

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

May, 1945 and May, 1946

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

	May, 1945	May, 1946	% Change, 1946/1945
TOTAL SALES, ALL DEPARTMENTS	\$ 29,468,212	\$ 37,727,815	+28.0
1. Women's dresses, coats and suits	3,548,388	4,500,131	+26.8
2. Girls' and infants' wear	1,166,961	1,314,303	+12.6
3. Hosiery and gloves	1,133,880	1,294,214	+14.1
4. Lingerie and corsets	1,209,174	1,442,531	+19.3
5. Millinery	382,688	448,755	+17.3
6. Women's and children's apparel - (Total, 1-5)	7,441,091	8,999,934	+20.9
7. Men's and boys' clothing and furnishings	2,975,142	3,597,207	+20.9
8. Drugs and toilet articles and preparations ...	869,170	942,757	+ 8.5
9. Piece goods	2,387,953	2,840,024	+18.9
10. Smallwares	995,000	1,235,248	+24.1
11. Food and kindred products	2,573,653	2,838,572	+10.3
12. Furniture (including mattresses and springs) .	2,066,556	2,763,248	+33.7
13. Home furnishings	2,276,405	3,063,230	+34.6
14. Household appliances and electrical supplies .	528,396	1,103,148	+108.8
15. Hardware and kitchen utensils	1,389,834	2,117,951	+52.4
16. Radios, musical instruments and supplies	170,419	528,969	+210.4
17. Shoes and other footwear	2,260,345	2,700,085	+19.5
18. Stationery, books and magazines	418,858	518,120	+23.7
19. All other departments, total*	3,115,390	4,479,322	+43.8

DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS (APRIL, 1945 AND APRIL, 1946)

(Revised)

	April, 1945	April, 1946	% Change, 1946/1945
14. Household appliances and electrical supplies .	\$ 533,938	\$ 1,084,245	+103.1
15. Hardware and kitchen utensils	1,503,421	2,055,039	+36.7

63 00 DOES NOT CIRCULATE

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, MAY, 1946

Department stores continued to extend the already broad margin of increase reported in the first four months of this year over last, when sales advanced 28 per cent in May over those for the same month of 1945. The May increase is much higher than the average gain of 18 per cent which occurred in the first four months of the year. The cumulative increase for the January-to-May period stands at 20 per cent. There was a 2 per cent reduction in business between April and May of 1946. Unadjusted indexes (on the base 1935-1939=100) stood at 208.7 for May, 1946, 162.8 for May, 1945 and 213.2 for April, 1946. The adjusted index of sales was 201.6 in May, slightly lower than the index of 207.3 recorded in the preceding month of April.

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

	1945		1946		
	May	March	April	May	
Unadjusted Indexes	162.8	222.2	213.2	208.7	
Adjusted Indexes	157.3	258.7	207.3	201.6	

All sections of the country recorded pronounced improvement in May of this year over last, and in all cases the May increases were considerably in excess of the gains which occurred in cumulative results for the first four months of this year. Identical gains of 31 per cent for Ontario and Quebec were followed by an increase of 28 per cent in the Prairie Provinces, and by gains of 23 per cent in British Columbia and 22 per cent in the Maritime Provinces. During the first five months of the year the average increases for all provinces from Quebec to British Columbia were within the comparatively narrow range of 17 to 23 per cent. The Maritime Provinces experienced a somewhat lower margin of increase which amounted to 14 per cent in the five-month period.

An analysis of the May, 1945 and 1946 figures by departments illustrates the continuing wide expansion in sales of radios and of household appliances. Hardware sales in department stores increased 52 per cent in May, a gain which is somewhat larger than those made by this department in earlier months of the year. Sales of furniture and of home furnishings also showed increases which exceeded the average gain for all departments.

An error in the April sales summary by departments has necessitated a revision to the amounts reported in last month's bulletin under Items 14 and 15. Revised figures are given on the second page of this report.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 27 per cent higher in May, 1946 compared with May, 1945 and were up 22 per cent in the first five months of this year over the same period of 1945.