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Published by Authority of the HON. JAMES A. MACKINNON, M.P.,
Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES BRANCH
OTTAWA, CANADA

Dominion Statistician;
Chief, Merchandising and Services Branch;
Vol. XVIII - No. 1

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Monthly Indexes of Retail Sales in Canada, January, 1946
(1935-1939=100)

The dollar volume of retail sales in Canada was 12 per cent greater in January, 1946 than in January, 1945, but was 37 per cent below December, 1945. Unadjusted indexes (on the base, 1935-1939=100) stood at 160.3 for January, 1946, 143.0 for January, 1945 and 256.1 for December, 1945.

Sales increases over January of last year were experienced by all trades represented in the monthly survey, although the extent of the margin between January of the two years varied widely. The much higher increases for stores engaged in retailing durable household goods, either in whole or in part, emphasizes a condition which has prevailed for the past few months under the impetus of a more substantial flow of merchandise to the retail market. The particularly extensive increases in those trades concerned principally with durable household goods are also to some extent a reflection of the relatively low level of trading in the earlier period.

The current emphasis on obtaining consumer goods in short supply during the war years and now generally under increasing production, and the demands of service men for apparel lines of merchandise, tend to reduce the significance of normal seasonal patterns of sales. These conditions make it less difficult to effect higher percentage gains in certain months, such as January, when seasonal trading is usually at a relatively lower level. The experience of the furniture trade in January illustrates this aspect of current trading operations. Furniture store sales increased 50 per cent in January this year over last, the dollar volume of sales reported far surpassing those made in any previous January. Radio and electrical stores experienced a 48 per cent gain over January, 1945. This represents a continued widening of the spread in the corresponding-month comparisons which has been in evidence since resumption of production of radios and household appliances in the latter part of 1945. The 33 per cent gain for hardware store sales in January was greater than the gains recorded last year and is evidence of the greater variety of hardware merchandise now available for distribution. The partial disappearance of normal seasonal influences is also a factor affecting the hardware results.

Of the other trades included in the Household and Personal Effects Group, jewellery store sales were 14 per cent higher in January this year than last, the increase being similar to gains in recent months, while drug store sales were up by 11 per cent.

Pronounced gains over January, 1945, also featured the apparel trade made up of four kinds of stores. The greatest relative increase for January of this year, amounting to 20 per cent, was that recorded by men's wear stores. There had been a reduction in the percentage gains in the last two months of 1945 below those recorded in the summer and fall months. This probably resulted from the inability of dealers to replace stocks reduced by the heavy demand prevailing throughout the last half of the year and particularly in the last two months. The January sales

Price 10 cents

increase indicates the rapid absorption, in part at least, of merchandise deliveries to retailers by a civilian male population substantially increased since January of the previous year by the return of service personnel. Family clothing stores also had an impressive increase of 17 per cent in the month under review. Sales of women's specialty shops and shoe stores gained 11 and 12 per cent respectively in the January comparison.

A gain of 12 per cent was recorded for department stores, while country general store sales were up 9 per cent in January of the current year over January a year ago. Variety store sales were limited to a 2.5 per cent expansion between January of the two years. Sales of the latter trade comprise a relatively smaller proportion of those commodities which are presently enjoying a particularly active trade, such as household equipment, hardware and men's wear. This accounts for the much smaller gains in sales for variety stores than for the other trades in the general merchandise group.

Food store sales gained 10 per cent in January, while restaurants dispensed meals and other merchandise valued only 6 per cent greater than receipts for January, 1945.

Sales figures reported by chain candy firms were 15 per cent greater in January, 1946 than those reported for the same month last year. Furriers did 19 per cent more business in January this year than last.

Regional Trends

A review of the results for different sections of the country indicates that a comparatively small gain of 6 per cent occurred in the Maritime Provinces. There is evidence of a tendency towards levelling-off in the underlying sales trend for the Maritime Provinces in recent months. While total sales continue to exceed those for corresponding months of the war years, the important gains are restricted to those trades in which supply conditions have shown recent improvement. Those stores specializing in the disposal of staple commodities, on the other hand, show less pronounced activity. January results reveal declines below last year in a number of trades, among which are variety stores, women's clothing stores, shoe stores, department stores and jewellery stores. It may be noted, however, that the level of trading in the Maritime Provinces is currently at a much higher level relative to the base period (1935-1939) than in any other region of the country.

