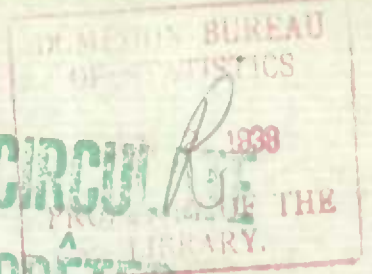


63 005

DOES NOT CIRCULATE
NE PAS PRETER



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

Vol. 8

No. 4

RETAIL SALES

IN

CANADA

APRIL 1938



Published by Authority of the HON. W.D. EULER, M.P.
Minister of Trade and Commerce.

+++

OTTAWA

1938

Price \$1 a year

Table of Contents

	<u>Page</u>
1. Summary of Retail Sales in Canada	1
2. Corresponding-Month Comparison of Retail Sales in Canada by Kinds of Business	1
3. Index Numbers of Retail Sales in Canada (Unadjusted and Adjusted for Seasonal Variations)	2 - 4
(a) Boot and Shoe Stores	
(b) Candy Stores	
(c) Men's Clothing Stores	
(d) Women's Clothing Stores	
(e) Department Stores	
(f) Drug Stores	
(g) Dyeing and Cleaning Establishments	
(h) Furniture Stores	
(i) Grocery and Meat Stores	
(j) Hardware Stores	
(k) Music and Radio Stores	
(l) Restaurants	
(m) Variety Stores	
4. Index Numbers of Men's Clothing Store Sales, by Provinces ..	5
5. Index Numbers of Women's Clothing Store Sales, by Provinces.	5
6. Index Numbers of Grocery and Meat Store Sales, by Provinces.	5
7. Index Numbers of Variety Store Sales, by Provinces	5
8. Index Numbers of Department Store Sales, by Provinces	6
9. Index Numbers of Hardware Store Sales, by Provinces	6
10. Index Numbers of Music and Radio Store Sales, by Provinces .	6
11. Department Store Sales in Canada by Selected Departments, April, 1937, and April, 1938	7
12. Charts	8
Chart No. 1 - General Index of Retail Sales in Canada.	
Chart No. 2 - Index of Women's Clothing Store Sales in Canada.	

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

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.

RETAIL SALES IN CANADA, APRIL, 1938
(Indexes of Value)

Retail sales in Canada gained 17 per cent in April over March and were 4 per cent higher than in April a year ago according to calculations based on returns secured from a representative number of retail firms in 13 different lines of business. The general index on the base 1930 equals 100 was 83.7 for April, 71.7 for March, and 80.2 for April, 1937.

The shifting date of Easter is a factor of major importance tending to destroy comparability in retail trade statistics for the spring months. On making allowances for differences in number of business days, for normal seasonal variations and a further adjustment for the changing date of Easter, sales in April, 1938, averaged 2 per cent below March and 4 per cent below the level obtaining in April a year ago. The general index (adjusted for number of business days and seasonal variations) stands at 75.9 for April, 77.8 for March and 79.3 for April, 1937.

Gains over March and over April a year ago were greatest for those lines of business most susceptible to the stimulus of the Easter trade. Candy store sales increased 73 per cent from March and 61 per cent from April, 1937. Variety stores gained 30 per cent and 14 per cent compared with March, 1938, and April, 1937, respectively. Increases over April, 1937, for other lines of trade were as follows: groceries and meats, 9 per cent; women's clothing, 7 per cent; dyers and cleaners, 6 per cent; men's clothing, 5 per cent; and department stores, 3 per cent. Shoe store sales remained unchanged from April a year ago. Drug store sales were down by 1 per cent; hardware, 2 per cent; music and radio stores, 5 per cent; furniture stores and restaurants, 11 per cent.

Regional figures for department stores show increases over April last year of 1 per cent in the Prairie Provinces, 2 per cent in Ontario, 3 per cent in the Maritime Provinces, 4 per cent in British Columbia, and 10 per cent in Quebec.

Sales of variety stores were down 3 per cent in Saskatchewan and up 21 per cent in Manitoba compared with last year, while increases for all other provinces were quite uniform at from 13 to 17 per cent. In the grocery and meat store field, sales were down by 6 per cent in Alberta and in Manitoba, remained practically unchanged in British Columbia, gained 4 per cent in Saskatchewan, 13 per cent in Ontario and 11 per cent in Quebec.

