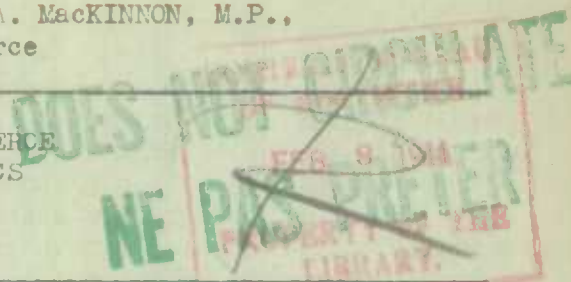


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Monthly Indexes of Retail Sales in Canada, December, 1943
(1935-1939 = 100)

Retail sales in Canada in December, 1943, were 27 per cent higher than in November and gained 4 per cent over the dollar volume of business transacted in December, 1942, according to monthly index numbers of retail business computed from returns received from a sample number of retail firms in twelve different trades. The general index of sales, unadjusted for number of business days or for normal seasonal movements and on the base, 1935-1939 = 100, stands at 221.7 for December, 174.1 for November, and at 213.4 for December, 1942.

The increase in December, 1943, over the corresponding month of 1942 was about on a par with the gain for the year as a whole, dollar sales for 1943 averaging 3.6 per cent above 1942. This compares with much larger increases of 14 per cent in sales for the year 1942 over 1941, 16 per cent in 1941 over 1940, and 12 per cent in 1940 over 1939. Sales in 1943 were 52 per cent higher than in 1939 and were 60 per cent above the average of the base period extending from 1935 to 1939 inclusive.

The levelling off in retail sales volume during 1943, as contrasted to the sharp yearly increases which have occurred since the beginning of the war, may be attributed to a number of different factors. Increases in consumer income, which reached an all time high during 1943, were subjected to the full impact of personal income taxes which had been raised markedly during the preceding year, and to the substantial increases in the programme of government borrowing for war purposes. Restricted supplies of merchandise, particularly apparent in durable consumers' goods, exerted downward trends in the volume of business transacted by stores specializing in the sale of such commodities. The continued rationing of some food products, the extension of rationing to others and the various restrictions on the sale of canned goods had retarding influences on the upward trend in food store sales. In particular, it should be noted that the comparison between 1942 and 1943 is the first full-year comparison during which the price freezing order was in effect throughout the entire period. The Bureau's retail prices index (on the base, average 1935-1939=100) stands at 124.5 for 1943, up 2.6 per cent over the 1942 index of 121.4. Indexes of retail prices for earlier years are 114.9 for 1941, 106.6 for 1940, and 101.0 for 1939.

There were few outstanding features in the general trend in retail purchasing in 1943 as reflected in the composite index built up from the individual indexes of sales for the various trades for which figures are available. In only four months of the year did the dollar volume of business vary by as much as 5 per cent from the amount recorded for the corresponding month of 1942. Marked increases in sales of shoe stores and women's specialty shops in February following the introduction of shoe rationing in the United States was an important factor contributing

to a gain of almost 9 per cent in the overall trade of that month compared with February, 1942. The late date of Easter and the consequent concentration of Easter purchasing in April resulted in sales for that month exceeding by 8 per cent the volume of business transacted in the corresponding period of 1942. A similar gain of 8 per cent between July, 1942, and 1943 may be attributed in some measure to a reduction in the level of consumer purchasing in certain lines of merchandise in the earlier period following new taxation schedules introduced in the June budget of 1942. Pre-Christmas buying in anticipation of stock shortages together with the fact that there was one more business day in November of 1943 than in 1942 led to an increase of 5.9 per cent in sales in this comparison. Percentage changes in sales for other pairs of corresponding months of the two years ranged from a decline of 3.4 per cent in August to a gain of 4.7 per cent in March.

Results for individual lines of business reveal divergent trends, percentage changes in annual sales between 1943 and 1942 ranging from an increase of 20 per cent for the restaurant trade to a decline of 15 per cent for stores which previously specialized in the sale of radios and electrical household appliances but some of which may have added other lines in recent years. Restaurant receipts showed expansion in all months of 1943 over 1942, percentage increases ranging from 13.5 per cent in December to 24.5 per cent in September. On the other hand decreases below 1942 were reported in all months by the radio and electrical group, these declines ranging from 7.6 per cent in February to 22.3 per cent in May.

