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

August sales in retail stores were up 5 per cent from July and were 11 per cent above the dollar volume of trading in August, 1944, according to results of the monthly survey of retail trade made by the Merchandising and Services Branch of the Bureau of Statistics. This represents the average experience for 14 trades represented in the general index which (on the base, 1935-1939=100) stands at 178.3 for August, 170.6 for July and 160.9 for August, 1944. After adjusting for differences in the number of business days and for normal seasonal movements, the underlying level of retail trade in August was practically unchanged from July, the seasonally adjusted index standing at 190.1 for August, 189.2 for July and 184.4 for June.

The 11 per cent increase in sales between August of this year and last is similar in magnitude to the 10 per cent gain recorded in the corresponding comparison for July. This similarity in the spread between the two years as recorded in the results for July and August applies not only to the overall retail trade but also to most of the individual kinds of business for which separate indexes are computed.

Conforming with results for earlier months, the greatest gains in sales over 1944 were recorded by trades specializing in durable merchandise. Jewellery store sales were up 21 per cent over August, 1944. Evidence of the improving supply position in household furniture and equipment is reflected in results for furniture stores whose sales were 15 per cent higher in August of this year than last while the gain for radio and electrical stores was even greater amounting to 20 per cent. Hardware store sales were up 14 per cent.

Substantial gains were recorded in the four branches of the clothing and apparel trades for which separate indexes are computed. Increases in August of this year over last were 8 per cent for women's clothing stores, 12 per cent for men's clothing stores, 16 per cent for family clothing stores and 17 per cent for shoe stores.

Food store sales as reflected in the experience of most of the chain store companies and a sample number of independent retailers were 6 per cent higher in August than in July and were 11 per cent above August, 1944. This is the average result for three kinds of business: grocery stores, combination grocery and meat stores and specialty meat markets. The increase for the specialty meat markets was considerably greater than that for the specialty grocery stores while the gain for the combination type of store was intermediate between those for the two specialty classes.

Country general store sales averaged 8 per cent higher in August of this year than last, results on a regional basis ranging from a gain of 2 per cent in the Prairie Provinces to an increase of 14 per cent in Ontario. The small gain in the Prairie Provinces for country general stores may be attributed in some measure at least to the marked reduction in grain marketings in the western provinces in August of this year compared with the same month a year ago.

Department store sales averaged 12 per cent higher in August of this year than last, a marked increase of 25 per cent in Quebec Province forming the outstanding feature in this trade.

Variety store sales were also up by 12 per cent, results on a regional basis ranging from an increase of 4 per cent in British Columbia to 16 per cent in Quebec.

Maritime Provinces

Retail sales in the Maritime Provinces averaged 9 per cent higher in August, 1945 than in the corresponding month a year ago while sales for the first eight months of the current year averaged 7 per cent above the corresponding period of 1944. Increases for five trades exceeded the averages for the country as a whole. Gains for the other nine trades were below the Dominion averages.

Quebec

Quebec sales for August ranged 14 per cent above August a year ago with results for 11 of the 14 trades for which figures are available exceeding the corresponding Dominion averages. The increase for department stores was outstanding at 25 per cent. Major increases were also recorded by stores specializing in household equipment, by jewellery stores, shoe stores, and family clothing stores. Sales for the year to date averaged 8 per cent above the corresponding eight-month period in 1944.

Ontario

The increase in sales in this province between August of this year and last was about on a par with the Dominion averages. Nine of the 14 trades for which figures are published reported increases exceeding the Dominion averages while for 5 trades the increases were below the averages. Jewellery stores in Ontario transacted 24 per cent more business in August of this year than last and radio and electrical store sales were up by 21 per cent. Furniture stores reported a 19 per cent increase while more moderate gains were recorded for the other trades. Total sales for the first eight months of the year stand 9 per cent higher than in the corresponding period of last year.

Prairie Provinces

The reduction in grain marketings in August, 1945 compared with the corresponding month last year is reflected in retail trade statistics for this region. Although all 14 trades for which figures are available reported increases over August, 1944, in all but two cases these increases were lower than the Dominion averages. Shoe store sales in this region were 18 per cent higher in August of this year than last compared with the Dominion average gain of 17 per cent. An 11 per cent increase in food store sales in the Prairie Provinces was just on a par with the Dominion average figure. Total retail sales in the Prairie Provinces averaged 7 per cent

higher in August of this year than last with sales for the year to date standing 6 per cent above the first eight months of 1944.

British Columbia

British Columbia retail sales averaged 10 per cent higher in August of this year than last with sales for the first eight months standing 9 per cent above the first eight months of last year. August increases for 6 trades exceeded the Dominion averages while increases for 8 trades were lower. Jewellery store sales were up 23 per cent, shoe store sales gained 20 per cent while more moderate gains were recorded for the other kinds of business covered in the survey.

