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INTERNAL TRADE BRANCH

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MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

APRIL 1941

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

Dominion Statistician:	R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Chief, Internal Trade Branch:	Herbert Marshall, B.A., F.S.S.
Statistician:	A.C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, APRIL, 1941

(1935 - 1939 = 100)

General Summary

The upward trend in retail purchasing in Canada was continued during April, dollar sales for the month increasing 14 per cent from March and standing 23 per cent above the level of April a year ago. The increase over April, 1940 exceeded by a considerable margin those recorded for the first three months of the year, cumulative totals for the first four months of 1941 standing 16 per cent above the corresponding period of last year. The general index of sales for the twelve lines of business for which figures are available, unadjusted for differences in number of business days or for seasonal variations, and on the base, 1935 - 1939 equals 100, stands at 135.8 for April, 119.1 for March and at 110.1 for April, 1940. On adjusting for differences in the numbers of business days in different months, for normal seasonal movements and for the shifting date of Easter, the adjusted index for April, 1941 stands at 135.4 compared with 129.3 for March, 130.6 for February and 124.6 for January. The underlying trend in retail sales for April as reflected in the adjusted index for that month was at a level 33 per cent higher than the average for the twelve months preceding the outbreak of the war.

Easter occurred in March of 1940 whereas most of the Easter business was transacted in April this year. This factor adds to the favorable comparisons in sales between April of this year and last for such trades as candy stores, shoe stores, clothing stores and variety stores. Candy stores transacted more than twice the volume of business in April of this year than last, the index for this trade showing an increase of 129 per cent. Men's clothing store sales were up 45 per cent; women's clothing stores gained 31 per cent while shoe stores were up by 39 per cent. Variety stores averaged 37 per cent higher than in April a year ago while increases of 35 per cent and 33 per cent for the women's and men's clothing departments of department stores contributed to a gain of 26 per cent for department stores as a whole. Greater activity in the building trades is reflected in a 25 per cent increase for hardware stores; restaurants gained 20 per cent and radio and electrical shops, 19 per cent. Furniture store sales were up 17 per cent; drug stores, 16 per cent and grocery and meat stores, 14 per cent.

Available figures on a geographical basis reveal the Maritime Provinces still leading in point of view of increased sales compared with last year. Increases for grocery and meat stores in various parts of the country did not deviate greatly from the average gain of 14 per cent for the country as a whole. In all other trades gains in the Maritime Provinces exceeded those for other regions. Ontario was second in point of view of sales increases followed in order by Quebec, the Prairie Provinces and British Columbia.

Results for Individual Trades

Shoe store sales gained 49 per cent from March and were 39 per cent higher than in April a year ago while cumulative figures for the first four months of the current year revealed an increase of 25 per cent over the corresponding period of 1940. All regions reported increases over April of 1940, gains ranging from 50 per cent in the Maritime Provinces to 25 per cent in British Columbia being recorded.

Candy store sales were 80 per cent above March and 129 per cent above April of 1940, an increase which must be attributed in large measure to the fact that Easter occurred in April this year and in March a year ago. Cumulative figures for the first four months of 1941 averaged 23 per cent above the same period of 1940.

Men's clothing store sales were up 45 per cent over April, 1940 and increased 41 per cent over March, 1941, while cumulative figures for the first four months of the current year averaged 26 per cent above the similar period of 1940. The 41 per cent increase over March of 1941 was greater than the normal seasonal movement for this time of year, the seasonally adjusted index standing at 144.0 for April compared with 130.0 for the preceding month. Results on a regional basis indicate that the Maritime Provinces led in point of view of increased sales both for the month and also for the year to date. Percentage increases for April of this year compared with last for the various divisions with results for the first four months in brackets are as follows: Maritime Provinces, 59 per cent (37 per cent); Quebec, 47 per cent (23 per cent); Ontario, 51 per cent (30 per cent); Prairie Provinces, 28 per cent (17 per cent); British Columbia, 19 per cent (12 per cent).

