

Retail sales by kinds of business in 1943 showed three distinct groupings: those kinds of stores recording increases in the dollar volume of turnover, but at a diminished rate of gain; those maintaining sales at the 1942 level; and those types of business that showed decreased dollar volume compared with the preceding year. Those in the first group included drug stores, women's clothing stores, boot and shoe stores, candy stores, and grocery and meat stores with percentage increases over 1942 ranging between 9 p.c. for drug stores and 5 p.c. for grocery and meat stores. The restaurant trade was the only kind of business to extend its percentage rate of gain over its records of previous years, the sales in 1943 for this type of establishment showing an increase of 21 p.c. over the 1942 level.

Department stores, men's clothing stores and variety stores maintained retail sales close to the dollar volume obtained by these stores in 1942, but radio and electrical stores, furniture stores and hardware stores recorded decreases in sales of 16 p.c., 8 p.c., and 5 p.c., respectively.

Regional deviations in retail sales from the general pattern in 1943 were also noticeable. Thus, while Ontario recorded an increase of only 1 p.c., Quebec and British Columbia each showed gains of 6 p.c., and retail sales in the Maritime Provinces and the Prairie Provinces each increased by 10 p.c. in the first nine months of 1943 over the corresponding period of 1942.

**23.—Index Numbers of Retail Sales, by Months, 1929, 1930, 1933 and 1940-43**

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	1940	1941	1942	1943 <sup>1</sup>	1929	1930	1933	1940	1941	1942	1943 <sup>1</sup>
Jan.....	119.1	117.1	69.2	90.0	102.3	128.2	128.9	143.0	137.8	85.0	110.8	124.5	150.6	155.8
Feb.....	115.3	108.9	65.7	90.4	101.5	120.1	131.0	143.9	134.7	81.2	111.5	130.6	153.9	168.5
Mar.....	137.6	119.0	77.7	105.9	119.2	144.7	151.4	143.1	130.4	83.7	112.3	129.3	161.0	167.8
Apr.....	136.9	136.3	85.5	110.1	135.6	154.9	167.7	137.4	132.0	82.0	110.0	135.1	155.5	163.3
May.....	144.5	138.6	89.8	119.9	142.9	159.1	162.8	135.4	128.5	84.5	113.7	134.5	149.0	154.5
June.....	139.3	123.0	88.8	121.4	133.9	154.5	158.8	136.3	125.4	85.9	116.6	134.3	151.1	155.5
July.....	130.3	115.2	76.0	103.2	122.4	137.3	147.8	144.2	126.5	85.5	114.5	134.9	150.4	155.4
Aug.....	135.6	115.0	77.8	113.2	134.1	147.5	142.5	143.8	125.3	85.8	119.8	146.5	162.4	162.1
Sept.....	138.5	122.2	87.7	113.9	137.3	153.2	158.0	144.2	123.8	84.4	116.5	136.4	152.6	158.5
Oct.....	159.2	135.4	91.1	131.9	152.5	174.2	173.6	142.6	120.9	87.8	120.1	138.1	152.2	157.6
Nov.....	150.5	124.4	89.6	135.7	146.6	164.8	174.2	139.2	119.7	85.0	123.0	138.2	161.6	165.1
Dec.....	174.4	158.6	112.6	174.3	201.5	213.4	221.7	137.0	120.8	83.5	131.0	147.2	156.4	167.9
<b>Annual Averages.</b>	<b>140.1</b>	<b>126.1</b>	<b>84.3</b>	<b>117.5</b>	<b>135.8</b>	<b>154.3</b>	<b>159.9</b>	<b>140.8</b>	<b>127.2</b>	<b>84.5</b>	<b>116.6</b>	<b>135.8</b>	<b>154.7</b>	<b>161.0</b>

<sup>1</sup> Subject to revision.

**Subsection 4.—Retail Service Establishments**

The Census of Merchandising and Service Establishments included in its scope not only firms engaged in the retail and wholesale merchandise trades but also a large number of different types of service establishments in which the annual revenue represented receipts from services performed rather than from the sale of merchandise. A considerable number of firms overlap these two functions, being engaged partially in selling goods and partially in providing services. Establishments were assigned in their entirety to either the merchandising or service section of the census on the basis of their major activity as measured in terms of annual receipts.