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

Retail sales in Canada during the month of February gained 5 per cent compared with January and were 6 per cent higher than in February a year ago according to index numbers of sales based on reports received from a representative number of firms representing twelve different trades. 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 139.4 for February, 132.6 for January and at 131.0 for February a year ago.

On making allowance for differences in number of business days and for normal seasonal movements as recorded in the experience of the ten years preceding the war, the seasonally adjusted index for February stands at 172.5 compared with 166.2 for January and 167.9 for December. The rise in the February adjusted index reflects in some measure a shift in the seasonal pattern or seasonal distribution of retail sales in recent years. This factor is even more important in the case of individual trades and is especially effective in the case of men's clothing stores where the elimination in recent years of January sales has resulted in the transference to February and March of a considerable portion of the business formerly transacted in the first month of the year.

February sales this year compared with last varied for different trades. Men's clothing store sales were unchanged from February last year; three trades recorded declines while eight trades recorded gains. The most notable decline occurred in specialty shoe stores whose sales averaged 20 per cent lower than in February last year, percentage declines on a regional basis standing at 14 per cent for the Maritime Provinces, 23 per cent for Quebec, 19 per cent for Ontario, 24 per cent for the Prairie Provinces and 17 per cent for British Columbia. The marked decline in specialty shoe store sales reflects the high level of business transacted by this type of store in February last year as a result of the introduction of shoe rationing in the United States.

Due in considerable measure to the same factor, sales of women's specialty shops in February this year fell about 2 per cent below the level of February, 1943. Sales in the Prairie Provinces were unchanged while an increase of 7 per cent in the Maritime Provinces was more than offset by declines recorded in Quebec, Ontario and British Columbia.

Stores dealing chiefly in radios or electrical appliances continue to record decreased sales, dollar volume of business in February standing 4 per cent below February last year while sales for the first two months of the current year stand 7 per cent below the corresponding period of 1943.

The upward trend in restaurant receipts was continued in February when a gain of 19 per cent was recorded over February last year. Receipts for the first

two months of 1944 stand 20 per cent above the corresponding period of 1943.

Hardware store sales averaged 16 per cent higher in February of this year than last compared with a gain of less than one per cent in January. Sales for the first two months of the year stand 7 per cent above the first two months of 1943. Furniture store sales were up by 8 per cent for the month of February and 5 per cent for the year to date. Candy shops transacted 7 per cent more business in February of this year than last while sales for the first two months of the year were up by 6 per cent.

Department stores, including the mail order business of departmental firms, transacted 5 per cent more dollar business in February of this year than last, results on a regional basis revealing increases of 7 per cent in the Maritime Provinces, 6 per cent in Quebec, 11 per cent in the Prairie Provinces and 7 per cent in British Columbia. Ontario sales were unchanged from February a year ago.

Attention is called to the revised January indexes of department store sales for Quebec and Canada shown in this report. Revisions in data reported to the Bureau have necessitated important alterations in the calculated index numbers. It has also been necessary to revise the January analysis of department store sales by departments. The revised figures are contained in this report.

Sales of grocery together with combined grocery and meat stores averaged 9 per cent higher in February of this year than last while sales for the first two months of the year stand 4 per cent above the corresponding period of 1943. Regional percentage increases over February, 1943 stand at 11 per cent for the Maritimes, 7 per cent for Quebec, 10 per cent for Ontario, 12 per cent for the Prairie Provinces and 5 per cent for British Columbia.

Drug store sales continue to expand, February sales averaging 9 per cent above the volume of business transacted by this type of store in February, 1943. Ontario drug store sales were up by 6 per cent. Gains for other regions of the country were considerably higher standing at 12 per cent for the Maritimes, 11 per cent for Quebec and for the Prairie Provinces and at 17 per cent for British Columbia.

Apart from the usual seasonal movements, variety store sales continue on a horizontal trend. February sales averaged 2 per cent higher than in February last year, results on a regional basis ranging from two per cent declines in Quebec and British Columbia to increases of 8 per cent for the Prairie Provinces and 9 per cent for the Maritimes. Ontario sales averaged 2 per cent above the level of February last year.

Jewellery stores are not incorporated in the calculation of the general index of retail sales, but returns received from a sample number of stores in this trade indicate that February sales were 13 per cent higher than in the corresponding month last year.

