NE PAS PRÈTER

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DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH

Vol. 12

No. 2

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

FEBRUARY 1942

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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, FEBRUARY, 1942 1935-1939 = 100)

February sales of retail trading establishments in Canada declined by 6 per cent from 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 sales, 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.

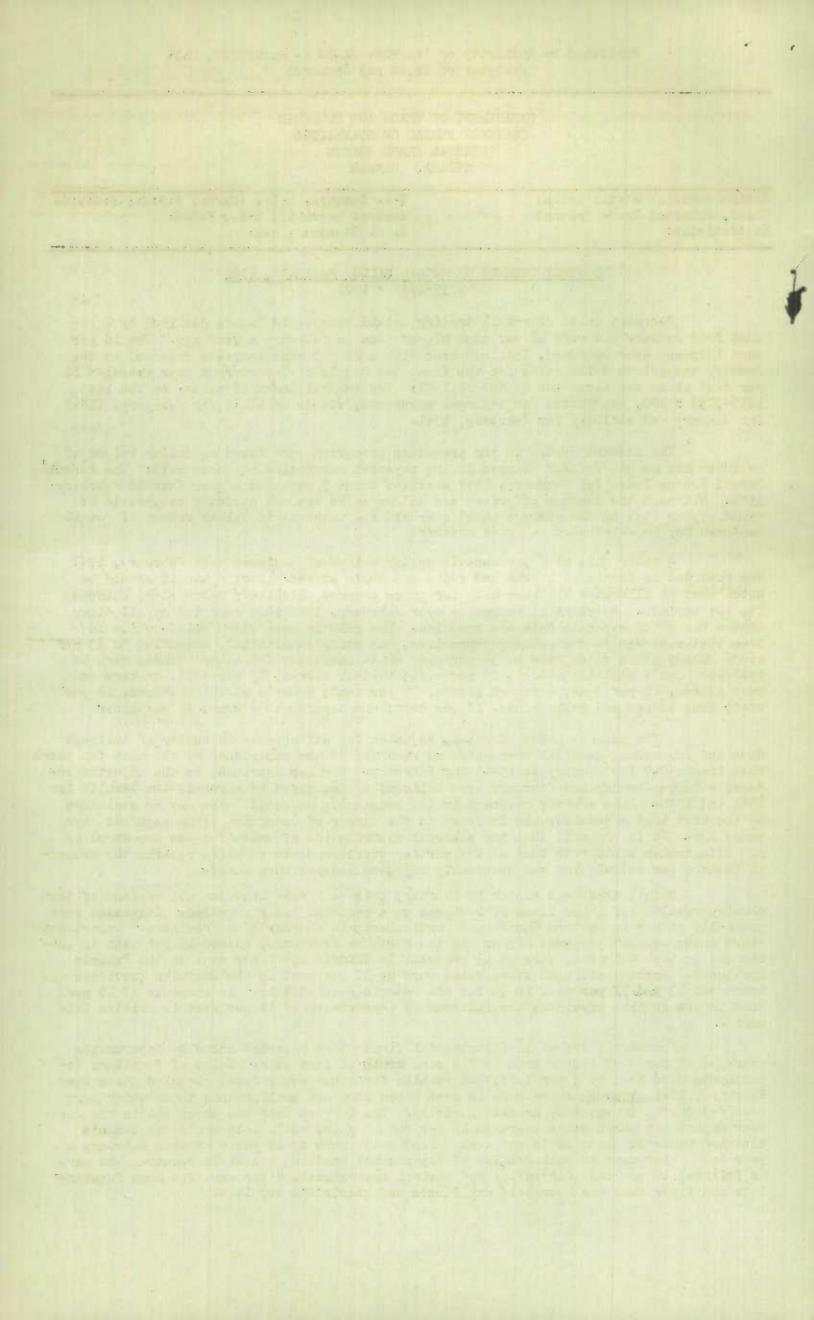
The indexes quoted in the preceding paragraph are based on dollar volume of business and do not reflect changes in the physical quantities of goods sold. The Bureau's Retail Prices index for February, 1942 averaged about 9 per cent higher than in February, 1941. Although the indexes of prices and dollar sales are not strictly 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 increases 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 records the seasonal factors for calculating the seasonally adjusted indexes were based.

Retail trade was 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 Maritime Provinces. Department store sales were 16 per cent higher in the Maritime Provinces, gained 15 per cent in Quebec and British Columbia, were up 13 per cent in Ontario and 7 per cent in the Prairie Provinces. Grocery and meat store sales were up 30 per cent in the Maritime Provinces and increased 23 and 22 per cent in Quebec and Ontario respectively. An increase of 19 per cent in the Prairie Provinces was followed by improvement of 14 per cent in British Columbia.

February sales of 18 departmental firms which reported sales by departments averaged 12 per cent higher than in the same month of last year. Sales of furniture departments were down by 3 per cent, but results for other departments revealed gains over February, 1941, although these were in most cases somewhat smaller than those which were recorded during immediately preceding months. The largest increase shown was in the footwear department where sales averaged 28 per cent higher, while both men's and women's clothing recorded gains of 15 per cent. Food sales were up 16 per cent from February a year ago. Increases in dollar sales of departments handling household requirements were as follows: 17 per cent for radios and musical instruments, 8 per cent for home furnishings and 7 per cent for household appliances and electrical supplies.

