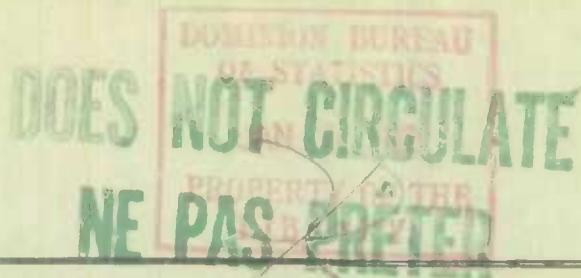


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CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 11

No. 11

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

NOVEMBER 1941

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Published by Authority of the Hon. James A. MacKinnon, M.P.,
Minister of Trade and Commerce.

+ + +

OTTAWA

1942

Price \$1 a year

Single copies 10 cents

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA CANADA

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MONTHLY INDEXES OF RETAIL SALES, NOVEMBER, 1941

(1935-1939 = 100)

Substantial reduction in sales of stores specializing in the sale of furniture, radios or electrical equipment forms the outstanding feature in retail sales statistics for November, the first complete month during which the restrictions on instalment buying introduced in October were in effect. Gains for other lines of business included in the monthly survey were generally smaller than those recorded during earlier months of the year, an average increase of 3 per cent for all trades combined over November, 1940 comparing with a gain of 16 per cent for the year to date. The general index of sales, unadjusted for differences in number of business days in different months or for normal seasonal movements and on the base, 1935 - 1939 = 100 stands at 147.1 for November, 1941, 152.4 for October and at 135.7 for November last year.

The underlying trend in retail furniture store sales as measured by the seasonally adjusted index reached its peak in the month of July after which a downward trend has been evident, the seasonally adjusted index declining from 148.1 for July to 135.5 for August, 121.8 for September, 115.7 for October and 97.8 for November. November sales this year were 16 per cent below the level of November a year ago.

Sales of stores specializing in radios or household appliances have also dropped off sharply during recent months with November sales standing 21 per cent below November, 1940, while sales for the year to date are up 12 per cent. The seasonally adjusted index for this trade reached its peak in August, 1941 when it stood at 174.4. The following months witnessed successive reductions to 134.7 in September, 117.8 in October and 94.2 in November.

November sales of stores specializing in shoes remained unchanged from November, 1940 while relatively small gains of 9 per cent and 7 per cent were recorded for men's clothing stores and women's clothing stores respectively. The women's apparel departments of department stores averaged only 3 per cent higher in November this year than last, the men's clothing departments averaged 5 per cent higher while the shoe department was down by 1 per cent. These results for clothing and shoes must be interpreted in the light of conditions prevailing in the latter part of November, 1940 when cold weather conditions produced a marked stimulus to the clothing and footwear trades, comparisons between November, 1940 and 1939 revealing increases of 41 per cent for shoe stores, 25 per cent for men's clothing stores and 25 per cent for women's clothing stores.

The relatively small increases or decreases recorded in the clothing and footwear departments of department stores in November of this year over last together with decreases of 4 per cent in the furniture department, 14 per cent for household appliances and 23 per cent for the radio and musical instrument department offset moderate gains for other lines with the effect that department stores sales as a whole registered a minor gain of only 4 per cent over November, 1940. Results on a regional basis show that department store sales were slightly lower in the Prairie Provinces in November of this year than last. Sales in the Maritime Provinces were up by 17 per cent while relatively small gains of from 3 to 7 per cent were recorded in Quebec, Ontario and British Columbia.

Grocery and meat store sales were 14 per cent higher in November, 1940. Drug store sales averaged 15 per cent higher while results for other lines of business reveal gains of 26 per cent for candy stores, 10 per cent for hardware stores, 14 per cent for restaurants, 16 per cent for variety stores and 7 per cent for jewellery stores.

