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DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10

No. 11

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

NOVEMBER 1940

Published by Authority of the Hon. James A. MacKinnon, M.P.,  
Minister of Trade and Commerce.

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OTTAWA

1941

Price \$1 a year

Single copies 10 cents

Table of Contents

	<u>Page</u>
1. Summary of Retail Sales in Canada, November, 1940 .....	1
2. Comparisons of Retail Sales in Canada for November, 1940, with Sales in Related Months, by Kind of Business .....	4
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 .....	5
(b) Department Stores, Drug Stores, Furniture Stores and Grocery and Meat Stores .....	6
(c) Hardware Stores, Music and Radio Stores, Restaurants and Variety Stores .....	7
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 .....	8
(b) Department Stores, Variety Stores and Drug Stores .....	9
5. Department Store Sales in Canada, by Selected Departments, November, 1939 and November, 1940 .....	10



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

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MONTHLY INDICES OF RETAIL SALES, NOVEMBER, 1940

GENERAL SUMMARY

Marked increase in consumer purchasing is reflected in retail trade statistics for November, 1940 when dollar value of sales for twelve lines of business dealing chiefly in food, clothing and household requirements averaged 19 per cent higher than in November 1939. This is one of the highest percentage increases yet recorded in the statistics for corresponding months of consecutive years and compares with a gain of 12 per cent for the first eleven months of 1940 compared with the corresponding period of the preceding year. The general index of retail sales, unadjusted for seasonal variations, stands at 105.6 for November, 1940, 102.9 for October, 1940 and 88.5 for November, 1939. The index for November, 1940 stood higher than for any November since November, 1929 when the figure was 119.9.

The increase in retail trading reflects augmented purchasing power in the hands of consumers. The greater increase in November, 1940 than in earlier months may be attributed in large measure to the prevalence of cold weather conditions during the latter part of the month resulting in a marked stimulus to the footwear and clothing trades. Reports from a representative number of shoe stores reveal an increase of no less than 43 per cent in November, 1940 over November, 1939 while the shoe departments of department stores reported an increase of 34 per cent. Men's clothing store sales were up 26 per cent and women's clothing stores gained 24 per cent while the corresponding departments of department stores were up 21 per cent and 23 per cent respectively.

A second factor contributing to the favorable showing for November, 1940 lies in the fact that comparison is made with November, 1939, when sales had declined following the wave of consumer purchasing which characterized the first two months of the war. Nevertheless a considerable portion of the November increase reflects a continuation of the upward movement in the underlying trend in retail trading, the general index of sales, adjusted both for differences in number of business days and for normal seasonal variations advancing from 93.9 in October to 95.7 in November. The average index for the first eleven months of the year was 90.3.

RESULTS FOR INDIVIDUAL TRADES

All twelve lines of business included in this survey reported increased sales in November, 1940 over November, 1939, and, notwithstanding the fact that retail trading normally experiences a seasonal decline in November from October, five of the twelve trades reported an increase in this comparison.

Shoe store sales gained 43 per cent in November, 1940 over November, 1939 and were up 14 per cent over October. Cumulative figures for the first 11 months of the year were 12 per cent above the corresponding period of 1939. The gain over November, 1939 extended to all sectors of the country but was more pronounced in central Canada than in other parts. Ontario and Quebec both reported increases of approximately 50 per cent; the Maritime Provinces reported an increase of 25 per cent while sales in the Prairie Provinces and in British Columbia were up 18 per cent. The seasonally adjusted index advanced from 82.2 in October to 96.6 in November.

Candy store sales increased 26 per cent over November 1939. Although a decline of 4 per cent below October was recorded, this was less than the usual seasonal movement, the adjusted index advancing from 68.4 in October to 70.7 in November. Totals for the eleven months of 1940 were 17 per cent above 1939.