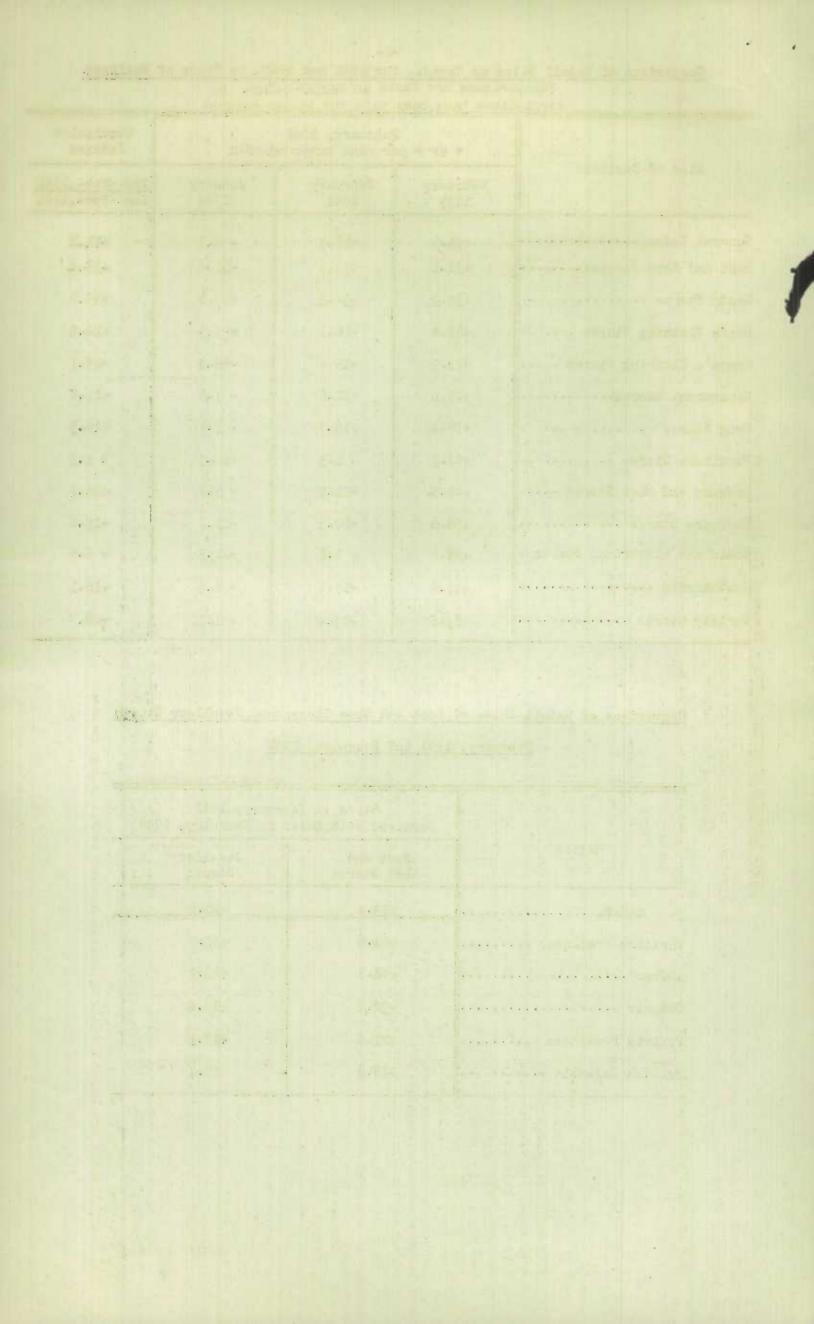


Comparison of Retail Sales in Canada, for 1941 and 1942, by Kinds of Business (Comparisons are based on dollar value. No

	+ or - p	Cumulative Indexes		
Kind of Business	February 1939	February 1941	January 1942	JanFeb., 1942 JanFeb., 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
Men'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	+24.7
Hardware Stores	+68-0	+20.3	-11.2	+25.6
Radio and Electrical Stores .	+55.6	+ 1.8	-12.3	+ 5.9
Restaurants	+47.6	+17.4	- 6.6	+18.1
Variety Stores	+83.8	+23.4	- 1.3	+28.5

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores February, 1941 and February, 1942

	Sales in February, 1942 Compared with Sales in February, 1941						
Region	Boot and Shoe Stores	Jewellery Stores					
CANADA	+33.4	+18.6					
Waritime Provinces	+41.6	+37.0					
Quebec	+48.7	+18.2					
Ontario	+32.6	+16.4					
Prairie Provinces	+21.6	+18.1					
British Columbia	+18.8	+20•7					



