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MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

MAY 1941

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Minister of Trade and Commerce

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, MAY, 1941

(1935 - 1939 = 100)

General Summary

Partially as a result of higher prices and partly due to an increase in the amount of goods purchased, customers spent 19 per cent more money in retail stores in Canada in May of this year than last, and 5 per cent more than in the month of April. Sales for the first five months of the year stand 17 per cent above the corresponding period of 1940 and 30 per cent above the average of the first five months of 1939. These figures are based on monthly statements of sales covering a sample number of approximately 6,500 retail stores giving representation to 12 different lines of business and dealing chiefly in food, clothing and household requirements. The general unadjusted index of sales for the twelve trades and on the base, 1935 - 1939 equals 100 stands at 142.9 for May, 1941, 135.7 for April and 119.9 for May last year.

To what extent the gain in aggregate dollar volume represents higher prices and to what extent it reflects an increase in the volume of goods purchased cannot be accurately measured. The Bureau's retail price index averaged 5 per cent higher for the first five months of 1941 than for the corresponding period of 1940 and 11 per cent above the first five months of 1939. While indexes of prices and dollar sales are not strictly comparable, nevertheless the comparison is sufficiently valid to show that not more than about one third of the increase in dollar sales should be attributed to price movements.

The occurrence of five Saturdays in May of this year and only four in May a year ago tends to produce a favorable comparison for the month under review. On adjusting for differences in numbers of business days, including an allowance for the varying sales importance of the various days of the week, and on adjusting further for normal seasonal movements, the adjusted index of sales stands at 134.5 for May, practically on a par with the April index of 135.3 and 18 per cent above the level of May a year ago.

All lines of business shared in the increase recorded over May a year ago. Stores specializing in radios and electrical appliances reported a 10 per cent gain in dollar volume over May last year. This spread was considerably reduced from that recorded for earlier months, sales for the year to-date standing 20 per cent above the corresponding period of 1940. Hardware store sales were up 14 per cent while gains for the other 10 trades included in the survey ranged from 15 per cent for restaurants to 27 per cent for variety stores. Gains over May last year for the other trades were as follows: furniture stores, 18 per cent; grocery and meat stores, 18 per cent; drug stores, 18 per cent; department stores, 20 per cent; women's clothing stores, 20 per cent; candy stores, 21 per cent; shoe stores, 22 per cent; men's clothing stores, 26 per cent.

An analysis of departmental store sales by departments shows the furniture department leading in point of view of increased sales compared with May last year with a gain of 34 per cent. The increase for hardware and kitchen utensils was only slightly less at 31 per cent, while household appliances were up 27 per cent. Increases for other specified departments were below 25 per cent, gains for some of the more important being as follows: women's and children's apparel, 20 per cent; men's and boys' clothing and furnishings, 18 per cent; home furnishings, 18 per cent and shoes, 13 per cent.

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

Kind of Business	May, 1941 + or - per cent compared with			Cumulative Indexes
	May 1930	May 1940	April 1941	Jan.-May, 1941 / Jan.-May, 1940
General Index	+ 3.1	+ 19.2	+ 5.3	+ 16.5
Boot and Shoe Stores	- 11.0	+ 21.6	- 3.8	+ 24.3
Candy Stores	- 28.2	+ 20.9	- 26.4	+ 21.1
Men's Clothing Stores	- 13.8	+ 26.4	- 7.2	+ 25.9
Women's Clothing Stores ...	- 12.4	+ 20.2	- 16.4	+ 20.8
Department Stores	- 2.0	+ 20.1	+ 1.7	+ 17.5
Drug Stores	+ 7.9	+ 18.2	+ 5.0	+ 15.1
Furniture Stores	+ 0.1	+ 17.5	+ 24.9	+ 17.0
Grocery and Meat Stores ...	+ 11.7	+ 18.3	+ 10.9	+ 12.4
Hardware Stores	+ 10.8	+ 14.4	+ 23.4	+ 18.4
Radio and Electrical Stores	+ 29.2	+ 10.4	+ 13.5	+ 19.7
Restaurants	- 28.7	+ 14.9	+ 0.4	+ 15.3
Variety Stores	+ 72.0	+ 27.2	+ 10.7	+ 23.5