Departmental Analysis of Department Store Sales

Aggregate sales of those firms which provided a breakdown of sales by departments were 12 per cent higher in August of this year over last. Outstanding among the results for the various departments were increases of 21 per cent for radios and musical instruments, 19 per cent for hardware and 17 per cent for stationery departments. For the most part, other departments recorded fairly uniform sales increases, with the exceptions of piece goods and household appliances departments which reported smaller gains of 4 and 6 per cent respectively.

Department	1944	1943	% Change
Radio and Musical Instruments	12.1	10.0	21
Hardware	11.5	9.7	19
Stationery	10.8	9.2	17
Other Departments	10.2	9.1	12
Piece Goods	8.5	8.1	4
Household Appliances	7.8	7.3	6

Source: Statistics Canada, Department Store Sales, August 1944

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 August, 1945 Compared With Sales In			Sales in Jan.-Aug., 1945 Compared With Sales In	
	August, 1941	August, 1944	July, 1945	Jan.-Aug., 1941	Jan.-Aug., 1944
	%	%	%	%	%
GENERAL INDEX	+31.9	+10.8	+ 4.5	+41.0	+ 8.1
General Merchandise Group:					
Country General Stores	+42.8	+ 7.6	+ 3.2	+50.5	+ 5.9
Department Stores	+29.2	+11.6	+16.9	+36.4	+ 9.9
Variety Stores	+21.0	+11.5	- 2.2	+35.0	+ 8.6
Food Group:					
Food Stores	+29.2	+10.6	+ 5.8	+39.3	+ 7.0
Restaurants	+51.3	+ 7.0	+ 1.9	+64.1	+ 3.5
Clothing Group:					
Family Clothing Stores	+43.5	+15.6	- 4.6	+50.6	+11.3
Men's Clothing Stores	+24.5	+12.3	- 7.8	+39.1	+ 6.9
Women's Clothing Stores	+38.6	+ 8.0	(g)	+54.4	+ 9.2
Shoe Stores	+53.9	+16.5	- 5.0	+56.0	+13.0
Household and Personal Effects Group:					
Drug Stores	+36.7	+ 6.3	+ 1.3	+45.3	+ 6.3
Furniture Stores	+ 3.8	+15.2	+ 4.1	+10.5	+13.3
Hardware Stores	+33.7	+14.2	- 2.4	+39.8	+14.1
Jewellery Stores (b)	+52.1	+20.6	+ 5.0	+66.5	+15.6
Radio and Electrical Stores	-19.0	+19.7	+ 5.0	-18.9	+ 5.6

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

(g) Unchanged.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

August, 1944 and August, 1945

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

	August 1944	August 1945	% Change, 1945/1944
TOTAL SALES, ALL DEPARTMENTS	24,881,319	27,791,149	+11.7
1. Women's dresses, coats and suits	2,734,094	3,076,478	+12.5
2. Girls' and infants' wear	1,164,344	1,372,514	+17.9
3. Hosiery and gloves	882,180	960,341	+ 8.9
4. Lingerie and corsets	1,138,409	1,137,485	- 0.1
5. Millinery	268,475	319,495	+19.0
6. Women's and children's apparel - (Total, 1-5).	6,187,482	6,866,413	+11.0
7. Men's and boys clothing and furnishings	2,474,774	2,815,336	+13.8
8. Drugs and toilet articles and preparations ...	742,804	809,605	+ 9.0
9. Piece goods	2,326,569	2,410,741	+ 3.6
10. Smallwares	874,099	975,591	+11.6
11. Food and kindred products	2,102,326	2,322,095	+10.5
12. Furniture (including mattresses and springs)..	1,704,654	1,931,104	+13.3
13. Home furnishings	1,758,558	1,986,211	+12.9
14. Household appliances and electrical supplies .	521,492	553,676	+ 6.2
15. Hardware and kitchen utensils	922,083	1,095,263	+18.8
15. Radios, musical instruments and supplies	167,104	201,970	+20.9
17. Shoes and other footwear	1,798,847	2,002,324	+11.3
18. Stationery, books and magazines	404,905	471,520	+16.5
19. All other departments, total	2,895,622	3,349,300	+15.7

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
August, 1939	93.5	102.9	107.7	99.7	80.4	95.7	100.4	106.6
August, 1941	135.2	143.2	131.6	121.0	120.4	146.1	158.9	163.1
August, 1942	149.1	159.1	146.6	135.3	126.9	154.5	180.1	185.5
August, 1943	147.0	161.8	157.2	149.5	120.9	148.4	160.2	174.8
August, 1944	160.9	172.7	174.6	161.1	139.4	165.3	172.4	184.4
1944								
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	182.0	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	133.1	178.8	196.7	203.7
August	178.3	190.1	187.9	172.1	155.6	184.6	192.3	204.1