Sales of 17 firms which reported sales by departments averaged 4 per cent higher in February, 1944 over 1943. The greatest expansion between February of the two years occurred in furniture departments where sales were up 20 per cent. Sales of piece goods advanced sharply, an 11 per cent increase for February comparing with a 6 per cent decline reported in January. Sales of books and stationery increased 11 per cent and smallwares, 9 per cent above February, 1943. Sales of men's clothing gained 8 per cent and women's apparel departments did 5 per cent more business in February this year. A decline of 17 per cent in sales of footwear reflects the high level of footwear purchasing in February last year when consumer demand was stimulated by the introduction of shoe rationing in the United States. Food and drug departments both recorded minor gains of 3 per cent. Sales of household appliances were down 12 per cent while radio and music department sales were 30 per cent lower.

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	February, 1944			
	+ or - per cent compared with			
	February, 1939	February, 1943	January, 1944	Jan.-Feb., 1944 Jan.-Feb., 1943
General Index	+78.9	+ 6.4	+ 5.1	+ 4.7
Boot and Shoe Stores	+125.9	-19.6	- 3.5	- 8.6
Candy Stores	(g)	+ 6.7	+27.4	+ 6.2
Men's Clothing Stores	+95.9	(a)	+ 2.8	+ 0.3
Women Clothing Stores	+120.9	- 2.4	- 3.0	- 0.7
Department Stores	+72.3	+ 5.2	+11.7	+ 3.5
Drug Stores	+71.8	+ 9.4	- 2.7	+10.1
Furniture Stores	+36.8	+ 8.3	+10.7	+ 4.9
Grocery and Meat Stores	+71.1	+ 9.0	+ 5.5	+ 4.2
Hardware Stores	+97.3	+15.5	+ 5.1	+ 6.9
Radio and Electrical Stores	+38.2	- 3.7	- 4.1	- 7.4
Restaurants	+115.3	+19.4	- 4.0	+19.8
Variety Stores	+103.4	+ 1.9	+ 7.7	+ 2.2

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

Region	Boot and Shoe Stores	Jewellery Stores
	Sales in February, 1944 Compared with Sales in February, 1943	Sales in February, 1944 Compared with Sales in February, 1943
CANADA	-19.6	+13.0
Maritime Provinces	-14.3	+15.8
Quebec	-22.5	+ 6.2
Ontario	-18.8	+11.9
Prairie Provinces	-24.2	+20.4
British Columbia	-17.4	+ 9.8

(g) Not available.

(a) Unchanged.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Boots and Shoes		Candy(h)		Men's Clothing (c)	
	A	B	A	B	A	B	A	B
February, 1939	77.9	99.2	46.7	78.9	(g)	(g)	56.7	96.0
February, 1940	90.4	111.5	54.7	89.5	104.4	99.7	67.7	110.9
February, 1941	101.5	130.6	67.3	113.7	139.3	137.2	82.0	138.8
February, 1942	120.1	153.9	89.5	151.3	183.4	180.7	104.0	176.1
February, 1943	131.0	168.5	131.2	221.7	173.7	171.1	111.1	188.1
1943								
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	162.1	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	155.6	159.9
October	173.6	157.6	171.5	158.2	189.6	202.1	197.5	152.5
November	174.2	165.1	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
1944								
January	132.6	166.2	109.3	150.8	145.5	195.4	108.1	148.7
February	139.4	172.5	105.5	174.7	185.4	195.2	111.1	182.7

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
February, 1939	56.4	97.0	71.0	94.4	95.0	105.4
February, 1940	68.0	113.1	84.8	108.2	100.2	107.3
February, 1941	80.9	139.1	94.8	126.1	112.5	124.8
February, 1942	96.0	165.0	107.4	142.8	130.4	144.6
February, 1943	127.7	219.6	116.2	154.5	149.0	165.3
1943						
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	177.8	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
1944						
January	128.4	183.3	109.5	151.0	167.8	176.6
February	124.6	207.3	122.3	156.0	163.2	175.4

(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
February, 1939	75.1	96.3	95.4	103.9	56.0	102.6
February, 1940	90.1	111.3	108.0	113.8	66.5	116.9
February, 1941	104.4	133.8	117.0	127.3	78.2	143.3
February, 1942	106.1	136.0	141.6	154.2	96.4	176.7
February, 1943	94.8	121.4	149.7	163.0	99.1	181.4
1943						
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	92.8	144.2	154.7	167.8	105.1	177.9
February	102.7	126.9	163.2	172.7	110.5	195.1

