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

The dollar volume of retail trade in Canada during April, measured by the composite index for twelve kinds of business, increased 6 per cent over April, 1943 and recorded a gain of 7 per cent over March of this year. Sales in the first four months of this year averaged 6 per cent higher than in the similar period of 1943. Unadjusted indexes, on the base, 1935-1939 = 100, stood at 176.8 for April, 1944, compared with 155.4 for March and 167.3 for April a year ago.

After adjustment for differences in number of business days and for normal seasonal movements, and with an additional allowance for the shifting date of Easter, the index stood at 175.3 in April, slightly below the 177.4 recorded in March, but 8 per cent above the index of 162.9 for April, 1943. The average of the adjusted indexes during the first four months of this year was 172.7, indicating that the level of retail business was almost 75 per cent above that prevailing during the base period, 1935 to 1939.

Sales of radio and electrical stores declined 2 per cent in April below sales in the same month last year, this decrease being on a par with the average reduction between the first four months of 1943 and 1944 for this trade. Variety stores did only 1 per cent more business in April this year, while averaging 2 per cent higher in the cumulative comparison. All of the remaining ten trades reported increases in sales ranging from 4 to 10 per cent over April, 1943.

Department store sales gained 4 per cent in April compared with April a year ago and were up 1 per cent from March. Sales in the first four months of the year were 6 per cent greater than in the corresponding period of 1943. Mail order business transacted by departmental firms is included in these results. Gains of 8 per cent in the Maritime Provinces and in the Prairie Provinces for April compared with increases of 12 and 13 per cent respectively in sales comparisons for the first four months of the two years. Quebec sales gained 4 per cent both in April and in the average for the first four months, while a 4 per cent gain for British Columbia in April is slightly below the 7 per cent increase in the cumulative comparison. Ontario sales were up 1 per cent in both comparisons.

Sales of men's clothing stores gained 8 per cent over April, 1943, 38 per cent over March, 1944 and were up 5 per cent in the first four months of this year

compared with last. Stores specializing in men's wear located in the Prairie Provinces did 19 per cent more business in April this year than last, an increase which approximated the 18 per cent gain for the year-to-date. Sales in the Maritime Provinces were reported up 14 per cent in April, a substantial increase over the 6 per cent margin recorded for the first four months. April increases for other regions, with gains for the year-to-date in brackets, were as follows: Ontario, 6 per cent (2 per cent); Quebec, 5 per cent (3 per cent) and British Columbia, 3 per cent (2 per cent).

Stores specializing in the sales of women's apparel showed sales 8 per cent higher in April and 6 per cent higher in the period from January to April than in the same periods a year ago. In this trade also, expansion in the Prairie Provinces and in the Maritime Provinces has exceeded that recorded in other parts of the country. April sales were 18 per cent higher in the Maritime Provinces while sales were up 13 per cent for the first four months of this year. Corresponding gains in the Prairie Provinces were 16 per cent for April and 14 per cent in the aggregate. Other regions reported gains in April ranging from 4 to 6 per cent, while moderate gains were shown in the cumulative results also.

Drug store sales were up 8 per cent in April and 9 per cent in the first four months. While gains in the eastern and central regions were about the same in April as in the preceding months of the year, evidence of a slight decline in the margin of increase was reflected in results for the western regions.

Increases of 6 per cent are shown for grocery and meat stores in both the April and the cumulative comparisons. Food sales in the Maritime Provinces were up slightly over 10 per cent in both comparisons, but more moderate advances occurred in other provinces.

Variety store sales reported an increase of 1 per cent in April compared with an average gain of 2 per cent for the first four months of this year over last. Results for Quebec and Ontario were almost similar to those for the country as a whole. Sales in the Maritime Provinces maintained the 6 per cent margin of improvement reported for the first three months of the year. Although the increase in the Prairie Provinces in April was only 1 per cent, the average gain for the year stands at 7 per cent. British Columbia reported a decline of 5 per cent in April and variety store sales in that province were 3 per cent lower in the first four months.

Sales of shoe stores were 10 per cent higher in April this year than last, but were fractionally lower over the four-month period to the end of April. Increases in April for various regions were as follows: 17 per cent in the Maritime Provinces, 15 per cent in the Prairie Provinces, 9 per cent in Quebec, 9 per cent in Ontario and 6 per cent in British Columbia.

Increases in April this year over last for other groups included in this survey were as follows: candy stores, 10 per cent; furniture stores, 5 per cent; hardware stores, 9 per cent and restaurants, 8 per cent.

