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Chief, Internal Trade Branch:
Statistician:
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| Vol. XV - No. 3 | A. C. Stecdmana BoA. |

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

Retail sales in Canada averaged 5 per cent higher in March of this year than last and gained 16 per cent over February according to index numbers calculated from a representative sample of firms representing twelve different kinds of retail business. The general index of sales, unadjusted for seasonal movements, and on the base, 1935-1939 $=100$, stands at 151.3 for March, 130.9 for February and at 144.7 for March; 1942.

The 5 per cent increase in dollar sales in larch of this year compared with last was on a par with the average gain for the year to-date, total figures for the first quarter of the year revealing a similar increase of 5 per cent over the corvesponding period of 1942. The 16 per cent increase in March over the immediately preceding month of February was approximately equal to the uncurl seasonal gain at this tine of year, the seasonally adjusted index of sales standing at 167.7 for March compared with 168.5 for February.

Following a pronounced increase in the month of February, specialty shoe store trade returned to more normal levels in March, sales for that month standing on $u$ par with parch sales a year ago. Shoe store sales continued to register increases In the extreme east and west, figures for the Maritime Provinces and for British Columbia revealing gains of 17 . per cent and 32 per cent respectively. But these increases were offset by a decline of 11 per cent below March, 1342 in Quebec while sulci in ontario and the Prairie Provinces were practically unchanged from a year ago.

Men's clothing store sales were down 17 per cent from March, 1942, 2 result which may be attributed to the extremely high volume of buoiness transacted by this type of store in March last year. prior to the introduction of restrictions on men' $e$ clothing styles. Declines below March, 1942 were recorded for all sections of the country excepting British Columbia where a minor gain of 3 per cent took place. Percentage declines below March, 1942 for other regions are as follows: Prairie Provinces, 2 per cent; Maritime Provinces, 4 per cent; Ontario, 19 per cent and Quebec, 29 per cent.

Women's clothing store sales averaged 5 per cent higher in March of this year than last compared with an increase of 14 per cent for the year to -date. February gales stood 33 per cent higher in 1343 than in 1942. The smaller increase of 5 per cent recorded in the March comparison reflects in considerable measure the shift in trade from March to April on account of the changing date of Easter. Easter occurred marly in April last year with most of the pre-Easter trade taking place in March. on the other hand the Easter trace in 1912 was transected almost entirely in April.

Department store seles, including the mail order business of department atoras, averaged 3 per cent higher in March of this year than last compared with an increase of 2 per cent for the year to-date: March sales relative to March a year ago varied for different regions of the country, results for the East and West showing gains while sales in central Canada were dow. Department stores in the Maritime Provincas transactad 8 per cent more dollar business than in March last year; Prairie Province sales were up 10 per cent and British Columbia gained 12 per cent。 Ontario department store business was maintained within one per cent of the volume of sales in March a year ago while Quebec asles were down hy 7 per cent.

Grocery or grocery and meat store sales were 9 per cent higher than in March last year all sections of the country zhning in the increase. Percentage increases by regions for March of this year ovar last with cumulative results for the first first quarter over the corresponding period of 1942 in brackets are as follows: Maritime Provinces, 16 per cent ( 9 per cent); Quebec. $i 13$ per cent ( 12 per cent); Ontario, 5 per cent ( 2 per cent); Prairie Provinces, 7 per cent ( 3 per cent) and British Columbia, 8 per cent ( 5 per cent).

The underlying trend in sales for fnnd stores as reflected in the seasonally adjusted index number has remainea cumparatively level for some months. Seasonally adjusted indexes for this trade stand at 163.6 for March, 163,0 for February, 157., 6 for January and 164.0 for December, 1942.

Drug store business continues at a high level, increases for March, 1943 over March, 1942 and for the first quarter of this year over last both stand ${ }^{\prime} \dot{f}^{\prime}$ at 13 per cent. Results on a regional basis for March of this year compared with last with figures for the first quarter in brackets are as follows: Maritime Provinces, +18 per cent ( +16 per cent); Quebec, +14 per cent ( +14 per cent); Ontario, +9 per cent ( +9 per cent); Prairie Provinces, +12 per cent ( +13 per cent) and British Columbia, +29 per cent ( +26 per cent).