Drug store sales continued to expand in 1943 with sales for every month of the year averaging higher than in the corresponding month of 1942. The annual sales for this trade were up by 11 per cent. All regions of the country shared in the increase, percentage gains for the various divisions standing at 12 per cent for the Maritime Provinces, 11 per cent for Quebec, 8 per cent for Ontario, 13 per cent for the Prairie Provinces, and 18 per cent for British Columbia.

Department store sales including mail order business were off slightly by one per cent in December, 1943, compared with 1942 and recorded a slight increase of 1 per cent in the annual comparison. Percentage change in sales between December, 1942, and 1943 for the various regions of the country, with annual comparisons in brackets, are as follows: Maritime Provinces, + 2 per cent (+ 4 per cent); Quebec, - 2 per cent (+ 1 per cent); Ontario - 3 per cent (- 3 per cent); Prairie Provinces, + 1 per cent (+ 5 per cent). British Columbia department store sales were unchanged in December, 1943, compared with 1942, and were up slightly by 1 per cent in the annual comparison.

Stores specializing in the sale of groceries or meats or both groceries and meats transacted 5 per cent more business as measured by dollar volume in 1943 than in the preceding year. August sales were slightly lower than in 1942, but with this exception all months of 1943 recorded increases, which ranged from 2 per cent in October to 12 per cent in July. Annual sales for grocery or meat stores were up in all regions of the country, percentage increases over 1942 standing at 10 per cent for the Maritime Provinces, 7 per cent for Quebec, 2 per cent for Ontario, 7 per cent for the Prairie Provinces and 3 per cent for British Columbia.

Percentage changes in sales between December, 1942, and 1943 for other lines of business whose results are incorporated in the general index of sales, with average results for the year in brackets, are as follows: Shoe stores, + 1 per cent (+ 6 per cent); candy stores, - 3 per cent (+ 6 per cent); men's clothing stores, + 7 per cent (+ 1 per cent); women's clothing stores, + 3 per cent (+ 7 per cent); furniture stores, unchanged (- 7 per cent); hardware stores, + 9 per cent (- 3 per cent); and variety stores, (- 2 per cent) (unchanged).

Jewellery store sales do not form a component part of the general index of retail sales but figures reflecting the trend in business for this trade are now available for a period of years. Jewellery store sales continue to expand, December sales in 1943 standing 23 per cent above the corresponding month of 1942. Annual sales for 1943 stand 17 per cent or 11 per cent above 1942 according as the sales tax introduced in the June budget of 1942 is included or excluded from the calculations.

Total sales reported by 18 departmental firms which provided a breakdown of sales by departments were 2 per cent lower in December, 1943 than in the same month of 1942. Declines predominated among results for individual departments, increases occurring in only five of the fourteen major departmental classifications. Drug departments sold 9 per cent more merchandise than in December of 1942, furniture and stationery departments both reported sales 7 per cent higher, while smallwares sales were up 5 per cent. An increase of 1 per cent was recorded in sales of women's apparel, but men's clothing and furnishings sales were reported 3 per cent lower and sales for footwear departments declined 4 per cent. Food sales were 9 per cent lower and hardware sales were down 1 per cent. Largest decreases were those in household appliances departments and in radio and music departments where sales dropped 18 and 45 per cent respectively below December, 1942 volume.

A summary of department store sales by departments for the years 1942 and 1943 is given on page 10 of this bulletin.

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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	December, 1943			Cumulative Indexes
	+ or - per cent compared with			
	December, 1939	December, 1942	November, 1943	Jan.-Dec., 1943 Jan.-Dec., 1942
General Index	+ 41.1	+ 3.9	+ 27.3	+ 3.6
Boot and Shoe Stores	+ 45.3	+ 1.4	+ 28.7	+ 5.7
Candy Stores	(g)	- 2.9	+112.2	+ 5.9
Men's Clothing Stores	+ 57.7	+ 6.9	+ 36.6	+ 1.3
Women's Clothing Stores	+ 60.4	+ 2.9	+ 32.7	+ 7.1
Department Stores	+ 26.9	- 0.8	+ 22.5	+ 0.7
Drug Stores	+ 75.3	+ 16.5	+ 46.1	+ 10.8
Furniture Stores	+ 1.4	- 0.4	+ 17.5	- 6.8
Grocery and Meat Stores	+ 46.8	+ 6.6	+ 21.7	+ 5.1
Hardware Stores	+ 40.4	+ 8.9	+ 15.1	- 2.7
Radio and Electrical Stores	- 4.2	- 11.4	+ 18.8	- 14.7
Restaurants	+ 66.0	+ 13.5	+ 2.6	+ 20.0
Variety Stores	+ 36.3	- 2.4	+ 70.2	- 0.1

