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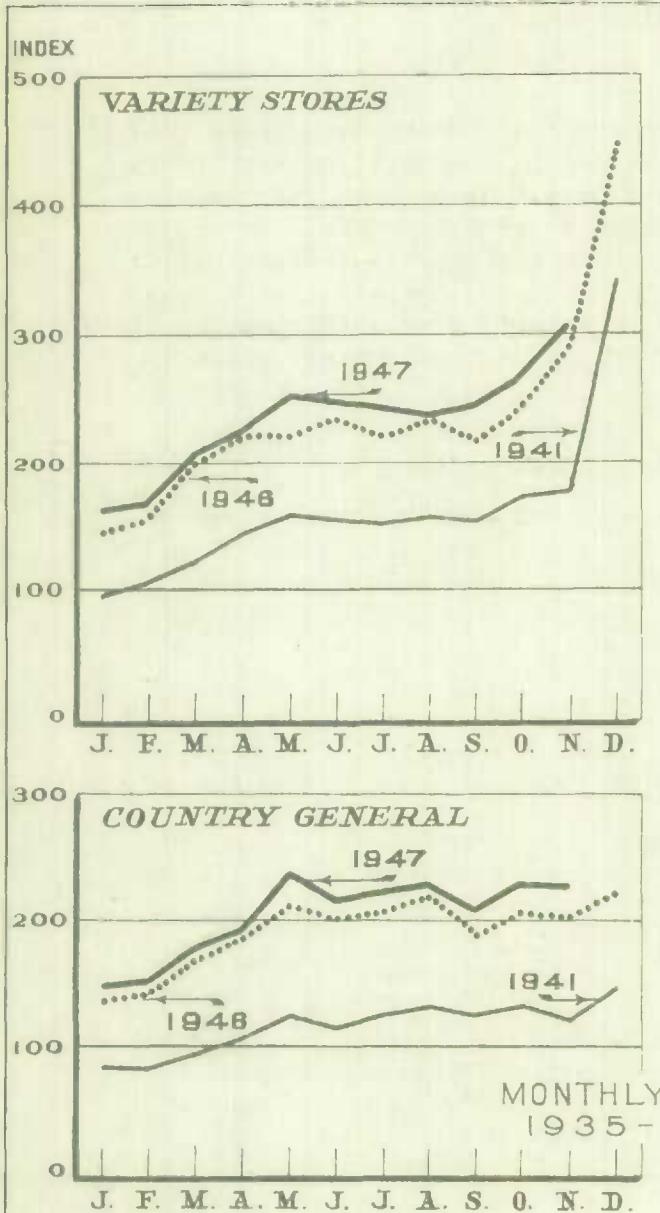
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W. H. Losee  
C. H. McDonald16-4020  
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## RETAIL SALES

NOVEMBER 1947



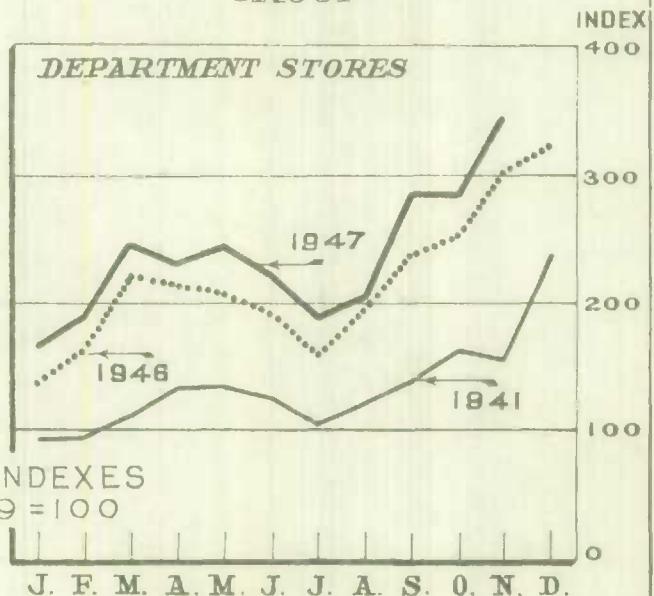
### Retail Business At Near-Peak Level

Consumer spending in Canadian retail stores moved steadily upward in November, reaching a point 12% above November, 1946 volume. This increase compares with a 10% gain in the first eleven months of 1947 over 1946. Sales in November were higher than for any earlier month of the year, advanced 8% above October, and almost equalled the record volume of sales established in December, 1946. Unadjusted general indexes (on the base 1935 to 1939 = 100) stood at 274.5 for November, 1947, 245.8 for November, 1946 and 254.1 for October, 1947.

