

63 005

DOMINION BUREAU
OF STATISTICS
1940
A
THE
LIBRARY

DOES NOT CIRCULATE
NE PAS PRÉTER

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10

No. 1

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

JANUARY 1940

+ + +

Published by Authority of the HON. W.D. EULER

Minister of Trade and Commerce.

+ + +

OTTAWA

1940

Price \$1 a year

Single copies 10 cents

STATISTICS CANADA
NE PAS PAYER

Table of Contents

	<u>Page</u>
1. Summary of Retail Sales in Canada, January, 1940	1
2. Comparisons of Retail Sales in Canada for January, 1940, with Sales in Related Months, by Kind of Business	2
3. Index Numbers of Retail Sales in Canada (Unadjusted, Adjusted for Differences in Number of Business Days and Adjusted for Seasonal Variations)	
(a) General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores and Women's Clothing Stores	3
(b) Department Stores, Drug Stores, Furniture Stores and Grocery and Meat Stores	4
(c) Hardware Stores, Music and Radio Stores, Restaurants and Variety Stores	5
4. Index Numbers of Retail Sales in Canada by Economic Divisions	
(a) Men's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores	6
(b) Department Stores, Variety Stores and Drug Stores	7
5. Annual Summary of Department Store Sales in Canada, by Selected Departments, 1938 and 1939	8
6. Department Store Sales in Canada, by Selected Departments, January, 1939, and January, 1940	9

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

Dominion Statistician:	R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Chief, Internal Trade Branch:	Herbert Marshall, B.A., F.S.S.
Statistician:	A.C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, JANUARY, 1940

Dollar value of retail purchasing in Canada increased 13 per cent during January, 1940, over January, 1939, while declining 42 per cent below the volume for December, 1939, according to composite figures for twelve lines of retail trade for which statistics are available. The substantial gain over January last year is in continuation of a steady advance which has been in progress since early in 1939, and which was further stimulated by the outbreak of the war. The decline below December, 1939, was only slightly greater than the average seasonal movement for this time of year, and is a reflection of the heavy Christmas trade of December, 1939. For the second consecutive month, all groups increased over the corresponding month of the preceding year, gains ranging from 7 to 22 per cent being recorded. The unadjusted general index stands at 70.6 for January, 1940, 122.0 for December, 1939, and 62.3 for January, 1939.

The adjusted index, which takes into account the varying sales importance of the days of the week as well as seasonal influences characteristic of the various months, receded slightly from the 87.4 recorded for December, 1939, to 86.2 for January, 1940, but was 14 per cent above the 78.2 shown for January a year ago.

Trend in dollar value of retail sales reflects changes both in prices and in the volume of goods purchased. The Bureau's Retail Price Index for January, 1940, was less than 4 per cent higher than for the corresponding month of 1939. Although price and retail sales indexes are not strictly comparable it is evident that the major portion of the increase in dollar sales represents an increase in the volume of goods passing into consumers' hands.

Regional statistics for those groups for which such figures are available reflected widespread improvement, increases being reported in all sections of the country. Gains over January, 1939, were particularly noteworthy in the Maritime Provinces.

The largest gain recorded was a 22 per cent advance in sales of furniture stores over January a year ago. Boot and shoe store sales were 18 per cent higher, as were sales of hardware stores. Music and radio stores reported increased sales amounting to 13 per cent, while a similar increase was reported by candy stores. Restaurant receipts were up 7 per cent over January, 1939.

A most outstanding feature of the results for January, 1940, and one which contributed to a considerable extent in effecting the increase in the general index, was the 19 per cent gain in sales of department stores over January, 1939. The Maritime Provinces led all other regions of the country with a gain of 33 per cent. Sales were up 20 per cent in the Prairie Provinces, 19 per cent in Ontario, 17 per cent in Quebec and 8 per cent in British Columbia.

Variety store sales averaged 12 per cent greater in January, 1940 than in the same month of last year. Sales in the Maritime Provinces were up 21 per cent; gains in other sections were held within the narrow range of 10 to 13 per cent.

