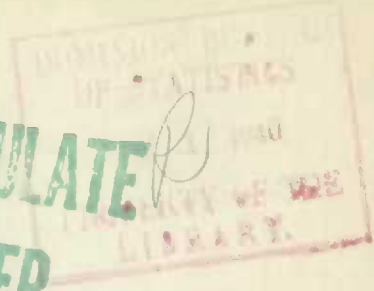


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CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10

No. 3

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

MARCH 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, MARCH, 1940

Retail trade in Canada continued to show improvement over last year, composite sales figures for twelve lines of business for March, 1940, recording a gain of 14 per cent over March a year ago. March sales were also 16 per cent higher than sales in February, 1940. Although the increase over March, 1939, is approximately on a par with gains shown for the first two months of 1940 over the corresponding months of last year, it must be considered comparatively moderate in view of the concentration of Easter business in March this year whereas the effect of Easter trade was almost completely centered in April a year ago. Unadjusted indexes (on the base 1930 equals 100) stood at 82.9 for March, 1940, 72.9 for March, 1939 and 71.2 for February, 1940.

The general index of retail sales, adjusted for differences in number of business days and for normal seasonal variations, continued in a downward direction, a course which it has maintained for the past three months. The index for March, 1940, at 83.3, compares with 84.5 for February, 86.2 for January, 87.5 for December, 1939, and 76.2 for March a year ago. Unfavorable weather prevailing in most parts of Canada during March was effective in curtailing some Easter buying which would otherwise have been done.

Cumulative indexes for the first quarter of the current year revealed an increase of 14 per cent in the general index of retail sales over the same period of 1939. Variety store sales in the first three months were up 23 per cent over last year, while the gain in department store sales in the same comparison amounted to 15 per cent. Men's and women's clothing store sales increased 20 and 17 per cent respectively, with boot and shoe store sales 21 per cent higher. Improvement in household lines ranged from 15 to 19 per cent, and grocery and meat store sales were up 13 per cent.

Increases were recorded for March this year over last in all lines of retail trade for which statistics are available. Candy store sales were more than double last year's figures, Easter business being an important factor in this comparison. Sales of boot and shoe stores were 25 per cent higher. Furniture store sales were up 16 per cent, while gains in sales of hardware and music and radio stores amounted to 13 and 10 per cent respectively.

One of the smaller increases was that shown for department stores where the gain over March, 1939, amounted to only 9 per cent. Sales in Ontario were up only 5 per cent as compared with an average increase of 19 per cent for the two preceding months over the same period a year ago. Quebec sales were 9 per cent greater, while gains of 11 and 12 per cent were recorded for the Prairie Provinces and British Columbia respectively. Sales in the Maritime Provinces gained 22 per cent over March, 1939. The summary of department store sales by departments showed average improvement of 11 per cent in March, 1940, over March, 1939. The figures used in this summary do not represent sales of the complete field covered in the index of department store sales; this accounts for a large portion of the difference between the comparisons for the two series. Increases occurred in sales of all departments, but there was a wide range in the degree of improvement shown for the various lines. Sales of men's clothing gained 18 per cent, but women's clothing sales were only 9 per cent higher and boot and shoe sales, 11 per cent. Sales of radios and musical instruments showed the highest gain with an advance of 24 per cent. Furniture sales were up 18 per cent, home furnishings gained 17 per cent, but sales of household appliances and hardware departments recorded only moderate increases of 10 and 5 per cent respectively. Sales of the food department, chiefly representing sales of groceries and meats, gained 12 per cent.

Variety store sales were 36 per cent higher in March, 1940, than in March a year ago. Sales in the Maritime Provinces were up 47 per cent and a gain of 35 per cent was recorded for the Prairie Provinces. Increases in other regions were consistent, sales being up 28 per cent in both Quebec and Ontario and 25 per cent in British Columbia.

Men's and women's clothing store sales were up 28 and 22 per cent respectively for the Dominion as a whole. Continued pronounced increases in the Maritime Provinces featured the regional comparisons for both groups. Men's clothing store sales in the Maritime Provinces were up 55 per cent. Increases in other sections of the country were as follows: Ontario, 31 per cent; Quebec, 26 per cent; British Columbia, 20 per cent and the Prairie Provinces, 13 per cent. In the women's clothing store group also, figures for the Maritimes were more than 50 per cent above last year's figures, while a gain of 30 per cent occurred in British Columbia. Sales were up 25 per cent in the Prairies, 20 per cent in Ontario and 14 per cent in Quebec.

