

Subsection 2.—Retail Trade

The trend of retail trade is one of the best general indicators of the economic condition of the country. It is through retail stores that most goods are ultimately sold and such sales reflect the financial strength of the consumer except in times of short supply. The estimated value of retail sales increased five-fold during the 1930-56 period. These estimates, not adjusted for price changes, are shown by province in Table 3 and by kind of business in Table 4.

3.—Retail Trade by Province 1930-56

Year	Atlantic Provinces ¹	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia ²	Canada ³
	\$'000,000	\$'000,000	\$'000,000	\$'000,000	\$'000,000	\$'000,000	\$'000,000	\$'000,000
1930.....	197	646	1,091	188	188	175	251	2,736
1931.....	172	558	945	153	133	134	210	2,305
1932.....	140	462	783	131	112	115	165	1,908
1933.....	129	419	735	121	103	109	157	1,773
1934.....	147	454	833	131	115	125	179	1,984
1935.....	157	473	875	139	124	137	200	2,105
1936.....	170	518	941	150	138	147	225	2,289
1937.....	199	605	1,068	165	136	165	255	2,593
1938.....	188	598	1,026	164	136	177	240	2,530
1939.....	196	602	1,039	166	154	180	242	2,578
1940.....	235	683	1,191	182	174	198	273	2,935
1941.....	279	820	1,388	193	189	228	318	3,415
1942.....	301	876	1,447	206	201	243	346	3,619
1943.....	319	913	1,488	220	219	266	362	3,786
1944.....	351	976	1,574	243	249	296	404	4,093
1945.....	387	1,081	1,774	269	279	329	455	4,573
1946.....	491	1,342	2,265	338	341	416	593	5,787
1947.....	564	1,621	2,721	407	410	504	737	6,963
1948.....	607	1,792	3,067	466	473	611	818	7,835
1949.....	734	1,872	3,294	523	538	697	874	8,532
1950.....	822	2,183	3,715	567	571	777	982	9,617
1951.....	899	2,443	4,130	610	659	854	1,100	10,693
1952.....	982	2,635	4,383	651	764	939	1,177	11,532
1953.....	1,018 ^r	2,756	4,616	677	845	987	1,228	12,128
1954.....	1,025	2,798	4,634	637	758	964	1,249	12,066
1955.....	1,127	3,006	5,115	669	748	1,035	1,412	13,112
1956 ^p	1,198	3,269	5,403	701	815	1,146	1,557	14,089

¹ Newfoundland included from 1949. ² Includes the Yukon and Northwest Territories. ³ Totals are not the exact addition of the components because of rounding of the figures.

4.—Retail Trade by Kind of Business 1951 and 1954-56

Kind of Business	1951	1954	1955	1956 ^p
	\$'000,000	\$'000,000	\$'000,000	\$'000,000
Grocery and combination stores.....	1,905	2,279	2,430	2,621
Other food and beverage stores.....	903	924	950	1,001
General stores.....	525	515	530	558
Department stores.....	910	1,062	1,150	1,242
Variety stores.....	196	234	250	275
Motor vehicle dealers.....	1,884	2,029	2,370	2,547
Garages and filling stations.....	479	632	718	767
Men's clothing stores.....	203	207	214	227
Family clothing stores.....	192	191	200	212
Women's clothing stores.....	193	221	225	243
Shoe stores.....	112	121	123	132
Hardware stores.....	228	247	256	274
Lumber and building material dealers.....	359	406	451	492