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Monthly Indexes of Retail Sales in Canada, January, 1945

(1935-1939 = 100)

January retail sales, while declining by 40 per cent from the high seasonal peak reached in December, averaged 7 per cent higher in dollar volume than in January a year ago according to index numbers based on reports received from a sample number of firms representing 14 different trades dealing chiefly in food, clothing and household requirements. The general index of sales (on the base, 1935-1939 = 100) stands at 143.1 for January, 237.4 for December and at 134.0 for January, 1944.

The 7 per cent increase in sales between January of this year and last is a continuation of the gains recorded in the corresponding-month comparisons for 1944 and 1943. It is about on a par with the 8 per cent gain recorded in the comparison between the annual totals for the two years.

Stores which formerly specialized in the sale of radios and household appliances and which are classified as radio and electrical stores continue to record lower sales. Such stores transacted 3 per cent less business in January of this year compared with last.

The marked upward trend which has characterized the restaurant trade in recent years has apparently been halted. Restaurant receipts were 20 per cent higher in 1943 than in 1942. The average increase in 1944 over 1943 was reduced to 7 per cent while receipts in January, 1945 were unchanged from January a year ago.

In the shoe retailing field, moderate increases in the extreme eastern and western parts of the country were offset by decreases in Ontario and the Prairie Provinces resulting in a 4 per cent decrease in dollar sales between January of this year and last for the country as a whole.

All other trades for which separate indexes are compiled registered gains in January compared with the same month last year. Hardware store sales continue to register improvement with a gain of 14 per cent. Department store sales averaged 12 per cent higher in January of this year than last, all provinces excepting British Columbia recording substantial increases. Department store sales in British Columbia were practically unchanged from a year ago.

Men's specialty clothing store sales were up 11 per cent; family clothing stores gained 9 per cent and furniture store sales were up by a similar percentage. Seven per cent increases were recorded for variety stores, food stores and women's clothing stores. Increases of six per cent or less were recorded for country general stores, drug stores and jewellery stores.

Indexes of sales are not computed for candy shops or for retail furriers. Sales figures reported by a group of candy stores consisting chiefly of the chain companies operating in this field indicate a gain of 5 per cent over January last year. A sample number of returns from retail furriers reveal a 21 per cent increase in sales for this trade.

Maritime Provinces

Retail sales in the Maritime Provinces averaged 7 per cent higher in January of this year compared with last. With the exception of the furniture trade all lines of business for which separate figures are available registered increases. Furniture store sales were down 5 per cent from January a year ago. Increases for the other trades ranged from 2 per cent for food stores to 16 per cent for variety stores.

Quebec

Quebec sales averaged 6 per cent higher in January of this year over last. Radio and electrical shops registered a decline of 9 per cent and women's specialty shops were down by 1 per cent. All other trades registered increases ranging from 1 per cent for shoe stores to 23 per cent for hardware stores.

Ontario

Ontario sales averaged 7 per cent higher in January of this year compared with last. Three trades registered declines while the remaining 11 trades for which separate figures are compiled registered increases. The decreases were 2 per cent for restaurants and 11 per cent for shoe stores and radio and electrical shops. Increases for the other trades ranged from 3 per cent for drug stores to 16 per cent for department stores.

Prairie Provinces

The gain in retail trading in the Prairie Provinces in January of this year compared with last was similar to the increase for the country as a whole, namely 7 per cent. Shoe store sales were down 5 per cent while sales for all other trades for which figures are available were either unchanged from last year or were higher. Restaurant receipts and jewellery store sales were practically unchanged from January, 1944 while increases ranging as high as 14 per cent for furniture stores were recorded for the other lines of business.

British Columbia

A 7 per cent gain in sales over January, 1944 was also recorded for British Columbia. Restaurant receipts were down by 3 per cent, men's clothing store sales were unchanged from last year while increases ranging as high as 33 per cent for hardware stores were registered for the other trades. The increase in hardware store business was general, most of the firms reporting to this monthly survey indicating an increase in business.

