C.AN.ADA
.DEP.ARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH

Yol. 12.

## MONTHLY INDEXES OF RETAIL SALES

## IN

CANADA

APRIL 1942

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DEPARTIENT OF TRADE KND COMLIERCE<br>DOMINION BUREHU OF STATISTICS<br>INTERNAL TRADE BRLNCH

OTTAW, CANADi

| Acting Dominion Statistician: Chief, Internal Trade Branch: Statiatician: | S.A. Cudmore, L.s., (Oxon.) F.S.S, F.R.S.C. Herbert Marshall, B.h., F.S.S. <br> i. C. Streadman, B. . |
| :---: | :---: |

## MONTHLY INDEXES OF RETYIL SKLES, hPRIL, 1942 ( $1935-1939=100$ )

flthough retail sales in Canada averaged higher in ispril of this year than last the percentage increase was considerably smaller than that recorded in March. ippril sales averaged 14 per cent above ipril 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 ispril, 1942, at 144.6 for March, 1942 and at 135.6 for sipril of last year. The base used in computing these indexes is the average monthly salos over the five year period from 1935 to 1939.

The shifting date of Easter is a factor affecting to a considerable degree the porcontage changes in salos for the spring months of the yoar, the comparativoly oarly date of Zastor in 1942 producing a favourablo bias in tho March figures. On making allowance for differencos in tho number of businoss days, for normal seasonal movements and a furthor allowanco for the shifting date of Easter, the adjustod index of a日les stands at 155.7 for ipril, compared with 161.4 for Wiarch, 154.7 for Fobruary and 150.9 for January. The evarage of the seasonally adjustod indoxos for tho first four months of tho yoar stands at 155.7 indicating that tho undorlying trond in rotail trading as measurod in dollar volume was 55. i jor cont abovo the avorago lovel of the five year poriod from 1935 to 1939. The Burceu's Rotail Prices Indox for the first four montha of 1942 evoraged 20.3 por cont highor then during tho baso period. Whilo indoxes of dollar salos and indexos of retail pricos aro not strictly comparabla, a comparison of the two sots of index numbors does sorve to give somo indication of tho oxtont to which tho increasod dollar volume may bo attributed to higher pricos.

Furniture store sales and sales of storos spocializing in the sale of radios and electrical appliances averaged lower in April of this year than last whils all other ines 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 aalesfor the first four months of the yoar were up by 35 per cent over the correaponding period of 1941. Restaurant receipts wore up 20 per cent over April, 1941 and cumulative figures for the first four months stand 19 per cent higher than last year. Percentago increasos for othor trados botweon April of this year and last with increases for tho first four months of the year in brackets aro as follows: shoo stores, 15 per cent ( 30 por cont); candy storos, 10 por cont ( 22 per cont); women's clothing stores, 8 por cont ( 20 per cont); dopartmont stores, 10 por cont ( 18 por cont); drug stores, 19 por cont ( 16 por cont); grocory and meat stores, 19 por cent ( 20 por cent); hardware storos, 7 per cont ( 20 por cont); varioty stores, 17 por cent ( 24 por cent).

Furnituro atoro sales woro 6 por cont lowor in April of this yoar than lact and wero unchanged in tho comparison of tho first four months of this yoar and last. Radio and electricel storo sales were 5 por cont lower in April this yoar than last and wore up by 3 per cent in the four-month comparison.

Results on a rogional basis indiceto that incroases in April, 1942 salas compared with salos in April a year ago woro highor in tho Naritime Provinces and Queboc than in othor rogions. Goneral indoxes of sales basod on sovon linos of businoss for which rogional figures aro availablo roveal that tho dollar volume of rotail businoss was up 20 por cont in Quoboc in April this yoar comparod with last and up 19 por cont in tho Maritime Provincos. Corrosponding incroasos in other regions wore 16 per cont in British Columbia, and 13 por cont both in Ontario and in tho Prairio Provincas.

