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Monthly Indexes of Retail Sales in Canada, November, 1944
(1935-1939=100)

Retail sales in Canada during November, 1944 as measured by the composite index for fourteen retail trades dealing mainly in food, clothing and household and personal requirements were up 4 per cent from October and were 10 per cent higher than in November, 1943. The unadjusted indexes of sales (on the base 1935-1939=100) stand at 190.7 for November and 182.6 for October, 1944 and at 172.8 for November, 1943.

The 10 per cent gain in November trading over November, 1943 is somewhat greater than the average increase of 8 per cent recorded in the comparison between the first ten months of 1944 and the corresponding period of 1943. The seasonally adjusted general index of sales reached a new peak in November, standing at 182.1 compared with 174.7 for October, 170.9 for September and 173.0 for August. The more pronounced increase in November sales may be attributed at least in part to forward Christmas buying transacted in anticipation of stock shortages in the more immediate pre-Christmas period.

Radio and electrical stores transacted 2 per cent less dollar business in November, 1944 than in November, 1943. All other trades for which figures are available registered increases, the more substantial gains over November, 1943 standing at 15 per cent for department stores, 16 per cent for hardware stores, 17 per cent for jewellery stores and 18 per cent for furniture stores.

Maritime Provinces

Retail sales in the Maritime Provinces averaged 9 per cent higher in 1944 than in 1943, both for the month of November and for the year to date. Major increases in the November comparison were recorded by the furniture trade with a gain of 34 per cent and the department store trade with a gain of 16 per cent. Hardware stores transacted 14 per cent more business in November, 1944 than in the same month of 1943 but gains for other trades were much more moderate, ranging from 1 per cent for the restaurant trade to 10 per cent for food stores and jewellery stores.

Quebec

Quebec sales in November were 9 per cent higher than in November, 1943 while the volume of retail trading transacted during the first eleven months of 1944 registered 6 per cent higher than in the corresponding period of 1943. November sales of radio and electrical stores were down 4 per cent from November, 1943, while all other trades registered increases. The highest percentage increase was reported by jewellery stores with a gain of 25 per cent followed by a 19 per cent increase for

hardware stores, 14 per cent for variety stores and department stores and 13 per cent for furniture stores. Smaller increases were recorded for the other trades included in the series.

Ontario

November sales in Ontario stores averaged 11 per cent higher in 1944 than in 1943 while sales for the first eleven months were up by 7 per cent. Conforming with the results for Quebec and the Prairie Provinces, radio and electrical store sales were off by 4 per cent. Increases of 21 per cent for furniture stores and 17 per cent for jewellery stores constitute the largest gains recorded for November in this province. Other major increases in November, 1944 compared with the same month of 1943 include 16 per cent increases both for department stores and women's clothing stores and a 14 per cent gain for men's specialty shops.

Prairie Provinces

Gains in retail trading in the Prairie Provinces stand at 11 per cent in dollar volume, both for the month of November and also for the first eleven months of 1944 compared with the corresponding period of 1943. The November increase was about on a par with the average for Canada but the gain for the year to date was somewhat greater than the 8 per cent gain in this comparison for the country as a whole. Radio and electrical store sales were 9 per cent lower in November, 1944 than in November, 1943 while all other trades registered increases. The largest increase was recorded by the jewellery trade, with a gain of 19 per cent, followed by a 17 per cent increase for family clothing stores and a 16 per cent gain for department stores.

British Columbia

Customers spent 10 per cent more money in British Columbia's retail stores in November, 1944 than in the same month of 1943 while sales for the first eleven months of the year were up by 7 per cent. Contrary to the results obtained in most other sections, stores classified in the radio and electrical field transacted more business in November, 1944 than in the same month of 1943. The great majority of the stores included in the sample reported increased business. But the volume of business transacted by the sample of stores in this category is generally small with the result that the 21 per cent increase recorded for this trade has little weight in arriving at the increase in sales for the province as a whole.

Hardware stores transacted 22 per cent more dollar business in November, 1944 than 1943. Other major gains were 18 per cent for furniture stores, 14 per cent for both country general and drug stores and 12 per cent for department stores.

