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

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Consumer purchasing continued at a high level in February, 1946 and Canadian retail merchants reported sales 14 per cent greater than in February of 1945. Dollar volume of retail business moved 4 per cent ahead of that for January, 1946. These results are prepared from consolidated figures submitted by a representative group of chain and independent firms engaged in fourteen different trades. The increase for February of this year over last was slightly greater than the 12 per cent margin between January of the two years. Cumulative results indicated that a gain of 13 per cent had occurred in the first two months of this year compared with the similar period of 1945. Unadjusted indexes of sales, relative to the average monthly sales figure in the base period, 1935 to 1939, stood at 167.0 for February, 1946, 146.7 for February, 1945 and 160.2 for January, 1946.

An analysis of the increases shown by the individual trades over February of last year reveals few significant changes from the pattern which has developed in recent months. Stores specializing in durable goods continue to lead in point of view of increased sales. February results show radio and electrical stores particularly active, a 62 per cent increase in February representing a continued extension of the margin between this year and last which had reached 48 per cent in the January comparison. Furniture and hardware stores followed with gains of 35 and 37 per cent. The increase for furniture stores, while still of substantial proportions, was lower than the exceptional gain of 50 per cent recorded in January.

A 32 per cent increase in February for men's clothing stores extends further the margin over last year, the gain comparing with an advance of 20 per cent in January. Family clothing stores share also in the particularly active current demand for men's apparel as indicated by the 22 per cent increase in sales between February of 1945 and 1946. Increases in sales for the other apparel trades did not reach the average increase in retail sales for all types of stores, amounting to 12 per cent in the case of ladies' specialty shops and 7 per cent for shoe stores.

Of the trades listed under the general merchandise category, department stores had by far the largest sales increase in February. The 19 per cent increase which appears in the February results compares with a 12 per cent gain recorded by department stores in January. Increases of 10 per cent for country general stores and 4 per cent for variety stores were almost similar to gains reported for these kinds of business in January, 1946 over 1945.

Sales of food stores, restaurants and drug stores, not affected to the same extent as most other trades by the current flow of products long absent from dealers' shelves, enjoyed moderate increases ranging from 7 to 10 per cent in February. Dollar sales of jewellery stores gained 16 per cent over February, 1945, continuing a rather constant increase which has characterized results for the trade over a prolonged period.

A supplementary tabulation of results for chain candy firms showed sales higher by 17 per cent in February and 16 per cent in the first two months of this year over the corresponding periods of 1945. Reports provided by retail furriers revealed a 34 per cent increase in February, 1946 over 1945.

Regional Trends

The general indexes of retail sales for Ontario, the Prairie Provinces and British Columbia moved uniformly upward in February, increases amounting to 15 or 16 per cent in each case. In Quebec and the Maritime Provinces, gains were somewhat lower, standing at 12 and 9 per cent. February increases for the Maritime Provinces and Prairie Provinces were somewhat higher than those which had occurred in January in these two sections of the country. Increases elsewhere were very similar in the first two months of this year compared with last.

Higher increases in sales are shown for the Prairie Provinces than for other regions in food, and also in apparel stores, with the exception of ladies' wear shops.

Among the more peculiar trends disclosed in the regional statistics are the outstanding gains recorded in February by British Columbia general merchants and by department stores in the Maritime Provinces.

Departmental Analysis of Department Store Sales

Total sales of 17 firms which provided information for various departments were 19 per cent higher in February of this year over last. Increases for departments specializing in the sale of radios and musical instruments and those handling household appliances were even more extensive than those recorded in recent months and amounted to 138 and 101 per cent respectively in the month under review. Increases in other durable goods departments were of sizable proportions, approximating the gains which they have experienced in late months. Trading in men's apparel was particularly active in February and a 27 per cent advance was recorded over February a year ago.

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 higher prices.)

