

DOMINION
OF STATISTICS
APR 11 1945

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

Dominion Statistician: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.
Chief, Merchandising and Services Branch: A.C. Steedman, B.A.

Vol. XVII - No. 2

Price .10 cents.

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

February retail sales averaged 3 per cent higher than in January and were 6 per cent higher than in February a year ago according to index numbers of sales based on reports received from a sample number of firms representing 14 different trades dealing chiefly in food, clothing and household requirements. The general sales index (on the base, 1935-1939 = 100) stands at 146.8 for February, 143.1 for January and at 139.0 for February a year ago.

There was one more business day in February of last year than this. On the other hand, the early date of Easter this year resulted in the transaction in February of a certain amount of pre-Easter business. This is apparent in the results for stores specializing in the sale of wearing apparel and shoes. Women's specialty shops transacted 12 per cent more business in February of this year than last. Family clothing store sales gained 9 per cent, men's clothing store sales were up 8 per cent while stores specializing in the sale of shoes were up by 6 per cent. On making adjustments for differences in the numbers of business days and for normal seasonal changes the seasonally adjusted general index stands at 185.7 for February compared with 175.0 for January and 169.6 for February, 1944.

Department store sales averaged 11 per cent higher in February of this year compared with last, furniture store sales were up 10 per cent while hardware store sales gained 9 per cent. A substantial gain of 16 per cent was recorded for jewellery stores.

Sales for stores specializing in the sale of radios and household appliances were 3 per cent lower in February this year than last; restaurant receipts were on a par with February a year ago; increases for other trades for which indexes are computed were 3 per cent for country general stores, 7 per cent for variety stores, 3 per cent for drug stores and 4 per cent for food stores.

Sales indexes 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 6 per cent in February of this year over last. A sample number of returns from retail furriers reveal a marked increase of 27 per cent over February a year ago.

Maritime Provinces

Retail sales in the Maritime Provinces averaged 6 per cent higher in February of this year compared with last. All 14 trades for which figures are available registered increases, these ranging from a gain of 3 per cent for hardware stores to an increase of 22 per cent for radio and electrical stores. The increases for de-

partment stores, variety stores, food stores and drug stores were all similar at 5 per cent.

Quebec

Retail sales in Quebec Province averaged 5 per cent higher in February this year compared with last while sales for the first two months of the current year averaged 6 per cent above the corresponding period of 1944. February sales for stores specializing in radio and household appliances were down 5 per cent from February last year. All other trades for which figures are available registered increases which ranged from 1 per cent for country general stores to 23 per cent for jewellery stores.

Ontario

Ontario sales averaged 6 per cent higher in February of this year compared with last while figures for the first two months of the current year stand 7 per cent above the corresponding period of 1944. Restaurant receipts were 4 per cent lower in February of this year compared with last and a decrease of 6 per cent was recorded by stores dealing chiefly in radios and household appliances. The other 12 trades for which figures are compiled recorded gains ranging from 1 per cent for shoe stores to 18 per cent for jewellery stores.

Prairie Provinces

Retail trading in the Prairie Provinces during February, 1945 was maintained at a level about 4 per cent higher than in the corresponding month of 1944. Restaurant receipts were down by 2 per cent while increases ranging from 1 per cent for food stores and drug stores to 12 per cent for hardware stores were recorded for other trades included in this survey. Cumulative figures for the first two months of the current year indicate an average increase of 5 per cent over the first two months of 1944.

British Columbia

The increase in retail trading in British Columbia was slightly greater than those recorded for other regions, the general index for February standing 7 per cent above last year. Restaurant receipts were off by 3 per cent and radio and household appliance store sales were down by 2 per cent. With these exceptions, all other trades for which indexes are compiled recorded increases ranging as high as 22 per cent for stores specializing in men's wear. The average increase for the first two months of the year also stood at 7 per cent.

Departmental Analysis of Department Store Sales

According to reports submitted by 19 firms giving a breakdown of sales by departments, total sales increased 12 per cent in February this year over last. Although sales of piece goods departments reported the largest increase (a gain of 22 per cent over February of last year) the outstanding feature in the February results was a 20 per cent advance in sales of home furnishings. This increase follows a minor increase of 4 per cent recorded by that department in the January comparison. Hardware sales gained 16 per cent in February while increases among other durable goods departments were 14 per cent for furniture and 9 per cent for household appliances and electrical supplies. A 2 per cent decline in sales of radio and music departments was recorded. Results for apparel departments revealed increases of 14 per cent for footwear, 12 per cent for women's and children's wear and 8 per cent for men's wear.

