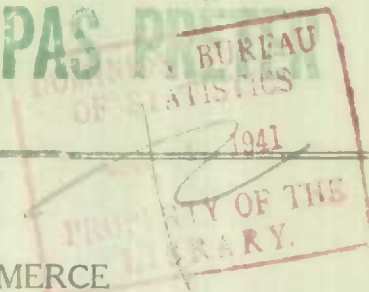


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CANADA  
DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
INTERNAL TRADE BRANCH

Vol. 11

No. 3

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

MARCH 1941

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

+ + +

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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, MARCH, 1941

(1935 - 1939 = 100)

General Summary

The increase in retail trade in Canada recorded during the first two months of the year was continued in March, dollar sales for 12 lines of business for which figures are available averaging 13 per cent above March a year ago. The March increase was similar to that for the first quarter of this year over the corresponding period of 1940 which also stands at 13 per cent. The general index of sales, on the base 1935 - 1939 = 100, unadjusted for seasonal variations, stands at 119.2 for March, 101.7 for February and 105.9 for March a year ago. On adjusting for differences in number of business days, for normal seasonal movements and for the changing date of Easter the corrected index stands at 129.3 for March, 130.8 for February and at 112.3 for March last year.

Easter occurred in March, 1940 whereas practically all the pre-Easter business was transacted in April this year. But cold weather conditions in March last year acted as a deterrent upon the retail trade of that month. Increased purchasing power in the hands of consumers together with the early spring in 1941 more than offset the adverse result that would otherwise be noted in the March comparison, with the result that all lines of business excepting only candy stores recorded gains over March last year. Shoe store sales were up 20 per cent; department store sales gained 17 per cent; men's clothing stores, 16 per cent; restaurants, 16 per cent; drug stores, 13 per cent; women's clothing stores, 11 per cent and variety stores, 11 per cent. Candy store sales, influenced more by the shifting date of Easter than by seasonal changes, declined by 35 per cent from March a year ago.

Gains for stores specializing in durable or heavy goods exceeded those for stores dealing mainly in clothing or food products. Increases in these trades over March, 1940 amounted to 22 per cent for furniture stores, 24 per cent for hardware stores and 26 per cent for radio and electrical stores. The increase in retail prices on dealers' stocks purchased after the imposition of new taxation schedules at the beginning of December, 1940 is a factor to be considered in relation to the gains in dollar sales for these lines of business. Increased taxes did not apply to stocks in retailers' hands when the new schedules went into effect. As these stocks are liquidated the dollar sales for stores specializing in radios, electrical appliances and some other commodities will be affected to an even greater degree by price movements.

Results for Individual Trades

Shoe store sales gained 20 per cent in March this year over last and were up 50 per cent from February. The marked increase over February was considerably more than the usual seasonal movement for this time of year, the seasonally adjusted index advancing from 134.6 in February to 143.7 in March. Sales for the first quarter of 1941 were 19 per cent above the corresponding period a year ago.

Candy store sales declined 21 per cent from the February level and were 35 per cent below March last year. The occurrence of Easter in March, 1940 and in April, 1941 accounts for the decline in the March comparison. The St. Valentine's day trade adds materially to sales in February, a decline between that month and March being a regular feature in the candy trade.

Men's clothing store sales were up 16 per cent over March last year and increased 28 per cent from February. Cumulative figures for the first quarter of the year stand 18 per cent above the corresponding period of 1940. Results on a regional basis show the Maritime Provinces and Ontario standing equal in point of view of the increase for the month of March over last year but show the Maritimes leading in the year to-date. Percentage increases in March of this year over last for the various

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economic divisions with results for the first quarter in brackets are as follows: Maritime Provinces, 20 per cent (28 per cent); Quebec, 17 per cent (13 per cent); Ontario, 20 per cent (21 per cent); Prairie Provinces, 6 per cent (12 per cent) and British Columbia, 1 per cent (10 per cent).

Women's clothing store sales gained 11 per cent over March last year and were up 43 per cent from February while sales for the first three months of the current year stand 15 per cent above the corresponding period of 1940. Regional increases for the month and for the first quarter are as follows: Maritime Provinces, 14 per cent (23 per cent); Quebec, 15 per cent (17 per cent); Ontario, 16 per cent (18 per cent) and British Columbia, 2 per cent (9 per cent). Sales in the Prairie Provinces declined 3 per cent in March but sales in the first three months averaged 4 per cent higher than in the same period last year.

