

63 005
Note: "This Bureau is co-operating in the conservation of paper on account of the present critical shortage thereof. If this bulletin is not needed by you, please notify the Dominion Statistician and your name will be removed from our mailing list."

Published by Authority of the HON. JAMES A. MACKINNON, M.P.
Minister of Trade and Commerce

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

PROPERTY OF THE LIBRARY

Dominion Statistician; Herbert Marshall, B.A., F.S.S.
Chief, Merchandising and Services Branch; A.C. Steedman, B.A.
Vol. XVII - No. 10 Price 10 cents

Monthly Indexes of Retail Sales in Canada, October, 1945
(1935-1939=100)

Continued high volume of consumer purchasing through retail stores is reflected in retail trade statistics for October when dollar sales exceeded by 12 per cent the volume of business transacted in the corresponding month of 1944. This is the average experience as measured by the general index number of sales in which representation is given to fourteen different trades, three of which deal in general lines of merchandise while the other eleven are specialty shops dealing in foods, clothing, personal or household requirements. The general index (on the base, 1935-1939=100) stands at 203.8 for October, 187.2 for September and at 182.3 for October a year ago. With the exception of the Decembers of 1942, 1943 and 1944, October, 1945 is the only month on record in which the general index has reached or passed the 200 mark, or when retail sales exceeded by as much as 100 per cent the average monthly sales during the five year base period from 1935 to 1939 inclusive.

A relatively small part of the 12 per cent gain in retail trade over October, 1944 can be attributed to the fact that there was one more business day in October of this year than last. On making a correction to allow for this factor, the increase is reduced to approximately 9 per cent. Sales for the first ten months of the current year averaged 8 per cent above the corresponding period of 1944.

All fourteen trades for which indexes are computed recorded increased sales in October of this year compared with last. With the exception of restaurants, each of the trades reported greater percentage increases in October than in September in the comparisons made with corresponding months of 1944. With the exception of drug stores, the increases between October of last year and this for each of the trades exceeded the corresponding increases based on the ten-month totals. Continuation of high income levels and improvement in the supply of consumer goods are the two general factors affecting the trend in retail purchasing at the present time.

Conforming with the experience for immediately preceding months, the greatest increases in volume of business in October were recorded by men's specialty shops and by stores dealing in durable merchandise. Purchases by returning personnel of the armed services are clearly reflected in the sales statistics for stores specializing in men's wear. Sales for this type of store averaged 6 per cent higher in the first six months of this year compared with the corresponding period of 1944. July sales were up 7 per cent over last year; the August increase was 12 per cent; September sales were up 19 per cent while October sales were 21 per cent above October, 1944.

In continuation of the substantial gains which have characterized the retail hardware trade during recent months, October sales advanced 7 per cent over September and were 23 per cent above October a year ago. The increase for radio and

electrical stores was even greater, amounting to 25 per cent over October, 1944, while furniture store sales were up 18 per cent. Improvement in the supply situation and active demand heightened by the establishment of new homes by returning service personnel are the two factors stimulating the business transacted by these types of retail outlets.

Food store sales were 5 per cent higher in October than September and were 8 per cent higher than in October a year ago. September sales were 1 per cent below the volume of business transacted in September, 1944. There was one additional business day in October of this year than last while in September the situation was reversed. On making allowance for this factor by reducing the monthly sales to an average daily sales basis, it is found that September sales were unchanged from last year while October sales were up by 6 per cent. This increase corresponds with the average gain for the year to date which also stands at 6 per cent indicating that any reduction in the overall volume of food store business arising from the re-introduction of meat rationing in September was not continued in October.

In the general merchandise group department stores registered a 15 per cent increase over October, 1944; country general store sales were up 11 per cent while variety store sales gained 9 per cent. Increases for the year to date for these three trades were 11 per cent, 6 per cent and 8 per cent respectively.

All branches of the clothing trades recorded substantial gains over October a year ago. Sales for women's specialty shops were up 12 per cent; shoe store sales were up 14 per cent while family clothing store sales were up 17 per cent.

Restaurant receipts continue on a horizontal level, October sales standing 5 per cent above October a year ago compared with an average gain of 4 per cent for the year to date. Drug store sales follow a similar pattern, October sales standing 5 per cent above the corresponding month of 1944 while sales for the first ten months of the current year average 6 per cent above the same ten months a year ago. Compared with 1944, jewellery store sales were up 15 per cent, both for the month of October and also for the ten-month period.

Information collected from a limited number of candy retailers, consisting chiefly of the chain organizations in this trade, indicate that candy store sales were off 3 per cent in October of this year compared with last. Sales for the year to date are practically unchanged compared with the corresponding period of 1944.

