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DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

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MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

DECEMBER 1940

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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, DECEMBER, 1940

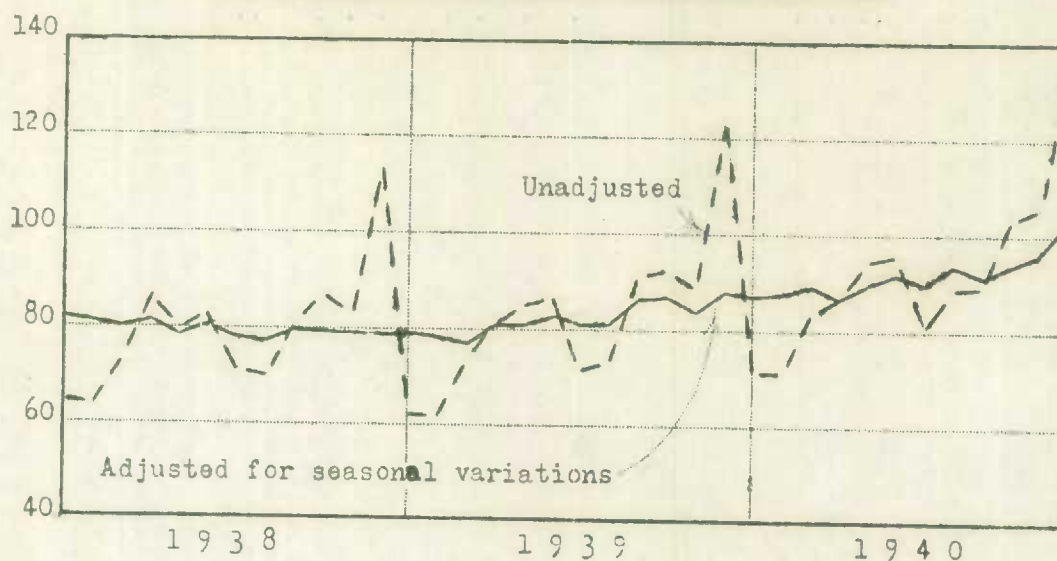
General Summary

Heavy consumer demand for electrical appliances and equipment in anticipation of higher prices arising from import restrictions and new taxation schedules constitutes the outstanding feature of the retail trade of Canada during the last month of the year. Sales of specialty stores dealing in radios, musical instruments and electrical appliances and equipment were approximately 50 per cent higher in December, 1940 than in December of 1939 while the increase for the household appliance and electrical supplies department of department stores was only slightly less at 46 per cent. Moderate increases ranging from 3 per cent for shoe stores to 13 per cent for candy stores were recorded for other trades while composite figures for the twelve lines of business included in the monthly survey averaged 11 per cent above the level of December, 1939 and 28 per cent above November, 1940. The general index of retail sales on the base, 1930 equals 100, stands at 135.0 for December, 1940, 105.8 for November, 1940 and 122.1 for December, 1939.

Retail sales are normally considerably higher in December than in any other month of the year on account of the Christmas trade. On allowing for differences in the number of business days in different months and also for normal seasonal movements, the adjusted general index for December, 1940 stands at 102.4, compared with 95.9 for November, 93.7 for October, 90.8 for September and 87.9 for December, 1939.

The gain in sales in December, 1940 over 1939 was about on a par with the average spread recorded between the two years during earlier months, cumulative figures for the twelve-month period of 1940 averaging 12 per cent above the preceding year. This increase in dollar volume must be attributed in part to an increase in the quantity of goods sold and, in part, to a rise in price levels but it is impossible to say to what extent each of these two factors affects the results for the retail trade as a whole. The Bureau's retail food prices index averaged 5 per cent in 1940 than in 1939 while dollar sales of grocery and meat store sales were up by 10 per cent indicating that higher prices and increased quantities of food products sold were about equally important in producing the higher dollar volume. An increase of 8 per cent in retail clothing prices compares with gains of 14 per cent and 15 per cent in dollar sales of men's and women's clothing stores respectively, indicating a somewhat similar relationship in the relative importance of the two factors.

