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CANADA  
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DOMINION BUREAU OF STATISTICS  
INTERNAL TRADE BRANCH

Vol. 11

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MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

DECEMBER 1941

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

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Acting Dominion Statistician:	S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.
Chief, Internal Trade Branch:	Herbert Marshall, B.A., F.S.S.
Statistician:	A. C. Steedman, B.A.

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MONTHLY INDEXES OF RETAIL SALES, DECEMBER, 1941

(1935-1939 = 100)

Brisk Christmas trading resulting from increased purchasing power in consumers' hands is reflected in retail trade statistics for December as reported to the Dominion Bureau of Statistics by a representative number of retail stores giving representation to twelve different lines of business. The amount of money spent by consumers in retail trading establishments in December, 1941 was 16 per cent above December, 1940 and exceeded that of any other month in the records of the past thirteen years. The composite index of sales, in the calculation of which each of the twelve components is given its proper weight, stands at 201.5 for December, 1941, at 146.6 for November, 1941 and at 174.1 for December, 1940. The previous high record was in December, 1929 when the index stood at 174.4.

With the exception of stores specializing in the sale of furniture, radios or electrical household appliances, all lines of business for which separate figures are available registered increased sales compared with December, 1940. Enhanced prices arising from increased excise taxes, reduced quotas on production and restrictions on instalment buying combined to effect a decrease of 26 per cent in the dollar business transacted by radio or electrical appliance specialty stores in December, 1941 compared with the preceding year. November sales were also below November, 1940, but declines during these months were rather more than offset by earlier increases, annual sales for 1941 standing 6 per cent above the dollar volume recorded for 1940. Furniture store sales were 19 per cent lower in December, 1941 than in December, 1940 and were up 7 per cent in the annual comparison. Adjustments for price increases would reveal reduced volume in 1941.

Shoe store sales ranged 38 per cent higher in December, 1941 than in the corresponding month of 1940. Part of this marked increase must be attributed to the fact that a considerable portion of the shoe trade normally transacted in December was transacted in November in 1940, cold weather conditions prevailing in the latter part of that month advancing the usual shoe trade season. The December increase in Quebec was outstanding, amounting to 55 per cent while increases for other regions were 28 per cent in the Maritime Provinces, 39 per cent in Ontario, 27 per cent in the Prairie Provinces and 14 per cent in British Columbia. Annual sales for the Dominion averaged 19 per cent higher in 1941 than in 1940.

Stores specializing in men's clothing or men's furnishings transacted 20 per cent more dollar business in December, 1941, than in December, 1940, while sales for the year were up by a similar percentage. Gains, both for the month of December and also for the year, were greater in Central and Eastern Canada than in the West. Percentage increases between December of 1941 and 1940 for each of the five regions of the country with percentage gains for the year in brackets are as follows: Maritime Provinces, 21 per cent (26 per cent); Quebec, 27 per cent (21 per cent); Ontario, 21 per cent (21 per cent); Prairie Provinces, 12 per cent (13 per cent); British Columbia, 10 per cent (11 per cent).

Women's specialty store sales were up 16 per cent in December, 1941, over 1940, while the annual comparison reveals a gain of 17 per cent. Regional results for this trade resemble those for men's clothing stores, with most pronounced gains in Central and Eastern Canada. December increases for the various regions with annual results in brackets follow: Maritime Provinces, 17 per cent (19 per cent); Quebec, 24 per cent (22 per cent); Ontario, 15 per cent (17 per cent); Prairie Provinces, 7 per cent (9 per cent); British Columbia, 13 per cent (11 per cent).

Department store sales were up 14 per cent in December, 1941 compared with 1940, while sales for the year 1941 averaged 15 per cent above the preceding twelve-month period. The Quebec increase of 18 per cent in December, 1941, over 1940 exceeded uniform gains of approximately 13 per cent for each of the other four economic divisions, while the Maritime Provinces stand highest in point of view of increased sales for the year.



