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Monthly Indexes of Retail Sales in Canada, September, 1945
(1935-1939 = 100)

Retail sales in Canada were 5 per cent higher in September of this year than last and were also 5 per cent higher than the dollar volume of business transacted in August, 1945 according to results of the monthly survey of retail trade made by the Dominion Bureau of Statistics. The general index of retail sales (representing the average experience of 14 trades), and on the base, 1935-1939=100, stands at 187.2 for September, 1945 compared with 178.1 for August of this year and 178.1 for September a year ago.

The 5 per cent gain over September, 1944 is considerably below the more substantial increases of between 10 and 11 per cent recorded in the comparisons between June, July and August of this year and last. Most of this reduction in percentage increase may be attributed to the fact that there was one more business day in September of last year than this. On making allowance for differences in the number of business days and also for normal seasonal movements the adjusted index of sales stands at 186.1 for September, 9 per cent above the index for the corresponding month of last year but down slightly from the August, 1945 index of 189.8.

Increases of 19 per cent for men's specialty shops and 17 per cent for hardware stores constitute the two outstanding gains in the comparison between September of this year and last on an individual trade basis. The marked gain for men's clothing shops indicates that the effect of purchases by service men is now being felt to an appreciable degree. The 17 per cent increase for hardware stores is in continuation of substantial gains recorded in the three preceding months and reflects improvement in the supply situation with respect to this trade.

A slight decline of 1 per cent in food store sales below September last year may be attributed in part to the re-introduction of meat rationing in September of this year. The occurrence of the extra shopping day in September of last year compared with this is another factor to which consideration should be given in interpreting this decrease.

Country general store sales averaged 4 per cent higher in September of this year than last compared with increases of from 7 to 8 per cent which characterized the corresponding comparisons with last year for the three preceding months. Lifting of gas rationing in August enabling the rural population to do their shopping further afield together with somewhat lower farm revenues in September of this year compared with last may be mentioned as factors tending to reduce the volume of business transacted by country general stores.

Department store sales were 10 per cent higher in September of this year than last and were up 30 per cent compared with August. That the gain over September, 1944 for department stores exceeded the average 5 per cent gain for retail trade as a whole may be attributed to the fact that department store sales are heavily weighted by such commodities as wearing apparel and household effects, commodities whose sales have been active during recent months.

Increases of 10 per cent for furniture stores and 11 per cent for stores specializing in radios and electrical equipment compared with September, 1944 reflect active demand and the improving supply situation with respect to the commodities in which these stores specialize. Gains over September last year for other trades for which figures are compiled are as follows; retail furriers, 14 per cent; family clothing stores, 9 per cent; women's clothing stores, 6 per cent; shoe stores, 4 per cent; restaurants, 6 per cent; jewellery stores, 9 per cent; drug stores, 4 per cent and variety stores, 1 per cent. Candy store sales, as measured by sales reports received from chain companies active in this field, were 11 per cent lower in September of this year than last.

Regional Trends

Sales indexes, when computed on a regional basis indicate that increases in sales in September over the corresponding month a year ago were somewhat higher in Western Canada than in the central and eastern parts. Sales in British Columbia were up by 8 per cent followed by the Prairie Provinces with a gain of 7 per cent. Relatively slight gains ranging around 4 per cent were recorded in Ontario, Quebec and the Maritime Provinces.

Departmental Analysis of Department Store Sales

Aggregate sales of those firms which provided a breakdown of sales by departments were 11 per cent higher in September of this year over last. Largest gains were those for hardware and furniture, whose sales increased 20 and 17 per cent respectively. Other departments whose sales increases exceeded the average gain were men's wear, home furnishings and household appliances. A decrease is shown in food sales in September this year below 1944.

On Page 11 of this report a summary of department store sales by departments for the first nine months of this year and last is given. While furniture and hardware departments recorded gains of 15 per cent over the corresponding period of 1944, most other departments showed increases which varied little from the 10 per cent average gains for all departments. The radio and music department was the only exception, with a minor increase of 5 per cent in the cumulative results.

