

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

DOMINION BUREAU OF STATISTICS  
1942  
NE PAS PRETER  
CIRCULATE

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.

Vol. XLV - No. 7

Price 10 cents

Monthly Indexes of Retail Sales in Canada, July, 1942  
(1935-1939 = 100)

Dollar value of retail trading in Canada averaged 12 per cent higher in July of this year than last, was 50 per cent above July, 1939 and showed about the usual seasonal decline from June, according to indexes of sales computed from sales figures reported by a sample number of firms representing 12 different retail trades. Sales for the first seven months of the current year averaged 16 per cent above the corresponding period a year ago.

The general index of sales, unadjusted for differences in number of business days and for normal seasonal movements and on the base 1935-1939 = 100, stands at 137.2 for July, 1942, at 154.5 for June and at 122.4 for July last year. On making allowance both for differences in number of business days and for normal seasonal fluctuations the general index of sales stands at 150.1, practically unchanged from the June index of 150.9.

Radio and electrical stores reported a 12 per cent decline from July, 1941; jewellery store sales were down by 13 per cent while all other trades for which figures are available averaged higher. Women's clothing stores lead in point of view of increased sales compared with July, 1941 with a gain of 26 per cent followed by shoe stores with an increase of 25 per cent. Restaurants and variety stores both reported increases of 16 per cent while more moderate gains were recorded for the other lines of business sampled.

The marked increase in women's clothing store sales was general across the country, percentage increases over July, 1941 standing at 19 per cent for the Maritime Provinces, 30 per cent for Quebec, 27 per cent for Ontario, 24 per cent for the Prairie Provinces and 17 per cent for British Columbia. This increase was also recorded in the women's clothing departments of department stores which reported a gain of 20 per cent in sales over July a year ago.

Grocery and meat store sales averaged 14 per cent higher in July of this year over last, figures on a regional basis indicating that the gain in the Maritime Provinces exceeded by a considerable margin the increases recorded in other parts. Percentage increases in sales for July for the several economic divisions with figures for the year to date in brackets are as follows: Maritime Provinces, 25 per cent (27 per cent); Quebec, 16 per cent (21 per cent); Ontario, 11 per cent (17 per cent); Prairie Provinces, 16 per cent (17 per cent) and British Columbia, 16 per cent (15 per cent). On making allowances for differences in number of business days and for normal seasonal movements the food store index receded from 172.1 for June to 153.9 for July, a figure approximately on a par with the level obtaining in the first quarter of the year.

Drug store sales averaged 11 per cent higher in July, 1942 compared with July, 1941 with gains in both East and West exceeding those for the central part of the country. July increases with gains for the year to date in brackets are as follows: Maritime Provinces, 15 per cent (20 per cent); Quebec, 14 per cent (16 per cent); Ontario, 3 per cent (12 per cent); Prairie Provinces, 10 per cent (17 per cent) and British Columbia, 16 per cent (18 per cent).

An increase of 10 per cent occurred in sales of department stores in July this year over last. Results for the different sections of the country revealed increases ranging from 7 to 13 per cent with highest gains being recorded in the Prairie Provinces and British Columbia.

A departmental breakdown of sales reported by 18 firms revealed an average increase of 9 per cent in July of this year over last. Increases occurred in the sales of all departments with the exception of household appliances and electrical supplies, whose sales declined 7 per cent and in the miscellaneous departments where a 6 per cent decrease was recorded. Radio and musical instrument sales in department stores gained 16 per cent over July of last year but sales of other durable goods in the household line held to within a narrow margin of the sales in the corresponding month last year. Furniture sales gained 1 per cent, hardware sales were up 4 per cent and home furnishings, 3 per cent. Sales of women's clothing were 20 per cent higher, men's clothing departments recorded improvement of 14 per cent and footwear sales gained 16 per cent over July last year. Sales of food departments were 3 per cent higher.