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

Region	Boot and Shoe Stores		Jewellery Stores	
	Sales in December, 1943 Compared with Sales in December, 1942		Sales in December, 1943 Compared with Sales in December, 1942	
			Includ- ing tax	Exclud- ing tax
CANADA	+ 1.4	+ 23.3	+ 22.6	
Maritime Provinces	- 0.5	+ 13.0	+ 12.2	
Quebec	+ 1.5	+ 23.5	+ 22.6	
Ontario	- 0.7	+ 23.9	+ 23.9	
Prairie Provinces	+ 14.6	+ 31.4	+ 30.0	
British Columbia	+ 3.5	+ 17.3	+ 15.6	

(g) Not available.

Index Numbers of Retail Sales - (Averages 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	(g)	(g)	160.5	130.9
December, 1933	112.5	83.5	127.9	86.9	(g)	(g)	97.7	73.7
December, 1939	157.1	112.3	143.9	101.3	(g)	(g)	178.8	104.0
December, 1941	201.5	147.2	203.0	148.6	376.7	162.0	242.9	148.0
December, 1942	213.4	156.4	206.3	151.0	395.2	170.0	263.8	160.7
<u>1943</u>								
January	128.9	155.8	103.7	133.4	138.0	191.9	107.4	138.2
February	131.0	168.5	131.2	221.7	173.7	171.1	111.1	188.1
March	151.4	167.8	139.3	198.7	143.9	191.2	136.9	182.0
April	167.7	163.3	186.1	145.3	199.3	144.0	187.0	176.1
May	162.8	154.5	175.6	149.9	159.8	166.1	162.9	160.5
June	158.8	155.5	198.5	160.4	122.0	186.5	172.4	165.2
July	147.8	155.4	161.3	161.8	149.2	207.6	143.0	164.1
August	142.5	162.1	144.8	181.4	158.3	200.1	117.8	161.9
September	158.0	158.5	169.5	160.8	162.3	204.3	155.6	159.9
October	173.6	157.6	171.5	158.2	189.6	202.1	197.5	152.5
November	174.1	165.0	162.5	171.7	180.9	212.8	206.4	164.3
December	221.7	167.9	209.1	162.7	383.8	173.3	281.9	184.9

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	86.6	101.6	86.9
December, 1939	168.0	106.7	188.9	116.4	141.6	111.4
December, 1941	223.7	148.8	239.2	145.8	182.6	145.5
December, 1942	261.8	174.1	241.6	146.6	213.1	168.8
<u>1943</u>						
January	127.2	174.5	107.8	148.1	151.5	158.9
February	127.7	219.6	116.2	154.5	149.0	165.3
March	156.8	190.7	145.4	164.3	159.9	162.9
April	214.5	167.0	157.9	153.5	156.9	161.9
May	180.2	169.6	139.1	138.7	159.1	162.2
June	174.9	157.3	136.8	130.9	154.4	164.2
July	151.9	172.7	112.5	144.7	159.7	159.8
August	139.9	199.0	120.9	148.4	153.8	157.1
September	176.2	188.9	159.1	156.8	158.3	157.9
October	206.5	185.9	177.8	157.3	171.6	164.2
November	203.0	182.0	195.7	168.5	169.9	173.0
December	269.4	185.1	239.7	145.5	248.2	196.5

(c) Includes men's furnishings.

(h) Candy indexes are based largely upon returns from retail candy chains.

(g) Not available.

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	165.6	151.0
December, 1933	79.7	71.2	94.0	83.6	77.7	70.3
December, 1939	139.5	119.4	129.5	110.9	125.6	117.3
December, 1941	134.9	114.1	161.6	149.1	171.9	154.7
December, 1942	141.9	120.0	178.1	163.7	162.0	145.8
<u>1943</u>						
January	91.5	137.2	155.4	157.6	93.5	155.8
February	94.8	121.4	149.7	163.0	99.1	181.4
March	110.0	128.2	166.4	163.6	116.8	159.9
April	132.9	123.3	172.7	174.9	144.2	141.4
May	145.0	115.7	177.1	167.4	168.9	128.0
June	114.2	116.7	171.9	174.6	163.2	137.1
July	105.4	130.9	170.0	161.0	154.2	135.9
August	112.5	112.4	157.7	173.5	148.1	141.0
September	116.4	102.8	155.1	160.8	150.5	130.6
October	128.4	107.2	167.2	159.8	157.1	137.7
November	120.3	112.3	155.9	159.4	153.2	150.2
December	141.4	125.4	189.8	181.7	176.4	165.1

