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DOMINION BUREAU OF STATISTICS
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Monthly Indexes of Retail Sales in Canada, October, 1943
(1935-1939 = 100)

Retail sales in Canada were 10 per cent higher in October than in September and were practically unchanged from October a year ago according to monthly index numbers of retail trade compiled for twelve individual kinds of business. Total sales for the first ten months of 1943 averaged only 3 per cent above the corresponding period of last year. The general unadjusted index of sales on the base 1935-1939 = 100 stands at 173.0 for October compared with 158.0 for September and 174.2 for October, 1942.

On making allowances for differences in the number of business days in different months and for normal seasonal variations, the adjusted index stands at 157.1 for October compared with 158.5 for September. Seasonally adjusted indexes for eight of the twelve trades for which figures are available declined between September and October while in four instances the adjusted index moved upward.

Jewellery store sales averaged 21 per cent higher in October of this year than last, all regions of the country sharing in the increase with gains ranging from 5 per cent in Quebec to 39 per cent in the Prairie Provinces being reported. With this exception, the other trades included in the survey and dealing chiefly in durable merchandise registered lower than in 1942 both for the month of October and also for the year to date. Furniture store sales averaged 12 per cent lower in October this year than last and were down by 8 per cent in the ten-month comparison. Radio and electrical store sales declined 17 per cent for the month of October and 16 per cent for the first ten months of this year compared with last. Hardware stores transacted 6 per cent less dollar business in October of this year than last and were down by 5 per cent for the year to date.

Restaurant receipts were 15 per cent higher in October of this year than last and averaged 21 per cent higher for the first ten months. Candy shops constituted the only other trade to register an appreciable increase, a gain of 9 per cent over October, 1942 being recorded with sales for the first ten months of the year standing 7 per cent above the corresponding period a year ago. October sales for other trades included in the survey were maintained within narrow limits of the volume of business transacted in October last year.

Data available on a regional basis generally show the Prairie Provinces standing highest in point of view of increased sales over 1942 both for the month of October and also for the first ten months of this year. Department store sales in the Prairie Provinces averaged 3 per cent higher in October of this year than last and were up by 6 per cent for the year to date. Comparable percentage changes for Canada as a whole and for the other economic divisions of the country between October of this year and last, with results for the first ten months in brackets,

are as follows: Canada, -4 per cent (unchanged); Maritime Provinces, +1 per cent (+4 per cent); Quebec, -3 per cent (unchanged); Ontario, -5 per cent (-4 per cent); British Columbia, -16 per cent (unchanged).

Food stores including grocery and combination grocery and meat establishments transacted approximately the same dollar business in October of this year as last and were up 5 per cent for the first ten months of the year. Corresponding percentage changes for the month of October for the various economic divisions, with results for the year to date in brackets, are as follows: Maritime Provinces, + 8 per cent (+10 per cent); Quebec, +1 per cent (+8 per cent); Ontario, +1 per cent (+2 per cent); Prairie Provinces, +5 per cent (+6 per cent); and British Columbia, -4 per cent (+4 per cent).

Sales for 19 departmental firms which report their sales by departments averaged 3 per cent lower in October, 1943 than in the corresponding month of 1942. Sales of departments specializing in durable goods continue to show major declines compared with earlier periods. The household appliance and electrical supplies department reported a decline of 28 per cent below October, 1942, while the radio and musical instrument department recorded a decline of 46 per cent. Total sales for the women's and children's apparel department were down slightly by 2 per cent while the men's and boys' clothing and furnishings department was maintained at the October, 1942 level. The piece goods department declined 8 per cent, food and kindred products, 10 per cent, furniture, 5 per cent and home furnishings, 5 per cent. The drugs and toilet articles and preparations department reported an increase of 7 per cent while a more substantial gain of 15 per cent was recorded for stationery, books and magazines.

Regional Trends in Retail Trade - Third Quarter, 1943

The general index of retail sales is prepared for each of five economic divisions of Canada. These are based on results for seven trades for which regional statistics are compiled, namely, men's clothing stores, women's apparel shops, department stores, country general stores, variety stores, food stores and drug stores. The composite index for the five regions reveals that sales in Canada as a whole were 4 per cent higher in the third quarter of this year than last. This represents a slight narrowing in the extent of increase in 1943 sales over 1942, gains of 6 per cent having been recorded in each of the first two quarters. Cumulative indexes for the first nine months averaged 5 per cent above those for the January-to-September period of last year.