Department Store Sales, by Departments--Sales of department stores reporting commodity figures ranged 3 per cent higher in April of this year than last. Reflecting the concentration of the Easter business in April this year, millinery sales gained 18 per cent, and hosiery and gloves 15 per cent. Sales of all women's and children's apparel gained 9 per cent; men's and boys' clothing and furnishings were up 7 per cent, and shoes gained a like amount compared with April last year.

Corresponding-Month Comparison of Retail Sales in Canada, by Kinds of Business

	March, 1938			April, 1938		
	+ or - p.c. compared with			+ or - p.c. compared with		
	March, 1930	March, 1937	Feb., 1938	April, 1930	April, 1937	March, 1938
General Index	-24.3	- 2.7	+14.9	-22.4	+ 4.4	+16.7
Boots and Shoes	-34.4	- 6.4	+48.9	-34.4	- 0.2	+37.8
Candy	-51.9	-47.9	-17.9	-40.8	+61.4	+73.4
Men's Clothing	-44.5	-11.8	+31.6	-45.1	+ 5.4	+44.1
Women's Clothing	-39.0	- 8.5	+45.3	-36.8	+ 7.1	+49.6
Departmental	-24.9	- 6.1	+15.1	-24.3	+ 3.0	+20.2
Drugs	-26.2	- 2.6	+13.3	-24.8	- 1.0	- 3.4
Dyers and Cleaners	-36.6	- 6.1	+34.8	-25.0	+ 6.3	+55.3
Furniture	-31.1	-14.5	+ 5.5	-24.0	-11.4	+31.7
Groceries and Meats	-11.1	+ 5.9	+10.3	-10.4	+ 8.8	+ 5.8
Hardware	-24.1	+ 3.1	+32.7	-11.5	- 1.5	+43.3
Music and Radio	-47.3	- 3.5	+19.4	-31.0	- 4.9	+11.2
Restaurants	-45.7	- 4.7	+11.5	-48.7	-10.7	- 7.7
Variety	-16.9	-12.1	+11.8	- 2.0	+13.5	+29.9

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (961 Firms)			Boots and Shoes (17 Chains)			Candy (8 Chains)			Men's Clothing (a) (355 Firms)			Women's Clothing (b) (234 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
April, 1929	109.8	110.2	110.2	132.9	133.4	128.3	93.5	95.9	112.8	158.3	159.6	138.8	114.7	115.6	107.0
April, 1930	107.8	111.7	102.5	123.5	128.6	109.0	130.0	132.8	102.1	148.7	154.9	113.1	126.9	132.0	106.5
April, 1931	95.1	98.0	93.3	104.2	107.6	96.0	107.5	109.3	84.1	107.5	111.5	88.5	101.1	104.7	90.3
April, 1932	77.7	74.5	74.5	88.9	83.6	80.4	61.3	59.1	69.5	67.7	63.7	55.4	79.2	74.4	68.9
April, 1933	67.6	69.4	63.7	72.7	72.7	61.6	80.5	80.3	61.7	82.8	84.1	61.4	67.2	68.2	55.0
April, 1934	67.4	69.6	69.6	71.0	73.0	70.2	55.2	58.2	68.4	66.0	68.5	59.6	62.3	64.5	59.7
April, 1935	72.9	75.7	69.5	83.1	86.1	73.0	78.9	80.8	62.2	84.9	89.1	65.0	70.6	74.0	59.7
April, 1936	73.9	76.2	71.2	81.5	84.1	73.8	83.8	85.2	65.5	74.2	76.9	69.3	76.2	78.9	61.6
April, 1937	80.2	79.3	79.3	81.2	80.9	77.8	47.7	48.4	56.9	77.5	76.6	75.1	74.9	74.0	60.7
April, 1938	83.7	82.7	75.9	81.0	78.6	66.6	77.0	74.2	57.1	81.7	79.8	71.9	80.2	78.3	62.6
<u>1937</u>															
May	83.7	82.9	78.9	97.7	94.8	81.0	62.0	60.3	61.5	80.4	78.6	76.3	67.3	65.7	61.4
June	82.4	82.3	81.5	113.1	114.0	85.7	44.9	45.8	59.5	81.5	81.5	76.9	71.0	70.9	62.8
July	74.2	70.7	80.4	81.0	76.3	74.8	50.8	47.5	55.9	67.2	63.2	78.1	56.8	53.4	62.8
August	69.4	69.5	79.9	59.2	59.4	71.6	50.1	51.3	52.4	56.0	56.4	77.3	44.0	44.3	63.3
September	81.7	83.4	81.8	82.8	85.5	88.2	55.2	56.1	60.3	76.7	70.2	78.2	59.8	60.9	62.8
October	91.2	87.1	81.4	87.8	82.7	85.2	59.3	57.1	60.1	102.1	96.1	76.9	83.1	78.1	63.5
November	84.6	84.7	79.9	72.4	72.8	67.4	49.2	50.4	58.5	92.3	93.0	75.6	69.0	69.4	62.5
December	115.0	117.5	85.8	129.2	137.3	97.4	113.1	120.6	64.8	124.6	129.7	78.1	94.3	98.0	63.2
<u>1938</u>															
January	62.4	64.1	78.2(f)	45.3	46.6	70.6	40.9	39.7	53.0	55.1	57.1	80.4	43.7	45.2	68.5(f)
February	62.4	66.5	76.4	39.5	42.0	65.5	54.1	58.7	63.8	43.1	45.8	72.7(f)	36.9	39.1	66.3
March	71.7	69.3	77.8	58.8	57.5	77.7(f)	44.4	43.9	51.7(f)	56.7	54.9	70.4	53.6	51.9	66.6
April	83.7	82.7	75.9	81.0	78.6	66.6	77.0	74.2	57.1	81.7	79.8	71.9	80.2	78.3	62.6

