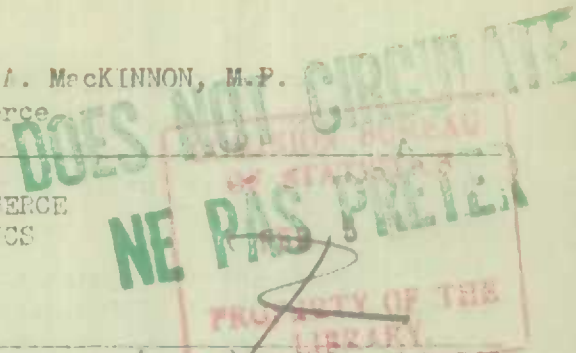


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INTERNAL TRADE BRANCH  
OTTAWA, CANADA



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

Customers spent 6 per cent more money in retail stores in Canada in December, 1942 than in the corresponding month of 1941 and 30 per cent more than in November, according to calculations based on returns received from a sample number of firms representing twelve different types of retail trades. The general index of sales, on the base 1935-1939 = 100 stands at 213.4 for December, 1942, at 164.8 for November and at 201.5 for December, 1941. The 6 per cent increase over December, 1941 was considerably lower than the spread recorded for earlier months of the year, aggregate sales for 1942 averaging 14 per cent above the previous twelve-month period.

December sales are normally higher than those for any other month of the year on account of the Christmas trade. The relatively small increase in sales between December, 1941 and December, 1942 represents in some measure a curtailment in Christmas purchases and the diversion of purchasing power to war financing through Victory Loan subscriptions.

Sales of department stores, variety stores and shoe stores were practically unchanged in December, 1942 compared with the corresponding month in the previous year. Drug stores and women's specialty shops were each up 17 per cent; candy store sales gained 16 per cent and restaurants 15 per cent. Other increases were 10 per cent for grocery and meat stores, 9 per cent for men's clothing stores, and 6 per cent for furniture stores. Sales of stores specializing in radios or electrical appliances were 5 per cent lower in December, 1942 than in 1941 while hardware store sales were down by 6 per cent.

On making allowance for normal seasonal movements and also for differences in the number of business days in different months, the adjusted general index of sales for December stands at 156.3 compared with 161.7 for November, 152.1 for October and an average figure of 154.9 for the year. In other words the underlying trend in consumer purchasing as measured in dollar volume was approximately 56 per cent higher at the end of 1942 than the average over the five-year period from 1935 to 1939.

Annual averages of the index numbers indicate that eleven of the twelve trades for which indexes are computed had a higher volume of dollar sales in 1942 than in 1941 while one trade recorded a decline. Women's clothing stores and shoe stores had the largest increases with gains of 22 per cent and 21 per cent respectively. Results for women's clothing stores are available on a regional basis and show that the gain in British Columbia exceeded those for other regions, percentage increases over 1941 standing at 28 per cent for British Columbia, 19 per cent for the Prairie Provinces, 21 per cent for Ontario, 22 per cent for Quebec and 21 per cent for the Maritime Provinces.

British Columbia also lead in point of view of increased sales of men's clothing stores with a gain of 28 per cent over 1941. Increases for other regions were 22 per cent for the Prairie Provinces, 14 per cent for Ontario, 23 per cent for Quebec, 23 per cent for the Maritime Provinces compared with a gain of 19 per cent for Canada as a whole.

Grocery and meat store sales averaged 15 per cent higher in 1942 than in the preceding year, increases for the various economic divisions of the country standing at 20 per cent for the Maritimes, 18 per cent for Quebec, 15 per cent for British Columbia, 13 per cent for the Prairie Provinces and 12 per cent for Ontario. Department store sales for Canada as a whole averaged 12 per cent higher in 1942 with increases for different parts of the country ranging from 9 per cent in Ontario to 18 per cent in British Columbia. Intermediate increases were 11 per cent for the Prairie Provinces, 13 per cent for the Maritime Provinces and 15 per cent for Quebec. Sales made by variety stores averaged 15 per cent greater in 1942 than in 1941. Quebec came first in point of view of increased business in this trade with a gain of 21 per cent while increases for other regions ranged between 12 and 14 per cent. Drug store sales averaged 14 per cent higher in 1942 than in 1941 with percentage increases for the various regions standing at 22 per cent for the Maritime Provinces and for British Columbia, 16 per cent for the Prairie Provinces, 14 per cent for Quebec and 12 per cent for Ontario.

