

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

Dominion Statistician; S.A. Cudmore, M.A. (Oxon.), LL.D. (Tor.), F.S.S., F.R.S.C.  
Chief, Merchandising and Services Branch; A.C. Steedman, B.A.  
Statistician; A.M. Chipman, M.B.A.

Vol. XVII - No. 5

Price 10 cents

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

May sales of retail stores deviated but slightly from the volume of business transacted in April and also from the level of trading in May a year ago, according to monthly statements secured from a sample number of firms representing 14 trades. Dollar sales in May averaged 4 per cent higher than in April and were up by 2 per cent over May, 1944, the general index unadjusted for number of business days or seasonal variations standing at 182.1 for May, at 174.6 for April and at 177.9 for May, 1944. On adjusting for number of business days and for normal seasonal movements, the seasonally adjusted index for May this year stands at 176.0 compared with 179.7 for April and 201.8 for March. The exceptionally high index for the latter month reflects the stimulus to retail business, and especially the clothing trades, due to the unseasonably warm weather which prevailed at that period.

May figures for individual trades reveal but minor movements whether the comparison be made with April or with May last year. Food store sales averaged 8 per cent higher in May of this year than last while restaurants reported a 2 per cent increase. On the other hand sales for stores specializing in clothing or shoes were lower, declines ranging from 2 per cent for women's specialty shops to 8 per cent for men's clothing stores being reported.

Sales for stores in the general merchandise group including department stores, country general stores and variety stores were practically unchanged from May a year ago. The same applies to furniture stores, hardware stores and radio and electrical stores. Drug store sales gained 6 per cent and jewellery stores registered an increase of 9 per cent.

Indexes of sales are not computed for candy shops or for retail furriers but returns from a sample number of stores in these trades reveal May sales 3 per cent and 19 per cent respectively higher than in May, 1944.

Retail sales in British Columbia averaged 7 per cent higher in May of this year than last with sales for the year-to-date standing 8 per cent above the corresponding five-month period of 1944. With the exception of radio and electrical shops which registered a 9 per cent decrease all trades in this province, for which separate figures are available, registered moderate increases.

Retail sales in other regions were within narrow limits of the volume of business reported in May last year. The Prairie Provinces reported an average increase of 3 per cent, Ontario and Quebec reported increases of 2 per cent, while sales in the Maritime Provinces were off slightly by 1 per cent compared with May, 1944.

Departmental Analysis of Department Store Sales

Reports on a departmental basis revealed declines predominating among results for the various departments. An increase of 17 per cent in stationery and book departments was outstanding. Minor gains occurred in sales of drug, piece goods, smallwares, food and furniture. Hardware sales in department stores were on a par with those reported for May last year, while declines ranging from 1 to 8 per cent were reported for other departments.

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 May, 1945 Compared With Sales in			Sales in Jan.-May, 1945 Compared With Sales in	
	May, 1941	May, 1944	Apr., 1945	Jan.-May, 1941	Jan.-May, 1944
	%	%	%	%	%
<b>GENERAL INDEX</b> .....	+29.1	+ 2.4	+ 4.3	+42.3	+ 6.6
<b>General Merchandise Group:</b>					
Country General Stores .....	+43.4	+ 1.0	+13.7	+52.1	+ 4.9
Department Stores .....	+21.3	- 2.0	- 1.2	+39.0	+ 8.4
Variety Stores .....	+20.3	+ 0.6	+ 7.1	+39.4	+ 8.1
<b>Food Group:</b>					
Food Stores .....	+30.9	+ 7.7	+ 5.8	+40.1	+ 5.7
Restaurants .....	+58.9	+ 1.9	- 0.1	+68.2	+ 1.6
<b>Clothing Group:</b>					
Family Clothing Stores .....	+31.1	- 1.9	+ 3.0	+50.3	+ 9.4
Men's Clothing Stores .....	+23.9	- 7.7	+ 1.1	+38.6	+ 4.3
Women's Clothing Stores .....	+41.1	- 1.7	- 0.2	+56.5	+ 8.8
Shoe Stores .....	+31.2	- 4.5	+ 5.0	+52.2	+ 8.4
<b>Household and Personal Effects Group:</b>					
Drug Stores .....	+41.1	+ 5.9	+ 1.9	+47.2	+ 5.6
Furniture Stores .....	- 5.0	+ 0.7	+ 4.8	+ 8.3	+11.4
Hardware Stores .....	+18.4	+ 1.8	+ 2.3	+42.5	+13.5
Jewellery Stores (b) .....	+56.1	+ 9.2	+ 5.9	+70.2	+12.0
Radio and Electrical Stores .....	-30.4	+ 0.5	+ 5.2	-18.7	+ 1.3

