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No. 10

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

OCTOBER 1939

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Table of Contents

	<u>Page</u>
1. Summary of Retail Sales in Canada .....	1
2. Comparison of Retail Sales in Canada, for 1938 and 1939, by Kinds of Business .....	2
3. Index Numbers of Retail Sales in Canada (Unadjusted and Adjusted for Seasonal Variations) .....	3 - 5
(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) Furniture Stores	
(h) Grocery and Meat Stores	
(i) Hardware Stores	
(j) Music and Radio Stores	
(k) Restaurants	
(l) Variety Stores	
4. Index Numbers of Men's Clothing Store Sales, by Economic Divisions .....	6
5. Index Numbers of Women's Clothing Store Sales, by Economic Divisions .....	6
6. Index Numbers of Grocery and Meat Store Sales, by Economic Divisions .....	6
7. Index Numbers of Department Store Sales, by Economic Divisions .....	7
8. Index Numbers of Variety Store Sales, by Economic Divisions .....	7
9. Index Numbers of Drug Store Sales, by Economic Divisions .....	7
10. Department Store Sales in Canada, by Selected Departments, October, 1938, and October, 1939 .....	8



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

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MONTHLY INDEXES OF RETAIL SALES, OCTOBER, 1939

Continued brisk demand for household furnishings, for jewellery and for textile products, but a return to more normal buying habits in the case of foodstuffs were the outstanding features of the retail trade of Canada during the month of October. Composite figures for twelve lines of business dealing chiefly in foods, clothing and household requirements averaged 6 per cent higher in October of this year than last and revealed a gain of 1 per cent over September, unadjusted indexes of sales on the 1930 base standing at 92.1 for October, 1939, 91.1 for September and 87.0 for October, 1938.

The 6 per cent increase in sales in October of this year compared with last is considerably below the 12 per cent gain which was recorded in the corresponding September comparison but is higher than results obtained in earlier months, cumulative totals for the first ten months of the current year standing 2 per cent above the corresponding period of 1938. Differences in number of business days and, in particular, differences in the number of Saturdays occurring in different months have an important effect upon these sales comparisons. There were five Saturdays in September this year and four a year ago whereas in October the relative numbers were reversed. Comparisons based on average daily sales rather than monthly totals and in which account is taken of the varying sales importance of different days of the week showed gains of 8 per cent for September and 10 per cent for October against corresponding months of 1938.

Most pronounced gains occurred in sales of department stores, men's and women's clothing stores and furniture stores. Department store sales were 15 per cent higher than in October a year ago, with increases recorded in all regions of the country. In the Prairie Provinces, the gain was 23 per cent and in the Maritime Provinces, 22 per cent. Increases of 12 and 10 per cent were reported for Ontario and Quebec respectively, while a smaller gain of 5 per cent occurred in British Columbia.

Sales of 21 departmental firms reporting sales by departments averaged 16 per cent higher than in October last year. The only decline was for stationery and books where sales were down 4 per cent. Marked gains occurred in sales of clothing, boots and shoes and dry goods. Sales of men's clothing gained 30 per cent, while the increase for women's clothing was 21 per cent. Boot and shoe sales were 22 per cent higher and an increase of 21 per cent was reported for sales of piece goods. In the household group, increases were as follows: 14 per cent for household appliances, 12 per cent for hardware, 10 per cent for furniture, 9 per cent for radio and music and 7 per cent for home furnishings. Food sales were only fractionally higher than in October, 1938.

Sales of men's clothing stores averaged 12 per cent higher for the Dominion than in October, 1938. The Maritime Provinces showed improvement of 18 per cent, and sales in Ontario were 16 per cent higher. An increase of 11 per cent was recorded in British Columbia, while sales in both Quebec and the Prairie Provinces were 10 per cent higher. Compared with the 8 per cent increase in sales of women's clothing stores in Canada over October, 1938, gains in the various regions were as follows: British Columbia, 14 per cent; the Maritime Provinces, 12 per cent; Ontario, 11 per cent; the Prairie Provinces, 7 per cent and Quebec, 3 per cent. Furniture store sales increased 9 per cent over October, 1938.