Increases reported in sales of grocery and meat stores over March, 1939, corresponded closely with gains recorded in the two previous months of 1940 over the same months last year. The index of sales for Canada showed a gain of 13 per cent. Major increases occurred in Western Canada, sales in British Columbia being up 31 per cent and the Prairie Provinces, 29 per cent. Gains in Ontario and Quebec were 10 and 9 per cent respectively.

Sales of drug stores in Canada averaged 4 per cent higher in March, 1940, than in March, 1939. The only outstanding increase in this group was in the Maritime Provinces, where sales were 16 per cent higher. In other sections, gains held within a narrow range, with improvement of 6 per cent in the Prairie Provinces, 3 per cent in Ontario, 2 per cent in Quebec and 1 per cent in British Columbia being recorded.

Returns from a representative sample of jewellery stores in Canada showed sales 35 per cent higher in March, 1940 than in the same month a year ago.

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

Kind of Business	March, 1940 + or - per cent compared with			Cumulative Indexes
	March 1939	March 1939	February 1940	Jan.-Mar., 1940 Jan.-Mar., 1939
General Index .....	- 12.4	+ 13.7	+ 16.4	+ 14.2
Boots and Shoes .....	- 32.0	+ 24.8	+ 59.4	+ 21.4
Candy .....	+ 1.6	+114.4	+ 64.7	+ 47.0
Men's Clothing .....	- 29.1	+ 27.7	+ 32.5	+ 20.3
Women's Clothing .....	- 14.9	+ 21.8	+ 49.3	+ 17.1
Departmental .....	- 19.1	+ 9.1	+ 10.5	+ 15.3
Drugs .....	- 11.4	+ 4.3	+ 8.8	+ 5.5
Furniture .....	- 22.0	+ 15.6	+ 5.1	+ 18.7
Groceries and Meats .....	+ 3.6	+ 13.1	+ 15.5	+ 12.8
Hardware .....	- 21.0	+ 12.6	+ 21.8	+ 15.2
Music and Radio .....	- 37.6	+ 10.2	- 1.4	+ 17.9
Restaurant .....	- 37.5	+ 6.0	+ 8.2	+ 8.5
Variety .....	+ 11.5	+ 35.7	+ 30.2	+ 23.3

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
March, 1929	110.0	108.5	110.7	137.9	133.7	148.6	149.5	144.2	110.9	156.0	152.8	152.8	107.6	105.4	114.6
March, 1930	94.6	91.3	102.5	89.6	84.4	115.6	92.4	89.8	105.7	100.0	95.8	122.8	85.4	81.8	107.6
March, 1931	87.1	87.4	94.0	76.2	76.5	88.9	68.3	70.1	82.4	82.2	83.1	93.4	82.6	83.5	99.4
March, 1932	73.0	73.1	74.6	64.3	64.8	72.0	99.0	98.0	75.4	61.5	62.1	62.1	68.4	69.1	75.1
March, 1933	61.6	59.2	66.5	45.7	44.3	58.3	44.0	43.1	50.8	52.7	50.7	65.0	50.5	48.5	63.0
March, 1934	69.7	66.5	67.9	73.8	69.4	77.1	84.2	78.8	60.6	67.3	64.0	64.0	63.3	60.6	65.9
March, 1935	67.6	64.4	72.4	61.2	57.6	78.9	52.2	50.3	59.2	58.2	54.9	70.4	57.6	54.3	71.4
March, 1936	66.9	67.2	73.8	61.4	61.7	78.1	47.5	48.7	57.2	59.3	59.9	76.8	58.2	58.8	68.4
March, 1937	75.5	76.1	77.7	62.8	63.3	70.3	85.3	84.7	65.2	71.2	72.5	83.3	69.2	70.5	77.5
March, 1938	73.3	71.1	79.9	59.0	57.7	76.9	44.4	43.9	51.7	63.1	61.3	78.6	64.4	62.6	73.6
March, 1939	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
March, 1940	82.9	81.7	83.3	60.9	59.2	65.8	93.9	90.7	69.8	70.9	69.4	79.8	72.7	71.2	77.4
<b>1939</b>															
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	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(f)	119.9	116.6	72.9	115.7	114.6	61.6	141.3	136.3	82.1	120.0	115.7	74.7
<b>1940</b>															
January	70.6	70.7	86.2	46.3	46.8	86.6(f)	42.1	41.9	58.2(f)	62.4	62.6	88.1(f)	52.5	52.6	79.7(f)
February	71.2	73.5	84.5	38.2	39.4	72.9	57.0	60.0	60.0	53.5	55.1	87.5	48.7	50.2	85.1
March	82.9	81.7	83.3	60.9	59.2	65.8	93.9	90.7	69.8	70.9	69.4	79.8	72.7	71.2	77.4