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

Note: Re Revisions to 1944 Indexes

It is customary to revise these monthly indexes as soon as possible after the close of each year to make allowance for returns received too late for inclusion in the original index numbers. These revisions have recently been completed for 1944 and are incorporated in this issue of the monthly bulletin. The complete series of 1944 revised indexes will appear in a supplementary bulletin to be issued in the near future.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

May, 1944 and May, 1945

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

	May, 1944	May, 1945	% Change, 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS .....	30,187,650	29,638,950	- 1.8
1. Women's dresses, coats and suits .....	3,771,581	3,510,060	- 6.9
2. Girls' and infants' wear .....	1,209,103	1,153,406	- 4.6
3. Hosiery and gloves .....	1,200,666	1,132,168	- 5.7
4. Lingerie and corsets .....	1,364,174	1,268,988	- 7.0
5. Millinery .....	376,827	385,584	+ 2.3
6. Women's and children's apparel - (Total, 1-5) ..	7,922,351	7,450,206	- 6.0
7. Men's and boys' clothing and furnishings .....	3,247,461	2,989,776	- 7.9
8. Drugs and toilet articles and preparations .....	820,343	881,949	+ 7.5
9. Piece goods .....	2,246,953	2,385,740	+ 6.2
10. Smallwares .....	960,809	1,001,242	+ 4.2
11. Food and kindred products .....	2,496,941	2,671,553	+ 7.0
12. Furniture (including mattresses and springs) ...	1,997,589	2,064,979	+ 3.4
13. Home furnishings .....	2,465,737	2,268,542	- 8.0
14. Household appliances and electrical supplies ...	546,966	535,929	- 2.0
15. Hardware and kitchen utensils .....	1,392,099	1,388,058	- 0.3
16. Radios, musical instruments and supplies .....	172,982	165,605	- 4.3
17. Shoes and other footwear .....	2,397,263	2,281,956	- 4.8
18. Stationery, books and magazines .....	355,888	415,387	+16.7
19. All other departments, total .....	3,164,268	3,138,028	- 0.8

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
May, 1939 .....	107.7	103.0	108.0	99.6	101.4	98.4	106.9	107.7
May, 1941 .....	141.1	133.2	126.9	112.7	134.3	129.2	159.8	159.7
May, 1942 .....	158.4	148.9	143.5	131.8	142.2	140.1	186.4	180.6
May, 1943 .....	165.3	157.3	162.8	150.4	139.1	138.7	190.0	184.8
May, 1944 .....	177.9	171.0	180.2	166.5	166.2	160.0	191.1	191.8
1944								
June .....	178.1	173.0	170.0	164.4	150.5	143.4	196.1	189.5
July .....	155.1	170.9	170.6	160.1	116.8	157.0	181.1	186.8
August .....	160.9	172.7	174.6	161.1	139.4	165.3	172.4	184.4
September ..	178.1	170.5	170.4	152.9	183.8	179.7	191.4	191.2
October .....	182.3	174.4	173.2	159.9	193.0	171.3	199.9	199.1
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 .....	182.1	176.0	182.0	168.6	162.9	157.3	192.3	195.2

