

DEPARTMENT OF TRADE AND COMMERCE  
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OTTAWA, CANADA

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, DECEMBER, 1942

Department store sales, including the mail order departments of department stores, recorded only a minor gain of 1 per cent in December, 1942 over December, 1941, according to index numbers of dollar sales computed from returns received from all the larger departmental firms in the country. The unadjusted index of sales on the base, 1935-1939 = 100 stands at 241.2 for December, 1942, 187.4 for November, 1942 and at 239.2 for December, 1941.

The increase of 1 per cent between December, 1941 and December, 1942 compares with much larger gains recorded in earlier months. Sales during the first half of 1942 averaged 15 per cent higher than during the corresponding period of 1941 with increases for the first and second quarters standing at 22 per cent and 9 per cent respectively. Sales for the third quarter of 1942 were 9 per cent above the corresponding period of 1941, October sales were up 14 per cent and November, 22 per cent. Sales for the calendar year 1942 were 12 per cent above the preceding twelve-month period.

After adjustment for number of business days and for normal seasonal movements the seasonally adjusted index of sales stands at 146.4 for December compared with 168.5 for November, 152.9 for October and 152.7 for September.

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

	1941		1942	
	December	October	November	December
Unadjusted indexes	239.2	181.8	187.4	241.2
Adjusted indexes (a)	145.8	152.9	168.5	146.4

Results for three of the five economic divisions of the country for which monthly sales indexes are computed reported increased sales over December, 1941. British Columbia sales were 14 per cent higher, the Prairie Provinces recorded an increase of 5 per cent and Quebec sales were up by 5 per cent. Identical declines of 6 per cent occurred in the Maritime Provinces and Ontario. Increases occurring in various regions of the country for the year 1942 over the preceding year were as follows: Maritime Provinces, 13 per cent; Quebec, 15 per cent; Ontario, 9 per cent; Prairie Provinces, 11 per cent and British Columbia, 18 per cent.

DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS

Sales of 21 departmental firms which reported sales by departments were fractionally lower in December, 1942, than in December, 1941, although minor gains were recorded by half of the individual departments contained in the summary. Men's clothing department sales were 3 per cent lower, sales of women's clothing departments increased by 3 per cent and footwear sales were 14 per cent below December, 1941. Stationery departments recorded a sales increase of 9 per cent, drug sales advanced 6 per cent, while piece goods, smallwares and food departments recorded gains of 3 or 4 per cent respectively. The trend in sales of the various household departments was mixed, home furnishings and furniture departments recording increases of 11 and 1 per cent respectively as compared with declines of 4 per cent in radio and music departments and 14 per cent in both household appliances and hardware departments.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 20 per cent higher in December, 1942 than in December, 1941.

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.

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DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

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

	December 1941	December 1942	% Change, 1942/1941
TOTAL SALES, ALL DEPARTMENTS .....	45,077,370	44,876,716	- 0.4
1. Women's dresses, coats and suits .....	3,544,726	3,970,058	+12.0
2. Girls' and infants' wear .....	1,789,170	1,756,275	- 1.8
3. Hosiery and gloves .....	2,544,300	2,514,676	- 1.2
4. Lingerie and corsets .....	2,429,759	2,328,522	- 4.2
5. Millinery .....	288,829	330,228	+14.3
6. Women's and children's apparel -- (Total, 1-5) ..	10,596,784	10,899,759	+ 2.9
7. Men's and boys' clothing and furnishings .....	6,228,977	6,072,531	- 2.5
8. Drugs and toilet articles and preparations ....	1,846,303	1,947,094	+ 5.5
9. Piece goods .....	2,586,682	2,658,227	+ 2.8
10. Smallwares .....	2,002,630	2,074,430	+ 3.6
11. Food and kindred products.....	3,143,859	3,269,461	+ 4.0
12. Furniture (including mattresses and springs) ..	1,481,077	1,502,393	+ 1.4
13. Home furnishings .....	2,305,115	2,549,428	+10.6
14. Household appliances and electrical supplies ..	852,316	735,356	-13.7
15. Hardware and kitchen utensils .....	1,175,544	1,010,752	-14.0
16. Radios, musical instruments and supplies .....	637,640	609,762	- 4.4
17. Shoes and other footwear .....	3,360,380	2,905,246	-13.5
18. Stationery, books and magazines .....	1,468,088	1,593,802	+ 8.6
19. All other departments, total .....	7,391,975	7,048,415	- 4.6

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