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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

FEBRUARY 1940

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

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MONTHLY INDEXES OF RETAIL SALES, FEBRUARY, 1940

Retail sales in Canada, as reflected in composite figures for twelve lines of retail trade dealing principally in clothing, food and household items gained 16 per cent in February, 1940, over the same month of 1939. Sales were also 1 per cent higher than in January of this year. This was the seventh consecutive month for which increases have been shown over the corresponding month in the previous year. The extent of the gain was greater than any recorded since the upswing in retail trade began in August, 1939, a result which must be attributed in part to the comparatively low level of trade in February, 1939, with which the comparison is made. The unadjusted index for February, 1940, stood at 71.2, compared with 61.5 for February, 1939, and 70.6 for January, 1940.

The seasonally adjusted index which is corrected to allow not only for normal seasonal movements but also for differences in number of business days, indicates that the underlying trend in retail purchasing in February was slightly downward from the immediately preceding months. The adjusted index stands at 84.6 for February, 2 per cent below the 86.2 recorded for January and compares with 87.5 for December, 83.2 for November, 88.6 for October and 87.6 for September, 1939.

All lines of business for which figures are available reported increases over February a year ago. Radio and music store sales were up by 31 per cent compared with increases of 12 per cent and 5 per cent shown in the comparisons for January and December with the corresponding month in the preceding year. Furniture store sales, which increased 22 per cent in January over January, 1939, registered a gain of 21 per cent in February.

Department store sales averaged 20 per cent higher in February of this year than last, all departments and all regions of the country reporting substantial increases. Results on a regional basis indicate a major increase of 34 per cent in the Maritime Provinces followed by gains of 21 per cent in the Prairie Provinces, 19 per cent in Ontario, 19 per cent in Quebec and 11 per cent in British Columbia. The home furnishings and piece goods departments came first in point of view of increased business with gains of 31 per cent and 26 per cent respectively over February a year ago. Sales of hardware and kitchen utensils were up by 25 per cent while the furniture department reported an increase of 22 per cent. Marked gains were also reported for departments specializing in the sale of clothing and apparel. The shoe department was up 20 per cent; men's and boys' clothing and furnishings, 20 per cent; women's and children's apparel, 16 per cent.

Variety store sales averaged 20 per cent higher than in February, 1939. Increases of 26 per cent were recorded in both the Maritime and Prairie Provinces; Quebec totals were up 22 per cent. Ontario and British Columbia recorded advances of 17 and 15 per cent respectively.

Identical gains of 20 per cent were reported for men's and women's clothing stores over February, 1939. Men's clothing store sales in the Maritime Provinces gained 45 per cent. Increases of 24 per cent in the Prairie Provinces and 20 per cent in Quebec were followed by advances of 17 per cent in Ontario and 14 per cent in British Columbia. The Maritime Provinces also reported the best increases in women's clothing sales, a 32 per cent advance in that region comparing with gains of 28 per cent in the Prairie Provinces, 22 per cent in Ontario, 21 per cent in British Columbia, and 11 per cent in Quebec.

Increases in dollar sales must be attributed in part to price changes and in part to an increase in the volume of goods purchased. The Bureau's retail clothing price index stands approximately 4 per cent higher for February, 1940 than 1939. A comparison of this rise in prices and the 20 per cent increase in dollar sales indicates that most of the gain in dollar volume must be attributed to an increase in the quantity of goods sold.

Grocery and meat store sales were 13 per cent higher in February of this year than last, the Bureau's retail price index for foods rising 5 per cent in the same comparison. Sales in British Columbia were up by 30 per cent; the Prairie Provinces, 29 per cent; Ontario, 11 per cent and Quebec, 7 per cent.

The gain for shoe stores was only slightly less than that for firms specializing in clothing, a gain of 18 per cent over February a year ago being recorded. Hardware store sales were up 19 per cent, while both restaurants and candy stores did 13 per cent more business in February of this year than last.

Drug stores reported the smallest increase with an average gain for the country as a whole of 6 per cent over February, 1939. Sales in the Prairie Provinces were up 13 per cent while British Columbia sales were 11 per cent higher. Gains in other regions were 8 per cent for the Maritime Provinces, 5 per cent for Ontario and 1 per cent for Quebec.

Returns from a sample number of jewellery stores reveal an increase of 25 per cent over February, 1939.

