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RETAIL SALES

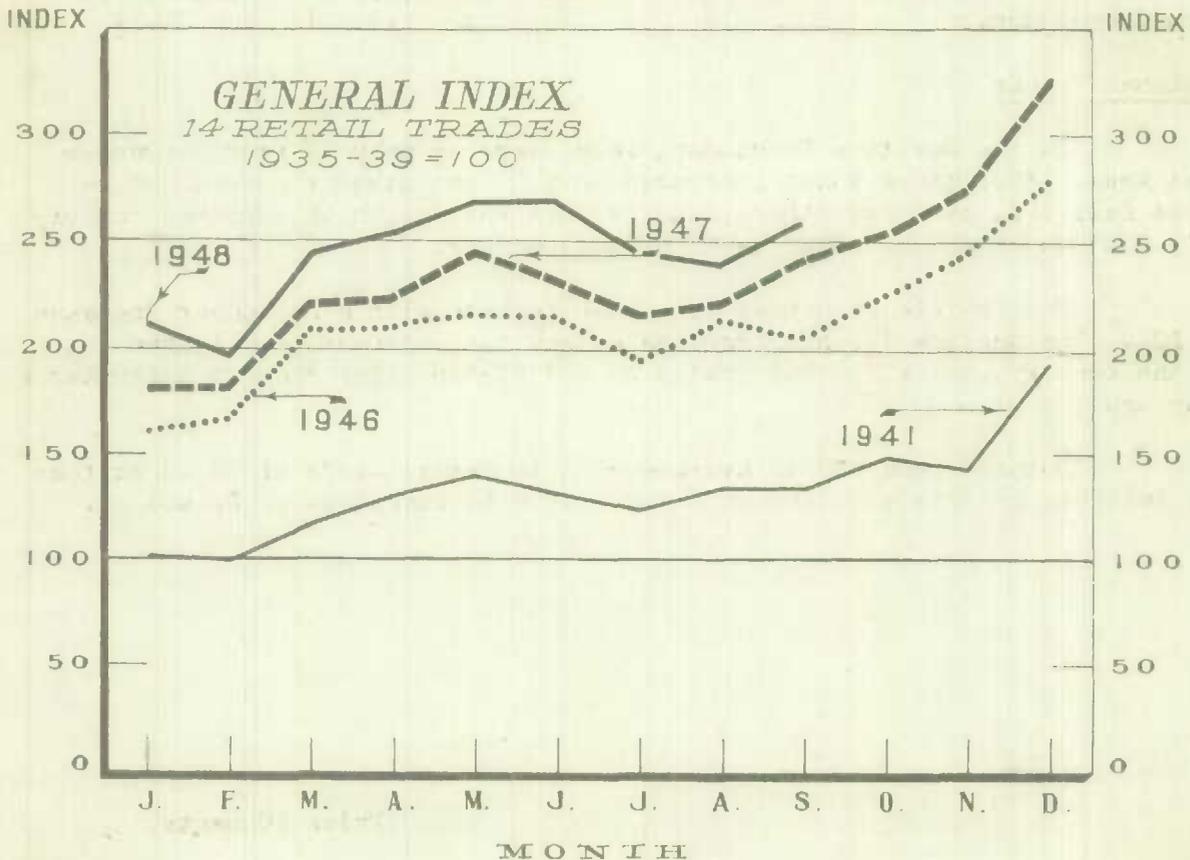
SEPTEMBER 1948

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Retail Trade Moves Steadily Upward

Dollar sales of Canadian retail merchants in 14 kinds of business averaged 7% higher in September this year compared with September, 1947. Sales were up 8% from August as the customary seasonal upswing began. The volume of retail business was 11% higher in the first nine months of this year compared with the same period of 1947. Unadjusted indexes (on the base, 1935-1939=100) stood at 258.8 for September, 1948, 241.0 for September, 1947 and 239.5 for August, 1948.

SEPTEMBER SALES (IN DOLLARS) UP 7% OVER LAST YEAR



Indexes are not adjusted for seasonal variation

Women's apparel shops and food stores remained in the forefront among individual trades when they recorded September increases of 15% and 12% respectively. These gains were not quite as large as those shown by the nine-month cumulative comparisons for the two trades.

