

Published by Authority of the Rt. Hon. C.D. Howe, M.P.,
Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANTISING AND SERVICES STATISTICS
OTTAWA, CANADA

DOES NOT CIRCULATE
NE PAS PRÊTER

Dominion Statistician:

Herbert Marshall

Director, Division of Census of Industry and Merchandising:

W. H. Losse

Chief, Merchandising and Services Statistics:

C. H. McDonald

Vol. XX - No. 8.

16-4020

2

RETAIL SALES AUGUST 1948



August Sales Increase Is Smallest of the Year

August sales of Canadian retail stores were 7% higher than in August, 1947, but declined 3% from July of this year. Retail trade in the first eight months of 1948 was 12% above that for the same period in 1947. Unadjusted indexes (on the base, 1935-1939=100) stood at 239.6 for August, 1948, 223.9 for August, 1947, and 246.6 for July, 1948.

Sales increases recorded for August this year over last were somewhat smaller than the general increase in prices from a year ago, and it is apparent that there has been some contraction in the quantity of merchandise sold.

Non-durables Fail to Maintain Pace Set in Earlier Months

One feature of the August results which stands out is an abrupt moderation in the increases for certain of the non-durable merchandise trades. Variety, food and clothing stores were chiefly affected. Among the four apparel trades, two actually reported lower sales in August this year compared with August, 1947. Percentage changes in August sales, with comparisons for the first eight months in brackets, were as follows: variety stores, + 7% (+15%); food stores, + 7% (+14%); family clothing stores, + 2% (+9%); men's clothing stores, - 6% (+10%); women's clothing stores, +13% (+17%); and shoe stores, -5% (+10%).

Department stores recorded the largest increase of any trade in August. A gain of 14% over August last year was similar to the January-to-August increase. Results differed considerably from region to region in August, increases of 18% being recorded in the Maritime Provinces, Ontario and British Columbia, while sales gained only 8% in Quebec and the Prairie Provinces.

Increases Remain Steady for Durables

Sales increases ranged from 2% to 10% in August for the various durable goods trades, including furniture, hardware, jewellery and radio and electrical stores. In most cases, results approximated those in the first seven months of the year.

Candy store chains reported sales down 9% in August from the same month of last year and reduced by 2% in the first eight months of 1948 compared with 1947.

The general index of sales for four of the five economic regions, extending from Quebec to British Columbia, increased uniformly over August, 1947, gains ranging from 6% to 9%. The increase for the Maritime Provinces was slightly lower at 3%.

Department Store Sales and Inventories Appear in New Form

On Page 6 of this report is a table showing estimated sales and inventories of all Canadian department stores, in total and for a number of departmental groupings. Reports have previously shown sales reported by a sample of firms only.

A publication issued by the Bureau of Statistics a few weeks ago, entitled "Department Store Sales and Stocks, January, 1941 to July, 1948", contains monthly figures for earlier years prepared on a similar basis and is now available for distribution.

The figures include mail order business of the departmental firms. Inventories are at selling value.