Men's clothing store sales were up 26 per cent compared with November, 1939 and increased 11 per cent from October, the seasonally adjusted index advancing from 91.6 in October to 95.2 in November. Sales averaged 14 per cent higher for the first eleven months of 1940 compared with 1939. Results on a regional basis show the Maritime



Provinces leading both in the November comparison and for the year to date. Percentage increases in November 1940 over 1939 for the various economic divisions with results for the eleven months in brackets are as follows: Maritime Provinces, 38 per cent (37 per cent); Quebec, 28 per cent (13 per cent), Ontario, 24 per cent (16 per cent); Prairie Provinces, 24 per cent (5 per cent); British Columbia, 20 per cent (9 per cent);

Women's clothing store sales gained 24 per cent over November, 1939, and although declining slightly from the value of business actually transacted in October were, after seasonal adjustment, on a higher level than in that month, the seasonally adjusted index advancing from 85.7 to 88.4. Sales for the first eleven months of the year were 15 per cent above the corresponding period of 1939. The Maritimes and Prairie Provinces were equal in point of view of increases sales in November but the Maritime Provinces continue to lead in results for the year to date. Percentage increases for November with figures for the eleven months in brackets are as follows: Maritime Provinces, 32 per cent (31 per cent), Quebec, 18 per cent (12 per cent), Ontario, 22 per cent (15 per cent), Prairie Provinces, 32 per cent (11 per cent), British Columbia, 29 per cent (18 per cent).

Department store sales increased 21 per cent over November, 1939 and were 6 per cent higher than in October, the seasonally adjusted index moving upward from 92.4 in October to 97.7 in November. Results for the year to date reveal an increase of 12 per cent. Department stores registered more pronounced gains in November in the Western Provinces than in other regions but the Maritimes continue to lead in results for the year. Increases for the month and for the year to date follow: Maritime Provinces, 19 per cent (20 per cent), Quebec, 15 per cent (12 per cent), Ontario, 20 per cent (14 per cent), Prairie Provinces, 24 per cent (9 per cent), British Columbia, 27 per cent, (13 per cent).

Drug store sales averaged 12 per cent higher in November, 1940 than in November, 1939 while a 6 per cent decline from October resulted in a reduction in the seasonally adjusted indexes from 103.3 for October to 99.9 for November. Sales for the year to date were up by 8 per cent. Regional figures show the Maritime Provinces leading both for the month of November and for the eleven months, percentage increases for the two series being as follows: Maritime Provinces, 17 per cent, (14 per cent); Quebec, 10 per cent (6 per cent); Ontario, 13 per cent (9 per cent); Prairie Provinces, 6 per cent (6 per cent); British Columbia, 13 per cent (8 per cent).

Furniture store sales gained 9 per cent over November 1939 but declined 11 per cent from October, the seasonally adjusted index also receding from 90.8 in October to 88.2 in November. Sales for the year to date were up 15 per cent.

Grocery and meat store sales increased 19 per cent in November, 1940 over November, 1939 and were also 5 per cent higher than in October. This is a trade for which monthly sales figures are influenced to a considerable degree by the number of Saturdays occurring in the months for which any comparison may be made. There was one more Saturday in November, 1940 than in the corresponding month of 1939. On making allowance for differences in number of business days having regard to differences in sales importance of different days of the week and also making allowance for normal seasonal movements, the adjusted index declined slightly from 100.7 in October to 99.4 in November. Sales for the first eleven months of 1940 were 11 per cent above the corresponding period of 1939.

Indexes of sales for grocery and meat stores are based on returns from all the larger chain store companies and from a sample of about 1100 independent grocers, results for chains and independents being weighted in proportion to their relative importance in the total grocery and combination store trade. Returns from meat markets without groceries are not included.

Indexes for the Maritime Provinces are not available. Results for other regions for the month of November with averages for the year to date in brackets are as follows: Quebec, 15 per cent (7 per cent); Ontario, 21 per cent (11 per cent); Prairie Provinces, 19 per cent (16 per cent); British Columbia, 22 per cent (18 per cent).

Hardware store sales gained 14 per cent over November, 1939 and, although a decline of 11 per cent below October, 1940 was recorded, this was less than the usual seasonal movement, with the result that the seasonally adjusted index advanced from 98.6 in October to 100.5 in November. Sales for the year were up by 8 per cent.

