

#### CANADA

# DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 12

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### MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

MARCH 1942

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#### DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRINCH OTTAIA, CANADA

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#### MONTHLY INDEXES OF RETAIL SALES, MARCH, 1942 (1935-1939 = 100)

A further pronounced increase in retail trading in Canada occurred in March with the dollar value of retail purchases ranging 21 per cent above February and 22 per cent higher than in March a year ago. The 22 per cent increase over March, 1941 compares with gains of 18 per cent and 26 per cent recorded in the corresponding month comparisons for February and January respectively, while dollar sales for the first quarter of the current year averaged 22 per cent over the corresponding period of 1941. The general index of sales, on the base 1935-1939 = 100, unadjusted for seasonal movements, stands at 144.9 for March, at 120.1 for February and at 119.2 for March a year ago.

Part of the major increase in March sales compared with last year may be attributed to the fact that Easter occurred one week earlier this year than last and consequently a greater proportion of the Easter trade was transacted in March this year. On making allowance for differences in the number of business days in different months of the year, for normal seasonal movements and on making a further adjustment for the changing Easter date, the adjusted index of retail sales stands at 161.8 for March, 154.8 for February, 150.9 for January and at 129.3 for March, 1941.

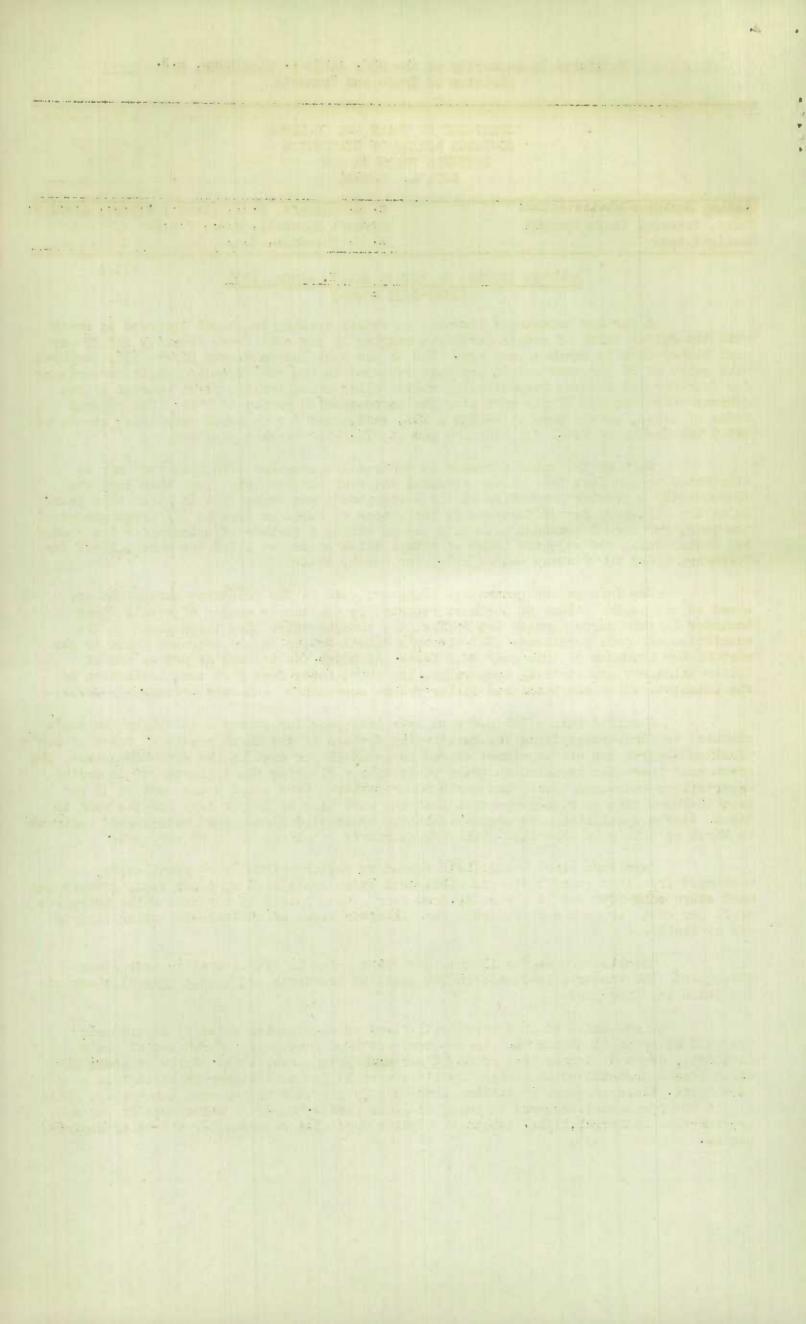
The indexes and percentage changes quoted in the preceding paragraphs are based on the dollar volume of business reported by the sample number of retail firms included in this survey and do not reflect the changes which have taken place in the quantities of goods purchased. The Bureau's Retail Prices Index averaged about 10 per cent higher in March of this year than last. Although the indexes of prices and of dollar sales are not strictly comparable, the price index dows give some indication of the extent to which the increased dollar volume represents enhanced prices.

