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 STATISTICS
OTTAWA, CANADA

Dominion Statistician: Herbert Marshall, O.B.E., B.A., F.S.S.
Director, Division of Census of Industry and Merchandising: W. H. Losee, B.Sc.
Chief, Merchandising and Services Statistics: A. C. Steedman, B.A.

Vol. XVIII - No. 10 16-4020

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

Retail sales in Canada increased 11 per cent in October compared with the same month a year ago and recorded an advance of 9 per cent above September, 1946. The increase between October of the two years fell slightly short of the 14 per cent gain for the first ten months of this year over last. Unadjusted indexes (on the base, 1935-1939=100) were 226.5 for October, 1946, 203.8 for October, 1945 and 207.7 for September, 1946.

Increases over October, 1945 were reported for all fourteen kinds of business represented in this monthly trade series. With the exception of variety, food and shoe stores, October increases for various trades were lower than respective gains shown in the January-to-October comparisons. A 17 per cent gain in October sales of hardware stores, while much reduced in comparison with increases for earlier months of the year, was nevertheless substantial. Sales for that trade averaged 31 per cent higher in the cumulative comparison. Radio and electrical stores and furniture stores reported sales up 73 and 25 per cent respectively in October of this year compared with the same month of 1945. The average October gain for all kinds of business was exceeded by department stores which had a 15 per cent increase and by variety stores whose sales were up 13 per cent over October, 1945.

Sales increases for Quebec and Ontario, both in October and in the ten-month cumulative comparisons between this year and last, were almost on a par with the average results for the country as a whole. The western provinces showed slightly higher increases in sales for October than did other parts of Canada. The most significant feature of the regional trends during the past several months has been the reduced scale of sales increases occurring in the Maritime Provinces. The current level of retail trading in that section of the country remains at a high level, however, in relation to pre-war volume of retail business. In sales of durable household merchandise such as furniture, radios and electrical equipment, the Maritime Provinces show sales expansions which in many instances exceed those enjoyed by similar trades in other areas. Reduced activity in other kinds of business has been most pronounced in apparel, drug, variety and jewellery stores in the Maritime Provinces.

Chain candy firms reported sales 30 per cent greater in October this year than last and an average increase of 35 per cent for the year-to-date. Retail furriers increased their sales by 11 per cent over October of 1945.

Departmental Analysis of Department Store Sales

There were wide variations in the extent of the increases recorded by different departments of department stores. Increases amounted to 211 per cent for radio and musical instrument departments and 56 per cent for household appliances

Price 10 cents

departments, these two showing by far the largest gains recorded in the departmental analysis of sales. Other departments which recorded sizable increases were home furnishings, hardware, furniture and smallwares departments, whose gains ranged between 20 and 28 per cent in October of this year over last. The sales increases for apparel departments have fluctuated considerably in recent months. Gains for these departments in October were among the more moderate obtained, amounting to 9 per cent in the case of footwear and for women's and children's apparel, while a 5 per cent increase in sales of men's wear was reported.

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

Kind of Business	Sales in Oct., 1946 Compared With Sales In			Sales in Jan.-Oct., 1946 Compared With Sales In	
	Oct. 1941	Oct. 1945	Sept. 1946	Jan.-Oct. 1941	Jan.-Oct. 1945
General Index	+51.3	+11.1	+ 9.1	+59.9	+14.1
General Merchandise Group:					
Country General Stores	+55.4	+ 7.1	+ 8.7	+66.1	+11.7
Department Stores	+59.2	+15.3	+ 6.5	+64.0	+19.1
Variety Stores	+42.6	+13.1	+12.9	+48.4	+11.5
Food Group:					
Food Stores	+39.1	+10.7	+ 9.4	+50.0	+ 9.5
Restaurants	+58.2	+ 2.3	+ 0.7	+71.4	+ 6.0
Clothing Group:					
Family Clothing Stores	+58.4	+ 8.3	+32.2	+75.4	+17.2
Men's Clothing Stores	+48.9	+ 0.1	+18.3	+64.0	+14.3
Women's Clothing Stores	+60.5	+ 6.9	+18.5	+71.0	+10.6
Shoe Stores	+58.4	+ 5.4	+ 3.5	+62.6	+ 4.8
Household and Personal Effects Group:					
Drug Stores	+49.8	+ 7.9	+ 6.1	+59.1	+10.4
Furniture Stores	+61.2	+25.1	+ 7.5	+51.8	+35.6
Hardware Stores	+61.2	+16.6	+ 2.8	+82.2	+31.1
Jewellery Stores (a)	+69.2	+ 3.3	- 0.8	+89.0	+15.2
Radio and Electrical Stores	+63.7	+72.6	+ 6.4	+45.0	+75.9

