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

Retail sales in Canada, measured by the composite index for twelve trades, increased 10 per cent in August compared with the same month a year ago and advanced 5 per cent from July, 1944. Unadjusted indexes (on the base, average for 1935-1939 =100) stood at 157.0 for August, 1944, 142.3 for August, 1943 and 149.0 for July, 1944. Part of the 10 per cent margin over August, 1943 is accounted for by the occurrence of one more business day in August of this year than last. When allowance is made for this extra day, the increase is reduced to 7 per cent, or about the same as the average gain for the first eight months of this year over last.

Analysis of the results for various trades reveals that the expansion in retail business extended to almost all types of consumer goods. The only decline in sales was that recorded by radio and electrical stores, which specialize in merchandise still in short supply. Relaxation of restrictions on the production of certain types of durable goods is reflected in the 16 per cent increase for the hardware trade in August of this year compared with last.

Department stores across Canada did 15 per cent more business in August this year than last. Mail order business transacted by departmental firms is included in the sales figures on which this comparison is based. Sales in the January-to-August period were 9 per cent ahead of volume for the same period a year ago. The Maritime Provinces and Prairie Provinces, with gains of 23 and 21 per cent respectively, led other regions of the country in extent of gains over August, 1943. Sales were up 15 per cent in British Columbia and 13 per cent in Ontario, while a comparatively minor increase of 8 per cent occurred in Quebec.

Grocery and combination stores did 9 per cent more business in August this year than last and sales for this trade averaged 6 per cent greater during the first eight months of the year. Increases were fairly uniform for all sections of the country, ranging from 7 per cent in Quebec and British Columbia to 11 per cent in the Maritime Provinces and Ontario. In the Prairie Provinces, food store sales gained 9 per cent.

Sales of women's clothing stores averaged 11 per cent higher for the country as a whole, but gains varied widely for the different regions. Compared with increases of 17 per cent in the Prairie Provinces and of 14 per cent in Ontario, were gains of only 3 and 4 per cent in Quebec and British Columbia respectively. The increase in the Maritime Provinces was similar to the average gain for the Dominion.

Less pronounced than the increase in sales of women's apparel stores was a gain of 5 per cent in men's clothing store sales over August, 1943. Sales for the year-to-date increased 5 per cent also. Ontario sales were up 8 per cent. In the

Maritime Provinces, sales fell off 2 per cent below August of last year. Minor increases occurred in other sections of the country.

Variety store sales gained 8 per cent in August this year compared with last, and were up only 3 per cent for the first eight months. Gains in all sections of the country were within narrow limits of the average increase for the country.

Drug store sales were up 11 per cent for August and 8 per cent for the year-to-date. Apart from an 18 per cent advance in British Columbia, there was marked uniformity in the regional increases.

There was greater activity in footwear sales in the Western provinces than in Eastern and Central Canada during August, probably due to the earlier advent of fall weather. The average increase for Canada amounted to 7 per cent.

Jewellery store sales were 10 per cent higher than in August, 1943. Ontario and Quebec recorded gains slightly exceeding the average, while more moderate advances occurred in Eastern and Western regions.

Nineteen departmental firms reported a breakdown of sales by departments and their aggregate sales were 17 per cent ahead of last year. Sales of radios, musical instruments and supplies continued their downward trend and were one-third lower in August this year than last. Moderate increases occurred in sales of household appliances, home furnishings and stationery departments, but increases in other departments were almost equal to, or greater than, the average gain for all 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	August, 1944			
	+ or - per cent compared with			
	August, 1939	August, 1943	July, 1944	Jan.-Aug., 1944 Jan.-Aug., 1943
General Index .....	+67.9	+10.3	+ 5.4	+ 7.0
Boot and Shoe Stores .....	+114.0	+ 6.7	- 5.2	+ 3.2
Candy Stores .....	(g)	+11.7	+ 9.9	+10.2
Men's Clothing Stores .....	+72.7	+ 4.6	-12.8	+ 5.4
Women's Clothing Stores .....	+123.3	+10.5	- 1.3	+ 6.9
Department Stores .....	+73.4	+15.3	+19.3	+ 9.2
Drug Stores .....	+71.4	+11.0	+ 1.5	+ 8.2
Furniture Stores .....	+20.0	+10.4	+ 9.2	+ 8.1
Grocery and Meat Stores .....	+63.9	+ 9.3	+ 4.5	+ 5.7
Hardware Stores .....	+40.9	+15.6	+ 3.0	+12.3
Radio and Electrical Stores ..	+ 2.1	- 8.1	- 0.7	- 5.0
Restaurants .....	+84.3	+ 3.6	+ 2.7	+ 9.8
Variety Stores .....	+71.6	+ 7.6	- 4.9	+ 2.5

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

Region	Boot and Shoe Stores	Jewellery Stores
	Sales in August, 1944 Compared with Sales in August, 1943	Sales in August, 1944 Compared with Sales in August, 1943
CANADA .....	+ 6.7	+10.0
Maritime Provinces .....	+ 6.9	+ 4.8
Quebec .....	- 2.2	+12.1
Ontario .....	+ 6.9	+13.2
Prairie Provinces .....	+13.6	+ 7.5
British Columbia .....	+15.7	+ 4.1

