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Vol. 10

No. 4

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

APRIL 1940

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

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OTTAWA

1940

Price \$1 a year

Single copies 10 cents

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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, APRIL, 1940

Increased sales in nine of the twelve lines of retail trade included in this monthly survey more than offset declines registered in three groups, with the result that the general index of sales gained 6 per cent in April, 1940, over the corresponding month of 1939. While this increase is smaller than those recorded in earlier months of the current year over the same months of 1939, it must be remembered that the occurrence of Easter in April of 1939 and in March this year is an important factor affecting this comparison. Unadjusted indexes (on the base 1930 equals 100) stood at 86.6 for April, 1940, 81.7 for April, 1939, and 83.2 for March, 1940.

Cumulative indexes for the first four months of 1940 showed an increase of 12 per cent in the general index of retail sales over the same period of last year. Improvement in household lines ranked among the most prominent; music and radio store sales being up 23 per cent; furniture store sales, 17 per cent, and hardware store sales, 14 per cent. Variety store sales were 16 per cent higher, while department store sales recorded an advance of 14 per cent. An increase of 8 per cent in restaurant receipts and of 4 per cent in drug store sales were the lowest recorded in this comparison. Increases in other lines, including clothing, grocery and meat, and candy stores, ranged from 11 to 14 per cent.

A 28 per cent gain in sales of music and radio stores in April, 1940, over April a year ago, continuing the outstanding advances shown for this group in previous months of 1940, was higher than that recorded for any other kind of business. Furniture and hardware store sales were both 14 per cent higher than in April, 1939. Restaurant receipts gained 7 per cent. Boot and shoe store sales were down slightly from April, 1939, the 3 per cent drop for this group being in sharp contrast to the pronounced gains recorded in earlier months. Candy store sales in April, 1940, declined 42 per cent below April a year ago, the loss being due to the difference in the dates of Easter in the two years.

Department store sales reported a gain of 10 per cent in April over the corresponding month last year. Sales in the Maritime Provinces were up 15 per cent, while an increase of 12 per cent occurred in both Quebec and Ontario. The increase in the Prairie Provinces amounted to 8 per cent, but a gain of only 3 per cent was reported for British Columbia. Combined sales of those firms whose figures are used in the compilation of the summary of department store sales by departments were 9 per cent higher than in April, 1939. Sales of household lines recorded the most sizeable gains, with increases as follows: 26 per cent for household appliances, 22 per cent for radios and musical instruments, 19 per cent for home furnishings, 18 per cent for furniture and 17 per cent for hardware. Sales of men's and women's clothing were up 5 and 7 per cent respectively, and sales of boot and shoe departments also gained 7 per cent. Sales in food departments increased only 2 per cent.

Variety store sales in Canada were down 1 per cent below April last year, but the unfavorable comparison is no doubt partially due to the sensitiveness of this type of business to Easter trade. Sales in the Maritime Provinces were 5 per cent higher, while a fractional gain was recorded in Quebec. Sales in Ontario were down 1 per cent, as were sales in British Columbia. The Prairie Provinces showed a decline of 6 per cent.

Sales of men's and women's clothing stores advanced 1 and 3 per cent respectively over April last year. Sales in the Maritime Provinces continued to show greater improvement than in other regions, although the gains reported in the most recent month did not approach the proportions of those occurring in the first three months of 1940. In men's clothing store sales, there was improvement in April of 18 per cent in the Maritime Provinces, 4 per cent in Quebec and 1 per cent in British Columbia. A decline of 2 per cent occurred in Ontario and sales fell off 8 per cent in the Prairie Provinces. Women's clothing store sales were down in only the Prairie Provinces, where

a decline of 9 per cent was reported. Gains in other sections were as follows: 15 per cent in the Maritime Provinces, 5 per cent in both Ontario and Quebec, and 3 per cent in British Columbia.

There was an increase of 5 per cent in grocery and meat store sales in Canada in April, 1940, compared with April, 1939. Sales in all economic divisions were higher this year, with the western provinces recording most pronounced gains. British Columbia sales were up 25 per cent, while sales in the Prairie Provinces were 15 per cent higher. Gains in Quebec and Ontario amounted to 1 and 3 per cent respectively.

Drug store sales in Canada during April were only fractionally higher than in April last year. Those sections of the country which reported increased sales were as follows: Maritime Provinces and British Columbia, 6 per cent; Quebec, 5 per cent, and Ontario, 2 per cent. A decline of 12 per cent occurred in the Prairie Provinces.

