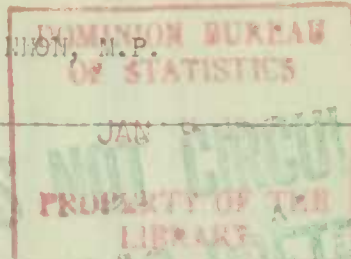


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Monthly Indexes of Retail Sales in Canada, November, 1942
(1935-1939 = 100)

Retail trading in Canada, as measured by the dollar volume of sales for twelve principal kinds of business, was 13 per cent higher in November, 1942, than in November, 1941, but receded by 5 per cent from October. Sales during the first eleven months of 1942 increased by 15 per cent over the same period of the preceding year. Unadjusted sales indexes (on the base, 1935-1939 = 100) stood at 165.2 for November, 1942, 174.3 for October, 1942 and 143.6 for November, 1941.

The 13 per cent increase in dollar volume of sales between November, 1941 and November, 1942 was slightly lower than the average spread for the eleven-month period, a result which may be attributed to the occurrence of five Saturdays in November, 1941, and only four Saturdays in the month under review. On adjusting for differences in number of business days (weighted) and for normal seasonal movements, the November index stood at 162.1, a point exceeded only by the index of 162.9 recorded in August, 1942. November marks the third month of 1942 in which the index has risen sharply above the general underlying level. The March peak of 161.4 reflects the marked increases in clothing and footwear sales which took place that month in anticipation of wartime restrictions on clothing styles. The August peak of 162.9 in the seasonally adjusted index conforms with similar peaks in the indexes for corresponding months of the past two years and may be attributed to a shift in the seasonal distribution of retail purchasing. A greater proportion of the annual retail business is now transacted in the month of August than was the case in the immediately pre-war years whose experience formed the basis for the calculation of the seasonal adjustment factors used in correcting these index numbers. The November peak of 162.1 may be attributed at least in part to the forward Christmas shopping which took place in that month.

Increases in unadjusted indexes of sales occurred in all kinds of business represented in the monthly survey. Boot and shoe stores, which have led all other trades in the extent of increased sales throughout 1942, recorded a gain of 22 per cent in November, 1942 over 1941.

The average increase for Canada was exceeded in British Columbia, the Maritime Provinces and Quebec, where gains of 34, 29 and 23 per cent were recorded. Sales in Ontario were 13 per cent higher and sales in the Prairie Provinces rose 17 per cent above November, 1941.

Department store sales rose sharply in November, a gain of 22 per cent over November, 1941, comparing with a 14 per cent increase in the first eleven months of 1942 over the corresponding period of 1941. The adjusted index of department store

sales advanced to 170.7 from 152.9 in the immediately preceding month of October and stands at the highest point reached since the inception of these monthly retail trade statistics in January, 1929. Results for various regions of the country reveal a gain of 27 per cent in Quebec, closely followed by increases of 26 per cent in British Columbia and 25 per cent in the Maritime Provinces. Sales in the Prairie Provinces were 22 per cent greater than in November, 1941, while Ontario sales were up by 18 per cent in the same comparison.

Furniture stores, restaurants and candy stores ranked next in order of gains over November, 1941, with increases of 20, 19 and 18 per cent respectively. Increases in restaurant and candy sales were of approximately the same magnitude as gains recorded by these two groups in the first eleven months of 1942 over 1941. The 20 per cent increase for furniture stores compares with an increase of 7 per cent in the October comparison and a gain of only one per cent for the year-to-date. The more favourable comparisons recorded in October and November must be interpreted in the light of restrictions on instalment buying introduced in October, 1941. Comparisons for the first nine months of 1942 were made with periods in which those restrictions were not in effect whereas the effect of the restrictions on instalment buying does not enter into the comparison between November of 1942 and 1941.

The November increases for men's clothing stores and for women's clothing stores were lower than the average for the year-to-date. The November increase in sales of women's clothing stores amounted to 17 per cent while sales in the eleven-month comparison exceeded 1941 by 22 per cent. An increase of 44 per cent in British Columbia exceeded by a wide margin those for other regions. The Maritime Provinces showed a gain of 23 per cent, but increases in other sections were more moderate, gains of 15, 14 and 11 per cent occurring in the Prairie Provinces, Ontario and Quebec respectively.

