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

Customers spent 7 per cent more money in retail trading establishments in August than in July, 10 per cent more than in August, 1941 and 57 per cent more than in August, 1939, according to indexes of sales computed from sales figures reported by a sample number of firms representing 12 different retail trades. The 7 per cent increase in dollar sales between July and August this year was somewhat below the 10 per cent increase recorded between the same pair of consecutive months both in 1941 and 1940. The 10 per cent increase between August of this year and last was lower than the spread between the two years for earlier months, total sales for the first eight months of 1942 standing 16 per cent above the corresponding period of 1941. The general index of sales, unadjusted for differences in number of business days or for seasonal variations and on the base, 1935-1939 = 100, stands at 146.8 for August, 1942, at 137.5 for July and at 134.1 for August, 1941.

Continuation of the marked increase in sales for women's specialty stores, which characterized the July report, forms the outstanding feature of the August statistics. Sales of women's specialty shops averaged 33 per cent higher in August of this year than last, an increase which, with the exception of the Maritime Provinces, was fairly uniform for all sections of the country. Percentage increases between August of this year and last for the different economic divisions of the country, with figures for the year to date in brackets are as follows: Maritime Provinces, 18 per cent (18 per cent); Quebec, 37 per cent (26 per cent); Ontario, 32 per cent (22 per cent); Prairie Provinces, 33 per cent (19 per cent) and British Columbia, 35 per cent (21 per cent).

Shoe stores came second in point of view of increased dollar sales with an average gain of 26 per cent over August, 1941, increases on a regional basis standing at 21 per cent for the Maritime Provinces and for Quebec, 29 per cent for Ontario, 26 per cent for the Prairie Provinces and 33 per cent for British Columbia. Sales for the first eight months of 1942 stand 24 per cent above the corresponding period of 1941.

Men's clothing store sales were 16 per cent higher in August of this year than last; variety store sales were up 14 per cent and restaurant receipts, 11 per cent.

Stores specializing in the sale of groceries or both groceries and meat products transacted 10 per cent more dollar business in August, 1942 than in August, 1941. Regional increases for August with figures for the year to date in brackets are as follows: Maritime Provinces, 13 per cent (25 per cent); Quebec, 14 per cent (20 per cent); Ontario, 7 per cent (16 per cent); Prairie Provinces, 8 per cent (15 per cent); and British Columbia, 13 per cent (15 per cent).

Drug store sales in Canada for August, 1942, averaged 12 per cent above August a year ago, increases in the Maritime Provinces and British Columbia exceeding by a considerable margin the gains recorded elsewhere. Regional percentage increases over August, 1941 with gains for the first 8 months of the year in brackets are as follows: Maritime Provinces, 25 per cent (21 per cent); Quebec, 12 per cent (16 per cent); Ontario, 10 per cent (12 per cent); Prairie Provinces, 10 per cent (16 per cent) and British Columbia, 20 per cent (18 per cent).

Hardware store sales were 7 per cent higher in August of this year than last, and department stores reported a minor gain of 3 per cent. Sales of candy stores and of furniture stores remained unchanged while dollar sales of radio and electrical stores were down by 7 per cent compared with August a year ago.

Sales of 19 departmental firms which reported a breakdown of sales averaged 3 per cent higher in August this year over last. Declines in sales of most durable goods were more than offset by gains in clothing, footwear, dry goods, drugs, food and radio and music departments. Sales of men's clothing were 9 per cent higher, women's clothing recorded a gain of 8 per cent, while footwear sales were 12 per cent above August, 1941. Drug departments reported sales 8 per cent higher and food departments recorded a gain of 3 per cent. Although radio and musical instrument sales averaged 12 per cent higher in August this year over last, sales of other departments handling household lines recorded declines in the same comparison. Furniture sales were down 8 per cent; home furnishings, 4 per cent; household appliances and electrical supplies, 5 per cent and hardware, 3 per cent.