Departmental Analysis of Department Store Sales

An analysis of sales by departments, for which information was provided by 17 departmental firms, revealed that there was an increase of 11 per cent in January this year over last for all departments combined. Increases occurred in sales of all departments with the exception of the radio and music department which recorded a 1

per cent decline in sales. Only four departments, piece goods, footwear, men's wear and food, reported sales increases exceeding that for the "all departments" figure. The largest of these was an 18 per cent increase in sales of piece goods departments. Home furnishings departments reported sales only 4 per cent greater in January this year than last. Increases for other departments ranged from 2 to 10 per cent.

Comparison of Retail Sales in Canada, for 1944 and 1945, by Kinds of Business
(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	Sales in January, 1945 Compared With Sales In		
	January, 1941	January, 1944	December, 1944
	%	%	%
GENERAL INDEX	+42.1	+ 6.8	-39.7
General Merchandise Group:			
Country General Stores	+50.7	+ 5.8	-35.6
Department Stores	+32.3	+12.3	-51.5
Variety Stores	+45.4	+ 7.0	-62.2
Food Group:			
Food Stores	+41.2	+ 6.5	-18.6
Restaurants	+75.3	+ 0.1	- 8.2
Clothing Group:			
Family Clothing Stores	+51.6	+ 8.9	-57.5
Men's Clothing Stores	+29.3	+10.6	-59.8
Women's Clothing Stores	+54.5	+ 7.2	-53.4
Shoe Stores	+31.2	- 4.1	-60.4
Household and Personal Effects Group:			
Drug Stores	+48.9	+ 4.5	-32.7
Furniture Stores	+17.5	+ 9.0	-34.4
Hardware Stores	+50.2	+14.1	-37.3
Jewellery Stores (b)	+59.8	+ 5.4	-75.3
Radio and Electrical Stores	-13.2	- 3.3	-28.7

(b) Based on sales including the Federal tax introduced in June, 1942.

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		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
January, 1939	79.3	100.3	73.1	99.5	71.0	98.4	68.7	111.2
January, 1941	100.7	121.5	83.9	108.3	93.1	123.5	96.9	151.4
January, 1942	125.9	146.9	101.2	127.4	115.2	151.1	129.8	191.4
January, 1943	128.9	155.2	109.7	143.4	107.8	148.1	128.4	195.2
January, 1944	134.0	167.3	119.5	160.5	109.7	151.3	131.7	212.3
1944								
February	139.0	169.6	123.9	162.1	122.4	156.3	141.5	203.6
March	162.9	174.2	139.1	163.1	163.2	174.0	156.3	200.9
April	175.3	176.3	156.1	176.0	164.3	174.0	185.1	196.2
May	177.8	170.9	177.7	164.1	166.2	160.0	191.1	191.8
June	178.1	173.0	169.1	163.4	150.5	143.4	196.1	189.5
July	155.1	170.9	170.5	159.9	116.8	157.0	181.1	186.8
August	161.2	173.0	174.4	161.0	139.4	165.3	172.4	184.4
September	178.6	170.9	171.5	154.0	183.8	179.7	191.4	191.2
October	182.6	174.7	174.0	160.6	193.0	171.3	199.9	199.1
November	190.6	181.9	165.9	160.2	225.3	194.7	217.0	217.2
December	237.4	172.8	196.3	163.1	253.9	158.4	372.3	184.1
1945								
January	143.1	175.1	126.4	165.2	123.2	164.0	140.9	223.5

