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Monthly Indexes of Retail Sales in Canada, November, 1943
(1935-1939 = 100)

Retail sales in Canada were 6 per cent higher in November of 1943 than in the corresponding month of 1942 and were practically on a par with the volume of business transacted in October, 1943 according to the general index of retail sales based on returns received from a sample number of retail stores representing twelve different lines of business. Total sales for the first eleven months of 1943 stand about 4 per cent above the corresponding period of 1942. The general index of retail sales, unadjusted for number of business days or for normal seasonal movements and on the base 1935-1939 = 100, stands at 174.5 for November, 1943, at 173.6 for October and at 164.8 for November, 1942.

The November increase of 6 per cent over November, 1942 compares with a decrease of 1 per cent in the corresponding October comparison, an increase of 3 per cent in the September comparison and a decrease of 3 per cent in the comparison between August of 1943 and 1942. The November increase of 6 per cent may be attributed in part to the transaction of a greater proportion of the normal Christmas shopping business in November than in previous years in anticipation of stock shortages in December. There was also one more business day in November, 1943 than in 1942.

Almost all lines of business for which data are available transacted a greater dollar volume of business in November, 1943 than in the same month of 1942; the increase for jewellery stores was outstanding, averaging 42 per cent for Canada and ranging from 23 per cent in British Columbia to 49 per cent in Ontario. Major increases for other trades were 18 per cent for restaurants, 15 per cent for drug stores and 14 per cent for candy stores. Women's clothing store sales gained 11 per cent; men's specialty shops were up 7 per cent and shoe store sales advanced 4 per cent compared with November, 1942. Increases for department stores and food stores were similar at 5 per cent. Hardware store sales gained 4 per cent, furniture sales gained 1 per cent, while variety store sales were unchanged. A decline of 9 per cent in sales for radio and electrical shops below November, 1942 was lower than the 17 per cent decrease recorded in October and also smaller than the 15 per cent decline recorded in cumulative totals for the first eleven months of 1943 compared with the corresponding period of 1942.

On making allowances for differences in number of business days and for normal seasonal movements, the seasonally adjusted general index of sales stands at 165.4 for November compared with 157.6 for October and 158.5 for September. Advances in the seasonally adjusted indexes were also recorded for most of the individual lines of business from which the general index is computed. These advances reflect the advanced nature of the Christmas trade in 1943 rather than any marked upturn in the underlying trend in consumer purchasing.

Results on a regional basis vary for different trades, but in most instances the Prairie Provinces came first in point of view of increased business compared with 1942. Regional increases for department stores between November, 1943 and 1942 with percentage changes for the first eleven months in brackets are 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); 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.

Correction - October Index of Department Store Sales, British Columbia

The October index of department store sales for British Columbia as shown in the October bulletin stands at 167.0. This index should read 187.0

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	November, 1943 + or - per cent compared with			Cumulative Indexes
	November, 1939	November, 1942	October, 1943	Jan.-Nov., 1943 Jan.-Nov., 1942
General Index	+54.2	+ 5.9	+ 0.5	+ 3.6
Boot and Shoe Stores	+79.4	+ 3.6	- 4.9	+ 6.3
Candy Stores	(g)	+14.3	- 5.2	+ 8.0
Men's Clothing Stores	+62.8	+ 6.9	+ 5.4	+ 0.5
Women's Clothing Stores	+73.5	+10.9	- 1.0	+ 7.9
Department Stores	+58.7	+ 4.9	+10.6	+ 1.0
Drug Stores	+61.9	+14.6	- 0.9	+10.0
Furniture Stores	+ 9.8	+ 0.8	- 5.1	- 7.3
Grocery and Meat Stores	+46.7	+ 5.0	- 6.8	+ 4.9
Hardware Stores	+39.4	+ 4.4	- 2.4	- 3.8
Radio and Electrical Stores ..	- 5.0	- 9.0	- 0.3	-15.1
Restaurants	+77.2	+18.2	- 2.1	+20.6
Variety Stores	+60.8	- 0.5	+ 1.2	+ 0.3

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

Region	Boot and Shoe Stores		Jewellery Stores	
	Sales in November, 1943 Compared with Sales in November, 1942		Sales in November, 1943 Compared with Sales in November, 1942	
		Includ- ing tax	Exclud- ing tax	
CANADA	+ 3.6	+42.1	+41.8	
Maritime Provinces	+ 8.2	+35.3	+34.0	
Quebec	+ 1.6	+41.2	+40.8	
Ontario	+ 2.1	+49.4	+49.5	
Prairie Provinces	+11.9	+41.4	+40.3	
British Columbia	+ 3.8	+23.1	+22.8	

(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
November, 1929 ...	150.5	139.2	171.2	151.3	(g)	(g)	184.2	142.3
November, 1933 ...	89.6	85.0	110.4	103.4	(g)	(g)	101.2	80.9
November, 1939 ...	113.2	107.1	90.9	94.9	(g)	(g)	127.9	101.4
November, 1941 ...	146.6	138.2	128.4	130.0	140.6	161.0	175.8	135.2
November, 1942 ...	164.8	161.6	157.4	169.0	157.2	190.2	194.8	160.8
1942								
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	155.2
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	173.6	157.6	171.5	158.2	189.6	202.1	197.5	152.5
November	174.5	165.4	163.1	172.3	179.7	211.4	208.2	165.8

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	120.7
November, 1933 ...	80.7	86.7	101.7	87.9	87.2	88.5
November, 1939 ...	117.8	106.1	123.9	107.1	105.0	106.5
November, 1941 ...	155.4	137.2	155.4	137.6	134.5	136.2
November, 1942 ...	184.3	172.7	187.4	168.5	148.4	154.7
1942						
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	206.5	165.9	177.8	157.3	171.6	164.2
November	204.4	183.3	196.6	169.3	170.0	173.1

