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## RETAIL SALES

JUNE 1948

### June Sales Increase is Second Largest of Year

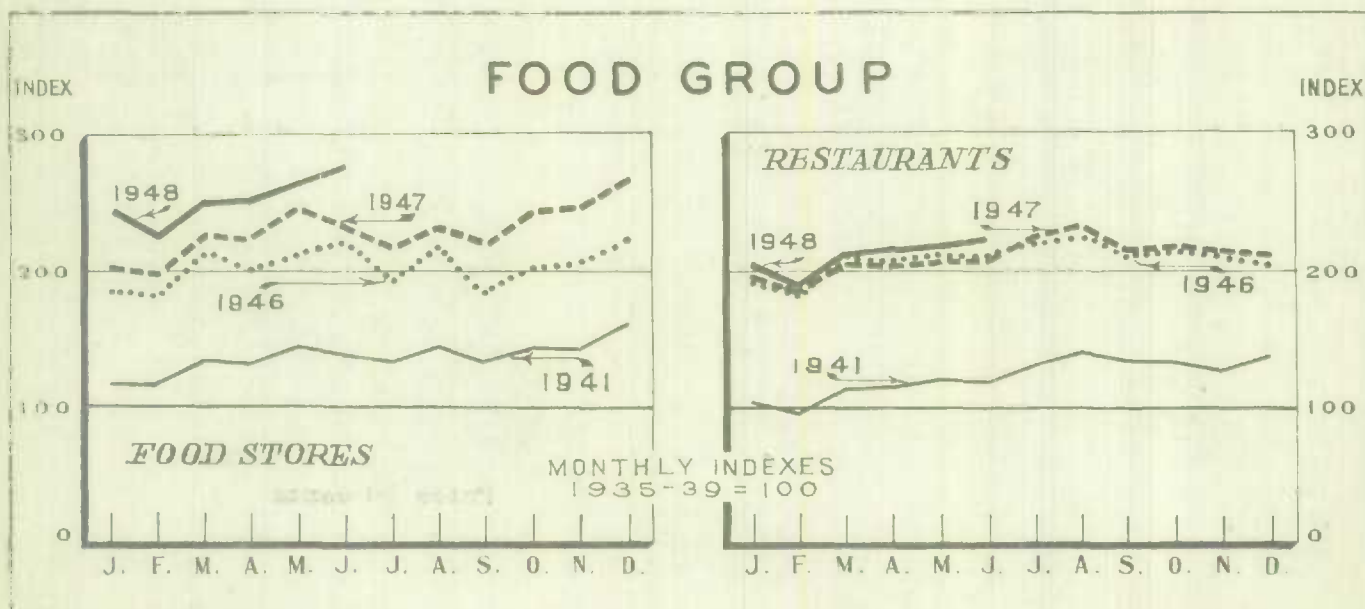
Canadian retail merchants extended the margin of their sales increase over 1947 when June volume was 16% above June a year ago. This was the largest increase recorded since January and brought total retail trade for the first half of the year 12% above the same period of 1947.

Sales were also higher than in May, although the increase was only 1%. Normally, sales begin to recede in June when the summertime seasonal down-swing customarily gets under way.

Unadjusted indexes (on the base, 1935-1939 = 100) stood at 269.2 for June, 1948; 232.5 for June, 1947; and 267.2 for May, 1948. These results reflect changes in dollar sales without allowance for price changes.

### Results for Individual Trades Vary Widely

Outstanding gains were reported by department stores and food stores whose increases over June, 1947 amounted to 23% and 19% respectively. Certain of the apparel trades also shared in the pronounced June expansion, women's wear stores being most prominent with a gain of 26% over June a year ago.



Indexes are not adjusted for seasonal variation

Series MR-2

Other trades whose June increases approximated the average result were country general stores and variety stores which had gains of 14% and 16%.

Sales of hardware stores were more buoyant than sales of most other durable goods outlets. Jewellery stores, however, again broke through the 1947 level to record an 9<sup>1</sup>/<sub>2</sub>% increase in June. June sales of radio and electrical stores declined 1% from last year's volume.

Chain candy stores reported sales 12% lower in June this year compared with last. Sales averaged 1% lower for the first six months of the year.

Regional Increases Range from 11% to 19%

Ontario led other sections of the country in June with a gain of 19% compared with June, 1947. Those trades which contributed most towards bringing about this result were country general stores, department stores, food stores and ladies' wear stores, all of which had gains in the vicinity of 25% or 30%. June increases held up well in other parts of the country, the lowest increase being one of 11% in the Maritime Provinces.

