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MONTHLY INDEXES OF RETAIL SALES IN CANADA, DECEMBER, 1946
(1935-1939=100)

Canada's retail merchants enjoyed an unprecedented volume of business in December, 1946 when sales were 10 per cent higher than in December, 1945 and increased 15 per cent above November, 1946. December culminated a year in which retail sales recorded uninterrupted and substantial gains. Volume of sales for 1946 exceeded that for 1945 by 14 per cent. The results quoted above are based on the composite index of sales for fourteen kinds of retail business concerned chiefly with the distribution of food, apparel, household equipment and personal effects. The automotive trades, which must be presumed to have transacted a much greater amount of business in 1946 than in 1945, are not represented.

Most notable feature of merchandising in 1946 was, of course, the more active trade in durable goods. The much increased output of furniture, radios, electrical appliances and hardware was rapidly absorbed by a consuming public whose numbers were swelled by returning service personnel and whose incomes were sustained, not only by the continuing high level of employment but also by grants and gratuities to returned men and women and by family allowance payments.

December sales increases for the various trades followed much the same pattern as that established throughout earlier months of the year. The increases in durable goods stores were far in excess of those for non-durable goods outlets. Outstanding gains in sales were reported by department stores throughout 1946, sales averaging 19 per cent above those for 1945. Sales in December failed by only a slight margin to equal the increase for the full year.

Among the apparel trades, men's and women's specialty shops recorded increases which were in line with the steady gains reported for earlier months of the year. Family clothing stores did not maintain their former high rate of increase, December business being only 8 per cent ahead of December, 1945 sales. Shoe stores, on the other hand, showed increased activity at the year-end and the December sales increase surpassed the average increase for the year.

While grocery, combination and meat stores reported an increase of but 4 per cent for December, 1946, this margin was affected by a variation in the number of weekends in December of the last two years. There were five Saturdays in December, 1945, but only four in December, 1946. The relatively small increase shown for restaurants in December is consistent with the reduced rate of expansion which has characterized results for this trade throughout the greater part of 1946.

Two other groups, drugs and jewellery, had comparatively small gains in sales for December, which did not approach their annual average increases in sales for 1946. Drug stores had become popular sources of gift merchandise during the war years when the reduced production of civilian merchandise affected commodities handled in these stores less than it did that of some other types of retail outlets. This is apparent from the pronounced peaks in the adjusted sales indexes for

the drug trade in recent years. While sales remain high, there was a much wider selection of gift merchandise available for Christmas 1946 and gift purchasing tended to become more widely distributed amongst other types of stores. The rate of increase in jewellery store sales has slackened in recent months and a 2 per cent increase in December is in continuation of this tendency.

Chain candy stores reported sales 14 per cent higher in December, 1946 than in December, 1945, while the average increase for 1946 amounted to 31 per cent. Sales of retail furriers were down 5 per cent in December compared with the same month of 1945.

Department Store Sales for Selected Departments

In the departmental analysis of sales for December, the pattern of increases continued almost similar to those revealed in the corresponding table for November. One exception is worthy of comment, however, for it is observed that footwear sales were up 19 per cent in December, a margin of increase which had not been approached by sales of shoe departments in earlier months of the year.

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 Dec., 1946			Sales in Jan.-Dec., 1946	
	Compared With Sales In			Compared With Sales In	
	Dec., 1941	Dec., 1945	Nov., 1946	Jan.-Dec., 1941	Jan.-Dec., 1945
General Index	+45.0	+10.1	+14.9	+59.1	+13.7
General Merchandise Group:					
Country General Stores	+51.6	+ 6.6	+10.4	+64.6	+11.1
Department Stores	+35.9	+16.3	+ 6.8	+62.9	+18.6
Variety Stores	+31.7	+12.5	+54.6	+46.8	+12.1
Food Group:					
Food Stores	+39.0	+ 4.3	+ 7.1	+48.6	+ 9.3
Restaurants	+49.3	+ 2.4	- 1.9	+69.0	+ 5.6
Clothing Group:					
Family Clothing Stores	+53.5	+ 8.3	+ 2.1	+73.6	+16.4
Men's Clothing Stores	+42.6	+12.4	+13.1	+62.3	+14.7
Women's Clothing Stores	+49.9	+10.6	+17.5	+59.3	+11.3
Shoe Stores	+38.5	+12.3	+26.0	+60.7	+ 6.1
Household and Personal Effects Group:					
Drug Stores	+62.6	+ 3.4	+38.5	+59.5	+ 9.4
Furniture Stores	+64.3	+28.4	+ 2.4	+56.5	+34.2
Hardware Stores	+70.5	+24.0	+ 5.9	+81.7	+29.6
Jewellery Stores (a)	+68.5	+ 2.2	+127.0	+86.5	+11.3
Radio and Electrical Stores	+88.7	+59.8	+31.6	+53.8	+72.1

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

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

December, 1945 and December, 1946

These figures are derived from a sample of reporting companies and are not to be interpreted as total department store sales.

