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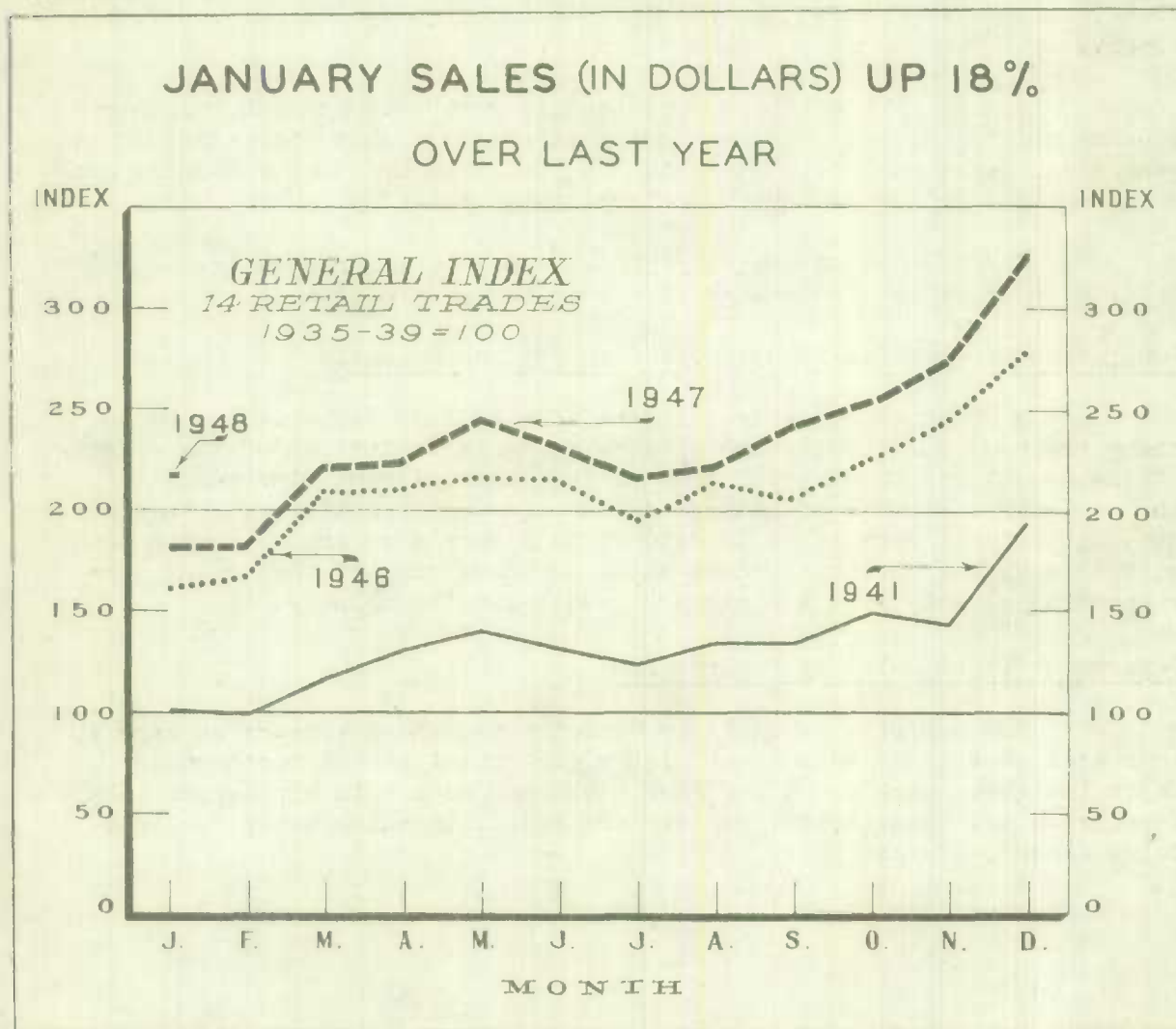
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## RETAIL SALES

JANUARY 1948

### Sales Volume Increases In All Retail Trades

There was no slackening in the currently high rate of consumer spending in January when dollar sales in retail stores increased 18% over January a year ago. Since price increases have undoubtedly contributed to this gain, it should be noted that the change from January, 1947 reflects the increase in the flow of dollars into Canadian retail stores rather than physical volume of trading. The general index for January, 1948, unadjusted for seasonal variations and price changes, stood at 213.1 (on the base, 1935-1939=100).