Comparison of Retail Sales in Canada, for 1944 and 1945, by Kinds of Business
 (Comparisons are based on dollar value. No corrections have been made for higher prices)

Kind of Business	Sales in Sept., 1945 Compared With Sales In			Sales in Jan.-Sept., 1945 Compared With Sales In	
	Sept. 1941	Sept. 1944	Aug. 1945	Jan.-Sept., 1941	Jan.-Sept., 1944
	%	%	%	%	%
GENERAL INDEX	+38.3	+ 5.1	+ 5.1	+40.6	+ 7.7
General Merchandise Group:					
Country General Stores	+42.3	+ 3.6	- 5.9	+49.4	+ 5.6
Department Stores	+45.8	+10.0	+29.8	+37.7	+ 9.9
Variety Stores	+27.4	+ 1.4	+ 1.0	+34.1	+ 7.7
Food Group:					
Food Stores	+30.2	- 1.0	- 7.6	+38.3	+ 6.1
Restaurants	+53.4	+ 6.1	- 3.9	+62.8	+ 3.8
Clothing Group:					
Family Clothing Stores	+52.1	+ 3.3	+17.7	+50.7	+10.9
Men's Clothing Stores	+62.8	+19.3	+13.4	+42.0	+ 8.4
Women's Clothing Stores	+57.6	+ 5.6	+27.5	+54.9	+ 8.8
Shoe Stores	+55.4	+ 3.8	+14.7	+55.6	+11.5
Household and Personal Effects Group:					
Drug Stores	+41.1	+ 4.0	+ 1.8	+44.8	+ 6.0
Furniture Stores	+ 7.7	+ 9.5	+ 7.3	+ 9.9	+12.6
Hardware Stores	+35.2	+16.7	+ 4.9	+39.1	+14.4
Jewellery Stores (b)	+48.0	+ 8.5	- 6.4	+64.4	+14.9
Radio and Electrical Stores	-20.8	+10.7	+10.4	-19.2	+ 6.1

(b) Based on sales including the Federal tax introduced in June, 1942.

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		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
September, 1939 . .	116.4	109.9	126.1	109.0	117.3	113.3	115.2	115.1
September, 1941 . .	135.4	135.4	124.1	115.9	138.6	136.6	152.3	162.6
September, 1942 . .	151.4	151.3	140.6	130.9	154.9	152.7	176.6	188.5
September, 1943 . .	157.2	157.9	149.5	139.1	159.1	156.8	170.2	183.2
September, 1944 . .	178.1	170.5	170.4	152.9	183.8	179.7	191.4	191.2
1944								
October	182.3	174.4	173.2	159.9	193.0	171.3	199.9	199.1
November	190.4	181.8	165.9	160.3	225.3	194.7	217.0	217.2
December	237.1	172.7	196.5	163.3	253.9	158.4	372.3	184.1
1945								
January	143.0	174.9	127.0	166.0	122.5	163.1	139.6	221.5
February	146.7	185.6	127.2	172.0	136.2	181.0	151.0	223.6
March	194.3	201.8	158.2	179.7	200.5	215.5	208.6	234.4
April	174.6	179.7	160.1	178.2	164.8	171.7	179.5	212.9
May	182.0	175.9	182.1	168.5	162.8	157.3	192.0	194.9
June	196.8	184.4	183.5	172.6	169.1	160.6	212.3	193.9
July	170.6	189.2	182.0	176.1	133.2	178.9	196.7	203.7
August	178.1	189.8	187.6	171.8	155.7	184.7	192.0	203.8
September	187.2	186.1	178.5	185.3	202.1	205.8	194.0	200.7

Year and Month	Food		Restaurants		Family Clothing		Men's (c) Clothing	
	A	B	A	B	A	B	A	B
September, 1939 . .	117.9	112.2	104.1	99.2	(a)	(a)	115.4	109.2
September, 1941 . .	133.7	139.1	133.1	128.6	131.4	143.3	128.4	130.4
September, 1942 . .	148.0	152.9	156.2	150.9	156.5	169.3	152.8	160.2
September, 1943 . .	154.6	160.3	186.5	179.0	160.1	176.0	154.3	165.1
September, 1944 . .	175.8	168.0	192.4	184.7	184.0	189.1	175.2	172.6
1944								
October	168.6	174.8	197.1	196.0	227.4	195.9	207.8	180.9
November	168.5	172.3	193.8	203.4	233.1	197.7	228.8	187.3
December	204.6	176.2	196.7	190.5	290.5	181.8	297.3	172.9
1945								
January	166.5	176.3	179.1	188.4	125.3	186.3	117.5	165.7
February	167.5	182.3	171.3	193.9	127.5	197.0	120.8	192.3
March	201.1	188.1	195.9	196.4	218.8	230.4	206.0	217.7
April	181.7	185.4	192.4	195.8	184.9	173.1	165.8	159.9
May	192.1	189.6	191.9	187.2	189.0	183.8	168.3	174.3
June	210.8	197.0	199.1	198.6	216.3	198.7	212.1	189.3
July	178.2	188.5	208.7	201.5	179.2	215.4	152.8	193.0
August	188.4	198.7	212.5	194.9	169.8	207.2	140.8	189.8
September	174.1	173.5	204.2	199.2	199.8	212.3	209.0	212.3

(a) Not available.