(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
March, 1929 .....	101.5	102.6	105.7	109.0	106.3	105.2	128.5	128.8	148.1	108.5	105.2	105.2
March, 1930 .....	88.5	86.4	97.1	107.1	105.4	104.4	97.0	93.9	107.9	100.9	95.7	99.7
March, 1931 .....	86.6	85.9	93.3	93.7	94.4	93.5	78.5	77.8	89.4	94.6	96.2	98.1
March, 1932 .....	69.2	68.6	70.7	90.9	89.1	88.2	56.9	56.3	64.8	84.7	86.1	86.1
March, 1933 .....	59.4	56.5	63.5	75.5	73.8	73.1	48.1	46.0	52.9	75.0	72.2	75.2
March, 1934 .....	67.1	65.3	68.0	81.1	77.5	76.7	61.9	59.9	68.8	78.7	73.8	73.8
March, 1935 .....	61.4	59.7	67.1	82.6	80.5	79.7	62.2	60.2	69.2	81.6	75.9	79.1
March, 1936 .....	62.5	61.9	72.0	78.6	79.2	81.6	62.1	61.4	70.6	78.1	79.5	81.9
March, 1937 .....	70.8	70.5	76.6	88.2	87.1	89.8	78.1	77.3	88.9	84.7	87.3	87.3
March, 1938 .....	66.5	63.5	75.5	86.4	84.7	87.3	66.7	63.8	73.4	88.5	86.6	90.2
March, 1939 .....	65.6	62.4	71.7	91.0	89.0	91.8	65.5	62.8	72.2	92.4	89.1	91.9
March, 1940 .....	71.6	72.4	75.4	94.9	92.8	95.7	75.7	75.9	87.3	104.5	101.2	101.2
<u>1939</u>												
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	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	111.5	111.8	100.7	107.9	102.5	92.4(f)
<u>1940</u>												
January .....	64.2	63.6	86.0(f)	88.4	89.0	95.7(f)	59.0	58.5	88.7	87.4	88.3	92.0
February .....	64.8	66.3	82.8	87.2	94.7	96.6	72.0	74.0	89.1(f)	90.5	93.3	95.2
March .....	71.6	72.4	75.4	94.9	92.8	95.7	75.7	75.9	87.3	104.5	101.2	101.2

(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
March, 1929 .....	88.1	90.3	128.9	114.6	117.3	150.4	112.2	110.1	113.5	103.8	100.8	121.5
March, 1930 .....	83.4	82.1	117.3	92.2	90.7	116.3	101.1	99.5	102.6	84.2	79.6	100.8
March, 1931 .....	78.1	76.9	109.9	76.3	75.1	95.1	85.2	84.7	87.3	77.5	77.9	97.4
March, 1932 .....	51.8	51.1	73.0	50.2	49.4	61.0	66.6	65.3	67.3	72.3	72.7	87.6
March, 1933 .....	40.9	38.8	55.5	38.5	36.5	44.5	55.3	54.1	55.8	60.4	58.7	74.2
March, 1934 .....	48.7	48.0	68.6	42.2	41.5	50.6	59.8	57.9	59.7	76.1	71.7	87.4
March, 1935 .....	49.4	48.7	69.6	50.9	50.1	61.1	59.1	58.0	59.8	67.5	63.7	80.6
March, 1936 .....	52.9	52.0	74.2	49.6	48.8	60.2	62.9	62.5	64.4	65.1	65.5	81.8
March, 1937 .....	61.4	60.3	86.2	59.4	58.4	72.1	68.1	66.8	68.9	79.6	80.4	96.9
March, 1938 .....	63.0	59.5	85.0	56.8	53.8	66.4	64.9	63.7	65.7	70.0	68.3	86.5
March, 1939 .....	58.5	55.5	79.2	52.2	49.4	61.0	59.6	58.3	60.1	69.2	67.3	84.1
March, 1940 .....	65.9	67.4	96.3	57.5	58.8	72.6	63.2	62.0	64.0	93.9	91.3	110.0
<u>1939</u>												
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	93.0	95.2	69.0	69.0	67.7	66.4	205.7	199.2	99.6
<u>1940</u>												
January .....	59.2	58.3	106.0(f)	57.1	56.2	71.1(f)	60.0	58.9	63.3(f)	67.1	67.5	107.2
February .....	54.1	55.4	98.9	58.3	59.6	75.5	58.4	61.3	63.9	72.1	74.3	103.3(f)
March .....	65.9	67.4	96.3	57.5	58.8	72.6	63.2	62.0	64.0	93.9	91.3	110.0