Stores specializing in women's clothing transacted 48 per cent more business in April than in March and were up 31 per cent compared with April, 1940. Cumulative figures for the year to date stand at 21 per cent above the corresponding period a year ago. Results by provinces for the month with figures for the year to date in brackets follow: Maritime Provinces, 57 per cent (34 per cent); Quebec, 32 per cent (23 per cent); Ontario, 33 per cent (23 per cent); Prairie Provinces, 27 per cent (11 per cent); British Columbia, 15 per cent (12 per cent).

Department store sales increased 26 per cent over April a year ago and were up 19 per cent compared with March, while sales for the year to date stand 17 per cent above the first four months of 1940. While all separate departments for which figures are available reported increases, the gains for women's and men's clothing exceeded those for all other items. The women's and children's-apparel department was up 35 per cent over April, 1940, while men's and boys' clothing and furnishings gained 33 per cent. Other major increases included a 29 per cent gain for the furniture department, a 27 per cent increase for hardware and kitchen utensils and a 24 per cent increase for shoes and other footwear. The household appliance and electrical supplies department was up 19 per cent while food and kindred products gained 17 per cent. Department store sales in the Maritime Provinces were 43 per cent higher in April of this year than last and stood 28 per cent higher for the year to date. Increases for other regions were more moderate, gains over April a year ago and for the year to date being as follows: Quebec, 26 per cent (16 per cent); Ontario, 27 per cent (18 per cent); Prairie Provinces, 21 per cent (13 per cent); British Columbia, 20 per cent (18 per cent).

Drug store sales declined 2 per cent from March but were 16 per cent above April, 1940, while figures for the first four months of the current year averaged 14 per cent higher than for the corresponding period a year ago. On making allowance for differences in number of business days and for normal seasonal movements, the seasonally adjusted indexes indicate that there has been but little change in the underlying trend in drug store sales since the beginning of the year, the adjusted index standing at 125.1 for April, 125.8 for March and 124.6 for February. In conformity with the results for other trades, drug store sales increased by a larger margin in the Maritime Provinces than in other sections of the country. Sales in the Maritime Provinces were 31 per cent higher than in April of 1940, while sales for the first four months were up 22 per cent over the corresponding period last year. Percentage increases for other regions for April of this year over last with results for the year to date in brackets are as follows: Quebec, 9 per cent (9 per cent); Ontario, 18 per cent (16 per cent); Prairie Provinces, 17 per cent (12 per cent); British Columbia, 11 per cent (13 per cent).

Furniture store sales gained 21 per cent over March and were 17 per cent higher than April a year ago. Cumulative figures for the first four months also reveal an increase of 17 per cent compared with the corresponding period of 1940.

Grocery and meat stores declined 2 per cent below March but transacted 14 per cent more business than in April last year, while totals for the year to date indicate an increase of 11 per cent. On making allowance for differences in number of business days, for differences in the sales importance of different days of the week and for normal seasonal movements, the adjusted index of grocery and meat store sales moved upward from 126.9 for March to 136.9 for April. Increases for the various regions of the country were more uniform for this trade than for others included in this survey. Increases over April a year ago for each of the five economic divisions with results for the year to date in brackets are as follows: Maritime Provinces, 12 per cent (10 per cent); Quebec, 12 per cent (8 per cent); Ontario, 16 per cent (13 per cent); Prairie Provinces, 12 per cent (8 per cent); British Columbia, 14 per cent (12 per cent).

Hardware store sales gained 25 per cent over April a year ago and were up 41 per cent above March, the seasonally adjusted index receding slightly from 137.2 in March to 135.3 in the month under review. Sales for the year to date were up by 20 per cent.

Radio and electrical store sales gained 19 per cent over April, 1940, and were 18 per cent higher than in the immediately preceding month this year. The increase over March, 1941, was considerably greater than the usual seasonal movement for this trade, the seasonally adjusted index advancing from 145.6 in March to 155.7 in April. Sales for the first four months of the current year stand 22 per cent above the corresponding period a year ago.

Restaurants transacted 20 per cent more business in April of this year than last and were about on a par with the March level, the seasonally adjusted index remaining practically unchanged at 119.5 for April and 119.3 for March. Sales for the year to date are up 16 per cent.