Sales of a representative number of jewellery firms in Canada were 23 per cent higher in April, 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	April, 1940 + or - per cent compared with			Cumulative Indexes
	April 1930	April 1939	March 1940	Jan.-Apr., 1940 Jan.-Apr., 1939
General Index .....	- 19.5	+ 6.0	+ 4.1	+ 11.9
Boots and Shoes .....	- 35.1	- 2.8	+ 32.6	+ 11.2
Candy .....	- 65.0	- 42.3	- 51.0	+ 12.8
Men's Clothing .....	- 45.3	+ 0.6	+ 12.1	+ 13.9
Women's Clothing .....	- 26.2	+ 3.1	+ 26.8	+ 12.0
Departmental .....	- 23.0	+ 9.9	+ 11.8	+ 14.1
Drugs .....	- 12.0	+ 0.3	- 5.7	+ 4.0
Furniture .....	- 19.3	+ 13.9	+ 25.7	+ 16.6
Groceries and Meats ...	- 7.9	+ 5.3	- 6.7	+ 10.8
Hardware .....	- 12.4	+ 14.4	+ 38.8	+ 14.4
Music and Radio .....	- 4.1	+ 27.6	+ 24.1	+ 22.5
Restaurant .....	- 36.6	+ 6.5	- 1.6	+ 8.1
Variety .....	- 7.3	- 0.9	- 8.4	+ 15.7



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
April, 1929 .....	109.4	109.9	109.9	132.9	133.4	129.5	93.5	95.9	112.8	151.9	153.5	133.5	109.1	110.2	102.0
April, 1930 .....	107.6	111.6	102.3	123.5	128.6	107.2	130.0	132.8	102.1	147.1	153.5	112.0	125.0	130.4	105.2
April, 1931 .....	95.3	98.3	93.6	104.2	107.6	100.5	107.5	109.3	84.1	112.8	117.2	93.0	107.3	111.5	96.1
April, 1932 .....	78.0	74.6	74.6	88.9	83.6	81.2	61.3	59.1	69.5	73.1	69.0	60.0	84.1	79.3	73.4
April, 1933 .....	67.4	69.1	63.4	72.7	72.7	62.1	80.5	80.3	61.7	85.6	87.2	63.6	70.9	72.2	58.2
April, 1934 .....	67.7	70.0	70.0	71.0	73.0	70.8	55.2	58.2	68.4	70.4	73.2	63.7	67.2	69.8	64.6
April, 1935 .....	73.6	76.6	70.3	83.1	86.1	71.8	78.9	80.8	62.2	90.0	94.7	69.1	76.7	80.7	65.1
April, 1936 .....	75.5	77.9	72.8	81.5	84.1	73.8	83.8	85.2	65.5	82.1	85.3	76.8	90.0	93.5	73.0
April, 1937 .....	82.6	81.8	81.8	81.2	80.9	78.6	47.7	48.4	56.9	85.8	85.0	83.3	88.5	87.7	72.5
April, 1938 .....	86.1	85.1	78.1	91.9	89.1	75.5	77.7	74.9	57.6	91.2	89.3	80.5	98.1	96.1	75.7
April, 1939 .....	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
April, 1940 .....	86.6	87.1	87.1	80.1	80.6	78.2	45.5	46.7	55.0	80.4	81.2	79.6	92.2	93.2	77.0
<u>1939</u>															
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	119.9	116.6	72.9	115.7	114.6	61.6	141.3	136.3	82.1	120.0	115.7	74.7
<u>1940</u>															
January .....	70.6	70.7	86.2(f)	46.3	46.8	86.6	42.1	41.9	58.2	62.3	62.4	87.9	53.0	53.2	77.0(f)
February .....	71.1	73.5	84.4	38.1	39.3	72.8	56.6	59.5	59.5(f)	53.5	55.1	87.5(r)	48.6	50.1	80.9
March .....	83.2	82.0	83.6	60.4	58.7	65.2(f)	92.8	89.6	68.9	71.7	70.2	80.7	72.7	71.2	78.3
April .....	86.6	87.1	87.1	80.1	80.6	78.2	45.5	46.7	55.0	80.4	81.2	79.6	92.2	93.2	77.0

