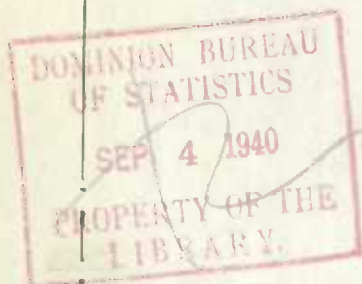


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DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10

No. 7

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

JULY 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, JULY, 1940

The underlying trend in retail purchasing continued at a slightly higher level than during the first half of the year, dollar sales for July, 1940 standing 13 per cent above July a year ago according to the composite index for twelve lines of business for which statistics are available. The unadjusted general index stood at 80.8 for July, 1940, compared with 71.5 recorded for July a year ago. The decline below June, 1940, when the index was 95.4, amounted to 15 per cent. Cumulative totals for the first seven months of the current year were 12 per cent higher than for the corresponding period of 1939.

After adjustment for differences in number of business days and for normal seasonal variations, the index for July, 1940, stood at 89.5, about 3 per cent lower than the 91.8 recorded for June, but still 10 per cent above the 81.1 shown for July, 1939.

For the third consecutive month, the advance over the corresponding month of 1939 was shared by all groups. There were, however, some sharp reversals in the extent to which many of the groups contributed towards the general advance. Sales of men's and women's clothing stores, department stores and furniture stores showed much greater improvement than in previous months. Sales of hardware stores, music and radio stores and food stores declined from their previous levels, but were still ahead of last year.

Furniture store sales rose sharply and a gain of 29 per cent over July, 1939, was recorded. Music and radio store sales were up 26 per cent, but hardware sales advanced only 2 per cent. Candy store sales were 14 per cent higher, boot and shoe store sales gained 13 per cent, while restaurant receipts were up 11 per cent.

Regional statistics, which are available for six of the more prominent lines of retail trade, revealed increased sales in all regions of the country in July, 1940, over the same month last year. Improvement in the Maritime Provinces surpassed the average results for the first half of 1940 over the corresponding period of last year. Sales in Ontario and British Columbia were generally on a much higher level than in earlier months, but in Quebec and the Prairie Provinces gains were held to within a narrow range of the levels established in the first half of the current year.

Department store sales were up 18 per cent in July over July of last year. An increase of 22 per cent was recorded in the Maritime Provinces, while sales in Ontario advanced 20 per cent. British Columbia sales were 17 per cent higher and improvement of 15 per cent was shown for both Quebec and the Prairie Provinces. Total sales of 18 departmental firms which reported sales by departments were 17 per cent higher in July, 1940, than in the same month a year ago. Sales of household lines continued to advance at a greater rate than those of other departments. Department store sales of radios and musical instruments were up 39 per cent, while sales of home furnishings were 29 per cent higher. Sales of furniture and of household appliances were both up 23 per cent, while hardware sales advanced 17 per cent over July, 1939. A gain of 19 per cent in women's clothing sales was recorded, while sales of men's clothing were 14 per cent higher. Sales of boot and shoe departments were up 16 per cent. Piece goods and smallwares departments showed increased sales amounting to 22 and 15 per cent respectively. Food sales were up 11 per cent and drug sales 9 per cent.

Variety store sales were 13 per cent higher than in July, 1939. A gain of 28 per cent in the Maritime Provinces far surpassed increases in other regions of the country. Ontario sales were up 13 per cent, with identical gains of 12 per cent recorded in the Prairie Provinces and British Columbia. Quebec sales increased 9 per cent in the same comparison.

There was an increase of 9 per cent in drug store sales in Canada. Sales in the Maritime Provinces, Ontario and British Columbia were up 11 per cent in each case, while gains of 7 and 5 per cent were recorded in Quebec and the Prairie Provinces respectively.

Sales of men's clothing stores advanced 20 per cent. The Maritime Provinces again led all other regions of the country with improvement of 38 per cent over July a year ago. Ontario recorded an outstanding gain of 25 per cent in this group. Other increases were as follows: 14 per cent in the Prairie Provinces, 11 per cent in British Columbia and 10 per cent in Quebec.

