

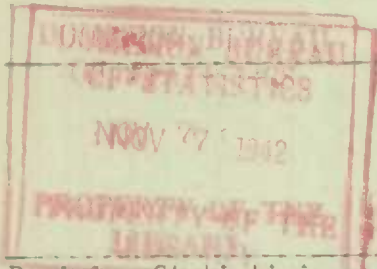
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Monthly Indexes of Retail Sales in Canada, September, 1942
(1935-1939 = 100)

September sales of retail trading establishments in Canada were up by 4 per cent from August and were 12 per cent higher than in September a year ago according to indexes of dollar business computed from reports submitted by a sample number of firms giving representation to 12 different kinds of business. The 12 per cent increase over September, 1941 was about on a par with increases recorded in immediately preceding months but it was lower than the gains recorded in earlier months of the year, cumulative totals for the first nine months of the current year standing 15 per cent above the corresponding period of 1941. Unadjusted indexes of sales on the base 1935-1939 = 100 stand at 153.2 for September, 1942, at 147.4 for August and at 137.3 for September a year ago.

On adjusting for differences in number of business days and for normal seasonal movements, the seasonally adjusted general index of sales stands at 152.0 for September, slightly above the levels of May, June and July, but over 10 points below the August adjusted index of 162.9. In this connection it should be pointed out that adjustments for seasonal movements are made by means of seasonal factors computed from the experience of the period between 1929 and 1935. No allowances are possible for changes in seasonal pattern or in the seasonal distribution of sales which have taken place since the beginning of the war. This factor is of considerable importance in explaining the peak in the seasonally adjusted index for August. Similar peaks were observed in the August figures for the past two years indicating that a greater proportion of the annual trade of the country is transacted in August than was formerly the case.

Pronounced increases in women's clothing store sales were continued in September, dollar sales for this type of business standing 26 per cent above September a year ago while sales for the year to date are up by 22 per cent. Increases in women's clothing store sales were particularly notable in Quebec and Ontario where gains of 29 per cent and 31 per cent respectively over September, 1941 were recorded. Increases in other regions were 22 per cent in the Maritime Provinces, 19 per cent in

British Columbia and 12 per cent in the Prairie Provinces.

Shoe stores came second in point of view of increased sales with a gain of 25 per cent over September, 1941, regional increases being reported as 22 per cent for the Maritime Provinces, 25 per cent for Quebec, 29 per cent for Ontario, 14 per cent for the Prairie Provinces and 22 per cent for British Columbia. Shoe store sales for the first nine months of the year averaged 24 per cent above the corresponding period of 1941.

Men's specialty shops transacted 20 per cent more dollar business in September of this year than last while percentage increases for other trades reporting gains were as follows: variety stores, 16 per cent; restaurants, 16 per cent; drug stores, 13 per cent; department stores, 12 per cent; grocery and meat stores, 11 per cent; candy stores, 10 per cent and hardware stores, 4 per cent. Furniture store sales were down by 8 per cent from September a year ago while sales of stores specializing in radios and electrical appliances were down by 14 per cent.

Regional figures for department stores indicate that with the exception of the Prairie Provinces, gains over September, 1941, were fairly uniform for all sections of the country. Percentage increases between September of this year and last for each of the five economic divisions of the country, with percentage gains for the year to date in brackets, are as follows: Maritime Provinces, 13 per cent (15 per cent); Quebec, 18 per cent (16 per cent); Ontario, 13 per cent (12 per cent); Prairie Provinces, 3 per cent (10 per cent) and British Columbia, 15 per cent (17 per cent).

Sales of 19 departmental firms which reported a breakdown of sales by departments averaged 11 per cent higher in September this year over last. Gains of 20 per cent in sales of piece goods and stationery were the largest among those recorded by individual departments. Women's apparel sales were up 17 per cent by virtue of heavy demand for dresses, coats, suits and junior wear. Men's clothing recorded a gain of 14 per cent while footwear sales gained 10 per cent. Food sales were up by 6 per cent from September, 1941. A decline of 6 per cent in sales of household appliances was the only decrease among departmental results, other household lines recording increases ranging from 1 to 7 per cent.

