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MONTHLY INDEXES OF RETAIL SALES IN CANADA, JANUARY, 1947  
(1935-1939=100)

Dollar sales of Canadian retail merchants were 13 per cent higher in January, 1947 than in January, 1946, a margin of increase which corresponds closely with the average gain in trading which took place throughout 1946. January sales were 36 per cent below the peak volume recorded in December, but this decrease was not unusually acute. In fact, the index adjusted for seasonal variations rose to 220.1 in January from 212.4 in December. Unadjusted indexes (on the base, average for 1935-1939=100) stood at 181.1 for January, 1947, 160.0 for January, 1946 and 282.2 for December, 1946.

January "clearance sales" made their re-appearance as a feature of merchandising this year after a long absence. There were a number of reasons for this development. Largely it resulted from efforts of retailers to liquidate excess and slow-moving stocks. But it was also prompted to some extent by adverse predictions, originating from various sources and widely publicized, regarding prospects for a continuation of the existing high level of consumer purchasing. Among the more prominent trades employing "clearance sales" effectively in January were ladies' wear shops and department stores.

As a result of the sales promotion which they carried out, women's apparel shops experienced the largest increase of any trade during the month under review. Sales were up 26 per cent above January a year ago. Activity in family clothing stores was also pronounced in January and sales for that kind of business rose 20 per cent over January of last year. Sales of footwear, which gained momentum in the late months of 1946, extended their increases still further in January when sales were 22 per cent above January a year ago.

Department stores maintained the sales expansion rate which they have exhibited over the past several months, January sales being 20 per cent ahead of those for January a year ago. A 33 per cent increase for the departmental firms in Quebec province was outstanding. Sales of country general stores have been increasing at a slow but steady rate in recent months and showed advancement of 8 per cent in January. Weather is an influential factor and the severity of the winter this year may account for the relatively small gains which occurred in some sections of the country.

The much greater sales increases for certain of the non-durable goods stores did not seriously retard the rate of increase for durable goods outlets. Radio and electrical stores reported a substantial volume of business and sales were higher by 61 per cent in January this year compared with last. The increase in sales of hardware stores was more moderate in January than has been usual of late, but was still appreciable at 16 per cent over January a year ago. The narrowing margin of increase for jewellery stores has been in evidence for the past few months but sales for the trade remain at a very high level.

The increases of 10 per cent for food stores and 4 per cent for restaurants are consistent with the average trend in sales for these two trades in recent months.

Price 10 cents

Chain candy stores reported an increase of 11 per cent in sales for January, 1947 over the same month a year ago. Sales of furriers, which had shown a tendency to taper off in the last month of 1945, responded to advertising promotion in January and increased 44 per cent over January, 1946.

Department Store Sales for Selected Departments

Rapid increases in sales of the durable household goods departments and in hardware continued throughout January. Sales of women's and children's apparel, particularly in those departments handling outerwear, hosiery and gloves, recorded notable gains during the month under review. Shoe departments enjoyed another substantial increase of 21 per cent in January.

Revision To Design of Monthly Report

The content of the tables of this report has been considerably reduced this month and it is hoped that the new design will render the report more useful for reference purposes. Percentage changes for the various trades in different regions of the country have been incorporated into the first table along with the percentage changes for Canada. It is felt that this will give opportunity for a better visual examination of the overall trends across the country. Material which was formerly repeated from month to month has also been eliminated from the regular tables of the report which contain the indexes of sales.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business  
(Comparisons are based on dollar sales. No corrections have been made for price changes.)

Kind of Business	January, 1947 Compared With							
	Jan. 1941	Dec. 1946	January, 1946					
	CANADA		CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.
GENERAL INDEX .....	+79.8	-35.8	+13.2	+ 6	+17	+14	+16	+14
General Merchandise Group:								
Country General Stores .....	+77.2	-33.5	+ 8.1	+ 8	+12	+10	+ 4	+10
Department Stores .....	+77.0	-49.4	+20.3	+14	+33	+19	+19	+17
Variety Stores .....	+65.2	-64.4	+11.1	+ 4	+11	+11	+16	+12
Food Group:								
Food Stores .....	+70.7	-10.3	+10.4	+ 3	+13	+12	+ 9	+ 8
Restaurants .....	+91.8	- 4.0	+ 3.8	- 5	+ 6	+ 3	+ 2	+ 9
Clothing Group:								
Family Clothing Stores .....	+110.2	-48.6	+19.7	+25	+24	+15	+19	+18
Men's Clothing Stores .....	+71.6	-54.4	+11.8	- 7	+16	+19	- 1	+17
Women's Clothing Stores .....	+112.1	-43.8	+26.1	+19	+31	+25	+22	+30
Shoe Stores .....	+80.5	-54.3	+21.5	+ 7	+25	+22	+25	+20
Household and Personal Effects Group:								
Drug Stores .....	+70.8	-32.1	+ 3.2	- 2	+ 1	+ 4	+ 4	+ 5
Furniture Stores .....	+112.6	-16.9	+21.4	+22	+30	+19	+ 8	+24
Hardware Stores .....	+129.4	-35.8	+15.9	+16	+17	+14	+21	+ 7
Jewellery Stores (a).....	+89.4	-74.6	+ 4.9	- 7	+28	- 2	(b)	+ 7
Radio and Electrical Stores .....	+110.6	-27.6	+61.0	+57	+60	+71	+34	+81