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Comparison of Retail Sales in Canada, for 1940 and 1941, by Kinds of Business

| Kind of Business | November, 1941 + or - per cent compared with | | | Cumulative Indexes <u>Jan.-Nov., 1941</u> <u>Jan.-Nov., 1940</u> |
|------------------------------|---|------------------|-----------------|---|
| | November 1930 | November 1940 | October 1941 | |
| General Index | +18.2 | + 8.4 | - 3.5 | +15.6 |
| Boot and Shoe Stores | - 3.2 | + 0.2 | - 3.2 | +16.3 |
| Candy Stores | - 4.6 | +26.4 | - 1.3 | +19.6 |
| Men's Clothing Stores | +38.8 | + 9.1 | + 3.6 | +19.3 |
| Women's Clothing Stores | +27.4 | + 6.6 | - 4.7 | +16.8 |
| Department Stores | +15.3 | + 3.6 | - 2.2 | +15.5 |
| Drug Stores | +24.1 | +14.6 | - 5.4 | +15.4 |
| Furniture Stores | -19.4 | -15.7 | -24.9 | +10.1 |
| Grocery and Meat Stores | +26.6 | +14.4 | - 0.8 | +14.7 |
| Hardware Stores | +13.9 | +10.2 | -15.5 | +17.1 |
| Radio and Electrical Stores. | -47.0 | -21.1 | -23.7 | +11.6 |
| Restaurants | - 9.0 | +14.4 | - 3.8 | +15.8 |
| Variety Stores | +92.4 | +15.6 | + 2.8 | +20.3 |

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores

November, 1940 and November, 1941

| Region | Sales in November, 1941 Compared with Sales in November, 1940 | |
|--------------------------|--|---------------------|
| | Boot and Shoe Stores | Jewellery Stores |
| CANADA | + 0.1 | + 6.9 |
| Maritime Provinces | +11.4 | +33.7 |
| Quebec | - 2.0 | + 1.8 |
| Ontario | - 2.7 | +8.2 |
| Prairie Provinces | + 6.7 | + 5.0 |
| British Columbia | + 6.2 | + 1.2 |