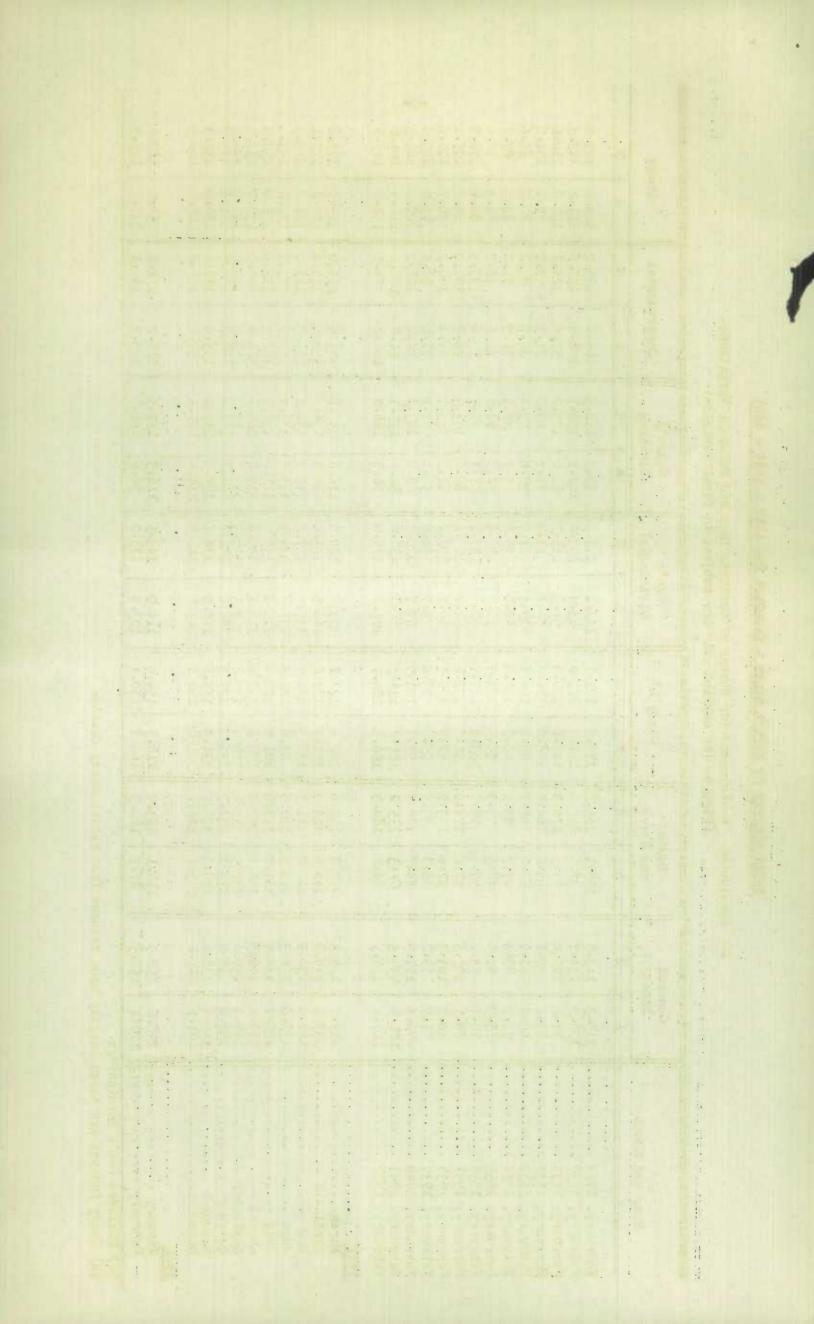
INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