Candy stcie salus were 16 per cent higher in March of this year than last while reataurant receipts were up 24 per cent and variety stores gained 3 er: cent. Hardware stores reported sales 7 per cent lower, furniture stores declined 2 per cent while stores specializing in the sale of radios or electrical. appliances transacted 9 per cent less business in March of this year than last.

Figures for jewellery stores are not included in the calculation of the general index of retail sales, but sales figures secured from a sample number of such stores indicate that the amount of money. spent in these stores was 22 per cent greater in March of this year than last and was 18 per cent greater in February of this year than last. These are the results obtained when the retail sales tax-introduced in June, 1942 is included in the calculations. Results with the sales tax excluded reveal gains of 5 per cent and 3 per cent for March and February respectively compared with last year.

Sales of 19 firas which reported sales by departments were 2 per cent greater in March this year over March, 1942. Sales of footwear departments were 9 per cent lower, than in March of last year, a sharp reversal from February when the introduction of rationing in the United States atimulated a demand for this merchandise in. Canada causing a 26 per cent increase. A 24 per cent advance recorded by women's clothing departments in February was modified to a 7 per cent gain in March. Men' e clothing departments showed a similar slackening of activity, a 16 per cent decline occurring in March this year, in contrast with the 5 per cent increase in February. Stationery and book departments recorded the outstanding gain in March with a rise of 19 per cent. Sales of piece goods were 13 per cent


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bold appliances and electrical supplies continued to show marked decreases, although wales for other durable goods departments showed smaller declines or greater increanes than were chown in the February cummary. Furniture salef in fact, incronned by 6 per cent in March after declining 20 per cent in Feartary.

A cumary of deportment store alea hy departmonts for the Carat quaster of this yeser and last is contained on Page 10 of this bulletin. Total sales for those ilius which submitted a monthly breakdown of sales were down by one-half of one per cent in the first three months of this year compared with the same period a year ago. Sales of women's clothing were up 9 per cent, but men's clothing recorded a decrease of 8 per cent while footwear sales were 1 per cent lower. Drug, plece goods, smallwares and food departments all recorded minor gains of 1 or 2 per cent. Although sales of home furnishings were 8 per cent higher in the first three months of this year, other durable goods departments recorded substantial declines. Hardware sales were down 12 per cent furniture sales dropped 14 per cent, sales of radio and music departments were 15 per cont lower, and sales of household appliances fell off 28 per cent below the January-to-March of 1942.

- 4 -

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

| Kind of Business | March, 1943 <br> + or - per cent compared with |  |  | Cumulative Indexes |
| :---: | :---: | :---: | :---: | :---: |
|  | March, 1929 | March, 1942 | $\begin{aligned} & \text { February, } \\ & 1943 \end{aligned}$ | $\frac{J_{\text {an }}-\text { Mar }_{\cdot},}{} \frac{1343}{\text { Jan. Mar. },} 1342$ |
| Generul Index | +64.0 | $+4.7$ | +15.7 | $+4.7$ |
| Boot and Shoe Stores | +102.6 | $+0.5$ | $+6.6$ | + 9.4 |
| Candy Stores | +97.1 | +16.1 | -10.2 | +11.5 |
| Men's Clothing Stores | +98.9 | -16.9 | +25.7 | -7.2 |
| Women's Clothing Stores | +87.5 | $+5.2$ | +22.9 | +14.3 |
| Department Stores ............. | +69.2 | $+3.0$ | +25.2 | $+1.5$ |
| Drug Stores ...... | +52.2 | +12.7 | $+7.4$ | +12.6 |
| Furniture Stores | +33.3 | - 1.8 | +15.31 | -4.4 |
| Grocery and Meat Stores ...... | +51.9 | $+8.6$ | +11.2 | $+5.9$ |
| Hardware Stores | +57.8 | - 6.9 | +15.6 | - 6.0 |
| Radio and Flectrical Stores .. | +40.7 | -8.8 | +12.3 | -8.9 |
| Restuurante ................... | +83.0 | $+24.1$ | +17.5 | +21.5 |
| Variety Stores ................. | +91.0 | $+3.4$ | +10.1 | $+3.4$ |

