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Monthly Indexes of Retail Sales in Canada, December, 1944  
(1935-1939=100)

Retail sales in Canada averaged 8 per cent higher in December, 1944 than in the corresponding month of 1943 and annual sales for the calendar year exceeded those of 1943 by a similar amount according to index numbers based on reports received from a sample number of firms representing 14 different trades dealing chiefly in food, clothing and household requirements. The general index of sales (on the base 1935 - 1939 = 100) stands at 237.8 for December, 190.6 for November and 220.5 for December, 1943.

The general index of sales, when adjusted for differences in the number of business days in different months and also for normal seasonal movements, stands at 173.1 for December compared with 181.9 for November, 174.7 for October and 170.9 for September. The reduction in the seasonally adjusted index between November and December is not an indication of a downward trend in the underlying trend of retail business. In part, it is a reflection of the general levelling off in the seasonal distribution of retail business which has taken place during the war years, with the result that a greater proportion of the annual business is now transacted in the month of November than was the case during the interval over which the seasonal correction factors for retail trade were computed. The less than average normal seasonal increase in sales between November and December of 1944 may also be attributed in part to the earlier Christmas shopping which took place partly in anticipation of stock shortages in the immediate pre-Christmas period and partly due to Christmas purchasing of merchandise to be sent overseas.

December sales for stores specializing in radios or electrical appliances were unchanged from December, 1943. All other trades for which data are available recorded increases, percentage gains ranging from 5 per cent for drug stores to 16 per cent for jewellery stores. Gains for other trades recording increases of 10 per cent or over compared with December, 1943 were 13 per cent for hardware stores and for shoe stores, 11 per cent for family clothing stores and 10 per cent for furniture stores and variety stores.

Although the 8 per cent increase recorded in the comparison of annual sales between 1943 and 1944 is not outstanding, it is significant in that it exceeds the smaller increase of 5 per cent, which took place between 1942 and 1943. It should be noted here that these results reflect only the average experience for the 14 trades included in this survey and they are not necessarily representative of the trend in the level of retail purchasing as a whole having regard to those trades whose experiences are not reflected in the general index. In particular, the absence of data for the various branches of the automotive trade is a factor which should be considered when interpreting the results shown in this report.

Jewellery store sales averaged 14 per cent higher in 1944 than in 1943. An improvement in the retail hardware business compared with 1943 was also evident throughout 1944, sales for the year under review standing 13 per cent above the previous twelve-month period. This increase is in contrast to the downward trend in hardware store business which had previously been evident, sales for 1943 standing 2 per cent below the 1942 level.

A 10 per cent increase in furniture store sales in 1944 over 1943 followed a decline of 7 per cent in the 1942 to 1943 comparison. Department store sales (including mail order business) also showed substantial improvement with a gain of 10 per cent in dollar volume in 1944 over 1943 compared with an increase of only 1 per cent between 1942 and 1943.

Continued improvement in farmers' purchasing power is reflected in the trend for country general stores. Annual sales for this trade were 9 per cent higher in 1944 than in the preceding year, gains for the various economic areas of the country standing at 12 per cent for the Maritime Provinces, 8 per cent for Quebec, 5 per cent for Ontario, 11 per cent for the Prairie Provinces and 13 per cent for British Columbia. With the exception of stores specializing in radios and household appliances, moderate gains in turnover between 1943 and 1944 were recorded for all other trades whose trends are currently measured. Percentage increases between 1943 and 1944, with corresponding percentage changes for the preceding year in brackets, are as follows: variety stores, 5 per cent (unchanged); food stores, 6 per cent (5 per cent); restaurants, 7 per cent (20 per cent); family clothing stores, 7 per cent (7 per cent); men's clothing stores, 7 per cent (2 per cent); women's clothing stores, 8 per cent (7 per cent); shoe stores, 6 per cent (5 per cent); drug stores, 8 per cent (11 per cent) and furniture stores, 10 per cent (-7 per cent). Notwithstanding the removal of certain Governmental regulations affecting the production and distribution of household appliances, sales of stores specializing in radios and household appliances declined 4 per cent in 1944 below the 1943 level.