Music and radio store sales in November, 1940 increased 14 per cent over November, 1939 and, after seasonal adjustment, were approximately on a par with the

October level. Although sales for the year to date for this trade stand 22 per cent above the first eleven months of 1939 the trend in the seasonally adjusted index during recent months indicates some reduction from levels of earlier periods. The seasonally adjusted index stands at 71.4 for November, 71.6 for October, 76.2 for September and 84.9 for August while the average index for the eleven month period stands at 80.2.

Restaurant receipts gained 9 per cent over November, 1939 and, although a decline of 3 per cent in actual receipts from October was recorded, the index adjusted for seasonal variations increased slightly from 69.4 in October to 71.3 in November. Sales for the year to date were up by 8 per cent.

Variety stores transacted 23 per cent more business during the month under review than in November, 1939 and sales were up 5 per cent from October, the seasonally adjusted index increasing from 114.6 in October to 116.8 in November. Results for the year to date showed an increase of 16 per cent. Conformity with results for most other trades, increases in the Maritime Provinces exceeded those in other sections of the country, percentage increases for the month with figures for the first eleven months in brackets being as follows: Maritime Provinces, 36 per cent (28 per cent); Quebec, 21 per cent (15 per cent); Ontario, 24 per cent (15 per cent); Prairie Provinces, 17 per cent (12 per cent); British Columbia, 16 per cent (12 per cent).

Results for jewellery stores are not incorporated in the general indexes of sales but returns from a sample number of stores in this trade indicate that November business was 17 per cent above November, 1939. The Maritime Provinces reported the greatest percentage gain at 25 per cent, followed by Ontario at 20 per cent, Quebec, 15 per cent, the Prairie Provinces, 11 per cent and British Columbia, 10 per cent.



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

Kind of Business	November, 1940 + or - per cent compared with			Cumulative Indexes
	November 1939	November 1939	October 1940	Jan.-Nov., 1940 Jan.-Nov., 1939
General Index .....	+ 6.9	+ 19.3	+ 2.6	+ 11.8
Boots and Shoes .....	- 2.7	+ 13.5	+ 13.9	+ 11.6
Candy .....	- 24.2	+ 25.3	+ 3.6	+ 17.4
Men's Clothing .....	+ 27.2	+ 25.9	+ 11.0	+ 14.4
Women's Clothing .....	+ 16.9	+ 23.7	- 1.4	+ 15.1
Departmental .....	+ 10.4	+ 21.3	+ 6.4	+ 12.3
Drugs .....	+ 8.2	+ 11.5	- 5.8	+ 8.0
Furniture .....	+ 6.1	+ 8.9	- 10.7	+ 15.2
Groceries and Meats ...	+ 10.7	+ 18.9	+ 4.7	+ 10.7
Hardware .....	+ 3.0	+ 14.2	- 11.4	+ 8.2
Music and Radio .....	+ 34.5	+ 14.4	- 1.1	+ 22.2
Restaurant .....	- 20.6	+ 8.6	- 3.4	+ 8.2
Variety .....	+ 23.0	+ 22.5	+ 5.1	+ 15.9

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

October, 1939 and October, 1940

Region	Sales in November, 1940, compared with sales in November, 1939	
	Boot and Shoe Stores	Jewellery Stores
Canada .....	+ 42.5	+ 16.9
Maritime Provinces .....	+ 24.9	+ 25.3
Quebec .....	+ 51.1	+ 15.3
Ontario .....	+ 49.9	+ 20.4
Prairie Provinces .....	+ 17.7	+ 10.7
British Columbia .....	+ 17.7	+ 10.3

