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DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 11

No. 1

# MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

JANUARY 1941

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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, JANUARY, 1941

(1935 - 1939 = 100)

#### General Summary

A substantial decline from the December peak is the normal experience of most lines of retail business in the first month of the year. The extent of the decline is not uniform for all kinds of stores. It is greatest for types of business such as candy stores, department stores or variety stores dealing in goods popular in the Christmas trade and it is smallest for lines of business such as grocery stores or restaurants which deal in merchandise for which there is a fairly constant demand. The experience of the past ten years reveals an average decline of 40 per cent between December and January in the composite figures for the twelve lines of business included in this monthly survey.

Sales declined in January, 1941 from December by somewhat more than the usual seasonal amount, a result which may be attributed rather to the unusually brisk December business than to any reversal in the underlying trend in consumer purchasing. Comparisons with January, 1940 were favorable. Dollar sales in January, 1941 averaged 13 per cent above January a year ago. All lines of business shared in the increase, results for individual trades ranging from a gain of 9 per cent for furniture stores to an increase of 26 per cent for stores specializing in radio and electrical goods. The general index of retail sales, unadjusted, and on the base 1935 - 1939 = 100 stands at 102.0 for January, 1941, 174.2 for December, 1940 and 90.0 for January a year ago. On adjusting for differences in numbers of business days and for normal seasonal movements the adjusted index stands at 124.2 for January, 1941 compared with 131.0 for December, 123.1 for November and 120.0 for October.

Note: -- In order to conform with other series of index numbers issued by the Bureau, the indexes of retail sales have recently been revised to a new base, namely, the average monthly sales over the five-year period, 1935 to 1939. This is the first issue of this monthly bulletin in which the new base is used. The complete series of index numbers on the new base for earlier years will be contained in a special summary now being prepared.

A second change has been made in the method of constructing the indexes of variety store sales. Previously, the monthly returns from firms in this field were adjusted to allow for opening or closing of branches so that the resulting indexes reflected the trend in sales for a constant number of stores. The indexes as revised are now based on the aggregate figures reported and reflect the trend in sales for variety store chains as a whole, rather than for a fixed number of units.

#### Results for Individual Trades

Shoe store sales gained 15 per cent in January, 1941 over January, 1940 and were down by 45 per cent from December. The seasonally adjusted index increased from 107.5 in December to 116.1 in January but was considerably below the November peak of 130.4

Candy store sales were 19 per cent above January a year ago. A 64 per cent decline from December was considerably more than the usual seasonal movement with the result that the seasonally adjusted index declined from 129.7 in December to 117.0 in January.

- 2 -

Men's clothing store sales averaged 17 per cent above January last year, results on a regional basis showing increases of 29 per cent in the Maritime Provinces, 8 per cent in Quebec, 19 per cent in Ontario, 14 per cent in the Prairie Provinces and 19 per cent in British Columbia. A reduction of 54 per cent from December resulted in a decline in the seasonally adjusted index from 125.7 in December to 121.6 in January.

Women's clothing stores gained 19 per cent over January, 1940, increases by regions being as follows: Maritime Provinces, 26 per cent; Quebec, 17 per cent; Ontario, 21 per cent; Prairie Provinces, 10 per cent and British Columbia, 18 per cent.

Department store sales averaged 10 per cent higher in January of this year than last, increases in the extreme east and west portions of the country exceeding those in other regions. Sales in the Maritime Provinces were up 15 per cent while British Columbia sales gained 18 per cent. The Prairie Provinces reported an increase of 5 per cent while Quebec and Ontario both gained 10 per cent. Sales for Canada as a whole declined by 56 per cent, the seasonally adjusted index receding from 132.2 for December to 122.6 for January.

An average increase of 11 per cent over January, 1940 was reported for a somowhat smaller coverage of the total department store sales for which a breakdown by departments is submitted. The shoe department and the radio and musical instrument department were practically unchanged from January a year ago while all other departments reported increases. The furniture department was up 21 per cent and hardware, 20 per cent. Household appliances and electrical supplies were up 18 per cent while home furnishings gained 16 per cent. Gains for women's and men's clothing were 13 per cent and 10 per cent respectively.

Drug store sales averaged 15 per cent higher in January of this year than last and declined by 27 per cent from December, the seasonally adjusted index standing at 124.1 for January compared with 132.0 for December and 115.5 for November. Sales in the Maritimo Provinces were up 19 per cent, Ontario, 17 per cent, British Columbia, 15 per cent and Quebec and the Prairie Provinces, 13 per cent.

