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

Retail sales continued at a high level in February when consumer expenditures for merchandise were 10 per cent greater than in February, 1946. The average gain in sales for the first two months of this year over last amounted to 11 per cent, January results having shown an increase of 13 per cent. These increases are in terms of dollar sales without allowance for price changes. The Bureau's retail price indexes indicate that prices were approximately 9 per cent higher in the early months of this year compared with last. This suggests little change in the physical quantities of goods marketed in retail establishments between the first two months of 1946 and 1947. Unadjusted indexes (on the base, 1935-1939=100) stood at 183.3 for February, 1947, 167.1 for February, 1946 and 181.1 for January, 1947.

The adjusted index of retail sales, in moving from 220.2 in January, 1947 to 233.6 in February of this year, was established at the highest peak yet attained. All groups, with the exception of drugs, furniture and jewellery stores, showed an upward movement in the adjusted index between January and February. Differences in numbers of business days and normal seasonal variations are taken into account in arriving at these results.

A flurry of buying activity in the various apparel trades which featured the January business was revealed as a temporary condition. February sales increases for these stores were of more moderate proportions. Jewellery store sales dipped sharply in February compared with the same month a year ago. Increases in sales for other types of retail outlets, while they varied widely in extent, were nevertheless fairly consistent with the characteristic pattern in recent months.

Sales volume increased in all five economic regions of the country, but the upward trend was more pronounced in Quebec, Ontario and British Columbia than in the Prairie Provinces and the Maritime Provinces.

In the Maritime Provinces, sales for many trades, particularly those dealing in durable goods, marked up gains which compared favourably with increases elsewhere. The 13 per cent increase in sales of shoe stores was also quite impressive. However, sharp declines in certain specialty establishments, notably restaurants and men's wear shops, together with a moderation in the sales expansion of department stores in that part of the country, had the effect of reducing the average gain to 3 per cent.

There was a very marked disturbance to the recent pattern of sales movements in the Prairie Provinces. Department stores, food stores, and radio and electrical stores maintained strong increases which contrasted with declines in certain of the apparel trades and even in some of the durable goods stores such as hardware and furniture.

Chain candy stores reported an increase of 10 per cent in sales for February, 1947 over the same month a year ago, and were up by the same amount in the January-February comparison. Sales of furriers increased 16 per cent in February, 1947 over February, 1946.

Department Store Sales for Selected Departments

The review of sales by departments reveals that durables continue to show more prominent gains than non-durables. The gain in sales of ladies' apparel departments was reduced from 25 per cent in January to 14 per cent in February, and there was a corresponding reduction in the extent of the increases for footwear. Sales of piece goods and smallwares departments were substantially higher in February this year than last, increases being in the vicinity of 19 per cent in each case.

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	February, 1947 Compared With								Jan.-Feb., 1947 Compared With					
	Feb. 1941	Jan. 1947	February, 1946						Jan.-Feb., 1946					
	CANADA		CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.
GENERAL INDEX	+83.7	+ 1.2	+ 9.7	+ 3	+12	+11	+ 7	+12	+11.4	+ 5	+14	+13	+ 9	+13
General Merchandise Group:														
Country General Stores	+83.6	+ 1.0	+ 7.5	+ 6	+ 9	+13	+ 4	+ 9	+ 8.0	+ 9	+10	+11	+ 4	+ 9
Department Stores	+100.1	+14.9	+16.9	+ 6	+22	+19	+15	+16	+18.5	+ 9	+27	+19	+17	+16
Variety Stores	+64.3	+ 6.6	+ 8.2	+ 3	+14	+ 8	(a)	+11	+ 9.5	+ 2	+13	+ 9	+ 7	+11
Food Group:														
Food Stores	+69.7	- 1.5	+ 8.9	+ 4	+ 9	+10	+10	+ 9	+ 9.7	+ 3	+11	+11	+10	+ 9
Restaurants	+85.5	- 6.7	+ 0.5	-10	+ 1	+ 2	- 3	+ 8	+ 1.8	- 8	+ 3	+ 3	- 1	+ 7
Clothing Group:														
Family Clothing Stores	+115.4	- 3.6	+ 7.2	+ 3	+12	+ 8	+ 4	+ 9	+12.9	+10	+16	+12	+11	+12
Men's Clothing Stores	+105.0	+ 7.5	+ 4.5	-12	+20	+ 9	-11	- 1	+ 7.3	- 9	+17	+12	- 7	+ 7
Women's Clothing Stores	+109.6	- 9.1	+ 9.3	+ 4	+11	+ 9	+ 2	+21	+17.2	+12	+20	+17	+10	+25
Shoe Stores	+82.7	-10.1	+ 2.2	+13	+ 4	(a)	-10	+ 8	+10.8	+12	+14	+12	+ 5	+ 7
Household and Personal Effects Group:														
Drug Stores	+69.7	- 5.6	+ 3.0	+ 1	+ 2	+ 3	+ 3	+ 6	+ 3.3	- 1	+ 2	+ 4	+ 3	+ 6
Furniture Stores	+66.8	- 0.6	+15.5	+24	+26	+15	- 6	+ 6	+19.5	+25	+29	+19	+ 1	+15
Hardware Stores	+142.4	- 0.4	+14.8	+14	+27	+18	- 1	+25	+16.0	+15	+22	+17	+ 9	+18
Jewellery Stores (b)	+84.6	- 3.3	-12.6	-16	(a)	-16	-19	- 8	- 4.4	-12	+12	- 9	- 9	- 2
Radio and Electrical Stores	+117.4	(a)	+54.5	+71	+43	+63	+44	+60	+57.5	+62	+49	+67	+39	+70