(a) Prior to 1936 based on sales of 16 chains.
(b) Prior to 1936 based on sales of 13 chains.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Chains)			Dyers and Cleaners (7 Chains)			Furniture (26 Firms)			Groceries and Meats (b) (34 Chains)		
	A	B	C (a)	A	B	C	A	B	C	A	B	C	A	B	C
April, 1929	104.1	103.2	108.6	101.0	103.0	104.1	139.5	137.3	105.7	127.9	126.7	114.1	105.7	107.4	104.3
April, 1930	105.6	108.9	105.7	101.5	102.8	103.9	137.0	140.3	100.2	115.8	118.8	107.0	105.9	111.2	103.9
April, 1931	94.5	97.0	97.0	91.2	92.4	93.3	124.1	127.1	94.1	95.7	98.2	88.5	97.0	101.1	96.2
April, 1932	77.7	75.6	79.6	84.2	83.1	83.9	88.7	87.3	67.1	73.3	70.9	63.8	81.4	75.8	73.6
April, 1933	66.6	70.1	68.0	66.9	67.6	68.3	87.6	93.4	66.7	57.3	59.4	53.1	70.2	70.5	65.9
April, 1934	66.3	68.1	70.9	69.2	72.0	72.7	87.9	89.9	69.1	71.3	73.1	63.1	71.6	74.5	72.4
April, 1935	72.6	74.9	72.7	71.7	73.0	73.8	96.3	98.4	70.3	81.2	83.3	71.2	73.7	78.0	72.9
April, 1936	72.1	74.0	69.8	74.3	75.2	75.9	112.0	114.5	84.8	86.1	88.3	75.5	76.1	79.2	74.7
April, 1937	77.6	76.3	80.3	77.1	77.7	78.5	96.7	95.0	73.1	99.3	98.3	84.0	87.2	86.1	83.6
April, 1938	79.9	80.8	76.2	76.3	75.2	76.0	102.8	105.1	75.1	88.0	88.2	75.4	94.9	91.6	85.6
<u>1937</u>															
May	79.9	80.8	79.2	76.5	75.2	78.3	105.6	107.9	86.3	111.2	111.3	88.4	89.1	86.0	83.5
June	80.5	79.8	77.5	77.6	78.5	77.8	109.4	107.5	96.9	93.3	92.3	93.3	85.3	86.0	86.0
July	62.6	60.9	80.1	80.3	76.7	79.0	81.6	80.2	81.8	75.1	72.7	93.2	89.8	83.6	85.3
August	64.8	64.2	80.3	78.6	79.1	80.7	76.0	74.6	77.7	88.5	87.6	87.6	77.0	78.2	85.0
September	80.9	82.8	79.6	78.4	79.3	80.9	94.8	96.8	80.0	102.5	105.1	87.6	86.8	88.4	88.4
October	94.0	91.4	79.5	84.8	82.6	83.4	79.3	77.9	70.2	103.8	100.4	89.7	93.2	86.7	86.7
November	91.9	91.1	79.9	76.9	78.3	78.3	66.2	65.0	72.3	93.7	92.8	91.9	84.2	85.5	86.3
December	133.7	133.5	83.4	99.5	97.1	85.2	68.3	67.1	87.2	99.1	100.5	90.5	104.8	110.8	99.8
<u>1938</u>															
January	56.3	57.8	78.1	76.0	74.7	77.8	48.2	49.2	69.3 ^(d)	54.6	56.0	84.8	79.3	82.5	85.9 ^(f)
February	57.8	61.5	76.9	69.7	75.6	74.9 ^(f)	49.1	52.3	74.8	63.3	67.4	81.1 ^(f)	81.3	86.3	88.0
March	66.5	63.5	75.5 ^(f)	79.0	77.4	76.6	66.2	62.6	69.6	66.8	63.9	73.5	89.7	87.6	91.2
April	79.9	80.8	76.2	76.3	75.2	76.0	102.8	105.1	75.1	88.0	88.2	75.4	94.9	91.6	85.6

