C A N A DA
DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH

## Vol. 11

Мо. 1

## MONTHLY INDEXES OF RETAIL SALES

## IN

CANADA

IANUARY 1941

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# DEPARTMENT OF TRADE AND COMAERCE <br> DOMINION BUREAU OF STATISTICS <br> INTERUNAL TRADE BRANCH <br> OTTANA, CANADA 

Dominion Statistician:
Chief, Internal Trade Branch: Statistician:

R.H. Coats, L.D., F.R.S.C., F.S.S. (Hon.) He:-bert Marshall, B.A., F.S.S.<br>A.C. Steodman, B.h.

## MONTHLY INDEXES OF RETAIL SALES, JANUARY, 1941 <br> $(1935-1939=100)$

## General Summary

A substantial decline from the December peak is the normal experience of most lines of retail business in the first month of the year. The extent of the decline is not uniform for all kinds of stores. It is greatest for types of business such as candy stores, department stores or variety stores dealing in goods popular in the Christmas trade and it is smallest for lines of business such as grocery stores or restaurants which deal in merchandise for which there is a fairly constant demand. The experience of the past ten years reveals an average decline of 40 per cent between December and January in the composite figures for the twelve lines of business included in this monthly survey.

Sales declinec in January, 1941 from Decomber by somewhat more than the usual seasonal amount, a result which may be attributed rather to the unusually brisk December business than to any reversal in the underlying trond in consumer purchasing. Compariaons with January, 1940 were favorable. Dollar sales in January, 1941 averaged 13 per cent above January a year ago. All lines of business shared in the increase, results for individual trades ranging from a gain of 9 per cent for furniture stores to an increase of 26 per cent for stores specializing in radio and electrical goods. The general index of retail sales, unadjusted, and on the base 1935-1939 = 100 stands at 102.0 for January, 194\%, 174.2 for December, 1940 and 90.0 for January a yoar ago. On adjusting for differences in numbers of business days and for normal seasonal movements the adjusted index stands at 124.2 for January, 1941 compared with 131.0 for Docombor, 123. I for November and 120.0 for October.

Note:--In order to conform with other series of index numbers issued by the Bureau, the indexes of retail sales have recently been revised to a new base, namely, the average monthly sales over the five-year poriod, 1935 to 1939. This is the first issue of this monthly bulletin in which the new base is used. The complete series of index numbers on the new base for earlier years will be contained in a special summary now boing propared.

A second change has been made in the method of constructing the indexes of variety store sales. Previously, the monthly returns from firms in this field were adjusted to allow for opening or closing of branches so that the resulting indexes reflected the trend in sales for a constant number of stores. The indexes as revised are now based on the aggregate figures reported and reflect the trend in sales for variety store chains as a whole, rather than for a fixed number of units.

## Results for Individual Trades

Shoe store sales gained 15 per cent in January, 1941 over January, 1940 and were down by 45 per cent from December. The seasonally adjusted index increased from 107.5 in December to 116.1 in Jonuary but was considerably below the November poak of 130.4

Candy store sales were 19 per cent above January a year ago. A 64 per cent decline from December was considerably more than the usual seasonal movement with the result that the seasonally adjusted index doclined from 129.7 in Docomber to 117.0 in January.

Ken's clothing store sales averaged 17 per cent above January last year, results on a regional basis showing increases of 29 per cent in the kiaritime Provinces, 8 per cent in Quebec, 19 per cent in Ontario, 14 per cent in the Prairie Provinces and 19 per cent in British Columbia. A reduction of 54 per cent from December resulted in a decline in the seasonally adjusted index from 125.7 in December to 121.6 in January.

Women's clothing stores gained 19 per cent over January, 1940, increases by regions being as follows: Maritime Provinces, 26 per cent; Quebec, 17 per cent; Ontario, 21 per cont; Prairio Provinces, 10 por cent and British Columbia, 18 per cent.