Year and Month	Food		Restaurants		Family Clothing		Men's Clothing(c)	
	A	B	A	B	A	B	A	B
January, 1939	93.2	101.1	89.5	95.7	(a)	(a)	69.8	96.4
January, 1941	118.0	122.0	103.0	108.3	82.1	119.7	92.1	121.8
January, 1942	150.4	146.4	126.3	131.7	106.1	147.4	113.9	149.4
January, 1943	154.7	156.9	153.8	163.4	116.8	167.7	107.3	143.8
January, 1944	156.5	169.7	180.4	192.2	114.3	173.1	107.7	154.3
1944								
February	161.9	171.3	171.5	187.5	119.0	178.2	112.0	173.2
March	182.1	174.9	187.1	187.5	143.5	170.8	145.5	170.3
April	181.1	180.5	188.0	190.8	206.6	176.7	199.8	177.6
May	179.0	175.9	189.1	185.1	196.7	189.0	181.3	185.6
June	194.2	192.1	196.9	186.4	189.4	183.4	188.4	180.0
July	164.6	174.8	194.9	187.5	160.2	191.8	142.4	179.2
August	170.9	183.0	198.6	182.7	150.1	184.0	125.2	169.4
September	176.1	168.2	192.1	184.4	189.9	195.2	174.8	172.2
October	168.9	175.1	196.1	195.1	229.9	198.0	207.7	180.8
November	168.5	172.3	194.8	204.4	233.6	198.1	228.6	187.2
December	204.6	176.2	196.8	190.6	292.9	183.3	296.6	172.5
1945								
January	166.6	176.3	180.6	190.0	124.5	185.1	119.1	167.9

(a) Not available.

(c) Includes men's furnishings.

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	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
January, 1939	67.9	97.7	63.2	87.5	96.3	104.4	60.8	94.5
January, 1941	88.5	121.9	74.0	104.1	118.0	124.1	83.3	124.9
January, 1942	115.1	150.9	106.4	141.3	136.5	140.5	90.8	133.1
January, 1943	126.5	173.6	96.4	130.9	151.8	159.3	91.7	137.5
January, 1944	127.5	182.0	101.3	147.6	168.2	177.0	89.8	139.5
1944								
February	124.4	191.5	101.3	167.7	163.0	175.1	101.8	125.7
March	174.4	203.6	135.6	180.5	170.1	172.1	118.3	137.8
April	228.8	181.5	204.1	159.2	169.2	174.6	136.6	126.7
May	201.8	191.3	197.5	177.2	168.4	173.4	165.8	132.3
June	191.9	179.5	213.1	165.6	168.1	177.0	139.2	140.6
July	155.3	190.0	163.4	183.8	168.0	171.2	116.4	155.0
August	153.8	196.9	154.9	181.3	170.5	172.0	122.6	120.2
September	200.8	204.5	196.7	189.9	177.3	172.3	134.8	112.6
October	218.8	191.3	173.6	175.9	186.2	182.8	142.9	124.2
November	226.6	204.8	181.1	191.3	181.3	184.6	145.3	137.8
December	293.3	190.6	245.2	168.8	261.2	205.5	149.2	125.7
1945								
January	136.7	191.3	97.1	140.4	175.7	186.7	97.9	148.5

Year and Month	Hardware		Jewellery ^(b)		Radio and Electrical	
	A	B	A	B	A	B
January, 1939	63.4	107.8	71.1	(a)	77.7	100.3
January, 1941	80.2	131.1	93.5	131.0	111.5	133.4
January, 1942	107.7	176.1	115.2	161.4	126.1	150.8
January, 1943	95.0	158.4	120.3	175.3	112.2	139.6
January, 1944	105.6	178.8	141.7	206.5	100.1	124.5
1944						
February	109.3	192.9	145.6	200.7	97.3	121.0
March	129.4	177.8	163.7	206.1	105.3	119.9
April	160.1	159.6	175.9	222.5	108.4	115.1
May	199.8	148.5	182.0	202.9	114.6	99.5
June	194.2	160.7	195.3	206.0	110.7	115.5
July	175.6	162.2	177.5	218.1	91.9	110.3
August	180.1	168.3	191.4	198.7	94.9	104.3
September	182.7	153.5	202.4	224.4	112.4	99.7
October	184.7	164.4	203.6	228.2	113.0	97.6
November	181.7	181.0	255.1	250.2	117.6	103.0
December	192.3	177.8	605.9	238.6	135.8	106.6
1945						
January	120.5	200.9	149.4	209.4	96.8	115.8

(a) Not available.

