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MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

AUGUST 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, AUGUST, 1940

The dollar volume of retail trade in Canada during August, 1940, increased 21 per cent over August, 1939. Tourist business from other countries and increased incomes at home were among the most important factors affecting the results. The unadjusted general index (on the base--average for 1930 equals 100) stood at 89.0 for August, 1940, compared with 73.4 for August, 1939. The index for the latest month was 10 per cent above the 80.6 recorded in July, 1940. Sales during the first eight months of the current year averaged 13 per cent higher than in the same period of 1939.

After adjustment for differences in number of business days and for normal seasonal variations, the general index stood at 94.1 for August, 1940, 5 per cent above the 89.4 recorded in July. Improvement of 17 per cent over August, 1939, in the adjusted index, was more moderate than the gain shown in the unadjusted index of sales volume, allowance having been made for the extra Saturday in August this year.

Sales increases over August, 1939, were reported for all twelve groups for which statistics are available. Substantially greater gains in sales of clothing and departmental stores, however, surpassed increases in sales of household lines which had been most prominent during the first half of the year.

Department store sales recorded a gain of 25 per cent in August, 1940, over August, 1939, the largest increase recorded in corresponding-month comparisons for this group during the current year. Sales were up 31 per cent in British Columbia, 30 per cent in the Maritime Provinces, 29 per cent in Ontario, 24 per cent in Quebec, and 15 per cent in the Prairie Provinces. Eighteen departmental firms reported sales by departments which totalled 23 per cent higher in August, 1940, than in the same month a year ago. Women's clothing sales were up 28 per cent, while sales of men's clothing were 26 per cent higher and sales of boot and shoe departments advanced 20 per cent in the same comparison. Sales of piece goods and smallwares were up 27 and 22 per cent respectively. Among the household lines, sales of household appliances led other items with a gain of 30 per cent. Other increases were as follows: home furnishings, 27 per cent; hardware, 25 per cent; furniture, 24 per cent; and radio and music, 2 per cent. Food sales were 13 per cent higher, while sales of drug departments increased by the same amount.

Variety store sales in Canada were 30 per cent higher in August, 1940, than in August, 1939. The Maritime Provinces led all other regions with improvement of 46 per cent. Sales in Ontario were up 32 per cent and an increase of 28 per cent was recorded in Quebec. The Prairie Provinces showed sales 24 per cent higher and British Columbia reported a gain of 20 per cent.

A rise of 17 per cent in drug store sales in Canada over August, 1939, resulted from the following advances in the various economic divisions: 23 per cent in the Maritime Provinces, 19 per cent in Ontario, 18 per cent in the Prairie Provinces, 12 per cent in British Columbia and 11 per cent in Quebec.

All parts of the country shared in the brisk improvement reported in sales of clothing stores. Improvement of 38 per cent in men's clothing store sales in Canada in August, 1940, over August, 1939, compares with an 18 per cent increase in the first eight months of 1940 over the same period of last year. Sales in the Maritime Provinces were up 65 per cent, while Ontario sales advanced 41 per cent. An increase of 35 per cent in the Prairie Provinces was followed by gains of 30 per cent in Quebec and 25 per cent in British Columbia.

Women's clothing store sales were up 40 per cent in August, 1940, over the same month a year ago, showing remarkable improvement over the comparison for the eight-month period when sales exceeded those for the similar period of 1939 by 16 per cent. Ontario and British Columbia led all other regions with identical gains of 48 per cent, closely followed by a 47 per cent increase in the Maritime Provinces. Sales in Quebec were 31 per cent higher than in August, 1939, while in the Prairie Provinces the gain amounted to 22 per cent.

Grocery and meat store sales were 19 per cent higher in August, 1940, than in August, 1939. Gains for the various regions were within a narrower range than in previous months. Sales in both Ontario and British Columbia were up 21 per cent while increases of 16 per cent were reported for both Quebec and the Prairie Provinces.

Regional comparisons for sales of boot and shoe stores and for jewellery stores appear for the first time in this issue of our monthly bulletin. Regional indexes for these groups, however, have not yet been constructed. Sales of boot and shoe stores in Canada increased 38 per cent over August, 1939. Sales in the Maritime Provinces were up 43 per cent, and in Ontario, 42 per cent. A gain of 35 per cent was recorded in British Columbia, while increases of 31 per cent and 30 per cent occurred in Quebec and the Prairie Provinces respectively.