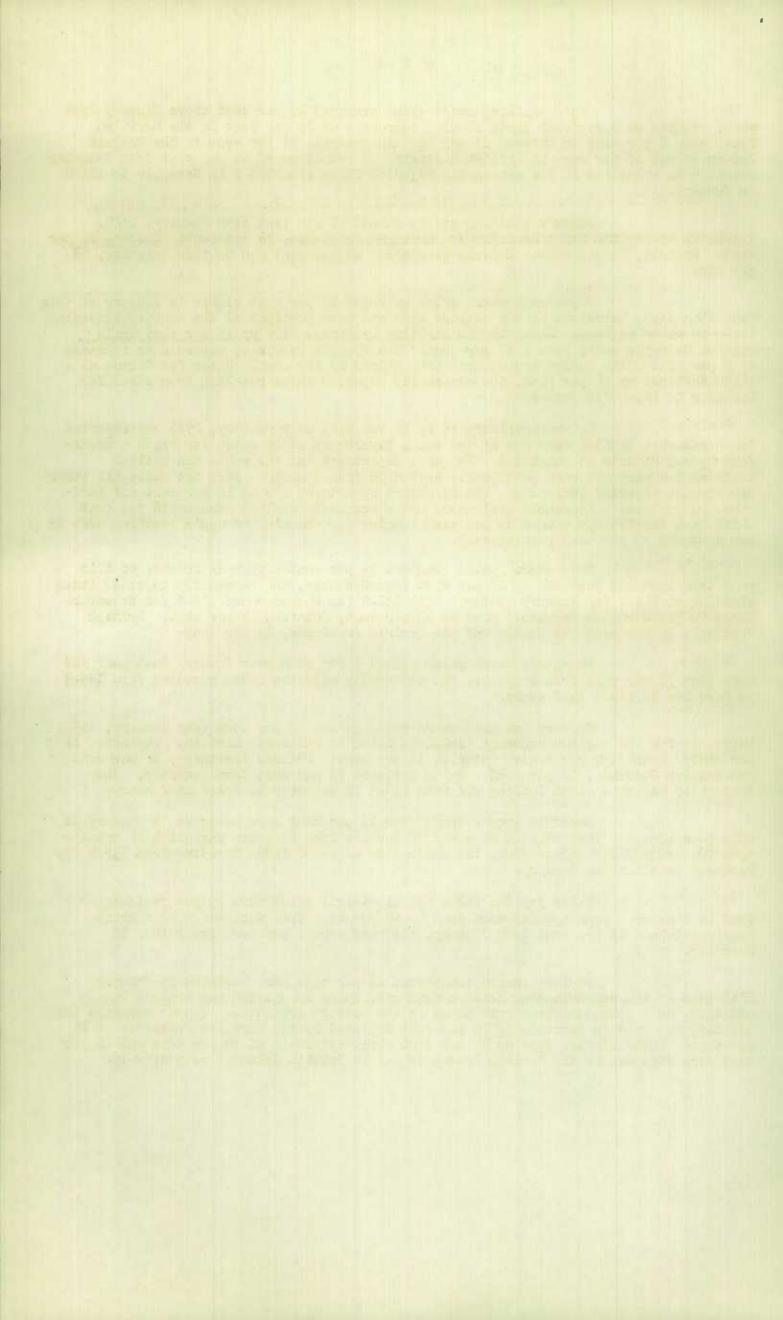
Furniture store sales gained 9 per cent over January last year and were down 52 per cent from December, the seasonally adjusted index recoding from 145.3 in December to 120.1 in January.

Grocery and meat store sales gained 13 per cent over January, 1940, increases for the various economic divisions being as follows: Maritime Provinces, 12 per cent; Quebec, 9 per cent; Ontario, 16 per cent; Prairie Provinces, 12 per cent and British Columbia, 17 per cent. Sales declined 13 per cent from December, the seasonally adjusted index falling off from 128.3 in December to 122.2 in January.

Hardware stores transacted 11 per cent more business in January of this year than the last while a 44 per cent decline from December was slightly greater than the usual seasonal movement, the seasonally adjusted index receding from 135.5 for December to 132.5 for January.

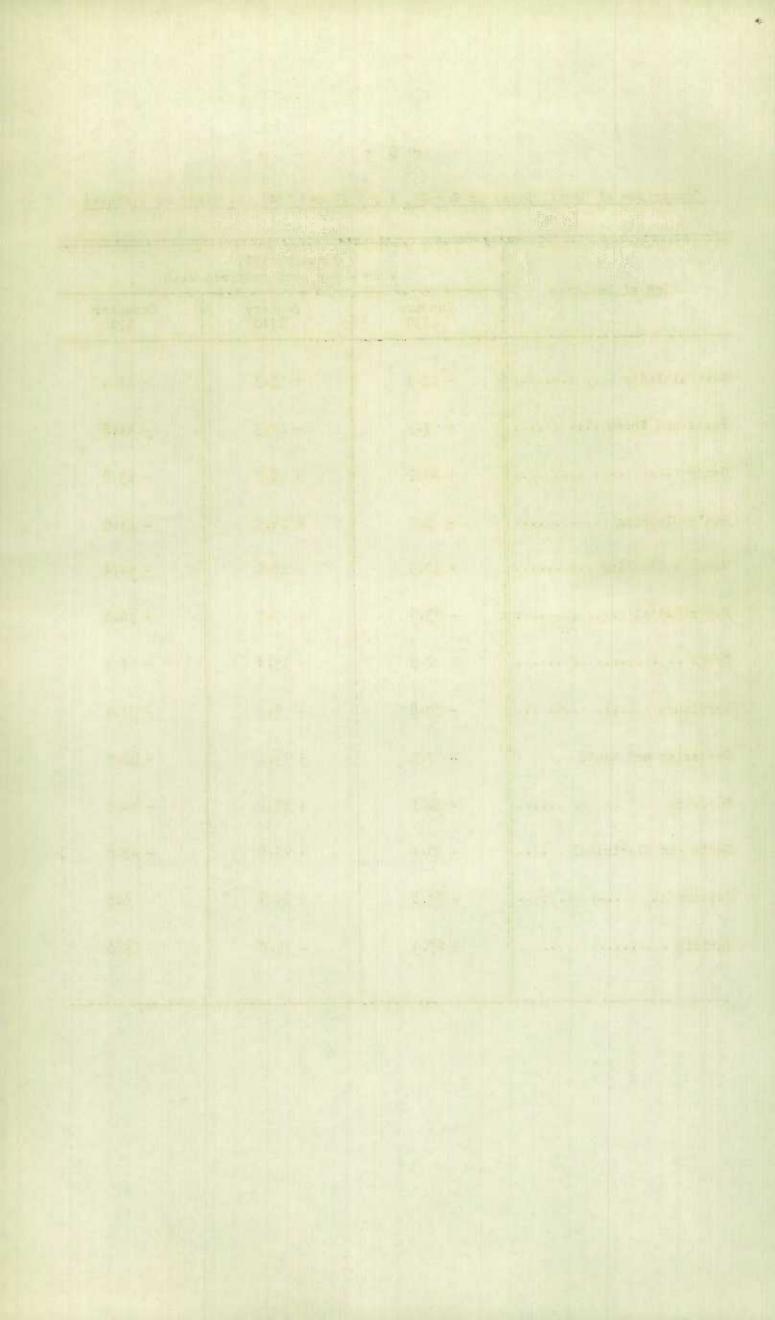
Sales for the radio and electrical group were 26 per cent higher than in January a year ago and were down by 49 per cent from December. Restaurant receipts gained 15 per cent over January, 1940 and were 7 per cent lower than in December.