Variety store sales averaged 37 per cent higher in April of this year than last and increased 18 per cent over February. Sales for the year to date were up 22 per cent. Increases for this trade both for the month of April and also for the year to date were highest in the Maritime Provinces and lowest in British Columbia, percentage increases for the month under review and for the four-month period compared with corresponding intervals of 1940 being as follows: Maritime Provinces, 56 per cent (35 per cent); Quebec, 36 per cent (23 per cent); Ontario, 36 per cent (23 per cent); Prairie Provinces, 36 per cent (16 per cent); British Columbia, 20 per cent (10 per cent).

Jewellery stores continue the marked increases recorded in earlier months, sales for April averaging 33 per cent above April a year ago. All provinces reported increases as follows: Maritime Provinces, 41 per cent; Quebec, 39 per cent; Ontario, 34 per cent; Prairie Provinces, 20 per cent; British Columbia, 30 per cent.

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

Kind of Business	April, 1941 + or - per cent compared with			Cumulative Indexes
	April 1930	April 1940	March 1941	Jan.-April, 1941 Jan.-April, 1940
General Index	- 0.4	+ 23.3	+ 14.0	+ 15.7
Boot and Shoe Stores	- 9.4	+ 39.3	+ 49.2	+ 25.3
Candy Stores	- 17.9	+129.1	+ 79.7	+ 22.8
Men's Clothing Stores	- 20.4	+ 45.3	+ 41.3	+ 25.8
Women's Clothing Stores ...	- 1.6	+ 31.2	+ 47.9	+ 20.9
Department Stores	- 4.3	+ 25.8	+ 18.8	+ 16.8
Drug Stores	+ 3.1	+ 16.4	- 2.4	+ 14.3
Furniture Stores	- 5.6	+ 16.5	+ 21.4	+ 16.5
Grocery and Meat Stores ...	+ 4.6	+ 14.0	- 1.6	+ 10.8
Hardware Stores	+ 9.3	+ 25.1	+ 40.9	+ 20.4
Radio and Electrical Stores	+ 15.0	+ 19.2	+ 18.0	+ 22.1
Restaurants	- 24.1	+ 20.2	+ 1.3	+ 15.9
Variety Stores	+ 74.9	+ 36.9	+ 17.9	+ 22.1

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores
April, 1940 and April, 1941

Region	Sales in April, 1941 compared with Sales in April, 1940	
	Boot and Shoe Stores	Jewellery Stores
Canada	+ 39.3	+ 33.1
Maritime Provinces	+ 50.4	+ 40.5
Quebec	+ 41.9	+ 39.2
Ontario	+ 39.7	+ 34.0
Prairie Provinces	+ 35.9	+ 20.2
British Columbia	+ 24.8	+ 29.7

Regional Trends in Retail Trade, First Quarter of 1941

Indexes of sales are now computed on a regional basis for six of the twelve lines of business included in this monthly survey. Indexes of country general store sales are issued in a separate bulletin⁽¹⁾ and these are also computed on a geographical basis. In addition, figures are available relating to the number and value of new passenger cars sold in the various provinces⁽²⁾. The indexes for the six trades have been combined with those for country general stores and with the data for new passenger car deliveries in order to derive an index which will provide an indication of the general trend in retail purchasing in each of the five economic divisions of the country. While the figures thus obtained cannot claim the representativeness of a more complete survey, they are believed to be sufficiently accurate to reflect any significant differences in the trends in retail trade in different parts. A comparison of retail trade during the first quarter of 1941 with the corresponding period of 1940 for each of the five economic divisions follows.

Maritime Provinces

Retail trade in the Maritimes averaged 12 per cent higher for the first three months of 1941 than in the corresponding period a year ago. This gain, while substantial, is considerably below the pronounced increases which characterized comparisons in the Maritimes between war and pre-war periods indicating that a considerable portion of the slack in consumer purchasing has been taken up. Sales for the first quarter of 1940 ranged 24 per cent above the first quarter of 1939 while a direct comparison between 1941 and 1939 reveals an increase of 40 per cent.

Rural purchasing has increased but slightly in the Maritime Provinces, sales of country general stores averaging only 1 per cent higher in the first quarter of this year compared with last. On the other hand, urban buying, as reflected in department store sales, gained 22 per cent in the same comparison. Variety store sales gained 27 per cent and drug store sales were up 19 per cent while grocery and meat store sales were 10 per cent above last year. Sales of men's clothing stores were 28 per cent above the first quarter of last year while the increase for stores specializing in women's clothing was only slightly less at 23 per cent. There were 1,471 new passenger cars sold for \$1,866,279 in the Maritimes during the first quarter of the current year, down 8 per cent in number but up 8 per cent in value compared with the corresponding period of last year.