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

(b) Change of less than 1 per cent.

CANADA - Indexes 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
January, 1941 .....	100.7	121.5	83.9	108.3	93.1	123.5	96.9	151.4
January, 1943 .....	128.9	155.2	109.7	143.4	107.8	148.1	128.4	195.2
January, 1945 .....	142.8	174.7	126.6	165.5	122.5	163.1	139.6	221.5
January, 1946 .....	160.0	196.1	137.6	179.4	137.0	182.4	144.1	227.7
December, 1946 .....	282.2	212.4	223.7	191.6	325.7	203.2	449.4	234.6
January, 1947 .....	181.1	220.1	148.7	192.3	164.8	218.6	160.1	249.0

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
January, 1941 .....	118.0	122.0	103.0	108.3	82.1	119.7	92.1	121.8
January, 1943 .....	154.7	156.9	153.8	163.4	116.8	167.7	107.3	143.8
January, 1945 .....	166.2	176.0	179.0	188.4	124.1	184.5	118.6	167.3
January, 1946 .....	182.4	192.4	190.3	199.6	144.2	214.1	141.3	199.3
December, 1946 .....	224.6	208.9	205.9	200.7	336.0	220.0	346.6	213.7
January, 1947 .....	201.4	207.4	197.6	206.6	172.6	253.2	158.0	220.2

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
January, 1941 .....	88.5	121.9	74.0	104.1	118.0	124.1	83.3	124.9
January, 1943 .....	126.5	173.6	96.4	130.9	151.8	159.3	91.7	137.5
January, 1945 .....	135.1	188.9	98.0	141.7	176.7	187.8	100.1	151.9
January, 1946 .....	148.8	207.3	110.0	157.2	195.2	207.5	145.9	222.2
December, 1946 .....	334.1	224.0	292.3	218.3	296.9	239.8	213.2	184.6
January, 1947 .....	187.7	258.5	133.6	185.7	201.5	212.7	177.1	265.5

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
January, 1941 .....	80.2	131.1	93.5	131.0	111.5	133.4
January, 1943 .....	95.0	158.4	120.3	175.3	112.2	139.6
January, 1945 .....	120.1	200.2	149.9	210.0	97.9	117.1
January, 1946 .....	158.7	263.4	168.8	236.5	145.8	174.4
December, 1946 .....	286.6	263.9	698.0	274.9	324.4	254.5
January, 1947 .....	184.0	302.0	177.1	248.1	234.8	280.8

(a) Includes men's furnishings.

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

Unadjusted Indexes of Retail Sales by Regions - (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							
January, 1941 .....	107.6	89.2	98.4	110.8	116.4	132.1	95.1
January, 1946 .....	182.6	168.0	130.3	158.0	208.6	219.3	160.0
December, 1946 .....	327.9	251.6	339.6	526.8	246.4	229.7	435.9
January, 1947 .....	193.4	182.1	148.9	163.7	214.3	208.3	199.3
Quebec							
January, 1941 .....	100.8	88.1	102.2	103.0	116.5	106.8	77.5
January, 1946 .....	157.3	135.2	137.9	170.5	181.4	191.4	133.7
December, 1946 .....	275.0	220.9	369.4	485.6	220.4	207.8	341.7
January, 1947 .....	183.4	151.0	184.0	190.0	204.2	203.1	165.5
Ontario							
January, 1941 .....	104.8	86.7	92.6	94.3	124.1	102.0	86.9
January, 1946 .....	158.1	134.3	135.0	132.6	183.4	186.7	140.9
December, 1946 .....	284.5	204.6	318.2	426.4	228.9	194.9	294.1
January, 1947 .....	180.5	147.1	160.7	147.4	204.7	192.8	162.0
Prairie Provinces							
January, 1941 .....	89.6	76.2	87.6	90.6	104.4	96.6	69.7
January, 1946 .....	153.7	125.9	134.8	138.8	169.5	190.2	164.7
December, 1946 .....	266.4	223.2	301.2	439.5	212.1	213.8	337.2
January, 1947 .....	178.7	130.5	159.7	150.5	184.7	194.8	195.7
British Columbia							
January, 1941 .....	101.3	87.3	93.4	87.0	115.3	94.7	88.9
January, 1946 .....	167.4	149.7	151.3	120.3	173.2	186.1	145.5
December, 1946 .....	295.8	235.5	347.8	396.2	213.2	216.4	366.7
January, 1947 .....	191.5	165.2	177.0	134.6	186.7	203.6	171.2