(a) Change of less than 0.5 per cent.

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

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

February, 1946 and February, 1947

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

	February, 1946	February, 1947	% Change, 1947/1946
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	29,423,927	34,444,388	+17.1
1. Women's dresses, coats and suits	3,064,116	3,522,233	+15.0
2. Girls' and infants' wear	995,311	1,157,594	+16.3
3. Hosiery and gloves	1,147,549	1,282,681	+11.8
4. Lingerie and corsets	1,239,024	1,400,297	+13.0
5. Millinery	246,738	270,562	+ 9.7
6. Women's and children's apparel - (Total, 1-5).	6,692,738	7,633,367	+14.1
7. Men's and boys' clothing and furnishings	2,864,508	3,211,501	+12.1
8. Drugs and toilet articles and preparations ...	879,573	920,841	+ 4.7
9. Piece goods	2,773,446	3,284,119	+18.4
10. Smallwares	1,058,845	1,261,260	+19.1
11. Food and kindred products	2,487,829	2,784,377	+11.9
12. Furniture (including mattresses and springs) .	2,216,800	2,591,809	+16.9
13. Home furnishings	2,367,682	2,974,535	+25.6
14. Household appliances and electrical supplies .	884,988	1,286,210	+45.3
15. Hardware and kitchen utensils	1,293,826	1,586,916	+22.7
16. Radios, musical instruments and supplies	500,236	816,638	+63.3
17. Shoes and other footwear	1,654,580	1,856,427	+12.2
18. Stationery, books and magazines	599,937	612,306	+ 2.1
19. All other departments, total	3,148,939	3,624,082	+15.1

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
February, 1941 ...	99.8	126.4	82.1	110.8	94.8	126.1	103.8	153.6
February, 1943 ...	129.4	164.0	110.2	149.1	116.2	154.5	139.1	206.0
February, 1945 ...	146.7	185.6	127.6	172.4	136.2	181.0	151.0	223.6
February, 1946 ...	167.1	212.7	140.2	188.4	162.3	215.7	157.6	233.4
January, 1947	181.1	220.2	149.2	193.0	165.1	219.1	159.9	248.7
February, 1947 ...	183.3	233.6	150.7	202.5	189.7	252.1	170.5	252.4

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
February, 1941 ...	117.0	127.3	98.6	111.6	76.8	118.7	82.0	138.8
February, 1943 ...	148.3	161.4	149.1	168.9	116.0	179.2	111.7	177.7
February, 1945 ...	167.4	182.3	171.4	194.0	127.1	196.4	122.3	194.7
February, 1946 ...	182.2	198.3	181.9	205.9	154.3	238.4	160.9	256.0
January, 1947	201.5	207.6	196.0	204.9	171.6	251.7	156.3	217.8
February, 1947 ...	198.5	216.1	182.9	207.1	165.4	255.5	168.1	267.4

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
February, 1941 ...	80.9	139.1	64.9	109.8	112.5	124.8	107.7	138.0
February, 1943 ...	127.0	202.0	126.3	213.5	148.8	165.1	94.2	120.8
February, 1945 ...	139.1	221.3	108.7	183.7	167.8	186.1	112.4	144.1
February, 1946 ...	155.2	247.0	116.1	196.2	185.4	205.7	155.5	199.3
January, 1947	186.5	256.9	131.9	183.3	202.3	213.6	180.7	270.9
February, 1947 ...	169.6	269.9	118.6	200.5	190.9	211.8	179.6	230.2

