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DOMINION BUREAU OF STATISTICS  
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OTTAWA, CANADA

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

Retail sales in Canada averaged 8 per cent higher in July of this year than last and were down by 7 per cent from June according to monthly indexes of sales computed from reports received from a sample number of firms representing twelve different lines of retail trading. The composite index of sales on the base 1935 - 1939 = 100 stands at 148.1 for July, 1943, at 158.9 for June and at 137.3 for July a year ago.

On making adjustments for differences in the number of business days and for normal seasonal movements, the adjusted index of sales stands at 155.8 for July, practically unchanged from May and June when the corresponding indexes stood at 154.5 and 155.5 respectively.

Department store sales were unchanged in July of this year compared with last; eight trades included in the survey reported increased sales while results for three trades were down from July, 1942.

Figures for department stores on a regional basis show that sales in all provinces for July, 1943 varied but little from the volume of business recorded in the corresponding month a year ago. An increase of 4 per cent was recorded for British Columbia, 3 per cent in the Maritime Provinces, 1 per cent in Quebec and 1 per cent in the Prairie Provinces. These increases were offset by a decline of 3.5 per cent in Ontario, resulting in no change in the volume of business transacted for all department stores in Canada in July of this year compared with last.

Men's clothing store sales averaged 16 per cent higher in July of this year than last, all provinces sharing in the increase and the regional increases standing at 24 per cent for the Maritime Provinces, 9 per cent for Quebec, 14 per cent for Ontario, 32 per cent for the Prairie Provinces and 15 per cent for British Columbia. Sales for women's clothing stores averaged 10 per cent higher in July of this year than last; regional increases were 22 per cent for the Maritime Provinces, 4 per cent for Quebec, 8 per cent for Ontario, 25 per cent for the Prairie Provinces and 12 per cent for British Columbia.

An average increase of 12 per cent in dollar volume of business over July, 1942 was recorded by the grocery and meat trade. In comparison with this general average, increases in the various regions of the country were reported at 21 per cent for the Maritime Provinces, 12 per cent for Quebec, 9 per cent for Ontario, 14 per cent for the Prairie Provinces and 11 per cent for British Columbia.

Retail drug store sales averaged 12 per cent higher in July of this year than last, all provinces sharing in the increase with gains in the western half of the

country exceeding those recorded in eastern and central Canada. Percentage increases in drug store sales between July of this year and last for the various economic divisions of the country, with increases for the first seven months of the year in brackets, are as follows: Maritime Provinces, 13 per cent (13 per cent); Quebec, 9 per cent (11 per cent); Ontario, 10 per cent (9 per cent); Prairie Provinces, 20 per cent (14 per cent) and British Columbia, 18 per cent (22 per cent).

A marked increase of 37 per cent took place in candy store sales according to indexes based upon returns received from a limited number of chain companies operating in this field; restaurant receipts were up 22 per cent compared with July a year ago and variety store sales gained 4 per cent. Stores specializing in the sale of durable consumers goods continued to register declines with hardware stores reporting a decrease of 1 per cent, furniture stores a decline of 7 per cent and radio and electrical stores a decrease of 20 per cent compared with July, 1942.

Sales of retail jewellery stores averaged 25 per cent higher in July of this year than last, figures on a regional basis showing increases of 28 per cent in the Maritime Provinces, 26 per cent in Quebec, 18 per cent in Ontario, 40 per cent in the Prairie Provinces and 29 per cent in British Columbia. These figures are based upon sales values including the retail sales tax introduced in June, 1942 and varied but little from corresponding percentage changes based upon sales figures excluding the tax. Percentage increases in July of this year over last, based on figures excluding the tax, stand at 23 per cent for the Maritime Provinces, 23 per cent for Quebec, 17 per cent for Ontario, 39 per cent for the Prairie Provinces, 29 per cent for British Columbia and 23 per cent for Canada.

The increases recorded in jewellery store sales in July of this year compared with last are in contrast to declines recorded in the corresponding-month comparisons for earlier months. In this connection it should be noted that July is the first month in which the incidence of the retail sales tax was effective on the business of both months included in the comparison. Earlier comparisons were based on results for periods, in one of which the sales tax was effective and in one of which it was not.

Sales of 20 departmental firms which reported sales by departments were 1 per cent lower in July this year than last. Results for various departments again followed almost the same pattern as in the two preceding months. Food sales, however, were on a par with those in July last year, following an 8 per cent decline recorded in the June comparison. The home furnishings department reported a 1 per cent gain over July last year; the furniture department was down 14 per cent; radio and musical instruments, 24 per cent and household appliances and electrical supplies, 37 per cent. Men's and women's clothing both reported sales 2 per cent higher while footwear sales were up 1 per cent. Drug sales were up 8 per cent and smallwares, 4 per cent with piece goods reporting sales 8 per cent lower than in July, 1942.