Departmental Analysis of Department Store Sales

The volume of business transacted by 19 departmental firms which reported a breakdown of sales by departments was 15 per cent greater in November, 1944 than in the corresponding month of 1943. Sales of piece goods and furniture departments were both reported to be 26 per cent higher than in November a year ago, and these led other departments in point of view of increased sales. Purchases of footwear were 17 per cent above last year, while increases of 13 and 11 per cent were recorded by women's apparel and men's clothing departments respectively. Stationery departments did 19 per cent more business than in November, 1943, while gains of 17 per cent and 16 per cent were recorded by departments specializing in the sale of drugs and food products. A decline of only 1 per cent in sales of radios and musical instruments by department stores represents a considerable reduction in magnitude

from the larger declines recorded in earlier months of the year. Other departments, dealing chiefly in household lines, showed increases ranging from 10 per cent for home furnishings to 15 per cent for hardware and smallwares.

Candy Stores and Furriers' Retail Shops

These two trades are not represented in the analysis presented above for Canada and the various regions. Returns submitted by a number of the larger retail chain candy store companies indicated that sales were 12 per cent higher in November and increased by a similar amount between the eleven-month periods of 1943 and 1944. Sales of furriers' retail shops, as reported by a representative group of both chain and independent merchants, were 14 per cent higher in November, 1944 compared with November, 1943 and increased 4 per cent during the first eleven months of 1944 over 1943.

Comparison of Retail Sales in Canada, for 1943 and 1944, by Kinds of Business
(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	Sales in November, 1944 Compared With Sales In			Jan.-Nov., 1944
	November, 1939	November, 1943	October, 1944	Jan.-Nov., 1943
	%	%	%	%
GENERAL INDEX	+68.5	+10.4	+ 4.4	+ 8.1
General Merchandise Group:				
Country General Stores	+65.1	+ 6.4	- 4.5	+ 9.4
Department Stores	+81.9	+15.0	+16.7	+10.5
Variety Stores	+77.3	+ 9.6	+ 9.3	+ 4.1
Food Group:				
Food Stores	+58.6	+ 8.2	- 0.2	+ 6.1
Restaurants	+93.9	+ 8.1	- 0.8	+ 7.5
Clothing Group:				
Family Clothing Stores	(g)	+10.0	+ 1.8	+ 6.7
Men's Clothing Stores	+79.0	+11.1	+10.3	+ 6.9
Women's Clothing Stores	+92.2	+11.5	+ 3.5	+ 8.1
Shoe Stores	+96.8	+10.4	+ 3.1	+ 5.3
Household and Personal Effects Group:				
Drug Stores	+72.9	+ 7.1	- 2.5	+ 8.5
Furniture Stores	+32.4	+18.2	+ 2.7	+10.0
Hardware Stores	+64.1	+15.7	- 2.3	+13.1
Jewellery Stores (x)	+134.2	+16.9	+27.5	+13.1
Radio and Electrical Stores	- 8.6	- 2.0	+ 1.1	- 4.2

(g) Not available.

(x) Based on sales including the Federal tax introduced in June, 1942.

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		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
November, 1939 ...	113.2	107.1	100.6	97.5	123.9	107.1	123.1	122.3
November, 1940 ...	135.7	123.0	116.1	108.6	150.9	128.5	153.8	143.8
November, 1941 ...	143.9	136.0	121.7	118.4	155.4	137.6	178.2	171.6
November, 1942 ...	161.7	159.3	139.0	138.5	187.4	168.5	199.0	204.0
November, 1943 ...	172.8	164.7	156.1	150.8	196.0	168.8	199.1	197.8
1943								
December	220.5	169.0	184.5	157.0	240.2	145.8	339.4	185.4
1944								
January	140.0	167.3	119.5	160.5	109.7	151.3	131.7	212.3
February	139.0	169.6	123.9	162.1	122.4	156.3	141.5	203.6
March	162.9	174.2	139.1	163.1	163.2	174.0	156.3	200.9
April	175.3	176.3	156.1	176.0	164.3	174.0	185.1	196.2
May	177.8	170.9	177.7	164.1	166.2	160.0	191.1	191.8
June	178.0	173.0	169.1	163.4	150.3	143.2	196.1	189.5
July	155.1	170.9	170.5	159.9	116.8	156.9	181.1	186.8
August	161.2	173.0	174.4	161.0	139.4	165.4	172.4	184.4
September	178.6	170.9	171.5	154.0	183.8	179.7	191.4	191.2
October	182.6	174.7	174.0	160.6	193.1	171.4	199.8	199.0
November	190.7	182.1	166.1	160.4	225.4	194.9	218.3	218.5

