

Published by Authority of the HON. JAMES A. MACKINNON, M.P.
Minister of Trade and Commerce

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Vol. XV - No. 5	Price .10 cents.

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

Retail sales in Canada averaged 2 per cent higher in May of this year than last and were down 3 per cent in dollar volume from April according to monthly index numbers based upon returns received from a sample number of firms representing 12 different retail trades. The composite index of retail sales for the 12 lines of business unadjusted for seasonal movements and on the base 1935-1939 = 100 stands at 162.8 for May, 167.5 for April and 159.1 for May, 1942.

The 2 per cent increase over May, 1942 was lower than the increases recorded for immediately preceding months, gains for earlier months of this year compared with last standing at 8 per cent for April, 5 per cent for March and 9 per cent for February. Sales for January, 1943 were on a par with January, 1942 while the average gain for the first five months of this year compared with last stands at 5 per cent. The smaller increase in May may be attributed in some measure to the drawing off of a certain proportion of consumer purchasing power for the financing of the war through the Fourth Victory Loan, whose objective of \$1,100,000,000 was over-subscribed in the month under review. On making allowances for number of business days and normal seasonal movements, the seasonally adjusted index of sales declined from 163.2 in April to 154.5 for May, the lowest point recorded since October, 1942.

Seven of the 12 individual lines of business for which figures are available recorded increases in May of this year over last, while 5 trades reported decreases. Restaurants recorded the largest increase with a gain of 17 per cent followed by gains of 10 per cent for drug stores, 8 per cent for women's clothing stores, 5 per cent for shoe stores, 5 per cent for grocery and meat stores, 3 per cent for candy shops and 2 per cent for men's clothing stores. Department store sales were down 2 per cent below May, 1942; hardware store sales declined 5 per cent; furniture store sales reported a decline of 6 per cent, while stores specializing in radio and electrical appliances reported a decline of 22 per cent. Variety store sales were practically unchanged from May last year, a minor decline of 1 per cent being reported.

Sales of retail jewellery stores were 4 per cent higher in May of this year than last when the 25 per cent sales tax introduced in June, 1942 is included in the calculations. Comparison of sales excluding the tax reveals a decline of 10 per cent below May, 1942.

Figures on a regional basis, available for six lines of trade, reveal the following results:

Men's clothing store sales averaged 2 per cent higher in May of this year than last while a 4 per cent decline is recorded in sales for the year to date. Percentage changes between May of this year and last for five economic divisions of the

country, with percentage declines for the first five months of this year compared with last in brackets, are as follows: Maritime Provinces, + 5 per cent (+2 per cent); Quebec, -2 per cent (-9 per cent); Ontario, unchanged (-8 per cent); Prairie Provinces, +14 per cent (+11 per cent) and British Columbia, -2 per cent (+6 per cent).

In the women's specialty store field, all provinces recorded gains both in the comparison for May and in the comparison for the first five months of the year. Sales for the country as a whole averaged 8 per cent higher in May of this year than last and were up 14 per cent for the year to date. Regional increases for May with gains for the first five months in brackets are as follows: Maritime Provinces, 9 per cent (17 per cent); Quebec, 5 per cent (8 per cent); Ontario, 9 per cent (12 per cent); Prairie Provinces, 13 per cent (22 per cent) and British Columbia, 9 per cent (23 per cent).

Sales of grocery and meat stores averaged 5 per cent higher in May of this year than last and were up by 6 per cent for the first five months of the year. Regional increases for May with gains for the year to date in brackets are as follows: Maritime Provinces, 8 per cent (10 per cent); Quebec, 7 per cent (11 per cent); Ontario, 2 per cent (3 per cent); Prairie Provinces, 5 per cent (5 per cent) and British Columbia, 8 per cent (6 per cent).