Varioty chains transacted 20 per cent more business in January, 1941 than in the corresponding menth a year age, gains in eastern and central Canada exceeding by a considerable margin those in the western provinces. Quebec reported the largest gain with an increase of 25 per cent followed by the Maritime Provinces at 24 per cent. Ontario sales were up 20 per cent while increases of 10 per cent and 11 per cent were recorded in the Prairie Provinces and in British Columbia respectively.



Comparison of Retail Sales in Canada, for 1940 and 1941, by Kinds of Business

7/1 · 3 · 8 · D · · · · · · · ·	January, 1941 + or - per cent compared with						
Kind of Business	January 1930	January 19 <b>4</b> 0	December 1940				
General Index	- 12.9	+ 13.3	- 41.4				
Boots and Shoes	- 9.5	+ 15.3	- 44.8				
Candy	- 40.9	+ 18.7	- 63.8				
Men's Clothing	- 2.5	+ 16.5	- 54.0				
Women's Clothing	- 10.5	+ 18.6	- 54.4				
Departmental	- 23.3	+ 9.7	- 56.0				
Drugs	+ 2.5	+ 15.4	- 27.4				
Furniture	- 20.8	+ 8.5	- 51.7				
Groceries and Meats	- 7.3	+ 13.2	- 12.9				
Hardware	- 10.1	+ 11.2	- 44.0				
Radio and Electrical	- 30.4	+ 25.5	~ 49.0				
Restaurant	- 34.8	+ 15.3	- 6.8				
Variety	+ 65.3	+ 19.8	- 65.0				