Year and Month	Food		Restaurants		Family Clothing		Men's Clothing(c)	
	A	B	A	B	A	B	A	B
November, 1939 ...	106.3	107.8	100.3	106.0	(g)	(g)	127.9	101.4
November, 1940 ...	126.1	119.0	109.2	113.9	(g)	(g)	160.3	120.1
November, 1941 ...	143.7	140.8	128.9	136.7	166.8	137.4	173.8	135.2
November, 1942 ...	148.5	156.8	154.7	165.7	202.0	176.6	193.8	162.5
November, 1943 ...	155.8	159.3	179.9	190.1	212.9	178.8	206.1	166.8
1943								
December	189.7	181.6	187.9	179.1	267.3	182.6	280.0	183.6
1944								
January	156.5	169.7	180.4	192.2	114.3	173.1	107.7	154.3
February	161.9	171.3	171.5	187.5	119.0	178.2	112.0	173.2
March	182.1	174.9	187.1	187.5	143.5	170.8	145.5	170.5
April	181.1	180.5	188.0	190.8	206.6	176.7	199.8	177.6
May	179.0	175.9	189.1	185.1	196.7	189.0	181.3	185.6
June	194.2	192.1	186.9	186.4	189.4	183.4	188.4	180.0
July	164.6	174.8	194.9	187.5	160.2	191.8	142.4	179.2
August	170.9	183.0	198.6	182.7	150.1	184.0	125.2	169.4
September	175.1	168.2	192.1	184.4	189.9	195.2	174.8	172.2
October	168.9	175.1	196.1	195.1	229.9	198.0	207.7	180.8
November	168.6	172.4	194.5	204.2	234.1	198.5	229.0	187.5

(c) Includes men's furnishings.

(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	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
November, 1939 ...	117.8	106.1	90.9	94.9	105.0	106.5	110.9	103.5
November, 1940 ...	146.8	124.9	128.6	126.3	116.9	115.5	122.9	112.1
November, 1941 ...	155.4	137.2	128.8	130.4	134.6	136.2	102.5	96.8
November, 1942 ...	184.7	173.0	157.3	168.9	148.4	154.7	122.0	118.0
November, 1943 ...	203.0	182.0	162.1	171.2	169.5	172.6	124.2	115.9
<u>1943</u>								
December	271.6	186.6	214.4	166.8	248.2	196.5	134.3	119.1
<u>1944</u>								
January	127.5	182.0	101.3	147.6	168.2	177.0	89.8	139.5
February	124.4	191.5	101.3	167.7	163.0	175.1	101.8	125.7
March	174.4	203.6	135.6	180.5	170.1	172.1	118.3	137.8
April	228.8	181.5	204.1	159.2	169.2	174.6	136.6	126.7
May	201.8	191.3	197.5	177.2	168.4	173.4	165.8	132.3
June	191.9	179.5	213.1	165.6	168.1	177.0	139.2	140.6
July	155.3	190.0	163.4	183.8	168.0	171.2	116.4	155.0
August	153.8	196.9	154.9	181.3	170.5	172.0	122.6	120.2
September	200.8	204.5	196.7	169.9	177.3	172.3	134.8	112.6
October	218.8	191.3	173.6	175.9	186.2	182.8	142.9	124.2
November	226.4	204.6	178.9	189.0	181.5	184.7	146.8	139.2

Year and Month	Hardware		Jewellery		Radio and Electrical	
	A	B	A	B	A	B
November, 1939 ...	110.0	107.9	110.8	(g)	124.8	97.9
November, 1940 ...	126.0	123.6	130.4	(g)	146.2	114.7
November, 1941 ...	142.6	145.5	141.3	144.1	118.7	108.1
November, 1942 ...	149.5	152.5	169.7	173.1	129.8	118.2
November, 1943 ...	156.0	153.0	221.9	217.6	116.4	101.9
<u>1943</u>						
December	170.5	159.6	522.8	198.0	136.0	102.6
<u>1944</u>						
January	105.6	178.8	141.7	206.5	100.1	124.5
February	109.3	192.9	145.6	200.7	97.3	121.0
March	129.4	177.8	163.7	206.1	105.3	119.9
April	160.1	159.6	175.9	222.5	108.4	115.1
May	199.8	148.5	182.0	202.9	114.6	99.5
June	194.2	160.7	195.3	206.0	110.7	115.5
July	175.6	162.2	177.5	218.1	91.9	110.3
August	180.1	168.3	191.4	198.7	94.9	104.3
September	182.7	153.5	202.4	224.4	112.4	99.7
October	184.7	164.4	203.6	228.2	113.0	97.6
November	180.5	179.2	259.5	254.5	114.1	99.9

