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

Retail purchasing in Canada as measured by the composite index for twelve retail trades dealing principally in foods, clothing and household requirements averaged 14 per cent higher in September of this year than last and 15 per cent higher than in August. The general index of sales, unadjusted for seasonal movements or differences in the numbers of business days and on the base, 1935-1939=100, stands at 180.0 for September, 1944 compared with 157.2 for August and 157.9 for September a year ago. Sales for the first nine months of 1944 averaged 8 per cent higher than in the corresponding period of 1943.

The more substantial increase in September of this year over last compared with those recorded in earlier corresponding-month comparisons may be attributed in part to the composition according to business days of the two months. There were five Fridays and five Saturdays in September this year whereas in September a year ago the two days in addition to the four full weeks (apart from Labour Day) occurred on Wednesday and Thursday. Since sales in most trades are normally greater on Friday and Saturday than earlier in the week, this factor has considerable effect upon the sales comparison for September of the two years. On making adjustment for this factor by reducing the monthly sales to an average daily sales basis, taking into account not only the total number of business days but also the varying sales importance of different days of the week, the increase in September this year over last is reduced from 14 per cent to 9 per cent. The general index of sales adjusted both for number of business days and for normal seasonal movements stands at 172.2 for September, 174.4 for August and 158.4 for September a year ago.

Sales made by radio and electrical stores were practically unchanged in September of this year compared with last. The same was true of restaurants. With these exceptions, substantial gains were recorded for all other trades for which figures are available, gains which were modified but not eliminated by basing the comparisons on average daily sales rather than calendar month totals. Unless otherwise indicated, figures quoted in the following paragraphs relate to calendar month totals.

Shoe store sales were 18 per cent higher in September of this year than last while sales for the year-to-date are up by 5 per cent. September increases on a regional basis ranged from 9 per cent in the Maritime Provinces to 24 per cent in British Columbia.

Men's clothing store sales gained 13 per cent in September of this year over last and were up 6 per cent for the year-to-date. Increases in Ontario and the Prairie Provinces exceeded those in other regions.

Results for women's specialty shops were similar to those for men's. September sales gained 14 per cent over last year while sales for the year-to-date were up 8 per cent.

Department stores (including the mail order business of these firms) transacted 15 per cent more business in September of this year than last while sales for the first nine months stand 10 per cent above the corresponding period of 1943. The September increase was highest in the Prairie Provinces at 20 per cent followed by 19 per cent for British Columbia and 17 per cent for Quebec. More moderate gains of 9 per cent and 11 per cent were recorded for the Maritime Provinces and Ontario respectively.

A 12 per cent increase in drug store sales in September, 1944 over last year was uniform throughout the country. Sales for the year-to-date stand 9 per cent above the similar period of 1943.

Furniture store sales continue to show increases with September sales standing 15 per cent above September last year. Sales for the first nine months of 1944 were 9 per cent above the corresponding period of 1943.

Food store sales for the calendar month of September averaged 15 per cent higher this year than last. This is a trade in which the varying sales importance of the different days of the week is an important factor. Calculations based on average daily sales, taking into account this varying sales importance of the different week days, reduces the increase to 6 rather than 15 per cent.

Hardware store sales registered 18 per cent higher in September of this year than last compared with a 16 per cent gain for August and a 13 per cent increase for the year-to-date.

September sales of variety stores were up 12 per cent, a gain reduced to 4 per cent when calculations are based on average daily sales rather than calendar month totals. Sales for the year-to-date were up by 4 per cent.

Increases in jewellery store sales were recorded for all sections of the country, these gains ranging from 7 per cent in the Maritime Provinces to 19 per cent in Ontario. Canada sales for this trade averaged 16 per cent higher in September of this year than last.

Sales of 21 departmental firms which provided sales statements on a departmental basis averaged 15 per cent higher in September this year over last. The results for individual departments indicate an unusual degree of uniformity, only four departments recording percentage changes which differed by more than four points from the average result. Most outstanding gains were those for food and piece goods departments, sales being up 24 per cent in each case. Home furnishings recorded a moderate 5 per cent advance, while sales of radio and music departments were 28 per cent lower than in September last year.

A summary of department store sales by departments for the first nine months of this year and last is contained on Page 9 of this bulletin. Piece goods and furniture departments recorded the greatest expansion in sales over last year. Two departments, household appliance and radio, show a reduction from the 1943 sales volume.