#### Maritime Provinces

Retail sales in the Maritime Provinces as measured by the composite index for the 14 trades for which data are available were 9 per cent higher in 1944 than in 1943, both for the month of December and also in the annual comparison. 14 trades registered an improvement in their December business while sales for [redacted] excepting radio and electrical stores were higher than in 1943 in the annual comparison. Increases in sales between December, 1943 and December, 1944, with annual increases in brackets for the three leading trades as measured by their dollar volume, were as follows: country general stores, 7 per cent (12 per cent); department stores, 8 per cent (12 per cent) and food stores, 9 per cent (9 per cent).

#### Quebec

Retail sales in Quebec averaged 8 per cent higher in December, 1944 than in 1943 while the increase in the annual totals stands at 7 per cent. Conforming with the results for most other regions of the country, all trades excepting the radio and electrical group recorded increases. Increases for the three leading trades between 1943 and 1944, with annual gains in brackets, were as follows: country general stores, 5 per cent (8 per cent); department stores, 10 per cent (9 per cent); and food stores, 7 per cent (5 per cent).

#### Ontario

The increase in retail sales in Ontario stood at 7 per cent both in the month of December and also in the annual totals. In the December comparison all

trades, excepting the radio and electrical group, recorded increases, gains ranging from 3 per cent for department stores and restaurants to 16 per cent for shoe stores being recorded. In the annual comparison, sales of radio and electrical shops averaged 8 per cent lower in 1944 than in 1943, while gains for other trades ranged from 4 per cent for variety stores to 14 per cent for jewellery stores. Percentage increases between December of 1943 and 1944 for the three leading trades, with annual averages in brackets, are as follows: country general stores, 4 per cent (5 per cent); department stores, 3 per cent (7 per cent), and food stores, 9 per cent (6 per cent).

#### Prairie Provinces

The dollar value of retail trading in the Prairie Provinces averaged 7 per cent higher in December, 1944 than in the corresponding month of 1943, while sales for the year were up by 11 per cent. Percentage changes between December, 1943 and 1944 for some of the more important trades, with corresponding averages for the year in brackets, are as follows: country general stores, 8 per cent (11 per cent); department stores, 6 per cent (13 per cent); food stores, 8 per cent (9 per cent); hardware stores, 17 per cent (17 per cent) and drug stores, 8 per cent (9 per cent).

#### British Columbia

Retail sales in British Columbia averaged 12 per cent higher in December, 1944 than in the same month of the preceding year with all trades for which figures are available recording increases. In the annual comparison, sales averaged 8 per cent higher in 1944 than in 1943 and all trades excepting radio and electrical shops recorded increases. Percentage changes between December, 1943 and 1944 for some of the trades for which figures are available, with the corresponding annual averages in brackets, are as follows: country general stores, 11 per cent (13 per cent); department stores, 9 per cent (10 per cent); variety stores, 9 per cent (3 per cent); food stores, 12 per cent (6 per cent) and drug stores, 13 per cent (14 per cent).

#### Departmental Analysis of Department Store Sales

Total sales of those departmental firms which reported a breakdown of sales by departments were 7 per cent higher in December, 1944 than in the same month of 1943. Shortages in certain items of women's apparel resulted in hosiery and lingerie departments recording declines of 5 and 10 per cent respectively. Total sales of women's wear were 1 per cent higher, men's clothing sales gained 5 per cent and footwear sales increased 11 per cent over December, 1943. The largest increases between December of the two years were 16 per cent for food departments and 15 per cent in sales of piece goods departments. Hardware departments, with a sales gain of 14 per cent in the month under review, maintained approximately the same margin over 1943 as in the preceding month of November. A 12 per cent increase in furniture sales was more moderate than the 25 per cent advance recorded in November. Increases in other household departments were as follows: 4 per cent for home furnishings, 8 per cent for household appliances and electrical supplies and 3 per cent for radio and music departments.

On Page 12 of this bulletin a summary of department store sales by departments covering the full years 1943 and 1944 is given. Total sales were up 10 per cent in 1944 compared with 1943. An analysis of the results reveals that increases in sales of furniture and piece goods departments, which amounted to 22 and 19 per cent, exceeded those recorded by other departments. Radio and music sales by department stores fell 21 per cent in volume below 1943, while sales of household appliances were only 3 per cent higher between the two years. The margin of increase in other departments was fairly uniform.