(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	General Index	Country General	Department	Variety	Food	Restau- rant	Family Clothing
<u>Maritime Provinces</u>							
November, 1941	164.8	121.5	181.3	240.1	156.5	178.9	166.7
November, 1942	189.1	138.5	222.2	269.8	163.6	211.6	219.3
November, 1943	211.4	166.3	245.7	280.6	180.5	229.0	260.6
<u>1944</u>							
October	217.0	174.4	238.7	261.8	199.8	234.4	270.0
November	230.1	172.5	284.8	294.4	198.4	232.0	271.1
% Change,							
November, 1944 ...	+ 8.8	+ 3.7	+15.9	+ 4.9	+ 9.9	+ 1.3	+ 4.0
November, 1943 ...							
% Change,							
Jan.-Nov., 1944 ..	+ 9.3	+12.0	+12.9	+ 4.6	+ 9.5	+ 2.5	+10.4
Jan.-Nov., 1943 ..							
<u>Quebec</u>							
November, 1941	137.7	123.0	148.5	175.5	134.4	128.4	171.1
November, 1942	158.6	140.1	187.0	212.0	148.1	144.6	211.3
November, 1943	168.1	160.6	205.4	203.8	153.8	165.2	213.7
<u>1944</u>							
October	181.5	186.2	207.1	223.5	163.5	187.4	235.9
November	183.2	168.1	233.3	232.2	162.8	182.4	232.4
% Change,							
November, 1944 ...	+ 9.0	+ 4.7	+13.6	+13.9	+ 5.9	+10.4	+ 8.8
November, 1943 ...							
% Change,							
Jan.-Nov., 1944 ..	+ 5.7	+ 8.4	+ 9.3	+ 5.2	+ 4.5	+ 7.4	+ 4.9
Jan.-Nov., 1943 ..							
<u>Ontario</u>							
November, 1941	146.1	117.2	153.2	174.3	148.6	126.1	165.7
November, 1942	156.6	128.0	178.8	184.8	147.8	150.2	170.9
November, 1943	165.1	142.2	184.0	184.0	154.0	178.7	181.2
<u>1944</u>							
October	169.7	136.3	174.1	183.1	164.1	196.9	192.1
November	183.7	144.5	213.4	201.2	168.5	197.0	199.3
% Change,							
November, 1944 ...	+11.3	+ 1.6	+16.0	+ 9.3	+ 9.4	+10.2	+10.0
November, 1943 ...							
% Change,							
Jan.-Nov., 1944 ..	+ 6.5	+ 4.9	+ 8.0	+ 3.1	+ 5.7	+ 9.6	+ 4.6
Jan.-Nov., 1943 ..							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

Men's ^(c) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery	Radio and Electrical
Maritime Provinces							
224.6	185.2	143.1	150.4	128.3	139.5	203.2	135.7
263.7	243.4	186.2	177.3	153.5	158.4	268.7	146.4
282.4	276.6	201.3	208.8	148.8	175.9	370.8	136.0
273.6	263.4	216.0	209.3	183.2	207.7	303.0	130.5
288.6	295.1	213.1	222.5	199.4	200.6	408.4	145.7
+ 2.2	+ 6.7	+ 5.9	+ 6.6	+34.0	+14.0	+10.1	+ 7.1
+ 4.5	+10.6	+ 4.7	+ 8.3	+13.8	+17.7	+ 7.4	- 5.7
Quebec							
164.3	143.0	125.2	134.9	88.5	142.6	116.8	119.3
186.6	170.3	153.4	146.9	105.5	152.8	136.8	135.8
191.0	173.7	155.0	165.7	117.8	159.3	161.7	139.9
199.6	194.2	146.1	185.1	131.9	206.6	160.9	137.9
215.0	186.0	168.9	176.0	132.5	189.8	201.9	133.9
+12.6	+ 7.1	+ 9.0	+ 6.2	+12.5	+19.1	+24.9	- 4.3
+ 5.5	+ 3.5	+ 2.2	+ 8.6	+10.1	+15.6	+13.3	- 2.6
Ontario							
175.1	161.7	129.4	137.2	104.3	139.3	146.6	111.4
181.5	184.8	154.7	144.5	118.9	128.6	165.2	118.5
196.8	205.0	156.5	160.3	113.7	130.9	220.9	92.9
195.8	221.0	166.5	170.6	131.4	151.7	195.7	89.2
224.1	236.7	172.9	169.2	137.4	148.0	258.6	89.3
+13.9	+15.5	+10.5	+ 5.6	+20.8	+13.1	+17.1	- 3.9
+ 7.2	+ 9.1	+ 5.3	+ 6.9	+ 7.3	+ 7.3	+14.0	- 8.7