Year and Month	Food		Restaurants		Family Clothing		Men's (c) Clothing	
	A	B	A	B	A	B	A	B
August, 1939	104.8	111.8	101.7	94.2	(a)	(a)	71.7	95.5
August, 1941	146.0	148.3	140.5	130.2	119.1	140.6	113.2	146.5
August, 1942	160.5	166.1	159.9	148.6	142.6	170.8	131.0	171.9
August, 1943	157.2	173.0	189.5	177.7	138.8	173.4	118.7	163.1
August, 1944	170.5	182.6	198.6	182.7	147.8	181.2	125.5	169.9
1944								
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	192.1	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	188.6	198.8	212.6	195.0	170.9	208.7	140.9	189.9

(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
August, 1939	68.6	95.3	71.9	86.9	99.5	99.7	103.0	99.5
August, 1941	119.7	161.5	117.2	130.0	132.3	131.7	135.5	132.3
August, 1942	157.1	198.1	145.9	161.8	148.5	149.2	136.1	133.0
August, 1943	139.1	182.2	145.5	173.6	153.6	156.9	112.2	112.1
August, 1944	153.6	196.6	154.9	181.2	170.2	171.6	122.0	119.6
1944								
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	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	164.3	159.7
July	165.8	203.6	189.8	215.3	178.5	186.2	135.0	179.8
August	165.9	211.5	180.4	206.3	180.9	181.3	140.6	137.3

Year and Month	Hardware		Jewellery ^(b)		Radio and Electrical	
	A	B	A	B	A	B
August, 1939	122.7	112.5	87.4	(a)	88.9	109.0
August, 1941	152.7	145.4	151.3	163.0	140.2	159.9
August, 1942	165.3	157.4	153.4	165.3	130.8	149.1
August, 1943	154.8	147.4	175.1	188.7	102.0	116.3
August, 1944	178.7	166.9	190.8	198.0	94.8	104.1
1944						
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	204.9	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	204.1	190.7	230.1	238.8	113.5	124.7

(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							
August, 1942	170.5	145.8	138.7	234.0	169.7	246.8	151.7
August, 1943	177.0	159.7	140.8	207.5	178.4	262.4	165.5
August, 1944	194.6	181.6	170.8	220.8	193.7	266.9	181.0
1945							
July	210.6	191.7	149.9	247.1	217.5	287.9	224.0
August	212.3	205.2	177.2	238.1	209.8	270.1	211.6
% Change,							
August, 1945	+ 9.1	+13.0	+ 3.7	+ 7.8	+ 8.3	+ 1.2	+13.9
August, 1944							
% Change,							
Jan.-Aug., 1945 ..	+ 7.1	+ 8.0	+ 6.7	+ 7.1	+ 6.3	+ 2.6	+11.1
Jan.-Aug., 1944 ..							
Quebec							
August, 1942	149.9	162.7	129.4	203.0	149.3	146.7	152.8
August, 1943	146.4	173.9	126.0	180.0	148.4	170.8	146.1
August, 1944	155.5	185.2	136.1	192.4	158.3	179.0	145.7
1945							
July	167.0	203.5	131.4	217.4	164.9	194.9	177.6
August	177.2	199.1	169.4	222.8	175.0	209.8	174.1
% Change,							
August, 1945	+14.0	+ 7.5	+24.5	+15.8	+10.5	+17.2	+19.5
August, 1944							
% Change,							
Jan.-Aug., 1945 ..	+ 8.3	+ 4.6	+13.6	+ 9.2	+ 6.5	+10.1	+10.7
Jan.-Aug., 1944 ..							
Ontario							
August, 1942	144.4	143.8	125.1	165.4	156.4	155.4	131.3
August, 1943	135.6	148.2	113.9	145.0	146.7	187.3	115.1
August, 1944	148.0	155.3	128.6	155.4	160.3	199.2	127.0
1945							
July	157.8	174.6	120.8	183.4	166.9	196.0	154.7
August	165.1	177.2	145.8	175.6	177.0	208.3	147.6
% Change,							
August, 1945	+11.6	+14.1	+13.4	+13.0	+10.4	+ 4.6	+16.2
August, 1944							
% Change,							
Jan.-Aug., 1945 ..	+ 8.7	+ 7.8	+11.3	+10.4	+ 7.2	+ 1.1	+13.7
Jan.-Aug., 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							
182.4	187.3	161.4	188.0	156.4	161.0	250.1	145.7
184.6	186.3	191.2	191.4	154.4	164.1	309.5	125.4
186.2	205.6	204.3	208.0	165.8	194.3	316.8	123.7
241.9	224.8	244.1	212.8	190.0	240.1	323.4	116.1
302.7	280.2	326.1	324.8	190.8	337.6	356.5	143.7
+ 8.9	+12.0	+10.7	+ 7.9	+15.0	+22.3	+12.5	+16.2
+ 5.6	+13.3	+12.1	+ 5.9	+ 8.1	+ 9.4	+11.2	+ 7.7
Quebec							
141.9	157.0	135.3	141.6	124.2	181.1	134.0	140.2
118.5	127.9	131.1	146.8	100.4	170.8	145.5	112.3
121.1	130.9	129.6	160.5	108.7	195.2	156.7	111.7
137.6	138.5	157.8	169.2	121.1	229.1	177.0	125.4
135.4	145.9	155.3	176.2	127.5	230.9	190.0	146.0
+11.8	+11.5	+19.8	+ 9.8	+17.3	+18.3	+21.3	+30.7
+ 3.2	+ 6.2	+12.9	+ 7.3	+13.0	+16.7	+18.3	+ 7.6
Ontario							
120.4	158.9	144.3	145.3	135.6	142.4	147.2	119.5
104.1	134.9	137.3	145.7	104.8	129.0	156.9	85.1
114.7	153.4	147.2	160.9	111.3	146.3	177.2	71.9
139.7	170.4	189.7	169.3	124.0	180.4	213.3	81.0
131.3	165.1	169.2	168.8	131.9	170.1	220.0	87.3
+14.6	+ 7.6	+14.9	+ 4.9	+18.5	+18.3	+24.2	+21.4
+ 9.7	+11.5	+12.5	+ 5.6	+15.1	+15.3	+19.6	+ 3.2

