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

Retail trade in Canada was 11 per cent higher in July, 1947 than in July, 1946. This increase was the third highest of the year, having been exceeded only in January and May when gains of 13 and 14 per cent were recorded. Sales in the first seven months of this year averaged 9 1/2 per cent greater than in the same period of last year. Although July sales declined 7 per cent from June, this reduction was not excessive since there is normally a downward seasonal movement between these two months. Unadjusted indexes (on the base, 1935-1939=100) stood at 217.1 for July, 1947, 195.7 for July, 1946 and 232.9 for June, 1947.

Sales were higher in July this year than last for thirteen of the fourteen trades represented in this series. Jewellery stores, which reported a sales decline of 13 per cent in July, have been experiencing reductions in sales throughout the greater part of this year. Their sales averaged 11 per cent lower for the seven-month period ending in July.

The percentage increase in sales of radio and electrical stores continues to exceed that for all other trades by a wide margin. July sales were 33 per cent higher this year than last, while the average gain for the year to date was 38 per cent.

Men's wear stores and department stores ranked next to radio and electrical stores with increases in July of 20 and 19 per cent respectively. The gain reported for men's clothing stores in July is particularly outstanding in the light of more moderate advances recorded by this trade in all earlier months of the year. Sales of men's clothing stores in the first seven months of this year were 9 per cent greater than in the similar period of 1946.

Among other prominent increases were those for furniture stores, family clothing stores and food stores, which had respective increases of 15, 13 and 11 per cent in July this year over a year ago. The increases for furniture and food stores were consistent with gains which these two trades obtained in earlier months of the year, but that for family clothing stores was somewhat higher than the 8 per cent increase for these stores in the seven-month comparison for this year and last.

Increases for other trades ranged downwards from 10 per cent for variety and shoe stores to 2 per cent for restaurants. In most instances, the average trend for earlier months of the year was sustained, although shoe stores improved considerably on their 3 per cent increase in the cumulative comparison.

Price 10 cents

Chain candy stores reported sales 8 per cent lower in July, 1947 compared with July, 1946. Sales were unchanged in the first seven months of this year compared with last. Retail fur stores reported sales 1 per cent higher in July this year compared with last.

Regional Trends In Retail Trade

Ontario led other regions in July with a sales increase of 14 per cent over July a year ago. British Columbia and Quebec followed closely with gains of 13 and 12 per cent. Increases recorded for the Prairie Provinces and the Maritime Provinces were 9 and 3 per cent respectively. For the first seven months of this year, increases in Quebec, Ontario and British Columbia were uniform at 11 per cent, while sales in the Prairie Provinces were up 8 per cent and in the Maritime Provinces, 3 per cent.

Department Store Sales for Selected Departments

The more prominent sales increases for individual departments in July were those for men's wear (25%), food (27%), home furnishings (29%), and household appliances (42%). Increases for men's wear departments have been much higher in the last two months than in the earlier part of the year. Large increases for food departments are also a comparatively recent development. Increases for most of the durable household goods departments continue near or above the average gain for all departments but have been diminishing in size in recent months. This is particularly true of radio departments whose sales increase of 18 per cent in July was much smaller than gains recorded throughout much of the post-war period.

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	July, 1947 Compared With							Jan.-July, 1947 Compared With						
	July, 1946						July 1941	June 1947	Jan.-July, 1946					
	Can.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CANADA		Can.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
GENERAL INDEX	+10.9	+ 3	+12	+14	+ 9	+13	+74.4	- 6.8	+ 9.5	+ 3	+11	+11	+ 8	+11
General Merchandise Group:														
Country General Stores	+ 7.7	+ 5	+ 7	+ 9	+ 6	+17	+78.7	+ 4.4	+ 7.5	+ 6	+ 7	+10	+ 6	+13
Department Stores	+18.5	+ 8	+20	+20	+18	+19	+85.1	-14.2	+15.4	+10	+20	+15	+15	+15
Variety Stores	+ 9.5	+ 5	+13	+10	+ 5	+ 5	+60.1	- 2.4	+ 7.9	+ 2	+11	+ 8	+ 5.	+ 8
Food Groups:														
Food Stores	+11.3	+ 3	+11	+15	+ 8	+11	+64.7	- 6.7	+10.1	+ 4	+11	+12	+ 7	+ 9
Restaurants	+ 1.8	- 7	+ 2	+ 2	+ 4	+ 5	+70.3	+ 7.4	(a)	- 8	+ 1	(a)	(a)	+ 4
Clothing Groups:														
Family Clothing Stores	+13.4	+ 6	+21	+12	+ 4	+17	+97.4	-11.7	+ 8.2	- 2	+12	+10	+ 4	+ 9
Men's Clothing Stores	+19.5	+ 2	+25	+22	+12	+27	+85.1	-17.8	+ 9.3	- 8	+15	+12	+ 1	+13
Women's Clothing Stores	+ 7.5	+13	+20	+ 2	+ 5	+ 7	+80.1	-16.7	+ 7.4	+ 5	+13	+ 5	+ 4	+11
Shoe Stores	+ 9.5	+ 8	+ 8	+ 8	+17	+13	+79.3	-18.7	+ 2.9	+ 2	+ 3	+ 3	+ 1	+ 3
Household and Personal Effects Group:														
Drug Stores	+ 4.9	(a)	+ 6	+ 5	+ 3	+ 9	+65.4	+ 2.5	+ 4.1	- 1	+ 6	+ 4	+ 4	+ 6
Furniture Stores	+14.8	- 1	+ 8	+35	-13	+13	+88.2	- 7.1	+12.5	+15	+14	+17	- 5	+ 9
Hardware Stores	+ 7.9	(a)	+12	+10	+ 6	+ 4	+92.8	- 6.3	+ 9.2	+ 5	+12	+ 9	+ 7	+11
Jewellery Stores (b)	-12.7	-22	- 9	-15	-13	(a)	+64.9	- 6.4	-10.9	-18	- 3	-13	-14	- 7
Radio and Electrical Stores	+32.7	(c)	+26	+47	+18	+39	+83.2	- 4.4	+38.4	(c)	+31	+47	+26	+51

