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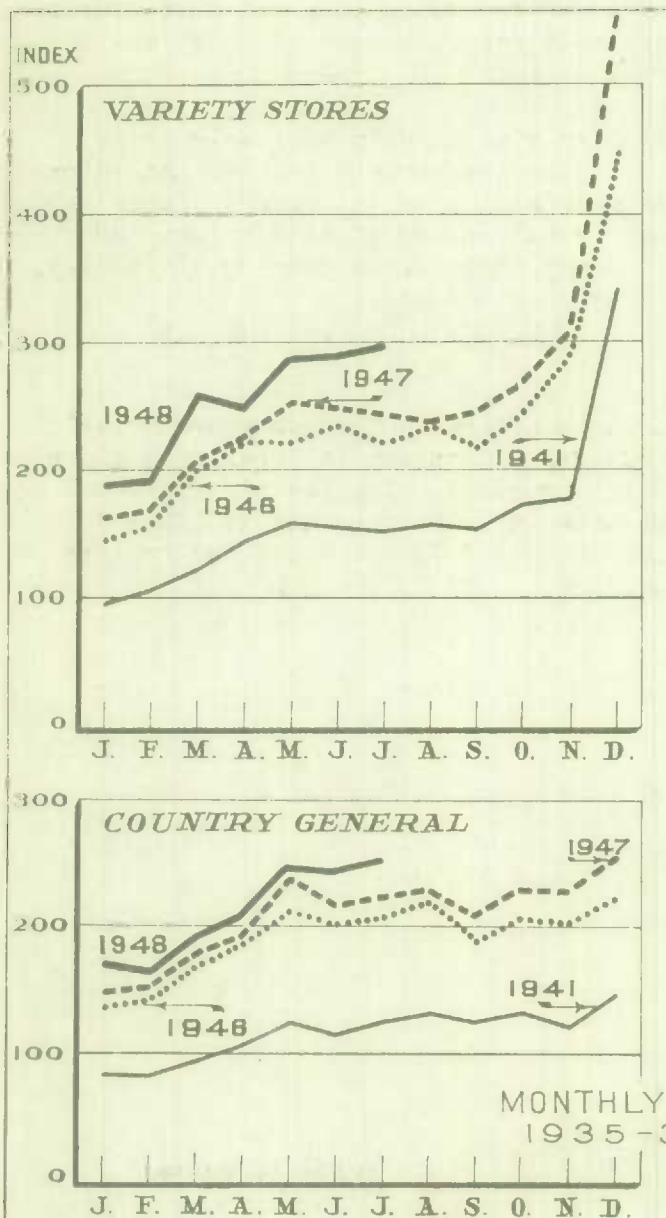
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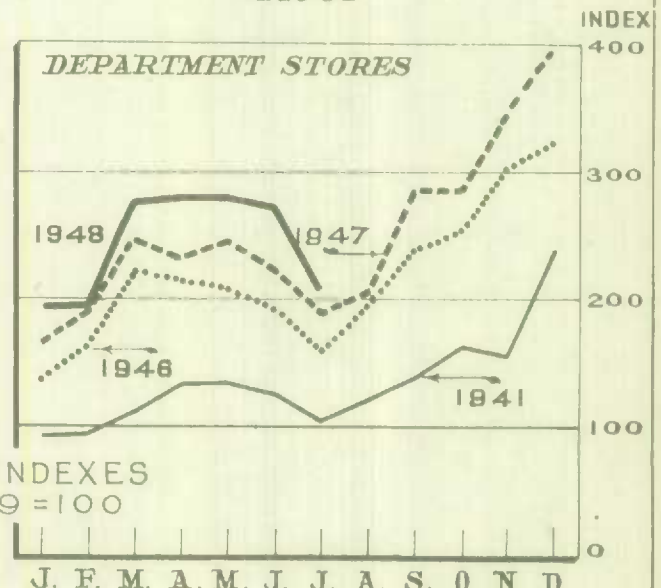
RETAIL SALES JULY 1948



Sales Remain At High Level

Retail sales in Canada were 14% higher in July this year compared with July, 1947, based on average results for 14 kinds of business. The margin over last July was greater than the average increase for earlier months of the year, and volume for the first seven months stood 12% above that for the same period a year ago. Sales dropped 9% below June volume, but this is consistent with the normal seasonal movement. These results reflect changes in consumer expenditures and do not make allowance for the rise in price levels of recent months. Unadjusted indexes (on the base, 1935-1939=100) were as follows: 246.5 for July, 1948; 217.0 for July, 1947; and 269.7 for June, 1948.