Comparison of Retail Sales in Canada, for 1941 and 1942, by Kinds of Business  
(Comparisons are based on dollar value. No corrections have been made for higher prices)

| Kind of Business                  | July, 1942<br>+ or - per cent compared with |              |              | Cumulative<br>Indexes              |
|-----------------------------------|---|--------------|--------------|------------------------------------|
|                                   | July<br>1939                                | July<br>1941 | June<br>1942 | Jan.-July, 1942<br>Jan.-July, 1941 |
| General Index .....               | + 50.3                                      | + 12.1       | - 11.2       | + 16.4                             |
| Boot and Shoe Stores .....        | + 59.4                                      | + 24.6       | - 19.4       | + 23.5                             |
| Candy Stores .....                | + 49.5                                      | + 10.3       | (a)          | + 19.5                             |
| Men's Clothing Stores .....       | + 53.2                                      | + 9.6        | - 20.7       | + 24.9                             |
| Women's Clothing Stores .....     | + 75.0                                      | + 25.8       | - 12.1       | + 20.6                             |
| Department Stores .....           | + 49.7                                      | + 9.9        | - 19.5       | + 14.0                             |
| Drug Stores .....                 | + 41.8                                      | + 10.6       | + 1.3        | + 14.7                             |
| Furniture Stores .....            | + 53.2                                      | + 4.0        | - 7.9        | - 0.6                              |
| Grocery and Meat Stores .....     | + 50.8                                      | + 14.3       | - 9.9        | + 18.7                             |
| Hardware Stores .....             | + 28.7                                      | + 2.5        | - 7.5        | + 11.4                             |
| Radio and Electrical Stores ..... | + 43.3                                      | - 12.2       | - 6.3        | - 3.1                              |
| Restaurants .....                 | + 51.5                                      | + 16.4       | + 4.2        | + 19.3                             |
| Variety Stores .....              | + 62.9                                      | + 15.9       | - 2.4        | + 20.3                             |

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores  
July, 1941 and July, 1942

| Region                   | Sales in July, 1942<br>Compared with Sales in July, 1941 |                     |
|--------------------------|--|---------------------|
|                          | Boot and<br>Shoe Stores                                  | Jewellery<br>Stores |
| CANADA .....             | + 24.6   | - 12.6              |
| Maritime Provinces ..... | + 17.2   | - 0.9               |
| Quebec .....             | + 24.4   | - 17.3              |
| Ontario .....            | + 26.2   | - 13.2              |
| Prairie Provinces .....  | + 21.7   | - 11.1              |
| British Columbia .....   | + 26.1   | - 10.2              |

(a) Unchanged.



Regional Trends in Retail Trade - Second Quarter, 1942

Composite indexes of retail sales based on results for seven lines of retail trading for which regional indexes are computed indicate that the spread in dollar volume of retail business between 1942 and 1941 was considerably smaller in the second quarter of the year than in the first. This reduction in spread was particularly notable in Ontario and the Prairie Provinces. Minor reductions in spread were recorded in the Maritime Provinces and Quebec while in British Columbia the increase reported during the first quarter of the year was maintained in the second.

The lines of business on which these regional trends are based include the following: men's clothing stores, women's clothing stores, department stores, grocery and meat stores, drug stores, variety stores and country general stores. Composite figures for these seven trades indicate that sales in Canada averaged 15 per cent higher in the second quarter of this year compared with last whereas sales during the first quarter were up by 21 per cent. Sales for the first six months of the year as measured by the average results for the seven trades were up by 18 per cent.

Ontario sales were 21 per cent higher in the first quarter of this year over last while the corresponding comparison for the second quarter revealed a gain of 12 per cent. Average results for the first six months of the year show an increase of 16 per cent.

Results for the Prairie Provinces were similar to those for Ontario, a 12 per cent increase for the second quarter of this year over last comparing with an increase of 19 per cent for the first quarter and a gain of 15 per cent for the first half of the year.

Sales in the Maritime Provinces averaged 24 per cent higher in the first quarter of this year over last, they were up 20 per cent in the second quarter and averaged 21 per cent higher for the first six months. Quebec results were similar, the increases in this instance standing at 23 per cent for the first quarter, 19 per cent for the second quarter and 21 per cent for the first half of the year. Sales in British Columbia averaged 17 per cent higher in both the first and second quarters of this year compared with last.

The reduction in spread in dollar volume was reported by all trades but was particularly noticeable in the results for both men's and women's specialty shops and for department stores. Sales of men's clothing stores averaged 39 per cent higher in the first quarter of this year over last, 19 per cent for the second quarter and 27 per cent for the first half of the year. Corresponding figures for women's specialty shops show increases of 28 per cent, 15 per cent and 20 per cent respectively. Department store sales were up 21 per cent in the first quarter, 9 per cent in the second and stand 15 per cent higher for the first six months.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