Indexes are not adjusted for seasonal variations

Series MR-1

All 14 trades represented in the general index reported increased sales over January a year ago. Even jewellery stores, which have been following a downward sales trend for some time, responded to the general acceleration of consumer expenditures with a minor gain of 5%.

#### Increases For Non-durables Move Forward

Outstanding gains have been made by durable goods outlets--radio and electrical, furniture and hardware stores--throughout most of the post-war period. As sales in these stores reached and surpassed levels in most other trades, the earlier sharp increases have given way to more moderate gains. As rates of increase in sales volume of household durables tended to fall off, sales increases for non-durable goods stores have come to the fore. Most pronounced gains in January were those for apparel and food stores. Sales in men's clothing stores were up 31%, while women's wear stores increased volume by 23% and family clothing stores reported sales 17% higher. In footwear, sales increases were less notable showing a gain of 13%.

On the other hand, increases in durable goods stores were less pronounced. Radio and electrical stores alone had an increase (21%) which approximated the average movement in sales from January, 1947 to January, 1948. Hardware and furniture store sales moved up by 13% and 10% respectively.

Stores in the general merchandise group--department, variety and country general stores--all had increases which roughly approximated the general increase for the 14 trades, the lowest being 14% for country general and the highest being 18% for variety stores.

Candy store sales, on the basis of reports from chain companies only, were 10% lower in January this year compared with last.

#### Population Increase Influences Trade in British Columbia

A 28% increase in retail trade in British Columbia stands out among the regional results and appears to be an indication of the effect of the recent influx of population to that area, largely the result of the post-war expansion of industrial and commercial activity. Other regions reported higher sales in January this year also and all, with the exception of the Maritimes where sales advanced only 8%, had gains corresponding closely with the average result for the country.

#### Department Store Sales by Departments

The analysis of sales by departments, which appears on Page 4, indicates that sales volume was higher for most types of merchandise. Major increases were those for food (36%) and household appliances (43%). There were two departments, hosiery and radio, in which sales declined below January of last year.

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	January, 1948 Compared With							
	January, 1947						Jan. 1941	Dec. 1947
	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CANADA	
	%	%	%	%	%	%	%	%
GENERAL INDEX .....	+17.6	+ 8	+13	+21	+17	+28	+111.6	-35.0
General Merchandise Group:								
Country General Stores .....	+13.6	+ 7	+ 8	+16	+18	+24	+102.7	-33.5
Department Stores .....	+16.5	+ 7	+ 9	+16	+18	+28	+106.6	-51.6
Variety Stores .....	+18.0	+ 9	+17	+21	+14	+25	+ 94.8	-65.7
Food Group:								
Food Stores .....	+22.9	+14	+12	+30	+24	+32	+109.3	- 6.3
Restaurants .....	+ 3.4	- 5	+ 4	+ 2	- 1	+21	+ 98.0	- 3.3
Clothing Group:								
Family Clothing Stores .....	+17.3	+10	+21	+10	+17	+47	+146.4	-48.8
Men's Clothing Stores .....	+31.3	+ 9	+29	+34	+27	+55	+122.9	-49.5
Women's Clothing Stores .....	+22.6	+ 6	+22	+27	+20	+14	+159.8	-40.1
Shoe Stores .....	+12.5	+ 6	+ 9	+10	+22	+27	+ 97.7	-54.2
Household and Personal Effects Group:								
Drug Stores .....	+11.0	+ 1	+11	+13	+10	+10	+ 89.5	-28.0
Furniture Stores .....	+ 9.5	- 6	+21	+ 8	- 3	+11	+136.3	-25.0
Hardware Stores .....	+12.7	- 6	+21	+13	+ 3	+35	+161.6	-35.7
Jewellery Stores (a) .....	+ 4.5	-16	- 2	+ 9	+ 6	+18	+100.4	-73.2
Radio and Electrical Stores .....	+20.7	- 7	+22	+14	+26	+41	+160.1	-29.3