Increases in other sections of the country generally approximate the average gain for Canada, ranging from 10 per cent in the Prairie Provinces to 15 per cent in British Columbia. Food stores in the Prairie Provinces recorded gains which exceeded those of food stores located in other parts of the Dominion. Increases for several other trades, however, were noticeably smaller in the Prairie Provinces than those elsewhere. Among those trades in which this condition was apparent were the following: department stores, country general stores, hardware stores, radio and electrical stores, women's clothing stores and shoe stores. In British Columbia, where the average gain exceeded that for all other regions, the sales increase was enhanced by greater-than-average gains for stores handling a general line of merchandise.

Departmental Analysis of Department Store Sales

There were wide variations in the trends for individual departments as revealed in the departmental sales totals compiled from reports submitted by 19 departmental firms for January. Marked gains in sales continued to be experienced in durable household goods departments. Although women's outerwear garments showed a

12 per cent sales increase, declines were apparent in other types of ladies' wear and the resulting sales gain for the ladies' apparel group as a whole between January of the two years amounted to only 3 per cent. Sales of the men's wear and the footwear departments, on the other hand, recorded much higher increases of 12 per cent in each case.

Comparison of Retail Sales in Canada, for 1945 and 1946, by Kinds of Business
 (Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	Sales in Jan., 1946 Compared With Sales In		
	January, 1941 %	January, 1945 %	December, 1945 %
GENERAL INDEX	+59.2	+12.1	-37.4
General Merchandise Group:			
Country General Stores	+65.2	+ 9.1	-33.9
Department Stores	+47.0	+11.8	-51.0
Variety Stores	+47.7	+ 2.5	-64.2
Food Group:			
Food Stores	+54.5	+ 9.5	-15.4
Restaurants	+84.4	+ 6.0	- 6.1
Clothing Group:			
Family Clothing Stores	+78.1	+16.7	-53.0
Men's Clothing Stores	+52.7	+19.7	-54.5
Women's Clothing Stores	+69.6	+10.5	-50.7
Shoe Stores	+49.5	+11.7	-57.1
Household and Personal Effects Group:			
Drug Stores	+65.2	+10.6	-31.9
Furniture Stores	+79.8	+50.3	- 9.8
Hardware Stores ..	+99.4	+33.0	-31.3
Jewellery Stores (a)	+82.5	+14.0	-74.8
Radio and Electrical Stores	+31.1	+47.7	-25.9

(a) Based on sales including the Federal tax introduced in June, 1942.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
January, 1939	79.3	100.3	73.1	99.5	71.0	98.4	68.7	111.2
January, 1941	100.7	121.5	83.9	108.3	93.1	123.5	96.9	151.4
January, 1943	128.9	155.2	109.7	143.4	107.8	148.1	128.4	195.2
January, 1944	133.8	167.1	119.5	160.5	109.7	151.3	131.7	212.3
January, 1945	143.0	174.9	127.0	166.0	122.5	163.1	139.6	221.5
1945								
February	146.7	185.6	127.3	172.0	136.2	181.0	151.0	223.6
March	194.3	201.8	158.2	179.7	200.5	215.5	208.6	234.4
April	174.6	179.7	160.1	178.2	164.8	171.7	179.5	212.9
May	182.0	175.9	182.1	168.5	162.8	157.3	192.0	194.9
June	196.8	184.4	183.5	172.6	169.1	160.6	212.3	193.9
July	170.6	189.2	182.0	176.1	133.2	179.0	196.7	203.7
August	178.1	189.3	187.6	171.8	155.7	184.7	191.9	203.7
September	187.2	186.0	176.5	165.2	201.6	205.3	194.2	200.9
October	203.3	189.8	192.3	172.1	220.9	189.3	218.2	213.0
November	213.1	200.8	181.6	174.2	258.4	222.5	249.9	246.3
December	256.1	187.4	209.7	174.3	279.6	174.4	400.0	197.8
1946								
January	160.3	196.5	138.6	180.7	136.9	182.3	143.1	226.1