(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	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Prairie Provinces							
November, 1941	143.8	125.8	157.9	176.8	141.8	131.0	171.1
November, 1942	166.3	150.6	190.4	196.5	142.7	156.7	236.5
November, 1943	181.3	164.5	197.1	210.1	154.7	186.7	260.0
1944							
October	198.5	192.0	199.5	202.7	179.5	204.0	285.0
November	202.1	180.4	227.7	231.6	169.3	198.9	302.8
% Change, November, 1944 ...	+11.5	+ 9.7	+15.5	+10.2	+ 9.4	+ 6.5	+16.5
November, 1943 ...							
% Change, Jan.-Nov., 1944 ..	+11.2	+11.0	+14.1	+ 6.3	+ 8.9	+ 7.8	+12.6
Jan.-Nov., 1943 ..							

British Columbia							
November, 1941	135.5	112.8	150.0	141.5	139.2	111.0	152.1
November, 1942	162.4	115.8	188.5	163.7	145.6	157.4	209.7
November, 1943	166.6	126.3	192.7	162.8	144.9	175.6	193.8
1944							
October	179.8	160.8	196.8	148.2	161.2	177.1	208.3
November	183.1	144.5	215.6	167.4	155.5	182.2	211.2
% Change, November, 1944 ...	+ 9.9	+14.4	+11.9	+ 2.8	+ 7.3	+ 3.8	+ 9.0
November, 1943 ...							
% Change, Jan.-Nov., 1944 ..	+ 7.4	+13.2	+ 9.8	+ 1.5	+ 5.3	+ 2.9	+ 5.4
Jan.-Nov., 1943 ..							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

Men's ^(c) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery	Radio and Electrical
Prairie Provinces							
177.5	159.7	129.4	126.3	111.1	150.5	142.0	132.6
210.8	188.2	150.8	144.6	148.4	169.3	181.5	142.8
234.1	230.3	167.7	173.2	149.9	182.3	251.1	157.2
246.8	241.3	210.1	204.1	167.0	207.6	253.0	144.0
260.6	258.7	189.9	187.9	172.2	208.3	298.8	142.4
+11.3	+12.3	+13.2	+ 8.5	+14.9	+14.3	+19.0	- 9.4
+12.1	+12.8	+ 8.4	+ 9.7	+14.8	+16.7	+18.2	+ 4.8
British Columbia							
143.9	138.1	123.0	123.4	120.4	137.9	132.1	123.5
193.3	193.7	163.9	158.4	148.9	177.5	183.1	142.3
190.7	201.6	172.8	191.2	150.5	175.4	226.1	107.8
177.7	223.2	224.9	221.7	181.7	190.7	202.6	116.2
195.9	208.8	200.6	217.9	176.9	214.3	242.0	130.1
+ 2.7	+ 3.6	+16.1	+14.0	+17.5	+22.2	+ 7.0	+20.7
+ 2.9	+ 6.7	+10.0	+14.1	+11.1	+13.8	+ 8.2	- 5.6

(c) Includes men's furnishings.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
November, 1943 and November, 1944
 (Based on dollar sales of 19 firms including mail order houses)

	November, 1943	November, 1944	% Change, 1944/1943
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	35,948,491	41,419,525	+15.2
1. Women's dresses, coats and suits	4,403,767	5,228,854	+18.7
2. Girls' and infants' wear	1,597,863	1,848,137	+15.7
3. Hosiery and gloves	1,768,944	1,787,475	+ 1.0
4. Lingerie and corsets	1,567,552	1,671,806	+ 6.7
5. Millinery	408,570	457,704	+12.0
6. Women's and children's apparel-(Total, 1-5) ..	9,746,696	10,993,976	+12.8
7. Men's and boys' clothing and furnishings ..	4,834,249	5,376,291	+11.2
8. Drugs and toilet articles and preparations .	1,128,490	1,314,920	+16.5
9. Piece goods	2,387,007	2,994,896	+25.5
10. Smallwares	1,536,469	1,765,744	+14.9
11. Food and kindred products	2,316,371	2,684,144	+15.9
12. Furniture (including mattresses and springs)	1,599,944	2,009,905	+25.6
13. Home furnishings	2,265,464	2,430,252	+ 9.9
14. Household appliances and electrical supplies	544,022	614,874	+13.0
15. Hardware and kitchen utensils	905,554	1,045,277	+15.4
16. Radios, musical instruments and supplies ...	282,476	284,677	- 1.3
17. Shoes and other footwear	2,603,884	3,049,757	+17.1
18. Stationery, books and magazines	912,034	1,083,080	+18.8
19. All other departments, total	4,879,831	5,711,732	+17.0

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