#### Regional Trends in Retail Trade - Second Quarter, 1943

The dollar value of retail sales in Canada, as measured by the composite index of seven kinds of business for which regional indexes are calculated, was 6 per cent higher in the second quarter of 1943 than in the same period a year ago. This gain was similar to that recorded in the earlier quarter and is, of course, on a par with the average gain for the first half of the year.

Results for various regions in the second quarter showed general uniformity with the comparisons for the first quarter. However, a gain of 12 per cent in the second quarter in the Prairie Provinces was somewhat higher than the 8



per cent increase shown in the first; an average gain of 10 per cent was recorded for the first half of the year. In the Maritime Provinces, the gain was 9 per cent for both quarters. Increases were 8 and 6 per cent for Quebec in the two quarters. Ontario sales were up 1 per cent in the first and 2 per cent in the second quarter, while in British Columbia gains were 9 and 7 per cent.

The increases for Canada as a whole are similar in both quarters for the various kinds of business with the exception of men's clothing stores where an 3 per cent decline in the first quarter was followed by a 4 per cent increase in the later period.

Quarterly Comparison of Sales in First Half of 1943 and 1942, by Provinces

	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
First Six Months ...	+ 5.9	+ 9.3	+ 7.1	+ 1.7	+10.1	+ 3.3
First Quarter .....	+ 5.6	+ 9.4	+ 7.9	+ 1.4	+ 7.8	+ 9.4
Second Quarter .....	+ 6.1	+ 9.3	+ 6.4	+ 1.9	+12.1	+ 7.4

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	July, 1943			Cumulative
	+ or - per cent compared with			Indexes
	July, 1939	July, 1942	June, 1943	Jan.--July, 1943 Jan.--July, 1942
General Index .....	+62.2	+ 7.9	- 6.8	+ 5.0
Boot and Shoe Stores .....	+84.3	+16.7	-16.8	+10.1
Candy Stores .....	+105.7	+36.5	+26.8	+ 4.1
Men's Clothing Stores .....	+80.3	+16.3	-16.6	+ 0.3
Women's Clothing Stores .....	+90.0	+10.2	-13.1	+12.6
Department Stores .....	+50.1	(a)	-17.8	+ 1.4
Drug Stores .....	+60.6	+12.4	+ 3.6	+11.5
Furniture Stores .....	+38.2	- 6.8	- 4.6	- 5.0
Grocery and Meat Stores .....	+68.7	+11.8	- 1.1	+ 6.4
Hardware Stores .....	+30.7	- 0.6	- 5.3	- 3.2
Radio and Electrical Stores ..	+13.7	-20.3	-10.9	-15.5
Restaurants .....	+83.1	+21.5	+ 3.3	+21.5
Variety Stores .....	+68.8	+ 3.7	- 0.3	+ 3.7

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

Region	Boot and Shoe Stores	Jewellery Stores	
	Sales in July, 1943 Compared with Sales in July, 1942	Sales in July, 1943 Compared with Sales in July, 1942	
		Includ- ing tax	Exclud- ing tax
CANADA .....	+16.7	+25.2	+23.4
Maritime Provinces .....	+32.9	+28.2	+23.1
Quebec .....	+17.2	+25.6	+23.0
Ontario .....	+12.6	+18.3	+16.7
Prairie Provinces .....	+23.1	+40.0	+39.4
British Columbia .....	+14.5	+23.7	+28.9

(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
July, 1929 .....	130.3	144.2	156.0	150.1	(g)	(g)	126.0	148.7
July, 1933 .....	76.0	85.5	92.8	93.8	(g)	(g)	63.5	77.7
July, 1939 .....	91.3	103.8	89.6	100.4	(g)	(g)	79.7	101.1
July, 1941 .....	122.4	134.9	114.6	124.9	103.7	153.1	111.4	135.7
July, 1942 .....	137.3	150.4	141.5	153.6	113.3	165.9	123.6	149.5
1942								
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	131.3	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
1943								
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	138.1
March .....	151.4	167.8	139.3	198.7	143.9	191.2	136.9	132.0
April .....	167.6	163.3	186.1	145.3	199.3	144.0	137.0	176.1
May .....	162.8	154.5	175.6	149.9	159.8	166.1	162.9	160.5
June .....	158.9	155.5	198.5	160.4	122.0	136.5	172.4	165.2
July .....	148.1	155.8	165.1	165.6	154.7	215.2	143.7	164.8