Year and Month	Food		Restaurants		Family Clothing		Men's (a) Clothing	
	A	B	A	B	A	B	A	B
January, 1939	93.2	101.1	89.5	95.7	(b)	(b)	69.8	96.4
January, 1941	118.0	122.0	103.0	108.3	82.1	119.7	92.1	121.8
January, 1943	154.7	156.9	153.8	163.4	116.8	167.7	107.3	143.8
January, 1944	156.0	169.2	179.8	191.6	115.3	174.6	107.0	153.3
January, 1945	166.5	176.3	179.1	188.4	125.3	186.3	117.5	165.7
1945								
February	167.5	182.3	171.3	193.9	127.5	197.0	120.8	192.3
March	201.1	188.1	195.9	196.4	218.8	230.4	206.0	217.7
April	181.7	185.4	192.4	195.8	184.9	173.1	165.8	159.9
May	192.1	189.6	191.9	187.2	189.0	183.8	168.3	174.3
June	210.8	197.0	199.1	198.6	216.3	198.7	212.1	189.3
July	178.2	188.5	208.7	201.5	179.2	215.4	152.8	193.0
August	188.4	198.7	212.5	194.9	169.8	207.2	140.8	189.8
September	174.3	173.7	204.6	199.6	199.5	212.0	209.4	212.7
October	182.1	185.0	206.6	202.2	266.5	224.6	253.0	215.9
November	185.8	185.5	204.4	214.5	260.9	218.6	256.6	207.6
December	215.6	189.8	201.7	196.0	310.8	193.8	308.7	178.8
1946								
January	182.3	192.2	189.9	199.2	146.2	216.9	140.6	198.2

(a) Includes men's furnishings.

(b) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
January, 1939	67.9	97.7	63.2	87.5	96.3	104.4	60.8	94.5
January, 1941	88.5	121.9	74.0	104.1	118.0	124.1	83.3	124.9
January, 1943	126.5	173.6	96.4	130.9	151.8	159.3	91.7	137.5
January, 1944	126.8	180.9	100.8	146.9	168.0	176.8	89.9	139.6
January, 1945	135.8	190.0	99.0	143.1	176.2	187.2	99.7	151.3
1945								
February	139.0	221.1	108.3	183.1	167.6	185.9	112.4	144.0
March	258.2	259.5	226.0	243.2	188.5	186.6	143.1	165.4
April	199.5	175.2	179.6	161.6	175.2	184.4	159.3	147.1
May	198.9	190.8	191.1	173.6	178.6	183.8	166.9	134.8
June	217.9	196.3	261.1	190.4	184.7	190.8	164.3	159.7
July	165.8	203.6	189.8	215.3	178.5	186.2	135.0	179.8
August	166.6	212.4	177.6	203.1	180.8	181.1	137.9	134.7
September	212.1	223.8	204.9	184.5	184.0	182.5	148.4	129.0
October	246.7	210.6	197.7	197.0	196.4	190.3	169.7	144.0
November	243.3	217.4	208.9	214.7	195.5	197.7	164.6	153.7
December	304.5	197.2	257.6	178.6	286.2	225.9	166.1	140.5
1946								
January	150.1	209.1	110.6	158.0	194.9	207.1	149.8	228.1