The increase over 1942 established during the first six months of 1943 in the Maritime Provinces and in the Prairie Provinces was maintained in the third quarter. Increases of 9 per cent for the Maritime Provinces in the first two quarters were followed by a 10 per cent gain in the third quarter. An increase of 9 per cent for the Prairie Provinces in the latest quarter compares with gains of 8 per cent in the first quarter and 12 per cent in the second. Results for the year-to-date showed gains of 10 per cent occurring in both the Maritime and Prairie Provinces. Increases in Quebec have been gradually reduced, gains of 8, 7 and 4 per cent in each quarterly period resulting in an average advance of 6 per cent for the first nine months of this year over last. A reversal in trend was apparent in results for British Columbia where increases of 9 and 7 per cent in the first two quarters were followed by a 2 per cent decline in the third quarter. The average gain for the year-to-date amounted to 6 per cent. The results recorded in Ontario,

where sales were up 1 per cent in the first quarter, 2 per cent in the second quarter and unchanged in the third quarter, were more uniform than those recorded in other sections of the country. Ontario sales were 1 per cent higher in the first nine months of this year over last.

Quarterly Comparison of Sales in First Nine Months of 1943 and 1942, by Provinces

| | CANADA | Maritime Provinces | Quebec | Ontario | Prairie Provinces | British Columbia |
|-----------------------|--------|-----------------------|--------|---------|----------------------|---------------------|
| First Nine Months ... | + 8.2 | + 9.6 | + 5.9 | + 1.1 | + 9.8 | + 5.6 |
| First Quarter | + 5.6 | + 9.4 | + 7.9 | + 1.4 | + 7.8 | + 9.4 |
| Second Quarter | + 6.2 | + 9.2 | + 6.5 | + 1.9 | +12.0 | + 7.4 |
| Third Quarter | + 3.9 | +10.3 | + 3.5 | (a) | + 9.3 | - 1.5 |

(a) Unchanged.

Comparison of Retail Sales in Canada, for 1942 and 1943, by Kinds of Business
 (Comparisons are based on dollar value. No corrections have been made for higher prices.)

| Kind of Business | October, 1943 | | | Cumulative Indexes |
|-----------------------------------|-------------------------------|---------------|-----------------|------------------------------------|
| | + or - per cent compared with | | | |
| | October, 1939 | October, 1942 | September, 1943 | Jan.-Oct., 1943 Jan.-Oct., 1942 |
| General Index | +46.7 | - 0.7 | + 9.5 | + 3.3 |
| Boot and Shoe Stores | +66.8 | - 2.3 | + 1.4 | + 6.5 |
| Candy Stores | (g) | + 8.7 | +16.8 | + 7.3 |
| Men's Clothing Stores | +48.2 | + 0.4 | +27.4 | - 0.2 |
| Women's Clothing Stores | +57.9 | - 0.6 | +17.1 | + 7.5 |
| Department Stores | +32.6 | - 3.5 | +10.4 | + 0.3 |
| Drug Stores | +60.2 | + 5.3 | + 8.4 | + 9.5 |
| Furniture Stores | - 1.3 | -12.1 | +10.7 | - 8.1 |
| Grocery and Meat Stores | +60.9 | + 1.6 | + 7.8 | + 4.9 |
| Hardware Stores | +24.9 | - 5.7 | + 4.4 | - 4.6 |
| Radio and Electrical Stores | - 7.5 | -16.6 | + 2.8 | -15.8 |
| Restaurants | +74.7 | +15.3 | - 2.4 | +20.8 |
| Variety Stores | +62.1 | - 4.3 | +15.0 | + 0.4 |

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

| Region | Boot and Shoe Stores | | Jewellery Stores | |
|--------------------------|---|-------|---|--------------------|
| | Sales in October, 1943 Compared with Sales in October, 1942 | | Sales in October, 1943 Compared with Sales in October, 1942 | |
| | | | Includ- ing tax | Exclud- ing tax |
| CANADA | - 2.3 | +20.8 | +20.7 | |
| Maritime Provinces | + 5.2 | +27.3 | +26.7 | |
| Quebec | - 1.1 | + 5.3 | + 5.8 | |
| Ontario | - 5.3 | +26.5 | +26.0 | |
| Prairie Provinces | + 8.2 | +38.5 | +37.3 | |
| British Columbia | - 6.1 | + 6.9 | + 8.0 | |

(g) Not available.