Men's Clothing and Shoe Store Sales Decline

For the second consecutive month, sales of men's wear and shoe stores fell short of 1947 volume. Declines in September amounted to 7% for both trades. One factor affecting the shoe store comparison was the unusually heavy demand for shoes in the early fall of 1947 when footwear prices mounted sharply.

Department stores had a much smaller sales increase in September (5%) than the average gain in the first nine months of the year (13%).

The restaurant trade was the only one to show appreciable improvement in its relative position during September. Restaurant receipts increased 9% compared with September, 1947. This was the largest gain in many months and probably reflects increased meal prices to some extent. Restaurant sales were up 5% for the nine-month period from January to September.

September increases for most other trades showed some moderation compared with those for earlier months of the year.

Candy store chains recorded a 2% increase in sales for September, but totals for the first nine months of the year reveal a decrease of 2% from a year ago.

Regional Trends

In the Maritime Provinces, sales were up only 4% from September last year. Food store sales increased only 5% and country general store sales fell off, but most other trades showed results which compared favourably with the trend in other parts of the country.

The Prairie Provinces led other regions with a September increase of 10%. The decline in shoe store sales was much steeper than in the rest of the country, but all other trades showed higher sales than in September a year ago.

Ontario reported an average gain in retail trade of 9% in September followed by British Columbia and Quebec with increases of 6% and 5%.

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	September, 1948 Compared With								Jan.-Sept., 1948 Compared With					
	September, 1947						Sept. 1941	Aug. 1948	Jan.-Sept., 1947					
	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CANADA		CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
GENERAL INDEX	+ 7.4	+ 4	+ 5	+ 9	+10	+ 6	+ 91.1	+ 8.1	+11.0	+ 6	+ 9	+14	+ 9	+13
General Merchandise Group:														
Country General Stores	+ 6.2	- 4	- 1	+11	+11	+11	+ 87.2	- 4.9	+ 8.1	+ 4	+ 6	+12	+ 8	+12
Department Stores	+ 5.4	+ 8	- 2	+ 7	+ 7	+ 5	+118.8	+30.2	+12.6	+13	+ 7	+13	+13	+17
Variety Stores	+11.8	+ 8	+11	+15	+10	+ 1	+ 80.2	+ 8.5	+14.8	+ 8	+15	+18	+10	+10
Food Group:														
Food Stores	+12.1	+ 5	+12	+14	+14	+ 9	+ 84.7	- 1.8	+14.1	+ 9	+11	+19	+10	+13
Restaurants	+ 9.3	+ 2	+15	+ 9	+13	(a)	+ 77.5	- 2.9	+ 5.1	- 4	+10	+ 6	+ 2	+ 4
Clothing Group:														
Family Clothing Stores	+ 6.7	+10	+ 8	+ 4	+14	- 6	+100.0	+17.8	+ 8.7	+ 6	+11	+ 8	+ 8	+11
Men's Clothing Stores	- 6.8	(a)	-10	- 9	+ 6	-13	+ 72.7	+19.0	+ 8.0	+ 3	+12	+ 7	+ 9	+ 5
Women's Clothing Stores	+14.7	+14	+ 8	+17	+26	+ 8	+104.5	+33.0	+17.0	+ 8	+14	+20	+19	+15
Shoe Stores	- 7.1	- 9	- 7	- 5	-17	- 6	+ 88.6	+29.9	+ 7.4	- 5	+ 6	+12	+ 6	+ 2
Household and Personal Effects Group:														
Drug Stores	+ 6.3	+ 1	+ 8	+ 5	+11	+ 5	+ 74.2	+ 3.3	+ 7.8	+ 1	+ 9	+ 9	+ 7	+ 9
Furniture Stores	- 1.0	- 3	- 5	+ 4	+ 1	- 5	+ 65.1	+ 2.9	+ 2.3	- 7	(a)	+13	- 1	+ 8
Hardware Stores	+ 6.6	+ 7	+ 6	+ 3	+ 7	+22	+101.0	+ 4.8	+ 8.2	+ 4	+12	+ 8	+ 3	+14
Jewellery Stores (b)	+ 3.2	- 4	- 3	+ 8	+ 8	- 3	+ 62.0	- 3.6	+ 2.8	- 6	+ 2	+ 4	+ 6	+ 4
Radio and Electrical Stores	+ 5.5	+15	- 5	+ 5	+10	+17	+104.8	+23.4	+ 5.8	+ 5	+ 1	+ 4	+ 2	+27

(a) Change of less than 0.5%.

