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No. 11

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

NOVEMBER 1939

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

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Dominion Statistician:	R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Chief, Internal Trade Branch:	Herbert Marshall, B.A., F.S.S.
Statistician:	A. C. Steedman, B.A.

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MONTHLY INDEXES OF RETAIL SALES, NOVEMBER, 1939

Retail sales in Canada for ten of the twelve groups for which statistics are available recorded increases over November, 1938. The general index of retail sales, compiled from composite figures for the twelve lines of business and chiefly representing foods, clothing and household lines, was 6 per cent higher in November, 1939, than in the same month last year, but was 4 per cent lower than in October, 1939. The index for November, 1939, stood at 88.5, compared with 83.8 for November, 1938, and 92.1 in October, 1939. Although sales were maintained at a high level, nevertheless, November witnessed some reaction from the marked activity in retail trading so evident in September and October. The seasonally adjusted index of retail sales reflects this movement, declining from 88.6 for October to 83.2 for November.

Sales of music and radio stores showed the highest increase over November, 1938, a gain of 14 per cent being recorded for that group. Candy store sales were up 10 per cent as were sales of variety stores. Regional statistics for the latter group reveal improvement in all sections of the country. Sales increased 13 per cent in the Maritime Provinces, 10 per cent in Ontario, 9 per cent in the Prairie Provinces, 8 per cent in Quebec and 7 per cent in British Columbia. A gain of 9 per cent over November, 1938, was recorded in sales of furniture stores.

Grocery and meat store sales were also higher in all parts of the country; results for Western Canada, where sales were 21 per cent greater in the Prairie Provinces and 17 per cent in British Columbia, were most effective in recording the 8 per cent advance reported for the Dominion as a whole. Increases in Ontario and Quebec were 7 and 3 per cent respectively for this line of trade.

Men's clothing store sales in Canada were 7 per cent higher than in November, 1938, gains being recorded in all regions with the exception of the Prairie Provinces where sales fell off 2 per cent. A pronounced gain of 26 per cent occurred in the Maritime Provinces, while sales were 11 per cent higher in Ontario, 5 per cent higher in Quebec and 3 per cent higher in British Columbia. Much the same situation was revealed in results for women's clothing where, compared with a 6 per cent gain shown for Canada as a whole, the Prairie Provinces suffered the only decline, falling only 1 per cent below last year's figures. The increase in the Maritime Provinces was identical with that recorded in the men's clothing stores, or 26 per cent. Gains of 9 and 8 per cent were reported for Ontario and Quebec respectively, while a lesser gain of 4 per cent occurred in British Columbia.

Drug store sales were 6 per cent higher than in November, 1938, and the following increases were recorded for the various regions of the country: the Maritime Provinces, 13 per cent; the Prairie Provinces, 8 per cent; Ontario, 5 per cent; Quebec, 4 per cent; and British Columbia, 1 per cent.

A gain of 4 per cent over November, 1938, was recorded for department store sales in Canada. Results for the various regions are strikingly similar to those shown for the clothing groups. There was a decline of 5 per cent in the Prairie Provinces, but sales in all other sections were somewhat higher than in November last year. The Maritime Provinces showed the greatest improvement with a gain of 22 per cent; sales in Quebec and Ontario were up 7 per cent, while the gain recorded in British Columbia was 4 per cent.

Restaurant receipts were 4 per cent higher than in November, 1938. Sales of the other two groups covered by this survey recorded declines below November, 1938. Hardware store sales dropped only 1 per cent. A more substantial decline of 10 per cent in shoe store sales may be attributed largely to favourable weather conditions in that month.

Sales of 21 departmental firms reporting sales by departments averaged 3 per cent higher in November, 1939, than in November, 1938. Most pronounced gains occurred

in sales of household lines. Sales of both furniture and home furnishings increased 14 per cent, while hardware sales were 12 per cent higher. Sales of radios and musical instruments were 3 per cent lower. Sales of piece goods and smallwares were up 8 and 7 per cent respectively. Men's and women's clothing each recorded gains of 2 per cent. Food sales were only 1 per cent higher, as were sales of drug departments. Stationery and books recorded a decline of 4 per cent, while sales of boots and shoes fell off 10 per cent.

Figures reported by a representative number of jewellery stores throughout Canada gained 14 per cent over November, 1938.