Kind of Business	Sales in Feb., 1946 Compared With Sales In			Sales in Jan.-Feb., 1946 Compared With Sales In	
	Feb. 1941	Feb. 1945	Jan. 1946	Jan.-Feb., 1941	Jan.-Feb., 1945
GENERAL INDEX	+67.3	+13.8	+ 4.2	+63.2	+12.9
General Merchandise Group:					
Country General Stores	+70.3	+ 9.8	+ 1.2	+67.4	+ 9.3
Department Stores	+71.0	+19.0	+18.3	+59.2	+15.6
Variety Stores	+51.1	+ 3.8	+ 9.7	+49.4	+ 3.2
Food Group:					
Food Stores	+55.8	+ 8.8	- 0.3	+55.4	+ 9.3
Restaurants	+85.2	+ 6.6	- 4.1	+85.0	+ 6.4
Clothing Group:					
Family Clothing Stores	+102.9	+22.2	+ 6.8	+89.9	+19.3
Men's Clothing Stores	+94.9	+32.3	+14.1	+72.2	+25.8
Women's Clothing Stores	+92.1	+11.8	+ 3.8	+80.1	+11.0
Shoe Stores	+78.9	+ 7.2	+ 4.6	+63.5	+ 9.6
Household and Personal Effects Group:					
Drug Stores	+63.7	+ 9.9	- 5.4	+64.4	+10.2
Furniture Stores	+41.0	+35.1	+ 4.4	+55.7	+40.2
Hardware Stores	+113.1	+36.7	+ 2.5	+105.5	+34.5
Jewellery Stores (a)	+112.3	+16.4	+17.1	+96.2	+14.6
Radio and Electrical Stores	+41.3	+62.3	+ 3.2	+36.7	+55.4

(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
February, 1939	77.9	99.2	70.8	97.6	71.0	94.4	69.7	103.2
February, 1941	99.8	126.4	82.1	110.8	94.8	126.1	103.8	153.6
February, 1942	118.0	148.9	95.1	128.5	107.4	142.8	129.0	190.9
February, 1943	129.4	164.0	110.2	149.1	116.2	154.5	139.1	206.0
February, 1944	139.0	169.6	124.1	162.3	122.4	156.3	141.5	203.6
February, 1945	146.7	185.6	127.3	172.0	136.2	181.0	151.0	223.6
1945								
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	189.8	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	203.8	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	160.2	196.3	138.1	180.0	137.0	182.4	143.0	225.9
February	167.0	212.6	139.8	187.8	162.1	215.5	156.8	232.2

Year and Month	Food		Restaurants		Family Clothing		Men's (a) Clothing	
	A	B	A	B	A	B	A	B
February, 1939	95.4	103.9	82.1	93.0	(b)	(b)	56.7	96.0
February, 1941	117.0	127.3	98.6	111.6	76.8	118.7	82.0	138.8
February, 1942	141.6	154.2	118.4	134.0	92.6	143.1	104.2	165.8
February, 1943	148.3	161.4	149.1	168.9	116.0	179.2	111.7	177.7
February, 1944	161.9	171.3	171.4	187.4	118.0	176.8	112.1	173.3
February, 1945	167.5	182.3	171.3	193.9	127.5	197.0	120.8	192.3
1945								
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	182.8	192.7	190.4	199.7	145.9	216.5	140.0	197.4
February	182.3	198.5	182.6	206.8	155.8	240.6	159.8	254.2

(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
February, 1939	56.4	97.0	46.7	78.9	95.0	105.4	75.1	96.3
February, 1941	80.9	139.1	64.9	109.8	112.5	124.8	107.7	138.0
February, 1942	97.0	154.3	86.8	146.7	130.4	144.6	107.0	137.1
February, 1943	127.0	202.0	126.3	213.5	148.8	165.1	94.2	120.8
February, 1944	124.1	191.0	101.2	167.6	163.0	175.1	101.6	125.5
February, 1945	139.0	221.1	108.3	183.1	167.6	185.9	112.4	144.0
1945								
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	149.7	208.6	111.0	158.6	194.7	206.8	145.5	221.5
February	155.4	247.3	116.1	196.3	184.2	204.4	151.9	194.7

Year and Month	Hardware		Jewellery ^(a)		Radio and Electrical	
	A	B	A	B	A	B
February, 1939	56.0	102.6	53.3	(b)	71.0	95.5
February, 1941	76.5	140.2	93.0	133.5	107.7	139.6
February, 1942	95.1	174.2	109.3	156.9	115.9	150.1
February, 1943	97.7	178.9	128.4	184.3	103.1	133.5
February, 1944	109.4	193.2	146.8	202.4	96.5	120.1
February, 1945	119.2	218.4	169.6	243.4	93.8	121.5
1945						
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	159.0	264.0	168.6	236.2	147.5	176.4
February	163.0	298.7	197.4	283.5	152.2	197.2