Candy Stores and Furriers' Retail Shops

These two trades are not represented in the analysis presented above for Canada and the various regions. Returns submitted by a number of the large retail chain candy store companies indicated that sales were 8 per cent higher in December of this year than last and increased 11 per cent during the twelve-month period of 1944 compared with the full year of 1943. Sales of furriers' retail shops, as reported by a representative group of both chain and independent merchants, were 14 per cent higher in December, 1944 compared with December, 1943 and increased 5 per cent during the year of 1944 over 1943.

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                      | Sales in December, 1944<br>Compared With Sales In |                |                | Jan.-Dec., 1944 |
|---------------------------------------|---|----------------|----------------|-----------------|
|                                       | December, 1939                                    | December, 1943 | November, 1944 | Jan.-Dec., 1943 |
|                                       | %   | %              | %              | %               |
| GENERAL INDEX .....                   | +51.4   | + 7.8          | +24.8          | + 8.1           |
| General Merchandise Group:            |   |                |                |                 |
| Country General Stores .....          | +59.3   | + 6.6          | +18.6          | + 9.1           |
| Department Stores .....               | +34.4   | + 5.7          | +12.7          | + 9.9           |
| Variety Stores .....                  | +50.5   | +10.0          | +72.2          | + 5.0           |
| Food Group:                           |   |                |                |                 |
| Food Stores .....                     | +58.9   | + 8.3          | +21.9          | + 6.3           |
| Restaurants .....                     | +80.2   | + 5.3          | + 1.6          | + 7.3           |
| Clothing Group:                       |   |                |                |                 |
| Family Clothing Stores .....          | (a)   | +10.5          | +26.4          | + 7.2           |
| Men's Clothing Stores .....           | +66.2   | + 6.1          | +30.0          | + 6.7           |
| Women's Clothing Stores .....         | +74.2   | + 7.8          | +29.2          | + 8.1           |
| Shoe Stores .....                     | +68.8   | +13.3          | +34.1          | + 6.3           |
| Household and Personal Effects Group: |   |                |                |                 |
| Drug Stores .....                     | +84.3   | + 5.2          | +44.0          | + 8.0           |
| Furniture Stores .....                | + 5.5   | + 9.6          | + 1.3          | + 9.8           |
| Hardware Stores .....                 | +52.7   | +12.5          | + 5.6          | +13.1           |
| Jewellery Stores (b) .....            | +169.3  | +15.5          | +136.7         | +13.5           |
| Radio and Electrical Stores .....     | - 6.8   | + 0.3          | +16.0          | - 3.5           |

(a) Not available.

(b) Based on sales including the Federal tax introduced in June, 1942.

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     |
| December, 1939 ... | 157.1         | 112.3 | 123.5           | 105.6 | 188.9      | 116.4 | 248.1   | 122.7 |
| December, 1940 ... | 174.3         | 131.0 | 128.3           | 113.3 | 210.2      | 132.2 | 280.7   | 148.3 |
| December, 1941 ... | 194.4         | 144.0 | 147.4           | 123.4 | 239.2      | 145.8 | 341.6   | 176.2 |
| December, 1942 ... | 209.3         | 155.6 | 166.3           | 139.4 | 241.6      | 146.6 | 346.6   | 178.1 |
| December, 1943 ... | 220.5         | 169.0 | 184.5           | 157.0 | 240.2      | 145.8 | 339.4   | 185.4 |
| <u>1944</u>        |               |       |                 |       |            |       |         |       |
| 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 .....         | 178.1         | 173.0 | 169.1           | 163.4 | 150.5      | 143.2 | 196.1   | 189.5 |
| July .....         | 155.1         | 170.9 | 170.5           | 159.9 | 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         | 174.7 | 174.0           | 160.6 | 193.0      | 171.4 | 199.9   | 199.1 |
| November .....     | 190.6         | 181.9 | 165.9           | 160.2 | 225.2      | 194.7 | 216.9   | 217.2 |
| December .....     | 237.8         | 173.1 | 196.7           | 163.4 | 253.8      | 158.4 | 373.4   | 184.6 |