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

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

October, 1945 and October, 1946
(Based on dollar sales of 17 firms including mail order houses)

	October, 1945	October, 1946	% Change, 1946/1945
	$	$	
TOTAL SALES, ALL DEPARTMENTS	40,589,672	46,534,360	+14.6
1. Women's dresses, coats and suits	5,564,757	5,821,294	+ 4.6
2. Girls' and infants' wear	2,273,143	2,392,047	+ 5.2
3. Hosiery and gloves	1,608,501	1,986,084	+23.5
4. Lingerie and corsets	1,399,683	1,614,218	+15.3
5. Millinery	604,443	620,313	+ 2.6
6. Women's and children's apparel - (Total, 1-5).	11,450,527	12,433,956	+ 8.6
7. Men's and boys' clothing and furnishings	5,708,657	6,005,371	+ 5.2
8. Drugs and toilet articles and preparations	1,000,517	1,044,323	+ 4.4
9. Piece goods	3,020,399	3,316,841	+ 9.8
10. Smallwares	1,426,871	1,708,427	+19.7
11. Food and kindred products	2,712,644	3,007,896	+10.9
12. Furniture (including mattresses and springs)	2,346,074	2,845,805	+21.3
13. Home furnishings	2,571,747	3,287,933	+27.8
14. Household appliances and electrical supplies	845,862	1,321,805	+56.3
15. Hardware and kitchen utensils	1,284,333	1,621,973	+26.3
16. Radios, musical instruments and supplies	254,031	790,474	+211.2
17. Shoes and other footwear	3,111,214	3,386,785	+ 8.9
18. Stationery, books and magazines	664,447	740,405	+11.4
19. All other departments, total	4,192,349	5,022,366	+19.8

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
October, 1939	117.9	111.1	119.2	106.7	132.4	118.0	120.7	120.2
October, 1941	149.7	136.9	132.0	117.9	160.0	136.8	173.0	166.2
October, 1943	173.3	158.6	133.5	146.1	177.8	157.3	195.7	182.4
October, 1944	182.3	174.4	173.2	159.9	193.0	171.3	199.9	199.1
October, 1945	203.8	189.8	191.5	171.4	220.9	189.3	218.2	213.0
1945								
November	213.3	200.9	182.5	175.1	258.3	222.4	249.9	246.3
December	256.1	187.4	209.6	174.2	279.5	174.4	400.0	197.8
1946								
January	160.0	196.1	137.6	179.4	137.0	182.4	144.1	227.7
February	167.1	212.7	140.2	188.4	162.3	215.7	157.6	233.4
March	210.3	229.2	168.9	197.3	222.2	258.7	199.9	247.4
April	212.0	211.6	187.3	202.2	213.3	207.4	221.3	242.2
May	217.1	208.5	212.6	195.7	208.8	201.7	221.6	224.1
June	216.6	210.6	201.6	197.3	191.9	189.5	233.2	220.3
July	195.4	212.1	208.3	195.0	159.7	207.0	222.5	225.9
August	215.0	220.9	219.6	196.3	197.2	232.2	234.9	233.3
September	207.7	213.8	188.6	181.0	239.2	244.6	218.5	240.1
October	226.5	210.0	205.1	182.9	254.7	218.2	246.7	240.8

