trend information obtained by the sample survey method referred to on p. 814. Such surveys are conducted monthly for 14 trades and are supplemented with other information derived from annual surveys and other projects. Statistics thus procured are much less detailed than those produced from census results.

<u>Year</u>	<u>Retail Sales</u> \$'000	<u>Year</u>	<u>Retail Sales</u> \$'000	<u>Year</u>	<u>Retail Sales</u> \$'000
1930.....	2,755,570	1936.....	2,306,637	1942.....	3,649,041
1931.....	2,322,158	1937.....	2,612,776	1943.....	3,785,840
1932.....	1,922,452	1938.....	2,549,197	1944.....	4,123,151
1933.....	1,786,191	1939.....	2,597,752	1945.....	4,595,667
1934.....	1,998,578	1940.....	2,957,698	1946.....	5,506,286
1935.....	2,120,348	1941.....	3,440,902	1947.....	6,250,000 <sup>1</sup>

<sup>1</sup> Preliminary.

*Trends in 1946.*—Table 21 contains a summary of sales in the years 1944 to 1946 showing provincial totals and results for kind-of-business groups and selected trades. Sales were on the up-grade in practically every instance, but the emphasis on durable goods is evidenced by the much higher-than-average gains for the automotive, building materials, and furniture-household-radio groups. The automotive trades led the upward advance with an increase of 70 p.c. over 1945, mainly the result of the reappearance of new motor-vehicles on the retail market. In 1946, the average increase in sales for Canada was 20 p.c. over 1945, though increases in some of the trades dealing in soft goods were of a lesser magnitude.

Food stores normally account for about one-fifth of all consumer expenditures in retail stores. Volume of sales for the food group in 1946 was \$1,230,492,000, 11 p.c. higher than in the previous year. The general merchandise group, another major category which includes departmental stores, had sales amounting to \$849,095,000 in 1946, or 18 p.c. more than in 1945. Country general stores and the apparel group marked up moderate gains over 1945.

Preliminary estimates place the total dollar volume of retail trade in 1947 at \$6,250,000,000. By the latter half of the year sales of durable goods had begun to display much smaller gains than in the previous months. Store sales of food, influenced by climbing prices, had begun to absorb more of the consumer dollar and in 1947 stood 13 p.c. above the previous year. This group of stores (grocery, combination meat and grocery and meat markets) continued to show heavy gains in the early months of 1948. The various store types in the apparel group increased between 7 p.c. and 10 p.c. compared with 1946.