Jewellery store sales in Canada advanced 43 per cent in August, 1940, over the same month last year. A gain of 54 per cent in the Prairie Provinces led all other regions of the country. Sales were up 45 per cent in both the Maritime Provinces and in Ontario, Quebec and British Columbia reported gains of 38 and 34 per cent respectively.

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

Kind of Business	August, 1940 + or - per cent compared with			Cumulative Indexes
	August 1930	August 1939	July 1940	Jan. -Aug., 1940 Jan. -Aug., 1939
General Index	- 2.4	+ 21.3	+ 10.4	+ 12.8
Boots and shoes	- 18.9	+ 37.8	- 2.2	+ 11.3
Candy	- 37.8	+ 39.6	+ 33.9	+ 17.0
Men's clothing	+ 4.5	+ 37.9	+ 4.0	+ 17.5
Women's clothing	- 16.7	+ 40.0	+ 0.3	+ 15.8
Departmental	- 6.9	+ 25.0	+ 14.2	+ 14.4
Drugs	- 2.4	+ 16.7	+ 7.5	+ 6.6
Furniture	+ 16.0	+ 27.0	+ 26.8	+ 20.6
Groceries and meats	+ 8.3	+ 18.5	+ 12.1	+ 11.6
Hardware	- 3.6	+ 2.2	+ 5.3	+ 8.3
Music and Radio	- 4.4	+ 19.8	+ 0.7	+ 26.9
Restaurant	- 33.0	+ 12.8	+ 8.6	+ 8.4
Variety	+ 12.5	+ 30.3	+ 7.1	+ 16.1

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores,

August, 1939, and August, 1940

Region	Sales in August, 1940, compared with sales in August, 1939	
	Boot and Shoe Stores	Jewellery Stores
Canada	+ 37.7	+ 43.0
Maritime Provinces	+ 47.9	+ 44.8
Quebec	+ 30.9	+ 37.9
Ontario	+ 41.9	+ 44.8
Prairie Provinces	+ 30.3	+ 54.3
British Columbia	+ 35.4	+ 34.3

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
August, 1929	108.5	100.7	114.9	112.1	102.5	120.6	135.0	126.5	129.1	102.9	94.3	134.7	97.8	89.6	117.9
August, 1930	91.2	87.2	99.2	91.7	86.3	101.5	105.9	102.1	104.2	74.8	70.6	100.9	82.4	77.7	102.2
August, 1931	78.1	75.3	85.6	77.7	73.1	88.1	83.6	81.3	82.9	59.8	57.3	81.9	65.5	62.7	82.5
August, 1932	63.3	61.7	70.0	61.5	60.1	74.2	61.7	61.3	62.5	45.0	44.1	63.0	50.3	49.3	64.9
August, 1933	61.6	59.7	67.8	55.7	54.4	68.9	58.2	57.6	58.7	45.7	44.4	63.4	49.7	48.3	63.6
August, 1934	64.6	62.1	70.5	58.2	56.4	72.4	58.6	57.6	58.7	50.4	48.4	69.1	57.7	55.5	73.0
August, 1935	68.5	63.5	72.1	62.6	57.2	74.3	59.2	55.4	59.0	55.9	51.2	73.1	57.6	52.8	69.5
August, 1936	69.9	67.5	76.7	60.7	57.1	75.1	58.3	56.6	60.2	60.4	57.8	79.2	51.5	49.3	70.4
August, 1937	71.7	72.0	81.8	59.2	59.4	78.2	50.1	51.3	54.6	62.0	62.7	85.9	52.0	52.5	75.0
August, 1938	70.1	68.3	77.5	53.3	52.1	68.6	47.9	47.6	52.8	56.7	55.5	76.0	51.4	50.3	71.9
August, 1939	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
August, 1940	89.0	82.6	94.1	74.4	68.1	93.3	65.9	61.8	68.7	78.2	71.7	98.2	68.6	62.8	89.8
<u>1939</u>															
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	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(f)	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	93.7	89.3	88.5	88.7	75.8(f)	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(f)	83.2	81.5	72.8(f)
July	80.6	80.5	89.4	76.1	76.8	80.0	49.2	49.0	59.0(f)	75.2	75.4	91.9	68.4	68.6	81.6
August	89.0	82.6	94.1	74.4	68.1	93.3	65.9	61.8	68.7	78.2	71.7	98.2	68.6	62.8	89.8