A marked gain of 62 per cent over last year for stores specializing in men's clothing or furnishings forms the outstanding feature in the March results. Sales of men's clothing departments of department stores advanced 52 per cent in the same comparison, the pronounced increases revealed in these statistics reflecting the influence of impending restrictions announced during the month under review. Shoe store sales were up 38 per cent in March this year compared with last and were also up 38 per cent for the year to date. Stores specializing in women's clothing transacted 30 per cent more dollar business in March of this year than last while the quarterly total was up by 28 per cent.

Furniture store sales (as measured by dollar volume) were practically unchanged from last year, radio and electrical store sales were up 8 per cent, grocery and mont store sales advanced 14 per cent, drug store sales gained 15 per cent while increases of 20 per cent or more were recorded for all other lines of business for which figures are available.

Rosults on a regional basis show that gains in retail trading took place throughout the country, increases in the Maritime Provinces and Quebec generally exceeding those in other parts.

March sales of 20 departmental firms which reported sales by departments averaged 26 per cent higher than in the same month of last year. Purchases of men's clothing, advanced sharply to a point 52 per cent above March, 1941. Sales of shoes and other footwear continued at a high level and were 34 per cent higher in March this year over last. Sales of women's clothing increased 29 per cent in the same comparison, while a gain of 27 per cent occurred in sales of piece goods. Hardware sales were 28 per cent greater than in March, 1941. Substantial gains were also recorded for all other departments.

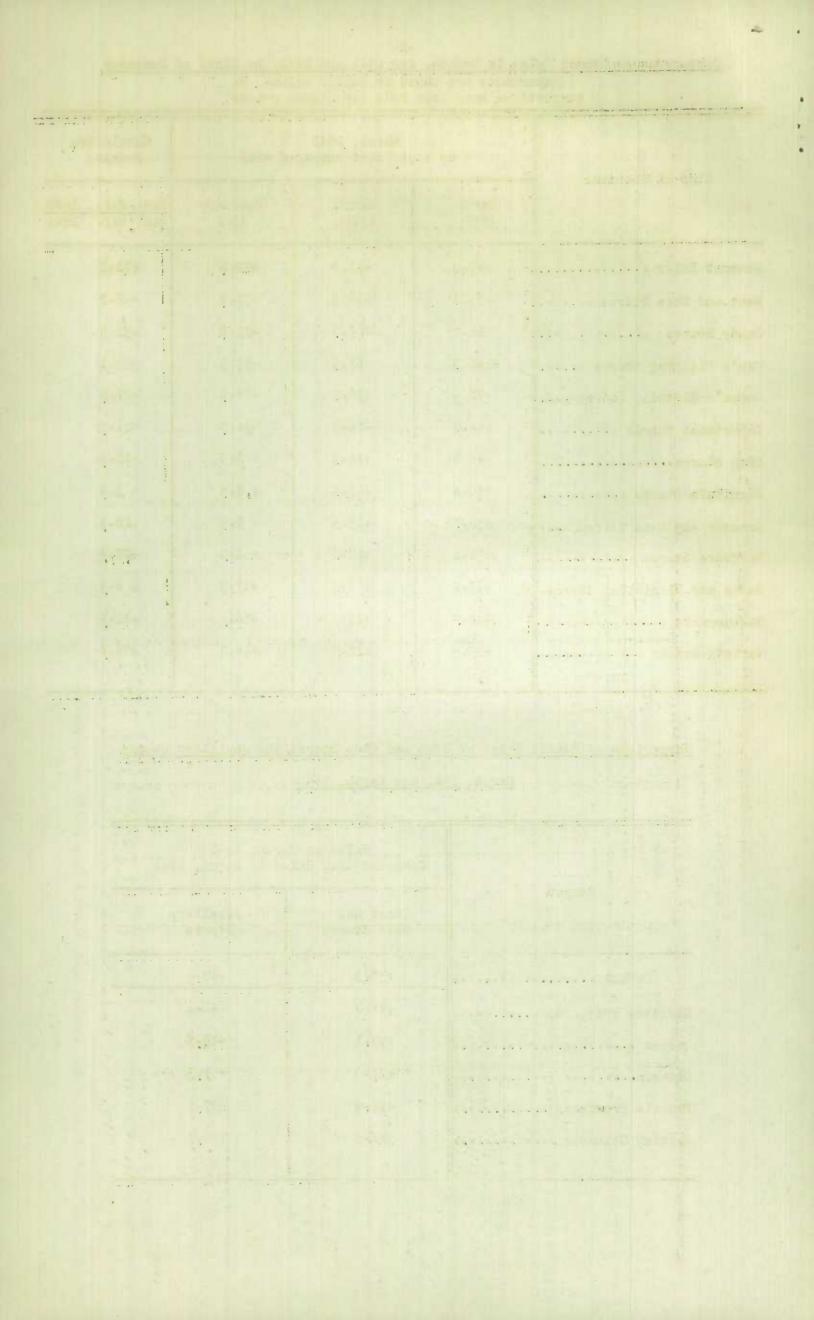


# Comparison of Retail Sales in Canada, for 1941 and 1942, by Kinds of Business (Comparisons are based on dollar value. No corrections have been made for higher prices)