Department store sales averaged 10 per cent higher in January of this year than last, increases in the extreme east and west portions of the country exceeding those in other regions. Sales in the Maritime Provinces were up 15 per cent while British Columbia sales gained 18 per cent. The Prairie Provinces reported an increase of 5 per cent while quebec and Ontario both gained 10 per cent. Sales for Canada as a whole declined by 56 per cent, the seasonclly adjusted index receding from 232.2 for Decembor to 122.6 for January.

An avorage increase of 11 per cent over January, 1940 was reported for a somowhat smellor coverage of the totril department store selos for which a breakdown by departments is submitted. The shoe dopartment and the radio and musicel Instrument departnent woro practically unchanged from Januery a year ago while all other departments reportod increases. Tho furnituro department wos up 21 por cent and hardware, 20 per cent. Household appliances and electrical supplios were up 18 por cont while home furnishings grined 16 per cent. Grins for women's and men's clothing were 13 per cent and 10 por cont rospectively.

Drug store salos avoregod 15 per cent highor in Jenuary of this year than last and declinod by 27 per cont from Docomber, the socsonally adjusted index strending at 124 . I for Janunry comparod with 132.0 for Docombor and 115.5 for Novembor. Sclos in tho Minritimu Provinces woro up 19 por cont, Ontario, 17 por cont, British Columbie, 15 por cent and Queboc and tho Prairio Provincos, 13 por cont.

Furnituro storo selos gainod 9 por cent ovor Jenuary last yocr and wero down 52 per cont from Docomber, tho soesonally s.dustod indor rocoding from 145.3 in Docombor to 120.1 in Jenuery.

Grocory and mont storo sales gainod 13 por cont ovor Janunry, 1940, increesos for tho verious oconomic divisions boing es follows: kinritimo Provincos, 12 por cont; Queboc, 9 por cont; Ontcrio, 16 por cont; Prairie Provincos, 12 per cent and British Columbia, 17 por cont. Salos doclinod 13 per cont from Docombor, the socsonally adjustod indox falling off from 128.3 in Docomber to 122.2 in Jnucry.

Herdwero storos trensectod 11 por cont moro business in Jenucry of this yoer then tho last whilo a 44 por cont doclino from Docomber wes slightly groator then tho ususl soasonel movamont, tho sonsonally adjustod index rocoding from 135.5 for Docembor to 132.5 for Jenunry.

Sclos for tho radio and oloctrical group woro 26 por cont higher then in January of yoar ago and voro down by 49 por cont from Docember. Rostaurant rocoipts gninod 15 por cont ovor Jenuacy, 1940 and woro 7 por cont lowor than in Decombor.

Varioty chains transectod 20 por cont moro businoss in Junuary, 2941 then in tho corrosponding month a yoar ago, gains in onstorn and contral Coneda oxcooding by a considorrble mergin thoso in the wostorn provincos. Quaboc roportod tho lergest gein with on incrocso of 25 por cont followod by tho Maritime Provincos at 24 por cont. Ontario solos woro up 20 por cont whilo incronsos of 10 por cont and 11 por cont wore recordod in tho Praris Provinces and in British Columbis rospoctivoly.

Comparison of Retail Sales in Canada, for 1940 and 1941, by Kinds of Buginess

| Kind of Business | January, 1941 <br> + or - per cent compared with |  |  |
| :---: | :---: | :---: | :---: |
|  | January $1930$ | $\begin{gathered} \text { January } \\ 1940 \end{gathered}$ | $\begin{gathered} \text { December } \\ 1940 \end{gathered}$ |
| General Index .... ........ | - 12.9 | $+13 \cdot 3$ | - 41.4 |
| Boots and Shoes | - 9.5 | $+15 \cdot 3$ | - 44.8 |
| Oandy . ..................... | - 40.9 | $+18.7$ | -63.8 |
| Men's Clothing | - 2.5 | $+16.5$ | - 54.0 |
| Women's Clothing | - 10.5 | $+18.6$ | - 54.4 |
| Departmental .............. | $-23 \cdot 3$ | $+9.7$ | - 56.0 |
| Drugs .......... | + 2.5 | $+15.4$ | - 27.4 |
| Furniture | - 20.8 | $+8.5$ | - 51.7 |
| Grocories and Meats | - 7.3 | $+13.2$ | - 12.9 |
| Hardware ...... . . | - 10.1 | $+11.2$ | - 44.0 |
| Radio and Electrical ..... | - 30.4 | $+25.5$ | - 49.0 |
| Restaurant | - 34.8 | $+15 \cdot 3$ | - 6.8 |
| Varisty .................. | $+65.3$ | $+19.8$ | $-65.0$ |

