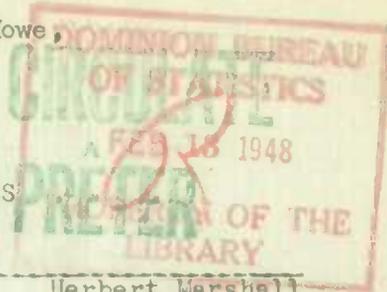


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Dominion Statistician:

Herbert Marshall

Director, Division of Census of Industry and Merchandising:

W. H. Losee

Chief, Merchandising and Services Statistics:

C. H. McDonald

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RETAIL SALES DECEMBER, 1947

December Retail Sales Spurt Boosted 1947/1946 Increase to 11%

Widening the gap between sales in 1947 and 1946, which became marked from September on, the general index of retail sales for December climbed over 16% above the same month in 1946. The greater volume of dollar sales in December as compared with other months of the year in most trades brought the 12-month cumulative increase up to 11% from the 10% figure for the first 11 months.

The December general index of retail sales unadjusted for seasonal factors and for price changes stood at 328.6 (on the base 1935 - 1939 = 100). This represented a 20% gain over the November index of 274.4 which had almost equalled the record volume of sales established in December, 1946.

Heavy Trading in Household Durables

Continuing consumer demand for radio and electrical goods was reflected in the 26% increase in December sales over last year. Unlike other store types, however, the cumulative 12-month increase was greater than that for the final month of the year -- 32% over 1946. While the 27% increase in December furniture store sales was more than that for radio and electrical, the 13% cumulative gain was considerably smaller. Hardware sales were up 14% and 10% for the month and year respectively.

Continued Expansion in Food Store Sales

Sales of food stores make up approximately 1/3 of the total for the 14 types of outlets. For this reason the large gains in food store sales in the past few months have heavily influenced the general index. In December, food sales exceeded those in the same month of 1946 by 18%, and in the total for the 12 months 1947/1946 by almost 13%.

Restaurant receipts remained close to 1946 levels, showing increases of only 3% and 1% respectively for December and the 12-month period.

Price 10 cents.

Apparel Store Gains Larger But Follow Earlier Pattern

December buying in men's, women's, and family clothing stores resulted in sales indexes which were 16%, 15% and 16% respectively above December, 1946. The gain of 10% in shoe store receipts was smaller. These increases may be compared to 12-month cumulative gains of 10% in men's clothing, 7% in women's clothing, 9% in family clothing and 7% in shoes. Throughout the year sales in the three types of clothing stores followed much the same seasonal pattern, with the exception of the unusual upturn in shoe store volume in September following widespread announcements of impending major price increases in footwear. (See Clothing Group Charts, Page 4).

Department Store Gains Concentrated in Household Durables and Food Departments

The overall gain of 22% in December sales of department stores represented varying movements in component departments. Largest gains were made by appliance and food departments, apparel sales following these closely.

This bulletin contains the departmental analysis on a cumulative basis for the full year. The hard goods departments--furnishings, appliance and radio departments--contributed particularly to the 12-month gain of 15%.

Country general stores gained 14% and variety stores 23% in December.

Candy stores reversed the earlier trend which brought their sales close to 1946 figures and in December advanced 24% above the previous year as compared to the 12-month cumulative index which fell 2% below 1946. Furriers sales showed an increase of 22% in December.

