

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
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Monthly Indexes of Retail Sales in Canada, January, 1944
(1935-1939 = 100)

Retail sales in Canada during January, 1944 were maintained at a slightly higher level than in January, 1943, dollar volume of business for twelve different lines of business recording an average gain of 3.3 per cent. The general index of sales, unadjusted for number of business days or for normal seasonal movements and on the base, 1935-1939 = 100, stands at 133.2 for January, 1944, at 221.7 for December and at 128.9 for January a year ago.

January sales declined almost 40 per cent below the December level. This decrease is about the usual seasonal movement in January from the Christmas peak; the seasonally adjusted index of sales for January stands at 167.0 compared with 187.9 for December and 185.0 for November.

Restaurant receipts gained 20 per cent in January of this year compared with last; drug store sales were up 11 per cent while radio and electrical store sales declined by 10 per cent. With these exceptions January sales for various trades ranged within 5 per cent of the volume of business transacted in January a year ago.

Marked increases in the Prairie Provinces form the outstanding feature of the sales comparisons between January of last year and this when considered on a regional basis. Higher farm incomes arising in large measure from record hog marketings and increased grain deliveries combined with higher grain prices had a stimulating influence upon the retail trade of the Prairie Provinces. Prairie department stores (including mail order business) transacted 11 per cent more business in January of this year than last compared with an average gain for the country of 3 per cent. Variety store sales were up 16 per cent for the Prairie Provinces and 2 per cent for Canada. Prairie Provinces increases for other kinds of business between January, 1943 and 1944 with averages for the Dominion in brackets are as follows: drug stores, 17 per cent (11 per cent); men's clothing stores, 20 per cent (1 per cent); women's clothing stores, 11 per cent (unchanged); grocery and meat stores, 7 per cent (-3 per cent).

Sales of 18 departmental firms which provided a breakdown of sales by departments averaged 1 per cent higher in January this year over last. Furniture departments recorded an 18 per cent increase in sales volume and stationery and book departments increased their sales 17 per cent over January, 1943. Most pronounced declines were those for radio and music departments and for household appliances departments whose sales fell off 32 and 17 per cent respectively. Sales of all other commodity groupings were within a narrow range of January, 1943 business. Percentage changes for the remaining departments were as follows: women's clothing, + 3 per cent; men's clothing, +1 per cent; footwear, -1 per cent; home furnishings, -2 per cent;

hardware, +2 per cent; drugs, +5 per cent; food, -4 per cent; piece goods, - 5 per cent and smallwares, + 1 per cent.

Regional Trends in Retail Trade

The general indexes of retail sales in Canada, based on results for seven trades for which regional figures are available, averaged 5 per cent higher in 1943 over 1942 and were 52 per cent higher than the average index for 1939. The margin of increase over 1942 was slightly higher in the first half of the year than in the second half, increases of 6 per cent being recorded in each of the first two quarters and 4 per cent advances occurring in both the third and fourth quarters. Percentage changes by quarterly periods reveal that increases over 1939 were also somewhat higher for the first half of the year than for the later periods. Sales were 61 per cent above those for 1939 in the first quarter, 53 per cent greater in the second quarter and 48 per cent higher in each of the last two quarters of 1943.

Retail sales in the Maritime Provinces averaged 9 per cent higher in 1943 than in the preceding year and were 71 per cent above the 1939 volume. Increases over 1942 were uniform for all quarters and varied by no more than 1 per cent from the annual average increase in any of the three-month periods.

In the province of Quebec, sales were 5 per cent higher in 1943 than in 1942 and 56 per cent greater than in 1939. Increases of 8 and 7 per cent in the first and second quarters respectively were reduced to 4 per cent in the last two quarters of the year.

Consumer purchasing in Ontario during 1943 was only slightly above the 1942 level. The average gain for the year amounted to 2 per cent. Gains in the first two quarters were 1 and 2 per cent. Sales were unchanged from 1942 during the third quarter but increased 3 per cent in the final quarter of last year. Sales in 1943 were 43 per cent above the dollar volume of 1939 business.

