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

The early date of Easter and the unseasonably warm weather which characterized March this year are reflected in retail trade statistics for that month. Index numbers of sales based on reports received from a sample number of firms representing 14 trades dealing chiefly in food, clothing and household requirements indicate that dollar sales in March, 1945 averaged almost 20 per cent higher than in March, 1944 and were up by 33 per cent from the immediately preceding month of February. The general index of retail sales, unadjusted for differences in numbers of business days or for seasonal variations stood at 194.9 for March, 146.7 for February and 162.9 for March, 1944. Total sales for the first quarter of 1945 averaged 11 per cent above the corresponding period of 1944 and 53 per cent above the corresponding period of 1941.

While all lines of business for which figures are available reported higher sales in March this year compared with last the most outstanding gains were recorded by stores specializing in clothing or footwear, commodities whose sales are stimulated most by the pre-Easter trade. Shoe stores registered an increase of no less than 67 per cent, gains for the various regions of the country standing at 41 per cent for the Maritime Provinces, 78 per cent for Quebec, 75 per cent for Ontario, 63 per cent for the Prairie Provinces and 34 per cent for British Columbia.

Family clothing stores selling both men's and women's wear came second in point of view of increased sales over March last year with a gain of 54 per cent; women's specialty shops were up by 48 per cent and men's clothing stores gained 40 per cent.

Variety stores, which deal to a considerable degree in Easter merchandise, recorded a 34 per cent increase in dollar turnover, gains on a regional basis standing at 31 per cent for the Maritime Provinces, 37 per cent for Quebec and Ontario, 24 per cent for the Prairie Provinces and 26 per cent for British Columbia.

Department store sales averaged 25 per cent higher in March of this year than last, gains on a regional basis ranging from 16 per cent in the Maritime Provinces to 31 per cent in Quebec.

Increases for food stores and drug stores were similar at 11 per cent while a 4 per cent increase was recorded for restaurants.

Substantial gains were also recorded for stores dealing more exclusively in durable merchandise. Furniture store sales were up by 20 per cent. Jewellery stores gained 23 per cent, while hardware store sales were up by 29 per cent. A moderate gain of 9 per cent was recorded for radio and electrical stores.

Index numbers of sales are not computed for candy stores or retail furriers. Returns from a limited number of retail candy firms and consisting chiefly of candy store chains indicate that sales for this trade were 36 per cent higher in March of this year than last and were up by 18 per cent for the year to date. Sales for retail furriers were 31 per cent higher in March of this year than last and averaged 25 per cent higher for the year to date.

Maritime Provinces

Retail sales in the Maritime Provinces averaged 17 per cent higher in March of this year than last while figures for the first three months of the current year indicate a gain of 10 per cent over the first quarter of 1944. All trades reported higher sales in March this year than last, percentage increases ranging from a minor gain of 2 per cent for restaurants to 50 per cent for women's specialty stores.

Quebec

Quebec retail sales averaged 20 per cent higher in March of this year compared with 1944 while sales for the year to date were up by 11 per cent. March increases by trades ranged from a minor gain of 1 per cent for radio and electrical shops to a marked increase of 78 per cent for shoe stores. Women's specialty shops were up 44 per cent, men's clothing stores 40 per cent and family clothing stores 52 per cent.

Ontario

Retail sales in March of this year stood 22 per cent above the level of trading in March, 1944 while sales for the first quarter of this year averaged 12 per cent above the corresponding period of last. Conforming with the results for other regions, all trades for which figures are available recorded gains over March a year ago. A minor increase of 1 per cent was recorded for restaurants while increases ranging as high as 65 per cent for family clothing stores and 75 per cent for shoe stores were reported by other trades.

Prairie Provinces

Retail sales in the Prairie Provinces averaged 19 per cent higher in March of this year than last and stood 10 per cent higher for the year to date. March sales were higher for all trades, gains ranging from 7 per cent for jewellery stores to 63 per cent for shoe stores being recorded.

