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Monthly Indexes of Retail Sales in Canada, October, 1944

(1935-1939=100)

Consumer expenditures in Canada's retail stores during October, 1944, as measured by the composite index for fourteen trades dealing mainly in food, clothing, household and personal requirements, were 5 per cent higher than in October, 1943 and were 2 per cent above the dollar volume for September, 1944. The unadjusted indexes of sales (on the base, average for 1935 to 1939 = 100) stood at 182.6 for October, 1944, 173.3 for the same month a year ago and 178.6 for September of this year. The increase in October this year compared with the same month of last year is slightly below the average gain of 8 per cent for the first ten months of 1944.

This issue of the monthly bulletin contains for the first time a complete summary of the revised sales indexes for 1944. It is supplementary, therefore, to the recent publication presenting comparable series for the period 1938 to 1943. During the past year, the Bureau has extended its canvass to include a larger number of stores in most of the groups which make up these monthly surveys of retail trade. In some instances, the additions were of a minor nature and were intended merely to give a more representative character to the field covered, or to compensate for the normal reduction in the mailing lists caused by the withdrawal of some contributing firms from business operations. In other cases, where the extensions were broader in scope, the purpose was to secure a sample sufficiently large to permit preparation of regional indexes for all represented trades. The compilation of monthly indexes for family clothing stores, beginning with January, 1941, is an entirely new departure made possible by the increase in the number of reporting stores. Such indexes are presented here for the first ten months of 1944.

Indexes of retail sales are now available for fourteen kinds of business on a regional basis. This has permitted the preparation of a general index of sales for each region which includes all of the fourteen trades. The new components of the general indexes for Canada and the different economic divisions of the country are country general stores, family clothing stores and jewellery stores. Indexes of candy store sales, however, no longer form a part of the general index.

In the first table of the bulletin, percentage changes in retail sales are presented for the fourteen individual kinds of business grouped under four main headings. On this basis, increases for the household and personal effects group are in total apparently greater than for the other categories, especially when sales of radio and electrical stores are excluded. The latter kind of business, registering a decrease of 4 per cent in sales in October, 1944 below the same month of the preceding year, continues to be the only trade among those represented which has shown a cumulative decline from levels obtaining during the first ten months of 1943. There is little else outstanding in the overall results for the other kind of business

groupings, moderate increases being reflected in all cases. Food store sales held almost to the same level as that obtaining in October a year ago, due at least in part to the occurrence of four Saturdays in October, 1944, against five Saturdays in the corresponding month of last year.

Seasonally adjusted indexes are prepared for each kind of business but not for each region of the country. The adjusted general index of sales for Canada was 174.6 in October, 1944 being somewhat higher than the index of 170.9 in September and exceeded only by the index of 176.3 recorded in April of this year. The adjusted indexes for the sub-groups showed an upward movement between September and October in eleven trades and a downward trend in the three remaining kinds of business. The reduction was most marked in the case of department store sales which receded 8 points from the peak of 179.7 established in September. The adjusted index for women's clothing store sales was another which recorded a decline from September. In each of these cases, however, the October index compared favourably with the average index for the year-to-date. The adjusted index for radio and electrical store sales was the third series to record a decrease, the level for October being slightly below the adjusted index for the preceding month.

The unadjusted general indexes for all regions advanced uniformly in October of this year over last, with increases ranging between 4 and 6 per cent. Wider variations appear in comparisons for the first ten months of this year and last. These ranged from a 5 per cent increase in Quebec to an 11 per cent advance in the Prairie Provinces.

The Maritime Provinces recorded a gain of 6 per cent in sales for October and a 9 per cent increase for the January-to-October period. Sales of departmental, furniture and hardware stores reported the most pronounced gains in October. All other trades with the exception of radio and electrical stores showed comparatively minor increases in the same comparison. An 18 per cent increase in hardware store sales was an outstanding feature of the cumulative results for the first ten months of the year.