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

| Year and Month | General Index | | Boots and Shoes | | Candy(h) | | Men's Clothing(c) | | Women's Clothing | | Departmental | | Drugs | |
|---------------------|---------------|-------|-----------------|-------|----------|-------|-------------------|-------|------------------|-------|--------------|-------|-------|-------|
| | A | B | A | B | A | B | A | B | A | B | A | B | A | B |
| November, 1929..... | 150.5 | 139.2 | 171.2 | 151.3 | 190.1 | 212.9 | 184.2 | 142.3 | 139.4 | 144.7 | 161.3 | 142.2 | 122.1 | 120.7 |
| November, 1930..... | 124.4 | 119.7 | 133.1 | 121.3 | 139.2 | 161.2 | 126.0 | 101.1 | 122.8 | 132.5 | 135.7 | 124.5 | 108.0 | 109.2 |
| November, 1931..... | 109.1 | 106.7 | 114.1 | 106.9 | 115.7 | 141.6 | 108.0 | 89.9 | 109.3 | 122.2 | 123.0 | 110.6 | 103.3 | 107.7 |
| November, 1932..... | 91.5 | 87.1 | 112.1 | 103.9 | 85.5 | 101.4 | 96.4 | 77.4 | 85.0 | 91.7 | 103.3 | 89.6 | 90.0 | 91.3 |
| November, 1933..... | 89.6 | 85.0 | 110.4 | 103.4 | 85.7 | 101.2 | 101.2 | 80.9 | 80.7 | 86.7 | 101.7 | 87.9 | 87.2 | 88.5 |
| November, 1934..... | 94.9 | 89.5 | 93.9 | 89.3 | 84.5 | 99.4 | 114.8 | 91.1 | 91.6 | 97.7 | 108.8 | 93.7 | 89.2 | 90.2 |
| November, 1935..... | 104.3 | 95.2 | 106.0 | 97.1 | 89.8 | 100.6 | 126.3 | 93.2 | 98.0 | 99.5 | 116.3 | 99.0 | 95.8 | 94.7 |
| November, 1936..... | 102.2 | 100.2 | 111.7 | 112.9 | 80.5 | 93.5 | 125.5 | 106.1 | 106.6 | 99.9 | 112.6 | 101.2 | 95.5 | 99.5 |
| November, 1937..... | 109.1 | 107.3 | 96.4 | 95.1 | 84.5 | 100.6 | 128.7 | 105.8 | 113.7 | 103.6 | 120.5 | 104.6 | 100.6 | 102.7 |
| November, 1938..... | 106.7 | 101.1 | 100.0 | 99.0 | 76.6 | 93.0 | 119.8 | 95.4 | 110.1 | 99.5 | 118.5 | 102.8 | 99.7 | 101.1 |
| November, 1939..... | 113.2 | 107.1 | 90.9 | 98.0 | 83.6 | 101.1 | 127.9 | 101.4 | 117.8 | 106.1 | 123.9 | 107.1 | 105.0 | 106.5 |
