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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JANUARY, 1945

January sales of Canadian department stores recorded a 12 per cent increase over sales in January, 1944 and were 52 per cent below the preceding month of December, 1944. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 123.2 for January, 1945, 253.9 for December, 1944 and 109.7 for January, 1944. The figures upon which these results are based include mail order sales of departmental firms.

After adjusting for differences in number of business days and for normal seasonal variations, the index moved from 158.4 in December, 1944 to 164.0 in January, 1945.

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

	1944			1945
	January	November	December	January
Unadjusted Indexes	109.7	225.3	253.9	123.2
Adjusted Indexes	151.3	194.7	158.4	164.0

Ontario's increase of 16 per cent was the highest among the results for the five economic divisions of the country. Gains of 14 per cent occurred in both Quebec and the Maritime Provinces, followed by a 12 per cent advance in the Prairie Provinces. British Columbia recorded its lowest increase in some time, when sales increased only 1 per cent in January this year compared with last.

An analysis of sales by departments, for which information was provided by 17 departmental firms, revealed that there was an increase of 11 per cent in January this year over last for all departments combined. Increases occurred in sales of all departments with the exception of the radio and music department which recorded a 1 per cent decline in sales. Only four departments, piece goods, footwear, men's wear and food, reported sales increases exceeding that for the "all departments" figure. The largest of these was an 18 per cent increase in sales of piece goods departments. Home furnishings departments reported sales only 4 per cent greater in January this year than last. Increases for other departments ranged from 8 to 10 per cent.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 15 per cent higher in January, 1945 compared with January, 1944.



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DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
January, 1944 and January, 1945

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

	January, 1944	January, 1945	% Change, 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	18,953,214	20,949,802	+ 10.5
1. Women's dresses, coats and suits	1,998,161	2,254,364	+ 12.8
2. Girls' and infants' wear	635,371	684,555	+ 7.7
3. Hosiery and gloves	788,093	819,396	+ 4.0
4. Lingerie and corsets	948,575	944,253	- 0.5
5. Millinery	161,187	179,874	+ 11.6
6. Women's and children's apparel - (Total, 1-5)	4,531,387	4,882,442	+ 7.7
7. Men's and boys' clothing and furnishings	1,825,210	2,089,911	+ 14.5
8. Drugs and toilet articles and preparations ...	704,872	761,323	+ 8.0
9. Piece goods	1,799,705	2,115,306	+ 17.5
10. Smallwares	788,959	868,765	+ 10.1
11. Food and kindred products	2,081,703	2,331,964	+ 12.0
12. Furniture (including mattresses and springs) ..	1,172,438	1,274,348	+ 8.7
13. Home furnishings	1,252,387	1,308,054	+ 4.4
14. Household appliances and electrical supplies .	337,773	368,490	+ 9.1
15. Hardware and kitchen utensils	612,138	681,425	+ 11.3
16. Radios, musical instruments and supplies	197,920	195,742	- 1.1
17. Shoes and other footwear	1,104,993	1,283,948	+ 16.2
18. Stationery, books and magazines	390,746	429,842	+ 10.0
19. All other departments, total	2,152,983	2,358,242	+ 9.5