In the case of Quebec, a 6 per cent increase in the general index of sales for October is almost similar to the 5 per cent gain recorded in the year-to-date. Hardware stores recorded a marked increase in sales, with a gain of 24 per cent over October, 1943. This, together with a 20 per cent increase in furniture store sales, featured results for October in this province. Expansion in hardware store sales during the ten-month period exceeded the percentage gains experienced in all other trades.

The average gain in Ontario, taking all fourteen trades into consideration, amounted to 4 per cent for October and 6 per cent for the first ten months of 1944. There was a smaller expansion in hardware sales in this province than elsewhere. Furniture and jewellery stores led other trades with advances of 16 and 14 per cent respectively for October of this year compared with last. The results for the first ten months of the year reveal that jewellery, with a gain of 13 per cent, and radio and electrical stores, with a sales decline of 9 per cent, were the only groups recording changes which differed markedly from the average result for all trades.

In the Prairie Provinces, total sales were up 6 per cent for October and 11 per cent for the ten-month period. Gains in hardware, furniture and jewellery store sales surpassed increases recorded by other trades for both October and the cumulative period.

Retail trade in British Columbia was up 5 per cent over October of last year and was 7 per cent higher in the year-to-date comparison. Drug store sales were up 19 per cent in October, while gains of 14 per cent occurred in sales of country general stores and furniture stores. The greatest increases in sales during the ten months' period were obtained by drug, country general, and hardware stores in this province.

The publication of monthly indexes of candy store sales has been discontinued. Returns submitted by a number of the larger retail chain candy store companies indicate that sales were 13 per cent higher in October and increased 12 per cent between the ten-month periods of 1943 and 1944.

Sales of 21 departmental firms which reported a breakdown of sales by departments were 9.5 per cent higher in October, 1944 than in October, 1943. Furniture, food and piece goods departments led in point of view of increased sales over October last year with gains of 18, 17 and 15 per cent respectively. Apparel departments showed uniform gains, women's clothing recording a 10 per cent advance followed by gains of 8 per cent in footwear and 7 per cent in men's clothing sales. Household appliance departments did 11 per cent more business, home furnishings sales were up 4 per cent and sales of hardware departments gained 8 per cent. The radio and music department, continuing a prolonged downward trend, was the only department reporting sales lower this year than last, with a decline of 15 per cent in the month under review. Drug sales increased 11 per cent and smallwares departments reported sales 8 per cent higher than in October, 1943.

Comparison of Retail Sales in Canada, for 1945 and 1944, by Kinds of Business
 (Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	Sales in October, 1944 Compared With Sales In			Jan-Oct, 1944
	October, 1939	October, 1943	September, 1944	Jan-Oct, 1943
	%	%	%	%
GENERAL INDEX	+54.9	+ 5.4	+ 2.2	+ 7.8
General Merchandise Group:				
Country General Stores	+46.5	+ 6.8	+ 1.8	+ 9.8
Department Stores	+45.8	+ 8.5	+ 5.0	+ 9.9
Variety Stores	+65.5	+ 2.0	+ 4.3	+ 3.5
Food Group:				
Food Stores	+62.3	+ 1.0	- 4.3	+ 5.9
Restaurants	+90.4	+ 5.2	+ 2.4	+ 7.4
Clothing Group:				
Family Clothing Stores	(g)	+ 7.2	+20.5	+ 6.2
Men's Clothing Stores	+54.8	+ 5.3	+18.5	+ 6.2
Women's Clothing Stores	+68.3	+ 7.3	+ 9.6	+ 7.7
Shoe Stores	+68.6	+ 3.4	-11.7	+ 4.7
Household and Personal Effects Group:				
Drug Stores	+73.9	+ 8.4	+ 5.0	+ 8.6
Furniture Stores	+11.1	+17.1	+ 7.6	+ 9.3
Hardware Stores	+46.4	+14.5	+ 0.8	+12.7
Jewellery Stores	+99.6	+10.9	+ 0.1	+12.5
Radio and Electrical Stores	-13.2	- 3.7	- 0.2	- 4.5