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
February, 1939	71.0	95.5	82.1	93.0	69.7	103.2
February, 1940	92.8	119.8	92.8	101.4	86.7	124.2
February, 1941	108.5	146.0	103.2	116.9	103.8	153.6
February, 1942	111.2	149.5	120.6	136.6	129.0	190.9
February, 1943	101.9	137.0	148.1	167.7	139.1	206.0
1943						
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	199.1	197.8
December	139.6	99.2	182.4	173.9	339.4	185.4
1944						
January	102.3	132.1	184.1	196.3	131.7	212.3
February	98.1	126.7	176.8	193.3	141.8	204.0

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	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores (c)						
February, 1940	67.7	81.3	65.7	68.3	61.0	68.3
February, 1941	82.0	106.1	75.1	85.8	71.8	76.5
February, 1942	104.0	148.0	95.5	108.0	85.9	96.5
February, 1943	111.1	158.1	96.6	107.3	115.5	126.2
1943						
December	280.1	408.1	248.5	283.5	266.9	261.9
1944						
January	108.1	173.6	90.0	100.4	128.4	114.4
February	111.1	160.0	93.8	104.7	126.3	130.1
% Change,						
February, 1944	(a)	+ 1.2	- 2.9	- 2.4	+ 9.4	+ 3.1
February, 1943						
% Change,						
Jan.-Feb., 1944	+ 0.3	+ 0.2	- 5.5	- 1.3	+14.6	+ 2.0
Jan.-Feb., 1943						
Women's Clothing Stores						
February, 1940	68.0	70.0	66.6	67.9	68.5	70.9
February, 1941	80.9	94.6	83.9	80.3	72.7	82.2
February, 1942	96.0	126.2	94.6	97.2	85.3	96.7
February, 1943	127.7	150.3	116.4	125.2	136.7	149.4
1943						
December	269.8	320.5	243.0	287.1	257.4	253.3
1944						
January	128.4	169.9	104.0	133.6	123.5	161.5
February	124.6	160.4	107.1	123.0	137.1	148.0
% Change,						
February, 1944	- 2.4	+ 6.7	- 8.0	- 1.8	+ 0.3	- 0.9
February, 1943						
% Change,						
Jan.-Feb., 1944	- 0.7	+ 7.1	- 8.1	- 1.1	+ 6.0	+ 5.3
Jan.-Feb., 1943						
Grocery and Meat Stores						
February, 1940	108.0	106.6	110.7	109.6	99.7	105.0
February, 1941	117.0	117.1	117.4	120.7	104.3	116.0
February, 1942	141.6	151.9	144.5	145.0	122.6	131.9
February, 1943	149.7	162.2	161.8	146.0	129.7	142.2
1943						
December	189.9	215.6	193.5	190.5	175.8	164.5
1944						
January	154.7	177.4	160.2	154.4	136.3	138.4
February	163.2	180.4	173.3	160.5	145.5	149.0
% Change,						
February, 1944	+ 9.0	+11.2	+ 7.1	+ 9.9	+12.2	+ 4.8
February, 1943						
% Change,						
Jan.-Feb., 1944	+ 4.2	+ 9.1	+ 2.6	+ 3.4	+ 9.2	+ 2.2
Jan.-Feb., 1943						

(c) Includes men's furnishings.

(a) Unchanged.

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						
February, 1940	84.8	83.9	87.4	85.6	83.0	84.2
February, 1941	94.8	100.6	95.8	95.6	90.8	97.3
February, 1942	107.4	117.8	111.0	108.6	98.9	113.1
February, 1943	116.2	123.2	120.2	115.2	108.9	127.8
1943						
December	240.2	267.1	259.7	230.2	231.3	254.7
1944						
January	109.5	117.5	105.5	100.7	114.3	126.7
February	122.3	131.6	127.1	115.4	121.2	136.0
% Change,						
February, 1944	+ 5.2	+ 6.8	+ 5.7	+ 0.2	+11.3	+ 6.7
February, 1943						
% Change,						
Jan.-Feb., 1944	+ 3.5	+ 4.1	- 1.3	- 0.9	+10.7	+ 6.5
Jan.-Feb., 1943						
Variety Stores						
February, 1940	88.7	93.4	87.9	83.4	91.1	88.0
February, 1941	103.8	125.2	106.4	99.8	102.6	96.0
February, 1942	129.0	163.0	136.2	121.9	125.7	113.8
February, 1943	139.1	158.0	157.7	128.1	138.6	124.0
1943						
December	338.8	435.7	341.6	319.8	365.1	290.7
1944						
January	131.7	152.4	156.4	118.8	130.9	107.0
February	141.8	172.8	154.5	130.5	149.4	121.2
% Change,						
February, 1944	+ 1.9	+ 9.4	- 2.0	+ 1.9	+ 7.8	- 2.3
February, 1943						
% Change,						
Jan.-Feb., 1944	+ 2.2	+ 7.8	+ 0.6	- 0.1	+11.5	+ 0.5
Jan.-Feb., 1943						
Drug Stores						
February, 1940	100.2	104.8	106.6	98.4	97.9	97.0
February, 1941	112.5	125.0	113.3	113.1	107.3	108.3
February, 1942	130.4	150.1	131.3	129.8	125.8	124.3
February, 1943	148.8	171.3	149.4	143.9	148.9	159.6
1943						
December	247.9	326.7	218.4	235.3	262.1	292.7
1944						
January	167.8	195.9	171.3	168.0	169.9	189.1
February	163.2	192.2	166.1	153.0	165.7	186.3
% Change,						
February, 1944	+ 9.4	+12.2	+11.2	+ 6.3	+11.3	+16.7
February, 1943						
% Change,						
Jan.-Feb., 1944	+10.1	+13.2	+ 9.5	+ 6.9	+14.4	+17.8
Jan.-Feb., 1943						

