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DOMINION BUREAU OF STATISTICS

MERCHANDISING AND SERVICES BRANCH

OTTAWA, CANADA

DOMINION BUREAU  
OF STATISTICS

Dominion Statistician;

Herbert Marshall, B.A., F.S.S.

Chief, Merchandising and Services Branch;

A.C. Steedman, B.A.

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JUNE, 1946

June sales of department stores in Canada declined 8 per cent below the immediately preceding month of May and were 13 per cent higher than in June a year ago. The 13 per cent gain over June, 1945 is considerably lower than the increases recorded in earlier months of the year, a result which may be attributed in part to the occurrence of one more business day in June of last year than in June, 1946. Total department store sales for the first six months of the current year stand 19 per cent above the corresponding period of 1946.

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

	1945	1946		
	June	April	May	June
Unadjusted Indexes	169.1	213.3	208.8	191.8
Adjusted Indexes	160.6	207.4	201.7	189.4

Figures on a regional basis show that lower percentage gains in sales were general across the country. June sales in the Maritime Provinces were only 4 per cent higher than in June a year ago compared with an increase of 12 per cent for the year to date. June increases for Quebec, Ontario and the Prairie Provinces ranged within the narrow limits of 14 to 16 per cent while sales in the same regions for the first six months of the year were from 18 to 22 per cent higher than in the corresponding period of 1945. Sales in British Columbia were 10 per cent higher in June of this year than last.

An analysis of department store sales by departments for 18 firms submitting such figures shows lower gains in all categories for which separate figures are compiled. Sales of women's and children's apparel were 8 per cent higher in June of this year than last whereas an increase of 21 per cent was recorded in the May comparison. Corresponding increases for men's and boys' clothing and furnishings were 7 per cent for June and 21 per cent for May. Durable goods departments continue to record major gains but even here the margin of increase over 1945 was lower in June than in May.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 12 per cent higher in June, 1946 compared with June, 1945. Over the first half of the year, sales were up 20 per cent compared with the same period a year ago.



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DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

June, 1945 and June, 1946

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

	June, 1945	June, 1946	% Change, 1946/1945
TOTAL SALES, ALL DEPARTMENTS .....	30,376,119	34,895,314	+14.9
1. Women's dresses, coats and suits .....	3,708,300	4,135,426	+11.5
2. Girls' and infants' wear .....	1,090,370	1,117,605	+ 2.5
3. Hosiery and gloves .....	1,093,373	1,142,133	+ 4.5
4. Lingerie and corsets .....	1,295,593	1,379,503	+ 6.5
5. Millinery .....	327,915	338,519	+ 3.2
6. Women's and children's apparel - (Total, 1-5).	7,515,551	8,113,186	+ 8.0
7. Men's and boys' clothing and furnishings .....	3,370,255	3,601,344	+ 6.9
8. Drugs and toilet articles and preparations ...	910,372	949,265	+ 4.3
9. Piece goods .....	2,455,476	2,650,543	+ 7.9
10. Smallwares .....	1,039,775	1,170,088	+12.5
11. Food and kindred products .....	2,517,740	2,553,953	+ 1.4
12. Furniture (including mattresses and springs) .	1,951,293	2,386,887	+22.3
13. Home furnishings .....	2,213,206	2,710,660	+22.5
14. Household appliances and electrical supplies .	537,062	1,005,630	+87.2
15. Hardware and kitchen utensils .....	1,383,242	1,839,213	+33.0
16. Radios, musical instruments and supplies .....	188,298	458,757	+143.6
17. Shoes and other footwear .....	2,516,461	2,685,134	+ 6.7
18. Stationery, books and magazines .....	415,123	516,307	+24.4
19. All other departments, total .....	3,362,265	4,254,347	+26.5