For the month under review, men's clothing stores reported an advance of 11 per cent over November, 1941, as against an increase of 21 per cent in the eleven-month comparison. The following increases over November, 1941, were recorded for various economic divisions of the country: 35 per cent in British Columbia, 21 per cent in the Prairie Provinces, 15 per cent in Quebec, 13 per cent in the Maritime Provinces and 3 per cent in Ontario.

Variety stores reported sales 12 per cent greater in November, 1942, than in November of the previous year. Sales averaged 18 per cent higher over the eleven-month period from January to November. Quebec sales were up 21 per cent over November, 1941, followed by a gain of 16 per cent in British Columbia. Sales in the Maritime Provinces increased 13 per cent, a gain of 11 per cent was recorded in the Prairie Provinces, and a 3 per cent increase occurred in Ontario.

Radio and electrical store sales increased 12 per cent in November but averaged 4 per cent lower over the eleven-month period. Sales of hardware stores were 5 per cent above November, 1941, and were 9 per cent greater for the year-to-date.

Sizeable gains in drug store sales in the Maritimes and in the western sections of the country were modified by minor gains in Quebec and Ontario, the average increase for the country as a whole amounting to 10 per cent. British Columbia sales were up by 30 per cent, while gains in the Maritime Provinces and in the Prairie Provinces were 18 and 15 per cent respectively. Quebec sales increased 8 per cent and Ontario, 5 per cent.

The smallest increase recorded in the November comparison was a 3 per cent advance in grocery and meat store sales. Since activity in this trade is concentrated on Saturday to a greater extent than is the case for other kinds of business, the occurrence of one more Saturday in November of last year than this had a greater influence on the November sales comparison for food stores than for other trades. Cumulative indexes for the first eleven months of this year were 15 per cent above those for the similar period of 1941. Quebec, with a gain of 10 per cent, led other regions of the country in point of view of increased sales over November, 1941. Identical gains of 5 per cent took place in the Maritime Provinces and British Columbia, and sales were fractionally higher in the Prairie Provinces. Ontario sales fell off by less than one per cent below November, 1941.

Jewellery store sales, including the 25 per cent tax introduced in the June, 1942, budget, were 20 per cent higher in November, 1942, than in the corresponding month of the preceding year. Sales in British Columbia were more than 50 per cent greater than in November, 1941. Gains recorded in other sections of the country were as follows: 22 per cent in the Prairie Provinces, 12 per cent in the Maritime Provinces, 15 per cent in Quebec and 14 per cent in Ontario.

Sales of 21 departmental firms which reported sales by departments averaged 21 per cent higher in November, 1942, than in the same month last year. Although sales of hardware and of household appliances recorded only minor gains of 1 and 5 per cent respectively, increases of 77 per cent in sales of radio and music departments, 53 per cent in sales of furniture departments and 27 per cent in sales of home furnishings were among the largest reported for various departmental groupings. Sales of women's clothing and apparel increased 26 per cent, while men's clothing sales were 21 per cent higher. Footwear sales were 10 per cent above November, 1941. A gain of only 2 per cent in sales of food departments was accounted for by the fact that there were only four Saturdays in November this year as compared with five Saturdays in the corresponding month of last year.

Comparison of Retail Sales in Canada, for 1941 and 1942, by Kinds of Business
 (Comparisons are based on dollar value. No
 corrections have been made for higher prices.)