| November, 1940..... | 135.7 | 123.0 | 128.6 | 130.4 | 105.1 | 120.5 | 160.3 | 120.1 | 146.8 | 124.9 | 150.9 | 128.5 | 116.9 | 115.5 |
| November, 1941..... | 147.1 | 138.6 | 128.8 | 134.6 | 132.8 | 157.5 | 174.9 | 136.1 | 156.6 | 138.2 | 156.4 | 138.4 | 134.0 | 135.5 |
| <u>1940</u> | | | | | | | | | | | | | | |
| December..... | 174.1 | 130.9 | 146.8 | 107.0 | 226.5 | 124.0 | 199.7 | 125.6 | 193.6 | 133.0 | 210.2 | 132.2 | 161.9 | 131.6 |
| <u>1941</u> | | | | | | | | | | | | | | |
| January | 102.3 | 124.5 | 80.0 | 114.2 | 86.0 | 117.2 | 91.8 | 121.4 | 88.1 | 121.3 | 93.1 | 123.5 | 117.9 | 124.1 |
| February..... | 101.5 | 130.5 | 67.0 | 134.6 | 124.0 | 134.3 | 82.4 | 139.5 | 79.9 | 137.3 | 94.8 | 126.1 | 112.4 | 124.6 |
| March..... | 119.2 | 129.3 | 99.8 | 142.6 | 102.4 | 124.2 | 104.4 | 130.0 | 114.8 | 135.8 | 111.6 | 125.0 | 123.9 | 125.8 |
| April..... | 135.7 | 135.2 | 148.3 | 128.3 | 171.5 | 129.6 | 146.9 | 143.4 | 169.9 | 135.4 | 132.2 | 133.4 | 120.8 | 125.1 |
| May..... | 143.0 | 134.5 | 142.8 | 121.9 | 130.3 | 124.4 | 135.5 | 137.2 | 142.1 | 134.1 | 134.3 | 129.2 | 126.3 | 126.5 |
| June..... | 133.8 | 134.3 | 155.5 | 117.9 | 89.6 | 122.5 | 137.5 | 134.9 | 133.2 | 123.7 | 123.7 | 123.1 | 122.8 | 133.4 |
| July..... | 122.4 | 134.9 | 114.7 | 119.8 | 101.9 | 121.4 | 111.8 | 136.2 | 111.0 | 132.1 | 102.2 | 132.5 | 128.0 | 130.9 |
| August..... | 134.1 | 146.5 | 114.1 | 147.4 | 128.6 | 137.6 | 114.1 | 147.6 | 119.2 | 160.8 | 120.4 | 146.1 | 132.2 | 131.6 |
| September..... | 137.3 | 136.4 | 132.3 | 111.8 | 118.9 | 130.8 | 128.5 | 130.5 | 135.3 | 144.4 | 138.6 | 136.6 | 130.6 | 130.8 |
| October..... | 152.4 | 138.0 | 133.1 | 121.3 | 134.5 | 139.0 | 168.8 | 132.9 | 164.2 | 131.4 | 160.0 | 136.5 | 141.6 | 135.8 |
| November..... | 147.1 | 138.6 | 128.8 | 134.6 | 132.8 | 157.5 | 174.9 | 136.1 | 156.5 | 138.2 | 156.4 | 138.4 | 134.0 | 135.5 |

{c} Includes men's furnishings.