## 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 recordod 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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$\square=$


| - Kind of Bucinoss | $\begin{gathered} \text { April, } 1942 \\ + \text { or - per cent compared with } \end{gathered}$ |  |  | Cumulative <br> Indexas |
| :---: | :---: | :---: | :---: | :---: |
|  | $\begin{aligned} & \text { hpril } \\ & 1939 \end{aligned}$ | $\begin{aligned} & \text { dpril } \\ & 1941 \end{aligned}$ | $\begin{aligned} & \text { Narch } \\ & 1942 \end{aligned}$ | $\frac{\text { Jano-Apre }, ~}{\text { Jano-ipro }}$, 1942 |
| General Indox .............. | +48.6 | $+14.2$ | $+7.1$ | +19.4 |
| Boot and Shoo Stores. | +49.5 | $+14.9$ | +22.5 | +29.9 |
| Candy Stores.. | $+39.8$ | $+10.3$ | +50.5 | +21.8 |
| Men's Clothing Stores | +87.3 | +29.2 | $+12.5$ | +35.3 |
| Women's Clothing Storea.... | +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 Moat Stores .... | +43.3 | $+19.2$ | $+2.8$ | +20.1 |
| Hardwere Stores ............ | +52.4 | $+7.4$ | +20.7 | +19.6 |
| Radio and Electrical Storos | +47.8 | - 4.6 | $+8.1$ | $+2.8$ |
| Restaurants ................ | +52.1 | +20.1 | $+2.4$ | +18.9 |
| Varioty Stores ............. | +66.8 | $+17.4$ | +13.6 | +23.9 |

Comparison of Retail Sales of Boot and Shoo Stores and Jowellery Staras hpril, 1941 and i.pril, 1942

| Region | Sales in April, 1942 <br> Compared with Sales in April, 1941 |  |
| :---: | :---: | :---: |
|  | Boot and Shoe Stores | Jewellery Stores |
| CaNridit | $+14.9$ | $+14.0$ |
| Maritime Provinces .......... | +14.2 | +23.5 |
| Queboc ........................ | +14.2 | $+10.3$ |
| Ontario ...................... | +14.5 | +12.6 |
| Prairie Provinces ............ | $+13.0$ | +15.4 |
| British Columbia ............ | +23.8 | +21.4 |








## Introduction

Throughout 1941 this sarios of monthly roports containad quartorly stetemonts giving a goneral indicetion of the trond in rotail trado for fivo oconomic divisions of the country. Thoso statomonts woro based on 8 linos of retail trade for which regional salos indoxos wero sveilablo. Dopartmont storg s?los, which roflect fairly sccuratoly the trond of rotail trade as a whole, woro included in tho colculations of theso indoxor, as wore sales of food storos, 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 women's clothing stores, drug stores and variety stores. Most of these stores are located in urban centres. In order to give ropresentation to business in rural sections, sales indexes of country general stores were elso included in the construction of the general indexes for sach economic division of the country. Because of the comparatively small number of retail outlets of durable goods and luxuries, such as furniture, radios, eloctrical appliances, jewellery, otc., it has not been possible to prepare regional indexes for these trades. In order to compenaate in some measure for these omssions and to give representation to the eutomotive field which, until recontly, held an important position in the retail trade, indoxes of now passenger car sales were calculated and included in the goneral indox for oach rogion of the country.

Recent restrictions on the rutomotive trede have boon such as to render the inclusion of motor vehiclo gales in thoso rogionel indexes no longor dosirablo. The offect of the inclusion of pessenger car salos may bo noted whon tho indox for Crnade based on eight trades is comparod with tho gonoral indox for twolvo trados as shown in the rogular monthly sories. Tho indox for tho latter sorios avoragod 16 por cent higher in 1941 over 1940, phereas tho index for oight trados showed a gain of only 13 per cont in tho same comparison. The divorgenco continued throughout the oarly months of this year at an incroasing rate, sales for twolve linos of business avoraging 22 por cont highor in tho first quartor of this yoar over lest, while the indox basod on oight trades showed a gain of only 14 por cont over tho January-to-Niarch period of 1941. On the other hend, a genoral index basod on the sovon other lines of business for which regionel figuros are available conforms quite closoly with tho gonoral indox of siles computed from the 12 tredes included in the reguler serios.