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	December, 1947 Compared With								Jan.-Dec., 1947 Compared With					
	December, 1946						Dec. 1941	Nov. 1947	Jan.-Dec., 1946					
	Can.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CANADA		Can.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
GENERAL INDEX	+16.4	+12	+17	+18	+14	+18	+69.0	+19.8	+10.7	+ 5	+12	+13	+ 9	+13
General Merchandise Group:														
Country General Stores	+14.4	+13	+15	+18	+11	+22	+73.3	+12.2	+ 9.2	+ 8	+10	+11	+ 7	+15
Department Stores	+22.1	+25	+22	+23	+20	+23	+66.3	+14.2	+15.4	+10	+17	+16	+16	+16
Variety Stores	+22.7	+19	+24	+24	+19	+21	+61.4	+80.5	+ 9.6	+ 4	+13	+10	+ 5	+ 8
Food Group:														
Food Stores	+18.0	+10	+16	+23	+10	+18	+63.6	+ 8.8	+12.6	+ 6	+12	+16	+ 9	+13
Restaurants	+ 2.6	- 3	+ 3	+ 4	+ 2	(a)	+52.6	- 0.8	+ 0.9	- 7	+ 2	+ 2	(a)	+ 3
Clothing Group:														
Family Clothing Stores	+16.4	+10	+20	+15	+14	+22	+79.7	+17.4	+ 8.5	(a)	+12	+10	+ 3	+12
Men's Clothing Stores	+16.1	+ 5	+18	+13	+19	+39	+68.8	+23.8	+ 9.5	- 4	+12	+11	+ 5	+18
Women's Clothing Stores	+15.3	+12	+17	+15	+16	+16	+71.7	+25.2	+ 7.2	+ 5	+13	+ 5	+ 5	+ 9
Shoe Stores	+10.4	+13	+ 8	+ 8	+17	+24	+54.1	+32.4	+ 6.5	+ 3	+ 6	+ 7	+ 7	+ 7
Household and Personal Effects Group:														
Drug Stores	+ 5.1	- 6	+ 9	+ 7	+ 4	+ 2	+70.9	+43.8	+ 4.4	- 2	+ 7	+ 5	+ 3	+ 4
Furniture Stores	+27.0	+14	(c)	+30	+26	+11	+105.2	+11.0	+13.3	+12	(c)	+20	(a)	+10
Hardware Stores	+14.1	+14	+ 8	+16	+14	+22	+95.4	+ 9.9	+10.0	+ 7	+12	+11	+ 6	+12
Jewellery Stores (b)	- 1.4	-14	+ 8	+ 3	- 3	- 1	+68.2	+152.4	- 8.0	-16	(a)	-10	-12	- 3
Radio and Electrical Stores	+25.7	+36	+27	+17	+41	+38	+139.4	+14.5	+32.4	+24	+25	+36	+26	+48

(a) Change of less than 0.5%.

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

(c) Not available.

