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

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MONTHLY INDEXES OF RETAIL SALES
IN
CANADA
AUGUST 1941

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

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MONTHLY INDEXES OF RETAIL SALES, AUGUST, 1941

(1935 - 1939 = 100)

Retail sales in Canada for August as measured by the dollar volume of business transacted were up 10 per cent from July and were 18 per cent higher than in August a year ago. This represents the average experience as revealed in the general index of retail sales computed from sales figures reported by department stores and by specialty stores in eleven lines of business. The general index, on the base 1935 - 1939 equals 100, stands at 134.0 for August, 1941, 122.3 for July and at 113.2 for August, 1940.

The 18 per cent increase over August a year ago compares with a 19 per cent increase in July of this year compared with last but was slightly greater than the gains recorded in earlier months, sales for the first eight months of the current year standing 16 per cent above the corresponding period of 1940. The 10 per cent increase over July was in excess of the usual seasonal movement for this time of year as measured by the average experience of the past twelve years with the result that the general index, when adjusted for differences in number of business days and for normal seasonal movements advanced from 134.7 for July to 146.4 for August.

The seasonally adjusted index had been maintained at the July level for some time, adjusted indexes for previous months standing at 134.3 for June, 134.5 for May and 135.2 for April. The marked increase in the August index should not be interpreted as meaning a pronounced upward movement in the underlying trend in consumer purchasing. A similar erratic movement in the adjusted index was noted in the results for August a year ago with September witnessing a return to more normal levels. The increase in the seasonally adjusted indexes for August of both this year and last represents rather a shift in the seasonal distribution of retail trade with a greater proportion of the annual business being transacted in the holiday month than was the case in peacetime years.

All lines of business for which figures are available registered increases in the August comparison. Women's clothing store sales were up 26 per cent in August of this year compared with last while men's clothing store sales gained 18 per cent. The Bureau's retail price index for clothing advanced 6 per cent during the same period. While indexes of sales and prices are not strictly comparable it is apparent that most of the increase in dollar sales for clothing stores represents increases in the quantity of goods sold.

Grocery and meat stores did 17 per cent more dollar business this August than last. On making allowance for differences in the number of business days (there was one additional business day last year) the gain is increased to 21 per cent. Food prices, as indicated by the Bureau's retail food prices index advanced 15 per cent during the same interval indicating that in this instance the price movement was largely accountable for the augmented dollar volume.

Increases over August, 1940 for other lines of business included in the survey are as follows: candy stores, 24 per cent; radio and electrical stores, 23 per cent; department stores, 20 per cent; hardware stores, 20 per cent; restaurants, 19 per cent; variety stores, 18 per cent; shoe stores, 17 per cent; jewellery stores, 16 per cent; drug stores, 14 per cent and furniture stores, 11 per cent.

Sales of 17 departmental firms which reported a breakdown of sales by departments averaged 21 per cent higher in August this year over last. Increases for departments dealing in durable goods were generally higher than those recorded for other departments, although sales of women's clothing were sharply higher due chiefly to the heavy demand for hosiery. Sales of household appliances and electrical supplies advanced 32 per cent, hardware sales gained 28 per cent, sales of home furnishings were up 24 per cent, while identical gains of 20 per cent were recorded for the furniture and for the radio and musical instrument departments. Women's clothing sales gained 27 per cent, men's clothing increased 18 per cent, with sales of footwear showing a rise of 12 per cent over August, 1940. Food sales in department stores were up 17 per cent and drugs advanced 16 per cent.

Results on a regional basis for August show a variation from those for earlier months, Quebec province replacing the Maritimes in point of view of sales increases. Quebec increases over August, 1940 exceeded those for other regions of the country for four of the six lines of business for which figures on a regional basis are available. These four lines of business are: men's clothing stores, women's clothing stores, grocery and meat stores and variety stores.

With the exception of British Columbia, sales of drug stores increased uniformly across the country over August a year ago. Drug store sales for the country as a whole were up 14 per cent over August, 1940 while increases for the various economic divisions stood at 14 per cent for the Maritime Provinces, 15 per cent for Quebec, 15 per cent for Ontario, 15 per cent for the Prairie Provinces and 7 per cent for British Columbia.