Quebec

Dollar volume of retail trade in Quebec province was 12 per cent higher in the first quarter of this year than last and was 25 per cent above the level of two years ago. Gains were more uniform for rural and urban sections in Quebec than in other regions of the country, increased prices for some farm products stimulating country purchasing. Country general store sales averaged 10 per cent higher for the first three months of 1941 compared with the corresponding period a year ago. Urban buying, as reflected in department store trade, was up by 12 per cent while gains for other types of business for which figures are available were 17 per cent for variety stores and for women's clothing stores, 13 per cent for men's clothing stores, 10 per cent for drug stores and 7 per cent for grocery and meat stores. A pronounced increase in the number of new passenger cars sold was recorded in March, sales for the month exceeding by 42 per cent in number and 62 per cent in value the corresponding figures for March last year. There were 4,697 new passenger models sold for \$6,121,137 in Quebec during the three-month period, up 16 per cent in number and 30 per cent in value over the first quarter of 1940.

Ontario

Retail sales in Ontario averaged 13 per cent higher during the first quarter of this year than last and were 31 per cent above the dollar volume of business transacted two years ago. Early spring conditions stimulated the clothing trades during March with the result that sales of men's clothing stores averaged 21 per cent higher for the first three months of this year over last while women's clothing stores were up by 18 per cent. Variety stores transacted 17 per cent more

(1) Monthly Indexes of Country General Store Sales.

(2) Monthly Sales of New Motor Vehicles in Canada.

Annual subscription for each series, \$1.00.

business than a year ago; drug stores gained 16 per cent; department stores, 14 per cent and grocery and meat stores, 12 per cent. Apart from an improvement in the eastern parts of the province in March there was but slight change in the amount of business done by country general stores in Ontario compared with last year. Sales averaged only 5 per cent higher for the first quarter of 1941 over 1940. An increase of 16 per cent in March sales in the eastern parts of the province may be attributed to a considerable degree to the mild weather prevailing during that month compared with the wintry conditions which prevailed in the corresponding month a year ago.

Passenger car sales in Ontario numbered 11,809 during the first quarter of this year and these sold for \$14,942,696. These figures represent a decrease of 4 per cent in number of units and an increase of 11 per cent in value compared with the corresponding period last year.

Prairie Provinces

Reflecting the deferring of wheat marketings and the greater relative importance of agricultural income in the total purchasing power, retail sales in the Prairie Provinces during the first quarter of the year did not register the gains recorded in other sections of the country. Nevertheless, retail trade is estimated at 4 per cent above the first quarter of 1940, a gain which when superimposed upon a 26 per cent increase which took place in the first quarter of 1940 compared with 1939 brings the dollar value of sales for the first three months of the current year to a level 31 per cent higher than that two years ago. New passenger car sales were lower, 3,744 new passenger models selling for \$4,684,071 during the first quarter of this year, down 28 per cent in number and 16 per cent in value from the corresponding period of last year. Slight increases in country general store sales in Alberta and Manitoba were offset by a reduction in Saskatchewan with the result that sales for the Prairie Provinces as a whole were unchanged from last year. Moderate increases were general for urban trade with gains of 12 per cent for men's clothing stores, 4 per cent for women's clothing stores, 8 per cent for grocery and meat stores, 9 per cent for department stores and variety stores and 10 per cent for drug stores being reported.