	December 1945	December 1946	% Change, 1946/1945
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS.....	47,961,053	56,065,386	+16.9
1. Women's dresses, coats and suits	4,664,932	5,232,435	+12.2
2. Girls' and infants' wear	1,649,065	1,958,665	+18.8
3. Hosiery and gloves	2,111,586	2,718,102	+28.7
4. Lingerie and corsets	1,773,703	2,021,829	+14.0
5. Millinery	365,971	415,016	+13.4
6. Women's and children's apparel - (Total, 1-5).	10,565,257	12,346,047	+16.9
7. Men's and boys' clothing and furnishings	5,770,396	6,545,889	+13.4
8. Drugs and toilet articles and preparations ...	2,454,337	2,479,999	+ 1.0
9. Piece goods	2,762,197	2,957,484	+ 7.1
10. Smallwares	2,324,976	2,578,083	+10.9
11. Food and kindred products	3,454,139	3,619,839	+ 4.8
12. Furniture (including mattresses and springs) .	1,854,080	2,239,685	+20.8
13. Home furnishings	2,687,012	3,326,398	+23.8
14. Household appliances and electrical supplies .	897,858	1,453,370	+61.9
15. Hardware and kitchen utensils	1,505,472	1,877,067	+24.7
16. Radios, musical instruments and supplies	563,385	1,292,926	+129.5
17. Shoes and other footwear	3,096,551	3,690,195	+19.2
18. Stationery, books and magazines	1,962,940	2,089,574	+ 6.5
19. All other departments, total	8,062,453	9,568,830	+18.7

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
December, 1939	157.1	112.3	123.5	105.6	188.9	116.4	248.1	122.7
December, 1941	194.4	144.0	147.4	123.4	239.2	145.8	341.6	176.2
December, 1943	220.5	169.0	184.5	157.0	240.2	145.8	339.4	185.4
December, 1944	237.1	172.7	196.5	163.3	253.9	158.4	372.3	184.1
December, 1945	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	239.1	244.5	218.5	240.1
October	227.1	210.5	205.4	183.2	254.8	218.3	246.7	240.8
November	245.4	223.1	202.3	188.7	304.4	261.1	291.0	271.0
December	281.9	212.4	223.4	191.3	325.1	202.8	449.8	234.9

Year and Month	Food		Restaurants		Family Clothing		Men's (a) Clothing	
	A	B	A	B	A	B	A	B
December, 1939	129.3	110.9	109.8	105.7	(b)	(b)	178.8	104.0
December, 1941	161.6	149.1	138.4	133.2	219.5	142.3	242.9	148.0
December, 1943	189.7	181.6	187.9	179.1	267.3	182.6	280.0	183.6
December, 1944	204.6	176.2	196.7	190.5	290.5	181.8	297.3	172.9
December, 1945	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	215.5	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	202.2	203.8	217.0	211.7	287.0	242.4	254.5	218.0
November	209.8	198.0	210.6	221.0	311.7	247.8	306.1	231.4
December	224.7	209.1	206.6	201.5	337.0	220.6	346.3	215.5

(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
December, 1939	168.0	106.7	143.9	101.3	141.6	111.4	139.5	119.4
December, 1941	223.7	148.8	209.3	153.2	182.6	145.5	130.3	110.2
December, 1943	271.6	186.6	214.4	166.8	248.2	196.5	134.3	119.1
December, 1944	292.2	189.9	246.0	169.4	261.3	205.6	147.9	124.6
December, 1945	303.1	196.2	256.1	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	263.4	224.9	208.5	207.0	211.7	205.1	213.4	181.8
November	285.3	245.4	230.1	221.9	214.4	212.5	209.0	187.8
December	335.3	224.9	289.9	216.5	296.9	239.8	214.1	185.4

Year and Month	Hardware		(a) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
December, 1939	125.5	117.5	356.7	(b)	146.3	108.1
December, 1941	168.1	161.3	411.0	155.6	169.4	127.8
December, 1943	170.5	159.6	515.3	195.1	136.0	102.6
December, 1944	191.5	177.1	592.6	233.4	137.7	108.0
December, 1945	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	266.0	232.2	238.1	256.6	251.2	210.5
November	270.7	261.4	305.0	299.2	242.8	212.6
December	286.6	263.9	692.4	272.7	319.6	250.8