(b) Based on sales including the Federal tax introduced in June, 1942.

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	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
January, 1942	139.5	104.7	122.6	150.1	158.1	170.9	131.1
January, 1943	148.1	122.9	116.0	143.7	167.6	206.4	131.3
January, 1944	161.9	141.3	117.5	152.4	187.3	216.8	133.9
1944							
December	295.2	217.6	286.7	472.7	232.8	254.3	376.6
1945							
January	172.7	151.9	134.4	176.4	191.7	224.2	149.2
% Change,							
January, 1945 ...	+ 6.7	+ 7.5	+14.4	+15.7	+ 2.3	+ 3.4	+11.4
January, 1944 ...							
Quebec							
January, 1942	124.3	104.1	120.0	139.6	147.1	125.8	100.6
January, 1943	133.4	110.8	115.5	151.3	162.1	145.7	113.8
January, 1944	132.5	119.2	105.5	156.4	160.2	164.0	105.1
1944							
December	232.2	193.6	286.1	386.0	204.8	187.5	283.2
1945							
January	140.8	123.0	119.8	160.4	169.3	171.3	115.5
% Change,							
January, 1945 ...	+ 6.3	+ 3.2	+13.6	+ 2.6	+ 5.7	+ 4.5	+ 9.9
January, 1944 ...							
Ontario							
January, 1942	131.1	106.6	116.4	125.0	157.9	125.8	104.0
January, 1943	128.7	111.3	102.9	121.4	158.0	152.0	111.5
January, 1944	129.8	116.4	101.2	118.8	154.5	185.3	108.9
1944							
December	232.4	170.0	236.3	352.1	207.0	191.7	253.0
1945							
January	139.2	121.6	117.5	129.1	166.2	182.2	119.8
% Change,							
January, 1945 ...	+ 7.2	+ 4.5	+16.1	+ 8.7	+ 7.6	- 1.7	+ 9.8
January, 1944 ...							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

Men's ^(c) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery ^(b)	Radio and Electrical
Maritime Provinces							
162.0	146.6	112.4	148.5	104.0	105.3	178.4	148.3
179.6	163.6	113.8	171.9	109.5	99.7	218.1	135.2
180.2	163.4	115.2	196.1	137.0	126.2	258.7	110.5
448.5	386.5	330.1	347.5	231.6	220.3	940.3	187.1
202.4	185.5	129.1	201.4	130.8	136.1	275.2	117.4
+12.3	+13.5	+12.1	+ 2.7	- 4.5	+ 7.8	+ 6.4	+ 6.2
Quebec							
99.9	98.7	85.0	137.2	77.5	95.5	97.9	111.6
95.9	111.8	82.3	158.9	77.7	85.8	100.3	114.3
86.9	102.8	71.4	171.6	69.4	93.3	105.5	107.9
261.7	255.9	226.9	224.1	137.4	161.4	499.8	164.3
96.0	101.5	72.4	180.8	78.7	114.8	116.0	98.7
+10.5	- 1.3	+ 1.4	+ 5.4	+13.4	+23.0	+10.0	- 8.5
Ontario							
117.3	121.7	110.8	135.9	94.1	115.4	114.0	126.9
100.1	134.2	96.3	147.5	90.7	92.3	113.4	100.9
99.9	133.5	103.6	153.4	85.5	93.2	133.2	92.3
303.9	313.4	242.1	244.5	131.5	134.7	598.3	110.3
113.6	147.8	91.8	152.7	89.5	104.2	141.2	75.4
+13.7	+10.6	-11.4	+ 2.7	+ 4.4	+11.8	+ 5.7	-10.6

