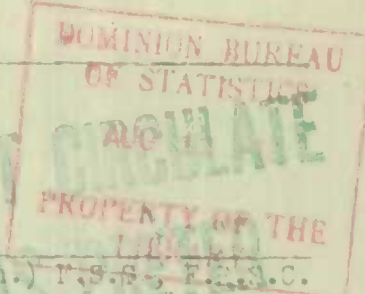


DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
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Monthly Indexes of Retail Sales in Canada, June, 1942
(1935-1939 = 100)

Retail sales in Canada, as measured by dollar volume, averaged 15 per cent higher in June of this year than last and were 41 per cent higher than in June of 1939, according to indexes of sales computed from sales figures reported by a sample number of retail firms representing 12 different retail trades. The 15 per cent increase over June, 1941, exceeds the May increase which stood at 12 per cent but it was lower than the 17 per cent gain recorded in the cumulative totals for the first half of this year compared with last. The general index of sales, unadjusted for seasonal variations, stands at 154.3 for June, 1942; 159.4 for May, 1942; and 133.9 for June, 1941.

Marked increases in the three lines of business included in the index and dealing chiefly in food products constitutes an outstanding feature in the June figures. Candy store sales were up 24 per cent compared with June last year while grocery and meat store sales and restaurant receipts each gained 21 per cent. These increases exceeded by narrow margins the average gains for the same trades for the year to date which stand at 21 per cent for candy stores, 20 per cent for grocery and meat stores and 20 per cent for restaurants and other eating places. The occurrence of one more business day in June of this year compared with last, new taxes on candy introduced in the June budget and the announcement of the coupon rationing of sugar to begin on July 1st may be quoted as factors to be considered in relation to the trend in business of these trades.

Dollar volume of sales for stores specializing in furniture were unchanged in June of this year compared with last and were practically unchanged for the year to date. Dollar sales for stores specializing in radios or electrical appliances were 7 per cent lower in this year than last and were down by 2 per cent in the cumulative totals. All other lines of business for which indexes of sales are computed reported increases in June of this year over last smaller than those already mentioned for food stores and, excepting only women's apparel stores, smaller than the average gains as shown in the results for the first six months of this year compared with last. Sales of women's specialty stores were up by 20 per cent, both in the June comparison and also in the six-month totals, while June increases for other trades with six-month cumulative percentage gains in brackets are as follows: shoe stores, 14 per cent (25 per cent); men's clothing or furnishings stores, 10 per cent (27 per cent); department stores, 12 per cent (15 per cent); drug stores, 13 per cent (15 per cent); hardware stores, 7 per cent (14 per cent); and variety stores, 17 per cent (21 per cent).

There was one more business day in June of this year than last. On making allowance for this factor and also for normal seasonal movements, the adjusted general index of retail sales advanced slightly from 149.1 in May to 150.7 in June. That is to say, the underlying level of retail trading as measured in dollar volume was approximately 51 per cent higher in June, 1942, than the average for the base period extending over the five years from 1935 to 1939. The increase in the seasonally adjusted

general index was due largely to an increase in the grocery and meat group whose seasonally adjusted index advanced from 157.1 in May to 172.6 for June. Seasonally adjusted indexes for four other trades were up slightly; the furniture index remained unchanged while substantial declines were recorded for shoe stores and for both men's and women's specialty stores.

The change in dollar value of sales between any two periods represents the net resultant of two factors: changes in the quantities of goods purchased and differences in price levels. Thus the changes in the indexes of retail sales shown in this report do not reflect changes in the quantity of goods purchased since no allowance has been made for price increases. The Bureau's Retail Price Index for June, 1942, stood 21.8 per cent above the base period, 1935-1939, and was 8 per cent higher than in June, 1941. Although these price indexes are not strictly comparable with the retail sales series, they serve to give some indication of the extent to which changes in retail prices account for the increase in retail trading.

Indexes of jewellery store sales are not computed but percentage changes in sales for this trade based on aggregate sales figures reported by a sample number of firms reveal a marked increase of 34 per cent in June of this year over last. Part of this increase may be attributed to higher retail selling prices following the 25 per cent tax on retail prices of jewellery introduced in the June budget.

Sales of 17 departmental firms which reported June sales by departments averaged 12 per cent higher than in June, 1941. A decrease of 5 per cent occurred in sales of household appliances and electrical supplies, but increases were recorded for all other departments. Furniture sales were up 5 per cent, hardware sales gained 7 per cent and home furnishings, 12 per cent, while radios and musical instruments gained 17 per cent in the same comparison. Sales of women's clothing were 16 per cent higher while men's clothing departments reported improvement of 14 per cent over June a year ago. Footwear sales were 9 per cent greater than in June last year. Sales of food departments averaged 18 per cent higher.

