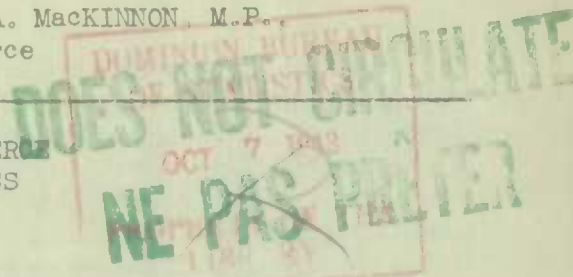


DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
INTERNAL TRADE BRANCH  
OTTAWA, CANADA



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

The dollar volume of retail purchases in Canada averaged 3 per cent lower in August of this year than last and was down by 4 per cent from July according to monthly index numbers of retail sales computed from reports received from a sample number of firms representing twelve different lines of retail trading. The general index of sales, unadjusted for number of business days or for normal seasonal movements and on the base 1935-1939 = 100 stood at 142.5 for August, 147.8 for July and at 147.5 for August, 1942.

The 3 per cent decline in value of sales below August, 1942 is the first decline recorded in the comparisons for corresponding months of consecutive years since the beginning of the war with the single exception of the comparison between September, 1939 and 1940. Sales in September, 1940 did not reach the sudden peak which occurred during the first month of the war. Total sales for the first eight months of 1943 stand only four per cent above the dollar volume of business transacted in the corresponding period of 1942.

On making allowance for differences in the number of business days in different months and for normal seasonal movements the seasonally adjusted index of sales moved upward from 155.4 in July to 162.0 in August. Adjustment factors for seasonal movements were computed on the basis of the average experience over the period from 1935 to 1939. The increase in the seasonally adjusted index between July and August represents a change in the seasonal distribution of retail purchases rather than an upward movement in the underlying trend in retail sales. Similar increases between July and August took place in the past three years followed by a return to lower levels in September, indicating that a larger proportion of the annual volume of retail trade is transacted in August than was the case during the five-year period prior to the outbreak of the war.

Candy store sales and restaurant receipts both recorded gains of 21 per cent over August, 1942; jewellery store sales were up 19 per cent, while all other trades reported minor gains or declines. The radio and electrical group reported a decline of 20 per cent; furniture store sales were down 16 per cent and hardware store sales were off by 9 per cent. Declines below August, 1942 were not confined to stores specializing in the sale of durable commodities. Sales of women's specialty shops and of variety stores were down by 11 per cent; men's specialty shops reported a decrease of 9 per cent; department store sales were down 6 per cent while food store sales were 2 per cent lower than in August last year.

Sales of 19 departmental firms which reported sales by departments were 8 per cent lower in August this year than last. Declines occurred in all commodity groupings with the exceptions of smallwares, stationery and miscellaneous departments.

Sales of stationery and books were 11 per cent higher, with minor increases recorded for the other two departments. Men's clothing, women's apparel and the footwear department all reported declines of 5 per cent in sales below August of last year. A decline of 9 per cent in food sales may be attributed, at least partially, to the occurrence of only four Saturdays in August of this year and five Saturdays in the same month of 1942. Declines of 4 per cent in drug sales and of 12 per cent in sales of piece goods were recorded. Among the durable goods departments, home furnishings was the only classification to maintain sales close to last year's volume, a decline of only 5 per cent being recorded. Decreases for other household groups were as follows: hardware, 17 per cent; furniture, 25 per cent; radios and music, 27 per cent and household appliances, 34 per cent.