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	August, 1942 + or - per cent compared with			Cumulative Indexes
	August 1939	August 1941	July 1942	<u>Jan.-Aug., 1942</u> Jan.-Aug., 1941
General Index	+ 57.0	+ 9.5	+ 6.8	+ 15.5
Foot and Shoe Stores	+100.1	+ 26.2	+ 1.6	+ 23.7
Candy Stores	+ 58.9	- 0.3	+ 13.4	+ 16.8
Men's Clothing Stores	+ 82.4	+ 19.5	+ 6.2	+ 23.9
Women's Clothing Stores	+132.1	+ 33.0	+ 14.8	+ 22.0
Department Stores	+ 54.9	+ 3.4	+ 10.7	+ 12.6
Drug Stores	+ 49.2	+ 12.2	+ 4.6	+ 14.5
Furniture Stores	+ 34.3	- 0.2	+ 15.0	- 0.6
Grocery and Meat Stores	+ 53.1	+ 9.9	+ 5.6	+ 17.5
Hardware Stores	+ 30.2	+ 6.9	+ 3.5	+ 11.0
Radic and Electrical Stores	+ 42.0	- 7.1	+ 4.0	- 3.6
Restaurants	+ 47.1	+ 11.1	+ 2.8	+ 18.1
Variety Stores	+ 79.8	+ 13.6	+ 2.0	+ 19.3

Comparison of Retail Sales of Foot and Shoe Stores and Jewellery Stores
August, 1941 and August, 1942

Region	Sales in August, 1942 Compared with Sales in August, 1941	
	Foot and Shoe Stores	Jewellery Stores
CANADA	+ 26.2	- 16.8
Maritime Provinces	+ 21.3	- 4.5
Quebec	+ 21.0	- 24.9
Ontario	+ 28.8	- 15.8
Prairie Provinces	+ 25.9	- 13.1
British Columbia	+ 33.0	- 17.2

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		Books and Spices		Candy (h)		Men's Clothing (c)	
	A	B	A	B	A	B	A	B
August, 1929	125.6	143.8	149.2	160.8	231.8	221.2	129.7	169.9
August, 1933	77.8	85.8	74.1	91.8	99.9	100.8	57.6	80.1
August, 1939	92.5	103.9	71.9	96.5	81.0	89.0	71.7	95.5
August, 1940	113.2	119.8	97.8	122.7	106.6	110.8	97.4	122.4
August, 1941	134.1	146.5	114.0	147.2	128.6	137.6	113.2	146.5
<u>1941</u>								
November	146.6	138.2	128.4	134.2	131.4	155.8	173.8	135.2
December	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	129.4	192.2	127.7	163.4	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	167.3	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	137.5	150.4	141.7	147.4	113.1	133.7	123.2	149.0
August	146.8	162.2	142.9	186.0	128.2	138.2	130.8	171.7

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
August, 1929	135.0	162.9	125.9	147.1	130.0	127.0
August, 1933	68.6	87.8	74.7	88.9	84.1	84.3
August, 1939	68.6	95.3	80.4	95.7	99.5	99.7
August, 1940	96.0	125.8	99.8	116.6	115.5	112.8
August, 1941	119.7	161.5	120.4	146.1	132.3	131.7
<u>1941</u>						
November	155.4	137.2	155.4	137.6	134.6	136.2
December	223.7	148.8	239.2	145.8	182.6	145.5
<u>1942</u>						
January	116.3	192.5	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	153.1	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	139.5	134.0	139.4	148.4
July	138.7	163.8	112.6	145.4	142.1	144.9
August	159.2	217.9	124.5	151.6	148.8	149.4