(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
November, 1929 ...	184.7	163.6	133.4	128.3	151.4	154.4
November, 1933 ...	72.3	70.1	85.8	87.0	70.4	69.0
November, 1939 ...	110.9	103.5	106.3	107.8	110.0	107.9
November, 1941 ...	100.6	95.0	143.7	140.8	140.3	143.1
November, 1942 ...	120.8	116.9	148.5	156.8	146.9	149.8
1942						
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	128.4	107.2	167.2	159.8	157.1	137.7
November	121.8	113.7	155.9	159.4	153.3	150.3

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
November, 1929 ...	293.8	194.6	165.9	173.0	98.6	94.6
November, 1933 ...	93.3	64.0	84.4	89.2	73.5	73.0
November, 1939 ...	124.8	97.9	100.3	106.0	123.1	122.3
November, 1941 ...	117.1	95.6	126.3	133.9	178.2	171.6
November, 1942 ...	130.4	106.4	150.4	161.1	199.0	204.0
1942						
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	114.6	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	118.9	96.2	181.6	179.4	195.7	182.4
November	118.6	93.1	177.7	187.8	198.0	196.7

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)						
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	173.8	224.6	164.3	175.1	177.5	143.9
November, 1942	194.8	263.0	189.3	181.5	213.0	195.2
1943						
September	155.6	203.5	154.0	147.3	168.6	143.0
October	197.5	253.3	187.9	184.6	238.4	183.6
November	208.2	273.5	193.8	199.9	236.6	195.1
% Change,						
November, 1943 ...	+ 6.9	+ 4.0	+ 2.4	+10.1	+11.1	- 0.1
November, 1942 ...						
% Change,						
Jan.-Nov., 1943 ..	+ 0.5	+ 4.1	- 3.8	- 1.7	+14.1	+ 1.3
Jan.-Nov., 1942 ..						
Women's Clothing Stores						
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	155.4	185.2	143.0	161.7	159.7	138.1
November, 1942	184.3	242.7	170.3	184.8	183.1	197.7
1943						
September	176.2	187.3	157.4	182.3	176.3	193.2
October	206.5	228.3	188.7	203.2	231.2	227.2
November	204.4	267.5	180.1	205.5	232.8	196.0
% Change,						
November, 1943 ...	+10.9	+10.2	+ 5.8	+11.2	+27.1	- 0.9
November, 1942 ...						
% Change,						
Jan.-Nov., 1943 ..	+ 7.9	+ 9.7	+ 2.5	+ 6.9	+19.7	+10.7
Jan.-Nov., 1942 ..						
Grocery and Meat Stores						
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	143.7	156.5	134.4	148.6	141.8	139.2
November, 1942	148.5	163.6	148.1	147.8	142.7	145.6
1943						
September	155.1	184.1	149.8	146.4	175.5	154.0
October	167.2	194.2	163.4	163.4	176.0	155.2
November	155.9	179.3	153.8	154.1	154.8	147.0
% Change,						
November, 1943 ...	+ 5.0	+ 9.6	+ 3.8	+ 4.3	+ 8.5	+ 1.0
November, 1942 ...						
% Change,						
Jan.-Nov., 1943 ..	+ 4.9	+ 9.8	+ 7.2	+ 1.9	+ 6.6	+ 3.5
Jan.-Nov., 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						
November, 1939	123.9	130.0	121.9	124.3	128.7	110.4
November, 1940	150.9	155.5	141.0	150.0	160.8	139.7
November, 1941	155.4	181.3	148.5	153.2	157.9	150.0
November, 1942	187.4	222.2	187.0	178.8	190.4	188.5
1943						
September	159.1	199.1	165.5	148.9	157.6	164.7
October	177.8	211.8	183.0	161.6	185.5	187.0
November	196.6	244.9	207.1	184.8	197.0	193.3
% Change,						
November, 1943 ...	+ 4.9	+10.2	+10.7	+ 3.4	+ 3.5	+ 2.5
November, 1942 ...						
% Change,						
Jan.-Nov., 1943 ..	+ 1.0	+ 4.4	+ 1.4	- 2.9	+ 5.3	+ 1.6
Jan.-Nov., 1942 ..						
Variety Stores						
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	178.2	240.1	175.5	174.3	176.8	141.5
November, 1942	199.0	269.8	212.0	184.8	196.5	165.7
1943						
September	170.2	221.0	193.8	158.9	155.0	127.3
October	195.7	257.9	210.6	183.2	199.9	145.0
November	198.0	279.6	201.8	182.9	210.0	162.8
% Change,						
November, 1943 ...	- 0.5	+ 3.6	- 4.8	- 1.0	+ 6.9	- 0.5
November, 1942 ...						
% Change,						
Jan.-Nov., 1943 ..	+ 0.3	+ 0.3	+ 1.7	- 1.3	+ 4.7	- 2.9
Jan.-Nov., 1942 ..						
Drug Stores						
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	134.6	150.4	134.9	137.2	126.3	123.4
November, 1942	148.4	177.3	146.9	144.5	144.6	158.4
1943						
September	158.3	185.0	151.2	151.8	162.1	181.9
October	171.6	203.0	165.5	161.7	185.3	187.7
November	170.0	209.9	166.3	161.3	172.5	191.1
% Change,						
November, 1943 ...	+14.6	+18.4	+13.2	+11.6	+19.3	+20.6
November, 1942 ...						
% Change,						
Jan.-Nov., 1943 ..	+10.0	+11.1	+ 9.7	+ 7.6	+12.6	+18.1
Jan.-Nov., 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	3,674,160	4,306,026	+11.1
2. Girls' and infants' wear	1,575,262	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	- 3.5
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