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	August, 1943			Cumulative
	+ or - per cent compared with			Indexes
	August, 1939	August, 1942	July, 1943	Jan.-Aug., 1943 Jan.-Aug., 1942
General Index .....	+52.4	- 3.4	- 3.6	+ 3.9
Boot and Shoe Stores .....	+102.6	+ 0.8	- 9.7	+ 8.6
Candy Stores .....	(g)	+21.3	+ 7.0	+ 5.6
Men's Clothing Stores .....	+66.2	- 9.4	-16.6	- 0.4
Women's Clothing Stores ...	+103.1	-11.1	- 8.3	+ 9.4
Department Stores .....	+49.1	- 5.5	+ 6.6	+ 0.5
Drug Stores .....	+54.7	+ 3.6	- 3.6	+10.4
Furniture Stores .....	+12.8	-15.6	+10.2	- 6.9
Grocery and Meat Stores ...	+50.6	- 1.8	- 7.2	+ 5.3
Hardware Stores .....	+20.3	- 8.6	- 4.3	- 4.0
Radio and Electrical Stores	+12.7	-20.2	+ 2.6	-15.9
Restaurants .....	+78.5	+20.5	+ 3.1	+21.3
Variety Stores .....	+60.3	-10.7	-12.3	+ 1.8

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

Region	Boot and Shoe Stores	Jewellery Stores	
	Sales in August, 1943 Compared with Sales in August, 1942	Sales in August, 1943 Compared with Sales in August, 1942	
		Includ- ing tax	Exclud- ing tax
CANADA .....	+ 0.8	+19.1	+17.7
Maritime Provinces .....	+19.9	+24.8	+19.7
Quebec .....	- 1.1	+19.2	+18.1
Ontario .....	- 4.0	+11.6	+10.4
Prairie Provinces .....	+ 2.9	+32.7	+30.5
British Columbia .....	+10.8	+28.3	+29.1

(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	General Index		Boots and Shoes		Candy(h)		Men's Clothing(c)	
	A	B	A	B	A	B	A	B
August, 1929 .....	135.6	143.8	149.2	160.8	(g)	(g)	129.7	169.9
August, 1933 .....	77.8	85.8	74.1	91.8	(g)	(g)	57.6	80.1
August, 1939 .....	93.5	102.9	71.9	86.9	(g)	(g)	71.7	95.5
August, 1941 .....	134.1	146.5	114.0	132.7	138.7	165.0	113.2	146.5
August, 1942 .....	147.5	162.4	144.5	168.3	131.6	157.7	131.5	174.6
<u>1942</u>								
September .....	153.2	152.6	165.3	156.7	133.3	167.8	153.8	164.9
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 .....	167.7	163.3	186.1	145.3	199.3	144.0	187.0	176.1
May .....	162.8	154.5	175.6	149.9	159.8	166.1	162.9	160.5
June .....	158.8	155.5	198.5	160.4	122.0	186.5	172.4	165.2
July .....	147.8	155.4	161.3	161.8	149.2	207.6	143.0	164.1
August .....	142.5	162.0	145.7	182.5	159.6	201.7	119.2	163.9

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
August, 1929 .....	135.0	162.9	125.9	147.1	130.0	127.0
August, 1933 .....	68.6	87.8	74.7	88.9	84.1	84.3
August, 1939 .....	68.6	95.3	80.4	95.7	99.5	99.7
August, 1941 .....	119.7	161.5	120.4	146.1	132.3	131.7
August, 1942 .....	156.7	214.5	126.9	154.5	148.5	149.2
<u>1942</u>						
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	153.8
<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	165.5
March .....	156.8	190.7	145.4	164.3	159.9	162.9
April .....	214.5	167.0	157.9	153.5	156.9	161.9
May .....	180.2	169.6	139.1	138.7	159.1	162.3
June .....	174.9	157.3	136.8	130.9	154.4	164.2
July .....	151.9	172.7	112.5	144.7	159.7	159.8
August .....	139.3	198.0	119.9	147.1	153.9	157.2