(c) Includes men's furnishings.

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	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
September, 1939 .	110.2	109.7	122.2	108.0	104.4	101.1	115.4	97.9
September, 1941 .	134.8	144.0	131.1	123.8	130.4	130.5	137.3	119.3
September, 1942 .	168.8	178.8	164.2	155.7	147.6	146.8	129.2	112.2
September, 1943 .	175.5	188.2	167.7	159.1	158.1	157.8	117.4	103.6
September, 1944 .	201.2	204.9	196.2	169.4	177.0	172.0	135.1	112.8
1944								
October	218.9	191.4	173.7	175.9	185.9	182.5	141.9	123.3
November	227.1	205.3	180.7	190.9	181.4	184.7	145.3	137.8
December	292.2	189.9	246.0	169.4	261.3	205.6	147.9	124.6
1945								
January	135.8	190.0	99.0	143.1	176.2	187.2	99.7	151.3
February	139.0	221.1	108.3	183.1	167.6	185.9	112.4	144.0
March	258.2	259.5	226.0	243.2	188.5	186.6	143.1	165.4
April	199.5	175.2	179.6	161.6	175.2	184.4	159.3	147.1
May	198.9	190.8	191.1	173.6	178.6	183.8	166.9	134.8
June	217.9	196.3	261.1	190.4	184.7	190.8	164.3	159.7
July	165.8	203.6	189.8	215.3	178.5	186.2	135.0	179.8
August	166.6	212.4	177.6	203.1	180.8	181.1	137.9	154.7
September	212.4	224.1	203.7	183.5	184.0	182.4	147.9	128.5

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
September, 1939 .	135.6	115.3	105.1	(a)	120.2	103.0
September, 1941 .	157.4	133.8	147.6	163.6	156.9	140.4
September, 1942 .	166.0	141.1	151.7	168.2	133.5	119.5
September, 1943 .	155.3	134.7	174.7	193.6	114.7	102.6
September, 1944 .	182.3	153.1	201.2	223.1	112.2	100.4
1944						
October	184.4	164.2	200.2	224.4	113.9	99.3
November	181.1	180.4	249.3	244.5	119.0	104.2
December	191.5	177.1	592.6	233.4	137.7	108.0
1945						
January	120.2	200.4	149.7	209.8	99.0	118.4
February	119.2	218.4	169.6	243.4	93.8	121.5
March	168.4	231.5	204.9	268.0	110.5	129.0
April	190.6	186.2	187.6	227.8	110.5	112.7
May	204.9	155.2	197.1	219.7	115.4	99.3
June	218.4	177.3	230.6	243.2	116.0	121.1
July	209.2	194.8	219.1	269.2	108.1	129.7
August	202.9	189.6	233.4	242.2	112.5	123.6
September	212.8	185.3	218.4	252.3	124.2	115.8

(a) Not available.

(b) Based on sales including the Federal tax introduced in June, 1942.

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	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
September, 1942	173.4	131.2	169.7	226.8	168.5	232.2	161.4
September, 1943	189.5	152.6	199.1	221.0	185.2	249.7	178.4
September, 1944	213.7	172.0	218.3	242.8	217.7	251.6	212.7
1945							
August	212.6	203.8	179.4	237.3	210.5	268.7	212.2
September	221.3	178.7	248.7	242.3	209.9	260.2	218.2
% Change,							
September, 1945 .	+ 3.6	+ 3.9	+13.9	- 0.2	- 3.6	+ 3.4	+ 2.6
September, 1944 .							
% Change,							
Jan.-Sept., 1945	+ 6.7	+ 7.5	+ 8.0	+ 6.2	+ 5.1	+ 2.6	+10.1
Jan.-Sept., 1944							
Quebec							
September, 1942	149.7	139.0	166.7	197.4	142.0	148.7	165.4
September, 1943	154.4	149.0	165.5	193.8	149.0	170.0	168.6
September, 1944	173.1	161.5	193.8	222.6	166.5	182.2	182.6
1945							
August	177.1	199.8	169.2	223.0	175.3	208.6	172.9
September	180.9	170.9	221.2	219.6	164.1	207.5	194.0
% Change,							
September, 1945 .	+ 4.5	+ 5.8	+14.1	- 1.3	- 1.4	+13.9	+ 6.2
September, 1944 .							
% Change,							
Jan.-Sept., 1945	+ 7.9	+ 4.8	+13.7	+ 7.9	+ 5.6	+10.5	+10.1
Jan.-Sept., 1944							
Ontario							
September, 1942	148.4	135.3	157.0	166.1	141.4	153.6	148.8
September, 1943	149.8	141.8	148.9	158.9	146.0	191.8	142.2
September, 1944	167.5	149.6	166.2	177.1	167.5	193.4	160.6
1945							
August	164.6	175.5	145.9	175.0	176.5	207.7	145.9
September	174.6	162.9	177.6	181.1	164.8	192.8	181.6
% Change,							
September, 1945 .	+ 4.2	+ 8.9	+ 6.9	+ 2.3	- 1.6	- 0.3	+13.1
September, 1944 .							
% Change,							
Jan.-Sept., 1945	+ 8.2	+ 7.8	+10.7	+ 9.4	+ 6.2	+ 0.9	+13.4
Jan.-Sept., 1944							