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 Feb., 1945			Jan.-Feb., 1945	Jan.-Feb., 1945
	Compared With Sales In			Jan.-Feb., 1941	Jan.-Feb., 1944
	Feb. 1941	Feb. 1944	Jan. 1945		
	%	%	%	%	%
GENERAL INDEX	+47.1	+ 5.6	+ 2.6	+44.6	+ 6.2
General Merchandise Group:					
Country General Stores	+55.4	+ 3.0	+ 0.5	+53.4	+ 4.6
Department Stores	+43.8	+11.4	+11.2	+37.8	+11.5
Variety Stores	+45.3	+ 6.6	+ 7.3	+45.2	+ 6.7
Food Group:					
Food Stores	+43.2	+ 3.5	+ 0.7	+42.2	+ 4.9
Restaurants	+72.8	- 0.6	- 5.2	+73.7	- 0.5
Clothing Group:					
Family Clothing Stores	+68.8	+ 2.9	+ 4.3	+59.7	+ 8.8
Men's Clothing Stores	+47.4	+ 7.9	+ 2.2	+37.4	+ 8.9
Women's Clothing Stores	+71.9	+11.8	+ 1.8	+62.8	+ 9.4
Shoe Stores	+66.1	+ 6.4	+ 8.5	+49.2	+ 2.3
Household and Personal Effects Group:					
Drug Stores	+48.9	+ 2.8	- 5.1	+49.2	+ 3.9
Furniture Stores	+ 4.0	+10.0	+12.4	+10.8	+10.4
Hardware Stores	+55.8	+ 9.1	- 0.6	+52.6	+11.3
Jewellery Stores (b)	+81.8	+16.1	+13.7	+70.4	+10.6
Radio and Electrical Stores	-12.2	- 2.8	- 4.6	-11.6	- 1.8

(b) Based on sales including the Federal tax introduced in June, 1943.

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
February, 1939	77.9	99.2	70.8	97.6	71.0	94.4	69.7	103.2
February, 1941	99.8	126.4	82.1	110.8	94.8	126.1	103.8	153.6
February, 1942	118.0	148.9	95.1	128.5	107.4	142.8	129.0	190.9
February, 1943	129.4	164.0	110.2	149.1	116.2	154.5	139.1	206.0
February, 1944	139.0	169.6	123.9	162.1	122.4	156.3	141.5	203.6
<u>1944</u>								
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	153.1	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
<u>1945</u>								
January	143.1	175.0	127.0	166.0	122.6	163.3	140.6	223.0
February	146.8	183.7	127.5	172.4	136.3	181.2	150.8	223.3

Year and Month	Food		Restaurants		Family Clothing		Men's (c) Clothing	
	A	B	A	B	A	B	A	B
February, 1939	95.4	103.9	82.1	93.0	(a)	(a)	56.7	96.0
February, 1941	117.0	127.3	98.6	111.6	76.8	118.7	82.0	138.8
February, 1942	141.6	154.2	118.4	134.0	92.6	145.1	104.2	165.8
February, 1943	148.3	161.4	149.1	168.9	116.0	173.2	111.7	177.7
February, 1944	161.9	171.3	171.5	187.5	119.0	178.2	112.0	173.2
<u>1944</u>								
March	182.1	174.9	187.1	187.5	143.5	170.8	145.5	170.5
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	185.5
June	194.2	192.1	186.9	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	172.2
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	180.3
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
<u>1945</u>								
January	166.5	176.2	179.7	189.1	124.2	184.7	118.3	166.8
February	187.5	182.5	170.4	193.0	129.5	200.2	120.9	192.4

(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
February, 1939	56.4	97.0	46.7	78.9	95.0	105.4	75.1	96.3
February, 1941	80.9	139.1	64.9	109.8	112.5	124.8	107.7	138.0
February, 1942	97.0	154.3	86.8	146.7	130.4	144.6	107.0	137.1
February, 1943	127.0	202.0	126.3	213.5	148.8	165.1	94.2	120.8
February, 1944	124.4	191.5	101.3	167.7	163.0	175.1	101.8	125.7
<u>1944</u>								
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	169.9	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
<u>1945</u>								
January	136.6	191.1	93.4	143.7	176.5	187.5	99.6	151.1
February	139.1	221.4	107.8	182.3	167.5	185.8	112.0	143.5

Year and Month	Hardware		Jewellery ^(b)		Radio and Electrical	
	A	B	A	B	A	B
February, 1939	56.0	102.6	53.3	(a)	71.0	95.5
February, 1941	76.5	140.2	95.0	133.5	107.7	139.6
February, 1942	95.1	174.2	109.3	156.9	115.9	150.1
February, 1943	97.7	178.9	128.4	184.3	103.1	133.5
February, 1944	109.3	192.9	145.6	200.7	97.3	121.0
<u>1944</u>						
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
<u>1945</u>						
January	119.9	199.8	148.7	208.3	99.2	118.6
February	119.2	218.4	169.1	242.7	94.6	122.6

