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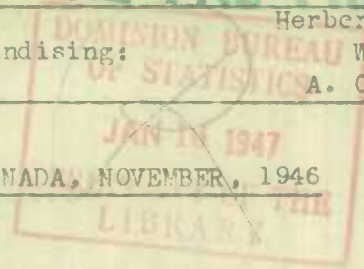
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MONTHLY INDEXES OF RETAIL SALES IN CANADA, NOVEMBER, 1946
(1935-1939=100)

November Sales Up 15 Per Cent Over A Year Ago --

Sales in retail stores throughout Canada were 15 per cent higher in November, 1946 than in November, 1945 and advanced 8 per cent from the preceding month of October, 1946, according to the composite index of sales for fourteen kinds of retail business. The automotive trades are not represented in the series and the expanded activity of these during the past year is, therefore, unaccounted for. No adjustment is made for higher prices in computing the sales indexes; thus, the results do not reflect changes in the physical volume of goods distributed through retail establishments. The unadjusted index of sales stands at 245.7 for November, 1946, compared with an average monthly index of 100.0 during the base period, 1935 to 1939. Retail sales averaged 15 per cent higher in the first eleven months of 1946 over the same period of 1945.

Durable Goods Increases Remain Highest --

Furniture, hardware and radio and electrical stores continued their advance to higher sales levels at a faster rate than did other retail outlets. Sales increases for November, 1946 over the same month of 1945 exceeded 20 per cent for each of the above trades. The November sales increase for jewellery stores was only 4 per cent, the margin being much reduced from that which had prevailed in earlier months of the year. Nevertheless, the dollar volume of sales for this latter trade reached a very high point during November and the unseasonably heavy trade in November, 1945 must be considered in interpreting the moderate increase for November, 1946.

Christmas Shoppers Get An Early Start --

It has been noticeable, from the relatively high level of trading in November during the past few years, that shortages of gift merchandise were influencing consumers to begin Christmas shopping earlier than had formerly been the custom. It appears evident, from the rather large increases recorded by a number of the component trades of this series, that this practice was continued in November, 1946. Particularly is this true of those stores, such as department, variety and apparel shops, handling types of gift merchandise which are not sufficiently plentiful to meet the present demand.

Food Store Sales Affected By Price Changes --

Grocery, combination grocery and meat stores, and meat markets enjoyed an over-all sales increase of 13 per cent in November. Increased food prices, which were approximately 9 per cent higher on December 1, 1946 than those prevailing a year previously, accounted for the greater part of the expansion in sales.

British Columbia Has Highest Among Regional Increases --

Stores operating in British Columbia increased their sales by an average margin of 20 per cent in November, 1946 over the same month of 1945. Increases in

Ontario, Quebec and the Prairie Provinces were fairly consistent with the average gain for the country as a whole. November sales in the Maritime Provinces were up 8 per cent from the same month of the previous year.

Candy and Fur Stores Report Large Gains --

Chain candy stores reported sales 29 per cent higher in November, 1946 than in November, 1945, while the average increase for the first eleven months of 1946 amounted to 34 per cent. Sales of retail furriers were up 20 per cent in November over the same month of 1945.

Department Store Sales For Selected Departments --

A comparison of department store sales grouped by commodity classification for November, 1945 and 1946 reveals that the pattern of the increases enjoyed by the various groups corresponds fairly closely with that for the retail stores whose sales composition they most closely resemble. Increases in durable goods and apparel sales exceed those for other types of merchandise.

Comparison of Retail Sales in Canada, for 1945 and 1946, by Kinds of Business
(Comparisons are based on dollar sales. No corrections have been made for price changes.)

Kind of Business	Sales in Nov., 1946			Sales in Jan.-Nov., 1946	
	Compared With Sales In			Compared With Sales In	
	Nov., 1941	Nov., 1945	Oct., 1946	Jan.-Nov., 1941	Jan.-Nov., 1945
General Index	+70.7	+15.2	+ 8.2	+61.0	+14.8
General Merchandise Group:					
Country General Stores	+55.8	+10.6	- 1.8	+66.1	+11.6
Department Stores	+95.8	+17.8	+19.5	+67.6	+19.0
Variety Stores	+63.8	+16.8	+18.4	+50.1	+12.1
Food Group:					
Food Stores	+46.1	+13.0	+ 3.9	+49.6	+ 9.8
Restaurants	+63.2	+ 2.8	- 3.0	+71.0	+ 5.9
Clothing Group:					
Family Clothing Stores	+87.9	+20.4	+ 9.2	+76.9	+17.6
Men's Clothing Stores	+77.5	+20.4	+21.2	+65.9	+15.2
Women's Clothing Stores	+84.3	+17.5	+ 8.7	+72.5	+11.4
Shoe Stores	+78.5	+ 9.8	+10.3	+64.2	+ 5.3
Household and Personal Effects Group:					
Drug Stores	+60.0	+10.1	+ 1.7	+59.2	+10.4
Furniture Stores	+107.6	+29.6	- 0.3	+56.0	+35.0
Hardware Stores	+89.5	+22.3	+ 1.6	+82.9	+30.2
Jewellery Stores (a)	+114.4	+ 3.8	+27.2	+91.7	+13.9
Radio and Electrical Stores	+102.1	+56.3	- 4.5	+49.6	+73.8

