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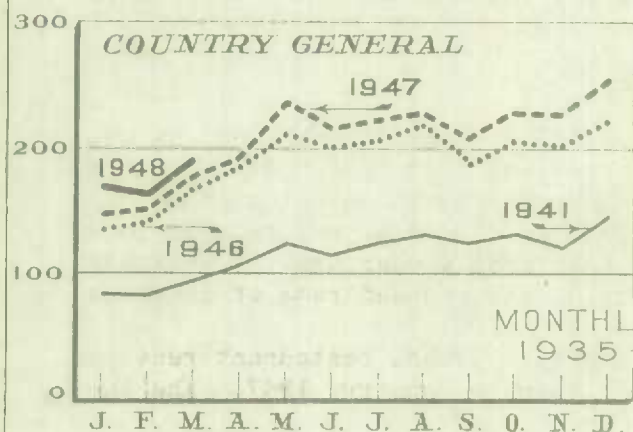
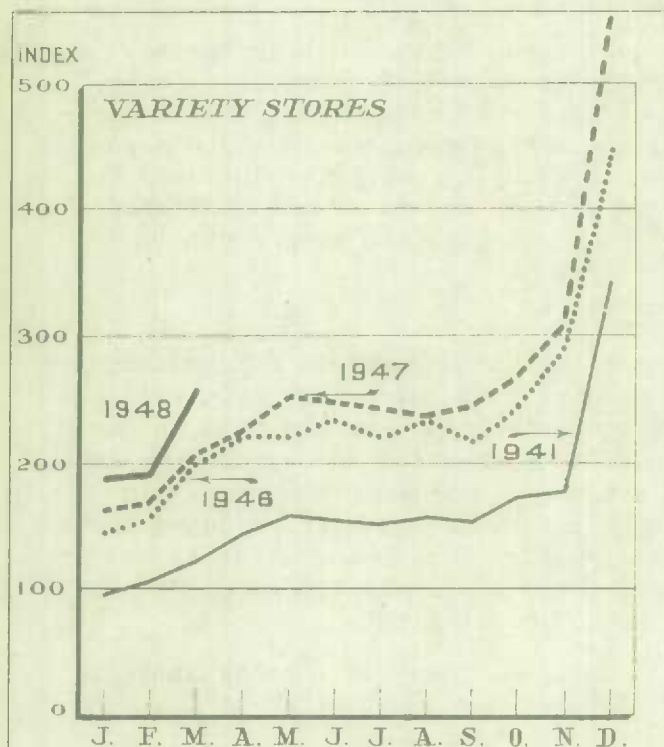
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RETAIL SALES MARCH 1948



MONTHLY INDEXES
1935-39=100

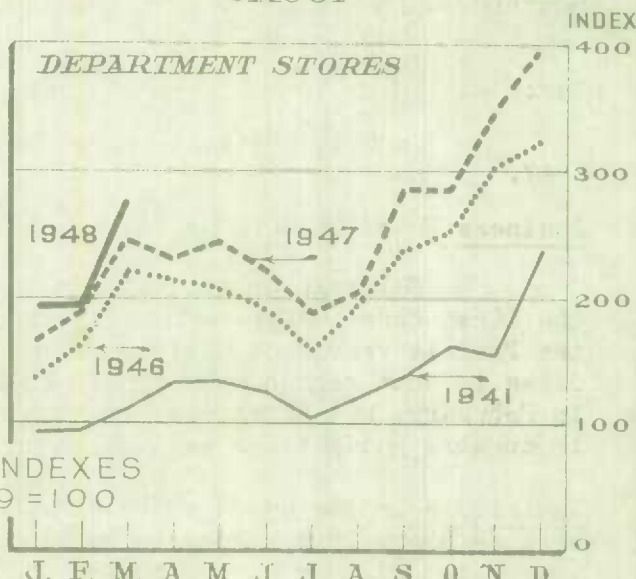
Easter Trade Raises March Sales

Dollar volume of retail trade in March was 9% higher than in March, 1947, according to the composite index for 14 kinds of business. The influence of Easter buying was an appreciable factor in a 23% gain over February of this year. Sales averaged 11% greater in the first quarter of 1948 compared with the same period of last year. Unadjusted indexes (on the base, 1935-1939=100) were as follows: 244.2 for March, 1948, 223.3 for March, 1947 and 198.5 for February, 1948.