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



DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

January, 1947 and January, 1948

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(*)
	Jan. 1947	Jan. 1948	% Change, 1948/1947	% Change, Dec. 31, 1947 Dec. 31, 1946
	\$	\$		
TOTAL, ALL DEPARTMENTS .....	28,115,707	32,628,809	+16.1	+16.3
1. Women's dresses, coats and suits ...	3,230,441	3,668,842	+13.6	-22.7
2. Girls' and infants' wear .....	722,187	811,821	+12.4	- 0.1
3. Hosiery and gloves .....	1,015,768	960,017	- 5.5	+15.5
4. Lingerie and corsets .....	992,473	1,094,939	+10.3	+36.8
5. Millinery .....	200,387	213,685	+ 6.6	-11.0
6. Women's and children's apparel - (Total, 1-5) .....	6,161,256	6,749,304	+ 9.5	- 5.2
7. Men's and boys' clothing and furnishings .....	2,597,973	3,069,375	+18.1	+40.2
8. Drugs and toilet articles and preparations .....	848,919	992,705	+16.9	-11.3
9. Piece goods .....	2,660,491	2,872,942	+ 8.0	+49.7
10. Smallwares .....	1,048,010	1,228,039	+17.2	+14.6
11. Food and kindred products .....	2,762,934	3,752,041	+35.8	+29.4
12. Furniture (including mattresses and springs) .....	2,061,386	2,331,992	+13.1	+19.1
13. Home furnishings .....	2,010,936	2,448,378	+21.8	+40.0
14. Household appliances and electrical supplies .....	939,136	1,345,626	+43.3	+59.6
15. Hardware and kitchen utensils .....	1,214,294	1,421,095	+17.0	+ 8.8
16. Radios, musical instruments and supplies .....	706,678	653,058	- 7.6	+30.9
17. Shoes and other footwear .....	1,718,848	1,766,446	+ 2.8	+16.3
18. Stationery, books and magazines ....	545,403	624,848	+14.6	-21.9
19. All other departments, total .....	2,839,443	3,372,960	+18.8	- 3.4

(\*) Please observe that these comparisons are based on the inventory situation at the beginning of January 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
January, 1941 ...	100.7	121.5	83.9	108.3	93.1	123.5	96.9	151.4
January, 1943 ...	128.9	155.2	109.7	143.4	107.8	148.1	128.4	195.2
January, 1945 ...	142.8	174.7	126.6	165.5	122.5	163.1	139.6	221.5
January, 1947 ...	181.2	220.4	149.7	193.7	165.1	219.1	160.0	248.9
December, 1947 ..	328.0	242.5	255.7	213.0	397.4	240.2	551.2	285.5
January, 1948 ...	213.1	250.0	170.1	214.3	192.3	254.2	186.8	277.4

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
January, 1941 ...	118.0	122.0	103.0	108.3	82.1	119.7	92.1	121.8
January, 1943 ...	154.7	156.9	153.8	163.4	116.8	167.7	107.3	143.8
January, 1945 ...	166.2	176.0	179.0	188.4	124.1	184.5	118.6	167.3
January, 1947 ...	201.0	207.0	197.2	206.2	172.4	252.9	156.3	217.9
December, 1947 ..	263.7	243.4	210.8	202.2	394.8	255.4	406.4	247.6
January, 1948 ...	247.0	240.5	203.9	213.2	202.3	281.3	205.3	267.3

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
January, 1941 ...	88.5	121.9	74.0	104.1	118.0	124.1	83.3	124.9
January, 1943 ...	126.5	173.6	96.4	130.9	151.8	159.3	91.7	137.5
January, 1945 ...	135.1	188.9	98.0	141.7	176.7	187.8	100.1	151.9
January, 1947 ...	187.5	258.3	130.1	180.8	201.4	212.6	179.8	269.5
December, 1947 ..	383.6	254.2	319.1	238.3	310.4	247.4	262.5	223.7
January, 1948 ...	229.9	304.9	146.3	190.8	223.6	230.9	196.8	284.1