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 Boots Index and Sho			Candy(h)		Men's Clothing(c)		Women's Clothing		Departmental		Drugs		
Tour and manyan	h	В	À	В	· A	В	1	В	A	В	<i>b</i>	В	i.	В
February, 1929 February, 1930 February, 1931 February, 1932 February, 1933 February, 1935 February, 1936 February, 1937 February, 1938 February, 1939 February, 1940 February, 1940 February, 1941 February, 1941 February, 1942 1941 May June July hugust September October November	108.9 97.2 83.2 65.7 71.0 73.0 78.7 80.1 80.9 77.9 90.4 101.5 120.1 119.2 135.7 143.0 133.8 122.4 134.1 137.3 152.4 146.6	143.9 134.7 120.0 99.8 81.2 88.4 92.5 93.8 102.5 103.3 99.2 111.5 130.6 154.5 134.5 134.5 134.9 146.5 136.4 138.0 138.1	108.1 97.6 79.5 65.0 52.2 49.9 48.5 55.1 57.8 52.6 46.7 54.7 67.3 89.7 99.8 148.8 142.8 155.5 114.7 114.1 132.3 133.1 128.3	166.8 150.6 126.4 104.7 92.7 93.2 93.9 99.2 114.0 103.7 93.8 106.4 135.2 180.3 142.6 128.3 121.9 117.9 119.8 147.4 111.8 121.3 134.0	170.8 172.4 127.6 108.8 88.4 88.8 95.5 105.8 94.9 92.9 85.8 97.2 124.0 166.8 102.4 171.5 130.3 89.6 101.9 128.6 118.4 133.1 131.4	201.1 203.0 150.3 124.5 104.1 104.6 103.5 105.4 102.8 100.7 93.0 101.9 134.3 180.7 124.2 129.6 124.4 122.5 121.4 137.6 130.4 137.5 155.8	145.1 83.4 67.3 54.7 39.5 52.8 56.2 58.5 62.7 60.7 56.7 67.7 82.0 103.4 104.4 146.9 135.5 111.8 114.1 128.5 168.8 174.9	249.5 143.4 115.7 91.8 67.9 90.8 96.6 97.2 106.1 102.7 96.0 110.9 138.8 175.0 130.0 143.4 137.2 134.9 136.2 147.6 130.5 132.9	97.3 101.2 81.0 71.2 59.6 59.2 62.5 57.7 60.1 61.2 56.4 68.0 80.9 96.6 114.8 169.9 142.1 133.2 111.0 119.2 135.3 164.2 155.5 224.4	152.5 158.7 127.0 108.9 93.4 92.8 98.0 95.9 103.3 105.2 97.0 113.1 139.1 166.0 135.8 135.4 134.2 123.7 132.1 160.8 144.4 131.4 149.3	106.8 108.6 99.4 81.3 64.8 71.9 71.2 75.6 76.7 75.4 71.0 84.8 94.8 106.2 111.6 132.2 134.3 123.7 102.2 120.4 138.6 160.0 155.4 239.2	135.2 137.5 125.8 99.2 82.0 91.0 94.7 95.3 102.0 100.2 94.4 108.2 126.1 141.1 125.0 133.4 129.2 123.1 132.5 146.1 136.6 136.5 137.6 145.8	114.8 111.2 102.8 99.6 80.5 81.5 86.3 88.8 94.7 90.7 95.0 100.2 112.5 131.5 123.9 120.8 126.8 122.8 126.8 122.8 130.6 141.6 134.4 182.6	123.6 119.7 110.6 104.2 86.6 87.7 92.9 92.9 105.1 100.6 105.4 107.3 124.8 145.9 125.8 125.1 126.5 133.4 130.9 131.6 135.8 135.8 135.9 145.5
1942 January February	201.5 128.2 120.1	150.9 154.5	203.4 114.1 89.7	153.7 180.3	301.8 118.5 166.8	160·1 154·0 180·7	243.8 114.0 103.4	143.5	116.3	152.5	115.2	151.1	136.6 131.5	140.6

(c) Includes men's furnishings.

