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MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

JULY 1941

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

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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.

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MONTHLY INDEXES OF RETAIL SALES, JULY, 1941  
(1935 - 1939 = 100)

Customers spent 19 per cent more money in retail stores in July of this year than last and 8 per cent less than in the month of June, according to composite figures based on monthly statements received from a representative number of retail firms in twelve different lines of trade. The general index of sales on the base, 1935 - 1939 equals 100 stands at 122.5 for July, 1941, at 133.8 for June and at 103.2 for July a year ago.

The 19 per cent increase over July a year ago is considerably greater than 10 per cent increase which was recorded in the June comparison and compares with increases of 19 per cent for May and 23 per cent for April, while dollar sales for the first seven months of 1941 stand 16 per cent above the corresponding period of last year. The smaller increase for June reflects the diversion of a certain portion of consumer purchasing power from retail channels to the purchase of government bonds for the Victory Loan. The 8 per cent decline from June was less than the usual seasonal movement between that month and July, the general index, when adjusted both for number of business days and also for normal seasonal changes advancing from 134.3 for June to 135.0 for July.

All lines of business for which figures are available registered pronounced increases over July, 1940, gains ranging from 13 per cent for shoe stores to 30 per cent for radio and electrical stores being recorded. The 30 per cent increase for radio and electrical stores must be interpreted in the light of higher prices resulting from the 25 per cent excise tax on radios, electrical stoves, washing machines, refrigerators and other home conveniences contained in the War Exchange Conservation Act introduced last December. Increases for other lines of business must also be attributed partly to enhanced prices.

Department stores transacted 16 per cent more business in July of this year than last while sales for the year to date are up 17 per cent. Increases in the Maritime Provinces exceeded those for other regions both for the month and for the seven-month period. The July increases for each region with the gain for the seven months in brackets are as follows: Maritime Provinces, 23 per cent (26 per cent); Quebec, 16 per cent (15 per cent); Ontario, 15 per cent (18 per cent); Prairie Provinces, 15 per cent (14 per cent) and British Columbia, 18 per cent (17 per cent).

Drug stores reported marked increases over July a year ago, gains in the Maritime Provinces and the Prairie Provinces exceeding those in other regions. Drug store sales for Canada as a whole averaged 18 per cent higher in July of this year than last while sales for the first seven months are up 16 per cent over the corresponding period of 1940. Regional increases for the month with average increases for the seven months in brackets are as follows: Maritime Provinces, 27 per cent (24 per cent); Quebec, 17 per cent (12 per cent); Ontario, 17 per cent (17 per cent); Prairie Provinces, 23 per cent (14 per cent) and British Columbia, 12 per cent (12 per cent).

Food store sales as measured by returns from all the larger food chains and about 1,000 independent grocers ranged 20 per cent higher in July of this year than last while cumulative figures for the first seven months are up by 12 per cent. The July increase was highest in Ontario at 24 per cent and lowest in British Columbia at 11 per cent. Gains in the other regions were 13 per cent for the Maritime Provinces, 16 per cent for the Prairie Provinces and 21 per cent for Quebec.





Men's clothing store sales averaged 18 per cent higher in July of this year over last, uniform increases of approximately 23 per cent in the Maritimes, Quebec, Prairie Provinces and British Columbia being reduced by a smaller gain of 11 per cent in Ontario. Sales for the first seven months of the current year average 23 per cent over the corresponding period of 1940 with regional gains standing at 32 per cent for the Maritime Provinces, 19 per cent for Quebec, 26 per cent for Ontario, 20 per cent for the Prairie Provinces and 12 per cent for British Columbia.

Women's clothing store sales were up 17 per cent in July, 1941 over July, 1940, increases for the five geographical areas lying between 14 per cent and 19 per cent. Sales for the first seven months averaged 19 per cent higher than for the first seven months of 1940 while regional increases in this comparison stand at 25 per cent for the Maritimes, 21 per cent for Quebec, 22 per cent for Ontario, 11 per cent for the Prairie Provinces and 12 per cent for British Columbia.

Candy store sales were 26 per cent higher in July of this year than last, hardware stores gained 24 per cent, variety stores 21 per cent, restaurants, 18 per cent and furniture stores, 13 per cent. Jewellery stores and especially those in the Maritime Provinces continued to report marked increases in business. July sales of jewellery stores averaged 23 per cent higher than in July a year ago. Sales in the Maritime Provinces were up 43 per cent. Ontario sales gained 30 per cent, British Columbia, 20 per cent, while increases in Quebec and the Prairie Provinces were similar at between 13 and 14 per cent.





