

DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
MERCHANDISING AND SERVICES BRANCH  
OTTAWA, CANADA

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

The amount of money spent by customers in retail stores in Canada was unchanged in May compared with April but was 9 per cent greater than the amount spent in May a year ago according to monthly index numbers of retail sales reflecting the trend in twelve different kinds of retail business. The general index of sales on the base, average 1935-1939 = 100, stands at 176.7 for April and May this year and at 162.7 for May, 1943. Sales for the first five months of 1944 stand 7 per cent above the volume of business transacted in the corresponding period of last year.

A marked gain of 20 per cent in department store sales contributed in large measure to the 9 per cent increase in the total trade. Food stores, which constitute the other important component in the general index, had an increase of only 2 per cent. Radio and electrical store sales were down by 3 per cent compared with May last year while moderate gains ranging from 1 per cent for variety stores to 14 per cent for hardware stores were recorded for other lines of business for which index numbers are computed.

Specialty shoe stores did 12 per cent more business in May of this year than last, increases on a regional basis standing at 7 per cent for the Maritime Provinces, 10 per cent for Quebec, 11 per cent for Ontario, 15 per cent for the Prairie Provinces and 17 per cent for British Columbia.

Men's clothing store sales declined 9 per cent from April but were 11 per cent higher than in May, 1943, while sales for the year-to-date stand 6 per cent above the corresponding five-month period of last year. Results on a regional basis show the Prairie Provinces leading in point of view of increased sales, both for the month of May and for the year-to-date. Percentage increases between May of this year and last for the various regions with percentage gains for the first five months in brackets are as follows: Maritime Provinces, 5 per cent (6 per cent); Quebec, 10 per cent (4 per cent); Ontario, 12 per cent (4 per cent); Prairie Provinces, 17 per cent (17 per cent) and British Columbia, 5 per cent (3 per cent).

Apart from more substantial gains in the Maritime Provinces, results for women's specialty shops conformed closely with those for men's wear. Women's specialty shop sales declined 12 per cent in May from April and were up 12 per cent compared with May a year ago. Sales for the year-to-date are up 7 per cent. Increases on a regional basis over May last year with gains for the year-to-date in brackets are as follows: Maritime Provinces, 15 per cent (15 per cent); Quebec, 10 per cent (3 per cent); Ontario, 11 per cent (6 per cent); Prairie Provinces, 18 per cent (15 per cent) and British Columbia, 12 per cent (8 per cent).

May sales of department stores were up substantially in all sections of the country compared with May last year. Compared with an average gain of 20 per cent for

the month and 9 per cent for the year-to-date, increases for the various regions are as follows: Maritime Provinces, 25 per cent (15 per cent); Quebec, 18 per cent (7 per cent); Ontario, 21 per cent (5 per cent); Prairie Provinces, 20 per cent (14 per cent) and British Columbia, 13 per cent (8 per cent).

Drug store sales in May were unchanged from April, were up 6 per cent compared with May last year while cumulative totals for the first five months stand 8 per cent above the corresponding period of 1943. Substantial gains in drug store sales were recorded in British Columbia where increases of 15 per cent in the May comparison and 13 per cent for the year-to-date were recorded. More moderate gains ranging from 4 per cent in Ontario to 7 per cent in the Maritime Provinces for the month and from 6 per cent in Ontario to 10 per cent in the Maritime and Prairie Provinces for the year-to-date were also recorded.

Sales of grocery and combination stores were practically unchanged in May from April and also compared with May last year. Results for the first five months of the year stand 5 per cent above the corresponding period of 1943. May sales in the Maritime Provinces gained 8 per cent compared with May last year while sales in the other regions of the country were practically unchanged. Cumulative results for the first five months of this year compared with last show gains of 10 per cent in the Maritime Provinces, 4 per cent in Quebec, 5 per cent in Ontario, 8 per cent in the Prairie Provinces and 2 per cent in British Columbia.

**Variety** store sales continue on a horizontal plane, results for May and for the first five months of the year showing no appreciable change from the corresponding periods of 1943, either for the country as a whole or for any of the five economic regions for which separate indexes are compiled.

