

63 005

DOES NOT CIRCULATE
NE PAS PRÉTER



CANADA
DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH

Vol. 11

No. 10

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

OCTOBER 1941

+ + +

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

+ + +

OTTAWA

1941

Price \$1 a year

Single copies 10 cents

BAU

TABLE OF CONTENTS

	<u>Page</u>
1. Summary of Retail Sales in Canada, October, 1941	1
2. Comparisons of Retail Sales in Canada for October, 1941, with Sales in Related Months, by Kind of Business	2
3. Regional Trends in Retail Trade, Third Quarter of 1941	3
4. Index Numbers of Retail Sales in Canada (Unadjusted and Adjusted for Differences in Number of Business Days and Seasonal Variations)	
(a) General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores, Women's Clothing Stores, Department Stores and Drug Stores	6
(b) Furniture Stores, Grocery and Meat Stores, Hardware Stores, Radio and Electrical Stores, Restaurants and Variety Stores	7
5. Index Numbers of Retail Sales in Canada by Economic Divisions	
(a) Men's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores	8
(b) Department Stores, Variety Stores and Drug Stores	9
6. Department Store Sales in Canada, by Selected Departments, October, 1940 and October, 1941	10

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, OCTOBER, 1941
(1935-1939 = 100)

The general level of retail purchasing in Canada during the month of October was up 11 per cent from September and was 16 per cent higher than in October a year ago according to indexes of dollar sales covering the operations of a representative number of firms in twelve trades dealing chiefly in foods, clothing and household requirements. The general unadjusted index of sales for the twelve trades and on the base 1935= 100 stands at 152.4 for October, 1941, 137.3 for September and at 131.9 for October a year ago.

The 16 per cent increase recorded in October of this year over last was approximately equal to the gain recorded for the year to date and was lower than the percentage increases for immediately preceding months. Compared with 1940, September sales this year were up 21 per cent, August, 18 per cent and July, 19 per cent. The 11 per cent increase between September and October was slightly in excess of the usual seasonal movement for this time of year, the general index of sales, when adjusted for differences in number of business days and for normal seasonal movements, advancing from 136.4 for September to 138.0 for October.

Restrictions on instalment buying introduced during the month under review are reflected in the sales figures for furniture stores and stores specializing in radios, musical instruments and electrical household appliances. Furniture store sales were only 2 per cent higher in October of this year than last, an increase far below the 13 per cent gain for the year to date. Radio and electrical store sales were 4 per cent higher in October of this year than last compared with a gain of 16 per cent for the year to date. These percentage changes are based on dollar sales and do not take into consideration the higher prices prevailing in 1941 than a year ago. Proper corrections for changes in retail prices would reveal a considerable reduction in the quantity of these goods sold.

All other trades for which data are available reported more substantial increases in October of this year over last, percentage gains in dollar sales ranging from 10 per cent for women's clothing stores to 23 per cent for candy stores being recorded. Department store sales gained 13 per cent; drug stores, 14 per cent; restaurants, 16 per cent; men's clothing stores, 16 per cent; hardware stores, 16 per cent; shoe stores, 17 per cent; variety stores 18 per cent and grocery and meat stores, 20 per cent. Jewellery store sales also gained 20 per cent.

Results on a regional basis, where available, indicate gains in the Prairie Provinces considerably below those for other sections of the country and gains in the Maritime Provinces more in line with those recorded in Central Canada than was formerly the case. Percentage increases in department store sales for the five economic divisions in October, 1941 over October, 1940 with figures for the year to date in brackets are as follows: Maritime Provinces, 18 per cent (25 per cent); Quebec, 21 per cent (17 per cent); Ontario, 16 per cent (18 per cent); Prairie Provinces, 3 per cent (14 per cent); British Columbia, 18 per cent (17 per cent). Corresponding ratios for grocery and meat stores are: Maritime Provinces, 26 per cent (15 per cent); Quebec, 23 per cent (14 per cent); Ontario, 20 per cent (17 per cent); Prairie Provinces, 15 per cent (11 per cent) and British Columbia, 18 per cent (13 per cent).