(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
August, 1929	169.7	182.4	138.7	137.0	150.4	137.9
August, 1933	72.4	70.6	84.2	89.8	76.7	70.3
August, 1939	103.0	99.5	104.8	111.8	122.7	112.5
August, 1940	125.2	118.3	124.2	122.6	126.2	115.7
August, 1941	138.6	135.4	146.0	142.3	150.1	142.9
<u>1941</u>						
November	100.6	95.0	143.7	140.8	140.3	143.1
December	134.9	114.1	161.6	149.1	171.9	154.7
<u>1942</u>						
January	91.8	124.5	150.4	146.4	106.0	172.2
February	106.2	126.2	141.6	154.2	95.7	175.2
March	111.9	123.4	153.2	154.9	122.0	170.9
April	129.0	119.1	157.4	161.4	149.0	146.1
May	164.6	133.9	169.9	157.1	176.0	126.0
June	131.1	132.3	168.7	172.1	164.6	135.7
July	120.3	154.6	142.0	154.0	155.0	138.2
August	138.3	125.1	160.5	166.1	160.5	152.9

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
August, 1929	172.8	214.7	205.5	187.9	94.5	94.2
August, 1933	60.3	74.9	91.7	84.9	70.8	75.1
August, 1939	88.9	109.0	101.7	94.2	100.4	106.6
August, 1940	108.6	122.2	113.5	103.8	125.0	124.6
August, 1941	135.9	173.1	134.7	124.8	152.9	162.1
<u>1941</u>						
November	117.1	95.6	126.3	133.9	124.2	131.6
December	170.6	121.3	139.4	134.1	241.6	136.2
<u>1942</u>						
January	126.0	156.4	129.7	125.2	129.8	191.4
February	110.2	148.2	120.6	126.6	129.0	190.9
March	126.9	153.7	140.0	143.6	143.2	191.3
April	124.7	147.8	141.5	142.2	169.2	182.4
May	152.6	126.5	145.1	142.5	186.4	120.6
June	128.5	138.5	139.8	140.4	180.7	176.7
July	121.3	153.6	145.5	138.2	196.9	176.7
August	126.2	160.8	149.6	130.0	190.5	125.9

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)						
August, 1939	71.7	86.9	73.2	67.2	66500	88.7
August, 1940	97.4	133.2	92.7	94.8	8600	111.1
August, 1941	113.2	156.2	116.9	108.5	9288	121.5
<u>1942</u>						
June	154.0	218.2	166.5	175.7	131.4	173.2
July	123.2	186.1	125.3	111.5	122.5	126.4
August	130.8	173.9	141.6	120.6	119.2	139.7
% Change,						
<u>August, 1942</u>	+15.5	+11.3	+21.1	+11.2	+24.1	+15.0
August, 1941						
% Change,						
<u>Jan.-Aug., 1942</u>	+23.9	+26.5	+30.5	+19.1	+23.9	+27.6
Jan.-Aug., 1941						
Women's Clothing Stores						
August, 1939	68.6	85.6	64.3	65.0	773.2	84.6
August, 1940	96.0	126.1	85.4	95.7	92.4	120.3
August, 1941	119.7	150.1	120.0	119.7	105.1	128.6
<u>1942</u>						
June	159.3	190.7	175.7	182.4	133.1	169.1
July	138.7	156.7	128.9	128.1	127.9	150.3
August	159.2	177.0	164.1	158.0	139.9	173.6
% Change,						
<u>August, 1942</u>	+33.0	+17.9	+36.8	+32.0	+33.1	+35.0
August, 1941						
% Change,						
<u>Jan.-Aug., 1942</u>	+21.0	+17.9	+25.6	+21.5	+18.7	+20.9
Jan.-Aug., 1941						
Grocery and Meat Stores						
August, 1939	104.8	110.8	94.8	100.9	129.3	115.8
August, 1940	124.2	131.2	109.6	121.9	150.9	139.6
August, 1941	146.0	150.8	131.1	145.8	171.0	156.6
<u>1942</u>						
June	168.7	177.9	175.9	160.6	171.5	174.5
July	152.0	172.0	141.2	148.0	170.9	160.4
August	160.5	169.6	149.2	156.1	184.8	177.0
% Change,						
<u>August, 1942</u>	+9.9	+12.5	+13.9	+7.1	+8.1	+13.0
August, 1941						
% Change,						
<u>Jan.-Aug., 1942</u>	+17.5	+24.9	+20.1	+15.5	+15.3	+15.1
Jan.-Aug., 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						
August, 1939	80.4	84.1	79.9	77.6	77.9	93.5
August, 1940	99.8	109.4	97.2	99.5	89.7	121.5
August, 1941	120.4	137.2	120.1	121.7	107.0	138.0
<u>1942</u>						
June	139.5	168.9	152.2	137.2	125.3	148.4
July	112.6	135.6	107.7	105.5	109.2	135.5
August	124.5	136.2	128.0	121.2	111.9	153.8
% Change,						
<u>August, 1942</u>	+ 3.4	- 0.7	+ 6.6	- 0.4	+ 4.6	+11.4
August, 1941						
% Change,						
<u>Jan.-Aug., 1942</u> ..	+12.6	+15.1	+15.1	+10.9	+11.1	+17.0
Jan.-Aug., 1941						
Variety Stores						
August, 1939	100.4	118.4	104.0	94.7	97.7	106.2
August, 1940	135.0	174.0	137.7	128.5	130.1	127.1
August, 1941	158.9	207.4	170.9	150.5	141.8	141.2
<u>1942</u>						
June	180.7	229.2	208.7	167.4	163.3	141.4
July	176.9	221.6	196.3	163.3	177.4	143.0
August,	180.5	234.7	201.9	166.6	166.8	152.5
% Change,						
<u>August, 1942</u>	+13.6	+13.2	+18.1	+10.7	+17.6	+ 8.0
August, 1941						
% Change,						
<u>Jan.-Aug., 1942</u> .	+19.3	+18.7	+23.9	+17.0	+19.7	+16.4
Jan.-Aug., 1941						
Drug Stores						
August, 1939	99.5	106.0	99.5	98.2	97.8	105.4
August, 1940	115.5	130.3	110.0	115.0	115.5	119.1
August, 1941	122.3	141.4	126.3	132.5	132.3	128.5
<u>1942</u>						
June	139.4	163.0	137.9	137.9	135.8	139.7
July	142.1	170.7	139.0	139.4	139.9	146.0
August	148.6	179.2	141.6	145.7	145.4	154.7
% Change,						
<u>August, 1942</u> ...	+12.3	+25.0	+12.1	+10.0	+ 9.9	+20.4
August, 1941						
% Change,						
<u>Jan.-Aug., 1942</u> .	+14.5	+20.5	+15.5	+11.8	+16.3	+18.3
Jan.-Aug., 1941						