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	June, 1942 + or - per cent compared with			Cumulative Indexes
	June 1939	June 1941	May 1942	Jan.-June, 1942 Jan.-June, 1941
General Index	+ 40.5	+ 15.2	- 3.2	+ 17.1
Boot and Shoe Stores	+ 33.7	+ 13.6	+ 5.6	+ 23.3
Candy Stores	+ 50.8	+ 23.5	- 24.5	+ 20.6
Men's Clothing Stores	+ 47.5	+ 9.8	- 5.6	+ 26.9
Women's Clothing Stores	+ 52.5	+ 19.8	- 4.5	+ 19.8
Department Stores	+ 40.5	+ 12.4	- 2.3	+ 14.6
Drug Stores	+ 40.3	+ 12.9	- 3.7	+ 15.3
Furniture Stores	+ 30.9	+ 0.2	- 2.0	- 1.3
Grocery and Meat Stores	+ 33.5	+ 21.3	- 0.5	+ 19.5
Hardware Stores	+ 29.9	+ 7.4	- 5.3	+ 13.5
Radio and Electrical Stores	+ 33.4	- 7.1	- 15.3	- 1.6
Restaurants	+ 52.1	+ 21.2	- 4.4	+ 19.7
Variety Stores	+ 54.9	+ 16.9	- 3.3	+ 21.0

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

June, 1941 and June, 1942

Region	Sales in June, 1942 Compared with Sales in June, 1941	
	Boot and Shoe Stores	Jewellery Stores
CANADA	+ 13.6	+ 34.1
Maritime Provinces	+ 11.4	+ 47.6
Quebec	+ 12.1	+ 50.6
Ontario	+ 15.9	+ 25.3
Prairie Provinces	+ 1.3	+ 34.5
British Columbia	+ 21.2	+ 30.2

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
June, 1929	139.3	132.3	206.6	164.3	173.9	225.0	173.9	147.0
June, 1933	83.2	85.9	127.0	91.9	75.7	99.5	94.0	80.4
June, 1939	109.3	105.4	132.1	97.0	73.5	96.6	102.3	95.7
June, 1940	121.4	113.6	144.3	103.1	85.7	119.9	118.5	109.6
June, 1941	133.9	134.3	155.5	117.8	89.6	122.5	137.4	134.8
1941								
September	137.3	136.4	132.1	111.3	118.4	130.4	123.4	130.4
October	152.5	133.1	133.4	121.5	133.1	137.5	129.4	133.4
November	146.6	138.2	128.4	134.2	121.4	155.3	173.3	135.2
December	201.5	147.2	203.0	144.4	201.3	160.1	242.9	143.0
1942								
January	128.1	150.9	114.1	153.7	116.3	151.1	114.0	143.5
February	120.1	154.3	89.5	179.8	158.3	171.5	104.1	176.2
March	144.7	161.4	159.4	192.2	127.7	163.4	123.4	210.2
April	154.8	155.8	169.2	153.6	139.1	142.3	139.1	130.9
May	159.4	149.1	167.3	139.0	143.3	144.0	159.9	157.5
June	154.3	150.7	176.6	130.7	110.7	147.2	150.9	143.9

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
June, 1929	135.0	151.6	135.0	140.4	124.3	124.5
June, 1933	105.4	87.1	90.1	91.2	86.8	86.9
June, 1939	104.4	92.4	93.9	94.3	98.9	104.2
June, 1940	113.3	102.0	108.7	103.5	105.2	110.8
June, 1941	132.9	123.4	123.7	123.1	122.9	133.5
1941						
September	134.8	144.0	133.6	136.6	130.4	130.5
October	164.1	131.3	160.0	136.5	141.6	135.9
November	153.4	137.2	153.4	137.6	134.6	132.2
December	223.7	148.3	239.2	145.8	182.6	145.5
1942						
January	116.3	132.5	115.2	131.1	136.6	140.6
February	96.6	163.2	107.4	142.3	130.8	145.1
March	149.3	173.6	141.2	156.9	142.0	147.5
April	134.0	153.1	145.1	148.8	143.4	148.4
May	166.7	153.3	142.2	140.1	144.2	146.3
June	159.2	143.7	139.0	133.5	138.8	147.6

(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
June, 1929	151.3	161.1	123.4	122.6	145.9	125.1
June, 1933	68.4	69.3	37.7	37.0	37.3	72.4
June, 1939	100.5	101.5	122.1	121.2	123.3	105.7
June, 1940	123.0	125.7	131.8	127.3	139.6	119.7
June, 1941	131.4	137.4	139.4	145.7	155.1	132.9
<u>1941</u>						
September	140.3	121.9	133.7	139.1	157.5	133.9
October	140.5	117.3	145.2	143.0	164.7	140.5
November	100.6	95.0	143.7	140.8	140.3	143.1
December	134.3	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	103.2	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	170.0	157.1	173.0	136.0
June	131.6	132.8	160.1	172.6	166.6	137.3