Women's clothing store sales were up 21 per cent over July, 1939. A 29 per cent increase in the Maritime Provinces was closely followed by improvement of 27 per cent in British Columbia and 25 per cent in Ontario. A 16 per cent advance was shown for the Prairie Provinces while Quebec sales were 14 per cent higher.

A 10 per cent gain in grocery and meat store sales in July, 1940, over the same month last year resulted from the following regional increases: British Columbia, 18 per cent; the Prairie Provinces, 14 per cent; Ontario, 11 per cent, and Quebec, 6 per cent.

Sales of a representative number of jewellery firms in Canada averaged 31 per cent higher in July, 1940, than in July, 1939.

Revisions to Indexes

Indexes of shoe store sales previously published were based on reports secured monthly from chain stores only. A representative number of independent stores are now reporting and the indexes from January, 1939 onwards have been revised to allow for these additions.

Revisions in seasonal adjustment factors have necessitated revisions in the seasonally adjusted index numbers for certain months in several lines of business. The general index, adjusted for seasonal variations, has been revised from the beginning of the series in 1929.

The complete series of revised indexes will be published in the annual summary after the close of the year.

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

Kind of Business	July, 1940 + or - per cent compared with			Cumulative Indexes
	July 1930	July 1939	June 1940	Jan.-July, 1940 Jan.-July, 1939
General Index .....	- 11.5	+ 13.0	- 15.3	+ 11.7
Boots and shoes .....	- 21.9	+ 12.5	- 30.0	+ 8.1
Candy .....	- 42.2	+ 14.4	+ 0.2	+ 14.3
Men's Clothing .....	- 13.5	+ 19.6	- 19.7	+ 14.9
Women's Clothing .....	- 29.2	+ 21.1	- 16.6	+ 13.2
Departmental .....	- 19.1	+ 17.5	- 18.9	+ 13.0
Drugs .....	- 5.2	+ 8.9	+ 3.0	+ 5.2
Furniture .....	+ 15.9	+ 29.4	- 17.1	+ 19.3
Groceries and Meats ....	- 4.9	+ 10.3	- 17.1	+ 10.6
Hardware .....	- 1.5	+ 2.0	- 12.9	+ 9.6
Music and Radio .....	+ 18.2	+ 26.4	- 28.0	+ 28.1
Restaurant .....	- 36.3	+ 10.9	+ 6.5	+ 7.9
Variety .....	+ 8.0	+ 12.9	- 5.3	+ 13.9

