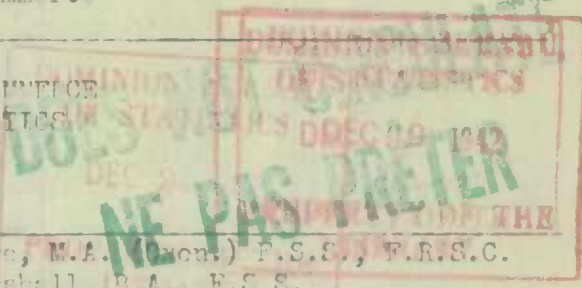


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Monthly Indexes of Retail Sales in Canada, October, 1942
(1935-1939 = 100)

The upswing in retail trading which usually occurs in the fall months is reflected in a 12 per cent increase in sales in October, 1942, over the immediately preceding month of September. According to the general index of dollar volume of sales based on results for twelve lines of retail trade, there was an increase of 14 per cent in October, 1942, over the same month a year ago, while the level of trade in the first ten months of this year was 15 per cent higher than in the corresponding ten-month period of last year. Unadjusted indexes of sales (on the base, 1935-1939 = 100) stood at 174.0 for October, 1942, 153.4 for September, 1942, and 152.5 for October, 1941.

The adjusted index of sales, wherein account is taken of differences in number of business days and also normal seasonal variations, stood at 151.8 in the month under review, almost unchanged from the 152.2 recorded in the preceding month.

All kinds of business, with the exception of radio and electrical stores, reported increased sales in October this year over last. A 22 per cent increase in sales of boot and shoe stores was the largest among those recorded by the various kinds of business covered in this summary. Outstanding among the regional results was a 58 per cent gain recorded in British Columbia. Gains of 38 per cent were recorded in the Maritime Provinces and also in the Prairie Provinces, while Quebec and Ontario reported increases of about 28 per cent in October this year over last. Sales to the end of October this year averaged 25 per cent greater than in the first ten months of 1941 for this trade.

A sharp rise in candy sales, due to some extent to purchases for Christmas overseas mailing, occurred in October when an advance of 28 per cent was recorded over October, 1941. The average increase for the first ten months of this year over last amounted to 18 per cent.

Sales of women's clothing stores were again well to the forefront; a 26 per cent gain over October last year was similar to the corresponding increase recorded in September and compares with a 23 per cent increase for the year-to-date. In this group also, the increase in British Columbia far exceeded increases recorded in other sections of the country. Compared with a 60 per cent gain in that province, sales were up 37 per cent in the Maritimes, 31 per cent in the Prairies, 23 per cent in Ontario and 17 per cent in Quebec.

The increase in men's clothing store sales was much less pronounced, a gain of 15 per cent in the month under review comparing with a 22 per cent increase in the cumulative totals to the end of October. British Columbia recorded improve-

ment of 43 per cent over October, 1941; sales in the Maritime Provinces and the Prairie Provinces were higher by 24 and 26 per cent respectively, while gains of 16 per cent and 6 per cent were recorded in Quebec and Ontario.

Restaurants and variety stores both reported dollar volume of business 19 per cent greater than in October, 1941, increases which were about on a par with average gains in the first ten months of this year over last. Drug store sales were up 15 per cent, grocery and meat store sales, 13 per cent, furniture store sales, 7 per cent. Sales of hardware stores increased only fractionally, while radio and electrical stores reported a falling-off in sales of 6 per cent.

Jewellery store sales declined 3 per cent from October, 1941, as increases of 10 per cent in the Maritime Provinces and British Columbia were offset by declines of 1 per cent in Quebec, 4 per cent in the Prairie Provinces and 8 per cent in Ontario. Sales figures upon which these results are based do not include the 25 per cent tax introduced in the June budget.

An increase of 14 per cent over October, 1941, in sales of department stores was almost on a par with the 13 per cent gain in the January-to-October period of this year over last. British Columbia reported sales 26 per cent above October, 1941, while gains in other regions were as follows: 18 per cent in the Prairie Provinces, 16 per cent in the Maritime Provinces, 13 per cent in Quebec and 7 per cent in Ontario.