Kind of Business	+ or -	Cumulative Indexes		
NIII OI BUSINOSS	March 1939	March 1941	February 1942	JanMar., 1942 JanMar., 1941
General Index	+57-0	÷21.6	+20.6	+21.7
Boot and Shoe Stores	+99.6	+38.3	+53.9	+38-2
Candy Stores	+66.1	+22.0	-22.8	+31.3
Men's Clothing Stores	+142.5	+62.1	+63.5	+39.1
Women's Clothing Stores	+78.4	+30-2	+54.6	+27.5
Department Stores	+64.2	+26.5	+31.5	+21.5
Drug Stores	+34.9	+14.7	+ 8.5	+15.6
Furniture Stores ·····	+40.4	+ 1.1	♦ 8 • 4	+ 3.6
Grocery and Meat Stores	+39.5	+13.5	+ 7.9	+20.4
Hardware Stores	+74.2	+28.6	+31.0	+27.4
Radio and Electrical Stores.	+57 - 7	+ 7.5	+17.5	+ 6.3
Restaurants	+47.5	+19.7	+16.1	+18.5
Variety Stores	+85•3	+22.8	+15.2	+26.6

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

	- 11	Sales in March, 1942 Compared with Sales in March, 1941				
Region	Boot and Shoe Stores	Jewellery Stores				
CANADA	+38•3	+10.0				
Maritime Provinces	+47.0	+42.1				
uebec ·······	+55.1	+13-5				
ntario	+37.0	+ 1.3				
rairie Provinces	+32.9	+17.9				
British Columbia	+12.5	+20•9				