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
October, 1939	103.9	108.2	103.3	102.7	(b)	(b)	133.8	110.9
October, 1941	145.2	143.0	134.1	131.2	181.2	148.6	169.4	133.4
October, 1943	166.9	159.5	186.9	184.7	213.5	173.8	196.7	159.6
October, 1944	168.6	174.8	197.1	196.0	227.4	195.9	207.8	180.9
October, 1945	182.4	185.4	207.4	202.9	264.9	223.3	252.0	215.0
1945								
November	185.9	185.6	204.6	214.8	260.3	218.1	256.2	207.3
December	215.5	189.8	201.8	196.1	311.2	194.1	308.0	178.5
1946								
January	182.4	192.4	190.3	199.6	144.2	214.1	141.3	199.3
February	182.2	198.3	181.9	205.9	154.3	238.4	160.9	256.0
March	213.5	197.6	209.7	213.7	229.3	278.1	220.9	262.1
April	203.7	211.4	207.5	208.4	252.3	213.7	221.7	196.3
May	212.9	209.2	210.7	204.9	239.0	231.9	208.7	216.2
June	222.3	216.4	210.1	213.2	243.7	231.0	227.4	209.1
July	196.9	204.2	219.3	208.3	203.0	238.6	173.9	215.4
August	218.4	215.6	225.8	207.1	222.8	255.9	182.4	228.3
September	184.6	196.9	210.7	206.3	217.1	243.6	213.3	232.0
October	202.0	203.7	212.2	207.0	287.0	242.4	252.3	216.1

(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
October, 1939	130.7	110.1	103.0	103.9	107.1	105.8	130.6	113.5
October, 1941	164.1	131.3	131.5	128.0	141.6	135.9	131.6	110.4
October, 1943	205.1	171.7	168.0	154.9	171.7	164.2	123.9	103.5
October, 1944	218.9	191.4	173.7	175.9	185.9	182.5	141.9	123.3
October, 1945	246.3	210.2	197.7	197.0	196.5	190.4	169.6	143.9
1945								
November	243.7	217.7	209.4	215.3	195.6	197.8	164.2	153.2
December	303.1	196.2	258.1	179.0	287.1	226.6	166.7	141.0
1946								
January	148.8	207.3	110.0	157.2	195.2	207.5	145.9	222.2
February	155.2	247.0	116.1	196.2	185.4	205.7	155.5	199.3
March	253.8	302.8	215.2	284.6	199.7	200.9	195.9	224.9
April	259.6	202.9	215.9	173.5	198.0	205.7	225.9	209.5
May	236.0	225.5	211.1	189.5	200.3	204.8	222.1	180.0
June	228.9	213.3	257.7	195.7	198.6	209.2	204.0	206.0
July	185.8	222.8	189.0	210.8	201.5	207.4	186.0	241.9
August	197.8	240.4	198.8	210.4	208.4	204.2	203.8	190.4
September	222.2	244.2	201.3	194.9	200.0	202.4	197.4	177.9
October	263.3	224.8	208.3	206.8	212.1	205.5	212.2	180.7

Year and Month	Hardware		Jewellery (a)		Radio and Electrical	
	A	B	A	B	A	B
October, 1939	125.8	111.6	101.5	(b)	129.2	104.6
October, 1941	164.9	140.6	140.1	150.9	152.1	127.5
October, 1943	160.9	141.1	179.8	201.5	116.5	101.6
October, 1944	184.4	164.2	200.2	224.4	113.9	99.3
October, 1945	228.0	198.3	229.6	247.5	144.3	121.0
1945						
November	221.0	217.6	291.7	286.1	153.5	134.4
December	231.1	210.4	677.6	266.8	200.0	156.9
1946						
January	158.7	263.4	168.8	236.5	145.8	174.4
February	161.5	295.9	196.4	282.0	151.5	196.3
March	217.7	300.4	220.9	288.9	191.3	223.3
April	257.9	251.9	244.3	296.6	202.0	206.0
May	298.2	225.0	256.6	286.0	223.1	191.9
June	288.4	242.3	266.0	291.7	200.3	217.3
July	273.7	248.8	250.0	295.4	189.3	218.4
August	277.2	250.5	267.8	277.9	211.0	231.7
September	258.5	228.9	239.0	276.0	234.0	218.1
October	265.8	232.0	237.1	255.6	249.0	208.8