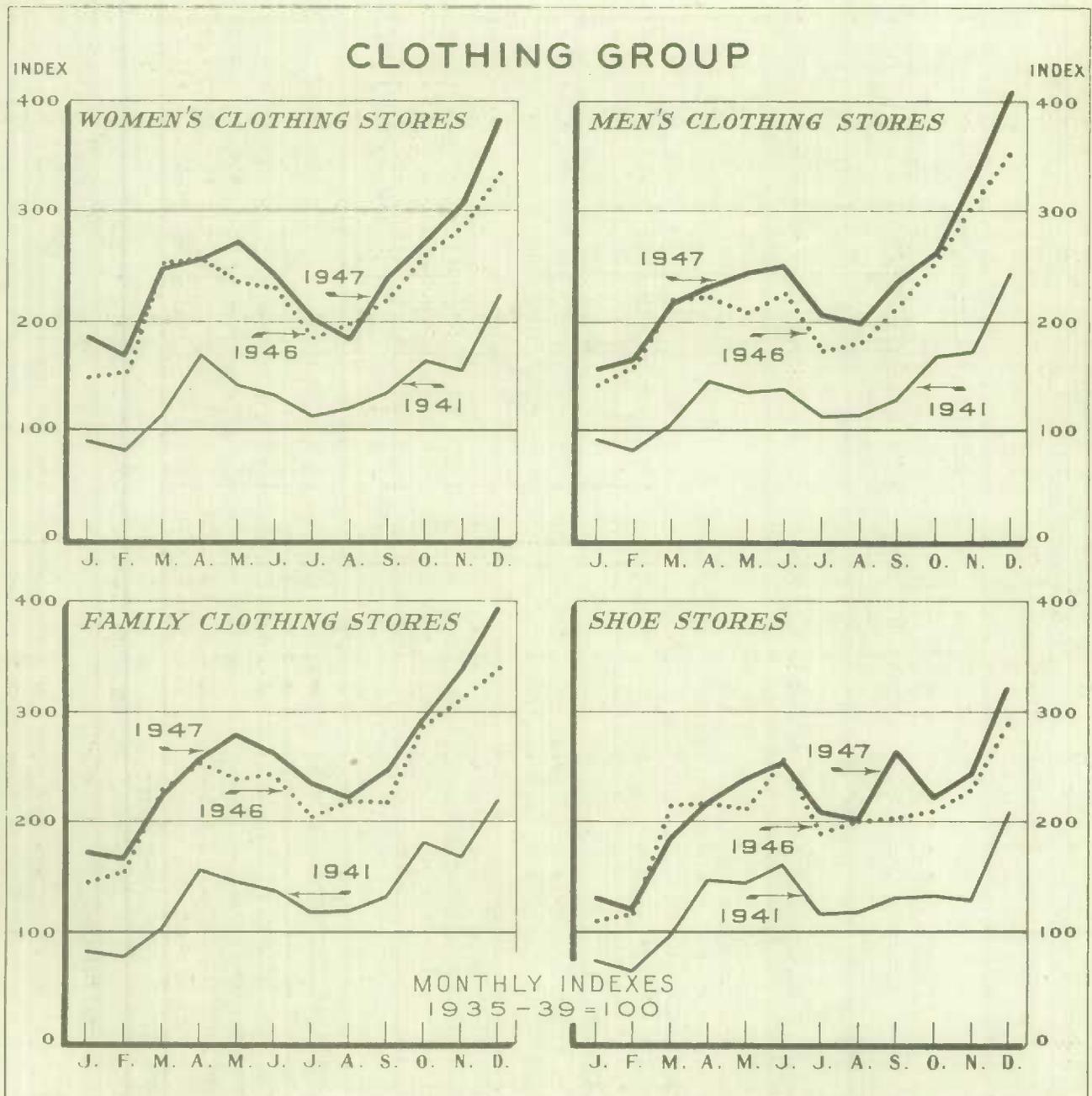
RETAIL SALES CHARTS

The charts on this and on the opposite page complete the series which first appeared in the September retail sales bulletin. These graphical presentations of the trend lines for 1941, 1946 and 1947, when brought together to form a complete record, illustrate clearly the major sales movements for fourteen retail trades since the last Census year, 1941.

The series (MR-1 to MR-5) will be reproduced in subsequent issues with more recent material plotted.