Percentage increases for December with annual averages in brackets are as follows: Maritime Provinces, 13 per cent (22 per cent); Quebec, 18 per cent (16 per cent); Ontario, 14 per cent (16 per cent); Prairie Provinces, 13 per cent (12 per cent); British Columbia, 13 per cent (16 per cent).

A comparison of department store sales by departments for December, 1940 and 1941, shows the household appliance and electrical supplies department down 15 per cent; the radio and musical instrument department down 12 per cent; an increase of 2 per cent for the furniture department and increases of considerable magnitude for the other departments for which separate data are compiled. Women's and children's apparel departments gained 15 per cent while men's and boys' clothing and furnishings were up 18 per cent. Piece goods increased 19 per cent and the shoe department was up 23 per cent. December figures for other departments and annual totals by departments for 1940 and 1941 will be found in the attached tables.

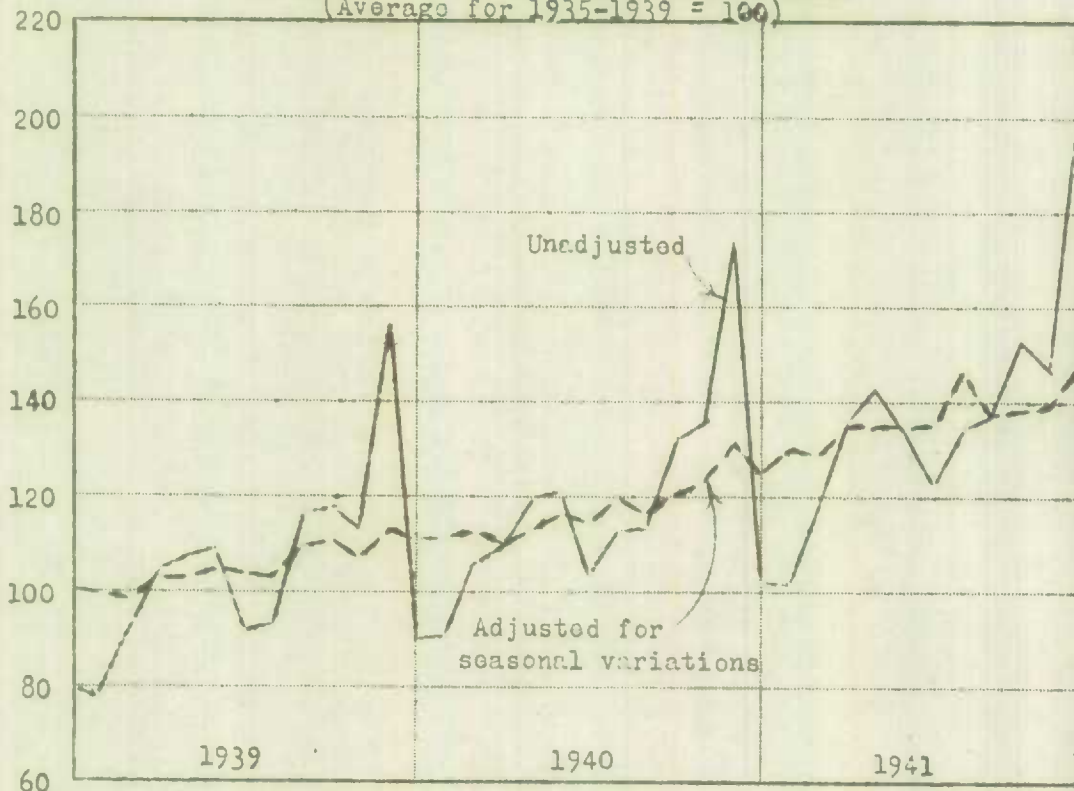
December sales of drug stores increased 36 per cent over November, 1941, and were 13 per cent above December, 1940, while sales for the year 1941 averaged 15 per cent above the preceding year. The 36 per cent increase from November was considerably in excess of the usual seasonal movement with the result that the seasonally adjusted index of drug store sales advanced from 135.9 in November to 145.9 in December. Increases over December, 1940, were reported in all sections, percentage increases between December, 1940 and 1941, for each of the five economic divisions with annual increases in brackets are as follows: Maritime Provinces, 14 per cent (21 per cent); Quebec, 7 per cent (13 per cent); Ontario, 16 per cent (17 per cent); Prairie Provinces, 11 per cent (14 per cent); British Columbia, 12 per cent (11 per cent).