British Columbia

The dollar volume of retail trade in this province stood 16 per cent higher in March of this year than last while sales for the first quarter of the year were 10 per cent above the corresponding period of 1944. All trades for which figures are available recorded gains in March of this year over last. Increases ranging from 1 per cent for restaurants to 34 per cent for shoe stores were recorded.

Departmental Analysis of Department Store Sales

Comparative sales by departments for 18 firms furnishing information on this basis reveal a marked gain of 62 per cent for the millinery department, 38 per cent for the footwear department and for women's dresses, suits and coats, 37 per cent for girls' and infants' wear and 36 per cent for men's and boys' clothing and furnishings. Smaller gains were recorded for the other departments for which figures are shown.

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 Mar., 1945			Sales in Jan.-Mar., 1945	
	Compared with sales in			Compared with sales in	
	Mar. 1941	Mar. 1944	Feb. 1945	Jan.-Mar., 1941	Jan.-Mar., 1944
	%	%	%	%	%
GENERAL INDEX	+66.2	+19.6	+32.9	+52.5	+11.2
General Merchandise Group:					
Country General Stores	+65.8	+13.2	+23.8	+57.7	+ 7.6
Department Stores	+82.3	+24.7	+49.4	+54.4	+16.9
Variety Stores	+73.0	+33.9	+38.6	+55.4	+16.4
Food Group:					
Food Stores	+49.8	+10.8	+20.5	+44.9	+ 7.1
Restaurants	+70.1	+ 3.7	+13.3	+72.7	+ 1.1
Clothing Group:					
Family Clothing Stores	+115.9	+54.4	+72.4	+81.3	+25.8
Men's Clothing Stores	+94.3	+40.2	+68.9	+58.8	+21.3
Women's Clothing Stores	+124.8	+47.9	+85.1	+87.9	+25.2
Shoe Stores	+134.7	+66.5	+108.5	+84.4	+28.2
Household and Personal Effects Group:					
Drug Stores	+52.5	+10.9	+12.5	+50.4	+ 6.3
Furniture Stores	+18.9	+20.4	+26.5	+14.1	+14.4
Hardware Stores	+73.1	+28.8	+40.1	+60.3	+17.8
Jewellery Stores (b)	+86.1	+23.3	+20.2	+75.8	+15.0
Radio and Electrical Stores	- 4.0	+ 8.5	+21.1	-29.8	+ 1.7

(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
March, 1939	92.3	98.1	82.8	97.1	86.0	91.7	80.2	102.7
March, 1941	117.3	126.5	95.0	111.8	111.6	125.0	121.0	150.9
March, 1942	140.9	156.5	108.7	131.9	141.2	156.9	148.2	191.3
March, 1943	149.0	163.9	123.7	145.4	145.4	164.3	153.5	198.8
March, 1944	162.9	174.2	139.1	163.1	163.2	174.0	156.3	200.9
1944								
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	147.4	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	175.0	127.0	166.0	122.6	163.3	139.6	221.5
February	146.7	185.6	127.2	171.8	136.2	181.1	151.0	223.6
March	194.9	202.4	157.5	178.9	203.5	218.7	209.3	235.3

Year and Month	Food		Restaurants		Family Clothing		Men's (c) Clothing	
	A	B	A	B	A	B	A	B
March, 1939	109.6	104.9	94.9	95.7	(a)	(a)	70.2	85.5
March, 1941	134.7	126.9	114.1	115.9	102.6	122.9	105.0	130.6
March, 1942	153.3	154.9	140.2	143.8	137.8	163.9	168.1	197.6
March, 1943	166.1	163.3	171.2	172.7	135.0	169.3	137.0	170.6
March, 1944	182.1	174.9	187.1	187.5	143.5	170.8	145.5	170.5
1944								
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	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	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	180.0
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	166.5	176.2	179.7	189.1	124.2	184.7	118.3	166.8
February	167.5	182.4	171.3	194.0	128.5	198.6	120.8	192.1
March	201.8	188.8	194.1	194.5	221.5	233.2	204.0	215.7