General Index of Retail Sales, 1938 - 1940



All sections of the country reported increased business in 1940 over 1939 but gains were more pronounced in the extreme east and west than elsewhere. Composite figures for six lines of business for which data on a regional basis are now available serve to give some idea of the general trends and show that sales in the Maritime Provinces were up about 17 per cent in 1940 over 1939 while British Columbia trade was up by 14 per cent. Sales in Ontario were up 12 per cent; the Prairie Provinces, 10 per cent and Quebec, 9 per cent.

Results for Individual Trades

Shoe store sales gained 3 per cent in December, 1940 over December, 1939 and were up 15 per cent compared with November. The small increase over December, 1939 and the less than seasonal increase from November is a result of the marked activity in this trade during November arising from the cold weather prevailing during the latter part of the month and the consequent transposition of a considerable portion of the normal December business during the earlier period. Annual sales for 1940 averaged 11 per cent above 1939.

Candy store sales increased 18 per cent above December, 1939 and gained by more than the usual seasonal amount from November, the seasonally adjusted index advancing from 70.7 for November to 75.2 for December. The annual totals were up by 18 per cent from 1939.

Men's clothing store sales were up 12 per cent from December, 1939 and increased 25 per cent over November, the seasonally adjusted index rising from 94.9 for November to 99.7 for December. Sales for the year were up 14 per cent from 1939. Results on a regional basis show the Maritime Provinces leading both in the December and annual comparisons. Percentage increases in December, 1940 over 1939 for the various economic divisions with the annual results in brackets are as follows: Maritime Provinces, 19 per cent (33 per cent); Quebec, 14 per cent (13 per cent); Ontario, 13 per cent (15 per cent); Prairie Provinces, 6 per cent (5 per cent) and British Columbia, 8 per cent (8 per cent).

Women's clothing store sales gained 14 per cent over December, 1939 and were up by 31 per cent over November, the seasonally adjusted index rising from 94.9 for November to 99.7 for December while the annual totals were 15 per cent above the level of 1939. Regional increases for the month and for the year are as follows: Maritime Provinces, 17 per cent (29 per cent); Quebec, 21 per cent (13 per cent); Ontario, 13 per cent (15 per cent); Prairie Provinces, 6 per cent (10 per cent) and British Columbia, 13 per cent (17 per cent).

Department store sales increased 11 per cent over December, 1939 and gained 39 per cent from November, the seasonally adjusted index continuing the upward trend evident in earlier months and rising from 98.1 for November to 101.0 for December. The annual totals were up by 12 per cent. Department store sales registered larger increases in the Maritime Provinces than in other sections both for the month of December and also for the entire year. Increases for each of the five divisions of the country for the month and for the year are as follows: Maritime Provinces, 20 per cent (20 per cent); Quebec, 9 per cent (11 per cent); Ontario, 12 per cent (13 per cent); Prairie Provinces, 8 per cent (9 per cent) and British Columbia, 14 per cent (13 per cent).

Drug store sales averaged 15 per cent higher in December, 1940 than in December, 1939 and were up 39 per cent from November, the seasonally adjusted index rising from 99.8 in November to 114.2 in December. Sales for the year were up by 9 per cent. Regional figures show the Maritime Provinces leading, both for the month under review and also in the annual totals. Increases for the month and for the year follow: Maritime Provinces, 24 per cent (15 per cent); Quebec, 22 per cent (7 per cent); Ontario, 12 per cent (9 per cent); Prairie Provinces, 12 per cent (7 per cent); British Columbia, 13 per cent (9 per cent).

Furniture store sales gained 16 per cent over December and were 32 per cent higher than in November, the seasonally adjusted index rising from 89.7 for November to 113.9 for December. Sales for the year were up by 16 per cent.