Year and Month	Food		Restaurants		Family Clothing		Men's (c) Clothing	
	A	B	A	B	A	B	A	B
May, 1939 .....	109.7	108.7	100.5	98.7	(a)	(a)	95.0	98.0
May, 1941 .....	146.8	141.4	121.0	117.3	145.3	138.5	135.4	137.0
May, 1942 .....	169.8	157.0	147.3	144.6	166.5	154.5	158.9	156.6
May, 1943 .....	176.7	167.1	178.8	177.3	182.1	171.0	162.9	160.5
May, 1944 .....	178.5	175.4	188.8	184.7	194.2	186.6	181.6	185.9
1944								
June .....	194.0	191.8	187.9	187.4	188.4	182.4	188.3	179.9
July .....	164.6	174.9	195.7	188.3	157.6	188.7	142.3	179.0
August .....	170.5	182.6	198.6	182.7	147.8	181.2	125.5	169.9
September ..	175.8	168.0	192.4	184.7	184.0	189.1	175.2	172.6
October .....	168.6	174.8	197.1	196.0	227.4	195.9	207.8	180.9
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 .....	192.2	189.6	192.3	187.6	190.5	185.2	167.7	173.7

(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
May, 1939 .....	104.2	100.4	112.4	100.1	102.7	105.7	125.2	99.9
May, 1941 .....	141.1	133.3	143.7	127.0	126.5	126.1	175.7	140.2
May, 1942 .....	167.3	153.8	168.7	145.1	144.3	146.6	162.8	131.5
May, 1943 .....	181.1	170.4	176.8	150.9	159.3	162.4	149.2	119.1
May, 1944 .....	202.5	192.0	197.4	177.2	168.6	173.6	165.8	132.3
1944								
June .....	191.8	179.4	212.7	165.3	168.1	177.1	139.6	141.0
July .....	154.6	189.1	164.0	184.5	168.1	171.4	116.5	155.1
August .....	153.6	196.6	154.9	181.2	170.2	171.6	122.0	119.6
September ..	201.2	204.9	196.2	169.4	177.0	172.0	135.1	112.8
October .....	218.9	191.4	173.7	175.9	185.9	182.5	141.9	123.3
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 .....	199.1	191.0	188.5	171.3	178.5	183.8	167.0	134.8

Year and Month	Hardware		Jewellery <sup>(b)</sup>		Radio and Electrical	
	A	B	A	B	A	B
May, 1939 .....	136.9	101.7	82.1	(a)	122.4	105.3
May, 1941 .....	172.7	128.3	127.2	141.8	167.0	143.7
May, 1942 .....	179.5	138.7	149.2	172.9	153.7	137.5
May, 1943 .....	175.6	133.0	161.2	186.8	117.0	104.7
May, 1944 .....	200.9	149.3	181.9	202.7	115.6	99.4
1944						
June .....	194.5	160.9	195.1	205.8	110.4	115.1
July .....	176.3	162.8	176.2	216.5	91.9	110.2
August .....	178.7	166.9	190.8	198.0	94.8	104.1
September ..	182.3	153.1	201.2	223.1	112.2	100.4
October .....	184.4	164.2	200.2	224.4	113.9	99.3
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 .....	204.5	154.9	198.6	221.3	116.2	100.0