Listed bolow pro unedjusted rchil sales indexes for Coneda covering the period from Jenuary, 1939, to March, 1942, as dorived from (a) twelve lines of retail trad and (b) seven lines of business for which rogional statistics are avallable.

|  | Unadjustod index of rotril seles besed on twolvo kinds of business |  |  |  | Uncdjusted index of roteil sclos based on soven kinds of businoss |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1939 | 1940 | 1941 | 1942 | 1939 | 1940 | 1941 | 1942 |
| Jenuary ......... | 79.3 | 90.0 | 102.3 | 128.1 | 80.1 | 90.7 | 101.1 | 126.2 |
| February ........ | 77.9 | 90.4 | 101.5 | 120.1 | 79.1 | 90.9 | 100.0 | 118.2 |
| March | 92.3 | 105.9 | 119.2 | 144.6 | 93.2 | 105.5 | 117.1 | 141.2 |
| April ............ | 104.2 | 110.1 | $135 \cdot 6$ |  | 102.0 | 107.8 | 129.9 |  |
| Hey . . . . . . . . . . . | 107.7 | 119.9 | 142.9 |  | 105.5 | 117.0 | 138.0 |  |
| June | 109.8 | 121.4 | 133.9 |  | 108.4 | 113.3 | 129.8 |  |
| July ............. | 91.3 | 103.2 | 122.4 |  | 92.7 | $103 \cdot 7$ | 121.6 |  |
| August ........... | 93.5 | 113.2 | 134.1 |  | 94.7 | 113.6 | 133.0 |  |
| Soptember ....... | 116.4 | 113.9 | $137 \cdot 3$ |  | 117.8 | 111.8 | 133.6 |  |
| October ......... | 117.9 | 131.9 | 152.5 |  | 118.4 | 130.6 | 149.9 |  |
| Nevembor | 113.2 | $135 \cdot 7$ | 146.6 |  | 112.4 | 134.4 | 145.9 |  |
| Dacembor | 157.1 | $174 \cdot 3$ | 201.5 |  | 155.0 | 168.9 | 196.8 |  |
| Annuel Averages . | 105.1 | $117 \cdot 5$ | 135.8 |  | 104.9 | 116.1 | 133.1 |  |

Tho rogional indoxes quotod in tho following paragraphs are thorofore besod on the average rosults for sovon trados rather than for eight, indexes of motor vohicle ealos now boing oxcludod.

The composito indox of salos for soven kinds of businoss in Caneds. incrossod 21 por cont in the first querter of 1942 ovor the corrosponding poriod of lost yonr and was 53 por cont ebovo tho first quartor of the prower yorr. 1939. Nion's clothing store and womon's clothing store salos; the former stimulated by imponding rostrictions and style changes, recorded most pronounced advances in the first quarter of this year over last. Gains of 39 per cent in men's clothinE 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 oent in department store sales. Grocery and meat store sules averaged 20 per cont 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 aeme comparison. Rural purchasing, as reflected in the index of country general store siles, 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 oxcoed those shown for other reftions of the country. The general index of sales for that section was 24 per cent highor in the first quartor of this year ovor last and wes up 68 por cont from tho. similar poriod of 1939. A 42 per cent incroase in salos of men's clothing stores was largir than those rocorded for other groups. Variety storo sales were up 29 por cont in tho first threo months of this year over tho corrosponding poriod of 1941 , whilo a gain of 28 per cont wae roportod for both momen's clothing and for grocary and moet stores. Dopertmont store sales wore 26 por cent above tho 1941 quertorly total, while drug stores reporth od improvoment of 19 por cont. Country gonoral storo salos gainod 13 por cont.

## Queboc

Retail trede in quoboc was 23 por cont grontor in the first quartor of this yone cuar last, but a 48 par cont advanco ovor the corrosponding poriod of 1939 was smallest among the increases shown in similar comparisons for other rogions of the country. lien's clothing store sales gained 47 per cent and sales of variety stores were 31 per cent higher than in the first querter 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 ceneral store sales were 13 por cent higter while drug store seles gained 15 per cont.

## Ontario

Retail purchasing in ontario in the first quarter of this yoar 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 woan's clothing stores were 35 per cent and 29 per cent respectively. Veriety store sales were up 24 per cent and department store sales gained 23 per cent in the quarterly comparison. Grocery and raeat store sales stood 20 per cent higher and improvement of 17 per cent was roportod by country general stores. Drus store sales were 14 per cont above the first quarter a year ago.