Year and Month	Radio and (a) Electrical		Restaurants		Variety	
	A	B	A	B	A	B
June, 1929	128.4	211.2	177.7	179.1	35.6	80.8
June, 1933	52.2	73.1	37.2	37.3	73.2	75.9
June, 1939	96.3	103.8	91.2	91.3	113.2	112.7
June, 1940	146.2	163.9	99.3	100.6	132.7	125.3
June, 1941	133.3	155.1	114.4	113.5	154.0	154.3
<u>1941</u>						
September	158.2	135.6	129.7	125.3	152.3	132.6
October	153.6	119.5	131.0	123.2	173.0	163.2
November	117.1	95.6	126.3	133.9	173.2	171.6
December	170.6	121.3	139.4	134.1	341.3	176.2
<u>1942</u>						
January	126.0	156.4	129.7	135.2	129.3	191.4
February	110.2	143.2	120.6	136.6	129.0	190.9
March	126.9	153.7	140.0	143.6	143.2	191.3
April	134.7	147.3	141.5	142.2	160.2	132.4
May	152.6	136.5	145.1	142.4	136.2	180.4
June	123.5	133.5	138.7	139.4	180.0	176.0

(a) No allowance has been made in these indexes for higher prices arising from the 25 per cent. excise tax on manufacturers' sales of radios or electrical appliances.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935-1939 = 100)
 (Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores ^(c)						
June, 1939	102.3	112.1	115.0	97.9	90.6	97.3
June, 1940	118.5	139.5	129.1	114.9	104.5	109.6
June, 1941	137.4	173.2	141.5	130.6	120.0	113.0
1942						
April	130.1	231.7	210.3	133.0	104.3	156.3
May	159.9	217.2	180.0	146.3	144.4	147.8
June	150.9	211.1	163.4	141.9	130.0	140.9
% Change,						
June, 1942	+ 9.3	+21.9	+15.5	+ 3.9	+ 3.7	+21.5
June, 1941						
% Change,						
Jan.-June, 1942 .	+26.9	+31.2	+34.3	+21.2	+25.2	+33.0
Jan.-June, 1941						
Women's Clothing Stores						
June, 1939	104.4	123.7	113.8	100.0	94.8	107.4
June, 1940	116.5	139.2	123.0	111.0	107.9	130.2
June, 1941	132.9	162.6	141.7	129.7	115.8	136.9
1942						
April	134.0	201.4	197.2	136.5	150.7	177.0
May	166.7	218.2	178.9	159.7	148.9	185.5
June	159.2	189.9	174.3	153.8	133.8	169.3
% Change,						
June, 1942	+19.8	+16.8	+23.0	+18.0	+15.5	+23.7
June, 1941						
% Change,						
Jan.-June, 1942 .	+19.8	+17.7	+23.2	+19.2	+16.2	+19.3
Jan.-June, 1941						
Grocery and Meat Stores						
June, 1939	122.1	116.1	122.7	113.9	130.8	130.1
June, 1940	131.8	124.6	131.3	127.6	145.1	142.1
June, 1941	139.4	132.3	141.4	136.1	146.8	146.2
1942						
April	137.4	156.6	165.6	159.4	133.6	148.2
May	170.0	173.3	172.3	170.4	164.9	162.4
June	169.1	174.9	175.9	160.7	174.6	173.8
% Change,						
June, 1942	+21.5	+32.2	+24.4	+18.1	+18.9	+18.9
June, 1941						
% Change,						
Jan.-June, 1942 .	+19.5	+27.3	+21.7	+17.8	+17.5	+15.0
Jan.-June, 1941						

(c) Includes men's furnishings.