Customers spent 20 per cent more money in grocery and meat stores in December, 1941, than in December, 1940, while sales for the year advanced 15 per cent. The December increase was higher in the Maritime Provinces than elsewhere, while annual increases were fairly uniform for Central and Eastern Canada. Percentage increases between December of 1940 and 1941 for each of the five divisions with annual gains in brackets stand as follows: Maritime Provinces, 30 per cent (17 per cent); Quebec, 21 per cent (15 per cent); Ontario, 13 per cent (17 per cent); Prairie Provinces, 14 per cent (11 per cent); British Columbia, 15 per cent (13 per cent).

Sales of hardware stores gained 23 per cent between November and December and were 17 per cent higher than in December, 1940, an increase similar to that recorded in the annual totals. Restaurants receipts increased 18 per cent in December, 1941 over 1940, while annual figures were up 16 per cent.

Variety stores continued the increase in business recorded in results for earlier months. December sales of variety stores gained 90 per cent over November and stood 21 per cent over December, 1940. The 90 per cent increase over November was somewhat greater than the usual seasonal movement for this time of the year; the seasonally

General Index of Retail Sales, 1939-1941  
(Average for 1935-1939 = 100)



adjusted index rising from 171.6 in November to 175.0 in December. Annual sales for this trade were up 20 per cent.

Jewellery store sales increased 8 per cent over December, 1940. Gains of 23 and 12 per cent in the Maritimes and Quebec were modified by smaller gains in Ontario and British Columbia and by a 4 per cent decrease in the Prairies.



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

Kind of Business	December, 1941 + or - per cent compared with			Cumulative Indexes
	December 1930	December 1940	November 1941	<u>Jan.-Dec., 1941</u> Jan.-Dec., 1940
General Index .....	+27.0	+15.7	+37.4	+15.6
Foot and Shoe Stores .....	+16.3	+38.1	+58.0	+18.7
Candy Stores .....	+15.7	+42.1	+141.2	+23.4
Men's Clothing Stores .....	+68.9	+20.3	+37.4	+19.5
Women's Clothing Stores .....	+ 5.5	+16.1	+44.6	+16.7
Department Stores .....	+26.4	+13.9	+54.1	+15.2
Drug Stores .....	+45.2	+13.0	+36.2	+15.1
Furniture Stores .....	- 6.0	-19.3	+33.1	+ 6.5
Grocery and Meat Stores .....	+28.6	+19.6	+12.7	+15.1
Hardware Stores .....	+26.8	+17.2	+23.3	+17.2
Radio and Electrical Stores ..	-38.7	-25.6	+44.7	+ 6.2
Restaurants .....	- 8.0	+17.6	+ 9.7	+16.3
Variety Stores .....	+101.6	+20.8	+90.3	+20.4

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

December, 1940 and December, 1941

Region	Sales in December, 1941 Compared with Sales in December, 1940	
	Foot and Shoe Stores	Jewellery Stores
CANADA.....	+38.1	+ 8.1
Maritime Provinces.....	+27.5	+22.8
Quebec.....	+54.9	+11.8
Ontario.....	+39.1	+ 8.6
Prairie Provinces .....	+27.0	+ 4.1
British Columbia.....	+13.8	+ 4.9

Date	Particulars	Debit	Credit	Balance
1880	Jan 1			
	Jan 2			
	Jan 3			
	Jan 4			
	Jan 5			
	Jan 6			
	Jan 7			
	Jan 8			
	Jan 9			
	Jan 10			
	Jan 11			
	Jan 12			
	Jan 13			
	Jan 14			
	Jan 15			
	Jan 16			
	Jan 17			
	Jan 18			
	Jan 19			
	Jan 20			
	Jan 21			
	Jan 22			
	Jan 23			
	Jan 24			
	Jan 25			
	Jan 26			
	Jan 27			
	Jan 28			
	Jan 29			
	Jan 30			
	Jan 31			