(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							
August, 1942	145.0	140.7	113.1	166.6	184.0	157.6	126.6
August, 1943	153.2	154.2	112.8	158.5	190.5	190.7	146.8
August, 1944	173.2	178.7	136.4	173.7	207.7	201.8	166.0
1945							
July	178.2	171.3	133.0	196.6	211.5	223.4	200.5
August	185.4	182.4	146.0	184.6	231.2	212.5	185.1
% Change,							
August, 1945	+ 7.0	+ 2.1	+ 7.0	+ 6.3	+11.3	+ 5.3	+11.5
August, 1944							
% Change,							
Jan.-Aug., 1945 ..	+ 6.2	+ 4.1	+ 7.3	+ 3.3	+ 7.2	+ 2.8	+ 9.6
Jan.-Aug., 1944 ..							
British Columbia							
August, 1942	162.8	134.1	155.1	152.5	176.9	160.1	169.1
August, 1943	159.4	140.8	145.3	135.5	168.0	192.7	162.7
August, 1944	174.9	165.0	166.6	147.1	181.0	192.6	173.1
1945							
July	183.3	167.5	165.5	152.2	186.1	215.1	196.3
August	192.7	176.6	181.5	153.2	203.9	203.9	180.7
% Change,							
August, 1945	+10.2	+ 7.0	+ 8.9	+ 4.1	+12.7	+ 5.9	+ 4.4
August, 1944							
% Change,							
Jan.-Aug., 1945 ..	+ 9.3	+ 9.3	+ 9.6	+ 7.2	+ 8.8	+ 2.6	+ 9.5
Jan.-Aug., 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	Jewellery ^(b)	Radio and Electrical
Prairie Provinces							
110.0	134.8	149.6	146.1	133.3	179.5	150.5	129.8
123.1	138.4	151.8	160.4	121.6	174.0	198.9	123.2
130.4	162.6	172.0	177.8	138.9	204.1	218.8	121.2
171.6	168.1	203.5	182.9	154.4	220.0	234.0	159.6
140.4	171.0	202.6	186.5	149.1	214.0	250.8	131.6
+ 7.7	+ 5.2	+17.8	+ 4.9	+ 7.3	+ 4.9	+14.6	+ 8.6
+ 2.0	+ 6.7	+11.3	+ 5.1	+12.4	+10.0	+ 4.9	+ 7.4
British Columbia							
142.7	169.5	170.6	154.4	172.2	193.3	164.1	155.3
132.6	173.7	188.0	168.3	148.5	168.1	200.2	116.2
136.3	182.6	215.0	198.8	170.4	199.1	206.3	112.8
161.2	190.7	230.7	216.5	175.5	232.8	252.3	118.2
154.8	190.5	258.4	214.4	182.7	232.8	254.5	124.1
+13.6	+ 4.3	+20.2	+ 7.8	+ 7.2	+16.9	+23.4	+10.0
+12.9	+ 7.6	+17.6	+10.7	+13.3	+16.8	+16.0	+ 5.3

(a) Includes men's furnishings.

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

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