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Monthly Index of Retail Sales in Canada, January, 1943
(1935-1939 = 100)

The dollar volume of retail trading in Canada for January, 1943 was unchanged from January a year ago, increases for five kinds of retail business included in the monthly survey being offset by declines for seven other trades for which figures are available. January sales were 26 per cent above January, 1941, 43 per cent above January, 1940 and 62 per cent above January, 1939. The general index of sales, unadjusted for seasonal changes stands at 123.4 for January, 1943, at 213.5 for December, 1942 and at 123.1 for January, 1942.

Retail sales generally average lower in January and February than in any other month of the year. After making adjustments for differences in the number of business days in the month and for normal seasonal movements, the adjusted index for January, 1943 stands at 155.2, practically on a par with the December figure of 156.4.

Increases over January a year ago were recorded by candy stores, women's clothing stores, drug stores, grocery and meat stores and restaurants while declines below last January were reported by shoe stores, men's clothing stores, department stores, furniture stores, hardware stores, radio and electrical stores and variety stores.

Department store sales (including mail order business) averaged 7 per cent lower in January of this year than last, all sections of the country except British Columbia contributing to the decline. Ontario sales were down 12 per cent; Maritime Provinces, 6 per cent; Prairie Provinces, 5 per cent and Quebec, 4 per cent. Sales in British Columbia were practically unchanged from January a year ago.

In the men's specialty shop field slight gains in the Maritime Provinces, Prairie Provinces and British Columbia were more than offset by a marked drop of 15 per cent in Ontario and a small decline of 3 per cent in Quebec resulting in a net decrease of 7 per cent for the country as a whole. On the other hand, all regions reported increased sales in the women's specialty shop trade, gains over January last year standing at 13 per cent for the Maritime Provinces, 15 per cent for Quebec, 11 per cent for Ontario, 1 per cent for the Prairie Provinces, 14 per cent for British Columbia and 11 per cent for Canada.

Sales of grocery or grocery and meat stores averaged 3 per cent higher in January of this year than last, increases in the eastern regions of the country more than offsetting declines in the west. Sales in the Maritime Provinces were up 5 per cent. Quebec sales gained 11 per cent, Ontario sales remained unchanged while declines of 3 per cent were reported by both the Prairie Provinces and British Columbia.

Substantial gains in drug store business were recorded for all regions. In comparison with an average gain of 11 per cent for the country as a whole, percentage increases over January, 1942 stand at 16 per cent for the Maritime Provinces, 15 per cent for Quebec, 9 per cent for Ontario, 8 per cent for the Prairie Provinces and 17 per cent for British Columbia.

Candy store sales as measured by indexes computed from figures submitted by chains in this field were 12 per cent higher in January of this year than last while restaurant receipts were up 18 per cent. Shoe store sales dropped 9 per cent, furniture store sales were down 3 per cent, hardware store sales were down by 14 per cent, radio and electrical stores, 9 per cent and variety stores, 1 per cent.

An average decline of 8 per cent was recorded in sales of 18 firms which reported departmental totals. Gains of 8 per cent in sales of stationery departments and 1 per cent in sales of women's apparel were the only advances recorded over January, 1942. The most pronounced declines were those shown for departments specializing in durable household goods. Sales of household appliances and electrical supplies fell off by 32 per cent, furniture sales were down 29 per cent, while decreases of 24 per cent occurred both in sales of hardware departments and radio and music departments. Sales of home furnishings were only fractionally lower than in January, 1942. Sales of men's clothing dropped 7 per cent with footwear sales averaging 14 per cent lower. Food and drug departments reported sales down by 3 and 4 per cent respectively.

Regional Trends in Retail Trade

The general index of retail trade in Canada, based on results for seven trades for which regional figures are available, recorded a gain of 14 per cent in 1942 over 1941 and was 45 per cent higher than the average index for 1939. The margin of increase over 1941 declined in each succeeding quarter of last year, a gain of 21 per cent in the first quarter being followed by advances of 15, 12 and 11 per cent in the last three quarters.

Retail sales in the Maritime Provinces averaged 16 per cent higher in 1942 than in the preceding year and were 57 per cent above the 1939 level. Gains diminished in extent through each quarter in this region of the country, a gain of 24 per cent in the first quarterly period being followed by increases of 20 per cent in the second quarter, 13 and 12 per cent in the last two quarters respectively.