Department store sales increased 17 per cent over March a year ago and stood 18 per cent above the February level. Sales for the year to-date were up 13 per cent. The largest gains continued to be recorded in the Maritime Provinces where an increase of 29 per cent was reported over March a year ago. Sales in the Maritimes for the first three months of the current year stand 22 per cent above the corresponding period of 1940. Results for other regions both for the month under review and for the year to date follow: Quebec, 14 per cent (12 per cent); Ontario, 19 per cent (14 per cent); Prairie Provinces, 12 per cent (9 per cent) and British Columbia, 17 per cent (17 per cent).

Drug store sales averaged 13 per cent higher in March this year than last while the increase for the first quarter was similar at 14 per cent. Sales increased by 10 per cent in March over February, the seasonally adjusted index advancing slightly from 124.6 in February to 125.8 in March. Increases in the Maritime Provinces and Ontario exceeded those recorded in other regions, percentage changes for the various regions of the country for the month of March with figures for the first quarter of the year in brackets being as follows: Maritime Provinces, 18 per cent (19 per cent); Quebec, 10 per cent (10 per cent); Ontario, 16 per cent (16 per cent); Prairie Provinces, 8 per cent (10 per cent) and British Columbia, 13 per cent (13 per cent). The increase for March is equal or similar to that for the three-month period in each instance.

Furniture store sales gained 22 per cent over March, 1940 and were 9 per cent higher than in February. Sales for the first quarter of 1941 averaged 17 per cent above the corresponding period a year ago.

Grocery and meat store sales averaged 8 per cent higher in March of this year than last and were up 15 per cent over February. The seasonally adjusted index for March was maintained at approximately the same level as in the preceding month. Cumulative figures for the first three months of the year show an increase of 10 per cent. Increases for each of the five regions of the country for the month of March, 1941, over March, 1940, with corresponding increases for the first quarter in brackets are as follows: Maritime Provinces, 7 per cent (10 per cent); Quebec, 5 per cent (7 per cent); Ontario, 12 per cent (12 per cent); Prairie Provinces, 4 per cent (8 per cent) and British Columbia, 11 per cent (12 per cent).

Hardware store sales gained 24 per cent over March last year and were up 26 per cent over February, the seasonally adjusted index recoding from 142.4 in February to 137.6 in the month under review. Sales for the year to date averaged 18 per cent above the first quarter of 1940.

Radio and electrical store sales increased 26 per cent over March, 1940 and were 11 per cent higher than in the immediately preceding month. This increase was about in line with the usual seasonal movement, the seasonally adjusted index standing at 148.4 for March and 148.5 for February. Sales for the first quarter of 1941 stand 24 per cent above the corresponding period of last year.

The business transacted by restaurants increased 16 per cent over March, 1940 and was up 13 per cent over February. Sales for the year to date stand 14 per cent above the first quarter of 1940.

Variety store sales averaged 11 per cent higher in March of this year than last and increased 16 per cent over February. Sales for the year to date were also up about 16 per cent. Variety store sales in the Maritime Provinces gained 24 per cent over last year for the month of March and were up 27 per cent for the first quarter. Increases for March and for the year to date for the other regions follow: Quebec, 8 per cent (17 per cent); Ontario, 13 per cent (17 per cent) and Prairie Provinces, 3 per cent (9 per cent). Sales in British Columbia during March were unchanged from a year ago while figures for the first quarter were up by 6 per cent.



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

Kind of Business	March, 1941 + or - per cent compared with			Cumulative Indexes
	March 1930	March 1940	February 1941	Jan.-March, 1941 Jan.-March, 1940
General Index .....	+ 0.2	+ 12.6	+ 17.2	+ 12.9
Boot and Shoe Stores .....	- 15.7	+ 20.3	+ 50.1	+ 18.5
Candy Stores .....	- 35.3	- 35.3	- 21.0	- 2.9
Men's Clothing Stores .....	- 16.5	+ 16.2	+ 27.7	+ 17.8
Women's Clothing Stores .....	- 3.3	+ 11.0	+ 42.7	+ 15.1
Department Stores .....	- 3.8	+ 16.8	+ 17.5	+ 13.2
Drug Stores .....	+ 0.1	+ 13.3	+ 10.2	+ 13.6
Furniture Stores .....	- 6.9	+ 21.5	+ 9.1	+ 16.7
Grocery and Meat Stores .....	+ 11.6	+ 8.2	+ 14.6	+ 9.9
Hardware Stores .....	- 4.4	+ 24.1	+ 26.4	+ 18.1
Radio and Electrical Stores ..	- 15.6	+ 26.0	+ 11.0	+ 24.1
Restaurants .....	- 27.2	+ 16.2	+ 13.1	+ 14.3
Variety Stores .....	+ 67.0	+ 10.6	+ 15.7	+ 16.2