Jewellery store sales were up 8 per cent for Canada as a whole, and gains in the different sections of the country were as follows: 16 per cent in the Maritime Provinces, 10 per cent in the Prairie Provinces, 9 per cent in Ontario, 4 per cent in British Columbia and 2 per cent in Quebec.

April, 1944 sales of 19 departmental firms which reported sales by departments were 6 per cent higher this year than in April a year ago. Increases in furniture and piece goods continue to feature the summary by departments; these two

departments recorded gains of 19 per cent in the month under review. Men's clothing sales were 9 per cent higher, women's apparel sales were up 6 per cent while footwear departments gained 7 per cent over April last year. Hardware sales averaged 7 per cent greater, drug sales were up 3 per cent and smallwares, 5 per cent. Declines, ranging from 1 to 3 per cent, occurred in departments specializing in household appliances and electrical goods, food and home furnishings. The only pronounced decline was that for the radio and music departments, whose sales were 28 per cent below April, 1943.

#### Regional Trends in Retail Trade - First Quarter, 1944

Indexes of retail sales for the five principal economic divisions of Canada are available for six kinds of business covered in the tables of this bulletin. Indexes of country general store sales by regions are published in a separate report. A composite index, based on these seven trades, has been compiled for each region of the country. Included in this index are sales of men's and women's clothing stores, department stores, variety stores, food stores and drug stores together with country general stores.

Sales for the first three months of this year averaged 6.9 per cent higher for Canada as a whole than in the corresponding period of last year. This result compares with the 6.5 per cent gain in the same comparison for indexes based on twelve trades which are contained elsewhere in this bulletin.

The greatest expansion in business during the early part of this year took place in the Prairie Provinces where sales were up 13 per cent over the first three months of 1943. The Maritime Provinces continued to record steady and pronounced advances with sales up 11 per cent in the first quarter of this year compared with last. Increases for the same period in other regions of the country were as follows: 8 per cent in British Columbia, 7 per cent in Quebec and 4 per cent in Ontario.

More substantial increases were recorded in March than in the first two months of the year. Easter buying was almost entirely concentrated in April last year, but the earlier date of Easter in 1944 shifted a portion of this seasonal trade into March of 1944. Favourable weather in March this year also stimulated sales during the first quarter of the year.

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	April, 1944			
	+ or - per cent compared with			
	April, 1939	April, 1943	March, 1944	Jan.-April, 1944 Jan.-April, 1943
General Index .....	+69.7	+ 5.7	+ 6.9	+ 6.3
Boot and Shoe Stores .....	+78.7	+ 9.8	+46.8	- 0.5
Candy Stores .....	(g)	+ 9.7	+29.9	+ 9.5
Men's Clothing Stores .....	+99.8	+ 7.8	+37.6	+ 4.5
Women's Clothing Stores .....	+82.6	+ 7.6	+31.3	+ 5.5
Department Stores .....	+69.2	+ 4.1	+ 0.7	+ 6.1
Drug Stores .....	+64.5	+ 7.8	- 0.6	+ 8.7
Furniture Stores .....	+35.2	+ 5.0	+19.7	+ 5.7
Grocery and Meat Stores .....	+65.5	+ 5.9	- 0.2	+ 6.2
Hardware Stores .....	+61.0	+ 8.5	+20.1	+10.8
Radic and Electrical Stores ..	+10.2	- 8.3	+ 0.1	- 7.5
Restaurants .....	+99.9	+ 8.2	- 3.3	+14.1
Variety Stores .....	+83.3	+ 1.1	+18.4	+ 1.8

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

Region	Boot and Shoe Stores	Jewellery Stores
	Sales in April, 1944 Compared with Sales in April, 1943	Sales in April, 1944 Compared with Sales in April, 1943
CANADA .....	+ 9.8	+ 8.2
Maritime Provinces .....	+16.7	+15.8
Quebec .....	+ 9.4	+ 1.8
Ontario .....	+ 8.5	+ 8.5
Prairie Provinces .....	+14.5	+10.4
British Columbia .....	+ 6.0	+ 3.8