British Columbia

Marked increase in urban consumer purchasing compared with last year is reflected in retail trade statistics for this province, sales for the first quarter of the year averaging 14 per cent above the dollar volume recorded a year ago and 30 per cent above the level of 1939. Department stores transacted 17 per cent more business than in the first quarter of 1940 while gains for other types of business were 10 per cent for men's clothing stores, 9 per cent for women's clothing stores, 12 per cent for grocery and meat stores, 6 per cent for variety stores and 13 per cent for drug stores. Country general stores were up by 4 per cent. There were 2,006 new passenger models sold for \$2,525,827 in the first quarter of this year, up 7 per cent in number and 24 per cent in value compared with last year.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

Year and Month	General Index		Boots and Shoes		Candy(h)		Men's Clothing(c)		Women's Clothing		Departmental		Drugs	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B
April, 1929	136.9	137.4	176.9	172.8	160.5	193.3	191.5	168.4	150.6	141.0	136.3	141.9	116.7	120.4
April, 1930	136.3	132.0	164.4	142.9	223.2	175.1	185.4	141.3	172.5	145.3	138.2	138.1	117.3	120.2
April, 1931	120.5	119.8	138.7	138.0	184.6	144.2	142.2	117.4	148.1	132.8	123.7	126.8	105.6	108.2
April, 1932	98.6	94.7	118.3	108.3	105.2	119.2	92.1	75.6	116.1	101.5	101.7	103.9	100.5	100.3
April, 1933	85.5	82.0	96.8	82.9	138.2	105.9	107.9	80.3	97.8	80.4	87.2	88.9	82.6	84.4
April, 1934	85.6	88.1	94.5	94.6	94.8	117.4	88.7	80.2	92.7	89.3	86.8	92.7	86.6	91.2
April, 1935	93.5	90.9	110.6	95.8	135.5	106.7	113.4	87.1	105.8	89.8	94.8	94.7	89.6	92.4
April, 1936	96.1	93.0	108.5	102.1	143.9	112.4	103.9	97.4	126.8	103.0	94.3	91.2	92.7	96.0
April, 1937	104.8	102.4	108.1	104.8	81.9	97.5	109.1	106.1	126.4	103.6	101.3	101.5	98.4	101.5
April, 1938	109.7	103.2	122.3	100.7	133.4	95.2	115.8	103.2	137.8	102.3	103.8	99.7	101.2	102.1
April, 1939	104.2	103.4	114.2	96.2	135.3	99.8	101.2	98.2	126.3	100.6	97.1	102.0	102.8	106.1
April, 1940	110.1	110.0	106.9	101.5	80.0	98.7	101.5	102.6	129.4	111.8	105.2	106.2	103.9	108.3
April, 1941	135.8	135.4	148.9	128.4	183.3	138.5	147.5	144.0	169.8	135.4	132.3	133.5	120.9	125.1
<u>1940</u>														
May	119.9	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
June	121.4	116.6	144.3	103.1	85.7	110.9	118.5	109.6	116.5	102.0	108.7	106.5	105.2	110.8
July	103.2	114.5	101.3	106.6	84.5	101.0	94.9	116.1	96.0	114.7	88.0	114.6	108.0	111.2
August	113.2	119.8	97.8	122.7	106.6	110.8	97.4	122.4	96.0	125.8	99.8	116.6	115.5	112.8
September	113.9	116.5	113.2	98.0	96.8	109.6	107.3	112.1	114.0	125.3	114.1	116.7	112.3	114.8
October	131.9	120.1	113.7	104.4	109.5	114.0	145.5	115.9	148.6	120.3	141.1	120.9	124.1	119.5
November	135.7	123.0	128.6	130.4	105.1	120.5	160.3	120.1	146.8	124.9	150.9	128.5	116.9	115.5
December	174.1	130.9	146.8	107.0	226.5	124.0	199.7	125.6	193.6	133.0	210.2	132.2	161.9	131.6
<u>1941</u>														
January	102.3	124.6	80.0	114.2	86.0	117.2	91.8	121.4	88.1	121.3	93.1	123.5	117.9	124.1
February	101.5	130.6	67.0	134.6	129.9	140.7	82.4	139.5	79.9	137.3	94.8	126.1	112.4	124.6
March	119.1	129.3	99.8	142.6	102.0	123.7	104.4	130.0	114.8	135.8	111.4	124.8	123.9	125.8
April	135.8	135.4	148.9	128.4	183.3	138.5	147.5	144.0	169.8	135.4	132.3	133.5	120.9	125.1

(c) Includes men's furnishings.