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

Kind of Business	February, 1940 + or - per cent compared with			Cumulative Indexes
	February 1930	February 1939	January 1940	Jan.-Feb., 1940 Jan.-Feb., 1939
General Index	- 17.7	+ 15.8	+ 0.8	+ 14.5
Boots and Shoes	- 47.7	+ 17.8	- 17.3	+ 19.2
Candy	- 43.6	+ 13.2	+ 34.4	+ 12.8
Men's Clothing	- 18.7	+ 20.4	- 13.9	+ 16.5
Women's Clothing	- 34.0	+ 20.1	- 7.8	+ 13.6
Departmental	- 21.9	+ 19.6	+ 0.9	+ 19.0
Drugs	- 9.5	+ 6.0	- 1.5	+ 6.1
Furniture	- 17.8	+ 21.2	+ 23.2	+ 21.3
Groceries and Meats	- 6.5	+ 13.1	+ 3.5	+ 12.6
Hardware	- 21.5	+ 18.7	- 8.5	+ 16.5
Music and Radio	- 33.1	+ 30.8	+ 2.4	+ 23.4
Restaurant	- 39.3	+ 13.2	- 2.7	+ 9.8
Variety	- 2.0	+ 20.1	+ 7.9	+ 16.3

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
February, 1929 ..	92.5	98.8	113.5	81.2	86.3	125.0	99.5	107.9	117.3	115.1	122.6	197.7	70.5	75.1	110.4
February, 1930 ..	86.5	92.4	106.2	73.3	77.9	112.8	100.4	109.3	118.5	66.2	70.5	113.7	73.3	78.1	114.9
February, 1931 ..	77.3	82.5	94.8	59.7	63.5	94.7	74.3	80.6	87.6	53.4	56.9	91.8	58.7	62.5	91.9
February, 1932 ..	66.0	68.5	70.7	48.8	50.2	78.4	63.4	66.2	72.7	43.4	45.1	72.7	51.6	53.6	78.8
February, 1933 ..	52.1	55.5	63.3	39.2	41.6	69.3	51.5	55.8	60.6	31.3	33.3	53.7	43.2	46.0	67.6
February, 1934 ..	56.3	60.0	69.0	37.5	39.9	69.9	51.7	56.0	60.7	41.9	44.6	71.9	42.9	45.7	67.2
February, 1935 ..	57.7	61.5	70.7	38.4	38.7	70.3	55.6	60.3	60.3	44.6	47.5	76.6	45.3	48.3	71.0
February, 1936 ..	62.3	61.8	71.1	41.4	40.2	74.4	61.6	61.5	61.5	46.3	45.4	76.9	40.9	40.1	68.0
February, 1937 ..	63.4	67.7	77.8	43.4	46.2	85.5	55.2	60.0	60.0	49.7	52.9	84.0	42.7	45.5	77.1
February, 1938 ..	63.9	68.2	78.4	39.5	42.0	77.7	54.1	58.7	58.7	47.7	50.8	80.6	43.6	46.4	78.6
February, 1939 ..	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
February, 1940 ..	71.2	73.6	84.6	38.3	39.5	73.1	56.6	59.5	59.5	53.8	55.4	88.0	48.4	49.8	84.5
<u>1939</u>															
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	43.2	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	49.2	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	84.1	84.0	75.7
December	122.1	119.8	87.5	119.9	116.6	72.9	115.7	114.6	61.6	141.3	136.3	82.1(f)	119.9	115.7	74.6(f)
<u>1940</u>															
January	70.6	70.7	86.2	46.3	46.8	86.6(f)	42.1	41.9	58.2(f)	62.5	62.6	88.2	52.5	52.7	79.8
February	71.2	73.6	84.6	38.3	39.5	73.1	56.6	59.5	59.5	53.8	55.4	88.0	48.4	49.8	84.5