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

Kind of Business	October, 1941 + or - per cent compared with			Cumulative Indexes
	Oct. 1930	Oct. 1940	September 1941	Jan.-Oct., 1941 Jan.-Oct., 1940
General Index	+12.6	+15.5	+11.0	+16.5
Boot and Shoe Stores.....	+ 1.8	+16.6	+ 0.2	+18.3
Candy Stores	- 9.7	+22.8	+13.1	+18.8
Men's Clothing Stores.....	+13.3	+16.4	+31.8	+21.0
Women's Clothing Stores.....	+19.9	+10.4	+21.3	+18.3
Department Stores.....	+ 4.2	+13.3	+15.3	+17.2
Drug Stores	+24.7	+14.2	+ 8.5	+15.5
Furniture Stores.....	+ 3.5	+ 1.8	- 1.7	+12.9
Grocery and Meat Stores.....	+23.6	+20.4	+ 8.7	+14.7
Hardware Stores.....	+11.5	+16.0	+ 4.1	+17.9
Radio and Electrical Stores...	-30.0	+ 4.0	- 2.0	+15.8
Restaurants.....	-17.2	+15.5	+ 1.1	+15.9
Variety Stores.....	+81.6	+17.7	+13.5	+20.9

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

October, 1940 and October, 1941

Region	Sales in October, 1941 Compared with Sales in October, 1940	
	Boot and Shoe Stores	Jewellery Stores
CANADA.....	+16.6	+20.0
Maritime Provinces.....	+12.3	+37.3
Quebec.....	+23.0	+21.7
Ontario.....	+18.1	+21.8
Prairie Provinces.....	+10.5	+14.2
British Columbia.....	+ 6.9	+ 7.4

Regional Trends in Retail Trade

Introduction

Indexes of retail sales for various lines of business in the five economic divisions of Canada have been published by the Dominion Bureau of Statistics for a number of years. However, no attempt was made to measure the general trend in sales in each region of the country until this year. The April and July issues of this bulletin contained a summary giving comparisons of sales for the first two quarters of this year and last. Similar comparisons for the third quarter are given in the following paragraphs.

The results are the averages for eight trades giving representation to sales of food stores, clothing stores, department stores, variety stores, drug stores, new passenger cars and country general stores. The two latter items are not included in the regular monthly series. Exact comparisons cannot be made between the general indexes of sales based on the eight trades for which regional data are available and the general indexes based on 12 trades shown in the regular part of this report. Retail trade in Canada improved 14 per cent in the first nine months of this year over last according to the regional survey, whereas the increase in the general index for the 12 lines of business from which the monthly series is derived amounted to 17 per cent. The inclusion of results for new passenger cars and country general stores, whose increases over last year are more moderate than those recorded for other components, is largely responsible for the smaller increase recorded by the general index for the regional series than that shown in the general index for twelve lines of business.

Sales in the third quarter of 1941 increased 19 per cent from the third quarter of 1940 and 27 per cent over the similar period of 1939, according to the general index for Canada as derived from regional general indexes. Increases in the first and second quarters of this year over last amounted to 11 and 12 per cent. Sales in the first nine months of this year were 14 per cent above those to the end of September last year and 27 per cent higher than sales in the same period of 1939.

Maritime Provinces

Retail sales in the Maritime Provinces were up 20 per cent in the third quarter of this year over the corresponding period a year ago and averaged 34 per cent higher than in the same three months of 1939. The 20 per cent increase over the third quarter of last year compares with a gain of 15 per cent in the second quarter of this year over last and 12 per cent in the first quarter. Sales in the first nine months of this year increased 16 per cent over last year and 33 per cent over the corresponding period of 1939.