(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

Year and Month	Furniture		Groceries and Meats		Hardware		Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B	A	B	A	B	A	B
April, 1929	160.0	142.6	126.4	125.2	141.9	133.8	167.4	221.9	174.5	175.3	64.6	73.9
April, 1930	144.9	133.8	126.7	124.8	126.2	123.8	123.5	170.2	156.8	157.5	81.6	89.3
April, 1931	119.7	110.6	116.0	115.5	111.3	109.2	101.0	137.4	134.4	135.0	81.9	92.2
April, 1932	91.7	79.9	97.4	88.4	92.9	87.6	75.4	97.3	106.5	105.6	76.1	82.6
April, 1933	71.7	66.4	84.0	79.1	73.5	75.1	55.5	73.7	86.9	87.6	70.6	74.6
April, 1934	89.2	78.8	85.6	86.9	82.6	81.0	61.7	77.7	91.4	93.0	65.9	77.6
April, 1935	101.6	89.0	88.6	88.0	90.7	89.0	73.6	92.7	93.6	94.0	77.4	84.7
April, 1936	107.7	94.4	91.1	89.8	94.0	92.2	87.3	95.8	98.2	98.6	82.4	89.8
April, 1937	124.2	105.0	104.7	100.9	113.4	106.9	105.3	111.1	106.8	106.9	84.8	97.4
April, 1938	112.0	101.0	112.0	106.5	109.1	107.0	101.8	111.7	99.5	98.6	102.6	105.1
April, 1939	102.6	95.9	110.0	108.7	96.6	98.7	92.8	106.0	93.3	94.0	100.9	106.6
April, 1940	117.4	104.7	116.2	116.2	110.2	103.9	119.1	125.6	99.0	99.4	104.2	120.6
April, 1941	136.8	126.3	132.5	136.9	137.9	135.3	142.0	155.7	119.0	119.5	142.7	156.2
<u>1940</u>												
May	146.6	117.0	123.9	120.8	148.3	110.2	150.4	129.4	103.6	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	132.7	125.3
July	100.6	129.3	111.1	114.7	121.1	108.0	106.1	133.4	106.0	101.0	125.8	126.7
August	125.2	118.3	124.2	122.6	126.2	115.7	108.6	133.2	113.5	103.8	135.0	134.6
September	124.0	111.8	108.9	116.2	130.2	115.3	133.9	119.6	111.0	108.7	125.5	137.9
October	135.2	113.4	120.8	120.8	141.6	120.8	148.2	115.4	112.5	110.4	146.9	141.7
November	122.9	112.1	126.1	119.0	126.0	123.6	146.2	114.7	109.2	113.9	153.8	143.8
December	165.8	145.3	135.5	128.1	146.2	136.8	224.4	165.9	117.8	114.9	276.2	146.0
<u>1941</u>												
January	83.1	124.6	118.0	122.0	82.2	134.3	115.3	143.1	109.7	115.4	96.9	151.4
February	103.6	132.8	116.9	127.3	77.7	142.4	110.4	148.5	103.7	117.4	103.8	153.6
March	112.7	131.3	134.6	126.9	97.9	137.2	120.3	145.6	117.5	119.3	121.0	150.9
April	136.8	126.3	132.5	136.9	137.9	135.3	142.0	155.7	119.0	119.5	142.7	156.2