(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
February, 1929	81.6	86.9	103.5	99.3	107.9	106.8	118.8	126.6	139.1	97.4	103.5	105.6
February, 1930	83.0	88.4	105.2	96.2	104.5	103.4	88.4	94.1	103.4	96.8	102.9	105.0
February, 1931	75.9	80.9	96.3	89.0	96.6	95.6	79.4	84.6	92.9	88.2	93.8	95.7
February, 1932	62.1	63.8	75.9	86.2	91.0	90.1	61.3	62.9	69.9	77.9	81.1	82.7
February, 1933	49.5	52.7	62.7	69.7	75.7	75.0	40.3	42.9	49.3	64.0	68.0	69.4
February, 1934	54.9	58.5	69.7	70.5	76.5	75.7	48.6	51.7	62.3	68.6	72.9	74.4
February, 1935	54.4	57.9	72.4	74.7	81.1	80.3	55.6	59.2	71.3	69.6	73.9	75.4
February, 1936	57.8	58.4	73.0	76.9	78.7	80.3	59.0	59.1	71.1	78.9	76.4	77.9
February, 1937	58.6	62.4	78.1	82.0	89.0	90.8	68.2	72.5	87.4	76.8	81.8	83.5
February, 1938	57.8	61.5	76.9	78.5	85.2	86.9	63.3	67.4	81.1	81.0	86.2	88.0
February, 1939	54.2	57.7	72.2	82.2	89.3	91.1	60.0	64.0	77.1	80.0	85.2	86.9
February, 1940	64.8	66.3	82.9	87.1	94.6	96.5	72.7	74.7	90.0	90.5	93.3	95.2
<u>1939</u>												
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	88.6	87.8	87.0	88.7	88.9	89.8
December	144.1	145.1	89.6	122.4	119.3	96.2(f)	110.2	110.5	99.6(f)	107.9	102.5	92.4(f)
<u>1940</u>												
January	64.2	63.6	86.0	88.4	89.0	95.7	59.0	58.5	88.6	87.4	88.3	92.0
February	64.8	66.3	82.9	87.1	94.6	96.5	72.7	74.7	90.0	90.5	93.3	95.2

(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
February, 1929	77.2	82.4	121.2	130.5	139.1	159.9	103.0	111.9	116.6	83.5	88.8	120.0
February, 1930	68.8	73.4	108.0	88.2	94.0	108.0	96.2	104.5	108.9	73.9	78.6	106.2
February, 1931	59.9	63.9	95.4	84.5	90.1	103.6	77.5	84.2	87.7	69.5	73.9	99.9
February, 1932	52.0	53.3	80.8	57.1	58.4	67.1	64.0	67.1	69.9	64.0	66.2	89.5
February, 1933	30.9	33.0	52.4	33.5	35.7	41.0	49.3	53.6	55.8	55.7	59.2	80.1
February, 1934	35.5	37.9	63.2	40.7	43.4	49.9	50.4	54.8	57.1	55.5	59.1	79.9
February, 1935	37.3	39.8	68.7	47.2	50.3	57.3	52.3	56.8	59.2	57.7	61.5	85.4
February, 1936	38.3	39.1	69.9	45.9	47.0	59.5	58.5	60.7	63.2	60.8	59.1	82.0
February, 1937	42.2	44.9	80.2	53.5	57.0	72.2	60.5	65.7	68.4	62.8	66.9	92.9
February, 1938	47.7	50.7	90.5	47.3	51.0	64.6	58.2	63.2	65.8	62.6	66.7	92.6
February, 1939	45.5	48.5	86.7	45.1	48.1	60.9	51.6	56.1	58.4	60.3	64.3	89.3
February, 1940	54.0	55.2	98.6	59.0	60.4	76.5	58.4	61.3	63.8	72.4	74.6	103.6
<u>1939</u>												
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	79.3	78.0	62.4	63.0	63.9	66.6	102.0	102.3	101.3
December	102.0	104.3	93.2(f)	93.0	95.2	69.0(f)	69.0	67.7	66.4	205.9	199.3	99.7(f)
<u>1940</u>												
January	59.0	58.1	105.6	57.6	56.6	71.7	60.0	58.9	63.3(f)	67.1	67.5	107.2
February	54.0	55.2	98.6	59.0	60.4	76.5	58.4	61.3	63.8	72.4	74.6	103.6

