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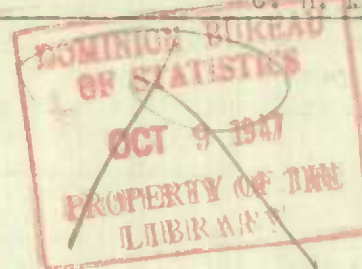
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RETAIL SALES

August, 1947  
(1935-1939=100)



General Index Up 4% from August, 1946

In 14 lines of the retail trade, mainly clothing, food, and household goods outlets, August sales were 4% above the 1946 August index. While this increase was the smallest in any month of 1947 over corresponding months of last year, it should be interpreted in the light of the abnormally high figure in August, 1946 when sales rose 20% above the previous year as compared to the twelve-month average (1946/1945) of about 14%.

The general index of sales in the first eight months of 1947 stood at 9% above that for the same period a year ago.

Three Trades Showed Recession from August, 1946 Level

Sales in three store types--jewellery, women's clothing and hardware stores--fell below last year's level. The 12% decrease in jewellery sales continued the trend in that month which, in the first eight months of 1947, fell off 11% from last year's figure. While the decrease in hardware store sales was slightly less than 1%, that in women's clothing was more pronounced--7%--as compared to a January-to-August period increase of 6% over 1946 sales. The decrease in women's apparel sales was particularly heavy in Ontario where the August index fell 15% below last year. Unusually heavy sales volume in the latter trade during August, 1946 may partially account for the recession in sales in August of this year.

Food Indexes Steady

Despite the influence of the high sales level in August, 1946, the restaurant trade moved up 3 1/2% over the same month of last year; a slight upward swing from the 1/2% increase accumulated in the first eight months of the year. August sales in food stores were 7% above last year as compared to a 10% increase in the January-August period.

General Merchandise Sales Approximate General Index

Both country general and department stores showed an increase of 4% in August sales. The latter figure indicates a more distinct tendency to level off than the former, since for the first eight months

Price 10 cents

department store sales were 14% above 1946 while those in country general stores were up 7%. August sales in variety stores showed little change from last year.

In department stores increases for the various departments were confined to food and home equipment departments. A decline of 11% in women's apparel was the sharpest reduction recorded. Radio and music departments, which have heretofore shown extensive sales gains, fell off 9% in August this year compared with August, 1946.

#### Sales in Apparel Stores

Depressed sales in women's clothing sales during August were accompanied by a slight up swing in men's apparel sales which stood 10% above August, 1946, a figure close to the trend during the earlier months of 1947. Sales in family clothing and shoe stores showed little movement.

Sales of durable goods outlets were somewhat variable, the decrease in jewellery and hardware store receipts being noted above. As had been the case for more than a year, radio and electrical sales indexes out stripped those for other store types. The August increase was 13% as compared to a 35% increase in the first eight months of the year.

While the August increase in furniture store receipts was 4%, an unusual movement took place in British Columbia where sales soared 29% over August, 1946. The 3% increase in drug receipts during August varied little from the January-to-August trend of 4%.

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	August, 1947 Compared With								Jan.-August, 1947 Compared With						
	August, 1946						Aug. 1941	July 1947	Jan.-Aug., 1946						
	Can.	Marit. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CANADA		CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
GENERAL INDEX .....	+ 4.1	+ 1	+ 4	+ 4	+ 4	+ 9	+65.6	+ 3.1	+ 8.7	+ 3	+10	+10	+ 7	+11	
General Merchandise Group:															
Country General Stores .....	+ 4.0	+ 3	+ 4	+ 6	+ 2	+10	+73.9	+ 1.7	+ 7.0	+ 6	+ 7	+ 9	+ 5	+12	
Department Stores .....	+ 4.0	- 1	+ 2	- 2	+12	+10	+70.3	+ 8.2	+13.9	+ 8	+17	+13	+14	+15	
Variety Stores .....	+ 0.2	(a)	+ 6	- 2	- 4	- 1	+48.1	- 3.9	+ 6.8	+ 2	+10	+ 7	+ 4	+ 7	
Food Group:															
Food Stores .....	+ 7.3	+ 2	+ 7	+ 9	+ 6	+ 9	+60.5	+ 7.0	+ 9.7	+ 3	+11	+12	+ 7	+ 9	
Restaurants .....	+ 3.5	- 5	+ 2	+ 6	+ 3	+ 2	+66.3	+ 4.1	+ 0.5	- 8	+ 1	+ 1	(a)	+ 4	
Clothing Group:															
Family Clothing Stores .....	+ 1.0	+ 5	(a)	(a)	- 4	+13	+86.0	- 5.4	+ 7.5	- 1	+11	+ 9	+ 3	+10	
Men's Clothing Stores .....	+ 9.9	+15	+ 7	+ 7	+13	+20	+76.2	- 3.0	+ 9.4	- 6	+14	+12	+ 3	+14	
Women's Clothing Stores .....	- 7.0	+ 8	- 1	-15	- 4	+ 4	+54.0	- 8.6	+ 5.8	+ 5	+12	+ 3	+ 3	+10	
Shoe Stores .....	+ 0.6	+ 1	+ 1	(a)	+ 9	- 4	+71.2	- 2.7	+ 2.5	+ 2	+ 3	+ 3	+ 2	+ 2	
Household and Personal Effects Group:															
Drug Stores .....	+ 3.4	(a)	+ 6	+ 5	(a)	+ 2	+62.5	+ 1.5	+ 4.1	- 1	+ 6	- 4	+ 4	+ 5	
Furniture Stores .....	+ 3.9	(a)	(c)	(c)	- 9	+29	+56.4	+ 0.9	+10.9	+12	(c)	(c)	- 5	+12	
Hardware Stores .....	- 0.8	- 1	- 2	+ 3	- 6	+ 5	+79.8	- 7.2	+ 7.8	+ 4	+10	+ 9	+ 5	+10	
Jewellery Stores (b) .....	-11.9	-14	- 9	-14	- 9	-10	+55.5	+ 7.6	-11.0	-18	- 4	-14	-13	- 8	
Radio and Electrical Stores .....	+12.9	- 3	+ 4	+21	+ 3	+30	+76.0	- 4.0	+34.8	+22	+28	+43	+23	+48	