Grocery store sales reacted from the sharp upturn reflected in figures for September when the occurrence of five Saturdays together with abnormal demand for staple food products resulted in a net increase of 16 per cent over September a year ago. Sales for the month of October were only one per cent above October, 1938. However, comparisons based on average daily sales reveal quite similar results for September and October. Average daily sales were 9 per cent higher in September of this

year than last with October showing a gain of 8 per cent. Purchases in Western Canada were still considerably higher than in October, 1938, gains of 8 per cent in British Columbia and 7 per cent in the Prairie Provinces being recorded. Sales in both Ontario and Quebec were 1 per cent lower than in October last year.

Variety store sales in the Dominion were 3 per cent higher than in October, 1938. Increases of 4 per cent occurred in both Ontario and British Columbia, while sales in the Maritime Provinces and in the Prairie Provinces were 1 per cent lower. Sales in Quebec were approximately the same as in October last year.

Other groups reporting increased sales over last October were as follows: restaurants, 4 per cent; music and radio stores, 3 per cent and hardware stores, 2 per cent. Declines of 3 per cent occurred in sales of both boot and shoe stores and candy stores. Drug store sales were also down 1 per cent and, although there was a reported increase of 2 per cent for Quebec, decreases of 1 per cent were shown for the Maritime Provinces, the Prairie Provinces and British Columbia, and 2 per cent for Ontario.

Figures reported by a representative number of jewellery stores throughout Canada reflected increased sales of 15 per cent over October, 1938, for that line.

Comparison of Retail Sales in Canada, for 1938 and 1939  
by Kinds of Business

Kind of Business	October, 1939 + or - per cent compared with			Cumulative Indexes
	October 1930	October 1938	September 1939	Jan.-Oct., 1939 Jan.-Oct., 1938
General Index .....	- 14.2	+ 5.9	+ 1.1	+ 2.2
Boots and Shoes .....	- 23.9	- 2.9	- 16.9	- 3.4
Candy .....	- 40.9	- 3.0	+ 3.0	- 3.4
Men's Clothing .....	- 10.4	+ 12.0	+ 16.4	- 0.8
Women's Clothing .....	- 5.0	+ 7.8	+ 19.1	- 0.9
Departmental .....	- 13.7	+ 14.9	+ 12.8	+ 2.0
Drugs .....	- 5.2	- 1.1	+ 3.0	+ 1.3
Furniture .....	- 4.2	+ 8.5	+ 10.5	+ 2.0
Groceries and Meats .	- 11.8	+ 0.6	- 11.5	+ 5.4
Hardware .....	- 14.3	+ 1.8	- 6.6	(e)
Music and Radio .....	- 41.6	+ 3.2	+ 8.4	+ 0.1
Restaurant .....	- 34.0	+ 4.3	- 0.6	- 3.6
Variety .....	- 3.8	+ 2.6	+ 4.6	+ 1.7

(e) Change is less than 0.1 per cent.