(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							
December, 1943	271.8	202.8	267.1	435.7	215.7	239.4	348.3
December, 1944	295.3	216.8	286.7	472.7	233.8	251.2	375.4
December, 1945	310.9	240.9	298.6	485.4	247.1	235.7	399.6
1946							
November	273.9	214.0	337.4	346.4	233.0	226.0	355.8
December	327.9	249.4	339.6	527.7	247.2	226.5	437.5
% Change,							
December, 1946 ..	+ 5.5	+ 3.5	+13.7	+ 8.7	(a)	- 3.9	+ 9.5
December, 1945 ..							
% Change,							
Jan.-Dec., 1946 .	+ 8.0	+10.6	+12.5	+ 3.3	+ 6.1	- 0.5	+10.4
Jan.-Dec., 1945 .							
Quebec							
December, 1943	215.4	184.2	259.7	341.6	193.3	171.5	260.8
December, 1944	230.9	194.3	286.1	386.0	204.0	187.0	277.6
December, 1945	246.8	205.8	309.7	410.0	210.9	199.9	301.7
1946							
November	236.2	194.4	342.2	317.9	197.6	211.0	324.5
December	274.1	220.5	365.8	485.7	219.8	211.3	341.6
% Change,							
December, 1946 ..	+11.1	+ 7.1	+18.1	+18.5	+ 4.2	+ 5.7	+13.2
December, 1945 ..							
% Change,							
Jan.-Dec., 1946 .	+13.1	+ 9.1	+21.3	+15.5	+ 6.7	+ 8.1	+20.0
Jan.-Dec., 1945 .							
Ontario							
December, 1943	217.0	163.9	230.2	321.1	190.2	186.7	238.8
December, 1944	232.3	170.5	236.3	352.1	207.4	192.1	258.2
December, 1945	256.6	189.1	270.0	389.0	220.3	193.7	281.3
1946							
November	241.1	184.4	298.8	269.4	213.2	202.8	260.0
December	284.7	204.1	318.1	426.8	229.4	194.7	296.2
% Change,							
December, 1946 ..	+11.0	+ 7.9	+17.8	+ 9.7	+ 4.1	+ 0.5	+ 5.3
December, 1945 ..							
% Change,							
Jan.-Dec., 1946 .	+14.6	+11.8	+20.3	+10.9	+10.4	+ 3.9	+14.2
Jan.-Dec., 1945 .							

(a) Change of less than 0.1 per cent.

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							
411.8	337.2	265.8	327.5	204.3	209.4	825.0	170.9
450.5	384.0	332.8	345.7	233.8	223.6	934.0	186.5
469.5	390.0	330.7	360.6	254.9	259.0	977.0	279.3
353.5	364.2	250.6	244.0	285.1	277.0	408.3	262.7
457.6	416.7	361.4	359.0	349.5	309.2	944.8	407.5
- 0.4	+ 6.8	+ 9.3	- 0.4	+37.1	+19.4	- 3.3	+45.9
+ 4.4	+ 4.0	+ 0.9	+ 4.1	+36.6	+19.6	- 2.4	+68.3
Quebec							
247.0	246.2	208.5	218.4	126.4	143.2	412.6	168.8
262.3	253.3	228.2	224.1	133.5	160.0	476.4	163.8
255.8	257.0	221.7	253.6	163.1	196.7	572.9	217.3
274.1	232.7	217.5	205.5	179.8	273.2	259.2	262.6
291.4	302.0	262.9	256.0	197.0	240.0	610.8	308.6
+13.9	+17.5	+18.6	+ 0.9	+20.8	+22.0	+ 6.6	+42.0
+13.7	+12.4	+ 5.9	+ 8.7	+31.7	+26.9	+17.4	+57.5
Ontario							
282.0	287.5	208.9	235.8	118.0	149.9	503.5	115.4
303.9	313.0	242.5	244.6	131.7	163.7	580.7	114.5
325.2	336.3	270.2	270.1	142.7	214.6	670.3	184.3
311.9	303.2	229.4	201.3	184.0	228.9	298.1	208.9
373.4	363.3	306.3	280.5	198.2	269.3	675.5	323.0
+14.8	+ 8.0	+13.4	+ 3.9	+38.9	+25.5	+ 0.2	+75.3
+16.6	+12.5	+ 7.8	+ 9.7	+32.9	+32.3	+11.1	+83.1