Sales of men's and women's clothing stores advanced 14 and 7 per cent respectively over January, 1939. A gain of 44 per cent in men's clothing store sales in the Maritime Provinces was followed by increases of 14 per cent in Ontario, 11 per cent in both British Columbia and the Prairie Provinces, and a 7 per cent increase in Quebec. With a more moderate advance of 14 per cent, the Maritime Provinces showed the greatest improvement in sales of women's clothing stores also. Other increases were as follows: 11 per cent in British Columbia, 9 per cent in Ontario, 3 per cent in Quebec and 2 per cent in the Prairie Provinces.

An increase of 12 per cent over January, 1939, occurred in sales of grocery and meat stores in Canada. Regional results showed that most outstanding gains were recorded in Western Canada, sales in British Columbia and the Prairie Provinces

being 25 per cent higher in each case. Sales in Ontario and Quebec were up 10 and 7 per cent respectively. An index of grocery and meat store sales for the Maritime Provinces is not available.

Drug stores in Canada reported increased sales amounting to 7 per cent over January of last year. A 12 per cent gain in the Maritime Provinces was higher than that recorded for any other region. In the Prairie Provinces, the increase was 9 per cent; in Quebec, 7 per cent; while improvement of 5 per cent was shown for both Ontario and British Columbia.

Total sales of 19 departmental firms reporting sales by departments increased 17 per cent in January, 1940, over the same month of 1939. While increased sales were reported for all departments, most pronounced gains were those shown by the clothing and household lines. Shoe department sales increased 28 per cent, while men's clothing sales were up 22 per cent and women's clothing, 20 per cent. An advance of 23 per cent was reported in sales of hardware and sales of household appliances were 21 per cent higher. Sales of the music and radio department gained 19 per cent, while the furniture and home furnishings departments were both up 18 per cent. Sales of piece goods and smallwares were higher by 18 and 17 per cent respectively. Other increases were as follows: drugs, 8 per cent; food, 6 per cent; stationery and books, 1 per cent.

The annual summary of department store sales by departments for 1938 and 1939 appears in this bulletin. The totals shown represent sales of 23 departmental firms which report on this basis each month. Total sales during 1939 were 4% higher than in 1938, with all departments showing improvement over the previous year. Sales of men's and women's clothing reported gains of 7 and 6 per cent respectively over 1938, while sales of shoes increased 5 per cent. In the household group, the following gains were recorded: household appliances, 5 per cent; hardware and music and radio, 4 per cent each; home furnishings, 3 per cent; furniture, 1 per cent. Sales of piece goods and smallwares gained 3 and 4 per cent respectively, while stationery and drug sales were both up 1 per cent. Sales of food departments were only fractionally higher than in 1938.

Sales of a representative group of jewellery stores throughout Canada averaged 21 per cent higher in January, 1940, than in January a year ago.

Comparison of Retail Sales in Canada, for 1939 and 1940, by Kinds of Business

Kind of Business	January, 1940 + or - per cent compared with		
	January 1930	January 1939	December 1939
General Index	- 24.2	+ 13.3	- 42.1
Boots and Shoes	- 32.4	+ 18.4	- 62.0
Candy	- 50.1	+ 12.5	- 63.5
Men's Clothing	- 16.0	+ 14.0	- 55.6
Women's Clothing	- 27.1	+ 7.0	- 56.7
Departmental	- 30.2	+ 18.5	- 55.4
Drugs	- 10.9	+ 6.6	- 27.5
Furniture	- 26.6	+ 22.2	- 46.1
Groceries and Meats	- 18.0	+ 12.1	- 19.0
Hardware	- 17.3	+ 17.7	- 40.6
Music and Radio	- 46.4	+ 12.6	- 40.5
Restaurant	- 43.5	+ 6.6	- 13.2
Variety	- 2.3	+ 12.4	- 67.5