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 |
| October, 1929 | 159.2 | 142.6 | 161.6 | 163.1 | (g) | (g) | 235.1 | 184.5 |
| October, 1933 | 91.1 | 87.8 | 89.9 | 96.3 | (g) | (g) | 92.3 | 77.1 |
| October, 1939 | 117.9 | 111.1 | 103.0 | 103.9 | (g) | (g) | 133.8 | 110.9 |
| October, 1941 | 152.5 | 138.1 | 133.4 | 129.8 | 143.5 | 156.5 | 169.4 | 133.4 |
| October, 1942 | 174.2 | 152.2 | 175.8 | 160.9 | 174.4 | 181.3 | 197.5 | 148.1 |
| 1942 | | | | | | | | |
| November | 164.8 | 161.6 | 157.4 | 169.0 | 157.2 | 190.2 | 194.8 | 160.8 |
| December | 213.4 | 156.4 | 206.3 | 151.0 | 395.2 | 170.0 | 263.8 | 160.7 |
| 1943 | | | | | | | | |
| January | 128.9 | 155.8 | 103.7 | 133.4 | 138.0 | 191.9 | 107.4 | 138.2 |
| February | 131.0 | 168.5 | 131.2 | 221.7 | 173.7 | 171.1 | 111.1 | 188.1 |
| March | 151.4 | 167.8 | 139.3 | 198.7 | 143.9 | 191.2 | 136.9 | 182.0 |
| April | 167.7 | 163.3 | 186.1 | 145.3 | 199.3 | 144.0 | 187.0 | 176.1 |
| May | 162.8 | 154.5 | 175.6 | 149.9 | 159.8 | 166.1 | 162.9 | 160.5 |
| June | 158.8 | 155.5 | 198.5 | 160.4 | 122.0 | 186.5 | 172.4 | 165.2 |
| July | 147.8 | 155.4 | 161.3 | 161.8 | 149.2 | 207.6 | 143.0 | 164.1 |
| August | 142.5 | 162.1 | 144.8 | 181.4 | 158.3 | 200.1 | 117.8 | 161.9 |
| September | 158.0 | 158.5 | 169.5 | 160.8 | 162.3 | 204.3 | 155.6 | 159.9 |
| October | 173.0 | 157.1 | 171.8 | 158.4 | 189.6 | 202.1 | 198.3 | 153.1 |

| Year and Month | Women's Clothing | | Department | | Drugs | |
|---------------------|------------------|-------|------------|-------|-------|-------|
| | A | B | A | B | A | B |
| October, 1929 | 147.2 | 149.2 | 168.3 | 139.4 | 123.1 | 122.1 |
| October, 1933 | 82.9 | 89.4 | 106.3 | 94.7 | 84.7 | 86.2 |
| October, 1939 | 130.7 | 110.1 | 132.4 | 118.0 | 107.1 | 105.8 |
| October, 1941 | 164.1 | 131.3 | 160.0 | 136.5 | 141.6 | 135.9 |
| October, 1942 | 207.7 | 158.2 | 181.9 | 152.9 | 162.9 | 152.9 |
| 1942 | | | | | | |
| November | 184.3 | 172.7 | 187.4 | 168.5 | 148.4 | 154.7 |
| December | 261.8 | 174.1 | 241.6 | 146.6 | 213.1 | 168.8 |
| 1943 | | | | | | |
| January | 127.2 | 174.5 | 107.8 | 148.1 | 151.5 | 158.9 |
| February | 127.7 | 219.6 | 116.2 | 154.5 | 149.0 | 165.3 |
| March | 156.8 | 190.7 | 145.4 | 164.3 | 159.9 | 162.9 |
| April | 214.5 | 167.0 | 157.9 | 153.5 | 156.9 | 161.9 |
| May | 180.2 | 169.6 | 139.1 | 138.7 | 159.1 | 162.2 |
| June | 174.9 | 157.3 | 136.8 | 130.9 | 154.4 | 164.2 |
| July | 151.9 | 172.7 | 112.5 | 144.7 | 159.7 | 159.8 |
| August | 139.9 | 199.0 | 120.9 | 148.4 | 153.8 | 157.1 |
| September | 176.2 | 188.9 | 159.1 | 156.8 | 158.3 | 157.9 |
| October | 206.4 | 165.8 | 175.6 | 155.3 | 171.6 | 164.2 |

(c) Includes men's furnishings.

(h) Candy indexes are based largely upon returns from retail candy chains.

(g) Not available.