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


Intex limbers of hetail Sales - (avewage for 1935-1939 = 100 )
A. Unadusted. Bu Adjueted for Number of Business Days and Seasonal Variations. Figuras for the current year are subject to final revision)

(c) IncIudes men s furnishinge.
(h) Candy indexes are based largely upon returns from retail candy chains

Adjusted indexes of boot and shoe store sales appearing in this issue differ from those previously given for the period from 1939 onwards. A new series of adjustment factors has been prepared and is based on the experience of a longer period than that previously used.

6 -
Index lumbers 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 |  | Hardware |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| March, 1929 ...иyoo | 160.8 | 185.0 | 130.1 | 126.2 | 108.4 | 158.0 |
| March, 1933 ....... | 60. 2 | 66.2 | 89.7 | 90.3 | 50.3 | 67.9 |
| March, 1939 ...... | 82.0 | 94.5 | 109.6 | 104.9 | 72.0 | 97.1 |
| March, 1941 ....... | 113.8 | 152.7 | 134.7 | 1268 | 97.5 | 136.7 |
| March, 1942 ....... | 111.3 | 132.7 | 153.3 | 154.9 | 122.0 | 170.9 |
| 1942 |  |  |  |  |  |  |
| April .....e.00 | 129.0 | 119.1 | 157.4 | 161. 4 | 149.0 | 146.1 |
| May .........0. | 164.6 | 132.9 | 163.9 | 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 |
| Octaber ...0.0. | 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 |
| 1943 |  |  |  |  |  |  |
| Januery ..... | 91.5 | 137.2 | 155,4 | 157.6 | 32.3 | 153, \% |
| February ....00 | 94.8 | 121.4 | 143.7 | 1630 | 98.3 | 180.0 |
| March .......0. | 109.3 | 127.4 | 166.5 | 163,6 | 113.6 | 155.5 |


| ar | Radio and Electrical |  | Restaurants |  | Varicty |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | A | B |  | B | A | B |
| Tarch, 1923 ....... | 180.3 | 235.8 | 178.6 | 180.8 | 67.1 | 78.6 |
| March, 1933 ....... | 60.6 | 69.8 | 88.0 | 88.8 | 58.2 | 74.5 |
| 18arch, $1939 \ldots .$. | 82.1 | 95.7 | 94.3 | 35.7 | 80.2 | 102.7 |
|  | 119.4 | 144.6 | 117.0 | 118.8 | 121.0 | 150.9 |
| March, 1342 ....... | 126.7 | 153.5 | 140.0 | 143.6 | 148.2 | 191.3 |
| 1942 |  |  |  |  |  |  |
| April . . .n...0. | 134.7 | 147,8 | 141.5 | 142.2 | 169.2 | 188.4 |
| May ........... | 152.6 | 136.5 | 1451 | 142.5 | 186.4 | 180.6 |
|  | 128.5 | 138.5 | 139.8 | 140.4 | 180.7 | 176.7 |
| July ...tan. | 121. 3 | 152.6 | 144.9 | 137.7 | 176.3 | 1762 |
| August .n.e.... | 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 .10.0. | 144,4 | 112.4 | 156.6 | 151:8 | 204.5 | 185.0 |
| November ...... | 131.0 | 106.9 | 150.4 | 161.1 | 199.0 | 204.0 |
| December ...n. | 160.1 | 113.8 | 160.6 | 154,6 | 346,6 | 178.1 |
| 1943 |  |  |  |  |  |  |
| Jamary ..nn... | 114.6 | 148.0 | 152.8 | 162,3 | 128.4 | 195.2 |
| February ...... | 101.9 | 137.0 | 147.8 | 167.3 | 139,1 | 206.1 |
| March ., .n...000 | 115.5 | $134 \sim 7$ | 173.7 | 175.2 | 153.2 | 198.4 |

$-7-$
Gnadmaned Imdexes of Retail Sales oy Provinces (Average for 1935-1930 100) (2gures for the current year are subject to final revision)