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores  
March, 1940 and March, 1941

Region	Sales in March, 1941 compared with sales in March, 1940	
	Boot and Shoe Stores	Jewellery Stores
Canada .....	+ 20.3	+ 23.5
Maritime Provinces .....	+ 9.9	+ 8.8
Quebec .....	+ 19.1	+ 11.5
Ontario .....	+ 30.7	+ 35.1
Prairie Provinces .....	+ 0.2	+ 14.1
British Columbia .....	+ 9.7	+ 23.3





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
March, 1929	137.6	143.1	183.6	198.3	256.7	190.2	196.6	192.7	148.5	158.2	132.9	138.2	126.0	121.7
March, 1930	119.0	130.4	119.3	154.1	158.6	181.0	126.0	154.8	117.9	148.6	115.8	126.8	123.8	120.7
March, 1931	109.8	120.5	101.4	114.6	117.3	141.3	103.6	117.7	114.0	137.2	113.4	121.9	108.3	108.1
March, 1932	92.4	96.7	85.6	96.1	170.0	129.3	77.5	78.4	94.4	103.8	90.6	92.4	105.0	102.1
March, 1933	77.7	83.7	60.8	77.8	75.5	87.2	66.4	81.9	69.7	88.2	77.8	82.9	87.2	84.5
March, 1934	88.1	88.5	98.2	102.9	144.6	104.0	84.8	80.7	88.0	91.0	87.8	88.8	93.7	88.8
March, 1935	85.5	91.9	81.5	105.3	89.6	101.5	73.4	88.8	79.5	98.8	80.2	87.4	95.5	92.2
March, 1936	84.6	95.6	81.7	99.0	81.5	98.2	75.3	97.6	81.5	95.8	81.7	94.0	90.8	94.3
March, 1937	95.7	103.7	83.6	93.8	146.4	111.8	89.9	105.3	95.3	106.8	92.5	99.9	101.9	103.8
March, 1938	92.9	101.7	78.5	102.5	76.2	94.2	79.6	104.6	89.5	108.8	86.7	98.3	99.8	101.0
March, 1939	92.3	98.1	69.0	98.6	75.2	92.2	70.2	85.5	83.7	95.8	86.0	91.7	105.2	106.1
March, 1940	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	110.0
March, 1941	119.2	129.3	100.6	143.7	102.6	124.4	105.2	130.9	114.0	134.9	111.4	124.8	123.9	125.8
<u>1940</u>														
April	110.1	110.0	106.9	101.5	80.0	98.7	101.5	102.6	129.4	111.8	105.2	106.2	103.9	108.3
May	119.9	113.7	117.8	100.9	108.3	108.4	107.8	109.9	118.1	112.4	111.9	108.1	107.4	109.5
June	121.4	116.6	144.3	103.1	85.7	110.9	118.5	109.6	116.5	102.0	108.7	106.5	105.2	110.8
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	111.2
August	113.2	119.8	97.8	122.7	106.6	110.8	97.4	122.4	96.0	125.8	99.8	116.6	115.5	112.8
September	113.9	116.5	113.2	98.0	96.8	109.6	107.3	112.1	114.0	125.3	114.1	116.7	112.3	114.8
October	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
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
<u>1941</u>														
January	102.3	124.6	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	101.7	130.8	67.0	134.6	129.9	140.7	82.4	139.5	79.9	137.3	94.8	126.1	112.4	124.6
March	119.2	129.3	100.6	143.7	102.6	124.4	105.2	130.9	114.0	134.9	111.4	124.8	123.9	125.8

(c) Includes men's furnishings.