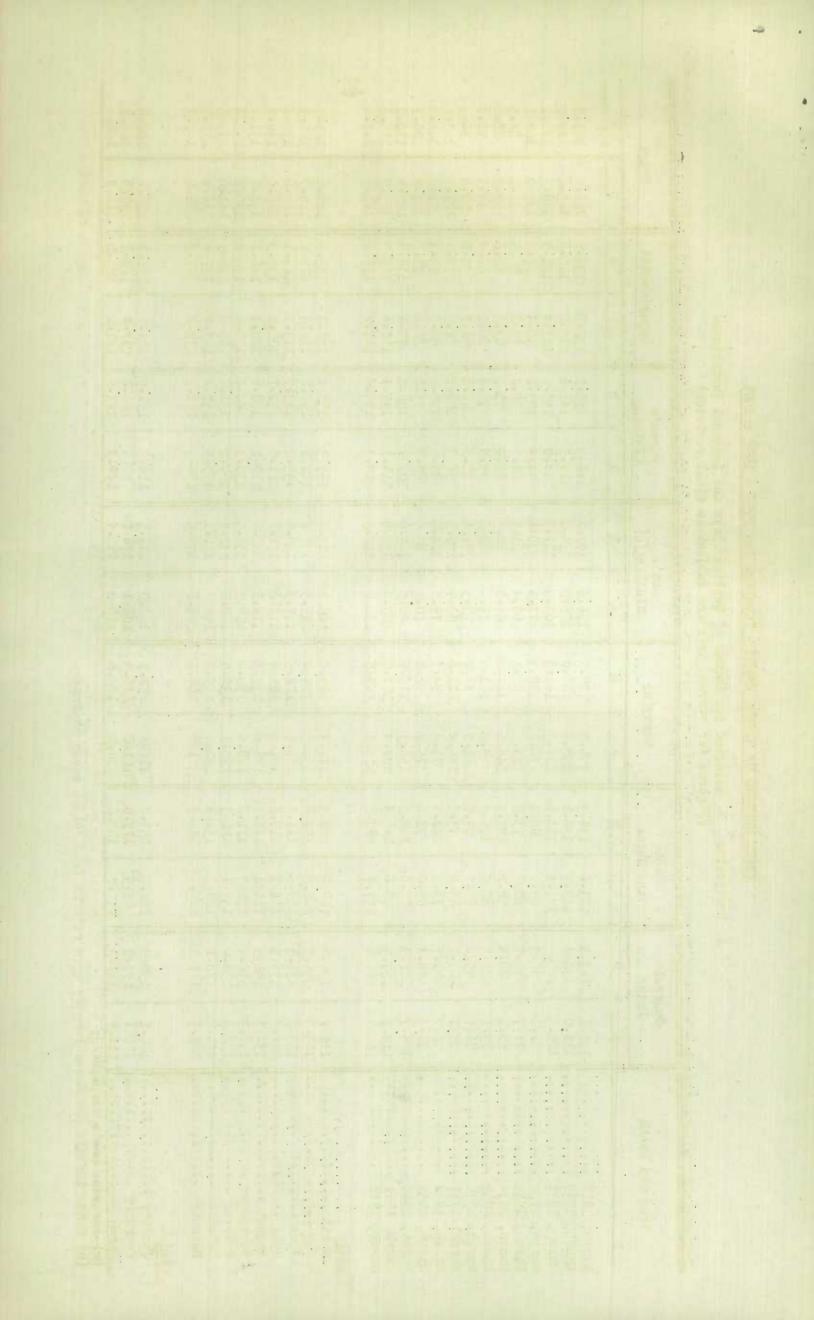


### INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

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

Year and Month	1	eral dex	11		Candy(h)		Men's Clothing(c)		Women's Clothing		Departmental		Drugs	
	A	В	A	В	A	В	A	В	A	В	A	В	À	В
March, 1930	137.6 119.0 109.8 92.4 77.7 88.1 85.5 84.6 95.7 92.9 92.3 105.9 119.2 144.9	143.1 130.4 120.5 96.7 83.7 88.5 91.9 95.6 103.7 101.7 98.1 112.3 129.3 161.8	183.6 119.3 101.4 85.6 60.8 98.2 81.5 81.7 83.6 78.5 69.0 83.6 99.6	198·3 154·1 114·6 96·1 77·8 102·9 105·3 99·0 93·8 102·5 98·6 100·3 142·3 189·8	256.7 158.6 117.3 170.0 75.5 144.6 89.6 81.5 146.4 76.2 75.2 158.5 102.4 124.9	190 · 2 181 · 0 141 · 3 129 · 3 87 · 2 104 · 0 101 · 5 98 · 2 111 · 8 94 · 2 92 · 2 115 · 6 124 · 2 159 · 8	196.6 126.0 103.6 77.5 66.4 84.8 73.4 75.3 89.9 79.6 70.2 90.5 105.0 170.2	192.7 154.8 117.7 78.4 81.9 80.7 88.8 97.6 105.3 104.6 85.5 105.6 130.6 212.5	148.5 117.9 114.0 94.4 69.7 88.0 79.5 81.5 95.3 89.5 83.7 102.7 114.7 149.3	158.2 148.6 137.2 103.8 88.2 91.0 98.8 95.8 106.8 106.0 135.7 173.6	132.9 115.8 113.4 90.6 77.8 87.8 80.2 81.7 92.5 86.7 86.0 95.4 111.6 141.2	138.2 126.8 121.9 92.4 82.9 88.8 87.4 94.0 99.9 98.3 91.7 105.8 125.0 157.0	126.0 123.8 108.3 105.0 87.2 93.7 95.5 90.8 101.9 99.8 105.2 109.4 123.7 141.9	121.7 120.7 108.1 102.1 84.5 88.8 92.2 94.3 103.8 101.0 106.1 110.0
August	152.4 146.6 201.5	135.2 134.5 134.3 134.9 146.5 136.4 138.0 138.1 147.2	148.8 142.8 155.5 114.7 114.1 132.3 133.1 128.3 203.4	128.3 121.9 117.9 119.8 147.4 111.8 121.3 134.0 144.7	171.5 130.3 89.6 101.9 128.6 118.4 133.1 131.4 301.8	129.6 124.4 122.5 121.4 137.6 130.4 137.5 155.8 160.1	146.9 135.5 137.5 111.8 114.1 128.5 168.8 174.9 243.8	143.4 137.2 134.9 136.2 147.6 130.5 132.9 136.1 148.5	169.9 142.1 133.2 111.0 119.2 135.3 164.2 155.5 224.4	135.4 134.2 123.7 132.1 160.8 144.4 131.4 137.4 149.3	132.2 134.3 123.7 102.2 120.4 138.6 160.0 155.4 239.2	133.4 129.2 123.1 132.5 146.1 136.6 136.5 137.6 145.8	120.8 126.8 122.8 128.0 132.2 130.6 141.6 134.4 182.6	125.1 126.5 133.4 130.9 131.6 130.8 135.8 135.9 145.5

<sup>(</sup>c) Includes men's furnishings
(h) Candy indexes are based largely upon returns from retail candy chains.