At the end of the first half of 1948, Ontario and British Columbia showed increases in sales amounting to 15% over the first six months of last year. Quebec and the Prairie Provinces reported sales 10% and 9% higher, while the Maritime Provinces had 6% more retail business in the first half of this 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	June, 1948 Compared With								Jan.-June, 1948 Compared With					
	June, 1947						June 1941	May, 1948	Jan.-June, 1947					
	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CANADA		CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
GENERAL INDEX .....	+15.8	+11	+14	+19	+16	+13	+102.9	+ 0.7	+11.8	+ 6	+10	+15	+ 9	+15
General Merchandise Group:														
Country General Stores .....	+14.2	+ 4	+11	+25	+16	+12	+112.4	- 0.3	+ 8.7	+ 6	+ 8	+13	+ 7	+13
Department Stores .....	+22.8	+30	+19	+24	+24	+17	+118.6	- 3.3	+14.4	+13	+ 9	+15	+15	+20
Variety Stores .....	+15.5	+ 9	+16	+18	+15	+ 6	+ 87.3	+ 0.8	+15.2	+ 7	+17	+17	+11	+13
Food Group:														
Food Stores .....	+19.1	+14	+17	+24	+16	+14	+ 99.9	+ 4.2	+14.4	+ 9	+11	+20	+ 9	+14
Restaurants .....	+ 7.5	- 5	+13	+10	+ 4	+ 3	+ 88.4	+ 3.5	+ 4.2	- 8	+ 8	+ 6	- 1	+ 5
Clothing Group:														
Family Clothing Stores .....	+12.7	+ 6	+14	+10	+17	+18	+115.3	- 1.0	+10.1	+ 5	+13	+ 8	+ 9	+18
Men's Clothing Stores .....	+ 9.1	+ 8	+14	+ 5	+17	+ 6	+ 99.4	+ 5.2	+11.9	+ 3	+16	+12	+12	+11
Women's Clothing Stores .....	+25.9	+17	+18	+31	+31	+25	+126.3	- 4.4	+17.6	+ 8	+16	+20	+16	+15
Shoe Stores .....	+ 7.6	- 4	+ 1	+12	+18	+ 7	+ 70.8	+ 7.0	+11.5	- 2	+ 9	+17	+12	+ 6
Household and Personal Effects Group:														
Drug Stores .....	+ 8.4	+ 1	+11	+ 9	+ 7	+ 9	+ 81.4	- 1.6	+ 8.8	+ 2	+ 9	+10	+ 7	+11
Furniture Stores .....	+ 1.0	- 6	- 9	+ 7	+ 3	+20	+ 72.9	-13.6	+ 2.9	-10	+ 1	+ 7	- 5	+14
Hardware Stores .....	+12.7	- 5	+18	+13	+13	+11	+123.3	+ 1.9	+ 7.4	- 4	+14	+10	- 1	+10
Jewellery Stores (b) .....	+ 8.6	(a)	+23	+ 5	+ 9	(a)	+ 90.1	+13.5	+ 1.8	-12	+ 4	+ 1	+ 3	+ 9
Radio and Electrical Stores .....	- 0.8	+ 1	- 8	+ 4	-11	+10	+ 96.1	- 4.7	+ 7.6	+ 2	+ 5	+ 5	- 1	+37

(a) Change of less than 0.5%.

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

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

June, 1947 and June, 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(*)
	June, 1947	June, 1948	% Change, 1948/1947	% Change, May 31, 1948 May 31, 1947
	\$	\$		
TOTAL, ALL DEPARTMENTS .....	39,281,605	48,182,714	+22.7	+ 9.4
1. Women's dresses, coats and suits ..	4,251,334	5,637,839	+32.6	+ 2.2
2. Girls' and infants' wear .....	1,208,608	1,496,954	+23.9	- 6.5
3. Hosiery and gloves .....	1,197,222	1,456,822	+21.7	+ 4.0
4. Lingerie and corsets .....	1,491,902	1,869,612	+25.3	+ 3.7
5. Millinery .....	365,187	431,217	+18.1	-15.0
6. Women's and children's apparel - (Total, 1-5) .....	8,514,253	10,892,444	+27.9	+ 1.4
7. Men's and boys' clothing and furnishings .....	4,362,625	5,414,183	+24.1	+12.6
8. Drugs and toilet articles and preparations .....	946,541	1,078,039	+13.9	- 5.4
9. Piece goods .....	2,795,718	3,354,824	+20.0	+20.4
10. Smallwares .....	1,249,434	1,384,038	+10.8	+ 9.2
11. Food and kindred products .....	3,031,300	3,738,837	+23.3	+13.8
12. Furniture (including mattresses and springs) .....	2,941,024	3,358,319	+14.2	- 1.1
13. Home furnishings .....	3,247,494	3,905,571	+20.3	+23.4
14. Household appliances and electrical supplies .....	1,373,169	1,884,620	+37.2	+18.3
15. Hardware and kitchen utensils ....	2,065,407	2,767,417	+34.0	+ 7.4
16. Radios, musical instruments and supplies .....	569,441	480,406	-15.6	- 0.5
17. Shoes and other footwear .....	2,855,508	3,523,140	+23.4	+16.0
18. Stationery, books and magazines ..	557,113	583,226	+ 4.7	- 4.8
19. All other departments, total .....	4,772,578	5,817,650	+21.9	+ 7.3

