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MOMTHLY INDEXES OF RETAIL SALES, FEBRUARY, 1942

## $1935-1939=100$ )

Foorwery seles of retial trading establishmenta in Canada decined by 6 per cent fron January but were 18 per cent higher than in February a year ago. The 18 per cent increase over February, 1941 compares with a 26 per cent increase recorded in the January comparison while sales for the first two months of the current year averaged 22 per cent above the first two months of 1941. The general index of asles, on the base $1935-1939=100$, unadjusted for seasonal movements, stands at 120.1 for February, 128.2 for January and at 101.5 for February, 1941.

The indexes quoted in the preceding paragraph are based on dollar volume of business and do not reflect changes in the physical quantitios of goods sold. The Bureails Retail Prices index for February, 2942 averaged about 9 per cent higher than in February, 1941. Although the indexes of prices and dollar sales are not atrictly comparable it would appear that on the average about one-half the increase in dollar volume of retail business may be attributed to price changes.

A minor gain of 2 per cent in dollar volume of business over February, 1941 was reported by furniture stores and radio and music stores. Here again it should be noted that no allowance has been made for price changes which have taken place between the two periods. Substantial increasos over February, 1941 were reported by all other trades for which separate data are compiled. The gain in shoe store sales, while less than that recorded in the January comparison, was still substantial, amounting to 33 per cent. Candy store sales were up 35 per cent while increases for other trades were as follows: men's clothing stores, 26 per cent; variety stores, 23 per cent; grocery and meat stores, 22 per cent; hardware stores, 20 per cent; women's clothing stores, 19 per cent; drug stores and restaurants, 17 per cent; and department stores, 12 per cent.

The general index of sales, adjusted for differences in number of business days and for normal seasonal movements, as recorded in the experience of the past ten years rose from 150.9 for January to 154.5 for February. Similar increases in the adjusted indexes between January and February were followed by decreases in March in the results for 1941 and 1940. This erratic movement in the seasonally adjusted index may be explained by the fact that a considerable increase in the number of reporting firms occurred two years ago. It is probable that the seasonal distribution of sales for the new firms is not altoghether similar to that of the earlier correspondents on whose recerds the seasonal lactors for calculating the seasonally adjusted indexes were based.

Rotail trade wes higher in February this year over last for all regions of the country results for those lines of business on a regional basis revealed. Increases were generally higher in Eastern Canada and particularly in the Naritime Provinces. Department store sales were 16 per cent higher in the liaritime Provinces, gained 15 per cent in \&uebec and British Columbia, were up 13 per cent in Ontario and 7 per cont in the Prairie Provinces. Grocery and reat store sales were up 30 per cont in the Maritime Provinces and increasod 23 and 22 per cent in Quebec and Ontario ruspectively. An increase of 19 per cent in the Prairie Provinces vas followed by improvement of 14 per ceni in British Columbia.

February sales of 18 departmental firms which reported sales by depertments averaged 12 per cent higher then in the same month of last year. Sales of furniture departments were down by 3 per cent, but results for other depertments revealed gains over February, 1941, althatigh these we: $\theta$ in most cases somewhat smaller than those which were recorded during inmeaiately preceding months. The leasest increase shown was in the footwear department where sales averaged 28 per cent higher, while both men's and women's clothing recorded geins of 15 per cent. Food salos were up 16 per cent from February a year ago. Increases in dollar sales of depertments handins household requirements were as follows: 17 per cent for radios and musicol instrumonts, 8 per cent for home furnishings and 7 per cent for household appliancos and oloctrical supplies.

