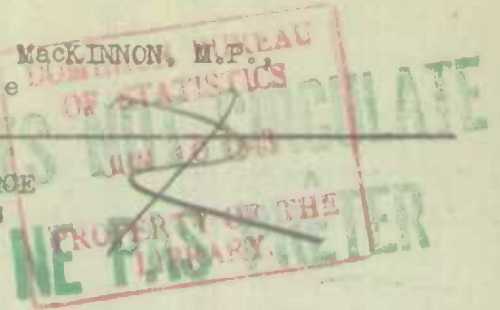


DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA



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

Retail sales in April averaged 11 per cent higher than in March and were up 8 per cent compared with April, 1942 according to indexes of retail sales computed from returns received from a sample number of firms and giving representation to 12 different types of retail trading. The general index of retail sales unadjusted for seasonal movements and on the base 1935-1939 = 100 stands at 167.4 for April, 151.4 for March and at 154.9 for April, 1942.

The 8 per cent gain over April last year was somewhat higher than the average increase recorded during the first quarter of the year, sales for the first four months of 1943 averaging 6 per cent higher than for the corresponding months of 1942. The 11 per cent increase in April over the immediately preceding month of March was somewhat less than the usual seasonal movement for this period of the year, having regard to the fact that Easter business was transacted entirely in April this year. The general index of retail sales adjusted for seasonal movements and incorporating a correction for the shifting date of Easter stands at 163.1 for April compared with 167.7 for March and 168.6 for February.

Sales for men's specialty shops were unchanged in April of this year compared with last; radio and electrical shops reported a decline of 14 per cent, while hardware store sales were down by 5 per cent. All other lines of business for which separate details are available registered increases over April, 1942.

Shoe store sales averaged 8 per cent higher in April of this year than last with gains on a regional basis ranging from 4 per cent in Ontario to 22 per cent in the Prairie Provinces. Sales for the first four months of 1943 averaged 9 per cent higher than for the corresponding period of 1942.

Women's specialty shops transacted 17 per cent more business as measured by dollar volume in April of this year than last, a result which may be attributed entirely to the concentration of Easter business in April of this year. On making allowances for normal seasonal movements for this trade and for the shifting date of Easter a considerable decline in the underlying trend of purchasing for women's specialty shops is recorded, the seasonally adjusted index for the trade standing at 167.0 for April compared with 190.7 for March and 219.6 for February. All regions of the country shared in the increased dollar volume in April of this year over last, increases for the various regions with percentage gains for the first four months of this year over last standing as follows: Maritime Provinces, 21 per cent (20 per cent); Quebec, 8 per cent (9 per cent); Ontario, 13 per cent (13 per cent); Prairie Provinces, 41 per cent (25 per cent) and British Columbia, 29 per cent (28 per cent).

Stores specializing in grocery or grocery and meat products averaged 10 per cent higher in April of this year compared with last, while dollar sales for the first four months stand 7 per cent above the corresponding period a year ago. Regional increases in April, 1943 over 1942 with increases for the first four months of the year in brackets are as follows: Maritime Provinces, 13 per cent (10 per cent); Quebec, 13 per cent (12 per cent); Ontario, 6 per cent (3 per cent); Prairie Provinces, 10 per cent (5 per cent) and British Columbia, 10 per cent (6 per cent).

Sales for department stores including the mail order business transacted by departmental companies averaged 9 per cent higher in April of this year than last and were up 4 per cent for the year to date. Increases in Ontario were below the gain for the Dominion as a whole while the April increase stood highest in the Prairie Provinces and British Columbia. April increases by regions with figures for the first four months of this year in brackets are as follows: Maritime Provinces, 6 per cent (4 per cent); Quebec, 10 per cent (2 per cent); Ontario, 4 per cent (unchanged); Prairie Provinces, 12 per cent (7 per cent) and British Columbia, 14 per cent (10 per cent).