(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
April, 1929 .....	104.1	103.2	108.6	101.0	103.0	104.1	127.9	126.7	114.1	105.7	107.4	104.3
April, 1930 .....	105.6	108.9	105.7	101.5	102.8	103.9	115.8	118.8	107.0	105.9	111.2	103.9
April, 1931 .....	94.5	97.0	97.0	91.4	92.6	93.5	95.7	98.2	88.5	97.0	101.1	96.2
April, 1932 .....	77.7	75.6	79.6	87.0	85.9	86.8	73.3	70.9	63.8	81.4	75.8	73.6
April, 1933 .....	66.6	70.1	68.0	71.5	72.2	72.9	57.3	59.4	53.1	70.2	70.5	65.9
April, 1934 .....	66.3	68.1	70.9	74.9	77.9	78.7	71.3	73.1	63.1	71.6	74.5	72.4
April, 1935 .....	72.6	74.9	72.7	77.5	79.1	79.9	81.2	83.3	71.2	73.7	78.0	72.9
April, 1936 .....	72.1	74.0	69.8	80.2	81.3	83.0	86.1	88.3	75.5	76.2	79.5	75.0
April, 1937 .....	77.6	76.3	77.8	85.2	86.1	87.9	99.3	98.3	84.0	87.5	86.7	84.2
April, 1938 .....	79.6	80.5	75.9	87.6	86.5	88.3	89.5	89.6	76.6	93.7	90.7	84.7
April, 1939 .....	74.0	77.9	75.7	89.0	89.9	91.7	82.0	85.2	72.9	92.6	93.1	87.9
April, 1940 .....	81.3	80.6	85.7	89.3	90.2	92.0	93.4	92.6	79.1	97.5	99.3	96.4
<u>1939</u>												
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	83.7
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
<u>1940</u>												
January .....	64.2	63.6	86.0	88.4	89.0	95.7	59.0	58.5	88.7	87.4	88.3	92.0
February .....	64.7	66.2	82.8(f)	86.7	94.2	96.1(f)	72.0	74.0	89.1	90.5	93.3	95.2(f)
March .....	72.7	73.5	76.6	94.7	92.6	95.5	74.3	74.5	85.6(f)	104.5	101.2	101.2
April .....	81.3	80.6	85.7	89.3	90.2	92.0	93.4	92.6	79.1	97.5	99.3	96.4

(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 and Radio(d)			Restaurants(d)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
April, 1929 .....	115.3	113.6	109.2	106.4	104.7	141.5	109.6	111.1	110.0	99.8	100.3	112.7
April, 1930 .....	102.5	105.0	101.0	78.5	80.3	108.5	98.5	99.9	98.9	92.8	96.4	103.6
April, 1931 .....	90.4	92.6	89.0	64.2	65.7	87.6	84.4	85.6	84.8	92.2	95.3	103.6
April, 1932 .....	75.5	74.4	71.6	47.9	47.1	62.0	66.9	66.9	66.2	80.7	76.1	85.5
April, 1933 .....	59.7	63.7	61.3	35.3	37.6	47.0	54.6	55.5	55.0	73.9	74.1	79.6
April, 1934 .....	67.1	68.8	66.1	39.2	40.1	49.5	57.4	59.0	58.4	69.8	72.2	80.2
April, 1935 .....	73.7	75.5	72.6	46.8	47.9	59.1	58.8	59.6	59.0	77.9	80.9	87.0
April, 1936 .....	76.4	78.0	75.0	55.5	56.8	61.1	61.7	62.6	62.0	80.4	83.2	90.5
April, 1937 .....	92.1	90.4	87.0	66.9	65.8	70.8	67.1	67.8	67.1	80.1	79.9	89.8
April, 1938 .....	88.6	90.5	87.0	64.7	66.2	71.2	62.5	62.5	61.9	91.0	88.4	95.1
April, 1939 .....	78.5	83.7	80.4	59.0	62.9	67.6	58.6	59.6	59.0	86.8	87.0	94.6
April, 1940 .....	89.8	88.4	85.0	75.3	74.1	79.7	62.4	63.3	62.7	86.0	86.5	97.2
<u>1939</u>												
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	57.5	56.5	71.6	60.0	58.9	63.3(f)	67.1	67.5	107.2
February .....	54.0	55.2	98.7(f)	58.4	59.7	75.6(f)	58.4	61.3	63.9	72.1	74.3	103.3
March .....	64.7	66.2	94.5	60.7	62.1	76.7	63.4	62.2	64.1	93.9	91.3	110.0(f)
April .....	89.8	88.4	85.0	75.3	74.1	79.7	62.4	63.3	62.7	86.0	86.5	97.2