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
November, 1929 .....	119.9	115.0	107.9	128.6	121.1	110.1	110.7	106.8	124.2	146.1	137.8	110.2	101.0	95.3	102.5
November, 1930 .....	98.8	98.1	92.5	100.0	97.0	88.2	81.1	80.9	94.1	100.0	98.0	78.4	89.0	87.2	93.8
November, 1931 .....	86.6	89.5	84.5	85.7	88.1	80.1	67.4	71.0	82.6	85.7	89.1	71.3	79.2	82.3	88.5
November, 1932 .....	72.4	72.5	68.8	84.2	84.9	77.3	49.8	50.8	59.1	76.5	76.7	61.4	61.6	61.8	66.5
November, 1933 .....	70.9	70.6	67.1	82.9	82.9	77.5	49.9	50.7	58.9	80.3	80.2	64.2	58.5	58.4	62.8
November, 1934 .....	75.1	74.3	70.7	70.5	70.2	66.9	49.2	49.8	57.9	91.1	90.3	72.2	66.4	65.8	70.8
November, 1935 .....	82.2	78.6	74.6	79.6	74.9	72.7	52.3	50.4	58.6	100.2	94.5	73.8	71.0	67.0	72.0
November, 1936 .....	80.3	83.0	78.6	83.9	86.3	84.6	46.9	49.5	57.5	99.5	103.4	84.1	76.0	79.0	71.2
November, 1937 .....	85.8	86.2	81.7	72.4	72.8	71.3	49.2	50.4	58.5	102.2	103.3	84.0	81.5	82.4	74.2
November, 1938 .....	83.8	83.9	79.4	75.1	75.7	74.2	44.6	45.5	54.2	95.5	95.7	76.0	79.5	79.7	71.8
November, 1939 .....	88.5	88.2	83.7	68.3	68.4	73.6	48.7	49.6	59.0	101.0	100.9	80.1	84.1	84.0	75.7
November, 1940 .....	105.6	101.2	95.7	97.3	91.8	96.6	61.5	59.4	70.7	127.2	120.0	95.2	104.0	98.1	88.4
<u>1939</u>															
December .....	122.1	119.8	87.9	108.1	105.0	73.9	115.7	114.6	59.4	141.3	136.3	82.1	120.0	115.7	76.1
<u>1940</u>															
January .....	70.8	70.8	86.8	53.0	53.6	76.6	42.1	41.9	58.2	62.3	62.4	83.3	53.0	53.2	73.8
February .....	71.2	73.4	87.5	41.1	42.3	79.8	56.6	59.5	59.5	53.5	55.1	87.5	48.5	50.0	80.6
March .....	83.3	82.0	88.3	62.8	61.0	75.3	92.3	89.1	67.5	71.4	70.0	83.3	73.3	71.0	75.6
April .....	86.4	87.0	86.3	80.3	80.8	76.2	46.6	47.8	57.6	80.2	81.0	81.0	92.4	93.3	79.8
May .....	94.3	93.6	89.3	88.5	88.7	75.8	63.1	62.1	63.4	85.2	85.0	86.8	84.3	84.2	80.2
June .....	95.5	94.6	91.9	108.4	105.4	77.5	49.9	49.9	64.8	93.6	91.7	86.5	83.2	81.5	72.8
July .....	80.7	80.6	89.1	76.2	76.9	80.1	49.2	49.0	59.0	75.0	75.2	91.7	68.5	68.7	81.8
August .....	88.6	82.1	93.6	73.5	67.3	92.2	62.1	58.3	64.7	77.0	70.6	96.7	68.6	62.9	89.8
September .....	88.9	94.4	90.9	85.0	90.5	78.7	56.4	59.5	64.0	84.8	90.4	88.6	81.4	86.7	89.4
October .....	102.9	102.1	93.9	85.4	86.3	82.2	63.8	64.9	68.4	114.6	114.5	91.6	105.5	105.5	85.7
November .....	105.6	101.2	95.7	97.3	91.8	96.6	61.5	59.4	70.7	127.2	120.0	95.2	104.0	98.1	88.4