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
July, 1929 .....	104.2	104.0	115.2	117.2	118.2	112.5	104.9	104.3	122.7	100.0	100.3	118.0	110.0	110.3	118.6
July, 1930 .....	91.3	90.6	100.1	96.9	96.9	92.3	86.7	85.9	101.1	86.9	86.8	102.1	97.5	97.4	104.7
July, 1931 .....	81.2	80.1	88.2	93.0	92.7	88.3	70.4	69.2	81.4	71.7	71.1	83.6	78.5	77.8	83.7
July, 1932 .....	65.1	64.0	70.1	82.6	80.1	77.0	63.2	61.0	71.7	57.7	56.5	66.5	62.8	61.5	66.1
July, 1933 .....	60.2	61.9	67.6	69.7	71.6	70.2	50.0	48.5	57.1	50.4	52.4	61.6	56.8	59.0	63.4
July, 1934 .....	62.1	63.8	69.7	68.6	71.1	71.8	46.8	47.9	56.4	57.0	59.0	69.4	60.7	62.8	67.5
July, 1935 .....	64.3	64.1	71.0	70.0	70.6	73.5	44.0	43.8	52.1	62.8	63.0	74.1	63.0	63.2	68.0
July, 1936 .....	68.6	67.7	75.0	69.5	69.3	73.7	49.9	49.1	58.0	63.7	63.1	77.9	60.9	60.4	71.1
July, 1937 .....	77.6	74.0	82.0	81.0	76.3	81.2	50.8	47.5	56.6	74.4	70.2	86.7	67.1	63.3	75.4
July, 1938 .....	71.7	70.6	78.0	74.6	72.4	77.0	48.5	46.7	56.3	64.9	63.6	77.6	58.2	57.0	67.9
July, 1939 .....	71.5	73.6	81.1	67.3	69.4	72.3	43.8	42.6	51.3	62.9	65.4	79.8	57.0	59.3	70.6
July, 1940 .....	80.8	80.7	89.5	75.7	76.5	79.7	50.1	49.8	60.0	75.2	75.4	92.0	69.0	69.2	82.4
<u>1939</u>															
August .....	73.4	71.2	80.6	54.0	52.9	72.5	47.2	46.7	51.9	56.7	55.1	75.4	49.0	47.6	68.0
September .....	91.1	89.4	86.0	91.8	89.2	72.5	49.8	48.1	51.7	91.1	87.9	86.2	78.6	75.8	78.2
October .....	92.1	94.8	86.9	77.4	80.4	73.1	51.6	52.9	55.7	105.7	109.4	87.5	93.3	96.5	78.5
November .....	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
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	70.9	86.9	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	73.6	87.7	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	82.1	88.4(f)	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 .....	86.4	86.9	86.3	80.3	80.8	76.2(f)	46.6	47.8	57.6	80.2	81.0	81.0	92.4	93.3	79.8
May .....	94.3	93.7	89.3	88.3	88.5	75.6	63.1	62.1	63.4(f)	85.2	85.0	86.8(f)	84.4	84.3	80.3(f)
June .....	95.4	94.5	91.8	108.2	105.1	77.3	50.0	50.0	64.9	93.6	91.7	86.5	82.7	81.0	72.3
July .....	80.8	80.7	89.5	75.7	76.5	79.7	50.1	49.8	60.0	75.2	75.4	92.0	69.0	69.2	82.4

(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
July, 1929 .....	91.9	91.1	113.8	106.8	105.4	108.7	102.6	101.7	145.3	106.2	107.1	109.3
July, 1930 .....	83.1	82.0	102.5	99.0	97.1	100.1	70.3	69.6	99.4	96.6	96.7	98.6
July, 1931 .....	71.7	70.5	88.2	90.5	88.5	91.2	58.7	58.1	83.0	90.4	89.4	91.2
July, 1932 .....	54.5	55.0	68.8	79.1	77.1	79.5	40.0	40.0	55.6	75.9	73.3	74.8
July, 1933 .....	52.8	54.2	67.7	72.8	71.7	73.9	41.5	42.5	56.0	68.9	71.8	73.2
July, 1934 .....	54.2	55.6	69.5	74.6	75.1	77.4	50.0	51.3	65.8	67.9	70.4	71.8
July, 1935 .....	55.4	54.9	72.2	77.3	76.3	78.7	55.5	54.9	70.4	69.2	69.7	71.1
July, 1936 .....	57.7	56.8	74.7	81.7	79.9	83.2	62.5	61.8	79.3	75.4	74.7	76.2
July, 1937 .....	62.6	60.9	80.1	89.7	85.8	89.4	75.1	72.7	93.2	88.6	82.7	84.4
July, 1938 .....	56.6	57.3	75.3	87.2	85.0	88.5	58.2	58.3	75.7	83.8	81.1	82.8
July, 1939 .....	57.2	58.7	77.3	86.2	84.9	88.4	63.0	64.7	84.0	83.3	86.9	88.7
July, 1940 .....	67.2	66.6	87.6	93.9	92.4	96.3	81.5	80.7	104.9	91.9	92.9	94.8
<u>1939</u>												
August .....	61.3	58.5	73.1	86.1	84.5	86.2	82.3	78.8	79.6	87.1	85.3	92.7
September .....	89.4	90.1	86.6	90.3	89.2	87.5	92.2	92.4	78.3	98.1	93.2	93.2
October .....	100.8	103.6	90.0	92.7	93.4	91.6	104.4	107.2	90.9	86.9	90.2	90.2
November .....	94.4	93.3	81.8	90.8	92.1	92.1	88.6	87.8	82.9	88.7	88.9	89.8
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	89.0	95.7	59.0	58.5	88.7	87.4	88.3	92.0
February .....	64.7	66.2	82.8	86.7	94.2	96.1	72.0	74.0	89.1	90.5	93.3	95.2
March .....	72.8	73.6	80.3	94.7	92.6	95.5	74.3	74.5	89.7	104.5	101.2	100.2(f)
April .....	80.3	79.6	81.2	89.9	90.8	92.7	93.8	92.9	83.7	97.6	99.4	97.5
May .....	85.4	84.4	82.7(f)	93.0	91.8	95.6(f)	117.2	116.2	93.7(f)	103.9	104.2	101.1
June .....	82.9	83.8	81.4	91.2	92.2	96.0	98.3	98.6	100.6	110.8	107.3	107.3
July .....	67.2	66.6	87.6	93.9	92.4	96.3	81.5	80.7	104.9	91.9	92.9	94.8