{h} Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

| Year and Month | Furniture | | Groceries and Meats | | Hardware | | Radio and Electrical | | Restaurants | | Variety | |
|---------------------|-----------|-------|------------------------|-------|----------|-------|-------------------------|-------|-------------|-------|---------|-------|
| | A | B | A | B | A | B | A | B | A | B | A | B |
| November, 1929..... | 184.7 | 163.6 | 133.4 | 128.3 | 151.4 | 154.4 | 293.8 | 194.6 | 165.9 | 173.0 | 98.6 | 94.6 |
| November, 1930..... | 128.6 | 118.1 | 114.0 | 113.9 | 122.0 | 129.6 | 217.9 | 150.3 | 137.2 | 145.5 | 92.4 | 91.4 |
| November, 1931..... | 114.7 | 104.1 | 98.9 | 104.4 | 98.3 | 100.3 | 170.9 | 113.2 | 109.7 | 117.5 | 86.4 | 88.6 |
| November, 1932..... | 68.7 | 63.5 | 88.8 | 90.8 | 70.7 | 69.3 | 103.5 | 67.2 | 87.6 | 92.6 | 74.8 | 74.6 |
| November, 1933..... | 72.3 | 70.1 | 85.8 | 87.0 | 70.4 | 69.0 | 93.3 | 64.0 | 84.4 | 89.2 | 73.5 | 73.0 |
| November, 1934..... | 88.3 | 86.5 | 85.8 | 86.0 | 88.6 | 86.9 | 109.5 | 76.2 | 91.1 | 95.9 | 81.4 | 80.5 |
| November, 1935..... | 97.5 | 93.3 | 98.6 | 93.1 | 89.1 | 87.4 | 120.7 | 84.0 | 98.7 | 102.9 | 93.3 | 87.2 |
| November, 1936..... | 105.8 | 107.4 | 90.5 | 95.6 | 97.5 | 99.4 | 128.7 | 105.0 | 100.5 | 107.6 | 94.1 | 96.5 |
| November, 1937..... | 117.2 | 114.8 | 99.7 | 102.7 | 102.7 | 100.7 | 131.4 | 103.1 | 104.9 | 110.8 | 105.0 | 104.7 |
| November, 1938..... | 104.1 | 97.2 | 98.0 | 100.2 | 110.4 | 108.3 | 110.6 | 86.8 | 96.6 | 102.1 | 106.8 | 106.5 |
| November, 1939..... | 110.9 | 103.5 | 106.3 | 107.8 | 110.0 | 107.9 | 124.8 | 97.9 | 100.3 | 106.0 | 123.1 | 122.3 |
| November, 1940..... | 122.9 | 112.1 | 126.1 | 119.0 | 126.0 | 123.6 | 146.2 | 114.7 | 109.2 | 113.9 | 153.8 | 143.8 |
| November, 1941..... | 103.6 | 97.8 | 144.3 | 141.4 | 138.9 | 141.6 | 115.4 | 94.2 | 124.9 | 132.4 | 177.8 | 171.2 |
| <u>1940</u> | | | | | | | | | | | | |
| December | 185.8 | 145.3 | 135.5 | 128.1 | 146.2 | 136.8 | 224.4 | 165.9 | 117.8 | 114.9 | 276.2 | 146.0 |
| <u>1941</u> | | | | | | | | | | | | |
| January..... | 83.1 | 124.6 | 118.0 | 122.0 | 82.2 | 134.3 | 115.3 | 143.1 | 109.3 | 115.0 | 96.9 | 151.4 |
| February..... | 103.6 | 132.8 | 117.0 | 127.3 | 77.7 | 142.4 | 110.4 | 148.5 | 103.2 | 116.9 | 103.8 | 153.6 |
| March | 112.7 | 131.3 | 134.7 | 126.9 | 97.9 | 137.2 | 120.3 | 145.6 | 117.0 | 118.8 | 121.0 | 150.9 |
| April..... | 137.9 | 127.4 | 132.2 | 136.5 | 137.5 | 134.9 | 146.3 | 160.5 | 118.2 | 118.7 | 143.4 | 157.0 |
| May..... | 174.3 | 139.1 | 146.8 | 141.4 | 169.0 | 125.6 | 167.4 | 144.0 | 119.2 | 115.6 | 159.8 | 159.7 |
| June..... | 131.5 | 137.6 | 139.4 | 145.7 | 153.6 | 131.6 | 138.9 | 155.6 | 114.4 | 116.5 | 154.0 | 154.8 |
| July..... | 115.3 | 148.1 | 133.0 | 136.3 | 149.3 | 133.1 | 134.5 | 169.1 | 125.2 | 119.4 | 152.2 | 152.7 |
| August..... | 138.8 | 135.5 | 146.0 | 148.3 | 149.6 | 142.4 | 136.9 | 174.4 | 134.3 | 124.4 | 158.9 | 163.1 |
| September..... | 140.1 | 121.8 | 133.8 | 139.2 | 157.8 | 134.2 | 157.2 | 134.7 | 128.5 | 124.1 | 152.3 | 162.6 |
| October..... | 137.9 | 115.7 | 145.4 | 143.2 | 164.4 | 140.2 | 151.3 | 117.0 | 129.8 | 127.0 | 173.0 | 166.2 |
| November..... | 103.6 | 97.8 | 144.3 | 141.4 | 138.9 | 141.6 | 115.4 | 94.2 | 124.9 | 132.4 | 177.8 | 171.2 |