February, 1942

+ or - per cent compared with
ind of Business

| Kind of Businas | $\begin{gathered} \text { February } \\ 1939 \\ \hline \end{gathered}$ | $\begin{gathered} \text { February } \\ 1941 \end{gathered}$ | January | $\frac{\text { Jan. Fob. } 1942}{\text { Jan. -Fob. } 1941}$ |
| :---: | :---: | :---: | :---: | :---: |
| General Index ................ | $+54.2$ | $+18.3$ | - 6.3 | +21.8 |
| Boot and Shoe Stores......... | +92.1 | $+33.3$ | -21.4 | +38.4 |
| Candy Stores ................ | $+94.4$ | +34.5 | +40.8 | +35.9 |
| Lien's Clothing Stores | $+82.4$ | +26.1 | - 9.3 | +24.9 |
| Women's Clothing Stores. | +71.3 | $+19.4$ | $-16.9$ | +25.7 |
| Department Stores............ | +49.6 | +12.0 | - 7.8 | $+17.8$ |
| Drug Stores | $+38.4$ | $+16.9$ | $-3.7$ | $+16.3$ |
| Furniture Stores | +42.2 | $+2.3$ | $+16.3$ | $+5.5$ |
| Grocery and Meat Stores ..... | +49.5 | +21.9 | - 5.2 | +24.? |
| Hardware Stores | +68.0 | +20.3 | -11.2 | +25.6 |
| Radio and Iloctrical Stores. | +55.6 | $+1.8$ | $-12 \cdot 3$ | $+5.9$ |
| Restaurants ................. | +47.6 | $+17.4$ | - 6.6 | +18.1 |
| Variety Stores ............... | $+83.8$ | +23.4 | - 2.3 | +28.5 |

Comparison of Rotail Sales of Boot and Shoe Stores and Jowellery Stores
February, 1941 and Fobruary, 1942