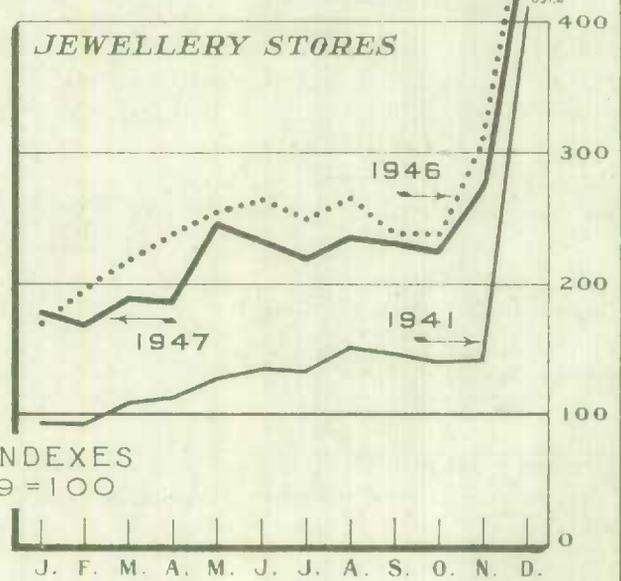
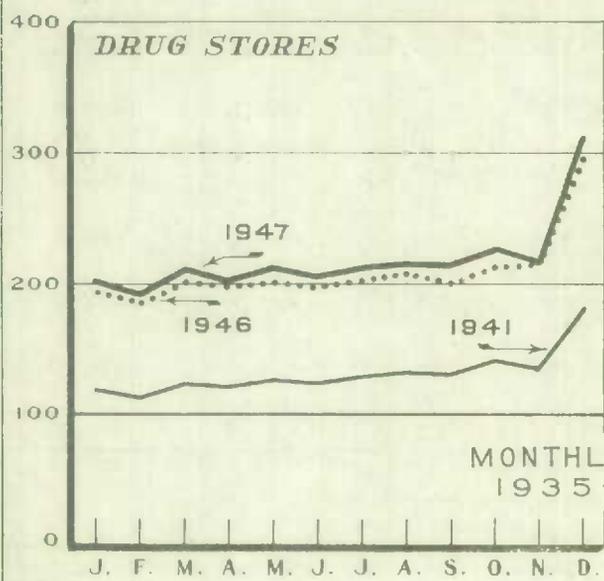
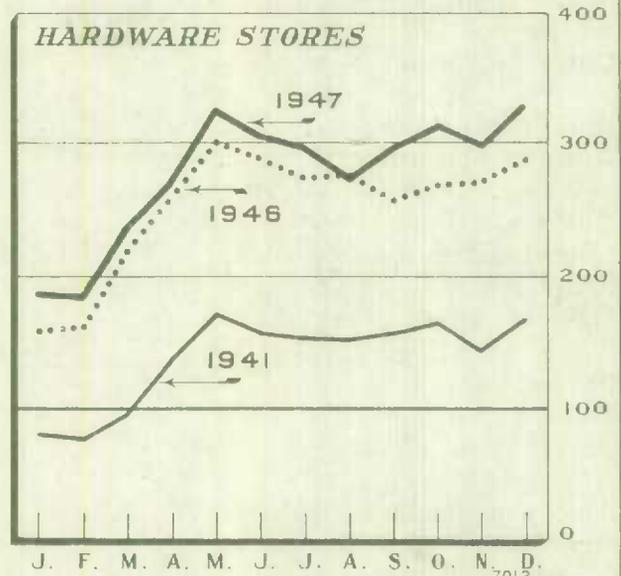
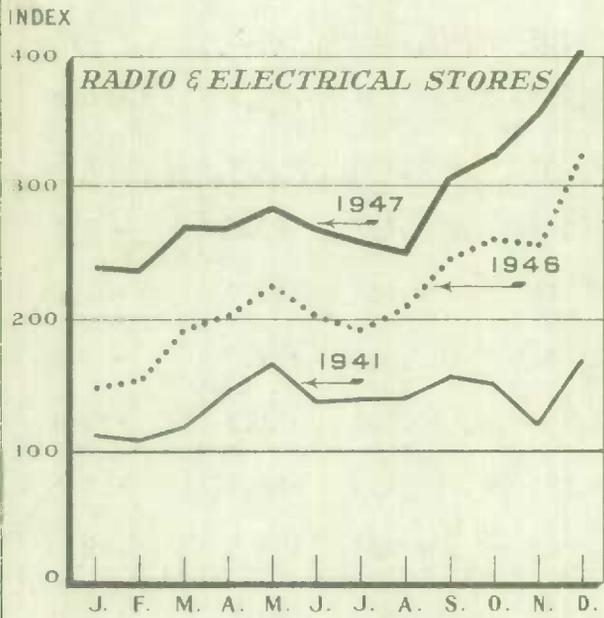
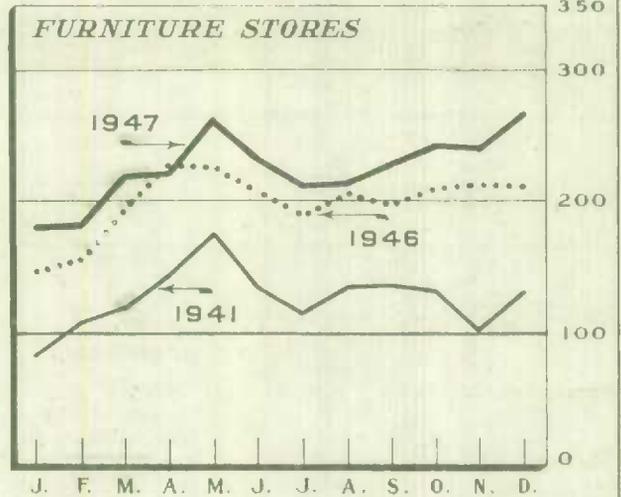
Indexes are based on dollar volume of sales, without adjustment for price changes or for seasonal variations.

All indexes are on the base--average monthly sales in 1935-1939=100.



HOUSEHOLD & PERSONAL EFFECTS GROUP

MONTHLY INDEXES OF RETAIL SALES (1935-39=100) OF STORES HANDLING - HOUSEHOLD DURABLES, DRUGS AND JEWELLERY.