INDEX NUMBERS OF RETAIL SALES - (Average for 1935-1939-100)
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.

| Year and Month | $\Lambda$ | $\begin{aligned} & \mathrm{eral} \\ & \frac{\operatorname{ex}(\mathrm{~d})}{B} \end{aligned}$ |  |  |  | $y(h)$ | $\mathrm{Cl} 0 \mathrm{t}$ | $\text { c) }(\mathrm{d})$ | Clot | $\begin{aligned} & n^{\prime} s \\ & n g(d) \end{aligned}$ | Depa | mental |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  | B |  | B | A | B |
| January, 1929 | 219. 1 | 143.0 | 121.8 | 176.9 |  |  |  |  |  |  |  |  |  |  |
| Jtifinary's 1930 | 117.2 | 137.8 | 80.9 | 230.1 | 145.2 | 189.9 | 157.9 94.3 | 237.1 | 109.3 | 258.3 | 1126.6 | 143.6 | 316.3 | 119.5 |
| Januery, 193? | I? 2.3 | 115.? | 85.0 | 120.3 | 127 | 146.4 | 94.3 76.8 | 141.7 109.9 | 98.3 85.5 | 143. 3 | 120.4 | 147.7 | 315.0 | 137.2 |
| Januaisy: 1932 | 84. 5 | 100.0 | 84.5 | 120.8 | 104.7 | 134.4 | 64.5 | 109.9 95.8 | 85.5 | 117.1 | 58.3 | 117.3 | 109.4 | 109. 1. |
| January, 1933 | 57.2 | 35.0 | 60.0 | 93.0 | 79.0 | 107.8 | 56.6 | 95.8 88.8 | 81.0 | 115.? | 80.5 | 101.5 | 98.6 | 100. 2 |
| January, 1934 | 73.2 | 87.7 | 60.4 | 95.3 | 81.5 | 107.8 | 56.6 51.3 | 88.8 78.0 | 62.2 64.2 | 93.4 | 67.7 | 86.7 | 86.1 | 90.4 |
| Januarys 1935 | 73.8 | 90.9 | 58.4 | 99.2 | 68.3 | 107.9 93.8 | 51.3 62.6 | 78.0 94.8 | 64.2 | 93.3 | 73.4 | 90.8 | 87.5 | 90.1 |
| Januarys 1936 | 77.0 | 94.5 | 54.3 | 98.6 | 76.7 | 93.8 104.5 | 62.6 66.0 | 94.8 | 60.7 | 87.9 | 70.7 | 94.1 | 90.0 | 92.1 |
| Januarys 1937 | 83.0 | 102.0 | 58.6 | 105.5 | 74.2 | 104.5 99.3 | 76.0 | 97.7 105.5 | 65.3 | 95.1 | 70.3 | 93.3 | 37.6 | 92.2 |
| January, 1938 | 81.3 | 104.2 | 60.3 | 115.1 | 70.2 | 99.3 94.6 | 76.4 | 105.5 107.3 | 71.1 | 10.5.0 | 74.9 | 1.02.3 | 97.2 | 101. 8 |
| January: 1939 | 79.3 | 100.3 | 6.2 | 93.8 | 64.4 | 94.6 91.6 | 77.4 69.8 | 107.3 96.4 | 71.7 | 1.03 .6 | 73.4 | 101.7 | 98.1 | 103.9 |
| January, 1940 | 90.0 | 110:8 | 70.6 | 10.19 | 64.4 72.3 | 91.6 99.7 | 69.8 78.9 | 96.4 105.5 | 67.9 74.2 | 97.7 103.4 | 71.0 84.2 | 98.4 112.6 | 96.3 | 104.4 |