(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)						
February, 1936 ..	58.7	60.5	56.7	61.3	52.1	57.0
February, 1937 ..	63.0	62.8	59.7	66.9	55.3	60.1
February, 1938 ..	60.5	68.4	59.7	62.2	53.8	59.6
February, 1939 ..	56.7	58.9	53.8	59.3	50.2	59.4
February, 1940 ..	68.1	85.4	64.5	69.1	62.0	67.7
1939						
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	142.5	117.5	129.1	147.1	111.5
December	179.0(f)	213.4	150.5	188.9	173.4	187.5
1940						
January	79.2	93.6	73.6	82.2	70.4	79.5
February	68.1	85.4	64.5	69.1	62.0	67.7
% Change,						
February, 1940	+20.4	+45.0	+19.9	+16.5	+23.5	+14.0
February, 1939						
% Change,						
Jan.-Feb., 1940	+16.5	+42.7	+12.9	+14.9	+16.3	+11.5
Jan.-Feb., 1939						
Women's Clothing Stores						
February, 1936 ..	57.4	61.7	60.8	57.3	55.4	53.6
February, 1937 ..	60.0	60.2	62.6	59.3	59.9	58.0
February, 1938 ..	61.3	63.5	64.0	60.5	59.7	59.8
February, 1939 ..	56.5	56.8	57.0	56.2	54.0	60.9
February, 1940 ..	67.9	75.2	63.2	68.4	69.3	73.4
1939						
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	144.9	107.2	122.1	123.9	108.3
December	168.4(f)	210.3	149.5	177.6	168.2	156.8
1940						
January	73.8	94.0	63.1	76.9	73.4	79.6
February	67.9	75.2	63.2	68.4	69.3	73.4
% Change,						
February, 1940	+20.1	+32.4	+10.9	+21.7	+28.3	+20.5
February, 1939						
% Change,						
Jan.-Feb., 1940	+13.6	+21.9	+ 7.2	+15.9	+13.7	+15.0
Jan.-Feb., 1939						
Grocery and Meat Stores						
February, 1936 ..	99.5	(a)	106.1	98.5	89.6	95.9
February, 1937 ..	96.9	(a)	98.1	98.0	87.7	101.4
February, 1938 ..	102.1	(a)	104.5	103.8	91.1	102.2
February, 1939 ..	100.9	(a)	109.1	104.1	81.0	84.5
February, 1940 ..	114.2	(a)	117.0	115.7	104.8	110.2
1939						
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)	112.6	113.4	97.9	104.0
February	114.2	(a)	117.0	115.7	104.8	110.2
% Change,						
February, 1940	+13.1	(a)	+ 7.2	+11.1	+29.4	+30.4
February, 1939						
% Change,						
Jan.-Feb., 1940	+12.6	(a)	+ 7.3	+10.7	+27.2	+27.9
Jan.-Feb., 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						
February, 1936 ..	76.9	74.1	76.6	77.7	76.0	78.2
February, 1937 ..	78.0	73.4	79.2	79.3	76.1	78.9
February, 1938 ..	76.9	70.7	81.9	78.1	71.9	80.8
February, 1939 ..	72.2	64.2	77.3	72.9	68.6	77.0
February, 1940 ..	86.4	86.0	92.2	87.0	83.0	85.7
<u>1939</u>						
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	192.1	207.6	208.9	198.2	177.9	177.0
<u>1940</u>						
January	85.6	86.6	98.0	84.6	82.8	80.5
February	86.4	86.0	92.2	87.0	83.0	85.7
% Change, February, 1940 February, 1939	+19.6	+34.0	+19.3	+19.3	+21.0	+11.3
% Change, Jan.-Feb., 1940 Jan.-Feb., 1939	+19.0	+34.0	+17.9	+19.2	+20.6	+ 9.7
Variety Stores						
February, 1936 ..	67.6	62.3	70.4	68.9	61.6	68.7
February, 1937 ..	69.8	65.2	71.2	71.1	67.0	70.6
February, 1938 ..	69.6	64.5	73.3	69.2	66.5	77.8
February, 1939 ..	67.0	62.0	69.6	66.0	61.3	79.3
February, 1940 ..	82.1	78.3	85.0	77.2	77.2	91.4
<u>1939</u>						
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
<u>1940</u>						
January	74.5	73.9	79.9	72.3	68.2	81.2
February	82.1	78.3	85.0	77.2	77.2	91.4
% Change, February, 1940 February, 1939	+20.1	+26.3	+22.1	+17.0	+25.9	+15.3
% Change, Jan.-Feb., 1940 Jan.-Feb., 1939	+16.3	+24.3	+17.1	+14.6	+17.9	+12.5
Drug Stores						
February, 1936 ..	92.2	87.4	98.0	93.3	86.3	89.1
February, 1937 ..	98.3	92.8	107.1	99.0	89.8	96.8
February, 1938 ..	94.1	92.7	99.2	94.5	88.5	93.9
February, 1939 ..	98.6	99.9	111.7	98.3	88.3	91.8
February, 1940 ..	104.4	107.9	112.3	102.9	99.5	102.3
<u>1939</u>						
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	110.8	111.8	108.2	109.5	103.5
December	146.8(f)	166.3	133.1	145.2	156.3	151.1
<u>1940</u>						
January	106.0	109.4	111.6	105.1	101.6	104.4
February	104.4	107.9	112.3	102.9	99.5	102.3
% Change, February, 1940 February, 1939	+ 6.0	+ 8.0	+ 0.5	+ 4.7	+12.7	+11.4
% Change, Jan.-Feb., 1940 Jan.-Feb., 1939	+ 6.1	+10.2	+ 3.6	+ 4.7	+10.2	+ 7.4