The results for jewellery stores are not incorporated in the general index of sales but returns received from a sample number of such stores reveal an increase of 11 per cent in sales in May of this year compared with last. Sales in the Maritime Provinces were down by 9 per cent; results for the other four regions showed increases amounting to 13 per cent for Quebec, 15 per cent for Ontario, 22 per cent for the Prairie Provinces and 7 per cent for British Columbia.

An increase of 20 per cent was recorded by 19 departmental firms which furnished reports on sales by departments. The only decline among the results for various departments was a 19 per cent decrease in sales of radio and music. Furniture and piece goods departments again showed most pronounced gains, with advances of 34 and 32 per cent respectively over May, 1943. A feature of the May results is the pronounced increase in sales of wearing apparel. Identical gains of 22 per cent were recorded for men's clothing and women's clothing, while footwear sales gained 23 per cent. Increases within the 15 to 20 per cent range were recorded by drug, smallwares, home furnishings and hardware departments. Food sales averaged 7 per cent higher, with an increase of 13 per cent occurring in sales of stationery departments.

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	May, 1944			
	+ or - per cent compared with			
	May, 1939	May, 1943	April, 1944	Jan.-May, 1944 Jan.-May, 1943
General Index .....	+64.1	+ 8.6	(a)	+ 6.8
Boot and Shoe Stores .....	+73.8	+11.5	- 4.4	+ 2.4
Candy Stores .....	(g)	+ 2.8	-25.0	+ 8.2
Men's Clothing Stores .....	+92.0	+11.1	- 9.0	+ 5.8
Women's Clothing Stores .....	+94.2	+12.0	-11.7	+ 6.8
Department Stores .....	+64.0	+19.6	+ 1.2	+ 8.9
Drug Stores .....	+64.4	+ 6.0	- 0.2	+ 8.1
Furniture Stores .....	+25.2	+ 8.6	+13.2	+ 6.4
Grocery and Meat Stores .....	+63.5	+ 1.5	- 1.4	+ 5.1
Hardware Stores .....	+41.2	+14.0	+23.8	+11.8
Radio and Electrical Stores ..	- 7.8	- 3.3	+ 8.6	- 6.3
Restaurants .....	+86.6	+ 8.7	+ 0.7	+12.9
Variety Stores .....	+79.1	+ 0.8	+ 3.7	+ 1.5

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

Region	Boot and Shoe Stores	Jewellery Stores
	Sales in May, 1944 Compared with Sales in May, 1943	Sales in May, 1944 Compared with Sales in May, 1943
CANADA .....	+11.5	+11.4
Maritime Provinces .....	+ 6.8	- 9.3
Quebec .....	+10.1	+12.5
Ontario .....	+11.4	+14.8
Prairie Provinces .....	+15.3	+22.2
British Columbia .....	+17.4	+ 7.4

(a) Unchanged.

(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
May, 1939 .....	107.7	103.0	112.4	100.1	(g)	(g)	95.0	98.0
May, 1940 .....	119.9	113.7	117.8	104.5	115.9	122.6	107.8	109.9
May, 1941 .....	142.9	134.5	143.6	126.9	141.8	142.6	135.4	137.0
May, 1942 .....	159.1	149.0	167.4	144.0	161.8	167.6	160.3	157.9
May, 1943 .....	162.7	154.4	175.1	149.4	159.8	166.1	164.2	161.7
<b>1943</b>								
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
<b>1944</b>								
January .....	132.5	166.1	108.7	149.9	145.5	203.9	107.7	148.1
February .....	139.0	171.8	105.1	174.0	184.8	176.9	111.4	183.1
March .....	165.4	177.4	139.0	185.0	168.4	221.2	146.9	182.9
April .....	176.7	175.2	204.3	159.4	219.0	155.2	200.5	190.1
May .....	176.7	169.1	195.3	175.3	164.2	175.9	182.4	186.7

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
May, 1939 .....	104.2	100.4	101.4	98.4	102.7	105.7
May, 1940 .....	118.1	112.4	111.9	108.1	107.4	109.5
May, 1941 .....	141.1	133.3	134.3	129.2	126.5	126.1
May, 1942 .....	166.3	152.9	142.2	140.1	144.3	146.6
May, 1943 .....	180.7	170.0	139.1	138.7	159.3	162.4
<b>1943</b>						
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
<b>1944</b>						
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 .....	229.2	181.8	164.3	174.0	169.2	174.6
May .....	202.4	191.8	166.3	160.0	168.8	173.8