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
January, 1941 ...	80.2	131.1	93.5	131.0	111.5	133.4
January, 1943 ...	95.0	158.4	120.3	175.3	112.2	139.6
January, 1945 ...	120.1	200.2	149.9	210.0	97.9	117.1
January, 1947 ...	186.1	305.4	179.3	251.2	240.3	287.4
December, 1947 ..	326.3	298.2	698.9	264.7	410.0	309.3
January, 1948 ....	209.8	337.7	187.4	262.6	290.0	346.9

(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							
January, 1941 .....	107.6	89.2	98.4	110.8	116.4	132.1	95.1
January, 1947 .....	195.4	188.2	148.9	161.6	213.5	208.1	205.3
December, 1947 ....	365.8	287.8	425.4	624.9	268.6	221.9	477.9
January, 1948 .....	210.1	201.6	158.7	176.3	244.0	197.1	226.0
Quebec							
January, 1941 .....	100.8	88.1	102.2	103.0	116.5	106.8	77.5
January, 1947 .....	182.3	149.1	182.9	191.1	202.2	199.5	164.5
December, 1947 ....	320.7	247.8	448.0	600.2	253.2	213.0	405.9
January, 1948 .....	206.0	161.1	199.6	223.0	227.3	207.4	198.7
Ontario							
January, 1941 .....	104.8	86.7	92.6	94.3	124.1	102.0	86.9
January, 1947 .....	180.7	148.5	160.8	147.1	204.3	194.5	161.6
December, 1947 ....	334.9	242.7	391.3	529.1	282.4	202.7	341.3
January, 1948 .....	218.5	171.5	186.9	177.9	266.2	197.5	177.0
Prairie Provinces							
January, 1941 .....	89.6	76.2	87.6	90.6	104.4	96.6	69.7
January, 1947 .....	171.5	131.7	161.2	160.1	186.9	197.2	194.3
December, 1947 ....	304.0	250.0	361.4	522.0	233.5	219.7	399.2
January, 1948 .....	200.1	154.8	190.2	182.0	231.3	195.5	227.3
British Columbia							
January, 1941 .....	101.3	87.3	93.4	87.0	115.3	94.7	88.9
January, 1947 .....	191.3	164.0	177.4	134.8	188.6	196.9	169.7
December, 1947 ....	351.4	281.0	425.7	486.1	249.8	215.5	472.5
January, 1948 .....	244.4	202.7	226.3	168.3	249.1	237.8	249.8



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							
120.5	112.0	77.4	127.4	86.9	90.1	126.4	128.6
209.3	223.2	147.0	219.2	252.8	191.6	243.5	259.4
507.0	468.4	400.4	343.1	381.9	335.9	808.9	546.3
228.8	236.7	155.6	220.6	236.8	179.8	205.4	240.2
Quebec							
79.9	76.0	57.2	120.6	71.1	74.5	84.0	108.1
119.8	145.4	104.8	212.8	138.0	187.6	181.1	244.3
360.9	344.3	281.1	280.3	250.5	260.9	682.4	420.1
155.0	178.0	114.1	235.7	167.6	226.5	178.2	298.7
Ontario							
97.0	94.8	75.6	118.1	88.9	85.9	96.4	109.8
161.3	204.8	131.6	186.6	179.9	171.6	162.6	207.9
419.4	412.3	330.1	298.2	242.4	311.1	652.1	380.8
215.4	259.6	144.9	211.5	195.1	193.6	177.2	237.6
Prairie Provinces							
79.5	81.1	78.5	112.2	78.8	73.7	92.0	109.0
166.7	171.4	160.1	203.4	216.9	196.7	198.6	287.5
357.8	341.0	233.5	327.5	246.1	374.3	714.8	376.2
210.8	205.7	195.8	224.6	210.2	202.1	210.4	361.9
British Columbia							
96.1	93.2	113.4	115.8	107.5	80.0	82.0	122.3
174.2	227.8	157.2	243.7	247.3	220.3	178.0	301.8
455.6	375.3	398.5	387.8	322.0	463.5	849.5	503.7
269.4	260.0	199.0	268.1	273.8	297.2	210.8	424.0

(a) Includes men's furnishings.

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

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