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

| Year and Mion $\ddagger \mathrm{h}$ | General Index |  | Boots and Shoes |  | Candy (h) |  | $\begin{aligned} & \text { Kion's } \\ & \text { Clothing(c) } \end{aligned}$ |  | Women's Clothing |  | Departmental |  | Drugs |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | B |  | B | is | B |  | B | A | B |  | B |  | B |  |
| February, 1929 | $115 \cdot 3$ | 143.9 | 108.1 | 166.8 | 170.8 | 201.1 | $145 \cdot 1$ | $249 \cdot 5$ | 97.3 | $152 \cdot 5$ | 106.8 | $135 \cdot 2$ | 114.8 | 123.6 |  |
| Fobruary, 1930 | 108.9 | 134.7 | 97.6 | 150.6 | 172.4 | 203.0 | 83.4 | $143 \cdot 4$ | 101.2 | 158.7 | 108.6 | $137 \cdot 5$ | 111.2 | 119.7 |  |
| February, 1931 | 97.2 | 120.0 | 79.5 | 126.4 | 127.6 | $150 \cdot 3$ | $67 \cdot 3$ | 115.7 | 81.0 | 127.0 | 99.4 | 125.8 | 102.8 | 110.6 |  |
| Fobruary, 1932 | 83.2 | 99.8 | 65.0 | 104.7 | 108.8 | 124.5 | $54 \cdot 7$ | 91.3 | 71.2 | 108.9 | 81.3 | 99.2 | 99.6 | 104.2 |  |
| February, 1933 | $65 \cdot 7$ | 81.2 | 52.2 | $92 \cdot 7$ | 88.4 | 104.1 | $39 \cdot 5$ | 67.9 | 59.6 | 93.4 | 64.8 | 82.0 | 80.5 | 86.6 |  |
| February, 1934 | 71.0 | 88.4 | $49 \cdot 9$ | 93.2 | 88.8 | 104.6 | 52.8 | 90.8 | 59.2 | 92.8 | 71.9 | 91.0 | 81.5 | 87.7 |  |
| February, 1935 | 73.0 | 92.5 | 48.5 | 93.9 | $95 \cdot 5$ | 103.5 | 56.2 | 96.6 | $62 \cdot 5$ 57.7 | 98.0 | 71.2 75.6 | 94.7 95.3 | 86.3 88.8 | 92.9 92.9 |  |
| February, 1936 | 78.7 | 93.8 | $55 \cdot 1$ | 99.2 | 105.8 | 105.4 | 58.5 62.7 | 97.2 106.1 | $57 \cdot 7$ 60.1 | 95.9 103.3 | $75 \cdot 6$ 76.7 | 95.3 102.0 | 88.8 94.7 | $92 \cdot 9$ 105.1 |  |
| February, 1937 | 80.1 | 102.5 | 57.8 | 114.0 | 94.9 | 102.8 | $62 \cdot 7$ | 106.1 | 60.1 | $103 \cdot 3$ | 76.7 75.4 | 102.2 | 90.7 | $100 \cdot 6$ |  |
| February, 1938 | 80.9 | 103.3 | 52.6 | 103.7 | 92.9 85.8 | 100.7 | $50 \cdot 7$ | 102.7 | 56.4 | 105.2 97.0 | 71.0 | 100.2 | 95.0 | 105.4 |  |
| February, 1939 | 77.9 | 99.2 | 46.7 | 93.8 106.4 | 85.8 97.2 | 93.0 101.9 | 56.7 67.7 | 96.0 110.9 | 56.4 68.0 | 113.1 | 84.8 | 108.2 | 100.2 | 107.3 | 1 |
| February, 1940 | 90.4 | 111.5 | 54.7 | 106.4 135.2 | 97.2 124.0 | 131.9 | 82.0 | 138.8 | 80.9 | 139.1 | 94.8 | 126.1 | 112.5 | 124.8 |  |
| Februery, 1941 | 101.5 | 130.6 | 67.3 89.7 | 135.2 180.3 | 124.0 | 134.3 180.7 | 82.0 103.4 | 138.8 $175 \cdot 0$ | 80.9 96.6 | 166.0 | 106.2 | 141.1 | 131.5 | $145 \cdot 9$ |  |
| February, 1942 | 120.1 | 154.5 | $89 \cdot 7$ | $180 \cdot 3$ | 166.8 | $180 \cdot 7$ | $103 \cdot 4$ | $175 \cdot 0$ | 96.6 | 166.0 | $100 \cdot 2$ | 141.1 | -31.5 | 145. |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| March. | 119.2 135.7 | 129.3 135.2 | 99.8 148.8 | 142.6 128.3 | 102.4 171.5 | 124.2 129.6 | 104.4 1469 | 143.4 | 169.9 | 135.8 135.4 | 132.2 | 133.4 | 120.8 | 125.1 |  |
| 相y. | 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 |  |
| Juno | 133.8 | 134.3 | 155.5 | 1179 | 39.6 | 122.5 | 137.5 | 134.9 | 133.2 | 123.7 | 123.7 | 123.1 | 122.8 | 133.4 |  |
| July | 122.4 | 134.9 | 114.7 | 119.8 | 101.9 | 1214 | 111.8 | 136.2 | 111.0 | 132.1 | 102.2 | 132.5 | 128.0 | 130.9 |  |
| isugust | 134.1 | 146.5 | 114.1 | 147.4 | 128.6 | 1376 | 114. 1 | 147.6 | 119.2 | 160.8 | 120.4 | 146.1 | 132.2 | 131.6 |  |
| Scptember | 137.3 | 136.4 | 132.3 | 111.8 | 118.4 | 130.4 | 128.5 | 130.5 132.9 | 135.3 | 144.4 131.4 | 138.6 160.0 | 136.6 | 130.6 | 1330.8 |  |
| October. | 152.4 | 138.0 | 133.1 | 121.3 | 133.1 | 1375 155.8 | 168.8 | 132.9 136.1 | 154.5 | 131.4 137.4 | 155.4 | 137.6 | 134.4 | 135.9 |  |
| Noveraber December | 146.6 201.5 | 138.1 | 128.3 203.4 | 134.0 144.7 | 131.4 301.8 | 155.8 160.1 | 174.9 243.8 | 136.1 148.5 | 224.4 | 149.3 | 239.2 | 145.8 | 182.6 | 145.5 |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| January | 128.2 | 250.9 | 114.1 | 153.7 | 118.5 | 154.0 | 114.0 | 143.5 | 116.3. | 152.5 | 115.2 | 151.1 | 136.6 131.5 | 140.6 145.9 |  |
| February | 120.1 | 154.5 | 89.7 | $280 \cdot 3$ | 166.8 | 180.7 | 103.4 | 175.0 | 96.61 | 166.0 | 106.2 | 141.1 | 131.5 | $145 \cdot 9$ |  |

[^0]A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

 olectrical appliances.