Woment a Clothing Stores

| March, 1939 | 83.7 | 70.7 | 76.8 | 82.7 | 92.2 | 101.4 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| March, 1940 | 102.7 | 110.5 | $88 . ?$ | 100.9 | 1126 | 133.5 |
| March, 1341 | 114.7 | 1230 | 1.059 | 115, 5 | 110.1 | 138.9 |
| March, 1942 | 149.2 | 157.8 | 1489 | 152.8 | 136.4 | 147.6 |
| 1943 |  |  |  |  |  |  |
| Jamlary | 127.2 | 158.0 | 11.3 .4 | 1342 | 109.1 | 144.6 |
| February | 127.7 | 150.3 | 116.4 | 125 2 | 136.7 | 149.4 |
| March | 156.3 | 195.5 | 1438 | 153.7 | 147.2 | 178.6 |
| * Change, |  |  |  |  |  |  |
| March, 1943 | $+5.2$ | $+23.9$ | $-3.4$ | $+4.5$ | $+7.9$ | +21.0 |
| March, 1942 ... |  |  |  |  |  |  |
| \% Chanere, |  |  |  |  |  |  |
| Jan March, 1943 | +14.3 | +18,6 | $+9.0$ | +12.8 | +18 | +23.0 |

Grocery and Meat Stores

| Warch, 1939 | 109.5 | 101.0 | 1272 | 1129 | 88.5 | 91.9 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| March, 1940 | 1245 | 120.5 | 131.7 | 124.6 | 113.8 | 119.7 |
| March, 1341 | 134.7 | 123.6 | 137.7 | 139.3 | 118.5 | 131.0 |
| $\begin{aligned} & \text { March, } 1942 \\ & 1943 \end{aligned}$ | 153.3 | 153.3 | 158.8 | 156,6 | 134.7 | 146.1 |
| January ...... | 155.4 | 1.65. 3 | 163.4 | 158.7 | 127.9 | 139.1. |
| February ...... | 143.7 | 162. 2 | 151.8 | 116.0 | $12 \% 7$ | 142.2 |
| March | 160.5 | 178.5 | 179,2 | 1636 | 143.5 | 158,3 |
| \% Change, March 1943 Merci, 1942 | $+8.6$ | +16 4 | +1.2. 8 | $+4.5$ | $+6.5$ | $+8.4$ |
| y- Change <br> yan Nar <br> ju\% Har <br> 1943 | + 5,9 | $+9.3$ | $+120$ | $+19$ | +3.1 | $+4.5$ |

(व) Includes men s furnishings

Unaduutted Inderen of Rotnit Solat by Urovinces - (Average for 1935-1939:100) (karures for the cursent year are subject to fintl ravision)
Year and Month CANADA Maritime Quovinees Quehec Ontario Prairie British

Departinent Stores

$+2.8$
$-1.5$
$-2.3$
$+5.2$
$+8.9$

Varisty Stores

| 138 | 30.2 | 77.1 | $8 \% .4$ | 79.4 | 76.8 | 84.0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| March, 1340 | 108.6 | 125.1 | 111.1 | 103.5 | 112.6 | 105.3 |
| Warch, 1941 ...... | 121.0 | 156.0 | 122.2 | 117.5 | 115.2 | 105.6 |
| March, $1942 \ldots . .$. | 148.2 | 187.6 | 158.2 | 135.6 | 145.6 | 125.7 |
| 1943 |  |  |  |  |  |  |
| fenuary .o..... | 128.4 | 143.7 | 151..5 | 121,4 | 112.8 | 103.0 |
| tebrunry ..... | 133.1 | 158.0 | 157.7 | 125.1 | 138.6 | 124.0 |
| Mtarch ......... | 353.2 | 192.2 | 172.6 | 1.12.3 | 142.1 | 129.4 |
| 5 Change, Sarcha $\frac{1943}{1342}$ | + 2.4 | + 1.02 | +3.1 | + 1.9 | -2.2 | $+2.3$ |
| $\begin{aligned} & \text { \% Change: Marah, } 134 \\ & \frac{\text { Jan }}{\text { Jam Harch } 794} \end{aligned}$ | $+3.4$ | -. 1.6 | +11.0 | $+1.4$ | $-0.5$ | + 2.7 |

