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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
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OTTAWA, CANADA

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Vol. XVIII - No. 7 16-4020

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

Retail sales in Canada declined 10 per cent in July below June but were almost 15 per cent higher than in July a year ago according to monthly reports received from a sample number of firms representing 14 different lines of business. The general index of retail sales, unadjusted for differences in the numbers of business days in different months or for normal seasonal fluctuations (on the base 1935-1939=100) stands at 195.5 for July compared with 216.5 for June and at 170.5 for July a year ago.

The 15 per cent increase in July of this year over last is approximately on a par with the average gain in dollar volume of sales for the year to date; cumulative figures for the first seven months of the year show an increase of 14 per cent. The 10 per cent decline in sales between June and July of this year was largely seasonal, the adjusted index of sales in which allowances are made both for normal seasonal movements and for differences in the numbers of business days in the month, showed a slight increase, rising from 210.5 for June to 212.2 for July. In view of the technical difficulties encountered in making adjustments for seasonal effects and also for the effects of differences in the numbers of business days, little significance can be attached to small movements in the seasonally adjusted figures. Nevertheless, these seasonally adjusted index numbers are sufficiently accurate to show that the underlying level of retail purchasing has remained practically unchanged since the beginning of the current year. The average seasonally adjusted index for the first seven months of the year stands at 211.5.

As in earlier months of the year, stores specializing in durable merchandise continue to register the greatest increases in sales. Furniture store sales ranged 38 per cent higher in July of this year than last compared with a 36 per cent gain for the first seven months of 1946 over the corresponding period of 1945. Stores specializing in radios and electrical equipment continue to record marked increases, the July gain of 74 per cent over July, 1945 being approximately on a par with a 73 per cent increase for the first seven months of the year. July sales of hardware stores were up 32 per cent while the gain for the year to date is 35 per cent. A more moderate gain of 13 per cent for jewellery store sales compares with a 14 per cent increase in June of this year over last and an 18 per cent expansion for the year to date.

In the general merchandise group of stores, department stores lead with a 20 per cent increase over July a year ago. Country general store sales were up 15 per cent and variety stores gained 13 per cent. Corresponding increases for the first seven months of this year over last stand at 19 per cent for department stores, 12 per cent for the country general stores and 9 per cent for variety stores.

Food stores and restaurants continue at a slightly higher level than in 1945. Combined results for grocery stores, meat markets and combination stores show a 10 per cent increase in dollar business in July of this year over last while sales for the

year to date are up by 9 per cent. Restaurant receipts were up 6 per cent for the month of July and 7 per cent for the seven-month period.

Specialty clothing stores for men and for women and family clothing stores all continue to register substantial gains in sales over last year. July sales for family clothing stores were up 14 per cent; men's specialty shops gained 14 per cent and women's specialty shops gained 13 per cent over July, 1945. On the other hand specialty shoe store sales were unchanged from July a year ago. Cumulative figures for the first seven months of the year for the trades in this group reveal increases of 19 per cent for family clothing stores, 18 per cent for men's specialty shops, 11 per cent for women's specialty shops and 5 per cent for shoe stores.

Drug store sales were 13 per cent higher in July of this year than last and were up by 10 per cent over the seven-month period. Percentage increases over July a year ago for two trades for which indexes are not computed show gains of 31 per cent for candy stores and 37 per cent for furriers respectively.

Regional Trends

With the exception of the Maritime Provinces, the increase in the general level of retail trading was similar for the other four economic areas of the country, ranging within the narrow limits of 14 per cent for the Prairie Provinces and 16 per cent for Ontario. Cumulative results for the first seven months of the year reveal a similar pattern, percentage increases in this instance standing at 8 per cent for the Maritime Provinces, 13 per cent for Quebec, 15 per cent for Ontario, 17 per cent for the Prairie Provinces and 15 per cent for British Columbia.

The radio and electrical group of stores came first in point of view of increased sales in all provinces. Furniture stores and hardware stores occupied second and third positions in this respect.

Departmental Analysis of Department Store Sales

An analysis of department store sales by departments for 18 firms including mail order houses shows increases in sales in July, 1946 over July, 1945 for all separate categories for which figures are compiled. Sales of radios, musical instruments and supplies ranged 150 per cent higher in July of this year than last. The household appliance and electrical supplies department registered a gain of 104 per cent followed by hardware and kitchen utensils at 39 per cent and home furnishings at 29 per cent. The smallwares department was up 22 per cent and the furniture department gained 19 per cent.