(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				
October, 1943	205.0	181.0	211.8	257.9	194.8	235.1	247.3
October, 1944	217.4	174.0	238.2	262.2	200.1	238.2	269.5
October, 1945	237.3	189.7	270.4	272.4	209.6	253.2	299.7
1946							
September	232.3	190.0	273.4	259.0	218.7	249.4	221.2
October	248.2	201.9	287.8	285.1	223.2	249.4	288.5
% Change, October, 1946 / October, 1945 ..	+ 4.6	+ 6.4	+ 6.4	+ 4.7	+ 6.5	- 1.5	- 3.7
% Change, Jan.-Oct., 1946 / Jan.-Oct., 1945	+ 8.4	+11.4	+12.7	+ 1.6	+ 6.4	+ 0.4	+10.3
			Quebec				
October, 1943	170.7	175.7	183.0	210.6	163.0	172.3	218.0
October, 1944	181.1	186.1	206.6	223.5	163.3	188.5	234.0
October, 1945	202.4	202.5	246.7	244.1	175.9	207.7	267.6
1946							
September	200.9	176.9	268.4	254.8	170.9	213.6	219.9
October	226.4	210.7	288.7	283.4	192.1	218.4	304.8
% Change, October, 1946 / October, 1945 ..	+11.9	+ 4.0	+17.0	+16.1	+ 9.2	+ 5.2	+13.9
% Change, Jan.-Oct., 1946 / Jan.-Oct., 1945	+13.1	+ 9.8	+21.5	+14.2	+ 6.6	+ 9.0	+20.5
			Ontario				
October, 1943	163.0	137.1	161.6	183.2	163.3	184.2	180.1
October, 1944	169.3	135.3	174.1	183.2	163.6	198.1	188.3
October, 1945	191.0	154.0	200.4	203.7	177.5	197.7	233.7
1946							
September	193.5	169.1	210.8	196.7	176.0	204.8	187.3
October	211.8	167.4	228.6	223.3	199.4	201.1	237.5
% Change, October, 1946 / October, 1945 ..	+10.9	+ 8.7	+14.1	+ 9.6	+12.3	+ 1.7	+ 1.6
% Change, Jan.-Oct., 1946 / Jan.-Oct., 1945	+14.8	+12.2	+20.4	+10.5	+10.7	+ 3.8	+14.9

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	Jewellery	(b) Radio and Electrical
			Maritime Provinces				
258.9	243.9	209.3	204.3	151.0	172.7	309.7	134.4
275.2	269.1	217.8	208.8	183.3	207.1	307.9	131.0
322.7	322.3	242.0	221.7	215.3	238.0	348.1	154.8
226.5	258.4	229.6	216.5	252.9	248.2	301.0	279.7
276.4	303.4	235.4	223.2	301.2	273.6	326.0	295.0
-14.3	- 5.9	- 2.7	+ 0.7	+39.9	+15.0	- 6.3	+90.6
+ 5.4	+ 3.0	- 0.1	+ 4.9	+37.4	+21.0	- 1.6	+75.5
			Quebec				
183.8	183.7	144.4	164.6	113.1	164.5	141.2	136.9
198.4	194.4	146.2	185.1	131.1	203.2	159.8	139.4
217.5	205.6	171.4	201.4	155.4	245.2	196.0	189.8
185.8	188.8	163.0	195.3	202.1	269.8	210.4	261.4
238.7	223.8	178.1	210.9	204.1	286.5	220.0	287.0
+ 9.7	+ 8.9	+ 3.9	+ 4.7	+31.3	+16.8	+12.2	+51.2
+12.0	+10.7	+ 3.2	+ 9.9	+34.1	+27.5	+21.9	+62.9
			Ontario				
184.4	203.3	162.3	161.8	116.5	141.8	164.5	95.6
196.6	220.7	166.1	170.4	130.7	152.1	188.9	89.4
247.1	260.2	189.2	178.3	159.2	196.0	219.5	114.0
208.2	236.7	201.2	186.0	163.0	220.3	233.7	196.1
241.5	270.7	205.7	193.1	187.4	227.7	225.4	208.7
- 2.3	+ 4.0	+ 8.7	+ 8.3	+17.7	+16.2	+ 2.7	+83.1
+16.1	+12.4	+ 6.6	+10.5	+33.7	+34.9	+15.4	+85.3