(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
August, 1929	96.2	90.1	112.7	112.5	107.6	109.8	135.6	127.0	146.0	107.6	97.3	105.8
August, 1930	82.3	80.1	100.1	103.0	100.3	102.4	90.1	87.2	100.3	95.3	88.8	96.5
August, 1931	69.7	68.0	85.0	91.8	90.4	92.2	72.6	70.3	80.8	84.0	79.7	86.6
August, 1932	56.8	54.4	68.0	80.3	79.3	80.9	49.4	47.2	51.9	72.3	71.5	77.7
August, 1933	57.1	54.4	68.0	72.8	71.4	72.9	57.9	55.4	56.6	70.4	68.8	74.8
August, 1934	59.0	56.1	70.1	76.1	74.4	75.9	69.3	66.3	66.3	69.9	67.2	73.1
August, 1935	60.4	56.6	70.8	80.0	76.5	78.1	76.5	71.5	71.5	76.3	69.0	75.0
August, 1936	62.8	61.3	76.6	81.3	80.0	81.6	79.8	79.9	79.9	76.3	72.5	78.8
August, 1937	64.8	64.2	80.3	89.3	89.9	91.7	88.5	87.6	87.6	75.9	77.3	84.0
August, 1938	62.4	59.8	74.7	88.2	87.1	88.9	74.8	71.6	72.3	76.0	75.3	81.8
August, 1939	61.3	58.5	73.1	86.1	84.5	86.2	82.3	78.8	79.6	87.1	85.3	92.7
August, 1940	76.6	71.8	89.7	100.5	98.6	100.6	104.5	97.9	98.9	103.2	93.5	101.7
<u>1939</u>												
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	80.8	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	93.0	91.8	95.6	117.2	116.2	93.7	103.9	104.2	101.1
June	83.0	83.9	81.4 (f)	91.1	92.1	95.9 (f)	98.3	98.6	100.6 (f)	110.9	107.3	107.3
July	67.1	66.5	87.5	93.5	92.0	95.8	82.4	81.7	106.1	92.1	93.0	94.9
August	76.6	71.8	89.7	100.5	98.6	100.6	104.5	97.9	98.9	103.2	93.5	101.7

(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
August, 1929	122.2	115.9	112.5	109.8	104.0	136.8	129.1	125.1	118.0	130.6	119.6	130.0
August, 1930	105.7	104.2	101.1	70.8	69.7	91.7	107.6	105.6	99.6	98.6	92.9	101.0
August, 1931	88.3	87.1	84.5	62.9	61.9	81.4	86.7	85.3	80.5	93.3	88.2	95.9
August, 1932	66.4	63.0	61.2	40.3	38.2	50.3	63.3	62.1	58.6	75.0	73.4	79.8
August, 1933	62.3	59.1	57.4	38.3	36.3	47.8	57.6	56.5	53.3	72.7	70.9	77.0
August, 1934	74.6	70.8	68.8	43.4	41.1	54.1	62.3	60.9	57.5	77.7	75.5	82.1
August, 1935	78.2	74.2	72.0	46.4	44.0	57.9	64.5	62.5	59.0	83.7	76.6	83.3
August, 1936	82.5	81.0	78.6	47.9	47.1	61.2	68.4	67.3	63.5	87.1	82.5	89.6
August, 1937	90.8	89.2	86.6	55.8	54.9	71.3	69.7	69.3	65.4	85.2	85.7	93.1
August, 1938	96.2	91.0	88.3	53.9	51.1	66.4	66.5	65.2	61.5	81.8	80.1	87.1
August, 1939	99.7	94.4	91.7	56.5	53.5	69.5	63.9	62.7	59.1	85.1	83.0	90.2
August, 1940	101.9	96.6	93.7	67.7	64.2	83.3	72.1	69.9	65.9	110.9	101.6	110.4
<u>1939</u>												
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	95.6	94.1	82.5	65.1	63.7	63.7	103.1	103.3	103.3
June	112.7	115.3	96.9(f)	94.3	96.4	106.0(f)	62.7	63.7	63.1(f)	109.4	106.4	103.3
July	96.8	95.2	86.6	67.2	66.1	84.7	66.4	65.2	63.3	103.5	104.1	104.1(f)
August	101.9	96.6	93.7	67.7	64.2	83.3	72.1	69.9	65.9	110.9	101.6	110.4