(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
July, 1929 .....	119.4	117.6	121.2	82.0	80.7	134.5	123.8	121.5	118.0	122.1	122.8	122.8
July, 1930 .....	99.5	98.0	101.1	57.1	56.2	93.7	105.1	103.1	100.1	95.9	96.0	96.0
July, 1931 .....	86.2	85.0	86.7	52.1	51.3	84.1	86.9	85.0	82.5	91.9	91.7	91.7
July, 1932 .....	62.8	64.4	65.0	31.0	31.7	50.3	62.1	60.9	59.1	83.5	81.1	81.1
July, 1933 .....	61.3	62.8	61.6	32.0	32.7	50.3	55.9	55.0	53.4	76.1	78.7	78.7
July, 1934 .....	71.8	73.6	70.1	34.2	35.0	53.8	58.7	58.3	56.6	79.2	81.9	81.9
July, 1935 .....	78.1	76.9	71.9	38.0	37.4	57.5	60.1	59.0	57.3	82.8	83.3	83.3
July, 1936 .....	83.2	81.7	74.3	48.8	48.0	61.5	66.6	65.1	63.2	88.8	88.7	88.7
July, 1937 .....	96.5	94.7	86.1	56.0	55.1	70.6	67.7	65.6	63.7	101.7	95.9	95.9
July, 1938 .....	93.2	95.2	86.5	49.0	50.1	64.2	63.1	61.9	60.1	92.2	89.6	89.6
July, 1939 .....	96.1	98.4	89.4	53.4	54.6	70.1	60.4	59.5	57.7	91.8	95.0	95.0
July, 1940 .....	98.0	96.4	87.6	67.5	66.4	85.1	67.0	65.8	63.8	103.6	104.2	104.2
<u>1939</u>												
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	100.6
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	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	62.5	63.9	78.9	63.3	62.1	64.1	93.9	91.3	108.7
April .....	89.5	88.1	84.7	74.3	73.1	78.6	62.2	63.0	62.4	86.3	86.9	99.8
May .....	120.5	118.6	89.8(f)	95.6	94.1	82.5(f)	65.1	63.7	63.7	103.1	103.3	103.3
June .....	112.5	115.2	96.8	93.7	95.9	105.4	62.9	64.0	63.3(f)	109.4	106.4	103.3(f)
July .....	98.0	96.4	87.6	67.5	66.4	85.1	67.0	65.8	63.8	103.6	104.2	104.2

(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)						
July, 1936 .....	80.7	95.1	87.9	78.0	73.8	82.9
July, 1937 .....	94.3	117.6	104.6	92.0	79.0	95.9
July, 1938 .....	82.3	95.1	87.3	79.4	77.9	83.7
July, 1939 .....	79.8	98.8	83.9	73.8	76.7	87.6
July, 1940 .....	95.3	136.0	92.3	92.4	87.1	96.8
1940						
February .....	67.8	83.2	65.2	68.4	61.5	67.8
March .....	90.5	110.8	87.6	91.1	85.2	86.5
April .....	101.6	119.6	103.5	101.5	95.4	89.9
May .....	107.9(f)	133.1	119.5	101.0	100.8	99.9
June .....	118.6	142.8	127.8	115.1	105.4	109.0
July .....	95.3	136.0	92.3	92.4	87.1	96.8
% Change,						
July, 1940 .....	+19.6	+37.7	+10.0	+25.2	+13.6	+10.5
July, 1939						
% Change,						
Jan.-July, 1940	+14.9	+34.2	+12.4	+15.3	+ 9.7	+ 8.8
Jan.-July, 1939						