A comparison of department store sales by departments for the first nine months of 1941 and 1942 is given on Page 9 of this report.

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	September, 1942 + or - per cent compared with			Cumulative Indexes
	September 1939	September 1941	August 1942	Jan.-Sept., 1942 Jan.-Sept., 1941
General Index	+ 31.6	+ 11.6	+ 3.9	+ 15.1
Boot and Shoe Stores	+ 35.3	+ 25.1	+ 14.6	+ 24.0
Candy Stores	+ 51.6	+ 9.5	+ 1.6	+ 15.9
Men's Clothing Stores	+ 33.3	+ 19.8	+ 17.8	+ 23.3
Women's Clothing Stores ...	+ 54.2	+ 26.0	+ 8.7	+ 22.2
Department Stores	+ 31.8	+ 11.5	+ 22.0	+ 12.7
Drug Stores	+ 41.7	+ 13.4	- 0.5	+ 14.3
Furniture Stores	+ 12.5	- 7.5	- 6.1	- 1.5
Grocery and Meat Stores ...	+ 25.6	+ 10.8	- 7.8	+ 16.8
Hardware Stores	+ 20.2	+ 3.5	+ 0.5	+ 10.1
Radio and Electrical Stores	+ 13.2	- 14.0	+ 7.9	- 4.9
Restaurants	+ 44.4	+ 15.9	- 0.2	+ 17.9
Variety Stores	+ 53.8	+ 16.3	- 1.6	+ 18.9

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

September, 1941 and September, 1942

Region	Sales in September, 1942 Compared with Sales in September, 1941	
	Boot and Shoe Stores	Jewellery Stores
CANADA	+ 25.1	- 13.1
Maritime Provinces ...	+ 21.8	+ 10.8
Quebec	+ 25.2	- 11.6
Ontario	+ 28.7	- 17.2
Prairie Provinces	+ 13.9	- 11.7
British Columbia	+ 22.2	- 13.8

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
September, 1929	138.5	144.2	148.2	166.1	184.4	208.7	144.8	167.8
September, 1933	87.7	84.4	90.8	91.0	98.9	102.4	74.4	78.1
September, 1939	116.4	109.9	122.2	96.6	85.5	88.5	115.4	109.2
September, 1940	113.9	116.5	113.2	98.0	96.8	109.6	107.3	112.1
September, 1941	137.3	136.4	132.1	111.6	118.4	130.4	128.4	130.4
<u>1941</u>								
December	201.5	147.2	203.0	144.4	301.8	160.1	212.9	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	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	137.4	150.3	141.7	147.4	113.1	133.7	123.2	149.0
August	147.4	162.9	144.3	186.4	127.5	137.4	130.6	171.4
September	153.2	152.0	165.3	140.2	129.6	142.1	153.8	154.9

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
September, 1929	126.4	149.7	140.7	143.9	116.9	124.3
September, 1933	80.9	86.8	93.3	90.1	85.9	86.6
September, 1939	110.2	109.7	117.3	113.3	104.4	101.1
September, 1940	114.0	125.3	114.1	116.7	112.3	117.8
September, 1941	134.8	144.0	138.6	136.6	130.4	130.5
<u>1941</u>						
December	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	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	156.3	214.0	126.7	154.3	148.6	149.4
September	169.9	180.0	154.6	152.4	147.9	147.1

(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
September, 1929	164.4	157.5	125.0	133.4	172.1	161.8
September, 1933	86.1	71.8	88.3	84.1	84.2	74.0
September, 1939	115.4	97.9	117.9	112.2	135.6	115.3
September, 1940	124.0	111.8	108.9	116.2	130.2	115.3
September, 1941	140.3	121.9	133.7	139.1	157.5	133.9
<u>1941</u>						
December	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	129.8	112.8	148.1	152.9	163.0	138.5

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
September, 1929	252.7	211.4	185.1	181.2	82.5	90.7
September, 1933	84.0	63.0	90.4	86.2	76.2	76.1
September, 1939	120.2	103.0	104.1	99.2	115.2	115.1
September, 1940	133.9	119.6	111.0	108.7	125.5	137.9
September, 1941	158.2	135.6	129.7	125.3	152.3	162.6
<u>1941</u>						
December	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	136.1	116.6	150.3	145.3	177.2	189.2