(a) Includes men's furnishings.
(b) Based on sales including the Federal Tax introduced in June, 1942.

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				
October, 1943	186.6	177.5	185.5	199.9	174.2	199.9	262.8
October, 1944	198.0	190.7	199.5	202.7	178.9	204.2	282.1
October, 1945	221.0	210.0	226.9	214.5	196.5	218.3	322.8
1946							
September	231.6	207.6	252.0	222.2	216.7	211.9	271.4
October	247.7	224.1	265.6	261.8	220.6	223.1	365.0
% Change, October, 1946 / October, 1945 ..	+12.1	+ 6.7	+17.1	+22.1	+12.3	+ 2.2	+13.1
% Change, Jan.-Oct., 1946 / Jan.-Oct., 1945	+16.3	+11.5	+18.9	+15.3	+13.6	+ 9.5	+19.8
			British Columbia				
October, 1943	171.0	143.1	187.0	145.0	155.8	178.2	200.6
October, 1944	179.6	160.1	196.8	148.2	161.0	176.8	207.8
October, 1945	201.3	182.4	214.6	165.7	177.6	199.5	230.2
1946							
September	221.8	190.1	247.4	179.2	187.0	203.9	225.5
October	233.3	212.7	255.1	201.1	197.3	202.7	271.8
% Change, October, 1946 / October, 1945 ..	+15.9	+16.6	+18.9	+21.4	+11.1	+ 1.6	+18.1
% Change, Jan.-Oct., 1946 / Jan.-Oct., 1945	+16.1	+18.2	+17.4	+16.3	+10.7	+ 6.1	+16.7

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				
239.5	227.6	198.6	185.6	147.9	181.6	223.3	144.7
245.8	241.6	210.3	203.6	167.0	208.4	251.7	145.2
312.1	254.8	239.7	210.5	192.7	253.0	261.5	168.1
269.6	209.1	221.8	213.8	222.0	294.4	267.2	279.5
310.7	288.2	241.8	231.9	230.5	284.8	268.4	289.8
- 0.4	+13.1	+ 0.9	+10.2	+19.6	+12.6	+ 2.6	+72.4
+17.7	+ 8.3	+ 5.2	+12.9	+40.7	+29.7	+19.7	+73.6
			British Columbia				
181.5	224.6	205.2	188.3	153.9	173.1	189.6	120.8
178.7	223.4	225.1	221.5	176.8	193.7	200.6	118.8
225.2	243.8	244.1	241.0	212.7	251.0	228.3	146.5
223.7	247.2	279.6	250.7	263.8	319.0	248.3	263.1
239.8	282.5	261.1	274.7	266.4	332.8	224.8	273.1
+ 6.5	+15.9	+ 7.0	+14.0	+25.2	+32.6	- 1.5	+86.4
+16.8	+ 9.2	+ 4.6	+11.1	+40.0	+40.9	+12.6	+80.0

(a) Includes men's furnishings.
(b) Based on sales including the Federal Tax introduced in June, 1942.