Grocery and meat store sales increased 5 per cent over December, 1939 and were 8 per cent above the level of November. The comparatively small increase over December of 1939 must be attributed to the fact that there was one more Saturday in December, 1939 than in December, 1940. On making allowance for differences in the number of business days having regard to differences in the sales importance of different days of the week and on making allowance for the usual seasonal movements, the seasonally adjusted index of grocery and meat store sales moved upward from 99.2 in November to 106.9 in December. Results on a regional basis are as follows: Quebec, 2 per cent (7 per cent); Ontario, 7 per cent (10 per cent); Prairie Provinces, 5 per cent (15 per cent) and British Columbia, 6 per cent (17 per cent).

Hardware store sales gained 16 per cent over December, 1939 and were also up 16 per cent from November, the seasonally adjusted index advancing from 101.0 in November to 111.5 in December. Annual sales for 1940 were up 9 per cent from 1939.

Music and radio store sales gained 49 per cent over December, 1939 and were up 52 per cent from November resulting in a pronounced rise in the seasonally adjusted index from 72.1 in November to 102.8 in December. Annual sales were 26 per cent above 1939. The music and radio classification includes stores selling radios with or without musical instruments and in which stocks of electrical appliances are also generally carried. Marked increase in December sales reflects the heavy demand for electrical merchandise before the rise in retail prices resulting from the new excise tax of 25 per cent on the manufacturer's price took place.

Restaurant receipts gained 7 per cent over December, 1939 and were also 7 per cent higher than in November, 1940. The gain over November was about in line with the usual seasonal movement, the seasonally adjusted index advancing from 71.6 in November to 71.9 in December. Annual sales were up 8 per cent over 1939.

Variety stores transacted 11 per cent more business in December, 1940 than in 1939 and gained 83 per cent over November, the seasonally adjusted index advancing from 116.5 in November to 120.3 in December. Sales for the year were up 15 per cent. Results on a regional basis show the following increases for the month under review and for the year: Maritime Provinces, 23 per cent (27 per cent); Quebec, 8 per cent (13 per cent); Ontario, 12 per cent (14 per cent); Prairie Provinces, 7 per cent (11 per cent) and British Columbia, 4 per cent (10 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 December business was 13 per cent above December, 1939. The Maritime Provinces reported a gain of 17 per cent, followed by Ontario with a 15 per cent increase. Sales were up 14 per cent in British Columbia, 11 per cent in Quebec and 6 per cent in the Prairie Provinces.

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

Kind of Business	December, 1940 + or - per cent compared with			Cumulative Indexes
	December 1939	December 1939	November 1940	<u>Jan.-Dec., 1940</u> <u>Jan.-Dec., 1939</u>
General Index	+ 7.6	+ 10.6	+ 27.6	+ 11.6
Boots and Shoes	- 15.3	+ 2.6	+ 14.7	+ 10.5
Candy	- 15.4	+ 18.4	+122.8	+ 17.6
Men's Clothing	+ 40.5	+ 12.2	+ 25.1	+ 14.1
Women's Clothing	- 11.5	+ 13.9	+ 30.8	+ 15.0
Departmental	+ 10.8	+ 11.2	+ 39.4	+ 12.2
Drugs	+ 29.0	+ 14.9	+ 39.1	+ 8.7
Furniture	+ 14.2	+ 16.4	+ 32.2	+ 15.5
Groceries and Meats	+ 7.6	+ 5.0	+ 7.6	+ 10.1
Hardware	+ 8.1	+ 16.4	+ 15.7	+ 9.0
Radio and Electrical	- 20.0	+ 49.0	+ 51.5	+ 25.6
Restaurant	- 22.1	+ 6.8	+ 7.3	+ 8.1
Variety	+ 22.5	+ 10.8	+ 82.8	+ 14.9