(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
March, 1939,....	83.7	95.8	69.0	91.9	105.2	106.1	82.0	94.5
March, 1941	114.7	135.7	96.2	127.8	123.7	125.6	119.8	139.6
March, 1942	150.5	187.9	135.4	172.5	142.0	147.5	116.9	139.4
March, 1943	155.6	189.2	135.3	192.9	159.6	162.6	111.8	130.3
March, 1944	174.4	203.6	135.6	180.5	170.1	172.1	118.3	137.8
1944								
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
1945								
January	136.6	191.1	99.4	143.7	176.5	187.5	99.6	151.1
February	139.3	221.7	108.3	183.1	167.6	185.9	112.6	144.3
March	257.9	259.1	225.8	243.0	188.6	186.7	142.4	164.7

Year and Month	Hardware		Jewellery ^(b)		Radio and Electrical	
	A	B	A	B	A	B
March, 1939	72.0	97.1	60.9	(a)	82.1	95.7
March, 1941	96.3	134.9	108.5	141.8	119.1	139.1
March, 1942	121.3	169.9	122.1	159.6	126.9	148.2
March, 1943	117.7	161.3	144.6	182.1	111.2	125.0
March, 1944	129.4	177.8	163.7	206.1	105.3	119.9
1944						
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	119.9	199.8	148.7	208.3	99.2	118.6
February	119.0	218.0	168.0	241.2	94.4	122.3
March	166.7	229.2	201.9	264.1	114.3	133.5

(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							
March, 1942	151.2	108.8	157.6	187.6	153.3	191.5	127.8
March, 1943	172.8	136.2	170.3	192.5	178.9	228.5	153.5
March, 1944	195.9	155.4	216.2	200.0	199.2	245.3	170.8
1945							
February	173.9	159.2	139.9	181.7	191.4	224.2	159.8
March	229.5	175.4	251.1	261.8	224.8	250.1	250.0
% Change,							
March, 1945 ...	+17.2	+12.9	+16.1	+30.9	+12.9	+ 2.0	+46.4
March, 1944 ...							
% Change,							
Jan.-Mar., 1945	+10.4	+ 9.6	+12.2	+16.9	+ 7.1	+ 2.3	+22.4
Jan.-Mar., 1944							
Quebec							
March, 1942	149.7	123.2	157.1	158.2	158.8	137.2	159.3
March, 1943	155.7	138.4	147.4	172.8	178.5	162.6	144.0
March, 1944	169.4	154.5	167.7	177.0	193.2	171.8	162.9
1945							
February	147.9	124.8	141.8	169.4	173.5	166.1	129.1
March	203.0	167.3	219.5	242.2	212.1	183.2	248.3
% Change,							
March, 1945 ...	+19.8	+ 8.3	+30.9	+36.8	+ 9.8	+ 6.6	+52.4
March, 1944 ...							
% Change,							
Jan.-Mar., 1945	+11.2	+ 4.4	+20.5	+17.5	+ 6.4	+ 5.8	+27.6
Jan.-Mar., 1944							
Ontario							
March, 1942	144.2	110.6	144.8	139.6	156.6	145.2	132.0
March, 1943	146.7	123.8	143.7	142.5	163.3	172.9	123.0
March, 1944	155.3	134.3	148.2	144.0	178.0	194.4	119.8
1945							
February	141.9	122.7	132.3	139.1	166.0	173.7	109.0
March	189.8	157.5	189.2	196.6	197.7	196.0	197.1
% Change,							
March, 1945 ...	+22.2	+17.3	+27.7	+36.5	+11.1	+ 0.8	+64.5
March, 1944 ...							
% Change,							
Jan.-Mar., 1945	+12.4	+ 8.3	+20.1	+17.8	+ 7.7	- 1.1	+29.8
Jan.-Mar., 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							
193.9	165.0	149.8	161.6	126.5	109.0	190.1	142.3
194.8	193.9	166.5	189.7	144.7	125.8	251.3	116.7
210.3	217.7	176.9	206.9	161.1	151.8	312.1	99.8
178.7	185.1	123.8	200.3	141.8	119.5	274.8	110.1
265.1	325.9	249.0	233.9	190.3	166.3	331.3	126.2
+26.1	+49.7	+40.8	+13.0	+18.1	+ 9.6	+ 6.2	+26.5
+16.6	+27.6	+25.9	+ 7.1	+ 8.1	+ 6.9	+ 7.8	+18.4
Quebec							
179.7	151.5	131.3	145.6	120.4	126.5	120.2	136.2
126.4	143.3	116.4	164.1	107.5	114.2	121.7	124.3
139.5	158.6	117.8	173.6	107.7	130.8	139.3	127.1
94.3	116.3	83.9	170.8	101.5	113.6	130.7	108.9
195.1	227.8	209.8	189.9	137.2	169.3	191.8	128.8
+39.9	+43.6	+78.1	+ 9.4	+27.4	+29.4	+37.7	+ 1.3
+18.9	+20.4	+39.6	+ 6.2	+18.7	+21.2	+26.1	- 3.0
Ontario							
169.9	152.8	136.9	139.7	113.2	114.2	115.2	120.1
133.9	158.9	136.2	151.6	101.6	109.5	135.2	95.5
134.8	174.7	131.2	158.7	109.5	109.9	144.7	86.5
115.0	140.8	103.9	155.9	100.5	98.2	161.3	73.3
203.2	274.4	230.0	176.4	125.7	146.9	185.2	91.5
+50.7	+57.1	+75.3	+11.2	+14.8	+33.7	+28.0	+ 5.8
+27.0	+30.4	+26.7	+ 5.6	+10.9	+17.6	+16.9	- 3.0

