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

Retail sales in Canada averaged 9 per cent higher in February of this year than last and were practically on a par with the January level according to index numbers calculated from returns received from a representative sample of firms representing twelve different types of retail business. The general index of sales, unadjusted for seasonal movements and on the base, 1935-1939 = 100 stands at 130.5 for February, at 128.7 for January, 1943, and at 120.1 for February a year ago.

A marked increase in retail shoe store business reflecting the introduction of shoe rationing in the United States forms the outstanding feature of the retail trade statistics for the month of February. Retail shoe store sales averaged 43 per cent higher in February of this year compared with last, with increases gaining in magnitude from east to west. Sales in the Maritime Provinces were up 24 per cent, Quebec sales advanced 25 per cent; Ontario, 43 per cent; Prairie Provinces, 67 per cent and British Columbia, 89 per cent.

Women's clothing stores also had greatly increased business in February with dollar sales ranging 33 per cent higher than in February last year. Gains for this trade also were higher in the west than in the east, percentage increases over February, 1942 standing at 10 per cent for the Maritime Provinces, 23 per cent for Quebec, 29 per cent for Ontario, 63 per cent for the Prairie Provinces and 56 per cent for British Columbia.

In the men's clothing trade major increases in the western provinces were modified by the results recorded for Ontario and Quebec, sales for the Dominion as a whole averaging only 7 per cent above February, 1942. Sales in Ontario and Quebec were practically unchanged from last year; sales in the Maritime Provinces gained 7 per cent while increases of 37 and 36 per cent were reported by the Prairie Provinces and British Columbia respectively.

Food stores including grocery outlets and also stores selling both groceries and meats averaged 6 per cent higher in February of this year compared with last, results on a regional basis indicating gains of 7 per cent for the Maritime Provinces, 12 per cent for Quebec, 1 per cent for Ontario, 6 per cent for the Prairie Provinces and 8 per cent for British Columbia. These figures are based on monthly statements of sales secured from all the larger chain companies and from a sample number of some 1,000 independent stores. Separate results for chains and independents reveal divergent trends, chain store sales standing 12 per cent lower in February of this year than last while the independents reported an average gain of 14 per cent in the same comparison.

Department store sales stood 8 per cent higher in February, 1943, over February, 1942 and were also 8 per cent higher than in January, 1943. Gains over February last year on a regional basis stand at 5 per cent for the Maritime Provinces, 8 per cent for Quebec, 6 per cent for Ontario, 10 per cent for the Prairie Provinces and 13 per cent for British Columbia.

Restaurant receipts were 23 per cent higher in February of this year compared with last; drug store sales gained 14 per cent, variety stores were up 8 per cent and candy stores 3 per cent. Furniture store sales were down by 12 per cent and stores specializing in radios or electrical appliances were down by 8 per cent.

Figures for jewellery stores are not included in the calculation of the general index of retail sales but sales figures are secured each month from a representative sample of jewellery stores. Two sets of percentage changes are shown for this trade in the attached tables. In one case the sales tax introduced in the June budget of 1942 is included in the calculations and in the other case this tax is excluded. Figures for February are not yet sufficiently complete to warrant publishing. Percentage changes between January of this year and last reveal a decline of 14 per cent when the sales tax is excluded from the calculations and a decline of 1 per cent when the sales tax is included.

The total volume of sales in February, 1943 for those department stores which reported a breakdown of sales by departments averaged 6 per cent above February, 1942. A lower coverage is used in this breakdown summary than is used in the construction of the index numbers and this accounts for the difference in the comparisons shown for the two series. Increases in sales of women's clothing and footwear departments were outstanding, although substantial increases occurred in February compared with February a year ago for many departments which had reported declines in January. The major declines recorded in January of this year compared with last for furniture, household appliances and electrical supplies and for radios, musical instruments and supplies were modified in February although sales for these departments were still considerably below the level of last year. Sales of home furnishings were 6 per cent higher in February of this year than last.