(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
August, 1929 .....	169.7	182.4	128.7	127.0	150.4	137.9
August, 1933 .....	72.4	70.6	84.2	89.8	76.7	70.3
August, 1939 .....	103.0	99.5	104.8	111.8	122.7	112.5
August, 1941 .....	138.6	135.4	146.0	148.3	150.1	142.9
August, 1942 .....	137.7	134.5	160.7	166.3	161.5	153.8
1942						
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	146.8	157.1	146.9	149.8
December .....	141.9	120.0	178.4	164.0	162.0	145.8
1943						
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 .....	105.4	130.9	170.0	161.0	154.2	135.9
August .....	116.2	116.1	157.8	173.6	147.6	140.6
-----						
Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
August, 1929 .....	172.8	214.7	205.5	187.9	94.5	94.2
August, 1933 .....	60.3	74.9	91.7	84.9	70.8	75.1
August, 1939 .....	88.9	109.0	101.7	94.2	100.4	106.6
August, 1941 .....	135.9	173.1	134.7	124.8	158.9	163.1
August, 1942 .....	125.5	159.9	150.6	140.0	180.1	185.5
1942						
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
1943						
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	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 .....	97.7	122.8	176.0	166.1	183.4	172.5
August .....	100.2	127.6	181.5	170.3	160.9	175.5

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 <sup>(c)</sup>						
August, 1939 ....	71.7	86.9	73.2	67.2	65.0	88.7
August, 1940 ....	97.4	133.3	92.7	94.8	86.0	111.1
August, 1941 ....	113.2	156.3	116.9	108.5	92.8	121.5
August, 1942 ....	131.5	179.6	143.1	120.4	114.9	140.2
1943						
June .....	172.4	236.8	179.1	162.4	168.2	156.9
July .....	143.0	230.3	136.8	125.7	164.0	146.5
August .....	119.2	176.8	117.9	106.1	129.1	128.6
% Change,						
August, 1943 .	- 9.4	- 1.6	-17.6	-11.9	+12.4	- 8.3
August, 1942 .						
% Change,						
Jan.-Aug., 1943	- 0.4	+ 5.0	- 5.6	- 3.7	+15.6	+ 5.6
Jan.-Aug., 1942						
Women's Clothing Stores						
August, 1939 ....	68.6	85.6	64.3	65.0	73.2	84.6
August, 1940 ....	96.0	126.1	85.4	95.7	92.4	120.3
August, 1941 ....	119.7	150.1	120.0	119.7	105.1	128.6
August, 1942 ....	156.7	179.2	155.6	158.9	135.9	170.7
1943						
June .....	174.9	202.9	186.1	169.0	156.3	190.1
July .....	151.9	184.9	141.1	149.0	160.0	171.4
August .....	139.3	173.4	128.2	135.4	141.5	172.7
% Change,						
August, 1943 .	-11.1	- 3.2	-17.6	-14.8	+ 4.1	+ 1.2
August, 1942 .						
% Change,						
Jan.-Aug., 1943	+ 9.4	+13.2	+ 4.3	+ 7.5	+19.8	+17.1
Jan.-Aug., 1942						
Grocery and Meat Stores						
August, 1939 ....	104.8	110.8	94.8	100.9	129.3	115.8
August, 1940 ....	124.2	131.3	109.6	121.9	150.9	139.6
August, 1941 ....	146.0	150.8	131.1	145.8	171.0	156.6
August, 1942 ....	160.7	169.7	149.3	156.4	184.0	179.6
1943						
June .....	171.9	189.6	180.6	157.9	181.2	179.5
July .....	170.0	208.1	157.9	161.0	195.7	178.0
August .....	157.8	178.0	148.6	147.0	192.3	170.5
% Change,						
August, 1943 .	- 1.8	+ 4.9	- 0.5	- 6.0	+ 4.5	- 5.1
August, 1942 .						
% Change,						
Jan.-Aug., 1943	+ 5.3	+10.4	+ 8.7	+ 1.6	+ 6.5	+ 4.8
Jan.-Aug., 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						
August, 1939 .....	80.4	84.1	79.9	77.6	77.9	93.5
August, 1940 .....	99.8	109.4	97.2	99.5	89.7	121.5
August, 1941 .....	120.4	137.2	120.1	121.7	107.0	138.0
August, 1942 .....	126.9	138.7	129.4	125.1	113.1	155.1
1943						
June .....	136.8	166.3	146.7	131.8	128.3	144.4
July .....	112.5	139.9	108.8	101.4	110.8	140.5
August .....	119.9	138.8	124.3	112.9	111.9	145.0
% Change,						
August, 1943 ...	- 5.5	+ 0.1	- 3.9	- 9.8	- 1.1	- 6.5
August, 1942 ...						
% Change,						
Jan.-Aug., 1943	+ 0.5	+ 1.7	+ 0.6	- 3.5	+ 4.5	+ 3.8
Jan.-Aug., 1942						
Variety Stores						
August, 1939 .....	100.4	118.4	104.0	94.7	97.7	106.2
August, 1940 .....	135.0	174.0	137.7	128.5	130.1	127.1
August, 1941 .....	158.9	207.4	170.9	150.5	141.8	141.2
August, 1942 .....	180.1	234.0	203.0	165.4	166.6	152.5
1943						
June .....	184.3	235.4	216.7	166.7	178.9	134.6
July .....	183.4	237.8	206.8	165.4	190.7	141.7
August .....	160.9	207.5	183.0	144.9	158.5	135.5
% Change,						
August, 1943 ...	-10.7	-11.3	- 9.9	-12.4	- 4.9	-11.1
August, 1942 ...						
% Change,						
Jan.-Aug., 1943	+ 1.8	+ 0.9	+ 5.0	- 0.4	+ 4.5	- 1.0
Jan.-Aug., 1942						
Drug Stores						
August, 1939 .....	99.5	106.0	99.5	98.2	97.8	105.4
August, 1940 .....	115.5	130.3	110.0	115.0	115.5	119.1
August, 1941 .....	132.3	151.4	126.3	132.5	132.3	128.5
August, 1942 .....	148.5	188.0	141.6	145.3	146.1	154.4
1943						
June .....	154.4	182.4	146.8	149.0	159.7	168.2
July .....	159.7	193.9	151.2	153.2	167.3	172.8
August .....	153.9	194.4	147.1	145.6	161.5	167.5
% Change,						
August, 1943 ...	+ 3.6	+ 3.4	+ 3.9	+ 0.2	+10.5	+ 8.5
August, 1942 ...						
% Change,						
Jan.-Aug., 1943	+10.4	+12.1	+10.4	+ 7.6	+13.1	+20.2
Jan.-Aug., 1942						