(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		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
	October, 1939	117.9	111.1	119.2	106.7	132.4	116.0	120.7
October, 1940	131.9	120.1	122.2	107.0	141.1	120.9	146.9	141.7
October, 1941	149.7	136.9	132.0	117.9	160.0	136.5	173.0	166.2
October, 1942	171.7	151.4	155.0	133.4	181.9	152.9	204.5	185.0
October, 1943	173.3	158.6	163.5	146.1	177.8	157.3	195.7	182.4
1943								
November	172.8	164.7	156.1	150.8	196.0	168.8	199.1	197.8
December	220.5	169.0	184.5	157.0	240.2	145.8	339.4	185.4
1944								
January	140.0	167.3	119.5	160.5	109.7	151.3	131.7	212.3
February	139.0	169.6	123.9	162.1	122.4	156.3	141.5	203.6
March	162.9	174.2	139.1	163.1	163.2	174.0	156.3	200.9
April	175.3	176.3	156.1	176.0	164.3	174.0	185.1	196.2
May	177.8	170.9	177.7	164.1	166.2	160.0	191.1	191.8
June	178.0	173.0	169.1	163.4	150.3	143.2	196.1	189.5
July	155.1	170.9	170.5	153.9	116.8	156.9	181.1	186.8
August	161.2	173.0	174.4	161.0	139.4	165.4	172.4	184.4
September	178.6	170.9	171.5	154.0	183.8	179.7	191.4	191.2
October	182.6	174.6	174.6	161.2	193.0	171.3	199.7	198.9

Year and Month	Food		Restaurants		Family Clothing		Men's Clothing	
	A	B	A	B	A	B	A	B
	October, 1939	103.9	108.2	103.3	102.7	(g)	(g)	133.8
October, 1940	120.8	120.8	112.5	110.4	(g)	(g)	145.5	115.9
October, 1941	145.2	143.0	134.1	131.2	181.2	148.6	169.4	133.4
October, 1942	164.6	152.2	162.0	157.0	211.8	165.4	196.4	154.6
October, 1943	166.9	159.5	186.9	184.7	213.5	173.8	196.7	159.6
1943								
November	155.8	159.3	179.9	190.1	212.9	178.8	206.1	166.8
December	189.7	181.6	187.9	179.1	267.3	182.6	280.0	183.6
1944								
January	156.5	169.7	180.4	192.2	114.3	173.1	107.7	154.3
February	161.9	171.3	171.5	187.5	119.0	178.2	112.0	173.2
March	182.1	174.9	187.1	187.5	143.5	170.8	145.5	170.5
April	181.1	180.5	188.0	190.8	206.6	176.7	199.8	177.6
May	179.0	175.9	189.1	185.1	196.7	189.0	181.3	185.6
June	194.2	192.1	186.9	186.4	189.4	183.4	188.4	180.0
July	164.6	174.8	194.9	187.5	160.2	191.8	142.4	179.2
August	170.9	183.0	198.6	182.7	150.1	184.0	125.2	169.4
September	176.1	168.2	192.1	184.4	189.9	195.2	174.8	172.2
October	168.6	174.8	196.7	195.6	228.8	197.1	207.1	180.3

(c) Includes men's furnishings.