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)

February, 1943  
 + or - per cent compared with

Kind of Business	February, 1943		
	February 1939	February 1942	January 1943
General Index .....	+67.5	+ 8.8	+ 1.4
Boot and Shoe Stores .....	+174.9	+43.5	+23.8
Candy Stores .....	+90.8	+ 3.4	+21.1
Men's Clothing Stores .....	+93.5	+ 7.1	+ 3.7
Women's Clothing Stores .....	+126.6	+33.1	+ 0.5
Department Stores .....	+63.5	+ 8.1	+ 8.0
Drug Stores .....	+56.1	+13.7	- 2.1
Furniture Stores .....	+24.4	-12.0	+ 2.1
Grocery and Meat Stores .....	+56.7	+ 5.6	- 3.8
Hardware Stores .....	+70.7	- 0.1	+ 3.0
Radio and Electrical Stores ...	+44.6	- 7.6	-10.3
Restaurants .....	+79.9	+22.5	- 2.3
Variety Stores .....	+99.1	+ 7.6	+ 8.3

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

February, 1942 and February, 1943

Region	Sales in February, 1943 Compared with Sales in February, 1942		Sales in January, 1943 Compared with Sales in January, 1942		
	Boot and Shoe Stores	Jewellery Stores		Jewellery Stores	
		Including Tax	Excluding Tax	Including Tax	Excluding Tax
CANADA .....	+43.4		- 1.3	-14.0	
Maritime Provinces .....	+23.5		+20.8	+ 6.6	
Quebec .....	+24.6		+ 5.5	- 8.9	
Ontario .....	+42.5	See Note	- 6.8	-13.6	
Prairie Provinces .....	+67.2	Below	- 9.4	-21.0	
British Columbia .....	+39.0		+ 6.1	- 7.5	

Note: Due to incomplete coverage it is not possible to give the figures for jewellery stores generally shown in this bulletin. February 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	
	February, 1929 .....	115.3	143.9	108.1	166.8	170.8	201.1	145.1	249.5
February, 1933 .....	65.7	81.2	52.2	92.7	88.4	104.1	39.5	67.9	
February, 1939 .....	77.9	99.2	46.7	93.8	85.8	92.0	56.7	96.0	
February, 1941 .....	101.5	130.6	67.3	135.2	124.0	134.3	82.0	138.8	
February, 1942 .....	120.0	154.7	89.5	173.9	158.3	171.5	104.0	176.1	
<u>1942</u>									
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	130.9	
May .....	159.4	149.1	187.3	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	148.9	
July .....	137.4	150.3	141.7	147.4	113.1	133.7	123.2	149.0	
August .....	147.5	162.9	144.3	186.4	123.1	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	197.4	148.0	
November .....	164.8	161.7	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 .....	128.7	155.8	103.7	142.9	135.2	189.2	107.4	138.2	
February .....	130.5	169.1	123.4	258.0	163.7	177.3	111.4	183.5	

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
	February, 1929 .....	97.3	152.5	106.8	135.2	114.8
February, 1933 .....	59.6	93.4	64.8	82.0	30.5	36.6
February, 1939 .....	56.4	97.0	71.0	94.4	35.0	105.4
February, 1941 .....	80.9	139.1	94.8	123.1	112.5	124.8
February, 1942 .....	96.0	165.0	107.4	142.3	130.4	144.6
<u>1942</u>						
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	146.5
June .....	159.3	143.8	139.6	134.1	139.4	143.4
July .....	138.7	133.8	112.6	145.5	142.1	144.9
August .....	156.3	214.0	123.9	154.5	148.6	149.4
September .....	173.0	180.1	154.9	152.7	143.0	147.2
October .....	206.2	157.1	131.9	152.9	163.1	153.0
November .....	133.8	172.2	137.4	163.5	143.4	154.7
December .....	231.1	173.7	241.6	146.6	213.0	168.7
<u>1943</u>						
January .....	127.2	174.5	107.5	147.8	151.5	158.9
February .....	127.8	219.8	116.1	154.3	148.3	164.6

(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
February, 1929 .....	148.6	173.7	116.5	126.8	95.0	148.4
February, 1933 .....	50.4	31.6	76.6	33.4	38.0	64.1
February, 1939 .....	75.1	96.3	95.4	103.9	56.0	102.6
February, 1941 .....	104.4	133.3	117.0	127.3	73.2	142.3
February, 1942 .....	106.1	136.0	141.6	154.2	95.7	175.2
<u>1942</u>						
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 .....	130.7	112.6	148.4	153.3	134.0	139.4
October .....	152.1	124.7	164.9	152.4	167.5	142.9
November .....	120.6	116.7	143.8	157.1	147.9	150.3
December .....	142.4	121.3	173.5	164.0	162.4	146.1
<u>1943</u>						
January .....	91.5	137.2	155.4	157.6	92.3	153.8
February .....	93.4	119.3	149.5	162.8	95.6	175.2