(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							
May, 1942	181.6	152.7	173.7	236.3	173.8	213.2	176.9
May, 1943	199.8	180.6	169.9	251.3	190.7	244.6	218.1
May, 1944	220.3	206.8	211.5	252.5	202.8	258.0	247.9
1945							
April	210.9	176.4	210.8	231.5	199.8	249.8	233.3
May	218.0	209.7	202.7	237.6	209.6	247.1	226.4
% Change,							
May, 1945	- 1.0	+ 1.4	- 4.2	- 5.9	+ 3.4	- 4.2	- 8.7
May, 1944							
% Change,							
Jan.-May, 1945	+ 6.0	+ 6.7	+ 6.7	+ 6.4	+ 5.6	+ 1.5	+ 7.1
Jan.-May, 1944							
Quebec							
May, 1942	173.6	172.9	156.1	218.8	172.3	145.6	198.5
May, 1943	180.5	183.7	161.3	223.6	182.9	167.9	210.7
May, 1944	190.7	211.5	189.3	228.4	180.6	177.3	218.7
1945							
April	186.1	181.0	182.2	202.8	192.1	190.9	197.6
May	194.2	205.4	183.2	229.1	193.9	194.3	213.8
% Change,							
May, 1945	+ 1.8	- 2.9	- 3.2	+ 0.3	+ 7.4	+ 9.6	- 2.2
May, 1944							
% Change,							
Jan.-May, 1945	+ 6.4	+ 3.3	+ 9.4	+ 8.5	+ 4.9	+ 7.8	+ 8.3
Jan.-May, 1944							
Ontario							
May, 1942	155.7	145.5	142.3	171.3	170.5	146.1	141.7
May, 1943	155.5	158.4	129.9	171.4	170.9	177.7	147.7
May, 1944	166.7	167.7	157.4	170.9	172.3	192.7	156.1
1945							
April	164.3	146.9	151.7	165.2	176.4	192.9	154.0
May	170.6	163.5	153.0	175.3	186.7	191.9	153.9
% Change,							
May, 1945	+ 2.3	- 2.5	- 2.8	+ 2.6	+ 8.4	- 0.4	- 1.4
May, 1944							
% Change,							
Jan.-May, 1945	+ 7.1	+ 5.0	+ 9.7	+ 9.6	+ 6.2	- 0.6	+12.4
Jan.-May, 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 <sup>(a)</sup> Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
220.5	229.2	192.6	170.8	213.3	177.5	220.2	165.7
242.0	266.6	225.5	192.8	223.7	192.7	282.0	145.1
260.7	305.2	240.3	203.3	254.3	225.6	284.2	157.5
237.9	305.0	234.6	213.3	226.6	205.6	299.8	160.8
233.0	299.6	221.8	209.6	246.9	219.8	312.7	138.2
-10.6	- 1.8	- 7.7	+ 3.1	- 2.9	- 2.6	+10.0	-12.3
+ 3.6	+11.2	+ 8.6	+ 4.5	+ 5.8	+ 5.6	+ 9.3	+ 4.8
Quebec							
176.1	180.0	166.6	141.4	195.8	208.2	133.7	197.8
175.0	191.0	175.8	155.5	163.6	197.3	134.0	150.5
193.9	203.1	192.9	164.1	188.7	232.6	160.0	146.2
161.8	186.3	169.0	179.0	162.9	213.8	172.5	135.2
175.2	192.0	174.3	175.4	183.1	235.6	171.1	158.1
- 9.6	- 5.5	- 9.6	+ 6.9	- 3.0	+ 1.3	+ 6.9	+ 8.1
- 0.2	+ 4.7	+ 9.1	+ 6.3	+11.5	+18.1	+16.8	+ 3.1
Ontario							
146.6	157.9	164.4	140.8	143.8	170.1	148.3	137.2
146.5	170.7	166.8	152.0	132.8	158.7	149.6	93.6
165.2	192.5	188.0	158.4	142.1	177.5	169.3	89.9
156.1	193.3	166.4	161.7	144.2	163.9	174.2	84.3
154.2	189.9	176.5	168.1	146.3	174.6	196.1	86.6
- 6.7	- 1.4	- 6.1	+ 6.1	+ 3.0	- 1.6	+15.8	- 3.7
+ 7.5	+11.5	+ 6.9	+ 5.0	+11.4	+13.5	+15.3	- 2.3

(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 revisions)