MONTHLY INDEXES
1935-39=100

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

December, 1946 and December, 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 (*)
	Dec. 1946	Dec. 1947	% Change, 1947/1946	% Change, Nov.30,1947 Nov.30,1946
	\$	\$		
TOTAL, ALL DEPARTMENTS	58,903,420	71,727,077	+21.3	+19.1
1. Women's dresses, coats and suits ...	5,409,047	6,603,760	+22.1	-19.3
2. Girls' and infants' wear	2,069,902	2,468,256	+19.2	+ 8.3
3. Hosiery and gloves	2,890,908	3,399,119	+17.6	+16.3
4. Lingerie and corsets	2,139,357	2,627,795	+22.8	+50.8
5. Millinery	436,245	468,822	+ 7.5	- 9.5
6. Women's and children's apparel - (Total, 1-5)	12,945,459	15,567,752	+20.3	- 0.3
7. Men's and boys' clothing and furnishings	6,984,956	8,987,142	+28.7	+51.3
8. Drugs and toilet articles and preparations	2,642,032	2,721,044	+ 3.0	- 9.3
9. Piece goods	3,054,906	3,699,558	+21.1	+71.4
10. Smallwares	2,672,271	2,910,469	+ 8.9	+13.5
11. Food and kindred products	3,849,047	5,107,262	+32.7	+19.0
12. Furniture (including mattresses and springs)	2,369,170	2,925,909	+23.5	+25.4
13. Home furnishings	3,480,728	4,399,749	+26.4	+45.4
14. Household appliances and electrical supplies	1,522,196	2,295,294	+50.8	+47.6
15. Hardware and kitchen utensils	1,930,610	2,346,506	+21.5	+10.0
16. Radios, musical instruments and supplies	1,321,185	1,570,681	+18.9	+29.1
17. Shoes and other footwear	3,933,391	4,838,111	+23.0	+14.6
18. Stationery, books and magazines	2,233,769	2,335,698	+ 4.6	-10.0
19. All other departments, total	9,963,700	12,021,902	+20.7	+ 5.3

(*) Please observe that these comparisons are based on the inventory situation at the beginning of December 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
December, 1941 ...	194.4	144.0	147.4	123.4	239.2	145.8	341.6	176.2
December, 1943 ...	220.5	169.0	184.5	157.0	240.2	145.8	339.4	185.4
December, 1945 ...	256.1	187.4	209.6	174.2	279.5	174.4	400.0	197.8
December, 1946 ...	282.3	212.4	223.4	191.3	325.7	203.2	449.4	234.6
November, 1947 ...	274.4	258.3	227.7	220.7	348.2	310.6	305.5	294.3
December, 1947 ...	328.6	243.0	255.5	212.8	397.8	240.5	551.4	285.6

Year and Month	Food		Restaurants		Family Clothing		Men's (a) Clothing	
	A	B	A	B	A	B	A	B
December, 1941 ...	161.6	149.1	138.4	133.2	219.5	142.3	242.9	148.0
December, 1943 ...	189.7	181.6	187.9	179.1	267.3	182.6	280.0	183.6
December, 1945 ...	215.5	189.8	201.8	196.1	311.2	194.1	308.0	178.5
December, 1946 ...	224.0	208.4	205.8	200.7	338.9	221.9	353.3	217.8
November, 1947 ...	243.1	239.1	213.0	227.3	336.1	275.7	331.2	257.8
December, 1947 ...	264.4	244.0	211.2	202.6	394.5	255.2	410.1	249.8

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
December, 1941 ...	223.7	148.8	209.3	153.2	182.6	145.5	130.3	110.2
December, 1943 ...	271.6	186.6	214.4	166.8	248.2	196.5	134.3	119.1
December, 1945 ...	303.1	196.2	258.1	179.0	287.1	226.6	166.7	141.0
December, 1946 ...	333.1	223.4	292.1	218.1	297.0	239.8	210.5	182.3
November, 1947 ...	306.6	272.9	245.6	244.7	216.9	219.3	240.9	224.9
December, 1947 ...	394.0	254.4	322.6	240.9	312.0	248.7	267.4	227.9

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
December, 1941 ...	168.1	151.3	411.0	155.6	169.4	127.8
December, 1943 ...	170.5	159.6	515.3	195.1	136.0	102.6
December, 1945 ...	231.1	210.4	677.6	266.8	200.0	156.9
December, 1946 ...	287.9	265.2	701.2	276.1	322.6	253.1
November, 1947 ...	298.8	298.8	273.8	279.3	354.1	322.4
December, 1947 ...	328.4	300.1	691.2	261.7	405.5	305.9