| Year and Month     | Food  |       | Restaurants |       | Family Clothing |       | Men's Clothing(c) |       |
|--------------------|-------|-------|-------------|-------|-----------------|-------|-------------------|-------|
|                    | A     | B     | A           | B     | A               | B     | A                 | B     |
| December, 1939 ... | 129.3 | 110.9 | 109.8       | 105.7 | (a)             | (a)   | 178.8             | 104.0 |
| December, 1940 ... | 135.5 | 128.1 | 117.8       | 114.9 | (a)             | (a)   | 199.7             | 125.6 |
| December, 1941 ... | 161.6 | 149.1 | 138.4       | 133.2 | 219.5           | 142.3 | 242.9             | 148.0 |
| December, 1942 ... | 178.1 | 163.7 | 166.2       | 159.9 | 255.4           | 165.5 | 263.8             | 160.7 |
| December, 1943 ... | 189.7 | 181.6 | 187.9       | 179.1 | 267.3           | 182.6 | 280.0             | 183.6 |
| <u>1944</u>        |       |       |             |       |                 |       |                   |       |
| 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 .....         | 194.3 | 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 .....      | 168.9 | 175.1 | 196.1       | 195.1 | 229.9           | 198.0 | 207.7             | 180.8 |
| November .....     | 168.5 | 172.3 | 194.8       | 204.4 | 233.6           | 198.1 | 228.6             | 187.2 |
| December .....     | 205.4 | 176.8 | 197.9       | 191.7 | 295.3           | 184.8 | 297.1             | 172.8 |

(a) Not available.

(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     |
| December, 1939 ... | 168.0            | 106.7 | 143.9 | 101.3 | 141.6 | 111.4 | 139.5     | 119.4 |
| December, 1940 ... | 193.6            | 133.0 | 146.8 | 110.1 | 161.9 | 131.6 | 165.8     | 145.3 |
| December, 1941 ... | 223.7            | 148.8 | 209.3 | 153.2 | 182.6 | 145.5 | 130.3     | 110.2 |
| December, 1942 ... | 262.0            | 174.3 | 212.0 | 155.2 | 213.1 | 168.8 | 135.8     | 114.9 |
| December, 1943 ... | 271.6            | 186.6 | 214.4 | 166.8 | 248.2 | 196.5 | 134.3     | 119.1 |
| <b>1944</b>        |                  |       |       |       |       |       |           |       |
| January .....      | 127.5            | 182.0 | 101.3 | 147.6 | 168.2 | 177.0 | 89.8      | 139.5 |
| February .....     | 124.4            | 191.5 | 101.3 | 167.7 | 163.0 | 175.1 | 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     | 158.0 |
| August .....       | 153.8            | 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 .....      | 218.8            | 191.3 | 173.6 | 175.9 | 186.2 | 182.8 | 142.9     | 124.2 |
| November .....     | 226.6            | 204.8 | 181.1 | 191.3 | 181.3 | 184.6 | 145.3     | 137.8 |
| December .....     | 292.7            | 190.2 | 242.9 | 167.2 | 261.0 | 205.3 | 147.2     | 124.0 |

| Year and Month     | Hardware |       | Jewellery (b) |       | Radio and Electrical |       |
|--------------------|----------|-------|---------------|-------|----------------------|-------|
|                    | A        | B     | A             | B     | A                    | B     |
| December, 1939 ... | 125.6    | 117.5 | 356.7         | (a)   | 146.3                | 108.1 |
| December, 1940 ... | 146.2    | 136.8 | 405.3         | (a)   | 224.4                | 165.9 |
| December, 1941 ... | 168.1    | 151.3 | 411.0         | 155.6 | 169.4                | 127.8 |
| December, 1942 ... | 160.2    | 144.2 | 440.4         | 166.8 | 154.5                | 116.5 |
| December, 1943 ... | 170.5    | 159.6 | 522.8         | 198.0 | 136.0                | 102.6 |
| <b>1944</b>        |          |       |               |       |                      |       |
| January .....      | 105.6    | 178.8 | 141.7         | 206.5 | 100.1                | 124.5 |
| February .....     | 109.3    | 192.9 | 145.6         | 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         | 218.1 | 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                | 99.7  |
| October .....      | 184.7    | 164.4 | 203.6         | 228.2 | 113.0                | 97.6  |
| November .....     | 181.7    | 181.0 | 258.1         | 250.2 | 117.6                | 103.0 |
| December .....     | 191.8    | 177.3 | 603.9         | 237.8 | 136.4                | 107.0 |

(a) Not available.