STATE OF NEW YORK  
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Date	Particulars	Amount
1880	Jan 1	
	Jan 2	
	Jan 3	
	Jan 4	
	Jan 5	
	Jan 6	
	Jan 7	
	Jan 8	
	Jan 9	
	Jan 10	
	Jan 11	
	Jan 12	
	Jan 13	
	Jan 14	
	Jan 15	
	Jan 16	
	Jan 17	
	Jan 18	
	Jan 19	
	Jan 20	
	Jan 21	
	Jan 22	
	Jan 23	
	Jan 24	
	Jan 25	
	Jan 26	
	Jan 27	
	Jan 28	
	Jan 29	
	Jan 30	
	Jan 31	



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
December, 1929.....	174.4	137.0	207.1	153.1	345.9	196.6	160.5	130.9	237.5	134.1	201.7	136.0	135.1	119.4
December, 1930.....	158.6	120.8	174.3	125.8	278.3	153.1	142.3	112.4	213.1	116.5	189.4	123.7	126.0	109.2
December, 1931.....	139.7	106.0	164.9	119.0	265.4	146.1	119.4	94.3	193.5	105.8	167.8	109.2	120.1	103.4
December, 1932.....	114.3	82.4	136.7	92.1	225.6	116.4	106.0	77.6	180.9	91.6	129.3	82.2	106.1	89.1
December, 1933.....	112.5	83.5	127.9	86.9	192.5	102.3	97.7	73.7	178.3	93.0	134.0	88.6	101.6	86.9
December, 1934.....	121.2	90.3	161.7	104.0	198.1	106.1	125.6	96.7	176.8	94.0	149.6	99.3	105.3	91.0
December, 1935.....	125.9	94.6	156.0	103.5	200.5	113.9	134.5	93.6	179.5	101.3	152.7	97.8	108.7	96.1
December, 1936.....	136.3	101.4	147.2	92.9	196.9	108.4	166.5	101.4	152.1	99.2	167.2	103.4	126.0	99.8
December, 1937.....	147.9	111.1	172.0	114.5	194.2	111.3	174.3	109.7	155.2	104.6	174.8	107.6	133.3	105.2
December, 1938.....	144.3	99.9	139.0	81.9	187.3	93.1	163.7	92.4	153.6	94.7	171.7	101.8	131.2	101.3
December, 1939.....	157.1	112.3	143.9	98.5	198.6	101.7	178.8	104.0	168.0	106.7	188.9	116.4	141.6	111.4
December, 1940.....	174.1	130.7	146.8	107.0	226.5	124.0	199.7	125.6	193.6	133.0	210.2	132.2	161.9	131.6
December, 1941.....	201.5	147.2	202.7	144.2	321.8	170.7	240.3	146.4	224.8	149.6	239.4	145.8	183.0	145.9
<u>1941</u>														
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.....	117.2	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.....	115.7	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.....	142.0	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	133.1	121.3	134.5	139.0	168.8	132.9	164.2	131.4	160.0	136.5	141.6	135.8
November.....	146.6	138.1	128.3	134.0	133.4	158.2	174.9	136.1	155.5	137.4	155.4	137.6	134.4	135.9
December.....	201.5	147.2	202.7	144.2	321.8	170.7	240.3	146.4	224.8	149.6	239.4	145.8	183.0	145.9

(c) Includes men's furnishings.