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
February, 1929 .....	205.4	250.3	164.0	135.7	54.2	73.1
February, 1933 .....	52.7	64.4	73.5	88.9	54.2	73.1
February, 1939 .....	71.0	95.5	82.1	93.0	69.7	103.2
February, 1941 .....	108.5	146.0	103.2	116.9	103.8	153.6
February, 1942 .....	111.2	149.5	120.6	136.6	129.0	190.9
<u>1942</u>						
March .....	126.9	153.7	140.0	143.6	148.2	191.3
April .....	134.7	147.8	141.5	142.2	169.2	138.4
May .....	152.6	136.5	145.1	142.5	186.4	130.6
June .....	128.5	138.5	139.3	140.4	130.7	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	135.5
September .....	135.5	116.1	150.0	145.0	176.6	133.5
October .....	144.4	112.4	156.6	151.8	204.5	135.0
November .....	131.0	106.9	150.4	161.1	199.0	204.0
December .....	160.1	113.8	160.6	154.6	346.6	173.1
<u>1943</u>						
January .....	114.6	143.0	152.8	162.3	133.2	194.9
February .....	102.8	138.2	147.7	167.2	133.3	205.5

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)						
February, 1939 .....	56.7	57.5	54.2	59.2	49.8	60.2
February, 1940 .....	67.7	81.3	65.7	68.3	61.0	68.3
February, 1941 .....	82.0	106.1	75.1	85.8	71.8	76.5
February, 1942 .....	104.0	148.0	95.5	108.0	85.9	96.5
1942						
December .....	263.9	374.0	232.5	271.9	236.4	258.2
1943						
January .....	107.4	174.7	97.8	100.6	106.8	113.5
February .....	111.4	158.9	95.5	106.9	117.6	131.0
% Change,						
February, 1943 .....	+ 7.1	+ 7.4	(a)	- 1.0	+36.9	+35.8
February, 1942 .....						
% Change,						
Jan.-Feb., 1943 ...	+ 0.4	+ 6.9	- 1.2	- 7.9	+18.0	+20.3
Jan.-Feb., 1942 ...						
Women's Clothing Stores						
February, 1939 .....	56.4	52.2	57.8	56.2	53.6	60.1
February, 1940 .....	63.0	70.0	66.6	67.9	68.5	70.9
February, 1941 .....	80.9	94.6	83.9	80.3	72.7	82.2
February, 1942 .....	96.0	126.2	94.6	97.2	85.3	96.7
1942						
December .....	261.1	317.5	244.7	273.1	233.8	263.7
1943						
January .....	127.2	158.0	113.4	134.2	103.1	144.6
February .....	127.8	139.3	116.4	125.5	138.9	150.6
% Change,						
February, 1943 .....	+33.1	+10.4	+23.0	+29.1	+62.8	+55.7
February, 1942 .....						
% Change,						
Jan.-Feb., 1943 ...	+20.7	+11.3	+18.5	+18.6	+27.4	+33.3
Jan.-Feb., 1942 ...						
Grocery and Meat Stores						
February, 1939 .....	95.4	92.8	103.3	98.5	77.5	80.4
February, 1940 .....	108.0	106.6	110.7	109.6	99.7	105.0
February, 1941 .....	117.0	117.1	117.4	120.7	104.3	113.0
February, 1942 .....	141.6	151.9	144.5	145.0	122.6	131.9
1942						
December .....	178.5	193.7	182.6	178.2	163.4	171.2
1943						
January .....	155.4	165.9	163.4	158.6	138.4	139.1
February .....	149.5	162.2	161.3	145.9	130.0	142.2
% Change,						
February, 1943 .....	+ 5.6	+ 6.8	+11.6	+ 0.6	+ 6.0	+ 7.8
February, 1942 .....						
% Change,						
Jan.-Feb., 1943 ...	+ 4.4	+ 5.8	+11.4	+ 0.5	+ 1.4	+ 2.5
Jan.-Feb., 1942 ...						

(c) Includes men's furnishings.

(a) Unchanged.