Indexes of sales for retail furriers are not computed but returns from a sample number of retailers in this trade indicate that sales were 24 per cent higher in October of this year than last.

Regional Trends

Results on a regional basis indicate that, with the exception of the Maritime Provinces, the increase in the general level of retail purchasing in October of this year over last was remarkably uniform for each of the other four general economic areas into which the country can be divided. Twelve per cent increases over October a year ago were recorded in Quebec, the Prairie Provinces and British Columbia. Ontario sales were up 13 per cent while the gain in the Maritime Provinces was slightly lower at 9 per cent. Results for the individual trades within each of these areas are shown in the tables.

Departmental Analysis of Department Store Sales

The analysis of department store sales by departments reveals that, although the clothing departments continued to maintain a substantial expansion in volume, the

most pronounced gains occurred in durable goods departments. The hardware departments particularly showed a significant spurt of activity in October with a 32 per cent gain over the same month a year ago. This result reflects the greater output and variety of metal products currently reaching the trade. Increased output of fall sporting equipment may be another factor. Sales of household appliances and electrical supplies in department stores gained 30 per cent, with merchandise becoming available in larger quantities. The furniture and home furnishings departments also reported sales substantially higher, gains of 22 and 17 per cent being recorded. A 22 per cent increase in footwear sales was among the largest recorded by that department during the present year. Food sales were practically unchanged from October a year ago.

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 Oct., 1945			Sales in Jan.-Oct., 1945	
	Compared With Sales In			Compared With Sales In	
	Oct. 1941	Oct. 1944	Sept. 1945	Jan.-Oct., 1941	Jan.-Oct., 1944
	%	%	%	%	%
GENERAL INDEX	+36.1	+11.8	+ 8.9	+40.1	+ 8.1
General Merchandise Group:					
Country General Stores	+45.9	+11.2	+ 9.1	+49.0	+ 6.2
Department Stores	+38.1	+14.5	+ 9.6	+37.7	+10.5
Variety Stores	+26.3	+ 9.3	+12.6	+33.1	+ 7.9
Food Group:					
Food Stores	+25.7	+ 8.2	+ 4.7	+36.9	+ 6.3
Restaurants	+53.8	+ 4.7	+ 0.8	+61.8	+ 3.9
Clothing Group:					
Family Clothing Stores	+46.6	+16.8	+33.2	+50.1	+11.7
Men's Clothing Stores	+49.1	+21.5	+20.6	+43.0	+10.2
Women's Clothing Stores	+49.7	+12.2	+15.8	+54.2	+ 9.2
Shoe Stores	+50.3	+13.8	- 3.5	+55.1	+11.9
Household and Personal Effects Group:					
Drug Stores	+38.4	+ 5.4	+ 6.5	+44.0	+ 6.0
Furniture Stores	+27.6	+18.3	+13.1	+11.8	+13.2
Hardware Stores	+37.5	+22.9	+ 6.8	+38.3	+15.3
Jewellery Stores (b)	+64.2	+14.9	+ 6.8	+64.1	+14.7
Radio and Electrical Stores	- 6.2	+25.3	+14.5	-17.8	+ 8.3

(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
October, 1939 ...	117.9	111.1	119.2	106.7	132.4	118.0	120.7	120.2
October, 1941 ...	149.7	136.9	132.0	117.9	160.0	136.5	173.0	166.2
October, 1942 ...	171.7	151.4	155.0	133.4	181.9	152.9	204.5	185.0
October, 1943 ...	173.3	158.6	163.5	146.1	177.8	157.3	195.7	182.4
October, 1944 ...	182.3	174.4	173.2	159.9	193.0	171.3	199.9	199.1
1944								
November	190.4	181.8	165.9	160.3	225.3	194.7	217.0	217.2
December	237.1	172.7	196.5	163.3	253.9	158.4	372.3	184.1
1945								
January	143.0	174.9	127.0	166.0	122.5	163.1	139.6	221.5
February	146.7	185.6	127.3	172.0	136.2	181.0	151.0	223.6
March	194.3	201.8	158.2	179.7	200.5	215.5	208.6	234.4
April	174.6	179.7	160.1	178.2	164.8	171.7	179.5	212.9
May	182.0	175.9	182.1	168.5	162.8	157.3	192.0	194.9
June	196.8	184.4	183.5	172.6	169.1	160.6	212.3	193.9
July	170.6	189.2	182.0	176.1	133.2	179.0	196.7	203.7
August	178.1	189.8	187.6	171.8	155.7	184.7	192.0	203.8
September	187.2	186.0	176.5	165.2	201.6	205.3	194.0	200.7
October	203.8	189.8	192.6	172.4	221.0	189.4	218.5	213.3