Year and Month	Hardware		(a) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
January, 1939	63.4	107.8	71.1	(b)	77.7	100.3
January, 1941	80.2	131.1	93.5	131.0	111.5	133.4
January, 1943	95.0	158.4	120.3	175.3	112.2	139.6
January, 1944	105.9	179.3	142.6	207.8	99.8	124.2
January, 1945	120.2	200.4	149.7	209.8	99.0	118.4
1945						
February	119.2	218.4	169.6	243.4	93.8	121.5
March	168.4	231.5	204.9	268.0	110.5	129.0
April	190.6	186.2	187.6	227.8	110.5	112.7
May	204.9	155.2	197.1	219.7	115.4	99.3
June	218.4	177.3	230.6	243.2	116.0	121.1
July	209.2	194.8	219.1	269.2	108.1	129.7
August	202.9	189.6	233.4	242.2	112.5	123.6
September	212.3	184.9	215.4	248.7	124.6	116.2
October	226.8	197.3	231.0	249.0	142.9	119.8
November	218.7	215.3	293.5	287.9	151.7	132.8
December	232.6	211.7	677.6	266.9	197.2	154.7
1946						
January	159.9	265.5	170.6	239.0	146.2	174.8

(a) Based on sales including the Federal tax introduced in June, 1942.

(b) Not available.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
January, 1943	148.1	122.9	116.0	143.7	167.6	206.4	131.3
January, 1944	160.2	140.8	117.5	152.4	182.0	216.6	134.0
January, 1945	172.6	152.9	130.9	169.8	193.9	219.4	148.6
December, 1945	311.2	240.4	298.6	485.4	247.0	235.4	400.6
January, 1946	183.3	173.9	130.3	150.8	209.7	215.7	158.7
% Change,							
January, 1946	+ 6.2	+13.7	- 0.5	-11.2	+ 8.1	- 1.7	+ 6.8
January, 1945							
Quebec							
January, 1943	133.4	110.8	115.5	151.3	162.1	145.7	113.8
January, 1944	132.4	119.1	105.5	156.4	160.0	163.9	105.8
January, 1945	141.1	123.6	119.9	160.5	169.6	171.7	117.0
December, 1945	247.3	205.8	310.3	410.0	211.1	201.0	301.7
January, 1946	157.4	135.3	137.8	171.0	180.2	192.7	132.2
% Change,							
January, 1946	+11.6	+ 9.5	+14.9	+ 6.5	+ 6.3	+12.2	+13.0
January, 1945							
Ontario							
January, 1943	128.7	111.3	102.9	121.4	158.0	152.0	111.5
January, 1944	129.6	116.3	101.2	118.8	154.5	184.1	109.8
January, 1945	138.8	122.5	117.4	127.7	166.1	180.0	118.7
December, 1945	256.6	188.2	270.0	389.0	220.9	193.2	279.6
January, 1946	158.4	135.6	135.0	131.9	183.4	186.1	148.3
% Change,							
January, 1946	+14.1	+10.7	+15.0	+ 3.3	+10.4	+ 3.4	+24.9
January, 1945							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
179.6	163.6	113.8	171.9	109.5	99.7	218.1	135.2
178.2	164.0	115.2	198.6	137.0	126.2	258.4	117.4
197.4	185.4	141.6	204.1	130.7	135.5	277.9	127.3
464.8	390.5	331.7	359.5	254.4	258.0	990.5	277.4
224.6	180.9	140.4	221.6	193.9	152.6	251.7	169.6
+13.8	- 2.4	- 0.8	+ 8.6	+48.4	+12.6	-- 9.4	+33.2
Quebec							
95.9	111.8	82.3	158.9	77.7	85.8	100.3	114.3
87.5	100.8	71.4	171.3	69.6	93.8	109.1	105.7
91.0	99.2	74.7	181.4	80.5	114.0	121.8	98.6
256.9	261.1	220.4	252.7	164.0	197.0	576.3	221.6
104.0	112.2	86.3	207.1	(c)	169.8	147.0	151.9
+14.3	+13.1	+15.5	+14.2	(c)	+48.9	+20.7	+54.1
Ontario							
100.1	134.2	96.3	147.5	90.7	92.3	113.4	100.9
98.7	132.6	102.5	158.0	85.5	93.1	133.6	81.8
112.8	146.2	91.3	163.4	90.7	103.6	138.9	74.0
324.7	337.1	269.7	269.7	142.4	220.1	666.9	177.1
137.7	166.4	107.7	179.8	153.6	146.9	161.6	114.9
+22.1	+13.8	+18.0	+10.0	+69.3	+41.8	+16.3	+55.3

(a) Includes men's furnishings.