| Januar y, 1941 | 202.0 | 2\% | 81.4 | 116.1 | 85.8 | 91.7 117.0 | 78.9 93.9 | 105.5 121.6 | 74.2 88.0 | 103.4 12 I .2 | 84.2 92.4 | 112.6 122.6 | 102.2 117.9 | $\begin{aligned} & 108.6 \\ & 124.1 \end{aligned}$ |
| 1940 年 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 7 Tebruary | 90.4 | 111.5 | 54.7 | 106.4 | 97.2 | 101.9 |  |  |  |  |  |  |  |  |
| March | 105.9 | 112.3 | 83.6 | 100.3 | 158.5 | 115.6 | 90.5 | 105.6 | 102.7 | 113.1 | 84.8 | 108.2 | 100.2 | 107.3 |
| April | 110.1 | 110.0 | 105.9 | 101.5 | 8 c .0 | 98.7 | 101.5 | 102.6 | 129.4 | 111.8 | 95.4 105.2 | 105.8 106.2 | 109.4 | 110.0 |
| June | 219.9 | 113.7 | 117.8 | 100.9 | 108.3 | 108.4 | 107.8 | 109.9 | 118.1 | 112.4 | 111.9 | 108.1 | 107.4 | 109.5 |
| Ju? ${ }^{\text {J }}$ | 121.6 | 313.6.f) | 244.3 | 103. 1 | 85.7 | 110.9 | 1.88 | 109.6 | 116.5 | 102.0 | 108.7 | 106.5 | 1. 35.2 | 110.8 |
| Augasi | 113.2 | 119.8. | 101.3 97.8 | 122.6 | 84.5 106.6 | 101.0 110.8 | 94.9 | 116.1 | 96.0 | 11.4 .7 | 88.0 | 114.6 | 108.0 | 111.2 |
|  | 123.9 | 136.5 | 313.2 | 98.0. (f) | 96.8 | 109.6 | $\begin{array}{r}97 \\ 107 \\ \hline\end{array}$ | 122 | 96.0 | 125.8 | 93.8 | 116.6 | 115.5 | 172.8 |
| cotober. | 131.8 | 120.0 | 113.7 | 104.4 | 109.5 |  | 145.3 |  | 114.0 | 125.3(f) | 114.1 | 216.7 | 112.3 | 114.8 |
| Novemer | 135.7 | 123.1 | 123.6 | 130.4 | 105.6 | 121.1 | $1+5.3$ 160.3 | 115.7 120.1 | 147.8 147.0 | 112.6 | 1.43 .1 150.9 | 120.9 128.5 | 124.1 | 119.5 |
| December* | 174.2 | 131.0 | 147.5 | 107.5 | 236.9 | 129.7 | 199.8 | 125.7 | 193.1 | 132.7 | 210.2 | 132.2(f) |  | $\begin{aligned} & 115.5(f) \\ & 132.0 \end{aligned}$ |
| 1241 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| January | 102.0 | 124.2 | 81.4 | 216.1 | 85.8 | 117.0 | 91.9 | 121.6 | 88.0 | 121.2 | 92.4 | 122.6 | 117.9 | 124.1 |

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are besed largely upon returns from retail candy chains.
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.