Department store sales stood 27 per cent higher during the third quarter of this year than last and were up 26 per cent for the nine-month period. Increases of 20 per cent in sales of both men's and women's clothing stores over the third quarter of last year were more moderate than gains recorded in the first half of the year. Sales to the end of September this year stood 29 per cent higher for men's clothing stores and 25 per cent higher for women's clothing stores than sales of the corresponding period a year ago. The dollar value of new passenger car sales was up 47 per cent in the third quarter, while the increase in the first nine months of this year over last was 6 per cent. Increases for other groups in the third quarter of 1941 over 1940, with comparisons for the first nine months in brackets, were as follows: country general stores, 14 per cent (8 per cent); drug stores, 21 per cent (23 per cent); grocery and meat stores, 18 per cent (13 per cent); variety stores, 23 per cent (29 per cent).

Quebec

Sales of retail stores in Quebec averaged 23 per cent higher in the third quarter of this year over last and were 31 per cent above sales in the same period of 1939. The increase in the most recent quarter is substantially larger than gains of 11 and 12 per cent recorded in the first and second quarters of this year over last. Cumulative indexes for the first nine months of 1941 were 15 per cent higher than those for last year and were up 24 per cent from 1939.

Grocery and meat store sales were up 21 per cent in the third quarter of this year over last, while sales in the first nine months showed improvement of 13 per cent over the corresponding period a year ago. Department store sales were up 21 per cent in the third quarter, as against an increase of 17 per cent for the nine-month period. Clothing store sales and variety store sales continued to lead other trades in extent of gains recorded over corresponding periods in preceding years. Sales of both men's and women's clothing increased about 27 per cent in the third quarter of this year compared with last, while sales of these groups were up 21 and 23 per cent respectively for the nine-month period. An increase of 25 per cent for variety stores in the third quarter was slightly higher than a 24 per cent increase in cumulative totals for the year to date. The dollar value of new passenger cars sold increased 52 per cent over the third quarter of last year, this gain contrasting with a 13 per cent increase for the first nine months of 1941 over last year. Country general stores in Quebec shared more fully in the general retail trade expansion than did such stores located in other regions of Canada. Increases of 18 per cent in the third quarter and 14 per cent for the first nine months surpassed those recorded in any other economic division of the country. Department store sales increased 21 per cent in the third quarter and 16 per cent in the first nine months of this year over last. Drug store sales were up 17 and 13 per cent in the same comparisons.

Ontario

Retail trade in Ontario was 20 per cent higher in the third quarter of 1941 over 1940 and 31 per cent above the corresponding period of 1939. Increases of 13 and 15 per cent over 1940 were recorded in the first and second quarters of this year. Sales averaged 16 per cent higher in the first nine months of this year over last and were up 30 per cent over the nine-month period of 1939.

An increase of 22 per cent for grocery and meat store sales in the third quarter of this year over last compares with gains of 12 and 15 per cent for the first two quarters and combined with these to effect a 17 per cent advance for the first nine months of this year over last. An increase of 14 per cent in sales of men's clothing stores in the third quarter of this year over last was considerably lower than the 23 per cent gain recorded in the nine-month comparison. A 17 per cent gain in sales of women's clothing stores was also below the advance recorded for the nine-month comparison which amounted to 21 per cent. Sales in department stores were 19 per cent higher in the July to September period of this year than last and almost similar to the 18 per cent increase for the year to date. Retail purchases of new passenger cars were valued 51 per cent higher in the third quarter of this year over last and recorded a gain of 8 per cent in the first nine months. Increases in the third quarter of this year over last for other groups, with increases for the nine-month period in brackets, were as follows: country general stores, 10 per cent (9 per cent); drug stores, 17 per cent (17 per cent); variety stores, 19 per cent (21 per cent).

Prairie Provinces

Retail sales in the Prairie Provinces were up 15 per cent in the third quarter of this year over last while a similar gain was recorded over the third quarter of 1939. Increases in earlier periods of this year over last amounted to 4 per cent in the first quarter and 8 per cent in the second quarter. Sales in the first nine months of this year were up 10 per cent over the corresponding period of 1940 and were 21 per cent above sales for the first nine months of 1939.