(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)						
March, 1936 .....	75.1	76.3	78.7	76.5	69.9	66.8
March, 1937 .....	90.2	90.0	87.5	92.3	88.4	86.9
March, 1938 .....	80.0	82.1	73.9	83.4	82.0	70.8
March, 1939 .....	70.3	68.6	68.6	69.4	76.0	73.0
March, 1940 .....	89.8	106.3	86.4	90.6	85.9	87.2
1939						
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	213.4	150.5	188.9	173.4	187.5
1940						
January .....	79.1(f)	91.7	73.6	82.4	70.9	79.4
February .....	67.8	83.2	64.2	68.9	61.6	68.0
March .....	89.8	106.3	86.4	90.6	85.9	87.2
% Change,						
March, 1940 .....	+27.7	+55.0	+25.9	+30.5	+13.0	+19.5
March, 1939						
% Change,						
Jan.-March, 1940 ..	+20.3	+44.9	+17.4	+20.3	+15.1	+14.4
Jan.-March, 1939						
Women's Clothing Stores						
March, 1936 .....	81.8	75.8	81.0	81.1	83.6	85.5
March, 1937 .....	97.2	87.7	83.4	96.6	102.4	117.8
March, 1938 .....	90.5	83.6	79.6	92.7	94.0	98.7
March, 1939 .....	83.8	76.9	75.7	82.7	92.9	102.7
March, 1940 .....	102.1	120.2	86.0	99.4	116.2	133.1
1939						
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 .....	168.5	212.5	149.5	177.6	168.2	156.8
1940						
January .....	73.7(f)	95.8	63.6	76.7	73.2	78.4
February .....	68.4	75.7	65.6	68.2	69.1	73.1
March .....	102.1	120.2	86.0	99.4	116.2	133.1
% Change,						
March, 1940 .....	+21.8	+56.3	+13.6	+20.2	+25.1	+29.6
March, 1939						
% Change,						
Jan.-March, 1940 ..	+17.2	+35.2	+11.2	+17.4	+18.4	+20.7
Jan.-March, 1939						
Grocery and Meat Stores						
March, 1936 .....	98.4	(a)	107.8	96.2	88.4	91.3
March, 1937 .....	106.8	(a)	108.1	106.8	100.3	112.7
March, 1938 .....	111.6	(a)	111.4	114.7	101.8	111.3
March, 1939 .....	116.5	(a)	128.0	119.3	92.5	96.6
March, 1940 .....	131.8	(a)	139.2	131.7	118.9	126.1
1939						
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	113.5	97.8	104.0
February .....	114.2	(a)	117.0	115.8	104.3	110.3
March .....	131.8	(a)	139.2	131.7	118.9	126.1
% Change,						
March, 1940 .....	+13.1	(a)	+ 8.8	+10.4	+28.5	+30.5
March, 1939						
% Change,						
Jan.-March, 1940 ..	+12.8	(a)	+ 7.9	+10.7	+27.5	+28.9
Jan.-March, 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						
March, 1936 .....	83.3	79.4	87.4	83.8	80.3	84.5
March, 1937 .....	94.3	87.4	99.7	93.5	91.4	99.4
March, 1938 .....	88.6	79.5	97.9	88.4	84.3	90.6
March, 1939 .....	87.5	72.6	96.7	88.8	82.6	92.6
March, 1940 .....	95.5	88.8	105.5	93.1	92.0	103.4
<u>1939</u>						
October .....	134.4	125.2	128.1	122.3	161.9	122.6
November .....	125.9	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(f)	86.6	98.0	84.6	82.8	80.5
February .....	86.4	86.0	92.2	86.9	83.0	85.9
March .....	95.5	88.8	105.5	93.1	92.0	103.4
% Change, March, 1940 .....	+ 9.1	+22.3	+ 9.1	+ 4.8	+11.4	+11.7
March, 1939						
% Change, Jan.-March, 1940 ..	+15.3	+29.8	+14.6	+13.7	+17.1	+10.5
Jan.-March, 1939						
Variety Stores						
March, 1936 .....	72.3	64.5	72.3	74.4	69.5	72.0
March, 1937 .....	88.5	83.6	89.9	89.3	86.0	93.1
March, 1938 .....	77.9	74.3	78.4	78.4	76.5	84.1
March, 1939 .....	76.9	70.4	83.4	74.5	70.8	87.3
March, 1940 .....	104.4	103.8	106.8	95.1	95.2	109.3
<u>1939</u>						
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	251.5	220.1	223.8	223.2	267.3
<u>1940</u>						
January .....	74.5	73.9	79.8	72.3	68.2	81.2
February .....	80.1(f)	77.5	85.1	76.8	76.9	91.4
March .....	104.4	103.8	106.8	95.1	95.2	109.3
% Change, March, 1940 .....	+35.7	+47.4	+28.1	+27.7	+34.5	+25.2
March, 1939						
% Change, Jan.-March, 1940 ..	+23.3	+32.4	+21.2	+19.2	+23.8	+17.1
Jan.-March, 1939						
Drug Stores						
March, 1936 .....	94.2	92.0	100.5	94.6	89.1	90.7
March, 1937 .....	105.8	109.0	110.5	106.8	99.0	101.5
March, 1938 .....	103.6	102.9	109.6	104.4	94.9	104.3
March, 1939 .....	109.1	105.1	118.7	109.1	103.2	103.5
March, 1940 .....	113.8	122.3	121.5	112.8	109.3	104.8
<u>1939</u>						
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	166.3	133.1	145.2	156.2	151.1
<u>1940</u>						
January .....	106.0(f)	109.4	111.3	105.3	101.6	105.0
February .....	104.5	109.1	112.4	102.7	100.7	101.1
March .....	113.8	122.3	121.5	112.8	109.3	104.8
% Change, March, 1940 .....	+ 4.3	+16.4	+ 2.4	+ 3.4	+ 5.9	+ 1.3
March, 1939						
% Change, Jan.-March, 1940 ..	+ 5.5	+12.8	+ 3.1	+ 4.2	+ 9.1	+ 5.0
Jan.-March, 1939						

