

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES BRANCH
OTTAWA, CANADADOMINION BUREAU
OF STATISTICSDominion Statistician;
Chief, Merchandising and Services Branch;
Vol. IX - No. 2.Herbert Marshall, B.A., P.S.S.
A.C. Steedman, B.A.PROPERTY OF THE
LIBRARYPRELIMINARY REPORT ON DEPARTMENT STORE SALES, FEBRUARY, 1946

Dollar volume of sales in Canadian department stores was 19 per cent higher in February of this year compared with last and recorded an 18 per cent gain over the preceding month of January. The combined results for the first two months of the year showed sales 16 per cent higher at the end of February, 1946 than in the first two months of 1945. Unadjusted indexes (on the base, 1935 - 1939 = 100) stood at 162.1 for February, 1946, 136.2 for February, 1945 and 137.0 for January, 1946.

The adjusted index of sales, which takes into account differences in number of business days and seasonal variations, moved briskly upward, standing at 215.5 in February, 1946 as compared with 182.4 in January of this year.

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

	1945	1945	1946	
	February	December	January	February
Unadjusted Indexes	136.2	279.6	137.0	162.1
Adjusted Indexes	181.0	174.4	182.4	215.5

A gain of 28 per cent in the Maritime Provinces in February was outstanding and represented a sharp reversal from the January trend which showed a fractional decline in sales below January, 1945. Sales in that area were 14 per cent higher in the first two months of this year over last. Substantial increases occurred also in other sections of the country, although the more pronounced gains took place in eastern Canada. Other regional results for February, with cumulative results for January and February in brackets, were as follows: Quebec, 19 per cent (17 per cent); Ontario, 22 per cent (19 per cent); Prairie Provinces, 15 per cent (11 per cent) and British Columbia, 13 per cent (15 per cent).

Total sales of 17 firms which provided information for various departments were 19 per cent higher in February of this year over last. Increases for departments specializing in the sale of radios and musical instruments and those handling household appliances were even more extensive than those recorded in recent months and amounted to 138 and 101 per cent respectively in the month under review. Increases in other durable goods departments were of sizable proportions, approximating the gains which they have experienced in late months. Trading in men's apparel was particularly active in February and a 27 per cent advance was recorded over February a year ago.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 16 per cent higher in February, 1946 compared with February, 1945 and were up 18 per cent in the first two months of this year over the same period of 1945.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

February, 1945 and February, 1946

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

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	February, 1945	February, 1946	% Change, 1946/1945
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	24,652,732	29,433,436	+19.4
1. Women's dresses, coats and suits	2,625,725	3,023,339	+15.1
2. Girls' and infants' wear	917,900	974,994	+ 6.2
3. Hosiery and gloves	929,046	1,099,541	+18.4
4. Lingerie and corsets	1,158,201	1,336,351	+15.4
5. Millinery	229,424	244,628	+ 6.6
6. Women's and children's apparel - (Total, 1-5).	5,860,296	6,678,853	+14.0
7. Men's and boys' clothing and furnishings	2,225,510	2,820,294	+26.7
8. Drugs and toilet articles and preparations ...	810,359	888,992	+ 9.7
9. Piece goods	2,642,953	2,814,111	+ 6.5
10. Smallwares	954,004	1,059,956	+11.1
11. Food and kindred products	2,363,143	2,488,649	+ 5.3
12. Furniture (including mattresses and springs)..	1,677,417	2,191,874	+30.7
13. Home furnishings	1,959,775	2,372,768	+21.1
14. Household appliances and electrical supplies .	438,602	882,898	+101.3
15. Hardware and kitchen utensils	972,580	1,292,373	+32.9
16. Radios, musical instruments and supplies	210,472	500,236	+137.7
17. Shoes and other footwear	1,442,135	1,629,369	+13.0
18. Stationery, books and magazines	474,883	600,838	+26.5
19. All other departments, total	2,620,603	3,212,225	+22.6