Retail trade expanded to a greater extent in the Prairie Provinces than elsewhere during last year. Average increases for the twelve-month period amounted to 9 per cent compared with 1942 and 48 per cent compared with 1939. Increases of 8 and 12 per cent in the first two quarters were followed by gains of 9 and 6 per cent in the third and fourth quarters of 1943 over 1942.

In British Columbia, sales in 1943 were 4 per cent higher than in the preceding year and were 53 per cent greater than in 1939. Comparisons by quarters for 1943 and 1942 reveal that gains in the first half of the year were substantially larger than those recorded in the last six months. Increases of 9 and 7 per cent occurred in the first and second quarters, while sales in the third quarter were only 2 per cent higher than in 1942 and sales in the last quarter were approximately the same as in the corresponding period of 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January, 1943 and January, 1944

(based on dollar sales of 18 firms including mail order houses)

	January, 1943	January, 1944	% Change, 1944/1943
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	18,964,125	19,116,243	+ 0.6
1. Women's dresses, coats and suits	1,961,960	1,979,882	+ 0.9
2. Girls' and infants' wear	570,626	634,403	+11.2
3. Hosiery and gloves	771,062	803,682	+ 4.2
4. Lingerie and corsets	960,867	941,600	- 2.0
5. Millinery	135,977	161,533	+18.8
6. Women's and children's apparel--(Total, 1-5)	4,400,492	4,521,170	+ 2.7
7. Men's and boys' clothing and furnishings ...	1,864,931	1,878,103	+ 0.7
8. Drugs and toilet articles and preparations ..	676,413	712,113	+ 5.3
9. Piece goods	1,912,642	1,803,453	- 6.4
10. Smallwares	798,002	803,140	+ 0.6
11. Food and kindred products	2,138,035	2,094,225	- 4.3
12. Furniture (including mattresses and springs) ..	987,905	1,172,905	+18.7
13. Home furnishings	1,275,102	1,254,773	- 1.6
14. Household appliances and electrical supplies ..	409,740	339,758	-17.1
15. Hardware and kitchen utensils	620,425	632,534	+ 2.0
16. Radios, musical instruments and supplies ...	297,335	200,997	-32.4
17. Shoes and other footwear	1,125,176	1,112,655	- 1.1
18. Stationery, books and magazines	345,565	403,385	+16.7
19. All other departments, total	2,062,362	2,182,024	+ 5.8

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Comparison of Retail Sales in Canada, for 1943 and 1944, by Kinds of Business
(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	January, 1944		
	+ or - per cent compared with		
	January, 1939	January, 1943	December, 1943
General Index	+68.0	+ 3.3	-39.9
Boot and Shoe Stores	+72.0	+ 4.8	-48.1
Candy Stores	(g)	+ 4.8	-62.4
Men's Clothing Stores	+56.0	+ 1.4	-61.1
Women's Clothing Stores	+87.6	+ 0.2	-52.8
Department Stores	+56.9	+ 3.3	-53.6
Drug Stores	+74.1	+10.7	-32.4
Furniture Stores	+50.3	- 0.1	-35.4
Grocery and Meat Stores	+66.3	- 0.3	-18.4
Hardware Stores	+67.8	+ 0.4	-39.1
Radio and Electrical Stores	+82.8	- 9.9	-26.1
Restaurants	+105.1	+19.9	+ 0.7
Variety Stores	+91.4	+ 2.4	-61.2

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

Region	Boot and Shoe Stores	Jewellery Stores
	Sales in January, 1944 Compared with Sales in January, 1943	Sales in January, 1944 Compared with Sales in January, 1943
CANADA	+ 4.8	+17.5
Maritime Provinces	- 3.3	+10.0
Quebec	-14.6	- 3.6
Ontario	+ 7.3	+26.2
Prairie Provinces	+16.1	+28.0
British Columbia	+26.6	+18.6