(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	Restau- rant	Family Clothing
Maritime Provinces							
February, 1942	134.6	105.4	117.8	163.0	151.9	167.5	96.5
February, 1943	147.7	124.6	123.2	158.0	162.8	206.2	127.1
February, 1944	164.0	148.4	132.8	172.4	182.4	215.9	151.4
1945							
January	173.0	153.4	132.3	176.4	193.1	219.6	148.4
February	173.9	157.6	139.9	181.5	191.6	225.3	158.3
% Change, February, 1945 ...	+ 6.0	+ 6.2	+ 5.3	+ 5.3	+ 5.0	+ 4.4	+ 4.6
February, 1944 ...							
% Change, Jan.-Feb., 1945 ..	+ 6.4	+ 7.4	+ 8.7	+10.2	+ 4.1	+ 2.8	+ 7.5
Jan.-Feb., 1944 ..							
Quebec							
February, 1942	121.1	99.1	111.0	138.2	144.5	117.7	97.9
February, 1943	132.7	112.0	120.2	157.7	157.8	140.7	114.5
February, 1944	140.5	124.7	126.5	153.5	168.8	156.7	118.7
1945							
January	141.2	123.7	120.2	160.4	169.8	171.8	116.2
February	148.0	125.9	142.1	169.2	173.4	166.9	130.0
% Change, February, 1945 ...	+ 5.3	+ 1.0	+12.3	+10.2	+ 2.7	+ 6.5	+ 9.5
February, 1944 ...							
% Change, Jan.-Feb., 1945 ..	+ 5.9	+ 2.5	+13.1	+ 5.4	+ 4.3	+ 3.6	+10.0
Jan.-Feb., 1944 ..							
Ontario							
February, 1942	120.5	100.7	108.8	121.9	145.0	118.1	88.5
February, 1943	127.3	110.0	115.2	128.1	146.0	146.0	105.9
February, 1944	133.8	121.2	116.1	130.5	159.2	177.6	97.7
1945							
January	139.1	122.6	117.4	128.5	166.1	181.2	117.7
February	141.9	124.2	132.4	138.9	166.1	171.0	111.8
% Change, February, 1945 ...	+ 6.1	+ 2.5	+14.0	+ 6.4	+ 4.3	- 3.7	+14.4
February, 1944 ...							
% Change, Jan.-Feb., 1945 ..	+ 6.6	+ 3.9	+15.0	+ 7.3	+ 5.9	- 2.9	+11.1
Jan.-Feb., 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	(b) Jewellery	Radio and Electrical
Maritime Provinces							
148.3	124.0	101.9	150.1	115.4	89.3	171.9	146.8
155.3	155.8	130.1	171.0	114.4	97.2	213.3	118.4
161.1	164.3	116.5	190.6	129.9	116.1	249.8	90.3
199.6	184.8	141.6	201.5	130.7	135.5	278.3	119.7
174.7	182.1	123.5	200.6	143.3	120.0	293.9	110.1
+ 8.4	+10.8	+ 6.0	+ 5.2	+10.3	+ 3.4	+17.7	+21.9
+ 9.7	+12.0	+14.4	+ 4.0	+ 2.7	+ 5.4	+12.5	+14.4
Quebec							
94.8	98.0	76.9	131.3	96.4	82.1	94.7	124.0
95.4	117.4	97.0	148.4	82.7	89.5	99.4	107.1
93.0	108.6	74.7	165.3	91.6	103.0	104.4	113.8
90.5	101.3	74.7	181.6	80.3	113.4	117.8	100.6
94.7	116.2	83.4	171.2	100.1	115.4	128.0	107.9
+ 1.8	+ 7.0	+11.6	+ 3.6	+ 9.3	+12.0	+23.6	- 5.2
+ 2.9	+ 2.9	+ 3.2	+ 4.7	+12.0	+16.8	+17.1	- 5.0
Ontario							
108.0	97.2	85.7	129.8	107.9	94.1	108.8	106.9
108.4	124.5	127.1	143.6	90.3	89.8	122.9	90.4
105.7	123.2	101.6	152.7	90.7	93.5	137.1	78.0
114.2	147.4	92.2	163.8	90.7	103.7	139.0	74.5
114.6	140.7	102.6	155.6	100.1	98.5	161.9	75.2
+ 3.4	+14.2	+ 1.0	+ 1.9	+10.4	+ 5.3	+18.1	- 6.2
+11.3	+12.2	- 5.1	+ 2.7	+ 8.3	+ 8.3	+11.2	- 7.9

