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

The dollar value of consumer purchasing was practically unchanged in July of this year compared with last and was down 16 per cent compared with June according to index numbers of retail sales computed from returns received from a sample number of firms representing twelve different trades. The general index of retail sales on the base, 1935-1939 = 100, stands at 148.8 for July, 176.5 for June and 147.8 for July, 1943.

A slight increase of 1 per cent in July of this year over last compares with gains of 11 per cent in June, 9 per cent in May and 6 per cent in April compared with the corresponding periods of 1943. Sales for the first seven months of 1944 averaged 6.5 per cent above the corresponding period of last year. The 16 per cent decline between June and July this year was about in line with the usual seasonal movement, the index adjusted for number of business days and for normal seasonal movements standing at 168.8 for July compared with 170.1 for June and 169.1 for May.

Results for individual trades reveal that July sales for all lines of business were within comparatively narrow limits of the level obtaining in July of last year. Changes in the value of sales ranging from a decrease of 5 per cent for radio and electrical stores to an increase of 8 per cent for candy stores, jewellery stores and hardware stores were reported. Results on a regional basis for six lines of business for which regional data are available reveal no marked differences from the Dominion averages.

Sales of 18 departmental firms which reported sales by departments were 3 per cent higher in July this year over the same month a year ago. Sales of women's apparel declined 3 per cent, men's clothing sales were approximately the same as in July last year, while footwear sales advanced 1 per cent. Furniture sales gained 24 per cent and hardware sales were up 12 per cent. Among other household departments, sales of home furnishings were 3 per cent higher, while declines of 4 and 28 per cent occurred in sales of household appliances, and radio and music. All other departments reported gains over July a year ago and these ranged from 5 per cent for food to 12 per cent for piece goods, although the increases were in all cases reduced from those recorded in the immediately preceding month of June.

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	July, 1944			
	+ or - per cent compared with			
	July, 1939	July, 1943	June, 1944	Jan.-July, 1944 Jan.-July, 1943
General Index	+63.0	+ 0.7	-15.7	+ 6.6
Boot and Shoe Stores	+81.6	+ 0.9	-22.0	+ 2.8
Candy Stores	(g)	+ 7.8	+ 4.9	+ 9.9
Men's Clothing Stores	+76.7	- 2.0	-25.5	+ 5.4
Women's Clothing Stores	+91.1	+ 0.3	-20.7	+ 6.3
Department Stores	+55.7	+ 3.8	-22.3	+ 8.4
Drug Stores	+68.4	+ 5.1	- 0.2	+ 7.8
Furniture Stores	+43.9	+ 7.4	-13.0	+ 7.8
Grocery and Meat Stores	+63.1	- 3.1	-15.9	+ 5.2
Hardware Stores	+41.8	+ 8.0	-11.3	+11.8
Radio and Electrical Stores ..	+ 9.0	- 5.4	-17.0	- 4.6
Restaurants	+87.4	+ 2.4	- 1.1	+10.5
Variety Stores	+67.4	- 1.1	- 7.5	+ 1.9

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

Region	Boot and Shoe Stores	Jewellery Stores
	Sales in July, 1944 Compared with Sales in July, 1943	Sales in July, 1944 Compared with Sales in July, 1943
CANADA	+ 0.9	+ 7.9
Maritime Provinces	- 5.8	+ 4.3
Quebec	- 8.0	+ 4.1
Ontario	+ 7.0	+ 8.8
Prairie Provinces	+ 3.8	+15.0
British Columbia	- 0.4	+ 4.6

(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
July, 1939	91.3	103.8	89.6	100.4	(g)	(g)	79.7	101.1
July, 1940	103.2	114.5	101.3	111.2	83.6	124.1	94.9	116.1
July, 1941	122.4	134.9	114.6	124.9	103.7	153.1	111.4	135.7
July, 1942	137.3	150.4	141.5	153.6	113.3	165.9	123.6	149.5
July, 1943	147.8	155.4	161.2	161.7	149.2	207.6	143.7	164.8
1943								
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	324.6	173.6	279.4	183.2
1944								
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	195.8	175.7	161.9	173.4	182.7	187.1
June	176.5	170.1	208.6	162.1	153.4	231.6	189.1	179.0
July	148.8	168.8	162.7	183.0	160.9	232.1	140.8	177.1