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	August, 1948 Compared With								Jan.-Aug., 1948 Compared With							
	August, 1947				Aug., 1941		July, 1948		Jan.-Aug., 1947							
	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CANADA		CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
GENERAL INDEX	+ 7.0	+ 3	+ 8	+ 8	+ 6	+ 9	+77.2	- 2.8	+11.5	+ 7	+10	+14	+ 9	+14		
General Merchandise Group:																
Country General Stores	+ 6.4	+ 2	+ 8	+ 8	+ 7	+ 6	+84.9	- 2.4	+ 8.3	+ 5	+ 7	+13	+ 8	+12		
Department Stores	+13.6	+18	+ 8	+18	+ 8	+18	+93.3	+12.1	+13.8	+14	+ 9	+14	+14	+19		
Variety Stores	+ 6.8	- 1	+ 5	+11	+ 7	+ 4	+58.6	-15.2	+15.2	+ 7	+16	+19	+10	+11		
Food Group:																
Food Stores	+ 7.3	+ 2	+ 8	+ 9	+ 5	+ 6	+72.0	- 5.2	+14.3	+ 9	+11	+20	+10	+14		
Restaurants	+ 6.2	+ 6	+17	+ 3	+ 4	+ 1	+75.2	+ 2.5	+ 4.7	- 4	+ 9	+ 6	+ 1	+ 5		
Clothing Group:																
Family Clothing Stores	+ 2.4	- 5	+ 6	+ 3	- 2	+ 3	+90.5	-12.5	+ 9.2	+ 6	+11	+ 8	+ 7	+14		
Men's Clothing Stores	- 6.6	-11	+13	-17	-10	+ 5	+62.0	-20.4	+ 9.9	+ 3	+14	+ 9	+10	+ 8		
Women's Clothing Stores	+13.0	- 1	+ 2	+15	+22	+26	+75.3	-14.9	+17.4	+ 7	+14	+20	+18	+17		
Shoe Stores	- 5.2	-10	- 9	- 3	+ 2	- 7	+63.0	-19.7	+10.0	- 4	+ 8	+15	+11	+ 4		
Household and Personal Effects Group:																
Drug Stores	+ 1.9	- 5	+ 7	+ 1	+ 3	(a)	+66.1	- 5.3	+ 8.0	+ 1	+ 9	+ 9	+ 7	+ 9		
Furniture Stores	+ 3.1	- 3	- 4	+11	+ 6	+ 2	+63.2	+ 5.4	+ 2.8	- 7	(a)	+14	- 1	+ 9		
Hardware Stores	+ 9.6	- 1	+15	+ 4	+12	+20	+97.2	- 6.7	+ 8.4	+ 2	+13	+ 9	+ 3	+13		
Jewellery Stores (b)	+ 6.6	+ 7	+11	+ 7	+ 5	- 1	+66.3	+11.0	+ 3.0	- 5	+ 3	+ 3	+ 6	+ 5		
Radio and Electrical Stores	+ 2.2	(a)	- 1	+ 4	+ 1	+ 4	+85.4	+ 5.4	+ 5.9	+ 4	+ 3	+ 3	(a)	+29		

(a) Change of less than 0.5%.

