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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, APRIL, 1945

Sales of Canadian department stores were practically unchanged in April this year compared with last and declined 18 per cent below March. The contrast between the fractional increase in April of this year over last and the 25 per cent gain recorded in the March comparison reflects the earlier consumer expenditures this year resulting from the early date of Easter and the unseasonably warm weather throughout March. Unadjusted indexes (on the base, 1935-1939=100) stood at 165.2 for April, 1945, 200.5 for March, 1945 and 164.3 for April a year ago.

The adjusted indexes, which take into account differences in number of business days as well as normal seasonal movements and the shifting date of Easter, fell off sharply to 172.1 in April as compared with 215.5 recorded in March. The adjusted index for February was 181.1 and for January, 163.2.

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

	1944		1945	
	April	February	March	April
Unadjusted Indexes	164.3	136.2	200.5	165.2
Adjusted Indexes	174.0	181.1	215.5	172.1

The contrast between corresponding-month comparisons for March and April was more marked in the case of those divisions which had shown the largest increases in March, namely Quebec, Ontario and the Prairie Provinces. April sales were 2 per cent lower in the Prairie Provinces, declined 1/2 of one per cent in Ontario and increased by only 1 per cent in Quebec. Increases of 9 and 5 per cent occurred in the Maritime Provinces and in British Columbia respectively. Cumulative totals for the first four months of the year reveal that Quebec and Ontario sales were up by 14 per cent, whereas sales in other regions increased from 9 to 10 per cent.

The analysis of sales by departments reveals decreases between April of the two years amounting to 11 per cent in sales of men's wear, 9 per cent in sales of women's apparel and 3 per cent in sales of footwear. The largest among the departmental increases reported were those for furniture (21 per cent), piece goods (16 per cent), hardware (13 per cent) and drugs (10 per cent).

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 3 per cent lower in April, 1945 compared with April, 1944 and averaged 14 per cent greater in the first four months of this year compared with last.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

April, 1944 and April, 1945

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

	April, 1944	April, 1945	% Change, 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS .....	30,574,958	30,739,613	+ 0.5
1. Women's dresses, coats and suits .....	4,070,300	3,704,410	- 9.0
2. Girls' and infants' wear .....	1,391,419	1,258,582	- 9.5
3. Hosiery and gloves .....	1,415,762	1,268,086	-10.4
4. Lingerie and corsets .....	1,252,684	1,214,671	- 3.0
5. Millinery .....	558,222	463,954	-16.9
6. Women's and children's apparel - (Total, 1-5)	8,688,387	7,909,703	- 9.0
7. Men's and boys' clothing and furnishings .....	3,669,808	3,262,891	-11.1
8. Drugs and toilet articles and preparations ...	780,190	856,863	+ 9.8
9. Piece goods .....	2,118,905	2,467,324	+16.4
10. Smallwares .....	1,004,654	1,019,608	+ 1.5
11. Food and kindred products .....	2,557,838	2,642,426	+ 3.3
12. Furniture (including mattresses and springs) .	1,727,345	2,090,571	+21.0
13. Home furnishings .....	2,157,366	2,307,425	+ 7.0
14. Household appliances and electrical supplies .	517,195	536,758	+ 3.8
15. Hardware and kitchen utensils .....	1,313,007	1,479,640	+12.7
16. Radios, musical instruments and supplies .....	187,567	187,031	- 0.3
17. Shoes and other footwear .....	2,376,143	2,303,561	- 3.1
18. Stationery, books and magazines .....	397,128	419,370	+ 5.6
19. All other departments, total .....	3,079,425	3,256,450	+ 5.7

An error was made in preparing the summary of department store sales for March as shown in the March bulletin. A revised summary is given below.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

March, 1944 and March, 1945 (Revised)

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

	March, 1944	March, 1945	% Change, 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS .....	29,861,018	36,874,781	+23.5
1. Women's dresses, coats and suits .....	3,759,098	5,085,971	+35.3
2. Girls' and infants' wear .....	1,459,117	1,961,262	+34.4
3. Hosiery and gloves .....	1,185,265	1,432,685	+20.9
4. Lingerie and corsets .....	1,465,784	1,546,975	+ 5.5
5. Millinery .....	401,815	639,922	+59.3
6. Women's and children's apparel - (Total, 1-5).	8,271,079	10,666,815	+29.0
7. Men's and boys' clothing and furnishings .....	3,233,143	4,321,711	+33.4
8. Drugs and toilet articles and preparations ...	841,120	930,316	+10.6
9. Piece goods .....	2,690,253	3,196,586	+18.8
10. Smallwares .....	1,075,122	1,222,368	+13.7
11. Food and kindred products .....	2,559,017	2,857,231	+11.7
12. Furniture (including mattresses and springs) .	1,723,793	2,087,611	+21.1
13. Home furnishings .....	2,120,618	2,441,004	+15.1
14. Household appliances and electrical supplies .	494,678	538,882	+ 8.9
15. Hardware and kitchen utensils .....	1,258,498	1,526,308	+21.3
16. Radios, musical instruments and supplies .....	219,348	224,986	+ 2.6
17. Shoes and other footwear .....	2,047,461	2,767,256	+35.2
18. Stationery, books and magazines .....	453,574	517,148	+14.0
19. All other departments, total .....	2,873,314	3,576,559	+24.5

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