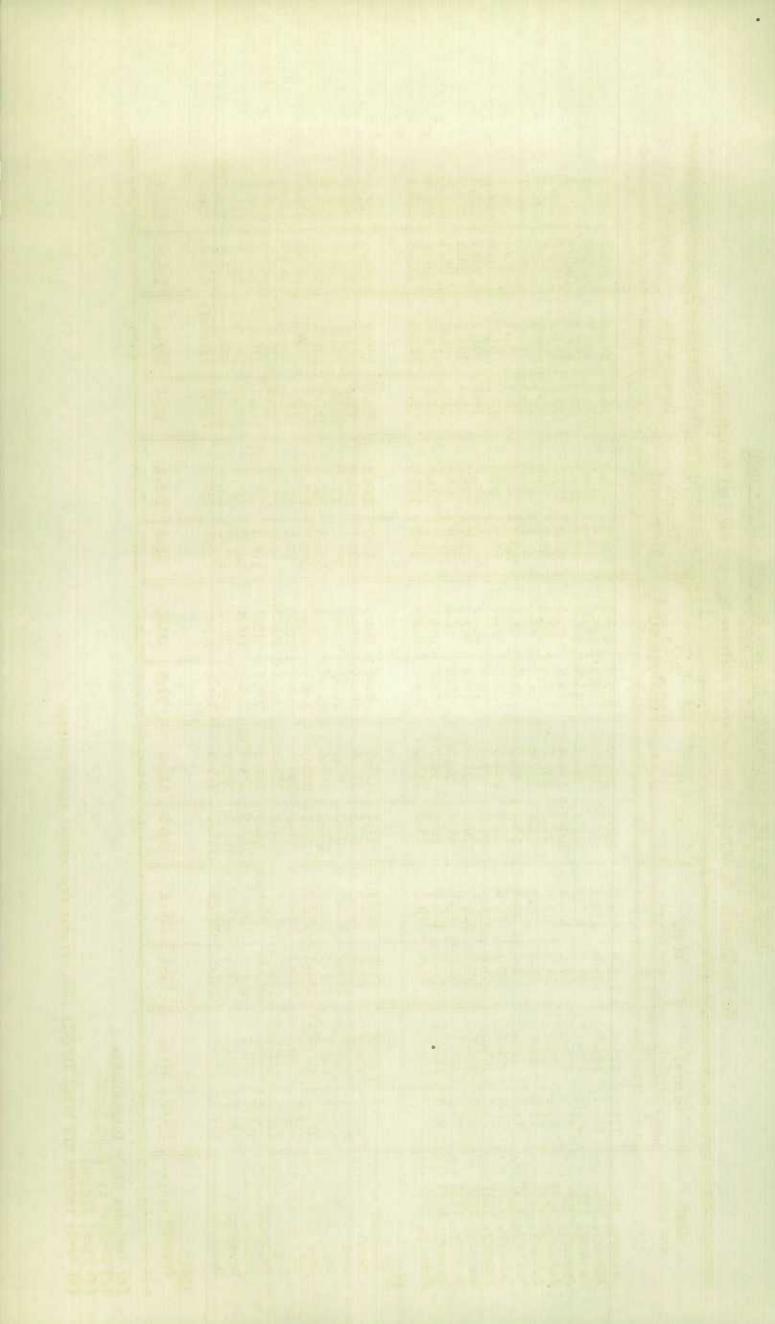


# INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.

August 13.2 119.8 97.8 122.7 106.6 110.8 97.4 122.4(f) 96.0 114.7 88.0 114.6 108.0 115.5 113.2 113.2 113.2 98.0(f) 96.8 109.6 107.3 112.1 114.0 125.8 99.8 116.6 115.5 112.3 125.7 123.1 1	Year and Month	Ind	eral ex(d)	and	ots Shoes	DISCOUNT OF THE PARTY OF	dy(h)		n's ng(c)(d)		en's ing(d)	Depar	tmental	Drug	s(d)
January, 1941   102.0   124.2   81.4   116.1   85.8   117.0   91.9   121.6   88.0   121.2   92.4   122.6   117.9    1940  February   90.4   111.5   54.7   106.4   97.2   101.9   67.7   110.9   68.0   113.1   84.8   108.2   100.2    April   105.9   112.3   83.6   100.3   158.5   115.6   90.5   105.6   102.7   106.0   95.4   105.8   109.4    Hay   119.9   113.7   117.8   100.9   108.3   108.4   107.8   109.9   118.1   112.4   111.9   108.1   103.9    June   121.4   116.6(f)   144.3   103.1   85.7   110.9   118.5   109.6   116.5   102.0   108.1   107.4    July   103.2   114.5   101.3   106.6   84.5   101.0   94.9   116.1   96.0   114.7   88.0   114.6   108.0    September   131.9   16.5   113.2   98.0(f)   96.8   109.6   107.3   112.1   114.0   125.3(f)   114.1   116.7   112.3    November   135.7   123.1   128.6   130.4   107.5   123.6   129.7   108.3   120.1   147.8   119.6   147.8   119.6   147.1   120.9   124.1    December   174.2   131.0   144.5   107.5   123.6   129.7   199.8   120.1   147.0   125.0   150.9   128.5   116.9    January, 1941   103.4   102.6   103.4   107.5   123.6   121.1   109.9   105.5   147.0   125.0   125.0    January, 1941   103.4   102.6   102.7   103.4   104.5   107.5   123.6   121.1   104.0   125.0   125.0   125.0    January, 1941   103.4   104.5   107.5   123.6   121.1   120.1   147.0   125.0   125.0   126.5   116.9    January, 1941   103.4   103.4   109.5   121.6   120.1   120.1   147.0   125.0   125.0   126.5   126.	January, 1930 January, 1932 January, 1933 January, 1934 January, 1935 January, 1936 January, 1937 January, 1938 January, 1938 January, 1939	119.1 117.1 101.3 84.6 69.2 73.2 73.8 77.0 83.0 81.8 79.3	143.0 137.8 115.1 100.0 85.0 87.7 90.9 94.5 102.0 104.2	121.8 89.9 88.0 84.5 60.0 60.4 58.4 54.3 58.6 60.3	176.9 130.1 120.3 120.8 93.0 95.3 99.2 98.6 105.5 115.1 93.8	152.5 145.2 117.4 104.7 79.0 81.5 68.3 76.7 74.2 70.2 64.4	201.0 189.9 146.4 134.4 107.8 107.9 93.8 104.5 99.3 94.6 91.6	157.9 94.3 76.8 64.5 56.6 51.3 62.6 66.0 76.4 77.4 69.8	239.1 141.7 109.9 95.8 88.8 78.0 94.8 97.7 105.5 107.3 96.4	109.3 98.3 85.6 81.0 62.2 64.2 60.7 65.3 71.1 71.7	158.3 141.3 117.1 115.1 93.4 93.3 87.9 98.1 101.0	126.6 120.4 98.3 80.5 67.7 73.4 70.7 70.3 74.9 73.4	143.6 147.7 119.3 101.5 86.7 90.8 94.1 93.3 102.1 101.7	116.8 115.0 109.4 98.6 86.1 87.5 90.0 87.6 97.2 98.1	B 119.5 117.2 109.1 100.2 90.4 90.1 92.1 92.2 101.8 103.9 104.4
1941 January 102.0 124.2 81.4 116.1 85.8 117.0 91.9 121.6 88.0 121.2 92.4 122.6 117.9	January, 1941  1940 February March April May June July August September Cotober November December	90.4 105.9 110.1 219.9 121.4 103.2 113.2 113.9 131.8	111.5 112.3 110.0 113.7 116.6(f) 114.5 119.8 116.5 120.0 123.1 131.0	54.7 83.6 106.9 117.8 144.3 101.3 97.8 113.2 113.7 128.6 147.5	106.4 100.3 101.5 100.9 103.1 106.6 122.7 98.0(f) 104.4 130.4	97.2 158.5 80.0 108.3 85.7 84.5 106.6 96.8 109.5 105.6 236.9	101.9 1.15.6 98.7 108.4 110.9 101.0 110.8 109.6 114.0(f) 121.1 129.7	91.9 67.7 90.5 101.5 107.8 118.5 94.9 97.4 107.3 145.3 160.3 199.8	121.6 110.9 105.6 102.6 109.9 109.6 116.1 122.4(f) 112.1 115.7 120.1 125.7	88.0 102.7 129.4 118.1 116.5 96.0 96.0 114.0 147.8 147.0 193.1	113.1 106.0 111.8 112.4 102.0 114.7 125.8 125.3(f) 119.6 125.0 132.7	92.4 84.8 95.4 105.2 111.9 108.7 88.0 99.8 114.1 150.9 210.2	108.2 105.8 106.2 108.1 106.5 114.6 116.6 116.7 120.9 128.5 132.2(f)	102.2 117.9 100.2 109.4 103.9 107.4 105.2 108.0 115.5 112.3 124.1 116.9	108.6 124.1 107.3 110.0 108.3 109.5 110.8 111.2 112.8 114.8 119.5 115.5(f)

<sup>(</sup>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.

