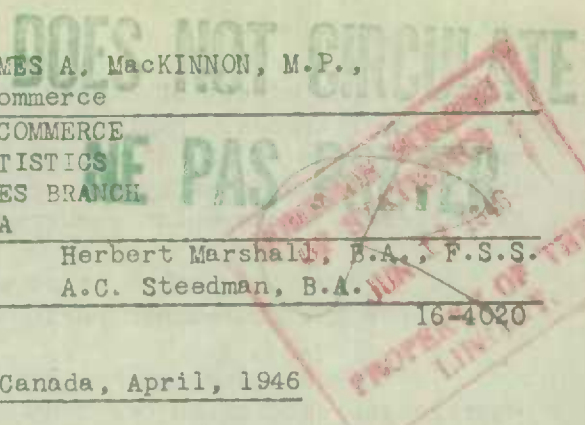


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16-4020

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

Retail trade in Canada for April, 1946, surpassed the volume of sales in April, 1945 by 21 per cent and advanced 1 per cent above the total for the immediately preceding month of March. The gain between April of the two years represents an outstanding expansion in volume, for only a portion of the increase may be attributed to the late date at which Easter occurred this year. Customary Easter trade was almost entirely restricted to April this year but was concentrated in March a year ago. The average increase for the first four months of this year over last amounted to 14 per cent. Unadjusted indexes of sales stood at 211.9 for April, 1946, 174.6 for April, 1945 and 210.2 for March, 1946.

While all retail trades for which figures are available shared in the general expansion, gains for stores dealing in durable merchandise or clothing exceeded by a considerable margin the increases recorded for restaurants, for drug stores and for stores specializing in food products. The largest among the April increases for various kinds of business was an 83 per cent gain for radio and electrical stores. This trade has responded very rapidly to an improved supply situation and within the past six months has raised its level of trading to approximately the same level as the average for all trades in relation to the base period 1935 to 1939. Thus an examination of the seasonally adjusted indexes reveals that the sales level has risen from the 120 mark, about which it hovered throughout most of last year, to well over the 200 mark in the last two months. The general index (adjusted) is at only a slightly higher level, averaging about 218 for the last three months. Sales of radio and electrical dealers have averaged about two-thirds higher in the first four months of this year than in the similar period of 1945, and the cumulative results have shown a continually increasing rate of expansion in recent months. Other durable merchandise stores continue to record major increases, April gains of 43 per cent for furniture stores and 35 per cent for hardware stores being approximately the same as gains which were recorded in the cumulative results for those trades for the first four months of this year compared with last.

Department stores have been enjoying a high degree of activity in recent months and a 30 per cent gain for that trade in April indicates a rising rate of increase. The average gain in sales for the first four months of the year was 18 per cent, an increase which is exceeded by only 5 of the 14 trades. Variety store sales rose sharply in April when an increase of 24 per cent over the same month of last year was recorded. This trade, results for which are based on a group of chain store companies, had been holding closely to 1945 volume throughout the first quarter of 1946, and averaged but 7 per cent higher in the first four months of the year. Sales of country general stores were up 17 per cent in April this year over last. The increase was much greater than gains recorded in earlier months of this year, the cumulative gains for the first four months standing at 11 per cent.

The effect of Easter purchasing is reflected in the outstanding gains for the apparel trades. Family clothing, men's clothing and women's clothing stores recorded gains of 35, 33 and 30 per cent respectively for April. Shoe merchants increased their sales by 21 per cent over April a year ago. In all cases the gains far exceeded those which occurred in earlier months of the year.

Jewellery store sales were 29 per cent higher in April, while the increase for the four-month period was 17 per cent.

Chain candy stores reported sales up 97 per cent over April, 1945. An average increase of 30 per cent in the first four months of the year was obtained. The value of merchandise retailed by furriers in April was 26 per cent above April, 1945 volume.

Regional Trends

Indexes and comparisons for various regions are given on Pages 6 to 9 of this report. The largest increases are those for the Prairie Provinces, where sales advanced 27 per cent in April and were 16 per cent greater in the January-to-April period of this year over last. Ontario and British Columbia show uniform increases of approximately 23 per cent for April and 15 per cent in the cumulative results. Quebec increases were slightly lower at 19 per cent for April and 13 per cent for the year to date, while the Maritime Provinces had gains of 11 and 7 per cent in the same comparisons.

