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RETAIL SALES

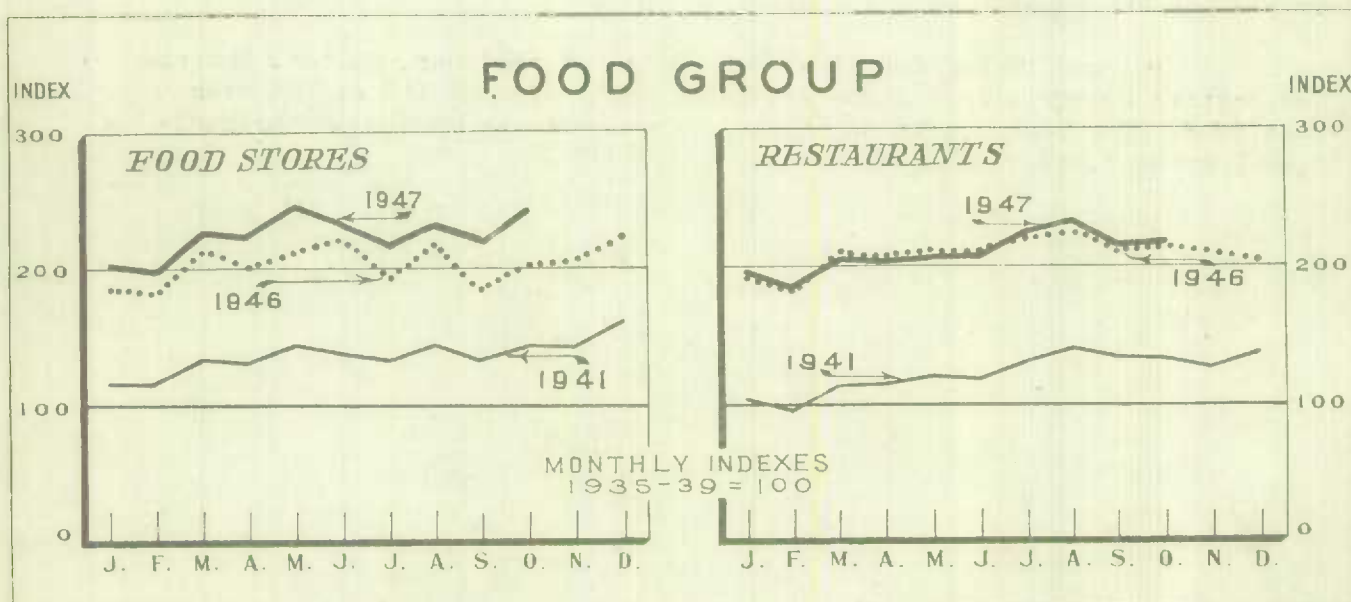
OCTOBER 1947

Retail Sales Gain 12% in October

Sales of retail merchants in Canada continued upward through October, advancing 5% beyond September volume. A gain of 12% in October, 1947 over October, 1946, while reduced from the 16% increase recorded in the September comparison, was nevertheless greater than the average gain for earlier months of this year. Sales to the end of October this year exceeded those in the same ten months of 1946 by 10%. Unadjusted general indexes (on the base, 1935 to 1939 = 100) were as follows: 254.1 for October, 1947, 227.2 for October, 1946, and 241.2 for September, 1947.

Consumers Spend More On Food

Food stores have been absorbing an increasing proportion of consumer expenditures in recent months. October results show an increase of 20% over October, 1946, the second largest among those for the various trades and surpassed only by the 24% gain for radio and electrical stores. The accelerated rate of increase in food prices of late has been partly responsible. Sales of grocery and meat stores increased by 12% in the first ten months of this year compared with last. In contrast with the marked expansion in sales of food stores are the comparatively minor gains being shown by restaurants, which have barely maintained the 1946 level throughout most of this year. This has been the experience throughout most parts of the country. Trends for these two segments of the food group are reproduced in the following charts:



Indexes are not adjusted for seasonal variation

Series M-2

Clothing Increases Reduced

Increases in the apparel trades were quite moderate in October this year compared with last, and in all categories falling within this group there was a uniformity in the degree of their increases which ranged between 2% and 6%. An increase of 13% for men's apparel in British Columbia and one of 17% for women's wear in Quebec were clearly outstanding compared with the results for other sections of the country. In cumulative comparisons for the ten-month periods of this year and last, increases for the apparel group fell short of those for retail trade as a whole.

