

DEPARTMENT OF TRADE AND COMMERCE
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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, FEBRUARY, 1944

The dollar value of retail sales in Canadian department stores for February (including mail order sales) was 5 per cent higher than in February a year ago and recorded an increase of 12 per cent over January, 1944. Unadjusted indexes (on the base, 1935-1939=100) stood at 122.3 for February, 1944, 109.5 for January, 1944 and 116.2 for February, 1943. There was one extra business day in February this year. When adjusted to an average daily sales basis, the increase over February, 1943, is reduced to 1 per cent.

The index corrected both for differences in number of business days and for seasonal fluctuations stood at 156.0 for February, 151.0 for January, 145.8 for December, 1943, and 154.5 for February of last year.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	1943		1944	
	February	December	January	February
Unadjusted indexes	116.2	240.2	109.5	122.3
Adjusted indexes	154.5	145.8	151.0	156.0

Department store sales were higher for all regions of the country in February this year compared with last. Regional results for February, with comparisons for the first two months of this year and last in brackets, were as follows: Maritime Provinces, +7 per cent (+4 per cent); Quebec, +6 per cent (-1 per cent); Ontario, unchanged (-1 per cent); Prairie Provinces, +11 per cent (+11 per cent); British Columbia, +7 per cent (+7 per cent).

Sales of 17 firms which reported sales by departments averaged 4 per cent higher in February, 1944 over 1943. The greatest expansion between February of the two years occurred in furniture departments where sales were up 20 per cent. Sales of piece goods advanced sharply, an 11 per cent increase for February comparing with a 6 per cent decline reported in January. Sales of books and stationery increased 11 per cent and smallwares, 9 per cent above February, 1943. Sales of men's clothing gained 8 per cent and women's apparel departments did 5 per cent more business in February this year. A decline of 17 per cent in sales of footwear reflects the high level of footwear purchasing in February last year when consumer demand was stimulated by the introduction of shoe rationing in the United States. Food and drug departments both recorded minor gains of 3 per cent. Sales of household appliances were down 12 per cent while radio and music department sales were 30 per cent lower.

Note: Revisions to data reported to the Bureau have necessitated alterations to the January results published last month. A corrected summary of sales by departments is contained on Page 3 of this bulletin. Revision to the January sales index for Quebec changes the 1 per cent increase originally reported to a decline of 9 per cent compared with January, 1943.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

February, 1943 and February, 1944

(Based on dollar sales of 17 firms including mail order houses)

	February, 1943	February, 1944	% Change, 1944/1943
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	20,967,015	21,800,290	+ 4.0
1. Women's dresses, coats and suits	2,234,761	2,253,349	+ 0.8
2. Girls' and infants' wear	670,191	755,303	+12.7
3. Hosiery and gloves	228,704	275,075	+ 5.6
4. Lingerie and corsets	978,366	1,056,060	+ 5.9
5. Millinery	175,102	187,629	+ 7.2
6. Women's and children's apparel--(Total, 1-5) .	4,887,344	5,107,536	+ 4.5
7. Men's and boys' clothing and furnishings	1,890,706	2,033,228	+ 7.5
8. Drugs and toilet articles and preparations ...	731,306	754,206	+ 3.1
9. Piece goods	1,930,623	2,151,373	+11.4
10. Smallwares	828,720	902,480	+ 8.9
11. Food and kindred products	2,234,567	2,302,265	+ 3.0
12. Furniture (including mattresses and springs) .	1,238,150	1,487,569	+20.1
13. Home furnishings	1,372,049	1,600,365	+ 1.6
14. Household appliances and electrical supplies .	459,330	403,033	-12.3
15. Hardware and kitchen utensils	767,609	830,736	+ 8.2
16. Radios, musical instruments and supplies	304,609	212,626	-30.2
17. Shoes and other footwear	1,510,747	1,259,186	-16.7
18. Stationery, books and magazines	377,630	418,032	+10.7
19. All other departments, total	2,233,626	2,337,635	+ 4.7

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 5 per cent higher in February, 1944, over February, 1943.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January, 1943 and January, 1944 (Revised)⁽¹⁾

(Based on dollar sales of 18 firms including mail order houses)

	January, 1943	January, 1944	% Change, 1944/1943
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	18,964,125	18,852,468	- 0.6
1. Women's dresses, coats and suits	1,961,960	1,962,116	(a)
2. Girls' and infants' wear	570,626	626,265	+ 9.8
3. Hosiery and gloves	771,062	786,181	+ 2.0
4. Lingerie and corsets	960,867	931,027	- 3.1
5. Millinery	135,977	160,187	+17.8
6. Women's and children's apparel--(Total, 1-5) ...	4,400,492	4,465,776	+ 1.5
7. Men's and boys' clothing and furnishings	1,864,931	1,825,252	- 2.1
8. Drugs and toilet articles and preparations	676,413	698,221	+ 3.2
9. Piece goods	1,912,642	1,794,046	- 6.2
10. Smallwares	798,002	782,290	- 2.0
11. Food and kindred products	2,188,035	2,085,447	- 4.7
12. Furniture (including mattresses and springs) ...	987,905	1,165,618	+18.0
13. Home furnishings	1,275,102	1,237,693	- 2.9
14. Household appliances and electrical supplies ...	409,740	331,552	-19.1
15. Hardware and kitchen utensils	620,425	629,389	+ 1.4
16. Radios, musical instruments and supplies	297,335	198,803	-33.1
17. Shoes and other footwear	1,125,176	1,101,439	- 2.1
18. Stationery, books and magazines	345,565	388,631	+12.5
19. All other departments, total	2,062,362	2,148,311	+ 4.2

(1) Figures for January, 1944 have been altered to allow for revisions in data reported.
(a) Change of less than 0.1 per cent.

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