(\*) Comparisons are based on inventories at the beginning of June 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
June, 1941 .....	132.7	134.4	115.8	116.1	123.7	123.1	154.0	154.8
June, 1943 .....	161.0	158.9	153.9	150.6	136.8	130.9	184.3	181.6
June, 1945 .....	197.1	184.7	183.5	172.6	169.1	160.6	212.3	193.9
June, 1947 .....	232.5	234.9	215.4	216.7	220.2	218.3	249.7	250.1
May, 1948 .....	267.2	254.5	246.8	228.9	279.7	278.9	286.0	295.0
June, 1948 .....	269.2	255.5	246.0	240.7	270.4	253.7	286.4	284.3

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
June, 1941 .....	139.4	145.7	119.3	121.5	137.7	139.1	137.4	134.8
June, 1943 .....	171.7	174.5	176.5	176.7	179.4	176.2	171.9	166.2
June, 1945 .....	211.0	197.2	199.9	199.4	216.5	198.8	212.3	189.5
June, 1947 .....	234.1	243.7	209.1	212.8	263.1	263.0	251.2	246.8
May, 1948 .....	267.4	252.8	217.1	215.2	299.4	281.1	260.5	256.6
June, 1948 .....	278.7	283.2	224.8	225.1	296.4	291.0	274.0	264.9

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
June, 1941 .....	132.9	123.4	160.7	130.4	122.9	133.5	134.7	141.0
June, 1943 .....	174.7	166.0	202.6	163.7	154.2	164.0	118.6	121.2
June, 1945 .....	221.3	199.3	263.2	191.9	184.6	190.6	163.9	159.3
June, 1947 .....	238.9	231.6	255.0	207.8	205.7	221.1	230.7	241.4
May, 1948 .....	314.7	296.1	256.5	219.0	226.6	231.0	269.5	215.1
June, 1948 .....	300.7	285.7	274.4	221.8	223.0	237.2	232.9	237.9

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
June, 1941 .....	157.7	135.1	134.8	147.8	136.6	148.2
June, 1943 .....	168.9	141.9	167.1	176.3	106.4	111.0
June, 1945 .....	219.1	177.8	232.9	245.7	117.8	122.9
June, 1947 .....	312.3	266.6	235.9	258.7	270.1	293.1
May, 1948 .....	345.7	261.9	225.8	261.7	281.0	241.7
June, 1948 .....	352.1	295.9	256.2	270.2	267.9	290.7

(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							
June, 1941 .....	143.0	108.2	147.0	196.7	132.3	178.9	140.9
June, 1947 .....	245.2	224.1	230.6	272.3	235.1	233.9	266.4
May, 1948 .....	277.9	265.9	323.8	282.0	259.7	224.1	292.2
June, 1948 .....	271.0	233.6	299.3	296.4	267.2	223.4	281.7
Quebec							
June, 1941 .....	140.0	134.4	129.0	172.3	141.4	117.2	154.4
June, 1947 .....	248.8	251.7	252.9	312.9	234.6	208.5	308.3
May, 1948 .....	276.6	263.7	303.7	372.2	257.4	231.9	337.5
June, 1948 .....	284.3	278.7	301.5	363.6	275.0	234.6	350.9
Ontario							
June, 1941 .....	132.8	114.7	125.2	144.5	136.1	115.1	129.7
June, 1947 .....	221.9	195.4	211.2	228.4	224.2	201.0	219.5
May, 1948 .....	260.9	238.5	263.6	263.1	277.4	214.0	246.3
June, 1948 .....	263.1	243.4	262.0	269.4	278.0	220.5	240.6
Prairie Provinces							
June, 1941 .....	124.0	106.7	114.5	144.0	146.8	124.0	122.6
June, 1947 .....	226.1	194.8	206.3	228.2	253.2	221.4	266.2
May, 1948 .....	261.3	229.0	271.3	255.6	263.8	215.8	335.9
June, 1948 .....	261.9	226.2	255.6	262.3	292.9	231.2	312.6
British Columbia							
June, 1941 .....	128.1	116.9	120.8	118.1	146.2	100.2	122.9
June, 1947 .....	247.2	235.8	237.9	181.7	251.1	205.8	244.4
May, 1948 .....	281.5	262.0	298.4	198.3	266.8	198.8	304.0
June, 1948 .....	279.8	264.8	279.1	193.3	285.2	211.9	288.5



