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MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

APRIL 1942

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Published by Authority of the Hon. James A. MacKinnon, M.P., Minister of Trade and Commerce.

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OTTAWA

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TABLE OF CONTENTS

		TREG
1.	Summary of Retail Sales in Canada, April, 1942	1
2.	Comparisons of Retail Sales in Canada for April, 1942, with Sales in Related Months, by Kind of Business	2
3.	Regional Trends in Retail Trade	3
4.	Index Numbers of Retail Sales in Canada (Unadjusted and Adjusted for Differences in Number of Business Days and Seasonal Variations)	
	(a) General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores, Women's Clothing Stores, Department Stores and Drug Stores	5
	(b) Furniture Stores, Grocery and Meat Stores, Hardware Stores, Radio and Electrical Stores, Restaurants and V _C riety Stores	6
5.	Index Numbers of Rotail Sales in Canada by Economic Divisions	
	(a) Men's Clothing Stores, Women's Clothing Stores, and Grocery and Meat Stores	7
	(b) Department Stores, Variety Stores and Drug Stores	8
6.	Department Store Sales in Canada, by Selected Departments, April, 1941 and April, 1942	9
7-	Department Store Sales in Canada, by Seclected Departments, January to March, 1941 and January to March, 1942	10

Published by Authority of the HON. JAMES A. MacKINNON, M.P. Minister of Trade and Commerce

DOMINION BUREAU INTERNAL TR	
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MONTHLY INDEXES OF RETAIL SALES, APRIL, 1942 (1935-1939 = 100)

Although retail sales in Canada averaged higher in April of this year than last the percentage increase was considerably smaller than that recorded in March. April sales averaged 14 per cent above April a year ago compared with an increase of 22 per cent in the March comparison while sales for the first four months of 1942 stand 19 per cent above the corresponding period of 1941. The general index of sales, unadjusted for differences in number of business days or for normal seasonal movements stands at 154.8 for April, 1942, at 144.6 for March, 1942 and at 135.6 for April of last year. The base used in computing these indexes is the average monthly sales over the five year period from 1935 to 1939.

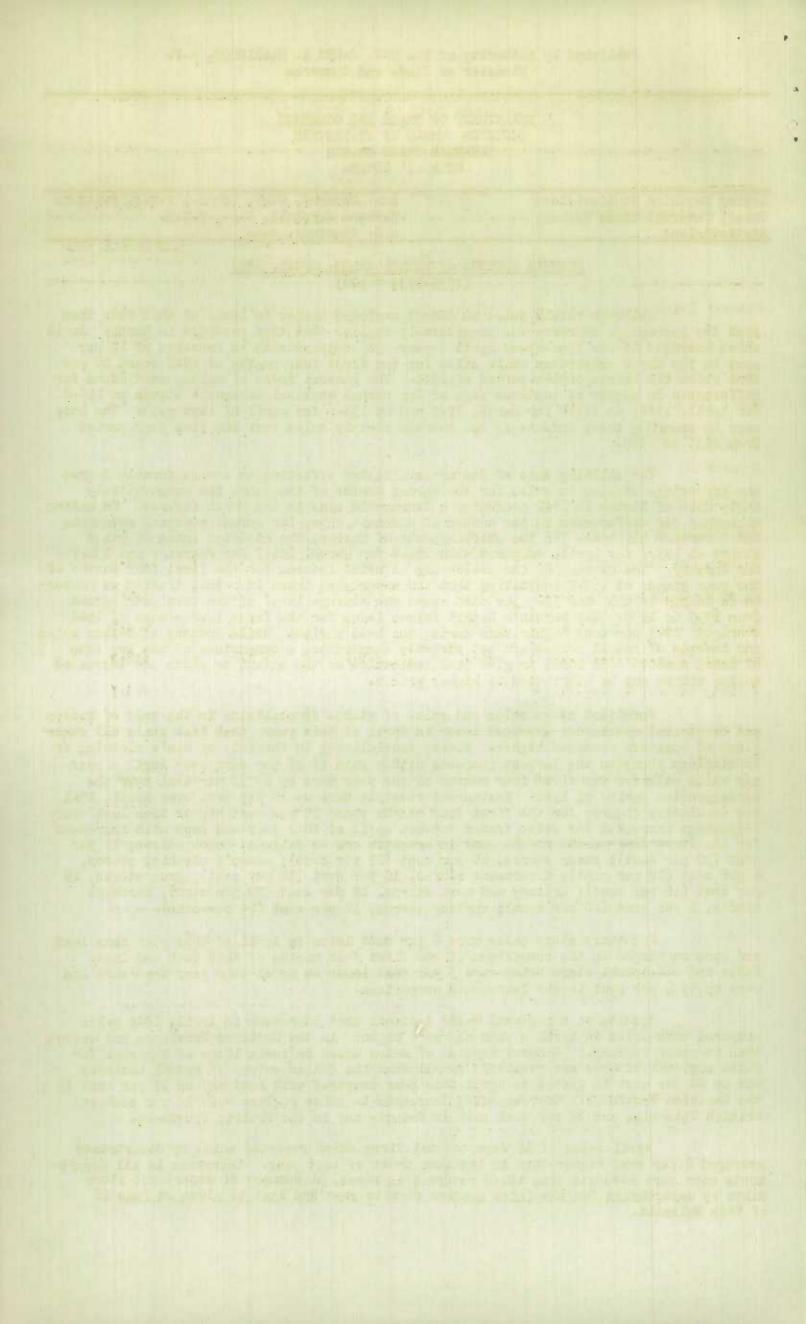
The shifting date of Easter is a factor affecting to a considerable degree the percentage changes in sales for the spring months of the year, the comparatively early date of Easter in 1942 producing a favourable bias in the March figures. On making allowance for differences in the number of business days, for normal seasonal movements and a further allowance for the shifting date of Easter, the adjusted index of sales stands at 155.7 for April, compared with 161.4 for March, 154.7 for February and 150.9 for January. The average of the seasonally adjusted indexes for the first four menths of the year stands at 155.7 indicating that the underlying trend in retail trading as measured in dollar volume was 55.7 per cent above the average level of the five year period from 1935 to 1939. The Bureau's Retail Prices Index for the first four menths of 1942 averaged 20.3 per cent higher than during the base period. While indexes of dollar sales and indexes of retail prices are not strictly comparable, a comparison of the two sets of index numbers does serve to give some indication of the extent to which the increased dollar volume may be attributed to higher prices.

Furniture store sales and sales of stores specializing in the sale of radios and electrical appliances averaged lower in April of this year than last while all other lines of business averaged higher. Stores specializing in the sale of men's clothing or furnishings reported the largest increase with a gain of 29 per cent over April a year ago while sales for the first four months of the year were up by 35 per cent over the corresponding period of 1941. Restaurant receipts were up 20 per cent over April, 1941 and cumulative figures for the first four months stand 19 per cent higher than last year. Percentage increases for other trades between April of this year and last with increases for the first four months of the year in brackets are as follows: shee stores, 15 per cent (30 per cent); candy stores, 10 per cent (22 per cent); women's clothing stores, 8 per cent (20 per cent); department stores, 10 per cent (18 per cent); drug stores, 19 per cent (16 per cent); grocery and meat stores, 19 per cent (20 per cent); hardware stores, 7 per cent (20 per cent); variety stores, 17 per cent (24 per cent).

Furniture store sales were 6 per cent lower in April of this year than last and were unchanged in the comparison of the first four months of this year and last. Radio and electrical store sales were 5 per cent lower in April this year than last and were up by 3 per cent in the four-month comparison.