(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
August, 1939 .....	93.5	102.9	71.9	86.9	(g)	(g)	71.7	95.5
August, 1940 .....	113.2	119.8	97.8	110.6	112.4	130.2	97.4	122.4
August, 1941 .....	134.1	146.5	114.0	132.7	138.7	165.0	113.2	146.5
August, 1942 .....	147.5	162.4	144.5	168.3	131.6	157.7	131.5	172.6
August, 1943 .....	142.3	161.9	144.3	180.7	158.3	200.1	118.3	162.5
<u>1943</u>								
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 .....	152.5	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 .....	149.0	169.1	162.3	182.6	160.9	232.1	142.0	178.6
August .....	157.0	174.0	158.9	189.0	176.8	216.7	125.8	167.5

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
August, 1939 .....	68.6	95.3	80.4	95.7	99.5	99.7
August, 1940 .....	96.0	125.8	99.8	116.6	115.5	112.8
August, 1941 .....	119.7	161.5	120.4	146.1	132.3	131.7
August, 1942 .....	156.7	214.5	126.9	154.5	148.5	149.2
August, 1943 .....	138.7	197.3	120.9	148.4	153.6	156.9
<u>1943</u>						
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 .....	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 .....	155.2	189.8	116.8	156.9	168.0	171.2
August .....	153.2	212.9	139.4	165.3	170.5	171.9

(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
August, 1939 .....	103.0	99.5	104.8	111.8	122.7	112.5
August, 1940 .....	125.2	118.3	124.2	122.6	126.2	115.7
August, 1941 .....	138.6	135.4	146.0	148.3	150.1	142.9
August, 1942 .....	137.7	134.5	160.5	166.1	161.5	153.8
August, 1943 .....	112.0	112.0	157.2	173.0	149.6	142.4
<u>1943</u>						
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 .....	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 .....	113.2	150.8	164.4	174.7	167.8	154.9
August .....	125.6	121.2	171.8	183.9	172.9	161.5

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
August, 1939 .....	88.9	109.0	101.7	94.2	100.4	106.6
August, 1940 .....	108.6	133.2	113.5	103.8	135.0	134.6
August, 1941 .....	155.9	173.1	134.7	124.8	158.9	163.1
August, 1942 .....	125.5	159.9	150.6	140.0	180.1	185.5
August, 1943 .....	98.8	125.8	180.9	169.7	160.2	174.8
<u>1943</u>						
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	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 .....	91.4	119.5	182.5	175.6	181.1	186.8
August .....	90.8	111.4	187.4	172.4	172.3	184.3