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

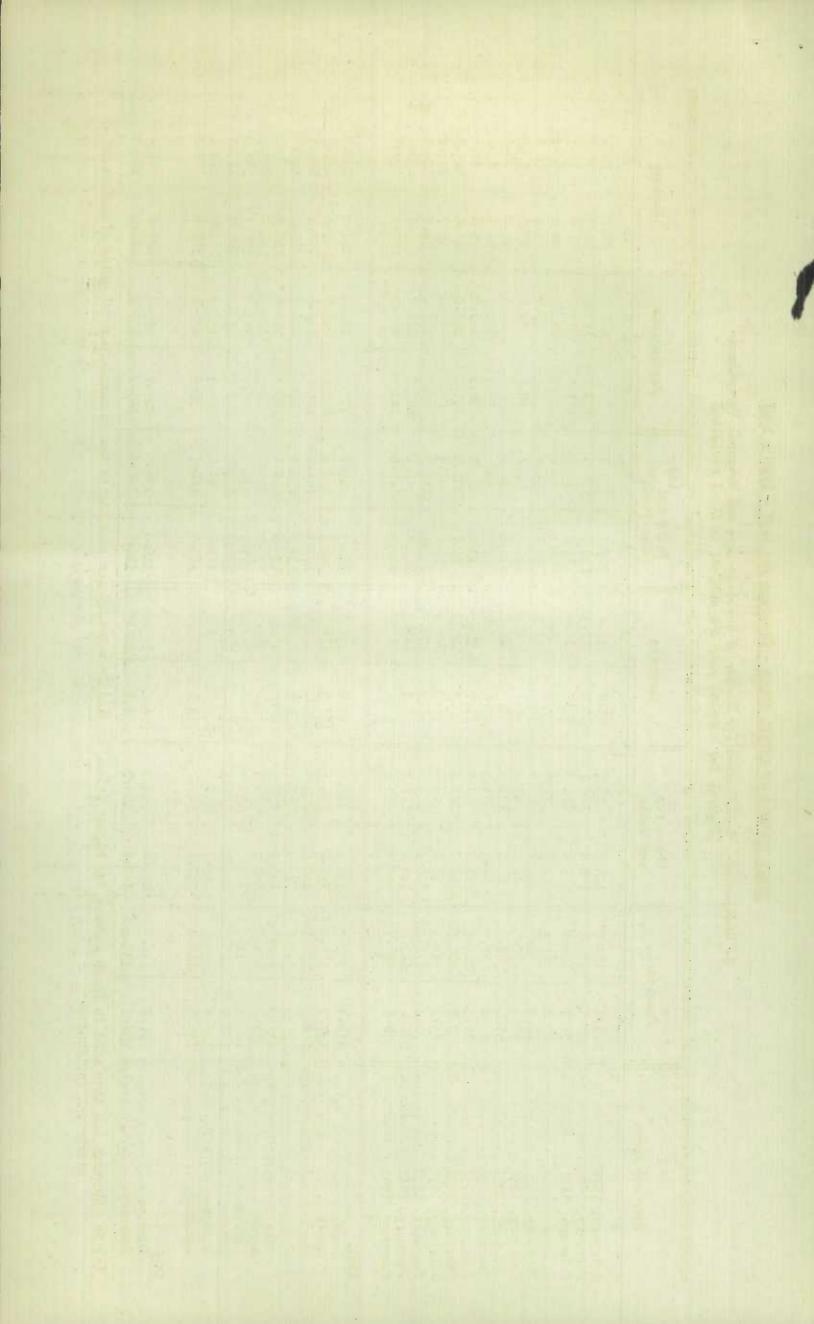


INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

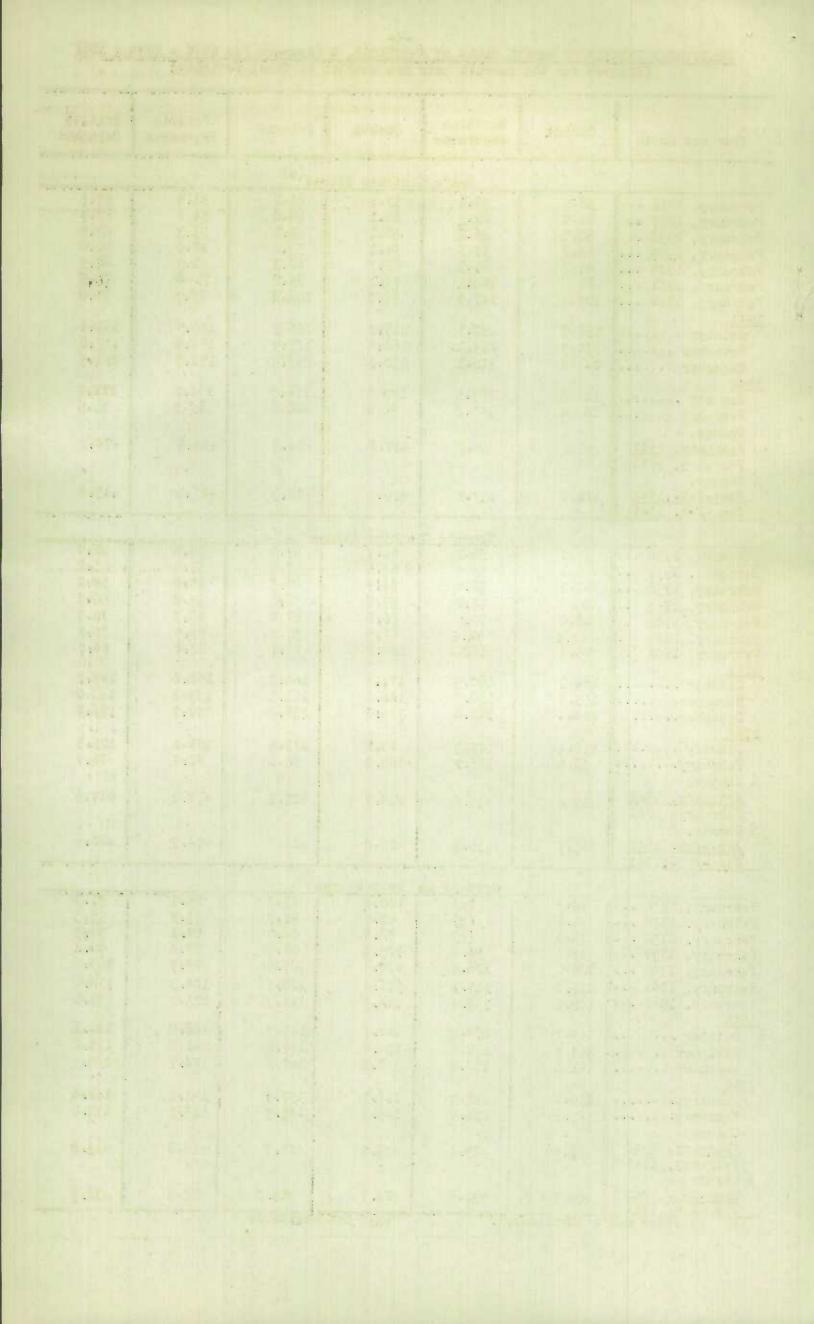
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for current year are subject to final revision)

