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Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

MERCHANDISING AND SERVICES SECTION

OTTAWA, CANADA

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Vol. XVIII - No. 8

16-4020

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

Dollar volume of retail sales was 20 per cent higher in August, 1946 than in August, 1945, an increase which was exceeded only by April among corresponding-month comparisons for this year and last. Sales increased by 10 per cent in August over the preceding month of July. The unadjusted index for August (on the base, 1935-1939=100) stood at 214.3 compared with indexes of 178.1 in August, 1945 and 195.4 in July of this year. The composite index for the fourteen kinds of business showed a cumulative gain for the first eight months of this year of 15 per cent over the same period of 1945. The expanded rate of consumer expenditures apparent throughout 1946 results from several factors among which may be numbered increased production of goods in a wider range of commodities, upward price movements, a somewhat larger tourist business and a high level of consumer purchasing power.

The underlying level of retail trade is currently established well above the 200 index mark, averaging out on a plane more than twice as high as that existing in the base period, 1935 to 1939. The January index, adjusted for differences in number of business days and for normal seasonal variations, was slightly below 200, but this figure was exceeded in the adjusted indexes for all other months of the present year. In this regard, the average of the adjusted series for the first eight months of 1946 stood at 212.6.

Increases in durable goods sales continued in excess of those recorded by trades whose activities concerned the distribution of food, clothing, personal effects, or those in the general merchandise group whose sales compositions were more diversified. This is a condition which has prevailed, of course, for a considerable period of time. Radio and electrical store sales rose 84 per cent in August this year over last and, although their rise over 1941 is still far short of that which most other trades have attained, rapid strides are being made toward recapturing a larger share of consumer expenditure. Furniture and hardware stores with increases of 44 and 36 per cent for August exceeded their average gain for earlier months of the year by a few points in each case.

A brisk demand for apparel, particularly for men's wear, is apparent in August results for the clothing trades. Family clothing stores showed a 33 per cent gain in sales between August of the two years while men's apparel store sales rose 30 per cent. August increases, moreover, were larger than the expansions recorded during the first eight months of the year, although these too were quite pronounced at about one-fifth above sales in the January-to-August period of 1945. On the other hand, sales in the ladies' ready-to-wear trade with a more moderate increase of 19 per cent were almost on a par with the average gain for retail trade, but exceeded the cumulative rise of 12 per cent which occurred in the first eight months of this year over last. Sales of shoe stores increased 12 per cent for August, surpassing a 6 per cent gain in business for the year-to-date comparison.

Price 10 cents

Department stores with August sales up 27 per cent led the other trades in the general merchandise group and had an average gain of 20 per cent in the first eight months of this year over last. As in most of the earlier months of the year, the August increase for department stores was greater than that recorded by the general index for all fourteen kinds of business. Variety stores reported sales higher by 22 per cent in August and to date have shown an average increase of 11 per cent over 1945. Corresponding increases for country general stores were 18 per cent in August and 13 per cent in cumulative results.

The index of food store sales, compiled from figures provided by grocery, combination and meat stores, showed a gain of 16 per cent in August of this year over last. The customary stability of consumer food purchases makes the August increase quite outstanding. Probably the more important factors operating to produce this unusual result were price increases and the occurrence of larger fruit crops in the current year. Food store sales have shown an average increase of 10 per cent for the first eight months of this year over the same period of 1945. On the other hand, the restaurant trade was the only one in which there was no evidence of sales stimulation during August, a fact possibly due in part to the increased practice of closing for summer vacation periods. The increase in receipts of these eating places increased only 2 per cent in August, 1946, compared with August a year ago, whereas sales in the eight-month period ending in August were 6 per cent higher than in the same eight months of 1945.

Drug stores and jewellery stores both had gains which were somewhat below the average for the other kinds of business. Drug stores, like food stores, generally have a more stable sales trend than most of the other trades experience and although the increase of 15 per cent in August is below the average, it is rather outstanding for this particular trade. Jewellery store sales, up 13 per cent between August, 1945 and 1946 fell slightly below the increase which these stores have shown in most of the earlier months of the year.

Candy store sales, as reflected in the experience of a number of chain candy stores, were up 52 per cent in August this year over last and have averaged 37 per cent higher in the first eight months of the year. Sales of retail furriers were 44 per cent greater in August this year over last.