(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)						
April, 1936 .....	104.1	100.2	105.0	106.7	101.3	93.5
April, 1937 .....	108.7	99.7	119.1	109.3	105.6	93.4
April, 1938 .....	115.6	125.6	120.9	117.3	107.2	98.2
April, 1939 .....	101.3	100.1	100.3	102.5	105.1	92.8
April, 1940 .....	101.8	118.2	104.0	101.0	96.5	93.9
<u>1939</u>						
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
<u>1940</u>						
January .....	78.9	91.7	74.1	81.7	70.9	79.4
February .....	67.8(f)	83.2	65.2	68.4	61.5	67.8
March .....	90.8	110.8	88.2	91.4	85.2	86.8
April .....	101.8	118.2	104.0	101.0	96.5	93.9
% Change,						
April, 1940 .....	+ 0.6	+18.1	+ 3.7	- 1.5	- 8.2	+ 1.2
April, 1939						
% Change,						
Jan.-April, 1940	+13.9	+37.3	+13.8	+12.8	+ 6.5	+10.1
Jan.-April, 1939						

Women's Clothing Stores						
April, 1936 .....	126.4	114.6	132.6	124.6	129.8	124.0
April, 1937 .....	124.3	110.9	149.5	120.5	121.2	106.4
April, 1938 .....	137.8	145.2	147.4	133.5	137.2	132.2
April, 1939 .....	125.5	123.2	123.3	125.4	126.4	132.1
April, 1940 .....	129.5	141.8	129.1	131.9	114.7	136.0
<u>1939</u>						
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
<u>1940</u>						
January .....	74.5	95.8	63.6	78.3	73.2	78.4
February .....	68.3(f)	76.1	65.6	67.9	69.5	73.1
March .....	102.1	117.1	86.8	99.7	113.4	135.3
April .....	129.5	141.8	129.1	131.9	114.7	136.0
% Change,						
April, 1940 .....	+ 3.1	+15.1	+ 4.7	+ 5.2	- 9.3	+ 3.0
April, 1939						
% Change,						
Jan.-April, 1940	+12.0	+27.1	+ 8.9	+13.3	+ 7.5	+15.0
Jan.-April, 1939						

Grocery and Meat Stores						
April, 1936 .....	96.1	(a)	99.7	95.9	90.4	92.7
April, 1937 .....	110.4	(a)	110.7	109.1	111.2	115.1
April, 1938 .....	118.1	(a)	120.8	119.9	108.1	114.4
April, 1939 .....	116.7	(a)	125.7	119.5	97.3	98.9
April, 1940 .....	123.0	(a)	127.0	123.5	111.5	123.6
<u>1939</u>						
November .....	111.9	(a)	109.3	113.8	113.9	107.8
December .....	136.1	(a)	135.6	139.7	129.3	129.4
<u>1940</u>						
January .....	110.2	(a)	112.5	113.5	97.8	104.0
February .....	114.1(f)	(a)	116.9	115.9	104.3	110.3
March .....	131.8	(a)	139.1	131.7	119.0	125.3
April .....	123.0	(a)	127.0	123.5	111.5	123.6
% Change,						
April, 1940 .....	+ 5.3	(a)	+ 1.0	+ 3.3	+14.6	+25.0
April, 1939						
% Change,						
Jan.-April, 1940	+10.8	(a)	+ 6.0	+ 8.7	+23.9	+27.6
Jan.-April, 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						
April, 1936 .....	95.9	91.8	99.0	96.2	94.4	96.7
April, 1937 .....	103.2	99.7	110.6	104.1	99.2	101.5
April, 1938 .....	106.0	101.9	121.4	106.2	98.2	104.6
April, 1939 .....	98.7	89.9	108.7	98.8	94.6	101.5
April, 1940 .....	108.4	103.4	121.2	110.5	101.9	104.5
<u>1939</u>						
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	86.6	98.0	84.6	82.8	80.5
February .....	86.3(f)	85.1	92.2	86.9	83.0	85.9
March .....	97.0	91.1	107.3	95.2	93.0	103.5
April .....	108.4	103.4	121.2	110.5	101.9	104.5
% Change, April, 1940 .....	+ 9.9	+15.0	+11.5	+11.8	+ 7.7	+ 3.0
% Change, Jan.-April, 1940 .....	+14.1	+25.7	+14.2	+13.8	+14.6	+ 8.3
% Change, Jan.-April, 1939 .....						
Variety Stores						
April, 1936 .....	89.4	82.4	92.3	90.2	86.7	88.6
April, 1937 .....	89.0	83.1	94.3	88.3	89.4	89.3
April, 1938 .....	101.1	96.6	107.8	100.0	98.9	104.0
April, 1939 .....	96.4	92.1	104.1	93.0	92.6	102.8
April, 1940 .....	95.5	96.2	104.3	91.8	86.8	101.7
<u>1939</u>						
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	77.5	85.1	76.8	76.9	91.4
March .....	104.4(f)	103.9	106.9	95.1	95.1	109.3
April .....	95.5	96.2	104.3	91.8	86.8	101.7
% Change, April, 1940 .....	- 0.9	+ 4.5	+ 0.2	- 1.3	- 6.3	- 1.1
% Change, Jan.-April, 1940 .....	+ 15.7	+ 23.4	+ 14.6	+ 12.8	+ 14.1	+ 11.7
% Change, Jan.-April, 1939 .....						
Drug Stores						
April, 1936 .....	96.2	94.7	97.9	96.1	96.0	94.7
April, 1937 .....	102.1	103.5	104.9	101.5	100.2	102.6
April, 1938 .....	105.0	106.5	107.5	105.0	101.2	106.6
April, 1939 .....	106.7	104.9	106.7	103.2	118.7	101.7
April, 1940 .....	107.1	110.9	112.3	105.1	105.1	107.5
<u>1939</u>						
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	109.4	111.3	105.3	101.6	105.0
February .....	104.0(f)	108.9	111.2	102.2	100.5	100.9
March .....	113.5	121.7	120.7	112.5	109.3	105.2
April .....	107.1	110.9	112.3	105.1	105.1	107.5
% Change, April, 1940 .....	+ 0.3	+ 5.7	+ 5.2	+ 1.8	-11.5	+ 5.7
% Change, Jan.-April, 1940 .....	+ 4.0	+10.8	+ 3.2	+ 3.4	+ 3.0	+ 5.3
% Change, Jan.-April, 1939 .....						