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	Meritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
(c) Men's Clothing Stores						
September, 1939 ...	115.4	102.0	115.1	110.3	143.6	112.2
September, 1940 ...	107.3	130.8	99.8	106.9	109.9	106.7
September, 1941 ...	128.4	157.9	122.5	124.5	136.3	128.5
1942						
July	123.2	186.1	125.3	111.5	122.5	126.4
August	130.6	176.7	143.1	119.0	114.9	139.7
September	153.8	192.4	153.4	148.9	145.4	159.9
% Change,						
<u>September, 1942</u>	+19.8	+21.8	+25.2	+19.6	+ 6.7	+24.4
September, 1941						
% Change,						
<u>Jan.-Sept., 1942</u>	+23.3	+26.2	+30.0	+19.0	+21.4	+27.2
Jan.-Sept., 1941						
Women's Clothing Stores						
September, 1939 ...	110.2	99.6	104.2	111.0	118.0	115.6
September, 1940 ...	114.0	130.1	103.1	119.1	106.3	123.3
September, 1941 ...	134.8	154.4	128.8	133.2	132.5	155.7
1942						
July	138.7	156.4	138.9	138.1	127.9	150.3
August	156.3	181.0	157.4	157.3	135.3	169.7
September	169.9	187.7	166.2	173.8	148.9	185.3
% Change,						
<u>September, 1942</u>	+26.0	+21.6	+29.0	+30.5	+12.4	+19.0
September, 1941						
% Change,						
<u>Jan.-Sept., 1942</u>	+22.2	+18.7	+25.4	+22.5	+17.4	+20.3
Jan.-Sept., 1941						
Grocery and Meat Stores						
September, 1939 ...	117.9	122.8	111.3	115.4	136.9	118.2
September, 1940 ...	108.9	118.4	102.0	106.5	124.6	109.9
September, 1941 ...	133.7	147.4	126.1	132.0	146.0	134.1
1942						
July	152.0	172.0	141.2	148.0	170.9	160.4
August	160.7	169.7	149.3	156.4	184.0	179.6
September	148.1	168.5	141.9	141.4	164.6	157.5
% Change,						
<u>September, 1942</u>	+10.8	+14.3	+12.5	+ 7.1	+12.7	+17.4
September, 1941						
% Change,						
<u>Jan.-Sept., 1942</u>	+16.8	+23.6	+19.3	+14.6	+14.9	+15.6
Jan.-Sept., 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						
September, 1939	117.3	100.1	118.7	117.4	120.6	117.7
September, 1940	114.1	114.8	116.8	117.2	107.3	116.6
September, 1941	138.6	149.7	140.6	138.2	131.7	147.5
<u>1942</u>						
July	112.6	135.6	107.7	105.5	109.2	135.5
August	126.7	138.7	128.8	124.9	113.1	155.1
September	154.6	169.7	166.3	156.4	136.2	169.5
% Change,						
<u>September, 1942</u> .	+11.5	+13.4	+18.3	+13.2	+ 3.4	+14.9
September, 1941						
% Change,						
<u>Jan.-Sept., 1942</u>	+12.7	+15.1	+15.6	+11.6	+10.2	+16.8
Jan.-Sept., 1941						
Variety Stores						
September, 1939	115.2	132.7	121.8	109.0	117.7	107.2
September, 1940	125.5	160.2	128.1	118.2	128.6	115.9
September, 1941	152.3	202.1	162.7	141.3	148.9	132.3
<u>1942</u>						
July	176.3	220.9	196.1	162.5	177.3	143.0
August	180.1	234.0	203.0	165.4	166.6	152.5
September	177.2	228.2	197.6	167.1	155.5	146.9
% Change,						
<u>September, 1942</u> .	+16.3	+12.9	+21.5	+18.3	+ 4.4	+11.0
September, 1941						
% Change,						
<u>Jan.-Sept., 1942</u> .	+18.9	+17.9	+23.7	+17.0	+17.8	+15.7
Jan.-Sept., 1941						
Drug Stores						
September, 1939	104.4	103.7	100.5	101.9	113.7	108.2
September, 1940	112.3	115.0	107.8	111.2	117.0	116.4
September, 1941	130.4	143.9	127.2	129.4	132.3	127.6
<u>1942</u>						
July	142.1	170.7	139.0	139.4	139.9	146.0
August	148.6	188.7	142.1	145.2	146.2	155.1
September	147.9	178.6	141.1	143.2	150.5	159.6
% Change,						
<u>September, 1942</u> .	+13.4	+24.1	+10.9	+10.7	+13.8	+25.1
September, 1941						
% Change,						
<u>Jan.-Sept., 1942</u>	+14.3	+20.9	+15.0	+11.6	+16.1	+19.2
Jan.-Sept., 1941						

