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RETAIL SALES

December, 1948

Canadian retail merchants enjoyed the highest volume of Christmas trade on record when sales in December, 1948 were 14% higher than sales in December, 1947. This December increase compares with an average gain of 11% for the full-year 1948 over 1947.

Sharpest gains were in department stores, food stores, and shoe stores, all of which had increases of 18% in December. The increase of 18% in shoe stores was particularly notable, in that 1948 sales for that trade were only 7% above sales in the 12 months of 1947.

December sales increases for the three trades in the apparel group--family clothing, men's clothing and women's clothing--were similar to the average gain for retail trade as a whole.

Sales increases in the various regions were as follows: 16% in the Prairie Provinces; 15% in Ontario; 14% in Quebec; 11% in the Maritime Provinces and 9% in British Columbia.

Tables showing comparative results appear on the reverse side of this page.

Note: This condensed summary of retail sales trends in December replaces the usual monthly report on retail sales indexes. Publication of more detailed information will be resumed in the January, 1949 issue, after work on the revised series has been completed.

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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 | December, 1948 Compared With | | | | | | | Jan.-Dec., 1948 Compared With | | | | | | |
|---------------------------------------|------------------------------|---------------|------|------|--------------|-------------|--------------|-------------------------------|-----------------|---------------|------|------|--------------|-------------|
| | December, 1947 | | | | | | Dec. 1941 | Nov. 1948 | Jan.-Dec., 1947 | | | | | |
| | CAN. | Mar. Prov. | Que. | Ont. | Pr. Prov. | Br. Col. | CANADA | | CAN. | Mar. Prov. | Que. | Ont. | Pr. Prov. | Br. Col. |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| GENERAL INDEX | +13.5 | +11 | +14 | +15 | +16 | + 9 | +91.7 | +28.3 | +11.1 | + 7 | + 9 | +13 | +11 | +12 |
| General Merchandise Group: | | | | | | | | | | | | | | |
| Country General Stores | + 6.7 | + 1 | + 8 | + 6 | + 8 | + 8 | +84.7 | +16.7 | + 7.5 | + 3 | + 6 | +10 | + 8 | +12 |
| Department Stores | +18.0 | +22 | +17 | +16 | +22 | (c) | +96.0 | +22.0 | +14.0 | +15 | + 8 | +14 | +16 | (c) |
| Variety Stores | +14.7 | +14 | +13 | +18 | +11 | +10 | +85.0 | +93.5 | +14.6 | + 9 | +14 | +18 | +11 | +11 |
| Food Group: | | | | | | | | | | | | | | |
| Food Stores | +17.7 | +12 | +17 | +19 | +19 | +16 | +92.0 | +18.7 | +13.9 | + 9 | +11 | +18 | +11 | +13 |
| Restaurants | + 6.2 | + 4 | +15 | + 5 | + 9 | -10 | +63.2 | - 2.3 | + 5.0 | - 3 | +10 | + 4 | + 5 | + 2 |
| Clothing Group: | | | | | | | | | | | | | | |
| Family Clothing Stores | +11.5 | +11 | +15 | +10 | + 8 | + 9 | +100.2 | +39.2 | + 8.0 | + 7 | + 9 | + 9 | + 5 | + 9 |
| Men's Clothing Stores | +12.8 | + 5 | +17 | +15 | +16 | - 4 | +90.4 | +49.4 | + 7.6 | + 2 | +11 | + 7 | +11 | + 3 |
| Women's Clothing Stores | +15.0 | +16 | + 8 | +18 | +19 | +10 | +95.9 | +36.3 | +16.4 | +10 | +11 | +19 | +21 | +14 |
| Shoe Stores | +18.3 | + 6 | +19 | +23 | +23 | + 3 | +80.2 | +73.6 | + 7.2 | - 3 | + 4 | +11 | +10 | + 2 |
| Household and Personal Effects Group: | | | | | | | | | | | | | | |
| Drug Stores | + 1.3 | (a) | (a) | + 1 | + 5 | + 1 | +72.2 | +43.0 | + 6.4 | + 1 | + 7 | + 7 | + 7 | + 7 |
| Furniture Stores | +10.1 | + 3 | + 9 | +20 | + 4 | - 5 | +120.3 | +12.4 | + 4.0 | - 4 | + 2 | + 9 | + 2 | + 4 |
| Hardware Stores | +11.2 | +10 | +20 | + 3 | +23 | - 6 | +118.4 | +10.2 | + 9.4 | + 8 | +14 | + 8 | + 7 | + 9 |
| Jewellery Stores (b) | + 5.7 | + 6 | + 3 | + 6 | +17 | - 3 | +80.3 | +165.5 | + 3.8 | - 1 | + 1 | + 4 | +10 | + 2 |
| Radio and Electrical Stores | + 4.2 | -10 | - 3 | + 3 | +13 | +17 | +155.8 | + 8.4 | + 6.2 | + 4 | (a) | + 5 | + 6 | +23 |

(a) Change of less than 0.5 per cent.

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

(c) Not available.

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