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RETAIL SALES

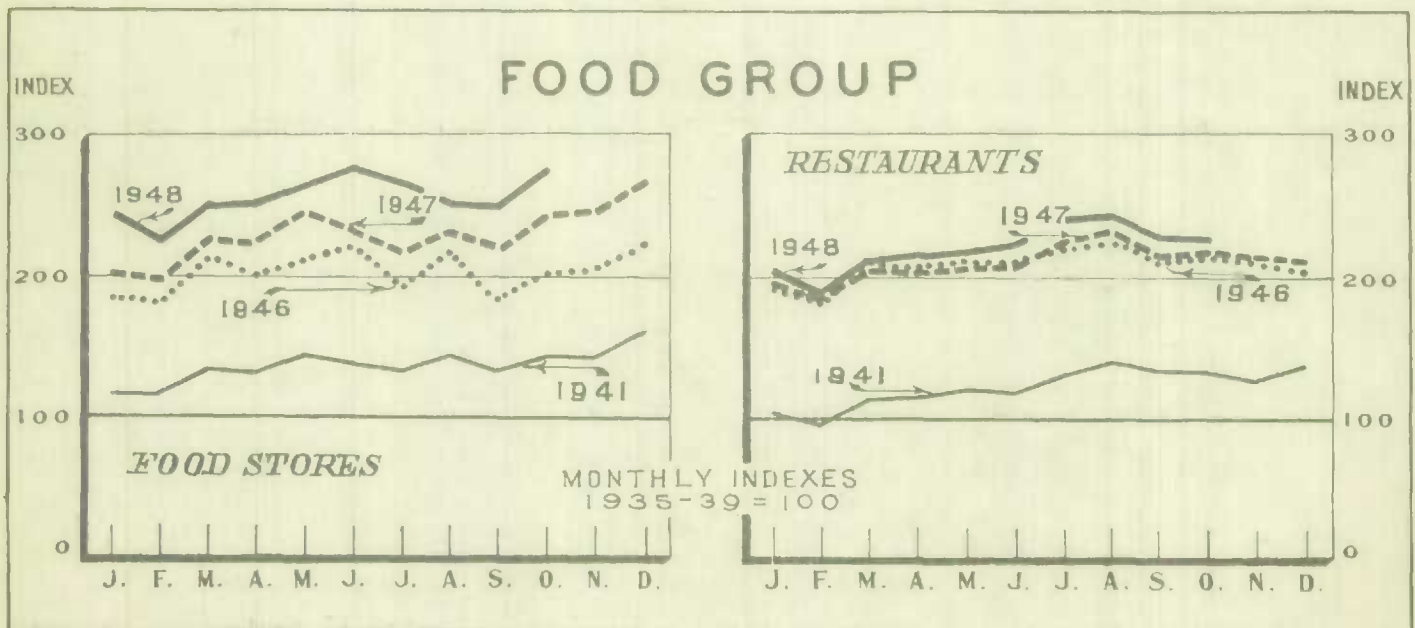
OCTOBER 1948

Dollars Flow Freely Into Retail Stores

Canada's retail trade took a sharp upturn in October when consumers spent 14.5% more for merchandise than in October, 1947. Sales were up 12% compared with September. The increase in sales for the first 10 months of this year over last amounted to 11%. These results are based on reports from chain and independent stores in 14 kinds of retail business. Unadjusted indexes of sales (on the base, 1935-1939=100) stood at 290.6 in October, 1948, 253.9 in October, 1947 and 258.8 in September, 1948.

Department, Variety, Women's Wear Stores Still On Top

Department stores, variety stores and women's apparel shops led all other trades from the standpoint of percentage gain over October last year. October increases were more than 20% for each of these. The increases for these trades have also been prominent throughout the earlier part of the current year, and their cumulative gains for the first ten months ranged from 14% to 18% and ranked highest among trade increases.