Department store sales including the mail order business transacted by department stores averaged 2 per cent lower in May, 1943 than in May a year ago and were up by 2 per cent for the first five months of this year compared with last. Ontario sales were down by 8 per cent for the month of May and were down 2 per cent for the first five months of the year. Department store sales in the Maritime Provinces were 2 per cent lower in May of this year than last but were up by 3 per cent in the cumulative totals for the first five months. All other regions recorded minor increases both for the month of May and also for the five-month period. May increases with gains for the year to date in brackets are as follows: Quebec, 3 per cent (2 per cent); Prairie Provinces, 3 per cent (7 per cent) and British Columbia, 2 per cent (8 per cent).

In the variety store trade, a slight decline of 1 per cent between May of this year and last compares with an average gain of 3 per cent for the year to date. In comparison with the Dominion averages percentage changes for the various regions of the country between May of this year and last with percentage changes for the year to date in brackets are as follows: Maritime Provinces, -21 per cent (-5 per cent); Quebec, +3 per cent (+9 per cent); Ontario, unchanged (+2 per cent); Prairie Provinces, +6 per cent (+5 per cent) and British Columbia, -2 per cent (+2 per cent).

Gains in drug store sales were recorded in all sections of the country both in the comparison between May of this year and last and also in the comparison for the first five months of the year. British Columbia led in point of view of increased business with gains of 18 per cent in the May comparison and 23 per cent for the year to date. May increases for the other regions of the country, with gains for the year to date in brackets, are as follows: Prairie Provinces, 12 per cent (12 per cent); Maritime Provinces, 12 per cent (14 per cent); Quebec, 9 per cent (13 per cent) and Ontario, 8 per cent (9 per cent).

Sales of 21 firms which reported sales by departments were down 4 per cent in May this year compared with May a year ago. Household appliances, radio and music and also hardware departments reported sales substantially lower than in May of last year, declines amounting to 38, 26 and 14 per cent respectively. The only notable increase was that recorded for stationery and book departments where sales were up 12 per cent from May, 1942. Minor increases or decreases occurred in all other departments. Sales of women's clothing were almost unchanged, men's clothing departments sold 3 per cent less merchandise and footwear sales were 7 per cent below May last year. Drug sales increased 6 per cent, food sales were up fractionally, while furniture and home furnishings reported sales lower by 7 and 5 per cent respectively.

Revised Candy Indexes

A number of revisions have recently been made to the index numbers of candy store sales which form a feature of this report. This index was up until recently based upon returns from seven retail organizations, chiefly retail chains in the candy store field. Corrections were made to allow for changes in the number of stores operated so that the indexes reflected the trend in sales for a constant number of stores.

Inquiries recently made indicate that three of the seven companies were reporting sales of commodities which should not properly be included in the construction of a candy index. Two of these firms have been dropped from the list of contributing firms and separate figures for candy sales only have been obtained for the third.

A revised series of index numbers has been computed using the revised data. In constructing these indexes no revisions have been made for changes in the number of stores operated. The indexes are based on the total monthly sales reported, the base used in the calculations being the average monthly sales over the period 1935 to 1939.

Monthly Indexes of Candy Store Sales in Canada
(Average, 1935 - 1939 = 100)

Annual Averages, 1935-1942

1935	93.8	1938	102.3	1941	149.1
1936	97.3	1939	101.8	1942	170.0
1937	104.8	1940	119.7		

Monthly Indexes, 1940 - 1942

Month	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations
	1940		1941		1942	
January	71.4	102.9	87.5	124.4	122.3	165.7
February ...	104.4	99.7	139.3	137.2	183.4	180.7
March	180.1	128.8	102.7	132.8	137.1	187.1
April	78.8	101.1	200.5	146.0	215.2	156.1
May	115.9	122.6	141.8	142.6	161.8	167.6
June	84.1	125.3	88.4	138.9	115.3	176.2
July	83.6	124.1	103.7	153.1	113.3	165.9
August	112.4	130.2	138.7	165.0	131.6	157.7
September ..	100.2	130.6	126.1	159.4	133.3	167.8
October	114.3	125.9	143.5	156.5	174.4	181.3
November ...	109.7	121.8	140.6	161.0	157.2	190.2
December ...	281.3	125.3	376.7	162.0	395.2	170.0