Results on a regional basis indicate that increases in April, 1942 sales compared with sales in April a year ago were higher in the Maritime Provinces and Queboc than in other regions. General indexes of sales based on seven lines of business for which regional figures are available reveal that the dollar volume of retail business was up 20 per cent in Quebec in April this year compared with last and up 19 per cent in the Maritime Provinces. Corresponding increases in other regions were 16 per cent in British Columbia, and 13 per cent both in Ontario and in the Prairie Provinces.

April sales of 18 departmental firms which reported sales by departments averaged 8 per cent higher than in the same month of last year. Increases in all departments were more moderate than those recorded in March. A summary of department store sales by departments for the first quarter of this year and last is given on Page 10 of this bulletin.



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Comparison	of	Retail	Sales	in C	Janada	for	194	l and	1942,	by 1	Kinds	of	Busines	8
		(Compari	sons	s are	based	lon	dollar	valu	6.]	No			
		0	orrecti	ong	have	heen	made	for h	igher	nri	(880			

· Kind of Business	+ or - p	Cumulative Indexes		
	April 1939	1.pril 1941	March 1942	JanApr., 1942 JanApr., 1941
General Index	+48.6	+14.2	+ 7.1	+19.4
Boot and Shoe Stores	+49.5	+14.9	+22.5	+29.9
Candy Stores	+39.8	+10.3	+50.5	+21.8
den's Clothing Stores	+87.3	+29.2	+12.5	+35-3
Tomen's Clothing Stores	+46.0	+ 8.4	+23.5	+20.3
Department Stores	+49-1	+ 9.5	+ 2.6	+17.8
Drug Stores	+39.5	+18.5	+ 1.0	+16.3
Furniture Stores	+25.8	- 6.2	+15.4	- 0.2
Grocery and Meat Stores	+43•3	+19.2	+ 2.8	+20.1
Hardware Stores	+52.4	+ 7.4	+20.7	+19.6
Radio and Electrical Stores	+47.8	- 4.6	+ 8.1	+ 2.8
Restaurants	+52-1	+20.1	+ 1.4	+18.9
Variety Stores	+66.8	+17.4	+13.6	+23.7

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

April, 1941 and April, 1942

Region	Sales in April, 1942 Compared with Sales in April, 1941						
	Boot and Shoe Stores	Jewellery Stores					
CANADA	+14.9	+14.0					
Maritime Provinces	+14.2	+23.5					
Quebec	+14.2	+10.3					
Ontario	+14.5	+12.6					
Prairie Provinces	+13.0	+15.4					
British Columbia	+23.8	+21-4					

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Regional Trends in Rotail Trade

Introduction

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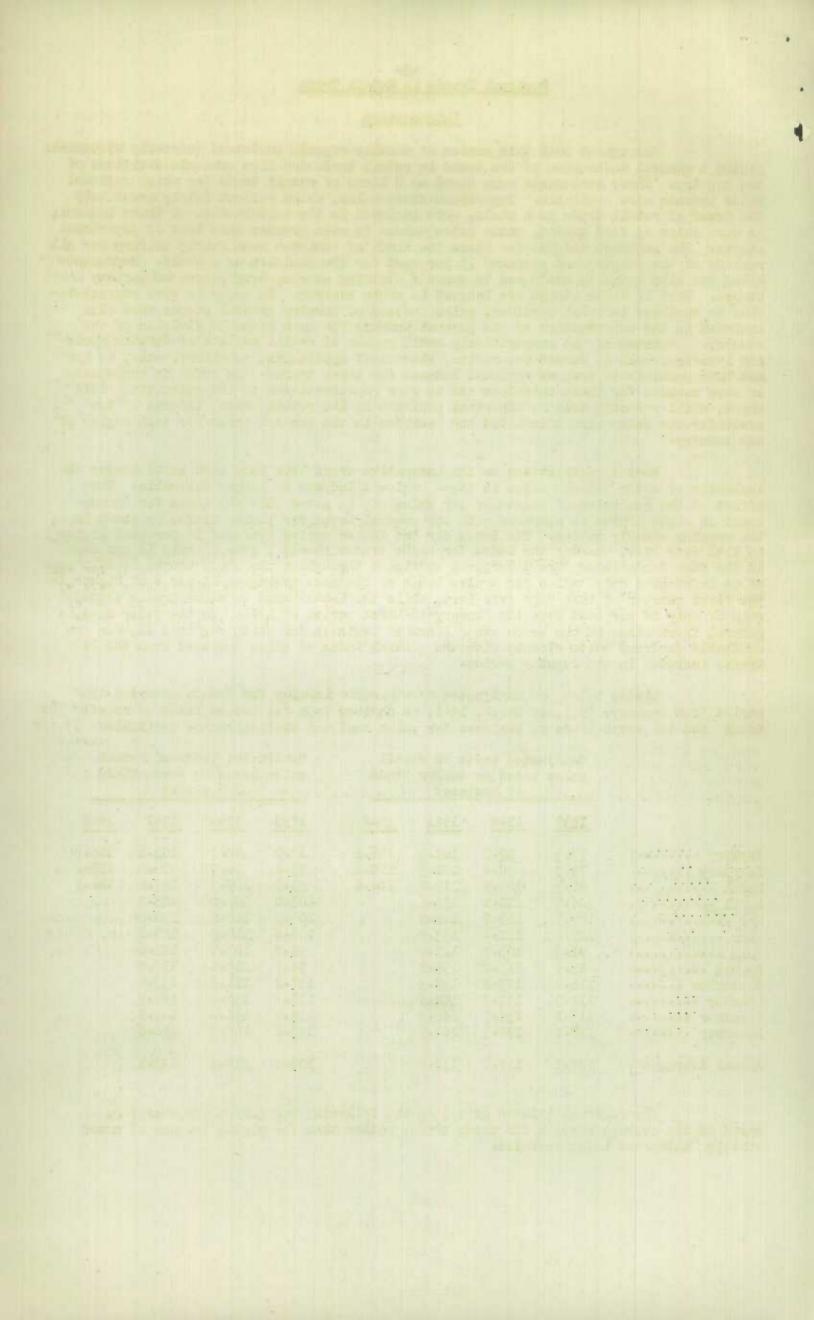
Throughout 1941 this series of monthly reports contained quarterly statements giving a general indication of the trend in retail trade for five economic divisions of the country. These statements were based on 8 lines of retail trade for which regional sales indexes were evailable. Department store sales, which reflect fairly accurately the trend of retail trade as a whole, were included in the calculations of these indexes, as were sales of food stores, whose sales volume is even greater than that of department stores. The combined weights for these two kinds of business were fairly uniform for all regions of the country and averaged 55 per cent for the Dominion as a whole. Representation was also given to men's and to wemen's clothing stores. In order to give representation to business in rural sections, sales indexes of country general stores were also included in the construction of the general indexes for each economic division of the country. Because of the comparatively small number of retail outlets of durable goods and luxuries, such as furniture, radios, electrical appliances, jewellery, etc., it has not been possible to prepare regional indexes for these trades. In order to compensate in some measure for these omissions and to give representation to the automotive field which, until recently, held an important position in the retail trade. indexes of new passenger car sales were calculated and included in the general index for each region of the country.