Variety stores transacted 8 per cent more business in April of this year than last with sales for the year to date advancing 5 per cent. April increases ranged from 5 per cent in the Maritime Provinces and Ontario to 17 per cent in the Prairie Provinces, while the increase for the first four months of the year was highest in Quebec at 11 per cent and lowest in the Maritime Provinces at 1 per cent.

Drug store sales stood 9 per cent higher in April of this year than last and were up 12 per cent for the year to date. A minor decline of 2 per cent between March and April was about in line with the usual seasonal movement for this time of year, the seasonally adjusted index standing at 161.5 for April and 162.9 for March. All provinces shared in the increase over April, 1942, gains ranging from 6 per cent in Ontario to 22 per cent in British Columbia being recorded. British Columbia also stood highest in point of view of increased business for the year to date, an increase of 25 per cent being reported for this province compared with increases of 11 per cent for the Prairie Provinces, 9 per cent for Ontario, 13 per cent for Quebec and 15 per cent for the Maritime Provinces.

Restaurant receipts ranged 22 per cent higher in April of this year than last while returns from a number of chain companies specializing in candy or candy and pastry products showed an increase of 4 per cent. Furniture store sales averaged 3 per cent higher in April of this year than last and were down 2 per cent for the year to date.

For 20 firms which reported sales by departments, dollar business increased 8 per cent above April a year ago. Sales of women's apparel were up by 15 per cent, men's clothing departments were up 8 per cent, while footwear departments recorded a gain of 7 per cent over April, 1942. A gain of 35 per cent in sales for the stationery and book departments was outstanding. An increase of 17 per cent occurred in sales of smallwares. Piece goods departments reported sales 8 per cent above April last year. Food and drug departments both showed gains of 13 per cent. Sales of home furnishings continued to increase, sales in April being 17 per cent higher this year than last. Furniture sales were on a par with those recorded in the same month a year ago. Other durable goods departments reported declines, these ranging from 7 per cent in sales of radios and musical instruments to 36 per cent in sales of household appliances.

Regional Summary First Quarter, 1943

Regional indexes of sales are computed for six of the individual lines of business reviewed in this monthly bulletin. Indexes on a regional basis are also computed for country general stores and a special release is issued each month. Composite indexes of sales based upon results for the seven trades for which figures are available serve to give an indication of the general trend in retail purchasing in different parts of the country.

Composite indexes computed in the manner outlined above indicate that retail sales in British Columbia average 10 per cent higher in the first quarter of this year than last closely followed by a 9 per cent increase in the Maritime Provinces. The Prairie Provinces and Quebec both gained 8 per cent while Ontario sales were only 2 per cent higher than in the first quarter of last year.

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	April, 1943 + or - per cent compared with			Cumulative Indexes
	April, 1939	April, 1942	March, 1943	Jan.-Apr., 1943 Jan.-Apr., 1942
General Index	+60.7	+ 8.1	+10.6	+ 5.6
Boot and Shoe Stores	+61.1	+ 8.4	+32.1	+ 9.0
Candy Stores	+45.1	+ 3.8	+32.2	+ 9.1
Men's Clothing Stores	+86.6	(a)	+37.9	- 5.3
Women's Clothing Stores.....	+69.8	+16.9	+36.8	+15.1
Department Stores	+62.2	+ 8.5	+ 8.3	+ 3.5
Drug Stores	+52.2	+ 9.1	- 2.1	+11.7
Furniture Stores	+29.0	+ 2.6	+20.4	- 2.2
Grocery and Meat Stores	+56.9	+ 9.7	+ 3.7	+ 6.9
Hardware Stores	+47.8	- 4.7	+22.3	- 5.1
Radio and Electrical Stores .	+25.3	-14.4	+ 5.5	-11.4
Restaurants	+84.8	+21.8	- 1.7	+22.0
Variety Stores	+81.6	+ 8.3	+19.3	+ 4.9

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

Region	Boot and Shoe Stores	Jewellery Stores	
	Sales in April, 1943 Compared with Sales in April, 1942	Sales in April, 1943 Compared with Sales in April, 1942	Includ- ing tax
CANADA	+ 8.4	+19.6	+ 4.0
Maritime Provinces	+13.1	+26.9	+10.1
Quebec	+ 8.4	+16.2	+ 0.3
Ontario	+ 3.9	+16.0	+ 1.3
Prairie Provinces	+22.0	+23.6	+ 8.1
British Columbia	+18.8	+34.4	+16.6

(a) Unchanged.