In the clothing departments, sales of hosiery and gloves registered the largest increase with a gain of 20 per cent followed closely by women's dresses, coats and suits with a gain of 19 per cent. These gains, together with increases of 7 per cent for girls' and infants' wear, 12 per cent for lingerie and corsets and 11 per cent for millinery resulted in a total gain of 16 per cent for the women's and children's apparel group as a whole. The comparable increase for men's and boys' clothing and furnishings was 15 per cent.

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 July, 1946			Sales in Jan.-July, 1946	
	Compared With Sales In			Compared With Sales In	
	July 1941	July 1945	June 1946	Jan.-July 1941	Jan.-July 1945
General Index	+57.0	+14.7	- 9.7	+62.6	+14.1
General Merchandise Group:					
Country General Stores	+65.9	+14.7	+ 3.6	+70.4	+12.2
Department Stores	+56.3	+19.9	-16.6	+63.5	+18.9
Variety Stores	+45.9	+12.9	- 4.8	+50.3	+ 9.4
Food Group:					
Food Stores	+48.1	+10.4	-11.4	+53.5	+ 8.9
Restaurants	+65.6	+ 6.1	+ 4.0	+77.5	+ 6.9
Clothing Group:					
Family Clothing Stores	+73.7	+14.4	-16.5	+79.2	+18.6
Men's Clothing Stores	+56.5	+13.5	-23.4	+67.3	+18.0
Women's Clothing Stores	+67.7	+12.7	-18.5	+75.0	+11.3
Shoe Stores	+64.0	- 0.1	-26.3	+63.9	+ 4.8
Household and Personal Effects Group:					
Drug Stores	+57.6	+12.8	+ 1.4	+61.7	+10.4
Furniture Stores	+62.0	+38.3	- 8.6	+51.9	+36.1
Hardware Stores	+80.2	+31.9	- 4.5	+89.7	+34.7
Jewellery Stores (a)	+85.6	+12.9	- 7.3	+99.3	+17.9
Radio and Electrical Stores	+35.2	+73.9	- 5.5	+40.3	+73.3

(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
July, 1939	91.3	103.8	104.9	99.0	75.0	101.2	108.3	112.2
July, 1941	124.5	134.2	125.9	117.6	102.2	132.5	152.2	152.7
July, 1943	153.9	158.1	164.0	153.1	112.5	144.7	183.4	172.5
July, 1944	155.1	170.9	170.6	160.1	116.8	157.0	181.1	186.8
July, 1945	170.5	189.1	182.2	176.4	133.2	179.0	196.7	203.7
1945								
August	178.1	189.8	186.1	170.5	155.7	184.7	191.9	203.7
September	187.1	186.0	175.4	164.2	201.6	205.3	194.2	200.9
October	203.8	189.8	191.5	171.4	220.9	189.3	218.2	213.0
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	216.5	210.5	201.6	197.3	191.6	189.2	233.2	220.3
July	195.5	212.2	208.9	195.6	159.7	207.1	222.1	225.5

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
July, 1939	100.8	107.5	96.2	92.0	(b)	(b)	79.7	101.1
July, 1941	133.0	136.3	132.0	125.8	117.2	136.2	111.4	135.7
July, 1943	169.7	160.7	188.5	177.9	162.2	178.7	144.1	165.3
July, 1944	164.6	174.9	195.7	188.3	157.6	188.7	142.3	179.0
July, 1945	178.5	188.8	206.0	198.9	177.9	213.9	153.6	194.0
1945								
August	188.7	198.9	212.4	194.8	168.6	205.8	141.3	190.5
September	174.3	173.7	204.4	199.5	200.3	212.8	209.8	213.1
October	182.4	185.4	207.4	202.9	264.9	223.3	252.0	215.0
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	197.0	204.2	218.6	207.7	203.6	239.4	174.3	215.8

(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
July, 1939	80.0	99.0	89.6	100.4	99.6	102.2	78.6	104.9
July, 1941	111.3	132.4	115.7	126.1	127.7	130.7	115.1	147.9
July, 1943	152.5	173.4	163.1	163.6	159.6	159.6	109.7	136.2
July, 1944	154.6	189.1	164.0	184.5	168.1	171.4	116.5	155.1
July, 1945	165.5	203.2	189.9	215.3	178.4	186.1	134.9	179.7
1945								
August	166.7	212.5	176.9	202.2	180.8	181.2	137.9	134.8
September	211.9	223.6	205.3	184.9	184.6	183.0	148.6	129.2
October	246.3	210.2	197.7	197.0	196.5	190.4	169.6	143.9
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	186.6	223.7	189.8	211.6	201.3	207.2	186.5	242.5