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

AUGUST, 1941 AND AUGUST, 1942

(Based on dollar sales of 19 firms)

	August 1941	August 1942	% Change, 1942/1941
	\$	\$	
TOTAL SALES	21,410,480	21,990,486	+ 2.7
1. Women's dresses, coats and suits	1,842,560	2,424,343	+ 31.6
2. Girls' and infants' wear	630,071	674,444	+ 7.0
3. Hosiery and gloves	1,097,513	751,915	- 31.5
4. Lingerie and corsets	811,338	910,400	+ 12.2
5. Millinery	224,677	189,943	- 15.5
6. Women's and children's apparel -- (Total, 1-5) ..	4,606,159	4,951,045	+ 7.5
7. Men's and boys' clothing and furnishings	1,899,592	2,067,448	+ 8.7
8. Drugs and toilet articles and preparations	605,635	656,549	+ 8.4
9. Piece goods	1,786,923	1,921,384	+ 7.5
10. Smallwares	666,385	705,000	+ 5.8
11. Food and kindred products	1,990,508	2,053,644	+ 3.2
12. Furniture (including mattresses and springs)	2,005,435	1,836,492	- 8.4
13. Home furnishings	1,725,215	1,650,965	- 4.3
14. Household appliances and electrical supplies	736,300	697,625	- 5.3
15. Hardware and kitchen utensils	971,883	944,903	- 2.8
16. Books, musical instruments and supplies	274,446	306,251	+ 11.6
17. Shoes and other footwear	1,326,582	1,479,925	+ 11.6
18. Stationery, books and magazines	264,217	291,533	+ 10.3
19. All other departments, total	2,551,100	2,430,662	- 4.7