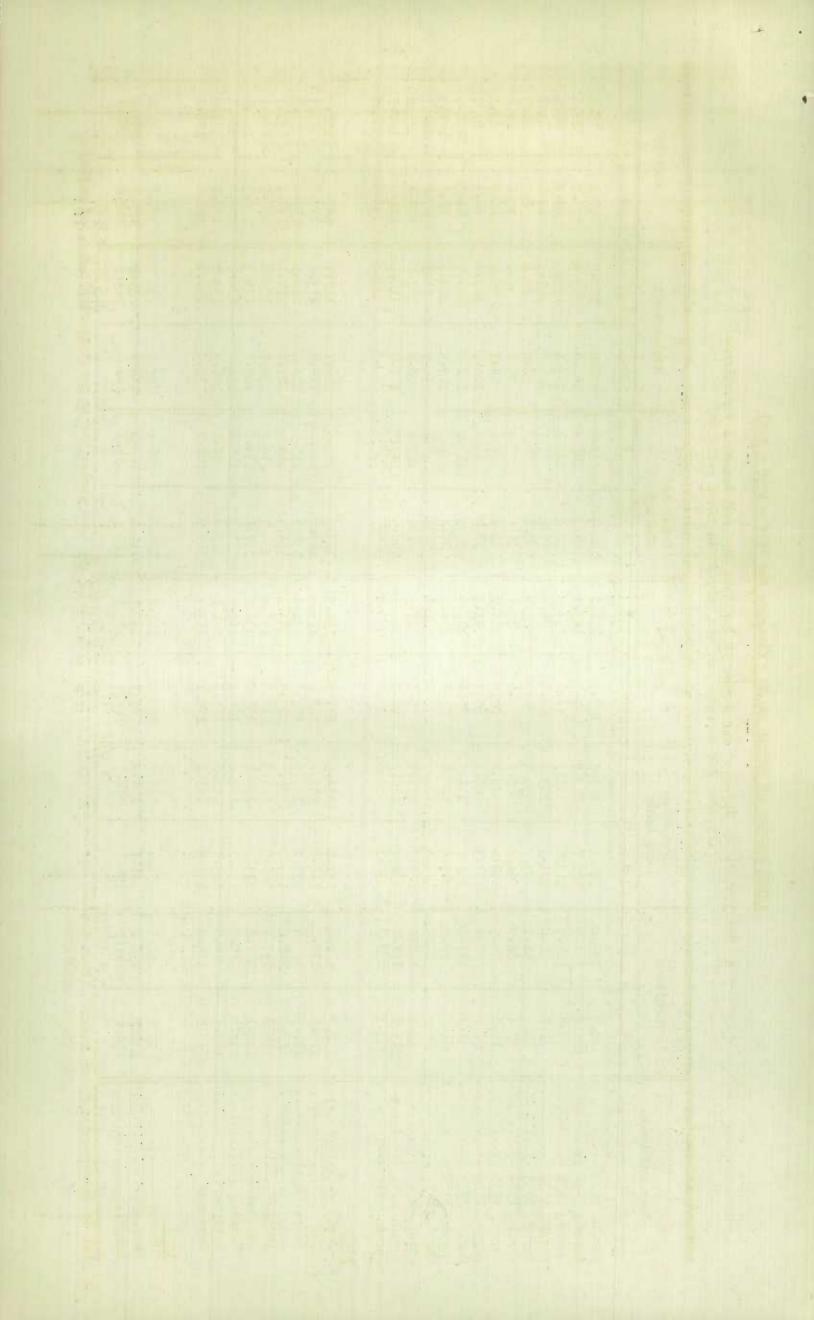


### INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

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

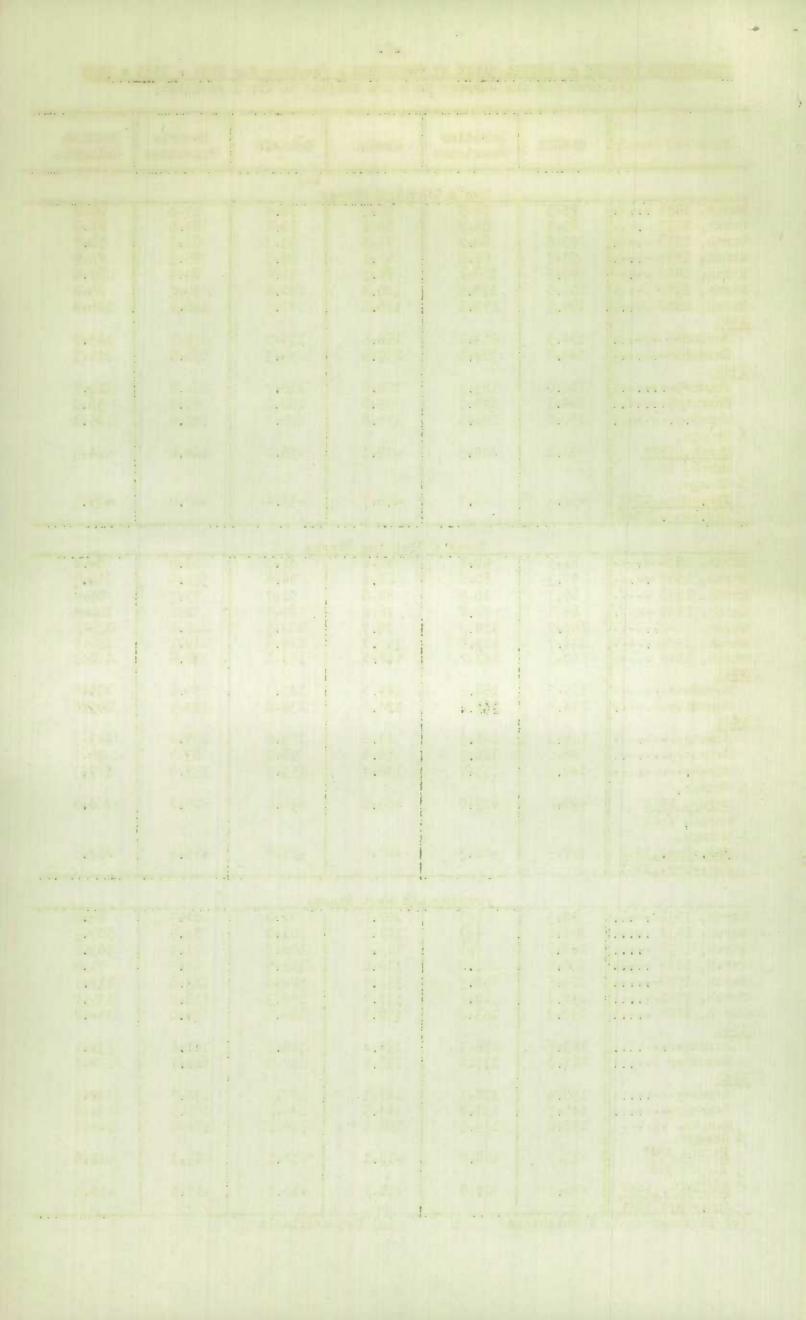
Year and Month	Furni	rniture Groceries and Meats		Hardware		Radio and Electrical		Restaurants		Variety		
Total tilla mollon	A		A	В	A	В	A	В	A	В	A	В
March, 1929	160.8 121.4 98.2 71.2 60.2 77.4 77.8 77.7 97.7 83.5 82.0 93.0	185.0 134.9 111.7 81.0 66.2 86.0 86.5 88.4 111.1 96.2 94.5 112.2	13G.1. 120.7 113.2 101.3 89.7 94.1 98.4 93.3 101.2 105.8 109.6 124.5	126.2 119.7 117.9 103.4 90.3 88.6 95.8 98.1 104.5 102.8 104.9	108.4 102.7 96.1 63.8 50.3 59.9 60.8 65.1 75.6 77.5 72.0 79.1	158.0 143.9 134.6 89.4 67.9 83.9 85.2 91.2 105.9 104.6 97.1	180·3 1/5·1 120·1 79·0 60·6 66·4 80·1 78·0 93·5 89·4 82·1 97·2	235.8 182.4 149.1 95.7 69.8 79.4 95.8 94.4 113.2 104.2 95.7 122.4	178-6 160-9 135-6 106-0 88-0 95-2 94-1 100-1 108-4 103-3 94-9 100-8	180.8 163.4 139.0 107.3 88.8 95.1 95.2 102.6 109.7 104.5 95.7	67.1 71.9 69.4 69.8 58.2 72.8 66.9 66.3 84.3 78.8 80.2	78.6 89.6 88.5 83.7 74.5 82.8 83.1 87.9 101.5 101.3 102.7 125.8