| Year and mionth | CANADA | Miaritime Provinces | Quebec | Ontario | $\begin{aligned} & \text { Prairie } \\ & \text { Provinces } \end{aligned}$ | British Columbia |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Hen's Clothing Stores (c) |  |  |  |  |  |  |
| Fabruary, 1936 | 58.5 | 59.1 | 57.1 | 61.2 | 51.6 | 57.7 |
| February, 1937... | 62.7 | 61.3 | 60.1 | 66.8 | 54.8 | 60.9 |
| February, 1938 ... | 60.7 | 66.8 | 60.1 | 62.1 59.2 | 53.3 49.8 | 60.4 60.2 |
| February, 1939... | 56.7 | 57.5 81.3 | 54.2 65.7 | 59.2 68.3 | 49.8 61.0 | 60.2 68.3 |
| February, 1940 ... | 87.7 | 106.? | 65.7. | 85.8 | 71.8 | \%6.5 |
| February, $1942 \ldots$ | 82. 103.4 | 100.6 | 75.2 96.0 | 106.8 | 85.9 | 95.0 |
|  |  |  |  |  | 170.5 | 141.4 |
| October | 168.8 | 197.1 | 169.2 166.6 | 168.7 175.9 | 170.5 179.9 | 343.8 |
| November . . . . . . . | 174.9 243.8 | 223.1 322.1 | 166.6 230.0 | $175 \cdot 9$ 255.3 | 198.9 | 221.5 |
| 1242 | 243.8 |  |  |  |  |  |
|  | 114.0 | 163.5 | 1000 | 116.7 | 104.2 | 111.7 |
| , February ....... | 103.4 | 147.2 | 96.0 | 106.8 | 85.9 | 95.0 |
| - Change, <br> Fabruary 1242 | +26.1 | +38.7 | +27.8 | $+24.5$ | +19.6 | +24.2 |
| February, 1941 Change, |  |  |  |  |  |  |
| Jan.-Fnb. 1242 | +24.9 | +37.1 | +26.5 | +22.3 | +25.6 | +19.8 |
| Women's Clothing Stores |  |  |  |  |  |  |
| February, 1936...1 | 57.7 | 56.7 | 61.7 | $57 \cdot 3$ | $55 \cdot 0$ | 52.9 |
| February, 1937 ... | 60.1 | 55.4 | 63.5 | 59.3 | 59.4 | 57.2 |
| February, 1938 ... | 61.2 | 58.4 | 64.9 | 60.5 | 59.2 | 59.0 |
| February, 1939 ... | 56.4 | 52.2 | 57.8 | 56.2 | 53.6 | 60.1 |
| February, 1940 ... | 68.0 | 70.0 | 66.6 | 67.9 | 68.5 | 70.9 |
| February, 1941 ... | 80.9 | 94.6 | 83.9 | $80 \cdot 3$ | 72.7 | 82.2 |
| February, 1942 | 96.6 | 128.2 | 100.0 | 96.1 | 82.9 | 96.7 |
| $\frac{1941}{0 c t o b e r}$ | 164.2 | 180.3 | 171.4 | 164.2 | 158.4 | 145.2 |
| Novermber | 155.5 | 188.3 | 144.0 | 161.3 | 159.1 | 139.0 |
| December | 224.4 | 262.4 | 224.6 | 236.0 | 192.7 | 195.0 |
| $\frac{1242}{\text { Januar }}$ |  |  |  |  |  |  |
|  | 116.3 | 142.3 | 99.8 | 123.6 | 109.2 | $125 \cdot 3$ |
|  | 96.6 | 128.2 | 100.0 | 96.1 | 82.9 | 96.7 |
| \% Change, |  |  |  |  |  |  |
| $\frac{\text { February, }}{\text { Fobruary, } 1942}$ | +19.4 | +35.5 | +19.2 | $+19.7$ | +14.0 | +17.6 |
| \% Change, Jan.-Feb. 1942 | +25.7 | +30.9 | +25.0 | +25.5 | +24.9 | +26.6 |
| Grocery and Wiaat Stores - - - |  |  |  |  |  |  |
| February, 1936 ... | 94.3 | (g) | 100.4 | 93.2 | 85.7 | 91.3 |
| February, 1937 ... | 91.8 | (g) | 92.9 | 92.7 | 83.9 | 96.5 |
| February, 1938 ... | 96.8 | (g) | 98.9 | 98.2 | 87.1 | 97.3 |
| February, 1939 ... | $95 \cdot 4$ | 92.8 | $103 \cdot 3$ | 98.5 | 77.5 | 80.4 |
| February, 1940 ... | 108.0 | 106.6 | 110.7 | 109.6 | 99.7 | 105.0 |
| February, 1941 ... | 117.0 | 117.1 | 117.4 | 120.7 | 104.3 | 116.0 |
| February, 1942 ... | 142.6 | 151.9 | 144.5 | 146.9 | 123.9 | 132.0 |
| $\frac{1941}{0 c t}$ | 145.2 | 154.2 | 140.7 | 145.9 | 148.0 | 142.6 |
| November | 143.7 | 156.5 | 134.4 | 148.6 | 141.8 | 139.2 |
| December | 161.6 | 177.6 | 158.2 | 167.6 | 144.7 | 150.5 |
| 1942 |  |  |  |  |  |  |
| January......... | 150.4 | 158.1 | $147 \cdot 1$ | 157.9 | $132 \cdot 2$ | 142.6 |
| February <br> \% Change, <br> $\frac{\text { February }}{\text { February, }} \frac{1942}{1941}$ <br> \% Change, $\frac{\text { Jan. }}{\text { Jan }}-\text { Fob. } 1942$ | 142.6 | 151.9 | 144.5 | 146.9 | 123.9 | 132.0 |
|  | +21.9 | +29.7 |  | +21.7 | +18.8 | +13.8 |
|  | +21.9 | $+29.7$ | +23.1 | 21. |  |  |
|  | +24.7 | +32.8 | +24.7 | +24.5 | +22.7 | +18.7 |
|  | +24.7 |  | +24.7 | +24. |  |  |