(a) Revised from January, 1935, to allow for changes in seasonal adjustment factors.

(b) Entire series revised from January, 1935, to allow for change in method of calculation.

(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (94 Firms)			Music and Radio ^(a) (102 Firms)			Restaurants (12 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C ^(b)
April, 1929	115.3	113.6	109.2	108.1	106.5	143.9	108.1	109.6	108.5	99.8	100.3	112.7
April, 1930	102.5	105.0	101.0	79.3	81.3	109.8	97.8	99.1	98.1	92.8	96.4	103.6
April, 1931	90.4	92.6	89.0	61.5	63.0	84.0	37.5	88.7	87.8	92.2	95.3	103.6
April, 1932	75.5	74.4	71.6	41.8	41.2	54.2	68.4	68.4	67.7	80.7	76.1	85.5
April, 1933	59.7	63.7	61.3	26.2	28.0	35.0	55.6	56.5	56.0	73.9	74.1	79.6
April, 1934	67.1	68.8	66.1	29.9	30.7	37.9	53.9	55.3	54.8	69.8	72.2	80.2
April, 1935	73.7	75.5	72.6	35.5	36.4	45.0	50.7	51.4	50.9	77.9	80.9	87.0
April, 1936	76.4	78.0	75.0	47.7	49.0	52.6	51.7	52.4	51.9	80.4	83.2	90.5
April, 1937	92.1	90.4	87.0	57.5	56.7	61.0	56.2	56.7	56.2	80.1	79.9	89.8
April, 1938	90.7	92.6	89.1	54.7	56.2	60.4	50.2	50.3	49.8	90.9	88.3	94.9
<u>1937</u>												
May	113.5	115.8	85.2	67.8	69.6	61.0	54.2	53.4	53.4	98.7	95.9	95.9
June	106.0	104.1	87.5	58.6	57.8	63.6	53.4	54.2	53.6	100.5	101.1	98.2
July	96.5	94.7	86.1	48.1	47.5	60.9	56.7	55.0	53.4	101.7	95.9	95.9
August	90.8	89.2	86.6	47.9	47.3	61.4	58.4	58.1	54.8	85.2	85.7	93.1
September	102.8	104.9	87.4	68.8	70.7	59.4	56.8	57.6	54.9	89.8	92.5	95.4
October	96.7	95.0	82.6	73.2	72.3	57.4	56.3	55.3	55.3	102.5	96.6	96.6
November	83.4	81.8	81.8	71.7	70.8	56.6	55.2	55.9	58.3	94.5	95.0	94.1
December	92.1	90.5	80.8	78.1	77.1	55.9	57.3	56.1	55.0	188.2	200.4	100.2
<u>1938</u>												
January	51.6	52.7	95.9	47.1	48.4	61.3	50.8	50.0	53.8	60.5	62.6	99.3
February	47.7	50.7	90.5(f)	41.2	44.0	55.7(f)	48.8	53.0	55.3	62.6	66.7	92.6
March	63.3	59.8	85.5	49.2	46.7	57.7	54.4	53.4	55.0(f)	70.0	68.3	86.5(f)
April	90.7	92.6	89.1	54.7	56.2	60.4	50.2	50.3	49.8	90.9	88.3	94.9