Departmental Analysis of Department Store Sales

Nineteen firms reported sales on a departmental basis for April and the aggregate business done by these companies was 28 per cent higher than in April a year ago. Household appliances departments and those handling radios and musical instruments extended their gains in the month under review and sales volume was almost two and one-half times greater than in April, 1945. Sales increases for other durable goods departments were consistent with those which have been experienced in earlier months. Women's apparel, which in recent months has lagged behind the average increase in business for all departments, recorded a gain of 28 per cent in April. A 47 per cent increase in millinery sales featured the results for individual commodity groupings in the ladies' wear departments, while an active demand for dresses and coats is reflected in a gain of 31 per cent in April. Stationery departments handled 46 per cent more business in April this year than last and a 27 per cent increase for smallwares was more prominent than gains which that department has recorded in a considerable period of time.

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 April, 1946 Compared With Sales In			Sales in Jan-Apr., 1946 Compared With Sales in	
	Apr. 1941	Apr. 1945	Mar. 1946	Jan.-Apr. 1941	Jan.-Apr. 1945
	GENERAL INDEX	+60.7	+21.4	+ 0.8	+66.6
General Merchandise Group:					
Country General Stores	+73.0	+16.9	+10.9	+71.7	+10.7
Department Stores	+61.4	+29.5	- 4.0	+70.2	+17.8
Variety Stores	+54.9	+23.7	+11.1	+55.6	+ 6.6
Food Group:					
Food Stores	+54.2	+12.2	- 4.5	+55.8	+ 9.1
Restaurants	+77.0	+ 7.4	- 1.4	+82.3	+ 6.8
Clothing Group:					
Family Clothing Stores	+59.6	+35.2	+ 8.2	+87.0	+19.1
Men's Clothing Stores	+50.4	+33.1	+ 0.4	+73.7	+21.2
Women's Clothing Stores	+52.4	+29.9	+ 2.7	+79.8	+11.5
Shoe Stores	+48.8	+20.7	+ 0.7	+72.0	+ 7.4
Household and Personal Effects Group:					
Drug Stores	+64.0	+13.3	- 0.7	+63.8	+10.0
Furniture Stores	+58.9	+42.6	+16.7	+59.3	+40.5
Hardware Stores	+87.1	+35.1	+17.5	+104.0	+33.2
Jewellery Stores (a)	+115.2	+29.4	+ 9.5	+103.8	+16.7
Radio and Electrical Stores	+37.8	+82.6	+ 6.8	+42.5	+67.1

(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
April, 1939	104.2	103.4	89.4	97.0	97.1	102.0	100.9	106.6
April, 1941	131.9	132.8	108.2	117.0	132.2	133.4	143.4	157.0
April, 1943	165.6	163.4	141.2	151.0	157.9	153.5	182.9	198.6
April, 1944	175.3	176.3	155.8	175.7	164.3	174.0	185.1	196.2
April, 1945	174.8	179.7	160.1	178.2	164.8	171.7	179.5	212.9
1945								
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	196.4	138.1	180.0	137.0	182.4	144.1	227.7
February	167.0	212.6	139.8	187.9	162.2	215.6	157.6	233.4
March	210.2	229.1	168.8	197.3	222.2	258.7	199.9	247.4
April	211.9	211.5	187.2	202.1	213.4	207.5	222.1	243.1

Year and Month	Food		Restaurants		Family Clothing		Men's (a) Clothing	
	A	B	A	B	A	B	A	B
April, 1939	110.0	108.7	93.3	94.0	(b)	(b)	101.2	98.2
April, 1941	132.2	136.5	116.8	117.3	156.6	136.3	146.7	143.2
April, 1943	172.0	174.2	173.9	173.5	194.9	164.8	186.8	165.4
April, 1944	181.3	180.6	188.8	191.5	204.4	174.9	199.2	177.1
April, 1945	181.7	185.4	192.4	195.8	184.9	173.1	165.8	159.9
1945								
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	215.8	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	213.5	140.0	197.4
February	182.2	198.4	181.8	205.8	154.7	239.1	159.1	253.1
March	213.4	197.4	209.7	213.6	231.1	280.2	219.8	260.8
April	203.8	211.4	206.7	207.6	250.0	211.8	220.7	195.4

(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
April, 1939	126.3	100.6	114.2	88.7	102.8	106.1	102.6	95.9
April, 1941	170.1	135.6	147.8	117.7	121.0	125.3	143.0	132.1
April, 1943	213.9	166.5	185.7	145.0	156.8	161.8	133.8	124.1
April, 1944	227.8	180.7	204.0	159.1	169.4	174.8	139.5	126.6
April, 1945	199.5	175.2	179.6	161.6	175.2	184.4	159.3	147.1
1945								
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	155.2	246.9	115.6	195.5	185.2	205.5	155.4	199.2
March	252.5	301.4	215.1	284.6	199.9	201.0	194.7	223.5
April	259.2	202.6	216.7	174.1	198.5	206.2	227.2	210.7