(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
	<u>1943</u>							
January .....	128.6	155.5	103.1	132.7	138.0	191.9	106.9	137.6
February .....	130.5	167.9	131.5	222.2	173.7	171.1	111.4	188.5
March .....	151.1	167.5	139.4	198.8	143.9	191.2	137.8	183.2
April .....	167.3	162.9	185.8	145.1	199.3	144.0	187.5	176.5
May .....	162.7	154.4	175.1	149.4	159.8	166.1	164.2	161.7
June .....	158.8	155.5	198.0	160.0	122.0	186.5	172.6	165.3
July .....	147.8	155.4	161.2	161.7	149.2	207.6	143.7	164.8
August .....	142.3	161.9	144.3	180.7	158.3	200.1	118.3	162.5
September .....	157.9	158.4	168.7	160.0	162.3	204.3	155.9	160.3
October .....	173.4	157.5	171.3	158.0	189.6	202.1	197.2	152.3
November .....	174.1	165.0	162.6	171.8	180.9	212.8	206.8	164.7
December .....	221.7	167.9	209.7	163.2	384.6	173.6	279.4	183.2
<u>1944</u>								
January .....	132.5	166.0	108.7	149.9	145.5	195.4	107.7	148.1
February .....	139.0	172.0	105.1	174.0	184.8	194.6	111.4	183.1
March .....	165.4	177.4	139.0	185.0	168.4	221.2	146.9	182.9
April .....	176.8	175.3	204.1	159.2	218.7	155.0	202.2	191.7

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
	<u>1943</u>					
January .....	127.3	174.7	107.8	148.1	151.8	159.3
February .....	127.8	219.7	116.2	154.5	148.8	165.1
March .....	155.8	189.4	145.4	164.3	159.6	162.6
April .....	214.4	166.9	157.9	153.5	156.8	161.8
May .....	180.7	170.0	139.1	138.7	159.3	162.4
June .....	175.7	158.0	136.8	130.9	154.2	164.0
July .....	152.4	173.2	112.5	144.7	159.6	159.6
August .....	138.7	197.3	120.9	148.4	153.6	156.9
September .....	176.1	188.8	159.1	156.8	158.1	157.8
October .....	206.3	165.7	177.8	157.3	171.7	164.2
November .....	202.9	182.0	196.0	168.8	169.5	172.6
December .....	270.1	185.6	240.2	145.8	248.2	196.5
<u>1944</u>						
January .....	128.6	183.5	109.7	151.3	168.2	177.0
February .....	124.7	207.5	122.4	156.3	163.0	175.1
March .....	175.6	205.0	163.2	174.0	170.1	172.1
April .....	230.6	182.9	164.3	174.0	169.1	174.5

(c) Includes men's furnishings.

(h) Candy indexes are based largely upon returns from retail candy chains.

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
<u>1943</u>						
January .....	93.1	139.5	154.7	156.9	92.9	154.8
February .....	94.7	121.4	148.3	161.4	98.8	181.0
March .....	106.5	124.1	166.1	163.3	116.4	159.4
April .....	132.1	122.5	172.0	174.2	143.3	140.6
May .....	144.4	115.2	176.7	167.1	169.5	128.4
June .....	113.2	115.6	171.7	174.5	163.8	137.6
July .....	105.6	131.2	169.7	160.7	155.3	136.9
August .....	112.0	112.0	157.2	173.0	149.6	142.4
September .....	117.2	103.5	154.6	160.3	151.8	131.7
October .....	127.7	106.7	166.9	159.5	156.5	137.1
November .....	120.6	112.6	155.8	159.3	153.6	150.6
December .....	141.4	125.4	189.7	181.6	175.0	163.7
<u>1944</u>						
January .....	94.4	146.6	154.1	167.1	104.4	176.7
February .....	101.5	125.4	161.9	171.2	110.6	195.3
March .....	115.9	135.0	182.5	175.3	129.5	178.0
April .....	138.7	128.6	182.1	181.4	155.5	155.0

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
<u>1943</u>						
January .....	112.8	145.6	153.1	162.6	128.4	195.2
February .....	100.2	134.8	148.1	167.7	139.1	206.0
March .....	109.6	127.8	175.4	176.9	153.5	198.8
April .....	111.6	122.4	172.4	172.0	182.9	198.6
May .....	116.6	104.3	172.5	170.9	190.0	184.8
June .....	105.8	114.1	170.4	170.6	184.3	181.6
July .....	96.8	121.7	176.0	166.1	183.4	172.5
August .....	98.8	125.8	180.9	169.7	160.2	174.8
September .....	114.1	97.8	185.0	177.6	170.2	183.2
October .....	118.2	95.7	181.6	179.4	195.7	182.4
November .....	116.0	91.0	177.6	187.7	199.1	197.8
December .....	140.0	99.5	182.4	173.9	339.4	185.4
<u>1944</u>						
January .....	100.7	130.0	184.1	196.3	131.7	212.3
February .....	96.4	124.4	176.8	193.3	141.5	203.6
March .....	102.2	119.1	192.9	193.3	156.3	200.9
April .....	102.3	116.8	186.5	189.2	185.0	196.2