(f) Final figures.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

APRIL, 1939, AND APRIL, 1940

(Based on sales of 18 firms)

	April 1939 \$	April 1940 \$	% Change 1940/39
TOTAL SALES, ALL DEPARTMENTS .....	17,646,082	19,261,528	+ 9.2
1. Women's dresses, coats and suits .....	2,146,802	2,344,653	+ 9.2
2. Girls' and infants' wear .....	566,463	627,679	+ 10.8
3. Hosiery and gloves .....	846,381	869,207	+ 2.7
4. Lingerie and corsets .....	662,608	732,021	+ 10.5
5. Millinery .....	418,635	404,658	- 3.3
6. Women's and children's apparel - (Total, 1-5) ...	4,640,889	4,978,218	+ 7.3
7. Men's and boys' clothing and furnishings .....	1,948,949	2,050,447	+ 5.2
8. Drugs and toilet articles and preparations .....	493,797	522,112	+ 5.7
9. Piece goods .....	1,044,742	1,229,292	+ 17.7
10. Smallwares .....	547,804	596,588	+ 8.9
11. Food and kindred products .....	1,794,974	1,823,265	+ 1.6
12. Furniture (including mattresses, springs) .....	838,008	986,520	+ 17.7
13. Home furnishings .....	1,247,445	1,482,161	+ 18.8
14. Household appliances and electrical supplies .....	465,899	585,775	+ 25.7
15. Hardware and kitchen utensils .....	750,152	873,963	+ 16.5
16. Radios, musical instruments and supplies .....	201,293	244,698	+ 21.6
17. Shoes and other footwear .....	1,479,570	1,587,260	+ 7.3
18. Stationery, books and magazines .....	209,383	212,768	+ 1.6
19. All other departments, total .....	1,983,177	2,088,461	+ 5.3





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Year	Country	Value	Description
1980	Canada	100,000	...
1981	Canada	100,000	...
1982	Canada	100,000	...
1983	Canada	100,000	...
1984	Canada	100,000	...
1985	Canada	100,000	...
1986	Canada	100,000	...
1987	Canada	100,000	...
1988	Canada	100,000	...
1989	Canada	100,000	...
1990	Canada	100,000	...
1991	Canada	100,000	...
1992	Canada	100,000	...
1993	Canada	100,000	...
1994	Canada	100,000	...
1995	Canada	100,000	...
1996	Canada	100,000	...
1997	Canada	100,000	...
1998	Canada	100,000	...
1999	Canada	100,000	...
2000	Canada	100,000	...
2001	Canada	100,000	...
2002	Canada	100,000	...
2003	Canada	100,000	...
2004	Canada	100,000	...
2005	Canada	100,000	...
2006	Canada	100,000	...
2007	Canada	100,000	...
2008	Canada	100,000	...
2009	Canada	100,000	...
2010	Canada	100,000	...
2011	Canada	100,000	...
2012	Canada	100,000	...
2013	Canada	100,000	...
2014	Canada	100,000	...
2015	Canada	100,000	...
2016	Canada	100,000	...
2017	Canada	100,000	...
2018	Canada	100,000	...
2019	Canada	100,000	...
2020	Canada	100,000	...
2021	Canada	100,000	...
2022	Canada	100,000	...