Variety Store Increases Move Ahead

Variety stores have enjoyed a rapidly increasing patronage in the past several months, and sales increases for these outlets have been quite prominent in all parts of the

GENERAL MERCHANDISE GROUP



Indexes are not adjusted for seasonal variation.

Series MRS

country. March sales showed a gain of 24% over March a year ago, and sales averaged 18% higher in the first three months of this year over last. Other trades in the General Merchandise Group--department stores and country general stores--reported gains of 10% and 7% respectively in March.

Emphasis Shifts to Non-durables

The balance between consumer expenditures on durable and non-durable merchandise shifted in favour of the latter a few months ago, and this tendency was again apparent in March trading. A substantial part of the department store sales increase was accounted for by apparel and food departments; variety store volume is almost exclusively in non-durable goods; and the greatest expansion among individual trades outside the general merchandise group was in apparel. Family clothing stores constituted an exception, sales being up only 7% over March, 1947. Men's wear, ladies' specialty and shoe stores recorded increases ranging from 12% to 15% in March.

On the other hand, there was no pronounced increase in the activity of stores dealing chiefly in durable goods. Radio and electrical stores reported sales 11% higher in March this year over March, 1947. Hardware store sales were practically unchanged, while furniture merchants sustained a 9% decline in sales below March, 1947. The margin of increase for jewellery stores was about the same as in earlier months of the year when March sales were 4% higher than last year's total for the same month.

Food Store Sales 15% Higher In First Quarter

Increases for food stores, among the most prominent for several months past, showed some moderation in March. This may be due mainly to the fact that there were only four weekends in March this year and five in March a year ago. Sales were 11% above March, 1947 sales, and the cumulative comparison showed a gain of 15% for the first three months of the year. Increases recorded by food chains during the past year have far exceeded those for independent food merchants. Separate results for these two divisions of the trade are not presented in this report, but appear in the Bureau's monthly publication "Current Trends in Food Distribution".

Restaurant receipts maintained an even course with sales up 4% in March and 3% in the three-month period of this year over 1947.

Candy store sales moved briskly up, sales gaining 48% over March, 1947.

Business Holds Up Well in Ontario

Sales in Ontario stores averaged 15% higher in March and 16% in the first three months of this year compared with last year. Expansion in the Prairie Provinces has tapered off rather sharply in recent months. Sales in that region were up 17% in January, the increase was reduced to 2% in February, but March results show no change from a year ago. A weakness in durable goods sales was the chief cause of the reduced rate of increase.

Revision - In the January, 1948 report on Retail Sales, restaurant receipts were erroneously reported to be 31% higher than in January, 1947. The increase should have been reported as 12%.