Recent restrictions on the automotive trade have been such as to render the inclusion of motor vehicle sales in these regional indexes no longer desirable. The effect of the inclusion of passenger car sales may be noted when the index for Ganada based on eight trades is compared with the general index for twolve trades as shown in the regular monthly series. The index for the latter series averaged 16 per cent higher in 1941 over 1940, whereas the index for eight trades showed a gain of only 13 per cent in the same comparison. The divergence continued throughout the early months of this year at an increasing rate, sales for twelve lines of business averaging 22 per cent higher in the first quarter of this year over last, while the index based on eight trades showed a gain of only 14 per cent over the January-to-March period of 1941. On the other hand, a general index based on the seven other lines of business for which regional figures are available conforms quite closely with the general index of sales computed from the 12 trades included in the regular series.

Listed below are unadjusted retail sales indexes for Canada covering the period from January, 1939, to March, 1942, as derived from (a) twelve lines of retail trade and (b) seven lines of business for which regional statistics are available.

	v	sted inde based on of busi	twelve 1			Unndjusted index of retail sales based on seven kinds of business					
	<u>1939</u>	1940	1941	1942	1939	1940	1941	1942			
January February March April June July August September October December December	79.3 77.9 92.3 104.2 107.7 109.8 91.3 93.5 116.4 117.9 113.2 157.1	90.0 90.4 105.9 110.1 119.9 121.4 103.2 113.2 113.9 131.9 135.7 174.3 117.5	102.3 101.5 119.2 135.6 142.9 133.9 122.4 134.1 137.3 152.5 146.6 201.5 135.8	128.1 120.1 144.6	80.1 79.1 93.2 102.0 105.5 108.4 92.7 94.7 117.8 118.4 112.4 12.4 155.0	90.7 90.9 105.5 107.8 117.0 113.3 103.7 113.6 111.8 130.6 134.4 168.9 116.1	101.1 100.0 117.1 129.9 138.0 129.8 121.6 133.0 133.6 149.9 145.9 145.9 196.8	126.2 118.2 141.2			

The regional indoxes quoted in the following paragraphs are therefore based on the average results for seven trades rather than for eight, indexes of motor vohicle males now being excluded.



-4-Canada

The composite index of sales for soven kinds of business in Canada increased 21 per cent in the first quarter of 1942 over the corresponding period of last year and was 53 per cent above the first quarter of the pre-war year, 1939. Men's clothing store and women's clothing store sales, the former stimulated by impending restrictions and style changes, recorded most pronounced advances in the first quarter of this year over last. Gains of 39 per cent in men's clothing and 28 per cent in women's clothing were followed by improvement of 27 per cent in sales of variety chain stores and 22 per cent in department store sales. Grocery and meat store sales averaged 20 per cent higher in the first three months of 1942 than in the same period of 1941, while drug store sales gained 16 per cent in the same comparison. Rural purchasing, as reflected in the index of country general store sales, recorded a gain of 16 per cent in the first quarterly comparison for this year.

Maritime Provinces

Increases in sales for the Maritime Provinces continued to exceed these shown for other regions of the country. The general index of sales for that section was 24 per cent higher in the first quarter of this year over last and was up 68 per cent from the similar period of 1939. A 42 per cent increase in sales of men's clothing stores was larger than these recorded for other groups. Variety store sales were up 29 per cent in the first three months of this year over the corresponding period of 1941, while a gain of 28 per cent was reported for both women's clothing and for grocery and meat stores. Department store sales were 26 per cent above the 1941 quarterly total, while drug stores report ed improvement of 19 per cent. Country general store sales gained 13 per cent.

Quebec

Retail trade in Quebec was 23 per cont groater in the first quarter of this year over last, but a 48 per cont advance over the corresponding period of 1939 was smallest among the increases shown in similar comparisons for other regions of the country. Men's clothing store sales gained 47 per cent and sales of variety stores were 31 per cent higher than in the first quarter of last year. Sales of women's clothing stores were up 30 per cent and department stores reported sales 24 per cent above the first quarter of 1941. Grocery and meat store sales increased 21 per cent, country general store sales were 18 per cent higher while drug store sales gained 15 per cent.

Ontario

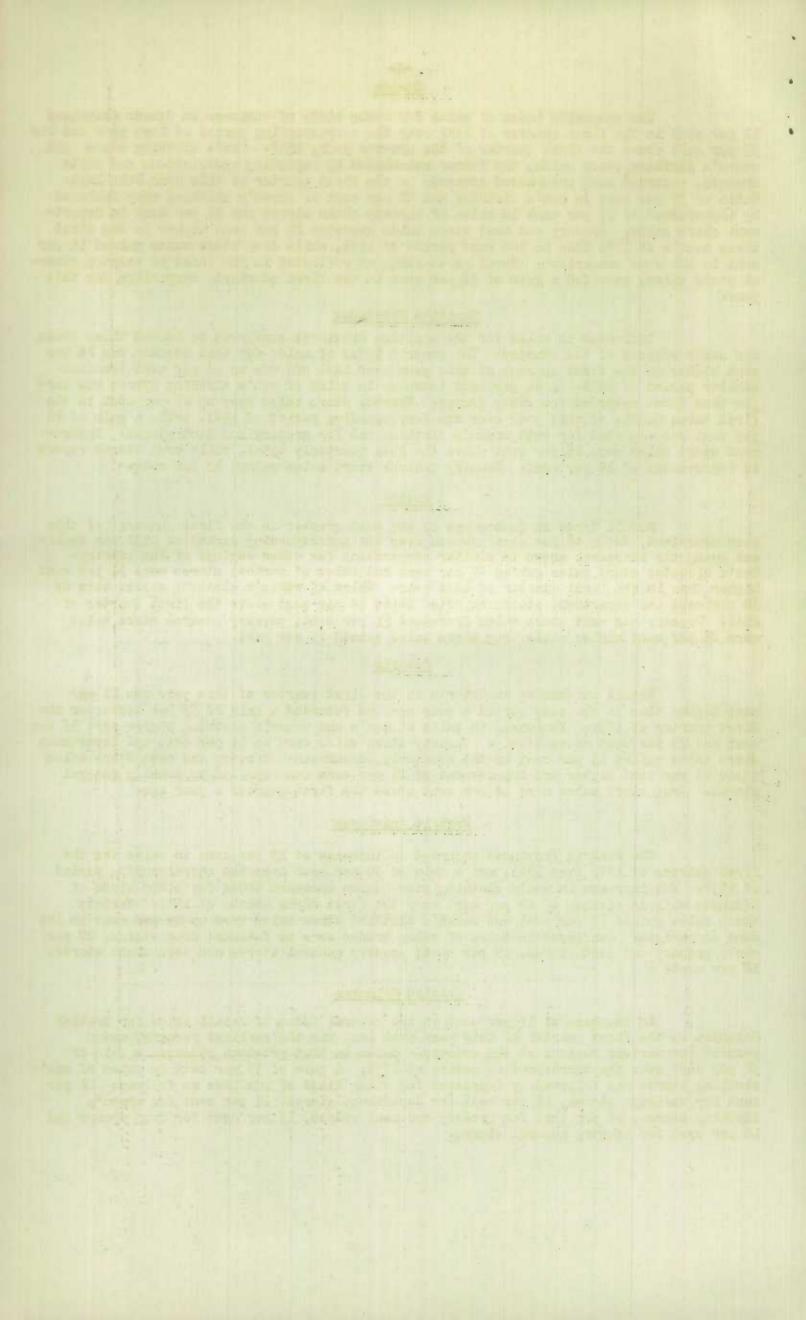
Retail purchasing in Ontario in the first quarter of this year was 21 per cent higher than in the same period a year ago and recorded a gain of 55 per cent over the first quarter of 1939. Increases in sales of men's and women's clothing stores were 35 per cent and 29 per cent respectively. Variety store sales were up 24 per cent and department store sales gained 23 per cent in the quarterly comparison. Grocery and meat store sales store 30 per cent higher and improvement of 17 per cent was reported by country general stores. Drug store sales were 14 per cent above the first quarter a year ago.