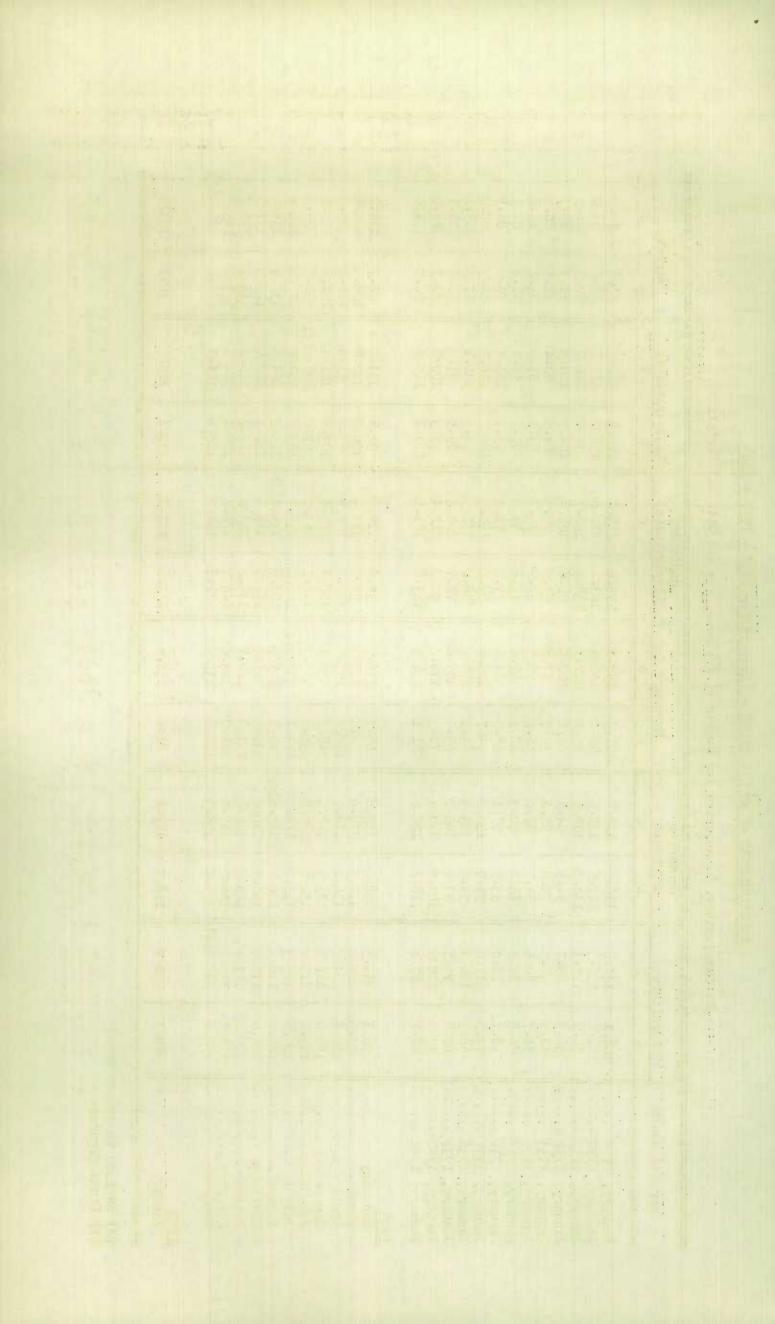


## INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Furni	tura	Groce and M	I	Hard	ware		o and :	Restaur	ants(d)	Vari	ety
tom and monon	A	В	A	В.	A	В	Λ	В	Α	В	A	В
January, 1929 January, 1930 January, 1931 January, 1932 January, 1934 January, 1935 January, 1936 January, 1937 January, 1938 January, 1938 January, 1939	108.1 101.2 85.8 66.3 40.5 54.7 54.8 58.7 73.2 68.3 60.8 73.8	144.6 135.3 112.1 89.7 58.5 79.6 82.2 88.0 111.0 106.1 94.5 110.7	118.5 127.5 114.1 94.9 79.8 84.7 86.3 93.9 99.0 94.9 93.2 104.4 118.2	122.7 130.5 109.9 94.9 85.6 88.4 90.3 97.1 100.0 103.3 101.1 110.1	101.5 90.2 75.2 61.1 39.9 46.2 48.1 48.0 54.7 63.5 63.4 72.9 81.1	158.0 140.4 117.1 100.5 67.8 78.1 82.8 84.1 101.4 108.0 107.8 119.2	195.6 163.2 138.3 92.8 59.5 62.2 75.8 79.2 85.6 86.2 77.7 90.5	213.2 177.8 150.7 108.8 72.3 73.5 89.6 98.3 110.5 111.3 100.3 112.4	170.8 168.9 135.2 104.7 84.5 85.2 89.1 95.7 100.5 96.5 89.5 95.5	180.3 177.7 140.9 110.5 90.4 89.9 94.1 100.7 106.1 102.2 95.7 100.8 115.9	47.8 58.5 62.3 59.9 52.7 53.2 52.4 64.5 67.5 68.7 80.7	70.5 86.0 86.5 85.7 80.3 78.8 82.1 84.9 98.0 109.2 111.2 127.0
January, 1941  1940 February March April May June July August September October November December	90.1 93.0 117.4 146.6 123.0 100.6 125.2 124.0 135.2 122.9 165.8	111.3 112.2 104.7 117.0 125.7 129.3 118.3 111.8 113.4 112.1 145.3(f)	108.0 124.5 116.2 123.9 131.8 111.1 124.2 108.9 120.8 126.1	113.8 119.6 116.2 120.8 127.8 114.7 122.6(f) 116.2 120.8 119.0 128.3	66.5 79.1 110.2 148.3 139.6 121.1 126.2 130.2 141.6 126.0 144.8	116.9 115.3 103.9 110.2 119.7 108.0(f) 115.7 115.3 120.8 123.6 135.5	92.8 97.2 119.1 150.4 146.2 106.1 108.6 133.9 145.2 146.2 222.8	119.8 122.4 125.6 129.4 163.9 133.4 133.2(f) 119.6 113.0 114.7 164.7	92.8 100.8 99.0 103.6 99.8 105.7 113.7 111.1 112.7 109.4 118.1	101.4 102.0 99.4 101.4 100.6(f) 100.7 104.0 108.8 110.6 114.1 115.1	86.7 108.6 104.2 124.8 132.7 125.8 135.0 125.5 146.9 153.8 276.2	124.2 125.8 120.6 125.2 125.3 126.7 134.6 137.9 141.7 143.8 146.0(f)