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	March, 1948 Compared With								Jan.-March, 1948 Compared With					
	March, 1947						March 1941	Feb. 1948	Jan.-March, 1947					
	CAN. %	Mar. Prov. %	Que. %	Ont. %	Pr. Prov. %	Br. Col. %	CANADA % %		CAN. %	Mar. Prov. %	Que. %	Ont. %	Pr. Prov. %	Br. Col. %
GENERAL INDEX	+ 9.4	+ 5	+ 8	+15	(a)	+13	+108.2	+23.0	+11.4	+ 4	+10	+16	+ 5	+15
General Merchandise Group:														
Country General Stores	+ 7.1	+ 6	+10	+11	+ 2	+11	+102.0	+17.7	+ 9.1	+ 7	+10	+12	+ 6	+15
Department Stores	+10.3	+ 6	+ 2	+19	+ 3	+17	+147.0	+41.3	+ 9.7	+ 2	+ 5	+13	+ 7	+18
Variety Stores	+23.6	+17	+26	+26	+16	+17	+113.2	+34.5	+18.5	+ 9	+19	+21	+15	+18
Food Group:														
Food Stores	+10.9	+ 7	+ 8	+17	+ 2	+10	+ 88.0	+12.7	+15.0	+10	+10	+22	+ 7	+15
Restaurants	+ 3.7	-13	+10	+ 7	- 6	+ 7	+ 86.9	+12.9	+ 3.2	- 9	+ 6	+ 5	- 3	+ 8
Clothing Group:														
Family Clothing Stores	+ 6.8	+ 6	+11	+11	-11	+ 9	+133.1	+32.7	+10.3	+ 6	+14	+11	+ 1	+20
Men's Clothing Stores	+11.9	- 2	+17	+17	- 2	+ 4	+133.2	+41.5	+15.2	(a)	+20	+19	+ 8	+11
Women's Clothing Stores	+15.0	(a)	+11	+21	+ 4	+19	+147.9	+58.6	+14.7	+ 3	+15	+18	+ 8	+10
Shoe Stores	+14.5	+ 1	+ 9	+25	+ 7	+ 2	+120.7	+51.4	+15.0	+ 3	+13	+22	+10	+ 6
Household and Personal Effects Group:														
Drug Stores	+ 7.1	+ 4	+ 4	+ 9	+ 6	+ 9	+ 83.3	+ 7.5	+ 9.3	+ 2	+ 9	+11	+ 8	+11
Furniture Stores	- 8.5	-21	-15	+ 2	-18	- 4	+ 68.0	+ 9.1	+ 0.3	-15	+ 1	+ 6	-10	+ 3
Hardware Stores	+ 0.1	- 9	+10	+ 3	-13	+ 1	+145.6	+23.5	+ 4.9	- 6	+12	+ 8	- 5	+10
Jewellery Stores (b)	+ 3.5	- 2	+ 7	+ 1	- 4	+21	+ 83.4	+18.9	+ 2.7	-14	+ 7	+ 2	(a)	+13
Radio and Electrical Stores	+10.6	+16	+12	+ 8	-12	+51	+148.7	+17.1	+13.1	(a)	+16	+ 8	+ 7	+38

(a) Change of less than 0.5 per cent.

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

4 DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

March, 1947 and March, 1948

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

DEPARTMENT	S A L E S			INVENTORY(*)
	March, 1947	March, 1948	% Change, 1948/1947	% Change, Feb. 28, 1948 Feb. 28, 1947
	\$	\$		
TOTAL, ALL DEPARTMENTS	45,992,614	50,401,503	+ 9.6	+20.3
1. Women's dresses, coats and suits.	5,917,803	6,488,260	+ 9.6	+ 3.7
2. Girls' and infants' wear	1,981,275	2,126,905	+ 7.4	+ 3.5
3. Hosiery and gloves	1,606,193	1,714,915	+ 6.8	+22.7
4. Lingerie and corsets	1,674,722	1,946,574	+16.2	+28.4
5. Millinery	616,796	733,678	+18.9	-12.9
6. Women's and children's apparel- (Total, 1-5)	11,796,789	13,010,330	+10.3	+ 8.8
7. Men's and boys' clothing and furnishings	5,094,333	5,679,670	+11.5	+37.9
8. Drugs and toilet articles and preparations	1,019,028	1,052,829	+ 3.3	- 9.9
9. Piece goods	3,663,247	4,097,266	+11.8	+46.4
10. Smallwares	1,519,747	1,543,852	+ 1.6	+13.4
11. Food and kindred products	3,172,655	4,085,476	+28.8	+33.9
12. Furniture (including mattresses and springs	3,128,899	2,846,958	- 9.0	+10.2
13. Home furnishings	3,597,042	3,925,736	+ 9.1	+38.3
14. Household appliances and electrical supplies	1,532,693	1,998,970	+30.4	+49.8
15. Hardware and kitchen utensils ...	2,216,893	2,358,948	+ 6.3	+ 4.1
16. Radios, musical instruments and supplies	849,555	717,197	-15.6	+21.6
17. Shoes and other footwear	3,097,483	3,543,376	+14.4	+21.2
18. Stationery, books and magazines .	762,150	690,350	- 9.4	- 7.5
19. All other departments, total	4,540,100	4,850,745	+ 6.8	+10.4