(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
November, 1929 .....	123.2	119.8	105.1	105.7	104.3	104.3	147.6	142.9	126.5	111.5	103.8	104.8
November, 1930 .....	103.7	104.8	92.0	93.5	94.4	94.4	102.8	103.0	91.2	95.3	92.1	93.1
November, 1931 .....	94.0	96.5	84.7	89.4	93.0	93.0	91.7	94.0	83.2	82.7	86.1	87.0
November, 1932 .....	78.9	78.2	68.6	77.9	78.9	78.9	54.9	54.4	50.8	74.2	74.8	75.5
November, 1933 .....	77.7	76.7	67.2	75.5	76.5	76.5	57.8	57.2	56.1	71.7	71.7	72.4
November, 1934 .....	83.1	81.7	71.7	77.2	78.0	78.0	70.6	69.9	69.2	71.7	70.8	71.6
November, 1935 .....	88.5	86.0	75.4	82.9	81.8	81.8	77.9	75.1	74.4	82.1	76.3	77.1
November, 1936 .....	85.0	87.3	76.6	82.6	86.0	86.0	84.6	86.8	85.9	75.6	78.9	79.7
November, 1937 .....	91.9	91.1	79.9	87.2	89.0	89.0	93.7	92.8	91.9	83.4	84.9	85.7
November, 1938 .....	90.4	89.6	78.6	86.3	87.4	87.4	83.2	82.4	77.7	82.0	82.8	83.7
November, 1939 .....	94.4	93.3	81.8	90.8	92.1	92.1	88.6	87.8	82.9	88.7	88.9	89.8
November, 1940 .....	114.5	111.3	97.7	101.2	99.9	99.9	96.5	93.5	88.2	105.5	98.4	99.4
<u>1939</u>												
December .....	144.1	145.1	89.0	122.4	119.3	96.2	111.5	111.8	95.6	107.9	102.5	92.4
<u>1940</u>												
January .....	64.2	63.6	86.0	88.4	87.3	93.9	59.0	58.5	88.7	87.4	88.3	92.0
February .....	64.7	66.2	82.8	86.7	90.9	92.8	72.0	74.0	89.1	90.5	93.3	95.2
March .....	72.8	73.6	80.8	94.7	92.3	95.2	74.3	74.5	89.7	104.5	101.2	100.2
April .....	80.3	79.6	81.2	89.9	91.8	93.7	93.8	92.9	83.7	97.6	99.4	97.5
May .....	85.4	84.4	82.7	92.9	90.9	94.7	117.2	116.2	93.7	103.9	104.2	101.1
June .....	83.0	83.9	81.4	91.0	92.0	95.8	98.3	98.6	100.6	110.8	107.3	107.3
July .....	67.1	66.5	87.5	93.5	92.2	96.1	80.4	79.7	103.6	92.1	93.0	94.9
August .....	76.1	71.3	89.1	100.0	95.6	97.6	100.1	93.7	94.7	103.3	93.6	101.7
September .....	87.1	92.8	89.2	97.2	101.3	99.3	99.1	105.6	89.5	90.2	96.1	96.1
October .....	107.6	106.3	92.4	107.4	105.4	103.3	108.1	107.2	90.8	100.8	100.7	100.7
November .....	114.5	111.3	97.7	101.2	99.9	99.9	96.5	93.5	88.2	105.5	98.4	99.4