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(d)			Boots and Shoes			Candy(h)			Men's Clothing(c)(d)			Women's Clothing(d)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
October, 1929 .....	127.0	122.8	114.8	121.4	118.6	122.3	109.8	108.7	114.4	186.5	181.3	146.2	106.7	103.7	108.0
October, 1930 .....	107.4	103.0	96.3	97.8	94.8	97.7	86.8	85.3	89.8	118.5	113.9	91.9	99.2	95.3	99.3
October, 1931 .....	91.9	85.2	79.6	90.0	82.2	84.8	86.2	80.7	85.0	87.8	80.5	64.9	87.5	80.2	83.5
October, 1932 .....	75.6	72.9	68.1	74.2	69.8	72.0	61.5	59.7	62.8	75.6	72.4	58.4	64.2	61.5	64.1
October, 1933 .....	72.0	72.2	67.5	67.5	67.7	67.5	57.2	58.6	61.7	73.2	74.0	59.7	60.1	60.7	63.2
October, 1934 .....	77.5	75.4	70.5	68.1	66.6	68.6	56.4	56.0	58.9	90.2	88.4	71.3	66.1	64.7	67.4
October, 1935 .....	81.0	78.3	73.2	70.7	69.1	71.2	57.4	56.8	59.8	93.9	91.3	73.6	69.9	67.9	70.7
October, 1936 .....	90.3	83.7	78.3	83.0	75.9	78.2	60.6	56.8	59.8	110.1	100.9	80.7	94.6	86.7	70.5
October, 1937 .....	93.4	89.2	83.4	87.8	82.7	85.2	59.3	57.1	60.1	113.1	106.7	85.4	98.2	92.6	75.3
October, 1938 .....	87.0	86.1	80.5	76.6	74.3	76.6	52.9	51.3	54.0	94.8	92.9	74.3	87.4	85.6	69.6
October, 1939 .....	92.1	94.8	88.6	74.4	77.3	79.7	51.3	52.7	55.5	106.2	109.9	87.9	94.2	97.5	79.2
1938															
November .....	83.8	83.9	79.1	75.1	75.7	74.2	44.6	45.5	53.0	95.5	95.7	77.8	79.5	79.7	71.8
December .....	112.6	106.9	78.0	104.4	98.3	61.5	109.1	104.8	56.3	130.3	122.0	73.5	111.1	104.0	67.1
1939															
January .....	62.3	64.1	78.2	38.5	40.0	74.0	37.5	38.5	53.5	55.1	57.0	80.3	48.5	50.2	76.0
February .....	61.5	65.7	75.5	32.5	34.6	64.0	50.0	54.3	54.3	44.7	47.7	75.7	40.3	42.9	72.7
March .....	72.9	70.1	76.2	48.8	47.4	55.1	43.8	43.5	51.1	55.5	53.3	66.6	59.7	57.4	66.0
April .....	81.7	83.7	79.0	82.4	82.6	77.2	78.8	78.6	60.5	79.9	81.4	74.7	89.4	91.0	71.7
May .....	84.8	84.9	80.9(f)	85.9	86.4	70.2	54.0	53.8	54.9	75.0	75.8	73.6	74.4	75.2	70.2
June .....	86.6	85.9	85.0	107.5	107.3	74.5	42.8	43.5	56.4	80.7	80.0	75.5	74.6	73.9	65.4
July .....	71.6	73.6	83.7	69.8	72.0	76.6	43.8	42.6	50.7	62.9	65.4	80.8	57.0	59.3	69.8
August .....	73.4	71.2	81.8	53.7	52.5	69.1	47.2	46.7	49.7(f)	56.7	55.1	75.4(f)	49.0	47.6	68.0(f)
September .....	91.1	89.4	87.6	89.5	87.0	84.4(f)	49.8	48.1	51.7	91.2	88.0	88.0	79.1	76.3	78.7
October .....	92.1	94.8	88.6	74.4	77.3	79.7	51.3	52.7	55.5	106.2	109.9	87.9	94.2	97.5	79.2

(c) Includes men's furnishings.

(d) Revised to census trend.

(f) Final figures.