Year and Month	Food		Restaurants		Family Clothing		Men's(c) Clothing	
	A	B	A	B	A	B	A	B
October, 1939 ...	103.9	108.2	103.3	102.7	(a)	(a)	133.8	110.9
October, 1941 ...	145.2	143.0	134.1	131.2	181.2	148.6	169.4	133.4
October, 1942 ...	164.6	152.2	162.0	157.0	211.8	165.4	196.4	154.6
October, 1943 ...	166.9	159.5	186.9	184.7	213.5	173.8	196.7	159.6
October, 1944 ...	168.6	174.8	197.1	196.0	227.4	195.9	207.8	180.9
1944								
November	168.5	172.3	193.8	203.4	233.1	197.7	228.8	187.3
December	204.6	176.2	196.7	190.5	290.5	181.8	297.3	172.9
1945								
January	166.5	176.3	179.1	188.4	125.3	186.3	117.5	165.7
February	167.5	182.3	171.3	193.9	127.5	197.0	120.8	192.3
March	201.1	188.1	195.9	196.4	218.8	230.4	206.0	217.7
April	181.7	185.4	192.4	195.8	184.9	173.1	165.8	159.9
May	192.1	189.6	191.9	187.2	189.0	183.8	168.3	174.3
June	210.8	197.0	199.1	198.6	216.3	198.7	212.1	189.3
July	178.2	188.5	208.7	201.5	179.2	215.4	152.8	193.0
August	188.4	198.7	212.5	194.9	169.8	207.2	140.8	189.8
September	174.3	173.7	204.6	199.6	199.5	212.0	209.4	212.7
October	182.5	185.5	206.3	201.9	265.7	223.9	252.5	215.5

(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
October, 1939 ...	130.7	110.1	103.0	103.9	107.1	105.8	130.6	113.5
October, 1941 ...	164.1	131.3	131.5	128.0	141.6	135.9	131.6	110.4
October, 1942 ...	207.8	165.0	172.4	157.8	162.9	152.9	141.5	116.0
October, 1943 ...	205.1	171.7	168.0	154.9	171.7	164.2	123.9	103.5
October, 1944 ...	218.9	191.4	173.7	175.9	185.9	182.5	141.9	123.3
1944								
November	227.1	205.3	180.7	190.9	181.4	184.7	145.3	137.8
December	292.2	189.9	246.0	169.4	261.3	205.6	147.9	124.6
1945								
January	135.8	190.0	99.0	143.1	176.2	187.2	99.7	151.3
February	139.0	221.1	108.3	183.1	167.6	185.9	112.4	144.0
March	258.2	259.5	226.0	243.2	188.5	186.6	143.1	165.4
April	199.5	175.2	179.6	161.6	175.2	184.4	159.3	147.1
May	198.9	190.8	191.1	173.6	178.6	183.8	166.9	134.8
June	217.9	196.3	261.1	190.4	184.7	190.8	154.3	159.7
July	165.8	203.6	189.8	215.3	178.5	186.2	135.0	179.8
August	166.6	212.4	177.6	203.1	180.8	181.1	137.9	134.7
September	212.1	223.8	204.9	184.5	184.0	182.5	148.4	129.0
October	245.6	209.7	197.7	197.0	196.0	189.9	167.9	142.4

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
October, 1939 ...	125.8	111.6	101.5	(a)	129.2	104.6
October, 1941 ...	164.9	140.6	140.1	150.9	152.1	127.5
October, 1942 ...	169.8	144.8	160.7	173.2	140.6	117.9
October, 1943 ...	160.9	141.1	179.8	201.5	116.5	101.6
October, 1944 ...	184.4	164.2	200.2	224.4	113.9	99.3
1944						
November	181.1	180.4	249.3	244.5	119.0	104.2
December	191.5	177.1	592.6	233.4	137.7	108.0
1945						
January	120.2	200.4	149.7	209.8	99.0	118.4
February	119.2	218.4	169.6	243.4	93.8	121.5
March	168.4	231.5	204.9	268.0	110.5	129.0
April	190.6	186.2	187.6	227.8	110.5	112.7
May	204.9	155.2	197.1	219.7	115.4	99.3
June	218.4	177.3	230.6	243.2	116.0	121.1
July	209.2	194.8	219.1	269.2	108.1	129.7
August	202.9	189.6	233.4	242.2	112.5	123.6
September	212.3	184.9	215.4	248.7	124.6	116.2
October	226.7	197.1	230.1	248.0	142.7	119.6