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							
173.2	162.6	176.1	133.7	163.5	150.8	170.7	142.0
266.4	304.1	279.1	213.8	351.3	306.6	285.5	311.2
272.2	419.8	244.9	224.6	362.3	316.8	243.3	305.7
287.6	355.5	267.3	216.0	329.2	290.7	284.8	315.3
Quebec							
141.5	141.7	154.3	119.0	138.2	177.2	126.1	132.9
242.7	255.3	231.7	205.2	231.5	338.4	227.8	294.6
255.8	302.3	243.1	229.6	282.2	387.8	219.3	259.3
276.1	302.0	233.8	228.5	210.8	398.6	279.4	270.0
Ontario							
136.6	129.7	165.5	125.5	134.5	161.4	137.0	140.8
266.1	234.1	265.3	194.5	207.1	287.7	221.9	229.7
255.4	310.6	258.2	216.4	244.8	308.9	216.2	238.2
269.6	305.4	295.8	211.3	220.7	325.6	232.5	239.1
Prairie Provinces							
125.0	115.8	162.9	120.7	109.9	139.5	129.9	128.7
243.7	208.2	239.5	215.8	199.3	309.8	253.7	312.3
266.9	310.5	278.4	230.1	213.9	352.8	244.4	325.0
285.4	271.8	283.2	231.5	206.0	348.7	276.8	278.0
British Columbia							
113.0	136.9	138.5	112.7	124.9	138.0	127.2	134.0
247.7	235.1	259.0	244.9	270.1	371.6	258.4	322.0
251.2	332.1	279.7	274.1	314.0	409.5	246.5	442.1
282.2	292.8	288.3	266.7	324.9	412.0	258.7	355.1

(a) Includes men's furnishings.

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



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DEPARTMENT STORE SALESby Selected DepartmentsJANUARY-JUNE, 1947 AND JANUARY-JUNE, 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.-June, 1947	Jan.-June, 1948	% Change, 1948/1947
	\$	\$	
TOTAL, ALL DEPARTMENTS .....	235,371,158	268,457,555	+14.1
1. Women's dresses, coats and suits .	27,197,087	32,254,424	+18.6
2. Girls' and infants' wear .....	8,124,508	9,215,004	+13.4
3. Hosiery and gloves .....	8,081,022	8,534,931	+ 5.6
4. Lingerie and corsets .....	8,756,916	9,974,689	+13.9
5. Millinery .....	2,599,269	2,882,662	+10.9
6. Women's and children's apparel - (Total, 1-5) .....	54,758,802	62,861,710	+14.8
7. Men's and boys' clothing and furnishings .....	24,312,397	27,988,501	+15.1
8. Drugs and toilet articles and preparations .....	5,714,218	6,179,920	+ 8.1
9. Piece goods .....	18,716,223	20,700,572	+10.6
10. Smallwares .....	7,908,850	8,262,653	+ 4.5
11. Food and kindred products .....	18,603,440	23,331,752	+25.4
12. Furniture (including mattresses and springs) .....	16,972,516	17,857,713	+ 5.2
13. Home furnishings .....	19,095,954	22,101,245	+15.7
14. Household appliances and electrical supplies .....	8,140,844	10,772,748	+32.3
15. Hardware and kitchen utensils ....	11,893,532	14,115,471	+18.7
16. Radios, musical instruments and supplies .....	4,336,784	3,749,214	-13.6
17. Shoes and other footwear .....	15,652,433	18,084,847	+15.6
18. Stationery, books and magazines ..	3,873,194	3,735,317	- 3.7
19. All other departments, total .....	25,386,971	28,715,792	+13.1