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

Retail sales in Canada were 6 per cent higher in April than in the same month last year and were fractionally up from the preceding month. Dollar volume of business in the first four months of the year was 8 per cent above that in the similar period of 1946. Unadjusted indexes (on the base, average for 1935-1939=100) stood at 224.5 for April, 1947, 212.0 for April, 1946 and 223.1 for March, 1947.

Ten of the fourteen retail trades represented in the monthly surveys reported higher sales in April this year than last. In most cases the increases were small. Radio and electrical stores had the largest gain in sales, one of 32 per cent. But the most important contributions to the overall increase in sales were made by department stores and food stores, both of which have substantial weights in the index and whose sales gains were 9 and 11 per cent respectively. Jewellery stores showed the only major reduction below last year, their sales falling off 22 per cent. Slight declines were reported for restaurants, ladies' apparel shops and furniture dealers.

Among the general merchandise trades, the sales increases for country general and variety stores were much smaller than those for department stores. Department and variety stores showed fairly uniform increases across the country. General merchants, on the other hand, marked up fair sales gains in the Maritimes, Ontario and British Columbia, while no change from last year occurred in Quebec and the Prairie Provinces.

Grocery, combination and meat store sales gained appreciably in all sections. Restaurant sales held close to last year's volume in all but the Maritimes where a sharp decline was recorded.

On the whole, the apparel trades did about the same amount of business in April this year as in the same month a year ago, although men's wear stores managed to obtain an increase of about 5 per cent on the strength of gains in Quebec and Ontario. In the Prairie Provinces, sales were down for all apparel classifications.

There has been a sharp contraction in the rate of expansion in sales of certain durable goods stores. Thus, hardware business was up only 4 per cent and furniture store sales dropped 3 per cent compared with the April, 1946 volume. Activity of hardware and furniture stores was sustained in the Maritimes to a greater extent than in other regions of the country. Furniture store reductions were most pronounced in western Canada.

Chain candy stores reported a decrease of 9 per cent in sales for April, 1947 over the same month a year ago, and were up by 5 per cent in the January-to-April comparison. Sales of furriers increased 2 per cent in April of this year over last.

Department Store Sales for Selected Departments

In two of the 19 departments for which separate comparisons are obtained, slight decreases in sales occurred for April of this year compared with last. Millinery sales were down 6 per cent, although the total sales of women's apparel advanced 3 per cent over April, 1946. The increase for men's wear was considerably higher, standing at 10 per cent, while shoes and footwear had a moderate increase of 5 per cent. A second decline in sales was that for drugs, toilet articles and preparations which were reduced 3 per cent below the same month of last year. Durable household goods departments continued to mark up substantial gains, with the exception of furniture departments which recorded an increase of only 3 per cent between April of the two years.

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	April, 1947 Compared With								Jan.-Apr., 1947 Compared With					
	April 1941	March 1947	April, 1946						Jan.-Apr., 1946					
	CANADA	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
GENERAL INDEX	+70.2	+ 0.6	+ 5.9	+ 3	+ 7	+ 7	+ 4	+ 6	+ 8.3	+ 3	+10	+ 9	+ 7	+11
General Merchandise Group:														
Country General Stores	+78.8	+ 8.3	+ 3.3	+ 8	(a)	+ 7	(a)	+11	+ 6.1	+ 6	+ 5	+ 8	+ 4	+11
Department Stores	+76.1	- 6.8	+ 9.1	+ 6	+13	+10	+ 9	+ 7	+13.9	+ 8	+20	+14	+13	+13
Variety Stores	+56.8	+ 7.8	+ 1.6	- 1	+ 2	+ 3	+ 1	(a)	+ 5.6	- 2	+ 8	+ 6	+ 4	+ 9
Food Group:														
Food Stores	+70.7	- 1.1	+10.8	+ 6	+13	+12	+ 7	+10	+ 9.2	+ 4	+10	+10	+ 8	+ 9
Restaurants	+76.1	+ 0.2	- 0.9	-10	+ 1	- 2	+ 1	+ 1	+ 0.1	- 8	+ 1	(a)	- 1	+ 5
Clothing Group:														
Family Clothing Stores	+62.6	+14.1	+ 0.9	- 5	+ 1	+ 5	- 3	- 1	+ 4.5	- 2	+ 6	+ 6	+ 2	+ 8
Men's Clothing Stores	+58.1	+ 5.5	+ 4.6	-12	+12	+ 7	- 2	+ 1	+ 4.1	-13	+12	+ 6	- 4	+ 8
Women's Clothing Stores	+51.7	+ 3.7	- 0.6	- 1	+ 5	- 1	- 8	(a)	+ 5.7	+ 3	+10	+ 4	+ 2	+13
Shoe Stores	+46.2	+16.2	+ 0.1	+ 5	(a)	+ 2	- 8	- 6	- 0.8	(a)	(a)	- 1	- 5	+ 1
Household and Personal Effects Group:														
Drug Stores	+66.7	- 4.2	+ 1.9	- 2	+ 6	+ 2	+ 1	+ 1	+ 3.6	- 1	+ 4	+ 4	+ 4	+ 5
Furniture Stores	+53.0	- 0.2	- 3.1	+ 9	- 3	+ 1	-12	-17	+10.6	+17	+14	+13	- 4	+ 3
Hardware Stores	+95.3	+13.8	+ 4.2	+10	+ 2	+ 3	+ 6	+ 6	+10.1	+11	+13	+ 9	+ 7	+15
Jewellery Stores (b)	+69.1	- 0.2	-21.9	-25	-19	-22	-21	-26	-12.3	-20	(a)	-16	-15	-13
Radio and Electrical Stores	+81.3	- 1.1	+31.8	+26	+16	+41	+22	+57	+45.1	+40	+36	+53	+34	+56