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Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

Men's (a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
197.1	191.1	181.8	177.0	162.5	174.0	255.6	153.6
203.2	202.4	212.4	184.3	148.7	169.9	296.9	136.6
215.8	239.6	234.2	205.1	164.0	210.8	310.2	134.3
204.3	227.7	225.6	223.3	195.4	236.9	359.4	141.9
249.4	269.9	232.3	208.9	188.3	238.2	326.6	139.3
+15.6	+12.6	- 0.8	+ 1.9	+14.8	+13.0	+ 5.3	+ 3.7
+ 8.8	+13.1	+10.3	+ 5.4	+ 9.1	+ 9.9	+10.6	+ 7.1
Quebec							
149.8	162.1	138.3	140.5	116.0	175.4	132.6	144.1
151.0	157.2	142.1	151.6	110.9	166.7	142.8	141.4
162.5	174.7	165.8	169.4	133.9	199.3	166.1	139.3
134.3	144.8	153.3	176.4	126.2	226.8	196.6	143.7
172.3	181.1	172.8	180.6	138.1	230.4	182.4	149.8
+ 8.0	+ 3.7	+ 4.2	+ 6.6	+ 3.1	+15.8	+ 9.8	+ 7.5
+ 3.5	+ 5.8	+11.6	+ 7.2	+11.6	+16.3	+17.7	+ 7.4
Ontario							
149.3	174.1	176.3	143.1	130.8	146.5	145.3	120.6
147.3	182.0	168.5	151.5	111.0	137.9	165.3	97.0
171.8	211.1	198.7	168.0	123.6	151.9	196.4	87.5
131.2	166.8	167.6	168.6	125.5	169.2	223.3	86.0
208.3	221.1	200.4	173.1	132.7	179.0	212.5	101.2
+21.2	+ 4.7	+ 0.9	+ 3.0	+ 7.4	+17.9	+ 8.2	+15.7
+11.3	+10.7	+ 10.7	+ 5.8	+13.5	+15.6	+18.3	+ 4.5

(a) Includes men's furnishings.

(b) Based on sales including the Federal tax introduced in June, 1942.

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	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Prairie Provinces							
September, 1942	149.7	152.1	136.2	155.3	164.6	145.6	140.4
September, 1943	163.6	156.9	157.6	155.0	175.3	177.9	168.6
September, 1944	191.9	190.5	189.6	178.1	198.7	191.7	212.1
1945							
August	185.2	182.1	145.5	184.5	231.1	215.1	181.5
September	204.8	188.8	211.1	187.0	201.0	209.2	239.3
% Change,							
September, 1945 .	+ 6.7	- 0.9	+11.3	+ 5.0	+ 1.2	+ 9.1	+12.8
September, 1944 .							
% Change,							
Jan.-Sept., 1945	+ 6.2	+ 3.4	+ 7.8	+ 3.5	+ 6.4	+ 3.7	+ 9.8
Jan.-Sept., 1944							
British Columbia							
September, 1942	160.7	126.5	169.6	146.9	156.8	158.2	178.7
September, 1943	158.4	134.8	164.7	127.3	151.7	180.5	161.4
September, 1944	180.1	162.2	195.7	138.3	168.0	178.9	203.2
1945							
August	193.0	179.0	182.0	153.2	203.1	203.7	184.9
September	194.7	172.9	211.4	145.2	173.6	201.4	206.5
% Change,							
September, 1945 .	+ 8.1	+ 6.6	+ 8.0	+ 5.0	+ 3.3	+12.6	+ 1.6
September, 1944 .							
% Change,							
Jan.-Sept., 1945	+ 9.2	+ 9.1	+ 9.5	+ 6.9	+ 8.1	+ 3.7	+ 8.8
Jan.-Sept., 1944							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