Prairie Provinces

The Prairie Provinces recorded an increase of 19 per cent in sales for the first quarter of 1942 over 1941, and a gain of 50 per cent over the corresponding period of 1939. The increase in men's clothing store sales exceeded those for other kinds of business with an advance of 40 per cent over the first three months of 1941. Variety store sales gained 27 per cent and women's clothing store sales were up 25 per cent in the same comparison. Increases in sales of other trades were as follows: drug stores. 20 per cent; grocery and meat stores, 19 per cent; country general stores and department stores, 18 per cent.

British Columbia

An increase of 17 per cent in the general index of retail sales for British Columbia in the first quarter of this year over last was the smallest recorded among results for various regions of the country. Sales in that province recorded a gain of 52 per cent over the corresponding period of 1939. A gain of 35 per cent in sales of men's clothing stores was followed by increases for other kinds of business as follows: 22 per cent for variety stores, 19 per cent for department stores, 18 per cent for women's clothing stores, 16 per cent for grocery and meat stores, 15 per cent for drug stores and 10 per cent for country general stores.

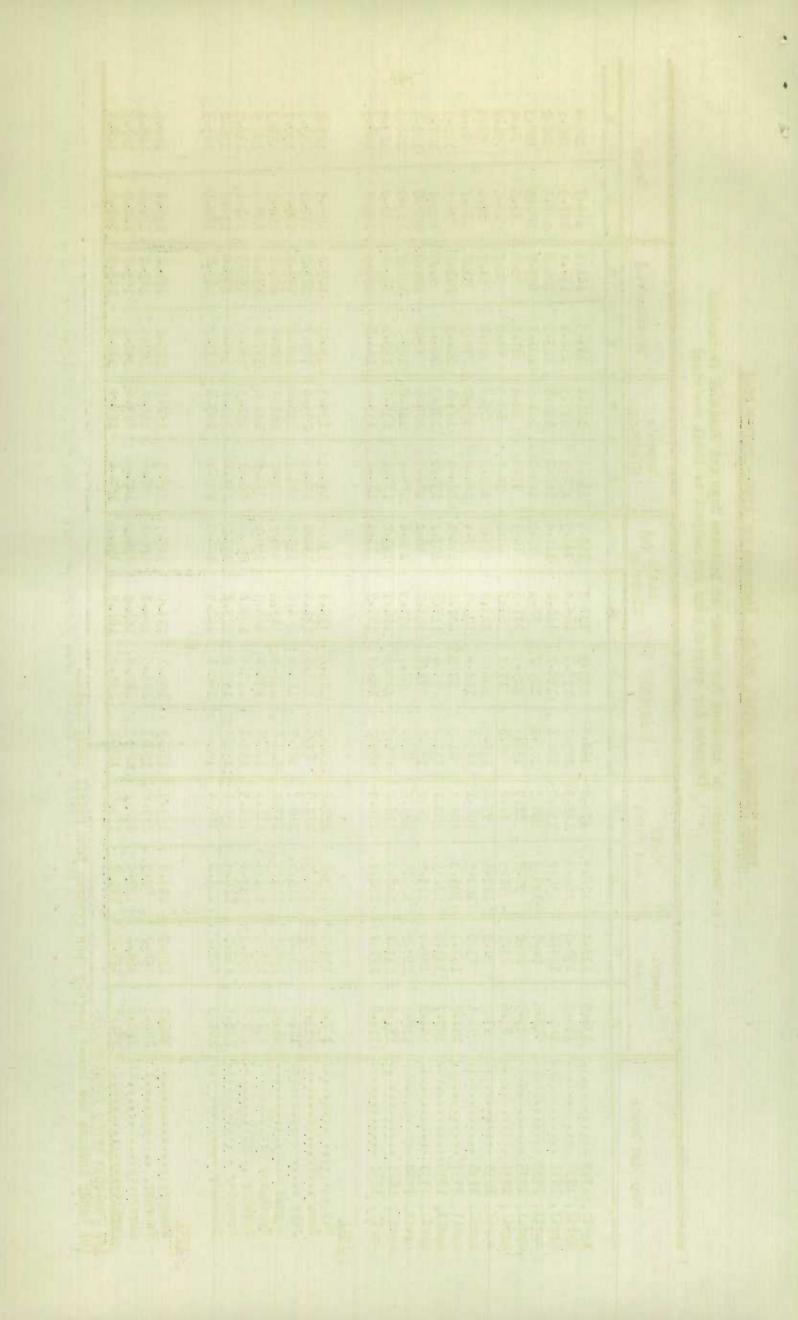


INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

General Index			Boots and Shoes		Cand	Candy(h)		Men's (c) Clothing		Women's Clothing		nental	Drugs		
Year and Month	A	B	A	B	A	В	A	B	A	B	A .	B	A	B	
April, 1929 April, 1930 April, 1931 April, 1931 April, 1932 April, 1933 April, 1934 April, 1935 April, 1935 April, 1936 April, 1937 April, 1938 April, 1939 April, 1940 April, 1941 April, 1942	98.6 85.5 85.6 93.5 96.1 104.8 109.7	137.4 132.0 119.8 94.7 82.0 88.1 90.9 93.0 102.4 103.2 103.4 110.0 135.1 155.7	1.76.9 164.4 138.7 118.3 96.8 94.5 110.6 108.5 108.1 122.3 114.2 106.9 148.5 170.7	172-8 142-9 138-0 108-3 82-9 94-6 95-8 102-1 104-8 100-7 96-2 101-5 128-0 154-9	160.5 223.2 184.6 105.2 138.2 94.8 135.5 143.9 81.9 133.4 135.3 80.0 171.5 189.2	193.3 175.1 144.2 119.2 105.9 117.4 106.7 112.4 97.5 95.2 99.8 98.7 129.6 142.4	191-5 185-4 142-2 92-1 107-9 88-7 113-4 103-9 109-1 115-8 101-2 101-5 146-7 189-5	168.4 141.3 117.4 75.6 80.3 80.2 87.1 97.4 106.1 103.2 98.2 102.6 143.2 191.4	150.6 172.5 148.1 116.1 97.8 92.7 105.8 126.8 126.8 126.4 137.8 126.3 129.4 170.1 184.4	141.0 145.3 132.8 101.5 80.4 89.3 89.8 103.0 103.6 102.3 100.6 111.8 135.6 153.4	136.3 138.2 123.7 101.7 87.2 86.8 94.8 94.3 101.3 103.8 97.1 105.2 132.2 144.8	141-9 138-1 126-8 103-9 88-9 92-7 94-7 91-2 101-5 99-7 102-0 106-2 133-4 148-5	116-7 117-3 105-6 100\$5 82-6 86-6 89-6 92-7 98-4 101-2 102-8 103-9 121-0 143-4	120.4 120.2 108.2 100.3 84.4 91.2 92.4 96.0 101.5 102.1 106.1 108.3 125.3 148.5	- 5-
1941 May June July August September October November December	122.4 134.1 137.3 152.5	134.5 134.3 134.9 146.5 136.4 138.1 138.2 147.2	143.6 155.5 114.6 114.0 132.1 133.4 128.4 203.0	122.6 117.8 119.7 147.2 111.6 121.5 134.2 144.4	130-3 89-6 101-9 128-6 118-4 133-1 131-4 301-8	124.4 122.5 121.4 137.6 130.4 137.5 155.8 160-1	135.4 137.4 111.4 113.2 128.4 169.4 173.8 242.9	137.0 134.8 135.7 146.5 130.4 133.4 135.2 148.0	141.1 132.9 111.3 119.7 134.8 164.1 155.4 223.7	133.3 123.4 132.4 161.5 144.0 131.3 137.2 148.8	134.3 123.7 102.2 120.4 138.6 160.0 155.4 239.2	129.2 123.1 132.5 146.1 136.6 136.5 137.6 145.8	126.5 122.9 127.7 132.3 130.4 141.6 134.6 134.6 182.6	126.1 133.5 130.7 131.7 130.5 135.9 136.2 145.5	
<u>1942</u> January February March	128.1 120.1 144.6 154.8	150.9 154.7 161.4 155.7	114.1 89.5 139.4 170.7	153.7 179.8 192.2 154.9	116.3 158.3 125.7 189.2	151.1 171.5 160.8 142.4	114.0 104.1 168.4 189.5	143-5 176-2 210-2 191-4	116.3 96.6 149.3 184.4	152.5 166.2 173.6 153.4	115-2 107-4 141-1 144-8			140.6 145.1 147.5 148.5	