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
April, 1929	136.9	137.4	176.9	172.8	160.5	193.3	191.5	168.4
April, 1933	85.5	82.0	96.8	82.9	138.2	105.9	107.9	80.3
April, 1939	104.2	103.4	114.2	88.7	135.3	99.8	101.2	98.2
April, 1941	135.6	135.1	148.5	118.3	171.5	129.6	146.7	143.2
April, 1942	154.9	155.5	169.7	147.8	189.1	142.3	188.8	190.6
<u>1942</u>								
May	159.1	149.0	167.4	144.0	146.6	144.0	160.3	157.9
June	154.5	151.1	177.3	140.5	112.4	149.4	154.4	147.3
July	137.3	150.4	141.5	153.6	113.1	133.7	123.6	149.5
August	147.5	162.4	144.5	168.3	126.1	135.9	131.5	172.6
September	153.2	152.6	165.3	156.7	130.8	143.5	153.8	154.9
October	174.2	152.2	175.8	160.9	165.6	163.1	197.5	148.1
November	164.8	161.6	157.4	169.0	151.7	190.1	194.8	160.8
December	213.4	156.4	206.3	151.0	327.5	173.7	263.8	160.7
<u>1943</u>								
January	128.8	155.6	103.7	133.4	135.2	180.2	107.4	138.2
February	130.9	168.6	131.2	221.7	165.0	178.7	111.1	188.1
March	151.4	167.7	139.3	198.7	148.5	184.9	136.9	182.0
April	167.4	163.1	184.0	143.7	196.3	147.1	188.8	177.8

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
April, 1929	150.6	141.0	136.3	141.9	116.7	120.4
April, 1933	97.8	80.4	87.2	88.9	82.6	84.4
April, 1939	126.3	100.6	97.1	102.0	102.8	106.1
April, 1941	170.1	135.6	132.2	133.4	121.0	125.3
April, 1942	183.5	152.7	145.1	148.8	143.4	148.4
<u>1942</u>						
May	166.3	152.9	142.2	140.1	144.3	146.6
June	158.7	143.3	139.6	134.1	139.4	148.3
July	137.9	162.8	112.6	145.5	142.3	145.0
August	156.7	214.5	126.9	154.5	148.5	149.2
September	169.1	178.1	154.9	152.7	147.6	146.8
October	207.7	158.2	181.9	152.9	162.9	152.9
November	184.3	172.7	187.4	168.5	148.4	154.7
December	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	164.2	159.9	162.9
April	214.5	167.0	157.5	153.1	156.5	161.5

(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
April, 1929	160.0	142.6	126.4	125.2	141.9	133.8
April, 1933	71.7	66.4	84.0	79.1	73.5	75.1
April, 1939	102.6	95.9	110.0	108.7	96.6	98.7
April, 1941	137.7	127.2	132.2	136.5	137.0	134.4
April, 1942	129.0	119.2	157.4	161.4	149.8	146.9
<u>1942</u>						
May	157.0	126.8	169.9	157.1	174.8	135.0
June	127.6	128.8	168.7	172.1	164.9	135.9
July	116.8	150.1	152.0	154.0	155.5	138.6
August	137.7	134.5	160.7	166.3	161.5	153.8
September	128.5	111.6	148.4	153.3	163.8	139.2
October	146.6	120.1	164.9	152.4	166.6	142.1
November	120.8	116.9	148.8	157.1	146.9	149.8
December	141.9	120.0	178.4	164.0	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	132.4	122.8	172.6	174.7	142.8	140.0

