

(C.W.B. April 22, 1949)

RETAIL STORE SALES \$7,276,400,000

DOUBLED IN SEVEN YEARS. Dollar volume of retail sales in Canada has more than doubled during the last seven years, all regions of the country sharing in this general expansion -- although trends have not been uniformly parallel -- and all trades showing gains of substantial but varying proportions.

According to estimates by the Bureau of Statistics, consumer expenditures in Canadian retail stores in 1948 reached a total of \$7,276,400,000. This compares with \$3,436,800,000 in 1941, when the last complete measurement of Canada's retail business was made in the Decennial Census. Last year's volume exceeded by nearly 11 per cent the previous high estimated expenditures of \$6,562,900,000 for 1947.

The Bureau's estimates for 1948 and 1947 are based on the findings of a scientifically selected sample embracing all kinds of business and representing all provinces, and form one of the features of the development of a new and improved retail series. As the sample consists of businesses which have operated continuously from 1941 to 1948, it can be assumed, states the Bureau's report, that the estimates for the last two years would be slightly larger if adjustment for the net change in the number of retail businesses were possible. A study to bring about this further refinement will be completed during the next 12 months.

NAVAL DIRECTOR RETIRES. Retirement because of ill health of Douglas G.L. Pittman, M.B.E., 55, of Ottawa and Halifax, Director of Naval

Stores, took place this month, it has been announced. Harry N. MacNamara, formerly Deputy Director of Naval Stores, succeeds Mr. Pittman.

Mr. Pittman left the naval service in 1939 after 25 years of distinguished service, including 18 years in the Royal Canadian Navy. He joined the Royal Canadian Naval Stores at a salary of \$1,000 a month in 1921, and became Director of Naval Stores in 1937. During his long service he had been responsible for the development of the Naval Stores Service, and for the organization of the Naval Stores Department of the Canadian Forces. He was also responsible for the construction of the Naval Stores Depot at Esquimalt, B.C., and the Naval Stores Depot at Halifax, N.S.

Mr. Pittman's retirement follows the recent succession of commandant of the Royal Canadian Naval Stores at Esquimalt, B.C., Captain E.J. McLean, R.N., and the appointment of Captain J. C. MacLennan, R.N., to succeed him. Captain MacLennan has been serving as Commandant of the Royal Canadian Naval Stores at Halifax, N.S., since January 1948.

By regions, the Prairie Provinces and British Columbia have shown the greatest percentage increase in retail sales from 1941 to 1948. Sales in British Columbia have risen from \$309,600,000 to an estimated \$731,300,000; in Alberta from \$221,100,000 to \$519,200,000; Saskatchewan, \$186,900,000 to \$459,200,000; and Manitoba, smallest relative gain of the four, from \$210,800,000 to \$440,300,000. In Ontario and Quebec, the rise in sales over the period have been closely in line with the average for the whole country. Dollar volume for Ontario advanced from \$1,407,000,000 to an estimated \$2,887,800,000 in 1948, and for Quebec from \$818,700,000 to \$1,697,200,000. Sales in the Maritime Provinces moved up from \$282,800,000 to \$541,400,000.

By trades, gains between 1948 and 1941 in excess of 100 per cent and in some cases 125 per cent have been shown by grocery and combination stores, meat stores, country general stores, department stores, men's clothing, women's clothing, family clothing, shoe, hardware, lumber and building materials, furniture, electrical appliances and radio, and tobacco businesses, and by restaurants. Each of the remaining six separate trades shown in the Bureau's new series -- variety, motor vehicle, garages and filling stations, coal and wood, drug, and jewellery -- had gains exceeding 75 per cent, while a residual group of all other trades increased over 125 per cent.

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