

The underlying trend in consumer purchasing, as reflected in the seasonally adjusted index of sales, continued upward during 1941 with dollar sales for the year averaging 16 p.c. above the 1940 level. Sales in December, 1941, were 16 p.c. above December, 1940, and exceeded the business recorded for any month during the past thirteen years. Part of the increase in dollar sales must, of course, be attributed to higher prices, the Bureau's retail price index averaging 7.8 p.c. higher in 1941 than in the preceding year.

The trend in sales for some lines of business deviated considerably from the general pattern. The marked upward trend in business for stores specializing in the sale of radios or electrical household appliances was reversed towards the end of the year, reduced production quotas and restrictions on instalment buying combining to curtail sales. Annual dollar sales for this trade averaged 6 p.c. higher in 1941 than in 1940. If it were possible to make proper allowance for higher prices arising from excise taxes and other causes, a considerable reduction in the actual quantity of goods purchased would be noted. Furniture-store sales also fell off towards the close of the year, with the total for the year standing only 7 p.c. higher than in 1940. More substantial gains were recorded for other trades, increases compared with 1940 amounting to: 15 p.c. for food stores, drug stores and department stores; 16 p.c. for restaurants; 17 p.c. for hardware stores and women's clothing stores; 19 p.c. for shoe stores; 20 p.c. for men's clothing stores and variety stores; and 23 p.c. for candy stores.

23.—Index Numbers of Retail Sales, by Months, 1929, 1930, 1933 and 1938-41

NOTE.—The general indexes are composite figures secured by weighting the indexes of sales for twelve kinds of business in proportion to their relative positions in the total trade.

(Average for 1935-39=100)

Month	Unadjusted Indexes							Adjusted Indexes						
	1929	1930	1933	1938	1939	1940	1941 ¹	1929	1930	1933	1938	1939	1940	1941 ¹
Jan.	119.1	117.1	69.2	81.8	79.3	90.0	102.3	143.0	137.8	85.0	104.2	100.3	110.8	124.5
Feb.	115.3	108.9	65.7	80.9	77.9	90.4	101.5	143.9	134.7	81.2	103.3	99.2	111.5	130.5
Mar.	137.6	119.0	77.7	92.9	92.3	105.9	119.2	143.1	130.4	83.7	101.7	98.1	112.3	129.3
Apr.	136.9	136.3	85.5	109.7	104.2	110.1	135.7	137.4	132.0	82.0	103.2	103.4	110.0	135.2
May.	144.5	138.6	89.8	101.5	107.7	119.9	143.0	135.4	128.5	84.5	99.6	103.0	113.7	134.5
June.	139.3	123.0	88.8	106.0	109.8	121.4	133.8	136.3	125.4	85.9	102.0	105.4	116.6	134.3
July.	130.3	115.2	76.0	91.0	91.3	103.2	122.4	144.2	126.5	85.5	99.3	103.8	114.5	134.9
Aug.	135.6	115.0	77.8	88.8	93.5	113.2	134.1	143.8	125.3	85.8	98.4	102.9	119.8	146.5
Sept.	138.5	122.2	87.7	103.0	116.4	113.9	137.3	144.2	123.8	84.4	101.2	109.9	116.5	136.4
Oct.	159.2	135.4	91.1	110.7	117.9	131.8	152.4	142.6	120.9	87.8	100.9	111.1	120.0	138.0
Nov.	150.5	124.4	89.6	106.7	113.2	135.7	146.6	139.2	119.7	85.0	101.1	107.1	123.0	138.1
Dec.	174.4	158.6	112.5	144.3	157.1	174.3	201.5	137.0	120.8	83.5	99.9	112.3	131.0	147.2
Annual Averages.	140.1	126.1	84.3	101.4	105.1	117.5	135.8	140.8	127.2	84.5	101.2	104.7	116.6	135.8

¹ Subject to revision.

SPECIAL RETAIL AND SERVICE STATISTICS

Retail Sales of New Motor-Vehicles.*—During the first nine months of 1941 purchases of new passenger cars for civilian use were maintained at a level approximately 10 p.c. below that of the preceding year. The last three months of the year witnessed a marked curtailment in civilian purchases; elimination of new models

*For statistics of numbers of motor-vehicles registered in Canada and apparent consumption of motor-vehicles, see pp. 606-607.