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

1871

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
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1900

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
March, 1929 .....	160.3	185.0	130.1	126.2	108.4	158.0	180.3	235.8	178.6	180.8	67.1	78.6
March, 1930 .....	121.4	134.9	120.7	119.7	102.7	143.9	145.1	182.4	160.9	163.4	71.9	89.6
March, 1931 .....	98.2	111.7	113.2	117.9	96.1	134.6	120.1	149.1	135.6	139.0	69.4	88.5
March, 1932 .....	71.2	81.0	101.3	103.4	63.8	89.4	79.0	95.7	106.0	107.3	69.8	83.7
March, 1933 .....	60.2	66.2	89.7	90.3	50.3	67.9	60.6	69.8	88.0	88.8	58.2	74.5
March, 1934 .....	77.4	86.0	94.1	88.6	59.9	83.9	66.4	79.4	95.2	95.1	72.8	82.8
March, 1935 .....	77.8	86.5	98.4	95.8	60.8	85.2	80.1	95.8	94.1	95.2	66.9	83.1
March, 1936 .....	77.7	88.4	93.3	98.1	65.1	91.2	78.0	94.4	100.1	102.6	66.3	87.9
March, 1937 .....	97.7	111.1	101.2	104.5	75.6	105.9	93.5	113.2	108.4	109.7	84.3	101.5
March, 1938 .....	83.5	96.2	105.8	102.8	77.5	104.6	89.4	104.2	103.3	104.5	78.8	101.3
March, 1939 .....	82.0	94.5	109.6	104.9	72.0	97.1	82.1	95.7	94.9	95.7	80.2	102.7
March, 1940 .....	93.0	112.2	124.5	119.6	79.1	115.3	97.2	122.4	100.8	102.0	108.6	125.8
March, 1941 .....	113.0	131.6	134.7	127.0	98.2	137.6	122.5	148.4	117.1	118.9	120.1	149.8
<u>1940</u>												
April .....	117.4	104.7	116.2	116.2	110.2	103.9	119.1	125.6	99.0	99.4	104.2	120.6
May .....	146.6	117.0	123.9	120.8	148.3	110.2	150.4	129.4	103.6	101.4	124.8	125.2
June .....	123.0	125.7	131.8	127.8	139.6	119.7	146.2	163.9	99.8	100.6	132.7	125.3
July .....	100.6	129.3	111.1	114.7	121.1	108.0	106.1	133.4	106.0	101.0	125.8	126.7
August .....	125.2	118.3	124.2	122.6	126.2	115.7	108.6	133.2	113.5	103.8	135.0	134.6
September .....	124.0	113.8	108.9	116.2	130.2	115.3	133.9	119.6	111.0	108.7	125.5	137.9
October .....	135.2	113.4	120.8	120.8	141.6	120.8	148.2	115.4	112.5	110.4	146.9	141.7
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	109.7	115.4	96.9	151.4
February .....	103.6	132.8	117.5	127.9	77.7	142.4	110.4	148.5	103.5	117.2	103.8	153.6
March .....	113.0	131.6	134.7	127.0	98.2	137.6	122.5	148.4	117.1	118.9	120.1	149.8



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

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(c)						
March, 1936 .....	75.3	74.5	79.3	76.4	69.3	67.7
March, 1937 .....	89.9	87.9	88.2	92.2	87.6	88.0
March, 1938 .....	79.6	80.2	74.5	83.3	81.3	71.7
March, 1939 .....	70.2	67.0	69.1	69.3	75.3	73.9
March, 1940 .....	90.5	108.2	88.3	91.0	84.4	87.6
March, 1941 .....	105.2	129.5	103.3	109.6	89.8	88.6
<u>1940</u>						
October .....	145.5	165.2	134.3	145.3	166.0	130.2
November .....	160.3	182.9	150.3	160.3	181.7	137.3
December .....	199.7	250.8	171.9	212.0	178.8	201.6
<u>1941</u>						
January .....	91.8	120.4	79.8	96.7	79.5	94.2
February .....	82.4	106.9	75.4	85.9	72.4	77.9
March .....	105.2	129.5	103.3	109.6	89.8	88.6
% Change,						
<u>March, 1941</u> .....	+16.2	+19.7	+17.0	+20.4	+ 6.4	+ 1.1
March, 1940						
% Change,						
<u>Jan.-March, 1941</u>	+17.8	+27.8	+13.0	+21.3	+12.1	+10.3
Jan.-March, 1940						