(b) Based on sales including the Federal tax introduced in June, 1942.
 (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	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Prairie Provinces							
January, 1942	113.4	94.2	108.5	124.6	132.2	120.7	102.0
January, 1943	115.2	103.2	103.2	112.8	127.7	145.6	117.9
January, 1944	130.6	113.7	114.3	130.9	142.2	173.5	131.2
1944							
December	229.6	207.3	244.2	382.7	189.8	200.0	315.4
1945							
January	139.5	121.3	127.9	138.7	150.2	173.6	137.8
% Change,							
January, 1945 ...	+ 6.8	+ 6.7	+11.9	+ 6.0	+ 5.6	+ 0.1	+ 5.0
January, 1944 ...							
British Columbia							
January, 1942	124.2	102.6	117.5	111.1	142.4	115.4	116.7
January, 1943	129.8	106.6	119.2	103.0	137.3	162.1	133.7
January, 1944	137.4	114.4	126.7	107.0	142.4	186.3	121.5
1944							
December	240.9	188.7	277.0	317.5	184.5	197.6	341.2
1945							
January	146.5	125.5	127.9	110.7	157.2	181.5	128.0
% Change,							
January, 1945 ...	+ 6.6	+ 9.7	+ 0.9	+ 3.5	+10.4	- 2.6	+ 5.3
January, 1944 ...							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

Men's ^(c) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery ^(b)	Radio and Electrical
Prairie Provinces							
103.5	108.8	116.7	134.3	94.1	108.0	125.8	132.6
105.1	103.7	105.9	144.7	102.1	103.4	127.5	120.9
124.6	124.4	124.8	170.3	121.1	129.9	168.5	145.6
255.3	275.4	197.4	281.5	160.2	240.3	648.8	141.1
133.7	134.5	118.1	179.8	138.4	139.1	170.3	155.9
+ 7.3	+ 8.1	- 5.4	+ 5.6	+14.3	+ 7.1	+ 1.1	+ 7.1

British Columbia							
110.2	123.6	135.9	133.6	114.7	108.4	103.5	134.4
118.8	138.6	116.8	159.6	126.8	108.8	120.6	136.0
120.9	156.0	148.8	189.8	120.2	114.3	145.4	96.5
288.8	282.4	292.5	328.5	198.3	261.6	607.3	159.9
120.7	162.6	135.4	209.6	144.4	151.8	149.6	108.0
- 0.2	+ 4.2	+ 4.4	+10.4	+20.1	+32.8	+ 2.9	+11.9

(b) Based on sales including the Federal tax introduced in June, 1942.
 (c) Includes men's furnishings.



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DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January, 1944 and January, 1945

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

	January, 1944	January, 1945	% Change, 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	18,953,214	20,949,802	+10.5
1. Women's dresses, coats and suits	1,998,161	2,254,364	+12.8
2. Girls' and infants' wear	635,371	684,555	+ 7.7
3. Hosiery and gloves	786,093	819,396	+ 4.0
4. Lingerie and corsets	948,575	944,253	- 0.5
5. Millinery	161,187	179,874	+11.6
6. Women's and children's apparel-(Total, 1-5).....	4,531,387	4,882,442	+ 7.7
7. Men's and boys' clothing and furnishings ...	1,825,210	2,089,911	+14.5
8. Drugs and toilet articles and preparations .	704,872	761,323	+ 8.0
9. Piece goods	1,799,705	2,115,306	+17.5
10. Smallwares	788,959	868,765	+10.1
11. Food and kindred products	2,081,703	2,331,964	+12.0
12. Furniture (including mattresses and springs)	1,172,438	1,274,348	+ 8.7
13. Home furnishings	1,252,387	1,308,054	+ 4.4
14. Household appliances and electrical supplies	337,773	368,490	+ 9.1
15. Hardware and kitchen utensils	612,138	681,425	+11.3
16. Radios, musical instruments and supplies ...	197,920	195,742	- 1.1
17. Shoes and other footwear	1,104,993	1,283,948	+16.2
18. Stationery, books and magazines	390,746	429,842	+10.0
19. All other departments, total	2,152,983	2,358,242	+ 9.3