(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							
October, 1942	197.5	144.4	208.8	270.4	183.8	236.2	216.0
October, 1943	205.0	161.0	211.8	257.9	194.8	235.1	247.3
October, 1944	217.4	174.0	238.2	262.2	200.1	238.2	269.5
1945							
September	221.4	177.3	249.3	242.5	209.2	265.6	219.8
October	236.7	194.7	270.4	272.1	208.6	242.7	294.8
% Change,							
October, 1945 ..	+ 8.9	+11.9	+13.5	+ 3.8	+ 4.2	+ 1.9	+ 9.4
October, 1944 ..							
% Change,							
Jan.-Oct., 1945	+ 7.0	+ 7.8	+ 8.7	+ 5.9	+ 5.0	+ 2.7	+10.1
Jan.-Oct., 1944							
Quebec							
October, 1942	172.3	160.3	188.0	229.8	162.3	153.8	229.8
October, 1943	170.7	175.7	183.0	210.6	163.0	172.3	218.0
October, 1944	181.1	188.1	206.6	223.5	165.3	188.8	234.0
1945							
September	180.5	171.0	220.3	213.0	164.4	206.2	192.7
October	203.1	201.4	247.0	244.7	177.3	208.2	270.1
% Change,							
October, 1945 ..	+12.1	+ 8.2	+19.6	+ 9.5	+ 8.6	+10.5	+15.4
October, 1944 ..							
% Change,							
Jan.-Oct., 1945	+ 8.3	+ 5.2	+14.4	+ 8.0	+ 5.9	+10.4	+10.7
Jan.-Oct., 1944							
Ontario							
October, 1942	163.9	130.8	169.4	191.0	161.9	157.1	182.5
October, 1943	163.0	137.1	161.6	183.2	163.3	184.2	180.1
October, 1944	169.3	135.3	174.1	183.2	163.6	198.1	188.3
1945							
September	174.9	162.5	176.9	181.2	165.3	194.2	182.2
October	190.9	154.8	200.4	204.6	177.7	197.1	232.9
% Change,							
October, 1945 ..	+12.8	+14.4	+15.1	+11.7	+ 8.6	- 0.5	+23.7
October, 1944 ..							
% Change,							
Jan.-Oct., 1945	+ 8.7	+ 8.4	+11.2	+ 9.6	+ 6.5	+ 0.8	+14.8
Jan.-Oct., 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 (a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
254.7	239.3	196.4	196.7	172.9	187.9	257.2	177.0
258.9	243.9	209.3	204.3	151.0	172.7	309.7	134.4
275.2	269.1	217.8	208.8	185.3	207.1	307.9	131.0
248.2	270.2	233.4	211.2	185.5	242.1	323.4	140.7
321.7	313.3	242.9	221.3	209.6	235.4	350.9	155.3
+16.9	+16.4	+11.5	+ 6.0	+14.3	+13.7	+14.0	+18.5
+ 8.0	+13.5	+10.5	+ 5.6	+ 9.6	+10.5	+10.8	+ 8.3
Quebec							
188.9	202.7	148.6	159.5	125.4	181.2	142.3	153.2
183.8	183.7	144.4	164.6	113.1	164.5	141.2	136.9
192.4	194.4	146.2	185.1	131.1	203.2	189.9	139.4
172.3	178.2	172.9	178.3	137.3	226.9	176.3	152.2
214.4	205.7	172.4	201.4	156.0	249.8	201.9	183.8
+ 8.1	+ 5.6	+17.9	+ 3.8	+13.0	+22.9	+26.3	+31.9
+ 4.1	+ 5.6	+12.3	+ 7.3	+12.4	+16.9	+18.4	+10.3
Ontario							
184.0	200.9	172.0	153.9	146.4	149.1	150.0	125.6
184.4	203.3	162.3	161.8	116.5	141.8	164.5	95.6
196.6	220.7	166.1	170.4	130.7	152.1	188.9	89.4
209.9	221.1	201.7	172.8	134.8	179.6	210.0	101.0
249.3	259.4	188.3	178.3	154.3	195.8	216.9	111.4
+26.8	+17.5	+13.4	+ 4.5	+18.1	+28.7	+14.8	+24.6
+13.4	+11.5	+11.1	+ 5.2	+14.2	+17.1	+17.7	+ 6.7

(a) Includes men's furnishings.