(b) Based on sales including the Federal tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS  
December, 1943 and December, 1944  
 (Based on dollar sales of 18 firms including mail order houses)

|   | December,<br>1943 | December,<br>1944 | % Change,<br>1944/1943 |
|---|-------------------|-------------------|------------------------|
|   | \$                | \$                |                        |
| TOTAL SALES, ALL DEPARTMENTS .....                | 43,518,105        | 46,546,908        | + 7.0                  |
| 1. Women's dresses, coats and suits .....         | 4,278,842         | 4,616,087         | + 7.9                  |
| 2. Girls' and infants' wear .....                 | 1,644,445         | 1,786,589         | + 8.6                  |
| 3. Hosiery and gloves .....                       | 2,447,621         | 2,325,408         | - 5.0                  |
| 4. Lingerie and corsets .....                     | 2,204,063         | 1,980,436         | -10.1                  |
| 5. Millinery .....                                | 344,785           | 363,162           | + 5.3                  |
| 6. Women's and children's apparel-(Total, 1-5)..  | 10,919,756        | 11,071,682        | + 1.4                  |
| 7. Men's and boys' clothing and furnishings ....  | 5,756,200         | 6,029,836         | + 4.8                  |
| 8. Drugs and toilet articles and preparations ..  | 2,090,418         | 2,359,653         | +12.9                  |
| 9. Piece goods .....                              | 2,355,204         | 2,718,559         | +15.4                  |
| 10. Smallwares .....                              | 2,144,131         | 2,330,314         | + 8.7                  |
| 11. Food and kindred products .....               | 2,995,596         | 3,466,411         | +15.7                  |
| 12. Furniture (including mattresses and springs). | 1,502,133         | 1,685,932         | +12.2                  |
| 13. Home furnishings .....                        | 2,487,907         | 2,580,478         | + 3.7                  |
| 14. Household appliances and electrical supplies  | 611,474           | 657,107           | + 7.5                  |
| 15. Hardware and kitchen utensils .....           | 938,855           | 1,072,951         | +14.3                  |
| 16. Radios, musical instruments and supplies .... | 339,984           | 351,074           | + 3.3                  |
| 17. Shoes and other footwear .....                | 2,746,043         | 3,054,924         | +11.2                  |
| 18. Stationery, books and magazines .....         | 1,726,880         | 1,920,842         | +11.2                  |
| 19. All other departments, total .....            | 6,903,524         | 7,247,145         | + 5.0                  |