(a) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

November, 1945 and November, 1946

These figures are derived from a sample of reporting companies and are not to be interpreted as total department store sales.

	November, 1945	November, 1946	% Change, 1946/1945
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS.....	47,240,382	55,435,330	+17.3
1. Women's dresses, coats and suits	5,778,484	6,679,973	+15.6
2. Girls' and infants' wear	2,036,543	2,378,599	+16.8
3. Hosiery and gloves	1,863,363	2,423,251	+30.0
4. Lingerie and corsets	1,653,721	1,907,869	+15.4
5. Millinery	531,789	567,723	+ 6.8
6. Women's and children's apparel - (Total, 1-5).	11,863,900	13,957,415	+17.6
7. Men's and boys' clothing and furnishings	5,852,494	6,628,692	+13.3
8. Drugs and toilet articles and preparations ...	1,507,456	1,563,398	+ 3.7
9. Piece goods	3,165,404	3,428,553	+ 8.3
10. Smallwares	1,951,961	2,172,682	+11.3
11. Food and kindred products	3,014,305	3,290,109	+ 9.1
12. Furniture (including mattresses and springs) .	2,313,846	2,802,358	+21.1
13. Home furnishings	2,851,507	3,615,058	+26.8
14. Household appliances and electrical supplies .	932,399	1,437,778	+54.2
15. Hardware and kitchen utensils	1,409,491	1,772,577	+25.8
16. Radios, musical instruments and supplies	408,159	948,674	+132.4
17. Shoes and other footwear	3,586,085	3,859,878	+ 7.6
18. Stationery, books and magazines	1,325,591	1,360,421	+ 2.6
19. All other departments, total	7,057,784	8,597,737	+21.8

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, 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
November, 1945	213.3	200.9	182.5	175.1	258.3	222.4	249.9	246.3
1945								
December	256.1	187.4	209.6	174.2	279.5	174.4	400.0	197.8
1946								
January	160.0	196.1	137.6	179.4	137.0	182.4	144.1	227.7
February	167.1	212.7	140.2	188.4	162.3	215.7	157.6	233.4
March	210.3	229.2	168.9	197.3	222.2	258.7	199.9	247.4
April	212.0	211.6	187.3	202.2	213.3	207.4	221.3	242.2
May	217.1	208.5	212.6	195.7	208.8	201.7	221.6	224.1
June	216.6	210.6	201.6	197.3	191.9	189.5	233.2	220.3
July	195.4	212.1	208.3	195.0	159.7	207.0	222.5	225.9
August	215.0	220.9	219.6	196.3	197.2	232.2	234.9	233.3
September	207.7	213.8	188.6	181.0	239.2	244.6	218.5	240.1
October	227.1	210.5	205.4	183.2	254.7	218.3	246.5	240.7
November	245.7	223.4	201.8	188.2	304.3	261.0	291.9	271.8

Year and Month	Food		Restaurants		Family Clothing		Men's (a) Clothing	
	A	B	A	B	A	B	A	B
November, 1939	106.3	107.8	100.3	106.0	(b)	(b)	127.9	101.4
November, 1941	143.7	140.8	128.9	136.7	166.8	137.4	173.8	135.2
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
November, 1945	185.9	185.6	204.6	214.8	260.3	218.1	256.2	207.3
1945								
December	215.6	189.8	201.8	196.1	311.2	194.1	308.0	178.5
1946								
January	182.4	192.4	190.3	199.6	144.2	214.1	141.3	199.3
February	182.2	198.3	181.9	205.9	154.3	238.4	160.9	256.0
March	213.5	197.6	209.7	213.7	229.3	278.1	220.9	262.1
April	203.7	211.4	207.5	208.4	252.3	213.7	221.7	196.3
May	212.9	209.2	210.7	204.9	239.0	231.9	208.7	216.2
June	222.3	216.4	210.1	213.2	243.7	231.0	227.4	209.1
July	196.9	204.2	219.3	208.3	203.0	236.6	173.9	215.4
August	218.4	215.6	225.8	207.1	222.8	255.9	182.4	228.3
September	184.6	196.9	210.7	206.3	217.1	243.6	213.3	232.0
October	202.2	203.8	217.0	211.7	287.0	242.4	254.5	218.0
November	210.0	198.3	210.4	220.9	313.4	249.1	308.5	233.1