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

Kind of Business	July, 1941 + or - per cent compared with			Cumulative Indexes
	July 1930	July 1940	June 1941	<u>Jan.-July, 1941</u> <u>Jan.-July, 1940</u>
General Index .....	+ 6.3	+ 18.7	- 8.4	+ 15.8
Boot and Shoe Stores .....	- 11.2	+ 13.0	- 26.4	+ 19.0
Candy Stores .....	- 28.6	+ 25.8	+ 18.6	+ 18.0
Men's Clothing Stores .....	+ 2.0	+ 17.7	- 18.8	+ 22.8
Women's Clothing Stores ...	- 16.8	+ 16.6	- 16.0	+ 19.2
Department Stores .....	- 6.1	+ 16.1	- 17.4	+ 16.8
Drug Stores .....	+ 11.8	+ 18.4	+ 4.2	+ 15.8
Furniture Stores .....	+ 28.8	+ 12.6	- 13.8	+ 15.0
Grocery and Meat Stores ...	+ 15.1	+ 19.8	- 4.6	+ 12.4
Hardware Stores .....	+ 22.3	+ 23.7	- 2.5	+ 17.6
Radio and Electrical Stores	+ 53.5	+ 30.1	- 0.6	+ 16.7
Restaurants .....	- 25.2	+ 18.1	+ 9.4	+ 15.6
Variety Stores .....	+ 78.8	+ 20.5	- 1.2	+ 21.8

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

Region	Sales in July, 1941 compared with Sales in July, 1940	
	Boot and Shoe Stores	Jewellery Stores
CANADA .....	+ 13.1	+ 23.0
Maritime Provinces .....	+ 16.2	+ 42.5
Quebec .....	+ 15.4	+ 13.7
Ontario .....	+ 11.5	+ 30.2
Prairie Provinces .....	+ 10.4	+ 13.3
British Columbia .....	+ 14.6	+ 20.3







Regional Trends in Retail Trade

Introduction

A comparison of the general level of retail purchasing during the first quarter of this year and the corresponding period of 1940 for each of the five economic divisions of Canada was given in the April issue of this bulletin. A similar comparison for the first six months of this year and last is given in the following paragraphs.

These regional comparisons are based on general indexes of sales derived partly from monthly indexes on a regional basis for six lines of business included in the regular part of this bulletin. These six lines of business are men's clothing stores, women's clothing stores, grocery and meat stores, department stores, variety stores and drug stores. Indexes of country general store sales and new passenger car sales are also represented in the regional indexes although they are not included in the regular monthly series.

The system of weighting the indexes for the various lines of business in each economic division in order to arrive at the general indexes is as follows:

	<u>Maritime Provinces</u>	<u>Quebec</u>	<u>Ontario</u>	<u>Prairie Provinces</u>	<u>British Columbia</u>
Country general stores .....	27	17	9	27	16
Men's clothing stores .....	4	6	6	3	5
Women's clothing stores .....	2	5	5	3	5
Department stores .....	19	16	25	33	34
Drug stores .....	5	5	7	5	6
Grocery and meat stores .....	31	38	32	19	23
Variety stores .....	5	5	5	3	4
New passenger car sales .....	7	8	11	7	7
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
	100	100	100	100	100
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>

Since the regional general indexes are computed from a different set of components than is the general index in the regular series, exact comparisons cannot be made between the regional figures and those contained in the regular tables. For example, the average increase in dollar sales in Canada for the first half of this year compared with last was 15 per cent according to the general index derived from the results for twelve lines of business included in the regular series. The corresponding increase based upon the eight lines of business for which regional figures are available was 12 per cent, the inclusion of indexes of country general store sales and new passenger car sales being responsible for the smaller increase.

