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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, MAY, 1944

Sales in Canadian department stores during May (including the mail order business transacted by departmental firms) were 20 per cent higher than in May, 1943 and gained 1 per cent over April, 1944. Unadjusted indexes (on the base, 1935-1939=100) stood at 166.3 for May, 1944, 164.3 for April, 1944 and 139.1 for May, 1943. Sales in the January-to-May period were 9 per cent higher this year than last.

The adjusted index, in which allowances are made for differences in number of business days and for normal seasonal variations, stood at 160.0 for May. The fact that this index is considerably below the index of 174.0 recorded in each of the two preceding months, the sharp increase in May sales over a year ago notwithstanding, reflects the low level of trade in May last year.

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

	1943	1944		
	May	March	April	May
Unadjusted indexes	139.1	163.2	164.3	166.3
Adjusted indexes	138.7	174.0	174.0	160.0

Substantial gains were recorded in all sections of the country, those for the Maritime Provinces, Ontario and the Prairie Provinces equalling or exceeding the average gain for Canada, while increases in Quebec and British Columbia were below the average. May increases for the various regions, with average gains for the year-to-date in brackets, were as follows: Maritime Provinces, 25 per cent (15 per cent); Quebec, 18 per cent (7 per cent); Ontario, 21 per cent (5 per cent); Prairie Provinces, 20 per cent (14 per cent) and British Columbia, 13 per cent (8 per cent).

An increase of 20 per cent was recorded by 19 departmental firms which furnished reports on sales by departments. The only decline among the results for various departments was a 19 per cent decrease in sales of radio and music. Furniture and piece goods departments again showed most pronounced gains, with advances of 34 and 32 per cent respectively over May, 1943. A feature of the May results is the pronounced increase in sales of wearing apparel. Identical gains of 22 per cent were recorded for men's clothing and women's clothing, while footwear sales gained 23 per cent. Increases within the 15 to 20 per cent range were recorded by drug, smallwares, home furnishings and hardware departments. Food sales averaged 7 per cent higher, with an increase of 13 per cent occurring in sales of stationery departments.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 18 per cent higher in May, 1944 over May, 1943, and averaged 9 per cent higher during the first five months.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

May, 1943 and May, 1944

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



	May, 1943	May, 1944	% Change, 1944/1943
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	25,111,291	30,110,205	+19.9
1. Women's dresses, coats and suits	2,964,223	3,727,939	+25.8
2. Girls' and infants' wear	925,659	1,195,956	+29.2
3. Hosiery and gloves	1,106,229	1,189,804	+ 7.6
4. Lingerie and corsets	1,082,136	1,353,776	+25.1
5. Millinery	341,658	371,329	+ 8.7
6. Women's and children's apparel--(Total, 1-5)	6,419,905	7,838,804	+22.1
7. Men's and boys' clothing and furnishings	2,659,150	3,243,436	+22.0
8. Drugs and toilet articles and preparations	696,334	814,428	+17.0
9. Piece goods	1,691,398	2,238,365	+32.3
10. Smallwares	824,808	952,638	+15.5
11. Food and kindred products	2,370,518	2,542,017	+ 7.2
12. Furniture (including mattresses and springs)	1,487,094	1,997,154	+34.3
13. Home furnishings	2,062,559	2,438,678	+18.2
14. Household appliances and electrical supplies	479,619	543,184	+13.3
15. Hardware and kitchen utensils	1,203,325	1,438,471	+19.5
16. Radios, musical instruments and supplies	213,238	172,988	-18.9
17. Shoes and other footwear	1,938,573	2,378,460	+22.7
18. Stationery, books and magazines	314,519	355,927	+13.2
19. All other departments, total	2,750,251	3,155,655	+14.7