(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 & Radio(d)			Restaurants(d)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
November, 1929 .....	123.0	121.2	121.2	186.7	183.7	119.3	104.2	104.3	108.6	118.9	112.0	110.9
November, 1930 .....	99.1	101.5	101.5	138.5	141.7	92.0	86.2	87.7	91.4	101.6	98.7	97.7
November, 1931 .....	79.9	81.8	81.8	108.6	111.1	72.1	68.9	70.8	73.8	94.5	97.7	96.8
November, 1932 .....	57.4	56.5	56.5	65.8	64.7	42.8	55.0	55.8	58.1	78.7	79.1	78.3
November, 1933 .....	57.2	56.4	56.4	59.3	58.3	40.8	53.0	53.7	55.9	77.2	77.3	76.5
November, 1934 .....	72.0	70.9	70.9	69.6	68.5	48.6	57.2	57.8	60.2	83.9	83.7	82.9
November, 1935 .....	72.4	71.4	71.4	76.7	75.5	53.5	62.0	62.0	64.6	91.3	86.1	85.2
November, 1936 .....	79.2	80.9	80.9	81.8	83.7	67.0	63.1	64.8	67.5	90.5	93.7	92.7
November, 1937 .....	83.4	81.8	81.8	83.5	82.2	65.8	65.9	66.8	69.6	94.5	95.0	94.1
November, 1938 .....	89.7	88.1	88.1	70.3	69.2	55.4	60.7	61.5	64.1	92.7	93.3	92.3
November, 1939 .....	89.4	88.0	88.0	79.3	78.0	62.4	63.0	63.9	66.6	102.0	102.3	101.3
November, 1940 .....	102.1	100.5	100.5	90.7	89.2	71.4	68.4	68.4	71.3	125.0	117.9	116.8
<u>1939</u>												
December .....	102.0	104.3	95.7	93.0	95.2	69.0	69.0	67.7	66.4	205.7	199.2	101.6
<u>1940</u>												
January .....	59.2	58.3	97.1	57.5	56.5	71.6	60.0	58.9	63.3	67.1	67.5	105.5
February .....	54.0	55.2	95.3	59.0	60.4	76.5	58.3	61.2	63.7	72.1	74.3	103.3
March .....	64.3	65.8	94.0	62.8	63.3	78.2	63.3	62.1	64.1	93.9	91.3	108.7
April .....	89.5	88.1	84.7	75.1	74.5	80.1	62.2	63.0	62.4	86.3	86.9	99.8
May .....	120.5	118.6	89.8	95.6	94.1	82.5	65.1	63.7	63.7	103.1	103.3	103.3
June .....	113.4	116.0	97.5	92.9	95.0	104.4	62.7	63.7	63.1	109.4	106.4	103.3
July .....	98.4	96.8	88.0	67.4	66.3	85.1	66.4	65.2	63.3	103.5	104.1	104.1
August .....	102.5	97.1	94.3	69.0	65.3	84.9	71.4	69.2	65.3	110.9	101.5	110.4
September .....	105.8	112.8	94.0	85.1	90.7	76.2	69.8	71.7	68.3	102.6	109.2	112.6
October .....	115.3	113.4	98.6	92.7	90.2	71.6	70.8	69.4	69.4	118.9	119.2	114.6
November .....	102.1	100.5	100.5	90.7	89.2	71.4	68.4	68.4	71.3	125.0	117.9	116.8

(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)						
November, 1936 ...	126.1	116.2	125.5	129.8	129.3	112.2
November, 1937 ...	129.5	119.8	125.0	230.5	147.6	122.7
November, 1938 ...	121.1	111.9	111.5	119.3	149.2	110.3
November, 1939 ...	128.0	142.5	117.5	129.1	147.1	111.5
November, 1940 ...	161.2	195.9	150.3	160.4	182.5	134.3
1940						
June .....	118.6	142.8	128.1	115.1	105.4	108.2
July .....	95.0	136.0	91.7	92.7	87.2	93.2
August .....	97.6	138.3	92.0	94.9	86.8	109.7
September .....	107.5	135.0	99.1	107.1	110.9	105.3
October .....	145.3	171.8	133.3	144.6	167.2	127.3
November .....	161.2	195.9	150.3	160.4	182.5	134.3
% Change,						
November, 1940	+25.9	+37.5	+27.9	+24.2	+24.1	+20.4
November, 1939						
% Change,						
Jan.-Nov., 1940	+14.4	+36.7	+12.8	+15.5	+ 4.6	+ 8.6
Jan.-Nov., 1939						
Women's Clothing Stores						
November, 1936 ...	106.8	109.0	100.8	112.1	103.9	100.0
November, 1937 ...	114.4	122.2	104.8	120.1	115.1	102.8
November, 1938 ...	111.7	117.1	99.5	112.5	125.5	103.3
November, 1939 ...	118.2	144.9	107.2	122.1	123.9	108.3
November, 1940 ...	145.1	191.0	126.2	149.4	163.1	139.8
1940						
June .....	116.8	151.4	121.2	111.0	108.7	131.9
July .....	96.3	127.2	91.1	94.5	93.7	110.8
August .....	96.4	139.1	84.2	95.7	93.1	121.9
September .....	114.3	141.5	101.6	119.1	107.1	124.9
October .....	148.2	187.7	142.8	144.7	161.8	143.7
November .....	146.1	191.0	126.2	149.4	163.1	139.8
% Change,						
November, 1940	+23.7	+31.8	+17.7	+22.4	+31.6	+29.1
November, 1939						
% Change,						
Jan.-Nov., 1940	+15.1	+30.6	+11.9	+15.0	+10.9	+18.0
Jan.-Nov., 1939						
Grocery and Meat Stores						
November, 1936...	95.4	(a)	92.7	97.1	91.6	102.9
November, 1937...	105.2	(a)	102.1	106.7	104.4	110.5
November, 1938...	103.4	(a)	106.4	106.0	94.4	92.3
November, 1939...	111.9	(a)	109.3	113.8	113.9	107.8
November, 1940...	133.0	(a)	125.5	137.9	135.2	131.4
1940						
June .....	139.8	(a)	139.2	134.9	151.7	149.3
July .....	116.1	(a)	105.9	115.3	134.3	130.0
August .....	130.2	(a)	115.9	128.9	157.8	146.7
September .....	113.8	(a)	107.8	112.6	130.3	115.5
October .....	127.1	(a)	121.3	128.5	136.0	127.5
November .....	133.0	(a)	125.5	137.9	135.2	131.4
% Change,						
November, 1940	+15.9	(a)	+14.8	+21.2	+18.7	+21.9
November, 1939						
% Change,						
Jan.-Nov., 1940	+10.7	(a)	+ 7.1	+10.5	+15.7	+18.4
Jan.-Nov., 1939						