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

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

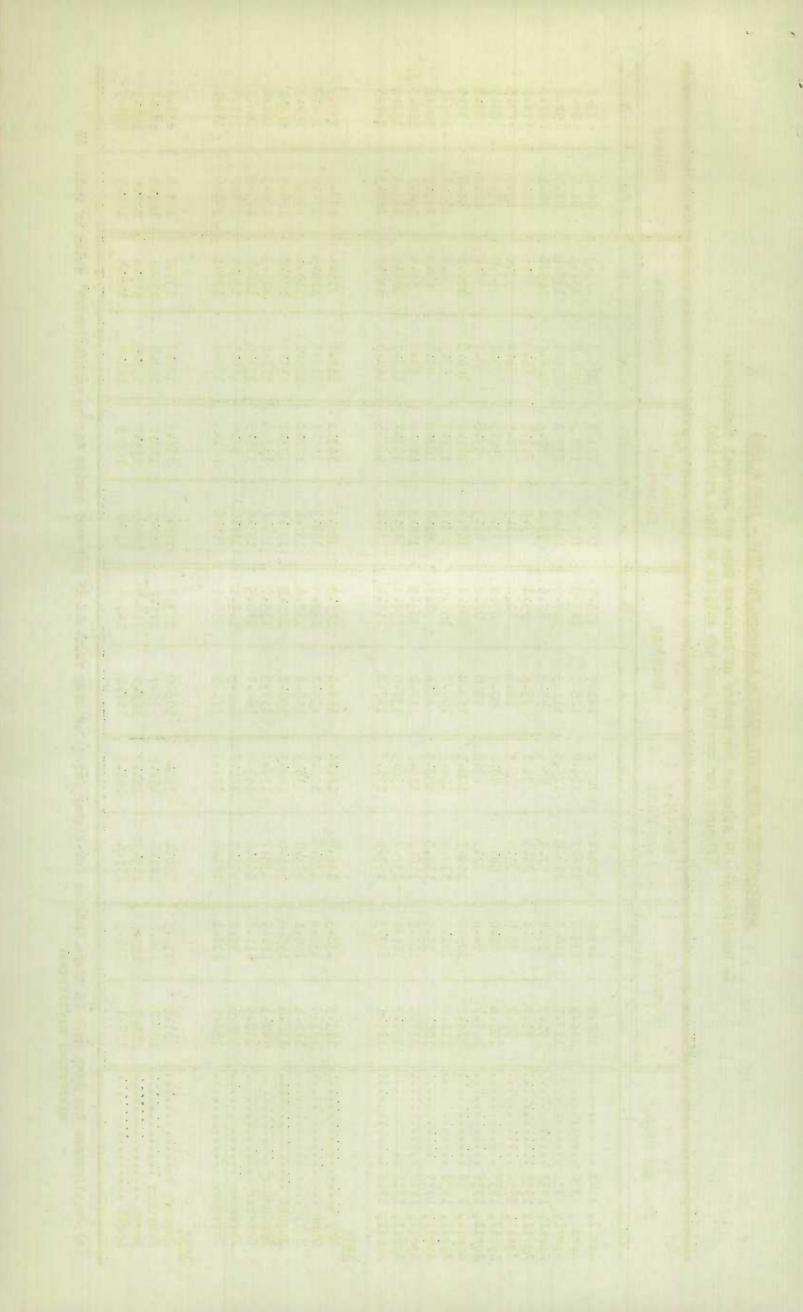


INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

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	
	i i	В	- <u>A</u>	В	h.	В	1	В		В	4	В
April, 1929 April, 1930 April, 1931 April, 1932 April, 1933 April, 1934 April, 1935 April, 1936 April, 1937 April, 1938 April, 1939 April, 1940	160.0 144.9 119.7 91.7 71.7 89.2 101.6 107.7 124.2 112.0 102.6 117.4 137.7	142.6 133.8 110.6 79.9 66.4 78.8 89.0 94.4 105.0 101.0 95.9 104.7 127.2	126.4 126.7 116.0 97.4 84.0 85.6 88.6 91.1 104.7 112.0 110.0 116.2 132.2	125.2 124.8 115.5 88.4 79.1 86.9 88.0 89.8 100.9 106.5 108.7 116.2 136.5	141-9 126-2 111-3 92-9 73-5 82-6 90-7 94-0 113-4 109-1 96-6 110-2 137-0	133-8 123-8 109-2 87-6 75-1 81-0 89-0 92-2 106-9 107-0 98-7 103-9 134-4	167.4 123.5 101.0 75.4 55.5 61.7 73.6 87.3 105.3 105.3 101.8 92.8 119.1 143.8	221.9 170.2 137.4 97.3 73.7 77.7 92.7 95.8 111.1 111.7 106.0 125.6 157.7	174.5 156.8 134.4 106.5 86.9 91.4 93.6 98.2 106.8 99.5 93.3 99.0 118.2	175.3 157.5 135.0 105.6 87.6 93.0 93.0 93.0 93.0 98.6 106.9 98.6 94.0 99.4 118.7	64.6 81.6 81.9 76.1 70.6 65.9 77.4 82.4 82.4 84.8 102.6 100.9 104.2 143.4	73.9 89.3 92.2 82.6 74.6 77.6 84.7 89.8 97.4 105.1 106.6 120.6 157.0
April, 1942 <u>1941</u> May June July August S eptember October November December	140.5	119.3 138.3 137.4 149.1 135.4 121.9 117.8 95.0 114.1	157.6 146.8 139.4 133.0 146.0 133.7 145.2 143.7 161.6	161.5 141.4 145.7 136.3 148.3 139.1 143.0 140.8 149.1	147.2 169.4 155.1 148.6 150.1 157.5 164.7 140.3 171.9	144.4 125.9 132.9 132.4 142.9 133.9 140.5 143.1 154.7	137-2 166-4 138-3 137-1 135-9 158-2 153-6 117-1 170-6	150.5 143.1 155.1 172.4 173.1 135.6 119.5 95.6 121.3	141.9 119.2 114.4 125.2 134.7 129.7 131.0 126.3 139.4	142.5 115.6 116.5 119.4 124.8 125.3 128.2 133.9 134.1	168.3 159.8 154.0 152.2 158.9 152.3 173.0 178.2 341.6	187.5 159.7 154.8 152.7 163.1 162.6 166.2 171.6 176.2
<u>1942</u> January February March April	91.8 106.2 111.9 129.1	134.5 136.2 133.4 119.3	150.4 141.6 153.3 157.6	146-4 154-2 154-9 161-5	106.0 95.7 122.0 147.2	173-2 175-2 170-9 144-4	126-0 110-2 126-9 137-2	156.4 148.2 153.7 150.5	129.7 120.6 139.9 141.9	135.2 136.6 143.4 142.5	129.8 129.0 148.2 168.3	191.4 190.9 191.3 187.5

(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.