Maritime Provinces

Retail trade in the Maritime Provinces as measured by the composite figures for the eight lines of business for which data are available averaged 14 per cent higher for the first six months of this year compared with last and was 32 per cent above the dollar volume during the first six months of 1939. The greatest increase relative to the first half of 1940 was recorded by men's clothing stores, whose sales were up 34 per cent, while the gain for variety stores was only slightly less at 33 per cent. Other increases were 27 per cent for women's clothing stores, 26 per cent for department stores, 23 per cent for drug stores, 12 per cent for grocery and meat stores and 5 per cent for country general stores. New passenger car sales declined 17 per cent in number and 1 per cent in value below the first six months of last year.





### Quebec

The increase in retail trading in this province continued more uniform for urban and rural areas than in other regions of the country. Sales for the province as a whole are estimated to be 12 per cent higher for the first six months of 1941 over 1940 while the corresponding increase for country general stores alone was 11 per cent. Other increases were 9 per cent for food stores, 11 per cent for drug stores, 15 per cent for department stores, 19 per cent for men's clothing stores, 21 per cent for women's clothing stores and 23 per cent for variety stores.

There were 10,908 new passenger cars sold in Quebec for \$14,433,852 in the first half of 1941, down 10 per cent in number but up 4 per cent in value compared with the corresponding period a year ago.

### Ontario

Retail sales in Ontario averaged 14 per cent higher during the first six months of this year than last and were 30 per cent above the level of the first half of 1939. There were 28,406 new passenger models sold for \$36,521,343 in Ontario during the first half of 1941, a decrease of 14 per cent in number and a gain of 1 per cent in value compared with the corresponding period a year ago. Country general store sales gained 8 per cent; food store sales increased 14 per cent while more substantial gains were recorded by stores specializing in more durable merchandise. Drug stores increased their business 17 per cent while gains for other trades were 18 per cent for department stores, 23 per cent for variety stores, 23 per cent for women's clothing stores and 28 per cent for men's clothing stores.

### Prairie Provinces

Retail sales in the Prairie Provinces averaged 7 per cent higher in the first six months of this year over last and were 24 per cent above the volume of business transacted in the first six months of 1939. Comparison of data on cash income from the sale of farm products during the first six months of this year and last with country general store sales indicates that the deferred marketing of the 1940 wheat crop had but little effect upon the seasonal distribution of retail business. Cash income from the sale of farm products in the Prairie Provinces totalled \$155,540,000 for the first six months of 1941, up 74 per cent over the \$89,594,000 recorded for the corresponding period of 1940 while country general store sales gained only 5 per cent in the same comparison. An increase of 88 per cent in cash income in Saskatchewan in the first six months of this year over last is associated with an increase of only 1 per cent in country general store sales. Figures for Alberta show an increase of 70 per cent in cash income and an increase of 7 per cent in country general store sales while the increases in Manitoba were 55 per cent in cash income and 8 per cent in country general store sales.

There were 9,994 new passenger models sold in the Prairie Provinces for \$12,684,400 in the first half of the current year, down 30 per cent in number and 18 per cent in value from the corresponding period a year ago. Increases over the first six months of 1940 were reported for other lines of business as follows: men's clothing stores, 19 per cent; women's clothing stores, 10 per cent; food stores, 7 per cent; department stores, 14 per cent; variety stores, 16 per cent and drug stores, 13 per cent.

### British Columbia

Retail trade in British Columbia averaged 11 per cent higher for the first half of this year over last and was 25 per cent above the level of the first six months of 1939. Country general store sales were up 3 per cent, department stores were up 17 per cent, while gains ranging within narrow limits of 10 per cent were recorded for other trades included in the regular series. There were 3,976 new passenger cars sold in British Columbia for \$5,065,476 in the first six months of the current year, down 12 per cent in number but up 3 per cent in value compared with the corresponding period a year ago.