March, 1941	113.9	132.7 137.2	134.7 152.9	126.9 154.5	97.5 125.4	136.7 175.7	120.5 129.5	145.9 156.8	117.0 140.0	118.8	121.0 148.6	150.9 191.9
May June July August September October November December	137.7 174.3 131.5 115.3 138.8 140.1 137.9 100.5	139.1 137.6 148.1 135.5 121.8 115.7 94.9	132.2 146.8 139.4 133.0 146.0 133.7 145.2 143.7 161.6	141.4 145.7 136.3 148.3 139.1 143.0 140.8 149.1	169.0 153.6 149.3 149.6 157.8 164.4 139.0 170.1	125.6 131.6 133.1 142.4 134.2 140.2 141.7 153.1	167.4 138.9 134.5 136.9 157.2 151.3 115.4 169.9	144.0 155.6 169.1 174.4 134.7 117.8 94.2 120.7	119.2 114.4 125.2 134.7 129.7 131.0 126.3 139.4	115.6 116.5 119.4 124.8 125.3 128.2 133.9	159.8 154.0 152.2 158.9 152.3 173.0 178.2 341.6	159.7 154.8 152.7 163.1 162.6 165.2 171.6 176.2
January February March	91.8 106 <b>-2</b> 115 <b>-1</b>	134.5 136.2 137.2	150.4 141.7 152.9	146.4 154.3 154.5	106.0 95.7 125.4	173.2 17 <b>5.2</b> 175.7	126.0 110.2 129.5	156.4 148.2 156.8	129.7 12 <b>0.6</b> 140.0	135.2 1 <b>36.6</b> 143.5	129.8 129.0 148.6	191-4 190-9 191-9