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index(d)			Boots and Shoes			Candy(h)			Men's Clothing(c)(d)			Women's Clothing(d)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
January, 1929	95.4	94.7	112.7	91.5	91.6	132.7	88.8	87.9	117.2	125.3	125.1	189.5	79.2	79.1	114.6
January, 1930	93.1	91.8	109.3	67.5	67.2	97.4	84.6	83.2	110.9	74.8	74.1	112.3	71.2	70.6	102.3
January, 1931	80.6	76.8	91.4	66.1	62.2	90.1	68.4	64.1	85.4	60.9	57.5	87.1	62.0	58.5	84.8
January, 1932	67.1	66.1	78.7	63.5	61.6	90.6	61.0	58.8	78.4	51.2	50.2	76.1	58.7	57.5	83.3
January, 1933	54.8	56.4	67.1	45.1	46.8	69.8	46.0	47.1	62.8	44.9	46.5	70.5	45.1	46.7	67.7
January, 1934	58.0	57.9	68.9	45.4	45.8	71.5	47.5	47.1	62.8	40.7	40.8	61.8	46.5	46.6	67.5
January, 1935	58.5	58.1	70.8	43.9	43.9	74.4	39.8	39.4	54.7	49.7	49.6	75.2	44.0	43.9	63.6
January, 1936	61.0	60.2	73.5	40.8	40.7	74.0	44.7	43.9	61.0	52.2	51.7	77.2	47.1	46.7	70.8
January, 1937	65.8	64.8	79.0	44.0	42.7	79.1	43.2	41.7	57.9	60.4	59.2	83.4	50.8	49.8	75.5
January, 1938	64.7	66.5	81.2	45.3	46.6	86.2	40.9	39.7	55.1	60.9	63.3	89.2	51.6	53.6	81.3
January, 1939	62.3	64.1	78.2	38.5	40.0	74.0	37.5	38.5	53.5	55.1	57.0	80.3	48.5	50.2	76.0
January, 1940	70.6	70.7	86.2	45.6	46.1	85.4	42.2	41.9	58.3	62.8	62.9	88.6	51.9	52.1	78.9
1939															
February	61.5	65.7	75.5	32.5	34.6	64.0	50.0	54.3	54.3	44.7	47.7	75.7	40.3	42.9	72.7
March	72.9	70.1	76.2	48.8	47.4	55.1	43.8	43.5	51.1	55.5	53.3	66.6	59.7	57.4	66.0
April	81.7	83.7	79.0	82.4	82.6	77.2	78.8	78.6	60.5	79.9	81.4	74.7	89.4	91.0	71.7
May	84.8	84.9	80.9	85.9	86.4	70.2	54.0	53.8	54.9	75.0	75.8	73.6	74.4	75.2	70.2
June	86.6	85.9	85.0	107.5	107.3	74.5	42.8	43.5	56.4	80.7	80.0	75.5	74.6	73.9	65.4
July	71.5	73.6	83.6	69.8	72.0	76.6	43.8	42.6	50.7	62.9	65.4	80.8	57.0	59.3	69.8
August	73.4	71.2	81.8	53.7	52.5	69.1	47.2	46.7	49.7	56.7	55.1	75.4	49.0	47.6	68.0
September	91.1	89.4	87.6	89.5	87.0	84.4	49.8	48.1	51.7	91.1	87.9	87.9	78.6	75.8	78.2
October	92.1	94.8	88.6	74.6	77.5	79.9	51.6	52.9	55.7	105.7	109.4	87.5	93.3	96.5	78.5
November	88.5	88.2	83.2(f)	67.6	67.7	66.4	48.7	49.6	57.7	101.0	100.9	82.0(f)	84.1	84.0	75.7(f)
December	122.0	119.8	87.4	119.9	116.6	72.9(f)	115.7	114.6	61.6(f)	141.4	136.4	82.2	120.0	115.7	74.7
1940															
January	70.6	70.7	86.2	45.6	46.1	85.4	42.2	41.9	58.3	62.8	62.9	88.6	51.9	52.1	78.9

(c) Includes men's furnishings.

(d) Revised to census trend.

(f) Final figures.