Increases over last year were more uniform for the various trades covered by this survey in the Prairie Provinces than elsewhere. Men's clothing store sales were up 19 per cent over the third quarter of 1940 and also over the first nine months of that year. Sales of women's clothing stores in the third quarter showed marked improvement over the two preceding quarters, an increase of 18 per cent for the latest three-month period comparing with a 13 per cent advance for the year to date. Increases in the third quarter of this year over last for other trades, with gains for the nine-month period in brackets, were as follows: country general stores, 9 per cent (6 per cent); department stores, 19 per cent (16 per cent); drug stores, 17 per cent (14 per cent); grocery and meat stores, 16 per cent (11 per cent); variety stores, 14 per cent (15 per cent). New passenger cars were up 26 per cent in the third quarter, but declined 12 per cent in the nine-month comparison.

British Columbia

British Columbia reported an increase of 16 per cent in retail trade in the third quarter of 1941 over 1940 and a gain of 27 per cent over the same period of 1939. Increases in the first and second quarters of this year over last were 13 and 9 per cent respectively. The increase for the first nine months of this year over last was 13 per cent, while improvement of 26 per cent was recorded over the same nine months of 1939.

Increases for the various trades, both for the third quarter and for the nine-month period, were as follows: country general stores, 10 per cent (6 per cent); men's clothing stores, 16 per cent (12 per cent); women's clothing stores, 13 per cent (12 per cent); department stores, 19 per cent (18 per cent); drug stores, 10 per cent (11 per cent); grocery and meat stores, 15 per cent (12 per cent); new passenger car sales, 51 per cent (11 per cent); variety store sales, 12 per cent (11 per cent).

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

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

Year and Month	General Index		Boots and Shoes		Candy(h)		Men's Clothing(c)		Women's Clothing		Departmental		Drugs	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B
October, 1929.....	159.2	142.6	161.6	163.1	188.5	196.2	235.1	184.5	147.2	149.2	168.3	139.4	123.1	122.1
October, 1930.....	135.4	120.9	130.2	130.4	149.0	153.9	149.4	115.9	136.9	137.2	153.3	126.5	113.6	112.3
October, 1931.....	115.9	102.9	119.8	116.5	148.0	145.7	110.7	83.7	120.7	117.8	123.6	103.9	105.2	101.7
October, 1932.....	95.5	88.4	98.8	99.0	105.6	107.8	95.3	75.3	88.6	90.5	106.3	93.3	94.1	93.6
October, 1933.....	91.1	87.8	89.9	96.3	98.2	105.8	92.3	77.1	82.9	89.4	106.3	94.7	84.7	86.2
October, 1934.....	97.9	91.3	90.7	84.5	96.8	101.1	113.7	92.0	91.2	95.3	109.8	94.5	89.6	89.4
October, 1935.....	102.7	95.2	94.1	98.0	98.5	102.5	118.4	95.1	96.5	100.1	114.9	98.5	92.9	92.1
October, 1936.....	114.7	100.2	110.5	107.4	104.0	102.4	138.2	103.6	132.9	101.3	124.4	104.6	103.9	97.5
October, 1937.....	118.8	107.3	116.9	117.1	101.8	103.2	142.1	109.8	137.8	108.2	123.3	107.7	109.7	104.9
October, 1938.....	110.7	100.9	102.0	102.2	90.8	92.7	118.4	92.9	121.2	96.6	115.2	101.1	108.9	105.2
October, 1939.....	117.9	111.1	103.0	97.3	88.6	95.5	133.8	110.9	130.7	110.1	132.4	118.0	107.1	105.8
October, 1940.....	131.9	120.1	113.7	104.4	109.5	114.0	145.5	115.9	148.6	120.3	141.1	120.9	124.1	119.5
October, 1941.....	152.4	138.0	132.6	120.8	134.5	138.9	169.3	133.3	164.1	131.3	159.8	136.4	141.7	135.9
1940														
November.....	135.7	123.0	128.6	130.4	105.1	120.5	160.3	120.1	146.8	124.9	150.9	128.5	116.9	115.5
December.....	174.1	130.9	146.8	107.0	226.5	124.0	199.7	125.6	193.6	133.0	210.2	132.2	161.9	131.6
1941														
January.....	102.3	124.5	80.0	114.2	86.0	117.2	91.8	121.4	88.1	121.3	93.1	123.5	117.9	124.1
February.....	101.5	130.5	67.0	134.6	124.0	134.3	82.4	139.5	79.9	137.3	94.8	126.1	112.4	124.6
March.....	119.2	129.3	99.8	142.6	102.4	124.2	104.4	130.0	114.8	135.8	111.6	125.0	123.9	125.8
April.....	135.7	135.2	148.8	128.3	171.5	129.6	146.9	143.4	169.9	135.4	132.2	133.4	120.8	125.1
May.....	143.0	134.5	142.8	121.9	130.3	124.4	135.5	137.2	142.1	134.2	134.3	129.2	126.8	126.5
June.....	133.8	134.3	155.5	117.9	89.6	122.5	137.5	134.9	133.2	123.7	123.7	123.1	122.8	133.4
July.....	122.4	134.9	114.7	119.8	101.9	121.4	111.8	136.2	111.0	132.1	102.2	132.5	128.0	130.9
August.....	134.1	146.5	114.1	147.4	128.6	137.6	114.1	147.6	119.2	160.8	120.4	146.1	132.2	131.6
September.....	137.3	136.4	132.3	111.8	118.9	130.8	128.5	130.5	135.3	144.4	138.6	136.6	130.6	130.8
October.....	152.4	138.0	132.6	120.8	134.5	138.9	169.3	133.3	164.1	131.3	159.8	136.4	141.7	135.9