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.  
 (b) Final Figures.  
 (c) Includes Men's furnishings.



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

Year and Month	Canada	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
November, 1936 ..	114.2	114.3	111.5	119.0	114.2	103.5
November, 1937 ..	122.3	119.8	119.7	120.7	129.6	116.4
November, 1938 ..	120.3	108.3	120.4	118.6	131.2	108.4
November, 1939 ..	125.9	131.9	128.5	126.1	128.7	112.6
November, 1940 ..	152.7	156.4	147.9	151.2	160.1	143.5
<u>1940</u>						
June .....	110.6	119.1	124.0	111.9	99.8	111.2
July .....	89.5	105.1	88.1	86.2	84.6	104.0
August .....	101.5	111.0	102.5	101.0	89.7	124.0
September .....	116.1	116.5	123.1	118.9	107.3	119.0
October .....	143.5	154.3	143.3	138.6	149.0	140.5
November .....	152.7	156.4	147.9	151.2	160.1	143.5
% Change,						
November, 1940	+21.3	+18.6	+15.1	+19.9	+24.4	+27.4
November, 1939						
% Change,						
Jan.-Nov., 1940	+12.3	+20.4	+11.5	+13.6	+ 8.6	+13.0
Jan.-Nov., 1939						

Variety Stores						
November, 1936 ..	100.6	101.5	96.3	100.4	110.7	100.0
November, 1937 ..	105.0	113.0	101.3	105.0	108.2	105.6
November, 1938 ..	103.0	105.1	107.1	99.8	107.8	108.2
November, 1939 ..	113.4	118.9	116.4	109.2	117.9	115.2
November, 1940 ..	138.9	162.1	140.3	134.9	137.7	133.6
<u>1940</u>						
June .....	121.6	131.6	141.8	113.9	107.7	124.1
July .....	115.0	132.1	123.4	107.7	109.9	119.1
August .....	123.2	144.5	131.6	116.4	109.6	132.0
September .....	114.0	133.0	122.0	106.5	107.4	120.4
October .....	132.1	153.0	139.6	124.6	136.2	122.7
November .....	138.9	162.1	140.3	134.9	137.7	133.6
% Change,						
November, 1940	+22.5	+36.3	+20.5	+23.5	+16.8	+16.0
November, 1939						
% Change,						
Jan.-Nov., 1940	+15.9	+27.9	+14.5	+15.1	+12.3	+11.6
Jan.-Nov., 1939						