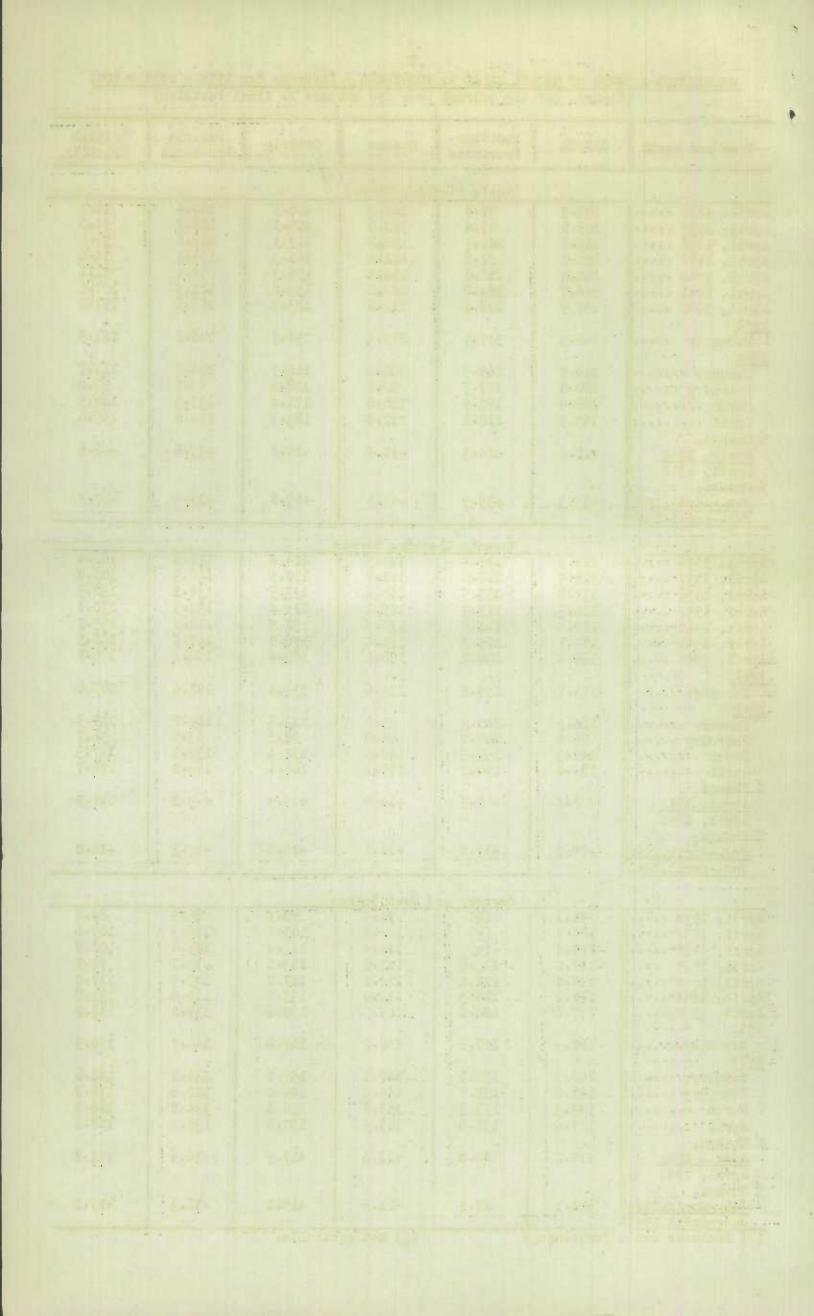


-7, <u>UNADJUSTED INDEXES OF RET.IL SALES BY PROVINCES - (Average for 1935 - 1939 = 100)</u> (Figures for the current year are subject to final revision)

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			,			
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	P zairie Provinces	British Columbia
		Men's Clot	(thing Stores	(c)		
April, 1936	103.9	97.9	105.8	106.5	100.4	94.7
April, 1937	109.1	97.4	120.0	109.1	104.7	94.6
April, 1938	115.8	122.7	121.8	117.1	106.2	99.5
April, 1939	101.2	97.8	101.1	102.3	104.2	94.0
April, 1940	101.5	116-8	104.3	101.3	94.6	91.1
April, 1941	146.7	184.0	150.0	153.2	121.5	107.1
April, 1942	189.5	228.8	212.8	183.5	164.8	157.0
1941						
December	242.9	327.7	225.3	254.7	200.2	221.5
1942						
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
herch	168.4	192.9	180.6	171.4	137.0	142.5
April	189.5	228.8	212.8	183.5	164.8	157.0
	107.0	220-0	232.00	20307		-// -
% Change,	+29.2	+24.3	+41.9	+19.8	+35.6	+46.6
<u>April, 1942</u>	767.6	764.3	791.7	11/00	+5,00	14070
April, 1941						
% Change,		125.0	115 3	+29.8	+35-4	+37.5
Jan	+35.3	+35.9	+45.3	+29.0	732*4	TOTO
Jan April, 1941			· · · · · · · · · · · · · · · · · · ·		1	
		Women's Cl	othing Store	S		
April, 1936	126.8	105.4	134.5	124.6	128.8	122.4
	126.4	102.0	151.7	120.5	120.3	105.0
ipril, 1938	137.8	133.5	149.6	133.5	136.1	130.5
april, 1939	126.3	113.3	125.1	125.4	132.5	130.4
april, 1940	129.4	130.5	130.7	132.5	114.1	133.2
ipril, 1941	170.1	195-3	172.4	176.0	147.5	156.5
April, 1942	184.4	200-2	198.1	186.4	152.2	176.7
	104+4	200.2	170.1	20004		-10-1
1941	000 0	250 (000 6	075 4	192.6	195.0
December	223.7	259.6	223.6	235.4	176.0	179.0
1942		140 3	00.0	102 6	109.2	125.3
January	116.3	142.3	99.8	123.6		96.7
February	96.6	126.9	96.0	98.2	83.9	
March	149.3	157.3	149.9	152.4	137.1	147-3
april	184.4	200.2	198.1	186-4	152.2	176.7
% Change,						
April, 1942	+ 8.4	+ 2.5	+14.9	+ 5.9	+ 3.2	+12.9
spril, 1941					DIRL I	
% Change,						
JanApril. 1942	+20.3	+19.4	+24.1	+20.1	+17.3	+16.0
JanApril, 1941						
(mmi) 100/	C 10	the state of the s	d Meat Store 94.4	s 90-7	86.5	88.2
April, 1936	91.1	(g)	104.8		106.3	109.6
April, 1937		(g)		103.2		109.0
ipril, 1938		(g)	114.4	113.4	103.4	
April, 1939	110.0	103.8	119.0	113.1	93.1	94.1
April, 1940		111.1	120.2	117.0	107.5	117.2
April, 1941	132.2	124.3	135-0	135.8	119.6	131.8
April, 1942	1.57.6	156.6	165-5	159,6	139.2	148.2
1941						
December	161.06	177.6	158.2	167.6	144-7	150.5
1942.						210 1
January	150-4	158.1	147.1	157-9	132.2	142.6
February	141.6	151.9	144.5	145.0	122.6	131.9
March	153.3	153.3	158.8	156.6	134.7	146.2
April	157.6	156.6	165.5	159.6	139.2	148.2
% Change,			Contraction of the			
April, 1942	+19.2	+26.0	+22.6	+17.5	+16.4	+12.4
April, 1941						
% Change,						
JanApril.1942	+20.1	+27.2	+21.6	+19.1	+18+3	+15.1
Jan April, 1941	2.4				1.000	
(c) Includes men'		S	(a) Not av	ailable.		
(o) anorano anon	e a carrie estadise	~	10/ 100 01			