(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
May, 1939 .....	125.2	99.9	109.7	108.7	136.9	101.7
May, 1940 .....	146.6	117.0	123.9	120.8	148.3	110.2
May, 1941 .....	173.3	138.3	146.8	141.4	169.4	125.9
May, 1942 .....	157.0	126.8	169.8	157.0	174.8	135.0
May, 1943 .....	144.4	115.2	176.7	167.1	169.5	128.4
<u>1943</u>						
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 .....	138.5	128.5	181.9	181.2	156.1	155.6
May .....	156.8	125.1	179.4	176.3	193.3	143.6
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Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
May, 1939 .....	122.4	105.3	100.5	98.7	106.9	107.7
May, 1940 .....	150.4	129.4	103.6	101.4	124.8	125.2
May, 1941 .....	166.4	143.1	119.2	115.6	159.8	159.7
May, 1942 .....	154.4	138.1	145.1	142.5	186.4	180.6
May, 1943 .....	116.6	104.3	172.5	170.9	190.0	184.8
<u>1943</u>						
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 .....	103.9	118.6	186.2	188.9	184.6	195.8
May .....	112.8	97.1	187.5	183.5	191.5	192.2

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
<b>Men's Clothing Stores (c)</b>						
May, 1940 .....	107.8	130.0	120.4	100.8	99.9	101.2
May, 1941 .....	135.4	174.8	143.0	133.0	122.8	110.2
May, 1942 .....	160.3	220.4	179.6	146.6	144.9	147.6
May, 1943 .....	164.2	237.6	179.0	146.5	167.9	145.7
<b>1944</b>						
March .....	146.9	203.2	144.2	134.8	162.8	146.0
April .....	200.5	265.5	207.4	188.3	218.1	162.2
May .....	182.4	248.6	197.7	164.4	197.0	153.6
% Change,						
May, 1944 .....	+11.1	+ 4.6	+10.4	+12.2	+17.3	+ 5.4
May, 1943 .....						
% Change,						
Jan.-May, 1944 ..	+ 5.8	+ 5.9	+ 4.3	+ 3.9	+17.1	+ 2.5
Jan.-May, 1943 ..						
<b>Women's Clothing Stores</b>						
May, 1940 .....	118.1	162.1	125.0	108.5	118.0	128.5
May, 1941 .....	141.1	192.7	146.0	136.5	129.9	145.7
May, 1942 .....	166.3	219.7	177.0	157.9	148.3	182.9
May, 1943 .....	180.7	239.9	190.1	170.7	167.1	200.9
<b>1944</b>						
March .....	173.6	230.6	159.2	174.7	177.2	200.8
April .....	229.2	296.6	216.2	225.0	241.2	240.3
May .....	202.4	276.4	208.6	189.8	197.2	224.7
% Change,						
May, 1944 .....	+12.0	+15.2	+ 9.7	+11.2	+18.0	+11.8
May, 1943 .....						
% Change,						
Jan.-May, 1944 ..	+ 6.8	+15.1	+ 2.5	+ 5.7	+14.8	+ 7.5
Jan.-May, 1943 ..						
<b>Grocery and Meat Stores</b>						
May, 1940 .....	123.9	119.7	124.0	122.8	128.2	126.8
May, 1941 .....	146.8	141.0	144.1	150.6	144.4	146.4
May, 1942 .....	169.8	173.8	172.3	170.5	164.1	161.3
May, 1943 .....	176.7	190.7	182.9	170.9	173.9	173.5
<b>1944</b>						
March .....	182.5	198.8	194.6	179.4	163.4	166.0
April .....	181.9	198.4	194.9	177.8	163.4	165.9
May .....	179.4	206.5	181.8	173.2	179.6	171.8
% Change,						
May, 1944 .....	+ 1.5	+ 8.3	- 0.6	+ 1.3	+ 3.3	- 1.0
May, 1943 .....						
% Change,						
Jan.-May, 1944 ..	+ 5.1	+10.0	+ 3.7	+ 4.7	+ 8.1	+ 2.2
Jan.-May, 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						
May, 1940 .....	111.9	125.0	122.7	113.3	103.5	106.9
May, 1941 .....	134.3	155.9	143.1	138.2	122.4	126.6
May, 1942 .....	142.2	173.7	156.1	142.3	126.2	144.7
May, 1943 .....	139.1	169.9	161.3	129.9	129.6	147.3
1944						
March .....	163.2	216.2	167.7	148.2	166.2	168.7
April .....	164.3	194.5	181.8	152.7	163.2	166.5
May .....	166.3	211.5	189.6	157.5	155.5	166.4
% Change,						
May, 1944 .....	+19.6	+24.5	+17.5	+21.2	+20.0	+13.0
May, 1943 .....						
% Change,						
Jan.-May, 1944 ..	+ 8.9	+14.8	+ 7.2	+ 5.1	+14.1	+ 7.7
Jan.-May, 1943 ..						
Variety Stores						
May, 1940 .....	124.8	144.7	139.9	116.4	123.3	105.6
May, 1941 .....	159.8	200.5	181.1	151.4	144.9	118.1
May, 1942 .....	186.4	236.3	218.8	171.3	170.0	140.3
May, 1943 .....	190.0	251.3	223.6	171.4	180.1	137.6
1944						
March .....	156.3	200.0	177.0	144.0	151.8	120.6
April .....	184.6	235.7	209.9	167.5	190.8	137.6
May .....	191.5	251.3	231.3	170.4	182.3	135.2
% Change,						
May, 1944 .....	+ 0.8	(a)	+ 3.4	- 0.6	+ 1.2	- 1.7
May, 1943 .....						
% Change,						
Jan.-May, 1944 ..	+ 1.5	+ 4.6	+ 1.9	(a)	+ 5.5	- 2.8
Jan.-May, 1943 ..						
Drug Stores						
May, 1940 .....	107.4	111.1	106.6	106.4	111.1	104.3
May, 1941 .....	126.5	140.1	121.1	128.3	125.4	119.3
May, 1942 .....	144.3	170.8	141.4	140.8	145.6	145.5
May, 1943 .....	159.3	192.8	155.5	152.0	163.7	173.4
1944						
March .....	170.1	206.9	173.6	158.7	172.4	192.5
April .....	169.2	213.1	168.8	158.9	173.6	183.5
May .....	168.8	206.1	164.7	158.3	173.1	199.3
% Change,						
May, 1944 .....	+ 6.0	+ 6.9	+ 5.9	+ 4.1	+ 5.7	+14.9
May, 1943 .....						
% Change,						
Jan.-May, 1944 ..	+ 8.1	+10.3	+ 7.8	+ 6.0	+10.2	+13.4
Jan.-May, 1943 ..						