The Maritime Provinces continue to lead in point of view of increases in the department store field. Regional increases for department stores over August, 1940 were 28 per cent for the Maritime Provinces, 24 per cent for Quebec, 22 per cent for Ontario, 19 per cent for the Prairie Provinces and 13 per cent for British Columbia.

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

Kind of Business	August, 1941 + or - per cent compared with			Cumulative Indexes
	August 1930	August 1940	July 1941	Jan.-Aug., 1941
				Jan.-Aug., 1940
General Index	+ 16.5	+ 18.4	+ 9.6	+ 16.1
Boot and Shoe Stores	- 6.7	+ 16.5	- 0.7	+ 18.7
Candy Stores	- 27.4	+ 23.8	+ 29.5	+ 18.2
Men's Clothing Stores	+ 21.7	+ 17.9	+ 2.7	+ 22.2
Women's Clothing Stores	+ 6.1	+ 25.6	+ 8.6	+ 19.8
Department Stores	+ 11.6	+ 20.4	+ 17.6	+ 17.2
Drug Stores	+ 10.9	+ 14.3	+ 3.1	+ 15.5
Furniture Stores	+ 23.1	+ 10.8	+ 20.3	+ 14.6
Grocery and Meat Stores	+ 27.6	+ 17.1	+ 9.6	+ 12.9
Hardware Stores	+ 15.9	+ 19.5	+ 1.0	+ 17.8
Radio and Electrical Stores .	+ 19.4	+ 22.5	- 1.1	+ 17.0
Restaurants	- 21.3	+ 18.8	+ 7.9	+ 16.0
Variety Stores	+ 80.8	+ 18.1	+ 4.8	+ 21.4

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores

August, 1940 and August, 1941

Region	Sales in August, 1941 compared with Sales in August, 1940	
	Boot and Shoe Stores	Jewellery Stores
CANADA	+ 16.5	+ 15.9
Maritime Provinces	+ 16.3	+ 11.1
Quebec	+ 20.2	+ 14.5
Ontario	+ 17.1	+ 20.3
Prairie Provinces	+ 13.5	+ 4.9
British Columbia	+ 6.0	+ 19.3

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
August, 1929	135.6	143.8	149.2	160.8	231.8	221.2	129.7	169.9	135.0	162.9	125.9	147.1	130.0	127.0
August, 1930	115.0	125.3	122.1	135.5	181.8	178.7	94.3	127.2	113.7	141.2	107.7	130.7	119.0	118.5
August, 1931	98.3	108.0	103.4	117.5	143.5	142.1	75.4	103.2	90.4	114.0	91.2	111.1	106.1	106.6
August, 1932	79.8	88.5	81.9	99.0	105.9	107.2	56.7	79.4	69.4	89.5	74.4	88.9	92.8	93.6
August, 1933	77.8	85.8	74.1	91.8	99.9	100.8	57.6	80.1	68.6	87.8	74.7	88.9	84.1	84.3
August, 1934	81.6	89.2	77.5	96.6	100.6	100.7	63.5	87.3	79.6	100.7	77.2	91.6	87.9	87.8
August, 1935	86.4	91.1	83.3	99.1	101.6	101.1	70.5	92.4	79.5	95.9	79.1	92.4	92.4	90.2
August, 1936	88.4	97.2	80.8	100.3	100.1	103.3	77.2	101.3	71.9	98.4	82.3	100.2	94.0	94.5
August, 1937	90.8	103.8	78.8	104.3	86.0	93.6	79.4	110.0	72.0	104.0	84.6	104.6	103.2	106.1
August, 1938	88.8	98.4	71.0	91.5	82.2	90.6	72.1	96.8	70.6	98.9	81.3	97.2	102.0	102.9
August, 1939	93.5	102.9	71.9	96.5	81.0	89.0	71.7	95.5	68.6	95.3	80.4	95.7	99.5	99.7
August, 1940	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
August, 1941	134.0	146.4	113.9	147.2	132.0	141.2	114.8	148.4	120.6	162.6	120.2	145.8	132.0	131.4
<u>1940</u>														
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	124.5	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	124.0	134.3	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	102.4	124.2	104.4	130.0	114.8	135.8	111.6	125.0	123.9	125.8
April	135.7	135.2	148.8	128.3	171.5	129.6	146.9	143.4	169.9	135.4	132.2	133.4	120.8	125.1
May	143.0	134.5	142.8	121.9	130.3	124.4	135.5	137.2	142.1	134.2	134.3	129.2	126.8	126.5
June	133.9	134.3	155.5	117.9	89.6	122.5	137.5	134.9	133.2	123.7	123.7	123.1	122.8	133.4
July	122.3	134.7	114.7	119.8	101.9	121.4	111.8	136.2	111.0	132.1	102.2	132.5	128.0	130.9
August	134.0	146.4	113.9	147.2	132.0	141.2	114.8	148.4	120.6	162.6	120.2	145.8	132.0	131.4