Sales of 20 departmental firms which reported sales by departments averaged 12 per cent higher in October this year over last. Stationery departments recorded an outstanding gain of 25 per cent. Increases in sales of women's clothing, men's clothing and footwear departments were about the same as those recorded for September and amounted to 17 per cent, 14 per cent and 9 per cent respectively. Food sales in department stores were up by 11 per cent and drug sales advanced 12 per cent over October, 1941, while increases in piece goods and smallwares were 14 and 15 per cent respectively. Radio and music departments recorded a substantial increase of 19 per cent, while furniture sales were 12 per cent higher and home furnishings sales were up by 6 per cent. Hardware sales fell off 3 per cent and household appliances sales were 17 per cent lower than in October a year ago.

Regional Trends in Retail Trade - Third Quarter, 1942

The general index based on dollar volume of sales for seven lines of business for which regional indexes are available (men's clothing, women's clothing, department, drug, grocery and meat, variety and country general stores), revealed an increase of 12 per cent in the third quarter of this year over last and averaged 42 per cent higher than in the corresponding period of 1939. The increase in the third quarter of this year over last compares with gains of 15 per cent in the second quarter and 21 per cent in the first quarter. The average increase for the first nine months amounted to 16 per cent above last year and 46 per cent over the January to September period of 1939.

Increases in the first three quarters of this year over last were somewhat similar in the Maritime Provinces and Quebec. Gains in the Maritime Provinces in these periods amounted to 24, 20 and 13 per cent, while in Quebec corresponding increases were 23, 20 and 15 per cent. Cumulative indexes for the first nine months of this year revealed an increase of 18 per cent in the Maritime Provinces and 19 per cent in Quebec.

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	October, 1942 + or - per cent compared with			Cumulative Indexes
	October 1939	October 1941	September 1942	Jan.-Oct., 1942 Jan.-Oct., 1941
General Index	+ 47.6	+ 14.1	+ 13.4	+ 15.0
Boot and Shoe Stores	+ 71.7	+ 32.5	+ 27.2	+ 24.9
Candy Stores	+ 32.6	+ 23.2	+ 22.1	+ 17.5
Men's Clothing Stores	+ 45.5	+ 14.9	+ 21.3	+ 22.2
Women's Clothing Stores	+ 52.3	+ 23.1	+ 21.7	+ 22.7
Department Stores	+ 27.5	+ 13.8	+ 17.9	+ 12.8
Drug Stores	+ 52.4	+ 13.3	+ 10.3	+ 14.5
Furniture Stores	+ 15.2	+ 7.1	+ 15.1	- 0.4
Grocery and Meat Stores	+ 53.1	+ 13.2	+ 10.2	+ 10.4
Hardware Stores	+ 31.3	+ 0.5	+ 0.9	+ 0.0
Radio and Electrical Stores	+ 12.2	- 5.0	+ 7.0	- 6.0
Restaurants	+ 51.4	+ 19.4	+ 4.3	+ 10.0
Variety Stores	+ 32.9	+ 13.5	+ 13.1	+ 13.3

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

Region	Sales in October, 1942 Compared with Sales in October, 1941	
	Boot and Shoe Stores	Jewellery Stores
CANADA	+ 32.3	- 2.6
Maritime Provinces	+ 33.1	+ 2.3
Quebec	+ 28.4	- 0.9
Ontario	+ 27.9	- 7.2
Prairie Provinces	+ 33.0	- 23.6
British Columbia	+ 37.9	+ 2.3

The gains recorded in Ontario and the Prairie Provinces in the first three quarters of this year over last also followed a uniform pattern. Ontario recorded increases of 21, 12 and 10 per cent in each of the first three quarters, while the Prairie Provinces recorded gains of 19, 12 and 11 per cent in the same comparisons. Increases for the first nine months of this year over last amounted to 14 per cent in both cases.

Gains in the first three quarters of this year over last were more uniform in British Columbia than elsewhere. Gains of 17 per cent in each of the first two quarters were followed by an increase of 15 per cent in the most recent quarter. Sales to the end of September, 1942, were 16 per cent above those for the corresponding period of last year.