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)						
August, 1940 .....	97.4	133.3	92.7	94.8	86.0	111.1
August, 1941 .....	113.2	156.3	116.9	108.5	92.8	121.5
August, 1942 .....	131.5	179.6	143.1	120.4	114.9	140.2
August, 1943 .....	118.3	177.7	117.7	104.1	127.7	129.4
1944						
June .....	189.1	254.4	192.2	177.0	136.6	176.4
July .....	142.0	216.5	135.3	126.8	167.1	139.6
August .....	123.8	173.8	121.5	112.5	134.5	130.9
% Change,						
August, 1944 .....	+ 4.6	- 2.2	+ 3.2	+ 8.1	+ 5.3	+ 1.2
August, 1943 .....						
% Change,						
Jan.-Aug., 1944 ..	+ 5.4	+ 4.0	+ 4.1	+ 4.7	+13.1	+ 2.4
Jan.-Aug., 1943 ..						
Women's Clothing Stores						
August, 1940 .....	96.0	126.1	85.4	95.7	92.4	120.3
August, 1941 .....	119.7	150.1	120.0	119.7	105.1	128.6
August, 1942 .....	156.7	179.2	155.6	158.9	135.9	170.7
August, 1943 .....	138.7	173.6	125.6	134.9	143.7	173.6
1944						
June .....	192.9	232.5	200.1	184.1	183.3	214.9
July .....	155.2	181.2	135.3	157.5	162.9	176.9
August .....	153.2	191.2	129.1	153.9	167.5	179.9
% Change,						
August, 1944 .....	+10.5	+10.1	+ 2.8	+14.1	+16.6	+ 3.6
August, 1943 .....						
% Change,						
Jan.-Aug., 1944 ..	+ 6.9	+12.2	+ 1.6	+ 7.2	+13.8	+ 7.3
Jan.-Aug., 1943 ..						
Grocery and Meat Stores						
August, 1940 .....	124.2	131.3	109.6	121.9	150.9	139.6
August, 1941 .....	146.0	150.8	131.1	145.8	171.0	156.6
August, 1942 .....	160.5	169.7	149.3	156.4	184.0	176.9
August, 1943 .....	157.2	178.4	143.4	148.7	190.5	158.0
1944						
June .....	155.4	222.8	200.9	190.8	207.4	196.6
July .....	164.4	206.3	154.9	153.5	190.8	166.8
August .....	171.8	197.2	159.4	162.2	208.1	180.1
% Change,						
August, 1944 .....	+ 9.3	+10.5	+ 7.4	+10.6	+ 9.2	+ 7.2
August, 1943 .....						
% Change,						
Jan.-Aug., 1944 ..	+ 5.7	+ 9.4	+ 4.5	+ 5.5	+ 7.5	+ 3.1
Jan.-Aug., 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						
August, 1940 .....	99.8	109.4	97.2	99.5	89.7	121.5
August, 1941 .....	120.4	137.2	120.1	121.7	107.0	138.0
August, 1942 .....	126.9	138.7	129.4	125.1	113.1	155.1
August, 1943 .....	120.9	140.8	126.0	113.9	112.8	145.3
1944						
June .....	150.3	178.5	157.8	141.1	145.0	166.9
July .....	116.8	138.9	109.6	104.6	120.2	143.9
August .....	139.4	172.6	136.0	128.3	136.4	166.8
% Change,						
August, 1944 .....	+15.3	+22.6	+ 7.9	+12.6	+20.9	+14.8
August, 1943 .....						
% Change,						
Jan.-Aug., 1944 ..	+ 9.2	+12.9	+ 6.7	+ 6.0	+14.1	+ 8.9
Jan.-Aug., 1943 ..						
Variety Stores						
August, 1940 .....	135.0	174.0	137.7	128.5	130.1	127.1
August, 1941 .....	158.9	207.4	170.9	150.5	141.8	141.2
August, 1942 .....	180.1	234.0	203.0	165.4	166.6	152.5
August, 1943 .....	160.2	207.5	180.0	145.0	158.5	135.5
1944						
June .....	196.1	252.6	232.2	176.0	190.2	144.1
July .....	181.1	232.0	204.3	162.7	191.3	141.9
August .....	172.3	220.8	193.3	155.5	173.7	147.1
% Change,						
August, 1944 .....	+ 7.6	+ 6.4	+ 7.4	+ 7.2	+ 9.6	+ 8.6
August, 1943 .....						
% Change,						
Jan.-Aug., 1944 ..	+ 2.5	+ 4.3	+ 2.7	+ 1.5	+ 5.4	+ 0.3
Jan.-Aug., 1943 ..						
Drug Stores						
August, 1940 .....	115.5	130.3	110.0	115.0	115.5	119.1
August, 1941 .....	132.3	151.4	126.3	132.5	132.3	128.5
August, 1942 .....	148.5	188.0	141.6	145.3	146.1	154.4
August, 1943 .....	153.6	191.4	146.8	145.7	160.4	168.3
1944						
June .....	168.1	198.5	159.9	159.7	176.4	192.2
July .....	168.0	201.4	159.8	161.0	173.3	187.6
August .....	170.5	209.9	160.2	162.1	175.5	199.2
% Change,						
August, 1944 .....	+11.0	+ 9.7	+ 9.1	+11.3	+ 9.4	+18.4
August, 1943 .....						
% Change,						
Jan.-Aug., 1944 ..	+ 8.2	+ 9.0	+ 7.9	+ 6.7	+ 9.2	+13.4
Jan.-Aug., 1943 ..						



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

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

	August, 1943	August, 1944	% Change, 1944/1943
	\$	\$	
<b>TOTAL SALES, ALL DEPARTMENTS</b> .....	<b>21,335,058</b>	<b>24,875,576</b>	<b>+16.6</b>
1. Women's dresses, coats and suits .....	2,340,768	2,715,658	+16.0
2. Girls' and infants' wear .....	845,775	1,152,116	+36.2
3. Hosiery and gloves .....	798,385	874,694	+ 9.6
4. Lingerie and corsets .....	889,479	1,128,580	+26.9
5. Millinery .....	233,984	264,765	+13.2
6. Women's and children's apparel-(Total, 1-5) .	<u>5,108,391</u>	<u>6,135,813</u>	<u>+20.1</u>
7. Men's and boys' clothing and furnishings ....	2,160,322	2,500,378	+15.7
8. Drugs and toilet articles and preparations ..	645,249	736,263	+14.1
9. Piece goods .....	1,824,844	2,329,567	+27.7
10. Smallwares .....	758,279	869,890	+14.7
11. Food and kindred products .....	1,827,764	2,125,279	+16.3
12. Furniture (including mattresses and springs).	1,418,078	1,710,834	+20.6
13. Home furnishings .....	1,637,194	1,766,550	+ 7.9
14. Household appliances and electrical supplies.	517,152	524,189	+ 1.4
15. Hardware and kitchen utensils .....	774,444	931,295	+20.3
16. Radios, musical instruments and supplies ....	246,167	163,823	-33.5
17. Shoes and other footwear .....	1,524,080	1,803,003	+18.3
18. Stationery, books and magazines .....	377,174	405,494	+ 7.5
19. All other departments, total .....	2,515,920	2,873,198	+14.2