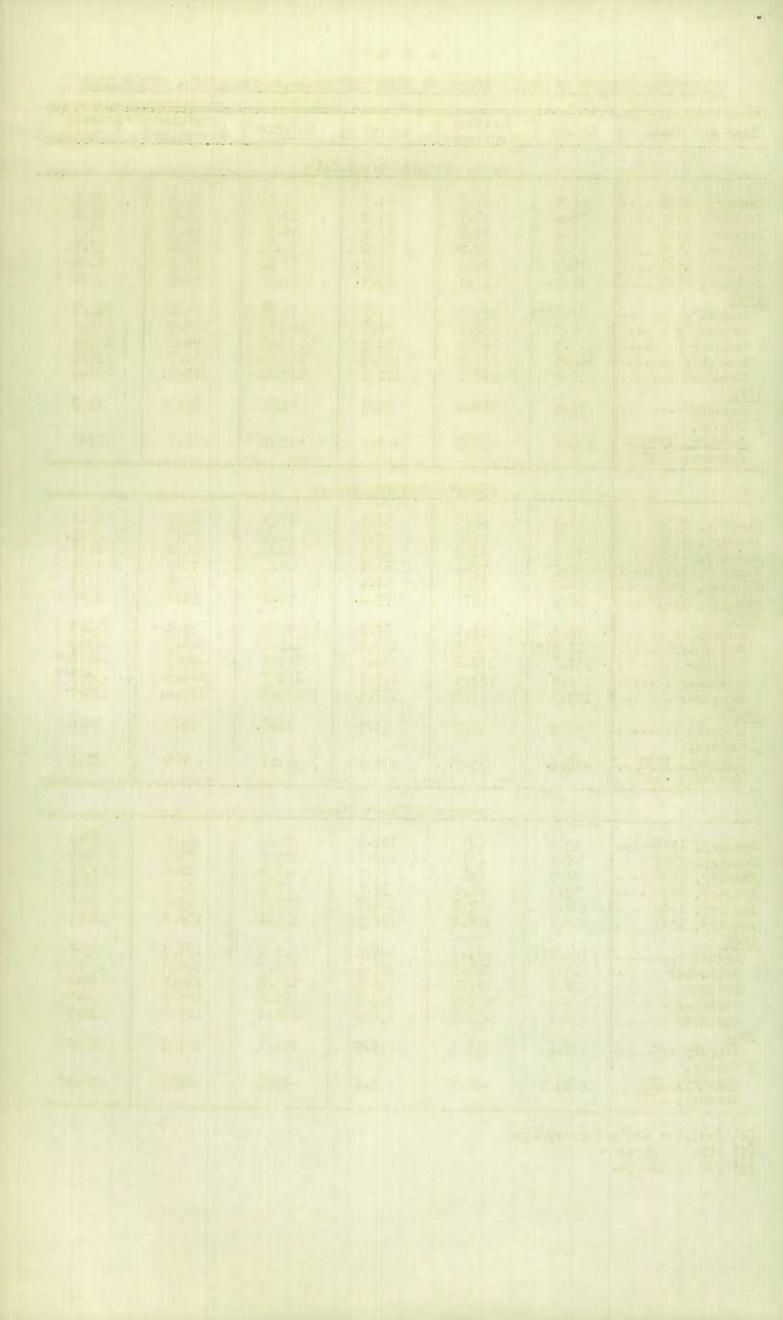
<sup>(</sup>d) Revised to census trend.(f) Final figures.