| Year and Month | Furniture |  | Groceries and Meats |  | Hardware |  | Radio and Electrical(d) |  | Restaurants(d) |  | Variety |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | A | B | A | B | A | B | A | B | A | B | 4 | B |
| January, 1929 | 108.1 | 144.6 | 118.5 | 122.7 | 101.5 | 158.0 | 195.6 | 213.2 | 170.8 | 180.3 | 47.8 | 70.5 |
| January, 1930 | 101.2 | 135.3 | 127.5 | 130.5 | 90.2 | 140.4 | 163.2 | 177.8 | 168.9 | 177.7 | 58.5 | 86.0 |
| January, 1931 | 85.8 | 112.1 | 114.1 | 109.9 | 75.2 | 117.1 | 138.3 | 150.7 | 135.2 | 140.9 | 62.3 | 86.5 |
| January, 1932 | 66.3 | 89.7 | 94.9 | 94.9 | 61.1 | 100.5 | 92.8 | 108.8 | 104.7 | 110.5 | 59.9 | $85 \cdot 7$ |
| Janusry, 1933 | 40.5 | 58.5 | 79.8 | 85.6 | 39.9 | 67.8 | 59.5 | 72.3 | 84.5 | 90.4 | 52.7 | 80.3 |
| January, 1934. | 54.7 | 79.6 | 84.7 | 88.4 | 46.2 | 78.1 | 62.2 | 73.5 | 85.2 | 89.9 | 53.2 52.4 | 78.8 |
| January, 1935 . | 54.8 | 82.2 | 86.3 | 90.3 | 48.1 | 82.8 | 75.8 | 89.6 | 89.1 | 94.1 100.7 | 52.4 54.4 | 82.1 84.9 |
| January, 1936 | 58.7 | 88.0 | 93.9 | 97.1 | 48.0 | 84.1 | 79.2 85.6 | 98.3 110.5 | 95.7 100.5 | 100.7 106.1 | 54.4 64.5 | 84.9 98.0 |
| January, 1937 | 73.2 | 111.0 | 99.0 | 100.0 | $54 . ?$ | 101.4 | 85.6 | 110.5 | 100.5 96.5 | 106.1 102.2 | 64.5 67.5 | 98.0 109.2 |
| Jonuary, 1938 | 68.3 | 106.1 | 94.9 | 103.3 | 63.5 | 108.0 | 86.2 | 111.3 | 96.5 89.5 | 102.2 95.7 | 67.5 68.7 | 109.2 111.2 |
| January, 1939 | 60.8 | 94.5 | 93.2 | 101.1 | 63.4 | 107.8 | 77.7 | 100.3 112.4 | 89.5 95.5 | 95.7 100.8 | 60.7 | 111.2 127.0 |
| January, 1940. | 73.8 | 110.7 | 104.4 | 110.1 | 72.9 | 119.2 132.5 | 90.5 113.6 | 112.4 | 95.5 110.1 | 100.8 115.9 | 80.7 96.7 | 127.0 151.0 |
| January, 1941. | 80.1 | 120.1 | 118.2 | 122.2 | 81.1 | 132.5 | 113.6 | 141.1 | 110.1 | 115.9 | 96.7 | 151.0 |
| 1940 |  |  |  |  |  |  |  |  |  |  |  |  |
| February | 90.1 | 111.3 | 108.0 | 113.8 | 66.5 | 116.9 | 92.8 | 119.8 | 92.8 | 101.4 | 86.7 108.6 | 124.2 125.8 |
| lifarch . | 93.0 | 112.2 | 124.5 | 119.6 | 79.1 | 115.3 | 97.2 | 122.4 | 100.8 | 102.0 | 108.6 | 125.8 120.6 |
| kpril | 117.4 | 104.7 | 116.2 | 116.2 | 110.2 | 103.9 | 119.1 | 125.5 | 99.0 103.6 | 99.4 | 104.2 | 120.6 125.2 |
| Nay . . | 146.6 | 117.0 | 123.9 | 120.8 | 148.3 | 110.2 | 150.4 | 129.4 | 103.6 99.8 | 101.4 | 124.8 | 125.2 |
| June. | 123.0 | 125.7 | 131.8 | 127.8 | 139.6 | 119.7 | 146.2 | 163.9 | 99.8 | 100.6 (f) | 132.7 | $125 \cdot 3$ |
| July | 100.6 | 129.3 | 111.1 | 114.7 | 121.1 | 108.0(f) | 106.1 | 133.4 | 105.7 | $100 \cdot 7$ | 125.8 | 126.7 |
| August | 125.2 | 118.3 | 124.2 | 122.6(f) | 126.2 | 115.7 | 108.6 | 133.2 (f) | 113.7 | 104.0 | 135.0 | 134.6 |
| September | 124.0 | 111.8 | 108.9 | 116.2 | 130.2 | 115.3 | 133.9 | 119.6 | 111.1 | 108.8 | $125 \cdot 5$ | 137.9 |
| October | 135.2 | 113.4 | 120.8 | 120.8 | 141.6 | 120.8 | 145.2 | 113.0 | 112.7 | 110.6 | 146.9 | 141.7 |
| November | 122.9 | 112.1 | 126.1 | 119.0 | 126.0 | 123.6 | 146.2 | 114.7 | 109.4 | 114.1 | 153.8 | 143.8 |
| December | 165.8 | 145.3(f) | 135.7 | 128.3 | 144.8 | 135.5 | 222.8 | 164.7 | 118.1 | 115.1 | 276.2 | 146.0(f) |
| 1941 |  |  |  |  |  |  | 113.6 | 141.1 | 110.1 | 115.9 | 96.7 | 151.0 |
| January | 80.1 | 120.1 | 118.2 | 122.2 | 81.1 | $132 \cdot 5$ | 113.6 | 141.1 | 110.1 | 115.9 | 96.7 | 151.0 |