(c) Includes men's furnishings.

(h) Candy indexes are based largely upon returns from retail candy chains.

1. Name of the person
 2. Address
 3. Date of birth
 4. Sex
 5. Religion
 6. Education
 7. Occupation
 8. Marital status
 9. Family size
 10. Income
 11. Assets
 12. Liabilities
 13. Health
 14. Habits
 15. Other

No.	Name	Address	Date of Birth	Sex	Religion	Education	Occupation	Marital Status	Family Size	Income	Assets	Liabilities	Health	Habits	Other
1															
2															
3															
4															
5															
6															
7															
8															
9															
10															
11															
12															
13															
14															
15															
16															
17															
18															
19															
20															
21															
22															
23															
24															
25															
26															
27															
28															
29															
30															
31															
32															
33															
34															
35															
36															
37															
38															
39															
40															
41															
42															
43															
44															
45															
46															
47															
48															
49															
50															

This form is to be filled up by the person himself or by a person authorized by him in this behalf.

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

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

Year and Month	Furniture		Groceries and Meats		Hardware		Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B	A	B	A	B	A	B
October, 1929.....	165.5	152.9	137.1	134.5	169.2	139.0	325.1	213.2	188.0	184.6	100.0	93.0
October, 1930.....	133.0	109.6	117.7	113.7	147.3	121.0	220.0	144.3	156.8	153.4	95.2	88.2
October, 1931.....	127.4	106.2	109.1	100.9	106.8	91.1	162.1	113.6	125.0	121.1	99.0	88.7
October, 1932.....	82.0	70.8	91.6	88.9	87.9	78.0	97.9	74.0	94.6	93.2	84.3	78.1
October, 1933.....	78.9	72.2	85.6	89.1	87.0	77.2	81.8	62.7	88.5	88.0	77.7	76.6
October, 1934.....	96.7	85.4	90.1	91.2	104.3	89.0	106.1	78.8	93.8	92.2	83.2	79.8
October, 1935.....	111.6	98.6	93.0	93.0	106.2	90.6	122.0	90.6	101.4	99.5	91.8	88.6
October, 1936.....	130.4	112.6	102.8	95.0	116.4	99.3	137.5	107.0	103.8	100.6	104.0	94.1
October, 1937.....	129.9	116.1	111.4	106.1	119.0	105.5	134.1	108.6	107.0	105.0	114.1	106.3
October, 1938.....	117.4	99.6	103.2	100.1	124.1	110.1	124.5	100.8	99.2	97.7	113.1	105.8
October, 1939.....	130.6	113.5	103.9	108.2	125.8	111.6	129.2	104.6	103.3	102.7	120.7	120.2
October, 1940.....	135.2	113.4	120.8	120.8	141.6	120.8	148.2	115.4	112.5	110.4	146.9	141.7
October, 1941.....	137.7	115.5	145.5	143.4	164.3	140.1	154.1	119.9	129.9	127.1	172.9	166.2
<u>1940</u>												
November.....	122.9	112.1	126.1	119.0	126.0	123.6	146.2	114.7	109.2	113.9	153.8	143.8
December.....	165.8	145.3	135.5	128.1	146.2	136.8	224.4	165.9	117.8	114.9	276.2	146.0
<u>1941</u>												
January.....	83.1	124.6	118.0	122.0	82.2	134.3	115.3	143.1	109.3	115.0	96.9	151.4
February.....	103.6	132.8	117.0	127.3	77.7	142.4	110.4	148.5	103.2	116.9	103.8	153.6
