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Monthly Indexes of Retail Sales in Canada, November, 1945
(1935-1939=100)

November sales of retail stores in Canada gained 5 per cent over October and averaged 12 per cent higher than in November, 1944 according to sales statements received from a large sample number of firms representing fourteen different trades. The general index of sales (on the base, 1935-1939=100) stands at 213.0 for November, 1945, at 203.8 for October of the same year and at 190.4 for November, 1944.

The margin of increase between November, 1944 and November, 1945 is strikingly similar to that recorded in the corresponding October comparison, a result found to be true not only for retail trade as a whole but also for most of the individual kinds of business for which separate indexes are computed. Exceptions to this general relationship occur for variety stores, men's clothing stores and furniture stores. In the case of variety stores the margin of increase over 1944 gained from 9 per cent in October to 15 per cent in November. Increases over 1944 for the other two trades were appreciably lower in November than in the preceding month.

The general index of sales, when adjusted for differences in the numbers of business days in different months and for normal seasonal movements, stands at 200.6 for November compared with 189.7 for October and 186.0 for September. November, 1945 marks the first month since the inception of these monthly retail trade statistics in 1929 that the seasonally adjusted index has reached the 200 mark.

Adjustments to allow for seasonal swings in retail trade are made to the index numbers on the basis of the average experience over the ten years prior to the war. Peaks in the seasonally adjusted indexes recorded in November for each of the past few years indicate that there has been a change in the distribution of retail business over the twelve months of the year, a greater proportion of the annual business now being transacted in November than was formerly the case.

The 12 per cent increase in retail sales in November, 1945 over 1944 compares with an average gain of 8.5 per cent for the first eleven months of the year compared with the corresponding period of 1944. With the exception of women's specialty shops and furniture stores, November increases for all individual trades included in the survey exceeded those recorded in the cumulative comparisons.

Department and variety stores both registered gains in excess of the 12 per cent increase for retail trade as a whole. Department store sales were 15 per cent higher in November, 1945 than in November, 1944 with sales for the year to date standing 11 per cent higher. The November gain for variety stores was also 15 per cent while the gain for the eleven-month period stood at 9 per cent. Country general stores gained 9 per cent in November, 1945 over November, 1944 with the gain for the first eleven months standing at 7 per cent.

With the same number of business days in November of the two years, food store sales registered a gain of 10 per cent, somewhat greater than the eleven-month average which stood at 7 per cent. Increasing supplies and greater variety of food products, especially specialized items in demand during the pre-Christmas trade, were factors tending to stimulate the retail food business. Restaurant receipts were 5 per cent higher in November, 1945 than 1944, a gain about on a par with the 4 per cent average for the eleven-month period.

Mild weather conditions and some stock shortages, especially in men's overcoats, were effective in reducing the margin of increase recorded by the various branches of the apparel trade. Sales of men's specialty shops were 13 per cent higher for November compared with a 22 per cent gain recorded in October and a 19 per cent increase in September. Women's specialty stores reported 8 per cent more business in November than in November, 1944 compared with a gain of 12 per cent for the preceding month. The margin of increase over 1944 was also reduced for family clothing stores, standing at 13 per cent for November compared with 17 per cent for October. Shoe store sales were up 14 per cent in both the October and November comparisons with 1944.

Drug stores continue to show a moderate upward trend in business, November sales averaging 7 per cent higher than in November, 1944 and sales for the eleven-month period of 1945 standing 6 per cent above the corresponding period of 1944. November increases on a regional basis amounted to 5 per cent for the Maritime Provinces, 8 per cent for Quebec, 7 per cent for Ontario, 9 per cent for the Prairie Provinces and 9 per cent for British Columbia.

Furniture store sales averaged 11 per cent higher in November, 1945 than in 1944 and were up 13 per cent in the comparison based on the eleven-month period. Substantial gains continue to be recorded for the other three durable goods trades included in the survey, November increases amounting to 22 per cent for hardware stores, 16 per cent for jewellery stores and 25 per cent for radio and electrical stores.