(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
January, 1939	79.3	100.3	63.2	87.5	(g)	(g)	69.8	96.4
January, 1940	90.0	110.8	70.6	95.1	71.4	102.9	78.9	105.5
January, 1941	102.3	124.5	80.0	106.5	87.5	124.4	92.1	121.8
January, 1942	128.2	150.6	113.8	143.1	122.3	165.7	113.9	143.4
January, 1943	128.9	155.8	103.7	133.4	138.0	191.9	107.4	138.2
<u>1943</u>								
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	162.3	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	162.1	144.8	181.4	158.3	200.1	117.8	161.9
September	158.0	158.5	169.5	160.8	162.3	204.3	156.6	159.9
October	173.6	157.6	171.5	158.2	189.6	202.1	197.5	152.5
November	174.1	165.0	162.5	171.7	180.9	212.8	206.4	164.3
December	221.7	167.9	209.6	163.1	384.6	173.6	280.1	183.7
<u>1944</u>								
January	133.2	167.0	108.7	149.9	144.6	194.2	108.9	149.8

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
January, 1939	67.9	97.7	71.0	98.4	96.3	104.4
January, 1940	74.2	103.4	84.2	112.6	102.2	108.6
January, 1941	88.5	121.9	93.1	123.5	118.0	124.1
January, 1942	115.2	151.1	115.2	151.1	136.5	140.5
January, 1943	127.2	174.5	107.8	148.1	151.5	158.9
<u>1943</u>						
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	157.9	153.5	156.9	161.9
May	180.2	169.6	139.1	138.7	159.1	162.2
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	139.9	199.0	120.9	148.4	153.8	157.1
September	176.2	188.9	159.1	156.8	158.3	157.9
October	206.5	165.9	177.3	157.3	171.6	164.2
November	203.0	182.0	196.0	168.8	169.9	173.0
December	269.8	185.3	240.2	145.8	247.9	196.3
<u>1944</u>						
January	127.4	181.8	111.4	153.6	167.7	176.5

(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
January, 1939	60.8	94.5	93.2	101.1	63.4	107.8
January, 1940	73.8	110.7	104.4	110.1	72.9	119.2
January, 1941	83.8	125.7	118.0	122.0	81.1	132.6
January, 1942	91.9	134.6	150.4	146.4	107.4	175.6
January, 1943	91.5	137.2	155.4	157.6	93.5	155.8
1943						
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	112.5	112.4	157.7	173.5	148.1	141.0
September	116.4	102.8	155.1	160.8	150.5	130.6
October	128.4	107.2	167.2	159.8	157.1	137.7
November	120.3	112.3	155.9	159.4	153.2	150.2
December	141.4	125.5	189.9	181.8	174.7	163.5
1944						
January	91.4	142.0	155.0	168.1	106.4	180.2

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
January, 1939	77.7	100.3	89.5	95.7	68.7	111.2
January, 1940	90.5	112.4	95.5	100.8	80.7	127.0
January, 1941	114.9	142.6	109.3	115.0	96.9	151.4
January, 1942	126.4	156.9	129.7	135.2	129.8	191.4
January, 1943	114.6	148.0	153.1	162.6	128.4	195.2
1943						
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	100.0	127.4	180.9	169.7	160.2	174.8
September	116.2	99.6	185.0	177.6	170.2	183.2
October	118.9	96.2	181.6	179.4	195.7	182.4
November	118.0	92.6	177.6	187.7	198.7	197.3
December	139.6	99.2	182.4	173.9	338.8	185.0
1944						
January	103.2	133.2	183.6	195.6	131.5	211.9