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
February, 1941 ...	76.5	140.2	93.0	133.5	107.7	139.6
February, 1943 ...	97.7	178.9	128.4	184.3	103.1	133.5
February, 1945 ...	119.3	218.6	168.1	241.4	92.7	120.1
February, 1946 ...	161.5	295.9	196.4	282.0	151.5	196.3
January, 1947	186.1	305.3	177.6	248.8	234.1	280.0
February, 1947 ...	185.4	339.7	171.7	246.6	234.1	303.4

(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							
February, 1941	109.0	95.0	100.6	125.2	117.1	141.2	86.1
February, 1946	189.7	170.0	178.1	172.2	201.0	218.1	189.7
January, 1947	194.1	186.5	148.9	160.9	214.0	207.9	199.1
February, 1947	196.1	180.1	188.2	177.1	209.7	196.5	184.5
Quebec							
February, 1941	101.1	84.9	95.8	106.4	117.4	102.1	78.1
February, 1946	165.8	136.0	168.4	175.7	186.4	180.5	154.0
January, 1947	182.5	150.3	182.9	191.1	203.5	199.1	161.6
February, 1947	186.0	147.8	204.9	200.5	203.8	182.9	172.3
Ontario							
February, 1941	102.3	84.6	95.6	99.8	120.7	96.7	77.4
February, 1946	163.7	135.0	162.1	148.2	181.1	177.6	127.1
January, 1947	180.9	147.4	160.8	147.0	204.9	193.0	164.0
February, 1947	182.1	152.1	193.3	159.3	198.4	181.1	136.9
Prairie Provinces							
February, 1941	88.7	72.8	90.8	102.6	104.3	92.9	64.3
February, 1946	161.6	131.3	152.0	159.2	170.0	186.5	184.3
January, 1947	171.0 ^(a)	131.1	161.2	160.1	186.2	193.4	194.9
February, 1947	172.3	136.3	174.1	158.6	186.6	180.1	191.3
British Columbia							
February, 1941	100.6	84.1	97.3	96.0	116.0	85.6	81.2
February, 1946	175.5	151.5	170.4	136.6	171.2	173.2	172.6
January, 1947	190.9	162.3	177.4	134.8	187.9	199.1	168.3
February, 1947	196.4	164.8	196.9	151.0	186.3	186.9	187.6

(a) An error in the compilation of the preliminary index for January was detected following publication of the January bulletin, which accounts for the extensive revision to this index.

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							
106.1	94.6	74.0	125.0	98.4	80.8	130.0	128.6
220.3	194.6	126.0	208.6	190.2	146.0	281.3	150.2
209.6	225.4	147.3	216.7	244.0	183.4	226.9	255.4
193.4	201.6	142.9	210.8	236.6	165.9	236.4	256.5
Quebec							
75.1	83.9	54.4	113.3	101.6	77.9	81.7	106.9
112.5	132.9	86.8	190.2	127.1	156.6	162.6	171.2
117.5	142.7	106.0	212.8	135.9	191.6	180.1	238.6
135.2	148.0	90.1	194.3	160.6	198.4	162.3	245.2
Ontario							
85.8	80.3	64.4	113.1	110.1	76.2	95.1	107.6
157.3	161.0	111.1	173.9	154.0	135.3	195.4	129.2
161.0	204.2	134.9	188.6	135.0	170.7	162.6	199.5
171.4	175.1	111.4	179.4	176.5	159.3	163.8	210.4
Prairie Provinces							
71.8	72.7	71.3	107.3	96.3	71.6	83.9	101.3
193.3	157.8	142.6	188.2	193.5	196.6	215.2	182.1
167.5	170.7	160.4	204.2	219.5	196.9	201.4	285.8
171.9	160.6	128.4	193.0	182.5	194.0	174.3	261.9
British Columbia							
76.5	82.2	87.1	108.3	139.3	86.0	97.5	110.0
220.7	168.2	202.7	217.2	207.8	220.6	196.1	167.5
180.9	228.1	156.0	242.6	247.9	218.2	171.3	297.7
218.9	203.5	218.6	229.6	219.9	275.8	181.1	268.2

(a) Includes men's furnishings.

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

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