(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	Restau- rant	Family Clothing
Prairie Provinces							
March, 1942	123.3	98.3	125.3	145.6	134.7	129.3	112.4
March, 1943	134.0	108.8	137.3	142.4	143.8	160.2	123.4
March, 1944	155.6	125.9	166.2	151.8	166.0	177.4	137.2
1945							
February	139.2	119.4	131.9	151.0	149.4	161.2	142.3
March	184.5	144.8	203.8	188.4	183.4	195.1	216.6
% Change,							
March, 1945 ...	+18.6	+15.0	+22.6	+24.1	+10.5	+10.0	+57.9
March, 1944 ...							
% Change,							
Jan.-Mar., 1945	+10.1	+ 8.3	+15.0	+10.6	+ 5.4	+ 2.9	+22.4
Jan.-Mar., 1944							
British Columbia							
March, 1942	134.6	105.7	138.5	125.7	145.9	119.4	129.6
March, 1943	153.2	122.3	153.5	129.4	157.1	169.5	147.8
March, 1944	163.6	135.5	168.7	120.6	169.4	175.4	138.4
1945							
February	153.2	122.7	150.3	127.5	156.3	161.8	146.3
March	190.3	152.0	203.1	152.2	189.4	177.2	179.2
% Change,							
March, 1945 ...	+16.3	+12.2	+20.4	+26.2	+11.8	+ 1.0	+29.5
March, 1944 ...							
% Change,							
Jan.-Mar., 1945	+10.3	+ 8.8	+11.9	+11.9	+ 8.4	- 2.0	+14.8
Jan.-Mar., 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
Prairie Provinces							
139.9	137.8	130.2	139.5	117.0	125.4	122.6	124.6
131.4	141.8	126.2	156.4	115.3	121.4	158.9	131.6
159.7	173.5	133.0	172.4	136.0	143.3	193.3	130.4
135.0	147.9	115.2	168.9	133.9	146.0	195.0	132.3
206.8	243.3	216.8	189.7	159.4	186.3	206.0	150.0
+29.5	+40.2	+63.0	+10.0	+17.2	+30.0	+ 6.6	+15.0
+15.5	+21.7	+24.1	+ 5.8	+12.9	+16.8	+ 4.2	+ 7.8
British Columbia							
144.1	149.0	132.5	135.2	112.0	140.8	108.9	134.0
142.2	178.3	172.3	177.2	145.0	155.1	147.6	123.6
142.2	200.8	182.0	192.5	147.4	162.6	162.0	111.6
157.0	164.6	190.9	198.3	165.3	160.8	174.8	99.7
176.5	250.8	243.7	216.3	182.5	202.0	205.2	131.5
+24.1	+24.9	+33.9	+12.4	+23.8	+24.2	+26.7	+17.8
+15.8	+15.9	+19.0	+ 9.7	+21.0	+23.5	+14.0	+11.8