(a) Less than 0.5 per cent.

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

(c) Not available.

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

July, 1946 and July, 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 (*)
	July 1946	July 1947	% Change, 1947/1946	% Change, June 30, 1947 June 30, 1946
	\$	\$		
TOTAL, ALL DEPARTMENTS	28,369,370	33,411,853	+17.8	+33.3
1. Women's dresses, coats and suits ...	2,884,062	3,156,390	+ 9.4	-14.6
2. Girls' and infants' wear	808,298	953,456	+18.0	+21.1
3. Hosiery and gloves	945,615	939,252	- 0.7	+53.8
4. Lingerie and corsets	1,074,279	1,209,661	+12.6	+63.0
5. Millinery	191,881	215,233	+12.2	+ 0.7
6. Women's and children's apparel - (Total, 1-5)	5,904,135	6,473,992	+ 9.7	+11.0
7. Men's and boys' clothing and furnishings	2,738,143	3,419,097	+24.9	+56.9
8. Drugs and toilet articles and preparations	912,450	973,264	+ 6.7	+ 0.5
9. Piece goods	2,245,042	2,574,284	+14.7	+69.2
10. Smallwares	1,021,954	1,126,629	+10.2	+ 4.7
11. Food and kindred products	2,387,393	3,019,764	+26.5	+29.1
12. Furniture (including mattresses and springs)	1,950,254	2,300,142	+17.9	+63.1
13. Home furnishings	2,239,506	2,881,913	+28.7	+76.1
14. Household appliances and electrical supplies	872,538	1,241,420	+42.3	+69.4
15. Hardware and kitchen utensils	1,534,705	1,753,583	+14.3	+34.9
16. Radios, musical instruments and supplies	440,243	518,711	+17.8	+123.7
17. Shoes and other footwear	1,935,153	2,091,271	+ 8.1	+16.6
18. Stationery, books and magazines	447,499	479,398	+ 7.1	- 3.3
19. All other departments, total	3,740,355	4,558,385	+21.9	+14.4

(*) Please observe that these comparisons are based on the inventory situation at the beginning of July 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
July, 1941	124.5	134.2	125.9	117.6	102.2	132.5	152.2	152.7
July, 1943	153.9	158.1	164.0	153.1	112.5	144.7	183.4	172.5
July, 1945	170.5	189.1	182.2	176.4	133.2	179.0	196.7	203.7
July, 1946	195.7	212.4	208.9	195.6	159.7	207.0	222.5	225.9
June, 1947	232.9	235.3	215.5	216.8	220.4	218.5	249.7	250.1
July, 1947	217.1	236.1	225.0	210.6	189.2	245.3	243.7	246.4

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
July, 1941	133.0	136.3	132.0	125.8	117.2	136.2	111.4	135.7
July, 1943	169.7	160.7	188.5	177.9	162.2	178.7	144.1	165.3
July, 1945	178.5	188.8	206.0	198.9	177.9	213.9	153.6	194.0
July, 1946	196.9	204.2	220.8	209.8	204.1	240.0	172.6	213.6
June, 1947	234.8	244.4	209.3	213.1	262.2	262.1	250.9	246.6
July, 1947	219.1	226.3	224.8	212.9	231.4	271.5	206.2	255.3