Unadjusted Indexes of Retail Sales by Regions - (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 <sup>(b)</sup>	Radio and Electrical
Maritime Provinces							
120.5	112.0	77.4	127.4	86.9	90.1	126.4	128.6
220.4	187.3	153.3	222.0	193.0	157.5	244.4	165.5
466.9	419.1	361.8	359.2	338.0	303.9	943.3	405.0
204.5	222.4	142.8	218.4	234.6	183.3	228.4	259.9
Quebec							
79.9	76.0	57.2	120.6	71.1	74.5	84.0	108.1
103.3	110.4	85.2	207.8	103.2	162.9	142.8	153.0
289.5	298.5	260.0	258.7	196.2	242.5	628.8	317.1
119.4	144.7	106.7	210.3	134.5	189.9	182.3	245.4
Ontario							
97.0	94.8	75.6	118.1	88.9	85.9	96.4	109.8
139.2	163.0	109.8	180.3	149.2	146.5	162.2	116.1
373.8	361.7	311.0	279.1	195.3	269.6	668.7	327.9
165.0	204.2	134.1	188.2	177.9	167.6	159.4	198.1
Prairie Provinces							
79.5	81.1	78.5	112.2	78.8	73.7	92.0	109.0
169.9	143.1	131.6	196.2	206.6	163.0	199.6	211.1
302.6	288.3	199.9	322.5	186.1	325.5	745.8	268.7
168.6	174.4	165.0	203.1	222.7	197.0	199.3	282.6
British Columbia							
96.1	93.2	113.4	115.8	107.5	80.0	82.0	122.3
151.4	177.5	148.2	229.4	200.0	197.3	164.9	165.0
327.9	325.8	329.0	382.5	288.8	383.0	757.0	364.4
176.4	231.3	177.9	241.7	248.3	211.9	177.0	298.1

(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

January, 1946 and January, 1947

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

	January, 1946	January, 1947	% Change, 1947/1946
TOTAL SALES, ALL DEPARTMENTS .....	24,169,539	28,889,520	+19.5
1. Women's dresses, coats and suits .....	2,537,403	3,269,400	+28.8
2. Girls' and infants' wear .....	661,717	773,258	+16.9
3. Hosiery and gloves .....	747,168	1,071,015	+43.3
4. Lingerie and corsets .....	932,874	1,005,028	+ 7.7
5. Millinery .....	194,226	210,309	+ 8.3
6. Women's and children's apparel - (Total, 1-5).	5,073,388	6,329,010	+24.7
7. Men's and boys' clothing and furnishings .....	2,340,386	2,616,062	+11.8
8. Drugs and toilet articles and preparations ...	846,026	877,536	+ 3.7
9. Piece goods .....	2,345,706	2,717,842	+15.9
10. Smallwares .....	971,998	1,067,015	+ 9.8
11. Food and kindred products .....	2,523,197	2,789,433	+10.6
12. Furniture (including mattresses and springs) .	1,763,094	2,083,858	+18.2
13. Home furnishings .....	1,613,868	2,067,951	+28.1
14. Household appliances and electrical supplies .	621,651	958,737	+54.2
15. Hardware and kitchen utensils .....	991,675	1,226,092	+23.6
16. Radios, musical instruments and supplies .....	358,186	716,180	+99.9
17. Shoes and other footwear .....	1,431,096	1,734,193	+21.2
18. Stationery, books and magazines .....	550,348	564,322	+ 2.5
19. All other departments, total .....	2,738,920	3,141,289	+14.7