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 | September, 1944 + or - per cent compared with | | | |
|-------------------------------|--|--------------------|-----------------|--------------------------------------|
| | September, 1939 | September, 1943 | August, 1944 | Jan.-Sept., 1944 Jan.-Sept., 1943 |
| General Index | +54.6 | +14.0 | +14.5 | + 7.9 |
| Boot and Shoe Stores | +62.9 | +18.0 | +29.0 | + 5.0 |
| Candy Stores | (g) | +23.9 | +13.7 | +11.7 |
| Men's Clothing Stores | +52.9 | +13.1 | +41.3 | + 6.4 |
| Women's Clothing Stores | +82.7 | +14.3 | +31.1 | + 7.8 |
| Department Stores | +56.1 | +15.1 | +31.3 | +10.0 |
| Drug Stores | +69.7 | +12.1 | + 3.9 | + 8.6 |
| Furniture Stores | +17.2 | +15.4 | +10.0 | + 8.9 |
| Grocery and Meat Stores | +51.0 | +15.1 | + 3.7 | + 6.7 |
| Hardware Stores | +32.4 | +18.2 | + 3.0 | +13.2 |
| Radio and Electrical Stores . | - 6.1 | - 1.1 | +23.4 | - 4.4 |
| Restaurants | +80.6 | + 1.6 | - 1.3 | + 9.0 |
| Variety Stores | +65.6 | +12.1 | +10.7 | + 3.6 |

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

| Region | Boot and Shoe Stores | Jewellery Stores |
|--------------------------|---|---|
| | Sales in September, 1944 Compared with Sales in September, 1943 | Sales in September, 1944 Compared with Sales in September, 1943 |
| CANADA | +18.0 | +15.6 |
| Maritime Provinces | + 9.3 | + 7.1 |
| Quebec | +18.0 | +16.3 |
| Ontario | +19.2 | +19.1 |
| Prairie Provinces | +15.8 | +15.1 |
| British Columbia | +24.4 | +11.1 |

(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 |
| September, 1939 | 116.4 | 109.9 | 122.2 | 108.0 | (g) | (g) | 115.4 | 109.2 |
| September, 1940 | 113.9 | 116.5 | 113.2 | 109.6 | 100.2 | 130.6 | 107.3 | 112.1 |
| September, 1941 | 137.3 | 136.4 | 132.1 | 124.8 | 126.1 | 159.4 | 128.4 | 130.4 |
| September, 1942 | 153.2 | 152.6 | 165.3 | 156.7 | 133.3 | 167.8 | 153.8 | 154.9 |
| September, 1943 | 157.9 | 158.4 | 168.7 | 160.0 | 162.3 | 204.3 | 155.9 | 160.3 |
| <u>1943</u> | | | | | | | | |
| October | 173.4 | 157.5 | 171.3 | 158.0 | 189.6 | 202.1 | 197.2 | 152.3 |
| November | 174.1 | 165.0 | 162.6 | 171.8 | 180.9 | 212.8 | 206.8 | 164.7 |
| December | 221.7 | 167.9 | 209.7 | 163.2 | 384.6 | 173.6 | 279.4 | 183.2 |
| <u>1944</u> | | | | | | | | |
| January | 132.5 | 166.1 | 108.7 | 149.9 | 145.5 | 203.9 | 107.7 | 148.1 |
| February | 139.0 | 171.8 | 105.1 | 174.0 | 184.8 | 176.9 | 111.4 | 183.1 |
| March | 165.4 | 177.4 | 139.0 | 185.0 | 168.4 | 221.2 | 146.9 | 182.9 |
| April | 176.7 | 175.2 | 204.3 | 159.4 | 219.0 | 155.2 | 200.5 | 190.1 |
| May | 176.7 | 169.1 | 195.8 | 175.7 | 161.9 | 173.4 | 182.7 | 187.1 |
| June | 176.5 | 170.1 | 208.6 | 162.1 | 153.3 | 231.5 | 189.1 | 179.0 |
| July | 149.0 | 169.1 | 162.3 | 182.6 | 160.9 | 232.1 | 142.0 | 178.6 |
| August | 157.2 | 174.4 | 154.4 | 189.6 | 176.8 | 216.6 | 124.8 | 168.9 |
| September | 180.0 | 172.2 | 199.1 | 172.0 | 201.1 | 238.2 | 176.4 | 166.9 |

