

Subsection 2.—Retail Trade Statistics

From Canadian fields and farms, forests, mines, stockyards, factories and mills, from foreign lands through Canadian Atlantic and Pacific seaports, goods travel through innumerable channels to converge finally on the retail outlets before being dispersed again, but this time in small parcels made up to individual tastes for the consumer trade. Thus, the retailer occupies an important place between producer and consumer and, in a real sense, is the keystone of the distribution arch, for it is through retail outlets that every necessary operation of production for consumption is brought to its intended conclusion.

Retail Sales.—The volume of retail sales in Canada reached a peak in 1951 with total trade estimated at \$10,445,061,000, 10·3 p.c. higher than that attained in 1950 when sales totalled \$9,467,400,000. Corrections have not been made for changes in prices of consumer goods and dollar sales are, therefore, not indicative of changes in actual quantities of merchandise sold.

In 1951, motor-vehicle trade, with an aggregate volume of \$1,811,846,000, spearheaded the upward sales movement in recording a gain of 16·6 p.c. over 1950. Sales for grocery and combination grocery and meat stores amounted to \$1,877,672,000 and gained 15·0 p.c. over 1950. Department stores ranked third with a total of \$901,717,000 and a gain of 3·3 p.c. over the previous year. The majority of the remaining trades showed increased sales in 1951 over 1950 with country general stores, variety stores and garages and filling stations in excess of 10 p.c. Estimated sales were lower in 1951 for furniture, appliance and radio, and jewellery stores.

All provinces recorded increased sales volumes in 1951, Saskatchewan showing the greatest gain at 12·3 p.c. above 1950.

17.—Estimated Retail Trade, by Provinces and by Kinds of Business, 1941 and 1949-51
(Exclusive of Newfoundland)

Province and Kind of Business	1941	1949	1950	1951
	\$'000,000	\$'000,000	\$'000,000	\$'000,000
Maritime Provinces	283	614	654	702
Quebec.....	819	1,891	2,205	2,458
Ontario.....	1,407	3,234	3,644	4,032
Manitoba.....	211	556	606	667
Saskatchewan.....	187	520	549	617
Alberta.....	221	673	748	831
British Columbia.....	309	940	1,061	1,138
Totals	3,437	8,428	9,467	10,445
Grocery and combination stores.....	567	1,337	1,451	1,673
Meat stores.....	80	176	182	204
Country general stores.....	213	479	474	535
Department stores.....	378	856	873	902
Variety stores.....	85	164	170	190
Motor-vehicle dealers.....	360	1,030	1,554	1,812
Garages and filling stations.....	205	483	498	548
Men's clothing stores.....	80	172	172	183
Family clothing stores.....	74	157	161	171
Women's clothing stores.....	71	181	161	177
Shoe stores.....	44	95	93	100
Hardware stores.....	73	194	198	210
Lumber and building materials dealers.....	80	278	349	356
Furniture stores.....	64	149	160	157
Appliance and radio stores.....	46	131	145	135
Restaurants.....	127	321	339	360
Coal and wood dealers.....	99	179	194	198
Drug stores.....	101	200	208	228
Jewellery stores.....	38	74	79	77
Tobacco stores.....	43	85	81	88
Other.....	609	1,687	1,926	2,141