(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	Restau- rant	Family Clothing
Prairie Provinces							
October, 1942	176.5	175.3	180.3	185.5	166.7	159.2	232.6
October, 1943	186.6	177.5	185.5	199.9	174.2	199.9	262.8
October, 1944	198.0	190.7	199.5	202.7	178.9	204.2	282.1
1945							
September	204.6	189.2	210.4	187.0	201.1	208.5	239.0
October	221.0	211.6	226.9	214.6	195.1	217.8	329.4
% Change,							
October, 1945 ..	+11.6	+11.0	+13.7	+ 5.9	+ 9.1	+ 6.7	+16.8
October, 1944 ..							
% Change,							
Jan.-Oct., 1945	+ 6.8	+ 4.3	+ 8.6	+ 3.8	+ 6.7	+ 4.0	+10.8
Jan.-Oct., 1944							
British Columbia							
October, 1942	177.8	135.3	203.0	158.1	161.2	161.2	215.7
October, 1943	171.0	143.1	187.0	145.0	155.8	178.2	200.6
October, 1944	179.6	160.1	196.8	148.2	161.0	176.8	207.8
1945							
September	195.0	173.1	211.2	145.2	173.9	200.5	203.4
October	200.7	181.9	214.9	162.9	176.4	198.4	225.9
% Change,							
October, 1945 ..	+11.7	+13.6	+ 9.2	+ 9.9	+ 9.6	+12.2	+ 8.7
October, 1944 ..							
% Change,							
Jan.-Oct., 1945	+ 9.5	+ 9.6	+ 9.4	+ 7.3	+ 8.3	+ 4.5	+ 8.6
Jan.-Oct., 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(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Prairie Provinces							
214.5	209.1	184.9	171.2	141.1	177.2	167.6	154.2
239.5	227.6	198.6	185.6	147.9	181.6	223.3	144.7
245.8	241.6	210.3	203.6	167.0	208.4	251.7	145.2
261.9	213.9	236.5	190.4	169.3	234.3	236.0	147.3
313.2	254.9	241.4	209.5	193.9	245.1	265.2	170.7
+27.4	+ 5.5	+14.8	+ 2.9	+16.1	+17.6	+ 5.4	+17.6
+ 9.1	+ 6.9	+11.9	+ 4.7	+13.3	+11.7	+ 5.1	+ 8.1
British Columbia							
206.8	241.9	216.6	176.7	159.1	201.6	176.1	147.1
181.5	224.6	205.2	188.3	153.9	173.1	189.6	120.8
178.7	223.4	225.1	221.5	176.3	193.7	200.6	118.8
201.2	234.5	267.4	227.1	199.2	239.1	223.8	133.7
228.8	244.9	243.3	236.8	215.7	246.8	223.8	151.7
+28.0	+ 9.6	+ 8.1	+ 6.9	+22.0	+27.4	+11.6	+27.7
+16.0	+ 8.0	+15.5	+10.1	+15.6	+18.1	+15.0	+ 8.9

(a) Includes men's furnishings.

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



1010736059

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

October, 1944 and October, 1945

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

	October, 1944	October, 1945	% Change, 1945/1944
	\$	\$	%
TOTAL SALES, ALL DEPARTMENTS	35,655,900	40,943,508	+14.8
1. Women's dresses, coats and suits	4,710,125	5,542,312	+17.7
2. Girls' and infants' wear	1,921,910	2,298,916	+19.6
3. Hosiery and gloves	1,609,249	1,638,114	+ 1.8
4. Lingerie and corsets	1,404,556	1,512,549	+ 7.7
5. Millinery	502,796	607,472	+20.8
6. Women's and children's apparel - (Total, 1-5) ..	10,148,636	11,599,363	+14.3
7. Men's and boys' clothing and furnishings	4,971,174	5,739,055	+15.4
8. Drugs and toilet articles and preparations	952,466	1,020,135	+ 7.1
9. Piece goods	2,738,170	3,054,548	+11.6
10. Smallwares	1,303,965	1,448,734	+11.1
11. Food and kindred products	2,741,893	2,751,241	+ 0.3
12. Furniture (including mattresses and springs) ...	1,939,625	2,365,961	+22.0
13. Home furnishings	2,215,328	2,588,407	+16.8
14. Household appliances and electrical supplies ...	650,381	845,395	+30.0
15. Hardware and kitchen utensils	968,326	1,279,290	+32.1
16. Radios, musical instruments and supplies	223,262	253,957	+13.7
17. Shoes and other footwear	2,555,996	3,115,953	+21.9
18. Stationery, books and magazines	603,920	660,760	+ 9.4
19. All other departments, total	3,642,758	4,220,709	+15.9