(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.  
(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
December, 1929.....	177.5	144.4	137.2	134.6	165.8	151.0	306.4	184.9	177.8	173.4	161.5	90.4
December, 1930.....	142.3	111.8	126.0	120.6	135.2	118.4	272.5	158.1	150.6	145.0	168.2	91.9
December, 1931.....	123.2	97.5	111.0	105.8	112.9	98.9	169.5	99.5	125.6	120.9	165.7	90.2
December, 1932.....	77.3	63.9	98.2	94.8	72.7	63.7	109.0	66.0	98.7	93.8	142.9	.7
December, 1933.....	79.7	71.2	94.0	83.6	77.7	70.8	99.8	64.4	89.8	86.4	140.7	73.7
December, 1934.....	95.6	86.2	90.1	82.0	95.5	87.0	122.0	78.8	95.7	92.4	156.5	82.3
December, 1935.....	102.2	94.4	96.4	91.2	98.0	89.2	123.1	79.5	104.1	101.5	166.8	88.1
December, 1936.....	125.6	112.0	109.2	100.4	106.3	93.1	148.7	105.7	113.8	109.5	191.1	98.2
December, 1937.....	124.0	113.2	124.5	119.2	113.4	99.3	143.0	101.6	108.9	104.5	209.1	113.7
December, 1938.....	121.2	100.2	121.4	101.1	114.0	102.6	136.9	97.3	103.2	98.1	218.2	104.7
December, 1939.....	139.5	119.4	129.3	110.9	125.6	117.5	146.3	108.1	109.8	105.7	248.1	122.7
December, 1940.....	165.8	145.3	135.5	128.1	146.2	136.8	224.4	165.9	117.8	114.9	280.7	148.3
December, 1941.....	133.8	113.1	162.0	149.5	171.4	154.2	167.0	118.7	138.5	133.3	339.1	175.0
<b>1941</b>												
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	134.7	124.8	158.9	163.1
September.....	140.1	121.8	133.7	139.1	157.8	134.2	157.2	134.7	129.7	125.3	152.3	162.6
October.....	137.9	115.7	145.2	143.0	164.4	140.2	151.3	117.8	131.0	128.2	173.0	166.2
November.....	100.5	94.9	143.7	140.8	139.0	141.7	115.4	94.2	126.2	133.8	178.2	171.6
December.....	133.8	113.1	162.0	149.5	171.4	154.2	167.0	118.7	138.5	133.3	339.1	175.0



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)						
December, 1936 ..	166.5	173.8	152.9	174.2	149.1	184.5
December, 1937 ..	174.3	183.4	166.1	181.0	149.5	192.4
December, 1938 ..	163.7	171.7	145.4	173.8	149.8	176.6
December, 1939 ..	178.8	208.4	151.6	138.6	171.9	189.9
December, 1940 ..	199.7	250.8	171.9	212.0	178.8	201.6
December, 1941 ..	240.3	304.5	217.8	256.8	200.1	222.3
<u>1941</u>						
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 .....	168.8	197.1	169.2	168.7	170.5	141.4
November .....	174.9	223.1	166.6	175.9	179.9	143.8
December .....	240.3	304.5	217.8	256.8	200.1	222.3
Change, December, 1941 December, 1940	+20.3	+21.4	+26.7	+21.1	+11.9	+10.3
Change, Jan.-Dec., 1941 Jan.-Dec., 1940	+19.5	+26.0	+21.0	+20.7	+13.2	+10.8
Women's Clothing Stores						
December, 1936 ..	152.1	144.2	144.1	160.1	145.8	146.3
December, 1937 ..	155.2	174.5	145.7	164.3	144.6	142.8
December, 1938 ..	153.6	165.2	140.0	161.8	153.8	144.2
December, 1939 ..	168.0	195.4	151.7	177.6	166.9	154.8
December, 1940 ..	193.6	227.6	182.7	205.1	178.0	173.7
December, 1941 ..	224.8	266.4	226.6	236.1	190.4	196.1
<u>1941</u>						
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 .....	164.2	180.3	171.4	164.2	158.4	145.2
November .....	155.5	188.3	144.0	161.3	159.1	139.0
December .....	224.8	266.4	226.4	236.1	190.4	196.1
% Change, December, 1941 December, 1940	+16.1	+17.0	+24.0	+15.1	+ 7.0	+12.9
% Change, Jan.-Dec., 1941 Jan.-Dec., 1940	+16.7	+19.3	+21.7	+17.4	+ 8.7	+10.6
Grocery and Meat Stores						
December, 1936 ..	109.2	(g)	103.9	111.5	106.1	122.9
December, 1937 ..	124.5	(g)	119.9	126.6	121.9	134.9
December, 1938 ..	121.4	(g)	124.9	127.6	103.7	102.9
December, 1939 ..	129.3	131.0	128.4	132.2	123.7	123.2
December, 1940 ..	135.5	136.3	130.6	141.6	128.6	130.9
December, 1941 ..	162.0	177.4	158.4	167.7	146.9	150.8
<u>1941</u>						
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 .....	133.7	147.4	126.1	132.0	146.0	134.1
October .....	145.2	154.2	140.7	145.9	148.0	142.6
November .....	143.7	156.5	134.4	148.6	141.8	139.1
December .....	162.0	177.4	158.4	167.7	146.9	150.8
% Change, December, 1941 December, 1940	+19.6	+30.2	+21.3	+18.4	+14.2	+15.2
Change, Jan.-Dec., 1941 Jan.-Dec., 1940	+15.1	+16.8	+14.5	+16.8	+10.8	+12.8