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	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
<u>Men's Clothing Stores (c)</u>						
April, 1940 .....	101.5	116.8	104.3	101.3	94.6	91.1
April, 1941 .....	146.7	134.0	150.0	153.2	121.5	107.1
April, 1942 .....	188.8	232.7	210.6	182.7	164.4	156.2
April, 1943 .....	187.5	230.8	201.4	178.5	185.7	160.0
<u>1944</u>						
January .....	107.7	178.6	87.6	99.9	128.9	113.5
February .....	111.4	156.8	93.9	105.7	126.8	129.7
March .....	146.9	203.2	144.2	134.8	162.8	146.0
April .....	202.2	262.3	211.5	188.8	221.7	164.2
% Change,						
April, 1944 .....	+ 7.8	+13.6	+ 5.0	+ 5.8	+19.4	+ 2.6
April, 1943 .....						
% Change,						
Jan.-April, 1944 .....	+ 4.5	+ 5.8	+ 3.0	+ 1.6	+17.7	+ 2.1
Jan.-April, 1943 .....						
<u>Women's Clothing Stores</u>						
April, 1940 .....	129.4	130.5	130.7	132.5	114.1	133.2
April, 1941 .....	170.1	195.3	172.4	176.0	147.5	156.5
April, 1942 .....	183.5	201.4	196.3	186.0	150.8	177.0
April, 1943 .....	214.4	240.2	211.9	212.3	208.2	230.9
<u>1944</u>						
January .....	128.6	168.2	104.9	133.6	122.9	161.8
February .....	124.7	158.9	107.4	123.2	137.4	147.6
March .....	175.6	230.6	159.2	174.7	177.2	200.8
April .....	230.6	283.9	221.6	225.8	241.6	240.6
% Change,						
April, 1944 .....	+ 7.6	+18.2	+ 4.6	+ 6.4	+16.0	+ 4.2
April, 1943 .....						
% Change,						
Jan.-April, 1944 .....	+ 5.5	+13.3	+ 1.1	+ 4.3	+13.9	+ 6.3
Jan.-April, 1943 .....						
<u>Grocery and Meat Stores</u>						
April, 1940 .....	116.2	111.1	120.2	117.0	107.5	117.2
April, 1941 .....	132.2	124.3	135.0	135.8	119.6	131.8
April, 1942 .....	157.4	156.6	165.6	159.4	138.6	147.7
April, 1943 .....	172.0	176.8	185.7	169.0	153.1	162.6
<u>1944</u>						
January .....	154.1	179.3	158.9	153.8	136.1	136.7
February .....	161.9	181.2	169.1	160.7	144.7	145.7
March .....	182.5	198.8	194.6	179.4	163.4	166.0
April .....	182.1	197.4	195.5	178.2	163.2	165.4
% Change,						
April, 1944 .....	+ 5.9	+11.7	+ 5.3	+ 5.4	+ 6.6	+ 1.7
April, 1943 .....						
% Change,						
Jan.-April, 1944 .....	+ 6.2	+10.3	+ 5.0	+ 5.6	+ 9.6	+ 3.1
Jan.-April, 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						
April, 1940 .....	105.2	102.3	113.5	107.4	99.6	103.5
April, 1941 .....	132.2	144.2	143.0	137.3	121.4	121.7
April, 1942 .....	145.1	169.5	157.8	145.0	133.5	143.8
April, 1943 .....	157.9	180.7	174.9	151.2	151.6	161.2
<u>1944</u>						
January .....	109.7	117.5	105.5	101.2	114.3	126.7
February .....	122.4	132.8	126.5	116.1	121.2	135.1
March .....	153.2	216.2	167.7	148.2	166.2	168.7
April .....	164.3	194.3	181.8	152.6	163.0	167.2
% Change,						
April, 1944 .....	+ 4.1	+ 7.5	+ 3.9	+ 0.9	+ 7.5	+ 3.7
April, 1943 .....						
% Change,						
Jan.-April, 1944 .....	+ 6.1	+12.0	+ 4.2	+ 1.0	+12.6	+ 6.5
Jan.-April, 1943 .....						
Variety Stores						
April, 1940 .....	104.2	117.2	109.2	100.3	102.9	97.9
April, 1941 .....	143.4	184.1	149.2	137.6	140.0	117.7
April, 1942 .....	169.2	211.6	184.7	160.4	162.1	134.1
April, 1943 .....	182.9	221.4	205.8	167.8	189.1	145.5
<u>1944</u>						
January .....	131.7	152.4	156.4	118.8	130.9	107.0
February .....	141.5	172.4	153.5	130.5	149.4	121.2
March .....	156.3	200.0	177.0	144.0	151.8	120.6
April .....	185.0	234.4	209.4	168.8	190.8	137.6
% Change,						
April, 1944 .....	+ 1.1	+ 5.9	+ 1.7	+ 0.6	+ 0.9	- 5.4
April, 1943 .....						
% Change,						
Jan.-April, 1944 .....	+ 1.8	+ 6.1	+ 1.3	+ 0.4	+ 6.9	- 3.1
Jan.-April, 1943 .....						
Drug Stores						
April, 1940 .....	103.9	106.7	107.9	102.0	103.5	104.1
April, 1941 .....	121.0	141.1	117.7	120.7	119.8	115.6
April, 1942 .....	143.4	173.4	140.7	139.2	148.9	136.2
April, 1943 .....	156.8	192.7	156.2	147.8	162.5	168.7
<u>1944</u>						
January .....	168.2	196.1	171.6	158.4	170.3	189.8
February .....	163.0	190.6	165.3	152.7	166.6	186.6
March .....	170.1	206.9	173.6	158.7	172.4	192.5
April .....	169.1	212.9	168.1	159.6	172.6	182.5
% Change,						
April, 1944 .....	+ 7.8	+10.5	+ 7.6	+ 8.0	+ 6.2	+ 8.2
April, 1943 .....						
% Change,						
Jan.-April, 1944 .....	+ 8.7	+11.2	+ 8.1	+ 6.6	+11.3	+12.8
Jan.-April, 1943 .....						