### Variable Trends In Gen. Mdse. Group

While department stores maintained the same margin of increase in November (14%) as in preceding months of 1947, the increase for country general stores expanded to 12% as compared

## GENERAL MERCHANDISE GROUP



with an average increase of 9% in the eleven-month comparison. The variety store increase of 5% in November was slightly below the cumulative gain of 7% and declines appeared in November results for the Maritime Provinces and British Columbia.

#### Gains In Other Trades Conform With Patterns of Earlier Months

There was no significant change in the pattern of increases for most other trades from that revealed in results for earlier months of the year. In all 14 trades, therefore, November increases approximated the average gains for the first eleven months of the year. Increases in food and household durables were highest, and radio and electrical stores enjoyed a particularly outstanding increase of 40% compared with November, 1946. Jewellery store sales were down from November a year ago in all sections of the country except Quebec province, and the average reduction for the country was 8%. Apparel store increases were remarkably uniform and strikingly similar to those recorded in the eleven-month comparison.

#### Decreases Predominate In Maritimes

The average margin of increase for the country as a whole continues to be well maintained in all areas except the Maritime Provinces. An increasingly large number of increases have been reported for various trades in the latter section of the country in recent months. November results indicate increases over 1946 for only 5 of the 14 trades. Gains of 6% for department stores and 7% for food stores, representing a considerable proportion of the total trade by weight, were sufficient to offset the declines in other instances and bring the total of all sales 1% above that for November, 1946.

#### Candy Stores and Furriers Still Showing Declines

Chain candy firms reported sales 19% lower in November and 7% lower for the eleven-month period of this year compared with 1946. Sales of retail furriers were 1% lower than November, 1946 volume.

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	November, 1947 Compared With								Jan.-Nov., 1947 Compared With							
	November, 1946				Nov. 1941		Oct. 1947		Jan.-Nov., 1946							
	Can.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CANADA		Can.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
GENERAL INDEX.....	+11.7	+ 1	+11	+15	+11	+13	+ 90.8	+ 8.0	+10.0	+ 4	+11	+12	+ 8	+12		
General Merchandise Group:																
Country General Stores .....	+12.0	+ 4	+16	+15	+11	+16	+ 86.7	- 0.5	+ 8.6	+ 7	+ 9	+11	+ 7	+14		
Department Stores .....	+14.3	+ 6	+13	+15	+18	+11	+123.8	+21.5	+14.4	+ 8	+16	+14	+15	+15		
Variety Stores .....	+ 4.7	- 5	+ 8	+ 7	+ 2	- 3	+ 71.5	+15.4	+ 7.2	+ 2	+11	+ 8	+ 3	+ 5		
Food Group:																
Food Stores .....	+15.9	+ 7	+ 9	+23	+12	+22	+ 69.0	+ 0.5	+12.1	+ 5	+11	+15	+ 9	+13		
Restaurants .....	+ 1.5	- 4	+ 4	+ 2	(a)	+ 1	+ 65.6	- 2.4	+ 0.8	- 7	+ 2	+ 2	(a)	+ 4		
Clothing Groups:																
Family Clothing Stores .....	+ 7.6	-11	+13	+11	+ 4	+ 5	+101.5	+15.0	+ 7.4	- 2	+11	+ 9	+ 1	+10		
Men's Clothing Stores .....	+ 8.6	-11	+ 8	+10	+13	+16	+ 90.8	+27.2	+ 8.5	- 6	+11	+11	+ 4	+15		
Women's Clothing Stores .....	+ 7.3	- 5	+12	+ 8	+ 7	+ 2	+ 97.4	+12.9	+ 6.1	+ 4	+13	+ 4	+ 3	+ 8		
Shoe Stores .....	+ 6.6	- 8	+ 5	+11	+ 5	+ 3	+ 89.9	+ 9.7	+ 6.0	+ 2	+ 5	+ 7	+ 6	+ 5		
Household and Personal Effects Group:																
Drug Stores .....	+ 1.1	- 7	+ 6	+ 3	- 3	- 4	+ 60.9	- 4.1	+ 4.2	- 1	+ 7	+ 5	+ 3	+ 4		
Furniture Stores .....	+15.3	+ 3	+11	+30	+13	(a)	+139.3	+ 3.0	+12.1	+12	+10	+19	- 2	+10		
Hardware Stores .....	+10.3	- 3	+13	+15	+ 5	+13	+108.9	- 4.5	+ 9.5	+ 6	+12	+11	+ 5	+11		
Jewellery Stores (b) .....	- 8.3	-13	(a)	-11	-14	- 3	+ 99.4	+25.4	- 9.5	-17	- 2	-12	-12	- 4		
Radio and Electrical Stores .....	+39.8	+31	+27	+44	+26	+70	+200.6	+ 8.2	+33.4	+22	+25	+39	+25	+50		