(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)							
August, 1936	76.6	88.8	79.1	73.6	70.5	90.9	
August, 1937	78.6	93.6	83.5	76.0	64.4	96.6	
August, 1938	71.9	84.6	74.0	68.3	66.5	85.4	
August, 1939	71.8	89.0	72.7	67.3	65.6	87.6	
August, 1940	99.1	146.7	94.5	94.9	88.6	109.2	
1940							
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	133.1	119.5	101.0	100.8	99.9	
June	118.7(f)	142.8	128.1	115.1	105.4	109.0	
July	95.3	136.0	91.7	92.7	86.8	96.6	
August	99.1	146.7	94.5	94.9	88.6	109.2	
% Change, August, 1940	+37.9	+64.8	+30.0	+41.0	+35.1	+24.7	
% Change, August, 1939							
% Change, Jan.-Aug., 1940	+17.5	+38.1	+14.3	+18.1	+12.3	+10.9	
% Change, Jan.-Aug., 1939							
Women's Clothing Stores							
August, 1936	72.3	82.0	73.5	70.0	66.3	82.8	
August, 1937	73.0	90.1	72.6	68.5	66.3	91.4	
August, 1938	72.2	94.1	68.4	66.3	69.7	92.8	
August, 1939	68.8	93.2	63.4	65.0	73.8	85.7	
August, 1940	96.3	137.0	83.2	96.1	90.0	127.0	
1940							
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	118.4	176.3	123.2	108.5	118.9	130.2	
June	116.8(f)	151.4	121.2	111.0	108.7	131.9	
July	96.0	127.2	90.3	94.4	93.7	110.8	
August	96.3	137.0	83.2	96.1	90.0	127.0	
% Change, August, 1940	+40.0	+47.2	+31.2	+47.8	+22.0	+48.2	
% Change, August, 1939							
% Change, Jan.-Aug., 1940	+15.8	+29.3	+11.3	+17.6	+11.2	+20.0	
% Change, Jan.-Aug., 1939							
Grocery and Meat Stores							
August, 1936	96.2	(a)	86.7	97.7	109.5	102.1	
August, 1937	95.7	(a)	85.6	93.6	116.4	112.2	
August, 1938	95.8	(a)	88.9	96.3	106.0	103.7	
August, 1939	109.8	(a)	100.1	106.7	135.2	121.7	
August, 1940	130.2	(a)	115.9	129.0	157.2	146.7	
1940							
March	131.8(f)	(a)	139.1	131.7	119.0	125.8	
April	123.1		127.0	123.7	112.4	123.1	
May	131.1	(a)	131.0	129.8	134.0	133.2	
June	139.8	(a)	139.2	134.9	151.7	149.3	
July	116.1	(a)	105.9	115.3	134.3	130.0	
August	130.2	(a)	115.9	129.0	157.2	146.7	
% Change, August, 1940	+18.5	(a)	+15.8	+20.9	+16.3	+20.5	
% Change, August, 1939							
% Change, Jan.-Aug., 1940	+11.6	(a)	+7.8	+10.6	+19.1	+21.7	
% Change, Jan.-Aug., 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						
August, 1936	83.8	85.1	83.0	81.8	80.7	96.5
August, 1937	86.3	93.7	87.3	82.7	79.7	105.4
August, 1938	83.1	83.5	87.5	79.1	78.2	99.1
August, 1939	81.7	85.3	84.2	78.7	77.9	95.4
August, 1940	102.2	110.8	104.1	101.7	89.9	124.8
1940						
March	97.0	91.1	107.3	95.3	93.0	103.5
April	107.3	103.8	119.7	109.0	99.6	105.6
May	113.9	126.8	129.4	115.0	103.5	109.1
June	110.6(f)	119.1	124.0	111.9	99.8	111.2
July	89.5	105.1	88.1	86.2	84.6	104.0
August	102.2	110.8	104.1	101.7	89.9	124.8
% Change,						
August, 1940 ...	+25.0	+29.9	+23.6	+29.2	+15.4	+30.8
August, 1939						
% Change,						
Jan.-Aug., 1940	+14.2	+21.1	+13.2	+14.9	+13.3	+12.9
Jan.-Aug., 1939						
Variety Stores						
August, 1936	96.8	104.9	97.6	94.4	94.3	102.8
August, 1937	94.7	108.6	97.7	91.6	87.8	104.7
August, 1938	90.9	100.8	97.2	85.5	88.5	105.7
August, 1939	94.5	98.3	103.1	88.0	88.4	110.4
August, 1940	123.2	143.3	132.3	116.3	109.5	132.0
1940						
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	131.6	141.8	113.9	106.7	114.1
July	115.0(f)	132.1	123.4	107.7	109.9	119.1
August	123.2	143.3	132.3	116.3	109.5	132.0
% Change,						
August, 1940 ...	+30.3	+45.8	+28.3	+32.2	+23.9	+19.6
August, 1939						
% Change,						
Jan.-Aug., 1940	+16.1	+26.0	+14.9	+15.0	+13.3	+11.7
Jan.-Aug., 1939						
Drug Stores						
August, 1936	97.5	103.3	95.9	97.1	96.7	100.7
August, 1937	107.1	114.0	107.0	108.8	100.3	106.3
August, 1938	105.8	108.4	104.3	105.8	106.3	106.5
August, 1939	103.2	110.1	103.8	102.0	100.4	109.7
August, 1940	120.5	135.0	114.7	121.0	118.8	122.5
1940						
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	115.4	111.2	110.5	114.2	108.5
June	109.2(f)	111.5	109.0	110.7	104.6	108.8
July	112.1	119.5	108.3	114.5	105.9	114.5
August	120.5	135.0	114.7	121.0	118.8	122.5
% Change,						
August, 1940 ...	+16.7	+22.6	+10.5	+18.6	+18.3	+11.7
August, 1939						
% Change,						
Jan.-Aug., 1940	+ 6.6	+12.5	+ 4.2	+ 7.1	+ 5.7	+ 6.4
Jan.-Aug., 1939						