(a) Change of less than 0.1 per cent.

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

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

April, 1946 and April, 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 ^(*)
	April, 1946	April, 1947	% Change, 1947/1946	% Change, Mar. 31, 1947 Mar. 31, 1946
	\$	\$		
TOTAL, ALL DEPARTMENTS	39,620,972	43,381,410	+ 9.5	+43.3
1. Women's dresses, coats and suits ...	4,926,498	5,016,173	+ 1.8	+11.6
2. Girls' and infants' wear	1,668,350	1,748,726	+ 4.8	+45.1
3. Hosiery and gloves	1,498,813	1,512,693	+ 0.9	+65.2
4. Lingerie and corsets	1,439,046	1,549,296	+ 7.7	+71.2
5. Millinery	688,389	650,369	- 5.5	+20.2
6. Women's and children's apparel - (Total, 1-5)	10,221,096	10,477,257	+ 2.5	+30.4
7. Men's and boys' clothing and furnishings	4,242,481	4,672,275	+10.1	+74.8
8. Drugs and toilet articles and preparations	974,559	949,411	- 2.6	+ 9.2
9. Piece goods	2,704,271	3,127,374	+15.6	+54.1
10. Smallwares	1,291,789	1,439,909	+11.5	+13.4
11. Food and kindred products	2,964,901	3,293,671	+11.1	+30.6
12. Furniture (including mattresses and springs).....	2,962,182	3,062,272	+ 3.4	+85.2
13. Home furnishings	2,857,541	3,510,343	+22.8	+59.9
14. Household appliances and electrical supplies	1,082,283	1,489,100	+37.6	+86.1
15. Hardware and kitchen utensils	2,056,768	2,335,376	+13.5	+48.2
16. Radios, musical instruments and supplies	457,465	700,545	+53.1	+197.1
17. Shoes and other footwear	2,868,084	3,005,662	+ 4.8	+27.4
18. Stationery, books and magazines	614,853	716,185	+16.5	+12.0
19. All other departments, total	4,322,699	4,602,030	+ 6.5	+27.5

(*) Please observe that these comparisons are based on the inventory situation at the beginning of April 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
April, 1941	131.9	132.8	108.2	117.0	132.2	133.4	143.4	157.0
April, 1943	165.6	163.4	141.2	151.0	157.9	153.5	182.9	198.6
April, 1945	174.7	179.7	160.7	178.9	164.8	171.7	179.5	212.9
April, 1946	212.0	211.6	187.3	202.2	213.3	207.4	221.3	242.2
March, 1947	223.1	238.5	178.6	209.5	249.9	274.6	208.7	255.9
April, 1947	224.5	229.0	193.5	209.6	232.8	238.7	224.9	251.9

Year and Month	Food		Restaurants		Family Clothing		Men's (a) Clothing	
	A	B	A	B	A	B	A	B
April, 1941	132.2	136.5	116.8	117.3	156.6	136.3	146.7	143.2
April, 1943	172.0	174.2	173.9	173.5	194.9	164.8	186.9	165.4
April, 1945	181.6	185.3	192.4	195.9	184.7	172.8	166.9	160.9
April, 1946	203.7	211.4	207.5	208.4	252.3	213.7	221.7	196.3
March, 1947	228.3	215.2	205.2	209.7	223.1	251.2	219.8	239.5
April, 1947	225.7	235.1	205.7	205.9	254.6	229.6	231.9	221.1