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 |
| October, 1929 | 185.5 | 152.9 | 137.1 | 134.5 | 169.2 | 139.0 |
| October, 1933 | 78.9 | 72.2 | 85.6 | 89.1 | 87.0 | 77.2 |
| October, 1939 | 130.5 | 113.5 | 103.9 | 108.2 | 125.8 | 111.6 |
| October, 1941 | 140.5 | 117.8 | 145.2 | 143.0 | 164.7 | 140.5 |
| October, 1942 | 146.6 | 120.1 | 164.6 | 152.2 | 166.6 | 142.1 |
| 1942 | | | | | | |
| November | 120.8 | 116.9 | 148.5 | 156.8 | 146.9 | 149.8 |
| December | 141.9 | 120.0 | 178.1 | 163.7 | 162.0 | 145.8 |
| 1943 | | | | | | |
| January | 91.5 | 137.2 | 155.4 | 157.6 | 93.5 | 155.8 |
| February | 94.8 | 121.4 | 149.7 | 163.0 | 99.1 | 181.4 |
| March | 110.0 | 128.2 | 166.4 | 163.6 | 116.8 | 159.9 |
| April | 132.9 | 123.3 | 172.7 | 174.9 | 144.2 | 141.4 |
| May | 145.0 | 115.7 | 177.1 | 167.4 | 168.9 | 128.0 |
| June | 114.2 | 116.7 | 171.9 | 174.6 | 163.2 | 137.1 |
| July | 105.4 | 130.9 | 170.0 | 161.0 | 154.2 | 135.9 |
| August | 112.5 | 112.4 | 157.7 | 173.5 | 148.1 | 141.0 |
| September | 116.4 | 102.8 | 155.1 | 160.8 | 150.5 | 130.6 |
| October | 128.9 | 107.6 | 167.2 | 159.8 | 157.1 | 137.7 |

| Year and Month | Radio and Electrical | | Restaurants | | Variety | |
|---------------------|-------------------------|-------|-------------|-------|---------|-------|
| | A | B | A | B | A | B |
| October, 1929 | 325.1 | 213.2 | 188.0 | 184.6 | 100.0 | 93.0 |
| October, 1933 | 81.8 | 62.7 | 88.5 | 88.0 | 77.7 | 76.6 |
| October, 1939 | 129.2 | 104.6 | 103.3 | 102.7 | 120.7 | 120.2 |
| October, 1941 | 153.6 | 119.5 | 131.0 | 128.2 | 173.0 | 166.2 |
| October, 1942 | 143.3 | 111.5 | 156.6 | 151.8 | 204.5 | 185.0 |
| 1942 | | | | | | |
| November | 130.4 | 106.4 | 150.4 | 161.1 | 199.0 | 204.0 |
| December | 158.3 | 112.5 | 160.6 | 154.6 | 346.6 | 178.1 |
| 1943 | | | | | | |
| January | 114.6 | 148.0 | 153.1 | 162.6 | 128.4 | 195.2 |
| February | 101.9 | 137.0 | 148.1 | 167.7 | 139.1 | 206.0 |
| March | 110.2 | 128.5 | 175.4 | 176.9 | 153.5 | 198.8 |
| April | 114.8 | 125.9 | 172.4 | 172.0 | 182.9 | 198.6 |
| May | 119.6 | 107.0 | 172.5 | 170.9 | 190.0 | 184.8 |
| June | 107.2 | 115.5 | 170.4 | 170.6 | 184.3 | 181.6 |
| July | 97.7 | 122.8 | 176.0 | 166.1 | 183.4 | 172.5 |
| August | 100.0 | 127.4 | 180.9 | 169.7 | 160.2 | 174.8 |
| September | 116.2 | 99.6 | 185.0 | 177.6 | 170.2 | 183.2 |
| October | 119.5 | 96.8 | 180.5 | 178.4 | 195.7 | 182.4 |