Drug Stores						
November, 1936 ..	99.1	97.0	102.8	99.0	97.3	96.5
November, 1937 ..	104.5	103.4	107.8	106.0	97.7	103.3
November, 1938 ..	103.5	99.4	107.7	103.3	102.0	101.3
November, 1939 ..	108.9	110.8	111.8	108.2	109.5	103.5
November, 1940 ..	121.3	129.8	122.5	122.2	115.8	117.4
<u>1940</u>						
June .....	109.1	111.5	109.0	110.7	104.4	108.8
July .....	112.1	119.5	108.4	114.1	106.0	115.6
August .....	119.9	135.4	114.8	119.5	118.5	123.9
September .....	116.5	119.5	112.5	115.5	120.1	121.1
October .....	128.8	134.2	126.1	123.1	142.3	133.8
November .....	121.3	129.8	122.5	122.2	115.8	117.4
% Change,						
November, 1940	+11.5	+17.1	+ 9.6	+12.9	+ 5.8	+13.4
November, 1939						
% Change,						
Jan.-Nov., 1940	+ 8.0	+13.9	+ 5.7	+ 8.6	+ 6.4	+ 8.2
Jan.-Nov., 1939						

(f) Final figures.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

NOVEMBER, 1939 AND NOVEMBER, 1940

(Based on sales of 19 firms)

	November 1939 \$	November 1940 \$	% Change; 1940/39
TOTAL SALES, ALL DEPARTMENTS .....	22,780,046	27,161,230	+ 19.2
1. Women's dresses, coats and suits .....	2,321,342	2,855,754	+ 23.0
2. Girls' and infants' wear .....	831,486	1,144,605	+ 37.7
3. Hosiery and gloves .....	1,137,525	1,344,372	+ 18.2
4. Lingerie and corsets .....	1,032,342	1,208,146	+ 17.0
5. Millinery .....	263,631	309,961	+ 17.6
6. Women's and children's apparel--(Total, 1-5) ...	5,586,326	6,862,838	+ 22.9
7. Men's and boys' clothing and furnishings .....	3,141,780	3,799,966	+ 20.9
8. Drugs and toilet articles and preparations .....	596,607	701,519	+ 17.6
9. Piece goods .....	1,726,747	1,821,801	+ 5.5
10. Smallwares .....	962,041	1,043,533	+ 8.5
11. Food and kindred products .....	1,787,764	2,093,990	+ 17.1
12. Furniture (including mattresses, springs) .....	1,028,273	1,178,343	+ 14.6
13. Home furnishings .....	1,490,560	1,696,800	+ 13.8
14. Household appliances and electrical supplies ...	596,698	729,251	+ 22.2
15. Hardware and kitchen utensils .....	615,814	701,180	+ 13.9
16. Radios, musical instruments and supplies .....	391,967	452,300	+ 15.4
17. Shoes and other footwear .....	1,699,663	2,269,706	+ 33.5
18. Stationery, books and magazines .....	451,184	509,234	+ 12.9
19. All other departments, total .....	2,704,622	3,300,769	+ 22.0





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Year	Country	Value	Unit
1980	Canada	1000000	...
1981	Canada	1000000	...
1982	Canada	1000000	...
1983	Canada	1000000	...
1984	Canada	1000000	...
1985	Canada	1000000	...
1986	Canada	1000000	...
1987	Canada	1000000	...
1988	Canada	1000000	...
1989	Canada	1000000	...
1990	Canada	1000000	...
1991	Canada	1000000	...
1992	Canada	1000000	...
1993	Canada	1000000	...
1994	Canada	1000000	...
1995	Canada	1000000	...
1996	Canada	1000000	...
1997	Canada	1000000	...
1998	Canada	1000000	...
1999	Canada	1000000	...
2000	Canada	1000000	...
2001	Canada	1000000	...
2002	Canada	1000000	...
2003	Canada	1000000	...
2004	Canada	1000000	...
2005	Canada	1000000	...
2006	Canada	1000000	...
2007	Canada	1000000	...
2008	Canada	1000000	...
2009	Canada	1000000	...
2010	Canada	1000000	...
2011	Canada	1000000	...
2012	Canada	1000000	...
2013	Canada	1000000	...
2014	Canada	1000000	...
2015	Canada	1000000	...
2016	Canada	1000000	...
2017	Canada	1000000	...
2018	Canada	1000000	...
2019	Canada	1000000	...
2020	Canada	1000000	...