(a) Prior to 1936 based on sales of 9 chains.

(b) Revised from January, 1935, to allow for changes in seasonal adjustment factors.

(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
Men's Clothing Stores								
April, 1936 ...	104.1	100.2	105.0	106.7	112.2	97.4	98.0	93.5
April, 1937 ...	108.7	99.7	119.1	109.3	117.0	104.5	99.6	93.4
April, 1938 ...	114.6	126.9	117.8	116.3	116.0	97.2	109.9	104.7
<u>1938</u>								
January	77.2	83.1	77.3	78.8	72.2	52.4	85.5	77.3
February	60.5(f)	68.4	59.7	62.0	60.3	47.1	55.2	59.6
March	79.5	82.1	73.9	82.2	96.4	70.6	79.1	73.8
April	114.6	126.9	117.8	116.3	116.0	97.2	109.9	104.7
% Change, April, 1938 . April, 1937	+ 5.4	+27.3	- 1.1	+ 6.4	- 0.9	- 7.0	+10.3	+12.1

Women's Clothing Stores								
April, 1936 ...	126.4	114.6	132.6	124.6	129.3	126.5	132.3	124.0
April, 1937 ...	124.3	110.9	149.5	120.5	117.1	109.4	131.4	106.4
April, 1938 ...	133.0	137.7	141.4	129.9	135.4	129.3	131.2	134.3
<u>1938</u>								
January	72.5(f)	88.1	65.2	75.4	65.3	72.3	65.3	72.9
February	61.2	63.5	64.7	60.4	62.6	61.1	58.6	59.1
March	89.0	78.5	79.2	91.2	91.9	78.5	99.5	99.2
April	133.0	137.7	141.4	129.9	135.4	129.3	131.2	134.3
% Change, April, 1938 . April, 1937	+ 7.1	+24.2	- 5.4	+ 7.8	+15.6	+18.2	- 0.2	+26.2

Grocery and Meat Stores								
April, 1935 ...	93.0	(a)	98.5	93.3	88.5	83.2	79.6	90.8
April, 1936 ...	96.0	(a)	99.8	96.5	93.0	85.3	93.4	92.7
April, 1937 ...	109.9	(a)	110.4	109.0	108.4	100.9	126.4	115.1
April, 1938 ...	119.7	(a)	122.8	122.8	102.0	104.4	119.1	114.5
<u>1938</u>								
January	100.0(f)	(a)	101.5	104.6	78.7	82.3	93.7	95.1
February	102.5	(a)	104.0	105.1	85.4	89.5	101.6	102.2
March	113.1	(a)	112.9	116.8	96.0	99.3	112.8	111.3
April	119.7	(a)	122.8	122.8	102.0	104.4	119.1	114.5
% Change, April, 1938 . April, 1937	+ 8.8	(a)	+ 11.2	+ 12.7	- 5.9	+ 3.5	- 6.1	- 0.5

Variety Stores								
April, 1935 ...	86.6	80.6	87.9	89.1	87.0	74.4	84.6	81.3
April, 1936 ...	89.4	82.4	92.3	90.2	89.8	79.0	91.5	88.6
April, 1937 ...	89.0	83.1	94.3	88.3	87.6	84.5	95.5	89.3
April, 1938 ...	101.0	95.9	107.6	100.1	105.9	82.0	110.6	104.0
<u>1938</u>								
January	67.2	66.2	69.3	67.1	64.9	52.8	76.4	71.8
February	69.6	64.5	73.3	69.2	65.9	56.5	77.2	77.8
March	77.9(f)	74.3	78.4	78.4	79.1	60.6	90.7	84.1
April	101.0	95.9	107.6	100.1	105.9	82.0	110.6	104.0
% Change, April, 1938 . April, 1937	+13.5	+15.4	+14.1	+13.4	+20.9	- 3.0	+15.8	+16.5