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
April, 1929	167.4	221.9	174.5	175.3	64.6	73.9
April, 1933	55.5	73.7	86.9	87.6	70.6	74.6
April, 1939	92.8	106.0	93.3	94.0	100.9	106.6
April, 1941	143.8	157.7	118.2	118.7	143.4	157.0
April, 1942	135.8	149.0	141.5	142.2	169.2	188.4
<u>1942</u>						
May	154.4	138.1	145.1	142.5	186.4	180.6
June	129.8	139.9	139.8	140.4	180.7	176.7
July	119.8	150.6	144.9	137.7	176.3	176.2
August	125.5	159.9	150.6	140.0	180.1	185.5
September	132.5	113.6	150.0	145.0	176.6	188.5
October	143.3	111.5	156.6	151.8	204.5	185.0
November	130.4	106.4	150.4	161.1	199.0	204.0
December	158.3	112.5	160.6	154.6	346.6	178.1
<u>1943</u>						
January	114.6	148.0	153.1	162.6	128.4	195.2
February	101.9	137.0	148.1	167.7	139.1	206.0
March	110.2	128.5	175.4	176.9	153.5	198.8
April	116.3	127.6	172.4	172.0	183.2	198.9

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)						
April, 1939	101.2	97.8	101.1	102.3	104.2	94.0
April, 1940	101.5	116.8	104.3	101.3	94.6	91.1
April, 1941	146.7	184.0	150.0	153.2	121.5	107.1
April, 1942	188.8	232.7	210.6	182.7	164.4	156.2
1943						
February	111.1	158.1	96.6	107.3	115.5	126.2
March	136.9	183.2	128.6	133.6	134.3	142.5
April	188.8	231.2	205.8	179.7	182.3	150.3
% Change,						
April, 1943 ...	(a)	- 0.6	- 2.3	- 1.6	+10.9	+ 2.6
April, 1942 ...						
% Change,						
Jan.-April, 1943	- 5.3	+ 1.1	- 9.9	- 9.8	+ 9.4	+ 8.1
Jan.-April, 1942						
Women's Clothing Stores						
April, 1939	126.3	113.3	125.1	125.4	132.5	130.4
April, 1940	129.4	130.5	130.7	132.5	114.1	133.2
April, 1941	170.1	195.3	172.4	176.0	147.5	156.5
April, 1942	183.5	201.4	196.3	186.0	150.8	177.0
1943						
February	127.7	150.3	116.4	125.2	136.7	149.4
March	156.8	195.5	146.0	159.1	144.7	177.8
April	214.5	244.6	212.4	211.0	212.6	228.2
% Change,						
April, 1943 ...	+16.9	+21.4	+ 8.2	+13.4	+41.0	+28.9
April, 1942 ...						
% Change,						
Jan.-April, 1943	+15.1	+19.5	+ 9.1	+12.9	+25.2	+28.2
Jan.-April, 1942						
Grocery and Meat Stores						
April, 1939	110.0	103.8	119.0	113.1	93.1	94.1
April, 1940	116.2	111.1	120.2	117.0	107.5	117.2
April, 1941	132.2	124.3	135.0	135.8	119.6	131.8
April, 1942	157.4	156.6	165.6	159.4	138.6	148.2
1943						
February	149.7	162.2	161.8	146.0	129.7	142.2
March	166.4	178.5	179.1	163.6	143.5	158.4
April	172.6	177.0	187.8	169.0	152.1	162.7
% Change,						
April, 1943 ...	+ 9.7	+13.0	+13.4	+ 6.0	+ 9.7	+ 9.3
April, 1942 ...						
% Change,						
Jan.-April, 1943	+ 6.9	+10.3	+12.4	+ 3.0	+ 4.8	+ 5.9
Jan.-April, 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>						
April, 1939	97.1	88.6	103.1	97.4	94.6	99.5
April, 1940	105.2	102.3	113.5	107.4	99.6	103.5
April, 1941	132.2	144.2	143.0	137.3	121.4	121.7
April, 1942	145.1	169.5	157.8	145.0	133.5	143.8
1943						
February	116.2	123.2	120.2	115.2	108.9	127.5
March	145.4	170.3	147.4	143.7	137.1	153.5
April	157.5	180.4	174.2	151.2	149.5	163.7
% Change,						
April, 1943 ...	+ 8.5	+ 6.4	+10.4	+ 4.3	+12.0	+13.8
April, 1942 ...						
% Change,						
Jan.-April, 1943	+ 3.5	+ 3.9	+ 2.1	- 0.3	+ 7.1	+ 9.9
Jan.-April, 1942						
<u>Variety Stores</u>						
April, 1939	100.9	100.5	104.6	99.3	100.5	99.0
April, 1940	104.2	117.2	109.2	100.3	102.9	97.9
April, 1941	143.4	184.1	149.2	137.6	140.0	117.7
April, 1942	169.2	211.6	184.7	160.4	162.1	134.1
1943						
February	139.1	158.0	157.7	128.1	138.6	124.0
March	153.5	192.5	172.8	142.5	142.4	129.4
April	183.2	222.7	204.7	168.7	189.4	145.5
% Change,						
April, 1943 ...	+ 8.3	+ 5.2	+10.8	+ 5.2	+16.8	+ 8.5
April, 1942 ...						
% Change,						
Jan.-April, 1943	+ 4.9	+ 0.6	+11.0	+ 2.5	+ 4.5	+ 3.5
Jan.-April, 1942						
<u>Drug Stores</u>						
April, 1939	102.8	101.0	102.3	99.3	115.7	97.7
April, 1940	103.9	106.7	107.9	102.0	103.5	104.1
April, 1941	121.0	141.1	117.7	120.7	119.8	115.6
April, 1942	143.4	173.4	140.7	139.2	148.9	136.2
1943						
February	149.0	171.3	149.4	143.9	148.9	159.6
March	159.9	189.1	165.0	152.5	156.5	174.0
April	156.5	196.8	155.0	147.7	161.3	166.6
% Change,						
April, 1943 ...	+ 9.1	+13.5	+10.2	+ 6.1	+ 8.3	+22.3
April, 1942 ...						
% Change,						
Jan.-April, 1943	+11.7	+15.0	+13.2	+ 8.6	+11.4	+24.5
Jan.-April, 1942						