Men's (a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Prairie Provinces							
142.8	145.5	154.5	150.1	124.7	176.5	148.6	131.4
165.1	168.7	176.3	162.2	120.0	164.9	191.2	127.8
197.6	196.0	201.4	183.7	145.2	200.4	222.2	142.5
140.8	172.2	192.8	185.9	149.7	214.7	250.2	132.1
263.2	212.6	236.5	190.6	169.9	234.7	240.5	147.5
+33.2	+ 8.5	+17.4	+ 3.8	+17.0	+17.1	+ 8.2	+ 3.5
+ 6.2	+ 7.0	+11.5	+ 4.9	+13.0	+10.9	+ 5.3	+ 7.0
British Columbia							
157.3	186.7	176.8	160.3	151.5	197.5	158.3	162.6
142.3	192.5	197.1	180.9	143.6	165.0	184.5	110.5
161.3	216.6	240.9	209.1	158.3	201.2	201.5	115.0
155.8	192.4	251.4	215.6	182.3	232.3	254.8	125.6
202.2	230.8	262.0	221.1	199.7	238.6	225.3	134.6
+25.4	+ 6.6	+ 8.8	+ 5.7	+26.2	+18.6	+11.8	+17.0
+14.5	+ 7.6	+16.1	+10.1	+14.8	+17.0	+15.5	+ 6.8

(a) Includes men's furnishings.

(b) Based on sales including the Federal tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

September, 1944 and September, 1945

(Based on dollar sales of 18 firms including mail order houses)

	September, 1944	September, 1945	% Change, 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	34,089,147	37,863,970	+11.1
1. Women's dresses, coats and suits	4,049,341	4,595,525	+13.5
2. Girls' and infants' wear	2,069,082	2,470,822	+19.4
3. Hosiery and gloves	1,386,393	1,441,923	+ 4.0
4. Lingerie and corsets	1,578,150	1,637,474	+ 3.8
5. Millinery	525,081	598,796	+14.0
6. Women's and children's apparel - (Total, 1-5) ..	9,608,047	10,744,540	+11.8
7. Men's and boys' clothing and furnishings	4,438,069	5,133,390	+15.7
8. Drugs and toilet articles and preparations	870,855	892,281	+ 2.5
9. Piece goods	3,046,068	3,184,009	+ 4.5
10. Smallwares	1,153,616	1,257,403	+ 9.0
11. Food and kindred products	2,389,411	2,326,653	- 2.6
12. Furniture (including mattresses and springs) ...	1,914,004	2,247,293	+17.4
13. Home furnishings	2,086,302	2,361,531	+13.2
14. Household appliances and electrical supplies ...	712,302	806,114	+13.2
15. Hardware and kitchen utensils	1,011,973	1,212,469	+19.8
16. Radios, musical instruments and supplies	213,367	234,469	+ 9.9
17. Shoes and other footwear	2,621,994	2,916,713	+11.2
18. Stationery, books and magazines	703,955	754,085	+ 7.1
19. All other departments, total	8,819,104	9,793,020	+14.3

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January-to-September, 1944 and January-to-September, 1945

	Jan.-to- Sept., 1944	Jan.-to- Sept., 1945	% Change, 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	238,417,410	262,971,199	+10.3
1. Women's dresses, coats and suits	27,705,060	30,880,907	+11.5
2. Girls' and infants' wear	10,308,202	11,644,002	+13.0
3. Hosiery and gloves	9,484,852	9,866,308	+ 4.0
4. Lingerie and corsets	11,166,393	11,276,458	+ 1.0
5. Millinery	2,914,373	3,326,750	+14.1
6. Women's and children's apparel-(Total, 1-5) ...	61,578,880	66,994,425	+ 8.8
7. Men's and boys' clothing and furnishings	26,121,722	28,695,299	+ 9.5
8. Drugs and toilet articles and preparations	7,085,039	7,701,120	+ 8.7
9. Piece goods	20,293,292	22,886,358	+12.8
10. Smallwares	8,407,923	9,198,054	+ 9.4
11. Food and kindred products	20,898,206	22,481,873	+ 7.6
12. Furniture (including mattresses and springs) ..	14,855,505	17,020,362	+14.6
13. Home furnishings	17,099,973	18,617,963	+ 8.9
14. Household appliances and electrical supplies ..	4,395,991	4,754,308	+ 8.2
15. Hardware and kitchen utensils	9,438,883	10,840,276	+14.8
16. Radios, musical instruments and supplies	1,710,244	1,787,098	+ 4.5
17. Shoes and other footwear	17,244,045	19,320,288	+12.0
18. Stationery, books and magazines	3,805,895	4,259,332	+11.9
19. All other departments, total	25,481,762	28,514,443	+11.9

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