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

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

September, 1947 and September, 1948

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

Department	SALES			INVENTORY (*)		
	Sept. 1947 (\$000)	Sept. 1948 (\$000)	% Change 1948/47	Aug. 31, 1947 (\$000)	Aug. 31, 1948 (\$000)	% Change 1948/47
TOTAL, ALL DEPARTMENTS ...	67,281	70,690	+ 5.1	175,102	184,426	+ 5.3
1. Women's dresses, coats and suits	7,103	8,895	+25.2	14,974	18,348	+22.5
2. Girls' and infants' wear.	3,923	3,831	- 2.3	8,188	7,756	- 5.3
3. Hosiery and gloves	2,410	2,362	- 2.0	5,396	5,817	+ 7.8
4. Lingerie and corsets	2,576	2,819	+ 9.4	6,583	7,768	+18.0
5. Millinery	915	1,042	+13.9	1,085	1,094	+ 0.8
6. Women's and children's apparel - (Total, 1-5) .	16,927	18,949	+11.9	36,226	40,785	+12.6
7. Men's and boys' clothing and furnishings	8,796	8,363	- 4.9	23,843	23,774	- 0.3
8. Drugs, toilet articles and preparations	1,245	1,331	+ 6.9	4,584	4,441	- 3.1
9. Piece goods	5,180	5,595	+ 8.0	15,168	16,357	+ 7.8
10. Smallwares	2,150	2,092	- 2.7	7,753	7,745	- 0.1
11. Food and kindred products.	4,249	4,886	+15.0	4,564	5,260	+15.2
12. Furniture (including mattresses and springs) .	4,222	4,163	- 1.4	10,677	10,152	- 4.9
13. Home furnishings	4,841	5,144	+ 6.3	18,990	21,615	+13.8
14. Household appliances and electrical supplies	2,648	2,971	+12.2	5,130	5,873	+14.5
15. Hardware and kitchen utensils	2,478	2,846	+14.9	7,862	8,416	+ 7.0
16. Radios, musical instru- ments and supplies	1,095	1,019	- 6.9	4,126	3,431	-16.8
17. Shoes and other footwear ..	5,688	5,004	-22.0	13,780	14,639	+ 6.2
18. Stationery, books and magazines	1,114	1,298	+16.5	3,652	3,844	+ 5.3
19. All other departments, total	6,648	7,029	+ 5.7	18,747	18,094	- 3.5

(*) Comparisons are based on inventories at the beginning of September 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
September, 1941	135.4	135.4	124.1	115.9	138.6	136.6	152.3	162.6
September, 1943	157.2	157.9	149.5	139.1	159.1	156.8	170.2	183.2
September, 1945	187.1	186.0	175.4	164.2	201.6	205.3	194.2	200.9
September, 1947	241.0	240.4	218.7	203.1	287.6	282.3	245.5	262.2
August, 1948	239.5	265.1	244.2	233.5	232.9	285.8	253.0	275.9
September, 1948	258.8	259.1	232.3	215.8	303.2	298.8	274.5	295.5

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
September, 1941	133.7	139.1	133.1	128.6	131.4	143.3	128.4	130.4
September, 1943	154.6	160.3	186.5	179.0	160.1	176.0	154.3	165.1
September, 1945	174.3	173.7	204.4	199.5	200.3	212.8	209.8	213.1
September, 1947	220.2	228.3	216.1	208.8	246.4	268.1	237.8	251.4
August, 1948	251.4	276.6	243.4	228.3	223.1	278.8	186.3	256.1
September, 1948	246.9	256.0	236.3	226.8	262.8	288.9	221.7	237.2

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
September, 1941	134.8	144.0	131.1	123.8	130.4	130.5	137.3	119.3
September, 1943	175.5	188.2	167.7	159.1	158.1	157.8	117.4	103.6
September, 1945	211.9	223.6	205.3	184.9	184.6	183.0	148.6	129.2
September, 1947	240.3	255.5	266.1	252.3	213.8	213.4	228.9	198.9
August, 1948	207.2	271.4	190.3	227.0	220.0	224.8	220.3	220.1
September, 1948	275.6	295.5	247.2	234.4	227.2	226.7	226.7	200.2