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

April, 1942 and April, 1943

(Based on dollar sales of 20 firms including mail order houses)

	April 1942	April 1943	% Change, 1943/1942
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	26,810,947	29,071,406	+ 8.4
1. Women's dresses, coats and suits	3,375,868	3,782,558	+12.0
2. Girls' and infants' wear	1,057,837	1,333,205	+26.0
3. Hosiery and gloves	1,191,567	1,418,827	+19.1
4. Lingerie and corsets	1,052,992	1,118,774	+ 6.2
5. Millinery	481,164	593,873	+23.4
6. Women's and children's apparel--(Total, 1-5) .	7,159,428	8,247,237	+15.2
7. Men's and boys' clothing and furnishings	3,171,718	3,422,438	+ 7.9
8. Drug and toilet articles and preparations	667,003	753,231	+12.9
9. Piece goods	1,661,089	1,788,607	+ 7.7
10. Smallwares	813,703	951,869	+17.0
11. Food and kindred products	2,261,163	2,559,403	+13.2
12. Furniture (including mattresses and springs) .	1,445,047	1,445,349	(a)
13. Home furnishings	1,906,290	2,225,302	+16.7
14. Household appliances and electrical supplies ..	799,351	509,101	-36.3
15. Hardware and kitchen utensils	1,434,277	1,268,451	-11.6
16. Radios, musical instruments and supplies	289,084	270,293	- 6.5
17. Shoes and other footwear	2,086,737	2,228,893	+ 6.8
18. Stationery, books and magazines	291,004	391,771	+34.6
19. All other departments, total	2,825,053	3,009,461	+ 6.5

(a) Change of less than 0.1 per cent.



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Year	1971	1972
1. Total	1,000,000	1,000,000
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