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores
December, 1939 and December, 1940

Region	Sales in December, 1940 compared with sales in December, 1939	
	Boot and Shoe Stores	Jewellery Stores
Canada	+ 2.6	+ 12.5
Maritime Provinces	+ 14.4	+ 17.1
Quebec	- 5.2	+ 10.8
Ontario	+ 6.4	+ 14.6
Prairie Provinces	- 12.7	+ 6.0
British Columbia	+ 8.5	+ 14.2

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
December, 1929	138.5	142.8	108.9	155.6	160.7	114.8	201.5	206.7	111.1	127.3	132.8	103.8	172.1	179.6	97.1
December, 1930	125.5	125.8	95.7	130.9	131.9	94.2	162.0	161.0	86.6	112.9	114.1	89.1	154.4	156.0	84.3
December, 1931	110.3	110.2	83.9	123.9	124.9	89.2	154.6	153.0	82.3	94.7	95.7	74.8	140.2	141.7	76.6
December, 1932	89.9	85.2	65.1	102.7	96.7	69.0	131.4	123.0	66.1	84.1	78.8	61.6	131.1	122.8	66.4
December, 1933	88.4	86.6	65.9	96.1	93.1	65.1	112.1	107.9	58.0	77.5	74.8	58.4	129.2	124.7	67.4
December, 1934	95.1	94.2	71.2	121.5	117.0	78.0	115.4	112.0	60.2	99.8	98.1	76.6	128.1	126.0	68.1
December, 1935	98.6	101.7	74.4	117.2	121.0	77.5	116.8	119.7	64.3	106.7	111.3	74.2	130.1	135.8	73.4
December, 1936	108.3	108.3	79.8	110.6	111.5	69.7	114.7	113.5	61.0	132.2	133.6	80.5	108.7	109.8	70.8
December, 1937	115.6	118.5	87.4	129.2	137.3	85.8	113.1	120.6	64.8	137.9	143.9	86.7	111.4	116.2	75.0
December, 1938	112.6	106.9	78.6	104.4	98.3	61.5	109.1	104.8	54.3	130.3	122.0	73.5	111.1	104.0	68.4
December, 1939	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
December, 1940	135.0	139.4	102.4	110.9	114.8	80.8	137.0	145.2	75.2	158.6	165.5	99.7	136.7	142.7	93.9
<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	71.8	75.6
April	86.5	87.0	86.4	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	89.4	76.1	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(f)	73.5	67.3	92.2	62.1	58.3	64.7	76.9	70.5	96.6	68.6	62.9	89.8
September	88.9	94.4	90.8	85.0	90.5	73.6	56.4	59.5	64.0	84.8	90.4	88.6	81.4	86.7	89.4
October	102.9	102.0	93.7	85.4	86.3	78.4(f)	63.8	63.2	66.5(f)	114.8	114.2	91.3(f)	105.5	105.0	85.4
November	105.8	101.3	95.9	96.7	91.2	98.1	61.5	59.4	70.7	126.8	119.6	94.9	104.5	98.6	88.8
December	135.0	139.4	102.4	110.9	114.8	80.8	137.0	145.2	75.2	158.6	165.5	99.7	136.7	142.7	93.9