Indexes are not adjusted for seasonal variation

Series MR-2

Food stores reported an average sales increase of 14%, a gain similar to that in the ten-months' comparison for the trade. Men's wear and family clothing stores showed increased activity when October gains of 13% in each case exceeded their average increases of 9% in the first ten months of the year. The demand for furniture and hardware merchandise gained momentum, these trades having increases of 9% and 14% respectively in October as compared with smaller gains of 3% and 9% in cumulative results.

Candy stores maintained an even course, an October increase of 1% comparing with a 1% decrease for the ten-month period of this year over a year ago.

Prairie Provinces Showed Highest Increase

Regional increases for October ranged from a high of 19% in the Prairie Provinces down to 8% for the Maritime Provinces. Between these were gains of 17% for Ontario, 14% for British Columbia and 10% for Quebec. In the January-to-October comparisons, increases varied within narrower limits, reaching a high of 14% in Ontario and a low of 7% in the Maritime Provinces.

Note:- The November and December reports on Retail Sales will not be issued in their present form. The statistical series on retail sales is undergoing extensive revision and, during the changeover period, only a condensed summary will be issued. It is intended to introduce the revised series beginning with January, 1949.

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	October, 1948 Compared With							Jan.-Oct., 1948 Compared With						
	October, 1947						Oct. 1941	Sept. 1948	Jan.-Oct., 1947					
	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CANADA		CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
GENERAL INDEX	+14.5	+ 8	+10	+17	+19	+14	+ 94.1	+12.3	+11.4	+ 7	+ 9	+14	+10	+13
General Merchandise Group:														
Country General Stores	+ 8.2	- 1	+ 2	+11	+13	+14	+ 86.0	+ 6.4	+ 8.1	+ 3	+ 5	+12	+ 9	+13
Department Stores	+23.4	+15	+17	+24	+28	+24	+120.8	+16.5	+13.9	+13	+ 8	+14	+15	+18
Variety Stores	+22.0	+15	+20	+27	+22	+ 9	+ 86.9	+17.4	+15.7	+ 9	+16	+19	+12	+10
Food Group:														
Food Stores	+13.6	+ 9	+ 9	+17	+16	+12	+ 88.6	+10.3	+14.1	+ 9	+11	+19	+11	+13
Restaurants	+ 3.8	- 6	+ 8	- 3	+17	+ 4	+ 69.4	- 0.7	+ 4.6	- 4	+10	+ 4	+ 4	+ 4
Clothing Group:														
Family Clothing Stores	+13.4	+15	+10	+27	+ 2	(a)	+ 84.8	+26.4	+ 9.4	+ 7	+11	+10	+ 7	+10
Men's Clothing Stores	+12.9	+ 2	+12	+13	+22	+ 6	+ 72.8	+32.3	+ 8.6	+ 2	+12	+ 8	+11	+ 6
Women's Clothing Stores	+24.7	+16	+11	+30	+40	+19	+107.1	+21.9	+18.0	+ 9	+13	+21	+22	+16
Shoe Stores	+ 9.5	- 1	+ 5	+10	+23	+12	+ 85.9	- 0.7	+ 7.6	- 4	+ 6	+12	+ 8	+ 3
Household and Personal Effects Group:														
Drug Stores	+ 6.3	(a)	+ 7	+ 6	+11	+ 4	+ 68.9	+ 5.1	+ 7.7	+ 1	+ 9	+ 8	+ 8	+ 8
Furniture Stores	+ 9.2	(a)	+ 4	+13	+24	+ 9	+ 99.2	+16.0	+ 3.0	- 6	(a)	+12	+ 2	+ 8
Hardware Stores	+13.6	+11	+20	+ 8	+19	+ 4	+115.5	+12.0	+ 8.9	+ 5	+13	+ 8	+ 5	+12
Jewellery Stores (b)	+ 5.9	+ 6	- 6	+ 7	+20	+10	+ 69.1	- 2.3	+ 3.3	- 4	+ 1	+ 4	+ 8	+ 5
Radio and Electrical Stores	+ 5.4	+15	- 8	+ 7	+15	+13	+125.3	+ 7.5	+ 5.7	+ 6	(a)	+ 4	+ 3	+25

(a) Change of less than 0.5 per cent.

