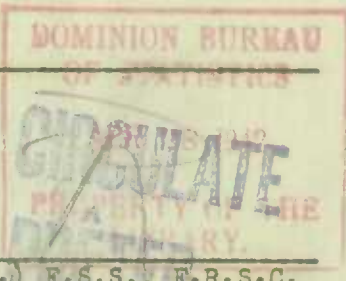


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Published by Authority of the HON. JAMES A. MacKINNON, M.P.  
Minister of Trade and Commerce

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Vol. V - No. 3

Price - .10 cents

PRELIMINARY REPORT ON DEPARTMENT STORE SALES, <sup>March</sup> ~~February~~, 1942

Department store sales in Canada in March, 1942, were 27 per cent greater than in March of last year and stood 31 per cent above February, 1942. Unadjusted indexes (on the base, average for 1935 to 1939 equals 100) stood at 141.2 for March, 1942, 107.4 for February, 1942 and 111.6 for March, 1941. Sales in the first quarter of this year averaged 21 per cent above the corresponding period of 1941.

Notwithstanding the fact that a portion of the increase over March a year ago resulted from a slightly greater concentration of Easter buying in March this year, the volume of trade exceeded the normal seasonal business. The adjusted index established a new all-time peak as it reached 157.0 in the month under review, reacting from the sharp set back which occurred in February when the index fell to 142.7 from 151.1 in January, 1942. The adjusted index was 26 per cent higher than the 125.0 recorded for March last year.

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

	<u>1941</u>	<u>1942</u>		
	<u>March</u>	<u>January</u>	<u>February</u>	<u>March</u>
Unadjusted Indexes	111.6	115.2	107.4	141.2
Adjusted Indexes (a)	125.0	151.1	142.7	157.0

Regional increases in dollar volume of sales in March, 1942 over March, 1941, with increases for the first 3 months of this year over last in brackets, were as follows: Maritime Provinces, 36 per cent (26 per cent); Quebec, 36 per cent (24 per cent); Ontario, 29 per cent (23 per cent); Prairie Provinces, 20 per cent, (18 per cent) and British Columbia, 16 per cent (19 per cent).

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

March sales of 20 departmental firms which reported sales by departments averaged 26 per cent higher than in the same month of last year. Purchases of men's clothing, influenced by impending restrictions, advanced sharply to a point 52 per cent above March, 1941. Sales of shoes and other footwear continued at a high level and were 34 per cent higher in March this year over last. Sales of women's clothing increased 29 per cent in the same comparison, while a gain of 27 per cent occurred in sales of piece goods. Hardware sales were 28 per cent greater than in March, 1941. Substantial gains were also recorded for all other departments.

DEPARTMENT STORE SALES IN OTTAWA

Ottawa department stores reported sales averaging 30 per cent higher in March this year over 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 also for normal seasonal variations.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

MARCH, 1941 AND MARCH, 1942

(Based on dollar sales of 20 firms)

	March 1941	March 1942	% Change, 1942 / 41
	\$	\$	
TOTAL SALES .....	20,892,996	26,358,210	+26.2
1. Women's dresses, coats and suits .....	2,375,266	3,088,533	+30.0
2. Girls' and infants' wear .....	695,460	940,077	+35.2
3. Hosiery and gloves .....	857,887	1,093,678	+27.5
4. Lingerie and corsets .....	887,356	1,113,023	+25.4
5. Millinery .....	329,140	382,610	+16.2
6. Women's and children's apparel--(Total, 1-5)	5,145,109	6,617,921	+28.6
7. Men's and boys' clothing and furnishings....	2,122,992	3,226,911	+52.0
8. Drugs and toilet articles and preparations..	635,357	749,471	+18.0
9. Piece goods.....	1,550,236	1,968,730	+27.0
10. Smallwares .....	733,862	892,567	+21.6
11. Food and kindred products .....	2,129,400	2,462,542	+15.6
12. Furniture (including mattresses and springs)	1,250,528	1,399,832	+11.9
13. Home furnishings.....	1,506,825	1,735,164	+15.2
14. Household appliances and electrical supplies	637,898	736,205	+15.4
15. Hardware and kitchen utensils.....	951,219	1,213,314	+27.6
16. Radios, musical instruments and supplies....	291,450	351,306	+20.5
17. Shoes and other footwear.....	1,534,441	2,056,886	+34.0
18. Stationery, books and magazines.....	286,611	343,993	+20.0
19. All other departments, total .....	2,117,067	2,603,368	+23.0

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