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
Department Stores						
June, 1939	98.9	109.6	109.0	101.1	87.7	100.0
June, 1940	108.7	117.4	117.6	110.3	99.3	109.0
June, 1941	123.7	147.0	129.0	125.2	114.5	120.8
1942						
April	145.1	169.5	157.8	145.0	133.5	143.8
May	142.2	173.7	156.1	142.3	126.2	144.7
June	139.0	163.9	152.2	136.2	123.3	147.4
% Change,						
June, 1942	+12.4	+14.9	+18.0	+ 8.3	+ 9.4	+22.0
June, 1941						
% Change,						
Jan.-June, 1942 ...	+14.6	+13.4	+17.1	+13.2	+12.0	+18.5
Jan.-June, 1941						
Variety Stores						
June, 1939	116.2	137.6	137.2	111.8	105.2	99.5
June, 1940	132.7	158.5	147.5	125.3	126.3	109.9
June, 1941	154.0	196.7	172.3	144.5	144.0	118.1
1942						
April	169.2	211.6	184.7	160.4	162.1	134.1
May	136.2	236.3	217.5	171.5	170.0	140.3
June	180.0	230.2	206.5	166.9	163.3	141.4
% Change,						
June, 1942	+16.9	+17.0	+19.8	+15.5	+13.4	+13.7
June, 1941						
% Change,						
Jan.-June, 1942 ..	+21.0	+21.1	+25.0	+13.8	+20.7	+19.3
Jan.-June, 1941						
Drug Stores						
June, 1939	93.9	99.9	99.4	99.3	96.2	93.9
June, 1940	105.2	107.3	104.5	106.6	101.7	104.6
June, 1941	122.9	133.7	119.0	125.5	120.7	112.7
1942						
April	143.4	173.4	140.2	139.3	149.0	136.2
May	144.2	171.9	140.4	140.9	143.8	145.4
June	138.8	162.1	136.1	138.1	135.3	136.6
% Change,						
June, 1942	+12.9	+21.2	+14.4	+10.0	+12.1	+21.2
June, 1941						
% Change,						
Jan.-June, 1942 ...	+15.3	+20.2	+16.0	+12.7	+18.5	+17.8
Jan.-June, 1941						

Department Store Sales in Canada, by Selected Departments
June, 1941 and June, 1942

(Based on dollar sales of 17 firms)

	June 1941	June 1942	% Change, 1942/1941
	\$	\$	
TOTAL SALES	22,372,701	25,016,732	+ 11.3
1. Women's dresses, coats and suits	2,243,583	2,691,878	+ 20.0
2. Girls' and infants' wear	755,627	885,568	+ 17.2
3. Hosiery and gloves	824,525	962,741	+ 16.8
4. Lingerie and corsets	1,144,903	1,271,394	+ 11.1
5. Millinery	281,391	288,577	+ 2.6
6. Women's and children's apparel--(Total, 1-5)	5,249,735	6,100,158	+ 16.2
7. Men's and boys' clothing and furnishings	2,486,020	2,825,723	+ 13.7
8. Drugs and toilet articles & preparations	590,602	672,374	+ 13.8
9. Piece goods	1,514,277	1,801,372	+ 19.0
10. Smallwares	646,658	762,334	+ 17.9
11. Food and kindred products	1,865,563	2,203,513	+ 18.1
12. Furniture (including mattresses & springs)	1,388,598	1,460,085	+ 5.1
13. Home furnishings	1,666,958	1,866,564	+ 12.0
14. Household appliances and electrical supplies	709,715	674,076	- 5.0
15. Hardware and kitchen utensils	1,147,017	1,221,787	+ 6.5
16. Radios, musical instruments & supplies .	241,402	281,170	+ 16.5
17. Shoes and other footwear	1,899,670	2,068,244	+ 8.9
18. Stationery, books and magazines	230,510	285,469	+ 23.8
19. All other departments, total	2,735,970	2,793,862	+ 2.1

Department Store Sales in Canada, by Selected Departments
January to June, 1941 and January to June, 1942

	Jan. to June 1941	Jan. to June 1942	% Change, 1942/41
	\$	\$	
TOTAL SALES	126,909,860	144,322,079	+ 13.7
1. Women's dresses, coats and suits	13,401,204	15,307,198	+ 14.2
2. Girls' and infants' wear	4,120,301	4,828,103	+ 17.4
3. Hosiery and gloves	5,044,132	5,902,634	+ 17.0
4. Lingerie and corsets	5,585,625	6,627,049	+ 18.6
5. Millinery	1,714,476	1,725,100	+ 0.6
6. Women's and children's apparel -- (Total, 1-5)	29,866,238	34,400,084	+ 15.2
7. Men's and boys' clothing and furnish- ings	13,008,096	15,693,989	+ 20.6
8. Drugs and toilet articles and prepar- ations	3,646,455	4,167,364	+ 14.3
9. Piece goods	9,502,057	11,224,105	+ 18.1
10. Smallwares	4,224,227	4,893,717	+ 15.8
11. Food and kindred products	12,044,918	13,827,309	+ 14.8
12. Furniture (including mattresses and springs)	3,382,787	3,793,148	+ 4.8
13. Home furnishings	9,623,347	10,443,659	+ 3.5
14. Household appliances	4,053,403	4,238,046	+ 4.6
15. Hardware and kitchen utensils	6,369,272	7,002,957	+ 9.9
16. Radios, musical instruments and supplies	1,665,597	1,954,896	+ 17.4
17. Shoes and other footwear	9,173,375	10,741,219	+ 17.1
18. Stationery, books and magazines	1,604,306	1,883,225	+ 17.4
19. All other departments, total	13,741,782	15,057,701	+ 9.6

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