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 |
|----------------------|---------------|-----------------|------------|---------|-------|------------|-----------------|
| Maritime Provinces   |               |                 |            |         |       |            |                 |
| December, 1941 ..... | 232.1         | 146.5           | 276.7      | 453.3   | 177.6 | 184.0      | 237.6           |
| December, 1942 ..... | 250.0         | 172.3           | 261.6      | 449.8   | 193.7 | 230.5      | 306.4           |
| December, 1943 ..... | 271.8         | 202.8           | 267.1      | 435.7   | 215.7 | 239.4      | 348.3           |
| 1944                 |               |                 |            |         |       |            |                 |
| November .....       | 229.2         | 172.8           | 283.0      | 292.1   | 198.2 | 238.1      | 272.3           |
| December .....       | 296.7         | 217.6           | 287.9      | 478.6   | 235.3 | 256.2      | 381.9           |
| % Change,            |               |                 |            |         |       |            |                 |
| December, 1944 ...   | + 9.2         | + 7.3           | + 7.8      | + 9.8   | + 9.1 | + 7.0      | + 9.6           |
| December, 1943 ...   |               |                 |            |         |       |            |                 |
| % Change,            |               |                 |            |         |       |            |                 |
| Jan.-Dec., 1944 ..   | + 9.3         | +11.5           | +12.2      | + 5.3   | + 9.4 | + 3.1      | +10.3           |
| Jan.-Dec., 1943 ..   |               |                 |            |         |       |            |                 |
| Quebec               |               |                 |            |         |       |            |                 |
| December, 1941 ..... | 190.2         | 160.5           | 251.7      | 332.2   | 158.2 | 137.6      | 230.6           |
| December, 1942 ..... | 206.5         | 169.8           | 264.2      | 349.9   | 182.6 | 153.4      | 256.9           |
| December, 1943 ..... | 215.4         | 184.2           | 259.7      | 341.6   | 193.3 | 171.6      | 260.8           |
| 1944                 |               |                 |            |         |       |            |                 |
| November .....       | 182.9         | 167.5           | 233.3      | 228.4   | 162.3 | 183.8      | 231.6           |
| December .....       | 232.9         | 194.0           | 286.2      | 385.8   | 206.0 | 187.5      | 290.7           |
| % Change,            |               |                 |            |         |       |            |                 |
| December, 1944 ...   | + 8.1         | + 5.3           | +10.2      | +12.9   | + 6.6 | + 9.3      | +11.5           |
| December, 1943 ...   |               |                 |            |         |       |            |                 |
| % Change,            |               |                 |            |         |       |            |                 |
| Jan.-Dec., 1944 ..   | + 6.5         | + 8.1           | + 9.4      | + 6.1   | + 4.7 | + 7.6      | + 5.7           |
| Jan.-Dec., 1943 ..   |               |                 |            |         |       |            |                 |
| Ontario              |               |                 |            |         |       |            |                 |
| December, 1941 ..... | 202.7         | 140.4           | 249.0      | 334.1   | 167.6 | 136.0      | 209.8           |
| December, 1942 ..... | 208.8         | 153.2           | 235.5      | 330.2   | 178.2 | 160.0      | 226.1           |
| December, 1943 ..... | 217.0         | 163.9           | 230.2      | 321.1   | 190.2 | 186.7      | 238.8           |
| 1944                 |               |                 |            |         |       |            |                 |
| November .....       | 183.7         | 144.2           | 213.5      | 200.8   | 168.7 | 196.5      | 198.5           |
| December .....       | 232.0         | 169.8           | 236.0      | 353.3   | 207.2 | 192.1      | 254.3           |
| % Change,            |               |                 |            |         |       |            |                 |
| December, 1944 ...   | + 6.9         | + 3.6           | + 2.5      | +10.0   | + 8.9 | + 2.9      | + 6.5           |
| December, 1943 ...   |               |                 |            |         |       |            |                 |
| % Change,            |               |                 |            |         |       |            |                 |
| Jan.-Dec., 1944 ..   | + 6.5         | + 4.7           | + 7.3      | + 4.2   | + 6.1 | + 9.0      | + 4.8           |
| Jan.-Dec., 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 <sup>(c)</sup><br>Clothing | Women's<br>Clothing | Shoes | Drugs | Furniture | Hardware | Jewellery | (b) Radio and<br>Electrical |
|----------------------------------|---------------------|-------|-------|-----------|----------|-----------|-----------------------------|
| Maritime Provinces               |                     |       |       |           |          |           |                             |
| 327.7                            | 259.6               | 246.2 | 226.4 | 191.8     | 178.2    | 621.3     | 251.7                       |
| 378.2                            | 329.1               | 265.2 | 276.3 | 185.3     | 180.5    | 664.8     | 220.3                       |
| 411.8                            | 337.2               | 265.8 | 327.5 | 204.3     | 209.4    | 825.0     | 170.9                       |
| 291.3                            | 293.0               | 213.5 | 221.3 | 191.8     | 200.5    | 381.0     | 146.1                       |
| 447.4                            | 376.1               | 329.4 | 348.8 | 235.3     | 218.8    | 931.8     | 196.0                       |
| + 8.6                            | +11.5               | +23.9 | + 6.5 | +15.2     | + 4.5    | +12.9     | +14.7                       |
| + 5.2                            | +10.7               | + 6.9 | + 8.0 | +13.5     | +16.3    | + 7.9     | - 3.6                       |
| Quebec                           |                     |       |       |           |          |           |                             |
| 225.3                            | 223.6               | 213.9 | 163.7 | 117.0     | 148.5    | 370.1     | 175.2                       |
| 230.3                            | 244.4               | 206.7 | 183.9 | 124.5     | 137.2    | 377.2     | 162.6                       |
| 247.0                            | 246.2               | 208.5 | 218.4 | 126.4     | 143.2    | 412.6     | 168.8                       |
| 215.0                            | 185.0               | 171.2 | 174.8 | 133.0     | 192.1    | 193.9     | 143.3                       |
| 264.3                            | 260.2               | 221.5 | 222.3 | 137.1     | 158.7    | 491.4     | 163.8                       |
| + 7.0                            | + 5.7               | + 6.2 | + 1.8 | + 8.5     | +10.8    | +19.1     | - 3.0                       |
| + 5.7                            | + 3.7               | + 2.8 | + 7.7 | +10.0     | +15.4    | +14.1     | - 2.0                       |
| Ontario                          |                     |       |       |           |          |           |                             |
| 254.7                            | 235.4               | 219.0 | 181.5 | 131.4     | 167.7    | 413.5     | 167.9                       |
| 271.9                            | 274.6               | 211.6 | 206.0 | 131.3     | 148.2    | 437.5     | 143.9                       |
| 282.0                            | 287.5               | 208.9 | 235.8 | 118.0     | 149.9    | 516.7     | 115.4                       |
| 222.9                            | 237.4               | 175.8 | 169.7 | 133.9     | 148.4    | 258.4     | 90.5                        |
| 303.0                            | 313.4               | 241.8 | 243.9 | 127.1     | 163.0    | 596.2     | 110.0                       |
| + 7.4                            | + 9.0               | +15.7 | + 3.4 | + 7.7     | + 8.7    | +15.4     | - 4.7                       |
| + 7.2                            | + 9.1               | + 6.6 | + 6.5 | + 7.1     | + 7.5    | +14.3     | - 8.1                       |