(d) Revised to census trend.
(f) Final figures.

| Year and Nonth | CANADA | Miaritime <br> Provinces | Quebec | Ontario | Prairie <br> Provinces | British <br> Columbia |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: |

Women's Clothing Stores

| January, 1936 | 65.3 | 66.6 | 58.6 | 69.3 | 62.1 | 68.4 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| January, 1937 | 71.1 | 74.8 | 67.2 | 76.6 | 59.8 | 69.3 |
| Jamuary, 1938 | 71.7 | 81.0 | 65.9 | 75.6 | 66.0 | 72.7 |
| January, 1939 | 67.9 | 75.4 | 61.7 | 69.2 | 70.9 | 71.2 |
| January, 1940 | 74.2 | 88.1 | 64.5 | 78.3 | 72.6 | 77.4 |
| Jnuary, 1941 | 88.0 | 110.7 | 75.4 | 94.8 | 79.6 |  |
| $\frac{1940}{\text { August }}$ | 96.0 | 126.1 | 85.4 | 95.7 | 92.4 | 120.3 |
| September ...... | 114.0(f) | 130.1 | 103.1 | 119.1 | 106.3 | 123.3 |
| Ootober | 147.8 | 172.6 | 144.9 | 144.8 | 160.8 | 140.8 |
| November | 147.0 | 183.1 | 127.9 | 151.5 | 162.3 | 138.9 |
| December | 193.1 | 229.8 | 183.3 | 203.8 | 177.4 | 173.7 |
| $\frac{1941}{\text { Januar }}$ | 88.0 | 110.7 | 75.4 | 94.8 | 79.6 | 91.6 |
| \% Change, |  |  |  |  |  |  |
| January, $\frac{1940}{\text { January }}$ 1939 | +18.6 | +25.7 | +16.9 | +21.1 | + 9.6 | +18.3 |


(c) Includes men's furnishings.
(i) Final figures.
(g) Not available.

(f) Final figures.

## DEPARTNHNT STCRE SALES IN CANADA, BY SELECTED DEPARTIENTS

## 1939 and 1940

(Based on sales of 23 firms)


## DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTNENTS <br> JANUARY, 1940 and JANUARY, 1941 <br> (Based on sales of 16 firms)


(o) Change is less than 0.1 per cent.
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