(a) Includes men's furnishings.
(b) 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		Shoes		Drugs		Furniture	
	Clothing		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	128.8	130.4	134.6	136.2	102.5	96.8
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
November, 1945	243.7	217.7	209.4	215.3	195.6	197.8	164.2	153.2
1945								
December	303.1	196.2	258.1	179.0	287.1	226.6	166.7	141.0
1946								
January	148.8	207.3	110.0	157.2	195.2	207.5	145.9	222.2
February	155.2	247.0	116.1	196.2	185.4	205.7	155.5	199.3
March	253.8	302.8	215.2	284.6	199.7	200.9	195.9	224.9
April	259.6	202.9	215.9	173.5	198.0	205.7	225.9	209.5
May.....	236.0	225.5	211.1	189.5	200.3	204.8	222.1	180.0
June	228.9	213.3	257.7	195.7	198.6	209.2	204.0	206.0
July	185.8	222.8	189.0	210.8	201.5	207.4	186.0	241.9
August	197.8	240.4	198.8	210.4	208.4	204.2	203.8	190.4
September	222.2	244.2	201.3	194.9	200.0	202.4	197.4	177.9
October	263.4	224.9	208.5	207.0	211.7	205.1	213.4	181.8
November	286.4	246.3	229.9	221.7	215.4	213.5	212.8	191.2

Year and Month	Hardware		^(a) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
November, 1939	110.0	107.9	110.8	(b)	124.8	97.9
November, 1941	142.6	145.5	141.3	144.1	118.7	108.1
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
November, 1945	221.0	217.6	291.7	286.1	153.5	134.4
1945						
December	231.1	210.4	677.6	266.8	200.0	156.9
1946						
January	158.7	263.4	168.8	236.5	145.8	174.4
February	161.5	295.9	196.4	282.0	151.5	196.3
March	217.7	300.4	220.9	288.9	191.3	223.3
April	257.9	251.9	244.3	296.6	202.0	206.0
May	298.2	225.0	256.6	286.0	223.1	191.9
June	288.4	242.3	266.0	291.7	200.3	217.3
July	273.7	248.8	250.0	295.4	189.3	213.4
August	277.2	250.5	267.8	277.9	211.0	231.7
September	258.5	228.9	239.0	276.0	234.0	218.1
October	266.0	232.2	238.1	256.6	251.2	210.5
November	270.2	260.9	302.9	297.1	239.9	210.0

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

(b) 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
Maritime Provinces							
November, 1943	211.4	166.3	245.7	280.6	180.5	229.0	260.6
November, 1944	230.0	172.8	283.0	292.3	198.7	236.7	276.4
November, 1945	252.8	194.1	308.0	319.8	211.9	241.6	317.1
1946							
October	248.8	204.8	287.8	283.3	223.8	247.7	289.9
November	274.1	215.6	337.4	349.7	230.8	226.3	356.6
% Change,							
November, 1946 ..	+ 8.4	+11.1	+ 9.5	+ 9.3	+ 8.9	- 6.3	+12.5
November, 1945 ..							
% Change,							
Jan.-Nov., 1946 .	+ 8.4	+11.6	+12.3	+ 2.4	+ 6.6	- 0.2	+10.6
Jan.-Nov., 1945 .							
Quebec							
November, 1943	188.1	180.6	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
November, 1945	204.9	184.1	276.9	260.8	179.1	205.1	258.5
1946							
October	226.5	208.6	288.7	283.5	192.7	218.4	301.6
November	237.6	192.1	342.2	318.5	198.7	210.5	332.0
% Change,							
November, 1946 ..	+16.0	+ 4.3	+23.6	+22.1	+10.9	+ 2.6	+28.4
November, 1945 ..							
% Change,							
Jan.-Nov., 1946 .	+13.4	+ 9.2	+21.7	+15.0	+ 7.0	+ 8.4	+21.2
Jan.-Nov., 1945 .							
Ontario							
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	168.6	193.9	195.8
November, 1945	206.0	164.0	244.5	232.8	186.7	196.4	217.8
1946							
October	213.0	168.7	228.7	223.3	199.3	212.2	239.5
November	241.3	184.2	298.6	270.3	213.3	203.6	256.5
% Change,							
November, 1946 ..	+17.1	+12.3	+22.1	+16.1	+14.2	+ 3.7	+17.8
November, 1945 ..							
% Change,							
Jan.-Nov., 1946 .	+15.2	+12.3	+20.6	+11.2	+11.1	+ 4.3	+15.3
Jan.-Nov., 1945 .							