(f) Final figures.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

MARCH, 1939, AND MARCH, 1940

(Based on sales of 18 firms)

	March 1939 \$	March 1940 \$	% Change 1940/39
TOTAL SALES, ALL DEPARTMENTS .....	15,588,572	17,324,209	+ 11.1
1. Women's dresses, coats and suits .....	1,740,817	1,804,225	+ 3.6
2. Girls' and infants' wear .....	424,283	505,173	+ 19.1
3. Hosiery and gloves .....	683,326	796,701	+ 16.6
4. Lingerie and corsets .....	664,891	723,050	+ 8.7
5. Millinery .....	273,247	315,068	+ 15.3
6. Women's and children's apparel - (Total, 1-5) ...	3,786,564	4,144,217	+ 9.4
7. Men's and boys' clothing and furnishings .....	1,559,491	1,838,820	+ 17.9
8. Drugs and toilet articles and preparations .....	509,501	571,572	+ 12.2
9. Piece goods .....	1,213,747	1,254,731	+ 3.4
10. Smallwares .....	564,609	619,651	+ 9.7
11. Food and kindred products .....	1,777,330	1,980,965	+ 11.5
12. Furniture (including mattresses, springs) .....	756,124	893,045	+ 18.1
13. Home furnishings .....	1,052,869	1,233,511	+ 17.2
14. Household appliances and electrical supplies .....	409,195	448,634	+ 9.6
15. Hardware and kitchen utensils .....	585,763	616,673	+ 5.3
16. Radios, musical instruments and supplies .....	217,243	268,242	+ 23.5
17. Shoes and other footwear .....	1,156,366	1,284,157	+ 11.1
18. Stationery, books and magazines .....	246,023	267,561	+ 8.8
19. All other departments, total .....	1,753,747	1,902,430	+ 8.5



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(1991-92)

Province	1991-92	1990-91	1989-90
Alberta	85,127,14	85,127,14	85,127,14
British Columbia	85,127,14	85,127,14	85,127,14
Manitoba	85,127,14	85,127,14	85,127,14
Ontario	85,127,14	85,127,14	85,127,14
Quebec	85,127,14	85,127,14	85,127,14
Saskatchewan	85,127,14	85,127,14	85,127,14
Atlantic	85,127,14	85,127,14	85,127,14
Total	85,127,14	85,127,14	85,127,14