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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, SEPTEMBER, 1943

The dollar value of sales in Canadian department stores in September, 1943, including the mail order business of department stores, recorded a 3 per cent increase over September, 1942. This constitutes a reversal from the trend which had prevailed throughout the four preceding months when sales averaged about 2 per cent lower than in the similar period of last year. A comparison of cumulative totals for the first nine months revealed an increase of one per cent in 1943 over 1942. Sales in September of this year were 32 per cent higher than in August. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 159.1 for September, 1943, 154.9 for September, 1942 and 120.9 for August, 1943.

The adjusted index, which takes into account differences in number of business days and normal seasonal fluctuations, advanced sharply from August, standing at 156.8 for the month under review as compared with 148.4 for the immediately preceding month. The September index exceeded that recorded for other months of this year with the exception of March when the figure was 164.3. Adjusted indexes averaged 148.9 during the first nine months of 1943.

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

|                    | <u>1942</u><br><u>September</u> | <u>July</u> | <u>1943</u><br><u>August</u> | <u>September</u> |
|--------------------|---------------------------------|-------------|------------------------------|------------------|
| Unadjusted indexes | 154.9                           | 112.5       | 120.9                        | 159.1            |
| Adjusted indexes   | 152.7                           | 144.7       | 148.4                        | 156.8            |

Declines in September sales below sales for corresponding months a year ago occurred in three of the five economic divisions for which separate indexes are compiled. These declines occurred in Quebec, Ontario and British Columbia, the major regions, but were more moderate than in the immediately preceding months. Sizeable gains in the Maritime Provinces and the Prairie Provinces were sufficient to offset the decreases occurring elsewhere and resulted in the 3 per cent increase reported for Canada. Comparisons by regions for September of this year and last, with results for the first nine months in brackets, were as follows: Maritime Provinces, +17 per cent (+4 per cent); Quebec, -1 per cent (+1 per cent); Ontario, -5 per cent (-4 per cent); Prairie Provinces, +16 per cent (+6 per cent); and British Columbia, -3 per cent (+3 per cent).

Sales of 19 departmental firms which reported sales by departments averaged 2 per cent higher in September this year over last. Sales of most durable household goods continued well below last year's figures, while a marked decline of 10 per cent occurred in sales of food departments also. A decline of 29 per cent was recorded in sales of household appliances and electrical supplies while sales of radios and musical instruments were 28 per cent lower. Sales of hardware and furniture were down 6 and 3 per cent respectively and home furnishings departments showed sales only fractionally above those for September, 1942. Sales of women's clothing increased by 9 per cent, men's clothing sales were 8 per cent higher and footwear sales gained 3 per cent. Increases for September, 1943, over September, 1942, in other departments were as follows: drugs, 6 per cent; piece goods, 2 per cent; smallwares, 4 per cent; stationery and books, 10 per cent.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 3 per cent lower in September this year than last, while sales in the first nine months of this year averaged 13 per cent above the same nine months of 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

September, 1942 and September, 1943

(Based on dollar sales of 19 firms including mail order houses)

|  | September,<br>1942 | September,<br>1943 | % Change,<br>1943/1942 |
|--|--------------------|--------------------|------------------------|
| TOTAL SALES, ALL DEPARTMENTS .....                   | 28,882,949         | 29,341,042         | + 1.6                  |
| 1. Women's dresses, coats and suits .....            | 3,240,930          | 3,445,603          | + 6.3                  |
| 2. Girls' and infants' wear .....                    | 1,480,341          | 1,719,153          | +16.1                  |
| 3. Hosiery and gloves .....                          | 1,170,460          | 1,275,415          | + 9.0                  |
| 4. Lingerie and corsets .....                        | 1,176,012          | 1,322,437          | +12.5                  |
| 5. Millinery .....                                   | 434,062            | 442,962            | + 2.1                  |
| 6. Women's and children's apparel--(Total, 1-5) ...  | 7,501,805          | 8,205,570          | + 9.4                  |
| 7. Men's and boys' clothing and furnishings .....    | 3,544,247          | 3,815,308          | + 7.6                  |
| 8. Drugs and toilet articles and preparations .....  | 683,691            | 721,838            | + 5.6                  |
| 9. Piece goods .....                                 | 2,391,252          | 2,443,443          | + 2.2                  |
| 10. Smallwares .....                                 | 944,876            | 978,183            | + 3.5                  |
| 11. Food and kindred products .....                  | 2,193,942          | 1,954,640          | -10.9                  |
| 12. Furniture (including mattresses and springs) ... | 1,695,652          | 1,649,456          | - 2.7                  |
| 13. Home furnishings .....                           | 1,940,729          | 1,945,324          | + 0.2                  |
| 14. Household appliances and electrical supplies ... | 885,519            | 631,617            | -28.7                  |
| 15. Hardware and kitchen utensils .....              | 978,251            | 917,099            | - 6.3                  |
| 16. Radios, musical instruments and supplies .....   | 415,954            | 301,493            | -27.5                  |
| 17. Shoes and other footwear .....                   | 2,130,977          | 2,204,334          | + 3.4                  |
| 18. Stationery, books and magazines .....            | 544,730            | 598,083            | + 9.8                  |
| 19. All other departments, total .....               | 3,031,324          | 2,974,654          | - 1.9                  |



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