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.
 (f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
April, 1935	96.6	92.4	103.3	98.4	92.6	93.3
April, 1936	95.9	91.8	99.0	96.2	94.4	96.7
April, 1937	103.2	99.7	110.6	104.1	99.2	101.5
April, 1938	106.4	102.3	122.1	106.6	98.2	105.3
<u>1938</u>						
January	75.0	70.4	84.4	74.6	69.6	77.9
February	76.9	70.7	81.9	78.1	71.9	80.8
March	88.5(f)	79.5	97.9	88.4	84.3	90.6
April	106.4	102.3	122.1	106.6	98.2	105.3
% Change, April, 1938 ... April, 1937	+ 3.0	+ 2.6	+10.4	+ 2.4	- 1.0	+ 3.7
Hardware Stores						
April, 1936	100.3	108.0	109.0	96.0	96.6	103.2
April, 1937	121.0	123.3	137.8	105.2	122.3	143.1
April, 1938	119.2	124.5	136.7	113.3	112.1	121.9
<u>1938</u>						
January	67.8	73.8	72.5	73.2	57.3	66.0
February	62.6(f)	63.8	67.5	64.7	55.8	66.7
March	83.1	79.0	95.0	81.2	77.4	88.9
April	119.2	124.5	136.7	113.3	112.1	121.9
% Change, April, 1938 ... April, 1937	- 1.5	+ 1.0	- 0.8	+ 7.7	- 8.3	-14.8
Music and Radio Stores						
April, 1936	88.0	80.0	90.4	89.7	85.6	79.8
April, 1937	106.0	78.4	111.9	106.7	99.1	104.7
April, 1938	101.0	74.9	94.3	108.2	92.6	100.7
<u>1938</u>						
January	87.0	91.8	88.5	92.8	70.9	81.1
February	76.0(f)	74.4	87.4	76.1	60.6	71.0
March	90.7	77.7	82.4	98.1	90.8	80.1
April	101.0	74.9	94.3	108.2	92.6	100.7
% Change, April, 1938 ... April, 1937	- 4.9	- 4.5	-15.7	+ 1.4	- 6.6	- 3.8