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
July, 1929 .....	151.8	163.8	120.3	148.8	123.4	125.7
July, 1933 .....	78.4	87.7	69.1	88.5	84.1	85.4
July, 1939 .....	80.0	99.0	75.0	101.2	99.6	102.2
July, 1941 .....	111.5	132.4	102.2	132.5	127.7	130.7
July, 1942 .....	137.9	162.8	112.6	145.5	142.3	145.0
1942						
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
1943						
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	132.9
April .....	214.5	167.0	157.8	153.4	156.9	131.9
May .....	180.2	169.6	139.0	138.6	159.1	162.2
June .....	174.9	157.3	136.9	131.0	154.4	164.2
July .....	152.0	172.7	112.6	144.9	160.0	160.1

(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
July, 1929 ,.....	128.4	181.5	127.0	131.2	147.0	148.6
July, 1933 .....	51.9	70.0	82.4	87.9	75.5	75.5
July, 1939 .....	78.8	104.9	100.8	107.5	118.3	109.7
July, 1941 .....	116.1	149.1	133.0	136.3	148.6	132.4
July, 1942 .....	116.8	150.1	152.0	154.0	155.5	138.6
<u>1942</u>						
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	148.3	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 .....	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 .....	108.9	135.3	170.0	160.9	154.6	136.3

  

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
July, 1929 .....	129.0	210.9	197.1	187.9	85.1	85.7
July, 1933 .....	50.4	79.1	89.0	85.1	73.4	76.0
July, 1939 .....	84.0	109.8	96.2	92.0	108.3	112.2
July, 1941 .....	137.1	172.4	125.2	119.4	152.2	152.7
July, 1942 .....	119.8	150.6	144.9	137.7	176.3	176.2
<u>1942</u>						
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	173.1
<u>1943</u>						
January .....	114.6	148.0	153.1	162.6	123.4	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	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 .....	95.5	120.0	176.1	166.2	182.8	172.0

