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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, FEBRUARY, 1945

Department store sales in Canada during February, 1945 were 11 per cent higher than in February, 1944 and were up by a similar margin over the preceding month of January. Sales in the first two months of this year averaged 11 1/2 per cent greater than in the corresponding period of 1944. Unadjusted indexes (on the base, 1935-1939=100) stood at 136.3 for February, 1945, 122.6 for January, 1945 and 122.4 for February, 1944. Mail order business of departmental firms is included in the figures from which these results are derived.

The index adjusted for differences in number of business days and for normal seasonal movements advanced sharply from 163.3 in January, 1945 to 181.2 in the month under review. The margin of increase over February, 1944 was broadened to 16 per cent when allowance was made for the extra business day in February, 1944.

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

	1944		1945	
	February	December	January	February
Unadjusted Indexes	122.4	253.9	122.6	136.3
Adjusted Indexes	156.3	158.4	163.3	181.2

For the second consecutive month, Ontario led other regions in point of view of increased department store sales compared with the corresponding month last year. This represents a reversal of the trend which prevailed throughout the greater part of 1944 when Ontario sales increases were generally lower than those recorded for other sections of the country. February increases over last year, with gains for the first two months in brackets, were as follows: Maritimes, 5 per cent (9 per cent); Quebec, 12 per cent (13 per cent); Ontario, 14 per cent (15 per cent); Prairie Provinces, 9 per cent (10 per cent) and British Columbia, 12 per cent (7 per cent).

According to reports submitted by 19 firms giving a breakdown of sales by departments, total sales increased 12 per cent in February this year over last. Although sales of piece goods departments reported the largest increase (a gain of 22 per cent over February of last year) the outstanding feature in the February results was a 20 per cent advance in sales of home furnishings. This increase follows a minor increase of 4 per cent recorded by that department in the January comparison. Hardware sales gained 16 per cent in February while increases among other durable goods departments were 14 per cent for furniture and 9 per cent for household appliances and electrical supplies. A 2 per cent decline in sales of radio and music departments was recorded. Results for apparel departments revealed increases of 14 per cent for footwear, 12 per cent for women's and children's wear and 8 per cent for men's wear.



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DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 8 per cent higher in February, 1945 compared with February, 1944 and averaged 12 per cent greater in the first two months of this year compared with last.

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

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

	February 1944	February, 1945	% Change, 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	22,341,751	25,046,648	+12.1
1. Women's dresses, coats and suits	2,331,459	2,642,011	+13.3
2. Girls' and infants' wear	777,008	913,077	+17.5
3. Hosiery and gloves	903,584	936,207	+ 3.6
4. Lingerie and corsets	1,066,460	1,171,044	+ 9.8
5. Millinery	195,258	234,264	+20.0
6. Women's and children's apparel - (Total, 1-5).	5,273,769	5,896,603	+11.8
7. Men's and boys' clothing and furnishings	2,091,923	2,256,031	+ 7.8
8. Drugs and toilet articles and preparations ...	765,268	827,904	+ 8.2
9. Piece goods	2,205,693	2,696,567	+22.3
10. Smallwares	923,756	972,911	+ 5.3
11. Food and kindred products	2,332,352	2,480,773	+ 6.4
12. Furniture (including mattresses and springs) .	1,512,688	1,720,260	+13.7
13. Home furnishings	1,651,176	1,973,608	+19.5
14. Household appliances and electrical supplies .	412,729	450,435	+ 9.1
15. Hardware and kitchen utensils	840,512	973,949	+15.9
16. Radios, musical instruments and supplies	212,930	208,111	- 2.3
17. Shoes and other footwear	1,288,866	1,464,256	+13.6
18. Stationery, books and magazines	427,175	474,976	+11.2
19. All other departments, total	2,402,914	2,650,264	+10.3