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

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			Drugs(d)			Furniture			Groceries and Meats (b)		
	A	B	C	A	B	C	A	B	C	A	B	C
October, 1929 .....	128.6	122.7	106.7	106.5	104.5	105.6	148.3	141.9	122.4	114.6	112.0	112.0
October, 1930 .....	117.1	111.3	96.8	98.3	96.0	97.0	106.3	101.7	87.7	98.4	94.7	94.7
October, 1931 .....	94.4	88.4	76.9	91.0	87.0	87.9	101.8	95.2	82.1	91.2	82.5	82.5
October, 1932 .....	81.2	79.2	68.9	81.4	80.1	80.9	65.5	63.3	54.6	76.6	72.7	72.7
October, 1933 .....	81.2	80.5	70.0	73.3	73.8	74.5	63.1	62.4	55.7	71.6	72.8	72.8
October, 1934 .....	83.9	80.4	69.9	77.5	76.5	77.3	77.3	74.0	66.1	75.3	74.4	74.4
October, 1935 .....	87.6	83.6	72.7	80.4	78.8	79.6	89.2	85.4	76.2	77.5	75.6	75.6
October, 1936 .....	94.7	88.7	77.2	89.9	85.9	84.2	104.2	97.4	87.0	86.0	77.9	77.9
October, 1937 .....	94.0	91.4	79.5	94.9	92.5	90.7	103.8	100.4	89.7	93.2	86.9	86.9
October, 1938 .....	87.9	88.9	77.3	94.2	92.7	90.9	93.8	94.0	83.9	86.3	83.6	83.6
October, 1939 .....	101.0	103.7	90.2	93.2	93.9	92.1	101.8	104.6	93.3	86.8	90.2	90.2
<b>1938</b>												
November .....	90.4	89.6	78.6	86.3	87.4	87.4	83.2	82.4	81.5	82.0	82.8	83.7
December .....	131.5	127.4	78.6	113.4	108.4	87.4	96.9	93.8	84.5	101.6	93.7	84.4
<b>1939</b>												
January .....	54.2	55.7	75.2	83.2	83.8	90.1	48.6	49.9	75.6	78.0	81.1	84.4
February .....	54.2	57.7	72.2	82.2	89.3	91.1	60.0	64.0	77.1	80.0	85.2	86.9
March .....	65.6	62.4	71.7	91.0	89.0	91.8	65.5	62.8	72.2	92.4	89.1	91.9
April .....	74.0	77.9	75.7	89.0	89.9	91.7	82.0	85.2	72.9	92.6	93.1	87.9
May .....	77.4	76.7	75.2	88.8	87.7	91.4	100.1	99.2	78.8	91.9	93.6	90.9
June .....	75.5	74.3	72.1	85.6	86.5	90.1	80.3	79.6	80.4	102.6	101.6	101.6
July .....	57.2	58.7	77.3(f)	86.2	84.9	88.4	63.0	64.7	82.9	83.6	87.2	88.9(f)
August .....	61.3	58.5	73.1	86.1	84.5	86.2(f)	82.3	78.8	78.8(f)	87.1	85.3	92.7
September .....	89.5	90.1	86.6	90.5	89.4	87.6	92.1	92.3	76.9	98.1	93.2	93.2
October .....	101.0	103.7	90.2	93.2	93.9	92.1	101.8	104.6	93.3	86.8	90.2	90.2

(b) Indexes of grocery and meat store sales have been revised from January, 1936.

Beginning with September, 1939, the index of grocery and meat store sales was constructed from returns submitted by all the larger chain store companies and by 1,200 independent stores which reported sales figures for corresponding months of this year and last. Indexes for earlier months of 1939 were computed from chain figures only. The introduction of the results for independent stores permits a more accurate comparison between September of this year and last but prevents a legitimate comparison between September and August of 1939.

(d) Revised to census trend.