(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

March, 1944 and March, 1945

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

	March, 1944	March, 1945	% Change, 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	29,861,018	37,571,083	+25.8
1. Women's dresses, coats and suits	3,759,098	5,175,311	+37.7
2. Girls' and infants' wear	1,459,117	1,995,510	+36.8
3. Hosiery and gloves	1,185,265	1,459,632	+23.1
4. Lingerie and corsets	1,465,784	1,576,026	+ 7.5
5. Millinery	401,815	650,012	+61.8
6. Women's and children's apparel - (Total, 1-5).	8,271,079	10,856,491	+31.3
7. Men's and boys' clothing and furnishings	3,233,143	4,399,069	+36.1
8. Drugs and toilet articles and preparations	841,120	948,381	+12.8
9. Piece goods	2,690,253	3,262,229	+21.3
10. Smallwares	1,075,122	1,242,830	+15.6
11. Food and kindred products	2,559,017	2,905,757	+13.5
12. Furniture (including mattresses and springs) .	1,723,793	2,125,219	+23.3
13. Home furnishings	2,120,618	2,485,126	+17.2
14. Household appliances and electrical supplies .	494,678	549,845	+11.2
15. Hardware and kitchen utensils	1,258,498	1,564,868	+24.3
16. Radios, musical instruments and supplies	219,348	230,663	+ 5.2
17. Shoes and other footwear	2,047,461	2,822,297	+37.8
18. Stationery, books and magazines	453,574	526,636	+16.1
19. All other departments, total	2,873,314	3,651,672	+27.1

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January-to-March, 1944 and January-to-March, 1945

	Jan.-to- Mar., 1944	Jan.-to- Mar., 1945	% Change, 1945/1944
	⌘	⌘	
TOTAL SALES, ALL DEPARTMENTS	71,155,983	83,567,533	+17.4
1. Women's dresses, coats and suits	8,088,718	10,071,686	+24.5
2. Girls' and infants' wear	2,871,496	3,593,142	+25.1
3. Hosiery and gloves	2,876,942	3,215,235	+11.8
4. Lingerie and corsets	3,480,819	3,691,323	+ 6.0
5. Millinery	758,260	1,064,150	+40.3
6. Women's and children's apparel-(Total, 1-5) .	18,076,235	21,635,536	+19.7
7. Men's and boys' clothing and furnishings	7,150,276	8,745,011	+22.3
8. Drugs and toilet articles and preparations ..	2,311,260	2,537,608	+ 9.8
9. Piece goods	6,695,651	8,074,102	+20.6
10. Smallwares	2,787,837	3,084,506	+10.6
11. Food and kindred products	6,973,072	7,718,494	+10.7
12. Furniture (including mattresses and springs).	4,408,919	5,119,827	+16.1
13. Home furnishings	5,024,181	5,766,788	+14.8
14. Household appliances and electrical supplies	1,245,180	1,368,770	+ 9.9
15. Hardware and kitchen utensils	2,711,148	3,220,242	+18.8
16. Radios, musical instruments and supplies	630,198	634,516	+ 0.7
17. Shoes and other footwear	4,441,320	5,570,501	+25.4
18. Stationery, books and magazines	1,271,495	1,431,454	+12.6
19. All other departments, total	7,429,211	8,660,178	+16.6

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