| Year and Month | Women's Clothing | | Department | | Drugs | |
|----------------------|------------------|-------|------------|-------|-------|-------|
| | A | B | A | B | A | B |
| September, 1939 | 110.2 | 109.7 | 117.3 | 113.3 | 104.4 | 101.1 |
| September, 1940 | 114.0 | 125.3 | 114.1 | 116.7 | 112.3 | 114.8 |
| September, 1941 | 134.8 | 144.0 | 138.6 | 136.6 | 130.4 | 130.5 |
| September, 1942 | 169.1 | 179.1 | 154.9 | 152.7 | 147.6 | 146.8 |
| September, 1943 | 176.1 | 188.8 | 159.1 | 156.8 | 158.1 | 157.8 |
| <u>1943</u> | | | | | | |
| October | 206.3 | 165.7 | 177.8 | 157.3 | 171.7 | 164.2 |
| November | 202.9 | 182.0 | 196.0 | 168.8 | 169.5 | 172.6 |
| December | 270.1 | 185.6 | 240.2 | 145.8 | 248.2 | 196.5 |
| <u>1944</u> | | | | | | |
| January | 128.6 | 183.5 | 109.7 | 151.3 | 168.2 | 177.0 |
| February | 124.7 | 207.5 | 122.4 | 156.3 | 163.0 | 175.1 |
| March | 175.6 | 205.0 | 163.2 | 174.0 | 170.1 | 172.1 |
| April | 229.2 | 181.8 | 164.3 | 174.0 | 169.2 | 174.6 |
| May | 201.4 | 190.9 | 166.2 | 160.0 | 168.4 | 173.4 |
| June | 192.9 | 170.8 | 150.3 | 143.2 | 168.1 | 177.0 |
| July | 155.2 | 189.8 | 116.8 | 156.9 | 168.0 | 171.2 |
| August | 153.5 | 213.3 | 139.4 | 165.4 | 170.5 | 172.0 |
| September | 201.3 | 205.0 | 183.1 | 179.1 | 177.2 | 172.3 |

(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 |
| September, 1939 | 115.4 | 97.9 | 117.9 | 112.2 | 135.6 | 115.3 |
| September, 1940 | 124.0 | 111.8 | 108.9 | 116.2 | 130.2 | 115.3 |
| September, 1941 | 140.3 | 121.9 | 133.7 | 139.1 | 157.5 | 133.9 |
| September, 1942 | 128.5 | 111.6 | 148.0 | 152.9 | 163.8 | 139.2 |
| September, 1943 | 117.2 | 103.5 | 154.6 | 160.3 | 151.8 | 131.7 |
| <u>1943</u> | | | | | | |
| October | 127.7 | 106.7 | 166.9 | 159.5 | 156.5 | 137.1 |
| November | 120.6 | 112.6 | 155.8 | 159.3 | 153.6 | 150.6 |
| December | 141.4 | 125.4 | 189.7 | 181.6 | 175.0 | 163.7 |
| <u>1944</u> | | | | | | |
| January | 94.4 | 146.6 | 154.1 | 167.1 | 104.4 | 176.7 |
| February | 101.5 | 125.4 | 161.9 | 171.2 | 110.6 | 195.3 |
| March | 115.9 | 135.0 | 182.5 | 175.3 | 129.5 | 178.0 |
| April | 138.5 | 128.5 | 181.9 | 181.2 | 156.1 | 155.6 |
| May | 157.3 | 125.6 | 179.5 | 176.4 | 193.4 | 143.7 |
| June | 130.4 | 131.7 | 195.4 | 193.2 | 189.1 | 156.4 |
| July | 113.2 | 150.8 | 164.4 | 174.7 | 167.8 | 154.9 |
| August | 122.9 | 120.5 | 171.7 | 183.8 | 174.3 | 162.9 |
| September | 135.2 | 113.0 | 178.0 | 170.1 | 179.5 | 150.8 |