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

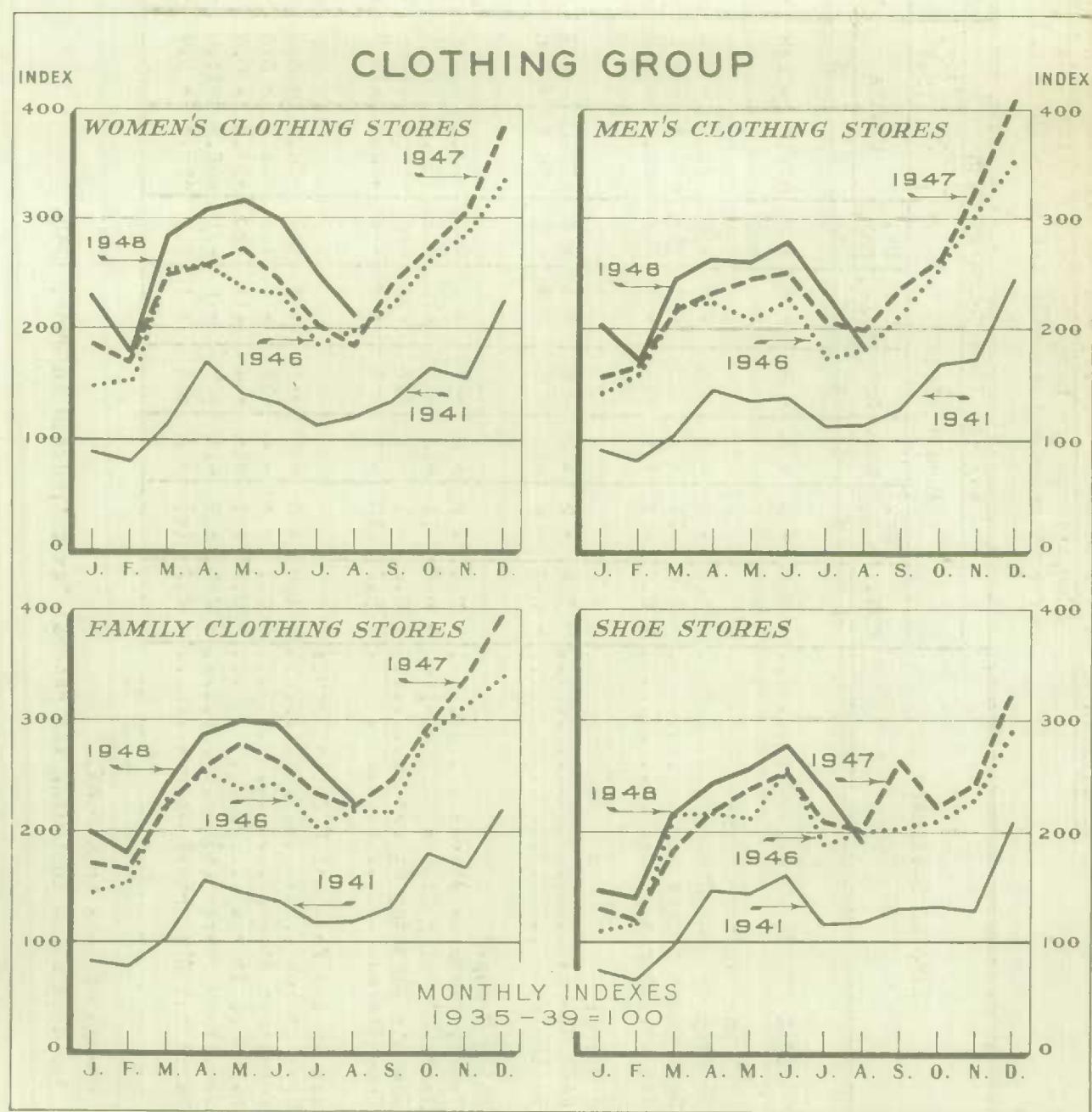
RETAIL SALES CHARTS

The charts in this report are the fourth and fifth in a series depicting retail sales trends since 1941, the last Census year. A complete record of major changes in retail trade is obtained from the assembled series of charts. Other groups of stores were covered in earlier issues of "Retail Sales". Unadjusted indexes, revealing seasonal fluctuations characteristic of various trades, are used throughout.

The series (MR-1 to MR-5) will be reproduced in subsequent issues with more recent material plotted.

Indexes are based on dollar volume of sales, without adjustment for price changes or for seasonal variations.

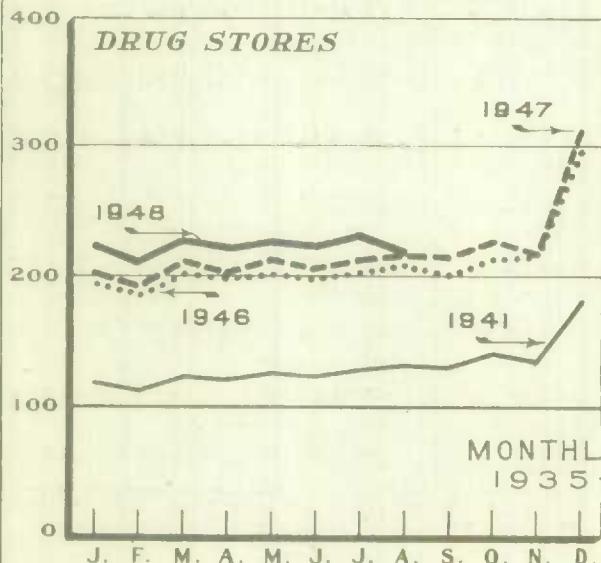
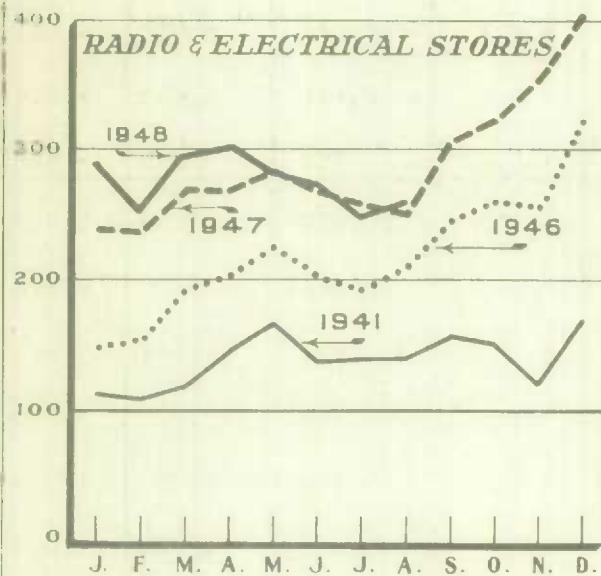
All indexes are on the base--average monthly sales in 1935-1939=100.