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	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
October, 1939	130.7	110.1	103.0	103.9	107.1	105.8	130.6	113.5
October, 1940	148.6	120.3	113.7	111.5	124.1	119.5	135.2	113.4
October, 1941	164.1	131.3	131.5	128.0	141.6	135.9	131.6	110.4
October, 1942	207.8	165.0	172.4	157.8	162.9	152.9	141.5	116.0
October, 1943	205.1	171.7	168.0	154.9	171.7	164.2	123.9	103.5
1943								
November	203.0	182.0	163.1	171.2	169.5	172.6	124.2	115.9
December	271.6	186.6	214.4	166.8	248.2	196.5	134.3	119.1
1944								
January	127.5	182.0	101.3	147.6	168.2	177.0	83.8	139.5
February	124.4	191.5	101.3	167.7	163.0	173.1	101.8	125.7
March	174.4	203.6	135.6	180.5	170.1	172.1	118.3	137.8
April	228.8	181.5	204.1	159.2	169.2	174.6	136.6	126.7
May	201.8	191.3	197.5	177.2	168.4	173.4	165.8	132.3
June	191.9	179.5	213.1	165.6	168.1	177.0	139.2	140.6
July	155.3	190.0	163.4	183.8	168.0	171.2	116.4	155.0
August	135.8	196.9	154.9	181.3	170.5	172.0	122.6	120.2
September	200.8	204.5	196.7	169.9	177.3	172.3	134.8	112.6
October	220.0	192.3	173.7	173.9	186.2	182.8	145.1	126.1

Year and Month	Hardware		Jewellery		Radio and Electrical	
	A	B	A	B	A	B
October, 1939	125.8	111.6	101.5	(g)	129.2	104.6
October, 1940	141.6	120.8	114.3	(g)	148.2	115.4
October, 1941	164.9	140.6	140.1	150.9	152.1	127.5
October, 1942	169.8	144.8	160.7	173.2	140.6	117.9
October, 1943	160.9	141.1	182.7	204.7	116.5	101.6
1943						
November	156.0	153.0	221.9	217.6	116.4	101.9
December	170.5	159.6	522.8	198.0	136.0	102.6
1944						
January	105.6	178.8	141.7	206.5	100.1	124.3
February	109.3	192.9	143.6	200.7	97.3	121.0
March	129.4	177.8	163.7	206.1	105.3	119.9
April	160.1	159.6	175.9	222.5	108.4	115.1
May	199.8	148.5	182.0	202.9	114.6	99.5
June	194.2	160.7	195.3	206.0	110.7	115.5
July	175.6	162.2	177.5	212.1	91.9	110.3
August	180.1	168.3	191.4	198.7	94.9	104.3
September	182.7	153.5	202.4	224.4	112.4	93.7
October	184.2	164.0	202.6	227.1	112.2	97.0

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

October, 1943 and October, 1944

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

	October, 1943	October, 1944	% Change, 1944/1943
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	32,215,613	35,279,800	+ 9.5
1. Women's dresses, coats and suits	4,060,354	4,617,815	+13.7
2. Girls' and infants' wear	1,650,615	1,888,419	+14.4
3. Hosiery and gloves	1,559,591	1,576,626	+ 1.1
4. Lingerie and corsets	1,333,734	1,387,505	+ 4.0
5. Millinery	460,904	489,818	+ 6.3
6. Women's and children's apparel-(Total,1-5)	9,065,198	9,960,183	+ 9.9
7. Men's and boys' clothing and furnishings .	4,577,410	4,900,167	+ 7.1
8. Drugs and toilet articles and preparations	852,442	947,596	+11.2
9. Piece goods	2,359,923	2,707,463	+14.7
10. Smallwares	1,183,367	1,282,117	+ 8.3
11. Food and kindred products	2,412,534	2,822,815	+17.0
12. Furniture (including mattresses and springs)	1,611,150	1,898,250	+17.8
13. Home furnishings	2,110,226	2,185,466	+ 3.6
14. Household appliances and electrical supplies	585,642	647,208	+10.5
15. Hardware and kitchen utensils	896,190	966,969	+ 7.9
16. Radios, musical instruments and supplies .	262,516	222,742	-15.2
17. Shoes and other footwear	2,354,033	2,534,735	+ 7.7
18. Stationery, books and magazines	553,306	600,726	+ 8.6
19. All other departments, total	3,391,676	3,603,365	+ 6.2