Women's Clothing Stores						
July, 1936 .....	85.5	87.0	86.9	82.8	84.7	93.3
July, 1937 .....	94.2	109.7	97.9	91.7	83.9	103.6
July, 1938 .....	81.8	97.4	82.1	78.1	81.1	87.3
July, 1939 .....	80.1	96.5	81.7	76.0	81.6	87.7
July, 1940 .....	96.9	124.8	92.7	94.8	94.9	111.2
1940						
February .....	68.1	76.1	65.6	67.9	69.0	71.8
March .....	103.0	120.2	87.4	100.9	113.5	135.3
April .....	129.7	141.9	128.8	132.5	115.0	135.0
May .....	118.6(f)	176.3	123.8	108.5	118.9	130.2
June .....	116.2	150.9	120.3	111.3	109.0	125.4
July .....	96.9	124.8	92.7	94.8	94.9	111.2
% Change,						
July, 1940 .....	+21.1	+29.3	+13.5	+24.7	+16.3	+26.8
July, 1939						
% Change,						
Jan.-July, 1940	+13.2	+26.5	+ 9.7	+14.4	+10.2	+15.5
Jan.-July, 1939						

Grocery and Meat Stores						
July, 1936 .....	95.1	(a)	89.7	96.3	102.3	96.7
July, 1937 .....	111.8	(a)	101.5	112.5	128.0	120.4
July, 1938 .....	105.7	(a)	98.2	108.3	113.8	106.5
July, 1939 .....	105.1	(a)	99.6	104.1	118.2	109.9
July, 1940 .....	115.9	(a)	105.9	115.1	134.1	129.5
1940						
February .....	114.1	(a)	116.9	115.9	104.3	110.3
March .....	131.8(f)	(a)	139.1	131.7	119.0	125.8
April .....	123.1	(a)	127.0	123.7	112.4	123.1
May .....	131.1	(a)	131.0	129.8	134.1	133.2
June .....	139.8	(a)	139.2	134.9	151.5	149.3
July .....	115.9	(a)	105.9	115.1	134.1	129.5
% Change,						
July, 1940 .....	+10.3	(a)	+ 6.3	+10.6	+13.5	+17.8
July, 1939						
% Change,						
Jan.-July, 1940	+10.6	(a)	+ 6.8	+ 9.1	+19.6	+21.8
Jan.-July, 1939						