Year and Month	Hardware		Jewellery ^(a)		Radio and Electrical	
	A	B	A	B	A	B
April, 1939	96.6	98.7	67.5	(b)	92.8	106.0
April, 1941	137.6	135.0	112.8	137.0	146.8	149.7
April, 1943	148.5	146.6	160.3	194.7	116.9	119.2
April, 1944	161.2	160.7	177.2	224.1	108.1	114.8
April, 1945	190.6	186.2	187.6	227.8	110.5	112.7
1945						
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	161.4	295.6	198.1	284.4	153.2	198.5
March	219.1	302.4	221.6	289.8	189.0	220.7
April	257.5	251.5	242.7	294.7	201.8	205.9

(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							
April, 1943	185.1	143.5	180.7	221.4	176.8	229.0	211.1
April, 1944	206.1	167.0	194.5	235.7	197.2	240.0	245.9
April, 1945	210.9	176.4	210.8	231.5	199.8	249.8	233.3
1946							
March	235.9	191.0	262.0	230.4	227.4	251.7	267.3
April	233.1	199.2	238.6	246.5	214.0	248.7	297.4
% Change,							
April, 1946	+10.5	+12.9	+13.2	+ 6.5	+ 7.1	- 0.4	+27.5
April, 1945							
% Change,							
Jan.-Apr., 1946 .	+ 7.1	+ 9.9	+11.1	- 3.9	+ 5.1	- 0.3	+14.4
Jan.-Apr., 1945 .							
Quebec							
April, 1943	177.2	149.9	174.9	205.8	185.7	161.6	217.4
April, 1944	185.8	166.7	181.8	209.9	193.6	172.7	227.7
April, 1945	186.1	181.0	182.2	202.8	192.1	190.9	197.6
1946							
March	217.5	180.8	253.7	233.6	218.4	208.4	263.9
April	222.1	204.2	238.3	262.6	210.6	207.5	273.1
% Change,							
April, 1946	+19.3	+12.8	+30.8	+29.5	+ 9.6	+ 8.7	+38.2
April, 1945							
% Change,							
Jan.-Apr., 1946 .	+12.6	+ 9.8	+20.9	+ 8.7	+ 6.9	+10.2	+20.2
Jan.-Apr., 1945 .							
Ontario							
April, 1943	160.4	134.4	151.2	167.8	169.0	173.9	171.1
April, 1944	166.4	139.8	152.7	168.5	176.9	193.4	167.6
April, 1945	164.3	146.9	151.7	165.2	176.4	192.9	154.0
1946							
March	203.8	165.6	202.4	186.2	211.6	203.0	192.5
April	202.7	166.3	203.9	203.4	200.9	201.9	208.4
% Change,							
April, 1946	+23.4	+13.2	+34.4	+23.1	+13.9	+ 4.7	+35.3
April, 1945							
% Change,							
Jan.-Apr., 1946 .	+14.9	+ 9.5	+19.6	+ 6.8	+10.1	+ 3.4	+17.5
Jan.-Apr., 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							
233.3	259.2	209.2	192.7	185.9	153.9	248.8	159.8
264.3	316.4	243.3	211.8	199.4	179.4	279.4	160.1
237.9	305.0	234.6	213.3	226.6	205.6	299.8	160.8
289.3	289.9	238.6	230.5	264.6	202.3	321.3	193.9
285.5	342.3	231.4	229.2	278.5	230.7	302.2	247.1
+20.0	+12.2	- 1.4	+ 7.5	+22.9	+12.2	+ 0.8	+53.7
+14.5	+ 1.4	- 2.5	+ 5.8	+34.4	+17.6	- 3.0	+49.1
Quebec							
199.3	209.8	177.8	156.2	133.2	136.6	156.7	135.4
205.5	213.0	195.0	169.7	135.4	155.1	167.3	117.4
161.8	186.3	169.0	179.0	162.9	213.8	172.5	135.2
196.6	228.4	197.7	202.7	172.6	222.2	195.2	209.0
206.9	237.0	199.6	197.1	220.4	260.5	252.7	229.8
+27.9	+27.2	+18.1	+10.1	+35.3	+21.8	+46.5	+70.0
+12.8	+12.4	+ 5.9	+10.4	+30.3	+32.1	+18.1	+64.9
Ontario							
178.5	212.3	180.4	147.8	124.9	135.8	143.8	95.1
187.9	224.6	195.3	158.6	123.5	132.3	157.9	80.3
156.1	193.3	166.4	161.7	144.2	163.9	174.2	84.3
224.0	271.0	214.8	187.6	179.6	200.9	205.1	157.2
214.3	263.7	208.1	184.4	206.8	229.5	221.8	158.5
+37.3	+36.4	+25.1	+14.0	+43.4	+40.0	+27.3	+88.0
+24.4	+14.1	+ 8.8	+10.2	+47.7	+38.9	+19.4	+77.8