| Year and Month | Radio and Electrical | | Restaurants | | Variety | |
|-----------------------|----------------------|-------|-------------|-------|---------|-------|
| | A | B | A | B | A | B |
| September, 1939 | 120.2 | 103.0 | 104.1 | 99.2 | 115.2 | 115.1 |
| September, 1940 | 133.9 | 119.6 | 111.0 | 108.7 | 125.5 | 137.9 |
| September, 1941 | 158.2 | 135.6 | 129.7 | 125.3 | 152.3 | 162.6 |
| September, 1942 | 132.5 | 113.6 | 150.0 | 145.0 | 176.6 | 188.5 |
| September, 1943 | 114.1 | 97.8 | 185.0 | 177.6 | 170.2 | 183.2 |
| <u>1943</u> | | | | | | |
| October | 118.2 | 95.7 | 181.6 | 179.4 | 195.7 | 182.4 |
| November | 116.0 | 91.0 | 177.6 | 187.7 | 199.1 | 197.8 |
| December | 140.0 | 99.5 | 182.4 | 173.9 | 339.4 | 185.4 |
| <u>1944</u> | | | | | | |
| January | 100.7 | 130.0 | 184.1 | 196.3 | 131.7 | 212.3 |
| February | 96.4 | 124.4 | 176.8 | 193.3 | 141.5 | 203.6 |
| March | 102.2 | 119.1 | 192.9 | 193.3 | 156.3 | 200.9 |
| April | 103.9 | 118.6 | 186.2 | 188.9 | 185.1 | 196.2 |
| May | 114.0 | 98.0 | 188.2 | 184.2 | 191.1 | 191.8 |
| June | 110.3 | 118.9 | 182.3 | 181.9 | 196.1 | 189.5 |
| July | 91.4 | 119.5 | 182.5 | 175.6 | 181.1 | 186.8 |
| August | 91.5 | 112.2 | 190.4 | 175.2 | 172.4 | 184.4 |
| September | 112.9 | 98.8 | 188.0 | 180.5 | 190.8 | 190.7 |

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) | | | | | | |
| September, 1940 | 107.3 | 130.8 | 99.8 | 106.9 | 109.9 | 106.7 |
| September, 1941 | 128.4 | 157.9 | 122.5 | 124.5 | 136.3 | 128.5 |
| September, 1942 | 153.8 | 196.7 | 152.0 | 149.3 | 145.6 | 158.0 |
| September, 1943 | 155.9 | 204.0 | 154.5 | 147.3 | 170.1 | 142.8 |
| 1944 | | | | | | |
| July | 142.0 | 216.5 | 135.3 | 126.8 | 167.1 | 139.6 |
| August | 124.8 | 176.1 | 119.9 | 114.6 | 135.7 | 133.2 |
| September | 176.4 | 217.1 | 166.2 | 170.9 | 203.2 | 158.9 |
| % Change, | | | | | | |
| September, 1944 ... | +13.1 | + 6.4 | + 7.6 | +16.0 | +19.5 | +11.3 |
| September, 1943 ... | | | | | | |
| % Change, | | | | | | |
| Jan.-Sept., 1944 .. | + 6.4 | + 4.4 | + 4.4 | + 6.3 | +14.0 | + 3.6 |
| Jan.-Sept., 1943 .. | | | | | | |
| Women's Clothing Stores | | | | | | |
| September, 1940 | 114.0 | 130.1 | 103.1 | 119.1 | 106.3 | 123.3 |
| September, 1941 | 134.8 | 154.4 | 128.8 | 133.2 | 132.5 | 155.7 |
| September, 1942 | 169.1 | 187.9 | 162.2 | 174.1 | 148.6 | 186.3 |
| September, 1943 | 176.1 | 187.3 | 158.2 | 182.0 | 174.6 | 194.3 |
| 1944 | | | | | | |
| July | 155.2 | 181.2 | 135.3 | 157.5 | 162.9 | 176.9 |
| August | 153.5 | 191.1 | 128.5 | 154.0 | 168.5 | 182.7 |
| September | 201.3 | 218.0 | 176.2 | 210.7 | 202.1 | 215.6 |
| % Change, | | | | | | |
| September, 1944 ... | +14.3 | +16.4 | +11.4 | +15.8 | +15.8 | +11.0 |
| September, 1943 ... | | | | | | |
| % Change, | | | | | | |
| Jan.-Sept., 1944 .. | + 7.8 | +12.7 | + 2.7 | + 8.3 | +14.1 | + 7.9 |
| Jan.-Sept., 1943 .. | | | | | | |
| Grocery and Meat Stores | | | | | | |
| September, 1940 | 108.9 | 118.4 | 102.0 | 106.5 | 124.6 | 109.9 |
| September, 1941 | 135.7 | 147.4 | 126.1 | 132.0 | 146.0 | 134.1 |
| September, 1942 | 148.1 | 168.5 | 142.0 | 141.4 | 164.6 | 156.8 |
| September, 1943 | 154.6 | 185.2 | 149.0 | 146.0 | 175.3 | 151.7 |
| 1944 | | | | | | |
| July | 164.4 | 206.3 | 154.9 | 153.5 | 190.8 | 166.8 |
| August | 171.7 | 197.8 | 159.7 | 161.7 | 207.8 | 180.2 |
| September | 178.0 | 220.7 | 171.2 | 168.6 | 198.7 | 168.5 |
| % Change, | | | | | | |
| September, 1944 ... | +15.1 | +19.2 | +14.9 | +15.5 | +13.3 | +11.1 |
| September, 1943 ... | | | | | | |
| % Change, | | | | | | |
| Jan.-Sept., 1944 .. | + 6.7 | +10.6 | + 5.6 | + 6.5 | + 8.2 | + 3.9 |
| Jan.-Sept., 1943 .. | | | | | | |