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

Kind of Business	November, 1939 + or - per cent compared with			Cumulative Indexes
	November 1930	November 1938	October 1939	Jan.-Nov., 1939 Jan.-Nov., 1938
General Index .....	- 10.4	+ 5.6	- 3.9	+ 2.5
Boots and Shoes .....	- 32.1	- 9.6	- 9.0	- 4.0
Candy .....	- 39.5	+ 10.1	- 5.2	- 2.2
Men's Clothing .....	+ 2.0	+ 6.8	- 3.7	(e)
Women's Clothing .....	- 5.3	+ 6.0	- 9.6	- 0.3
Departmental .....	- 9.4	+ 4.0	- 6.7	+ 2.2
Drugs .....	- 2.6	+ 5.6	- 1.8	+ 1.6
Furniture .....	- 12.1	+ 8.7	- 13.7	+ 3.0
Groceries and Meats .....	- 6.9	+ 8.2	+ 2.1	+ 5.6
Hardware .....	- 10.2	- 0.8	- 12.7	- 0.1
Music and Radio .....	- 42.1	+ 14.1	- 3.3	+ 1.8
Restaurant .....	- 27.1	+ 3.5	- 3.2	- 3.0
Variety .....	+ 0.4	+ 10.0	+ 0.8	+ 2.5

(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
November, 1929 ...	119.9	115.0	108.4	128.6	121.1	110.1	110.7	106.8	124.2	146.1	137.8	110.2	101.0	95.3	102.5
November, 1930 ...	98.8	98.1	92.6	100.0	97.0	88.2	81.1	80.9	94.1	100.0	98.0	78.4	89.0	87.2	93.8
November, 1931 ...	86.6	89.5	84.4	85.7	88.1	80.1	67.4	71.0	82.6	85.7	89.1	71.3	79.2	82.3	88.5
November, 1932 ...	72.4	72.5	68.4	84.2	84.9	77.8	49.8	50.8	59.1	76.5	76.7	61.4	61.6	61.8	66.5
November, 1933 ...	70.9	70.6	66.6	82.9	82.9	77.5	49.9	50.7	58.9	80.3	80.2	64.2	58.5	58.4	62.8
November, 1934 ...	75.1	74.3	70.1	70.5	70.2	66.9	49.2	49.8	57.9	91.1	90.3	72.2	66.4	65.8	70.8
November, 1935 ...	82.2	78.6	74.1	79.6	74.9	72.7	52.3	50.4	58.6	100.2	94.5	73.8	71.0	67.0	72.0
November, 1936 ...	80.3	83.0	78.3	83.9	86.3	84.6	46.9	49.5	57.5	99.5	103.4	84.1	76.0	79.0	71.2
November, 1937 ...	85.8	86.2	81.3	72.4	72.8	71.3	49.2	50.4	58.5	102.2	103.3	84.0	81.5	82.4	74.2
November, 1938 ...	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
November, 1939 ...	88.5	88.2	83.2	67.9	68.1	66.7	49.1	50.0	58.1	102.0	101.9	82.9	84.3	84.2	75.8
1938															
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	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 .....	71.5	73.6	83.6	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(f)	53.7	52.5	69.1	47.2	46.7	49.7	56.7	55.1	75.4	49.0	47.6	68.0
September .....	91.1	89.4	87.6	89.5	87.0	84.4	49.8	48.1	51.7(f)	91.1	87.9	87.9(f)	78.6	75.8	78.2(f)
October .....	92.1	94.8	88.6	74.6	77.5	79.9(f)	51.8	53.1	55.9	105.9	109.6	87.6	93.3	96.6	78.6
November .....	88.5	88.2	83.2	67.9	68.1	66.7	49.1	50.0	58.1	102.0	101.9	82.9	84.3	84.2	75.8