(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
December, 1929	154.1	158.3	104.2	116.9	117.7	103.3	141.9	145.6	115.6	114.7	119.9	112.0
December, 1930	144.7	144.0	94.7	109.0	107.6	94.4	113.7	112.6	89.4	105.3	107.5	100.4
December, 1931	128.2	127.0	83.6	103.9	101.9	89.4	98.5	97.5	78.0	92.8	94.3	88.2
December, 1932	98.8	95.6	62.9	91.8	87.8	77.0	61.8	59.8	51.1	82.1	75.6	70.6
December, 1933	102.4	103.1	67.8	87.9	85.7	75.2	63.7	63.8	56.9	78.6	74.5	69.6
December, 1934	114.3	115.5	76.0	91.1	89.7	78.7	76.4	76.6	69.0	75.3	73.0	68.2
December, 1935	116.5	119.6	74.8	94.1	94.8	83.2	81.7	84.1	75.8	80.4	84.0	75.7
December, 1936	126.8	125.7	78.6	109.0	106.9	86.2	100.4	99.4	89.5	91.4	93.1	83.8
December, 1937	133.7	133.5	82.4	115.3	112.7	90.9	99.1	100.5	90.5	104.1	110.4	99.5
December, 1938	131.5	127.4	78.2	113.4	108.4	87.4	96.9	93.8	80.1	101.6	93.7	84.4
December, 1939	144.1	145.1	89.0	122.4	119.3	96.2	111.5	111.8	95.6	107.9	102.5	92.4
December, 1940	160.3	164.6	101.0	140.6	141.6	114.2	129.8	133.3	113.9	113.3	118.7	106.9
<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	92.3	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(f)
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	106.2	92.3	107.3	105.3	103.2(f)	108.1	107.2	90.8	100.8	100.7	100.7
November	115.0	111.8	98.1(f)	101.1	99.8	99.8	98.2	95.1	89.7(f)	105.3	98.2	99.2
December	160.3	164.6	101.0	140.6	141.6	114.2	129.8	133.3	113.9	113.3	118.7	106.9

(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			Radio and Electrical ^(d)			Restaurants ^(d)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
December, 1929	134.7	138.0	123.2	194.7	199.2	117.9	111.7	111.0	108.8	194.2	200.8	108.5
December, 1930	109.8	108.2	96.6	173.2	170.4	100.8	94.6	92.8	91.0	186.0	187.8	101.5
December, 1931	91.7	90.4	80.7	107.7	106.0	63.5	78.9	77.4	75.9	180.4	181.4	98.1
December, 1932	59.1	58.2	52.0	69.3	68.2	42.1	62.0	60.1	58.9	147.7	138.6	74.9
December, 1933	63.1	64.7	57.7	63.4	64.9	41.1	56.4	55.3	54.2	145.2	140.5	76.0
December, 1934	77.6	79.5	71.0	77.5	79.3	50.2	60.1	59.2	58.0	159.6	155.1	83.8
December, 1935	79.6	81.5	72.8	78.2	80.0	50.6	65.4	65.0	63.7	164.0	169.7	86.6
December, 1936	86.4	84.8	75.7	94.5	93.0	67.4	71.5	70.2	68.8	183.0	184.1	93.9
December, 1937	92.1	90.5	80.8	90.9	89.4	64.8	68.4	66.9	65.6	188.2	200.4	102.3
December, 1938	92.6	90.9	83.4	87.0	85.6	62.0	64.8	62.8	61.6	188.0	176.7	90.1
December, 1939	102.0	104.3	95.7	93.0	95.2	69.0	69.0	67.7	66.4	205.7	199.2	101.6
December, 1940	118.7	121.5	111.5	138.6	141.8	102.8	73.7	73.3	71.9	227.9	235.8	120.3
<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	61.8	63.3	78.1	63.3	62.1	64.1	93.9	91.3	108.7
April	89.5	88.1	84.7	75.7	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(f)	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	115.0	113.1	98.4(f)	92.3	90.8	72.1(f)	70.8	69.4	69.4	118.9	119.2	114.6
November	102.6	101.0	101.0	91.5	90.1	72.1	68.7	68.8	71.6	124.7	117.7	116.5(f)
December	118.7	121.5	111.5	138.6	141.8	102.8	73.7	73.3	71.9	227.9	235.8	120.3