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

SEPTEMBER, 1941 AND SEPTEMBER, 1942

(Based on dollar sales of 19 firms)

	September 1941	September 1942	% Change, 1942 1941
	\$	\$	
TOTAL SALES	26,068,292	28,890,964	+ 10.8
1. Women's dresses, coats and suits	2,678,017	3,246,840	+ 21.2
2. Girls' and infants' wear	1,191,965	1,495,510	+ 25.5
3. Hosiery and gloves	1,120,762	1,175,453	+ 4.9
4. Lingerie and corsets	1,013,338	1,182,730	+ 16.7
5. Millinery	438,963	433,692	- 1.2
6. Women's and children's apparel -- (Total, 1-5) ..	6,443,045	7,534,225	+ 16.9
7. Men's and boys' clothing and furnishings	3,099,677	3,518,106	+ 13.5
8. Drugs and toilet articles and preparations	635,355	683,361	+ 7.6
9. Piece goods	2,006,438	2,406,720	+ 19.9
10. Smallwares	833,002	953,010	+ 14.4
11. Food and kindred products	2,061,049	2,192,258	+ 6.4
12. Furniture (including mattresses and springs) ..	1,575,167	1,678,974	+ 6.6
13. Home furnishings	1,895,868	1,962,676	+ 3.5
14. Household appliances and electrical supplies ..	942,315	886,231	- 6.0
15. Hardware and kitchen utensils	973,035	978,775	+ 0.6
16. Radios, musical instruments and supplies	384,815	411,848	+ 7.0
17. Shoes and other footwear	1,936,167	2,120,918	+ 9.5
18. Stationery, books and magazines	449,761	540,213	+ 20.1
19. All other departments, total	2,832,598	3,023,649	+ 6.7

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

Jan. to Sept., 1941 and Jan. to Sept., 1942

	Jan. to Sept. 1941	Jan. to Sept. 1942	% Change, 1942 1941
	\$	\$	
TOTAL SALES.....	192,864,624	215,342,932	+ 11.7
1. Women's dresses, coats and suits	19,392,492	22,864,000	+ 17.9
2. Girls' and infants' wear	6,461,126	7,634,946	+ 18.2
3. Hosiery and gloves	7,917,543	8,563,198	+ 8.2
4. Lingerie and corsets	8,351,468	9,771,596	+ 17.0
5. Millinery	2,504,780	2,491,846	- 0.5
6. Women's and children's apparel -- (Total,1-5) .	44,627,409	51,325,586	+ 15.0
7. Men's and boys' clothing and furnishings	19,811,877	23,339,735	+ 17.8
8. Drugs and toilet articles and preparations	5,477,608	6,149,888	+ 12.3
9. Piece goods	14,720,003	17,223,954	+ 17.0
10. Smallwares	6,315,336	7,219,785	+ 14.3
11. Food and kindred products	17,935,767	20,056,748	+ 11.8
12. Furniture (including mattresses and springs)...	13,282,021	13,632,049	+ 2.6
13. Home furnishings	14,654,861	15,505,613	+ 5.8
14. Household appliances and electrical supplies ..	6,387,096	6,431,431	+ 0.7
15. Hardware and kitchen utensils	9,259,161	9,910,224	+ 7.0
16. Radios, musical instruments and supplies	2,554,798	2,939,049	+ 15.0
17. Shoes and other footwear	13,664,644	15,769,040	+ 15.4
18. Stationery, books and magazines	2,532,359	2,964,749	+ 17.1
19. All other departments, total	21,641,684	22,875,081	+ 5.7

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