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	B ritis h Columbia					
Department Stores											
April, 1936	94.3	90.5	93.9	94.8	94.4	94.8					
April, 1937	101.3	98.3	104.9	102.6	99.2	99.5					
April, 1938	103.8	100.4	115.1	104.7	98.2	102.5					
April, 1939	97.1	88.6	103.1	97.4	94.6	99.5					
April, 1940	105.2	102+3	113.5	107.4	99.6	103.5					
April, 1941	132.2	144.2	143.0	137.3	121.4	121.7					
April, 1942	144-8	169-5	158.1	145.0	133.0	142.1					
1941											
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	141.1	157.6	156.8	144.8	125.3	138.5					
April	144.8	169.5	158.1	145.0	133.0	142.1					
% Change,						and the same loss					
April, 1942	+ 9.5	+17.5	+10.6	+ 5.6	+ 9.6	+16.8					
April, 1941											
% Change,											
Janipril, 1942	+17.8	+23.6	+19.3	+17.6	+15.2	+18.3					
Jan April, 1941	11100	12300									
Jan - April 11 . 1/41	Law in a second										
		Vari	ety Stores								
April, 1936	82.4	72.8	82.5	83.9	81.9	85.4					
April, 1937	84.8	76.2	85.0	85.4	87.8	86.0					
	102.6	93.4	105.5	104.6	97.2	100.1					
April, 1939	100.9	100.5	104.6	99.3	100.5	99.0					
April, 1940	104.2	117.2	109.2	100.3	102.9	97.9					
April, 1941	143.4	184.1	149.2	137.6	140.0	117.7					
ipril, 1942	168.3	210.1	182.4	160-1	162.2	134.1					
1941	20000										
December	341.6	453.3	332.2	334.1	332.6	301.8					
1942	JTATO		JJ		00						
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	148.2	187.6	158.2	139.6	145.6	125.7					
April	168.3	210.1	182.4	160.1	162.2	134.1					
	100.0	270.1	TOFAL	100.1		-5					
% Change,	137 4	+14.1	+22.3	+16.4	+15.9	+13.9					
<u>April, 1942</u>	+17.4	T14+1	T62.03	T10+4	1.7).1	1+2+1					
April, 1941											
% Change,	100 0	+23-4	+28.2	+21.7	+24.2	+19.3					
Jan		+23.4	720.2	TE 1 . 1	16416	1+1.3					
JanApril, 1941				4							
		Dr	ug Stores								
April, 1936	92.7	91.2	93.8	92.5	93.6	91.0					
April, 1937	98.4	99.6	100.5	97.7	97.7	98.6					
April, 1938	101.2	102.5	103.0	101.0	98.6	102.5					
April, 1939	102.8	101.0	102.3	99.3	115.7	97.7					
	102.0	106.7	107.9	102.0	103.5	104.1					
April, 1940		141.1	117.7	120.7	119.8	115.6					
April, 1941	121.0		140.7	139.3	148.7	137.0					
April, 1942	143.4	172.2	T40.1	137.3	Tioni	77100					
<u>1941</u>	182.6	226.4	163.7	181.5	188.8	182.0					
December	102.00	62004	702+1	101.)	100.0	10000					
<u>1942</u>	326 6	147.6	127.2	136-2	134.0	133.6					
January	136.6		137.3	129.7	126.7	124.0					
February	130.8	152.5	132.3								
March	142.0	160.8	146.4	139.5	139.7	135.3					
April	143.4	172.2	140.7	139.3	148.7	137.0					
% Change,											
April, 1942	+18.5	+22.0	+19.5	+15.4	+24.1	+18-5					
April, 1941											
% Change,											
Jan April. 1942	+16.3	+19.0	+16.6	+14.2	+20.8	+16.1					
Jan April, 1941											

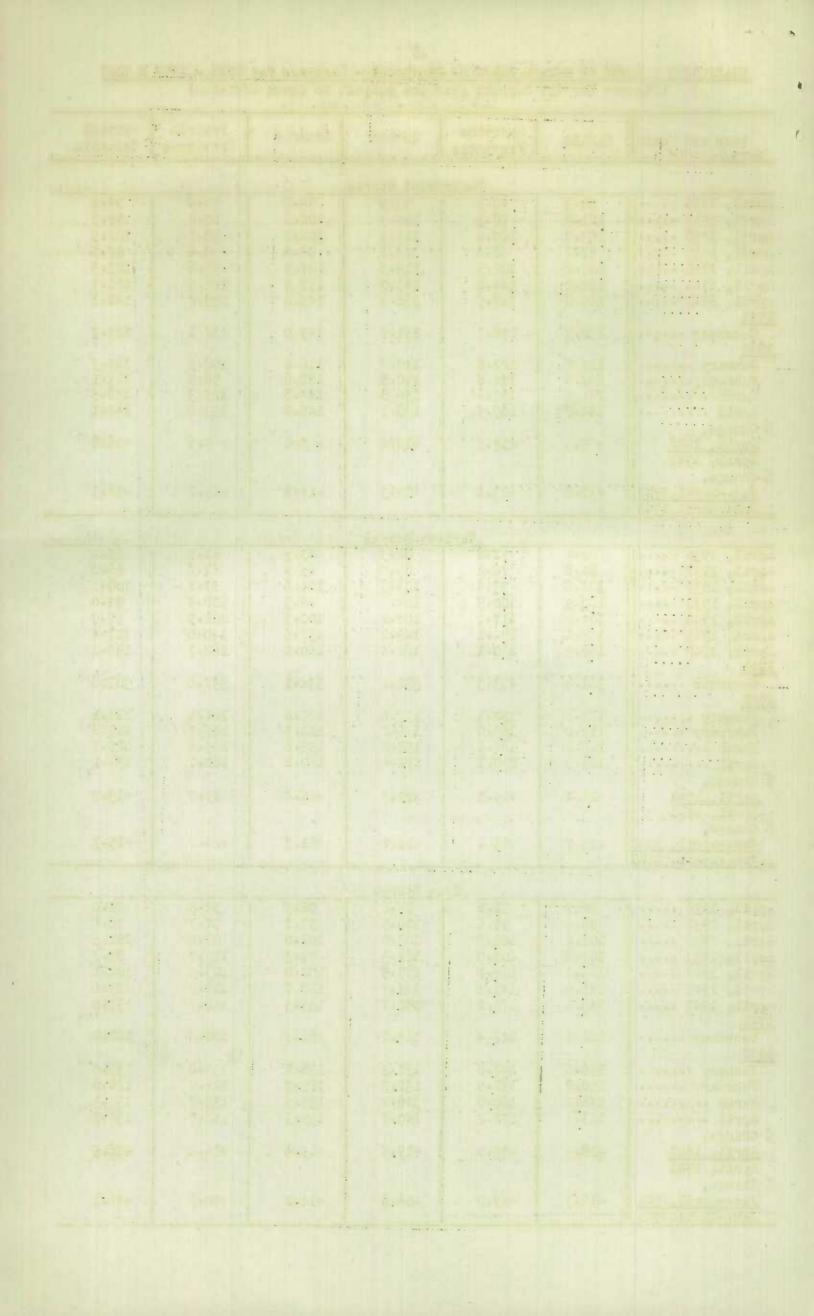
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DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