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

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

October, 1947 and October, 1948

These figures are estimates of total department store sales and inventories.
Inventories are at selling value.

Department	SALES			INVENTORY (*)		
	October, 1947 (\$000)	October, 1948 (\$000)	% Change, 1948/47	Sept. 30 1947 (\$000)	Sept. 30 1948 (\$000)	% Change, 1948/47
TOTAL, ALL DEPARTMENTS	66,866	82,346	+23.2	156,984	180,946	+15.3
1. Women's dresses, coats and suits	7,543	11,423	+51.4	13,487	18,223	+35.1
2. Girls' and infants' wear ..	3,334	4,069	+22.0	6,495	6,758	+ 4.0
3. Hosiery and gloves	2,411	2,981	+23.6	4,867	5,919	+21.6
4. Lingerie and corsets	2,331	3,160	+35.6	5,582	7,426	+33.0
5. Millinery	792	992	+25.3	835	829	- 0.7
6. Women's and children's apparel - (Total, 1-5) ..	16,411	22,625	+37.9	31,266	39,155	+25.2
7. Men's and boys' clothing and furnishings	8,248	11,078	+34.3	20,643	24,279	+17.6
8. Drugs, toilet articles and preparations	1,346	1,461	+ 8.5	4,413	4,371	- 1.0
9. Piece goods	4,823	5,989	+24.2	13,133	15,371	+17.0
10. Smallwares	2,336	2,613	+11.9	7,329	7,919	+ 8.1
11. Food and kindred products.	5,213	5,887	+12.9	4,371	5,344	+22.3
12. Furniture (including mattresses and springs) ..	4,144	4,745	+14.5	9,465	9,618	+ 1.6
13. Home furnishings	5,111	5,800	+13.5	17,695	20,796	+17.5
14. Household appliances and electrical supplies	2,703	3,187	+17.9	4,332	5,394	+24.5
15. Hardware and kitchen utensils	2,478	2,987	+20.5	7,153	7,960	+11.3
16. Radios, musical instru- ments and supplies	1,225	1,439	+17.5	3,578	3,083	-13.8
17. Shoes and other footwear ..	4,896	5,571	+13.8	11,922	14,721	+23.5
18. Stationery, books and magazines	933	1,074	+15.1	3,371	3,745	+11.1
19. All other departments, total	6,999	7,890	+12.7	18,313	19,190	+ 4.8

(*) Comparisons are based on inventories at the beginning of October 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
October, 1941	149.7	136.9	132.0	117.9	160.0	136.5	173.0	166.2
October, 1943	173.3	158.6	163.5	146.1	177.8	157.3	195.7	182.4
October, 1945	203.8	189.8	191.5	171.4	220.9	189.3	218.2	213.0
October, 1947	253.9	233.8	226.9	200.8	286.2	245.2	265.1	256.7
September, 1948	258.8	259.2	230.7	214.3	303.2	298.8	275.5	296.6
October, 1948	290.6	264.7	245.5	218.1	353.2	312.3	323.3	301.3

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
October, 1941	145.2	143.0	134.1	131.2	181.2	148.6	169.4	133.4
October, 1943	166.9	159.5	186.9	184.7	213.5	173.8	196.7	159.6
October, 1945	182.4	185.4	207.4	202.9	264.9	223.3	252.0	215.0
October, 1947	241.2	239.4	218.8	212.7	295.2	248.3	259.2	221.1
September, 1948	248.3	257.4	228.7	219.5	265.0	291.3	221.3	236.8
October, 1948	273.9	261.7	227.1	224.4	334.9	272.5	292.7	237.5

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
October, 1941	164.1	131.3	131.5	128.0	141.6	135.9	131.6	110.4
October, 1943	205.1	171.7	168.0	154.9	171.7	164.2	123.9	103.5
October, 1945	246.3	210.2	197.7	197.0	196.5	190.4	169.6	143.9
October, 1947	272.4	231.6	223.2	216.4	225.0	216.6	240.0	203.7
September, 1948	278.7	298.8	246.3	233.6	227.6	227.1	226.0	199.6
October, 1948	339.8	284.5	244.5	225.6	239.2	228.8	262.1	218.9