GENERAL MERCHANDISE GROUP



Sales Increase for Department Stores Reduced

Department store sales took a sharp drop in July. Although sales were still 9% ahead of last year, the gain was much smaller than for several months past. The cumulative gain at the end of July was 14% for this trade. Variety stores, on the other hand, showed a further tendency to expand sales volume with a July increase of 21% compared with a seven-month gain of 16% over last year. Country general stores reached a 1948 peak when sales were 10% higher in July. The January-to-July increase for these stores in rural communities was 9%.

Widest Expansion In Ladies' Wear

Of the 14 kinds of business, ladies' wear stores have shown by far the greatest expansion for several months, and the July increase of 25% brought the seven-month gain to 18%. Sales of other apparel stores moved up uniformly, gains for family clothing, men's wear and shoe stores amounting to 11%, 12% and 15% respectively for July, and 10%, 12% and 12% in the cumulative comparisons.

Food stores had a further sharp rise in July when sales were 21% ahead of July volume last year. In the seven-month result, the sales gain was 15%. Most other trades had moderate sales increases. Radio and electrical stores, however, continued to fall short of 1947 volume, July sales being down 4% from last year. Candy store sales were up 4% in July, but declined 1% in the first seven months of the year.

Ontario Leads Other Regions

Business continued particularly active in Ontario where sales rose 17% above July, 1947, despite a sharp moderation in department store volume which was only 3% higher in that province. The Prairie Provinces and Maritime Provinces recorded increases in July amounting to 14% and 13%, these increases surpassing gains of 9% and 7% for these two regions in the cumulative seven-month comparisons.

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	July, 1948 Compared With								Jan.-July, 1948 Compared With					
	July, 1947						July, 1941	June, 1948	Jan.-July, 1947					
	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CANADA		CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
GENERAL INDEX	+13.6	+13	+ 9	+17	+14	+13	+98.0	- 8.6	+12.1	+ 7	+10	+15	+ 9	+15
General Merchandise Groups:														
Country General Stores	+10.1	+ 6	+ 2	+18	+13	+15	+98.0	+ 2.7	+ 8.7	+ 5	+ 6	+13	+ 8	+13
Department Stores	+ 9.2	+20	+ 3	+ 3	+16	+15	+102.3	-23.6	+13.8	+14	+ 9	+14	+15	+19
Variety Stores	+21.0	+13	+18	+30	+10	+ 9	+94.7	+ 2.4	+16.4	+ 8	+17	+20	+11	+12
Food Group:														
Food Stores	+20.9	+17	+15	+27	+18	+20	+98.5	- 5.5	+15.3	+10	+11	+21	+10	+15
Restaurants	+ 6.8	+ 1	+ 9	+ 6	+ 7	+ 9	+81.1	+ 7.7	+ 4.4	- 6	+ 8	+ 6	(a)	+ 5
Clothing Group:														
Family Clothing Stores	+11.3	+13	+10	+15	+ 7	+ 8	+121.6	-12.1	+10.2	+ 7	+12	+ 9	+ 8	+16
Men's Clothing Stores	+11.5	+18	+ 6	+15	+16	- 3	+106.7	-17.2	+12.1	+ 5	+15	+13	+13	+ 9
Women's Clothing Stores	+24.8	+11	+12	+32	+31	+22	+126.6	-15.1	+18.3	+ 8	+16	+22	+18	+16
Shoe Stores	+15.4	- 5	+13	+24	+14	+ 6	+106.4	-13.8	+12.3	- 3	+10	+18	+12	+ 6
Household and Personal Effects Groups:														
Drug Stores	+ 9.8	+ 5	+12	+13	+ 5	+ 4	+82.1	+ 4.1	+ 9.0	+ 2	+10	+10	+ 7	+10
Furniture Stores	+ 1.2	(a)	- 1	+ 6	+10	-10	+84.2	-10.1	+ 2.9	- 8	+ 1	+ 7	- 3	+10
Hardware Stores	+ 9.6	+15	+ 6	+ 8	+11	+20	+112.3	-10.7	+ 8.3	+ 3	+13	+10	+ 2	+12
Jewellery Stores (b)	+ 3.7	+15	- 8	+ 6	+17	- 8	+70.4	-13.0	+ 2.4	- 8	+ 2	+ 3	+ 6	+ 6
Radio and Electrical Stores	- 3.5	+17	-10	- 8	(a)	+ 7	+76.2	-10.1	+ 6.4	+ 4	+ 3	+ 3	(a)	+33