Year and Month	Furni	Furniture Groceries and Meats		Hardware		Radio and Electrical		Restaurants		Variety		
	A	В	. A	3		В	A	B	<u> </u>	В		B
February, 1929 February, 1930 February, 1931 February, 1932 February, 1933 February, 1934 February, 1936 February, 1936 February, 1937 February, 1938 February, 1938 February, 1939 February, 1940 February, 1940 February, 1941 February, 1942	148.6 110.6 99.3 76.7 50.4 60.8 69.6 73.8 85.3 79.2 75.1 90.1	173.7 129.3 116.1 87.4 61.6 77.9 89.2 89.0 109.3 101.5 96.3 111.3 133.8 136.9	116.5 115.8 105.5 93.2 76.6 82.1 84.0 94.3 91.8 96.8 95.4 108.0 117.0 142.6	126.8 126.1 114.9 99.4 83.4 39.4 91.5 93.3 99.9 105.4 103.9 113.8 127.3 155.2	95.0 34.7 73.7 64.0 38.0 43.7 45.9 47.1 51.9 58.7 56.0 66.5 78.3 91.1	143.4 132.3 116.9 98.9 64.1 77.4 84.1 85.8 98.5 107.5 102.6 116.9 143.3 172.3	205.8 138.8 133.0 59.9 52.7 64.0 74.3 72.2 84.2 75.2 71.0 92.8 108.5 110.5	250 S 169.5 162.4 105.4 64.4 78.2 90.1 93.2 113.2 101.1 95.5 119.8 146.0 148.6	264-0 153-1 123-4 101-9 78-5 80-2 03-3 93-1 96-5 92-7 82-1 92-8 103-2 121-2	185-7 173-3 139-7 111-4 88-9 90-8 94-3 100-7 109-0 105-0 93-0 101-4 116-9 137-2	54.2 62.5 62.4 61.1 54.2 53.8 62.1 65.8 70.6 69.7 86.7 1(3.8) 128.1	78.1 90.0 89.9 85.5 78.1 77.5 84.1 83.9 97.4 104.5 103.2 124.2 153.6 189.7
March	174.3 131.5 115.3 138.8 140.1 137.9 100.5	131.3 127.4 139.1 137.6 148.1 135.5 121.6 115.7 94.9 114.0	134.7 132.2 146.8 139.4 133.0 146.0 133.7 145.2 143.7 161.6	126.9 136.5 141.4 145.7 136.3 148.3 139.1 143.0 140.8 149.1	97.9 137.5 169.0 153.6 1.9.6 157.8 164.4 139.0 170.1	137.2 134.9 125.6 131.6 133.1 142.6 134.2 140.2 141.7 153.1	120.3 146.3 167.4 138.9 13.05 136.9 157.2 151.3 115.4 169.9	145.6 160.5 144.0 155.6 169.1 174.4 134.7 117.8 94.2 120.7	117.0 118.2 119.2 114.4 125.2 134.7 129.7 131.0 126.3 139.4	118.8 118.7 115.6 116.5 119.4 124.8 125.3 123.2 133.9 134.1	121.0 143.4 159.8 154.0 152.2 158.9 152.3 173.0 178.2 341.6	150.9 157.0 159.7 156.8 152.7 163.1 162.6 166.2 171.6 176.2
January	91.8	134.5	150·4 142·6	146.4	106.0	173·2 172·3	126.0	156-4 148-6	129.7	135.2	129-8	191.4 189.7

⁽a) No allowance has been made in these indexes for higher prices arising from the 25 per cent excise tax on manufacturers' sales of radios or electrical appliances.