(b) Based on sales including the Federal tax introduced in June, 1942.

(c) Not available.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Prairie Provinces							
January, 1943	115.2	103.2	103.8	112.8	127.7	145.6	117.9
January, 1944	130.8	114.1	114.3	130.9	142.2	173.8	134.7
January, 1945	139.3	121.9	126.4	138.6	149.1	172.9	142.9
December, 1945	243.6	213.2	263.9	393.9	200.6	212.6	315.9
January, 1946	153.5	125.3	134.3	138.7	170.2	189.5	166.7
% Change,							
January, 1946	+10.2	+ 2.8	+ 6.3	+ 0.1	+14.2	+ 9.6	+16.7
January, 1945							
British Columbia							
January, 1943	129.8	106.6	119.2	103.0	137.3	162.1	133.7
January, 1944	137.5	114.1	126.7	107.0	143.0	185.1	120.0
January, 1945	146.2	124.9	128.3	110.7	155.2	178.9	126.7
December, 1945	258.9	208.3	300.9	345.6	193.8	198.0	367.8
January, 1946	167.8	150.4	151.6	118.5	173.8	185.0	141.5
% Change,							
January, 1946	+14.8	+20.4	+18.2	+ 7.0	+12.0	+ 3.4	+11.7
January, 1945							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Prairie Provinces							
105.1	109.7	105.9	144.7	102.1	103.4	127.5	120.9
123.9	126.3	124.8	168.9	121.1	130.2	169.5	145.6
135.5	136.1	121.4	178.9	138.7	140.4	169.5	160.7
279.4	269.5	187.0	305.5	165.8	263.4	705.0	185.6
166.9	144.1	130.1	196.8	204.7	160.3	200.1	212.5
+23.2	+ 5.9	+ 7.2	+10.0	+47.6	+14.2	+18.1	+32.2
British Columbia							
118.8	138.6	116.8	159.6	126.8	108.8	120.6	136.0
120.5	155.9	149.1	190.4	120.2	116.0	145.3	98.2
123.1	165.0	157.0	210.3	151.2	149.4	147.9	115.1
281.3	276.4	318.7	357.0	210.8	294.5	711.6	216.8
149.5	169.5	157.7	228.9	203.0	203.8	169.3	172.5
+21.4	+ 2.7	+ 0.4	+ 8.8	+34.3	+36.4	+14.5	+49.9

(a) Includes men's furnishings.

(b) Based on sales including the Federal tax introduced in June, 1942.



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January, 1945 and January, 1946

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

	January, 1945	January, 1946	% Change, 1946/1945
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	22,053,175	24,786,331	+12.4
1. Women's dresses, coats and suits	2,383,794	2,668,857	+12.0
2. Girls' and infants' wear	696,787	653,300	- 6.2
3. Hosiery and gloves	861,040	759,796	-11.8
4. Lingerie and corsets	978,764	953,749	- 2.6
5. Millinery	189,947	200,407	+ 5.5
6. Women's and children's apparel - (Total, 1-5) ..	5,110,332	5,236,109	+ 2.5
7. Men's and boys' clothing and furnishings	2,132,003	2,383,229	+11.8
8. Drugs and toilet articles and preparations	803,836	860,466	+ 7.0
9. Piece goods	2,308,960	2,301,292	- 0.3
10. Smallwares	907,774	995,949	+ 9.7
11. Food and kindred products	2,328,518	2,542,118	+ 9.2
12. Furniture (including mattresses and springs) ...	1,423,639	1,850,011	+29.9
13. Home furnishings	1,434,776	1,651,262	+15.1
14. Household appliances and electrical supplies ...	403,164	657,368	+63.1
15. Hardware and kitchen utensils	730,746	1,006,252	+37.7
16. Radios, musical instruments and supplies	202,053	355,983	+76.2
17. Shoes and other footwear	1,302,693	1,452,740	+11.5
18. Stationery, books and magazines	459,537	553,353	+20.4
19. All other departments, total	2,505,144	2,940,199	+17.4