# UNADJUSTED INDEXES OF RETAIL SALES, BY PROVINCES (Average for 1935 - 1939 = 100)

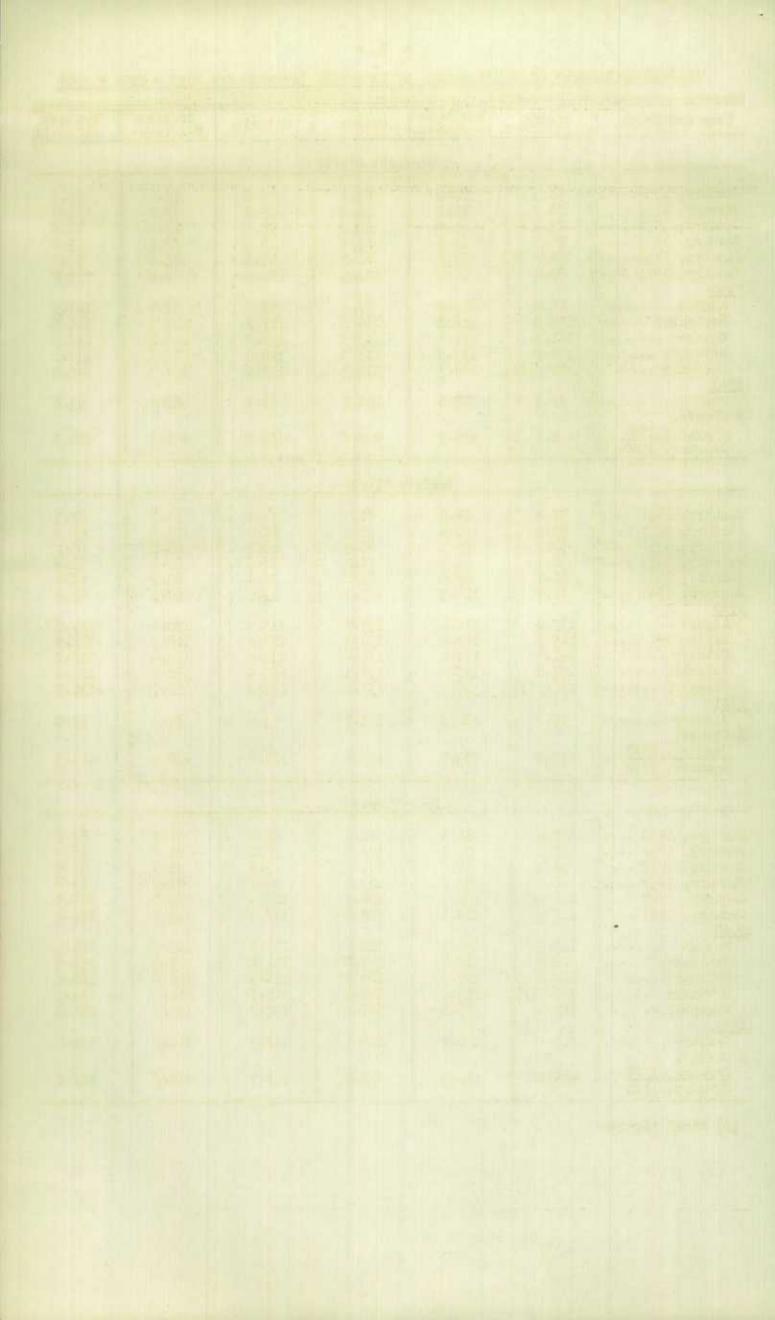
						Didi-
Year and Month	CANADA	Maritime	Quebec	Ontario	Prairie Provinces	British Columbia
		Provinces			TIOVINCOS	001441014
		Men's Clo	thing Stores	(c)		
				4-		77.3
January, 1936	66.0	67.3	64.8	67.4	59.5	71.1
January, 1937	76.4	78.7	74.9	80.3	63.8	78.3
January, 1938	77.4	81.2	77.9	78.7	63.0	73+5
January, 1939	69.8	65.0	69.0	72.3 81.6	70.3	80.4
January, 1940	78.9	89.6	74.7	97.1	80.3	95.8
January, 1941	91.9	115.4	00.2	71.4	00.5	,,
1940 August	97.4(f)	133-3	92.7	94.8	86.0	111.1
September · · · ·		130.8	99.8	106.9	109.9	106.7
October		165.2	134-3	145.3	166.0	128.2
November	- 1	182.9	150.3	160.3	181.7	137.3
December		251.2	172.2	212.1	178.8	201.6
1941					0. 0	0 7 0
January	91.9	115.4	80.3	97.1	80.3	95.8
% Change,						
January, 1940	+16.5	+28.8	+ 7.5	+19.0	+14.2	+19.2
January, 1939						
-	r	Women's	Clothing Sto	res	1	
1026	65 3	66.6	58.6	69.3	62.1	68.4
January, 1936	65.3	74.8	67.2	76.6	59.8	69.3
January, 1937	71.1	81.0	65.9	75.6	66.0	72.7
January, 1938 January, 1939	67.9	75.4	61.7	69.2	70.9	71.2
January, 1940		88.1	64.5	78.3	72.6	77.4
January, 1941	88.0	110.7	75-4	94.8	79.6	91.6
1940						
August	96.0	126.1	85.4	95.7	92.4	120.3
September	114.0(f)	130.1	103.1	119.1	106.3	123.3
October	147.8	172.6	144.9	144.8	160.8	140.8
November		183.1	127.9	151.5	162-3	138.9
December	193-1	229.8	183.3	203.8	177.4	173.7
1941				04.0	70 6	91.6
January	88.0	110.7	75.4	94.8	79.6	71.0
% Change,						.20 2
January, 1940	+18.6	+25.7	+16.9	+21.1	+ 9.6	+18.3
January, 1939	11					
		Grocery	and Meat Sto	ores		programmers calculate the rate driven plants.
graph geographic de la proprieta de la contrata del contrata de la contrata de la contrata de la contrata de la contrata del contrata de la contrata del la contrata de la contrata del la contrata de la					92 (	89.4
January, 1936		(g)	102.7	92.4	81.6	99.9
January, 1937		(g)	100.1	101.9	80.6	90.5
January, 1938		(g)	97.9	98.0	74.9	79.0
January, 1939		92.0	99.2	107.4	93.5	99.0
January, 1940		116.4	116.5	124.4	104.3	115.5
January, 1941	110.2	110.4				
1940 August	124.2(f)	131.3	109.6	121.9	150.9	139.6
September		118.4	102.0	106.5	124.6	109.9
October	11	122.2	114.8	121.6	130.2	121.4
November	11	127.5	118.8	130.2	129.1	124.2
December	11	136.3	130.6	141.6	129.9	130.9
1941					304.3	225 5
January	118.2	116.4	116.5	124-4	104.3	115.5
% Change,						
January, 1940	+ 13.2	+12.1	+ 9.4	+15.8	+11.6	+16.7
January, 1939						
The state of the s						

<sup>(</sup>c) Includes men's furnishings.(f) Final figures.(g) Not available.



St. American St. St. American St.	of the same of the					
Year and Month	CANADA	· Maritime	Quebec	Ontario	Prairie	British
Tear and month	OANADA	Provinces			Provinces	Columbia
		Depart	ment Stores			
January, 1936	70.3	70.6	67.6	70.8	71.0	70.1
January, 1937	74.9	76.1	76.3	75.9	73-2	72.9
January, 1938	73.4	69.4	80.0	73.5	69.6	76.4
January, 1939	71.0	63.7	79-7	70.1	68.9 82.8	73.0
January, 1940	84.2	85.3	92.9	83.4	87.0	93.2
January, 1941	92.4	98.0	101.9	91.7	01.0	/3.2
1940	000	300 4	97.2	99.5	89.7	121.5
August	99.8	109.4	116.8	117.2	107.3	116.6
September	141.1	152.1	135.9	136.6	149.0	136.9
October	150.9	155.5	141.0	150.0	160.8	139.7
December	210.2(f)	245-3	215.3	218.9	192.3	197.2
1941	220.0(1)					
January	92.4	98.0	101.9	91.7	87.0	93.2
% Change,						-0 -
January, 1941	+ 9.7	+14.9	+ 9.7	+10.0	+ 5.1	+18.1
January, 1940					<u> </u>	-
			91			
		Varie	ty Stores			and the state of t
T	54.4	46.6	51.9	56.9	52.8	59.3
January, 1936	64.5	59.9	62.6	68.0	57.8	65.1
January, 1937 January, 1938	67.5	62.1	68.3	68.9	63.5	69.2
January, 1939	68.7	61.7	71.2	68.6	67.3	71.4
January, 1940	80.7	89.0	82.8	78.4	80.7	78.2
January, 1941	96.7	110.3	103.7	93.9	89.1	87.0
1940				300 5	120 7	127.1
August	135.0	174-0	137.7	128.5	130.1	115.9
September	125.5	160.2	128.1	118.2	163.0	118.2
October	146.9	184.2	150.4	149.4	162.2	128.6
November	153.8	195.2	151.1	278.1	281.7	212.9
December	276.2(f)	368.5	257.2	210.7		
1941	06 7	110.3	103-7	93.9	89.1	87.0
January	96.7	110.2	103.	,,,,		
% Change,	1	102.0	1252	+19.8	+10.4	+11.3
January, 1941 January, 1940	+19.8	+23.9	+25.2	417.0	120	,
sandary, 1)TO						
		Dru	g Stores			
	1 0- 1	90 /	90.4	89.0	84.7	82.9
January, 1936	87.6	82.6	90.4	98.2	91.8	98.2
January, 1937		92.9	101.8	99.2	91.5	97.6
January, 1938		93.6	100.1	96.7	91.8	96.8
January, 1939	11	105.3	106.7	101.4	99.0	100.9
January, 1940 January, 1941	11	125.2	120.6	118.3	111.7	116.2
1940	22/1					
August	115.5	130.3	110.0	115.0	115.5	119.1
September		115.0	107.8	111.2	117.0	116.4
October	124.1	129.2	120.9	118.5	138.4	128.4
November	11 / - / - \		116.7	117.7	112.4	114.5
December	11 -1-	196.1	155.0	157.4	170.3	102.0
1941			200 /	379 3	111.7	116.2
January	117.9	125.2	120.6	118.3	TITOI	110.2
% Change,				.26 5	130 0	+15.2
January, 1941	+15.4	+18.9	+13.0	+16.7	+12.8	717.2
January, 1940						