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

Region	Sales in May, 1941 compared with Sales in May, 1940	
	Boot and Shoe Stores	Jewellery Stores
CANADA	+ 21.6	+ 21.2
Maritime Provinces	+ 20.1	+ 37.0
Quebec	+ 12.1	+ 10.5
Ontario	+ 30.9	+ 25.5
Prairie Provinces	+ 13.3	+ 18.7
British Columbia	+ 7.5	+ 24.6

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
May, 1929	144.5	135.4	198.8	173.3	200.4	200.6	176.6	150.8	159.7	145.1	140.5	135.7	120.6	122.9
May, 1930	138.6	128.5	160 9	139.7	182.2	173.9	158.1	134.0	162.1	146.1	137.2	132.0	117.6	117.3
May, 1931	118.3	109.2	137.6	116.3	150.9	148.3	121.0	99.8	137.0	120.2	116.9	115.2	105.5	107.2
May, 1932	96.7	93.7	122.2	108.6	115.5	120.6	91.6	81.4	103.9	98.2	96.5	97.0	92.2	96.8
May, 1933	89.8	84.5	103.2	88.8	102.8	104.1	89.2	77.1	94.5	86.9	91.6	88.8	82.0	84.4
May, 1934	96.3	89.9	122.6	105.0	103.0	103.9	101.7	87.2	101.7	92.8	96.3	93.4	87.8	89.8
May, 1935	93.6	88.0	107.7	89.2	104.4	104.5	96.4	82.3	92.9	84.4	92.2	89.1	89.9	91.6
May, 1936	101.9	94.5	129.9	102.6	101.5	99.7	104.6	98.0	112.5	101.5	97.8	96.3	94.4	95.9
May, 1937	110.4	103.3	130.1	102.8	106.4	105.3	114.1	108.6	111.8	104.4	104.3	103.2	101.4	104.0
May, 1938	101.5	99.6	101.8	85.3	94.1	98.3	91.7	97.3	96.4	95.5	95.1	95.6	97.0	101.8
May, 1939	107.7	103.0	112.4	96.7	92.7	93.9	95.0	98.0	104.2	100.4	101.4	98.4	102.7	105.7
May, 1940	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
May, 1941	142.9	134.5	143.2	122.2	130.9	124.9	136.3	137.9	142.0	134.1	134.4	129.4	126.9	126.5
1940														
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
1941														
January	102.3	124.5	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	130.5	67.0	134.6	127.5	138.1	82.4	139.5	79.9	137.3	94.8	126.1	112.4	124.6
March	119.2	129.3	99.8	142.6	103.1	125.0	104.4	130.0	114.8	135.8	111.6	125.0	123.9	125.8
April	135.7	135.3	148.8	128.3	177.9	134.4	146.9	143.4	169.9	135.4	132.1	133.3	120.8	125.1
May	142.9	134.5	143.2	122.2	130.9	124.9	136.3	137.9	142.0	134.1	134.4	129.4	126.9	126.5

(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
May, 1929	174.4	143.8	133.7	126.7	149.6	107.9	183.3	227.6	188.3	184.3	89.4	86.2
May, 1930	172.2	142.0	131.2	122.8	153.1	110.4	128.6	159.7	166.8	161.7	92.3	88.7
May, 1931	123.9	103.4	115.6	103.8	127.2	95.4	105.0	135.6	137.1	134.6	91.0	84.8
May, 1932	91.2	77.3	95.5	94.2	112.4	84.3	69.1	86.0	101.1	100.5	81.0	80.7
May, 1933	84.6	66.4	90.6	87.2	99.7	71.9	62.8	71.6	88.7	87.1	72.7	70.4
May, 1934	110.2	86.5	91.9	87.8	118.7	85.6	73.2	82.5	96.6	94.8	81.2	78.6
May, 1935	105.0	82.5	90.8	88.5	114.5	82.6	85.8	96.7	96.0	93.9	79.8	80.1
May, 1936	117.7	93.5	97.7	90.3	123.6	92.7	107.2	95.9	101.2	99.4	93.4	90.5
May, 1937	139.1	110.5	107.3	101.0	139.7	104.8	124.2	111.1	103.0	101.4	106.6	103.7
May, 1938	121.9	100.0	102.1	103.6	137.0	105.9	113.6	101.6	98.9	98.4	98.2	101.7
May, 1939	125.2	99.9	109.7	108.7	136.9	101.7	122.4	105.3	100.5	98.7	106.9	107.7
May, 1940	146.6	117.0	123.9	120.8	148.3	110.2	150.4	129.4	103.6	101.4	124.8	125.2
May, 1941	172.3	137.5	146.6	141.3	169.7	126.1	166.1	142.9	119.0	115.3	158.8	158.7
1940												
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
1941												
January	83.1	124.6	118.0	122.0	82.2	134.3	115.3	143.1	109.3	115.0	96.9	151.4
February	103.6	132.8	116.9	127.3	77.7	142.4	110.4	148.5	103.2	116.9	103.8	153.6
March	112.7	131.3	134.6	126.9	97.9	137.2	120.3	145.6	117.0	118.8	121.0	150.9
April	137.9	127.4	132.2	136.6	137.5	134.9	146.3	160.5	118.5	119.0	143.4	157.0
May	172.3	137.5	146.6	141.3	169.7	126.1	166.1	142.9	119.0	115.3	158.8	158.7