(f) Final figures.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

AUGUST, 1939, AND AUGUST, 1940

(Based on sales of 18 firms)

	August 1939	August 1940	% Change 1940/39
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	14,493,205	17,816,268	+ 22.9
1. Women's dresses, coats and suits	1,160,593	1,507,978	+ 29.9
2. Girls' and infants' wear	360,302	497,699	+ 38.1
3. Hosiery and gloves	545,741	653,562	+ 19.8
4. Lingerie and corsets	567,432	702,726	+ 23.8
5. Millinery	160,562	212,780	+ 32.5
6. Women's and children's apparel--(Total, 1-5) ..	2,794,630	3,574,745	+ 27.9
7. Men's and boys' clothing and furnishings	1,315,419	1,650,820	+ 25.5
8. Drugs and toilet articles and preparations	476,548	538,458	+ 13.0
9. Piece goods	1,171,263	1,481,522	+ 26.5
10. Smallwares	464,992	567,662	+ 22.1
11. Food and kindred products	1,519,510	1,716,486	+ 13.0
12. Furniture (including mattresses, springs)	1,354,168	1,673,267	+ 23.6
13. Home furnishings	1,116,105	1,411,425	+ 26.5
14. Household appliances and electrical supplies ..	446,690	579,731	+ 29.8
15. Hardware and kitchen utensils	590,163	737,549	+ 25.0
16. Radios, musical instruments and supplies	226,572	231,250	+ 2.1
17. Shoes and other footwear	999,213	1,202,307	+ 20.3
18. Stationery, books and magazines	205,872	235,542	+ 14.4
19. All other departments, total	1,812,060	2,215,504	+ 22.3

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



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Year	Value	Value	Value
1970	100	100	100
1971	100	100	100
1972	100	100	100
1973	100	100	100
1974	100	100	100
1975	100	100	100
1976	100	100	100
1977	100	100	100
1978	100	100	100
1979	100	100	100
1980	100	100	100
1981	100	100	100
1982	100	100	100
1983	100	100	100
1984	100	100	100
1985	100	100	100
1986	100	100	100
1987	100	100	100
1988	100	100	100
1989	100	100	100
1990	100	100	100
1991	100	100	100
1992	100	100	100
1993	100	100	100
1994	100	100	100
1995	100	100	100
1996	100	100	100
1997	100	100	100
1998	100	100	100
1999	100	100	100
2000	100	100	100
2001	100	100	100
2002	100	100	100
2003	100	100	100
2004	100	100	100
2005	100	100	100
2006	100	100	100
2007	100	100	100
2008	100	100	100
2009	100	100	100
2010	100	100	100
2011	100	100	100
2012	100	100	100
2013	100	100	100
2014	100	100	100
2015	100	100	100
2016	100	100	100
2017	100	100	100
2018	100	100	100
2019	100	100	100
2020	100	100	100
2021	100	100	100
2022	100	100	100