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, 1941	170.6	121.3	139.4	134.1	341.6	176.2
December, 1942	158.3	112.5	160.6	154.6	346.6	178.1
<u>1943</u>						
January	114.6	148.0	155.1	162.6	139.4	195.2
February	101.9	137.0	148.1	167.7	139.1	206.0
March	110.2	128.5	173.4	176.9	153.5	198.8
April	114.8	125.9	172.4	172.0	182.9	198.6
May	119.6	107.0	172.5	170.9	190.0	184.8
June	107.2	115.5	170.4	170.6	184.3	181.6
July	97.7	122.8	176.0	166.1	183.4	172.5
August	100.0	127.4	180.9	169.7	160.2	174.8
September	116.2	99.6	185.0	177.6	170.2	183.2
October	118.9	96.2	181.6	179.4	195.7	182.4
November	118.0	92.6	177.6	187.7	198.7	197.3
December	140.2	99.6	182.3	173.8	338.2	184.7

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

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
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
December, 1942	263.8	374.8	231.7	271.9	236.2	258.2
1943						
October	197.5	253.3	187.9	184.6	238.4	183.6
November	206.4	273.2	192.5	196.9	237.0	193.0
December	281.9	405.0	248.1	285.2	275.8	264.5
% Change,						
December, 1943	+ 6.9	+ 8.1	+ 7.1	+ 4.9	+16.8	+ 2.4
December, 1942						
% Change,						
Jan.-Dec., 1943	+ 1.3	+ 4.7	- 2.6	- 0.9	+14.5	+ 1.4
Jan.-Dec., 1942						

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
December, 1942	261.8	317.5	243.9	274.6	234.0	264.8
1943						
October	206.5	228.3	188.7	203.2	231.2	227.2
November	203.0	273.5	175.4	205.4	227.0	201.5
December	269.4	320.0	241.9	288.3	258.1	245.3
% Change,						
December, 1943	+ 2.9	+ 0.8	- 0.8	+ 5.0	+10.3	- 7.4
December, 1942						
% Change,						
Jan.-Dec., 1943	+ 7.1	+ 8.8	+ 1.8	+ 6.6	+18.1	+ 8.7
Jan.-Dec., 1942						

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
December, 1942	178.1	193.7	182.6	178.2	163.4	165.7
1943						
October	167.2	194.2	163.4	163.4	176.0	155.2
November	155.9	179.1	154.1	154.2	155.3	145.0
December	189.8	213.0	194.2	190.5	175.4	164.7
% Change,						
December, 1943	+ 6.6	+10.0	+ 6.4	+ 6.9	+ 7.3	- 0.6
December, 1942						
% Change,						
Jan.-Dec., 1943	+ 5.1	+ 9.8	+ 7.2	+ 2.4	+ 6.7	+ 3.0
Jan.-Dec., 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
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
December, 1942	241.6	261.6	264.2	235.5	228.5	253.9
<u>1943</u>						
October	177.8	211.8	183.0	161.6	185.5	187.0
November	195.7	245.7	205.0	183.7	196.4	193.5
December	239.7	266.9	258.6	229.4	231.2	255.0
% Change,						
<u>December, 1943</u>	- 0.8	+ 2.0	- 2.1	- 2.6	+ 1.2	+ 0.4
December, 1942						
% Change,						
<u>Jan.-Dec., 1943</u>	+ 0.7	+ 4.1	+ 0.8	- 3.0	+ 4.7	+ 1.4
Jan.-Dec., 1942						
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
December, 1942	346.6	449.8	349.9	330.2	351.5	307.1
<u>1943</u>						
October	195.7	257.9	210.6	183.2	199.9	145.0
November	198.7	279.6	203.8	183.3	210.0	162.8
December	338.2	440.1	341.7	317.5	365.4	290.7
% Change,						
<u>December, 1943</u>	- 2.4	- 2.2	- 2.3	- 3.8	+ 4.0	- 5.3
December, 1942						
% Change,						
<u>Jan.-Dec., 1943</u>	- 0.1	- 0.1	+ 1.2	- 1.6	+ 4.6	- 3.3
Jan.-Dec., 1942						
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	186.8	182.0
December, 1942	213.1	276.3	183.9	206.0	225.3	242.8
<u>1943</u>						
October	171.6	203.0	165.5	161.7	185.3	187.7
November	169.9	209.9	167.3	160.3	173.1	191.8
December	248.2	327.4	220.6	235.3	262.1	291.3
% Change,						
<u>December, 1943</u>	+16.5	+18.5	+20.0	+14.2	+16.3	+20.0
December, 1942						
% Change,						
<u>Jan.-Dec., 1943</u>	+10.8	+12.0	+10.8	+ 8.3	+13.1	+18.4
Jan.-Dec., 1942						

