

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, OCTOBER, 1941

Department store sales in Canada in October, 1941, increased 15 per cent from September and were 13 per cent above October, 1940. Unadjusted indexes (on the base-1935 to 1939 equals 100) stood at 159.8 for October, 1941, 141.1 for October, 1940, and 138.6 for September, 1941. The average gain for the first ten months of this year over last was 17 per cent.

The index adjusted for differences in number of business days and also for normal seasonal movements was almost unchanged from September, standing at 136.4 for October as against 136.6 for the preceding month. The adjusted index for the month under review was 13 per cent above the 120.9 reported for October, 1940.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

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	<u>October</u>	<u>August</u>	<u>September</u>	<u>October</u>
Unadjusted indexes	141.1	120.4	138.6	159.8
Adjusted indexes (a)	120.9	146.1	136.6	136.4

Comparisons between October this year and last for various regions of the country revealed that a 21 per cent gain for Quebec exceeded those recorded for other sections. The Maritime Provinces and British Columbia recorded increases of 18 per cent, closely followed by Ontario with improvement of 16 per cent. A lesser gain of 3 per cent occurred in the Prairie Provinces.

DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS

Sales of 17 departmental firms which reported sales by departments averaged 15 per cent higher in October this year than in the same month a year ago. Sales of drug, food and hardware departments were up 22 per cent, while sales in stationery and book departments increased 20 per cent. Men's clothing and women's clothing were up 12 and 11 per cent respectively with boot and shoe departments reporting improvement of 11 per cent. Increases in sales of furniture, home furnishings and household appliances ranged from 13 to 17 per cent. Radios and musical instruments registered a small gain of 3 per cent.

DEPARTMENT STORE SALES IN OTTAWA

Ottawa department store sales were 10 per cent higher in October, 1941, than in October, 1940, according to a supplementary summary which has been prepared for that city. An average gain of 19 per cent was recorded for the first ten months of this year over last.

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

OCTOBER, 1940 AND OCTOBER, 1941

(Based on sales of 17 firms)

	October 1940	October 1941	% Change 1941/40
TOTAL SALES	24,830,225	28,422,828	+14.5
1. Women's dresses, coats and suits	2,937,324	3,221,016	+ 9.7
2. Girls' and infants' wear.....	1,185,556	1,407,303	+18.7
3. Hosiery and gloves.....	1,185,783	1,300,735	+ 9.7
4. Lingerie and corsets	1,089,036	1,204,931	+10.6
5. Millinery	378,460	378,791	+ 0.1
6. Women's and children's apparel--(Total, 1-5)...	6,776,159	7,512,776	+10.9
7. Men's and boys' clothing and furnishings.....	3,405,014	3,828,505	+12.4
8. Drugs and toilet articles and preparations.....	561,548	683,286	+21.7
9. Piece goods.....	1,908,843	2,183,354	+14.4
10. Smallwares.....	837,113	951,092	+13.6
11. Food and kindred products.....	1,933,285	2,356,985	+21.9
12. Furniture (including mattresses and springs)...	1,304,346	1,471,016	+12.8
13. Home furnishings.....	1,742,400	2,021,658	+16.0
14. Household appliances and electrical supplies...	752,062	880,081	+17.0
15. Hardware and kitchen utensils.....	745,201	908,587	+21.9
16. Radios, musical instruments and supplies.....	379,607	393,263	+ 3.6
17. Shoes and other footwear.....	1,838,478	2,046,842	+11.3
18. Stationery, books and magazines.....	297,004	356,495	+20.0
19. All other departments, total.....	2,349,165	2,828,888	+20.4



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