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
April, 1941	170.1	135.6	147.8	117.7	121.0	125.3	143.0	132.1
April, 1943	213.9	166.5	185.7	145.0	156.8	161.8	133.8	124.1
April, 1945	200.1	175.7	179.2	161.2	174.8	184.0	158.9	146.8
April, 1946	259.6	202.9	215.9	173.5	198.0	205.7	225.9	209.5
March, 1947	248.9	276.3	185.9	226.9	210.6	212.5	219.2	252.5
April, 1947	258.0	213.8	216.1	185.7	201.7	210.2	218.8	205.4

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
April, 1941	137.6	135.0	112.8	137.0	146.8	149.7
April, 1943	148.5	145.6	130.3	194.7	116.9	119.2
April, 1945	192.0	187.5	137.1	227.2	108.9	111.1
April, 1946	257.9	251.9	244.3	296.6	202.0	206.0
March, 1947	236.2	323.5	191.1	250.0	269.1	314.1
April, 1947	268.8	268.0	190.8	231.7	266.2	271.5

(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							
April, 1941	138.1	103.6	144.2	184.1	124.3	164.3	156.9
April, 1946	232.9	194.8	239.6	244.4	214.9	248.6	296.9
March, 1947	233.3	192.4	287.6	213.7	229.2	230.9	224.6
April, 1947	238.7	209.9	253.1	241.6	227.7	224.3	280.9
Quebec							
April, 1941	139.6	117.9	143.0	149.2	135.0	118.2	177.2
April, 1946	222.1	204.0	238.3	262.5	209.1	206.3	282.0
March, 1947	235.4	190.2	297.7	252.2	235.2	201.0	260.0
April, 1947	238.0	204.1	268.2	267.7	236.1	208.8	286.0
Ontario							
April, 1941	136.3	111.2	137.3	137.6	135.8	117.2	156.8
April, 1946	202.8	169.2	203.4	201.8	200.9	203.5	206.7
March, 1947	214.8	172.8	223.4	193.0	227.8	200.6	184.6
April, 1947	217.5	181.1	222.9	207.4	224.5	200.1	217.6
Prairie Provinces							
April, 1941	117.8	102.5	121.4	140.0	119.6	112.2	128.7
April, 1946	211.6	186.0	207.2	222.1	197.1	212.3	275.4
March, 1947	218.4	162.5	252.6	197.3	217.9	211.2	230.4
April, 1947	219.6	185.6	224.9	223.1	211.0	214.0	268.4
British Columbia							
April, 1941	122.8	105.2	121.7	117.7	131.8	95.8	115.2
April, 1946	212.8	179.9	215.1	176.6	196.9	194.5	216.0
March, 1947	235.0	205.1	251.8	174.9	222.1	206.9	213.1
April, 1947	225.2	199.8	230.4	176.6	215.9	196.7	214.5

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							
184.0	195.3	159.3	141.1	154.6	119.4	154.7	150.4
288.5	341.3	229.8	228.2	279.9	234.1	303.6	246.2
234.9	272.8	200.1	227.7	298.4	217.7	227.6	233.6
252.9	339.2	241.6	224.0	305.8	258.3	227.5	309.7
Quebec							
150.0	172.4	145.7	117.7	161.9	156.2	120.7	150.3
207.7	235.1	197.4	196.7	217.2	266.7	263.7	228.5
207.6	238.3	175.3	214.0	203.3	254.1	213.9	285.8
232.9	245.7	197.4	207.7	210.1	272.7	213.7	264.7
Ontario							
153.2	176.0	150.5	120.7	138.2	134.7	110.3	145.7
215.8	264.1	209.1	183.5	207.2	226.2	220.5	162.2
223.6	251.9	179.0	196.7	207.4	204.0	165.4	241.7
230.8	260.9	214.1	186.4	208.3	232.9	171.0	228.9
Prairie Provinces							
121.5	147.5	144.0	119.8	108.8	128.6	96.5	134.7
242.7	257.9	246.4	210.2	254.6	288.3	261.2	282.0
215.7	234.2	177.2	221.1	221.4	247.4	218.9	337.5
238.5	238.4	227.8	212.2	224.5	305.0	206.1	344.4
British Columbia							
107.1	156.5	132.9	115.6	116.2	138.7	98.8	158.5
204.4	273.0	268.4	234.4	272.4	323.6	239.2	196.4
228.2	276.1	254.4	247.4	269.5	333.5	188.1	277.2
206.3	273.0	252.4	235.5	226.3	343.0	177.7	309.1

(a) Includes men's furnishings.

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

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