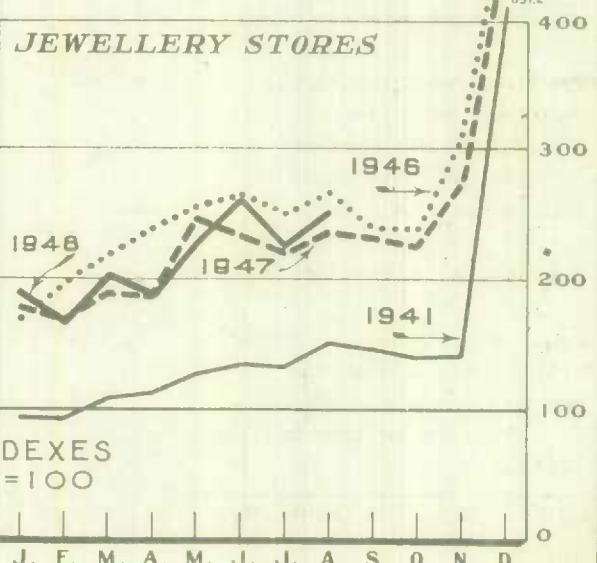
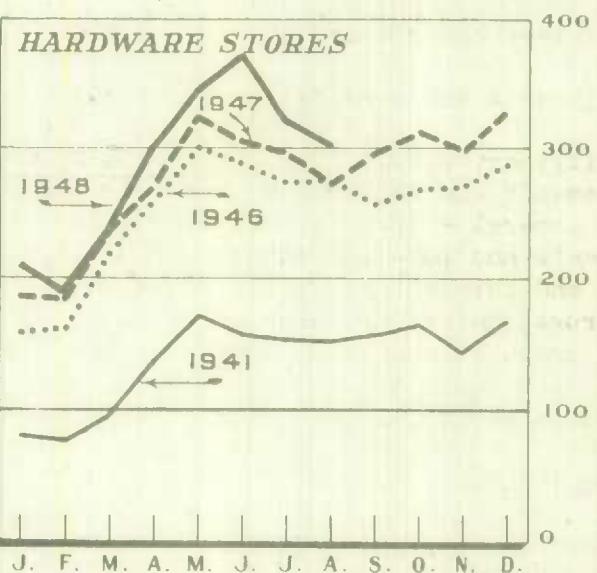
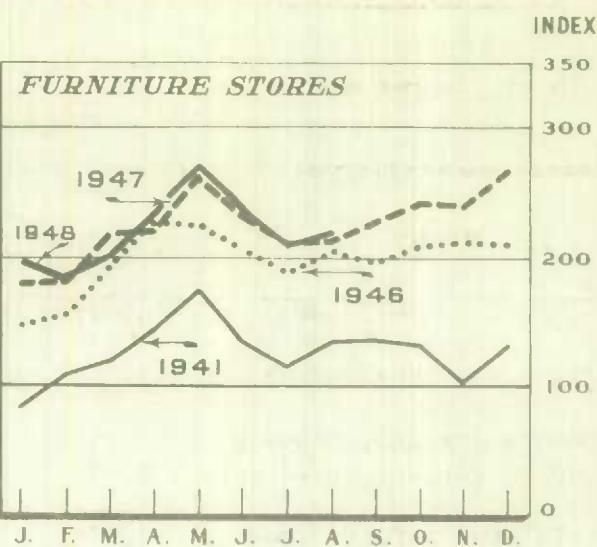
HOUSEHOLD & PERSONAL EFFECTS GROUP

MONTHLY INDEXES OF
RETAIL SALES (1935-39=100)
OF STORES HANDLING—
HOUSEHOLD DURABLES,
DRUGS AND JEWELLERY.