(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							
December, 1941	232.1	146.5	276.7	453.3	177.6	184.0	237.6
December, 1946	328.3	251.6	339.6	526.8	245.0	230.2	436.7
November, 1947	277.7	225.5	356.4	335.7	249.0	217.7	312.8
December, 1947	366.6	284.2	425.4	624.6	270.5	224.2	480.6
Quebec							
December, 1941	190.2	160.5	251.7	352.2	150.2	187.5	250.5
December, 1946	275.5	218.3	369.4	485.6	219.6	207.3	341.5
November, 1947	263.6	223.7	387.7	342.1	217.6	217.5	367.2
December, 1947	323.0	251.6	449.8	601.7	255.2	213.3	408.8
Ontario							
December, 1941	202.7	140.4	249.0	334.1	167.6	136.0	209.8
December, 1946	284.1	205.5	318.2	426.4	223.2	194.9	296.0
November, 1947	277.4	217.5	342.4	289.0	250.3	208.4	287.3
December, 1947	335.2	241.5	391.4	530.1	281.8	203.5	340.5
Prairie Provinces							
December, 1941	177.2	146.2	217.1	332.5	144.7	137.0	190.3
December, 1946	266.9	223.6	301.2	439.5	212.5	215.8	346.9
November, 1947	282.0	238.5	343.8	311.9	238.4	224.6	403.0
December, 1947	303.7	247.6	361.4	522.1	234.3	219.7	394.4
British Columbia							
December, 1941	181.1	134.8	222.7	301.8	150.5	126.6	249.0
December, 1946	295.8	235.5	347.8	396.2	213.6	213.5	378.9
November, 1947	283.6	224.3	326.6	242.3	245.6	206.1	311.1
December, 1947	349.9	286.1	426.4	479.1	251.4	213.7	463.9

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							
327.7	259.6	246.2	226.4	191.8	178.2	621.3	251.7
482.1	418.0	360.9	362.1	339.4	301.9	950.6	401.1
318.1	338.3	227.5	227.7	294.3	278.3	342.4	344.6
305.3	486.9	406.6	341.2	388.4	343.1	821.8	544.5
Quebec							
225.3	223.6	213.6	163.7	117.0	148.5	370.1	175.2
311.3	294.8	259.8	258.3	191.6	244.1	638.4	330.8
296.0	261.0	225.1	219.0	211.3	305.2	254.9	369.0
366.9	343.8	281.4	281.3	(c)	262.8	691.0	418.6
Ontario							
254.7	235.4	219.0	181.5	131.4	167.7	413.5	167.9
374.3	361.9	310.7	275.9	192.6	271.8	669.7	316.6
342.2	326.7	254.2	207.4	227.4	263.1	274.0	317.6
423.9	413.1	334.2	299.3	250.0	314.2	649.4	372.5
Prairie Provinces							
300.2	192.6	145.2	168.8	124.1	182.4	395.9	151.1
301.0	289.8	199.8	319.6	188.2	326.8	743.8	271.6
380.0	325.1	235.4	215.6	267.2	329.5	232.7	337.8
358.2	336.3	234.4	331.3	236.9	375.2	718.8	383.9
British Columbia							
221.5	195.0	174.4	182.0	135.9	180.3	371.2	154.8
329.4	322.9	329.3	383.6	286.2	382.3	759.0	357.3
311.6	290.8	270.0	259.7	347.7	390.3	327.4	506.0
457.3	374.8	409.5	389.4	317.6	466.6	749.0	492.9

(a) Includes men's furnishings.

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

(c) Not available.



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DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January-December, 1946 and January-December, 1947

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

Department	Jan.-Dec., 1946	Jan.-Dec., 1947	% Change, 1947/1946
	\$	\$	
TOTAL, ALL DEPARTMENTS	476,535,327	547,543,046	+14.9
1. Women's dresses, coats and suits ...	54,445,425	59,345,609	+ 9.0
2. Girls' and infants' wear	19,917,379	22,069,785	+12.5
3. Hosiery and gloves	18,572,972	19,903,500	+ 6.7
4. Lingerie and corsets	17,833,428	19,980,508	+12.0
5. Millinery	5,312,821	5,583,438	+ 5.1
6. Women's and children's apparel - (Total, 1-5)	115,782,025	126,786,840	+ 9.5
7. Men's and boys' clothing and furnishings	52,802,182	61,855,857	+19.5
8. Drugs and toilet articles and preparations	13,637,186	13,803,800	+ 1.2
9. Piece goods	35,039,112	39,631,838	+13.1
10. Smallwares	27,333,113	28,929,362	+ 5.9
11. Food and kindred products	33,882,091	41,708,596	+23.1
12. Furniture (including mattresses and springs)	30,521,210	35,377,276	+15.9
13. Home furnishings	33,865,427	41,655,971	+23.0
14. Household appliances and electrical supplies	13,414,807	19,704,075	+46.9
15. Hardware and kitchen utensils	20,497,409	23,670,710	+15.5
16. Radios, musical instruments and supplies	7,747,916	10,071,123	+30.0
17. Shoes and other footwear	33,261,572	37,968,344	+14.3
18. Stationery, books and magazines	9,682,503	10,063,864	+ 4.8
19. All other departments, total	58,377,875	66,317,000	+13.5