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

| Year and Month   | General Index |       | Boots and Shoes |       | Candy(h) |       | Men's Clothing (c) |       |
|------------------|---------------|-------|-----------------|-------|----------|-------|--------------------|-------|
|                  | A             | B     | A               | B     | A        | B     | A                  | B     |
| July, 1929 ..... | 130.3         | 144.2 | 153.0           | 150.1 | 180.1    | 210.3 | 126.0              | 148.7 |
| July, 1933 ..... | 76.0          | 85.5  | 92.8            | 93.8  | 85.8     | 97.9  | 63.5               | 77.7  |
| July, 1939 ..... | 91.3          | 103.8 | 89.6            | 96.2  | 75.2     | 87.9  | 79.7               | 101.1 |
| July, 1940 ..... | 103.2         | 114.5 | 101.3           | 106.6 | 84.5     | 101.0 | 94.9               | 116.1 |
| July, 1941 ..... | 122.4         | 134.9 | 114.6           | 119.7 | 101.9    | 121.4 | 111.4              | 135.7 |
| <u>1941</u>      |               |       |                 |       |          |       |                    |       |
| October .....    | 152.5         | 138.1 | 133.4           | 121.5 | 133.1    | 137.5 | 139.4              | 133.4 |
| November .....   | 146.6         | 138.2 | 128.4           | 134.2 | 131.4    | 155.8 | 173.8              | 135.2 |
| December .....   | 201.5         | 147.2 | 203.0           | 144.4 | 301.8    | 160.1 | 242.9              | 148.0 |
| <u>1942</u>      |               |       |                 |       |          |       |                    |       |
| January .....    | 128.1         | 150.9 | 114.1           | 153.7 | 116.3    | 151.1 | 114.0              | 143.5 |
| February .....   | 120.1         | 154.3 | 89.5            | 179.8 | 158.3    | 171.5 | 104.1              | 176.2 |
| March .....      | 144.7         | 161.4 | 139.4           | 192.2 | 127.7    | 163.4 | 168.4              | 210.2 |
| April .....      | 154.8         | 155.8 | 169.2           | 153.6 | 189.1    | 142.3 | 139.1              | 190.9 |
| May .....        | 159.4         | 149.1 | 167.3           | 139.0 | 146.6    | 144.0 | 159.9              | 157.5 |
| June .....       | 154.5         | 150.9 | 177.2           | 131.1 | 112.4    | 149.4 | 154.0              | 146.9 |
| July .....       | 137.2         | 150.1 | 142.8           | 148.5 | 112.4    | 132.9 | 122.1              | 147.6 |

| Year and Month   | Women's Clothing |       | Department |       | Drugs |       |
|------------------|------------------|-------|------------|-------|-------|-------|
|                  | A                | B     | A          | B     | A     | B     |
| July, 1929 ..... | 151.8            | 163.8 | 120.3      | 148.8 | 123.4 | 125.7 |
| July, 1933 ..... | 73.4             | 87.7  | 69.1       | 88.5  | 34.1  | 85.4  |
| July, 1939 ..... | 80.0             | 99.0  | 75.0       | 101.2 | 99.6  | 102.2 |
| July, 1940 ..... | 96.0             | 114.7 | 88.0       | 114.6 | 108.0 | 111.2 |
| July, 1941 ..... | 111.3            | 132.4 | 102.2      | 132.5 | 127.7 | 130.7 |
| <u>1941</u>      |                  |       |            |       |       |       |
| October .....    | 164.1            | 131.3 | 160.0      | 136.5 | 141.6 | 135.9 |
| November .....   | 135.4            | 137.2 | 155.4      | 137.6 | 134.6 | 136.2 |
| December .....   | 223.7            | 148.8 | 239.2      | 145.8 | 182.6 | 145.5 |
| <u>1942</u>      |                  |       |            |       |       |       |
| January .....    | 116.3            | 152.5 | 115.2      | 151.1 | 136.6 | 140.6 |
| February .....   | 96.6             | 166.2 | 107.4      | 142.8 | 130.8 | 145.1 |
| March .....      | 149.3            | 173.6 | 141.2      | 156.9 | 142.0 | 147.5 |
| April .....      | 134.0            | 153.1 | 145.1      | 148.8 | 143.4 | 148.4 |
| May .....        | 166.7            | 153.3 | 142.2      | 140.1 | 144.2 | 146.5 |
| June .....       | 159.3            | 143.8 | 139.5      | 134.0 | 139.4 | 148.4 |
| July .....       | 140.0            | 165.3 | 112.3      | 145.1 | 141.2 | 144.0 |