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
July, 1941.....	111.3	132.4	115.7	126.1	127.7	130.7	115.1	147.9
July, 1943	152.5	173.4	163.1	163.6	159.6	159.6	109.7	136.2
July, 1945	165.5	203.2	189.9	215.3	178.4	186.1	134.9	179.7
July, 1946	186.5	223.6	189.3	211.3	201.3	207.2	188.7	245.4
June, 1947	240.6	233.3	255.0	207.8	206.0	221.4	233.1	243.8
July, 1947	200.5	239.5	207.4	228.6	211.2	217.4	216.6	282.8

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
July, 1941	152.9	136.3	132.8	156.9	139.9	161.4
July, 1943	163.3	143.9	166.2	196.4	97.5	112.5
July, 1945	208.9	194.5	218.4	268.4	108.8	130.6
July, 1946	273.2	248.3	250.8	296.3	193.1	222.9
June, 1947	314.6	268.6	234.0	256.7	268.2	291.0
July, 1947	294.8	267.0	219.0	258.8	256.3	295.8

(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							
July, 1941	142.7	120.1	127.5	196.2	137.8	199.4	120.8
July, 1946	233.3	226.1	175.9	253.5	237.0	292.7	233.2
June, 1947	245.6	224.2	230.6	272.3	235.8	237.0	264.6
July, 1947	239.9	237.9	189.7	266.4	244.0	273.0	246.9
Quebec							
July, 1941	123.8	149.0	97.4	160.7	121.3	127.3	124.3
July, 1946	191.3	231.6	163.9	256.5	175.0	215.6	213.5
June, 1947	249.6	251.6	253.6	312.9	236.1	206.5	310.0
July, 1947	214.2	248.4	197.3	289.4	194.4	219.5	257.6
Ontario							
July, 1941	122.6	131.5	97.9	143.1	134.6	123.7	109.5
July, 1946	183.4	207.7	148.8	204.9	188.2	205.0	175.0
June, 1947	222.4	195.3	211.2	228.4	225.0	203.5	217.1
July, 1947	208.2	226.5	178.3	225.8	217.0	208.0	195.3
Prairie Provinces							
July, 1941	121.1	111.3	97.1	152.0	148.6	141.8	109.8
July, 1946	204.2	190.1	154.5	225.7	240.5	240.0	222.3
June, 1947	225.7	194.7	206.3	228.2	252.9	218.2	263.5
July, 1947	221.8	201.8	183.0	237.7	258.7	250.3	232.1
British Columbia							
July, 1941	128.3	116.7	119.1	128.6	136.8	119.2	130.5
July, 1946	210.7	196.6	192.9	177.6	205.4	218.3	218.9
June, 1947	247.5	237.8	238.8	181.7	249.9	206.8	242.5
July, 1947	238.7	229.8	229.5	186.8	227.6	228.8	255.9

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) Radio and Jewellery	Electrical
Maritime Provinces							
164.4	131.6	138.7	145.8	145.8	160.4	189.5	151.5
240.7	222.7	236.3	224.8	297.1	294.0	332.5	280.2
268.6	303.9	279.9	214.8	346.6	309.5	284.5	302.8
245.3	251.6	255.5	224.4	293.4	294.2	257.9	(c)
Quebec							
112.7	108.2	107.1	121.7	106.8	172.7	120.4	141.5
154.5	157.9	155.6	192.2	178.6	290.4	221.9	205.5
242.3	254.6	231.6	205.9	231.8	348.7	223.9	295.5
192.5	190.0	167.5	204.4	192.7	323.9	202.9	259.8
Ontario							
102.4	109.4	111.3	128.3	118.0	149.9	132.1	130.7
154.5	196.1	192.8	190.1	161.4	241.8	244.5	152.8
255.4	237.2	265.4	194.6	213.5	284.6	221.7	228.5
201.1	200.5	208.9	199.8	218.1	264.9	206.9	225.2
Prairie Provinces							
106.0	106.0	122.0	126.7	106.1	137.6	127.8	141.7
192.2	186.3	197.3	213.5	201.9	283.3	269.1	251.4
243.4	208.6	238.8	215.6	198.7	310.9	254.1	306.9
214.5	194.6	231.4	220.6	176.5	299.0	233.4	296.6
British Columbia							
117.2	129.4	140.3	125.1	119.7	145.0	133.3	169.3
179.0	202.9	229.2	241.8	252.2	331.9	265.5	229.8
247.8	240.1	269.0	245.6	271.1	379.9	250.4	318.5
226.8	217.0	259.6	263.6	283.6	346.2	265.2	318.4

(a) Includes men's furnishings.

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

(c) Not available.

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