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	May, 1943 + or - per cent compared with			Cumulative Indexes
	May, 1939	May, 1942	April, 1943	Jan.-May, 1943 Jan.-May, 1942
General Index	+51.2	+ 2.3	- 2.8	+ 4.9
Boot and Shoe Stores	+56.7	+ 5.2	- 5.4	+ 8.4
Candy Stores	+80.0	+ 3.2	-14.5	- 0.3
Men's Clothing Stores	+71.7	+ 1.7	-12.8	- 4.0
Women's Clothing Stores	+72.8	+ 8.3	-16.0	+13.5
Department Stores	+37.5	- 2.0	-11.7	+ 2.4
Drug Stores	+54.9	+10.3	+ 1.4	+11.5
Furniture Stores	+17.7	- 6.1	+10.9	- 3.1
Grocery and Meat Stores	+62.4	+ 4.8	+ 3.1	+ 6.4
Hardware Stores	+21.3	- 5.0	+15.1	- 4.9
Radio and Electrical Stores	- 2.0	-22.3	+ 4.4	-14.2
Restaurants	+68.7	+16.8	- 0.9	+20.7
Variety Stores	+72.4	- 1.1	+ 0.8	+ 3.4

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

Region	Boot and Shoe Stores		Jewellery Stores	
	Sales in May, 1943 Compared with Sales in May, 1942		Sales in May, 1943 Compared with Sales in May, 1942	
		Includ- ing tax	Exclud- ing tax	
CANADA	+ 5.2	+ 4.3	- 9.9	
Maritime Provinces	+17.9	+24.7	+ 7.5	
Quebec	+ 6.5	- 0.4	-14.8	
Ontario	+ 1.4	+ 0.1	-13.6	
Prairie Provinces	+ 8.1	+19.5	+ 3.0	
British Columbia	+ 6.6	+ 3.3	- 9.3	

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
May, 1929	144.5	135.4	198.8	173.3	(g)	(g)	176.6	150.8
May, 1933	89.8	84.5	103.2	88.8	(g)	(g)	89.2	77.1
May, 1939	107.7	103.0	112.4	100.1	(g)	(g)	95.0	98.0
May, 1941	142.9	134.5	143.6	126.9	141.8	142.6	135.4	137.0
May, 1942	159.1	149.0	167.4	144.0	161.8	167.6	160.3	157.9
<u>1942</u>								
June	154.5	151.1	177.3	140.5	115.3	176.2	154.4	147.3
July	137.3	150.4	141.5	153.6	113.3	165.9	123.6	149.5
August	147.5	162.4	144.5	168.3	131.6	157.7	131.5	172.6
September ...	153.2	152.6	165.3	156.7	133.3	167.8	153.8	154.9
October	174.2	152.2	175.8	160.9	174.4	181.3	197.5	148.1
November	164.8	161.6	157.4	169.0	157.2	190.2	194.8	160.8
December	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	167.5	163.2	186.1	145.3	195.2	141.1	187.0	176.1
May	162.8	154.5	176.1	150.3	166.9	173.5	163.1	160.7

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
May, 1929	159.7	145.1	140.5	135.7	120.6	122.9
May, 1933	94.5	86.9	91.6	88.8	82.0	84.4
May, 1939	104.2	100.4	101.4	98.4	102.7	105.7
May, 1941	141.1	133.3	134.3	129.2	126.5	126.1
May, 1942	166.3	152.9	142.2	140.1	144.3	146.6
<u>1942</u>						
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	179.1	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	164.3	159.9	162.9
April	214.5	167.0	157.8	153.4	156.9	161.9
May	180.1	169.4	139.4	139.0	159.1	162.2