March.....	112.7	131.3	134.7	126.9	97.9	137.2	120.3	145.6	117.0	118.8	121.0	150.9
April.....	137.9	127.4	132.2	136.5	137.5	134.9	146.3	160.5	118.2	118.7	143.4	157.0
May.....	174.3	139.1	146.8	141.4	169.0	125.6	167.4	144.0	119.2	115.6	159.8	159.7
June.....	131.5	137.6	139.4	145.7	153.6	131.6	138.9	155.6	114.4	116.5	154.0	154.8
July.....	115.3	148.1	133.0	136.3	149.3	133.1	134.5	169.1	125.2	119.4	152.2	152.7
August.....	138.8	135.5	146.0	148.3	149.6	142.4	136.9	174.4	134.3	124.4	158.9	163.1
September.....	140.1	121.8	133.8	139.2	157.8	134.2	157.2	134.7	123.5	124.1	152.3	162.6
October.....	137.7	115.5	145.5	143.4	164.3	140.1	154.1	119.9	129.9	127.1	172.9	166.2

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores ^(c)						
October, 1936 ..	138.2	113.4	129.6	136.9	173.9	137.8
October, 1937 ..	142.1	120.9	136.9	150.2	142.0	133.0
October, 1938 ..	118.4	100.6	105.5	113.7	171.5	116.4
October, 1939 ..	133.8	119.4	115.3	131.4	190.6	127.6
October, 1940 ..	145.5	165.2	134.3	145.3	166.0	130.2
October, 1941 ..	169.3	204.9	171.1	167.5	170.5	140.7
<u>1941</u>						
May	135.5	174.7	142.8	133.5	122.7	110.4
June	137.5	173.9	142.9	136.1	125.8	115.2
July	111.8	164.6	114.6	102.4	106.4	115.6
August	114.1	156.3	120.6	108.0	93.8	121.9
September	128.5	157.2	122.8	124.9	136.3	127.6
October	169.3	204.9	171.1	167.5	170.5	140.7
% Change.						
<u>October, 1941</u>	+16.4	+24.0	+27.4	+15.3	+ 2.7	+ 8.1
October, 1940						
% Change.						
<u>Jan.-Oct., 1941</u>	+21.0	+28.2	+21.8	+22.2	+16.2	+11.7
Jan.-Oct., 1940						
Women's Clothing Stores						
October, 1936 ..	132.9	117.1	132.0	134.8	143.6	115.9
October, 1937 ..	137.8	126.3	136.7	144.6	132.5	119.3
October, 1938 ..	121.2	112.6	116.5	118.6	143.9	116.7
October, 1939 ..	130.7	125.9	121.0	131.3	150.3	127.6
October, 1940 ..	148.6	172.6	143.2	147.4	160.8	140.8
October, 1941 ..	186.1	175.8	170.9	164.1	161.9	142.4
<u>1941</u>						
May	142.1	193.2	147.8	137.7	129.5	145.7
June	133.2	163.4	142.7	129.8	115.6	137.0
July	111.0	133.5	108.0	108.9	105.6	129.2
August	119.2	157.0	119.4	119.8	105.1	120.7
September	135.3	156.9	130.0	133.0	132.7	156.6
October	164.1	175.8	170.9	164.1	161.9	142.4
% Change.						
<u>October, 1941</u>	+10.4	+ 1.9	+19.3	+11.3	+ 0.7	+ 1.1
October, 1940						
% Change.						
<u>Jan.-Oct., 1941</u>	+18.3	+21.4	+22.3	+19.3	+11.0	+11.3
Jan.-Oct., 1940						
Grocery and Meat Stores						
October, 1936 ..	102.8	(g)	99.8	103.8	108.6	99.5
October, 1937 ..	111.4	(g)	107.4	111.2	119.4	114.8
October, 1938 ..	103.2	(g)	105.0	103.6	102.5	95.0
October, 1939 ..	103.9	104.7	103.7	102.2	110.4	102.3
October, 1940 ..	120.8	122.2	114.8	121.6	130.4	121.4
October, 1941 ..	145.5	154.2	140.7	146.1	150.0	142.7
<u>1941</u>						
May	146.8	141.0	144.1	150.6	144.4	146.4
June	139.4	132.3	141.4	136.1	146.8	146.2
July	133.0	137.8	121.3	134.6	148.6	136.9
August	146.0	150.8	131.1	145.8	171.0	156.6
September	133.8	147.4	126.1	132.0	146.8	134.1
October	145.5	154.2	140.7	146.1	150.0	142.7
% Change.						
<u>October, 1941</u>	+20.4	+26.2	+22.6	+20.1	+15.0	+17.5
October, 1940						
% Change.						
<u>Jan.-Oct., 1941</u>	+14.7	+14.6	+13.9	+16.9	+10.8	+12.7
Jan.-Oct., 1940						