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
July, 1929 .....	130.3	144.2	156.0	150.1	180.1	210.3	126.0	148.7	151.8	163.8	120.3	148.8	123.4	125.7
July, 1930 .....	115.2	126.5	129.0	123.1	148.8	173.1	109.5	128.7	134.5	144.5	108.8	134.0	114.4	115.8
July, 1931 .....	102.3	111.3	123.8	117.7	120.9	139.6	90.4	105.5	108.3	115.5	93.9	115.2	104.6	105.5
July, 1932 .....	82.2	88.7	110.0	102.8	108.5	122.9	72.7	83.8	86.7	91.4	71.3	89.9	91.4	91.9
July, 1933 .....	76.0	85.5	92.8	93.8	85.8	97.9	63.5	77.7	78.4	87.7	69.1	88.5	84.1	85.4
July, 1934 .....	78.4	88.2	91.3	95.8	80.3	96.7	71.8	87.5	83.8	93.3	70.9	90.8	86.2	89.6
July, 1935 .....	81.0	89.7	93.2	98.1	75.5	89.2	79.2	93.5	86.9	93.8	72.2	94.0	89.3	91.0
July, 1936 .....	86.7	95.2	92.5	98.2	85.7	100.1	81.6	99.9	85.1	99.3	75.4	97.4	94.4	96.2
July, 1937 .....	98.4	104.2	107.8	108.2	87.2	97.1	95.7	111.5	93.8	105.4	81.9	104.6	103.7	103.4
July, 1938 .....	91.0	99.3	99.3	102.7	83.3	96.7	82.7	98.9	81.0	94.5	74.0	98.2	100.8	102.4
July, 1939 .....	91.3	103.8	89.6	96.2	75.2	87.9	79.7	101.1	80.0	99.0	75.0	101.2	99.6	102.2
July, 1940 .....	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
July, 1941 .....	122.5	135.0	114.5	119.6	106.3	126.6	111.7	136.1	111.9	133.1	102.2	132.5	127.9	130.9
<u>1940</u>														
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	124.5	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 .....	122.5	135.0	114.5	119.6	106.3	126.6	111.7	136.1	111.9	133.1	102.2	132.5	127.9	130.9

(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
July, 1929 .....	128.4	181.5	127.0	131.2	147.0	148.6	129.0	210.9	197.1	187.9	85.1	85.7
July, 1930 .....	88.0	124.4	115.6	118.5	122.5	123.9	89.9	147.0	167.3	159.5	84.8	85.1
July, 1931 .....	73.4	103.8	108.1	109.5	106.1	106.2	82.0	131.8	138.3	131.4	82.5	82.4
July, 1932 .....	50.0	69.5	90.8	89.9	77.3	79.6	48.8	79.0	98.9	94.3	79.7	77.5
July, 1933 .....	51.9	70.0	82.4	87.9	75.5	75.5	50.4	79.1	89.0	85.1	73.4	76.0
July, 1934 .....	62.6	82.3	81.2	86.3	88.4	85.9	53.8	84.4	93.4	90.2	76.7	79.4
July, 1935 .....	69.4	88.0	82.2	84.9	96.1	88.1	59.8	90.2	95.7	91.2	83.7	84.3
July, 1936 .....	78.2	99.2	90.1	91.3	102.4	91.3	76.8	96.6	106.0	100.7	91.3	91.2
July, 1937 .....	94.0	116.5	106.0	101.1	118.8	105.9	88.1	110.8	107.8	101.4	110.2	104.0
July, 1938 .....	72.8	94.7	100.3	99.3	114.7	106.4	77.1	100.8	100.5	95.8	104.3	101.5
July, 1939 .....	78.8	104.9	100.8	107.5	118.3	109.7	84.0	109.8	96.2	92.0	108.3	112.2
July, 1940 .....	100.6	129.3	111.1	114.7	121.1	108.0	106.1	133.4	106.0	101.0	125.8	126.7
July, 1941 .....	113.3	145.6	133.1	136.4	149.8	133.6	138.0	173.5	125.2	119.3	151.6	152.1
<u>1940</u>												
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	111.8	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	109.3	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	139.5	145.8	153.6	131.6	138.9	155.6	114.4	116.5	153.4	154.3
July .....	113.3	145.6	133.1	136.4	149.8	133.6	138.0	173.5	125.2	119.3	151.6	152.1





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
<b>Men's Clothing Stores(c)</b>						
July, 1936 .....	81.6	92.9	88.6	77.9	73.1	84.0
July, 1937 .....	95.7	114.9	105.4	91.9	78.3	97.1
July, 1938 .....	82.7	92.9	88.0	79.3	77.2	84.8
July, 1939 .....	79.7	96.5	84.5	73.7	76.0	88.7
July, 1940 .....	94.9	132.8	92.4	92.6	86.3	94.4
July, 1941 .....	111.7	164.6	113.5	102.7	106.5	115.7
1941						
February .....	82.4	106.9	75.4	85.9	72.4	77.9
March .....	104.4	128.7	100.1	110.2	90.6	85.8
April .....	146.9	185.9	149.7	154.0	120.6	106.4
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 .....	111.7	164.6	113.5	102.7	106.5	115.7
% Change,						
July, 1941 .....	+17.7	+23.9	+22.8	+10.9	+23.4	+22.6
July, 1940						
% Change,						
Jan.-July, 1941	+22.8	+32.2	+19.2	+25.9	+19.5	+11.5
Jan.-July, 1940						