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(c)						
April, 1936	103.9	97.9	105.8	106.5	100.4	94.7
April, 1937	109.1	97.4	120.0	109.1	104.7	94.6
April, 1938	115.8	122.7	121.8	117.1	106.2	99.5
April, 1939	101.2	97.8	101.1	102.3	104.2	94.0
April, 1940	101.5	116.8	104.3	101.3	94.6	91.1
April, 1941	147.5	185.9	153.1	153.1	120.9	108.2
1940						
November	160.3	182.9	150.3	160.3	181.7	137.3
December	199.7	250.8	171.9	212.0	178.8	201.6
1941						
January	91.8	120.4	79.8	96.7	79.5	94.2
February	82.4	106.9	75.4	85.9	72.4	77.9
March	104.4	128.7	100.1	110.2	90.6	85.8
April	147.5	185.9	153.1	153.1	120.9	108.2
% Change,						
April, 1941	+45.3	+59.2	+46.8	+51.1	+27.8	+18.8
April, 1940						
% Change,						
Jan.-April, 1941	+25.8	+36.9	+22.6	+30.3	+17.1	+11.8
Jan.-April, 1940						
Women's Clothing Stores						
April, 1936	126.8	105.4	134.5	124.6	128.8	122.4
April, 1937	126.4	102.0	151.7	120.5	120.3	105.0
April, 1938	137.8	133.5	149.6	133.5	136.1	130.5
April, 1939	126.3	113.3	125.1	125.4	132.5	130.4
April, 1940	129.4	130.5	130.7	132.5	114.1	133.2
April, 1941	169.8	204.7	171.9	176.1	145.1	153.5
1940						
November	146.8	178.3	127.9	151.5	162.3	138.9
December	193.6	227.6	182.7	205.1	178.0	173.7
1941						
January	88.1	111.0	75.4	94.6	80.6	91.9
February	79.9	94.0	80.6	80.3	72.8	80.3
March	114.8	126.6	103.0	116.6	111.4	139.1
April	169.8	204.7	171.9	176.1	145.1	153.5
% Change,						
April, 1941	+31.2	+56.9	+31.5	+32.9	+27.2	+15.2
April, 1940						
% Change,						
Jan.-April, 1941	+20.9	+34.4	+22.9	+23.2	+11.4	+12.0
Jan.-April, 1940						
Grocery and Meat Stores						
April, 1936	91.1	(g)	94.4	90.7	86.5	88.2
April, 1937	104.7	(g)	104.8	103.2	106.3	109.6
April, 1938	112.0	(g)	114.4	113.4	103.4	108.9
April, 1939	110.0	103.8	119.0	113.1	93.1	94.1
April, 1940	116.2	111.1	120.2	117.0	107.5	117.2
April, 1941	132.5	124.1	135.0	136.1	120.5	133.1
1940						
November	126.1	127.5	118.8	130.2	129.1	124.2
December	135.5	136.3	130.6	141.6	128.6	130.9
1941						
January	118.0	116.4	116.5	124.1	104.4	115.3
February	116.9	117.1	117.4	120.7	104.0	116.0
March	134.6	129.6	137.7	139.3	118.1	131.0
April	132.5	124.1	135.0	136.1	120.5	133.1
% Change,						
April, 1941	+14.0	+11.7	+12.3	+16.3	+12.1	+13.6
April, 1940						
% Change,						
Jan.-April, 1941	+10.8	+10.2	+ 8.0	+13.4	+ 7.8	+12.4
Jan.-April, 1940						

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

UNADJUSTED INDEXES OF RETAIL SALES, BY PROVINCES - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
April, 1936	94.3	90.5	93.9	94.8	94.4	94.8
April, 1937	101.3	98.3	104.9	102.6	99.2	99.5
April, 1938	103.8	100.4	115.1	104.7	98.2	102.5
April, 1939	97.1	88.6	103.1	97.4	94.6	99.5
April, 1940	105.2	102.3	113.5	107.4	99.6	103.5
April, 1941	132.3	145.8	143.5	136.8	120.7	123.8
<u>1940</u>						
November	150.9	155.5	141.0	150.0	160.8	139.7
December	210.2	245.3	215.3	218.9	192.3	197.2
<u>1941</u>						
January	93.1	98.4	102.2	92.6	87.6	93.4
February	94.8	100.6	95.8	95.6	90.8	97.3
March	111.4	115.9	116.1	111.9	104.3	118.6
April	132.3	145.8	143.5	136.8	120.7	123.8
% Change, April, 1941	+25.8	+42.5	+26.4	+27.4	+21.2	+19.6
April, 1940						
% Change, Jan.-April, 1941	+16.8	+27.5	+15.7	+18.0	+12.6	+17.7
Jan.-April, 1940						
Variety Stores						
April, 1936	82.4	72.8	82.5	83.9	81.9	85.4
April, 1937	84.8	76.2	85.0	85.4	87.8	86.0
April, 1938	102.6	93.4	105.5	104.6	97.2	100.1
April, 1939	100.9	100.5	104.6	99.3	100.5	99.0
April, 1940	104.2	117.2	109.2	100.3	102.9	97.9
April, 1941	142.7	182.4	148.6	136.8	140.0	117.7
<u>1940</u>						
November	153.8	195.2	151.1	149.4	162.2	128.6
December	276.2	368.5	257.2	278.1	281.7	212.9
<u>1941</u>						
January	96.9	110.8	103.0	94.3	90.6	87.0
February	103.8	125.2	106.4	99.8	102.6	96.0
March	121.0	156.0	122.2	117.5	116.2	105.6
April	142.7	182.4	148.6	136.8	140.0	117.7
% Change, April, 1941	+36.9	+55.6	+36.1	+36.4	+36.1	+20.2
April, 1940						
% Change, Jan.-April, 1941	+22.1	+35.2	+22.8	+22.6	+16.0	+10.0
Jan.-April, 1940						
Drug Stores						
April, 1936	92.7	91.2	93.8	92.5	93.6	91.0
April, 1937	98.4	99.6	100.5	97.7	97.7	98.6
April, 1938	101.2	102.5	103.0	101.1	98.6	102.5
April, 1939	102.8	101.0	102.3	99.3	115.7	97.7
April, 1940	103.9	106.7	107.9	102.0	103.5	104.1
April, 1941	120.9	140.1	117.6	120.4	120.6	115.2
<u>1940</u>						
November	116.9	126.4	116.7	117.7	112.4	114.5
December	161.9	196.5	154.9	156.5	169.5	163.1
<u>1941</u>						
January	117.9	126.8	120.9	117.9	112.2	115.9
February	112.4	124.3	112.8	113.0	107.3	108.3
March	123.9	137.6	126.2	125.5	115.5	115.4
April	120.9	140.1	117.6	120.4	120.6	115.2
% Change, April, 1941	+16.4	+31.3	+9.0	+18.0	+16.5	+10.7
April, 1940						
% Change, Jan.-April, 1941	+14.3	+22.0	+9.4	+16.3	+11.9	+12.5
Jan.-April, 1940						