Women's Clothing Stores						
March, 1936 .....	81.5	69.7	22.2	81.1	83.0	84.4
March, 1937 .....	95.3	80.6	84.6	96.6	101.6	116.3
March, 1938 .....	89.5	76.9	80.8	92.7	93.3	97.4
March, 1939 .....	83.7	70.7	76.8	82.7	92.2	101.4
March, 1940 .....	102.7	110.5	88.7	100.9	112.6	133.5
March, 1941 .....	114.0	126.1	101.8	116.8	109.8	135.7
<u>1940</u>						
October .....	148.6	172.6	143.2	147.4	160.8	140.8
November .....	146.8	178.3	127.9	151.5	162.3	138.9
December .....	193.6	227.6	182.7	205.1	178.0	173.7
<u>1941</u>						
January .....	88.1	111.0	75.4	94.6	80.6	91.9
February .....	79.9	94.0	80.6	80.3	72.8	80.3
March .....	114.0	126.1	101.8	116.8	109.8	135.7
% Change,						
<u>March, 1941</u> .....	+11.0	+14.1	+14.8	+15.8	- 2.5	+ 1.6
March, 1940						
% Change,						
<u>Jan.-March, 1941</u>	+15.1	+23.3	+17.3	+18.0	+ 3.7	+ 9.3
Jan.-March, 1940						

Grocery and Meat Stores						
March, 1936 .....	93.3	(g)	102.0	91.0	84.5	86.9
March, 1937 .....	101.2	(g)	102.3	101.0	95.9	107.3
March, 1938 .....	105.8	(g)	105.5	108.5	97.4	105.9
March, 1939 .....	109.6	101.0	121.2	112.9	88.5	91.9
March, 1940 .....	124.5	120.5	131.7	124.6	113.8	119.7
March, 1941 .....	134.7	129.2	137.7	139.3	118.1	132.5
<u>1940</u>						
October .....	120.8	122.2	114.8	121.6	130.4	121.4
November .....	126.1	127.5	118.8	130.2	129.1	124.2
December .....	135.5	136.3	130.6	141.6	128.6	130.9
<u>1941</u>						
January .....	118.0	116.4	116.5	124.1	104.4	115.3
February .....	117.5	117.1	117.4	120.7	108.4	116.2
March .....	134.7	129.2	137.7	139.3	118.1	132.5
% Change,						
<u>March, 1941</u> .....	+ 8.2	+ 7.2	+ 4.6	+11.8	+ 3.8	+10.7
March, 1940						
% Change,						
<u>Jan.-March, 1941</u>	+ 9.9	+ 9.6	+ 6.5	+12.4	+ 7.8	+12.4
Jan.-March, 1940						

(c) Includes men's furnishings.

(d) Figures for the current year are subject to final revision.

(g) Not available.



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

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
March, 1936 .....	81.7	78.2	82.9	82.6	80.3	82.8
March, 1937 .....	92.5	86.1	94.6	92.2	91.4	97.4
March, 1938 .....	86.7	78.3	92.9	87.1	84.3	88.8
March, 1939 .....	86.0	71.5	91.7	87.5	82.6	90.8
March, 1940 .....	95.4	89.8	101.8	93.9	93.0	101.4
March, 1941 .....	111.4	115.9	116.5	111.7	104.3	118.6
1940						
October .....	141.1	152.1	135.9	136.6	149.0	136.9
November .....	150.9	155.5	141.0	150.0	160.8	139.7
December .....	210.2	245.3	215.3	218.9	192.3	197.2
1941						
January .....	93.1	98.4	102.2	92.6	87.6	93.4
February .....	94.8	100.6	95.8	95.6	90.8	97.3
March .....	111.4	115.9	116.5	111.7	104.3	118.6
% Change,						
<u>March, 1941</u> .....	+16.8	+29.1	+14.4	+19.0	+12.2	+17.0
March, 1940						
% Change,						
<u>Jan.-March, 1941</u>	+13.2	+21.6	+11.5	+14.1	+ 9.2	+16.9
Jan.-March, 1940						