## Prairio 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 stords, 18 por cent.

## Iritish Columbia

An incresse of 17 per cent in the general index of retail selos for British Columbis 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 mer. a clothing stores was followed by increases for other kinds of business as follows: 22 per cent for variety stores, 19 per cont for dopartment stores, 18 per cont for women's clothing atores, 16 per cent for grocery and maat stores, 15 per cent for drug stores and 10 per cert for country soneral stores.

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.
L. Unadjusted. B. idjusted for Number of Business Days and Sessonal Variationse
(Figures for current year are subject to final revision)

| Year and Month | Furniture |  | Groceries and Meats |  | Hardware |  | Radio and (a) Electrical |  | Restaurants |  | Variety |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | , | B |  | B | 1 | B |  | B |  | B | b | B |
| April, 1929 | 160.0 | 142.6 | 126.4 | 125.2 | 141.9 | 133.8 | 167.4 | 221.9 | 174.5 | 175.3 | 64.6 | $73 \cdot 9$ |
| April, 1930 | 144.9 | 133.8 | 126.7 | 124.8 | 126.2 | 123.8 | 123.5 | 170.2 | 156.8 | 157.5 | 81.6 | 89.3 |
| ippril, 1931 | 119.7 | 110.6 | 116.0 | 115.5 | 111.3 | 109.2 | 101.0 | 137.4 | 134.4 | 135.0 | 81.9 | 92.2 |
| hpril, 1932 | 82.7 | 79.9 | 97.4 | 88.4 | 92.9 | 87.6 | 75.4 | 97-3 | 106.5 | 105.6 | 76.1 | 82.6 |
| April, 1933 | 71.7 | 66.4 | 84.0 | 79.1 | 73.5 | 75.1 | 55.5 | 73.7 | 86.9 | 87.6 | 70.6 | 74.6 |
| hpril, 1934 | 89.2 | 78.8 | 85.6 | 86.9 | 82.6 | 81.0 | 61.7 | 77.7 | 91.4 | 93.0 | $65 \cdot 9$ | 77.6 |
| April, 1935 | 101.6 | 89.0 | 88.6 | 88.0 | 90.7 | 89.0 | 73.6 | 92.7 | 93.6 | $4 \therefore 0$ | 77.4 | 84.7 |
| April, 1936 | 107.7 | 94.4 | 91.1 | 89.8 | 94.0 | 92.2 | 87.3 | 95.8 | 98.2 | 98.6 | 82.4 | 89.8 |
| April, 1937 | 124.2 | 105.0 | 104.7 | 100.9 | 113.4 | 106.9 | $105 \cdot 3$ | 111.1 | 106.8 | 106.9 | 84.8 | 97.4 |
| April, 1938 | 112.0 | 101.0 | 112.0 | 106.5 | 109.1 | 107.0 | 101.8 | 111.7 | 99.5 | 98.6 | 102.6 | $105 \cdot 1$ |
| April, 1939 | 102.6 | 95.9 | 110.0 | 108.7 | 96.6 | 98.7 | 92.8 | 106.0 | $93 \cdot 3$ | 94.0 | 100.9 | 106.6 |
| April, 1940 | 117.4 | 104.7 | 116.2 | 116.2 | 110.2 | 103.9 | 119.1 | $125 \cdot 6$ | 99.0 | 99.4 | 104.2 | 120.6 d |
| April, 1941 | 137.7 | 127.2 | 132.2 | 136.5 | 137.0 | 134.4 | 143.8 | $157 \cdot 7$ | 118.2 | 118.7 | 143.4 | 157.0 |
| April, 1942. | 129.1 | 119.3 | 157.6 | 161.5 | $147 \cdot 2$ | 144.4 | 137.2 | 150.5 | 141.9 | 142.5 | 168.3 | 187.5 |
| 1241 |  |  |  |  |  |  |  |  |  |  |  |  |
| May | 173.3 | 138.3 | 146.8 | 141.4 | 169.4 | 125.9 | 166.4 | 143.1 | 119.2 | 115.6 | 159.8 | 159.7 |
| June | 131.4 | 137.4 | 139.4 | $145 \cdot 7$ | $155 \cdot 1$ | 132.9 | 138.3 | 155.1 | 114.4 | 116.5 | 154.0 | 154.8 |
| July | 116.1 | 149.1 | 133.0 | 136.3 | 148.6 | 132.4 | 137.1 | 172.4 | 125.2 | 119.4 | 152.2 | $152 \cdot 7$ |
| August .... | 138.6 | 135.4 | 146.0 | 148.3 | 150.1 | 142.9 | $135 \cdot 9$ | 173.1 | $134 \cdot 7$ | 124.8 | 158.9 | 163.1 |
| September. | $140 \cdot 3$ | 121.9 | 133.7 | 139.1 | 157.5 | $133 \cdot 9$ | 158.2 | 135.6 | 129.7 | $125 \cdot 3$ | $152 \cdot 3$ | 162.6 |
| October .... | 140.5 | 117.8 | 145.2 | 143.0 | 164.7 | 140.5 | 153.6 | 119.5 | 131.0 | 128.2 | 173.0 | 166.2 |
| November | 100.6 | 95.0 | $143 \cdot 7$ | 140.8 | 140.3 | 143.1 | 117.1 | $95 \cdot 6$ | 126.3 | 133.9 | 178.2 | 171.6 |
| Decemuer . | 134.9 | 114.1 | 161.6 | 249.1 | 171.9 | 154.7 | 170.6 | 121.3 | 139.4 | 134.1 | 341.6 | 176.2 |
| 1942 |  |  |  |  |  |  |  |  |  |  |  |  |
| January .. | 91.8 | 134.5 | 150.4 | 146.4 | 106.0 | 273.2 | 126.0 | 156.4 | 129.7 | $135 \cdot 2$ | 129.8 | 191.4 |
| February | 106.2 | 136.2 | 141.6 | 154.2 | 95.7 | 175.2 | 110.2 | 148.2 | 120.6 | 136.6 | 129.0 | 190.9 |
| Narch .. | 111.9 | 133.4 | $153 \cdot 3$ | 154.9 | 122.0 | 170.9 | 126.9 | 153.7 | 139.9 | 143.4 | 148.2 | 191.3 |
| April | 129.1 | 119.3 | 157.6 | 161.5 | 147.2 | 146.4 | 137.2 | 150.5 | 141.9 | 142.5 | 168.3 | 187.5 |