(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs ^(d)			Furniture			Groceries and Meats		
	A	B	C	A	B	C	A	B	C	A	B	C
January, 1929	89.1	88.0	110.0	101.1	99.1	103.2	86.4	85.6	115.7	99.1	99.1	102.2
January, 1930	92.0	90.5	113.2	99.5	97.3	101.3	80.9	80.1	108.2	106.6	105.4	108.7
January, 1931	75.1	73.0	91.2	94.7	90.5	94.3	68.6	66.4	89.8	95.4	88.9	91.6
January, 1932	61.5	62.2	77.8	85.3	83.1	86.6	53.0	53.1	71.8	79.3	76.6	79.0
January, 1933	51.7	53.1	66.4	74.5	75.0	78.1	32.4	33.2	46.7	66.7	69.1	71.2
January, 1934	56.1	55.6	69.5	75.7	74.7	77.8	43.7	43.2	63.6	70.8	71.4	73.6
January, 1935	54.1	53.4	72.1	77.9	76.4	79.6	43.8	43.4	65.7	71.7	71.7	74.7
January, 1936	53.6	52.7	71.3	75.8	74.1	79.7	46.9	46.4	70.3	78.6	77.9	81.1
January, 1937	57.2	57.8	78.2	84.0	81.9	88.1	58.5	58.6	88.8	82.8	80.1	83.5
January, 1938	56.3	57.8	78.1	84.8	83.5	89.8	54.6	56.0	84.8	79.4	82.8	86.3
January, 1939	54.2	55.7	75.2	83.2	83.8	90.1	48.6	49.9	75.6	78.0	81.1	84.4
January, 1940	64.2	63.7	86.0	88.7	89.3	96.0	59.4	58.9	89.2	87.4	88.3	92.0
1939												
February	54.2	57.7	72.2	82.2	89.3	91.1	60.0	64.0	77.1	80.0	85.2	86.9
March	65.6	62.4	71.7	91.0	89.0	91.8	65.5	62.8	72.2	92.4	89.1	91.9
April	74.0	77.9	75.7	89.0	89.9	91.7	82.0	85.2	72.9	92.6	93.1	87.9
May	77.4	76.7	75.2	88.8	87.7	91.4	100.1	99.2	78.8	91.9	93.6	90.9
June	75.5	74.3	72.1	85.6	86.5	90.1	80.3	79.6	80.4	102.6	101.6	101.6
July	57.2	58.7	77.3	86.2	84.9	88.4	63.0	64.7	82.9	83.3	86.9	88.7
August	61.3	58.5	73.1	86.1	84.5	86.2	82.3	78.8	78.8	87.1	85.3	92.7
September	89.4	90.1	86.6	90.3	89.2	87.5	92.2	92.4	77.0	98.1	93.2	93.2
October	100.8	103.6	90.0	92.7	93.4	91.6	104.4	107.2	95.7	86.9	90.2	90.2
November	94.4	93.3	81.8(f)	90.8	92.1	92.1(f)	88.6	87.8	87.0(f)	88.7	88.9	89.8
December	143.8	144.8	89.4	122.4	119.3	96.2	110.2	110.5	99.6	107.9	102.5	92.4(f)
1940												
January	64.2	63.7	86.0	88.7	89.3	96.0	59.4	58.9	89.2	87.4	88.3	92.0

(d) Revised to census trend.