(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

August, 1946 and August, 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(*)
	August 1946	August 1947	% Change 1947/1946	% Change, July 31, 1947 July 31, 1946
	\$	\$		
TOTAL, ALL DEPARTMENTS .....	35,260,810	35,918,284	+ 1.9	+24.2
1. Women's dresses, coats and suits ...	3,926,732	3,426,967	-12.7	-23.1
2. Girls' and infants' wear .....	1,585,717	1,504,905	- 5.1	+17.5
3. Hosiery and gloves .....	1,246,065	995,168	-20.1	+37.3
4. Lingerie and corsets .....	1,362,408	1,344,717	- 1.3	+49.1
5. Millinery .....	371,981	324,242	-12.8	- 5.9
6. Women's and children's apparel - (Total, 1-5) .....	8,492,903	7,595,999	-10.6	+ 2.3
7. Men's and boys' clothing and furnishings .....	3,712,624	3,492,257	- 5.9	+40.5
8. Drugs and toilet articles and preparations .....	904,846	862,366	- 4.7	- 1.3
9. Piece goods .....	2,888,816	2,773,455	- 4.0	+62.8
10. Smallwares .....	1,229,467	1,177,923	- 4.2	+ 3.2
11. Food and kindred products .....	2,573,243	3,044,541	+18.3	+32.0
12. Furniture (including mattresses and springs) .....	2,673,389	3,131,234	+17.1	+46.8
13. Home furnishings .....	2,684,412	3,119,795	+16.2	+63.6
14. Household appliances and electrical supplies .....	1,114,201	1,397,379	+25.4	+55.3
15. Hardware and kitchen utensils .....	1,561,409	1,598,249	+ 2.4	+27.0
16. Radios, musical instruments and supplies .....	607,805	553,934	- 8.9	+78.8
17. Shoes and other footwear .....	2,278,473	2,220,041	- 2.6	+ 7.0
18. Stationery, books and magazines ....	599,180	567,016	- 5.4	- 8.5
19. All other departments, total .....	3,940,042	4,384,095	+11.3	+ 7.3

(\*) Please observe that these comparisons are based on the inventory situation at the beginning of August 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
Aug., 1941.....	135.2	143.2	131.6	121.0	120.4	146.1	158.9	163.1
Aug., 1943 .....	147.0	161.8	157.2	149.5	120.9	148.4	160.2	174.8
Aug., 1945 .....	178.1	189.8	186.1	170.5	155.7	184.7	191.9	203.7
Aug., 1946 .....	215.0	220.8	219.9	196.5	197.2	232.2	234.9	233.3
July, 1947 .....	217.1	236.1	224.9	210.5	189.4	245.5	244.8	247.5
Aug., 1947 .....	223.9	237.0	229.9	211.4	205.0	250.5	255.3	240.8

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
Aug., 1941 .....	146.0	148.3	140.5	130.2	119.1	140.6	113.2	146.5
Aug., 1943 .....	157.2	173.0	189.5	177.7	138.8	173.4	118.7	163.1
Aug., 1945 .....	188.7	198.9	212.4	194.8	168.6	205.8	141.3	190.5
Aug., 1946 .....	218.3	215.5	225.9	207.2	219.3	251.8	181.5	227.2
July, 1947 .....	219.0	226.2	224.5	212.6	234.1	274.8	205.7	254.7
Aug., 1947 .....	234.3	238.0	233.7	217.9	221.5	261.9	199.5	256.1