(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 the current year are subject to final revision)

| Year and Month   | Furniture |       | Groceries and Meats |       | Hardware |       |
|------------------|-----------|-------|---------------------|-------|----------|-------|
|                  | A         | B     | A                   | B     | A        | B     |
| July, 1929 ..... | 128.4     | 181.5 | 127.0               | 131.2 | 147.0    | 148.6 |
| July, 1935 ..... | 51.9      | 70.0  | 82.4                | 87.9  | 75.5     | 75.5  |
| July, 1939 ..... | 78.8      | 104.9 | 100.8               | 107.5 | 118.3    | 109.7 |
| July, 1940 ..... | 100.6     | 129.3 | 111.1               | 114.7 | 121.1    | 108.0 |
| July, 1941 ..... | 116.1     | 149.1 | 133.0               | 136.3 | 148.6    | 132.4 |
| <u>1941</u>      |           |       |                     |       |          |       |
| October .....    | 140.5     | 117.8 | 145.2               | 143.0 | 164.7    | 140.5 |
| November .....   | 100.6     | 95.0  | 143.7               | 140.8 | 140.3    | 143.1 |
| December .....   | 134.9     | 114.1 | 161.6               | 149.1 | 171.9    | 154.7 |
| <u>1942</u>      |           |       |                     |       |          |       |
| January .....    | 91.8      | 134.5 | 150.4               | 146.4 | 106.0    | 173.2 |
| February .....   | 106.2     | 130.2 | 141.6               | 154.2 | 95.7     | 175.2 |
| March .....      | 111.9     | 133.4 | 153.3               | 154.9 | 122.0    | 170.9 |
| April .....      | 129.0     | 119.1 | 157.4               | 161.4 | 149.0    | 146.1 |
| May .....        | 164.6     | 132.9 | 169.9               | 157.1 | 176.0    | 130.0 |
| June .....       | 131.1     | 132.3 | 168.7               | 172.1 | 164.6    | 135.7 |
| July .....       | 120.7     | 155.2 | 152.0               | 153.9 | 152.3    | 135.8 |

| Year and Month   | Radio and Electrical |       | Restaurants |       | Variety |       |
|------------------|----------------------|-------|-------------|-------|---------|-------|
|                  | A                    | B     | A           | B     | A       | B     |
| July, 1929 ..... | 129.0                | 210.9 | 197.1       | 187.9 | 85.1    | 85.7  |
| July, 1935 ..... | 50.4                 | 79.1  | 89.0        | 85.1  | 73.4    | 76.0  |
| July, 1939 ..... | 84.0                 | 109.8 | 96.2        | 92.0  | 108.3   | 112.2 |
| July, 1940 ..... | 106.1                | 133.4 | 106.0       | 101.0 | 125.8   | 126.7 |
| July, 1941 ..... | 137.1                | 172.4 | 125.2       | 119.4 | 152.2   | 152.7 |
| <u>1941</u>      |                      |       |             |       |         |       |
| October .....    | 153.6                | 119.5 | 131.0       | 128.2 | 173.0   | 166.2 |
| November .....   | 117.1                | 95.6  | 126.3       | 133.9 | 173.2   | 171.6 |
| December .....   | 170.6                | 121.3 | 139.4       | 134.1 | 341.6   | 176.2 |
| <u>1942</u>      |                      |       |             |       |         |       |
| January .....    | 126.0                | 156.4 | 129.7       | 125.2 | 129.8   | 191.4 |
| February .....   | 110.2                | 143.2 | 120.6       | 136.6 | 129.0   | 190.9 |
| March .....      | 126.9                | 153.7 | 140.0       | 143.6 | 148.2   | 191.3 |
| April .....      | 134.7                | 147.8 | 141.5       | 142.2 | 169.2   | 188.4 |
| May .....        | 152.6                | 136.5 | 145.1       | 142.5 | 186.4   | 180.6 |
| June .....       | 138.5                | 138.5 | 139.8       | 140.4 | 180.7   | 176.7 |
| July .....       | 120.4                | 151.4 | 145.7       | 138.4 | 176.4   | 176.3 |