(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)						
December, 1936 ..	167.5	177.9	151.8	174.5	150.4	182.1
December, 1937 ..	174.8	187.8	164.9	181.3	150.8	189.9
December, 1938 ..	165.3	175.8	144.3	174.1	151.1	174.3
December, 1939 ..	179.0	213.4	150.5	188.9	173.4	187.5
December, 1940 ..	202.0	254.7	171.6	213.1	183.1	202.2
1940						
July	95.0	136.0	91.7	92.7	87.1	93.2
August	97.5	136.5	92.0	94.9	86.8	109.7
September	107.5	135.0	99.1	107.1	110.9	105.3
October	145.5(f)	169.1	133.3	145.5	167.5	126.6
November	160.7	190.5	149.1	160.7	183.3	133.6
December	201.0	254.7	171.6	213.1	183.1	202.2
% Change,						
December, 1940	+12.2	+19.4	+14.0	+12.8	+ 5.6	+ 7.8
December, 1939						
% Change,						
Jan.-Dec., 1940	+14.1	+33.0	+12.8	+15.2	+ 4.8	+ 8.4
Jan.-Dec., 1939						
Women's Clothing Stores						
December, 1936 ..	152.6	156.8	142.0	160.1	146.9	148.2
December, 1937 ..	156.4	189.8	143.6	164.3	145.7	144.7
December, 1938 ..	156.0	179.7	138.0	161.8	155.0	146.1
December, 1939 ..	168.5	212.5	149.5	177.6	168.2	156.8
December, 1940 ..	192.0	248.9	180.5	200.7	177.8	177.3
1940						
July	96.3	127.2	91.1	94.5	93.7	110.8
August	96.4	137.1	84.2	95.7	93.1	121.9
September	114.3	141.5	101.6	119.1	107.1	124.9
October	148.2(f)	187.7	142.8	144.8	162.1	142.7
November	146.7	199.1	125.9	150.0	163.3	140.7
December	192.0	248.9	180.5	200.7	177.8	177.3
% Change,						
December, 1940	+13.9	+17.1	+20.7	+13.0	+ 5.7	+13.1
December, 1939						
% Change,						
Jan.-Dec., 1940	+15.0	+29.1	+13.0	+14.7	+10.2	+17.4
Jan.-Dec., 1939						
Grocery and Meat Stores						
December, 1936 ..	115.2	(a)	109.8	117.9	110.9	129.1
December, 1937 ..	131.3	(a)	126.7	133.8	127.5	141.7
December, 1938 ..	128.1	(a)	131.9	134.9	108.4	108.1
December, 1939 ..	136.1	(a)	135.6	139.7	129.3	129.4
December, 1940 ..	142.9	(a)	137.9	149.5	135.7	137.0
1940						
July	116.1	(a)	105.9	115.3	134.3	130.0
August	130.2(f)	(a)	115.8	128.9	157.8	146.7
September	113.8	(a)	107.8	112.6	130.3	115.5
October	127.2	(a)	121.3	128.5	136.1	127.5
November	132.8	(a)	125.5	137.6	135.0	130.5
December	142.9	(a)	137.9	149.5	135.7	137.0
% Change,						
December, 1940	+ 5.0	(a)	+ 1.7	+ 7.0	+ 4.9	+ 5.9
December, 1939						
% Change,						
Jan.-Dec., 1940	+10.1	(a)	+ 6.6	+10.1	+14.6	+17.1
Jan.-Dec., 1939						

(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						
December, 1936 ..	169.9	176.6	171.6	177.5	160.6	162.0
December, 1937 ..	178.0	186.9	189.0	185.8	161.2	172.2
December, 1938 ..	175.1	172.0	189.9	178.2	163.0	174.5
December, 1939 ..	192.1	207.6	208.9	198.2	177.9	177.0
December, 1940 ..	213.7	248.9	226.9	221.6	192.3	202.1
1940						
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	143.4	154.3	143.3	138.6	149.0	139.7
November	153.3(f)	157.8	148.7	152.2	160.8	142.5
December	213.7	248.9	226.9	221.6	192.3	202.1
% Change,						
December, 1940	+11.2	+19.9	+ 8.6	+11.8	+ 8.1	+14.2
December, 1939						
% Change,						
Jan.-Dec., 1940	+12.2	+20.4	+11.1	+13.4	+ 8.6	+13.0
Jan.-Dec., 1939						