The index numbers of retail sales are based upon dollar volume of business transacted and do not necessarily reflect changes in the volume of goods sold. The Bureau's retail price index averaged 6.5 per cent higher in 1942 than in 1941; the food index alone averaged 9.6 per cent higher, and the index for clothing was up by 3.4 per cent. While the index of retail prices and the index of retail sales are not computed in such a way as to be strictly comparable, a comparison of the two series does serve to give some indication of the extent to which changes in the value of retail sales have been affected by prices movements. The general index of dollar sales was 13.7 per cent higher in 1942 than in 1941; the food index was up 14.7 per cent, the index for men's clothing stores was up 19.3 per cent and that for women's clothing stores, 21.5 per cent. It would thus appear that, while more than one half the increase in food store sales may be attributed to higher prices, the increased business for clothing stores in 1942 must be attributed largely to an increase in the volume of goods sold.

Sales of 21 departmental firms which reported sales by departments were fractionally lower in December, 1942, than in December, 1941, although minor gains were recorded by half of the individual departments contained in the summary. Men's clothing department sales were 3 per cent lower, sales of women's clothing departments increased by 3 per cent and footwear sales were 14 per cent below December, 1941. Stationery departments recorded a sales increase of 9 per cent, drug sales advanced 6 per cent, while piece goods, smallwares and food departments recorded gains of 3 or 4 per cent respectively. The trend in sales of the various departments was mixed, home furnishings and furniture departments recording increases of 11 and 1 per cent respectively as compared with declines of 4 per cent in radio and music departments and 14 per cent in both household appliances and hardware departments.

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DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

1941 and 1942

(Based on dollar sales of 23 firms)

	December 1941	December 1942	% Change, 1942 1941
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS .....	296,139,557	327,823,641	+10.7
1. Women's dresses, coats and suits .....	29,355,932	34,735,650	+18.3
2. Girls' and infants' wear .....	10,968,564	12,752,777	+16.3
3. Hosiery and gloves .....	13,247,035	14,272,136	+ 7.7
4. Lingerie and corsets .....	13,269,207	15,063,796	+13.5
5. Millinery ,.....	3,505,980	3,678,210	+ 4.9
6. Women's and children's apparel -- (Total,1-5) ..	70,346,718	80,502,569	+14.4
7. Men's and boys' clothing and furnishings .....	34,108,382	38,906,628	+14.1
8. Drugs and toilet articles and preparations ....	8,780,331	9,804,948	+11.7
9. Piece goods .....	21,565,360	24,925,193	+15.6
10. Smallwares .....	10,441,671	11,800,261	+13.0
11. Food and kindred products .....	25,916,489	28,470,470	+ 9.9
12. Furniture (including mattresses and springs) ..	17,457,266	18,416,807	+ 5.5
13. Home furnishings .....	20,787,718	22,470,382	+ 8.1
14. Household appliances and electrical supplies ..	8,820,106	8,625,390	- 2.2
15. Hardware and kitchen utensils .....	12,356,695	12,825,168	+ 3.8
16. Radios, musical instruments and supplies .....	3,951,817	4,516,582	+14.3
17. Shoes and other footwear .....	21,394,034	23,459,142	+ 9.7
18. Stationery, books and magazines .....	4,909,621	5,711,406	+16.3
19. All other departments, total .....	35,303,349	37,388,695	+ 5.9

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	December, 1942 + or - per cent compared with			Cumulative Indexes
	December 1939	December 1941	November 1942	Jan.-Dec., 1942 Jan.-Dec., 1941
General Index .....	+35.8	+ 5.9	+29.5	+13.7
Foot and Shoe Stores .....	+42.9	+ 1.3	+31.0	+21.4
Candy Stores .....	+76.8	+16.4	+127.5	+17.2
Men's Clothing Stores .....	+47.8	+ 8.8	+35.9	+19.3
Women's Clothing Stores .....	+55.8	+17.0	+42.4	+21.5
Department Stores .....	+27.7	+ 0.8	+28.7	+11.8
Drug Stores .....	+50.6	+16.2	+43.7	+14.4
Furniture Stores .....	+ 2.7	+ 6.2	+18.8	+11.6
Grocery and Meat Stores .....	+37.7	+10.1	+19.9	+14.7
Hardware Stores .....	+28.4	- 6.2	+ 9.1	+ 7.3
Radio and Electrical Stores .....	+10.5	- 5.3	+23.4	- 3.9
Restaurants .....	+46.1	+15.1	+ 6.6	+17.9
Variety Stores .....	+39.2	+ 1.1	+73.6	+15.0