Kind of Business	November, 1942 + or - per cent compared with			Cumulative Indexes
	November 1939	November 1941	October 1942	Jan.-Nov., 1942 Jan.-Nov., 1941
General Index.....	+45.9	+12.7	- 5.2	+14.8
Boot and Shoe Stores	+72.9	+22.4	-10.3	+24.5
Candy Stores	+34.7	+17.5	- 8.3	+17.4
Men's Clothing Stores	+51.1	+11.2	- 2.1	+21.0
Women's Clothing Stores	+54.1	+16.3	-12.0	+22.0
Department Stores	+55.3	+22.2	+ 4.5	+13.9
Drug Stores	+41.1	+10.1	- 9.1	+14.0
Furniture Stores	+ 8.3	+20.0	+20.6	+ 1.2
Grocery and Meat Stores	+29.7	+ 3.3	- 9.9	+15.2
Hardware Stores	+23.3	+ 4.9	-12.1	+ 8.3
Radio and Electrical Stores ..	+ 4.7	+11.6	- 9.5	- 3.8
Restaurants	+50.0	+13.1	- 4.0	+18.1
Variety Stores	+32.1	+12.0	- 2.4	+18.0

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

November, 1941 and November, 1942

Region	Sales in November, 1942 Compared with Sales in November, 1941	
	Boot and Shoe Stores	Jewellery Stores
CANADA	+ 22.4	+ 20.0
Maritime Provinces	+ 23.3	+ 19.2
Quebec	+ 26.1	+ 14.9
Ontario	+ 19.2	+ 14.3
Prairie Provinces	+ 16.3	+ 21.5
British Columbia	+ 34.2	+ 50.7

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)	
	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
November, 1933	89.6	85.0	110.4	103.4	85.7	101.2	101.2	89.9
November, 1939	113.2	107.1	99.9	93.0	83.6	101.1	127.9	101.4
November, 1940	125.7	123.0	128.6	130.4	105.1	120.5	130.3	130.1
November, 1941	146.6	139.2	128.4	134.2	121.4	155.8	173.8	135.2
<u>1942</u>								
January	128.1	150.9	114.1	153.7	116.3	151.1	114.0	143.5
February	120.1	154.8	89.5	172.8	158.3	171.5	104.1	176.2
March	144.7	131.4	139.4	192.2	127.7	163.4	168.4	210.2
April	154.3	155.3	169.2	153.6	189.1	142.3	189.1	190.9
May	150.4	149.1	167.3	139.0	146.6	144.0	159.9	157.5
June	154.5	150.9	177.2	131.1	112.4	149.4	154.0	146.9
July	137.4	150.3	141.7	147.4	113.1	133.7	123.2	149.0
August	147.5	162.9	144.3	186.4	127.5	137.4	130.6	171.4
September	153.5	152.3	155.0	140.0	132.3	145.0	154.2	155.4
October	174.3	152.1	173.2	150.2	138.4	135.7	197.4	143.0
November	165.2	162.1	157.2	174.2	154.4	191.3	193.3	159.3

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
November, 1929	139.4	144.7	161.3	142.2	122.1	130.7
November, 1933	80.7	83.7	101.7	87.9	87.2	83.5
November, 1939	117.8	106.1	123.9	107.1	105.0	103.5
November, 1940	146.3	124.9	150.9	128.5	116.9	115.5
November, 1941	155.4	137.2	155.4	137.6	134.6	136.2
<u>1942</u>						
January	116.3	152.5	115.2	151.1	133.6	140.6
February	96.6	166.2	107.4	142.3	130.3	145.1
March	149.3	173.6	141.2	156.9	142.0	147.5
April	134.0	153.1	145.1	143.8	143.4	143.4
May	163.7	153.3	142.2	140.1	144.2	146.5
June	159.3	143.8	139.6	134.1	139.4	143.4
July	138.7	165.3	112.6	145.5	142.1	144.9
August	156.3	214.0	123.9	154.5	143.6	149.4
September	179.0	199.1	154.9	152.7	143.0	147.2
October	203.2	157.1	181.3	152.9	133.1	153.0
November	181.5	170.0	189.9	170.7	148.2	154.5