Sales reported by chain candy firms showed volume up 16 per cent in November, 1945 over November, 1944. The increase for the first eleven months of the year amounted to 3 per cent. Furriers reported November sales 27 per cent higher in 1945 than in 1944.

Regional Trends

General results on a regional basis indicate no marked deviations from the Canada average increase of 12 per cent in sales between November, 1944 and 1945. Corresponding increases for the five economic areas stand at 10 per cent for the Maritime Provinces, 12 per cent for Quebec, 12 per cent for Ontario, 11 per cent for the Prairie Provinces and 14 per cent for British Columbia.

Departmental Analysis of Department Store Sales

There were 20 departmental firms which submitted statements giving sales comparisons by departments for November, 1944 and 1945. Their total sales were 14 per cent above November, 1944. Household appliance departments recorded an outstanding sales gain of 52 per cent. Other pronounced gains were 42 per cent for radio and music and 34 per cent for hardware departments. A much improved supply situation has been mainly responsible for these increases. Sales of departments not separately classified were up 25 per cent. Results for most other departments conformed with the average gain for all departments. A feature of the November results is the comparatively moderate expansion in sales of ladies' and men's apparel.

Comparison of Retail Sales in Canada, for 1944 and 1945, by Kinds of Business

(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	Sales in Nov., 1945 Compared With Sales In			Sales in Jan.-Nov., 1945 Compared With Sales In	
	Nov. 1941	Nov. 1944	Oct. 1945	Jan.-Nov., 1941	Jan.-Nov., 1944
	%	%	%	%	%
GENERAL INDEX	+48.0	+11.9	+ 4.5	+40.9	+ 8.5
General Merchandise Group:					
Country General Stores	+49.1	+ 9.3	- 5.7	+49.0	+ 6.5
Department Stores	+66.6	+14.9	+17.2	+41.0	+11.0
Variety Stores	+40.2	+15.1	+14.6	+33.9	+ 8.6
Food Group:					
Food Stores	+29.4	+10.4	+ 2.1	+36.2	+ 6.7
Restaurants	+57.6	+ 4.9	- 1.6	+61.4	+ 4.0
Clothing Group:					
Family Clothing Stores	+57.3	+12.5	- 1.6	+51.0	+11.8
Men's Clothing Stores	+48.0	+12.5	+ 1.7	+43.7	+10.5
Women's Clothing Stores	+57.2	+ 7.6	- 1.0	+54.6	+ 9.1
Shoe Stores	+59.2	+13.5	+ 3.7	+55.6	+12.0
Household and Personal Effects Group:					
Drug Stores	+44.7	+ 7.4	- 0.8	+44.1	+ 6.1
Furniture Stores	+57.6	+11.1	- 3.9	+15.2	+13.0
Hardware Stores	+54.3	+21.5	- 3.0	+40.3	+16.0
Jewellery Stores (b)	+104.2	+15.7	+24.9	+68.3	+14.9
Radio and Electrical Stores	+25.2	+24.9	+ 4.0	-14.3	+10.0

(b) 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, 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
November, 1944 ...	190.4	181.8	165.9	160.3	225.3	194.7	217.0	217.2
1944								
December	237.1	172.7	196.5	163.3	253.9	158.4	372.3	184.1
1945								
January	143.0	174.9	127.0	166.0	122.5	163.1	139.6	221.5
February	146.7	185.6	127.3	172.0	136.2	181.0	151.0	223.6
March	194.3	201.8	158.2	179.7	200.5	215.5	208.6	234.4
April	174.6	179.7	160.1	178.2	164.8	171.7	179.5	212.9
May	182.0	175.9	182.1	168.5	162.8	157.3	192.0	194.9
June	196.8	184.4	183.5	172.6	169.1	160.6	212.3	193.9
July	170.6	189.2	182.0	176.1	133.2	179.0	196.7	203.7
August	178.1	189.8	187.6	171.8	155.7	184.7	192.0	203.8
September	187.2	186.0	176.5	165.2	201.6	205.3	194.0	200.7
October	203.8	189.7	192.3	172.1	220.9	189.3	217.9	212.7
November	213.0	200.6	181.4	174.1	258.9	222.9	249.8	246.2