 electrical appliances.
(Figures for the current year are subject to final revision)

| Year and honth | CANs Dh | niaritime <br> Provinces | Quebec | Ontario | Peairio <br> Provinces | British Columbia |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Wien's Clothing Stores |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| :pril, $1936 \ldots$. | 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 |
| ispril, 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 |
| upril, 1940 | 101.5 | 116.8 | 104.3 | 101.3 | 94.6 | 91.1 |
| spril, $1941 \ldots$ | 146.7 | 184.0 | 150.0 | 153.2 183.5 | 121.5 164.8 | 107.1 157.0 |
| April, 1942 | 189.5 | 228.8 | 212.8 | 183.5 | 164.8 | 157.0 |
| $\frac{\text { December }}{}$ | 242.9 | $327 \cdot 7$ | $225 \cdot 3$ | 254.7 | $200 \cdot 2$ | 221.5 |
| 1942 |  |  |  |  |  |  |
| January ....... | 114.0 | 163.5 | 100.0 | 116.7 | 104.2 | 111.7 |
| February ...... | 104.1 | $147 \cdot 5$ | 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 |
| © Change, ispril, 1942 | +29.2 | +24.3 | +41.9 | +19.8 | +35.6 | +46.6 |
| April, 1941 |  |  |  |  |  |  |
| $\begin{aligned} & \text { Change, } \\ & \text { Jan.-April, } 1242 \end{aligned}$ | +35.3 | +35.9 | +45.3 | +29.8 | +35.4 | +37.5 |