(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 | | | | | | |
| September, 1940 | 114.1 | 114.8 | 116.8 | 117.2 | 107.3 | 116.6 |
| September, 1941 | 138.6 | 149.7 | 140.6 | 138.2 | 131.7 | 147.5 |
| September, 1942 | 154.9 | 169.7 | 166.7 | 157.0 | 136.2 | 169.6 |
| September, 1943 | 159.1 | 199.1 | 165.5 | 148.9 | 157.6 | 164.7 |
| 1944 | | | | | | |
| July | 116.8 | 138.9 | 109.6 | 104.6 | 120.2 | 144.1 |
| August | 139.4 | 172.0 | 136.0 | 128.6 | 136.4 | 166.6 |
| September | 183.1 | 216.3 | 193.7 | 165.5 | 188.6 | 195.8 |
| % Change, | | | | | | |
| September, 1944 ... | +15.1 | + 8.6 | +17.0 | +11.1 | +19.7 | +18.9 |
| September, 1943 ... | | | | | | |
| % Change, | | | | | | |
| Jan.-Sept., 1944 .. | +10.0 | +12.2 | + 8.0 | + 6.7 | +14.9 | +10.2 |
| Jan.-Sept., 1943 .. | | | | | | |
| Variety Stores | | | | | | |
| September, 1940 | 125.5 | 160.2 | 128.1 | 118.2 | 128.6 | 115.9 |
| September, 1941 | 152.3 | 202.1 | 162.7 | 141.3 | 148.9 | 132.3 |
| September, 1942 | 176.6 | 226.8 | 197.4 | 166.1 | 155.3 | 146.9 |
| September, 1943 | 170.2 | 221.0 | 193.8 | 158.9 | 155.0 | 127.3 |
| 1944 | | | | | | |
| July | 181.1 | 232.0 | 204.3 | 162.7 | 191.3 | 141.9 |
| August | 172.4 | 220.8 | 193.3 | 155.7 | 173.7 | 147.1 |
| September | 190.8 | 242.1 | 222.9 | 175.9 | 178.1 | 138.3 |
| % Change, | | | | | | |
| September, 1944 ... | +12.1 | + 9.5 | +15.0 | +10.7 | +14.9 | + 8.6 |
| September, 1943 ... | | | | | | |
| % Change, | | | | | | |
| Jan.-Sept., 1944 .. | + 3.6 | + 4.9 | + 4.1 | + 2.6 | + 6.4 | + 1.2 |
| Jan.-Sept., 1943 .. | | | | | | |
| Drug Stores | | | | | | |
| September, 1940 | 112.3 | 115.0 | 107.8 | 111.2 | 117.0 | 116.4 |
| September, 1941 | 130.4 | 143.9 | 127.2 | 129.4 | 132.3 | 127.6 |
| September, 1942 | 147.6 | 177.0 | 140.5 | 143.1 | 150.1 | 160.3 |
| September, 1943 | 158.1 | 184.3 | 151.6 | 151.5 | 162.2 | 180.9 |
| 1944 | | | | | | |
| July | 168.0 | 201.4 | 159.8 | 161.0 | 173.3 | 187.6 |
| August | 170.5 | 208.4 | 160.5 | 161.7 | 177.6 | 198.2 |
| September | 177.2 | 206.8 | 169.5 | 168.7 | 182.0 | 210.2 |
| % Change, | | | | | | |
| September, 1944 ... | +12.1 | +12.1 | +11.8 | +11.4 | +12.2 | +16.2 |
| September, 1943 ... | | | | | | |
| % Change, | | | | | | |
| Jan.-Sept., 1944 .. | + 8.6 | + 9.3 | + 8.4 | + 7.2 | + 9.7 | +13.7 |
| Jan.-Sept., 1943 .. | | | | | | |