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

April, 1943 and April, 1944

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

	April, 1943	April, 1944	% Change, 1944/1943
TOTAL SALES, ALL DEPARTMENTS .....	28,673,332	30,353,327	+ 5.9
1. Women's dresses, coats and suits .....	3,730,781	4,043,134	+ 8.4
2. Girls' and infants' wear .....	1,281,138	1,382,940	+ 7.9
3. Hosiery and gloves .....	1,393,228	1,402,052	+ 0.6
4. Lingerie and corsets .....	1,128,605	1,246,509	+10.4
5. Millinery .....	576,783	557,696	- 3.3
6. Women's and children's apparel---(Total, 1-5) .	8,110,535	8,632,331	+ 6.4
7. Men's and boys' clothing and furnishings .....	3,356,941	3,665,535	+ 9.2
8. Drugs and toilet articles and preparations ...	748,721	768,408	+ 2.6
9. Piece goods .....	1,779,203	2,112,260	+18.7
10. Smallwares .....	942,909	991,954	+ 5.2
11. Food and kindred products .....	2,558,636	2,502,031	- 2.2
12. Furniture (including mattresses and springs) .	1,428,400	1,702,153	+19.2
13. Home furnishings .....	2,223,236	2,152,990	- 3.2
14. Household appliances and electrical supplies .	518,180	512,975	- 1.0
15. Hardware and kitchen utensils .....	1,218,414	1,306,088	+ 7.2
16. Radios, musical instruments and supplies .....	259,479	187,567	-27.7
17. Shoes and other footwear .....	2,203,501	2,358,583	+ 7.0
18. Stationery, books and magazines .....	385,207	392,823	+ 2.0
19. All other departments, total .....	2,939,970	3,067,629	+ 4.3



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STATISTICS CANADA

BIBLIOTHÈQUE STATISTIQUE CANADA

1991-1992

1991-1992

Year	1991	1992	1993
1. Total	100.0	100.0	100.0
2. ...	...	...	...
3. ...	...	...	...
4. ...	...	...	...
5. ...	...	...	...
6. ...	...	...	...
7. ...	...	...	...
8. ...	...	...	...
9. ...	...	...	...
10. ...	...	...	...
11. ...	...	...	...
12. ...	...	...	...
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