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						
February, 1939	71.0	63.3	73.3	71.8	68.6	75.5
February, 1940	84.8	83.9	87.4	85.6	83.0	84.2
February, 1941	94.8	100.6	95.8	95.6	90.8	97.3
February, 1942	107.4	117.8	111.0	108.6	98.9	113.1
1942						
December	241.6	261.6	264.2	235.5	228.5	253.9
1943						
January	107.5	116.0	115.5	102.6	103.3	119.1
February	116.1	123.4	120.1	114.9	108.8	128.0
% Change,						
February 1943	+ 8.1	+ 4.3	+ 8.2	+ 5.8	+10.0	+13.2
February 1942						
% Change,						
Jan. Feb. 1943	+ 0.4	- 0.4	+ 2.0	- 3.3	+ 2.3	+ 7.2
Jan. Feb. 1942						
Variety Stores						
February, 1939	69.7	65.3	69.6	70.4	66.5	76.3
February, 1940	86.7	93.4	87.9	83.4	91.1	88.0
February, 1941	103.8	125.2	106.4	99.8	102.6	96.0
February, 1942	129.0	163.0	136.2	121.9	125.7	113.8
1942						
December	346.6	449.3	349.9	330.2	351.5	307.1
1943						
January	128.2	143.7	151.3	121.1	112.8	103.0
February	138.3	156.3	158.1	127.5	138.8	124.0
% Change,						
February 1943	+ 7.6	- 4.1	+16.1	+ 4.6	+10.4	+ 9.0
February 1942						
% Change,						
Jan. Feb. 1943	+ 3.2	- 4.2	+12.2	+ 0.7	+ 0.5	+ 0.9
Jan. Feb. 1942						
Drug Stores						
February, 1939	95.0	96.2	107.1	94.6	86.1	83.2
February, 1940	100.2	104.8	106.6	98.4	97.9	97.0
February, 1941	112.5	125.0	113.3	113.1	107.3	108.3
February, 1942	130.4	150.1	131.3	123.3	125.8	124.3
1942						
December	213.0	276.4	183.4	205.8	225.5	242.9
1943						
January	151.5	171.6	158.6	147.1	144.4	159.0
February	148.3	171.0	148.0	143.5	148.3	158.2
% Change,						
February 1943	+13.7	+13.9	+12.7	+10.6	+17.9	+27.3
February 1942						
% Change,						
Jan. Feb. 1943	+12.3	+14.7	+14.2	+ 9.4	+12.5	+23.0
Jan. Feb. 1942						

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

FEBRUARY, 1942 AND FEBRUARY, 1943

(Based on dollar sales of 19 firms including mail order houses)



	February 1942	February 1943	% Change, 1943/1942
	¢	¢	
TOTAL SALES, ALL DEPARTMENTS .....	19,730,548	20,886,149	+ 5.9
1. Women's dresses, coats and suits .....	1,581,338	2,207,259	+32.6
2. Girls' and infants' wear .....	523,617	671,086	+28.2
3. Hosiery and gloves .....	784,648	837,038	+ 6.7
4. Lingerie and corsets .....	913,225	970,544	+ 6.3
5. Millinery .....	132,687	173,145	+30.5
6. Women's and children's apparel -- (Total, 1-5)	3,935,515	4,859,072	+23.5
7. Men's and boys' clothing and furnishings .....	1,792,273	1,884,151	+ 5.1
8. Drugs and toilet articles and preparations ...	714,199	724,855	+ 1.5
9. Piece goods .....	1,852,921	1,952,938	+ 5.4
10. Smallwares .....	769,135	829,775	+ 5.1
11. Food and kindred products .....	2,134,119	2,162,323	+ 1.3
12. Furniture (including mattresses and springs) .	1,535,765	1,234,979	-19.6
13. Home furnishings .....	1,490,702	1,586,848	+ 6.4
14. Household appliances and electrical supplies .	605,946	444,311	-26.7
15. Hardware and kitchen utensils .....	861,751	767,059	-11.0
16. Radios, musical instruments and supplies .....	356,795	300,538	-15.8
17. Shoes and other footwear .....	1,184,635	1,495,321	+26.2
18. Stationery, books and magazines .....	343,024	384,184	+12.0
19. All other departments, total .....	2,133,768	2,259,795	+ 5.9