Department Store Sales in Canada, by Selected Departments
December, 1942 and December, 1943
 (Based on dollar sales of 18 firms, including mail-order houses)

	December, 1942	December, 1943	% Change, 1943/1942
	\$	\$	
TOTAL SALES, All Departments	44,443,728	43,736,071	- 1.6
1. Women's dresses, coats and suits	3,926,115	4,243,651	+ 8.1
2. Girls' and infants' wear	1,732,725	1,648,564	- 4.9
3. Hosiery and gloves	2,483,915	2,443,306	- 1.6
4. Lingerie and corsets	2,301,977	2,192,639	- 4.7
5. Millinery	326,427	350,652	+ 7.4
6. Women's and children's apparel--(Total, 1-5) .	10,771,159	10,878,812	+ 1.0
7. Men's and boys' clothing and furnishings	6,012,178	5,850,992	- 2.7
8. Drugs and toilet articles and preparations ...	1,931,852	2,095,214	+ 8.5
9. Piece goods	2,626,764	2,408,798	- 8.3
10. Smallwares	2,058,894	2,155,035	+ 4.7
11. Food and kindred products	3,269,461	2,982,003	- 8.8
12. Furniture (including mattresses and springs) .	1,476,673	1,583,041	+ 7.2
13. Home furnishings	2,508,644	2,494,414	- 0.6
14. Household appliances and electrical supplies.	731,695	598,305	- 18.2
15. Hardware and kitchen utensils	1,006,462	996,282	- 1.0
16. Radios, musical instruments and supplies	609,762	332,786	- 45.4
17. Shoes and other footwear	2,872,796	2,763,705	- 3.8
18. Stationery, books and magazines	1,593,861	1,698,241	+ 6.5
19. All other departments, total	6,973,527	6,898,443	- 1.1

Department Store Sales in Canada, by Selected Departments

1942 and 1943 Totals

(Based on dollar sales of 21 firms, including mail-order houses)

	1942	1943	% Change, 1943/1942
	\$	\$	
TOTAL SALES, All Departments	328,536,630	326,365,086	- 0.7
1. Women's dresses, coats and suits	34,947,452	37,467,906	+ 7.2
2. Girls' and infants' wear	12,801,420	13,545,123	+ 5.8
3. Hosiery and gloves	14,333,016	14,739,133	+ 2.8
4. Lingerie and corsets	15,087,101	14,658,064	- 2.8
5. Millinery	3,697,677	3,947,254	+ 6.7
6. Women's and children's apparel--(Total,1-5)	80,866,666	84,357,480	+ 4.3
7. Men's and boys' clothing and furnishings ..	38,938,658	38,490,533	- 1.2
8. Drugs and toilet articles and preparations.	9,819,688	10,448,392	+ 6.4
9. Piece goods	25,009,451	24,172,431	- 3.3
10. Smallwares	11,809,385	12,344,671	+ 4.5
11. Food and kindred products	28,269,186	27,301,804	- 3.4
12. Furniture (including mattresses and springs)	18,451,479	16,930,533	- 8.2
13. Home furnishings	22,534,733	22,876,093	+ 1.5
14. Household appliances and electrical supplies	8,597,339	6,020,944	- 30.0
15. Hardware and kitchen utensils	12,772,513	11,515,370	- 9.8
16. Radios, musical instruments and supplies ..	4,534,463	3,248,842	- 28.4
17. Shoes and other footwear	23,462,366	23,362,025	- 0.4
18. Stationery, books and magazines	5,733,373	6,451,347	+ 12.5
19. All other departments, total	37,737,328	38,734,621	+ 2.6



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