Candy and Jewellery Sales Lower Than Last Year

Patterns established in earlier months of the year were generally reflected in October comparisons for most other kinds of retail business.

- * Chain candy firms reported sales 12% lower in October and 5% lower for the ten-month period of this year compared with 1946.
- * Jewellery store sales declined 6% in October, a smaller reduction than that for most earlier months of this year.
- * Furniture and hardware gains remained steady at 15% and 17%.
- * Increases for the "General Merchandise" group of stores were within reach of the average result for all trades, amounting to 12% for department stores, 10% for country general stores and 7% for variety stores in October.
- * Sales of retail furriers were 6% above October, 1946 volume.

Sales Increases Smaller in Maritimes and Prairies Than Elsewhere

Ontario had the largest increase in October, the general index of sales for fourteen trades standing 15% above that for October a year ago. The Maritime Provinces and Prairie Provinces marked up increases of 7% and 9%, while Quebec and British Columbia held closer to the average 12% increase for the country as a whole.

In results for the first ten months of the year, Quebec, Ontario and British Columbia were closely grouped with gains of 11% or 12% over last year. The increase in the Prairie Provinces was 8% and in the Maritime Provinces, 4%.

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	October, 1947 Compared With								Jan.-Oct., 1947 Compared With						
	October, 1946						Oct. 1941	Sept. 1947	Jan.-Oct., 1946						
	Can.	Marit. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CANADA		Can.	Marit. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
GENERAL INDEX	+11.8	+ 7	+12	+15	+ 9	+13	+69.7	+ 5.3	+ 9.8	+ 4	+11	+11	+ 8	+12	
General Merchandise Group:															
Country General Stores	+ 9.6	+10	+12	+11	+ 7	+13	+71.6	+ 3.2	+ 8.1	+ 7	+ 8	+10	+ 6	+13	
Department Stores	+12.4	+12	+ 8	+14	+12	+12	+79.0	- 0.5	+14.5	+ 9	+17	+14	+15	+15	
Variety Stores	+ 7.2	+ 2	+14	+ 8	- 1	- 4	+52.8	+ 7.7	+ 7.3	+ 2	+11	+ 8	+ 3	+ 6	
Food Group:															
Food Stores	+20.2	+12	+19	+25	+15	+21	+66.7	+ 9.7	+11.7	+ 5	+12	+14	+ 9	+12	
Restaurants	+ 1.1	- 6	+ 3	+ 2	(a)	+ 2	+62.9	+ 1.1	+ 0.7	- 7	+ 1	+ 1	(a)	+ 4	1
Clothing Group:															3
Family Clothing Stores	+ 2.2	+ 1	+ 8	(a)	- 6	+ 9	+61.8	+18.5	+ 7.4	(a)	+11	+ 9	+ 1	+10	
Men's Clothing Stores	+ 2.7	- 4	- 1	+ 4	+ 3	+13	+54.4	+10.3	+ 8.6	- 5	+11	+11	+ 3	+14	
Women's Clothing Stores	+ 4.6	+ 3	+17	+ 2	- 1	(a)	+66.1	+13.5	+ 5.9	+ 5	+13	+ 3	+ 3	+ 8	
Shoe Stores	+ 5.6	+ 4	+ 3	+ 9	+ 3	+ 3	+68.2	-16.5	+ 5.9	+ 3	+ 5	+ 7	+ 6	+ 5	
Household and Personal Effects Group:															
Drug Stores	+ 6.5	+ 2	+12	+ 9	+ 2	- 1	+59.8	+ 5.8	+ 4.6	(a)	+ 7	+ 5	+ 3	+ 5	
Furniture Stores	+15.2	+ 7	+10	+28	+ 4	+10	+83.9	+ 5.8	+12.0	+12	+10	+18	- 4	+12	
Hardware Stores	+16.7	+12	+21	+19	+10	+17	+89.3	+ 5.6	+ 9.4	+ 6	+13	+11	+ 5	+10	
Jewellery Stores (b)	- 5.9	-22	+ 3	- 8	- 6	- 4	+60.2	- 3.1	- 9.7	-17	- 2	-12	-12	- 5	
Radio and Electrical Stores	+23.9	+ 2	+17	+20	+40	+40	+111.8	+ 6.0	+32.3	+19	+24	+39	+25	+47	

(a) Change of less than 0.5 per cent.