(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	
	A	B	A	B	A	B
November, 1939	184.7	163.6	133.4	126.3	151.4	154.4
November, 1933	72.3	70.1	35.3	37.0	70.4	69.0
November, 1939	110.9	103.5	108.3	107.3	119.0	107.0
November, 1940	122.9	112.1	126.1	119.0	126.0	123.6
November, 1941	100.3	95.0	143.7	140.3	140.3	143.1
<u>1942</u>						
January	91.8	154.5	150.4	146.4	106.0	173.2
February	106.2	136.2	141.6	154.2	95.7	175.2
March	111.9	133.4	153.3	154.9	122.0	170.9
April	129.0	119.1	157.4	161.4	149.0	146.1
May	164.6	132.9	169.9	157.1	173.0	136.0
June	151.1	132.3	168.7	172.1	164.6	155.7
July	130.3	154.6	152.0	154.0	155.0	133.2
August	133.2	135.0	160.7	166.3	162.2	154.5
September	130.7	113.6	148.4	153.3	164.0	139.4
October	152.1	124.7	164.9	152.4	167.5	142.9
November	120.7	113.2	143.5	156.7	147.2	150.1

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
November, 1939	223.3	194.6	165.9	173.0	98.6	94.6
November, 1933	93.3	64.0	84.4	39.2	73.5	73.0
November, 1939	124.8	97.9	100.3	106.0	123.1	122.3
November, 1940	146.2	114.7	109.2	113.9	153.3	143.3
November, 1941	117.1	95.6	126.3	133.9	178.2	171.6
<u>1942</u>						
January	126.0	153.4	129.7	135.2	129.3	191.4
February	110.2	148.2	120.3	136.6	129.0	190.9
March	126.9	153.7	140.0	143.6	148.2	191.3
April	134.7	147.3	141.5	142.2	169.2	188.4
May	152.6	136.5	145.1	142.5	186.4	180.6
June	128.5	138.5	139.3	140.4	180.7	176.7
July	121.3	152.6	144.9	137.7	176.3	176.2
August	126.1	130.6	150.6	140.0	180.1	185.5
September	125.5	116.1	150.0	145.0	176.6	188.5
October	144.4	112.4	156.6	151.3	204.5	185.0
November	130.7	103.7	150.4	161.1	199.5	204.6

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
Men's Clothing Stores						
November, 1939	127.9	139.2	118.4	128.9	145.8	112.9
November, 1940	160.3	182.9	150.3	130.3	131.7	137.3
November, 1941	173.3	224.3	134.3	175.1	177.5	143.9
<u>1942</u>						
September	154.2	192.3	153.7	149.7	145.3	159.8
October	197.4	243.5	193.4	194.1	217.3	206.3
November	193.5	253.0	188.7	180.0	214.9	193.8
% Change,						
<u>November, 1942</u>	+11.2	+12.3	+14.9	+ 2.3	+21.1	+34.7
November, 1941						
% Change,						
<u>Jan.-Nov., 1942</u>	+21.0	+24.3	+23.3	+15.3	+22.1	+30.0
Jan.-Nov., 1941						
Women's Clothing Stores						
November, 1939	117.3	133.2	103.3	122.1	122.9	106.9
November, 1940	143.3	173.3	127.9	151.5	132.3	132.9
November, 1941	155.4	185.2	143.0	131.7	159.7	138.1
<u>1942</u>						
September	170.9	186.3	135.6	174.1	148.6	137.3
October	203.2	233.3	199.5	200.0	207.3	242.3
November	131.5	238.1	153.7	135.0	134.2	133.2
% Change,						
<u>November, 1942</u>	+13.3	+23.0	+11.0	+14.4	+15.3	+44.2
November, 1941						
% Change,						
<u>Jan.-Nov., 1942</u>	+22.0	+21.4	+22.3	+21.3	+13.3	+23.2
Jan.-Nov., 1941						
Grocery and Meat Stores						
November, 1939	103.3	103.3	103.5	107.7	103.9	102.6
November, 1940	126.1	127.5	113.3	130.2	129.1	124.2
November, 1941	143.7	153.5	134.4	143.3	141.8	139.2
<u>1942</u>						
September	143.4	133.5	142.0	141.4	134.6	131.9
October	134.9	133.3	132.3	131.9	133.7	135.2
November	143.5	133.3	143.1	147.3	142.2	143.9
% Change,						
<u>November, 1942</u>	+ 3.3	+ 4.7	+10.2	- 0.5	+ 0.3	+ 4.8
November, 1941						
% Change,						
<u>Jan.-Nov., 1942</u>	+13.2	+21.2	+13.1	+12.0	+13.3	+14.9
Jan.-Nov., 1941						

(c) Includes men's furnishings.

