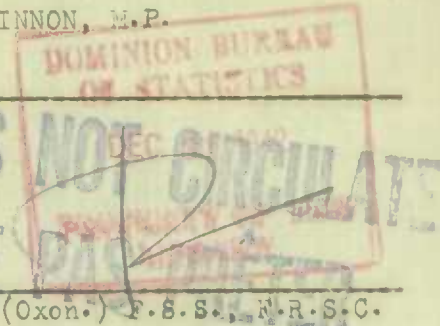


DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, NOVEMBER, 1942

Canadian department stores reported dollar volume of business 22 per cent greater in November this year than in November a year ago, and sales were up 5 per cent from the preceding month of October. The gain over November, 1941, was the largest recorded in comparisons for corresponding months of this year and last since the 26 per cent increase recorded for March. The pronounced increase over November, 1941 took place notwithstanding the fact that there were five Saturdays in November, 1941, and only four Saturdays in November of this year. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 189.9 for November, 1942, 181.8 for October, 1942, and 155.4 for November, 1941. Sales in the first eleven months of this year averaged 14 per cent greater than in the similar period of 1941.

The adjusted index moved sharply upward and, standing at 170.7 for the month under review, exceeded by a considerable margin the previous high peak of 156.9 recorded in March of this year.

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

	<u>1941</u> <u>November</u>	<u>September</u>	<u>1942</u> <u>October</u>	<u>November</u>
Unadjusted indexes	155.4	154.9	181.8	189.9
Adjusted indexes (a)	137.6	152.7	152.9	170.7

Increases over November, 1941, for various regions of the country, with increases for the year-to-date in brackets, were as follows: Maritime Provinces, 25 per cent (16 per cent); Quebec, 27 per cent (17 per cent); Ontario, 18 per cent (12 per cent); Prairie Provinces, 22 per cent (12 per cent); British Columbia, 26 per cent (19 per cent).

DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS

Sales of 21 departmental firms which reported sales by departments averaged 21 per cent higher in November, 1942, than in the same month last year. Although sales of hardware and of household appliances recorded only minor gains of 1 and 5 per cent respectively, increases of 37 per cent in sales of radio and music departments, 36 per cent in sales of furniture departments and 27 per cent in sales of home furnishings were among the largest reported for various departmental groupings. Sales of women's clothing and apparel increased 26 per cent, while men's clothing sales were 21 per cent higher. Footwear sales were 10 per cent above November, 1941. A gain of only 2 per cent in sales of food departments was accounted for by the fact that there were only four Saturdays in November this year as compared with five Saturdays in the corresponding month of last year.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 37 per cent higher in November this year than last.

Note: The sales indexes given in this bulletin are based on dollar volume of business transacted. No adjustments are made for price changes. The indexes do not reflect changes in the quantities of goods purchased.

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

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

NOVEMBER, 1941 AND NOVEMBER, 1942
 (Based on dollar sales of 21 firms)

	November 1941	November 1942	% Change, 1942/1941
	\$	\$	
TOTAL SALES	28,650,018	34,509,421	+20.5
1. Women's dresses, coats and suits	3,015,614	3,911,381	+29.7
2. Girls' and infants' wear	1,249,821	1,576,282	+26.1
3. Hosiery and gloves	1,416,107	1,665,116	+17.6
4. Lingerie and corsets	1,257,425	1,557,111	+23.8
5. Millinery	313,845	395,232	+25.9
6. Women's and children's apparel -- (Total, 1-5) ..	7,252,812	9,105,122	+25.5
7. Men's and boys' clothing and furnishings	4,054,480	4,910,836	+21.1
8. Drugs and toilet articles and preparations	765,000	930,973	+21.7
9. Piece goods	1,999,305	2,466,998	+23.4
10. Smallwares	1,115,996	1,349,510	+20.9
11. Food and kindred products	2,521,767	2,582,255	+ 2.4
12. Furniture (including mattresses and springs) ..	1,142,690	1,551,758	+35.8
13. Home furnishings	1,723,261	2,188,312	+27.0
14. Household appliances and electrical supplies ..	634,081	668,366	+ 5.4
15. Hardware and kitchen utensils	916,944	926,280	+ 1.0
16. Radios, musical instruments and supplies	353,215	485,356	+37.4
17. Shoes and other footwear	2,271,993	2,490,299	+ 9.6
18. Stationery, books and magazines	533,613	682,304	+27.9
19. All other departments, total	3,364,861	4,171,052	+24.0

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