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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, NOVEMBER, 1943

Sales in Canadian department stores for November, including mail order sales, were 11 per cent higher than in October and recorded a gain of 5 per cent compared with November, 1942. The average increase for the first eleven months of 1943 over 1942 amounted to 1 per cent. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 196.6 for November, 177.8 for October and 187.4 for November, 1942.

After adjustment for differences in number of business days and for normal seasonal variations, the index reached a new peak as it rose sharply to 169.3 in November from 157.3 in October.

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

	1942		1943	
	November	September	October,	November
Unadjusted indexes	187.4	159.1	177.8	196.6
Adjusted indexes	168.5	156.8	157.3	169.3

Increases in sales recorded by the Maritime Provinces and Quebec were 10 and 11 per cent respectively. Gains in the central and western regions were more moderate as both Ontario and British Columbia reported sales only 3 per cent higher and sales in the Prairie Provinces were up 4 per cent over November, 1942. Results for November of the two years, with cumulative comparisons in brackets, were as follows: Maritime Provinces, +10 per cent (+4 per cent); Quebec, +11 per cent (+1 per cent); Ontario, +3 per cent (-3 per cent); Prairie Provinces, +4 per cent (+5 per cent); and British Columbia, +3 per cent (+2 per cent).

Sales of 20 departmental firms which reported sales by departments averaged 2 per cent higher in November this year over last. Increases of 19 per cent for stationery and 15 per cent for drugs were the largest recorded for individual departments. Sales in smallwares departments were 9 per cent higher. Women's apparel departments reported sales up 5 per cent, men's clothing sales fell off 2 per cent, while consumer purchases of footwear in department stores were 4 per cent above the same month of the preceding year. An increase of 4 per cent in furniture sales and a fractional gain in hardware sales terminated a long series of declines in corresponding-month comparisons for these two departments. Home furnishings sales were also 2 per cent above those for November, 1942. Declines in household appliance and radio and music sales continued to be substantial, amounting to 18 and 41 per cent respectively for November.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 12 per cent higher in November of this year than last, while a similar 12 per cent increase was recorded in the eleven months of 1943 over 1942.



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DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

November, 1942 and November, 1943

(Based on dollar sales of 20 firms including mail order houses)

	November, 1942	November, 1943	% Change, 1943/1942
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	34,120,730	34,932,924	+ 2.4
1. Women's dresses, coats and suits	3,874,160	4,306,026	+11.1
2. Girls' and infants' wear	1,576,282	1,574,754	- 0.1
3. Hosiery and gloves	1,651,555	1,722,856	+ 4.3
4. Lingerie and corsets	1,534,137	1,484,910	- 3.2
5. Millinery	390,395	412,748	+ 5.7
6. Women's and children's apparel--(Total, 1-5)	9,026,529	9,501,294	+ 5.3
7. Men's and boys' clothing and furnishings ...	4,831,366	4,752,813	- 1.6
8. Drugs and toilet articles and preparations .	918,374	1,058,528	+15.3
9. Piece goods	2,446,813	2,359,884	- 3.6
10. Smallwares	1,332,450	1,447,827	+ 8.7
11. Food and kindred products	2,510,829	2,324,397	- 7.4
12. Furniture (including mattresses and springs)	1,534,981	1,596,295	+ 4.0
13. Home furnishings	2,172,099	2,221,413	+ 2.3
14. Household appliances and electrical supplies	648,204	528,693	-18.4
15. Hardware and kitchen utensils	912,241	915,125	+ 0.3
16. Radios, musical instruments and supplies ...	485,356	286,329	-41.0
17. Shoes and other footwear	2,448,985	2,544,076	+ 3.9
18. Stationery, books and magazines	682,106	808,423	+18.5
19. All other departments, total	4,170,397	4,587,827	+10.0