The reduction in the spread in dollar volume in the second and third quarters in all regions of the country was reflected in results for all kinds of business with the exception of women's clothing. In the latter classification, sales in the third quarter were up 27 per cent over last year and were on a level with the increase recorded in the first quarter. Contrasting with these gains was an increase of only 15 per cent in the second quarter of this year over last. The average gain for the nine-month period was 22 per cent.

Men's clothing store sales increased 39, 20 and 16 per cent in the first, second and third quarters resulting in an average gain of 23 per cent. The increase in department store sales for the third quarter, at 9 per cent, was similar to the gain recorded in the second period following an increase of 21 per cent in the first quarter. The cumulative indexes for the first three quarters of this year were 13 per cent above last year's figures.

Grocery and meat store sales had increases of about 20 per cent in the first and second quarters followed by a smaller gain of 12 per cent in the third quarter while the average increase for the nine-month period was 17 per cent. Country general stores reported increases of 16, 13 and 11 per cent in the first three quarters and an average gain of 13 per cent.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

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

Year and Month	General Index		Boots and Shoes		Candy (h)		Men's Clothing (c)	
	A	B	A	B	A	B	A	B
October, 1939	150.2	142.6	161.6	162.1	136.5	136.2	255.1	184.5
October, 1933	91.1	87.8	32.9	35.3	32.2	105.2	32.3	77.1
October, 1930	117.9	111.1	102.0	97.3	88.6	95.5	132.8	110.9
October, 1940	151.9	120.1	115.7	104.4	109.5	114.0	145.5	115.9
October, 1941	152.5	135.1	132.4	121.5	132.1	127.5	139.4	122.4
<u>1942</u>								
January	123.1	150.9	114.1	152.7	116.2	151.1	114.0	143.5
February	120.1	154.3	89.5	179.3	158.5	171.5	104.1	173.2
March	144.7	161.4	129.4	122.2	127.7	132.4	133.4	210.2
April	154.3	153.8	139.2	152.6	139.1	142.3	133.1	120.9
May	152.4	149.1	137.2	129.0	146.6	144.0	159.9	157.5
June	156.2	120.9	172.2	121.1	112.4	149.4	154.0	143.9
July	127.4	150.5	141.7	147.4	112.1	122.7	122.2	142.0
August	147.5	132.0	144.2	133.4	127.5	127.4	150.6	121.4
September	132.4	152.2	125.0	140.0	122.1	144.3	154.2	125.4
October	174.0	151.8	173.3	151.6	170.3	157.9	124.7	146.0

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
October, 1939	147.2	149.2	132.2	132.4	122.1	122.1
October, 1933	82.2	82.4	102.2	94.7	84.7	86.2
October, 1930	120.7	110.1	122.4	112.0	107.1	105.8
October, 1940	149.3	120.2	141.1	120.9	124.1	119.5
October, 1941	134.1	121.3	160.0	126.5	141.6	125.9
<u>1942</u>						
January	116.2	152.5	115.2	151.1	126.3	140.6
February	93.6	133.2	107.4	142.2	122.2	145.1
March	142.2	172.2	141.2	152.2	142.0	147.5
April	124.9	152.1	145.1	148.3	142.4	148.4
May	122.7	152.5	142.2	140.1	144.2	143.5
June	120.2	142.2	120.2	124.1	129.4	148.4
July	122.7	122.2	112.2	145.5	142.1	144.9
August	152.2	214.0	122.2	154.5	142.2	149.4
September	120.0	120.1	154.2	152.7	142.0	147.2
October	202.0	152.2	122.0	152.1	122.2	152.2

(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 the current year are subject to final revision)