(f) Final figures.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

FEBRUARY, 1939, AND FEBRUARY, 1940

(Based on sales of 19 firms)

	February 1939	February 1940	% Change 1940/39
TOTAL SALES, ALL DEPARTMENTS	13,401,689	15,780,555	+ 17.8
1. Women's dresses, coats and suits	1,031,754	1,223,509	+ 18.6
2. Girls' and infants' wear	293,612	354,005	+ 20.6
3. Hosiery and gloves	556,786	592,166	+ 6.4
4. Lingerie and corsets	604,859	711,751	+ 17.7
5. Millinery	110,667	130,782	+ 18.2
6. Women's and children's apparel - (Total, 1-5) ..	2,597,678	3,012,213	+ 16.0
7. Men's and boys' clothing and furnishings	1,182,492	1,413,762	+ 19.6
8. Drugs and toilet articles and preparations	541,514	576,147	+ 6.4
9. Piece goods	1,200,232	1,514,334	+ 26.2
10. Smallwares	563,467	663,161	+ 17.7
11. Food and kindred products	1,637,023	1,770,158	+ 8.1
12. Furniture (including mattresses, springs)	1,019,521	1,238,724	+ 21.5
13. Home furnishings	1,002,073	1,308,699	+ 30.6
14. Household appliances and electrical supplies ...	411,448	482,592	+ 17.3
15. Hardware and kitchen utensils	512,268	638,910	+ 24.7
16. Radios, musical instruments and supplies	254,245	279,621	+ 10.0
17. Shoes and other footwear	720,531	866,269	+ 20.2
18. Stationery, books and magazines	255,649	268,507	+ 5.0
19. All other departments, total	1,503,548	1,747,458	+ 16.2



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Year	Value	Value	Description
1971	125,000	125,000
1972	130,000	130,000
1973	135,000	135,000
1974	140,000	140,000
1975	145,000	145,000
1976	150,000	150,000
1977	155,000	155,000
1978	160,000	160,000
1979	165,000	165,000
1980	170,000	170,000
1981	175,000	175,000
1982	180,000	180,000
1983	185,000	185,000
1984	190,000	190,000
1985	195,000	195,000
1986	200,000	200,000
1987	205,000	205,000
1988	210,000	210,000
1989	215,000	215,000
1990	220,000	220,000
1991	225,000	225,000
1992	230,000	230,000
1993	235,000	235,000
1994	240,000	240,000
1995	245,000	245,000
1996	250,000	250,000
1997	255,000	255,000
1998	260,000	260,000
1999	265,000	265,000
2000	270,000	270,000
2001	275,000	275,000
2002	280,000	280,000
2003	285,000	285,000
2004	290,000	290,000
2005	295,000	295,000
2006	300,000	300,000
2007	305,000	305,000
2008	310,000	310,000
2009	315,000	315,000
2010	320,000	320,000
2011	325,000	325,000
2012	330,000	330,000
2013	335,000	335,000
2014	340,000	340,000
2015	345,000	345,000
2016	350,000	350,000
2017	355,000	355,000
2018	360,000	360,000
2019	365,000	365,000
2020	370,000	370,000
2021	375,000	375,000
2022	380,000	380,000
2023	385,000	385,000
2024	390,000	390,000
2025	395,000	395,000
2026	400,000	400,000
2027	405,000	405,000
2028	410,000	410,000
2029	415,000	415,000
2030	420,000	420,000