(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						
December, 1936 ..	167.2	174.0	162.8	174.9	160.6	158.8
December, 1937 ..	174.8	184.2	179.3	183.1	161.2	168.8
December, 1938 ..	171.7	169.5	180.1	175.6	163.0	171.0
December, 1939 ..	188.9	204.6	198.1	195.3	177.9	173.5
December, 1940 ..	210.2	245.3	215.3	218.9	192.3	197.2
December, 1941 ..	239.4	276.7	253.0	249.0	217.1	222.4
<u>1941</u>						
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	149.7	140.6	138.2	131.7	147.5
October .....	160.0	180.7	163.7	158.5	154.5	161.0
November .....	155.4	181.3	148.5	153.2	157.9	150.0
December .....	239.4	276.7	253.0	249.0	217.1	222.4
% Change,						
December, 1941	+13.9	+12.8	+17.5	+13.8	+12.9	+12.8
December, 1940						
% Change,						
Jan.-Dec., 1941	+15.2	+22.3	+15.9	+15.6	+12.0	+15.7
Jan.-Dec., 1940						
Variety Stores						
December, 1936 ..	191.1	198.0	166.6	197.7	191.8	220.3
December, 1937 ..	209.1	225.2	191.7	217.4	190.1	226.1
December, 1938 ..	218.2	231.0	199.7	221.5	220.9	239.0
December, 1939 ..	248.1	302.9	227.6	242.6	264.2	257.4
December, 1940 ..	280.7	368.5	257.2	278.1	281.7	268.7
December, 1941 ..	339.1	447.0	328.0	332.2	332.8	301.8
<u>1941</u>						
July .....	152.2	196.2	160.7	143.1	152.0	128.6
August .....	158.9	207.4	170.9	150.5	141.8	141.2
September .....	152.3	202.1	162.7	141.3	148.9	132.3
October .....	173.0	220.3	184.4	164.3	173.4	133.3
November .....	178.2	240.1	175.5	174.3	176.8	141.5
December .....	339.1	447.0	328.0	332.2	332.8	301.8
% Change,						
December, 1941	+20.8	+21.3	+27.5	+19.5	+18.1	+12.3
December, 1940						
% Change,						
Jan.-Dec., 1941	+20.4	+26.3	+23.6	+20.3	+14.2	+11.2
Jan.-Dec., 1940						
Drug Stores						
December, 1936 ..	126.0	139.6	114.4	125.0	132.4	133.7
December, 1937 ..	133.3	151.1	123.2	134.2	131.4	140.7
December, 1938 ..	131.2	131.8	120.7	131.9	138.0	135.5
December, 1939 ..	141.6	160.1	127.6	139.8	152.2	145.2
December, 1940 ..	161.9	196.5	154.9	156.5	169.5	163.1
December, 1941 ..	183.0	223.5	164.9	182.1	188.9	182.9
<u>1941</u>						
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	143.4	127.2	129.9	132.5	127.6
October .....	141.6	151.7	138.9	135.3	155.4	145.5
November .....	134.4	149.3	134.5	137.1	126.4	123.4
December .....	183.0	223.5	164.9	182.1	188.9	182.9
% Change,						
December, 1941	+13.0	+13.7	+ 6.5	+16.4	+11.4	+12.1
December, 1940						
% Change,						
Jan.-Dec., 1941	+15.1	+20.7	+12.5	+16.7	+13.6	+11.3
Jan.-Dec., 1940						