(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	Restau-rant	Family Clothing
Maritime Provinces							
February, 1943	147.7	124.6	123.2	158.0	162.8	206.2	127.1
February, 1944	164.4	148.0	132.8	172.4	183.9	211.5	149.3
February, 1945	174.1	158.8	139.1	181.6	193.0	219.6	157.6
1946							
January	182.5	168.8	130.3	150.9	210.6	217.9	155.9
February	189.9	172.3	178.1	169.5	201.1	215.0	187.7
% Change,							
February, 1946 ...	+ 9.1	+ 8.5	+28.0	- 6.7	+ 4.2	- 2.1	+19.1
February, 1945 ...							
% Change,							
Jan.-Feb., 1946 ..	+ 7.4	+ 9.4	+14.2	- 8.8	+ 6.4	- 1.4	+12.2
Jan.-Feb., 1945 ..							
Quebec							
February, 1943	132.7	112.0	120.2	157.7	157.8	140.7	114.5
February, 1944	140.5	124.8	126.5	153.5	168.4	158.1	117.0
February, 1945	147.8	124.9	141.7	169.4	173.1	167.6	127.2
1946							
January	157.1	135.4	137.8	170.3	181.0	193.5	132.7
February	165.3	134.7	166.5	175.5	186.6	182.1	157.3
% Change,							
February, 1946 ...	+11.8	+ 7.8	+18.9	+ 3.6	+ 7.8	+ 8.7	+23.7
February, 1945 ...							
% Change,							
Jan.-Feb., 1946 ..	+11.6	+ 8.7	+17.1	+ 4.8	+ 7.3	+10.7	+18.8
Jan.-Feb., 1945 ..							
Ontario							
February, 1943	127.3	110.0	115.2	128.1	146.0	146.0	105.9
February, 1944	133.6	121.3	116.1	130.5	159.1	176.6	98.4
February, 1945	141.8	122.8	132.4	139.2	165.9	172.8	109.8
1946							
January	158.6	135.6	135.0	132.0	184.0	186.2	147.8
February	163.8	133.2	162.1	147.5	181.3	180.6	127.1
% Change,							
February, 1946 ...	+15.5	+ 8.5	+22.4	+ 6.0	+ 9.3	+ 4.5	+15.8
February, 1945 ...							
% Change,							
Jan.-Feb., 1946 ..	+14.9	+ 9.6	+18.9	+ 4.7	+10.0	+ 4.0	+20.3
Jan.-Feb., 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							
155.3	155.8	130.1	171.0	114.4	97.2	213.3	118.4
164.9	164.0	117.2	189.0	129.9	116.1	251.5	97.4
182.8	181.8	124.5	198.6	141.8	119.5	276.7	118.8
219.7	185.0	134.2	222.4	187.9	154.5	248.0	169.6
224.8	185.2	126.0	208.3	190.2	143.1	285.7	177.0
+23.0	+ 0.2	+ 1.2	+ 4.9	+34.1	+19.7	+ 3.3	+49.0
+16.9	+ 0.3	- 2.2	+ 7.0	+38.8	+16.7	- 3.8	+40.8
Quebec							
95.4	117.4	97.0	148.4	82.7	89.5	99.4	107.1
92.8	106.1	74.7	165.3	91.1	103.0	111.9	112.7
94.0	115.8	83.9	170.8	100.9	113.7	140.1	107.8
102.8	110.8	86.1	206.6	101.8	166.3	140.1	153.7
108.6	132.7	86.9	189.4	120.7	154.3	159.0	169.6
+15.5	+14.6	+ 3.6	+10.9	+19.6	+35.7	+13.5	+57.3
+14.3	+13.3	+ 9.1	+12.4	+22.7	+40.8	+14.2	+56.6
Ontario							
108.4	124.5	127.1	143.6	90.3	89.8	122.9	90.4
105.3	122.8	101.3	152.7	90.7	93.6	136.4	76.3
114.6	140.4	103.6	155.9	100.5	98.3	160.6	71.6
137.9	164.9	109.4	179.5	150.6	146.9	163.0	118.4
157.4	161.8	110.1	171.3	150.0	139.7	198.7	128.9
+37.3	+15.2	+ 6.3	+ 9.9	+49.3	+42.1	+23.7	+80.0
+29.9	+14.0	+12.6	+ 9.9	+57.2	+42.0	+20.8	+69.8

