

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES BRANCH
OTTAWA, CANADA

Dominion Statistician: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.
Chief, Merchandising and Services Branch: A.C. Steedman, B.A.
Vol. VII - No. 4 Price - .10 cents.

PRELIMINARY REPORT ON DEPARTMENT STORE SALES, APRIL, 1944

The dollar volume of department store sales in Canada (including the mail order business transacted by departmental firms) was 4 per cent higher in April of this year than in April a year ago and recorded a 1 per cent gain over March, 1944. Unadjusted indexes (on the base, 1935-1939=100) stood at 164.3 for April, 1944, 163.2 for March, 1944 and 157.9 for April, 1943. Sales in the first four months of this year averaged 6 per cent above the corresponding period a year ago.

The adjusted index, wherein allowance is made for difference in number of business days, for normal seasonal variations and for the shifting date of Easter, stood at 174.0 in April. This figure is identical with the revised adjusted index for March and compares with indexes of 156.3 in February and 151.3 in January of this year.

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

	<u>1943</u>		<u>1944</u>	
	<u>April</u>	<u>February</u>	<u>March</u>	<u>April</u>
Unadjusted indexes	157.9	122.4	163.2	164.3
Adjusted indexes	153.5	156.3	174.0	174.0

All regions of the country reported increased sales in April this year over last. Identical gains of 8 per cent in the Maritime Provinces and in the Prairie Provinces were the largest recorded. Indexes for the first four months of the year in these two regions averaged 12 and 13 per cent higher respectively. Gains of 4 per cent over April last year occurred in both Quebec and British Columbia while increases for the first four months amounted to 4 per cent in Quebec and 7 per cent in British Columbia. Ontario's increase of 1 per cent in April was on a par with the average increase in that province for the January-to-April period.

April, 1944 sales of 19 departmental firms which reported sales by departments were 6 per cent higher this year than in April a year ago. Increases in furniture and piece goods continue to feature the summary by departments; these two departments recorded gains of 19 per cent in the month under review. Men's clothing sales were 9 per cent higher, women's apparel sales were up 6 per cent while footwear departments gained 7 per cent over April last year. Hardware sales averaged 7 per cent greater, drug sales were up 3 per cent and smallwares, 5 per cent. Declines, ranging from 1 to 3 per cent, occurred in departments specializing in household appliances and electrical goods, food and home furnishings. The only pronounced decline was that for the radio and music departments, whose sales were 28 per cent below April, 1943.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 2 per cent higher in April, 1944 over April, 1943, and averaged 7 per cent higher during the first four months.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

April, 1943 and April, 1944

(Based on dollar sales of 19 firms including mail order houses)



	April, 1943	April, 1944	% Change, 1944 1943
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	<u>28,673,332</u>	<u>30,353,327</u>	+ 5.9
1. Women's dresses, coats and suits	3,730,781	4,043,134	+ 8.4
2. Girls' and infants' wear	1,281,138	1,382,940	+ 7.9
3. Hosiery and gloves	1,393,228	1,402,052	+ 0.6
4. Lingerie and corsets	1,128,605	1,246,509	+10.4
5. Millinery	576,783	557,696	- 3.3
6. Women's and children's apparel--(Total, 1-5)	<u>8,110,535</u>	<u>8,632,331</u>	+ 6.4
7. Men's and boys' clothing and furnishings	3,356,941	3,665,535	+ 9.2
8. Drugs and toilet articles and preparations	748,721	768,408	+ 2.6
9. Piece goods	1,779,203	2,112,260	+18.7
10. Smallwares	942,909	991,954	+ 5.2
11. Food and kindred products	2,558,636	2,502,031	- 2.2
12. Furniture (including mattresses and springs)	1,428,400	1,702,153	+19.2
13. Home furnishings	2,223,236	2,152,990	- 3.2
14. Household appliances and electrical supplies	518,180	512,975	- 1.0
15. Hardware and kitchen utensils	1,218,414	1,306,088	+ 7.2
16. Radios, musical instruments and supplies	259,479	187,567	-27.7
17. Shoes and other footwear	2,203,501	2,358,583	+ 7.0
18. Stationery, books and magazines	385,207	392,823	+ 2.0
19. All other departments, total	2,939,970	3,067,629	+ 4.3