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)						
January, 1940	78.9	89.6	74.7	81.6	70.3	80.4
January, 1941	92.1	120.5	79.9	97.0	79.5	96.1
January, 1942	113.9	164.0	100.1	117.3	104.2	106.8
January, 1943	107.4	174.7	97.8	100.6	106.8	113.5
1943						
November	206.4	273.2	192.5	196.9	237.0	193.0
December	280.1	408.1	248.5	283.5	266.9	261.9
1944						
January	108.9	174.1	89.9	101.8	128.5	115.4
% Change, January, 1944	+ 1.4	- 0.3	- 8.1	+ 1.2	+20.3	+ 1.7
January, 1944 January, 1943						
Women's Clothing Stores						
January, 1940	74.2	88.1	64.5	78.3	72.6	77.4
January, 1941	88.5	112.0	76.0	94.8	81.1	93.2
January, 1942	115.2	140.8	99.4	121.7	109.4	124.8
January, 1943	127.2	158.0	113.4	134.2	109.1	144.6
1943						
November	203.0	273.5	175.4	205.4	227.0	201.5
December	269.8	320.5	243.0	287.1	257.4	253.3
1944						
January	127.4	170.4	104.3	132.0	121.3	160.5
% Change, January, 1944	+ 0.2	+ 7.8	- 8.0	- 1.6	+11.2	+11.0
January, 1944 January, 1943						
Grocery and Meat Stores						
January, 1940	104.4	103.8	106.5	107.4	93.5	99.0
January, 1941	118.0	116.4	116.5	124.1	104.4	115.3
January, 1942	150.4	158.1	147.1	157.9	132.2	142.4
January, 1943	155.4	165.8	163.4	158.6	127.9	139.1
1943						
November	155.9	179.1	154.1	154.2	155.3	145.0
December	189.9	215.6	193.5	190.5	175.8	164.5
1944						
January	155.0	178.4	159.9	154.8	137.4	138.2
% Change, January, 1944	- 3.0	+ 7.5	- 2.1	- 2.4	+ 7.0	- 0.6
January, 1944 January, 1943						

(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						
January, 1940	84.2	85.3	92.0	83.4	82.8	78.9
January, 1941	93.1	98.4	102.2	92.6	87.6	93.4
January, 1942	115.2	122.6	120.0	116.4	108.5	117.5
January, 1943	107.8	116.0	115.5	102.9	103.8	119.2
1943						
November	196.0	245.7	205.4	184.0	197.1	192.7
December	240.2	267.1	259.7	230.2	231.3	254.7
1944						
January	111.4	117.4	117.2	100.6	114.8	127.8
% Change,						
January, 1944	+ 3.3	+ 1.2	+ 1.5	- 2.2	+10.6	+ 7.2
January, 1943						
Variety Stores						
January, 1940	80.7	89.0	82.8	78.4	80.4	78.2
January, 1941	96.9	110.8	103.0	94.3	90.6	87.0
January, 1942	129.8	150.1	139.6	125.0	124.6	111.1
January, 1943	128.4	143.7	151.3	121.4	112.8	103.0
1943						
November	198.7	280.6	203.8	183.3	210.1	162.8
December	338.8	435.7	341.6	319.8	365.1	290.7
1944						
January	131.5	151.8	156.8	118.2	130.8	107.0
% Change,						
January, 1944	+ 2.4	+ 5.6	+ 3.6	- 2.6	+16.0	+ 3.9
January, 1943						
Drug Stores						
January, 1940	102.2	105.3	106.7	101.4	99.0	100.9
January, 1941	118.0	127.4	120.6	118.1	112.2	115.8
January, 1942	136.5	148.5	137.2	135.9	134.3	133.6
January, 1943	151.5	171.6	158.6	147.1	144.4	159.0
1943						
November	169.9	209.9	167.3	160.3	173.1	191.8
December	247.9	326.7	218.4	235.3	262.1	292.7
1944						
January	167.7	196.7	172.4	157.5	169.5	188.5
% Change,						
January, 1944	+10.7	+14.6	+ 8.7	+ 7.1	+17.4	+18.6
January, 1943						