INDEX



MONTHLY INDEXES
1935-39=100



DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

August, 1947 and August, 1948

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

DEPARTMENT	SALES			INVENTORY (*)		
	August 1947 (\$000)	August 1948 (\$000)	% Change 1948/47	July 31, 1947 (\$000)	July 31, 1948 (\$000)	% Change, 1948/47
	47,873	54,383	+13.6	162,206	170,174	+ 4.9
TOTAL, ALL DEPARTMENTS . . .	47,873	54,383	+13.6	162,206	170,174	+ 4.9
1. Women's dresses, coats and suits	4,568	6,160	+34.9	11,906	14,193	+19.2
2. Girls' and infants' wear .	2,006	1,982	- 1.2	7,124	6,381	-10.4
3. Hosiery and gloves	1,326	1,412	+ 6.5	5,045	5,038	- 0.1
4. Lingerie and corsets	1,792	1,914	+ 6.8	5,845	6,462	+10.6
5. Millinery	432	509	+17.8	767	665	-13.3
6. Women's and children's apparel - (Total, 1-5) .	10,124	11,977	+18.3	30,687	32,739	+ 6.7
7. Men's and boys' clothing and furnishings	4,655	4,855	+ 4.3	20,363	20,108	- 1.3
8. Drugs, toilet articles and preparations	1,149	1,243	+ 8.2	4,671	4,444	- 4.9
9. Piece goods	3,697	4,374	+18.3	14,680	15,708	+ 7.0
10. Smallwares	1,570	1,669	+ 6.3	6,954	7,027	+ 1.0
11. Food and kindred products.	4,058	4,848	+19.5	4,416	4,824	+ 9.2
12. Furniture (including mattresses and springs).	4,173	4,331	+ 3.8	11,272	10,880	- 3.5
13. Home furnishings	4,158	4,718	+13.5	18,771	21,699	+15.6
14. Household appliances and electrical supplies . . .	1,863	2,300	+23.5	5,308	6,284	+18.4
15. Hardware and kitchen utensils	2,130	2,757	+29.4	8,047	9,072	+12.7
16. Radios, musical instruments and supplies	738	863	+16.9	4,231	3,545	-16.2
17. Shoes and other footwear .	2,959	3,284	+11.0	11,934	13,128	+10.0
18. Stationery, books and magazines	756	879	+16.3	3,443	3,562	+ 3.5
19. All other departments, total	5,843	6,285	+ 7.6	17,429	17,154	- 1.6

(*) Comparisons are based on inventories at the beginning of August 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
August, 1941	135.2	143.2	131.6	121.0	120.4	146.1	158.9	163.1
August, 1943	147.0	161.8	157.2	149.5	120.9	148.4	160.2	174.8
August, 1945	178.1	189.8	186.1	170.5	155.7	184.7	191.9	203.7
August, 1947	223.9	237.0	228.6	211.2	204.9	250.5	235.9	241.2
July, 1948	246.6	255.1	249.2	224.8	207.5	267.0	297.3	279.7
August, 1948	239.6	265.1	243.3	232.6	232.7	285.6	252.0	274.8

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
August, 1941	146.0	148.3	140.5	130.2	119.1	140.6	113.2	146.5
August, 1943	157.2	173.0	189.5	177.7	138.8	173.4	118.7	163.1
August, 1945	188.7	198.9	212.4	194.8	168.6	205.8	141.3	190.5
August, 1947	234.0	237.7	231.8	216.1	221.6	262.0	196.4	252.1
July, 1948	264.8	252.6	240.1	226.7	259.2	285.0	230.4	263.3
August, 1948	251.1	276.2	246.1	230.8	226.9	283.5	183.4	252.1

Year and Month	Woman's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
August, 1941	119.7	161.5	117.2	130.0	132.3	131.7	135.5	132.3
August, 1943	139.1	182.2	145.5	173.6	153.6	156.9	112.2	112.1
August, 1945	166.7	212.5	176.9	202.2	180.8	181.2	137.9	134.8
August, 1947	185.6	233.1	201.5	219.5	215.5	214.5	214.4	206.3
July, 1948	246.4	280.0	237.9	239.4	231.9	231.9	209.7	259.5
August, 1948	209.8	274.8	191.0	227.9	219.7	224.4	221.1	221.0