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	General Index	Country General	Department	Variety	Food	Restau- rant	Family Clothing
Maritime Provinces							
1944							
January	161.9	141.3	117.5	152.4	187.3	216.8	133.9
February	164.0	148.4	132.8	172.4	182.4	215.9	151.4
March	195.9	155.4	216.2	200.0	199.2	245.3	170.8
April	206.1	165.0	194.5	235.7	196.5	240.8	251.3
May	220.3	206.4	211.5	252.5	204.4	255.7	249.8
June	211.7	173.4	178.5	252.6	218.7	248.0	227.6
July	194.2	176.7	138.9	232.0	205.7	257.0	188.2
August	195.0	182.4	172.0	220.8	195.4	262.5	178.2
September	213.2	172.9	218.0	242.8	216.3	247.6	215.2
October	217.0	172.4	238.7	261.8	199.1	242.7	270.0
% Change, October, 1944 ..	+ 5.9	+ 7.1	+12.7	+ 1.5	+ 2.2	+ 3.2	+ 9.2
October, 1943 ..							
% Change, Jan.-Oct., 1944	+ 9.4	+12.8	+12.4	+ 4.5	+ 9.4	+ 2.9	+11.3
Jan.-Oct., 1943							
Quebec							
1944							
January	132.5	119.2	105.5	156.4	160.2	164.0	105.1
February	140.5	124.7	126.5	153.5	168.8	156.7	118.7
March	169.4	154.5	167.7	177.0	193.2	171.8	162.9
April	185.7	167.3	181.8	209.9	193.5	170.3	232.2
May	190.2	206.4	189.3	228.4	180.6	175.9	222.9
June	188.4	199.4	157.8	232.2	199.0	173.4	199.6
July	153.2	196.6	109.6	204.3	154.2	173.6	163.9
August	155.9	185.7	136.1	192.4	158.6	178.3	147.0
September	173.8	161.5	193.8	222.6	167.1	181.5	190.5
October	181.5	188.2	206.8	223.5	163.6	186.7	235.2
% Change, October, 1944 ..	+ 6.3	+ 7.1	+13.0	+ 6.1	+ 0.4	+ 8.4	+ 7.9
October, 1943 ..							
% Change, Jan.-Oct., 1944	+ 5.3	+ 8.9	+ 8.7	+ 4.2	+ 4.4	+ 7.0	+ 4.4
Jan.-Oct., 1943							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

Men's Clothing	(c) Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery	Radio and Electrical
Maritime Provinces							
180.2	163.4	115.2	196.1	137.0	126.2	258.7	110.5
161.1	164.3	116.5	190.6	129.9	116.1	249.8	90.3
210.3	217.7	176.9	206.9	161.1	151.8	312.1	99.8
268.4	320.0	244.9	213.1	199.4	178.6	278.8	157.5
257.3	306.2	241.7	204.1	254.3	224.0	268.4	151.2
257.1	244.2	249.1	198.5	215.0	220.8	292.4	138.9
221.6	189.0	207.4	201.4	169.6	200.7	306.6	109.5
183.0	205.1	204.1	208.4	166.4	192.3	318.5	119.9
214.4	238.1	233.2	206.3	165.2	210.1	310.3	133.0
270.6	262.7	217.1	208.4	184.2	207.7	317.7	126.2
+ 4.5	+ 7.7	+ 3.7	+ 2.0	+22.0	+20.3	+ 2.6	- 6.1
+ 4.7	+11.1	+ 4.7	+ 8.5	+11.9	+18.2	+ 7.6	- 7.4
Quebec							
86.9	102.8	71.4	171.6	69.4	93.3	105.5	107.9
93.0	108.6	74.7	165.3	91.6	103.0	104.4	113.8
139.5	158.6	117.8	173.6	107.7	130.8	139.3	127.1
205.3	214.0	195.0	168.8	135.5	154.6	161.6	114.5
194.8	203.1	193.9	163.7	189.1	226.7	158.7	146.4
187.9	195.7	195.7	159.9	136.6	213.7	176.0	127.7
135.1	134.6	140.2	159.8	107.6	186.4	135.2	106.2
120.7	130.8	129.2	160.5	110.6	199.2	159.4	109.6
162.0	175.4	166.0	169.4	134.0	201.1	168.6	138.2
199.4	195.4	145.8	184.3	135.4	203.8	156.8	135.3
+ 8.5	+ 6.4	+ 1.0	+12.0	+13.7	+23.9	+11.0	- 1.2
+ 4.6	+ 3.1	+ 1.5	+ 8.8	+10.2	+15.1	+11.5	- 2.6