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

APRIL, 1940 AND APRIL, 1941

(Based on sales of 20 firms)

	April 1940	April 1941	% Change 1941/1940
	\$	\$	
TOTAL SALES	19,816,196	24,912,560	+ 25.7
1. Women's dresses, coats and suits	2,434,869	3,368,429	+ 38.3
2. Girls' and infants' wear	652,725	1,018,175	+ 56.0
3. Hosiery and gloves	912,453	1,117,262	+ 22.4
4. Lingerie and corsets	756,692	929,886	+ 22.9
5. Millinery	412,318	547,564	+ 32.8
6. Women's and children's apparel--(Total, 1-5) ..	5,169,057	6,981,316	+ 35.1
7. Men's and boys' clothing and furnishings	2,093,641	2,781,160	+ 32.8
8. Drugs and toilet articles and preparations	520,017	589,288	+ 13.3
9. Piece goods	1,256,743	1,392,156	+ 10.8
10. Smallwares	610,796	695,041	+ 13.8
11. Food and kindred products	1,822,817	2,134,617	+ 17.1
12. Furniture (including mattresses, springs)	1,048,614	1,354,246	+ 29.1
13. Home furnishings	1,573,493	1,839,499	+ 16.9
14. Household appliances and electrical supplies ..	632,928	750,897	+ 18.6
15. Hardware and kitchen utensils	887,193	1,127,322	+ 27.1
16. Radios, musical instruments and supplies	238,179	246,874	+ 3.7
17. Shoes and other footwear	1,641,999	2,038,592	+ 24.2
18. Stationery, books and magazines	206,230	242,945	+ 17.8
19. All other departments, total	2,114,489	2,738,607	+ 29.5



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Year	Value	Value	Description
1950	100,000	100,000	...
1951	105,000	105,000	...
1952	110,000	110,000	...
1953	115,000	115,000	...
1954	120,000	120,000	...
1955	125,000	125,000	...
1956	130,000	130,000	...
1957	135,000	135,000	...
1958	140,000	140,000	...
1959	145,000	145,000	...
1960	150,000	150,000	...
1961	155,000	155,000	...
1962	160,000	160,000	...
1963	165,000	165,000	...
1964	170,000	170,000	...
1965	175,000	175,000	...
1966	180,000	180,000	...
1967	185,000	185,000	...
1968	190,000	190,000	...
1969	195,000	195,000	...
1970	200,000	200,000	...