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)						
May, 1936	104.6	97.2	113.6	102.5	100.2	102.8
May, 1937	114.1	112.3	130.6	108.9	105.4	109.1
May, 1938	91.7	97.0	103.6	85.2	86.5	95.7
May, 1939	95.0	98.9	107.5	89.0	89.0	97.0
May, 1940	107.8	130.0	120.4	100.8	99.9	101.2
May, 1941	136.3	177.7	143.0	134.7	123.1	109.2
1940						
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	146.9	185.9	149.7	154.0	120.6	106.4
May	136.3	177.7	143.0	134.7	123.1	109.2
% Change, May, 1941 / May, 1940	+26.4	+36.7	+18.8	+33.6	+23.2	+ 7.9
% Change, Jan.-May, 1941 / Jan.-May, 1940	+25.9	+36.8	+20.9	+31.3	+18.5	+10.5
Women's Clothing Stores						
May, 1936	112.5	101.5	118.5	108.1	119.6	111.6
May, 1937	111.8	113.9	123.7	106.4	107.1	112.2
May, 1938	96.4	111.6	103.4	89.1	96.4	107.3
May, 1939	104.2	120.2	113.0	97.1	99.9	115.6
May, 1940	118.1	162.1	125.0	108.5	118.0	128.5
May, 1941	142.0	198.5	149.3	136.9	128.5	143.5
1940						
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	169.9	200.9	173.3	175.2	145.6	156.5
May	142.0	198.5	149.3	136.9	128.5	143.5
% Change, May, 1941 / May, 1940	+20.2	+22.5	+19.4	+26.2	+ 8.9	+11.7
% Change, Jan.-May, 1941 / Jan.-May, 1940	+20.8	+30.3	+22.3	+23.7	+10.9	+12.5
Grocery and Meat Stores						
May, 1936	97.7	(g)	100.2	97.0	96.9	92.7
May, 1937	107.3	(g)	107.3	105.7	108.6	113.6
May, 1938	102.1	(g)	103.8	102.1	98.1	102.5
May, 1939	109.7	107.7	113.0	110.4	104.7	103.6
May, 1940	123.9	119.7	124.0	122.8	128.2	126.8
May, 1941	146.6	143.2	144.1	150.6	141.9	146.2
1940						
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	104.3	116.0
March	134.6	129.6	137.7	139.3	118.5	131.0
April	132.2	124.1	135.0	135.8	120.3	132.0
May	146.6	143.2	144.1	150.6	141.9	146.2
% Change, May, 1941 / May, 1940	+18.3	+19.6	+16.2	+22.6	+10.7	+15.3
% Change, Jan.-May, 1941 / Jan.-May, 1940	+12.4	+12.2	+ 9.7	+15.3	+ 8.6	+12.8