Year and Month	Food		Restaurants		Family Clothing		Men's(c) Clothing	
	A	B	A	B	A	B	A	B
November, 1939 ...	106.3	107.8	100.3	106.0	(a)	(a)	127.9	101.4
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
November, 1944 ...	168.5	172.3	193.8	203.4	233.1	197.7	228.8	187.3
1944								
December	204.6	176.2	196.7	190.5	290.5	181.8	297.3	172.9
1945								
January	166.5	176.3	179.1	188.4	125.3	186.3	117.5	165.7
February	167.5	182.3	171.3	193.9	127.5	197.0	120.8	192.3
March	201.1	188.1	195.9	196.4	218.8	230.4	206.0	217.7
April	181.7	185.4	192.4	195.8	184.9	173.1	165.8	159.9
May	192.1	189.6	191.9	187.2	189.0	183.8	168.3	174.3
June	210.8	197.0	199.1	198.6	216.3	198.7	212.1	189.3
July	178.2	188.5	208.7	201.5	179.2	215.4	152.8	193.0
August	188.4	198.7	212.5	194.9	169.8	207.2	140.8	189.8
September	174.3	173.7	204.6	199.6	199.5	212.0	209.4	212.7
October	182.1	185.0	206.6	202.2	266.5	224.6	253.0	215.9
November	186.0	185.8	203.2	213.3	262.3	219.9	257.3	208.1

(a) Not available.

(c) Includes men's furnishings.

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, 1941 ...	155.4	137.2	128.2	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
November, 1944 ...	227.1	205.3	180.7	190.9	181.4	184.7	145.3	137.8
1944								
December	292.2	189.9	246.0	169.4	261.3	205.6	147.9	124.6
1945								
January	135.8	190.0	99.0	143.1	176.2	187.2	99.7	151.3
February	139.0	221.1	108.3	183.1	167.6	185.9	112.4	144.0
March	258.2	259.5	226.0	243.2	188.5	186.6	143.1	165.4
April	199.5	175.2	179.6	161.6	175.2	184.4	159.3	147.1
May	198.9	190.8	191.1	173.6	178.6	183.8	166.9	134.8
June	217.9	196.3	261.1	190.4	184.7	190.8	164.3	159.7
July	165.8	203.6	189.8	215.3	178.5	186.2	135.0	179.8
August	166.6	212.4	177.6	203.1	180.8	181.1	137.9	134.7
September	212.1	223.8	204.9	184.5	184.0	182.5	148.4	129.0
October	246.7	210.6	197.7	197.0	196.4	190.3	168.0	142.6
November	244.3	218.3	205.1	210.8	194.8	197.0	161.5	150.8

Year and Month	Hardware		Jewellery ^(b)		Radio and Electrical	
	A	B	A	B	A	B
November, 1939 ...	110.0	107.9	110.8	(a)	124.8	97.9
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	218.0	213.8	116.4	101.9
November, 1944 ...	181.1	180.4	249.3	244.5	119.0	104.2
1944						
December	191.5	177.1	592.6	233.4	137.7	108.0
1945						
January	120.2	200.4	149.7	209.8	99.0	118.4
February	119.2	218.4	169.6	243.4	93.8	121.5
March	168.4	231.5	204.9	268.0	110.5	129.0
April	190.6	186.2	187.6	227.8	110.5	112.7
May	204.9	155.2	197.1	219.7	115.4	99.3
June	218.4	177.3	230.6	243.2	116.0	121.1
July	209.2	194.8	219.1	269.2	108.1	129.7
August	202.9	189.6	233.4	242.2	112.5	123.6
September	212.3	184.9	215.4	248.7	124.6	116.2
October	226.8	197.3	231.0	249.0	142.9	119.8
November	220.0	216.6	288.5	282.9	148.6	130.1

(a) Not available.