(*) Comparisons are based on inventories at the beginning of March 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
March, 1941	117.3	126.5	95.0	111.8	111.6	125.0	121.0	150.9
March, 1943	149.0	163.9	123.7	145.4	145.4	164.3	153.5	198.8
March, 1945	194.3	201.9	158.2	179.6	200.5	215.5	208.6	234.4
March, 1947	223.3	238.7	179.1	210.1	249.8	274.5	208.7	255.9
February, 1948	198.5	251.4	163.1	219.2	195.1	259.3	191.8	283.9
March, 1948	244.2	267.2	191.9	225.0	275.6	298.4	258.0	313.1

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
March, 1941	134.7	126.9	114.1	115.9	102.6	122.9	105.0	130.6
March, 1943	166.1	163.3	171.2	172.7	135.0	169.3	137.0	170.6
March, 1945	201.2	188.3	196.0	196.4	217.1	228.6	207.0	218.8
March, 1947	228.5	215.4	205.5	210.0	223.9	252.1	218.9	238.6
February, 1948	224.7	244.6	188.8	209.2	180.3	278.6	173.1	275.4
March, 1948	253.3	260.0	213.2	215.1	232.2	263.3	214.9	272.4

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
March, 1941	114.7	135.7	96.2	127.8	123.7	125.6	119.8	139.6
March, 1943	155.6	189.2	135.3	192.9	159.6	162.6	111.8	130.3
March, 1945	259.5	260.7	226.0	243.2	188.4	186.5	144.0	166.5
March, 1947	247.2	274.4	185.4	226.3	211.8	213.7	219.9	253.3
February, 1948	179.3	285.3	140.2	237.1	210.9	229.8	184.5	236.5
March, 1948	284.3	301.5	212.3	254.5	226.8	231.0	201.3	242.8

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
March, 1941	96.3	134.9	108.5	141.8	119.1	139.1
March, 1943	117.7	161.3	144.6	182.1	111.2	125.0
March, 1945	167.4	230.1	204.3	267.2	111.7	130.4
March, 1947	236.3	323.6	192.2	251.3	267.7	312.5
February, 1948	191.5	350.7	167.4	240.4	253.0	327.9
March, 1948	236.5	335.3	199.0	260.3	296.2	345.9

(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							
March, 1941	123.2	98.1	115.9	156.0	129.6	162.9	105.1
March, 1947	233.4	193.0	287.6	213.7	229.4	230.3	224.9
February, 1948	199.6	198.1	171.5	177.9	229.2	191.8	188.8
March, 1948	243.9	204.8	304.7	250.4	245.7	201.1	238.9
Quebec							
March, 1941	121.6	104.4	116.1	122.2	137.7	115.5	105.9
March, 1947	235.6	189.3	297.7	252.2	235.6	200.6	261.4
February, 1948	201.9	166.4	212.7	226.8	217.6	192.5	196.0
March, 1948	255.0	208.1	304.5	318.5	254.9	219.7	289.5
Ontario							
March, 1941	120.8	97.0	112.1	117.5	139.3	114.8	106.6
March, 1947	214.8	172.5	223.4	193.0	227.7	200.5	184.3
February, 1948	203.7	169.2	198.9	182.6	239.5	189.7	154.0
March, 1948	247.5	190.7	265.8	243.4	265.5	215.3	204.4
Prairie Provinces							
March, 1941	102.9	85.2	104.3	116.2	118.5	106.5	85.2
March, 1947	218.7	165.1	252.6	197.3	218.2	214.0	232.6
February, 1948	177.4	139.2	177.7	179.9	197.2	177.9	192.1
March, 1948	219.5	168.4	259.4	229.4	222.6	201.3	207.3
British Columbia							
March, 1941	117.6	98.8	119.6	105.6	131.0	96.0	100.7
March, 1947	235.1	203.0	251.3	174.9	222.2	205.9	214.6
February, 1948	212.8	178.2	216.6	168.4	213.6	194.4	194.5
March, 1948	264.4	225.1	294.2	204.9	243.7	219.5	233.2