(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			
May, 1936	97.8	100.6	98.9	98.9	95.6	96.2
May, 1937	104.3	117.2	112.6	103.4	99.5	101.4
May, 1938	95.1	101.7	105.1	95.1	89.3	93.5
May, 1939	101.4	108.4	113.2	101.5	95.6	96.8
May, 1940	111.9	125.0	122.7	113.3	103.5	106.9
May, 1941	134.4	160.3	143.2	137.8	121.9	127.4
1940						
December	210.2	245.3	215.3	218.9	192.3	197.2
1941						
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	111.6	115.9	116.1	112.1	104.3	119.6
April	132.1	144.2	143.0	136.9	121.4	121.7
May	134.4	160.3	143.2	137.8	121.9	127.4
% Change, May, 1941 / May, 1940	+20.1	+28.2	+16.7	+21.6	+17.8	+19.2
% Change, Jan.-May, 1941 / Jan.-May, 1940	+17.5	+27.4	+15.8	+18.9	+13.9	+17.8
			Variety Stores			
May, 1936	93.4	83.8	98.1	95.0	89.6	85.9
May, 1937	106.6	102.0	116.5	105.1	101.8	96.9
May, 1938	98.2	92.4	107.8	96.7	90.4	95.5
May, 1939	106.9	111.8	119.4	99.9	107.7	101.1
May, 1940	124.8	144.7	139.9	116.4	123.3	105.6
May, 1941	158.8	198.4	179.6	150.5	144.9	118.1
1940						
December	276.2	368.5	257.2	278.1	281.7	212.9
1941						
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	143.4	184.1	149.2	137.6	140.0	117.7
May	158.8	198.4	179.6	150.5	144.9	118.1
% Change, May, 1941 / May, 1940	+27.2	+37.1	+28.4	+29.3	+17.5	+11.8
% Change, Jan.-May, 1941 / Jan.-May, 1940	+23.5	+36.0	+24.4	+24.4	+16.4	+10.4
			Drug Stores			
May, 1936	94.4	94.6	92.7	95.2	95.8	89.7
May, 1937	101.4	101.8	99.5	102.3	101.9	99.2
May, 1938	97.0	97.4	96.0	98.0	95.1	97.2
May, 1939	102.7	97.4	105.5	100.9	107.2	101.0
May, 1940	107.4	111.1	106.6	106.4	111.1	104.3
May, 1941	126.9	139.7	121.7	128.8	125.7	119.4
1940						
December	161.9	196.5	154.9	156.5	169.5	163.1
1941						
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	120.8	140.7	117.5	120.5	119.9	115.3
May	126.9	139.7	121.7	128.8	125.7	119.4
% Change, May, 1941 / May, 1940	+18.2	+25.7	+14.2	+21.1	+13.1	+14.5
% Change, Jan.-May, 1941 / Jan.-May, 1940	+15.1	+22.9	+10.3	+17.3	+12.0	+12.9

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

MAY, 1940 AND MAY, 1941

(Based on sales of 13 firms)

	May 1940	May 1941	% Change 1941/1940
	$	$	
TOTAL SALES	20,374,398	24,537,164	+ 20.4
1. Women's dresses, coats and suits	2,143,315	2,569,639	+ 19.9
2. Girls' and infants' wear	621,177	797,272	+ 28.3
3. Hosiery and gloves	876,232	1,003,093	+ 14.5
4. Lingerie and corsets	873,663	1,085,552	+ 24.3
5. Millinery	319,094	329,507	+ 3.3
6. Women's and children's apparel--(Total, 1-5)	4,833,481	5,785,063	+ 19.7
7. Men's and boys' clothing and furnishings	2,092,451	2,460,725	+ 17.6
8. Drugs and toilet articles and preparations	512,723	627,333	+ 22.4
9. Piece goods	1,267,458	1,546,486	+ 22.0
10. Smallwares	579,673	669,807	+ 15.5
11. Food and kindred products	1,887,910	2,194,093	+ 16.2
12. Furniture (including mattresses, springs)	1,201,363	1,603,475	+ 33.5
13. Home furnishings	1,835,284	2,166,536	+ 18.0
14. Household appliances and electrical supplies	691,142	875,585	+ 26.7
15. Hardware and kitchen utensils	1,015,956	1,328,461	+ 30.8
16. Radios, musical instruments and supplies	262,752	254,872	- 3.0
17. Shoes and other footwear	1,710,715	1,924,345	+ 12.5
18. Stationery, books and magazines	199,187	239,103	+ 20.0
19. All other departments, total	2,284,303	2,861,280	+ 25.3