Variety Stores						
March, 1936 .....	66.3	57.0	64.5	68.7	65.7	69.3
March, 1937 .....	84.3	76.6	80.6	86.7	85.0	89.7
March, 1938 .....	78.8	71.7	77.0	81.7	75.1	80.9
March, 1939 .....	80.2	77.1	83.4	79.4	76.8	84.0
March, 1940 .....	108.6	125.1	111.1	103.5	112.6	105.3
March, 1941 .....	120.1	155.2	120.2	116.8	116.1	105.6
1940						
October .....	146.9	184.2	150.4	138.5	163.0	118.2
November .....	153.8	195.2	151.1	149.4	162.2	128.6
December .....	276.2	368.5	257.2	278.1	281.7	212.9
1941						
January .....	96.9	110.8	103.0	94.3	90.6	87.0
February .....	103.8	125.2	106.4	99.8	102.6	96.0
March .....	120.1	155.2	120.2	116.8	116.1	105.6
% Change,						
<u>March, 1941</u> .....	+10.6	+24.1	+ 8.2	+12.9	+ 3.1	+ 0.3
March, 1940						
% Change,						
<u>Jan.-March, 1941</u>	+16.2	+27.2	+17.0	+17.2	+ 8.8	+ 6.3
Jan.-March, 1940						

Drug Stores						
March, 1936 .....	90.8	88.6	96.3	91.1	86.8	87.2
March, 1937 .....	101.9	104.9	105.9	102.8	96.5	96.6
March, 1938 .....	99.8	99.1	105.0	100.5	92.5	100.2
March, 1939 .....	105.2	101.2	113.8	105.0	100.6	99.5
March, 1940 .....	109.4	116.5	115.2	108.2	106.8	102.4
March, 1941 .....	123.9	137.6	126.3	125.6	115.4	115.2
1940						
October .....	124.1	129.2	120.9	118.5	138.4	128.4
November .....	116.9	126.4	116.7	117.7	112.4	114.5
December .....	161.9	196.5	154.9	156.5	169.5	163.1
1941						
January .....	117.9	126.8	120.9	117.9	112.2	115.9
February .....	112.4	124.3	112.8	113.0	107.3	108.3
March .....	123.9	137.6	126.3	125.6	115.4	115.2
% Change,						
<u>March, 1941</u> .....	+13.3	+18.1	+ 9.6	+16.1	+ 8.1	+12.5
March, 1940						
% Change,						
<u>Jan.-March, 1941</u>	+13.6	+19.0	+ 9.6	+15.7	+10.3	+13.0
Jan.-March, 1940						

(d) Figures for the current year are subject to final revision.









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DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

MARCH, 1940 AND MARCH, 1941

(Based on sales of 20 firms)

	March 1940	March 1941	% Change 1941/40
	\$	\$	
TOTAL SALES .....	17,591,016	20,873,245	+ 18.7
1. Women's dresses, coats and suits .....	1,906,897	2,339,633	+ 22.7
2. Girls' and infants' wear .....	518,230	686,145	+ 32.4
3. Hosiery and gloves .....	813,856	849,305	+ 4.4
4. Lingerie and corsets .....	735,369	882,928	+ 20.1
5. Millinery .....	320,716	324,023	+ 1.0
6. Women's and children's apparel--(Total, 1-5)	4,225,070	5,082,034	+ 18.3
7. Men's and boys' clothing and furnishings ...	1,858,115	2,107,300	+ 13.4
8. Drugs and toilet articles and preparations .	572,008	645,656	+ 12.9
9. Piece goods .....	1,257,304	1,536,219	+ 22.2
10. Smallwares .....	620,527	700,774	+ 12.9
11. Food and kindred products .....	1,998,639	2,178,772	+ 9.0
12. Furniture (including mattresses, springs)...	272,393	1,232,364	+ 41.3
13. Home furnishings .....	1,247,716	1,512,662	+ 21.2
14. Household appliances and electrical supplies	467,815	620,746	+ 32.7
15. Hardware and kitchen utensils .....	642,073	879,049	+ 36.9
16. Radios, musical instruments and supplies ...	270,690	284,523	+ 5.1
17. Shoes and other footwear .....	1,314,805	1,526,226	+ 16.1
18. Stationery, books and magazines .....	263,941	279,959	+ 6.1
19. All other departments, total .....	1,909,915	2,286,461	+ 19.7