**Women's Clothing Stores**

July, 1936 .....	85.1	80.0	88.2	82.8	84.0	92.1
July, 1937 .....	93.8	100.9	99.3	91.7	83.3	102.2
July, 1938 .....	81.0	89.6	83.3	78.1	80.5	86.2
July, 1939 .....	80.0	88.7	82.9	76.0	81.0	86.6
July, 1940 .....	96.0	117.0	92.4	94.5	93.0	109.4
July, 1941 .....	111.9	133.5	109.9	109.4	106.7	129.2
1941						
February .....	79.9	94.0	80.6	80.3	72.8	80.3
March .....	114.8	126.6	103.0	116.6	111.4	139.1
April .....	169.9	200.9	173.3	175.2	145.6	156.5
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 .....	111.9	133.5	109.9	109.4	106.7	129.2
% Change,						
July, 1941 .....	+16.6	+14.1	+18.9	+15.8	+14.7	+18.1
July, 1940						
% Change,						
Jan.-July, 1941	+19.2	+25.1	+20.5	+21.6	+11.0	+12.3
Jan.-July, 1940						

**Grocery and Meat Stores**

July, 1936 .....	90.1	(g)	84.9	91.1	97.8	92.0
July, 1937 .....	106.0	(g)	96.1	106.4	122.4	114.6
July, 1938 .....	100.3	(g)	93.0	102.5	108.8	101.4
July, 1939 .....	100.8	111.6	94.3	98.5	113.0	104.6
July, 1940 .....	111.1	120.6	100.2	109.1	128.4	123.7
July, 1941 .....	133.1	136.8	121.3	134.8	148.9	137.0
1941						
February .....	117.0	117.1	117.4	120.7	104.3	116.0
March .....	134.7	129.6	137.7	139.3	118.5	131.0
April .....	132.2	124.3	135.0	135.8	119.6	131.8
May .....	146.8	141.0	144.1	150.6	144.4	146.4
June .....	139.5	132.3	141.4	136.1	147.0	146.4
July .....	133.1	136.8	121.3	134.8	148.9	137.0
% Change,						
July, 1941 .....	+19.8	+13.4	+21.1	+23.6	+16.0	+10.8
July, 1940						
% Change,						
Jan.-July, 1941	+12.4	+11.2	+10.7	+15.1	+ 8.7	+10.8
Jan.-July, 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						
July, 1936 .....	75.4	86.8	66.3	74.2	73.9	86.9
July, 1937 .....	81.9	99.1	76.6	79.3	77.8	96.1
July, 1938 .....	74.0	80.7	69.7	70.3	73.5	88.6
July, 1939 .....	75.0	85.1	73.2	70.9	74.0	86.5
July, 1940 .....	88.0	103.6	83.6	85.0	84.6	101.9
July, 1941 .....	102.2	127.1	97.1	97.7	97.1	119.8
1941						
February .....	94.8	100.6	95.8	95.6	90.8	97.3
March .....	111.6	115.9	116.1	112.1	104.3	119.6
April .....	132.2	144.2	143.0	137.3	121.4	121.7
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	127.1	97.1	97.7	97.1	119.8
% Change,						
July, 1941 .....	+16.1	+22.7	+16.1	+14.9	+14.8	+17.6
July, 1940						
% Change,						
Jan.-July, 1941 .....	+16.8	+25.7	+14.8	+17.6	+14.2	+16.5
Jan.-July, 1940						
Variety Stores						
July, 1936 .....	91.3	94.0	89.2	89.9	95.5	96.0
July, 1937 .....	110.2	114.6	114.3	108.8	105.3	107.6
July, 1938 .....	104.3	103.9	105.8	104.3	103.5	101.7
July, 1939 .....	108.3	124.2	115.7	102.2	108.7	102.3
July, 1940 .....	125.8	159.1	128.5	118.6	129.9	114.7
July, 1941 .....	151.6	194.3	159.0	143.3	151.8	128.6
1941						
February .....	103.8	125.2	106.4	99.8	102.6	96.0
March .....	121.0	156.0	122.2	117.5	116.2	105.6
April .....	143.4	184.1	149.2	137.6	140.0	117.7
May .....	159.8	200.5	181.1	151.4	144.9	118.1
June .....	153.4	196.7	170.2	144.5	144.0	118.1
July .....	151.6	194.3	159.0	143.3	151.8	128.6
% Change,						
July, 1941 .....	+20.5	+22.1	+23.7	+20.8	+16.9	+12.1
July, 1940						
% Change,						
Jan.-July, 1941 .....	+21.8	+31.6	+22.8	+22.4	+16.1	+10.2
Jan.-July, 1940						
Drug Stores						
July, 1936 .....	94.4	95.9	90.5	97.0	90.7	95.2
July, 1937 .....	103.7	110.6	101.3	106.7	94.9	105.2
July, 1938 .....	100.8	101.3	97.3	101.9	100.8	101.9
July, 1939 .....	99.6	101.8	98.7	99.5	98.7	101.9
July, 1940 .....	108.0	115.0	103.9	109.8	103.3	111.1
July, 1941 .....	127.9	145.7	121.9	128.9	126.6	124.2
1941						
February .....	112.4	124.3	112.8	113.0	107.3	108.3
March .....	123.9	137.6	126.2	125.5	115.5	115.4
April .....	120.8	140.7	117.5	120.5	119.9	115.3
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 .....	127.9	145.7	121.9	128.9	126.6	124.2
% Change,						
July, 1941 .....	+18.4	+26.7	+17.3	+17.4	+22.6	+11.8
July, 1940						
% Change,						
Jan.-July, 1941 .....	+15.8	+23.8	+11.7	+17.4	+14.4	+12.0
Jan.-July, 1940						







DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JULY, 1940 AND JULY, 1941

(Based on sales of 18 firms)

	July 1940	July 1941	% Change 1941/1940
	\$	\$	
TOTAL SALES .....	15,440,411	18,034,159	+ 16.8
1. Women's dresses, coats and suits .....	1,317,582	1,411,017	+ 7.1
2. Girls' and infants' wear .....	402,584	501,427	+ 24.6
3. Hosiery and gloves .....	585,444	629,384	+ 7.5
4. Lingerie and corsets .....	775,666	916,880	+ 18.2
5. Millinery .....	112,845	123,382	+ 9.3
6. Women's and children's apparel--(Total, 1-5) ..	3,194,121	3,582,090	+ 12.1
7. Men's and boys' clothing and furnishings .....	1,577,770	1,754,364	+ 11.2
8. Drugs and toilet articles and preparations ....	505,001	585,902	+ 16.0
9. Piece goods .....	1,182,619	1,385,962	+ 17.2
10. Smallwares .....	494,882	561,521	+ 13.5
11. Food and kindred products .....	1,610,606	1,864,728	+ 15.8
12. Furniture (including mattresses and springs) ..	1,086,611	1,283,609	+ 18.1
13. Home furnishings .....	1,169,242	1,398,471	+ 19.6
14. Household appliances and electrical supplies ..	497,667	633,039	+ 27.2
15. Hardware and kitchen utensils .....	667,985	854,987	+ 28.0
16. Radios, musical instruments and supplies .....	186,845	225,407	+ 20.6
17. Shoes and other footwear .....	1,100,962	1,215,558	+ 10.4
18. Stationery, books and magazines .....	176,556	207,288	+ 17.4
19. All other departments, total .....	1,989,544	2,481,233	+ 24.7



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Year	Value	Value	Description
1961	100,000	100,000	...
1962	100,000	100,000	...
1963	100,000	100,000	...
1964	100,000	100,000	...
1965	100,000	100,000	...
1966	100,000	100,000	...
1967	100,000	100,000	...
1968	100,000	100,000	...
1969	100,000	100,000	...
1970	100,000	100,000	...
1971	100,000	100,000	...
1972	100,000	100,000	...
1973	100,000	100,000	...
1974	100,000	100,000	...
1975	100,000	100,000	...
1976	100,000	100,000	...
1977	100,000	100,000	...
1978	100,000	100,000	...
1979	100,000	100,000	...
1980	100,000	100,000	...