(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
November, 1929 ...	123.2	119.8	105.1	105.7	104.3	104.3	147.6	142.9	126.5	111.5	103.8	104.8
November, 1930 ...	103.7	104.8	92.0	93.5	94.4	94.4	102.8	103.0	91.2	95.3	92.1	93.1
November, 1931 ...	94.0	96.5	84.7	89.4	93.0	93.0	91.7	94.0	83.2	82.7	86.1	87.0
November, 1932 ...	78.9	78.2	68.6	77.9	78.9	78.9	54.9	54.4	50.8	74.2	74.8	75.5
November, 1933 ...	77.7	76.7	67.2	75.5	76.5	76.5	57.8	57.2	56.1	71.7	71.7	72.4
November, 1934 ...	83.1	81.7	71.7	77.2	78.0	78.0	70.6	69.9	69.2	71.7	70.8	71.6
November, 1935 ...	88.5	86.0	75.4	82.9	81.8	81.8	77.9	75.1	74.4	82.1	76.3	77.1
November, 1936 ...	85.0	87.3	76.6	82.6	86.0	86.0	84.6	86.8	85.9	75.6	78.9	79.7
November, 1937 ...	91.9	91.1	79.9	87.2	89.0	89.0	93.7	92.8	91.9	83.4	84.9	85.7
November, 1938 ...	90.4	89.6	78.6	86.3	87.4	87.4	83.2	82.4	81.5	82.0	82.8	83.7
November, 1939 ...	94.0	92.8	81.4	91.1	92.4	92.4	90.4	89.6	88.7	88.7	88.9	89.8
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
1939												
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	86.2	84.9	88.4	63.0	64.7	82.9	83.3	86.9	88.7
August .....	61.3	58.5	73.1	86.1	84.5	86.2(f)	82.3	78.8	78.8	87.1	85.3	92.7
September .....	89.4	90.1	86.6(f)	90.3	89.2	87.5	92.2	92.4	77.0(f)	98.1	93.2	93.2
October .....	100.8	103.5	90.0	92.8	93.5	91.7	104.7	107.5	96.0	86.9	90.2	90.2(f)
November .....	94.0	92.8	81.4	91.1	92.4	92.4	90.4	89.6	88.7	88.7	88.9	89.8

(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
November, 1929 .....	123.0	121.2	121.2	186.7	183.7	119.3	104.2	104.3	108.6	118.9	112.0	110.9
November, 1930 .....	99.1	101.5	101.5	138.5	141.7	92.0	86.2	87.7	91.4	101.6	98.7	97.7
November, 1931 .....	79.9	81.8	81.8	108.6	111.1	72.1	68.9	70.3	73.8	94.5	97.7	96.8
November, 1932 .....	57.4	56.5	56.5	65.8	64.7	42.8	55.0	55.8	58.1	78.7	79.1	78.3
November, 1933 .....	57.2	56.4	56.4	59.3	58.3	40.8	53.0	53.7	55.9	77.2	77.3	76.5
November, 1934 .....	72.0	70.9	70.9	69.6	68.5	48.6	57.2	57.8	60.2	83.9	83.7	82.9
November, 1935 .....	72.4	71.4	71.4	76.7	75.5	53.5	62.0	62.0	64.6	91.3	86.1	85.2
November, 1936 .....	79.2	80.9	80.9	81.8	83.7	67.0	63.1	64.8	67.5	90.5	93.7	92.7
November, 1937 .....	83.4	81.8	81.8	83.5	82.2	65.8	65.9	66.8	69.6	94.5	95.0	94.1
November, 1938 .....	89.7	88.1	88.1	70.3	69.2	55.4	60.7	61.5	64.1	92.7	93.3	92.3
November, 1939 .....	89.0	87.6	87.6	80.2	78.9	63.1	62.8	63.7	66.4	102.0	102.2	101.2
<u>1938</u>												
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
<u>1939</u>												
January .....	51.5	52.7	95.3	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	63.1	61.9	61.9	91.6	92.2	92.2
June .....	104.2	102.6	86.2	61.2	60.2	66.2(f)	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 .....	99.7	94.4	91.7(f)	56.5	53.5	69.5	63.9	62.7	59.1	85.1	83.0	90.2
September .....	110.2	112.8	94.0	76.1	77.9	65.4	65.4	65.5	62.3	96.9	93.8	96.7(f)
October .....	101.9	104.3	90.7	82.9	84.9	67.3	64.9	64.6	64.6(f)	101.2	104.7	104.7
November .....	89.0	87.6	87.6	80.2	78.9	63.1	62.8	63.7	66.4	102.0	102.2	101.2