| april, 1936. | 91.1 | (g) | 94.4 | $90 \cdot 7$ | 86.5 | 88.2 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Lapril, 1937 .... | 104.7 | (g) | 104.8 | 103.2 | 106.3 | 109.6 |
| ipril, $1938 . .$. | 112.0 | (g) | 114.4 | 113.4 | 103.4 | 108.9 |
| April, 1939. | 110.0 | 103.8 | 119.0 | 113.1 | 93.1 | 94.1 |
| April, 1940 | 116.2 | 111.1 | 120.2 | 117.0 | 107.5 | 117.2 |
| Aprin, 1941. | 132.2 | 124.3 | 135.0 | 135.8 | 119.6 | 131.8 |
| April, 19:2...... | 257.6 | 156.6 | 165. | 159,6 | 139.2 | 148.2 |
| $\frac{1011}{\text { Decomber. }}$ | 161.6 | 177.6 | 158.2 | 167.6 | 144.7 | 150.5 |
| 10.2. |  |  |  |  |  |  |
| January........ | 250.4 | 158.1 | 147.2 | 157.9 | 132.2 | 142.6 |
| Fobiuary ...... | 141.6 | 151.9 | 144.5 | 145.0 | 122.6 | 131.9 |
| Narch | 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, April, $\frac{1942}{\text { April, }} 1941$ | $+19.2$ | +26.0 | +22.6 | $+17.5$ | $+16.4$ | +12.4 |
| \% Change, Jan.-Apri1. 1242 | +20.1 | +27.2 | +21.6 | +19.1 | +18.3 | +15.1 |

[^0](i) Not available.
$\qquad$

| Year and Wionth | ChNsDA | $\begin{aligned} & \text { Maritime } \\ & \text { Provinces } \end{aligned}$ | Quebec | Ontario | Prairie Provinces | British Columbia |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Department Stores |  |  |  |  |  |  |
| April, 1936..... | 94.3 | 90.5 | 93.9 | 94.8 | 94.4 | 94.8 |
| L.pril, 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 | $102 \cdot 5$ |
| hpril, 1939 .... | 97.1 | 88.6 | 103.1 | 97.4 | 94.6 | 99.5 |
| ¢pril, 1940 .... | 105.2 | 102.3 | 113.5 | $107 \cdot 4$ | 99.6 | 103.5 |
| \&pril, 1941 ..... | 132.2 | 144.2 | 143.0 | 137.3 | 121.4 | 121.7 |
| $\begin{aligned} & \text { ipril. } 1942 \ldots . . . \\ & 2941 \end{aligned}$ | 144.8 | 169.5 | 158.1 | 145.0 | 133.0 | 142.1 |
| December ...... | 239.2 | 276.7 | 251.7 | 249.0 | 217.1 | $222 \cdot 7$ |
| 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 |
| Lupril ......... | 144.8 | 169.5 | 158.1 | 145.0 | 133.0 | 142.1 |
| $\text { April, } 1942$ | $+9.5$ | +17.5 | +10.6 | $+5.6$ | + 9.6 | +16.8 |
| hpril, 1941 |  |  |  |  |  |  |
| \% Change, Jan.-April, 1942 | +17.8 | +23.6 | +19.3 | +17.6 | +15.2 | +18.3 |


| April, 1936.... | 82.4 | 72.8 | 82.5 | 83.9 | 81.9 | 85.4 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| hpril, 1937 ..... | 84.8 | 76.2 | 85.0 | 85.4 | 87.8 | 86.0 |
| april, 1938 ..... | 102.6 | $93 \cdot 4$ | 105.5 | 104.6 | 97.2 | 100.1 |
| ipril, 1939 ..... | 100.9 | 100.5 | 104.6 | $99 \cdot 3$ | 100.5 | 99.0 |
| dipril, 1940 .... | 104.2 | 117.2 | 109.2 | 100.3 | 102.9 | 97.9 |
| ipril, 1941.... | 143.4 | 184.1 | 149.2 | 137.6 | 140.0 | $117 \cdot 7$ |
| ipril, 1942 .... | 168.3 | 210.1 | 182.4 | 160.1 | 162.2 | 134.1 |
| $\frac{1941}{\text { December ...... }}$ | 341.6 | $453 \cdot 3$ | $332 \cdot 2$ | 334.1 | 332.6 | 301.8 |
| 1942 |  |  |  |  |  |  |
| January ....... | 129.8 | 150.1 | 139.6 | 125.0 | 124.6 | 111.1 |
| February ...... | 129.0 | 163.0 | 136.2 | 121.9 | $125 \cdot 7$ | 113.8 |
| March ......... | 148.2 | 187.6 | 158.2 | 139.6 | 145.6 | $125 \cdot 7$ |
| bpril ........ | 168.3 | 210.1 | 182.4 | 160.1 | 162.2 | 134.1 |
| \% Change, $\frac{\text { ippril, } 1942}{\text { Lpril, } 1941}$ | +17.4 | +14.1 | +22.3 | +16.4 | +15.9 | +13.9 |
| \% Change, $\text { Jan.-april, } 1944$ | +23.7 | +23.4 | +28.2 | +21.7 | +24.2 | +19.3 |