(b) Based on sales including the Federal tax introduced in June, 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       | General Index | Country General | Department | Variety | Food  | Restau- rant | Family Clothing |
|----------------------|---------------|-----------------|------------|---------|-------|--------------|-----------------|
| Prairie Provinces    |               |                 |            |         |       |              |                 |
| December, 1941 ..... | 177.2         | 146.2           | 217.1      | 332.6   | 144.7 | 137.0        | 190.3           |
| December, 1942 ..... | 199.4         | 173.9           | 228.5      | 351.5   | 163.4 | 168.5        | 258.0           |
| December, 1943 ..... | 215.3         | 194.2           | 231.3      | 365.1   | 176.0 | 192.1        | 277.6           |
| 1944                 |               |                 |            |         |       |              |                 |
| November .....       | 202.3         | 180.4           | 227.6      | 231.4   | 169.2 | 198.9        | 302.0           |
| December .....       | 230.5         | 209.4           | 244.0      | 382.7   | 190.7 | 200.6        | 321.4           |
| % Change,            |               |                 |            |         |       |              |                 |
| December, 1944 ...   | + 7.1         | + 7.8           | + 5.5      | + 4.8   | + 8.4 | + 4.4        | +15.8           |
| December, 1943 ...   |               |                 |            |         |       |              |                 |
| % Change,            |               |                 |            |         |       |              |                 |
| Jan.-Dec., 1944 ..   | +10.7         | +10.6           | +13.0      | + 6.0   | + 8.9 | + 7.5        | +13.0           |
| Jan.-Dec., 1943 ..   |               |                 |            |         |       |              |                 |
| British Columbia     |               |                 |            |         |       |              |                 |
| December, 1941 ..... | 181.1         | 134.8           | 222.7      | 301.8   | 150.5 | 126.6        | 249.0           |
| December, 1942 ..... | 210.5         | 147.3           | 253.9      | 307.1   | 165.7 | 175.6        | 311.6           |
| December, 1943 ..... | 216.4         | 166.7           | 254.9      | 290.7   | 164.7 | 189.3        | 298.9           |
| 1944                 |               |                 |            |         |       |              |                 |
| November .....       | 182.7         | 144.0           | 214.5      | 167.4   | 155.8 | 180.1        | 211.2           |
| December .....       | 241.3         | 184.9           | 277.1      | 317.5   | 184.9 | 204.0        | 336.6           |
| % Change,            |               |                 |            |         |       |              |                 |
| December, 1944 ...   | +11.5         | +10.9           | + 8.7      | + 9.2   | +12.3 | + 7.8        | +12.6           |
| December, 1943 ...   |               |                 |            |         |       |              |                 |
| % Change,            |               |                 |            |         |       |              |                 |
| Jan.-Dec., 1944 ..   | + 7.8         | +12.9           | + 9.6      | + 2.8   | + 5.9 | + 3.2        | + 6.4           |
| Jan.-Dec., 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<br>Clothing | Women's<br>Clothing | Shoes | Drugs | Furniture | Hardware | Jewellery | Radio and<br>Electrical |
|-------------------|---------------------|-------|-------|-----------|----------|-----------|-------------------------|
| Prairie Provinces |                     |       |       |           |          |           |                         |
| 200.2             | 192.6               | 145.2 | 188.8 | 124.1     | 182.4    | 395.9     | 151.1                   |
| 236.1             | 234.8               | 164.2 | 225.3 | 138.6     | 183.7    | 433.3     | 162.3                   |
| 267.9             | 257.3               | 186.4 | 262.1 | 151.9     | 207.4    | 576.6     | 141.6                   |
| 262.2             | 259.9               | 192.0 | 188.1 | 172.2     | 209.7    | 296.6     | 148.2                   |
| 257.7             | 267.4               | 200.3 | 281.7 | 160.7     | 242.0    | 650.6     | 140.8                   |
| - 3.8             | + 3.9               | + 7.5 | + 7.5 | + 5.8     | +16.7    | +12.8     | - 0.6                   |
| +10.1             | +11.8               | + 8.4 | + 9.4 | +13.8     | +16.8    | +16.9     | + 4.7                   |
| British Columbia  |                     |       |       |           |          |           |                         |
| 221.5             | 195.0               | 174.4 | 182.0 | 135.9     | 180.3    | 371.2     | 154.8                   |
| 260.2             | 259.6               | 232.7 | 242.8 | 158.7     | 205.9    | 458.2     | 146.2                   |
| 268.3             | 255.8               | 245.1 | 292.7 | 165.6     | 214.6    | 527.5     | 135.6                   |
| 193.2             | 209.5               | 200.6 | 216.9 | 181.1     | 215.5    | 241.1     | 127.9                   |
| 289.0             | 281.1               | 283.2 | 331.7 | 193.4     | 267.6    | 613.9     | 164.0                   |
| + 7.7             | + 9.9               | +15.5 | +13.3 | +16.8     | +24.7    | +16.4     | +20.9                   |
| + 3.4             | + 7.1               | +10.6 | +13.9 | +11.9     | +15.0    | + 9.9     | - 3.3                   |