4Fug Stores

| woh, 1988 | 105.2 | 101.2 | 113.8 | 105.0 | 100.6 | 93.5 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Marci, 13E0 | 109.4 | 116.5 | 115, 2 | 108.2 | 106, 8 | 102.4 |
| Merein, 1941 | 123.7 | 138.3 | 126.0 | 124.3 | 115.3 | 116,8 |
| Wurch, 1.942 ....... | 142.0 | 161.6 | 145.6 | 1.39.7 | 139,5 | 135:2 |
| 134. |  |  |  |  |  |  |
| Tandary | 151.5 | 171.6 | 158.6 | 147.1 | 144.4 | 153.0 |
| Tabruary | 149.0 | 171.8 | 149.4 | 143.3 | 148.9 | 159.6 |
| Barch | 160.1 | 150.2 | 165.4 | 152.5 | 156,6 | 174.9 |
| sf Change March, 1343 | +12.? | $+17.7$ | $+1.8 .6$ | $+9.2$ | $+12.3$ | +23.4 |
| \% onange |  |  |  |  |  |  |
| $\text { far March, } 79 A 3$ | +12. 6 | +1.5.8 | +1.4.3 | + 9,4 | +12. 5 | +25.5 |

LEFRTHMT STORE GALS TY CANADA BY SELECTED DEPARTMENTS
MARCH 1942 AND MARCH 1943
(Based on doller sales of 19 firms including mail order houses)


## DEPRRTHENT STORE SALES IN CANADA, BY SELECTED DEPARTAEITS

## JAN. HAR 1342 AHD JAL, MAR 2 . 1943

|  | $\begin{gathered} \text { Jan. - Mar. } \\ 1942 \end{gathered}$ | Jan.-Aar. 1343 | \% Changre, $1943 / 1342$ |
| :---: | :---: | :---: | :---: |
| TOTAL SALFS, ALL DEPARTAENTS............66, $914,854 \ldots 66881,023 \ldots .0 .5$ |  |  |  |
|  |  |  |  |
| 1. Women's dresses, coats and suits | 6,444,040 | 7,471,620 | +15.9 |
| 2. Girls' and infants' wear | 2,031,900 | 2,399,010 | +18.1 |
| 3. Hosiery and gloves | 2,691,766 | 2,707,643 | +0.6 |
| 4. Lingerie and corsets | 3,157,363 | 3,139,939 | -0.5 |
| 5. Millinery .................................... | 643,850 | 652,593 | $+1.1$ |
| $6 . W 0 m e n ' s$ and children's apparel--(Total, 1-5) | $4,968,319$ | $16,370,876$ | $+9.1$ |
| 7. Men's and boye' clothing and furnishings .. | 7,019,836 | 6,464,339 | - 7.9 |
| 8. Druge and toilet articles and preparations. | 2,179,156 | 2,223,020 | $+2.0$ |
| 9. Piece goods | 6,068,057 | 6,121,112 | $+0.9$ |
| 10. Smallwares | 2,542,779 | 2,574,371 | $+1.2$ |
| 11. Food and kindred products | 6,786,056 | 6,343,191 | $+0.8$ |
| 12. Furniture (including attressea and springs) | 4,314,991 | 3,701,521 | -14.2 |
| 13. Home furnishings . . . . . . . . . . . . . . . . . . . . . . | 4,538,058 | 4,838,433 | + 7.9 |
| 14. Household appliances and electrical supplies | 1,909,136 | 1.,380, 1.98 | -27.7 |
| 15. Hardware and kitchen utensils ............. | 2,877,766 | 2,545,924 | -11.5 |
| 16. Radios, musical instrunents and supplies .. | 1,103,492 | 343,072 | -14.5 |
| 17. Shoes and other footwear ................... | 4,566,111 | 4,501,282 | - 1.4 |
| 18. Stationery, books and magazines ............ | 1,021,792 | 1,152,912 | +12.8 |
| 19. All other departments, total .............. | 7,017,705 | 7,160,472 | $+2.0$ |