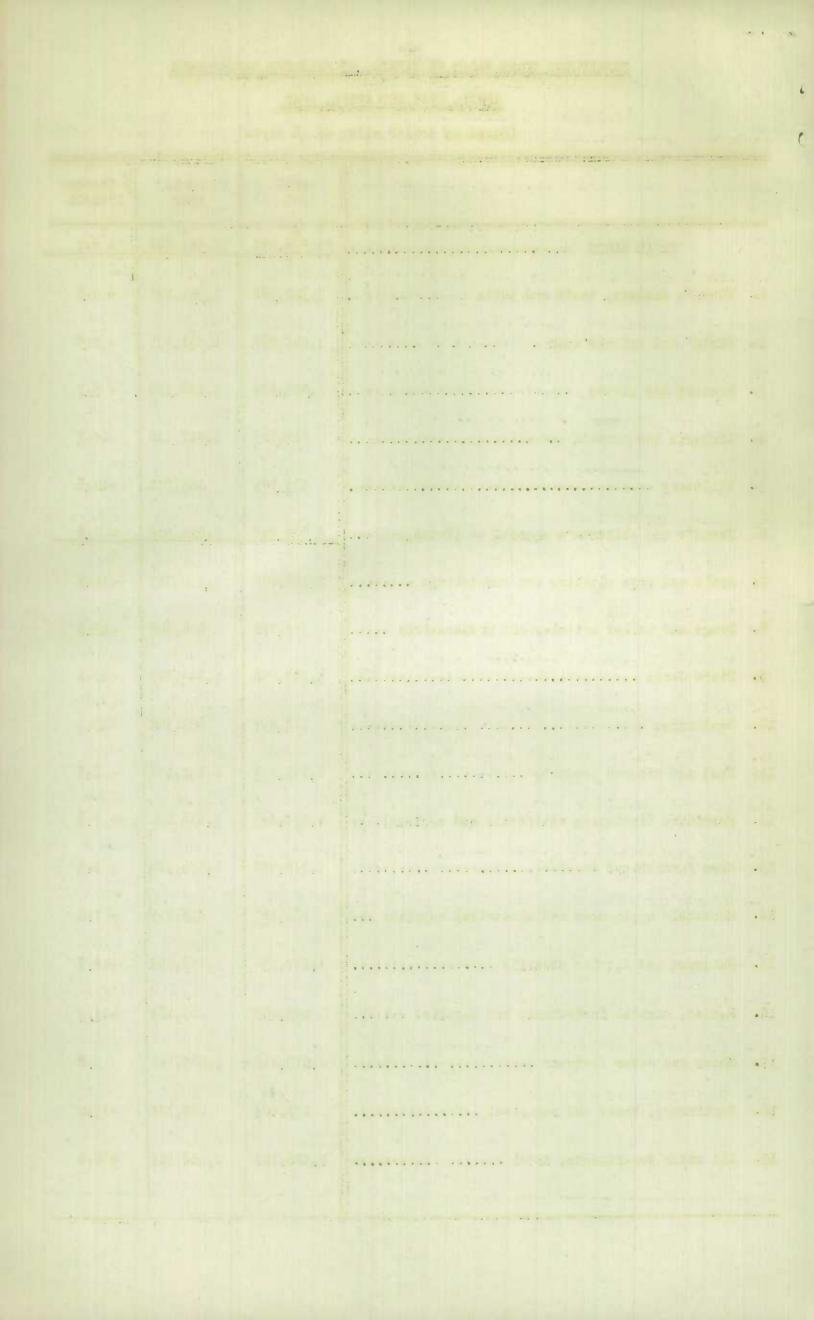
APRIL, 1941 AND APRIL, 1942

(Based on dollar sales of 18 firms)

		April 1941	April 1942	% Change, 1942/41
	TOTAL SALES	24,636,092	26,541,896	+ 7.7
1.	Women's dresses, coats and suits	3,347,586	3,321,795	- 0.8
2.	Girls' and infants wear	1,005,887	1,031,395	+ 2.5
3.	Hosiery and gloves	1,097,414	1,158,159	+ 5.5
4.	Lingerie and corsets	912,979	1,047,216	+14.7
5.	Millinery	533,776	465,541	-12.8
6.	Women's and children's apparel (Total, 1-5)	6,897,642	7,024,106	+ 1.8
7.	Men's and boys clothing and furnishings	2,758,086	3,150,915	+14.2
8.	Drugs and toilet articles and preparations	575,476	664,809	+15.5
9.	Piece Goods	1,380,658	1,644,095	+19.1
10.	Smallwares	710,857	807,308	+13.6
11.	Food and kindred products	2,145,297	2,332,194	+ 8.7
12.	Furniture (including mattresses and springs)	1,338,646	1,416,050	+ 5.8
13.	Home furnishings	1,776,044	1,876,179	÷ 5.6
14.	Household appliances and electrical supplies	761,992	815,345	+ 7.0
15.	Hardware and kitchen utensils	1,249,536	1,458,091	+16.7
16.	Radios, musical instruments and supplies	253,480	289,184	+14•1
17.	Shoes and other footwear	2,010,212	2,085,840	+ 3.8 .
18.	Stationery, books and magazines	251,453	289,155	+15.0
19.	All other departments, total	2,526,713	2,688,625	+ 6.4
				1.1

-9-

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DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

SANGAILI TO MAION, 1/T. AND DANGAILI TO MAIGIN, 1/T.						
		JanMarch 1941	JanMarch 1942	% Change, 1942/41		
	TOTAL SALES	55,382,011	\$ 66,856,678	+20.7		
1.	Women's dresses, coats and suits	5,223,084	6 ,405, 385	+22.6		
2.	Girls' and infants' wear	1,559,455	2,019,268	+29.5		
3.	Hosiery and gloves	2,114,716	2,672,789	+26•4		
4.	Lingerie and corsets	2,439,239	3,140,335	+28.7		
5.	Millinery	570,341	643,078	+12.8		
6.	Women's and children's apparel (Total,1-5)	11,906,835	14,880,855	+25.0		
7.	Men's and boys' clothing and furnishings	5,330,855	7,041,604	+32.1		
8.	Drugs and toilet articles and preparations	1,857,035	2,170,405	+16.9		
9.	Piece Goods	5,050,957	6,042,288	+19.6		
10.	Smallwares	2,165,039	2,552,509	+17.9		
11.	Food and kindred products	5,826,938	6,885,191	+18.2		
12.	Furniture (including mattresses and springs).	4,084,834	4,322,020	+ 5.8		
13.	Home furnishings	4,054,161	4,523,091	+11.6		
14.	Household appliances and electrical supplies	1,676,880	1,934,448	+15•4		
15.	Hardware and kitchen utensils	2,518,316	2,929,479	+16•3		
16.	Radios, musical instruments and supplies	909,256	1,099,849	+21.0		
17.	Shoes and other footwear	3,338,885	4,550,894	+36•3		

18. Stationery, books and magazines

·19. All other departments, total

877,345

5,784,625

1,025,568

6,898,477

+16.9

+19.3

JANUARY TO MARCH, 1947 AND JANUARY TO MARCH, 1942

-10-