(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
May, 1929	174.4	143.8	133.7	126.7	149.6	107.9
May, 1933	84.6	66.4	90.6	87.2	99.7	71.9
May, 1939	125.2	99.9	109.7	108.7	136.9	101.7
May, 1941	173.3	138.3	146.8	141.4	169.4	125.9
May, 1942	157.0	126.8	169.9	157.1	174.8	135.0
<u>1942</u>						
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	132.9	123.3	172.7	174.9	144.2	141.4
May	147.4	117.6	178.1	168.4	166.0	125.8

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
May, 1929	183.3	227.6	188.3	184.3	89.4	86.2
May, 1933	62.8	71.6	88.7	87.1	72.7	70.4
May, 1939	122.4	105.3	100.5	98.7	106.9	107.7
May, 1941	166.4	143.1	119.2	115.6	159.8	159.7
May, 1942	154.4	138.1	145.1	142.5	186.4	180.6
<u>1942</u>						
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	114.8	125.9	171.0	170.6	182.9	198.6
May	119.9	107.3	169.5	168.0	184.3	179.3

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)						
May, 1939	95.0	98.9	107.5	89.0	89.0	97.0
May, 1940	107.8	130.0	120.4	100.8	99.9	101.2
May, 1941	135.4	174.8	143.0	133.0	122.8	110.2
May, 1942	160.3	220.4	179.6	146.6	144.9	147.6
1943						
March	136.9	183.2	128.6	133.6	134.3	142.5
April	187.0	229.6	201.8	178.1	183.0	160.4
May	163.1	232.2	176.8	147.1	165.5	145.2
% Change,						
<u>May, 1943</u>	+ 1.7	+ 5.4	- 1.6	+ 0.3	+14.2	- 1.6
May, 1942						
% Change,						
<u>Jan.-May, 1943</u>	- 4.0	+ 1.9	- 8.5	- 8.0	+10.6	+ 5.9
Jan.-May, 1942						
Women's Clothing Stores						
May, 1939	104.2	120.2	113.0	97.1	99.9	115.6
May, 1940	118.1	162.1	125.0	108.5	118.0	128.5
May, 1941	141.1	192.7	146.0	136.5	129.9	145.7
May, 1942	166.3	219.7	177.0	157.9	148.3	182.9
1943						
March	156.8	195.5	146.0	159.1	144.7	177.8
April	214.5	246.3	212.6	211.6	210.3	227.7
May	180.1	239.1	186.3	171.3	168.2	200.1
% Change,						
<u>May, 1943</u>	+ 8.3	+ 8.8	+ 5.3	+ 8.5	+13.4	+ 9.4
May, 1942						
% Change,						
<u>Jan.-May, 1943</u>	+13.5	+16.9	+ 8.2	+12.0	+22.0	+23.4
Jan.-May, 1942						
Grocery and Meat Stores						
May, 1939	109.7	107.7	113.0	110.4	104.7	103.6
May, 1940	123.9	119.7	124.0	122.8	128.2	126.8
May, 1941	146.8	141.0	144.1	150.6	144.4	146.4
May, 1942	169.9	173.8	172.3	170.5	164.1	162.4
1943						
March	166.4	178.5	179.1	163.6	143.5	158.4
April	172.7	177.1	187.8	169.1	153.3	162.7
May	178.1	187.4	185.0	173.5	172.8	175.3
% Change,						
<u>May, 1943</u>	+ 4.8	+ 7.8	+ 7.4	+ 1.8	+ 5.3	+ 7.9
May, 1942						
% Change,						
<u>Jan.-May, 1943</u>	+ 6.4	+ 9.8	+11.3	+ 2.7	+ 5.1	+ 6.4
Jan.-May, 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						
May, 1939	101.4	108.4	113.2	101.5	95.6	96.8
May, 1940	111.9	125.0	122.7	113.3	103.5	106.9
May, 1941	134.3	155.9	143.1	138.2	122.4	126.6
May, 1942	142.2	173.7	156.1	142.3	126.2	144.7
1943						
March	145.4	170.3	147.4	143.7	137.3	153.5
April	157.8	180.7	174.3	151.2	151.6	161.2
May	139.4	169.8	161.2	130.3	130.1	147.6
% Change,						
May, 1943	- 2.0	- 2.2	+ 3.3	- 8.4	+ 3.1	+ 2.0
May, 1942						
% Change,						
Jan.-May, 1943	+ 2.4	+ 2.5	+ 2.4	- 2.1	+ 6.6	+ 7.8
Jan.-May, 1942						
Variety Stores						
May, 1939	106.9	111.8	119.4	99.9	107.7	101.1
May, 1940	124.8	144.7	139.9	116.4	123.3	105.6
May, 1941	159.8	200.5	181.1	151.4	144.9	118.1
May, 1942	186.4	236.3	218.8	171.3	170.0	140.3
1943						
March	153.5	192.5	172.8	142.5	142.4	129.4
April	182.9	221.4	205.8	167.8	189.1	145.5
May	184.3	186.3	225.2	171.0	180.0	137.6
% Change,						
May, 1943	- 1.1	-21.2	+ 2.9	- 0.2	+ 5.9	- 1.9
May, 1942						
% Change,						
Jan.-May, 1943	+ 3.4	- 4.9	+ 9.0	+ 1.8	+ 4.8	+ 2.3
Jan.-May, 1942						
Drug Stores						
May, 1939	102.7	97.4	105.5	100.9	107.2	101.0
May, 1940	107.4	111.1	106.6	106.4	111.1	104.3
May, 1941	126.5	140.1	121.1	128.3	125.4	119.3
May, 1942	144.3	170.8	141.4	140.8	145.6	145.5
1943						
March	159.9	189.1	165.0	152.5	156.5	174.0
April	156.9	193.0	156.6	148.1	161.5	167.9
May	159.1	190.7	154.4	152.6	163.3	171.8
% Change,						
May, 1943	+10.3	+11.7	+ 9.2	+ 8.4	+12.2	+18.1
May, 1942						
% Change,						
Jan.-May, 1943	+11.5	+13.8	+12.6	+ 8.6	+11.6	+23.3
Jan.-May, 1942						