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

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
Maritime Provinces							
November, 1942	189.1	138.5	222.2	269.8	153.6	211.6	219.3
November, 1943	211.4	166.3	245.7	280.6	180.5	229.0	260.6
November, 1944	230.0	172.3	233.0	292.3	199.7	236.7	276.4
1945							
October	237.0	190.4	270.4	272.4	203.2	249.0	299.7
November	252.2	192.7	304.7	319.9	212.6	238.1	313.7
% Change,							
November, 1945 ..	+ 9.7	+11.5	+ 7.7	+ 9.4	+ 7.0	+ 0.6	+13.5
November, 1944 ..							
% Change,							
Jan.-Nov., 1945 ..	+ 7.3	+ 7.9	+ 8.6	+ 6.3	+ 5.2	+ 2.8	+10.7
Jan.-Nov., 1944 ..							
Quebec							
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
November, 1944	182.6	167.5	233.1	228.4	162.3	184.1	230.4
1945							
October	202.8	203.2	247.0	244.1	175.8	208.4	268.8
November	205.0	180.1	280.2	260.2	179.4	205.3	262.5
% Change,							
November, 1945 ..	+12.3	+ 7.5	+20.2	+13.9	+10.5	+11.5	+13.9
November, 1944 ..							
% Change,							
Jan.-Nov., 1945 ..	+ 8.7	+ 5.5	+15.2	+ 8.6	+ 6.2	+10.5	+11.0
Jan.-Nov., 1944 ..							
Ontario							
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
November, 1944	183.4	144.5	214.0	200.9	163.6	193.9	195.3
1945							
October	191.0	154.3	200.4	205.4	177.5	197.2	234.1
November	205.8	165.2	244.9	233.3	186.8	194.5	218.6
% Change,							
November, 1945 ..	+12.2	+14.3	+14.4	+15.1	+10.8	+ 0.3	+11.6
November, 1944 ..							
% Change,							
Jan.-Nov., 1945 ..	+ 9.1	+ 8.9	+11.6	+10.3	+ 6.9	+ 0.3	+14.5
Jan.-Nov., 1944 ..							

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

Men's (a) Clothing	Women Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
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
293.7	297.5	214.3	220.8	190.8	200.8	395.1	146.4
324.6	323.5	242.1	220.3	211.9	238.3	349.8	155.3
359.6	349.0	250.7	232.6	215.3	251.9	(g)	183.1
+22.4	+17.0	+17.0	+ 3.3	+12.8	+25.4	(g)	+15.1
+ 9.2	+14.3	+11.1	+ 5.5	+10.1	+12.1	(g)	+10.1
Quebec							
188.6	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
214.7	185.5	169.4	174.6	132.4	189.8	184.5	150.6
217.8	206.5	172.4	201.3	155.8	246.0	196.9	187.1
218.5	197.7	191.3	188.2	(g)	220.8	237.6	186.6
+ 0.8	+ 6.6	+12.9	+ 7.8	(g)	+16.3	+28.8	+23.9
+ 3.9	+ 3.8	+13.3	+ 7.3	(g)	+16.6	+19.2	+12.1
Ontario							
121.5	134.8	154.7	144.5	118.9	128.6	165.2	118.5
196.8	205.0	156.5	160.3	113.7	130.9	212.2	92.9
223.5	237.4	176.1	170.1	134.6	148.8	247.7	90.2
248.7	260.4	188.9	178.8	155.4	196.6	220.3	111.6
257.6	255.0	204.8	181.2	(g)	193.6	280.3	118.5
+15.3	+ 7.4	+16.3	+ 6.5	(g)	+30.1	+13.2	+31.4
+13.6	+11.1	+11.6	+ 5.3	(g)	+18.4	+17.3	+ 9.1

(a) Includes men's furnishings.