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

February, 1943 and February, 1944

(Based on dollar sales of 17 firms including mail order houses)

	February, 1943	February, 1944	% Change, 1944/1943
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	20,967,015	21,800,290	+ 4.0
1. Women's dresses, coats and suits	2,234,761	2,253,249	+ 0.8
2. Girls' and infants' wear	670,191	755,503	+12.7
3. Hosiery and gloves	828,704	875,075	+ 5.9
4. Lingerie and corseaus	973,556	1,035,080	+ 6.3
5. Millinery	175,102	187,529	+ 7.1
6. Women's and children's apparel--(Total, 1-5)	4,887,344	5,107,536	+ 4.5
7. Men's and boys' clothing and furnishings	1,890,706	2,033,228	+ 7.5
8. Drugs and toilet articles and preparations ..	731,306	754,206	+ 3.1
9. Piece goods	1,930,623	2,151,373	+11.4
10. Smallwares	828,720	902,480	+ 8.9
11. Food and kindred products	2,234,567	2,302,265	+ 3.0
12. Furniture (including mattresses and springs) ..	1,238,150	1,487,569	+20.1
13. Home furnishings	1,572,049	1,600,335	+ 1.8
14. Household appliances and electrical supplies ..	459,330	403,033	-12.3
15. Hardware and kitchen utensils	767,609	830,736	+ 8.2
16. Radios, musical instruments and supplies	304,609	212,626	-30.2
17. Shoes and other footwear	1,510,747	1,259,186	-16.7
18. Stationery, books and magazines	377,630	418,032	+10.7
19. All other departments, total	2,233,625	2,337,655	+ 4.7

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January, 1943 and January, 1944 (Revised)⁽¹⁾
 (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	18,852,468	- 0.6
1. Women's dresses, coats and suits	1,961,960	1,962,116	(a)
2. Girls' and infants' wear	570,626	626,265	+ 9.8
3. Hosiery and gloves	771,062	786,181	+ 2.0
4. Lingerie and corsets	960,867	931,027	- 3.1
5. Millinery	135,977	160,187	+17.8
6. Women's and children's apparel--(Total, 1-5) .	4,400,492	4,465,776	+ 1.5
7. Men's and boys' clothing and furnishings	1,864,931	1,825,252	- 2.1
8. Drugs and toilet articles and preparations ...	676,413	698,221	+ 3.2
9. Piece goods	1,912,642	1,794,046	- 6.2
10. Smallwares	798,002	782,290	- 2.0
11. Food and kindred products	2,188,035	2,085,447	- 4.7
12. Furniture (including mattresses and springs) .	987,905	1,165,618	+18.0
13. Home furnishings	1,275,102	1,237,693	- 2.9
14. Household appliances and electrical supplies .	409,740	331,552	-19.1
15. Hardware and kitchen utensils	620,425	629,389	+ 1.4
16. Radios, musical instruments and supplies	297,335	198,803	-33.1
17. Shoes and other footwear	1,125,176	1,101,439	- 2.1
18. Stationery, books and magazines	345,565	388,631	+12.5
19. All other departments, total	2,062,362	2,148,311	+ 4.2

(1) Figures for January, 1944 have been altered to allow for revisions in data reported.
 (a) Change of less than 0.1 per cent.

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