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

May, 1942 and May, 1943

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

	May, 1942	May, 1943	% Change, 1943/1942
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	26,137,565	25,188,830	- 3.6
1. Women's dresses, coats and suits	2,925,771	2,959,761	+ 1.2
2. Girls' and infants' wear	909,598	927,029	+ 1.9
3. Hosiery and gloves	1,124,722	1,122,456	- 0.2
4. Lingerie and corsets	1,179,859	1,080,740	- 8.4
5. Millinery	332,011	352,993	+ 6.3
6. Women's and children's apparel--(Total, 1-5) .	6,471,961	6,442,979	- 0.4
7. Men's and boys' clothing and furnishings	2,705,385	2,632,968	- 2.7
8. Drugs and toilet articles and preparations	663,213	701,085	+ 5.7
9. Piece goods	1,753,806	1,697,865	- 3.2
10. Smallwares	776,371	828,104	+ 6.7
11. Food and kindred products	2,406,406	2,417,277	+ 0.5
12. Furniture (including mattresses and springs) .	1,615,762	1,497,137	- 7.3
13. Home furnishings	2,200,283	2,099,306	- 4.6
14. Household appliances and electrical supplies .	786,288	484,918	-38.3
15. Hardware and kitchen utensils	1,421,959	1,222,713	-14.0
16. Radios, musical instruments and supplies	284,693	211,739	-25.6
17. Shoes and other footwear	2,039,859	1,893,068	- 7.2
18. Stationery, books and magazines	284,139	318,342	+12.0
19. All other departments, total	2,727,440	2,741,329	+ 0.5

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