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
July, 1939	80.0	99.0	75.0	101.2	99.6	102.2
July, 1940	96.0	114.7	88.0	114.6	108.0	111.2
July, 1941	111.3	132.4	102.2	132.5	127.7	130.7
July, 1942	137.9	162.8	112.6	145.5	142.3	145.0
July, 1943	152.4	173.2	112.5	144.7	159.6	159.6
1943						
August	138.7	197.3	120.9	148.4	153.6	156.9
September	176.1	188.8	139.1	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
1944						
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	201.4	190.9	166.2	160.0	168.4	173.4
June	192.9	170.8	150.3	143.2	168.1	177.0
July	152.9	187.0	116.8	156.9	167.7	170.9

(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
July, 1939	78.8	104.9	100.8	107.5	118.3	109.7
July, 1940	100.6	129.3	111.1	114.7	121.1	108.0
July, 1941	116.1	149.1	133.0	136.3	148.6	132.4
July, 1942	116.8	150.1	151.8	153.8	155.5	138.6
July, 1943	105.6	131.2	169.7	160.7	155.3	136.9
1943						
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
1944						
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	157.3	125.6	179.5	176.4	193.4	143.7
June	130.4	131.7	195.4	193.2	189.1	156.4
July	113.4	151.0	164.4	174.7	167.8	154.9

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
July, 1939	84.0	109.8	96.2	92.0	108.3	112.2
July, 1940	106.1	133.4	106.0	101.0	125.8	126.7
July, 1941	137.1	172.4	125.2	119.4	152.2	152.7
July, 1942	119.8	150.6	144.9	137.7	176.3	176.2
July, 1943	96.8	121.7	176.0	166.1	183.4	172.5
1943						
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
1944						
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	185.1	196.2
May	114.0	98.0	188.2	184.2	191.1	191.8
June	110.3	118.9	182.3	181.9	196.1	189.5
July	91.6	119.7	180.3	173.5	181.3	187.0