(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware			Music and Radio(d)			Restaurants(d)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
January, 1929	82.5	81.2	128.9	124.3	122.3	135.9	107.3	105.3	113.2	74.0	74.1	110.6
January, 1930	73.3	72.2	114.7	103.7	102.0	113.3	106.1	103.8	111.6	68.6	68.5	102.2
January, 1931	61.1	60.2	95.5	87.9	86.5	96.1	84.9	82.2	88.4	69.2	65.2	97.3
January, 1932	49.6	50.8	82.0	59.0	60.4	69.4	65.8	64.6	69.5	62.9	61.1	91.2
January, 1933	32.4	33.2	55.4	37.8	38.7	46.1	53.1	52.8	56.8	54.2	56.0	83.6
January, 1934	37.5	36.9	63.7	39.5	38.9	46.9	53.5	52.5	56.5	54.9	55.2	82.4
January, 1935	39.1	38.6	67.6	48.2	47.4	57.1	56.0	54.9	59.0	53.2	53.3	84.6
January, 1936	39.0	38.3	68.3	50.3	49.5	62.7	60.1	58.8	63.2	53.4	53.3	84.7
January, 1937	44.4	45.3	82.4	54.4	55.7	70.5	63.1	61.9	66.6	61.7	59.9	95.1
January, 1938	51.6	52.7	95.9	54.8	56.1	71.0	60.6	59.7	64.2	60.5	62.6	99.3
January, 1939	51.5	52.7	95.8	49.4	50.5	64.0	56.2	55.9	60.1	59.6	61.7	97.9
January, 1940	60.6	59.6	108.4	55.6	54.7	69.2	59.9	58.7	63.2	67.0	67.4	107.0
1939												
February	45.5	48.5	86.7	45.1	48.1	60.9	51.6	56.1	58.4	60.3	64.3	89.3
March	58.5	55.5	79.2	52.2	49.4	61.0	59.6	58.3	60.1	69.2	67.3	84.1
April	78.5	83.7	80.4	59.0	62.9	67.6	58.6	59.6	59.0	86.8	87.0	94.6
May	111.2	109.4	80.5	77.8	76.5	67.1	63.1	61.9	61.9	91.6	92.2	92.2
June	104.2	102.6	86.2	61.2	60.2	66.2	57.3	57.9	57.3	98.6	98.4	95.6
July	96.1	98.4	89.4	53.4	54.6	70.1	60.4	59.5	57.7	91.8	95.0	95.0
August	99.7	94.4	91.7	56.5	53.5	69.5	63.9	62.7	59.1	85.1	83.0	90.2
September	110.2	112.8	94.0	76.4	78.2	65.7	65.4	65.5	62.3	96.9	93.8	96.7
October	102.2	104.5	90.9	82.1	84.0	66.7	64.9	64.6	64.6	101.1	104.6	104.6
November	89.4	88.0	88.0(f)	79.3	78.0	62.4(f)	63.0	63.9	66.6	102.0	102.3	101.3
December	102.0	104.3	93.2	93.4	95.5	69.2	69.0	67.7	66.4(f)	205.9	199.3	99.7(f)
1940												
January	60.6	59.6	108.4	55.6	54.7	69.2	59.9	58.7	63.2	67.0	67.4	107.0

(d) Revised to census trend.

(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(c)						
January, 1936	66.1	68.9	64.3	67.5	60.0	70.2
January, 1937	76.5	80.6	74.3	80.4	64.4	75.6
January, 1938	77.2	83.1	77.3	78.8	69.9	77.3
January, 1939	69.8	66.5	68.5	72.4	63.6	72.6
January, 1940	79.5	95.4	73.4	82.6	70.8	80.3
1939						
August	71.8	89.0	72.7	67.3	65.6	87.6
September	115.5	104.4	114.2	110.5	144.9	110.8
October	134.0	122.2	114.4	131.6	192.3	126.0
November	128.0(f)	142.5	117.5	129.1	147.1	111.5
December	179.2	215.5	150.7	188.8	173.4	187.6
1940						
January	79.5	95.4	73.4	82.6	70.8	80.3
% Change, January, 1940 .. January, 1939	+14.0	+43.5	+ 7.2	+14.1	+11.3	+10.6
Women's Clothing Stores						
January, 1936	66.1	72.4	57.8	69.3	62.6	69.3
January, 1937	71.3	81.3	66.2	76.6	60.3	70.2
January, 1938	72.5	88.1	64.9	75.6	66.5	73.7
January, 1939	68.1	82.0	60.8	69.2	71.5	72.1
January, 1940	72.9	93.8	62.7	75.4	73.1	80.1
1939						
August	68.8	93.1	63.4	65.0	73.8	85.7
September	110.4	108.3	102.7	111.0	118.9	117.1
October	131.0	136.9	119.2	131.3	151.5	129.3
November	118.2(f)	144.9	107.2	122.1	123.9	108.3
December	168.5	210.3	149.8	177.5	167.7	158.0
1940						
January	72.9	93.8	62.7	75.4	73.1	80.1
% Change, January, 1940 .. January, 1939	+ 7.0	+14.4	+ 3.1	+ 9.0	+ 2.2	+11.1
Grocery and Meat Stores						
January, 1936	99.1	(a)	108.5	97.7	85.3	93.9
January, 1937	104.4	(a)	105.7	107.7	90.0	105.0
January, 1938	100.1	(a)	103.4	103.6	84.3	95.1
January, 1939	98.4	(a)	104.8	102.8	78.3	83.0
January, 1940	110.2	(a)	112.5	113.5	97.9	104.1
1939						
August	109.8	(a)	100.1	106.7	135.2	121.7
September	123.7	(a)	117.6	122.0	143.1	124.2
October	109.5	(a)	109.6	108.0	115.4	107.5
November	111.9	(a)	109.3	113.8	113.9	107.8
December	136.1(f)	(a)	135.6	139.7	129.3	129.4
1940						
January	110.2	(a)	112.5	113.5	97.9	104.1
% Change, January, 1940 .. January, 1939	+12.1	(a)	+ 7.3	+10.4	+25.0	+25.4