(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

November, 1946 and November, 1947

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

DEPARTMENT	SALES			INVENTORY(*)	
	Nov. 1946	Nov. 1947	% Change, 1947/1946	% Change, Oct. 31, 1947 Oct. 31, 1946	
				\$	\$
TOTAL, ALL DEPARTMENTS .....	55,590,702	63,194,305	+13.7	+24.1	
1. Women's dresses, coats and suits ...	6,766,429	7,901,280	+16.8	-10.4	
2. Girls' and infants' wear .....	2,433,224	2,751,484	+13.0	+16.4	
3. Hosiery and gloves .....	2,454,656	2,506,918	+ 2.1	+22.2	
4. Lingerie and corsets .....	1,923,165	2,042,264	+ 6.2	+51.7	
5. Millinery .....	566,571	584,600	+ 3.2	-11.7	
6. Women's and children's apparel - (Total, 1-5) .....	14,146,045	15,785,546	+11.6	+ 5.9	
7. Men's and boys' clothing and furnishings .....	6,720,359	7,972,636	+18.6	+60.1	
8. Drugs and toilet articles and preparations .....	1,565,811	1,465,952	- 6.4	- 8.7	
9. Piece goods .....	3,450,706	3,763,957	+ 9.1	+82.8	
10. Smallwares .....	2,184,935	2,248,661	+ 2.9	+10.9	
11. Food and kindred products .....	3,197,072	4,240,059	+32.6	+21.0	
12. Furniture (including mattresses and springs) .....	2,805,500	3,248,554	+15.8	+34.5	
13. Home furnishings .....	3,641,697	4,178,626	+14.7	+55.7	
14. Household appliances and electrical supplies .....	1,420,475	2,277,669	+60.3	+54.8	
15. Hardware and kitchen utensils .....	1,765,467	2,003,034	+13.5	+14.8	
16. Radios, musical instruments and supplies .....	950,344	1,256,259	+32.2	+53.2	
17. Shoes and other footwear .....	3,905,405	4,674,268	+19.7	+15.2	
18. Stationery, books and magazines ....	1,368,301	1,279,624	- 5.8	-10.4	
19. All other departments, total .....	3,478,585	3,799,350	+ 3.8	+ 6.8	

(\*) Please observe that these comparisons are based on the inventory situation at the beginning of November 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
November, 1941 ...	143.9	136.0	121.7	118.4	155.4	137.6	178.2	171.6
November, 1943 ...	172.8	164.7	156.1	150.8	196.0	168.8	199.1	197.8
November, 1945 ...	213.3	200.9	182.5	175.1	258.3	222.4	249.9	246.3
November, 1946 ...	245.8	223.5	202.8	189.1	304.4	261.1	292.0	271.9
October, 1947 ....	254.1	234.0	228.3	202.0	286.2	245.2	265.0	256.6
November, 1947 ...	274.5	258.5	227.2	220.1	347.8	310.3	305.7	294.4

Year and Month	Food		Restaurants		Family Clothing		Men's (a) Clothing	
	A	B	A	B	A	B	A	B
November, 1941 ...	143.7	140.8	128.9	136.7	166.8	137.4	173.8	135.2
November, 1943 ...	155.8	159.3	179.9	190.1	212.9	178.8	206.1	166.8
November, 1945 ...	185.9	185.6	204.6	214.8	260.3	218.1	256.2	207.3
November, 1946 ...	209.5	197.8	210.2	220.7	312.4	248.3	305.4	230.8
October, 1947 ....	241.6	239.8	218.7	212.6	292.3	245.8	260.6	222.4
November, 1947 ...	242.9	238.9	213.4	227.8	336.1	275.8	331.6	258.2

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
November, 1941 ...	155.4	137.2	128.8	130.4	134.6	136.2	102.5	96.8
November, 1943 ...	203.0	182.0	162.1	171.2	169.5	172.6	124.2	115.9
November, 1945 ...	243.7	217.7	209.4	215.3	195.6	197.8	164.2	153.2
November, 1946 ...	285.8	245.8	229.4	221.3	214.3	212.5	212.7	191.2
October, 1947 ....	271.8	231.1	222.9	216.0	225.9	217.4	238.2	202.1
November, 1947 ...	306.3	275.1	244.6	245.9	218.6	219.0	245.3	220.2