(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	Restau- rant	Family Clothing
Prairie Provinces							
February, 1943	119.9	105.3	108.9	138.6	129.4	145.8	122.7
February, 1944	134.3	117.0	121.2	149.4	148.4	164.0	136.0
February, 1945	139.2	119.9	131.9	151.1	149.0	161.9	139.7
1946							
January	153.6	126.2	134.8	138.7	169.9	189.9	166.3
February	161.4	131.3	151.7	159.3	169.9	182.7	186.9
% Change,							
February, 1946 ..	+15.9	+ 9.5	+15.0	+ 5.4	+14.0	+12.8	+33.8
February, 1945 ..							
% Change,							
Jan.-Feb., 1946 .	+13.1	+ 6.5	+10.9	+ 2.9	+14.0	+11.3	+25.0
Jan.-Feb., 1945 .							
British Columbia							
February, 1943	134.4	100.7	127.5	124.0	138.6	152.4	141.6
February, 1944	143.0	117.3	135.1	121.2	149.8	169.6	134.6
February, 1945	153.4	122.3	150.3	127.5	156.5	163.3	145.6
1946							
January	167.5	148.8	151.3	118.5	173.2	185.7	142.4
February	175.6	150.7	169.6	134.4	170.8	173.8	175.4
% Change,							
February, 1946 ..	+14.5	+23.2	+12.8	+ 5.4	+ 9.1	+ 6.4	+20.5
February, 1945 ..							
% Change,							
Jan.-Feb., 1946 .	+14.5	+21.2	+15.2	+ 6.2	+10.4	+ 5.1	+16.7
Jan.-Feb., 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							
118.4	132.0	141.0	149.2	112.9	110.2	146.7	115.8
129.8	132.9	107.5	167.0	125.9	132.3	181.4	134.9
135.0	147.1	115.2	169.3	134.2	147.1	191.7	132.3
167.7	142.9	130.0	196.1	203.2	160.4	198.3	210.5
190.2	157.8	142.0	188.6	194.7	199.3	214.4	180.8
+40.9	+ 7.3	+23.3	+11.4	+45.1	+39.5	+11.8	+36.7
+32.3	+ 6.2	+15.0	+10.5	+45.8	+25.1	+14.3	+33.5
British Columbia							
128.6	146.8	199.5	160.4	122.5	127.7	137.5	126.5
131.6	144.9	166.6	187.4	144.8	134.9	155.8	100.1
157.0	165.4	191.6	199.2	165.3	159.7	174.8	99.9
148.3	177.1	159.9	229.6	201.6	200.9	164.9	168.4
219.4	170.7	209.0	218.7	209.2	219.4	198.7	169.3
+39.7	+ 3.2	+ 9.1	+ 9.8	+26.6	+37.4	+13.7	+69.5
+31.3	+ 5.3	+ 5.8	+ 9.5	+29.8	+36.0	+12.7	+57.1

(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

February, 1945 and February, 1946

(Based on dollar sales of 17 firms including mail order houses)

	February, 1945	February, 1946	% Change, 1946/1945
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	24,652,732	29,433,436	+19.4
1. Women's dresses, coats and suits	2,625,725	3,023,339	+15.1
2. Girls' and infants' wear	917,900	974,994	+ 6.2
3. Hosiery and gloves	929,046	1,099,541	+18.4
4. Lingerie and corsets	1,158,201	1,336,351	+15.4
5. Millinery	229,424	244,628	+ 6.6
6. Women's and children's apparel - (Total, 1-5).	5,860,296	6,678,853	+14.0
7. Men's and boys' clothing and furnishings	2,225,510	2,820,294	+26.7
8. Drugs and toilet articles and preparations ...	810,359	888,992	+ 9.7
9. Piece goods	2,642,953	2,814,111	+ 6.5
10. Smallwares	954,004	1,059,956	+11.1
11. Food and kindred products	2,363,143	2,488,649	+ 5.3
12. Furniture (including mattresses and springs) .	1,677,417	2,191,874	+30.7
13. Home furnishings	1,959,775	2,372,768	+21.1
14. Household appliances and electrical supplies .	438,602	882,898	+101.3
15. Hardware and kitchen utensils	972,580	1,292,373	+32.9
16. Radios, musical instruments and supplies	210,472	500,236	+137.7
17. Shoes and other footwear	1,442,135	1,629,369	+13.0
18. Stationery, books and magazines	474,883	600,838	+26.5
19. All other departments, total	2,620,603	3,212,225	+22.6