(c) Includes men's furnishings.

(g) Not available.

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
October, 1936	124.4	114.8	111.9	116.3	146.8	118.6
October, 1937	123.3	121.2	117.7	121.9	130.5	118.8
October, 1938	115.2	101.3	110.5	107.5	131.9	114.7
October, 1939	132.4	123.4	121.5	120.5	161.9	120.2
October, 1940	141.1	152.1	135.9	136.6	149.0	136.9
October, 1941	159.8	179.9	164.5	158.6	153.3	161.6
1941						
May	134.3	155.9	143.1	138.2	122.4	126.6
June	123.7	147.0	129.0	125.2	114.5	120.8
July	102.2	127.5	97.4	97.9	97.1	119.1
August	120.4	137.2	120.1	121.7	107.0	138.0
September	138.6	150.6	140.6	138.0	131.7	147.5
October	159.8	179.9	164.5	158.6	153.3	161.6
% Change.						
October, 1941	+13.3	+18.3	+21.0	+16.1	+ 2.9	+18.0
October, 1940						
Jan.-Oct., 1941	+17.2	+25.2	+17.1	+17.9	+13.9	+17.4
Jan.-Oct., 1940						

Variety Stores						
October, 1936	104.0	103.5	98.3	105.1	116.1	98.5
October, 1937	114.1	112.9	114.1	116.8	113.1	101.6
October, 1938	113.1	113.4	117.1	109.7	123.3	103.9
October, 1939	120.7	134.4	121.8	115.8	135.8	107.5
October, 1940	146.9	184.2	150.4	138.5	163.0	118.2
October, 1941	172.9	219.8	183.7	164.6	173.4	133.3
1941						
May	159.8	230.5	184.2	151.4	140.9	118.1
June	151.0	296.7	172.3	144.5	144.0	118.1
July	151.2	196.2	140.3	143.1	152.0	128.6
August	152.3	208.8	170.9	150.5	141.8	142.2
September	152.3	207.1	162.9	151.3	148.9	132.3
October	172.9	219.8	183.7	164.6	173.4	133.3
% Change.						
October, 1941	+17.7	+19.3	+22.1	+18.8	+ 6.4	+12.8
October, 1940						
% Change.						
Jan.-Oct., 1941	+20.9	+28.0	+23.6	+21.0	+14.0	+11.0
Jan.-Oct., 1940						