Year and Month	Hardware		Jewellery ^(a)		Radio and Electrical	
	A	B	A	B	A	B
July, 1939	118.3	109.7	75.1	(b)	84.0	109.6
July, 1941	152.9	136.3	132.8	156.9	139.9	161.4
July, 1943	163.3	143.9	166.2	196.4	97.5	112.5
July, 1944	176.3	162.8	176.2	216.5	91.9	110.2
July, 1945	208.9	194.5	218.4	268.4	108.8	130.6
1945						
August	204.0	190.6	235.6	244.5	112.9	124.0
September	212.1	184.7	215.1	248.4	125.9	117.4
October	228.0	198.3	229.6	247.5	144.3	121.0
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	275.5	250.5	246.5	291.3	189.2	218.3

(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							
July, 1943	194.0	165.9	139.9	237.8	207.6	260.8	193.4
July, 1944	194.8	177.7	139.3	232.0	205.6	268.7	187.0
July, 1945	210.6	191.4	151.8	247.1	217.0	282.5	221.0
1946							
June	243.7	220.5	205.3	267.4	237.6	257.8	286.4
July	231.9	224.7	173.2	251.4	235.2	286.1	235.3
% Change,							
July, 1946	+10.1	+17.4	+14.1	+ 1.7	+ 8.4	+ 1.3	+ 6.5
July, 1945							
% Change,							
Jan.-July, 1946 .	+ 8.4	+12.1	+12.4	- 1.7	+ 5.7	+ 0.7	+14.5
Jan.-July, 1945 .							
Quebec							
July, 1943	153.1	186.9	108.8	206.8	157.3	165.1	172.4
July, 1944	153.1	195.1	109.6	204.3	154.5	173.4	160.3
July, 1945	166.4	203.9	131.4	217.4	164.9	185.9	175.0
1946							
June	228.0	226.8	217.5	287.4	220.2	209.0	275.0
July	191.5	231.9	163.9	256.5	175.3	218.8	216.9
% Change,							
July, 1946	+15.1	+13.7	+24.7	+18.0	+ 6.3	+17.7	+23.9
July, 1945							
% Change,							
Jan.-July, 1946 .	+12.9	+10.9	+21.8	+12.5	+ 5.9	+10.7	+22.2
Jan.-July, 1945 .							
Ontario							
July, 1943	142.1	158.3	101.4	165.4	160.8	183.2	131.4
July, 1944	141.9	160.5	104.6	162.7	152.7	191.1	132.1
July, 1945	158.0	174.6	120.8	183.4	167.3	197.1	154.1
1946							
June	204.7	181.1	183.5	211.8	208.2	202.6	197.6
July	183.2	206.4	149.4	204.8	188.3	202.8	171.4
% Change,							
July, 1946	+15.9	+18.2	+23.7	+11.7	+12.6	+ 2.9	+11.2
July, 1945							
% Change,							
Jan.-July, 1946 .	+15.0	+12.7	+20.8	+ 9.0	+ 9.9	+ 3.7	+15.9
Jan.-July, 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							
237.2	194.6	216.9	194.3	161.7	187.2	295.9	124.2
225.3	190.8	209.0	200.3	169.6	202.9	296.6	110.3
243.0	229.0	243.7	212.3	189.0	240.2	320.5	136.0
292.6	302.5	295.7	222.8	290.5	306.2	331.4	245.0
239.9	230.7	237.5	225.4	296.0	293.3	328.4	289.4
- 1.3	+ 0.7	- 2.5	+ 6.2	+56.6	+22.1	+ 2.5	+112.8
+11.3	+ 4.2	- 0.4	+ 5.5	+35.0	+24.9	- 0.5	+66.1
Quebec							
137.1	142.5	151.3	150.3	100.5	178.6	130.7	107.0
133.9	134.4	141.8	160.6	107.5	187.9	136.5	106.6
138.3	138.7	157.5	169.8	120.3	229.6	174.7	123.9
222.1	226.2	239.8	189.4	202.2	309.4	247.4	215.9
157.4	157.9	153.9	191.8	168.8	295.5	220.2	202.2
+13.8	+13.8	- 2.3	+13.0	+40.3	+28.7	+26.0	+63.2
+11.9	+11.3	+ 4.0	+10.3	+30.0	+31.6	+24.9	+63.7
Ontario							
125.1	148.8	152.6	153.1	100.2	144.2	151.3	78.8
127.1	156.1	159.8	161.1	103.1	147.5	163.6	72.1
140.9	170.5	189.9	169.0	123.9	179.2	213.6	81.5
222.9	235.5	266.8	189.9	183.7	258.1	258.9	167.2
166.8	196.5	193.8	190.2	163.9	243.8	240.0	144.0
+18.4	+15.2	+ 2.1	+12.5	+36.3	+36.0	+12.4	+76.7
+21.1	+13.9	+ 6.1	+10.6	+38.7	+39.7	+18.5	+83.3