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

(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	Restaurant	Family Clothing
Prairie Provinces							
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
November, 1944	202.0	180.5	227.4	231.4	168.4	199.0	302.2
1945							
October	220.7	211.0	226.9	214.5	194.9	216.5	329.7
November	224.4	192.2	262.3	266.8	186.8	214.3	330.7
% Change,							
November, 1945 ..	+11.1	+ 6.5	+15.3	+15.3	+10.9	+ 7.7	+ 9.4
November, 1944 ..							
% Change,							
Jan.-Nov., 1945 .	+ 7.3	+ 4.5	+ 9.5	+ 5.1	+ 7.1	+ 4.3	+10.6
Jan.-Nov., 1944 .							
British Columbia							
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
November, 1944	193.5	143.6	214.5	167.4	156.9	181.1	217.8
1945							
October	201.1	183.0	214.6	162.9	177.3	198.8	230.2
November	209.0	162.6	244.7	207.8	174.6	194.2	254.5
% Change,							
November, 1945 ..	+13.9	+13.2	+14.1	+24.1	+11.3	+ 7.2	+16.9
November, 1944 ..							
% Change,							
Jan.-Nov., 1945 .	+ 9.9	+10.0	+ 9.9	+ 9.1	+ 8.6	+ 4.7	+ 9.7
Jan.-Nov., 1944 .							

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

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Prairie Provinces							
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
259.5	260.0	190.6	187.7	172.2	209.6	294.1	148.2
313.2	254.3	239.4	209.9	193.3	245.9	264.8	171.5
298.9	270.4	197.6	204.5	184.3	239.4	333.8	159.7
+15.2	+ 4.0	+ 3.7	+ 9.0	+ 7.0	+14.2	+13.5	+ 7.8
+ 9.9	+ 6.5	+11.0	+ 5.1	+12.6	+12.0	+ 6.1	+ 8.1
British Columbia							
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
195.1	211.3	200.9	217.1	180.6	213.1	247.0	129.2
224.9	244.9	243.0	239.5	212.2	251.9	230.6	145.2
221.2	236.9	216.7	237.4	229.3	265.2	296.9	172.3
+13.4	+12.1	+ 7.9	+ 9.4	+27.0	+24.4	+20.2	+33.4
+15.5	+ 8.4	+14.8	+10.1	+16.6	+19.0	+15.9	+11.0



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

November, 1944 and November, 1945

(Based on dollar sales of 20 firms including mail order houses)

	November, 1944	November, 1945	% Change, 1945/1944
TOTAL SALES, ALL DEPARTMENTS	41,678,315	47,667,059	+14.1
1. Women's dresses, coats and suits	5,273,753	5,768,030	+ 9.4
2. Girls' and infants' wear	1,853,722	2,028,523	+ 9.4
3. Hosiery and gloves	1,801,897	1,885,508	+ 4.6
4. Lingerie and corsets	1,677,062	1,753,820	+ 4.6
5. Millinery	457,132	531,229	+16.2
6. Women's and children's apparel - (Total, 1-5) ..	11,063,566	11,967,110	+ 8.2
7. Men's and boys' clothing and furnishings	5,409,327	5,824,088	+ 7.7
8. Drugs and toilet articles and preparations	1,333,007	1,526,534	+14.5
9. Piece goods	2,997,191	3,188,486	+ 6.4
10. Smallwares	1,776,250	1,977,429	+11.3
11. Food and kindred products	2,727,314	3,111,752	+14.1
12. Furniture (including mattresses and springs) ...	2,040,496	2,321,153	+13.8
13. Home furnishings	2,498,423	2,869,165	+14.8
14. Household appliances and electrical supplies ...	620,575	943,207	+52.0
15. Hardware and kitchen utensils	1,055,692	1,412,769	+33.8
16. Radios, musical instruments and supplies	284,758	403,272	+41.6
17. Shoes and other footwear	3,061,003	3,580,893	+17.0
18. Stationery, books and magazines	1,117,230	1,318,548	+18.0
19. All other departments, total	5,693,483	7,122,653	+25.1