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

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

October, 1946 and October, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

	SALES			INVENTORY (*)
	Oct. 1946	Oct. 1947	% Change, 1947/1946	% Change, Sept.30,1947 Sept.30,1946
	\$	\$		
TOTAL, ALL DEPARTMENTS	46,179,019	51,525,940	+11.6	+22.6
1. Women's dresses, coats and suits ...	5,745,164	5,812,234	+ 1.2	-19.8
2. Girls' and infants' wear	2,379,422	2,569,476	+ 8.0	+15.0
3. Hosiery and gloves	1,965,638	1,857,955	- 5.5	+21.1
4. Lingerie and corsets	1,612,645	1,796,373	+11.4	+30.4
5. Millinery	611,998	610,050	- 0.3	-20.1
6. Women's and children's apparel - (Total, 1-5)	12,314,867	12,646,088	+ 2.7	+ 0.8
7. Men's and boys' clothing and furnishings	6,018,761	6,355,531	+ 5.6	+49.8
8. Drugs and toilet articles and preparations	1,043,574	1,037,328	- 0.6	-10.7
9. Piece goods	3,278,520	3,716,446	+13.4	+81.7
10. Smallwares	1,691,755	1,800,382	+ 6.4	+12.0
11. Food and kindred products	3,034,739	4,017,027	+32.4	+22.0
12. Furniture (including mattresses and springs)	2,819,419	3,193,438	+13.3	+34.0
13. Home furnishings	3,243,616	3,938,062	+21.4	+66.3
14. Household appliances and electrical supplies	1,295,467	2,082,651	+60.8	+50.0
15. Hardware and kitchen utensils	1,610,620	1,909,639	+18.6	+20.0
16. Radios, musical instruments and supplies	790,251	943,818	+19.4	+52.5
17. Shoes and other footwear	3,435,508	3,773,067	+ 9.8	+ 9.5
18. Stationery, books and magazines	732,825	718,908	- 1.9	-13.6
19. All other departments, total	4,869,077	5,393,555	+10.8	+ 5.8

(*) Please observe that these comparisons are based on the inventory situation at the beginning of October in the two years.

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
October, 1941	149.7	136.9	132.0	117.9	160.0	136.5	173.0	166.2
October, 1943	173.3	158.6	163.5	146.1	177.8	157.3	195.7	182.4
October, 1945	203.8	189.8	191.5	171.4	220.9	189.3	218.2	213.0
October, 1946	227.2	210.6	206.7	184.4	234.8	218.3	246.7	240.8
September, 1947 ..	241.2	240.5	219.5	203.9	257.7	232.4	245.5	232.1
October, 1947	254.1	234.1	226.5	200.5	266.4	245.4	254.4	256.0

Year and Month	Food		Restaurants		Family Clothing		Men's (a) Clothing	
	A	B	A	B	A	B	A	B
October, 1941	145.2	143.0	134.1	131.2	181.2	148.6	169.4	133.4
October, 1943	166.9	159.5	186.9	184.7	213.5	173.8	196.7	159.6
October, 1945	182.4	185.4	207.4	202.9	264.9	223.3	252.0	215.0
October, 1946	201.4	203.0	216.1	210.8	286.8	242.1	254.7	218.2
September, 1947 ..	220.7	228.8	216.1	208.7	247.5	269.3	236.6	250.1
October, 1947	242.1	240.3	218.4	212.5	293.2	246.3	251.6	223.2

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
October, 1941	164.1	131.3	131.5	128.0	141.6	135.9	131.6	110.4
October, 1943	205.1	171.7	168.0	154.9	171.7	164.2	123.9	103.5
October, 1945	246.3	210.2	197.7	197.0	196.5	190.4	169.6	143.9
October, 1946	260.6	222.4	209.5	207.9	212.4	205.8	210.0	178.8
September, 1947 ..	240.0	255.2	264.8	251.1	213.9	213.4	228.8	198.8
October, 1947	272.5	231.7	221.2	214.5	226.3	217.8	242.0	205.3