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DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

August, 1942 and August, 1943

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

	August, 1942	August, 1943	% Change, 1943/1942
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS .....	22,451,040	20,628,232	- 8.1
1. Women's dresses, coats and suits .....	2,481,406	2,274,976	- 8.3
2. Girls' and infants' wear .....	697,505	740,175	+ 6.1
3. Hosiery and gloves .....	776,388	765,844	- 1.4
4. Lingerie and corsets .....	930,082	840,182	- 9.7
5. Millinery .....	194,644	216,734	+11.3
6. Women's and children's apparel--(Total, 1-5) ..	5,080,025	4,837,911	- 4.9
7. Men's and boys' clothing and furnishings .....	2,141,628	2,026,382	- 5.4
8. Drugs and toilet articles and preparations ....	665,887	641,389	- 3.7
9. Piece goods .....	1,969,259	1,731,029	-12.1
10. Smallwares .....	737,096	738,685	+ 0.2
11. Food and kindred products .....	2,045,677	1,856,171	- 9.3
12. Furniture (including mattresses and springs) ..	1,852,282	1,385,962	-25.2
13. Home furnishings .....	1,683,019	1,606,149	- 4.6
14. Household appliances and electrical supplies ..	726,514	477,244	-34.3
15. Hardware and kitchen utensils .....	954,325	793,767	-16.8
16. Radios, musical instruments and supplies .....	313,419	229,169	-26.9
17. Shoes and other footwear .....	1,494,417	1,417,059	- 5.2
18. Stationery, books and magazines .....	306,820	339,657	+10.7
19. All other departments, total .....	2,480,672	2,547,657	+ 2.7