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 (c) | | | | | | |
| October, 1939 | 133.8 | 119.4 | 115.3 | 131.4 | 190.6 | 127.6 |
| October, 1940 | 145.5 | 165.2 | 134.3 | 145.3 | 166.0 | 130.2 |
| October, 1941 | 169.4 | 197.7 | 169.6 | 169.1 | 171.1 | 143.0 |
| October, 1942 | 197.5 | 253.2 | 192.8 | 184.0 | 216.6 | 206.5 |
| 1943 | | | | | | |
| August | 117.8 | 175.8 | 117.7 | 103.7 | 127.3 | 128.5 |
| September | 155.6 | 203.5 | 154.0 | 147.3 | 168.6 | 143.0 |
| October | 198.3 | 257.0 | 190.7 | 184.5 | 235.1 | 187.0 |
| % Change, | | | | | | |
| October, 1943 ... | + 0.4 | + 1.5 | - 1.1 | + 0.3 | + 8.5 | - 9.4 |
| October, 1942 ... | | | | | | |
| % Change, | | | | | | |
| Jan.-Oct., 1943 . | - 0.2 | + 4.3 | - 4.3 | - 3.1 | +14.4 | + 1.8 |
| Jan.-Oct., 1942 . | | | | | | |
| Women's Clothing Stores | | | | | | |
| October, 1939 | 130.7 | 125.9 | 121.0 | 131.3 | 150.3 | 127.6 |
| October, 1940 | 148.6 | 172.6 | 143.2 | 147.4 | 160.8 | 140.8 |
| October, 1941 | 164.1 | 174.8 | 170.7 | 163.4 | 158.6 | 152.5 |
| October, 1942 | 207.7 | 234.7 | 202.7 | 200.9 | 207.6 | 245.2 |
| 1943 | | | | | | |
| August | 139.9 | 172.5 | 128.5 | 135.4 | 145.2 | 173.5 |
| September | 176.2 | 187.3 | 157.4 | 182.3 | 176.3 | 193.2 |
| October | 206.4 | 227.0 | 189.3 | 202.5 | 233.0 | 225.6 |
| % Change, | | | | | | |
| October, 1943 ... | - 0.6 | - 3.3 | - 6.6 | + 0.8 | +12.2 | - 8.0 |
| October, 1942 ... | | | | | | |
| % Change, | | | | | | |
| Jan.-Oct., 1943 . | + 7.5 | + 9.5 | + 2.1 | + 6.3 | +18.8 | +11.9 |
| Jan.-Oct., 1942 . | | | | | | |
| Grocery and Meat Stores | | | | | | |
| October, 1939 | 103.9 | 104.7 | 103.7 | 102.2 | 110.4 | 102.3 |
| October, 1940 | 120.8 | 122.2 | 114.8 | 121.6 | 130.4 | 121.4 |
| October, 1941 | 145.2 | 154.2 | 140.7 | 145.9 | 148.0 | 142.6 |
| October, 1942 | 164.6 | 183.8 | 162.3 | 161.9 | 166.7 | 161.2 |
| 1943 | | | | | | |
| August | 157.7 | 178.6 | 148.4 | 147.3 | 191.8 | 168.8 |
| September | 155.1 | 184.1 | 149.8 | 146.4 | 175.5 | 154.0 |
| October | 167.2 | 194.7 | 163.7 | 163.1 | 175.7 | 155.0 |
| % Change, | | | | | | |
| October, 1943 ... | + 1.6 | + 5.9 | + 0.9 | + 0.7 | + 5.4 | - 3.8 |
| October, 1942 ... | | | | | | |
| % Change, | | | | | | |
| Jan.-Oct., 1943 . | + 4.9 | + 9.8 | + 7.6 | + 1.7 | + 6.4 | + 3.7 |
| Jan.-Oct., 1942 . | | | | | | |