(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
August, 1929	169.7	182.4	128.7	127.0	150.4	137.9	172.8	214.7	205.5	187.9	94.5	94.2
August, 1930	122.7	125.3	114.0	115.8	130.1	123.9	111.4	143.8	171.3	158.7	88.2	90.5
August, 1931	90.8	100.9	100.5	104.0	108.7	103.5	99.0	127.8	138.0	128.2	84.2	86.7
August, 1932	61.8	64.9	86.5	93.3	81.7	74.9	63.4	78.8	100.8	93.4	72.4	77.1
August, 1933	72.4	70.6	84.2	89.8	76.7	70.3	60.3	74.9	91.7	84.9	70.8	75.1
August, 1934	86.7	82.9	83.6	87.8	91.8	84.2	68.3	84.9	99.2	91.6	75.4	79.7
August, 1935	95.7	89.5	90.7	89.5	96.3	88.3	73.0	90.7	102.7	93.9	84.8	84.5
August, 1936	99.8	96.5	91.2	94.4	101.5	96.7	75.4	96.0	108.9	101.2	89.5	92.2
August, 1937	110.7	109.5	90.8	100.7	111.8	106.5	87.8	111.8	111.0	104.1	92.6	101.4
August, 1938	93.6	90.4	90.9	98.1	118.4	108.6	84.8	104.0	105.9	98.1	92.7	98.8
August, 1939	103.0	99.5	104.8	111.8	122.7	112.5	88.9	109.0	101.7	94.2	100.4	106.6
August, 1940	125.2	118.3	124.2	122.6	126.2	115.7	108.6	133.2	113.5	103.8	135.0	134.6
August, 1941	138.7	135.5	145.5	147.8	150.8	143.6	133.0	169.4	134.8	124.8	159.5	163.7
<u>1940</u>												
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	109.3	115.0	96.9	151.4
February	103.6	132.8	117.0	127.3	77.7	142.4	110.4	148.5	103.2	116.9	103.8	153.6
March	112.7	131.3	134.7	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	136.5	137.5	134.9	146.3	160.5	118.2	118.7	143.4	157.0
May	174.3	139.1	146.8	141.4	169.0	125.6	167.4	144.0	119.2	115.6	159.8	159.7
June	131.5	137.6	139.5	145.8	153.6	131.6	138.9	155.6	114.4	116.5	154.0	154.8
July	115.3	148.1	132.7	135.9	149.3	133.1	134.5	169.1	124.9	119.1	152.2	152.7
August	138.7	135.5	145.5	147.8	150.8	143.6	133.0	169.4	134.8	124.8	159.5	163.7