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
Aug., 1941 .....	119.7	161.5	117.2	130.0	132.3	131.7	135.5	132.3
Aug., 1943 .....	139.1	182.2	145.5	173.6	153.6	156.9	112.2	112.1
Aug., 1945 .....	166.7	212.5	176.9	202.2	180.8	181.2	137.9	134.8
Aug., 1946 .....	198.2	240.9	199.6	211.3	207.9	203.7	204.0	190.6
July, 1947 .....	201.6	240.8	206.2	227.3	211.9	218.1	210.0	274.1
Aug., 1947 .....	184.3	231.5	200.7	216.3	215.0	214.0	211.9	203.9

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
Aug., 1941 .....	152.7	145.4	151.3	163.0	140.2	159.9
Aug., 1943 .....	154.8	147.4	175.1	188.7	102.0	116.3
Aug., 1945 .....	204.0	190.6	235.6	244.5	112.9	124.0
Aug., 1946 .....	276.9	250.2	267.0	277.1	218.5	240.0
July, 1947 .....	295.8	267.9	218.6	258.3	257.1	296.6
Aug., 1947 .....	274.6	257.5	235.3	253.6	246.7	281.3

(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							
August, 1941 .....	151.5	126.1	137.2	207.4	150.8	215.1	118.8
August, 1946 .....	245.1	231.3	225.2	270.3	239.7	283.4	232.5
July, 1947 .....	240.1	239.4	189.7	267.8	242.9	273.6	250.3
August, 1947 .....	247.6	238.5	223.9	270.4	243.3	268.8	243.8
Quebec							
August, 1941 .....	132.7	144.2	120.1	170.9	131.1	138.5	128.3
August, 1946 .....	207.8	225.7	212.3	269.6	193.7	221.2	219.0
July, 1947 .....	214.4	249.3	196.4	289.5	194.4	219.2	259.3
August, 1947 .....	215.4	234.1	216.1	285.3	208.1	226.0	219.8
Ontario							
August, 1941 .....	134.0	131.4	121.7	150.5	145.8	136.3	113.3
August, 1946 .....	202.3	206.9	186.3	216.6	210.1	218.7	200.8
July, 1947 .....	207.6	225.6	178.1	227.2	216.4	207.1	198.2
August, 1947 .....	210.4	218.8	182.6	211.9	229.2	232.6	201.7
Prairie Provinces							
August, 1941 .....	132.9	128.0	107.0	141.8	171.0	139.0	104.7
August, 1946 .....	228.6	218.4	185.7	232.8	274.4	233.0	242.7
July, 1947 .....	222.1	201.4	183.0	238.0	259.8	250.0	237.6
August, 1947 .....	238.6	223.3	207.7	222.9	290.2	240.7	232.0
British Columbia							
August, 1941 .....	140.8	120.8	138.0	141.2	156.6	123.4	134.4
August, 1946 .....	235.7	224.2	225.8	194.6	234.0	219.2	241.2
July, 1947 .....	239.5	226.9	232.4	190.3	228.9	229.9	256.4
August, 1947 .....	256.2	246.4	247.4	192.1	254.7	222.6	272.3



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							
156.3	150.1	130.2	151.4	145.1	155.0	221.3	155.3
214.5	255.2	238.9	240.9	306.4	299.2	362.2	286.9
246.3	253.3	255.3	225.3	292.5	294.5	255.0	289.4
245.6	276.1	241.0	240.5	306.5	297.1	311.0	279.4
Quebec							
116.9	120.0	118.1	126.3	117.8	168.9	143.7	132.6
166.4	166.4	166.4	199.0	193.7	289.7	235.6	245.9
191.0	189.0	166.7	207.8	192.7	325.6	203.2	253.5
173.4	164.2	168.0	211.5	(c)	283.6	213.4	256.2
Ontario							
105.5	119.7	111.4	132.5	143.4	145.9	145.9	132.5
179.3	205.1	196.6	193.6	173.6	236.2	251.7	175.5
200.9	204.2	207.3	199.5	200.0	266.5	207.2	225.0
192.3	175.4	196.3	202.5	(c)	242.8	216.2	211.7
Prairie Provinces							
92.8	105.1	119.8	132.3	132.4	151.4	149.5	163.7
197.3	200.9	203.1	222.3	250.3	306.0	295.2	277.8
214.6	192.3	232.0	222.0	182.3	298.9	232.7	295.3
212.0	193.1	221.8	222.3	209.4	287.7	267.5	285.3
British Columbia							
121.5	128.6	130.6	128.5	164.4	136.4	147.0	151.6
200.0	224.3	284.4	253.2	273.2	337.4	305.2	242.2
225.7	216.3	257.0	262.2	284.5	345.8	261.5	318.9
240.0	233.9	271.9	258.3	352.1	352.6	275.6	314.3

(a) Includes men's furnishings.

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

(c) Not available.

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