Regional Trends

The Prairie Provinces, Ontario and British Columbia had fairly uniform gains in August, and their sales increases ranged between 21 and 23 per cent. Sales in Quebec and the Maritime Provinces increased to a lesser extent, the margin being 17 per cent for the former and 15 per cent for the latter area compared with August, 1945. In all provinces, however, the margin of increase for August exceeded the average gains for the year to date. The cumulative increases ranged from a low of 9 per cent for the Maritime Provinces up to 18 per cent for the Prairie Provinces.

Regional increases for each trade are shown on Pages 6 to 9 of this report.

Departmental Analysis of Department Store Sales

Sales of the 18 firms which reported sales by departments gained 24 per cent in August this year over last. Increases were substantial for all commodity groupings measured in this analysis. The lowest of these increases amounted to 9 per cent (in food and in footwear departments) but the outstanding factor in the high sales obtained by department stores arises from the pronounced increases in sales of durable household goods. Detailed results on a departmental basis appear

on Page 2 of this report.

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 Aug., 1946 Compared With Sales In			Sales in Jan-Aug., 1946 Compared With Sales In	
	Aug., 1941	Aug., 1945	July 1946	Jan.-Aug. 1941	Jan.-Aug. 1945
General Index	+58.5	+20.3	+ 9.7	+62.0	+14.9
General Merchandise Group:					
Country General Stores	+66.6	+17.8	+ 5.3	+69.7	+12.9
Department Stores	+63.7	+26.6	+23.6	+63.5	+19.8
Variety Stores	+47.7	+22.3	+ 5.5	+50.0	+11.1
Food Group:					
Food Stores	+49.8	+15.9	+11.1	+53.0	+ 9.8
Restaurants	+54.4	+ 2.2	- 1.0	+74.2	+ 6.3
Clothing Group:					
Family Clothing Stores	+87.6	+32.5	+10.0	+80.2	+20.2
Men's Clothing Stores	+61.7	+29.6	+ 5.3	+66.6	+19.2
Women's Clothing Stores	+65.2	+18.6	+ 6.4	+73.7	+12.1
Shoe Stores	+69.3	+12.2	+ 5.0	+64.5	+ 5.6
Household and Personal Effects Group:					
Drug Stores	+57.1	+15.0	+ 3.2	+61.1	+11.0
Furniture Stores	+46.9	+44.4	+ 7.0	+51.2	+37.1
Hardware Stores	+82.1	+36.3	+ 1.6	+88.4	+34.8
Jewellery Stores (a)	+75.9	+13.0	+ 6.5	+96.0	+17.4
Radio and Electrical Stores	+48.0	+83.8	+ 9.6	+41.4	+74.7

(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
August, 1939	93.5	102.9	107.7	99.7	80.4	95.7	100.4	106.6
August, 1941	135.2	143.2	131.6	121.0	120.4	146.1	158.9	163.1
August, 1943	147.0	161.8	157.2	149.5	120.9	148.4	160.2	174.8
August, 1944	160.9	172.7	174.6	161.1	139.4	165.3	172.4	184.4
August, 1945	178.1	189.8	186.1	170.5	155.7	184.7	191.9	203.7
1945								
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	195.4	212.0	208.3	195.0	159.5	206.8	222.5	225.9
August	214.3	220.2	219.3	196.0	197.1	232.0	234.7	233.1

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
August, 1939	104.8	111.8	101.7	94.2	(b)	(b)	71.7	95.5
August, 1941	146.0	148.3	140.5	130.2	119.1	140.6	113.2	146.5
August, 1943	157.2	173.0	189.5	177.7	138.8	173.4	118.7	163.1
August, 1944	170.5	182.6	198.6	182.7	147.8	181.2	125.5	169.9
August, 1945	188.7	198.9	212.4	194.8	168.6	205.8	141.3	190.5
1945								
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	196.9	204.2	219.3	208.3	203.0	238.6	173.9	215.4
August	218.7	215.8	217.0	199.1	223.4	256.5	183.1	229.2

(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
August, 1939	68.6	95.3	71.9	86.9	99.5	99.7	103.0	99.5
August, 1941	119.7	161.5	117.2	130.0	132.3	131.7	135.5	132.3
August, 1943	139.1	182.2	145.5	173.6	153.6	156.9	112.2	112.1
August, 1944	153.6	196.6	154.9	181.2	170.2	171.6	122.0	119.6
August, 1945	166.7	212.5	176.9	202.2	180.8	181.2	137.9	134.8
1945								
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	185.8	222.8	189.0	210.8	201.5	207.4	186.0	241.9
August	197.7	240.2	198.4	210.1	207.9	203.7	199.1	186.0