Year and Month	Furniture		Groceries and Meats		Hardware	
	A	B	A	B	A	B
October, 1939	135.5	132.9	137.1	134.5	133.2	139.0
October, 1938	78.9	78.2	85.6	82.1	87.0	77.2
October, 1939	130.6	113.5	103.9	102.2	125.3	111.6
October, 1940	135.2	113.4	120.8	120.3	141.6	120.3
October, 1941	140.5	117.3	145.2	145.0	164.7	140.5
<u>1942</u>						
January	91.3	134.5	150.4	146.4	103.0	173.2
February	103.2	123.2	141.6	154.2	95.7	175.2
March	111.9	133.4	155.3	154.0	122.0	170.9
April	122.0	119.1	157.4	161.4	142.0	146.1
May	134.3	132.9	132.9	157.1	173.0	136.0
June	131.1	132.3	133.7	172.1	164.6	135.7
July	120.3	154.3	152.0	154.0	153.0	133.2
August	132.2	135.0	130.7	133.3	132.2	154.5
September	120.7	113.6	143.1	152.9	134.0	139.4
October	150.5	123.4	134.3	151.2	165.5	141.1

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
October, 1939	325.1	213.2	133.0	134.6	100.0	93.0
October, 1938	81.9	62.7	86.5	89.0	77.7	73.6
October, 1939	122.2	104.3	105.2	102.7	120.7	120.2
October, 1940	143.2	115.4	112.5	110.4	143.9	141.7
October, 1941	153.3	119.5	121.0	122.2	173.0	136.2
<u>1942</u>						
January	123.0	153.4	129.7	125.2	129.3	131.4
February	110.2	143.2	120.3	136.3	122.0	129.9
March	123.9	153.7	140.0	143.6	143.2	131.3
April	134.7	147.3	141.5	142.2	133.2	133.4
May	152.3	136.5	145.1	142.5	136.4	130.6
June	128.5	138.5	132.3	140.4	130.7	176.7
July	121.3	152.3	144.9	137.7	173.3	176.2
August	123.1	130.3	150.3	140.0	130.1	135.5
September	135.5	113.1	150.0	144.9	173.6	133.5
October	143.0	112.9	153.4	151.6	205.1	135.5

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
(c)						
Men's Clothing Stores						
October, 1939	133.6	119.4	115.3	131.4	130.6	137.6
October, 1940	145.3	135.2	134.3	145.3	133.0	130.2
October, 1941	159.4	197.7	189.6	139.1	171.1	145.0
<u>1942</u>						
August	130.6	176.7	143.1	119.0	114.9	139.7
September	154.2	132.3	133.7	149.7	145.3	159.8
October	194.7	245.1	193.2	172.6	215.6	204.9
% Change,						
<u>October, 1942</u>	+14.9	+24.0	+13.9	+ 8.2	+33.0	+43.3
October, 1941						
% Change,						
<u>Jan.-Oct., 1942</u>	+22.2	+25.9	+27.3	+17.3	+22.1	+29.2
Jan.-Oct., 1941						
Women's Clothing Stores						
October, 1939	130.7	153.9	131.0	131.5	150.3	127.6
October, 1940	148.6	172.6	143.2	147.4	130.8	140.8
October, 1941	164.1	174.3	170.7	133.4	159.6	152.5
<u>1942</u>						
August	156.3	181.0	157.4	157.3	135.3	139.7
September	170.0	186.8	163.6	174.1	148.6	137.3
October	206.9	232.2	199.3	209.9	207.3	242.4
% Change,						
<u>October, 1942</u>	+43.1	+33.3	+17.0	+22.9	+50.7	+39.6
October, 1941						
% Change,						
<u>Jan.-Oct., 1942</u>	+22.7	+20.7	+24.2	+22.6	+19.2	+25.0
Jan.-Oct., 1941						
Grocery and Meat Stores						
October, 1939	105.9	104.7	103.7	102.2	110.4	102.3
October, 1940	120.6	122.2	114.8	121.6	120.4	121.4
October, 1941	145.2	154.2	140.7	145.9	142.0	142.3
<u>1942</u>						
August	130.7	139.7	149.3	153.4	164.0	179.6
September	142.1	139.5	141.9	141.4	164.6	157.5
October	164.3	163.3	162.2	151.9	164.7	161.7
% Change,						
<u>October, 1942</u>	+15.2	+13.2	+15.3	+11.0	+11.5	+13.4
October, 1941						
% Change,						
<u>Jan.-Oct., 1942</u>	+16.4	+23.1	+16.9	+14.2	+14.5	+15.3
Jan.-Oct., 1941						