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
Maritime Provinces							
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
345.7	338.7	253.6	235.0	216.9	252.0	431.8	183.1
281.3	306.4	234.8	224.1	297.2	271.3	320.6	304.6
353.2	369.4	251.3	244.6	286.5	276.3	416.3	266.6
+ 2.2	+ 9.1	- 0.9	+ 4.1	+32.1	+ 9.6	- 3.6	+45.6
+ 5.2	+ 3.8	- 0.2	+ 4.9	+36.6	+19.6	- 1.9	+72.6
Quebec							
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
216.6	195.3	195.1	189.6	148.3	217.5	236.5	191.4
238.4	225.8	181.1	211.1	(c)	286.2	221.8	286.8
273.0	231.3	216.5	205.2	(c)	274.4	257.0	263.4
+26.0	+18.4	+11.0	+ 8.2	(c)	+26.2	+ 8.7	+37.6
+13.6	+11.6	+ 4.2	+ 9.7	(c)	+27.3	+20.4	+59.7
Ontario							
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
257.4	253.9	206.2	181.6	152.2	193.0	282.9	121.8
243.5	269.6	204.8	193.2	187.3	228.3	226.2	217.9
316.8	304.0	228.9	202.6	188.4	227.6	296.7	203.1
+23.1	+19.7	+11.0	+11.6	+23.8	+17.9	+ 4.9	+66.7
+17.1	+13.2	+ 7.0	+10.6	+32.6	+33.1	+14.1	+84.0

(a) Includes men's furnishings.

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

(c) 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, 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
November, 1945	225.4	192.4	261.7	266.5	186.7	216.2	330.8
1946							
October	247.7	224.5	265.6	261.6	220.0	226.0	365.4
November	254.6	215.1	289.8	305.1	215.4	225.2	383.3
% Change,							
November, 1946 ..	+13.0	+11.8	+10.7	+14.5	+15.4	+ 4.2	+15.9
November, 1945 ..							
% Change,							
Jan.-Nov., 1946 .	+16.0	+11.5	+17.8	+15.2	+13.7	+ 9.1	+19.3
Jan.-Nov., 1945 .							
British Columbia							
November, 1943	166.6	126.3	192.7	162.8	144.9	175.6	193.8
November, 1944	183.5	143.6	214.5	167.4	156.9	181.1	217.8
November, 1945	209.3	164.1	244.5	211.2	175.8	195.3	242.9
1946							
October	233.7	212.3	255.1	200.6	198.1	201.0	274.9
November	250.1	194.6	292.9	247.7	202.0	202.1	287.4
% Change,							
November, 1946 ..	+19.5	+18.6	+19.8	+17.3	+14.9	+ 3.5	+18.3
November, 1945 ..							
% Change,							
Jan.-Nov., 1946 .	+16.4	+18.2	+17.7	+16.4	+11.1	+ 5.8	+17.1
Jan.-Nov., 1945 .							

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							
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
298.1	275.7	200.1	204.4	187.9	248.0	341.2	179.2
315.9	288.7	242.9	231.8	228.8	285.4	272.2	271.5
342.0	304.9	223.9	222.6	238.6	312.4	339.0	267.0
+14.7	+10.6	+11.9	+ 8.9	+27.0	+26.0	- 0.6	+49.0
+17.5	+ 8.6	+ 5.9	+12.5	+39.2	+29.4	+17.1	+69.9
British Columbia							
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
223.2	238.6	242.6	253.9	214.2	265.0	296.4	166.6
244.0	281.6	257.9	267.7	282.1	333.3	225.8	273.1
276.8	288.7	265.4	274.1	340.4	341.7	310.9	303.7
+24.0	+21.0	+ 9.4	+14.7	+58.9	+28.9	+ 4.9	+82.3
+17.8	+10.3	+ 4.9	+11.2	+42.8	+39.6	+11.7	+80.3

(a) Includes men's furnishings.

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

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