

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

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JANUARY, 1942

Dollar sales of department stores in Canada for January, while declining 52 per cent below the Christmas peak in December, were 25 per cent higher than in January, 1941. All regions of the country and all departments shared in the increase. Unadjusted indexes of dollar sales on the base, 1935-1939 = 100, stand at 116.0 for January, 1942, at 239.2 for December, 1941 and 93.1 for January a year ago.

The 25 per cent increase over January, 1941 compares with increases of 13 per cent, 4 per cent and 14 per cent recorded in October, November and December of 1941 over the preceding year. The 52 per cent reduction in January below December was less than the usual decline, the index of sales when adjusted both for differences in number of business days in different months and also for normal seasonal movements, advancing from 145.8 for December, 1941 to 152.1 for January, 1942.

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

	1941			1942
	January	November	December	January
Unadjusted indexes	93.1	155.4	239.2	116.0
Adjusted indexes (a)	123.5	137.6	145.8	152.1

Results for various regions of the country revealed increases ranging from 20 to 27 per cent. Ontario sales were up 27 per cent, closely followed by British Columbia and the Maritime Provinces with gains of 26 and 25 per cent respectively. Sales in the Prairie Provinces were 23 per cent higher, while an increase of 20 per cent was recorded in Quebec.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

Sales of 16 departmental firms which reported sales by departments averaged 23 per cent higher in January, 1942, than in the same month last year. Sales of footwear, clothing, household appliance and radio departments led others in extent of gains over January, 1941. Shoe department sales were up by almost fifty per cent from last year; women's clothing averaged 29 per cent higher, while sales of men's clothing were up 23 per cent. Sales in radio and household appliance departments averaged 25 per cent higher. It should be noted that these percentages are based on dollar sales and make no allowance for higher prices resulting from various factors including the 25 per cent excise tax in the case of radios and electrical appliances.

DEPARTMENT STORE SALES IN OTTAWA

Department store sales in Ottawa averaged 13 per cent higher in January, 1942 than in January, 1941.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JANUARY, 1941 AND JANUARY, 1942

(Based on sales of 16 firms)

	January 1941	January 1942	% Change, 1941 / 40
TOTAL SALES .....	16,982,484	20,953,765	+23.4
1. Women's dresses, coats and suits .....	1,429,275	1,762,666	+23.3
2. Girls' and infants' wear .....	423,700	562,840	+32.8
3. Hosiery and gloves .....	628,747	807,025	+28.4
4. Lingerie and corsets .....	804,649	1,129,877	+40.4
5. Millinery .....	110,073	129,913	+18.0
6. Women's and children's apparel--(Total, 1-5)	3,396,444	4,392,321	+29.3
7. Men's and boys' clothing and furnishings...	1,653,548	2,031,614	+22.9
8. Drugs and toilet articles and preparations	591,172	712,847	+20.6
9. Piece goods .....	1,865,222	2,243,075	+20.3
10. Smallwares .....	717,010	874,425	+22.0
11. Food and kindred products .....	1,846,093	2,273,446	+23.1
12. Furniture (including mattresses and springs)	1,251,841	1,393,391	+11.3
13. Home furnishings .....	1,179,108	1,314,366	+11.5
14. Household appliances and electrical supplies	476,390	597,117	+25.3
15. Hardware and kitchen utensils .....	707,654	850,555	+20.2
16. Radios, musical instruments and supplies...	312,153	391,747	+25.5
17. Shoes and other footwear .....	893,015	1,327,428	+48.6
18. Stationery, books and magazines .....	287,999	337,618	+17.2
19. All other departments, total .....	1,804,835	2,213,815	+22.7



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Year	Value	Value	Description
1950	100,000	100,000	.....
1951	105,000	105,000	.....
1952	110,000	110,000	.....
1953	115,000	115,000	.....
1954	120,000	120,000	.....
1955	125,000	125,000	.....
1956	130,000	130,000	.....
1957	135,000	135,000	.....
1958	140,000	140,000	.....
1959	145,000	145,000	.....
1960	150,000	150,000	.....
1961	155,000	155,000	.....
1962	160,000	160,000	.....
1963	165,000	165,000	.....
1964	170,000	170,000	.....
1965	175,000	175,000	.....
1966	180,000	180,000	.....
1967	185,000	185,000	.....
1968	190,000	190,000	.....
1969	195,000	195,000	.....
1970	200,000	200,000	.....
1971	205,000	205,000	.....
1972	210,000	210,000	.....
1973	215,000	215,000	.....
1974	220,000	220,000	.....
1975	225,000	225,000	.....
1976	230,000	230,000	.....
1977	235,000	235,000	.....
1978	240,000	240,000	.....
1979	245,000	245,000	.....
1980	250,000	250,000	.....