(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	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Ontario							
1944							
January	129.8	116.4	101.2	118.8	154.5	185.3	108.9
February	133.8	121.2	116.1	130.5	159.2	177.6	97.7
March	155.3	134.5	148.2	144.0	178.0	194.4	119.8
April	166.6	142.2	152.7	168.3	176.6	192.3	167.7
May	166.8	167.7	157.4	170.9	172.5	194.5	159.0
June	166.1	146.7	141.1	176.0	180.8	187.8	160.6
July	142.0	161.0	104.6	162.7	152.8	191.2	131.6
August	148.3	156.8	128.6	155.4	160.6	199.3	129.6
September	168.1	154.3	166.2	177.1	168.1	193.1	165.7
October	169.7	136.0	173.9	182.8	163.8	197.1	192.3
% Change, October, 1944 ..	+ 4.1	- 0.8	+ 7.6	- 0.2	+ 0.3	+ 7.0	+ 6.8
October, 1943 ..							
% Change, Jan.-Oct., 1944	+ 5.9	+ 5.2	+ 6.9	+ 2.3	+ 5.4	+ 9.6	+ 3.9
Jan.-Oct., 1943							
Prairie Provinces							
1944							
January	130.6	113.7	114.3	130.9	142.2	173.5	131.2
February	134.3	116.5	121.2	149.4	148.8	163.3	138.6
March	155.6	125.9	166.2	151.8	166.0	177.4	137.2
April	172.3	158.1	163.2	190.8	165.3	183.1	224.1
May	169.8	157.4	155.5	182.3	181.0	180.9	192.4
June	175.2	161.1	145.0	190.2	206.8	189.8	200.3
July	164.6	160.7	120.2	191.3	195.2	210.8	187.3
August	173.2	176.4	136.4	173.7	207.8	204.3	173.4
September	192.1	190.2	189.6	178.1	198.5	191.5	220.7
October	198.4	192.8	199.5	202.7	178.8	204.0	279.5
% Change, October, 1944 ..	+ 6.3	+ 8.6	+ 7.5	+ 1.4	+ 2.6	+ 2.1	+ 6.4
October, 1943 ..							
% Change, Jan.-Oct., 1944	+11.1	+11.2	+13.9	+ 5.8	+ 8.8	+ 7.9	+11.7
Jan.-Oct., 1943							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

Men's Clothing	Women's Clothing (c)	Shoes	Drugs	Furniture	Hardware	Jewellery	Radio and Electrical
Ontario							
99.9	133.6	103.6	158.4	85.5	93.2	133.6	82.3
105.7	123.2	101.6	152.7	90.7	93.5	137.1	78.0
134.8	174.7	131.2	158.7	109.5	109.9	144.7	86.5
188.3	225.0	195.2	158.9	123.5	134.9	159.2	82.9
164.3	190.7	186.7	158.4	141.8	177.7	171.0	88.8
177.0	184.1	215.0	159.7	124.1	169.7	182.0	90.6
126.8	157.5	159.9	161.0	102.9	147.6	163.4	73.8
114.6	154.0	147.1	161.7	110.5	147.6	177.8	71.2
171.7	210.6	198.8	168.7	122.4	152.7	197.6	87.8
195.7	222.4	166.5	170.6	135.1	151.5	194.6	89.6
+ 6.1	+ 9.4	+ 2.6	+ 5.4	+16.0	+ 6.8	+13.9	- 6.3
+ 6.3	+ 8.4	+ 4.8	+ 7.0	+ 6.2	+ 6.7	+13.4	- 9.1
Prairie Provinces							
124.6	124.4	124.8	170.3	121.1	129.9	168.5	145.6
129.8	133.6	107.5	166.6	125.5	131.4	184.5	134.9
159.7	173.5	133.0	172.4	136.0	143.3	193.3	130.4
215.2	238.1	226.4	173.6	138.1	196.0	203.8	153.0
191.2	195.0	200.1	172.9	129.3	196.0	214.7	143.9
196.6	182.1	205.5	176.4	135.8	204.0	224.1	143.6
165.8	162.4	186.2	173.3	134.1	195.7	214.5	118.7
130.8	162.4	173.2	177.6	140.0	204.0	215.8	123.9
196.6	196.0	207.1	182.9	145.1	200.2	221.6	144.6
246.3	241.7	211.1	204.7	167.8	208.3	250.5	143.9
+ 2.8	+ 6.2	+ 6.3	+10.3	+13.5	+14.7	+12.2	- 0.6
+12.2	+12.9	+ 8.0	+ 9.8	+14.8	+17.1	+17.3	+ 6.5