(a) Unchanged.



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- 8 -

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS  
May, 1943 and May, 1944

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

	May, 1943	May, 1944	% Change, 1944/1943
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS .....	25,111,291	30,110,205	+19.9
1. Women's dresses, coats and suits .....	2,964,223	3,727,939	+25.8
2. Girls' and infants' wear .....	925,659	1,195,956	+29.2
3. Hosiery and gloves .....	1,106,229	1,189,804	+ 7.6
4. Lingerie and corsets .....	1,082,136	1,353,776	+25.1
5. Millinery .....	341,658	371,329	+ 8.7
6. Women's and children's apparel--(Total, 1-5).	6,419,905	7,838,804	+22.1
7. Men's and boys' clothing and furnishings ....	2,659,150	3,243,436	+22.0
8. Drugs and toilet articles and preparations ..	696,334	814,428	+17.0
9. Piece goods .....	1,691,398	2,238,365	+32.3
10. Smallwares .....	824,808	952,638	+15.5
11. Food and kindred products .....	2,370,518	2,542,017	+ 7.2
12. Furniture (including mattresses and springs).	1,487,094	1,997,154	+34.3
13. Home furnishings .....	2,062,559	2,438,678	+18.2
14. Household appliances and electrical supplies.	479,619	543,184	+13.3
15. Hardware and kitchen utensils .....	1,203,325	1,438,471	+19.5
16. Radios, musical instruments and supplies ....	213,238	172,988	-18.9
17. Shoes and other footwear .....	1,938,573	2,378,460	+22.7
18. Stationery, books and magazines .....	314,519	355,927	+13.2
19. All other departments, total .....	2,750,251	3,155,655	+14.7