Year	Month	Day	Event	Location	Time	Notes
1900	Jan	1	...	...	...	...
1900	Jan	2	...	...	...	...
1900	Jan	3	...	...	...	...
1900	Jan	4	...	...	...	...
1900	Jan	5	...	...	...	...
1900	Jan	6	...	...	...	...
1900	Jan	7	...	...	...	...
1900	Jan	8	...	...	...	...
1900	Jan	9	...	...	...	...
1900	Jan	10	...	...	...	...
1900	Jan	11	...	...	...	...
1900	Jan	12	...	...	...	...
1900	Jan	13	...	...	...	...
1900	Jan	14	...	...	...	...
1900	Jan	15	...	...	...	...
1900	Jan	16	...	...	...	...
1900	Jan	17	...	...	...	...
1900	Jan	18	...	...	...	...
1900	Jan	19	...	...	...	...
1900	Jan	20	...	...	...	...
1900	Jan	21	...	...	...	...
1900	Jan	22	...	...	...	...
1900	Jan	23	...	...	...	...
1900	Jan	24	...	...	...	...
1900	Jan	25	...	...	...	...
1900	Jan	26	...	...	...	...
1900	Jan	27	...	...	...	...
1900	Jan	28	...	...	...	...
1900	Jan	29	...	...	...	...
1900	Jan	30	...	...	...	...
1900	Jan	31	...	...	...	...
1900	Feb	1	...	...	...	...
1900	Feb	2	...	...	...	...
1900	Feb	3	...	...	...	...
1900	Feb	4	...	...	...	...
1900	Feb	5	...	...	...	...
1900	Feb	6	...	...	...	...
1900	Feb	7	...	...	...	...
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1900	Feb	9	...	...	...	...
1900	Feb	10	...	...	...	...
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1900	Feb	12	...	...	...	...
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1900	Feb	15	...	...	...	...
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1900	Feb	18	...	...	...	...
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1900	Feb	20	...	...	...	...
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1900	Feb	26	...	...	...	...
1900	Feb	27	...	...	...	...
1900	Feb	28	...	...	...	...
1900	Feb	29	...	...	...	...
1900	Mar	1	...	...	...	...
1900	Mar	2	...	...	...	...
1900	Mar	3	...	...	...	...
1900	Mar	4	...	...	...	...
1900	Mar	5	...	...	...	...
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1900	Mar	17	...	...	...	...
1900	Mar	18	...	...	...	...
1900	Mar	19	...	...	...	...
1900	Mar	20	...	...	...	...
1900	Mar	21	...	...	...	...
1900	Mar	22	...	...	...	...
1900	Mar	23	...	...	...	...
1900	Mar	24	...	...	...	...
1900	Mar	25	...	...	...	...
1900	Mar	26	...	...	...	...
1900	Mar	27	...	...	...	...
1900	Mar	28	...	...	...	...
1900	Mar	29	...	...	...	...
1900	Mar	30	...	...	...	...
1900	Mar	31	...	...	...	...



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTSDECEMBER, 1940 AND DECEMBER, 1941

(Based on sales of 20 firms)