(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							
December, 1943	215.3	194.2	231.3	365.1	176.0	192.1	277.6
December, 1944	229.8	207.8	244.2	382.7	189.8	200.4	312.4
December, 1945	243.8	212.2	263.8	393.9	201.4	212.4	317.8
1946							
November	254.9	216.5	289.8	305.1	215.3	224.3	382.3
December	266.3	228.7	301.2	440.3	212.3	214.4	337.9
% Change,							
December, 1946 ..	+ 9.2	+ 5.4	+14.2	+11.8	+ 5.4	+ 0.9	+ 6.3
December, 1945 ..							
% Change,							
Jan.-Dec., 1946 .	+15.3	+11.0	+17.3	+14.6	+13.0	+ 8.4	+17.7
Jan.-Dec., 1945 .							
British Columbia							
December, 1943	216.4	166.7	254.9	290.7	164.7	189.5	298.9
December, 1944	240.5	187.5	277.0	317.5	184.2	196.9	341.2
December, 1945	259.7	208.7	300.9	345.6	195.3	199.5	362.3
1946							
November	249.9	191.5	293.4	247.1	201.4	206.8	286.8
December	295.3	236.0	347.8	396.9	213.8	217.4	367.2
% Change,							
December, 1946 ..	+13.7	+13.1	+15.6	+14.8	+ 9.5	+ 9.0	+ 1.4
December, 1945 ..							
% Change,							
Jan.-Dec., 1946 .	+16.1	+17.5	+17.5	+16.1	+10.9	+ 6.3	+14.7
Jan.-Dec., 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	Jewellery ^(b)	Radio and Electrical
Prairie Provinces							
267.9	257.3	186.4	262.1	151.9	207.4	576.6	141.6
257.8	275.3	198.5	282.9	160.2	239.7	648.3	141.1
279.0	269.7	186.8	307.0	165.6	265.6	706.3	186.8
342.1	303.1	223.6	223.4	239.4	311.8	343.5	269.3
303.7	286.3	196.2	321.0	181.6	326.3	738.3	262.3
+ 8.9	+ 6.2	+ 5.0	+ 4.6	+ 9.7	+22.9	+ 4.5	+40.4
+16.5	+ 8.3	+ 5.8	+11.5	+36.7	+28.7	+14.5	+67.1
British Columbia							
268.3	255.8	245.1	292.7	165.6	214.6	512.4	135.6
289.6	281.7	292.7	328.0	196.3	258.3	608.1	159.7
279.0	276.0	318.9	359.6	220.7	296.0	711.1	217.2
271.9	281.3	262.4	268.0	344.5	347.3	320.2	305.4
328.3	325.7	321.9	384.5	278.8	385.3	723.0	367.1
+17.7	+18.0	+ 0.9	+ 6.9	+26.3	+30.2	+ 1.7	+69.0
+17.6	+10.8	+ 4.4	+10.4	+41.4	+38.8	+ 9.7	+78.9

(a) Includes men's furnishings.

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



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DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January-to-December, 1945 and January-to-December, 1946

	Jan.-Dec., 1945	Jan.-Dec., 1946	% Change, 1946/1945
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	399,174,380	473,724,127	+18.7
1. Women's dresses, coats and suits	47,361,366	54,039,794	+14.1
2. Girls' and infants' wear	17,587,199	19,451,502	+10.6
3. Hosiery and gloves	15,487,363	18,317,703	+18.3
4. Lingerie and corsets	15,643,623	17,911,962	+14.5
5. Millinery	4,825,450	5,280,078	+ 9.4
6. Women's and children's apparel - (Total, 1-5).	100,905,001	115,001,039	+14.0
7. Men's and boys' clothing and furnishings	46,196,804	52,529,487	+13.7
8. Drugs and toilet articles and preparations ...	12,665,278	13,473,363	+ 6.4
9. Piece goods	31,935,154	34,975,998	+ 9.5
10. Smallwares	14,897,760	17,307,305	+16.2
11. Food and kindred products	31,463,408	33,645,532	+ 6.9
12. Furniture (including mattresses and springs) .	23,638,741	30,274,676	+28.1
13. Home furnishings	26,828,539	33,795,929	+26.0
14. Household appliances and electrical supplies .	7,351,573	13,405,573	+82.3
15. Hardware and kitchen utensils	15,248,756	20,425,545	+33.9
16. Radios, musical instruments and supplies	3,027,855	7,715,828	+154.8
17. Shoes and other footwear	29,129,510	32,515,613	+11.6
18. Stationery, books and magazines	8,247,112	9,499,064	+15.2
19. All other departments, total	47,638,889	59,159,175	+24.2