(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	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
British Columbia							
1944							
January	137.4	114.4	126.7	107.0	142.4	186.3	121.5
February	142.8	117.6	135.1	121.2	149.6	168.1	135.2
March	163.6	135.5	168.7	120.6	169.4	175.4	138.4
April	167.9	136.9	166.5	137.6	167.9	177.2	170.0
May	172.2	157.0	166.2	135.2	174.2	173.8	186.1
June	181.5	167.3	167.1	144.1	197.9	172.7	202.0
July	162.1	151.2	144.1	141.9	167.1	190.1	183.0
August	175.2	165.6	166.6	147.1	180.7	192.0	175.2
September	180.2	163.0	195.7	138.3	167.9	180.9	202.4
October	179.7	162.7	196.8	148.2	160.4	178.1	208.1
% Change, October, 1944 ..	+ 5.1	+13.7	+ 5.2	+ 2.2	+ 3.0	- 0.1	+ 3.7
October, 1943 ..							
% Change, Jan.-Oct., 1944	+ 7.1	+13.2	+ 9.6	+ 1.3	+ 5.0	+ 2.8	+ 5.0
Jan.-Oct., 1943							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

Men's Clothing (c)	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery	Radio and Electrical
British Columbia							
120.9	156.0	146.8	189.8	120.2	114.3	145.4	96.5
131.6	144.2	166.0	186.6	144.8	135.9	155.8	99.8
142.2	200.8	182.0	192.5	147.4	162.6	162.0	111.6
161.6	236.1	221.4	185.5	149.1	179.3	174.6	126.6
151.8	220.1	223.6	198.6	150.2	218.6	181.5	107.4
178.3	213.6	234.2	192.2	160.9	202.1	193.2	107.6
142.7	177.8	193.2	187.6	151.3	200.3	200.2	98.4
136.5	182.8	217.0	198.2	171.7	201.0	206.5	119.3
160.6	214.5	241.3	209.5	159.4	198.5	202.5	115.0
175.4	225.4	224.5	223.3	174.8	192.9	201.1	115.2
- 3.4	+ 0.4	+ 9.4	+18.6	+13.6	+11.4	+ 6.1	- 4.6
+ 2.7	+ 7.2	+ 9.5	+14.2	+ 9.9	+13.0	+ 8.2	- 8.1

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TABLE 1. (continued) - 1997-98

TABLE 1. (continued) - 1997-98

Province	1997-98	1996-97	1995-96	1994-95	1993-94	1992-93	1991-92	1990-91
Alberta	1,200	1,100	1,000	900	800	700	600	500
Saskatchewan	800	750	700	650	600	550	500	450
Manitoba	600	550	500	450	400	350	300	250
Ontario	1,500	1,400	1,300	1,200	1,100	1,000	900	800
Quebec	1,000	950	900	850	800	750	700	650
Atlantic	400	380	360	340	320	300	280	260
Total	5,500	5,100	4,800	4,500	4,200	3,900	3,600	3,300