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.

(c) Includes men's furnishings.

(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
January, 1936	71.4	71.6	71.3	71.8	71.0	71.5
January, 1937	76.2	77.2	80.4	77.0	73.2	74.4
January, 1938	75.0	70.4	84.4	74.6	69.6	77.9
January, 1939	72.3	64.6	84.0	71.1	68.9	74.5
January, 1940	85.6	86.2	98.6	84.5	82.7	80.5
1939						
August	81.7	85.3	84.2	78.7	77.9	95.4
September	119.3	101.6	125.1	119.1	120.6	120.1
October	134.4	125.2	128.1	122.3	161.9	122.6
November	125.9(f)	131.9	128.5	126.1	128.7	112.6
December	191.7	207.6	207.2	197.8	177.9	177.0
1940						
January	85.6	86.2	98.6	84.5	82.7	80.5
% Change, January, 1940 ..	+18.5	+33.4	+17.4	+18.8	+20.0	+ 8.1
January, 1939						
Variety Stores						
January, 1936	59.4	53.5	58.1	61.5	56.2	61.6
January, 1937	68.6	65.9	69.7	71.1	60.5	67.6
January, 1938	67.2	66.2	69.3	67.1	64.6	71.8
January, 1939	66.2	60.4	71.2	64.4	62.0	74.1
January, 1940	74.4	73.3	80.3	71.9	68.0	81.2
1939						
August	94.5	98.3	103.1	88.0	88.4	110.4
September	107.7	110.2	118.7	100.9	106.5	111.3
October	112.3	111.6	118.5	106.9	121.4	111.7
November	113.4	118.9	116.4	109.2	117.9	115.2
December	228.8(f)	251.5	220.1	223.8	223.2	267.3
1940						
January	74.4	73.3	80.3	71.9	68.0	81.2
% Change, January, 1940 ..	+12.4	+21.4	+12.8	+11.6	+ 9.7	+ 9.6
January, 1939						
Drug Stores						
January, 1936	90.9	85.8	94.3	92.5	86.9	86.3
January, 1937	100.7	96.5	104.7	102.0	94.2	102.2
January, 1938	101.7	101.3	106.2	103.0	93.9	101.6
January, 1939	99.8	97.2	104.4	100.4	94.2	100.7
January, 1940	106.3	108.9	111.8	105.4	102.3	105.3
1939						
August	103.2	110.1	103.8	102.0	100.4	109.7
September	108.3	107.7	104.9	105.9	116.7	112.6
October	111.1	108.5	113.0	105.1	123.7	116.4
November	108.9(f)	110.8	111.8	108.2	109.5	103.5
December	146.8	164.9	133.1	145.2	156.3	151.1
1940						
January	106.3	108.9	111.8	105.4	102.3	105.3
% Change, January, 1940 ..	+ 6.6	+12.0	+ 7.1	+ 5.0	+ 8.6	+ 4.6
January, 1939						

(f) Final figures.