(a) Figures for Maritime Provinces are withheld to avoid disclosing individual operations.  
 (f) 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						
July, 1936 .....	76.6	88.1	69.9	75.3	73.9	88.7
July, 1937 .....	83.4	100.6	80.8	80.5	77.8	98.0
July, 1938 .....	75.4	81.9	73.5	71.3	73.5	90.4
July, 1939 .....	76.2	86.4	77.2	71.9	74.0	88.3
July, 1940 .....	89.6	105.1	89.0	86.2	84.7	103.3
1940						
February .....	86.3	85.1	92.2	86.9	83.0	85.9
March .....	97.0	91.1	107.3	95.3	93.0	103.5
April .....	107.1	103.8	119.7	109.0	99.6	105.6
May .....	113.9(f)	126.8	129.4	115.0	103.5	109.1
June .....	110.5	119.1	124.0	111.9	99.8	110.5
July .....	89.6	105.1	89.0	86.2	84.7	103.3
% Change,						
July, 1940 .....	+17.5	+21.6	+15.3	+19.9	+14.5	+17.0
July, 1939						
% Change,						
Jan.-July, 1940	+13.0	+19.8	+12.0	+13.1	+13.0	+10.0
Jan.-July, 1939						
Variety Stores						
July, 1936 .....	98.7	103.9	98.9	96.6	101.1	99.7
July, 1937 .....	113.1	124.6	116.8	111.5	107.2	111.8
July, 1938 .....	102.5	107.3	107.9	98.8	105.4	105.6
July, 1939 .....	102.0	103.1	114.6	95.2	98.4	106.2
July, 1940 .....	115.1	132.0	124.3	107.5	110.0	119.1
1940						
February .....	80.1	77.5	85.1	76.8	76.9	91.4
March .....	104.4	103.9	106.9	95.1	95.1	109.3
April .....	95.9	97.3	104.8	92.1	86.9	101.7
May .....	114.5	120.2	134.4	106.2	104.1	109.6
June .....	121.6(f)	131.6	141.8	113.9	106.7	114.1
July .....	115.1	132.0	124.3	107.5	110.0	119.1
% Change,						
July, 1940 .....	+12.9	+28.0	+ 8.5	+12.9	+11.8	+12.1
July, 1939						
% Change,						
Jan.-July, 1940	+13.9	+22.8	+13.0	+12.4	+11.7	+10.4
Jan.-July, 1939						
Drug Stores						
July, 1936 .....	98.0	99.6	94.4	100.8	93.1	99.1
July, 1937 .....	107.6	114.9	105.7	110.8	97.4	109.5
July, 1938 .....	104.6	105.2	101.5	105.9	103.4	106.0
July, 1939 .....	103.3	105.7	103.0	103.4	101.3	106.0
July, 1940 .....	112.6	117.3	109.9	114.7	106.2	117.1
1940						
February .....	104.0	108.9	111.2	102.2	100.5	100.9
March .....	113.5	121.0	120.2	112.4	109.6	106.5
April .....	107.8	110.8	112.6	106.0	106.2	108.3
May .....	111.5(f)	115.4	111.2	110.5	114.2	108.5
June .....	109.4	110.9	109.0	111.1	105.0	108.7
July .....	112.6	117.3	109.9	114.7	106.2	117.1
% Change,						
July, 1940 .....	+ 8.9	+11.0	+ 6.7	+10.9	+ 4.8	+10.5
July, 1939						
% Change,						
Jan.-July, 1940	+ 5.2	+10.6	+ 3.6	+ 5.5	+ 4.0	+ 5.9
Jan.-July, 1939						

(f) Final figures.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JULY, 1939, AND JULY, 1940

(Based on sales of 18 firms)

	July 1939	July 1940	% Change 1940/39
TOTAL SALES, ALL DEPARTMENTS .....	13,378,870	15,694,590	+ 17.3
1. Women's dresses, coats and suits .....	1,093,654	1,333,298	+ 21.9
2. Girls' and infants' wear .....	323,129	412,137	+ 27.5
3. Hosiery and gloves .....	539,817	611,283	+ 13.2
4. Lingerie and corsets .....	695,137	809,127	+ 16.4
5. Millinery .....	107,795	117,250	+ 8.8
6. Women's and children's apparel - (Total, 1-5) ..	2,759,532	3,283,095	+ 19.0
7. Men's and boys' clothing and furnishings .....	1,411,712	1,604,871	+ 13.7
8. Drugs and toilet articles and preparations .....	464,689	506,918	+ 9.1
9. Piece goods .....	1,005,102	1,225,818	+ 22.0
10. Smallwares .....	452,050	520,555	+ 15.2
11. Food and kindred products .....	1,463,843	1,619,843	+ 10.7
12. Furniture (including mattresses, springs) .....	870,745	1,072,696	+ 23.2
13. Home furnishings .....	877,984	1,135,658	+ 29.3
14. Household appliances and electrical supplies ...	407,850	499,765	+ 22.5
15. Hardware and kitchen utensils .....	595,784	699,347	+ 17.4
16. Radios, musical instruments and supplies .....	142,323	197,814	+ 39.0
17. Shoes and other footwear .....	970,865	1,125,084	+ 15.9
18. Stationery, books and magazines .....	159,813	172,322	+ 7.8
19. All other departments, total .....	1,796,578	2,030,804	+ 13.0

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