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

December, 1941 and December, 1942

Region	Sales in December, 1942 Compared with Sales in December, 1941	
	Foot and Shoe Stores	Jewellery Stores
CANADA .....	+ 1.3	+ 2.7
Maritime Provinces .....	+ 7.1	+ 4.7
Quebec .....	- 1.7	- 7.8
Ontario .....	- 4.2	+ 2.3
Prairie Provinces .....	+13.8	+11.5
British Columbia .....	+37.5	+16.8

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
December, 1929 .....	174.4	137.0	207.1	153.1	345.9	196.6	160.5	130.9
December, 1933 .....	112.5	83.5	127.9	86.9	192.5	102.3	97.7	73.7
December, 1939 .....	157.1	112.3	142.9	98.5	198.6	101.7	178.8	104.0
December, 1940 .....	174.3	131.0	146.8	107.0	226.5	124.0	199.7	125.6
December, 1941 .....	201.5	147.2	203.0	144.4	301.8	160.1	242.9	148.0
<u>1942</u>								
January .....	128.1	150.9	114.1	153.7	116.3	151.1	114.0	143.5
February .....	120.1	154.8	89.5	179.8	158.3	171.5	104.1	176.2
March .....	144.7	161.4	139.4	192.2	127.7	162.4	168.4	210.2
April .....	154.8	155.8	169.2	153.6	189.1	142.3	189.1	190.9
May .....	159.4	149.1	167.2	139.0	146.6	144.0	159.9	157.5
June .....	154.5	150.9	177.2	131.1	112.4	149.4	154.0	146.9
July .....	137.4	150.3	141.7	147.4	113.1	133.7	123.2	149.0
August .....	147.5	162.9	144.3	186.4	127.5	137.4	130.6	171.4
September .....	153.5	152.3	165.0	140.0	132.3	145.0	154.2	155.4
October .....	174.3	152.1	175.2	150.2	168.4	165.7	197.4	148.0
November .....	164.8	161.7	157.0	174.0	154.4	193.6	194.4	160.5
December .....	213.4	156.3	205.6	146.2	351.2	186.3	264.2	160.9

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
December, 1929 .....	237.5	134.1	201.7	136.0	135.1	119.4
December, 1933 .....	178.3	93.0	134.0	88.6	101.6	86.9
December, 1939 .....	168.0	106.7	188.9	116.4	141.6	111.4
December, 1940 .....	193.6	133.0	210.2	132.2	161.9	131.6
December, 1941 .....	223.7	148.8	239.2	145.8	182.6	145.5
<u>1942</u>						
January .....	116.3	152.5	115.2	151.1	136.6	140.6
February .....	96.6	166.2	107.4	142.8	130.8	145.1
March .....	149.3	173.6	141.2	156.9	142.0	147.5
April .....	184.0	152.1	145.1	148.8	143.4	148.4
May .....	166.7	153.3	142.2	140.1	144.2	146.5
June .....	159.3	143.8	139.6	134.1	139.4	148.4
July .....	138.7	163.8	112.6	145.5	142.1	144.9
August .....	156.3	214.0	126.9	154.5	148.6	149.4
September .....	170.0	180.1	154.9	152.7	148.0	147.2
October .....	206.2	157.1	181.8	152.9	163.1	153.0
November .....	183.8	172.2	187.4	168.5	148.4	154.7
December .....	261.8	174.2	241.2	146.4	213.3	168.9

(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
December, 1929 .....	177.5	144.4	137.2	134.6	165.8	151.0
December, 1933 .....	79.7	71.2	94.0	83.6	77.7	70.8
December, 1939 .....	139.5	119.4	129.3	110.9	125.6	117.5
December, 1940 .....	165.8	145.3	135.5	128.1	145.2	136.8
December, 1941 .....	134.9	114.1	161.6	149.1	171.9	154.7
<u>1942</u>						
January .....	91.8	134.5	150.4	146.4	106.0	173.2
February .....	106.2	136.2	141.6	154.2	95.7	175.2
March .....	111.9	133.4	153.3	154.9	122.0	170.9
April .....	129.0	119.1	157.4	161.4	149.0	146.1
May .....	164.6	132.9	169.9	157.1	176.0	136.0
June .....	131.1	132.3	168.7	172.1	164.6	135.7
July .....	120.3	154.6	152.0	154.0	155.0	138.2
August .....	138.2	135.0	160.7	166.3	162.2	154.5
September .....	130.7	113.6	148.4	153.3	164.0	139.4
October .....	152.1	124.7	164.9	152.4	167.5	142.9
November .....	120.6	116.7	148.5	156.8	147.9	150.8
December .....	143.3	121.2	178.0	163.6	161.3	145.1