(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			Music and Radio(d)			Restaurants(d)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
October, 1929 .....	137.5	130.5	113.4	206.6	195.8	136.0	118.1	115.9	115.9	125.4	122.2	116.4
October, 1930 .....	119.7	113.6	98.8	139.8	132.5	92.0	98.5	96.3	96.3	105.4	102.4	97.5
October, 1931 .....	86.8	82.3	71.6	103.0	97.6	69.7	78.5	76.0	76.0	107.7	98.6	93.9
October, 1932 .....	71.4	70.4	61.2	62.2	61.2	45.3	59.4	58.5	58.5	87.1	82.4	78.5
October, 1933 .....	70.7	69.7	60.6	52.0	51.2	38.5	55.6	55.3	55.3	80.8	81.2	77.3
October, 1934 .....	84.7	80.4	69.9	67.4	63.9	48.4	58.9	57.8	57.8	86.3	84.4	80.4
October, 1935 .....	86.3	81.9	71.2	77.5	73.4	55.6	63.7	62.5	62.5	90.4	88.1	88.1
October, 1936 .....	94.6	89.4	77.8	87.4	82.8	65.7	65.2	63.2	63.2	100.7	92.2	92.2
October, 1937 .....	96.7	95.0	82.6	85.2	83.8	66.5	67.2	65.9	65.9	102.5	96.6	96.6
October, 1938 .....	100.8	103.0	89.5	79.1	80.9	64.2	62.3	61.3	61.3	98.8	96.0	96.0
October, 1939 .....	102.6	105.0	91.3	81.6	83.5	66.3	65.0	64.6	64.6	101.4	104.9	104.9
<b>1938</b>												
November .....	89.7	88.1	88.1	70.3	69.2	55.4	60.7	61.5	64.1	92.7	93.3	92.3
December .....	92.6	90.9	81.2	87.0	85.6	62.0	64.8	62.8	61.6	188.0	176.7	88.3
<b>1939</b>												
January .....	51.5	52.7	95.8	49.4	50.5	64.0	56.2	55.9	60.1	59.6	61.7	97.9
February .....	45.5	48.5	86.7	45.1	48.1	60.9	51.6	56.1	58.4	60.3	64.3	89.3
March .....	58.5	55.5	79.2	52.2	49.4	61.0	59.6	58.3	60.1	69.2	67.3	84.1
April .....	78.5	83.7	80.4	59.0	62.9	67.6	58.6	59.6	59.0	86.8	87.0	94.6
May .....	111.2	109.4	80.5	77.8	76.5	67.1(f)	63.1	61.9	61.9	91.6	92.2	92.2
June .....	104.2	102.6	86.2(f)	61.2	60.2	66.2	57.3	57.9	57.3	98.6	98.4	95.6
July .....	96.1	98.4	89.4	53.4	54.6	70.1	60.4	59.5	57.7	91.8	95.0	95.0
August .....	99.3	94.1	91.3	56.5	53.5	69.5	63.9	62.7	59.1	85.1	83.0	90.2
September .....	109.9	112.5	93.7	75.3	77.1	64.8	65.4	65.5	62.3(f)	96.9	93.8	96.7(f)
October .....	102.6	105.0	91.3	81.6	83.5	66.3	65.0	64.6	64.6	101.4	104.9	104.9

(d) Revised to census trend.

(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
Men's Clothing Stores(c)						
October, 1936 ...	139.5	116.1	128.6	137.1	175.5	136.0
October, 1937 ...	143.3	123.8	135.9	150.4	143.3	131.3
October, 1938 ...	120.2	103.0	104.7	113.9	173.0	114.9
October, 1939 ...	134.6	121.5	115.4	132.4	191.0	127.6
1939						
May .....	95.1	101.3	106.7	89.1	89.8	95.8
June .....	102.3	114.8	114.1	98.1	91.4	96.6
July .....	79.8	98.8	83.9	73.8	76.7	87.5
August .....	71.8(f)	89.1	72.7	67.4	65.6	87.6
September .....	115.6	104.4	114.2	110.8	144.8	110.7
October .....	134.6	121.5	115.4	132.4	191.0	127.6
% Change,						
October, 1939	+12.0	+18.0	+10.2	+16.2	+10.4	+11.1
October, 1938						
% Change,						
Jan.-Oct., 1939	- 0.8	- 2.3	- 2.3	- 1.7	+ 2.4	+ 3.6
Jan.-Oct., 1938						

Women's Clothing Stores						
October, 1936 ...	132.9	127.4	130.1	134.8	144.7	117.4
October, 1937 ...	137.9	137.4	134.7	144.6	133.5	120.9
October, 1938 ...	122.7	122.5	114.8	118.6	145.0	118.2
October, 1939 ...	132.2	137.0	118.6	132.1	155.0	134.7
1939						
May .....	104.5	130.7	111.4	97.1	100.7	117.1
June .....	104.7	134.5	112.2	100.0	95.3	108.8
July .....	80.1	96.5	81.7	76.0	81.6	87.7
August .....	68.8(f)	93.1	63.4	64.9	73.8	85.7
September .....	111.1	108.2	103.2	111.0	121.3	119.6
October .....	132.2	137.0	118.6	132.1	155.0	134.7
% Change,						
October, 1939	+ 7.8	+11.8	+ 3.3	+11.4	+ 6.9	+14.0
October, 1938						
% Change,						
Jan.-Oct., 1939	- 0.9	- 0.8	- 3.5	- 0.4	+ 2.4	+ 4.8
Jan.-Oct., 1938						