ANNUAL SUMMARY OF DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

1938 and 1939

(Based on sales of 23 firms)

	1938	1939	% Change 1939/38
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	225,220,165	233,828,113	+ 3.8
1. Women's dresses, coats and suits	20,883,939	22,235,916	+ 6.5
2. Girls' and infants' wear	7,052,240	7,435,817	+ 5.4
3. Hosiery and gloves	10,478,821	10,981,906	+ 4.8
4. Lingerie and corsets	10,007,409	10,616,057	+ 6.1
5. Millinery	3,114,011	3,133,978	+ 0.6
6. Women's and children's apparel - (Total, 1-5) .	51,536,420	54,403,674	+ 5.6
7. Men's and boys' clothing and furnishings	25,765,142	27,625,420	+ 7.2
8. Drugs and toilet articles and preparations	7,210,599	7,259,886	+ 0.7
9. Piece goods	16,737,874	17,280,882	+ 3.2
10. Smallwares	8,240,547	8,567,899	+ 4.0
11. Food and kindred products	21,894,550	21,938,452	+ 0.2
12. Furniture (including mattresses, springs)	12,333,393	12,420,897	+ 0.7
13. Home furnishings	15,354,045	15,860,516	+ 3.3
14. Household appliances and electrical supplies ..	6,114,079	6,390,037	+ 4.5
15. Hardware and kitchen utensils	7,815,309	8,094,153	+ 3.6
16. Radios, musical instruments and supplies	3,360,808	3,487,716	+ 3.8
17. Shoes and other footwear	16,952,114	17,722,928	+ 4.5
18. Stationery, books and magazines	4,068,397	4,127,163	+ 1.4
19. All other departments, total	27,836,888	28,648,490	+ 2.9

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JANUARY, 1939, AND JANUARY, 1940

(Based on sales of 19 firms)

	January 1939 \$	January 1940 \$	% Change 1940/39
TOTAL SALES, ALL DEPARTMENTS	13,389,132	15,681,496	+ 17.1
1. Womens dresses, coats and suits	1,090,904	1,285,658	+ 17.9
2. Girls' and infants' wear	314,637	385,791	+ 22.6
3. Hosiery and gloves	484,927	608,161	+ 25.4
4. Lingerie and corsets	635,139	749,242	+ 18.0
5. Millinery	101,310	116,472	+ 15.0
6. Women's and children's apparel - (Total, 1-5) ..	2,626,917	3,145,324	+ 19.7
7. Men's and boys' clothing and furnishings	1,281,748	1,563,608	+ 22.0
8. Drugs and toilet articles and preparations	512,004	552,019	+ 7.8
9. Piece goods	1,426,877	1,684,429	+ 18.1
10. Smallwares	586,303	683,956	+ 16.7
11. Food and kindred products	1,626,779	1,728,287	+ 6.2
12. Furniture (including mattresses, springs)	840,865	995,393	+ 18.4
13. Home furnishings	878,025	1,034,216	+ 17.8
14. Household appliances and electrical supplies ...	327,257	394,769	+ 20.6
15. Hardware and kitchen utensils	387,812	476,629	+ 22.9
16. Radios, musical instruments and supplies	261,049	310,514	+ 18.9
17. Shoes and other footwear	756,526	968,823	+ 28.1
18. Stationery, books and magazines	258,900	261,844	+ 1.1
19. All other departments, total	1,618,070	1,881,685	+ 16.3



1010736122

Year	Value	Value	Description
1950	100.0	100.0	Total value, all commodities
1951	105.0	105.0	Total value, all commodities
1952	110.0	110.0	Total value, all commodities
1953	115.0	115.0	Total value, all commodities
1954	120.0	120.0	Total value, all commodities
1955	125.0	125.0	Total value, all commodities
1956	130.0	130.0	Total value, all commodities
1957	135.0	135.0	Total value, all commodities
1958	140.0	140.0	Total value, all commodities
1959	145.0	145.0	Total value, all commodities
1960	150.0	150.0	Total value, all commodities
1961	155.0	155.0	Total value, all commodities
1962	160.0	160.0	Total value, all commodities
1963	165.0	165.0	Total value, all commodities
1964	170.0	170.0	Total value, all commodities
1965	175.0	175.0	Total value, all commodities
1966	180.0	180.0	Total value, all commodities
1967	185.0	185.0	Total value, all commodities
1968	190.0	190.0	Total value, all commodities
1969	195.0	195.0	Total value, all commodities
1970	200.0	200.0	Total value, all commodities