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) |        |                    |        |         |                   |                  |
| 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 .....          | 111.4  | 164.4              | 112.7  | 102.4   | 106.0             | 117.2            |
| 1942                      |        |                    |        |         |                   |                  |
| May .....                 | 159.9  | 217.2              | 180.0  | 146.3   | 144.4             | 147.8            |
| June .....                | 154.0  | 215.2              | 166.5  | 145.7   | 131.4             | 143.2            |
| July .....                | 122.1  | 186.1              | 126.4  | 110.0   | 119.3             | 122.0            |
| % Change,                 |        |                    |        |         |                   |                  |
| July, 1942 .....          | + 9.6  | +13.2              | +12.2  | + 7.4   | +12.5             | + 4.1            |
| July, 1941 .....          |        |                    |        |         |                   |                  |
| % Change,                 |        |                    |        |         |                   |                  |
| Jan.-July, 1942           | +24.9  | +28.8              | +32.0  | +19.9   | +23.4             | +29.1            |
| Jan.-July, 1941           |        |                    |        |         |                   |                  |
| Women's Clothing Stores   |        |                    |        |         |                   |                  |
| July, 1939 .....          | 80.0   | 88.7               | 82.9   | 76.0    | 81.0              | 86.6             |
| July, 1940 .....          | 96.0   | 117.0              | 92.4   | 94.5    | 95.0              | 109.4            |
| July, 1941 .....          | 111.3  | 131.6              | 103.2  | 109.4   | 106.0             | 129.4            |
| 1942                      |        |                    |        |         |                   |                  |
| May .....                 | 166.7  | 218.2              | 176.9  | 153.7   | 148.9             | 133.5            |
| June .....                | 159.3  | 190.7              | 175.7  | 153.4   | 133.1             | 169.1            |
| July .....                | 140.0  | 156.4              | 140.5  | 133.7   | 131.4             | 151.7            |
| % Change,                 |        |                    |        |         |                   |                  |
| July, 1942 .....          | +25.8  | +18.8              | +29.9  | +26.8   | +24.0             | +17.2            |
| July, 1941 .....          |        |                    |        |         |                   |                  |
| % Change,                 |        |                    |        |         |                   |                  |
| Jan.-July, 1942           | +20.6  | +17.9              | +24.2  | +20.1   | +17.2             | +19.0            |
| Jan.-July, 1941           |        |                    |        |         |                   |                  |
| Grocery and Meat Stores   |        |                    |        |         |                   |                  |
| July, 1939 .....          | 100.8  | 111.6              | 94.3   | 93.5    | 113.0             | 104.6            |
| July, 1940 .....          | 111.1  | 120.6              | 100.2  | 109.1   | 128.4             | 123.7            |
| July, 1941 .....          | 133.0  | 137.8              | 121.3  | 134.6   | 148.6             | 136.9            |
| 1942                      |        |                    |        |         |                   |                  |
| May .....                 | 169.9  | 173.8              | 172.3  | 170.5   | 164.1             | 162.4            |
| June .....                | 168.7  | 174.9              | 175.9  | 160.6   | 171.6             | 173.8            |
| July .....                | 152.0  | 172.0              | 141.1  | 148.0   | 171.9             | 158.2            |
| % Change,                 |        |                    |        |         |                   |                  |
| July, 1942 .....          | +14.3  | +24.8              | +16.3  | +10.7   | +15.7             | +15.6            |
| July, 1941 .....          |        |                    |        |         |                   |                  |
| % Change,                 |        |                    |        |         |                   |                  |
| Jan.-July, 1942           | +18.7  | +26.9              | +21.0  | +16.8   | +16.8             | +15.1            |
| Jan.-July, 1941           |        |                    |        |         |                   |                  |

(c) Includes men's furnishings.