Grocery and Meat Stores(b)						
October, 1936 ...	108.4	(a)	105.4	109.7	113.6	104.5
October, 1937 ...	117.5	(a)	113.5	117.5	124.8	120.6
October, 1938 ...	108.8	(a)	110.9	109.5	107.2	99.8
October, 1939 ...	109.5	(a)	109.7	108.0	115.0	107.5
1939						
May .....	115.9	(a)	119.4	116.7	109.5	108.8
June .....	129.4	(a)	129.6	125.7	136.8	136.7
July .....	105.4(f)	(a)	99.6	104.1	120.1	109.9
August .....	109.8	(a)	100.1	106.7	135.7	121.7
September .....	123.8	(a)	117.6	122.0	143.4	124.2
October .....	109.5	(a)	109.7	108.0	115.0	107.5
% Change,						
October, 1939	+ 0.6	(a)	- 1.1	- 1.4	+ 7.3	+ 7.7
October, 1938						
% Change,						
Jan.-Oct., 1939	+ 5.4	(a)	+ 7.3	+ 4.6	+ 5.9	+ 1.5
Jan.-Oct., 1938						

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations. (b) Beginning with September, 1939, the index of grocery and meat store sales was constructed from returns submitted by all the larger chain store companies and by 1,200 independent stores which reported sales figures for corresponding months of this year and last. Indexes for earlier months of 1939 were computed from chain figures only. The introduction of the results for independent stores permits a more accurate comparison between September of this year and last but prevents a legitimate comparison between September and August of 1939. (c) Includes men's furnishings. (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						
October, 1936 ...	126.1	116.5	118.0	118.0	146.8	121.0
October, 1937 ...	125.2	123.0	124.1	123.7	130.5	121.2
October, 1938 ...	117.1	102.8	116.5	109.1	131.9	117.0
October, 1939 ...	134.6	125.6	128.1	122.3	162.6	122.3
1939						
May .....	103.2	110.0	119.3	103.0	95.6	98.8
June .....	100.7	111.2	114.9	102.6	87.7	102.0
July .....	76.2(f)	86.4	77.2	71.9	74.0	88.3
August .....	81.7	85.3	84.2	78.7	77.9	95.4
September .....	119.3	101.6	125.1	119.1	120.6	120.1
October .....	134.6	125.6	128.1	122.3	162.6	122.3
% Change,						
October, 1939						
October, 1938	+14.9	+22.2	+10.0	+12.1	+23.3	+ 4.5
% Change,						
Jan.-Oct., 1939						
Jan.-Oct., 1938	+ 2.0	+ 1.3	+ 1.1	+ 1.4	+ 5.2	+ 1.6

Variety Stores						
October, 1936 ...	111.9	113.8	109.9	111.5	122.9	102.3
October, 1937 ...	113.9	119.7	115.6	113.7	115.1	105.6
October, 1938 ...	109.8	111.6	118.9	103.6	122.3	107.9
October, 1939 ...	112.6	110.1	119.3	107.3	121.6	111.7
1939						
May .....	101.8	97.6	118.7	93.6	98.8	105.0
June .....	109.5	114.3	126.0	104.2	96.3	103.4
July .....	102.0	103.1	114.6	95.2	98.4	106.2
August .....	94.5	98.3	103.1	88.0	88.4	110.4
September .....	107.7(f)	110.2	118.7	100.9	106.5	111.3
October .....	112.6	110.1	119.3	107.3	121.6	111.7
% Change,						
October, 1939						
October, 1938	+ 2.6	- 1.3	+ 0.3	+ 3.6	- 0.6	+ 3.5
% Change,						
Jan.-Oct., 1939						
Jan.-Oct., 1938	+ 1.7	- 0.7	+ 4.0	- 0.3	- 2.5	+ 3.0