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, 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	132.7
November, 1941	155.4	161.5	148.5	152.2	157.9	150.0
<u>1942</u>						
September	154.9	162.7	166.7	156.2	156.2	169.6
October	181.3	206.3	167.8	169.4	180.3	203.0
November	189.9	227.1	189.1	181.4	192.0	189.5
% Change,						
November, 1942	+22.2	+25.3	+27.3	+13.4	+22.2	+26.3
November, 1941						
% Change,						
Jan.-Nov., 1942	+12.0	+16.3	+16.3	+11.8	+12.4	+13.9
Jan.-Nov., 1941						
Variety Stores						
November, 1939	122.1	142.2	120.1	119.3	140.9	110.3
November, 1940	152.8	195.2	151.1	149.4	162.2	123.6
November, 1941	178.2	240.1	175.5	174.3	176.8	141.5
<u>1942</u>						
September	176.6	222.2	197.4	163.1	156.3	143.9
October	204.5	270.4	222.2	191.0	185.5	156.1
November	199.5	271.2	212.2	185.2	196.8	152.7
% Change,						
November, 1942	+12.0	+12.0	+21.1	+ 6.3	+11.3	+15.7
November, 1941						
% Change,						
Jan.-Nov., 1942	+13.0	+17.7	+23.5	+15.6	+15.3	+13.0
Jan.-Nov., 1941						
Drug Stores						
November, 1939	105.0	106.7	107.1	104.2	106.7	99.5
November, 1940	116.9	123.4	116.7	117.7	112.4	114.5
November, 1941	124.6	130.4	124.9	127.2	126.3	123.4
<u>1942</u>						
September	148.0	172.5	140.3	142.3	140.8	131.7
October	162.1	193.9	159.3	154.4	170.9	173.5
November	143.2	177.4	145.7	144.2	145.2	159.6
% Change,						
November, 1942	+10.1	+13.0	+ 8.0	+ 5.1	+15.0	+22.5
November, 1941						
% Change,						
Jan.-Nov., 1942	+14.0	+21.4	+14.2	+11.3	+15.2	+20.5
Jan.-Nov., 1941						

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

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

	November 1941	November 1942	% Change, 1942/1941
	\$	\$	
TOTAL SALES	28,650,013	34,509,421	+20.5
1. Women's dresses, coats and suits	3,015,314	3,311,331	+22.7
2. Girls' and infants' wear	1,249,321	1,576,222	+26.1
3. Hosiery and gloves	1,413,107	1,665,113	+17.6
4. Lingerie and corsets	1,257,425	1,557,111	+23.8
5. Millinery	312,345	395,282	+25.9
6. Women's and children's apparel -- (Total, 1-5)	7,252,312	9,105,122	+25.5
7. Men's and boys' clothing and furnishings	4,054,439	4,310,333	+21.1
8. Drugs and toilet articles and preparations ...	735,000	890,273	+21.7
9. Piece goods	1,999,305	2,436,928	+21.4
10. Smallwares	1,115,936	1,349,510	+20.9
11. Food and kindred products	2,521,737	2,562,255	+ 2.4
12. Furniture (including mattresses and springs)..	1,142,600	1,351,758	+35.8
13. Home furnishings	1,722,231	2,138,312	+27.0
14. Household appliances and electrical supplies .	334,031	368,366	+ 5.4
15. Hardware and kitchen utensils	916,944	926,330	+ 1.0
16. Radios, musical instruments and supplies	353,215	485,353	+37.4
17. Shoes and other footwear	2,271,223	2,400,222	+ 2.6
18. Stationery, books and magazines	523,613	622,304	+27.9
19. All other departments, total	3,264,361	4,171,052	+24.0

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