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
October, 1941	164.9	140.6	140.1	150.9	152.1	127.5
October, 1943	160.9	141.1	179.8	201.5	116.5	101.6
October, 1945	228.0	198.3	229.6	247.5	144.3	121.0
October, 1947	312.8	273.1	223.7	241.1	325.1	272.5
September, 1948	317.2	275.1	242.5	268.8	318.8	285.2
October, 1948	355.3	311.4	236.9	265.6	342.7	298.8

(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							
October, 1941	161.9	124.8	180.7	220.3	154.2	185.3	163.1
October, 1947	266.7	224.6	322.7	294.7	248.7	230.2	295.2
September, 1948	264.7	211.6	322.3	301.1	252.6	244.5	259.8
October, 1948	288.5	223.2	370.8	338.0	270.0	216.3	340.3
Quebec							
October, 1941	152.0	144.8	163.7	184.4	140.7	132.3	205.9
October, 1947	254.3	234.2	311.2	322.0	225.2	226.4	327.7
September, 1948	246.0	208.3	326.6	335.5	218.8	254.5	283.5
October, 1948	278.9	238.6	364.0	386.3	244.6	244.5	361.5
Ontario							
October, 1941	148.5	120.4	158.5	164.3	145.9	132.4	169.1
October, 1947	243.3	191.3	261.5	241.9	248.5	213.8	243.0
September, 1948	251.4	219.5	276.3	260.8	255.4	212.6	228.2
October, 1948	283.9	211.3	324.6	307.4	291.4	206.8	309.5
Prairie Provinces							
October, 1941	149.7	135.6	154.5	173.4	148.0	137.8	179.1
October, 1947	269.2	240.6	298.4	259.2	248.5	225.3	339.8
September, 1948	284.4	253.2	315.8	243.1	288.1	235.7	311.1
October, 1948	321.4	272.2	382.2	315.6	289.3	262.6	347.9
British Columbia							
October, 1941	143.3	123.3	161.0	133.3	142.6	110.7	150.6
October, 1947	265.2	245.3	286.5	195.8	241.2	205.7	295.4
September, 1948	279.6	262.0	322.7	192.6	249.2	217.3	262.9
October, 1948	301.3	279.3	356.0	213.0	269.3	214.4	294.1

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							
197.7	174.8	143.3	153.2	93.1	169.1	187.2	154.6
266.3	314.9	242.4	231.1	319.9	314.4	247.1	355.9
228.6	311.9	233.8	224.2	315.3	326.5	288.2	363.4
272.5	365.6	239.4	231.3	318.7	347.3	261.3	410.2
Quebec							
169.6	170.7	119.3	139.1	136.3	174.8	129.9	169.5
233.8	261.4	189.4	235.4	219.1	345.7	227.9	372.5
189.0	250.5	197.1	230.2	195.1	353.9	213.2	289.2
262.0	289.2	199.1	252.3	228.1	414.3	214.0	342.4
Ontario							
169.1	163.4	134.2	134.9	134.9	161.9	141.6	137.2
250.6	271.3	227.1	207.6	230.9	272.8	205.7	265.9
215.0	287.9	260.8	210.6	226.6	272.6	241.4	282.5
284.1	351.7	250.6	219.0	259.7	294.1	220.0	283.1
Prairie Provinces							
171.1	158.6	137.6	156.0	129.2	162.8	142.5	165.0
323.6	280.5	252.5	238.5	239.0	319.2	251.2	390.1
294.3	286.8	260.1	246.2	219.7	324.0	264.9	387.1
395.4	392.7	310.2	263.8	296.6	380.1	300.3	446.7
British Columbia							
143.0	152.5	139.9	145.4	131.1	150.3	121.1	163.4
275.3	278.0	264.6	269.3	300.9	397.6	239.4	385.5
232.1	284.7	326.1	284.5	280.8	404.6	254.5	427.5
290.8	330.6	296.1	280.9	326.4	414.3	262.5	436.1

(a) Includes men's furnishings.

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

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