Variety Stores						
December, 1936 ..	203.3	217.8	184.9	206.3	200.9	228.8
December, 1937 ..	209.2	242.7	194.4	211.3	193.5	234.8
December, 1938 ..	209.0	226.3	198.7	207.8	202.9	248.2
December, 1939 ..	228.8	251.5	220.1	223.8	223.2	267.3
December, 1940 ..	253.2	309.8	237.9	249.7	239.0	279.1
1940						
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	138.6(f)	162.1	140.2	134.2	137.7	133.6
December	253.2	309.8	237.9	249.7	239.0	279.1
% Change,						
December, 1940	+10.8	+23.2	+ 8.1	+11.6	+ 7.1	+ 4.4
December, 1939						
% Change,						
Jan.-Dec., 1940	+14.9	+27.0	+13.4	+14.4	+11.3	+10.2
Jan.-Dec., 1939						

Drug Stores						
December, 1936 ..	130.7	145.0	119.4	129.8	135.9	139.1
December, 1937 ..	138.3	157.0	128.5	139.4	134.8	146.4
December, 1938 ..	136.0	136.9	125.9	137.0	141.6	141.0
December, 1939 ..	146.8	166.3	133.1	145.2	156.2	151.1
December, 1940 ..	168.6	205.8	162.2	163.0	174.9	170.5
1940						
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	128.7(f)	134.2	126.0	123.1	142.0	133.6
November	121.2	130.8	121.5	122.3	115.4	119.1
December	168.6	205.8	162.2	163.0	174.9	170.5
% Change,						
December, 1940	+14.9	+23.8	+21.9	+12.3	+12.0	+12.8
December, 1939						
% Change,						
Jan.-Dec., 1940	+ 8.7	+15.2	+ 7.2	+ 9.0	+ 7.0	+ 8.9
Jan.-Dec., 1939						

(f) Final figures.

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DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

DECEMBER, 1939 AND DECEMBER, 1940

(Based on sales of 19 firms)

	December 1939	December 1940	% Change 1940/39
TOTAL SALES, ALL DEPARTMENTS	36,638,519	41,770,784	+ 14.0
1. Women's dresses, coats and suits	2,640,318	3,084,171	+ 16.8
2. Girls' and infants' wear	1,297,985	1,545,201	+ 19.0
3. Hosiery and gloves	2,167,400	2,587,474	+ 19.4
4. Lingerie and corsets	1,957,096	2,217,741	+ 13.3
5. Millinery	259,144	270,977	+ 4.6
6. Women's and children's apparel--(Total, 1-5)	8,321,943	9,705,564	+ 16.6
7. Men's and boys' clothing and furnishings	5,050,018	5,613,505	+ 11.2
8. Drugs and toilet articles and preparations	1,479,305	1,723,412	+ 16.5
9. Piece goods	2,082,623	2,283,479	+ 9.6
10. Smallwares	1,709,926	1,814,487	+ 6.1
11. Food and kindred products	2,535,785	2,741,040	+ 8.1
12. Furniture (including mattresses, springs)	1,212,358	1,485,391	+ 22.5
13. Home furnishings	1,894,732	2,160,232	+ 14.0
14. Household appliances and electrical supplies	716,525	1,048,622	+ 46.3
15. Hardware and kitchen utensils	858,438	1,011,296	+ 17.8
16. Radios, musical instruments and supplies	631,858	749,694	+ 18.6
17. Shoes and other footwear	2,710,674	2,947,937	+ 8.8
18. Stationery, books and magazines	1,340,999	1,386,751	+ 3.4
19. All other departments, total	6,093,335	7,099,374	+ 16.5

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