UNADJUSTED INDICES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

| Year and Month | CANADA | Maritime Provinces | Quebec | Ontario | Prairie Provinces | British Columbia |
|---------------------------|--------|--------------------|--------|---------|-------------------|------------------|
| Men's Clothing Stores (c) | | | | | | |
| November, 1936.. | 125.5 | 113.5 | 124.4 | 129.6 | 128.1 | 113.7 |
| November, 1937.. | 128.7 | 117.0 | 121.9 | 130.3 | 145.7 | 124.3 |
| November, 1938.. | 119.8 | 109.3 | 112.3 | 119.1 | 147.9 | 111.7 |
| November, 1939.. | 127.9 | 139.2 | 118.4 | 128.9 | 145.8 | 112.9 |
| November, 1940.. | 160.3 | 182.9 | 150.3 | 160.3 | 181.7 | 137.3 |
| November, 1941.. | 174.9 | 223.3 | 168.4 | 175.1 | 178.2 | 146.1 |
| 1941 | | | | | | |
| June | 137.5 | 173.9 | 142.9 | 136.1 | 125.8 | 115.2 |
| July | 111.8 | 164.6 | 114.6 | 102.4 | 106.4 | 115.6 |
| August | 114.1 | 156.3 | 120.6 | 108.0 | 93.8 | 121.9 |
| September | 128.5 | 157.2 | 122.8 | 124.9 | 136.3 | 127.6 |
| October | 168.8 | 197.1 | 169.2 | 168.7 | 170.5 | 141.4 |
| November | 174.9 | 223.3 | 168.4 | 175.1 | 178.2 | 146.1 |
| % Change, | | | | | | |
| November, 1941 | + 9.1 | +22.1 | +12.0 | + 9.2 | - 1.9 | + 6.4 |
| November, 1940 | | | | | | |
| % Change, | | | | | | |
| Jan.-Nov., 1941 | +19.3 | +26.8 | +20.3 | +20.5 | +13.3 | +11.1 |
| Jan.-Nov., 1940 | | | | | | |
| Women's Clothing Stores | | | | | | |
| November, 1936.. | 106.6 | 100.2 | 102.3 | 112.1 | 103.1 | 98.7 |
| November, 1937.. | 113.7 | 112.4 | 106.3 | 120.1 | 114.2 | 101.5 |
| November, 1938.. | 110.1 | 107.7 | 101.1 | 112.5 | 124.5 | 102.0 |
| November, 1939.. | 117.8 | 133.2 | 108.8 | 122.1 | 122.9 | 106.9 |
| November, 1940.. | 146.8 | 178.3 | 127.9 | 151.5 | 162.3 | 138.9 |
| November, 1941.. | 156.5 | 185.5 | 144.7 | 163.9 | 162.1 | 130.1 |
| 1941 | | | | | | |
| June | 133.2 | 163.4 | 142.7 | 129.8 | 115.6 | 137.0 |
| July | 111.0 | 133.5 | 108.0 | 108.9 | 105.6 | 129.2 |
| August | 119.2 | 157.0 | 119.4 | 119.8 | 105.1 | 120.7 |
| September | 135.3 | 156.9 | 130.0 | 133.0 | 132.7 | 156.6 |
| October | 164.2 | 180.3 | 171.4 | 164.2 | 158.4 | 145.2 |
| November | 156.5 | 185.5 | 144.7 | 163.9 | 162.1 | 130.1 |
| % Change, | | | | | | |
| November, 1941 | + 6.6 | + 4.0 | +13.1 | + 8.2 | - 0.1 | - 6.3 |
| November, 1940 | | | | | | |
| % Change, | | | | | | |
| Jan.-Nov., 1941 | +16.8 | +19.5 | +21.4 | +17.9 | + 9.2 | +9.6 |
| Jan.-Nov., 1940 | | | | | | |
| Grocery and Meat Stores | | | | | | |
| November, 1936.. | 90.5 | (g) | 87.8 | 91.9 | 87.6 | 97.9 |
| November, 1937.. | 99.7 | (g) | 96.6 | 100.9 | 99.8 | 105.2 |
| November, 1938.. | 98.0 | (g) | 100.7 | 100.3 | 90.3 | 87.9 |
| November, 1939.. | 106.3 | 108.3 | 103.5 | 107.7 | 108.9 | 102.6 |
| November, 1940.. | 126.1 | 127.5 | 118.8 | 130.2 | 129.1 | 124.2 |
| November, 1941.. | 144.3 | 160.3 | 134.4 | 148.7 | 144.1 | 139.0 |
| 1941 | | | | | | |
| June | 139.4 | 132.3 | 141.4 | 136.1 | 146.8 | 146.2 |
| July | 133.0 | 137.8 | 121.3 | 134.6 | 148.6 | 136.9 |
| August | 146.0 | 150.8 | 131.1 | 145.8 | 171.0 | 156.6 |
| September | 133.8 | 147.4 | 126.1 | 132.0 | 146.8 | 134.1 |
| October | 145.4 | 154.2 | 140.7 | 145.9 | 150.0 | 142.6 |
| November | 144.3 | 160.3 | 134.4 | 148.7 | 144.1 | 139.0 |
| % Change, | | | | | | |
| November, 1941 | +14.4 | +25.7 | +13.1 | +14.2 | +11.6 | +11.9 |
| November, 1940 | | | | | | |
| % Change, | | | | | | |
| Jan.-Nov., 1941 | +14.7 | +15.7 | +13.8 | +16.6 | +10.9 | +12.6 |
| Jan.-Nov., 1940 | | | | | | |

(c) Includes men's furnishings.

(g) Not available.