	December 1940	December 1941	% Change, 1941/40
TOTAL SALES .....	39,222,904	44,807,483	+14.2
1. Women's dresses, coats and suits .....	3,072,980	3,535,611	+15.1
2. Girls' and infants wear .....	1,430,052	1,785,458	+24.9
3. Hosiery and gloves .....	2,356,088	2,526,238	+ 6.8
4. Lingerie and corsets .....	2,110,660	2,452,105	+16.2
5. Millinery .....	247,814	283,161	+14.3
6. Women's and children's apparel--(Total,1-5)..	9,227,594	10,582,573	+14.7
7. Men's and boys' clothing and furnishings.....	5,242,934	6,192,207	+18.1
8. Drugs and toilet articles and preparations...	1,624,640	1,850,623	+13.9
9. Piece goods .....	2,168,163	2,538,179	+19.4
10. Smallwares .....	1,714,754	1,981,498	+15.6
11. Food and kindred products .....	2,677,601	3,126,883	+16.8
12. Furniture (including mattresses and springs).	1,423,200	1,452,658	+ 2.1
13. Home furnishings .....	2,053,616	2,333,999	+13.7
14. Household appliances and electrical supplies.	1,028,060	878,128	-14.6
15. Hardware and kitchen utensils .....	954,630	1,086,976	+13.9
16. Radios, musical instruments and supplies ....	721,217	637,640	-11.6
17. Shoes and other footwear .....	2,707,856	3,324,837	+22.8
18. Stationery, books and magazines .....	1,274,062	1,460,536	+14.6
19. All other departments, total .....	6,404,577	7,310,746	+14.1



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

1940 and 1941

(Based on sales of 23 firms)

	1940	1941	% Change 1941/40
TOTAL SALES .....	253,091,801	293,160,217	+15.8
1. Women's dresses, coats and suits.....	24,817,200	28,874,221	+16.3
2. Girls' and infants' wear.....	8,584,849	10,842,377	+26.3
3. Hosiery and gloves.....	11,567,327	13,067,016	+13.0
4. Lingerie and corsets .....	11,458,719	13,235,577	+15.5
5. Millinery .....	3,226,098	3,486,425	+ 8.1
6. Women's and children's apparel--(Total,1-5)..	59,654,193	69,505,616	+16.5
7. Men's and boys' clothing and furnishings ....	29,182,540	33,738,799	+15.6
8. Drugs and toilet articles and preparations...	7,701,479	8,821,632	+14.5
9. Piece goods .....	18,480,054	21,349,037	+15.5
10. Smallwares .....	9,089,249	10,113,790	+11.3
11. Food and kindred products.....	22,542,680	25,816,410	+14.5
12. Furniture (including mattresses and springs).	14,440,900	17,209,636	+19.2
13. Home furnishings .....	18,110,960	20,892,499	+15.4
14. Household appliances and electrical supplies.	7,615,972	8,721,865	+14.5
15. Hardware and kitchen utensils .....	8,861,799	11,035,226	+24.5
16. Radios, musical instruments and supplies ....	3,973,619	3,899,777	- 1.9
17. Shoes and other footwear .....	18,953,505	21,285,796	+12.3
18. Stationery, books and magazines .....	4,261,353	4,840,104	+13.6
19. All other departments, total .....	30,223,498	35,930,030	+18.9

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Year	Value	Value	Description
1950	100,000,000	100,000,000	...
1951	105,000,000	105,000,000	...
1952	110,000,000	110,000,000	...
1953	115,000,000	115,000,000	...
1954	120,000,000	120,000,000	...
1955	125,000,000	125,000,000	...
1956	130,000,000	130,000,000	...
1957	135,000,000	135,000,000	...
1958	140,000,000	140,000,000	...
1959	145,000,000	145,000,000	...
1960	150,000,000	150,000,000	...
1961	155,000,000	155,000,000	...
1962	160,000,000	160,000,000	...
1963	165,000,000	165,000,000	...
1964	170,000,000	170,000,000	...
1965	175,000,000	175,000,000	...
1966	180,000,000	180,000,000	...
1967	185,000,000	185,000,000	...
1968	190,000,000	190,000,000	...
1969	195,000,000	195,000,000	...
1970	200,000,000	200,000,000	...
1971	205,000,000	205,000,000	...
1972	210,000,000	210,000,000	...
1973	215,000,000	215,000,000	...
1974	220,000,000	220,000,000	...
1975	225,000,000	225,000,000	...
1976	230,000,000	230,000,000	...
1977	235,000,000	235,000,000	...
1978	240,000,000	240,000,000	...
1979	245,000,000	245,000,000	...
1980	250,000,000	250,000,000	...