Year and Month	Hardware		Jewellery ^(b)		Radio and Electrical	
	A	B	A	B	A	B
September, 1941	157.4	133.8	147.6	163.6	156.9	140.4
September, 1943	155.3	134.7	174.7	193.6	114.7	102.6
September, 1945	212.1	184.7	215.1	248.4	125.9	117.4
September, 1947	298.8	253.3	231.8	257.0	304.6	272.5
August, 1948	302.0	287.5	248.1	267.4	260.4	296.9
September, 1948	316.4	274.4	239.1	265.1	321.4	287.6

(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							
September, 1941	150.6	117.0	149.7	202.1	147.4	191.4	132.5
September, 1947	254.0	225.2	299.7	271.1	241.0	235.7	236.1
August, 1948	254.1	245.8	264.7	274.8	246.1	270.8	232.1
September, 1948	264.4	216.1	322.3	293.6	254.1	240.6	259.5
Quebec							
September, 1941	132.3	125.9	140.6	162.7	126.1	132.3	135.0
September, 1947	233.4	209.8	332.0	302.6	195.1	223.6	261.9
August, 1948	231.8	256.7	232.9	299.6	223.7	260.3	227.5
September, 1948	245.8	208.8	326.6	336.0	217.9	256.5	281.7
Ontario							
September, 1941	134.5	120.9	138.2	141.3	132.0	133.7	126.1
September, 1947	232.0	202.0	258.1	225.2	222.1	212.9	216.3
August, 1948	227.2	235.1	215.2	235.5	251.4	233.6	208.6
September, 1948	251.7	224.3	276.4	259.8	252.9	231.3	224.0
Prairie Provinces							
September, 1941	136.7	129.6	131.7	148.9	146.0	129.1	131.9
September, 1947	258.1	229.5	295.5	221.3	249.9	208.0	273.6
August, 1948	252.0	236.1	224.4	238.8	304.9	248.8	218.8
September, 1948	283.8	254.5	315.8	243.2	285.2	234.4	312.3
British Columbia							
September, 1941	135.5	116.5	147.5	132.3	134.1	109.0	136.6
September, 1947	264.3	230.8	306.1	191.6	229.6	216.8	273.6
August, 1948	277.6	264.1	292.2	204.2	270.5	222.8	269.4
September, 1948	279.7	255.2	322.2	192.5	251.2	216.8	257.9

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	Jewellery ^(b)	Radio and Electrical
Maritime Provinces							
157.9	154.4	148.5	143.9	160.7	159.3	200.4	177.3
230.2	274.5	257.8	222.4	297.1	302.9	285.0	316.2
214.1	274.7	217.7	230.6	281.2	319.4	316.1	288.4
230.0	311.9	233.8	224.2	289.1	324.9	273.8	363.4
Quebec							
122.5	128.8	110.0	127.2	129.7	169.6	132.9	155.2
209.2	229.0	213.9	213.6	209.2	328.4	218.9	305.4
193.9	175.4	152.4	230.5	175.8	336.0	239.5	242.9
188.0	248.2	199.3	230.9	199.3	349.5	212.8	289.2
Ontario							
124.5	133.2	136.5	129.4	139.7	154.1	150.7	151.5
233.2	243.7	274.4	201.3	221.1	264.6	220.7	269.8
155.6	200.2	190.5	202.8	217.4	245.9	223.1	233.0
215.8	284.2	260.9	210.9	228.8	272.6	237.8	282.6
Prairie Provinces							
156.3	132.5	139.6	132.3	139.2	153.0	143.2	173.9
278.6	223.4	317.1	220.6	219.8	303.6	241.7	356.0
187.7	237.5	224.1	230.8	221.0	322.0	276.5	308.8
294.1	280.8	262.0	244.6	221.8	323.7	260.0	392.6
British Columbia							
128.5	155.7	145.8	127.6	136.5	147.0	138.1	152.6
254.5	265.6	346.1	266.7	295.7	337.7	262.0	380.2
249.3	258.9	252.4	265.1	357.7	408.9	293.7	338.9
229.0	285.7	326.1	279.7	280.6	410.6	254.5	443.8

(a) Includes men's furnishings.

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

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