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

| Year and Month | Canada | Maritime Provinces | Quebec | Ontario | Prairie Provinces | British Columbia |
|------------------------------|--------------|--------------------|--------|---------|-------------------|------------------|
| Department Stores | | | | | | |
| November, 1936.. | 112.6 | 112.6 | 105.8 | 117.3 | 114.2 | 101.4 |
| November, 1937.. | 120.5 | 118.1 | 113.5 | 119.0 | 129.6 | 114.1 |
| November, 1938.. | 118.5 | 106.7 | 114.2 | 116.9 | 131.2 | 106.3 |
| November, 1939.. | 123.9 | 130.0 | 121.9 | 124.3 | 123.7 | 110.4 |
| November, 1940.. | 150.9 | 155.5 | 141.0 | 150.0 | 160.8 | 139.7 |
| November, 1941.. | 156.4 | 181.9 | 150.2 | 154.2 | 158.9 | 150.0 |
| <u>1941</u> | | | | | | |
| June..... | 123.7 | 147.0 | 129.0 | 125.2 | 114.5 | 120.3 |
| July..... | 102.2 | 127.5 | 97.4 | 97.9 | 97.1 | 119.1 |
| August..... | 120.4 | 137.2 | 120.1 | 121.7 | 107.0 | 138.0 |
| September..... | 138.6 | 150.6 | 140.6 | 138.2 | 131.7 | 147.5 |
| October..... | 160.0 | 180.7 | 163.7 | 158.5 | 154.5 | 161.0 |
| November..... | 156.4 | 181.9 | 150.2 | 154.2 | 158.9 | 150.0 |
| % Change, November, 1941 | + 3.6 | +17.0 | + 6.5 | + 2.8 | - 1.2 | + 7.4 |
| November, 1940 | | | | | | . |
| % Change, Jan.-Nov., 1941 | +15.5 | +24.3 | +15.8 | +16.0 | +11.9 | +16.2 |
| Jan.-Nov., 1940 | | | | | | . |
| Variety Stores | | | | | | |
| November, 1936.. | 94.1 | 92.3 | 85.7 | 95.7 | 105.2 | 96.3 |
| November, 1937.. | 105.0 | 104.8 | 100.0 | 108.1 | 106.2 | 101.7 |
| November, 1938.. | 106.8 | 107.3 | 105.4 | 106.3 | 112.8 | 104.2 |
| November, 1939.. | 123.1 | 143.2 | 120.1 | 118.3 | 140.9 | 110.9 |
| November, 1940.. | 153.8 | 195.2 | 151.1 | 149.4 | 162.2 | 128.6 |
| November, 1941.. | 177.8 | 240.1 | 173.8 | 174.3 | 176.8 | 141.5 |
| <u>1941</u> | | | | | | |
| June..... | 154.0 | 196.7 | 172.3 | 144.5 | 144.0 | 118.1 |
| July..... | 152.2 | 196.2 | 160.7 | 143.1 | 152.0 | 128.6 |
| August..... | 158.9 | 207.4 | 170.9 | 150.5 | 141.8 | 141.2 |
| September..... | 152.3 | 202.1 | 162.7 | 141.3 | 148.9 | 132.3 |
| October..... | 173.0 | 220.3 | 184.4 | 164.3 | 173.4 | 133.3 |
| November..... | 177.8 | 240.1 | 173.8 | 174.3 | 176.8 | 141.5 |
| % Change, November, 1941 | +15.6 | +23.0 | +15.0 | +16.7 | + 9.0 | +10.0 |
| November, 1940 | | | | | | . |
| % Change, Jan.-Nov., 1941 | +20.3 | +27.4 | +22.7 | +20.5 | +13.4 | +10.9 |
| Jan.-Nov., 1940 | | | | | | . |
| Drug Stores | | | | | | |
| November, 1936.. | 95.5 | 93.4 | 98.5 | 95.3 | 94.8 | 92.7 |
| November, 1937.. | 100.6 | 99.5 | 103.3 | 102.0 | 95.2 | 99.3 |
| November, 1938.. | 99.7 | 95.7 | 103.2 | 99.4 | 99.4 | 97.4 |
| November, 1939.. | 105.0 | 106.7 | 107.1 | 104.2 | 106.7 | 99.5 |
| November, 1940.. | 116.9 | 126.4 | 116.7 | 117.7 | 112.4 | 114.5 |
| November, 1941.. | 134.0 | 147.4 | 133.3 | 137.5 | 125.4 | 123.0 |
| <u>1941</u> | | | | | | |
| June..... | 122.8 | 133.7 | 118.7 | 125.6 | 120.2 | 112.6 |
| July..... | 128.0 | 145.5 | 122.2 | 128.8 | 126.6 | 124.9 |
| August..... | 132.2 | 149.3 | 126.4 | 132.5 | 132.7 | 128.2 |
| September..... | 130.6 | 143.4 | 127.2 | 129.9 | 132.5 | 127.6 |
| October..... | 141.6 | 151.7 | 138.9 | 135.3 | 155.4 | 145.5 |
| November..... | 134.0 | 147.4 | 133.3 | 137.5 | 125.4 | 123.0 |
| % Change, November, 1941 | +14.6 | +16.6 | +14.2 | +16.8 | +11.6 | + 7.4 |
| November, 1940 | | | | | | . |
| % Change, Jan.-Nov., 1941 | +15.4 | +21.6 | +13.1 | +16.7 | +13.8 | +11.1 |
| Jan.-Nov., 1940 | | | | | | . |