In the province of Quebec, sales were 17 per cent higher in 1942 over 1941 and were 48 per cent greater than in 1939. Increases in each quarter of the year were somewhat similar to those shown for the Maritime Provinces with gains of 23, 20, 15 and 13 per cent in each succeeding quarter.

The increase in sales in Ontario over 1941 was smaller than that recorded in other regions of the country. Sales in 1942 were up 12 per cent from the preceding year and were 45 per cent above 1939 sales. Although an increase of 21 per cent in the first quarter of the year was in line with results recorded for Canada as a whole, gains in the last three periods were smaller. Increases of 12 and 10 per cent were recorded in the middle periods of the year, but the margin over 1941 was reduced to only 6 per cent in the final quarter.

Sales in the Prairie Provinces were 14 per cent higher last year than in the preceding year, but an advance of 37 per cent over 1939 indicates that sales have not increased in that section to the same extent as in other parts of the country during the war period. The trend in retail trade in the Prairie Provinces followed much the same pattern during the first three quarters of 1942

as that of Ontario, progressively smaller gains of 19, 12 and 11 per cent being recorded over corresponding quarters of 1941. In the final quarter, sales increased 16 per cent above the similar period of the previous year.

British Columbia recorded gains of 17 per cent over 1941 and 48 per cent over 1939. Increases in the four quarters of the year were more uniform than those which occurred in other parts of the country, advances of 17 per cent in each of the first two quarters being followed by a gain of 15 per cent in the third quarter and an average increase of 19 per cent in the last.

Sales in 1942 compared with sales in 1941 by Provinces, for each quarter

	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Annual Averages	+14.3	+16.4	+17.1	+11.8	+14.1	+17.0
First Quarter	+21.2	+23.7	+23.0	+21.4	+19.3	+17.3
Second Quarter	+14.8	+19.5	+19.5	+12.1	+11.6	+16.8
Third Quarter	+12.0	+13.2	+15.0	+10.2	+11.0	+14.8
Fourth Quarter	+11.2	+12.0	+12.7	+ 6.4	+15.5	+18.9

Comparison of Retail Sales in Canada, for 1942 and 1943, by Kinds of Business
 (Comparisons are based on dollar value. No corrections have been made for higher prices)

Kind of Business	January, 1943 + or - per cent compared with		
	January 1939	January 1942	December 1942
General Index	+61.9	+ 0.2	-39.9
Boot and Shoe Stores	+63.9	- 9.0	-49.7
Candy Stores	+101.4	+11.5	+60.4
Men's Clothing Stores	+52.0	- 6.8	-59.8
Women's Clothing Stores	+87.8	+10.7	-51.2
Department Stores	+51.0	- 6.9	-55.6
Drug Stores	+57.3	+11.0	-28.9
Furniture Stores	+47.4	- 2.5	-37.5
Grocery and Meat Stores	+66.7	+ 3.3	-12.9
Hardware Stores	+44.5	-13.6	-43.6
Radio and Electrical Stores	+47.7	- 9.2	-28.3
Restaurants	+71.2	+13.1	- 4.6
Variety Stores	+87.3	- 0.8	-62.9

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

January, 1942 and January, 1943

Region	Sales in January, 1943 Compared with Sales in January, 1942	
	Boot and Shoe Stores	Jewellery Stores
CANADA	- 9.0	
Maritime Provinces	- 1.0	
Quebec	- 0.4	See
Ontario	-11.7	Note
Prairie Provinces	- 9.3	Below
British Columbia	-16.8	

Note: Due to incomplete coverage it is not possible to give the figures for jewellery stores generally shown in this bulletin. January figures will appear in the next issue.

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
January, 1929	119.1	143.0	121.8	176.9	152.5	201.0	157.9	239.1
January, 1933	69.2	85.0	60.0	93.0	79.0	107.8	56.6	88.8
January, 1939	79.3	100.3	63.2	93.8	64.4	91.6	69.8	96.4
January, 1941	102.3	124.5	80.0	114.1	86.0	117.2	92.1	121.8
January, 1942	128.1	150.8	113.8	153.3	116.3	151.1	113.9	143.4
<u>1942</u>								
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	169.4	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	177.4	150.3	141.7	147.4	113.1	132.7	123.2	149.0
August	147.5	162.9	144.3	186.4	126.1	135.9	130.6	171.4
September	153.5	152.3	165.0	140.0	130.8	143.5	154.2	155.4
October	174.3	152.0	175.2	150.2	165.6	163.1	137.4	148.0
November	164.8	181.7	157.0	174.0	151.7	190.1	194.4	160.5
December	213.5	156.4	206.1	146.7	327.5	173.7	263.9	160.8
<u>1943</u>								
January	128.4	155.2	105.6	142.8	129.7	149.9	106.1	136.5