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
December, 1929 .....	306.4	184.9	177.8	173.4	161.5	90.4
December, 1933 .....	99.8	64.4	89.8	86.4	140.7	73.7
December, 1939 .....	146.3	108.1	109.8	105.7	248.1	122.7
December, 1940 .....	224.4	165.9	117.8	114.9	280.7	148.3
December, 1941 .....	170.6	121.3	139.4	134.1	341.6	176.2
<u>1942</u>						
January .....	126.0	156.4	129.7	135.2	129.8	191.4
February .....	110.2	148.2	120.6	136.6	129.0	190.9
March .....	126.9	153.7	140.0	143.6	148.2	191.3
April .....	134.7	147.8	141.5	142.2	169.2	188.4
May .....	152.6	136.5	145.1	142.5	186.4	180.6
June .....	128.5	138.5	139.8	140.4	180.7	176.7
July .....	121.3	152.6	144.9	137.7	176.3	176.2
August .....	126.1	160.6	150.6	140.0	180.1	185.5
September .....	135.5	116.1	150.0	145.0	176.6	188.5
October .....	144.4	112.4	156.6	151.8	204.5	185.0
November .....	131.0	106.9	150.4	161.1	198.9	204.0
December .....	161.6	114.8	160.4	154.4	345.3	177.5

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						
December, 1939 .....	178.8	208.4	151.6	188.6	171.9	189.9
December, 1940 .....	199.7	250.8	171.9	212.0	178.8	201.6
December, 1941 .....	242.9	327.7	225.3	254.7	200.2	221.5
<u>1942</u>						
October .....	197.4	246.5	193.4	184.1	217.6	206.8
November .....	194.4	258.2	189.0	181.7	214.3	192.6
December .....	264.2	373.0	235.6	269.4	238.5	262.8
% Change,						
<u>December, 1942</u> ..	+ 8.8	+13.8	+ 4.6	+ 5.8	+19.1	+18.6
December, 1941 ..						
% Change,						
<u>Jan.-Dec., 1942</u> .	+19.3	+23.0	+23.2	+14.4	+21.7	+28.2
Jan.-Dec., 1941 .						
Women's Clothing Stores						
December, 1939 .....	168.0	195.4	151.7	177.6	166.9	154.8
December, 1940 .....	193.6	227.6	182.7	205.1	178.0	173.7
December, 1941 .....	223.7	259.6	223.6	235.4	192.6	195.0
<u>1942</u>						
October .....	206.2	236.3	199.5	200.0	207.6	212.6
November .....	183.8	238.4	170.1	183.8	182.4	201.7
December .....	261.8	312.8	246.7	272.9	233.6	269.0
% Change,						
<u>December, 1942</u> ..	+17.0	+20.4	+10.3	+15.9	+21.3	+37.9
December, 1941 ..						
% Change,						
<u>Jan.-Dec., 1942</u> .	+21.5	+21.2	+21.8	+20.7	+19.0	+28.2
Jan.-Dec., 1941 .						
Grocery and Meat Stores						
December, 1939 .....	129.3	131.0	128.4	132.2	123.7	123.2
December, 1940 .....	135.5	136.3	130.6	141.6	128.6	130.9
December, 1941 .....	161.6	177.6	158.2	167.6	144.7	150.5
<u>1942</u>						
October .....	164.9	183.8	162.3	161.9	166.7	165.2
November .....	148.5	163.6	148.1	147.9	142.7	145.9
December .....	178.0	193.7	182.5	178.2	163.2	166.1
% Change,						
<u>December, 1942</u> ..	+10.1	+ 9.1	+15.4	+ 6.3	+12.8	+10.4
December, 1941 ..						
% Change,						
<u>Jan.-Dec., 1942</u> .	+14.7	+19.9	+17.8	+12.1	+13.3	+14.5
Jan.-Dec., 1941 .						