-7-
DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

NOVEMBER, 1940 AND NOVEMBER, 1941

(Based on sales of 16 firms)

| | November 1940 | November 1941 | % Change 1941/40 |
|---|------------------|------------------|---------------------|
| TOTAL SALES..... | 26,596,457 | 27,674,813 | + 4.1 |
| 1. Women's dresses, coats and suits..... | 2,908,117 | 2,923,543 | + 0.5 |
| 2. Girls' and infants' wear..... | 1,120,367 | 1,226,020 | + 9.4 |
| 3. Hosiery and gloves..... | 1,311,013 | 1,374,319 | + 4.8 |
| 4. Lingerie and corsets..... | 1,199,334 | 1,238,594 | + 3.3 |
| 5. Millinery..... | 305,895 | 305,825 | (a) |
| 6. Women's and children's apparel--(Total, 1-5)..... | 6,844,726 | 7,068,301 | + 3.3 |
| 7. Men's and boys' clothing and furnishings..... | 3,731,886 | 3,916,528 | + 4.9 |
| 8. Drugs and toilet articles and preparations..... | 693,488 | 751,638 | + 8.4 |
| 9. Piece goods..... | 1,789,695 | 1,942,519 | + 8.5 |
| 10. Smallwares..... | 1,028,404 | 1,063,643 | + 3.4 |
| 11. Food and kindred products..... | 2,099,377 | 2,412,715 | +14.9 |
| 12. Furniture (including mattresses and springs)..... | 1,134,211 | 1,087,580 | - 4.1 |
| 13. Home furnishings..... | 1,646,129 | 1,690,152 | + 2.7 |
| 14. Household appliances and electrical supplies..... | 712,627 | 613,641 | -13.9 |
| 15. Hardware and kitchen utensils..... | 651,797 | 749,018 | +14.9 |
| 16. Radios, musical instruments and supplies..... | 444,576 | 344,046 | -22.6 |
| 17. Shoes and other footwear..... | 2,239,489 | 2,222,367 | - 0.8 |
| 18. Stationery, books and magazines..... | 500,800 | 520,362 | + 3.9 |
| 19. All other departments, total..... | 3,079,252 | 3,292,303 | + 6.9 |

(a) Decline of less than 0.1 per cent.

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