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)						
August, 1936	77.2	86.7	79.7	73.5	69.9	92.1
August, 1937	79.4	91.4	84.1	75.9	63.8	97.8
August, 1938	72.1	82.6	74.6	68.2	65.9	86.5
August, 1939	71.7	86.9	73.2	67.2	65.0	88.7
August, 1940	97.4	133.3	92.7	94.8	86.0	111.1
August, 1941	114.8	155.7	120.8	109.7	94.1	119.9
1941						
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	135.5	174.7	142.8	133.5	122.7	110.4
June	137.5	173.9	142.9	136.1	125.8	115.2
July	111.8	164.6	114.6	102.4	106.4	115.6
August	114.8	155.7	120.8	109.7	94.1	119.9
% Change, August, 1941 ..	+17.9	+16.8	+30.3	+15.7	+ 9.4	+ 7.9
August, 1940						
% Change, Jan.-Aug., 1941	+22.2	+30.0	+20.6	+24.6	+18.2	+11.0
Jan.-Aug., 1940						
Women's Clothing Stores						
August, 1936	71.9	75.4	74.6	70.0	65.8	81.7
August, 1937	72.0	82.8	73.7	68.5	65.8	90.2
August, 1938	70.6	86.5	69.4	66.3	69.2	91.6
August, 1939	68.6	85.6	64.3	65.0	73.2	84.6
August, 1940	96.0	126.1	85.4	95.7	92.4	120.3
August, 1941	120.6	158.0	119.3	121.7	105.9	124.1
1941						
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	142.1	193.2	147.8	137.7	129.5	145.7
June	133.2	163.4	142.7	129.8	115.6	137.0
July	111.0	133.5	108.0	108.9	105.6	129.8
August	120.6	158.0	119.3	121.7	105.9	124.1
% Change, August, 1941 ..	+25.6	+25.3	+39.7	+27.2	+14.6	+ 3.2
August, 1940						
% Change, Jan.-Aug., 1941	+19.8	+25.1	+22.4	+22.2	+11.3	+11.1
Jan.-Aug., 1940						
Grocery and Meat Stores						
August, 1936	91.2	(g)	82.1	92.4	104.7	97.2
August, 1937	90.8	(g)	81.0	88.5	111.3	106.8
August, 1938	90.9	(g)	84.2	91.1	101.4	98.7
August, 1939	104.8	110.8	94.8	100.9	129.3	115.8
August, 1940	124.2	131.3	109.6	121.9	150.9	139.6
August, 1941	145.5	150.8	131.1	145.8	167.5	156.2
1941						
March	134.7	129.6	137.7	139.3	118.5	131.0
April	132.2	124.3	135.0	135.8	119.6	131.8
May	146.8	141.0	144.1	150.6	144.4	146.4
June	139.5	132.3	141.4	135.7	147.0	146.2
July	132.7	137.8	121.3	133.7	148.4	137.4
August	145.5	150.8	131.1	145.8	167.5	156.2
% Change, August, 1941 ..	+17.1	+14.9	+19.6	+19.6	+11.0	+11.9
August, 1940						
% Change, Jan.-Aug., 1941	+12.9	+11.8	+11.7	+15.5	+ 9.0	+11.0
Jan.-Aug., 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						
August, 1936	82.3	83.9	78.7	80.6	80.7	94.6
August, 1937	84.6	92.3	82.8	81.5	79.7	103.3
August, 1938	81.3	82.3	83.0	78.0	78.2	97.1
August, 1939	80.4	84.1	79.9	77.6	77.9	93.5
August, 1940	99.8	109.4	97.2	99.5	89.7	121.5
August, 1941	120.2	139.5	120.0	121.3	106.4	137.5
1941						
March	111.6	115.9	116.1	112.1	104.3	119.6
April	132.2	144.2	143.0	137.3	121.4	121.7
May	134.3	155.9	143.1	138.2	122.4	126.6
June	123.7	147.0	129.0	125.2	114.5	120.8
July	102.2	127.5	97.4	97.9	97.1	119.1
August	120.2	139.5	120.0	121.3	106.4	137.5
% Change, August, 1941 .. August, 1940	+20.4	+27.5	+23.5	+21.9	+18.6	+13.2
% Change, Jan.-Aug., 1941 Jan.-Aug., 1940	+17.2	+26.0	+15.9	+18.2	+14.7	+15.9
Variety Stores						
August, 1936	89.5	95.1	88.0	87.7	89.0	98.9
August, 1937	92.6	100.0	95.5	89.8	86.2	100.8
August, 1938	92.7	97.6	95.3	90.3	87.0	101.8
August, 1939	100.4	118.4	104.0	94.7	97.7	106.2
August, 1940	135.0	174.0	137.7	128.5	130.1	127.1
August, 1941	159.5	208.0	171.8	151.2	141.6	141.2
1941						
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	159.8	200.5	181.1	151.4	144.9	118.1
June	154.0	196.7	172.3	144.5	144.0	118.1
July	152.2	196.2	160.7	143.1	152.0	128.6
August	159.5	208.0	171.8	151.2	141.6	141.2
% Change, August, 1941 .. August, 1940	+18.1	+19.5	+24.8	+17.7	+ 8.8	+11.1
% Change, Jan.-Aug., 1941 Jan.-Aug., 1940	+21.4	+29.8	+23.5	+21.7	+15.1	+10.4
Drug Stores						
August, 1936	94.0	99.4	91.9	93.5	94.2	96.8
August, 1937	103.2	109.7	102.5	104.7	97.7	102.2
August, 1938	102.0	104.4	100.0	101.8	103.6	102.4
August, 1939	99.5	106.0	99.5	98.2	97.8	105.4
August, 1940	115.5	130.3	110.0	115.0	115.5	119.1
August, 1941	132.0	148.6	126.0	132.4	132.6	127.5
1941						
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	126.8	140.7	121.1	128.7	125.8	119.6
June	122.8	133.7	118.7	125.6	120.2	112.6
July	128.0	145.5	122.2	128.8	126.6	124.9
August	132.0	148.6	126.0	132.4	132.6	127.5
% Change, August, 1941 .. August, 1940	+14.3	+14.0	+14.5	+15.1	+14.8	+ 7.1
% Change, Jan.-Aug., 1941 Jan.-Aug., 1940	+15.5	+22.4	+12.1	+17.1	+14.5	+11.4