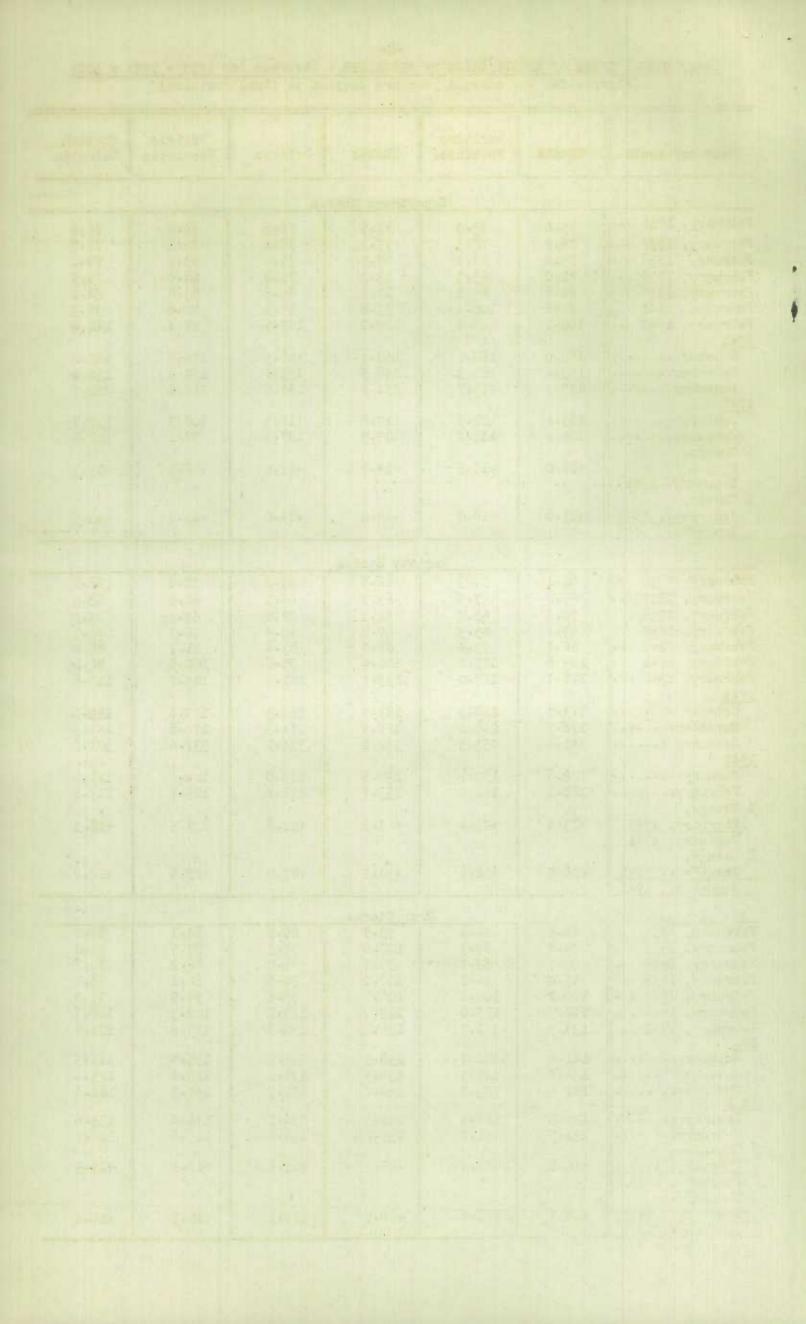


Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
		Men's	Clothing St	ores (c)		
February, 1936	58.5	59-1	57.1	61.2	51.6	57.7
February, 1937 ···	62.7	61.3	60.1	66.8	54-8	60.9
February, 1938	60.7	66.8	60.1	62.1	53.3	60.4
February, 1939 ···	56-7	57.5	54.2	59.2	49.8	60.2
February, 1940 ···	67.7	81.3	65.7	68.3	61.0	68.3
February, 1941 ···	82	106.1	75.1.	85.8	71.8	76.5
February, 1942 ···	103-4	147.2	96.0	106.8	85.9	95.0
1941	205.					
October	168.8	197.1	169.2	168.7	170.5	141.4
November	174.9	223.1	166.6	175.9	179-9	143.8
December	243.8	322.1	230.0	255.3	198.9	221.5
1942						
January	114.0	163.5	100 0	116.7	104.2	111.7
February	103.4	147.2	96.0	106.8	85.9	95.0
6 Change,						
February, 1942	+26.1	+38.7	+27.8	+24.5	+19.6	+24.2
February, 1941	160-2	3				
% Change,						
Jan - Feb - , 1942	+24.9	+37.1	+26.5	+22.3	+25.6	+19.8
JanFeb.,1941					1.	
	and the second second	The same of the sa	lothing Sto			T = 0
February, 1936 ···		56.7	61.7	57-3	55.0	52.9
February, 1937		55.4	63.5	59.3	59.4	57.2
February, 1938 · · ·		58.4	64.9	60.5	59.2	59.0
February, 1939 · · ·		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	80.3	72.7	82.2
February, 1942	96.6	128.2	100.0	96.1	82.9	96.7
1941				-// 0	200 4	245 0
October	164.2	180.3	171.4	164.2	158.4	145.2
November	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
1942					1000	205 2
January	116.3	142.3	99.8	123.6	109.2	125.3
February	96.6	128.2	100.0	96.1	82 • 9	96.7
% Change,						
February, 1942	+19.4	+35-5	+19.2	+19.7	+14.0	+17.6
February, 1941					2	
% Change,			hotel to be			0//
Jan - Feb . 1942	+25.7	+30.9	+25.0	+25.5	+24.9	+26.6
JanFeb.,1941			-			
202/	I 04 3	The second second second second second	1 100.4	93.2	85.7	91.3
February, 1936 · · ·		(g)	92.9	92.7	83.9	96.5
February, 1937 · · ·		(g) (g)	98.9	98.2	87.1	9743
February, 1938		92.8	103.3	98.5	77.5	80.4
February, 1939		106.6	110.7	109.6	99.7	105.0
February, 1940	108-0	1			104-3	116.0
February, 1941 ···		117.1	117-4	120-7		
February, 1942	142.6	151.9	144-5	146-9	123.9	132.0
1941	745 2	154.2	140.7	145.9	148.0	142.6
October	145.2	1 .	134.4	148.6	141.8	139.2
November	143.7	156.5	_	167.6	144.7	150.5
December	161.6	177.6	158.2	101.0	744.1	1,000
1942	3 7 2 1	3 = 0 3	240 3	152 0	132.2	142.6
January	150.4	158-1	147-1	157-9	123.9	132.0
February	142.6	151.9	144.5	146.9	153.7	135.0
% Change,						
February, 1942	+21.9	+29.7	+23.1	+21.7	+18.8	+13.8
February, 1941						4
% Change,				104	.60.5	100
Jan Feb. , 1942	+24.7	+32-8	+24.7	+24.5	+22.7	+18.7
Jan -Feb., 1941						