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, 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  | 127.5              | 97.4   | 97.9    | 97.1              | 119.1            |
| 1942               |        |                    |        |         |                   |                  |
| May .....          | 142.2  | 173.7              | 156.1  | 142.3   | 126.2             | 144.7            |
| June .....         | 139.5  | 168.9              | 152.2  | 137.2   | 125.3             | 148.4            |
| July .....         | 112.3  | 135.8              | 107.8  | 105.3   | 108.7             | 134.9            |
| % Change,          |        |                    |        |         |                   |                  |
| July, 1942 .....   | + 9.9  | + 6.5              | +10.7  | + 7.6   | +11.9             | +13.3            |
| July, 1941         |        |                    |        |         |                   |                  |
| % Change,          |        |                    |        |         |                   |                  |
| Jan.-July, 1942 .. | +14.0  | +17.6              | +16.4  | +12.6   | +12.0             | +17.8            |
| Jan.-July, 1941    |        |                    |        |         |                   |                  |
| Variety Stores     |        |                    |        |         |                   |                  |
| 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 .....   | 152.2  | 196.2              | 160.7  | 143.1   | 152.0             | 128.6            |
| 1942               |        |                    |        |         |                   |                  |
| May .....          | 186.4  | 236.3              | 218.8  | 171.3   | 170.0             | 140.3            |
| June .....         | 180.7  | 229.2              | 208.7  | 167.4   | 163.3             | 141.4            |
| July .....         | 176.4  | 221.6              | 185.1  | 168.4   | 177.4             | 143.0            |
| % Change,          |        |                    |        |         |                   |                  |
| July, 1942 .....   | +15.9  | +12.9              | +15.2  | +17.7   | +16.7             | +11.2            |
| July, 1941         |        |                    |        |         |                   |                  |
| % Change,          |        |                    |        |         |                   |                  |
| Jan.-July, 1942 .. | +20.3  | +19.7              | +23.8  | +18.7   | +20.0             | +17.9            |
| Jan.-July, 1941    |        |                    |        |         |                   |                  |
| Drug Stores        |        |                    |        |         |                   |                  |
| 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 .....   | 127.7  | 145.8              | 121.7  | 128.3   | 126.7             | 125.1            |
| 1942               |        |                    |        |         |                   |                  |
| May .....          | 144.2  | 171.9              | 140.4  | 140.9   | 145.8             | 145.4            |
| June .....         | 139.4  | 163.0              | 137.9  | 137.9   | 135.8             | 139.7            |
| July .....         | 141.2  | 168.1              | 138.3  | 138.7   | 139.0             | 144.9            |
| % Change,          |        |                    |        |         |                   |                  |
| July, 1942 .....   | +10.6  | +15.3              | +14.0  | + 8.1   | + 9.7             | +15.8            |
| July, 1941         |        |                    |        |         |                   |                  |
| % Change,          |        |                    |        |         |                   |                  |
| Jan.-July, 1942 .. | +14.7  | +19.5              | +15.9  | +12.0   | +17.2             | +17.9            |
| Jan.-July, 1941    |        |                    |        |         |                   |                  |



Department Store Sales in Canada, by Selected Departments  
July, 1941 and July, 1942

(Based on dollar sales of 18 firms)

|  | July<br>1941<br>\$ | July<br>1942<br>\$ | % Change,<br>1942/1941 |
|--|--------------------|--------------------|------------------------|
| TOTAL SALES .....                                  | 18,475,992         | 20,139,463         | + 9.0                  |
| 1. Women's dresses, coats and suits .....          | 1,470,711          | 1,835,619          | + 28.2                 |
| 2. Girls' and infants' wear .....                  | 518,289            | 626,889            | + 21.0                 |
| 3. Hosiery and gloves .....                        | 655,136            | 733,196            | + 11.9                 |
| 4. Lingerie and corsets .....                      | 941,167            | 1,051,417          | + 11.7                 |
| 5. Millinery .....                                 | 126,664            | 143,111            | + 13.0                 |
| 6. Women's and children's apparel -- (Total, 1-5)  | 3,711,967          | 4,440,232          | + 19.6                 |
| 7. Men's and boys' clothing and furnishings .....  | 1,804,512          | 2,063,192          | + 14.3                 |
| 8. Drugs and toilet articles and preparations ...  | 590,183            | 642,614            | + 8.9                  |
| 9. Piece goods .....                               | 1,424,585          | 1,671,745          | + 17.3                 |
| 10. Smallwares .....                               | 591,722            | 668,058            | + 12.9                 |
| 11. Food and kindred products .....                | 1,839,292          | 1,983,537          | + 7.8                  |
| 12. Furniture (including mattresses and springs) . | 1,314,632          | 1,323,435          | + 0.7                  |
| 13. Home furnishings .....                         | 1,410,331          | 1,448,313          | + 2.7                  |
| 14. Household appliances and electrical supplies . | 655,073            | 609,529            | - 7.0                  |
| 15. Hardware and kitchen utensils .....            | 944,971            | 933,589            | + 4.1                  |
| 16. Radios, musical instruments and supplies ..... | 229,940            | 266,054            | + 15.7                 |
| 17. Shoes and other footwear .....                 | 1,228,520          | 1,426,978          | + 16.2                 |
| 18. Stationery, books and magazines .....          | 314,075            | 349,118            | + 10.4                 |
| 19. All other departments, total .....             | 2,316,204          | 2,353,069          | - 6.1                  |

STATISTICS CANADA LIBRARY  
BIBLIOTHÈQUE STATISTIQUE CANADA



1010736104