(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

July, 1947 and July, 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 (*)
	July, 1947	July, 1948	% Change, 1948/1947	% Change, June 30, 1948 June 30, 1947
	\$	\$		
TOTAL, ALL DEPARTMENTS	32,967,988	36,022,221	+ 9.3	+ 5.1
1. Women's dresses, coats and suits ..	3,146,888	3,574,337	+13.6	+ 8.8
2. Girls' and infants' wear	911,156	953,842	+ 4.7	-11.8
3. Hosiery and gloves	904,762	967,378	+ 6.9	+ 0.1
4. Lingerie and corsets	1,237,026	1,343,996	+ 8.6	+ 6.7
5. Millinery	208,052	208,099	(a)	-13.9
6. Women's and children's apparel - (Total, 1-5)	6,407,884	7,047,652	+10.0	+ 2.0
7. Men's and boys' clothing and furnishings	3,331,620	3,587,144	+ 7.7	+ 2.2
8. Drugs and toilet articles and preparations	962,207	964,263	+ 0.2	- 6.4
9. Piece goods	2,545,803	2,715,089	+ 6.6	+12.8
10. Smallwares	1,126,361	1,127,952	+ 0.1	+ 5.5
11. Food and kindred products	3,018,748	3,561,927	+18.0	+ 5.7
12. Furniture (including mattresses and springs)	2,249,096	2,611,786	+16.1	- 2.7
13. Home furnishings	2,889,051	3,088,483	+ 6.9	+15.5
14. Household appliances and electrical supplies	1,212,081	1,439,409	+18.8	+19.3
15. Hardware and kitchen utensils	1,733,465	2,017,915	+16.4	+ 6.9
16. Radios, musical instruments and supplies	509,444	477,756	- 6.2	- 9.3
17. Shoes and other footwear	2,053,688	2,176,415	+ 6.0	+ 8.6
18. Stationery, books and magazines ..	489,977	488,617	- 0.3	- 1.7
19. All other departments, total	4,438,563	4,717,813	+ 6.3	+ 1.2

(*) Comparisons are based on inventories at the beginning of July in the two years.

(a) Change of less than 0.1%.

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
July, 1941	124.5	134.2	125.9	117.6	102.2	132.5	152.2	152.7
July, 1943	153.9	158.1	164.0	153.1	112.5	144.7	183.4	172.5
July, 1945	170.5	189.1	182.2	176.4	133.2	179.0	196.7	203.7
July, 1947	217.0	235.9	226.5	212.0	189.3	245.4	244.8	247.5
June, 1948	269.7	266.0	242.8	237.6	270.8	259.0	289.4	285.2
July, 1948	246.5	255.0	249.3	224.9	206.8	266.1	296.3	278.7

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
July, 1941	133.0	136.3	132.0	125.8	117.2	136.2	111.4	135.7
July, 1943	169.7	160.7	188.5	177.9	162.2	178.7	144.1	165.3
July, 1945	178.5	188.8	206.0	198.9	177.9	213.9	153.6	194.0
July, 1947	218.4	225.6	223.8	211.9	233.3	273.8	206.5	255.7
June, 1948	279.5	284.0	222.0	222.3	295.6	290.2	278.0	268.8
July, 1948	264.0	251.8	239.1	225.7	259.7	285.6	230.3	263.2

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
July, 1941	111.3	132.4	115.7	126.1	127.7	130.7	115.1	147.9
July, 1943	152.5	173.4	163.1	163.6	159.6	159.6	109.7	136.2
July, 1945	165.5	203.2	189.9	215.3	178.4	186.1	134.9	179.7
July, 1947	202.1	241.4	207.0	228.2	211.8	218.1	209.5	273.5
June, 1948	297.1	282.3	277.1	224.0	223.3	237.6	235.8	240.9
July, 1948	252.2	286.6	238.8	240.4	232.5	232.6	212.0	262.3