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
January, 1929	109.3	153.3	116.6	143.6	116.8	119.5
January, 1933	62.2	83.4	67.7	86.7	86.1	90.4
January, 1939	67.9	97.7	71.0	93.4	96.3	104.4
January, 1941	88.5	121.9	93.1	123.5	118.0	124.1
January, 1942	115.2	151.1	115.2	151.1	136.5	140.5
<u>1942</u>						
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	139.6	134.1	133.4	143.4
July	138.7	163.8	112.6	145.5	142.1	144.9
August	156.3	214.0	126.2	154.5	143.6	149.4
September	170.0	189.1	154.9	152.7	148.0	147.2
October	206.2	157.1	181.9	152.9	163.1	153.0
November	183.8	172.2	187.4	163.5	143.4	154.7
December	261.1	173.7	241.6	146.6	213.0	168.7
<u>1943</u>						
January	127.5	174.9	107.2	147.4	151.5	153.9

(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
January, 1929	108.1	144.6	118.5	122.7	101.5	158.0
January, 1933	40.5	58.5	73.8	85.6	39.9	67.8
January, 1939	60.8	94.5	93.2	101.1	63.4	107.8
January, 1941	83.8	125.7	118.0	122.0	81.1	132.6
January, 1942	91.9	134.6	150.4	146.4	106.0	173.2
<u>1942</u>						
February	106.2	136.2	141.6	154.2	95.7	175.2
March	111.3	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	148.8	157.1	147.9	150.8
December	143.4	121.3	178.5	164.0	162.4	146.1
<u>1943</u>						
January	89.6	134.4	155.4	157.6	91.6	152.7

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
January, 1929	195.6	213.2	170.8	180.3	47.8	70.5
January, 1933	59.5	72.3	84.5	90.4	52.7	80.3
January, 1939	77.7	100.3	89.5	95.7	68.7	111.2
January, 1941	114.9	142.6	109.3	115.0	96.9	151.4
January, 1942	126.4	156.9	129.7	135.2	129.8	191.4
<u>1942</u>						
February	110.2	148.2	120.6	136.6	123.0	130.9
March	126.9	153.7	140.0	143.6	148.2	131.3
April	134.7	147.8	141.5	142.2	163.2	188.4
May	152.6	136.5	145.1	142.5	186.4	180.6
June	123.5	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	193.0	204.0
December	160.1	113.8	160.6	154.6	346.6	178.1
<u>1943</u>						
January	114.8	148.2	152.2	162.7	128.7	195.6

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)						
January, 1939.....	69.8	65.0	69.0	72.3	63.0	73.5
January, 1940.....	78.9	89.6	74.7	81.6	70.3	80.4
January, 1941.....	92.1	120.5	72.9	37.0	79.5	96.1
January, 1942.....	113.9	164.0	100.1	117.3	104.2	106.8
<u>1942</u>						
November	194.4	258.2	189.0	181.7	214.3	192.6
December	263.9	374.0	232.5	271.9	236.4	258.2
<u>1943</u>						
January	106.1	163.4	37.6	99.4	105.7	112.0
% Change,						
January, 1943 ...	- 6.8	+ 3.3	- 2.5	-15.3	+ 1.4	+ 4.9
January, 1942 ...						
Women's Clothing Stores						
January, 1939	67.9	75.4	61.7	69.2	70.9	71.2
January, 1940	74.2	88.1	64.5	78.3	72.6	77.4
January, 1941	88.5	112.0	76.0	94.8	81.1	93.2
January, 1942	115.2	140.8	99.4	121.7	109.4	124.8
<u>1942</u>						
November	183.8	238.4	170.1	183.8	182.4	201.7
December	261.1	317.5	244.7	273.1	233.8	263.7
<u>1943</u>						
January	127.5	158.7	114.2	134.5	110.4	141.7
% Change,						
January, 1943 ...	+10.7	+12.7	+14.9	+10.5	+ 0.9	+13.5
January, 1942 ...						
Grocery and Meat Stores						
January, 1939	93.2	92.0	99.2	97.3	74.9	79.0
January, 1940	104.4	103.8	106.5	107.4	93.5	99.0
January, 1941	118.0	116.4	116.5	124.1	104.4	115.3
January, 1942	150.4	158.1	147.1	157.9	132.2	142.6
<u>1942</u>						
November	148.8	163.6	148.1	147.8	142.7	149.6
December	178.5	193.7	182.6	178.2	163.4	171.2
<u>1943</u>						
January	155.4	165.8	163.4	158.6	128.4	139.1
% Change,						
January, 1943 ...	+ 3.3	+ 4.9	+11.1	+ 0.4	- 2.9	- 2.5
January, 1942 ...						