(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 | | | | | | |
| October, 1939 | 132.4 | 123.4 | 121.5 | 120.5 | 161.9 | 120.2 |
| October, 1940 | 141.1 | 152.1 | 135.9 | 136.6 | 149.0 | 136.9 |
| October, 1941 | 160.0 | 180.7 | 163.7 | 158.5 | 154.5 | 161.0 |
| October, 1942 | 181.9 | 208.8 | 188.0 | 169.4 | 180.3 | 203.0 |
| 1943 | | | | | | |
| August | 120.9 | 140.8 | 126.0 | 113.9 | 112.8 | 145.3 |
| September | 159.1 | 199.1 | 165.5 | 148.9 | 157.6 | 164.9 |
| October | 175.6 | 211.4 | 183.3 | 161.8 | 185.8 | 167.0 |
| % Change, | | | | | | |
| October, 1943 ... | - 3.5 | + 1.2 | - 2.5 | - 4.5 | + 3.1 | -17.7 |
| October, 1942 ... | | | | | | |
| % Change, | | | | | | |
| Jan.-Oct., 1943 . | + 0.3 | + 3.5 | + 0.2 | - 3.8 | + 5.6 | + 0.1 |
| Jan.-Oct., 1942 . | | | | | | |
| Variety Stores | | | | | | |
| October, 1939 | 120.7 | 134.4 | 121.8 | 115.8 | 135.8 | 107.5 |
| October, 1940 | 146.9 | 184.2 | 150.4 | 138.5 | 163.0 | 118.2 |
| October, 1941 | 173.0 | 220.3 | 184.4 | 164.3 | 173.4 | 133.3 |
| October, 1942 | 204.5 | 270.4 | 229.8 | 191.0 | 185.5 | 158.1 |
| 1943 | | | | | | |
| August | 160.2 | 207.5 | 180.0 | 145.0 | 158.5 | 135.5 |
| September | 170.2 | 221.0 | 193.8 | 158.9 | 155.0 | 127.3 |
| October | 195.7 | 257.7 | 210.9 | 183.1 | 199.9 | 145.0 |
| % Change, | | | | | | |
| October, 1943 ... | - 4.3 | - 4.7 | - 8.2 | - 4.1 | + 7.8 | - 8.3 |
| October, 1942 ... | | | | | | |
| % Change, | | | | | | |
| Jan.-Oct., 1943 . | + 0.4 | - 0.2 | + 2.5 | - 1.3 | + 4.4 | - 3.2 |
| Jan.-Oct., 1942 . | | | | | | |
| Drug Stores | | | | | | |
| October, 1939 | 107.1 | 104.5 | 108.3 | 101.2 | 120.6 | 111.9 |
| October, 1940 | 124.1 | 129.2 | 120.9 | 118.5 | 138.4 | 128.4 |
| October, 1941 | 141.6 | 153.2 | 139.1 | 134.9 | 156.0 | 145.4 |
| October, 1942 | 162.9 | 196.7 | 159.5 | 153.9 | 171.2 | 176.7 |
| 1943 | | | | | | |
| August | 153.8 | 194.9 | 146.8 | 145.6 | 160.8 | 168.1 |
| September | 158.3 | 185.0 | 151.2 | 151.8 | 162.1 | 181.9 |
| October | 171.6 | 205.1 | 165.1 | 161.5 | 185.7 | 187.3 |
| % Change, | | | | | | |
| October, 1943 ... | + 5.3 | + 4.3 | + 3.5 | + 4.9 | + 8.5 | + 6.0 |
| October, 1942 ... | | | | | | |
| % Change, | | | | | | |
| Jan.-Oct., 1943 . | + 9.5 | +10.4 | + 9.3 | + 7.1 | +12.0 | +17.8 |
| Jan.-Oct., 1942 . | | | | | | |

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

October, 1942 and October, 1943

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

| | October, 1942 | October, 1943 | % Change, 1943/1942 |
|--|------------------|------------------|------------------------|
| TOTAL SALES, ALL DEPARTMENTS | 32,993,248 | 31,973,751 | - 3.1 |
| 1. Women's dresses, coats and suits | 3,982,904 | 3,959,780 | - 0.6 |
| 2. Girls' and infants' wear | 1,779,576 | 1,689,422 | - 5.1 |
| 3. Hosiery and gloves | 1,523,751 | 1,560,699 | + 2.4 |
| 4. Lingerie and corsets | 1,400,336 | 1,308,410 | - 6.6 |
| 5. Millinery | 459,054 | 462,298 | + 0.7 |
| 6. Women's and children's apparel--(Total, 1-5) | 9,145,621 | 8,980,609 | - 1.8 |
| 7. Men's and boys' clothing and furnishings ... | 4,568,594 | 4,560,923 | - 0.2 |
| 8. Drugs and toilet articles and preparations . | 775,344 | 832,618 | + 7.4 |
| 9. Piece goods | 2,571,280 | 2,378,022 | - 7.5 |
| 10. Smallwares | 1,151,970 | 1,167,803 | + 1.4 |
| 11. Food and kindred products | 2,562,006 | 2,294,588 | -10.4 |
| 12. Furniture (including mattresses and springs) | 1,722,482 | 1,643,302 | - 4.6 |
| 13. Home furnishings | 2,213,395 | 2,093,013 | - 5.4 |
| 14. Household appliances and electrical supplies | 786,752 | 563,298 | -28.4 |
| 15. Hardware and kitchen utensils | 973,544 | 942,765 | - 3.2 |
| 16. Radios, musical instruments and supplies ... | 482,415 | 259,014 | -46.3 |
| 17. Shoes and other footwear | 2,282,692 | 2,304,801 | + 1.0 |
| 18. Stationery, books and magazines | 470,491 | 540,187 | +14.8 |
| 19. All other departments, total | 3,286,662 | 3,412,808 | + 3.8 |



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