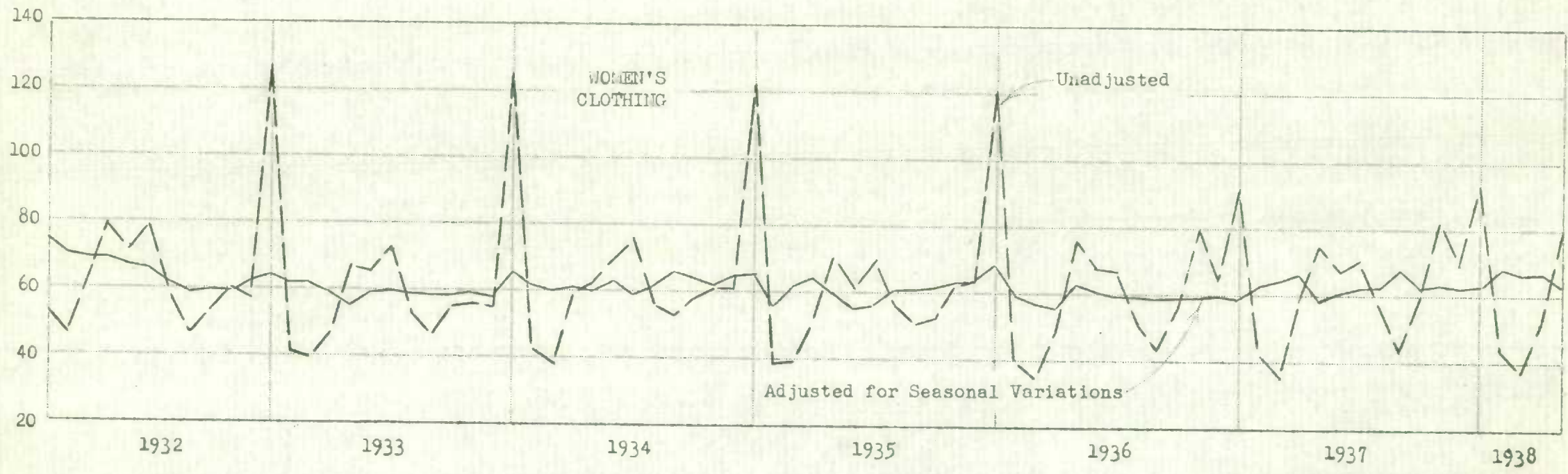
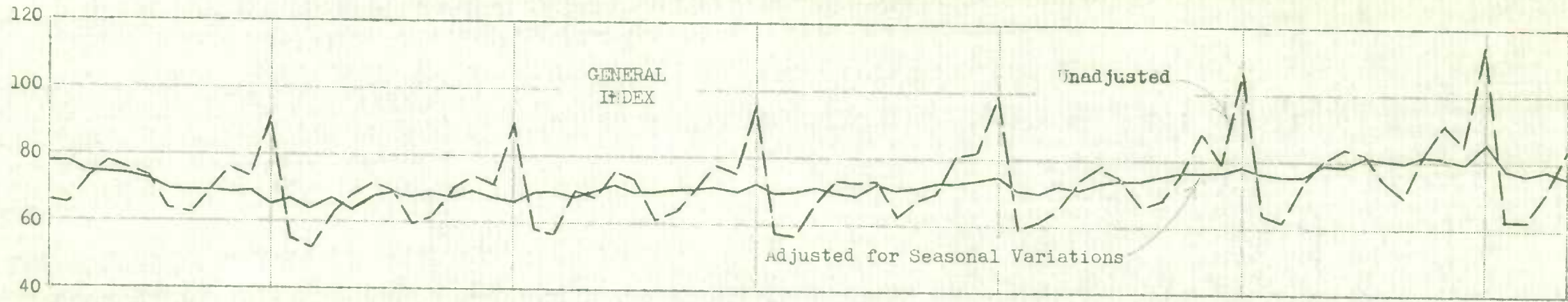
(f) Final figures.

DEPARTMENTAL STORE SALES IN CANADA BY SELECTED DEPARTMENTS
APRIL, 1937, AND APRIL, 1938

(Based on sales of 20 firms)

	April, 1937	April, 1938	% Change, 1938/37
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	18,746,099	19,279,249	+ 2.8
1. Women's dresses, coats and suits	2,141,360	2,314,651	+ 8.1
2. Girls' and infants' wear	566,068	627,841	+ 10.9
3. Hosiery and gloves	812,967	934,750	+ 15.0
4. Lingerie and corsets	727,617	704,604	- 3.2
5. Millinery	395,041	466,190	+ 18.0
6. Women's and children's apparel - (Total, 1-5)	4,643,053	5,048,036	+ 8.7
7. Men's and boy's clothing and furnishings ..	2,008,623	2,144,887	+ 6.8
8. Drugs and toilet articles and preparations.	516,204	518,022	+ 0.4
9. Piece goods	1,322,768	1,191,147	- 10.0
10. Smallwares	575,164	589,225	+ 2.4
11. Food and kindred products	1,824,583	1,906,697	+ 4.5
12. Furniture (including mattresses, springs) ..	1,042,275	1,002,252	- 3.8
13. Home furnishings	1,448,279	1,389,756	- 4.0
14. Household appliances and electrical supplies	498,328	461,763	- 7.3
15. Hardware and kitchen utensils	816,598	795,362	- 2.6
16. Radios, musical instruments and supplies ..	225,140	220,902	- 1.9
17. Shoes and other footwear	1,520,543	1,631,724	+ 7.3
18. Stationery, books and magazines	210,905	210,652	- 0.1
19. All other departments, total	2,093,636	2,168,824	+ 3.6

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010736154