(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							
February, 1942	103.3	84.9	98.9	125.7	122.6	112.0	80.7
February, 1943	119.9	105.3	108.9	138.6	129.4	145.8	122.7
February, 1944	134.3	116.5	121.2	149.4	148.8	163.3	138.6
<u>1945</u>							
January	139.1	121.4	126.4	138.7	149.1	172.7	139.2
February	139.4	119.5	131.9	151.1	149.8	159.9	142.5
% Change, February, 1945 ...	+ 3.8	+ 2.6	+ 8.8	+ 1.1	+ 0.7	- 2.1	+ 2.8
February, 1944 ...							
% Change, Jan.-Feb., 1945 ..	+ 5.1	+ 4.6	+ 9.7	+ 3.4	+ 2.7	- 1.2	+ 4.4
Jan.-Feb., 1944 ..							
British Columbia							
February, 1942	116.2	94.1	113.1	113.8	131.9	105.5	106.7
February, 1943	134.4	100.7	127.5	124.0	138.6	152.4	141.6
February, 1944	142.8	117.6	135.1	121.2	149.6	168.1	135.2
<u>1945</u>							
January	146.0	125.3	128.3	110.7	154.6	180.1	128.2
February	153.4	123.8	150.6	127.5	156.3	163.9	145.0
% Change, February, 1945 ...	+ 7.4	+ 5.3	+11.5	+ 5.2	+ 4.5	- 2.5	+ 7.2
February, 1944 ...							
% Change, Jan.-Feb., 1945 ..	+ 6.9	+ 7.4	+ 6.5	+ 4.4	+ 6.5	- 2.9	+ 6.4
Jan.-Feb., 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							
87.1	87.1	86.2	125.8	105.0	101.6	107.7	117.5
118.4	132.0	141.0	149.2	112.9	110.2	146.7	115.8
129.8	133.6	107.5	166.6	125.5	131.4	184.5	134.9
136.4	134.1	121.4	180.4	138.7	140.1	168.5	160.7
136.6	147.8	117.2	168.8	152.4	146.5	195.3	136.9
+ 5.2	+10.6	+ 9.0	+ 1.3	+ 5.5	+11.5	+ 5.9	+ 1.5
+ 7.3	+ 9.3	+ 2.7	+ 3.7	+ 9.9	+ 9.7	+ 3.1	+ 6.1
British Columbia							
98.5	96.4	105.7	124.3	139.6	108.1	104.7	123.2
128.6	146.8	199.5	160.4	122.5	127.7	137.5	126.5
131.6	144.2	166.0	186.6	144.8	135.9	155.8	99.8
123.4	165.2	156.6	209.7	151.2	147.2	148.0	113.0
161.0	164.8	192.1	198.0	166.3	153.4	175.5	97.8
+22.3	+14.3	+15.7	+ 6.1	+14.8	+12.9	+12.6	- 2.0
+12.6	+ 9.9	+10.8	+ 8.3	+19.8	+20.1	+ 7.4	+ 7.4

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

(c) Includes men's furnishings.



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

February, 1944 and February, 1945

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

	February, 1944	February, 1945	% Change, 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	22,341,751	25,046,648	+12.1
1. Women's dresses, coats and suits	2,331,459	2,642,011	+13.3
2. Girls' and infants' wear	777,008	913,077	+17.5
3. Hosiery and gloves	903,584	936,207	+ 3.6
4. Lingerie and corsets	1,066,460	1,171,044	+ 9.8
5. Millinery	195,258	234,264	+20.0
6. Women's and children's apparel - (Total, 1-5).	5,273,769	5,896,603	+11.8
7. Men's and boys' clothing and furnishings	2,091,923	2,256,031	+ 7.8
8. Drugs and toilet articles and preparations ...	765,268	827,904	+ 8.2
9. Piece goods	2,205,693	2,696,567	+22.3
10. Smallwares	923,756	972,911	+ 5.3
11. Food and kindred products	2,332,352	2,480,773	+ 6.4
12. Furniture (including mattresses and springs) .	1,512,688	1,720,260	+13.7
13. Home furnishings	1,651,176	1,973,608	+19.3
14. Household appliances and electrical supplies .	412,729	450,435	+ 9.1
15. Hardware and kitchen utensils	840,512	973,949	+15.9
16. Radios, musical instruments and supplies	212,930	208,111	- 2.3
17. Shoes and other footwear	1,288,866	1,464,256	+13.6
18. Stationery, books and magazines	427,175	474,976	+11.2
19. All other departments, total	2,402,914	2,650,264	+10.3