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
August, 1941	152.7	145.4	151.3	163.0	140.2	159.9
August, 1943	154.8	147.4	175.1	188.7	102.0	116.3
August, 1945	204.0	190.6	235.6	244.5	112.9	124.0
August, 1947	274.7	257.6	236.1	254.4	254.4	290.1
July, 1948	322.7	283.4	226.7	267.8	246.6	284.5
August, 1948	301.2	286.8	251.6	271.1	259.9	296.3

(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	Depart-ment	Variety	Food	Restau-rant	Family Clothing
Maritime Provinces							
August, 1941	151.5	126.1	137.2	207.4	150.8	215.1	118.8
August, 1947	247.2	238.9	223.9	273.1	243.3	259.8	240.9
July, 1948	271.6	254.1	227.5	310.4	283.9	280.2	288.0
August, 1948	254.0	244.5	264.7	269.6	248.0	275.1	229.4
Quebec							
August, 1941	132.7	144.2	120.1	170.9	131.1	138.5	129.3
August, 1947	216.5	237.4	216.1	285.2	207.4	226.3	222.4
July, 1948	235.2	260.6	201.3	342.4	224.9	241.8	281.9
August, 1948	232.7	255.3	232.9	299.7	224.1	263.6	236.0
Ontario							
August, 1941	134.0	131.4	121.7	150.5	145.8	136.3	113.3
August, 1947	210.3	219.0	182.6	212.1	229.3	228.9	203.0
July, 1948	241.5	265.6	183.1	295.2	274.8	217.4	228.0
August, 1948	226.7	236.0	214.6	234.3	250.4	235.8	208.9
Prairie Provinces							
August, 1941	132.9	128.0	107.0	141.8	171.0	139.0	104.7
August, 1947	237.7	220.1	207.7	223.0	289.2	239.0	228.3
July, 1948	253.0	226.1	214.6	261.7	305.4	269.9	250.0
August, 1948	251.6	234.7	224.4	238.6	304.2	248.8	224.1
British Columbia							
August, 1941	140.8	120.8	138.0	141.2	156.6	123.4	134.4
August, 1947	255.7	246.6	247.0	196.1	254.5	226.6	265.9
July, 1948	269.6	262.8	265.9	207.2	271.4	248.7	278.7
August, 1948	278.1	262.5	292.2	204.7	269.8	229.6	272.8

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

<u>Men's(a) Clothing</u>	<u>Women's Clothing</u>	<u>Shoes</u>	<u>Drugs</u>	<u>Furniture</u>	<u>Hardware</u>	<u>Jewellery</u>	<u>(b) Radio and Electrical</u>
Maritime Provinces							
156.3	150.1	130.2	151.4	145.1	155.0	221.3	155.3
243.3	270.0	241.1	241.4	310.5	292.8	310.3	291.1
295.2	279.1	238.6	236.7	292.2	337.9	305.9	344.3
216.6	268.6	217.7	228.7	300.1	289.1	331.1	291.7
Quebec							
116.9	120.0	118.1	126.3	117.8	168.9	143.7	132.6
171.3	172.4	171.1	214.0	183.9	292.5	217.9	256.8
202.0	215.1	189.4	230.4	189.9	345.4	185.7	240.4
193.5	175.5	155.2	229.9	176.0	336.3	242.6	253.1
Ontario							
108.5	119.7	111.4	132.5	143.4	145.9	145.9	132.5
191.6	176.2	195.8	202.2	196.9	237.9	213.4	220.3
229.8	256.9	255.2	225.4	202.7	285.6	219.4	203.1
159.2	202.6	189.5	203.8	217.9	246.5	228.3	229.8
Prairie Provinces							
92.8	105.1	119.8	132.3	132.4	151.4	149.5	163.7
206.3	194.7	219.9	222.7	209.1	290.5	263.4	302.6
255.1	252.0	266.6	232.1	204.0	330.5	270.8	296.8
185.4	237.3	223.4	230.2	221.0	324.9	275.8	306.0
British Columbia							
121.5	128.6	130.6	128.5	164.4	136.4	147.0	151.6
239.3	220.6	276.6	259.4	341.0	344.5	291.4	318.1
221.4	258.7	271.6	269.7	259.5	408.3	240.2	341.0
252.2	277.7	257.8	259.1	349.1	413.9	288.2	329.4

(a) Includes men's furnishings.

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

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010736045