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

AUGUST, 1940 AND AUGUST, 1941

(Based on sales of 17 firms)

	August 1940 \$	August 1941 \$	% Change, 1941/1940
TOTAL SALES	17,478,172	21,191,015	+ 21.2
1. Women's dresses, coats and suits	1,528,528	1,801,415	+ 17.9
2. Girls' and infants' wear	502,544	640,050	+ 27.4
3. Hosiery and gloves	649,241	1,088,351	+ 67.6
4. Lingerie and corsets	699,978	808,521	+ 15.5
5. Millinery	207,894	222,747	+ 7.1
6. Women's and children's apparel--(Total, 1-5)	3,588,185	4,561,084	+ 27.1
7. Men's and boys' clothing and furnishings	1,613,130	1,895,740	+ 17.5
8. Drugs and toilet articles and preparations	522,846	604,933	+ 15.7
9. Piece goods	1,468,539	1,789,204	+ 21.8
10. Smallwares	576,862	666,520	+ 15.5
11. Food and kindred products	1,613,774	1,892,330	+ 17.3
12. Furniture (including mattresses and springs)	1,624,956	1,954,558	+ 20.3
13. Home furnishings	1,405,488	1,746,314	+ 24.2
14. Household appliances and electrical supplies	569,313	750,681	+ 31.9
15. Hardware and kitchen utensils	691,150	886,006	+ 28.2
16. Radios, musical instruments and supplies	231,353	277,537	+ 20.0
17. Shoes and other footwear	1,176,257	1,312,187	+ 11.6
18. Stationery, books and magazines	233,276	275,441	+ 18.1
19. All other departments, total	2,163,043	2,578,480	+ 19.2



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Year	Value 1	Value 2	Description
1970	100,000,000	100,000,000	...
1971	105,000,000	105,000,000	...
1972	110,000,000	110,000,000	...
1973	115,000,000	115,000,000	...
1974	120,000,000	120,000,000	...
1975	125,000,000	125,000,000	...
1976	130,000,000	130,000,000	...
1977	135,000,000	135,000,000	...
1978	140,000,000	140,000,000	...
1979	145,000,000	145,000,000	...
1980	150,000,000	150,000,000	...
1981	155,000,000	155,000,000	...
1982	160,000,000	160,000,000	...
1983	165,000,000	165,000,000	...
1984	170,000,000	170,000,000	...
1985	175,000,000	175,000,000	...
1986	180,000,000	180,000,000	...
1987	185,000,000	185,000,000	...
1988	190,000,000	190,000,000	...
1989	195,000,000	195,000,000	...
1990	200,000,000	200,000,000	...