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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 <sup>(c)</sup>						
July, 1939 .....	79.7	96.5	84.5	73.7	76.0	83.7
July, 1940 .....	94.9	132.8	92.4	92.6	86.3	94.4
July, 1941 .....	111.4	164.4	112.7	102.4	106.0	117.2
July, 1942 .....	123.6	190.3	126.0	111.4	122.8	125.4
1943						
May .....	162.9	231.9	177.0	147.0	165.2	143.0
June .....	172.4	236.8	179.1	162.4	168.2	156.9
July .....	143.7	236.0	137.0	126.8	162.3	144.4
% Change,						
July, 1943 ...	+16.3	+24.0	+ 8.7	+13.8	+32.2	+15.2
July, 1942 ...						
% Change,						
Jan.-July, 1943	+ 0.8	+ 6.3	- 3.9	- 2.6	+15.8	+ 7.5
Jan.-July, 1942						
Women's Clothing Stores						
July, 1939 .....	80.0	88.7	82.9	76.0	81.0	86.6
July, 1940 .....	96.0	117.0	92.4	94.5	93.0	109.4
July, 1941 .....	111.3	131.6	108.2	109.4	106.0	129.4
July, 1942 .....	137.9	156.5	135.8	137.9	127.8	151.4
1943						
May .....	180.2	242.0	188.0	170.9	168.3	197.8
June .....	174.9	202.9	186.1	169.0	156.3	190.1
July .....	152.0	190.3	141.2	149.1	159.1	169.5
% Change,						
July, 1943 ...	+10.2	+21.6	+ 4.0	+ 8.1	+24.5	+12.0
July, 1942 ...						
% Change,						
Jan.-July, 1943	+12.6	+16.1	+ 7.6	+11.1	+22.1	+19.5
Jan.-July, 1942						
Grocery and Meat Stores						
July, 1939 .....	100.8	111.6	94.3	98.5	113.0	104.6
July, 1940 .....	111.1	120.6	100.2	109.1	128.4	123.7
July, 1941 .....	133.0	137.8	121.3	134.6	148.6	136.8
July, 1942 .....	152.0	172.0	141.2	148.0	170.9	160.4
1943						
May .....	177.1	187.3	184.5	171.1	173.8	175.3
June .....	171.9	189.6	180.6	157.9	181.2	179.5
July .....	170.0	207.9	157.8	161.4	194.9	177.3
% Change,						
July, 1943 ...	+11.8	+20.9	+11.8	+ 9.1	+14.0	+10.5
July, 1942 ...						
% Change,						
Jan.-July, 1943	+ 6.4	+11.2	+ 9.9	+ 2.7	+ 6.8	+ 6.4
Jan.-July, 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						
July, 1939 .....	75.0	85.1	73.2	70.9	74.0	86.5
July, 1940 .....	88.0	103.6	83.6	85.0	84.6	101.9
July, 1941 .....	102.2	127.5	97.4	97.9	97.1	119.1
July, 1942 .....	112.6	135.6	108.2	105.6	109.2	135.5
1943						
May .....	139.0	169.9	160.8	129.9	129.6	147.3
June .....	136.9	166.3	146.3	131.7	128.3	145.7
July .....	112.6	140.0	108.8	101.9	110.3	141.3
% Change,						
July, 1943 ...	(a)	+ 3.2	+ 0.6	- 3.5	+ 1.0	+ 4.3
July, 1942 ...						
% Change,						
Jan.-July, 1943	+ 1.4	+ 2.0	+ 1.1	- 2.6	+ 5.2	+ 5.8
Jan.-July, 1942						
Variety Stores						
July, 1939 .....	108.3	124.2	115.7	102.2	108.7	102.3
July, 1940 .....	125.3	159.1	128.5	118.6	129.9	114.7
July, 1941 .....	152.2	196.2	160.7	143.1	152.0	128.6
July, 1942 .....	176.3	220.9	196.1	162.5	177.3	143.0
1943						
May .....	190.0	251.3	223.6	171.4	180.1	137.6
June .....	184.3	235.4	213.7	166.7	178.9	134.6
July .....	182.8	238.1	206.3	164.4	190.7	141.7
% Change,						
July, 1943 ...	+ 3.7	+ 7.8	+ 5.2	+ 1.2	+ 7.6	- 0.9
July, 1942 ...						
% Change,						
Jan.-July, 1943	+ 3.7	+ 3.0	+ 7.4	+ 1.4	+ 9.0	+ 0.7
Jan.-July, 1942						
Drug Stores						
July, 1939 .....	99.6	101.8	98.7	99.5	98.7	101.9
July, 1940 .....	108.0	115.0	103.9	109.8	103.3	111.1
July, 1941 .....	127.7	145.8	121.7	128.3	126.7	125.1
July, 1942 .....	142.3	171.4	139.0	139.5	140.0	146.2
1943						
May .....	159.1	191.9	155.3	152.4	162.9	171.4
June .....	154.4	182.4	146.8	149.0	159.7	168.2
July .....	160.0	192.9	151.6	153.4	168.5	172.0
% Change,						
July, 1943 ...	+12.4	+12.5	+ 9.1	+10.0	+20.4	+17.6
July, 1942 ...						
% Change,						
Jan.-July, 1943	+11.5	+13.4	+11.4	+ 8.7	+13.6	+22.0
Jan.-July, 1942						

(a) Unchanged.



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

July, 1942 and July, 1943

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

	July, 1942	July, 1943	% Change, 1943/1942
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS .....	20,048,240	19,794,451	- 1.3
1. Women's dresses, coats and suits .....	1,890,434	2,043,437	+ 8.1
2. Girls' and infants' wear .....	631,069	631,675	+ 0.1
3. Hosiery and gloves .....	732,000	738,403	+ 0.9
4. Lingerie and corsets .....	1,047,810	974,402	- 7.0
5. Millinery .....	140,013	154,766	+10.5
6. Women's and children's apparel--(Total, 1-5) .	4,441,325	4,542,683	+ 2.3
7. Men's and boys' clothing and furnishings .....	2,043,425	2,085,211	+ 2.0
8. Drugs and toilet articles and preparations ...	642,500	693,313	+ 7.9
9. Piece goods .....	1,661,669	1,523,267	- 8.3
10. Smallwares .....	636,573	693,023	+ 4.0
11. Food and kindred products .....	1,946,439	1,953,396	+ 0.4
12. Furniture (including mattresses and springs)..	1,312,687	1,126,443	-14.2
13. Home furnishings .....	1,439,970	1,459,217	+ 1.3
14. Household appliances and electrical supplies .	615,757	369,894	-36.5
15. Hardware and kitchen utensils .....	979,569	857,083	-12.5
16. Radios, musical instruments and supplies .....	265,869	202,953	-23.7
17. Shoes and other footwear .....	1,413,622	1,425,241	+ 0.8
18. Stationery, books and magazines .....	251,756	284,521	+13.0
19. All other departments, total .....	2,369,079	2,558,201	+ 8.0

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