| Epril, 1936.... | 92.7 | 91.2 | 93.8 | 92.5 | 93.6 | 91.0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| dipril, 1937 ..... | 98.4 | 99.6 | 100.5 | 97.7 | 97.7 | 98.6 |
| ippril, 1938 ..... | 101.2 | 102.5 | 103.0 | 101.0 | 98.6 | 102.5 |
| hpril, 1939 ..... | 102.8 | 101.0 | 102.3 | 99.3 | $115 \cdot 7$ | 97.7 |
| hpril, 1940 ..... | 103.9 | 106.7 | 107.9 | 102.0 | 103.5 | 104.1 |
| spril, $1941 \ldots$ | 121.0 | 141.1 | 117.7 | 120.7 | 119.8 | 115.6 |
| sipril, 1942 ..... | 143.4 | 172.2 | $140 \cdot 7$ | $139 \cdot 3$ | 148.7 | 137.0 |
| $\frac{1941}{\text { December ...... }}$ | 182.6 | 226.4 | $163 \cdot 7$ | 181.5 | 188.8 | 182.0 |
| 1942 |  |  |  |  |  |  |
| Jenuary ....... | 136.6 | 147.6 | $137 \cdot 3$ | 136.2 | 134.0 | 133.6 |
| February ...... | 130.8 | 152.5 | 132.3 | 129.7 | 126.7 | 124.0 |
| March ......... | 142.0 | 160.8 | 146.4 | 139.5 | 139.7 | $135 \cdot 3$ |
| hpril ......... | 143.4 | 172.2 | $140 \cdot 7$ | $139 \cdot 3$ | 148.7 | $137 \cdot 0$ |
| \% Change, inpril, 1942 | $+18.5$ | +22.0 | +19.5 | +15.4 | +24.1 | +18.5 |
| \% Change, $\frac{\text { Jan-ispril. } 1942}{\text { Jan--ipril } 1941}$ | +16.3 | +19.0 | +16.6 | +14.2 | +20.8 | +16.1 |



$\cdots \cdot(\cdot)$
4
-...


(Based on dollar sales of 18 firms)

|  | $\begin{aligned} & \text { April } \\ & 1941 \end{aligned}$ | $\begin{aligned} & \text { April } \\ & 1942 \end{aligned}$ | \% Change, 1942/41 |
| :---: | :---: | :---: | :---: |
| TOTAL SALES ................................. | $24,636,092$ | $26,541,896$ | $+7 \cdot 7$ |
| 1. Women's dressos, coats and suits | 3,347,586 | 3,321,795 | -0.8 |
| 2. Girls ${ }^{\prime}$ and infants wear | 1,005,887 | 1,031,395 | +2.5 |
| 3. Hosiery and gloves | 1,097,414 | 1,258,159 | $+5 \cdot 5$ |
| 4. Lingeri and corsets ............................ | 912,979 | 1,047,216 | $+14.7$ |
| 5. Mililinery .......................................... | 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. iien's and boys clothing and furnishings ........ | 2,758,086 | $3.150,915$ | $+14 \cdot 2$ |
| 8. Drugs and toilet articles and proparations ..... | 575,476 | 664,809 | $+15.5$ |
| 9. Plece 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 mattreases 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 supplios ... | 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 | $+6.4$ |






JANUARY TO liARCH, $1944^{\circ}$ AND JANUARY TO JKARCH, 1942



[^0]:    e) Includea mon's furnichines