<sup>(</sup>f) Final figures.



## DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

## 1939 and 1940

(Based on sales of 23 firms)

		1939	1940	% Change
		\$	\$	
	TOTAL SALES, ALL DEPARTMENTS	229,898,217	257,785,300	+ 12.1
1.	Women's dresses, coats and suits	21,761,765	24,668,112	+ 13.4
2.	Girls' and infants' wear	7,350,481	8,744,905	+ 19.0
3.	Hosiery and gloves	10,783,760	11,858,921	+ 10.0
4.	Lingerie and corsets	10,438,834	11,611,599	+ 11.2
5.	Millinery	3,080,053	3,303,355	+ 7.2
6.	Women's and children's apparel(Total, 1-5)	53,414,893	60,186,892	+ 12.7
7.	Men's and boys' clothing and furnishings	27,129,674	29,793,844	+ 9.8
8.	Drugs and toilet articles and preparations	7,163,720	7,855,669	+ 9.7
9.	Piece goods	16,946,744	18,719,636	+ 10.5
10.	Smallwares	8,401,379	9,206,903	+ 9.6
11.	Food and kindred products	21,521,226	22,845,465	+ 6.2
12.	Furniture (including mattresses, springs)	12,203,729	14,605,509	+ 19.7
13.	Home furnishings	15,496,559	18,212,051	+ 17.5
14.	Household appliances and electrical supplies	6,193,432	7,623,129	+ 23.1
15.	Hardware and kitchen utensils	7,957,471	9,184,070	+ 15.4
16.	Radios, musical instruments and supplies	3,492,654	4,006,011	+ 14.7
17.	Shoes and other footwear	17,494,952	19,359,839	+ 10.7
18.	Stationery, books and magazines	4,165,732	4,418,019	+ 6.1
19.	All other departments, total	28,316,052	31,768,263	+ 12.2

## DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

## JANUARY, 1940 and JANUARY, 1941

(Based on sales of 16 firms)

=				
		January	January	% Change
		1940	1941	1941/40
		- Y	9	
	TOTAL SALES, ALL DEPARTMENTS	15,176,597	16,907,064	+ 11.4
1.	Women's dresses, coats and suits	1,260,212	1,444,157	+ 14.6
2.	Girls' and infants' wear	365,475	423,897	+ 16.0
	The state of the s	307,117	423,071	20.0
3.	Hosiery and gloves	575,874	629,749	+ 9.4
		700 (04	022 202	30 %
4.	Lingerie and corsets	720,684	810,980	+ 12.5
5.	Millinery	110,695	112,337	+ 1.5
	may war was way	,	,55!	
6.	Women's and children's apparel(Total, 1-5)	3,032,940	3,421,120	+ 12.8
			THE PLOT OF	* 1 4 1 4 1
- 67	Men's and boys' clothing and furnishings	1,492,512	1,644,833	+ 10.2
-1.	men s and boys crothing and furnishings	1,472,712	1,044,033	+ 10.2
8.	Drugs and toilet articles and preparations	537,146	600,705	+ 11.8
9.	Piece goods	1,663,853	1,860,565	+ 11.8
10.	Smallwares	678,414	700,343	+ 3.2
200	OMOLITHOI OD	0,0,+1+	100,343	
11.	Food and kindred products	1,686,361	1,826,513	+ 8.3
2.0		1 023 002	3 053 500	. 03 3
12.	Furniture (including mattresses, springs)	1,031,853	1,251,589	+ 21.3
13.	Home furnishings	1,033,475	1,197,556	+ 15.9
13.	nome rar mananage	2,000,710	1,1,1,000	
14.	Household appliances and electrical supplies .	392,648	463,062	+ 17.9
7.5	Handwans and kitchen utan-ile	175 674	570 782	+ 20.0
15.	Hardware and kitchen utensils	475,614	570,783	7 20.0
16.	Radios, musical instruments and supplies	307,742	305,172	- 0.8
17.	Shoes and other footwear	896,030	895,847	(e)
18	Stationery, books and magazines	248,253	280,467	+ 13.0
10.	outer oner y, books and magazines	240,293	200,401	. 13.0
	Y I THE STATE OF T			
19.	All other departments, total	1,699,756	1,888,509	+ 11.1
**********		1	7	

<sup>(</sup>e) Change is less than 0.1 per cent.