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							
128.5	123.0	96.4	138.3	110.7	87.4	145.3	130.9
228.6	269.0	198.4	232.0	311.6	213.4	224.2	233.6
170.7	195.3	143.3	218.2	206.5	158.5	184.8	204.0
224.5	258.4	199.7	240.7	247.3	194.2	220.6	270.3
Quebec							
100.4	105.9	85.2	125.0	126.2	103.5	103.3	123.8
206.9	236.2	174.5	217.5	205.8	253.2	214.1	285.8
151.7	173.5	113.5	222.6	167.1	210.4	172.2	283.9
242.3	263.0	190.6	226.1	174.3	278.9	228.0	320.4
Ontario							
110.6	115.5	99.2	124.9	122.0	93.2	110.7	116.0
224.6	249.8	178.7	197.4	203.6	206.9	168.6	240.8
181.6	186.0	146.4	197.7	188.5	177.2	157.6	213.7
202.0	201.1	223.4	215.4	207.4	213.8	170.3	259.0
Prairie Provinces							
90.5	110.1	95.2	115.3	97.1	88.3	102.1	118.3
212.8	235.0	177.8	219.4	221.7	245.0	213.0	325.4
175.1	165.6	126.0	207.6	170.7	182.1	167.7	293.3
209.0	245.4	190.2	231.7	181.5	212.9	205.5	287.4
British Columbia							
89.1	138.9	117.0	116.8	115.3	123.8	93.9	119.3
224.4	275.0	254.0	249.9	273.3	333.6	194.0	284.3
189.0	175.1	206.8	253.0	251.5	269.4	187.9	326.8
233.5	325.9	257.8	272.3	263.1	337.4	254.5	429.6

(a) Includes men's furnishings.

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



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DEPARTMENT STORE SALES

by Selected Departments

JANUARY-MARCH, 1947 AND JANUARY-MARCH, 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		
	Jan.-Mar., 1947	Jan.-Mar., 1948	% Change, 1948/1947
	\$	\$	
TOTAL, ALL DEPARTMENTS	107,996,284	117,848,262	+ 9.1
1. Women's dresses, coats and suits .	12,711,756	13,813,495	+ 8.7
2. Girls' and infants' wear	3,736,062	3,965,810	+ 6.1
3. Hosiery and gloves	3,879,375	3,761,607	- 3.0
4. Lingerie and corsets	4,036,316	4,380,657	+ 8.5
5. Millinery	1,074,153	1,218,737	+13.5
6. Women's and children's apparel - (Total, 1-5)	25,437,662	27,140,306	+ 6.7
7. Men's and boys' clothing and furnishings	10,825,803	11,817,872	+ 9.2
8. Drugs and toilet articles and preparations	2,803,182	3,011,883	+ 7.3
9. Piece goods	9,553,828	9,954,186	+ 4.2
10. Smallwares	3,814,798	4,037,504	+ 5.8
11. Food and kindred products	8,761,535	11,482,046	+31.1
12. Furniture (including mattresses and springs)	7,678,204	7,729,493	- 0.7
13. Home furnishings	8,525,761	9,422,831	+10.5
14. Household appliances and electrical supplies	3,699,925	4,370,794	+31.6
15. Hardware and kitchen utensils	5,010,789	5,375,678	+ 7.3
16. Radios, musical instruments and supplies	2,353,427	2,008,073	-14.7
17. Shoes and other footwear	5,842,394	7,173,496	+ 22.1
18. Stationery, books and magazines ..	1,929,728	1,976,965	+ 2.4
19. All other departments, total	10,954,372	11,842,133	+ 8.1