(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							
July, 1943	159.2	157.1	110.8	190.7	197.2	202.4	179.4
July, 1944	164.4	161.8	120.2	191.3	194.9	210.4	179.1
July, 1945	178.5	172.0	133.0	196.6	212.3	221.3	202.5
1946							
June	214.5	187.8	181.4	215.8	250.0	218.8	257.0
July	204.1	191.0	154.5	226.2	241.0	237.3	217.2
% Change,							
July, 1946	+14.3	+11.0	+16.2	+15.1	+13.5	+ 7.2	+ 7.3
July, 1945							
% Change,							
Jan.-July, 1946 .	+16.6	+11.3	+17.9	+11.9	+14.0	+12.3	+20.2
Jan.-July, 1945 .							
British Columbia							
July, 1943	161.0	138.5	140.5	141.7	175.1	192.0	180.8
July, 1944	162.4	152.1	144.1	141.9	167.3	192.3	180.6
July, 1945	183.0	167.6	165.5	152.2	186.9	211.9	194.0
1946							
June	224.1	208.3	203.7	174.5	239.9	200.4	226.2
July	210.0	197.6	192.5	175.3	205.2	209.4	221.7
% Change,							
July, 1946	+14.8	+17.9	+16.3	+15.2	+ 9.8	- 1.2	+14.3
July, 1945							
% Change,							
Jan.-July, 1946 .	+15.4	+18.6	+16.1	+12.8	+10.5	+ 6.7	+15.3
Jan.-July, 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							
166.6	159.1	177.0	167.2	118.0	169.3	195.4	123.5
164.0	161.5	186.9	173.7	134.6	197.0	209.3	118.7
171.2	167.8	202.4	182.5	158.5	219.8	234.0	159.4
230.4	195.0	240.4	208.0	201.6	295.7	295.2	258.8
192.2	184.0	199.1	212.0	204.5	284.9	261.2	255.0
+12.3	+ 9.7	- 1.6	+16.2	+29.0	+29.6	+11.6	+60.0
+23.6	+ 7.8	+ 7.3	+12.4	+44.6	+31.7	+23.8	+68.0
British Columbia							
151.4	172.4	194.3	172.9	139.0	171.7	187.0	113.4
142.2	177.7	193.8	187.7	151.6	198.5	196.5	104.0
161.1	184.7	232.9	216.5	175.1	232.7	251.5	118.2
205.4	222.8	249.9	230.5	235.8	340.2	255.7	215.6
179.5	201.9	231.9	244.9	252.8	331.8	261.4	230.3
+11.4	+ 9.3	- 0.4	+13.1	+44.4	+42.6	+ 3.9	+94.8
+17.9	+ 7.5	+ 3.3	+10.0	+41.8	+42.5	+13.1	+75.1

(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

July, 1945 and July, 1946

(Based on dollar sales of 18 firms including mail order houses)

	July 1945	July 1946	% Change, 1946/1945
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	25,573,117	28,343,594	+20.2
1. Women's dresses, coats and suits	2,408,984	2,871,418	+19.2
2. Girls' and infants' wear	746,063	798,521	+ 7.0
3. Hosiery and gloves	782,082	934,246	+19.5
4. Lingerie and corsets	960,650	1,079,273	+12.3
5. Millinery	172,516	190,758	+10.6
6. Women's and children's apparel - (Total, 1-5).	5,070,295	5,874,216	+15.9
7. Men's and boys' clothing and furnishings	2,348,665	2,693,983	+14.7
8. Drugs and toilet articles and preparations ...	823,985	911,068	+10.6
9. Piece goods	1,983,338	2,248,306	+13.4
10. Smallwares	841,787	1,023,305	+21.6
11. Food and kindred products	2,315,955	2,413,987	+ 4.2
12. Furniture (including mattresses and springs) .	1,621,732	1,936,773	+19.4
13. Home furnishings	1,745,507	2,242,351	+28.5
14. Household appliances and electrical supplies .	428,972	874,228	+103.8
15. Hardware and kitchen utensils	1,097,356	1,524,642	+38.9
16. Radios, musical instruments and supplies	176,026	440,531	+150.3
17. Shoes and other footwear	1,769,651	1,884,688	+ 6.5
18. Stationery, books and magazines	360,770	447,801	+24.1
19. All other departments, total	2,989,078	3,827,815	+28.1