Year and Month	Hardware		Jewellery ^(a)		Radio and Electrical	
	A	B	A	B	A	B
August, 1939	122.7	112.5	87.4	(b)	88.9	109.0
August, 1941	152.7	145.4	151.3	163.0	140.2	159.9
August, 1943	154.8	147.4	175.1	188.7	102.0	116.3
August, 1944	178.7	166.9	190.8	198.0	94.8	104.1
August, 1945	204.0	190.6	235.6	244.5	112.9	124.0
1945						
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	273.7	248.8	250.0	295.4	189.3	218.4
August	278.1	251.3	266.2	276.3	207.5	227.9

(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							
August, 1943	177.0	159.7	140.8	207.5	178.4	262.4	165.5
August, 1944	194.6	181.6	170.8	220.8	193.7	266.9	181.0
August, 1945	212.3	201.0	179.4	237.3	211.0	271.9	209.2
1946							
July	232.3	225.7	173.2	253.5	235.6	292.7	234.4
August	244.0	230.9	223.0	269.9	239.6	281.6	234.2
% Change,							
August, 1946	+14.9	+14.9	+24.3	+13.7	+13.6	+ 3.6	+12.0
August, 1945							
% Change,							
Jan.-Aug., 1946	+ 9.2	+12.6	+13.8	+ 0.4	+ 6.7	+ 1.4	+14.1
Jan.-Aug., 1945							
Quebec							
August, 1943	146.4	173.9	126.0	180.0	148.4	170.8	146.1
August, 1944	155.5	185.2	136.1	192.4	158.3	179.0	145.7
August, 1945	177.0	198.5	169.2	223.0	175.0	207.6	170.4
1946							
July	190.9	231.2	163.9	256.5	175.4	216.3	213.4
August	207.3	225.1	212.2	269.7	195.0	212.2	220.1
% Change,							
August, 1946	+17.1	+13.4	+25.4	+20.9	+11.4	+ 2.2	+29.2
August, 1945							
% Change,							
Jan.-Aug., 1946	+13.4	+11.2	+22.3	+13.6	+ 6.6	+ 9.4	+22.8
Jan.-Aug., 1945							
Ontario							
August, 1943	135.6	148.2	113.9	145.0	146.7	187.3	115.1
August, 1944	148.0	155.3	128.6	155.4	160.3	199.2	127.0
August, 1945	164.6	174.6	145.9	174.6	176.7	208.5	144.8
1946							
July	183.1	207.3	148.8	204.9	188.1	203.6	171.8
August	201.6	207.9	186.3	216.4	210.3	208.3	210.4
% Change,							
August, 1946	+22.5	+19.1	+27.7	+23.9	+19.0	- 0.1	+45.3
August, 1945							
% Change,							
Jan.-Aug., 1946	+15.9	+13.6	+21.7	+10.9	+11.0	+ 3.2	+19.4
Jan.-Aug., 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							
184.6	186.3	191.2	191.4	154.4	164.1	309.5	125.4
186.2	205.6	204.3	208.0	165.8	194.3	316.8	123.7
204.1	228.7	227.3	223.0	194.8	235.9	356.1	141.2
242.5	229.0	236.7	224.2	296.3	291.5	324.1	280.7
213.1	256.0	236.7	242.4	301.9	294.7	350.5	271.4
+ 4.4	+11.9	+ 4.1	+ 8.7	+55.0	+24.9	- 1.6	+92.2
+10.7	+ 5.0	+ 0.2	+ 5.8	+37.5	+24.8	- 0.8	+68.7
Quebec							
118.5	127.9	131.1	146.8	100.4	170.8	145.5	112.3
121.1	130.9	129.6	160.5	108.7	195.2	156.7	111.7
136.4	144.7	153.5	177.9	127.0	229.6	201.3	142.7
156.1	154.2	154.3	192.3	169.9	290.6	220.6	201.5
169.0	169.8	163.7	200.2	185.6	290.1	237.9	222.2
+23.9	+17.3	+ 6.6	+12.5	+46.1	+26.4	+18.2	+55.7
+13.2	+11.7	+ 4.4	+10.6	+32.0	+30.5	+24.0	+62.5
Ontario							
104.1	134.9	137.3	145.7	104.8	129.0	156.9	85.1
114.7	153.4	147.2	160.9	111.3	146.3	177.2	71.9
130.9	167.0	167.2	168.2	125.6	168.6	225.6	87.3
165.3	196.5	192.7	190.6	161.9	242.2	245.6	147.3
180.9	202.8	195.6	193.4	170.7	237.4	251.0	163.5
+38.2	+21.4	+17.0	+15.0	+35.9	+40.8	+11.3	+87.3
+22.8	+14.7	+ 7.3	+11.2	+37.6	+39.7	+17.8	+84.3