(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	Restaurant	Family Clothing
Prairie Provinces							
April, 1943	156.9	141.2	151.6	189.1	153.1	171.8	199.1
April, 1944	172.2	158.2	163.2	190.8	165.0	189.3	222.2
April, 1945	166.7	150.8	159.2	175.0	167.5	185.2	199.6
1946							
March	204.6	151.7	224.5	191.7	205.0	221.3	240.2
April	211.1	185.5	207.2	222.8	195.0	211.4	273.1
% Change,							
April, 1946	+26.6	+23.0	+30.2	+27.3	+16.4	+14.1	+36.8
April, 1945							
% Change,							
Jan.-Apr., 1946 .	+16.2	+10.4	+16.4	+ 9.1	+14.2	+13.2	+24.3
Jan.-Apr., 1945 .							
British Columbia							
April, 1943	162.3	129.8	161.2	145.5	162.6	172.0	169.6
April, 1944	168.6	137.1	166.5	137.6	168.1	175.3	173.6
April, 1945	173.3	145.3	173.1	137.5	173.7	175.3	172.6
1946							
March	211.0	177.0	221.3	152.0	201.9	195.4	187.8
April	213.0	179.4	215.0	174.0	196.8	193.0	222.8
% Change,							
April, 1946	+22.9	+23.5	+24.2	+26.5	+13.3	+10.1	+29.1
April, 1945							
% Change,							
Jan.-Apr., 1946 .	+15.5	+20.0	+16.0	+10.4	+10.2	+ 6.9	+15.7
Jan.-Apr., 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							
183.2	205.6	198.7	162.5	123.3	171.4	171.4	141.2
214.5	235.2	226.3	175.1	137.6	196.8	205.8	154.1
171.8	201.0	194.2	178.3	161.1	198.0	198.4	141.6
219.8	231.3	216.8	203.9	228.9	232.6	264.7	246.4
244.9	253.1	249.4	210.2	256.2	288.6	262.0	287.5
+42.5	+25.9	+28.4	+17.9	+59.0	+45.8	+32.1	+103.0
+27.2	+ 7.7	+13.7	+11.4	+48.5	+29.6	+23.1	+58.4
British Columbia							
159.4	226.9	205.2	168.7	145.3	176.6	165.9	123.1
160.9	235.8	220.6	184.1	149.1	203.3	176.0	126.9
157.3	220.5	219.4	206.8	157.9	218.3	190.3	111.9
204.6	242.2	250.7	230.8	259.4	280.3	229.2	207.3
201.8	272.8	272.2	233.2	275.7	322.9	244.0	200.2
+28.3	+23.7	+24.1	+12.8	+74.6	+47.9	+28.2	+78.9
+25.7	+ 7.4	+ 9.0	+ 9.1	+44.6	+38.3	+16.1	+62.9

(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

April, 1945 and April, 1946

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

	April, 1945	April, 1946	% Change, 1946/1945
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	30,834,573	39,523,286	+28.2
1. Women's dresses, coats and suits	3,768,567	4,924,209	+30.7
2. Girls' and infants' wear	1,269,535	1,620,500	+27.6
3. Hosiery and gloves	1,274,196	1,490,681	+17.0
4. Lingerie and corsets	1,171,186	1,459,108	+24.6
5. Millinery	467,093	685,560	+46.8
6. Women's and children's apparel - (Total, 1-5).	7,950,577	10,180,058	+28.0
7. Men's and boys' clothing and furnishings	3,280,521	4,185,428	+27.6
8. Drugs and toilet articles and preparations ...	856,244	973,484	+13.7
9. Piece goods	2,486,172	2,697,688	+ 8.5
10. Smallwares	1,019,905	1,291,212	+26.6
11. Food and kindred products	2,609,517	2,966,648	+13.7
12. Furniture (including mattresses and springs) .	2,096,228	2,948,291	+40.6
13. Home furnishings	2,321,668	2,851,041	+22.8
14. Household appliances and electrical supplies .	433,938	1,084,245	+149.9
15. Hardware and kitchen utensils	1,603,421	2,055,039	+28.2
16. Radios, musical instruments and supplies	186,521	456,374	+144.7
17. Shoes and other footwear	2,319,860	2,823,226	+21.7
18. Stationery, books and magazines	419,827	614,393	+46.3
19. All other departments, total	3,250,174	4,396,159	+35.3