Drug Stores						
October, 1936 ...	107.8	104.4	105.9	104.2	118.6	112.7
October, 1937 ...	113.8	116.0	111.9	110.8	118.4	123.6
October, 1938 ...	113.0	108.1	111.9	108.2	126.0	119.1
October, 1939 ...	111.8	107.5	114.0	105.6	124.9	117.6
1939						
May .....	106.5	101.2	110.1	104.8	110.0	105.1
June .....	102.6	103.8	103.7	103.2	98.7	103.9
July .....	103.3	105.7	103.0	103.4	101.3	106.0
August .....	103.2(f)	110.1	103.8	102.0	100.4	109.7
September .....	108.5	107.9	105.3	106.0	116.6	112.8
October .....	111.8	107.5	114.0	105.6	124.9	117.6
% Change,						
October, 1939						
October, 1938	- 1.1	- 0.6	+ 1.9	- 2.4	- 0.9	- 1.3
% Change,						
Jan.-Oct., 1939						
Jan.-Oct., 1938	+ 1.3	+ 1.6	+ 3.4	- 0.1	+ 3.1	(e)

(e) Change is less than 0.1 per cent.

(f) Final figures.

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS  
OCTOBER, 1938 AND OCTOBER, 1939  
 (Based on sales of 21 firms)

	October 1938 \$	October 1939 \$	% Change 1939/38
TOTAL SALES, ALL DEPARTMENTS .....	21,255,838	24,713,412	+ 16.3
1. Women's dresses, coats and suits .....	2,285,953	2,810,574	+ 22.9
2. Girls' and infants' wear .....	895,570	1,089,531	+ 21.7
3. Hosiery and gloves .....	1,011,051	1,200,748	+ 18.8
4. Lingerie and corsets .....	898,294	1,085,439	+ 20.8
5. Millinery .....	343,684	372,592	+ 8.4
6. Women's and children's apparel - (Total, 1-5) ...	5,434,552	6,558,884	+ 20.7
7. Men's and boys' clothing and furnishings .....	2,852,083	3,701,724	+ 29.8
8. Drugs and toilet articles and preparations .....	524,583	537,069	+ 2.4
9. Piece goods .....	1,618,957	1,961,213	+ 21.1
10. Smallwares .....	735,096	823,122	+ 12.0
11. Food and kindred products .....	1,801,358	1,804,005	+ 0.1
12. Furniture (including mattresses, springs) .....	1,092,930	1,196,319	+ 9.5
13. Home furnishings .....	1,505,123	1,616,837	+ 7.4
14. Household appliances and electrical supplies ...	633,126	721,175	+ 13.9
15. Hardware and kitchen utensils .....	623,355	699,966	+ 12.3
16. Radios, musical instruments and supplies .....	394,016	428,221	+ 8.7
17. Shoes and other footwear .....	1,595,889	1,947,530	+ 22.0
18. Stationery, books and magazines .....	281,590	271,536	- 3.6
19. All other departments, total .....	2,163,180	2,445,811	+ 13.1





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Year	Country	Value	Description
1980	Canada	1000000	...
1981	Canada	1000000	...
1982	Canada	1000000	...
1983	Canada	1000000	...
1984	Canada	1000000	...
1985	Canada	1000000	...
1986	Canada	1000000	...
1987	Canada	1000000	...
1988	Canada	1000000	...
1989	Canada	1000000	...
1990	Canada	1000000	...
1991	Canada	1000000	...
1992	Canada	1000000	...
1993	Canada	1000000	...
1994	Canada	1000000	...
1995	Canada	1000000	...
1996	Canada	1000000	...
1997	Canada	1000000	...
1998	Canada	1000000	...
1999	Canada	1000000	...
2000	Canada	1000000	...
2001	Canada	1000000	...
2002	Canada	1000000	...
2003	Canada	1000000	...
2004	Canada	1000000	...
2005	Canada	1000000	...
2006	Canada	1000000	...
2007	Canada	1000000	...
2008	Canada	1000000	...
2009	Canada	1000000	...
2010	Canada	1000000	...
2011	Canada	1000000	...
2012	Canada	1000000	...
2013	Canada	1000000	...
2014	Canada	1000000	...
2015	Canada	1000000	...
2016	Canada	1000000	...
2017	Canada	1000000	...
2018	Canada	1000000	...
2019	Canada	1000000	...
2020	Canada	1000000	...
2021	Canada	1000000	...
2022	Canada	1000000	...