(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	Restau- rant	Family Clothing
Prairie Provinces							
August, 1943	153.2	154.2	112.8	158.5	190.5	190.7	146.8
August, 1944	173.2	178.7	136.4	173.7	207.7	201.8	166.0
August, 1945	185.0	180.2	145.5	184.5	232.2	212.8	183.9
1946							
July	203.8	189.1	154.5	225.7	240.7	237.0	221.4
August	228.2	216.4	185.7	233.1	274.9	224.6	242.2
% Change,							
August, 1946	+23.4	+20.1	+27.6	+26.3	+18.4	+ 5.5	+31.7
August, 1945							
% Change,							
Jan.-Aug., 1946	+17.5	+12.4	+19.1	+13.8	+14.6	+11.4	+21.8
Jan.-Aug., 1945							
British Columbia							
August, 1943	159.4	140.8	145.3	135.5	168.0	192.7	162.7
August, 1944	174.9	165.0	166.6	147.1	181.0	192.6	173.1
August, 1945	193.0	180.2	181.5	154.6	203.3	203.7	184.8
1946							
July	210.4	196.3	192.9	177.6	205.1	214.2	218.9
August	234.1	224.6	226.1	194.0	232.7	211.8	246.3
% Change,							
August, 1946	+21.3	+24.6	+24.6	+25.5	+14.5	+ 4.0	+33.3
August, 1945							
% Change,							
Jan.-Aug., 1946	+16.3	+19.3	+17.3	+14.8	+11.0	+ 6.6	+17.5
Jan.-Aug., 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							
123.1	138.4	151.8	160.4	121.6	174.0	198.9	123.2
130.4	162.6	172.0	177.8	138.9	204.1	218.8	121.2
141.8	171.9	181.2	185.6	150.0	218.1	252.2	132.4
194.0	185.4	197.7	211.8	203.8	284.8	268.2	250.9
191.4	199.7	204.5	221.7	230.4	311.7	299.9	287.4
+35.0	+16.2	+12.9	+19.5	+53.6	+42.9	+18.9	+117.1
+25.0	+ 8.9	+ 7.8	+15.3	+45.7	+33.3	+23.5	+73.2
British Columbia							
132.6	173.7	188.0	168.3	148.5	168.1	200.2	116.2
136.3	182.6	215.0	198.8	170.4	199.1	206.3	112.8
156.1	192.7	254.7	215.6	178.8	231.4	254.9	125.3
181.9	202.9	228.7	245.9	252.8	334.2	263.1	227.0
197.7	222.7	286.2	251.2	266.4	331.6	296.8	235.9
+26.6	+15.6	+12.4	+16.5	+49.0	+43.3	+16.4	+88.3
+19.2	+ 8.5	+ 4.3	+10.9	+42.8	+42.8	+13.7	+76.6

(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

August, 1945 and August, 1946

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

	August 1945	August 1946	% Change, 1946/1945
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	28,143,169	34,944,821	+24.2
1. Women's dresses, coats and suits	3,145,452	3,849,926	+22.4
2. Girls' and infants' wear	1,376,498	1,559,534	+13.3
3. Hosiery and gloves	966,237	1,238,259	+28.2
4. Lingerie and corsets	1,085,136	1,336,852	+23.2
5. Millinery	320,908	368,034	+14.7
6. Women's and children's apparel - (Total, 1-5).	6,894,231	8,352,605	+21.2
7. Men's and boys' clothing and furnishings	2,955,096	3,630,728	+22.9
8. Drugs and toilet articles and preparations ...	818,637	899,687	+ 9.9
9. Piece goods	2,425,023	2,854,229	+17.7
10. Smallwares	980,416	1,215,108	+23.9
11. Food and kindred products	2,403,797	2,611,123	+ 8.6
12. Furniture (including mattresses and springs) .	1,962,300	2,639,536	+34.5
13. Home furnishings	1,991,389	2,655,227	+33.3
14. Household appliances and electrical supplies .	569,595	1,114,457	+95.7
15. Hardware and kitchen utensils	1,116,568	1,556,216	+39.4
16. Radios, musical instruments and supplies	205,452	606,480	+195.2
17. Shoes and other footwear	2,045,300	2,218,640	+ 8.5
18. Stationery, books and magazines	489,687	601,639	+22.9
19. All other departments, total	3,285,678	3,989,146	+21.4