<sup>(</sup>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.

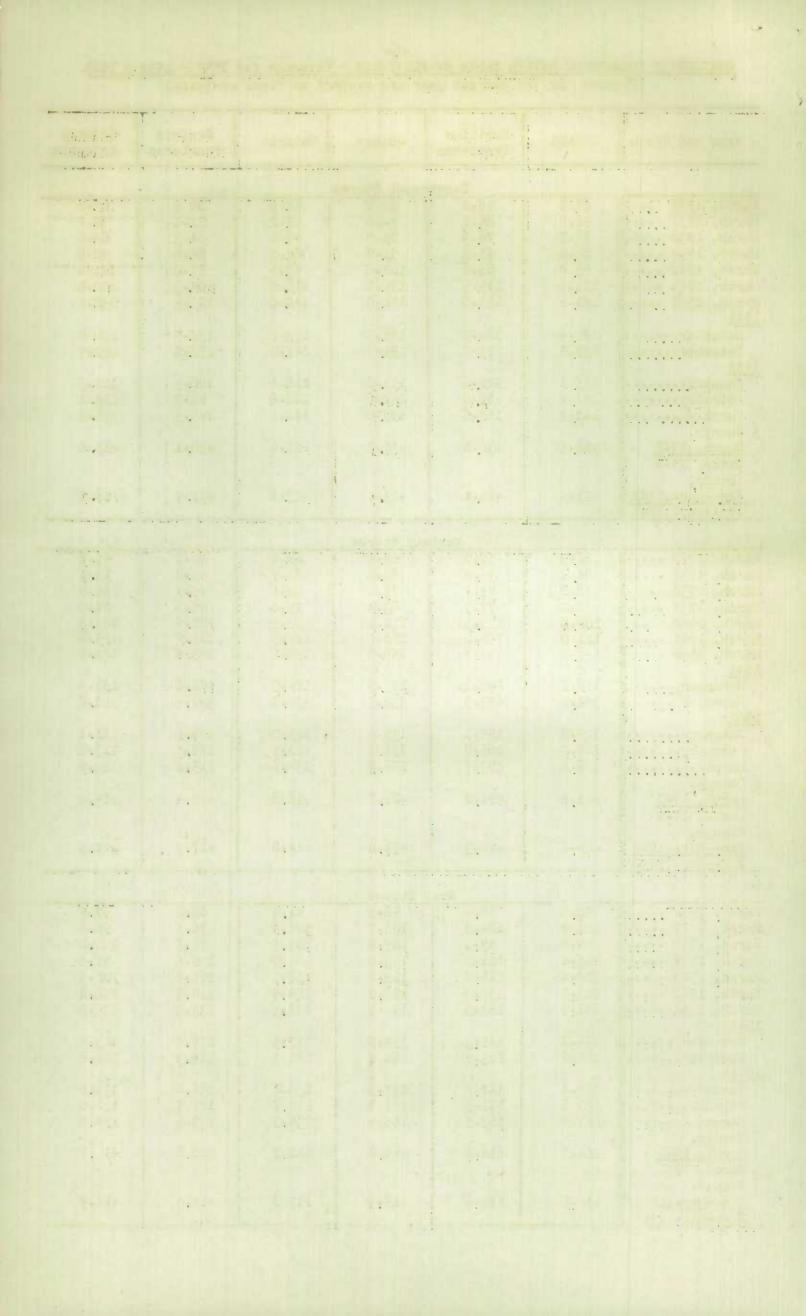


# UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100) (Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia		
		1 02		(c)				
			othing Store		69.3	67.7		
March, 1936	75.3	74.5	79.3	76.4	87.6	88.0		
March, 1937	89.9	87.9	88.2	92.2	81.3	71.7		
March, 1938	79.6	80.2	74.5	69.3	75.3	73.9		
March, 1939	70.2	67.0	69.1 88.3	91.0	84.4	87.6		
March, 1940	90-5	108.2	100.4	110.6	90.6	89.1		
March, 1941	105.0	128.5	178.8	172.5	148.6	146.4		
March, 1942	170.2	192.1	110.0	715-7	240.0			
1941 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	24300	25547	230.0	- // 3	1 -/- /			
January	114.0	163.5	100.0	116.7	104.2	111-7		
February	104.1	147.5	95.8	108.2	85.9	96.0		
March	170-2	192.1	173.8	172.5	148.6	146.4		
% Change,	210-2	3/2-2						
March, 1942	+62.1	+49.5	+78.1	+56.0	+64.0	+64+3		
March, 1941					Maria de la companya della companya			
% Change,								
JanMar. , 1942	+39.1	+41.7	+46.7	+35.4	+40.0	+35.3		
JanMar. 1941				11.				
proposition of the second seco								
			Clothing Sto					
March, 1936	81.5	69.7	82.2	81.1	83.0	84.4		
March, 1937	95.3	80-6	84.6	96.6	101.6	116.3		
March, 1938	89.5	76.9	80.8	92.7	93.3	97.4		
March, 1939	83.7	70.7	76.8	82.7	92.2	101.4		
Ms.rch, 1940	102.7	110.5	88.7	100.9	112.6	133.5		
March, 1941	114-7	123.0	105.9	115.5	110.1	138-9		
March, 1942	149.3	153.7	148.9	153-1	137-8	147.3		
1941					3503	220.0		
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	-2/ 2	240.3	00.0	222 (	109.2	125.3		
January	116.3	142.3	99.8	123.6	83.9	96.7		
February	96.6	126.9	96.0	98.2				
March	149.3	153.7	148.9	153-1	137.8	147.3		
% Change,	. 20 0	1050	140 6	122 6	+25.2	+ 6.0		
March, 1942	+30.2	+25.0	+40.6	+32.6	723.2	7 070		
Merch, 1941	4							
% Change,	100 5	+28.3	+29.7	+29.0	+25.4	+17.5		
JanMar. 1942	+27.5	+20.3	467.1	7270	T2)**	T-1-7		
JanMar., 1941			-					
		Grocery	and Meat Sto	res				
March, 1936	93.3	(g)	102.0	91.0	84.5	86.9		
March, 1937		(g)	102.3	101.0	95.9	107.3		
March, 1938		(g)	105.5	108.5	97.4	105.9		
March, 1939		101.0	121.2	112.9	38.5	91.9		
March, 1940		120.5	131.7	124.6	113.8	119.7		
March, 1941		129.6	137.7	139.3	118.5	131.0		
March, 1942		153.2	158.5	156.1	134.0	146-2		
1941				Will do to				
November	143.7	156.5	134-4	148.6	141.8	139.2		
December		177.6	158.2	167.6	144.7	150.5		
1942								
January	150.4	158.1	147.1	157.9	132.2	142.6		
February		151.9	144.5	145.0	123.5	132.0		
March	152.9	153.2	158.5	156.1	134.0	146.2		
% Change,						1 . 2 . /		
March. 1942	+13.5	+18.2	+15.1	+12.1	+13.1	+11.6		
March. 1941						2/ 2		
% Change 1942	+20.4	+27.6	+21.1	+19.5	+19.1	+16.1		
JanMari, 1941			(m) Not	overileble				
(c) includes men'	(c) Includes men's furnishings (g) Not available							



Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
		Depar	tment Stores			
March, 1936	81.7	78.2	82.9	82.6	80.3	82.8
March, 1937	92.5	86-1	94.6	92.2	91.4	97 • 4
March, 1938	86.7	78.3	92.9	87.1	84.3	88.8
March, 1939	86.0	71.5	91.7	87.5	82.6	90.8
March, 1940	95.4	89.8	101.8	93.9	93.0	101.4
March, 1941		115.9	116.1	112.1	104.3	119.6
March, 1942		157.6	158.0	144.6	125.3	138.2
1941						
November	155.4	181.3	148.5	153-2	157.9	150.0
December	239.2	276.7	251.7	249.0	217.1	222.7
1942						
January	115.2	122.6	119.8	116.4	108.5	117.5
February	107.4	117.8	110-8	108-6	98.9	113.1
March	141.2	157.6	158.0	144.6	125.3	138 • 2
% Change,						
March, 1942	+26.5	+36.0	+36.1	+29.0	+20.1	+15.6
March, 1941						
% Change,						
Jan Mar. , 1942	+21.5	+26.4	+23.7	+23.1	+17.7	+18.9
JanMar., 1941						
		Voni	ety Stores	•		
March, 1936	66.3	57.0	64.5	68.7	65.7	69.3
March, 1937		76.6	80.6	86.7	85.0	89.7
March, 1938		71.7	77.0	81.7	75.1	80.9
March, 1939	80.2	77-1	83.4	79.4	76.8	84.0
harch, 1940		125.1	111.1		112.6	105.3
March, 1941		156.0	122.2	103.5	116.2	105.6
March, 1942	148.6	193.7	158.6	139.6	143.4	125.7
1941	140.0	7/2.1	2,0.0	137.0	143.4	75)01
November	178.2	240.1	175.5	174-3	176.8	141.5
December	341.6	453.3	332.2	334.1	332.6	301-8
1942	3,2,0	175.5	552.2	234.2	332.0	50200
January	129.8	150.1	139.6	• 125.0	124.6	111.1
February	129.0	163.0	136.2	121.9	125.7	113.8
March	148.6	193.7	158.6	139.6	143.4	125.7
% Change,	2.10-0	4/3-1	-/	-37.0	2,75,7	70)-1
March, 1942	+22.8	+24.2	+29.8	+18.8	+23.4	+19.0
March, 1941				12010		12/00
% Change,						
Jan - Nar . , 1942	+26.6	+29+3	+31.0	+24.0	+27.2	+21.5
Jan Mar. , 1941	120-0	127-3	, , ,			
			g Stores			
March, 1936	90.8	88.6	96.3	91.1	86.8	87.2
March, 1937	101.9	104.9	105.9	102.8	96.5	96.6
March, 1938		99.1	105.0	100.5	92.5	100.2
March, 1939		101.2	113.8	105.0	100.6	99.5
March, 1940		116.5	115-2	108.2	106.8	102.4
March, 1941		138.3	126.0	124.9	115.3	116.8
March, 1942	141.9	163.3	145.9	139.5	139-3	134.0
1941						
November	134-4	149+3	134.5	137.1	126.4	123.4
December	182.6	223.7	164.2	181.5	189.3	181.6
1942			LUA FIRE			
January	136.6	147.6	137-3	136.2	134.0	133.6
February	130.8	152.5	132.3	129.7	126.7	124.0
Niarch	141.9	163.3	145.9	139.5	139.3	134.0
% Change,	10					
March, 1942	+14.7	+18.1	+15.8	+11.7	+20.8	+17
March, 1941						
% Change,	Legillon in Service					
JanMar., 1942	+15.6	+18.6	+15.4	+13.8	+19.5	+14.9
JanMar., 1941						



### DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

# MARCH, 1941 AND MARCH, 1942

(Based on dollar sales of 20 firms)

	(band on dollar sales of 20 IIIms)									
		March 1941	March 1942	% Change, 1942 / 41						
	TOTAL SILES	20,892,996	26,358,210	+26.2						
1.	Women's dresses, coats and suits	2,375,266	3,088,533	+30+0						
2.	Girls' and infants' wear ····································	695,460	940,077	+35•2						
3.	Hosiery and gloves	857,887	1,093,678	+27.5						
4.	Lingerie and corsets	887,356	1,113,023	+25•4						
5.	Millinery	329,140	382,610	+16.2						
6.	Nomen's and children's apparel(Total,1-5)	5.145,109	6,617,921	+28.6						
7 •	Men's and boys' clothing and furnishings	2,122,992	3,226,911	+52.0						
8.	Drugs and toilet articles and preparations.	635,357	749,471	+18.0						
9.	Piece goods	1,550,236	1,968,730	+27.0						
10.	Smallwares	733,862	892,567	+21.6						
11.	Food and kindred products	2,129,400	2,462,542	+15.6						
12.	Furniture (including mattresses and springs)	1,250,528	1,399,832	+11.9						
13.	Home furnishings	1,506,825	1,735,164	+15•2						
14.H	ousehold appliances and electrical supplies .	637,898	736,205	+15.4						
15.	Hardware and kitchen utensils	951,219	1,213,314	+27.6						
16.	Radios, musical instruments and supplies	291,450	351,306	+20.5						
17.	Shoes and other footwear	1,534,441	2,056,886	+34.0						
18.	Stationery, looks and magazines	286,611	343,993	+20.0						
19.	All other departments, total	2,117,067	2,603,368	+23.0						
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