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
October, 1941	164.9	140.6	140.1	150.9	152.1	127.5
October, 1943	160.9	141.1	179.3	201.5	116.5	101.6
October, 1945	228.0	198.3	229.6	247.5	144.3	121.0
October, 1946	267.4	233.5	238.7	257.3	260.1	218.0
September, 1947 ..	295.6	252.3	231.7	256.9	304.1	272.1
October, 1947	312.1	272.5	224.5	242.0	322.2	270.1

(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	Restaurant	Family Clothing
Maritime Provinces							
October, 1941	161.9	124.8	180.7	220.3	154.2	185.3	163.1
October, 1946	249.1	205.4	287.8	284.0	224.2	245.1	293.5
September, 1947 ..	253.6	224.1	299.7	270.9	240.2	238.6	235.2
October, 1947	266.6	226.2	322.7	288.7	250.7	229.7	295.5
Quebec							
October, 1941	152.0	144.8	163.7	184.4	140.7	132.3	205.9
October, 1946	226.5	209.7	288.7	283.5	191.1	218.4	300.4
September, 1947 ..	233.6	209.6	332.8	302.6	195.8	221.9	264.3
October, 1947	254.6	234.2	312.3	322.7	226.4	225.8	323.6
Ontario							
October, 1941	148.5	120.4	158.5	164.3	145.9	132.4	169.1
October, 1946	212.9	171.1	228.9	223.5	198.6	210.4	239.0
September, 1947 ..	232.1	203.3	258.1	225.2	222.5	214.5	215.0
October, 1947	243.7	190.2	261.8	241.8	248.7	213.6	239.1
Prairie Provinces							
October, 1941	149.7	135.5	154.5	173.4	148.0	137.8	179.1
October, 1946	248.3	225.9	265.6	261.7	219.0	226.9	365.2
September, 1947 ..	258.7	231.5	295.5	221.3	251.0	207.9	278.5
October, 1947	270.0	240.7	298.4	259.1	250.9	225.9	342.8
British Columbia							
October, 1941	143.3	123.3	161.0	133.3	142.6	110.7	150.6
October, 1946	233.9	212.1	255.1	200.6	198.8	199.3	274.7
September, 1947 ..	264.5	230.9	306.1	191.6	230.9	212.5	274.5
October, 1947	264.4	240.3	286.5	192.3	241.4	202.9	298.3

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	(b) Jewellery	Radio and Electrical
Maritime Provinces							
197.7	174.8	143.3	153.2	93.1	169.1	187.2	154.6
281.1	306.4	235.4	225.4	297.2	272.0	316.6	303.9
230.4	277.8	256.5	223.7	293.5	299.3	290.0	315.4
271.1	315.1	244.0	229.1	317.7	305.2	247.1	310.7
Quebec							
189.6	170.7	119.3	139.1	136.3	174.8	129.9	169.5
236.1	223.1	183.5	212.0	202.2	286.3	222.4	305.9
207.5	227.4	211.8	213.3	209.5	330.8	216.1	302.6
253.0	261.3	188.1	237.7	221.9	347.3	229.4	357.2
Ontario							
169.1	163.4	134.2	134.9	134.9	161.9	141.6	137.2
244.2	265.6	205.3	193.5	181.4	231.2	226.2	223.9
236.7	243.8	272.8	201.7	221.7	262.2	221.7	268.9
254.0	269.9	223.5	210.2	232.3	274.9	209.2	269.6
Prairie Provinces							
171.1	158.6	137.6	156.0	129.2	162.8	142.5	165.0
318.4	287.4	244.5	232.7	228.8	286.1	275.5	283.4
276.7	222.7	317.8	219.4	220.3	301.1	245.7	353.0
327.2	285.0	251.7	236.9	237.3	315.3	258.5	397.9
British Columbia							
143.0	152.5	139.9	145.4	131.1	150.3	121.1	163.4
245.6	280.6	256.3	270.3	280.6	334.7	228.2	273.9
266.4	266.2	346.8	267.1	293.2	336.6	254.3	390.4
278.0	280.5	264.6	269.0	309.5	392.6	218.6	382.8

(a) Includes men's furnishings.

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

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