Year and Month	General Index	Country General	Department	Variety	Food	Restau- rant	Family Clothing
Prairie Provinces							
May, 1942 .....	140.8	123.0	126.2	170.0	164.1	141.7	145.8
May, 1943 .....	154.4	145.1	129.6	180.1	173.9	174.8	178.8
May, 1944 .....	170.2	161.0	155.5	182.3	179.3	181.9	194.9
1945							
April .....	166.7	150.8	159.2	175.0	167.5	185.2	199.6
May .....	174.8	167.6	151.3	178.4	196.5	184.5	195.6
% Change,							
May, 1945 .....	+ 2.7	+ 4.1	- 2.7	- 2.1	+ 9.6	+ 1.4	+ 0.4
May, 1944 .....							
% Change,							
Jan.-May, 1945	+ 5.3	+ 4.1	+ 6.7	+ 3.3	+ 5.5	+ 1.3	+ 8.0
Jan.-May, 1944							
British Columbia							
May, 1942 .....	149.8	124.6	144.7	140.3	161.3	130.0	160.5
May, 1943 .....	161.3	141.4	147.3	137.6	173.5	176.1	166.5
May, 1944 .....	171.9	157.5	166.2	135.2	174.4	171.8	181.6
1945							
April .....	173.3	145.3	173.1	137.5	173.7	175.3	172.6
May .....	183.3	175.9	174.9	145.2	187.4	174.5	192.5
% Change,							
May, 1945 .....	+ 6.6	+11.7	+ 5.2	+ 7.4	+ 7.5	+ 1.6	+ 6.0
May, 1944 .....							
% Change,							
Jan.-May, 1945	+ 7.9	+ 9.3	+ 8.6	+ 8.3	+ 7.1	- 0.8	+ 9.6
Jan.-May, 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							
142.1	148.6	166.7	145.6	115.5	165.6	145.0	145.1
164.9	163.2	175.0	163.7	116.2	174.2	176.9	138.5
189.6	194.5	199.1	173.7	129.7	195.7	206.2	143.9
171.8	201.0	194.2	178.3	161.1	198.0	198.4	141.6
162.0	193.5	203.5	181.7	141.2	208.8	200.5	153.9
-14.6	- 0.5	+ 2.2	+ 4.6	+ 8.9	+ 6.7	- 2.8	+ 6.9
- 0.7	+ 6.9	+ 7.8	+ 4.8	+13.0	+10.8	+ 1.0	+ 4.2
British Columbia							
146.4	181.0	179.0	145.5	127.4	181.8	146.5	141.1
143.7	196.8	191.1	173.4	141.5	181.5	171.9	109.9
151.7	219.2	222.1	199.1	149.7	213.9	185.3	109.4
157.3	220.5	219.4	206.8	157.9	218.3	190.3	111.9
169.6	232.0	254.1	214.2	159.4	232.6	193.2	99.9
+11.8	+ 5.8	+14.4	+ 7.6	+ 6.5	+ 8.7	+ 4.3	- 8.7
+11.0	+ 8.1	+13.6	+ 9.8	+14.2	+15.7	+10.4	+ 2.1

(a) Includes men's furnishings.

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



1010736054

Table with multiple columns and rows, containing numerical data. The text is faint and partially illegible. The table appears to be organized into several sections separated by horizontal lines. Some visible numbers include 1.281, 1.009, 1.028, 1.019, 0.989, 1.011, 1.010, 1.011, 1.012, 1.013, 1.014, 1.015, 1.016, 1.017, 1.018, 1.019, 1.020, 1.021, 1.022, 1.023, 1.024, 1.025, 1.026, 1.027, 1.028, 1.029, 1.030, 1.031, 1.032, 1.033, 1.034, 1.035, 1.036, 1.037, 1.038, 1.039, 1.040, 1.041, 1.042, 1.043, 1.044, 1.045, 1.046, 1.047, 1.048, 1.049, 1.050, 1.051, 1.052, 1.053, 1.054, 1.055, 1.056, 1.057, 1.058, 1.059, 1.060, 1.061, 1.062, 1.063, 1.064, 1.065, 1.066, 1.067, 1.068, 1.069, 1.070, 1.071, 1.072, 1.073, 1.074, 1.075, 1.076, 1.077, 1.078, 1.079, 1.080, 1.081, 1.082, 1.083, 1.084, 1.085, 1.086, 1.087, 1.088, 1.089, 1.090, 1.091, 1.092, 1.093, 1.094, 1.095, 1.096, 1.097, 1.098, 1.099, 1.100.