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
July, 1941	152.9	136.3	132.8	156.9	139.9	161.4
July, 1943	163.3	143.9	166.2	196.4	97.5	112.5
July, 1945	208.9	194.5	218.4	268.4	108.8	130.6
July, 1947	296.1	268.1	218.2	257.9	255.5	294.8
June, 1948	363.3	305.3	260.0	274.2	274.2	297.6
July, 1948	324.6	285.1	226.3	267.5	246.5	284.4

(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							
July, 1941	142.7	120.1	127.5	196.2	137.8	199.4	120.8
July, 1947	240.3	239.9	189.7	267.8	242.3	269.6	252.5
June, 1948	272.4	229.5	299.3	302.0	267.3	220.0	287.0
July, 1948	270.7	253.5	227.5	301.3	282.7	273.2	286.2
Quebec							
July, 1941	123.8	149.0	97.4	160.7	121.3	127.3	124.3
July, 1947	214.9	255.7	196.4	289.5	193.6	219.7	257.5
June, 1948	285.4	270.1	302.2	363.3	279.2	231.6	350.1
July, 1948	234.7	260.6	201.3	342.8	223.4	238.7	283.6
Ontario							
July, 1941	122.6	131.5	97.9	143.1	134.6	123.7	109.5
July, 1947	207.1	225.9	179.1	227.2	215.2	205.3	198.6
June, 1948	263.4	239.3	262.0	270.3	277.7	217.4	242.5
July, 1948	241.9	265.9	183.0	294.7	274.0	218.3	228.2
Prairie Provinces							
July, 1941	121.1	111.3	97.1	152.0	148.6	141.8	109.8
July, 1947	221.8	201.0	183.0	238.0	258.0	251.5	233.1
June, 1948	262.7	226.2	256.5	262.5	292.1	229.9	306.9
July, 1948	252.3	226.6	212.4	261.5	304.2	268.7	250.2
British Columbia							
July, 1941	128.3	116.7	119.1	128.6	136.8	119.2	130.5
July, 1947	239.2	228.4	231.5	190.3	228.7	228.5	257.6
June, 1948	279.5	267.2	279.1	194.1	283.0	208.6	276.8
July, 1948	270.3	262.5	265.7	207.0	273.6	248.0	278.9

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							
164.4	131.6	138.7	145.8	145.8	160.4	189.5	151.5
252.4	253.9	253.4	226.7	292.7	293.6	258.1	293.6
284.6	339.3	267.3	216.6	339.5	349.8	281.8	315.3
297.5	280.6	240.6	237.4	291.6	337.9	297.7	344.3
Quebec							
112.7	108.2	107.1	121.7	106.8	172.7	120.4	141.5
190.2	191.4	167.5	207.7	194.1	327.9	202.4	264.5
278.5	301.9	241.7	228.4	216.5	398.9	272.6	276.8
201.5	214.2	188.7	233.1	191.3	349.0	185.7	239.5
Ontario							
102.4	109.4	111.3	128.3	118.0	149.9	132.1	130.7
200.4	203.1	208.6	199.9	197.3	265.8	206.5	220.0
277.1	300.2	297.0	210.5	220.5	336.5	240.9	241.5
229.6	268.0	257.8	225.1	208.6	286.7	219.4	202.7
Prairie Provinces							
106.0	106.0	122.0	126.7	106.1	137.6	127.8	141.7
219.0	196.1	232.3	221.4	182.3	299.3	233.0	295.7
285.9	268.8	283.6	232.9	207.9	358.9	287.4	296.7
254.8	256.6	264.7	233.0	201.2	331.5	272.6	295.3
British Columbia							
117.2	129.4	140.3	125.1	119.7	145.0	133.3	169.3
228.0	213.5	257.5	258.8	285.8	345.3	260.7	321.6
263.2	292.1	287.9	272.3	326.5	416.7	261.9	363.8
221.4	259.5	271.6	270.3	256.1	413.7	240.2	345.5

(a) Includes men's furnishings.

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

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