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
September, 1943 and September, 1944
 (Based on dollar sales of 21 firms including mail order houses)

| | September, 1943 | September, 1944 | % Change, 1944/1943 |
|---|--------------------|--------------------|------------------------|
| | \$ | \$ | |
| TOTAL SALES, ALL DEPARTMENTS | 29,985,859 | 34,366,510 | +14.6 |
| 1. Women's dresses, coats and suits | 3,545,551 | 4,095,526 | +15.5 |
| 2. Girls' and infants' wear | 1,771,424 | 2,068,052 | +16.7 |
| 3. Hosiery and gloves | 1,326,774 | 1,390,281 | + 4.8 |
| 4. Lingerie and corsets | 1,357,584 | 1,582,266 | +16.6 |
| 5. Millinery | 465,455 | 527,299 | +13.3 |
| 6. Women's and children's apparel-(Total, 1-5).. | 8,466,788 | 9,663,424 | +14.1 |
| 7. Men's and boys' clothing and furnishings | 3,956,535 | 4,461,095 | +12.8 |
| 8. Drugs and toilet articles and preparations .. | 740,221 | 880,024 | +18.9 |
| 9. Piece goods | 2,467,490 | 3,051,179 | +23.7 |
| 10. Smallwares | 1,001,223 | 1,156,846 | +15.5 |
| 11. Food and kindred products | 2,003,126 | 2,473,396 | +23.5 |
| 12. Furniture (including mattresses and springs). | 1,633,382 | 1,920,594 | +17.6 |
| 13. Home furnishings | 1,993,361 | 2,094,606 | + 5.1 |
| 14. Household appliances and electrical supplies. | 635,269 | 718,173 | +13.1 |
| 15. Hardware and kitchen utensils | 882,008 | 1,021,496 | +15.8 |
| 16. Radios, musical instruments and supplies | 239,970 | 216,648 | -27.8 |
| 17. Shoes and other footwear | 2,251,015 | 2,638,498 | +17.2 |
| 18. Stationery, books and magazines | 614,381 | 710,367 | +15.6 |
| 19. All other departments, total | 3,041,090 | 3,360,164 | +10.5 |

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
January-to-September, 1943 and January-to-September, 1944

| | Jan.-to- Sept., 1943 | Jan.-to- Sept., 1944 | % Change, 1944/1943 |
|---|-------------------------|-------------------------|------------------------|
| | \$ | \$ | |
| TOTAL SALES, ALL DEPARTMENTS | 216,361,748 | 238,011,047 | +10.0 |
| 1. Women's dresses, coats and suits | 25,110,416 | 27,582,791 | + 9.8 |
| 2. Girls' and infants' wear | 8,715,504 | 10,227,810 | +17.4 |
| 3. Hosiery and gloves | 9,052,152 | 9,420,993 | + 4.1 |
| 4. Lingerie and corsets | 9,779,020 | 11,111,455 | +13.6 |
| 5. Millinery | 2,750,011 | 2,897,828 | + 5.4 |
| 6. Women's and children's apparel--(Total, 1-5) .. | 55,407,103 | 61,240,877 | +10.5 |
| 7. Men's and boys' clothing and furnishings | 23,597,296 | 26,119,595 | +10.7 |
| 8. Drugs and toilet articles and preparations | 6,462,544 | 7,059,016 | + 9.2 |
| 9. Piece goods | 17,065,032 | 20,264,649 | +18.7 |
| 10. Smallwares | 7,613,819 | 8,370,181 | + 9.9 |
| 11. Food and kindred products | 19,763,962 | 21,065,402 | + 6.6 |
| 12. Furniture (including mattresses and springs) .. | 12,079,825 | 14,809,705 | +22.6 |
| 13. Home furnishings | 16,044,997 | 17,044,074 | + 6.2 |
| 14. Household appliances and electrical supplies .. | 4,404,721 | 4,386,420 | - 0.4 |
| 15. Hardware and kitchen utensils | 8,466,971 | 9,548,980 | +12.8 |
| 16. Radios, musical instruments and supplies | 2,377,661 | 1,710,562 | -28.1 |
| 17. Shoes and other footwear | 15,959,982 | 17,189,411 | + 7.7 |
| 18. Stationery, books and magazines | 3,428,465 | 3,795,732 | +10.7 |
| 19. All other departments, total | 23,629,370 | 25,406,443 | + 7.2 |

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