(b) Based on sales including the Federal tax introduced in June, 1942.

(c) Includes men's furnishings.

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DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January-to-December, 1943 and January-to-December, 1944

|   | Jan.-to-<br>Dec., 1943 | Jan.-to-<br>Dec., 1944 | % Change,<br>1944/1943 |
|---|------------------------|------------------------|------------------------|
|   | \$                     | \$                     |                        |
| TOTAL SALES, ALL DEPARTMENTS .....                | 328,043,957            | 361,257,280            | +10.1                  |
| 1. Women's dresses, coats and suits .....         | 37,853,379             | 42,045,547             | +11.1                  |
| 2. Girls' and infants' wear .....                 | 13,608,427             | 15,750,355             | +15.7                  |
| 3. Hosiery and gloves .....                       | 14,828,308             | 15,110,502             | + 1.9                  |
| 4. Lingerie and corsets .....                     | 14,884,369             | 16,151,202             | + 8.5                  |
| 5. Millinery .....                                | 3,964,270              | 4,208,512              | + 6.2                  |
| 6. Women's and children's apparel-(Total, 1-5) .  | 85,138,753             | 93,266,718             | + 9.5                  |
| 7. Men's and boys' clothing and furnishings ....  | 38,765,155             | 42,425,889             | + 9.4                  |
| 8. Drugs and toilet articles and preparations ..  | 10,533,894             | 11,681,185             | +10.9                  |
| 9. Piece goods .....                              | 24,167,166             | 28,685,567             | +18.7                  |
| 10. Smallwares .....                              | 12,477,786             | 13,748,356             | +10.2                  |
| 11. Food and kindred products .....               | 27,488,463             | 30,038,772             | + 9.3                  |
| 12. Furniture (including mattresses and springs). | 16,733,052             | 20,403,792             | +21.5                  |
| 13. Home furnishings .....                        | 22,908,594             | 24,300,270             | + 6.1                  |
| 14. Household appliances and electrical supplies. | 6,145,859              | 6,305,609              | + 2.6                  |
| 15. Hardware and kitchen utensils .....           | 11,207,570             | 12,634,177             | +12.7                  |
| 16. Radios, musical instruments and supplies .... | 3,268,637              | 2,569,055              | -21.4                  |
| 17. Shoes and other footwear .....                | 23,663,942             | 25,828,825             | + 9.1                  |
| 18. Stationery, books and magazines .....         | 6,620,685              | 7,400,380              | +11.8                  |
| 19. All other departments, total .....            | 38,864,401             | 41,968,685             | + 8.0                  |