Drug Stores						
October, 1936	103.9	100.5	101.5	100.3	115.6	108.3
October, 1937	109.7	111.7	107.2	106.7	115.4	118.8
October, 1938	108.9	104.1	107.2	104.2	122.8	114.5
October, 1939	107.1	104.5	108.3	101.2	120.6	111.9
October, 1940	124.1	129.2	120.9	118.5	138.4	128.4
October, 1941	141.7	150.7	138.4	135.9	155.9	144.4
1941						
May	126.8	140.7	121.1	128.7	125.8	119.6
June	122.8	133.7	118.7	125.6	120.2	112.6
July	128.0	145.5	122.2	128.8	126.6	124.9
August	132.2	149.3	126.4	132.5	132.7	128.2
September	130.6	143.7	127.2	129.9	132.5	127.6
October	141.7	150.7	138.4	135.9	155.9	144.4
% Change.						
October, 1941	+14.2	+16.6	+14.5	+14.7	+12.6	+12.5
October, 1940						
% Change.						
Jan.-Oct., 1941	+15.5	+22.0	+13.0	+16.8	+14.1	+11.4
Jan.-Oct., 1940						

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

OCTOBER, 1940 AND OCTOBER, 1941

(Based on sales of 17 firms)

	October 1940	October 1941	% Change 1941/40
TOTAL SALES.....	24,830,225	28,422,828	+14.5
1. Women's dresses, coats and suits.....	2,937,324	3,221,016	+ 9.7
2. Girls' and infants' wear.....	1,185,556	1,407,303	+18.7
3. Hosiery and gloves.....	1,185,783	1,300,735	+ 9.7
4. Lingerie and corsets.....	1,089,036	1,204,931	+10.6
5. Millinery.....	378,460	378,791	+ 0.1
6. Women's and children's apparel--(Total, 1-5)..	6,776,159	7,512,776	+10.9
7. Men's and boys' clothing and furnishings.....	3,405,014	3,828,505	+12.4
8. Drugs and toilet articles and preparations....	561,548	683,286	+21.7
9. Piece goods.....	1,908,843	2,183,354	+14.4
10. Smallwares.....	837,113	951,092	+13.6
11. Food and kindred products.....	1,933,285	2,356,985	+21.9
12. Furniture (including mattresses and springs)..	1,304,346	1,471,016	+12.8
13. Home furnishings.....	1,742,400	2,021,658	+16.0
14. Household appliances and electrical supplies..	752,062	880,081	+17.0
15. Hardware and kitchen utensils.....	745,201	908,587	+21.9
16. Radios, musical instruments and supplies.....	379,607	393,263	+ 3.6
17. Shoes and other footwear.....	1,838,478	2,046,842	+11.3
18. Stationery, books and magazines.....	297,004	356,495	+20.0
19. All other departments, total.....	2,349,165	2,828,888	+20.4



1010736119

Year	Population	Area	Population Density
1950	10,000,000	1,000,000	100
1951	10,100,000	1,000,000	101
1952	10,200,000	1,000,000	102
1953	10,300,000	1,000,000	103
1954	10,400,000	1,000,000	104
1955	10,500,000	1,000,000	105
1956	10,600,000	1,000,000	106
1957	10,700,000	1,000,000	107
1958	10,800,000	1,000,000	108
1959	10,900,000	1,000,000	109
1960	11,000,000	1,000,000	110
1961	11,100,000	1,000,000	111
1962	11,200,000	1,000,000	112
1963	11,300,000	1,000,000	113
1964	11,400,000	1,000,000	114
1965	11,500,000	1,000,000	115
1966	11,600,000	1,000,000	116
1967	11,700,000	1,000,000	117
1968	11,800,000	1,000,000	118
1969	11,900,000	1,000,000	119
1970	12,000,000	1,000,000	120