(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
<u>Department Stores</u>						
January, 1939	71.0	63.7	73.7	70.1	68.9	73.0
January, 1940	84.2	85.3	82.0	83.4	82.8	73.9
January, 1941	93.1	98.4	102.2	92.6	87.6	92.4
January, 1942	115.2	122.6	120.0	116.4	108.5	117.5
<u>1942</u>						
November	187.4	222.2	186.7	178.8	190.4	188.7
December	241.6	261.6	264.2	235.5	228.5	253.9
<u>1943</u>						
January	107.2	115.6	115.8	102.2	102.8	113.2
% Change,						
<u>January, 1943</u> ...	- 6.9	- 5.7	- 3.5	-12.2	- 5.3	+ 1.4
January, 1942 ...						
<u>Variety Stores</u>						
January, 1939	68.7	61.7	71.2	68.6	67.3	71.4
January, 1940	80.7	89.0	82.3	78.4	80.7	78.2
January, 1941	96.3	110.8	103.0	94.3	90.6	87.0
January, 1942	128.7	144.9	151.5	121.7	113.0	103.0
<u>1942</u>						
November	192.0	269.8	212.0	184.8	196.5	163.7
December	346.6	449.8	349.9	330.2	351.5	307.1
<u>1943</u>						
January	128.7	144.9	151.5	121.7	113.0	103.0
% Change,						
<u>January, 1943</u> ...	- 0.8	- 3.5	+ 3.5	- 2.6	- 3.3	- 7.3
January, 1942 ...						
<u>Drug Stores</u>						
January, 1939	96.3	93.6	100.1	96.7	91.8	96.8
January, 1940	102.2	105.3	106.7	101.4	99.0	100.3
January, 1941	118.0	127.4	120.6	118.1	112.2	115.8
January, 1942	136.5	148.5	137.2	135.9	134.3	133.6
<u>1942</u>						
November	148.4	177.1	146.6	144.6	144.9	158.4
December	213.1	276.4	183.4	205.8	225.5	242.9
<u>1943</u>						
January	151.5	172.1	157.6	147.9	144.4	156.4
% Change,						
<u>January, 1943</u>	+11.0	+15.3	+14.9	+ 8.3	+ 7.5	+17.1
January, 1942 ...						

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JANUARY, 1942 AND JANUARY, 1943
(Based on dollar sales of 18 firms)

	January 1942	January 1943	% Change, 1943/1942
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	21,111,558	19,376,709	- 8.2
1. Women's dresses, coats and suits	1,802,403	2,015,500	+11.7
2. Girls' and infants' wear	569,202	592,634	+ 4.1
3. Hosiery and gloves	822,973	782,261	- 4.9
4. Lingerie and corsets	1,146,825	977,800	-14.7
5. Millinery	132,597	137,955	+ 4.0
6. Women's and children's apparel -- (Total,1-5) .	4,474,000	4,504,210	+ 0.7
7. Men's and boys' clothing and furnishings	2,043,290	1,905,322	- 6.8
8. Drugs and toilet articles and preparations ...	724,856	695,367	- 4.1
9. Piece goods	2,265,243	1,971,082	-13.0
10. Smallwares	880,346	800,972	- 9.0
11. Food and kindred products	2,268,247	2,198,413	- 3.1
12. Furniture (including mattresses and springs) .	1,391,590	989,574	-28.9
13. Home furnishings	1,329,417	1,324,411	- 0.4
14. Household appliances and electrical supplies .	598,686	408,772	-31.7
15. Hardware and kitchen utensils	824,573	624,524	-24.3
16. Radios, musical instruments and supplies	395,331	300,044	-24.1
17. Shoes and other footwear	1,350,352	1,157,156	-14.3
18. Stationery, books and magazines	336,475	361,580	+ 7.5
19. All other departments, total	2,228,492	2,135,282	- 4.2

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