(c) Includes men's furnishings.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1925-1929 = 100)  
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
December, 1939 .....	188.9	204.6	198.1	195.3	177.9	173.5
December, 1940 .....	210.2	245.3	215.3	218.9	192.3	197.2
December, 1941 .....	239.2	276.7	251.7	249.0	217.1	222.7
<u>1942</u>						
October .....	181.8	208.8	187.8	169.4	180.3	203.0
November .....	187.4	222.2	186.7	178.8	190.4	188.7
December .....	241.2	261.6	263.0	234.7	228.5	254.3
% Change,						
<u>December, 1942</u> ..	+ 0.8	- 5.5	+ 4.5	- 5.7	+ 5.3	+14.2
December, 1941 ..						
% Change,						
<u>Jan.-Dec., 1942</u> .	+11.8	+12.7	+14.8	+ 9.0	+11.2	+18.2
Jan.-Dec., 1941 .						
Variety Stores						
December, 1939 .....	248.1	302.9	227.6	242.6	264.2	257.4
December, 1940 .....	280.7	368.5	257.2	278.1	281.7	268.7
December, 1941 .....	341.6	453.3	332.2	334.1	332.6	301.8
<u>1942</u>						
October .....	204.5	270.4	229.8	191.0	185.5	158.1
November .....	198.9	269.8	212.0	184.6	196.5	163.7
December .....	345.3	446.7	349.9	328.0	351.7	307.1
% Change,						
<u>December, 1942</u> ..	+ 1.1	- 1.5	+ 5.3	- 1.8	+ 5.7	+ 1.8
December, 1941 ..						
% Change,						
<u>Jan.-Dec., 1942</u> .	+15.0	+14.2	+20.5	+12.4	+14.0	+13.4
Jan.-Dec., 1941 .						
Drug Stores						
December, 1939 .....	141.6	160.1	127.6	139.8	152.2	145.2
December, 1940 .....	161.9	196.5	154.9	156.5	169.5	163.1
December, 1941 .....	182.6	226.4	163.7	181.5	188.8	182.0
<u>1942</u>						
October .....	163.1	196.9	159.3	154.4	170.9	176.5
November .....	148.4	177.1	146.6	144.6	144.9	158.4
December .....	213.3	277.4	182.9	207.0	225.4	240.5
% Change,						
<u>December, 1942</u> ..	+16.8	+22.5	+11.7	+14.0	+19.4	+32.1
December, 1941 ..						
% Change,						
<u>Jan.-Dec., 1942</u> .	+14.4	+21.5	+14.0	+11.6	+15.7	+21.8
Jan.-Dec., 1941 .						



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

DECEMBER, 1941 AND DECEMBER, 1942  
 (Based on dollar sales of 21 firms)

	December 1941	December 1942	% Change, 1942 1941
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS .....	45,077,370	44,876,716	- 0.4
1. Women's dresses, coats and suits .....	3,544,726	3,970,058	+12.0
2. Girls' and infants' wear .....	1,789,170	1,756,275	- 1.8
3. Hosiery and gloves .....	2,544,300	2,514,676	- 1.2
4. Lingerie and corsets .....	2,429,759	2,328,522	- 4.2
5. Millinery .....	288,829	330,228	+14.3
6. Women's and children's apparel -- (Total,1-5) .	10,596,784	10,899,759	+ 2.9
7. Men's and boys' clothing and furnishings .....	6,228,977	6,072,531	- 2.5
8. Drugs and toilet articles and preparations ...	1,846,303	1,947,094	+ 5.5
9. Piece goods .....	2,586,682	2,658,227	+ 2.8
10. Smallwares .....	2,002,630	2,074,430	+ 3.6
11. Food and kindred products .....	3,143,859	3,269,461	+ 4.0
12. Furniture (including mattresses and springs) .	1,481,077	1,502,393	+ 1.4
13. Home furnishings .....	2,305,115	2,549,428	+10.6
14. Household appliances and electrical supplies .	852,316	735,356	-13.7
15. Hardware and kitchen utensils .....	1,175,544	1,010,752	-14.0
16. Radios, musical instruments and supplies .....	637,640	609,762	- 4.4
17. Shoes and other footwear .....	3,360,380	2,905,246	-13.5
18. Stationery, books and magazines .....	1,468,088	1,593,862	+ 8.6
19. All other departments, total .....	7,391,975	7,048,415	- 4.6



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Year	Volume	Pages	Notes
1988	1010736109	1-12	
1987	1010736108	1-12	
1986	1010736107	1-12	
1985	1010736106	1-12	
1984	1010736105	1-12	
1983	1010736104	1-12	
1982	1010736103	1-12	
1981	1010736102	1-12	
1980	1010736101	1-12	
1979	1010736100	1-12	
1978	1010736099	1-12	
1977	1010736098	1-12	
1976	1010736097	1-12	
1975	1010736096	1-12	
1974	1010736095	1-12	
1973	1010736094	1-12	
1972	1010736093	1-12	
1971	1010736092	1-12	
1970	1010736091	1-12	
1969	1010736090	1-12	
1968	1010736089	1-12	
1967	1010736088	1-12	
1966	1010736087	1-12	
1965	1010736086	1-12	
1964	1010736085	1-12	
1963	1010736084	1-12	
1962	1010736083	1-12	
1961	1010736082	1-12	
1960	1010736081	1-12	