(c) Includes men's furnishings

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1934-1939 = 100)
 (Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
<u>Department Stores</u>						
October, 1939	132.4	133.4	131.5	130.5	131.9	120.2
October, 1940	141.1	138.1	135.9	136.3	140.0	126.9
October, 1941	160.0	139.7	135.7	153.5	154.5	151.0
<u>1942</u>						
August	123.9	138.7	129.4	125.1	117.1	155.1
September	154.9	139.7	136.7	153.9	126.2	139.3
October	132.0	209.5	135.7	133.9	139.5	205.4
% Change,						
<u>October, 1942</u>	+13.8	+15.9	+13.4	+ 8.3	+13.1	+23.3
October, 1941						
% Change,						
<u>Jan.-Oct., 1942</u>	+12.3	+15.2	+15.5	+11.0	+11.3	+13.0
Jan.-Oct., 1941						
<u>Variety Stores</u>						
October, 1939	120.7	134.4	131.3	113.8	125.3	107.5
October, 1940	146.9	134.2	150.4	133.5	137.0	118.2
October, 1941	173.0	220.3	134.4	164.2	173.4	137.5
<u>1942</u>						
August	130.1	274.0	202.0	135.4	133.6	152.5
September	173.6	223.3	127.4	133.1	155.2	146.9
October	205.1	272.3	222.4	121.9	135.4	153.1
% Change,						
<u>October, 1942</u>	+13.6	+23.3	+24.4	+13.8	+ 7.0	+13.3
October, 1941						
% Change,						
<u>Jan.-Oct., 1942</u>	+13.3	+13.5	+23.7	+13.9	+13.4	+13.0
Jan.-Oct., 1941						
<u>Drug Stores</u>						
October, 1939	107.1	104.5	103.3	101.2	120.3	111.9
October, 1940	124.1	129.2	120.3	118.5	133.4	123.4
October, 1941	141.6	153.2	139.1	134.9	156.0	145.4
<u>1942</u>						
August	148.6	133.7	142.1	145.2	146.2	155.1
September	143.0	179.5	140.3	143.2	149.3	131.7
October	163.2	198.5	158.5	155.0	170.7	173.1
% Change,						
<u>October, 1942</u>	+13.3	+23.2	+13.9	+14.3	+ 9.4	+21.1
October, 1941						
% Change,						
<u>Jan.-Oct., 1942</u>	+14.5	+21.9	+14.3	+12.9	+15.2	+12.3
Jan.-Oct., 1941						

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

OCTOBER, 1941 AND OCTOBER, 1942

(Based on dollar sales of 50 firms)

	October 1941	October 1942	% Change, 1942/1941
	\$	\$	
TOTAL SALES	22,547,545	27,004,572	+12.0
1. Women's dresses, coats and suits	3,403,100	3,900,211	+17.3
2. Girls' and infant's wear	1,463,447	1,735,374	+21.6
3. Hosiery and gloves	1,530,005	1,522,143	+11.7
4. Lingerie and corsets	1,230,555	1,403,567	+14.3
5. Millinery	393,526	450,004	+15.7
6. Women's and children's apparel -- (Total, 1-5) ..	7,963,713	9,172,102	+13.5
7. Men's and boys' clothing and furnishings	4,013,043	4,533,523	+14.2
8. Drugs and toilet articles and preparations ...	691,420	773,093	+12.4
9. Piece goods	2,259,370	2,573,014	+14.0
10. Smallwares	1,007,709	1,153,553	+14.3
11. Food and kindred products	2,315,093	2,532,003	+10.7
12. Furniture (including mattresses and springs) .	1,551,479	1,730,307	+11.5
13. Home furnishings	2,104,431	2,227,029	+ 5.3
14. Household appliances and electrical supplies .	943,313	790,237	-16.5
15. Hardware and kitchen utensils	1,005,043	977,312	- 2.7
16. Radios, musical instruments and supplies	403,164	482,415	+19.3
17. Shoes and other footwear	2,097,017	2,204,557	+ 5.4
18. Stationery, books and magazines	375,331	470,421	+25.3
19. All other departments, total	2,304,829	2,204,147	+12.4

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