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
		Deps	artment Stor	es		
February, 1936	RF (72.7	76.6	76.0	76.6
	75.6	73.0	75.1	78.2	76-1	77.3
February, 1937 · · · · February, 1938 · · ·	75.4	69.7	77.7	77.0	71.9	79-2
February, 1939 · · ·	71.0	63.3	73.3	71.8	68 - 6	75.5
February, 1940 i	84.8	83.9	87.4	85.6	83.0	84.2
February, 1941 ···	94.8	100.6	95.8	95.6	90.8	97.3
February, 1942 ···	106.2	116.2	109-9	107.7	97.1	112.0
1941	100	300 7	163.7	158.5	154.5	161.0
October	160.0	180.7	148.5	153-2	157.9	150.0
November		181.3.	251.7	249.0	217.1	222.7
December	239.2	210.1	(2) 7.1	247.0		
January · · · · ·	115.2	122.5	119-8	116.3	108.5	117.7
February	106.2	116.2	109-9	107.7	97.1	112.0
% Change,						13.55
. Registration	+12.0	+15.5	+14.7	+12.7	+ 6.9	+15.1
February, 1941		No.				
% Change,	3.5.0	1200	+16.0	+19,.0	+15-2	+20.5
JanFeb., 1942	+17.8	+19.9	+10.0	1178.0	477.5	1.
JanFeb., 1941						
		Var	iety Stores			
February, 1936	62.1	54.3	62.7	63.8	57.8	66-1
February, 1937	11 1-0	59.5	63.9	68.1	64-0	68.0
February, 1938	11 /	62.2	72.1	72.0	65.4	74.9
February, 1939	1 /- 7	65.3	69.6	70.4	66.5	76-3
February, 1940	86.7	93.4	87.9	83.4	91.1	88.0
February, 1941	11	125.2	106.4	99-8	102.6	96.0
February, 1942	128.1	162.0	133.7	121.6	125.7	113-8
1941	1	0000	184.4	164-3	173.4	133.3
October	173.0	220.3	175.5	174.3	176-8	141.5
November	178.2	453.3	332.2	334.1	332.6	301.8
December ····	341.0	473.3	332.5	334-2	33-	
1942 January	129.8	150.1	139.6	125.0	124.6	111.1
February		162.0	133.7	121.6	125.7	113.8
% Change,						-0 #
.February, 1942	+23.4	+29.4	+25.7	+21.8	+22.5	+18.5
February, 1941						
% Change,			120 =	127.0	+29.6	+22.9
Jan Feb., 1942	+28.5	+32.2	+30-5	+27.0	727.0	122.7
JanFeb., 1941						
	and the second second second second second second	The first of the second	Drug Stores	1 00 0	84.1	1 85-6
February, 1934	11	84.1	93.9	89.8	87.5	93.0
February, 1937 · ·		89.3	102-6	95.3	86.2	90.2
February, 1938	1.1	89-2	95.1	94.6	86.1	88.2
February, 1939 · ·	11	96.2	106.6	98.4	97.9	97.0
February, 1940	11	125.0	113-3	113.1	107-3	108-3
February, 1941 · · · February, 1942 · · ·		151.7	135-2	130.8	125.6	122.7
1941	1350					345 5
October	. 1436	151.7	138.9	135.3	155-4	145.5
November:		149.3	134.5	137.1	126.4	123.4
December	182.6	223.7	164.2	181-5	189.3	181.6
1942	136.6	147.6	137.3	136.2	134.0	133.6
January February February		151-7	135.2	130-8	125.6	122.7
% Change,	1					
February, 1942	716.9	+21.4	+19-3	+15.6	+17.1	+13.3
February, 1941						-
% Change,						124
Jan-Peb., 1942		+18-6	+16.5	+15.5	+18-3	+14 • 4
Jane - Pob. , 194.1	more a more a serve	1				



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

FEBRUARY, 1941 AND FEBRUARY, 1942

(Based on dollar sales of 18 firms)

Name and Post				PRESENTATION OF THE PERSON NAMED IN
		February 1941	February 1942	% Change. 1942/41
		3	\$	
	TOTAL SALES	17,506,531	19,544,703	+11.6
1.	Women's dresses, coats and suits	1,418,543	1,554,186	+ 9.6
2.	Girls' and infants' wear	440,295	516,351	+17-3
3.	Hosiery and gloves	628,082	772,086	+22.9
4.	Lingerie and corsets	747,234	897,435	+20-1
5.	Millinery	131,128	130,555	- 0.4
6.	Women's and children's apparel (Total, 1-5).	3,365,282	3,870,613	+15.0
7.	Men's and boys clothing and furnishings	1,554,315	1,783,079	+14.7
8.	Drugs and toilet articles and preparations	630,506	708,087	+12.3
9.	Piece goods	1,635,499	1,830,483	+11.9
10.	Smallwares	714,167	785,517	+10.0
11.	Food and kindred products	1,851,445	2,149,203	+16.1
12.	Furniture (including mattresses and springs)	1,582,515	1,528,797	- 3-4
13.	Home furnishings	1,368,228	1,473,561	+ 7•7
14.	Household appliances and electrical supplies	562,592	601,126	+ 6.8
15.	Hardware and kitchen utensils	859,443	865,610	+ 0.7
16.	Radios, musical instruments and supplies	305,653	356,796	+16.7
17-	Shoes and other footwear	911,429	1,166,580	+28.0
18.	Stationery, books and magazines	302,734	343,957	+13.6
19.	All other departments, total	1,862,723	2,081,294	+11.7



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