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
November, 1941 ...	142.6	145.5	141.3	144.1	118.7	108.1
November, 1943 ...	156.0	153.0	218.0	213.8	116.4	101.9
November, 1945 ...	221.0	217.6	291.7	286.1	153.5	134.4
November, 1946 ...	270.1	260.9	307.3	301.4	255.3	223.6
October, 1947 ....	312.1	272.5	224.8	242.3	329.7	276.4
November, 1947 ...	297.9	297.9	281.8	287.4	356.8	325.0

(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	Depart- ment	Variety	Food	Restau- rant	Family Clothing
Maritime Provinces							
November, 1941 .....	164.3	121.5	181.3	240.1	156.5	178.9	166.7
November, 1946 .....	274.4	215.0	337.4	351.0	232.0	228.6	351.5
October, 1947 .....	267.7	227.9	322.7	294.3	249.7	232.0	292.7
November, 1947 .....	277.8	224.0	356.4	334.8	248.8	218.9	314.4
Quebec							
November, 1941 .....	137.7	123.0	148.5	175.5	134.4	128.4	171.1
November, 1946 .....	237.5	193.6	342.0	318.0	197.6	209.3	324.2
October, 1947 .....	254.1	236.8	311.9	322.1	225.1	225.5	323.8
November, 1947 .....	262.9	224.7	387.8	342.5	215.6	217.0	367.3
Ontario							
November, 1941 .....	145.1	117.2	153.2	174.3	148.6	126.1	163.7
November, 1946 .....	241.5	187.4	298.0	270.5	212.7	203.0	260.4
October, 1947 .....	243.6	190.8	261.5	241.7	248.5	214.0	240.2
November, 1947 .....	278.1	215.6	342.4	289.8	261.2	207.7	288.2
Prairie Provinces							
November, 1941 .....	143.8	125.8	157.9	176.8	141.8	131.0	171.1
November, 1946 .....	254.9	216.3	289.8	305.4	215.1	224.9	387.6
October, 1947 .....	270.0	241.7	298.4	259.2	250.6	226.4	336.3
November, 1947 .....	282.7	239.0	342.6	312.3	239.8	224.5	402.2
British Columbia							
November, 1941 .....	135.5	112.3	150.0	141.5	139.2	111.0	152.1
November, 1946 .....	249.5	190.5	293.4	247.3	201.6	204.4	291.4
October, 1947 .....	265.5	245.9	286.5	195.8	241.8	202.7	297.2
November, 1947 .....	282.5	220.0	326.0	239.5	246.1	206.0	306.8

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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	(b) Radio and Electrical
Maritime Provinces							
224.6	185.2	143.1	150.4	128.5	139.5	203.2	135.7
358.1	366.5	249.8	245.5	289.7	277.1	409.6	262.8
269.4	318.7	244.5	231.2	317.6	310.5	248.3	362.0
318.9	346.7	229.8	228.1	299.5	269.0	355.7	344.6
Quebec							
164.3	143.0	125.2	134.9	88.5	142.6	116.8	119.3
272.8	232.2	216.5	205.6	189.1	273.5	258.4	288.4
231.5	258.7	188.9	236.1	216.6	344.8	228.4	372.1
295.7	260.5	227.2	218.6	208.9	307.6	258.4	367.0
Ontario							
175.1	161.7	129.4	137.2	104.3	139.3	146.6	111.4
311.0	303.8	229.4	200.9	184.8	228.9	302.8	223.9
263.3	272.0	225.9	208.9	229.0	274.2	206.8	271.4
341.6	327.2	255.3	207.3	239.9	263.7	271.1	322.7
Prairie Provinces							
177.5	159.7	129.4	126.3	111.1	150.5	142.0	132.6
340.5	304.3	224.2	223.2	239.4	309.3	347.8	269.3
327.4	278.3	253.0	238.3	238.4	316.6	253.2	398.0
383.6	325.3	235.6	216.7	270.7	324.6	300.7	339.2
British Columbia							
143.9	138.1	123.0	123.4	120.4	137.9	132.1	123.5
271.1	282.4	258.6	268.3	342.1	347.0	316.2	301.5
276.3	277.7	266.1	270.3	301.3	395.0	241.2	391.7
314.7	287.9	267.0	256.8	342.9	392.1	307.9	511.9

(a) Includes men's furnishings.

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

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