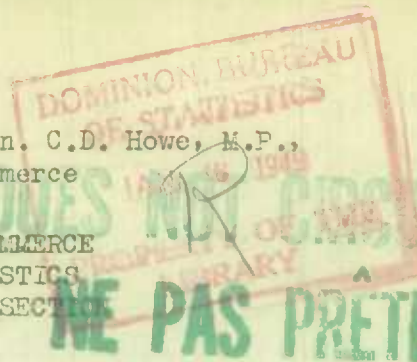


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RETAIL SALES

November, 1948

Sales in Canadian retail stores during November were 6% greater than in the same month of 1947 and were unchanged from October, 1948. The average increase for the first 11 months of the year amounted to 11%.

Among the apparel trades, only women's wear stores showed increased sales volume over November a year ago, and their 6% gain was much below the average rise of 17% in cumulative results for the first 11 months of the year. Men's wear and family clothing stores reported sales reductions of 6% compared with November, 1947, while an even larger decrease of 11% occurred in shoe store sales.

All other trades recorded sales increases, the largest being 12% for radio and electrical and hardware stores, and 10% for department stores.

Increases by regions were as follows: 9% in the Prairie Provinces, 8% in British Columbia, 7% in the Maritime Provinces, 5% in Ontario and 4% in Quebec.

A table showing comparative results appears on the reverse side of this page.

Note:- This condensed summary of retail sales trends in November replaces the usual monthly report on retail sales indexes. Publication of more detailed information will be resumed in the January, 1949 issue, after work on the revised series has been completed.

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

(Comparisons are based on dollar sales. No corrections have been made for price changes.)

Kind of Business	November, 1948 Compared With								Jan.-Nov., 1948 Compared With					
	November, 1947						Nov. 1941	Oct. 1948	Jan. - Nov., 1947					
	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CANADA		CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
GENERAL INDEX	+ 6.1	+ 7	+ 4	+ 5	+ 9	+ 8	+101.9	(a)	+10.8	+ 7	+ 9	+13	+10	+12
General Merchandise Group:														
Country General Stores	+ 3.0	+ 2	+ 9	+ 4	+ 3	+ 8	+ 91.6	+ 5.0	+ 7.6	+ 3	+ 6	+10	+ 8	+12
Department Stores	+10.4	+18	+ 2	+ 6	+15	+21	+147.3	+ 8.8	+13.4	+14	+ 7	+13	+15	+18
Variety Stores	+ 7.0	+ 1	+ 2	+11	+10	+ 5	+ 85.1	+ 1.0	+14.8	+ 8	+14	+18	+12	+11
Food Group:														
Food Stores	+ 7.8	+ 5	+ 9	+ 7	+10	+ 7	+ 81.8	+ 4.6	+13.5	+ 8	+11	+18	+11	+12
Restaurants	+ 8.2	+ 4	+12	+ 8	+ 9	+ 2	+ 79.3	+ 1.8	+ 4.9	+ 3	+10	+ 4	+ 4	+ 4
Clothing Group:														
Family Clothing Stores	+ 5.7	+ 3	+ 9	+ 4	+ 9	+ 3	+ 89.3	+ 5.7	+ 7.5	+ 7	+ 8	+ 8	+ 5	+ 8
Men's Clothing Stores	+ 5.7	+ 6	+ 4	+ 8	+ 2	+ 8	+ 78.1	+ 5.7	+ 6.7	+ 2	+10	+ 6	+10	+ 4
Women's Clothing Stores	+ 5.8	+ 9	+ 2	+ 5	+19	+ 7	+106.9	+ 5.4	+16.6	+ 9	+12	+19	+22	+15
Shoe Stores	+10.8	+ 5	+23	+10	+12	+ 7	+ 68.7	+11.1	+ 3.6	+ 4	+ 2	+ 9	+ 8	+ 2
Household and Personal Effects Group														
Drug Stores	+ 1.4	(a)	+ 5	+ 1	+ 7	+ 8	+ 63.4	+ 8.1	+ 7.1	+ 1	+ 8	+ 8	+ 7	+ 8
Furniture Stores	+ 6.7	+10	+10	+13	+ 5	+20	+149.1	+ 2.6	+ 3.4	+ 5	+ 1	+13	+ 2	+ 5
Hardware Stores	+11.8	+23	+18	+11	+ 6	+ 1	+133.7	+ 6.2	+ 9.2	+ 7	+14	+ 9	+ 5	+11
Jewellery Stores (b)	+ 2.9	+11	+ 7	+ 3	+15	+ 2	+ 97.6	+17.9	+ 3.2	+ 2	(a)	+ 4	+ 8	+ 4
Radio and Electrical Stores	+12.4	+11	+ 5	+11	+31	+13	+236.9	+16.7	+ 7.2	+ 7	+ 1	+ 5	+ 6	+23

(a) Change of less than 0.5 per cent

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

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