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)						
July, 1940	94.9	132.8	92.4	92.6	86.3	94.4
July, 1941	111.4	164.4	112.7	102.4	106.0	117.2
July, 1942	123.6	190.3	126.0	111.4	122.8	125.4
July, 1943	143.7	231.7	137.3	125.1	167.9	148.1
1944						
May	182.7	252.6	199.3	164.3	194.7	153.9
June	189.1	254.4	192.2	177.0	196.6	176.4
July	140.8	218.3	134.5	124.5	168.7	135.7
% Change,						
July, 1944	- 2.0	- 5.8	- 2.0	- 0.5	+ 0.5	- 8.4
July, 1943						
% Change,						
Jan.-July, 1944 ..	+ 5.4	+ 4.8	+ 4.1	+ 4.1	+14.2	+ 2.2
Jan.-July, 1943 ..						
Women's Clothing Stores						
July, 1940	96.0	117.0	92.4	94.5	93.0	109.4
July, 1941	111.3	131.6	108.2	109.4	106.0	129.4
July, 1942	137.9	156.5	135.8	137.9	127.8	151.4
July, 1943	152.4	186.6	143.2	148.8	159.7	171.4
1944						
May	201.4	275.6	202.1	190.7	199.6	224.7
June	192.9	232.5	200.1	184.1	183.3	214.9
July	152.9	179.1	134.6	154.2	159.9	176.1
% Change,						
July, 1944	+ 0.3	- 4.0	- 6.0	+ 3.6	+ 0.1	+ 2.7
July, 1943						
% Change,						
Jan.-July, 1944 ..	+ 6.3	+12.3	+ 1.4	+ 6.0	+13.1	+ 7.7
Jan.-July, 1943 ..						
Grocery and Meat Stores						
July, 1940	111.1	120.6	100.2	109.1	128.4	123.7
July, 1941	133.0	137.8	121.3	134.6	148.6	136.8
July, 1942	151.8	172.0	141.2	148.0	170.9	158.0
July, 1943	169.7	207.6	157.3	160.8	197.2	175.1
1944						
May	179.5	206.1	181.7	173.8	178.8	171.5
June	195.4	222.6	200.9	181.8	207.4	196.6
July	164.4	205.7	154.9	153.4	191.2	167.9
% Change,						
July, 1944	- 3.1	- 0.9	- 1.5	- 4.6	- 3.0	- 4.1
July, 1943						
% Change,						
Jan.-July, 1944 ..	+ 5.2	+ 9.2	+ 4.1	+ 4.9	+ 7.2	+ 2.5
Jan.-July, 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						
July, 1940	88.0	103.6	83.6	85.0	84.6	101.9
July, 1941	102.2	127.5	97.4	97.9	97.1	119.1
July, 1942	112.6	135.6	108.2	105.6	109.2	135.5
July, 1943	112.5	139.9	108.8	101.4	110.8	140.5
1944						
May	166.2	211.5	189.3	157.4	155.5	166.2
June	150.3	178.5	157.8	141.1	145.0	166.9
July	116.8	138.9	109.6	104.6	120.2	144.2
% Change,						
July, 1944	+ 3.8	- 0.7	+ 0.7	+ 3.2	+ 8.5	+ 2.6
July, 1943						
% Change,						
Jan.-July, 1944	+ 8.4	+11.6	+ 6.5	+ 5.2	+13.2	+ 8.1
Jan.-July, 1943						
Variety Stores						
July, 1940	125.8	159.1	128.5	118.6	129.9	114.7
July, 1941	152.2	196.2	160.7	143.1	152.0	128.6
July, 1942	176.3	220.9	196.1	162.5	177.3	143.0
July, 1943	183.4	237.8	206.8	165.4	190.7	141.7
1944						
May	191.1	252.5	228.4	170.9	182.3	135.2
June	196.1	252.6	232.2	176.0	190.2	144.1
July	181.3	232.0	204.5	163.0	191.3	141.9
% Change,						
July, 1944	- 1.1	- 2.4	- 1.1	- 1.5	+ 0.3	+ 0.1
July, 1943						
% Change,						
Jan.-July, 1944	+ 1.9	+ 4.0	+ 2.0	+ 0.8	+ 4.8	- 0.9
Jan.-July, 1943						
Drug Stores						
July, 1940	108.0	115.0	103.9	109.8	103.3	111.1
July, 1941	127.7	145.8	121.7	128.3	126.7	125.1
July, 1942	142.3	171.4	139.0	139.5	140.0	146.2
July, 1943	159.6	194.3	150.3	153.1	167.2	172.9
1944						
May	168.4	204.1	163.7	158.4	172.9	198.6
June	168.1	198.5	159.9	159.7	176.4	192.2
July	167.7	202.2	158.6	161.0	172.6	187.9
% Change,						
July, 1944	+ 5.1	+ 4.1	+ 5.5	+ 5.2	+ 3.2	+ 8.7
July, 1943						
% Change,						
Jan.-July, 1944	+ 7.8	+ 9.0	+ 7.7	+ 6.1	+ 9.1	+12.8
Jan.-July, 1943						

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

July, 1943 and July, 1944

(Based on dollar sales of 18 firms including mail order houses)

	July, 1943	July, 1944	% Change, 1944/1943
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	19,980,084	20,632,550	+ 3.3
1. Women's dresses, coats and suits	2,068,234	1,899,321	- 8.2
2. Girls' and infants' wear	622,075	652,264	+ 4.9
3. Hosiery and gloves	749,226	721,152	- 3.7
4. Lingerie and corsets	976,993	1,017,832	+ 4.2
5. Millinery	158,197	144,323	- 8.8
6. Women's and children's apparel--(Total, 1-5) ..	4,574,725	4,434,892	- 3.1
7. Men's and boys' clothing and furnishings	2,097,205	2,090,230	- 0.3
8. Drugs and toilet articles and preparations	697,328	746,381	+ 7.0
9. Piece goods	1,542,100	1,727,760	+12.0
10. Smallwares	704,414	746,175	+ 5.9
11. Food and kindred products	1,980,978	2,075,370	+ 4.8
12. Furniture (including mattresses and springs) ..	1,167,538	1,441,429	+23.5
13. Home furnishings	1,485,771	1,534,726	+ 3.3
14. Household appliances and electrical supplies ..	406,525	391,888	- 3.6
15. Hardware and kitchen utensils	821,314	923,364	+12.4
16. Radios, musical instruments and supplies	206,328	148,762	-27.9
17. Shoes and other footwear	1,458,081	1,476,098	+ 1.2
18. Stationery, books and magazines	287,506	312,909	+ 8.8
19. All other departments, total	2,550,271	2,582,566	+ 1.3

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