| Year and lionth | CANADA | Maritime |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Provinces | quebec | Ontario | Prarie <br> Provinces | British <br> Columbia |

Variety Stores


Drug Stores

|  |  |  | Stor |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Fobruarys | 88.8 | 84.1 | 93.9 | 89.8 | 84.1 | 85.6 |
| February, 1937 | 94.7 | 89.3 | 102.6 | $95 \cdot 3$ | 87.5 | 93.0 |
| February, $1938 .$. | 90.7 | 89.2 | 95.1 | 91.0 | 86.2 | 90.2 |
| February, 1939 ... | 95.0 | 96.2 | 107.1 | 94.6 | 86.1 | 88.2 |
| February, 1940. | 100.2 | 204.8 | 106.6 | 98.4 | 97.9 | 97.0 |
| February, 1941 ... | 112.5 | $125 \cdot 0$ | 113.3 | 113.1 | 125.6 | 122.7 |
| February, 1942. | 132.5 | 751.7 | 135.2 | 130.8 | 125.6 | 122.7 |
| $\frac{1241}{0 \text { ctober }}$ | 143.6 | 151.7 | 138.9 | $135 \cdot 3$ | 755.4 | $145 \cdot 5$ |
| November......... | 134.4 | $149 \cdot 3$ | 134.5 | $137 \cdot 1$ | 126.4 | 123.4 |
| December........ | 182.6 | $223 \cdot 7$ | $164 \cdot 2$ | 181.5 | 189.3 | 181.6 |
| $\frac{1942}{\text { January. }}$ | 136.6 | 147.6 | $137 \cdot 3$ | 136.2 | 134.0 | 133.6 |
| February | 131.5 | 151.7 | $135 \cdot 2$ | $130 \cdot 8$ | $123 \cdot 6$ | 122.7 |
| \% Change, February, 1242 | 716.9 | +21.4 | +19.3 | +15.6 | +17.1 | $+13 \cdot 3$ |
| Jann-EEb 1942 | +26.3 | +18.6 | +16.5 | $+15 \cdot 5$ | +18.3 | +14.4 |

(Based on dollar sales of 18 firms)



[^0]:    (c) Includas men's furnishings.
    (h) Gandy indexes are based largely upon returns from retail candy chains.