(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)						
November, 1936 ...	126.1	116.2	123.5	129.8	129.3	112.2
November, 1937 ...	129.5	119.8	121.0	130.5	147.0	122.7
November, 1938 ...	121.1	111.9	111.5	119.3	149.2	110.3
November, 1939 ...	129.3	140.5	117.4	132.1	146.7	113.3
1939						
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	89.1	72.7	67.4	65.6	87.6
September .....	115.5(f)	104.4	114.2	110.5	144.9	110.8
October .....	134.2	121.2	114.7	132.1	191.3	126.5
November .....	129.3	140.5	117.4	132.1	146.7	113.3
% Change,						
November, 1939	+ 6.8	+25.6	+ 5.3	+10.7	- 1.7	+ 2.7
November, 1938						
% Change,						
Jan.-Nov., 1939	(e)	+ 0.6	- 1.5	- 0.3	+ 1.9	+ 3.4
Jan.-Nov., 1938						
Women's Clothing Stores						
November, 1936 ...	106.8	109.0	100.8	112.1	103.9	100.0
November, 1937 ...	114.4	122.2	104.8	120.1	115.1	102.8
November, 1938 ...	111.7	117.1	99.5	112.5	125.5	103.3
November, 1939 ...	118.4	147.1	107.8	122.3	123.7	107.8
1939						
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	93.1	63.4	64.9	73.8	85.7
September .....	110.4(f)	108.2	102.7	111.0	118.8	117.2
October .....	131.1	137.0	118.8	131.4	152.3	129.3
November .....	118.4	147.1	107.8	122.3	123.7	107.8
% Change,						
November, 1939	+ 6.0	+25.6	+ 8.3	+ 8.7	- 1.4	+ 4.4
November, 1938						
% Change,						
Jan.-Nov., 1939	- 0.3	+ 1.9	- 2.4	+ 0.5	+ 1.5	+ 4.1
Jan.-Nov., 1938						
Grocery and Meat Stores (b)						
November, 1936 ...	95.4	(a)	92.7	97.1	91.6	102.9
November, 1937 ...	105.2	(a)	102.1	106.7	104.4	110.5
November, 1938 ...	103.4	(a)	106.4	106.0	94.4	92.3
November, 1939 ...	111.8	(a)	109.3	113.4	114.5	107.8
1939						
June .....	129.4	(a)	129.6	125.7	136.8	136.7
July .....	105.4	(a)	99.6	104.1	118.2	109.9
August .....	109.8	(a)	100.1	106.7	135.2	121.7
September .....	123.7	(a)	117.6	122.0	143.1	124.2
October .....	109.5(f)	(a)	109.6	108.0	115.4	107.5
November .....	111.8	(a)	109.3	113.4	114.5	107.8
% Change,						
November, 1939	+ 8.2	(a)	+ 2.7	+ 7.0	+21.3	+16.8
November, 1938						
% Change,						
Jan.-Nov., 1939	+ 5.6	(a)	+ 6.9	+ 4.8	+ 6.9	+ 2.7
Jan.-Nov., 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						
November, 1936 ...	114.2	114.3	111.5	119.0	114.2	103.5
November, 1937 ...	122.3	119.8	119.7	120.7	129.6	116.4
November, 1938 ...	120.3	108.3	120.4	118.6	131.2	108.4
November, 1939 ...	125.3	131.9	129.0	126.9	125.2	112.3
1939						
June .....	100.7	111.2	114.9	102.6	87.7	102.0
July .....	76.2	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(f)	101.6	125.1	119.1	120.6	120.1
October .....	134.4	125.2	128.1	122.3	161.9	122.3
November .....	125.3	131.9	129.0	126.9	125.2	112.3
% Change,						
November, 1939						
November, 1938	+ 4.0	+21.8	+7.1	+ 7.0	- 4.6	+ 3.6
% Change,						
Jan.-Nov., 1939						
Jan.-Nov., 1938	+ 2.2	+ 3.5	+ 1.7	+ 2.0	+ 3.9	+ 1.8

Variety Stores						
November, 1936 ...	100.6	101.5	96.3	100.4	110.7	100.0
November, 1937 ...	105.0	113.0	101.3	105.0	108.2	105.6
November, 1938 ...	103.0	105.1	107.1	99.8	107.8	108.2
November, 1939 ...	113.3	118.7	115.9	109.4	117.8	115.2
1939						
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 .....	112.4	111.6	118.7	106.9	121.4	111.7
November .....	113.3	118.7	115.9	109.4	117.8	115.2
% Change,						
November, 1939						
November, 1938	+10.0	+12.9	+ 8.2	+ 9.6	+ 9.3	+ 6.5
% Change,						
Jan.-Nov., 1939						
Jan.-Nov., 1938	+ 2.5	+ 0.8	+ 4.4	+ 0.6	- 1.3	+ 3.4

Drug Stores						
November, 1936 ...	99.1	97.0	102.8	99.0	97.3	96.5
November, 1937 ...	104.5	103.4	107.8	106.0	97.7	103.3
November, 1938 ...	103.5	99.4	107.7	103.3	102.0	101.3
November, 1939 ...	109.2	111.8	112.1	108.5	110.1	102.3
1939						
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	110.1	103.8	102.0	100.4	109.7
September .....	108.3(f)	107.7	104.9	105.9	116.7	112.6
October .....	111.3	108.5	113.5	105.2	124.0	117.1
November .....	109.2	111.8	112.1	108.5	110.1	102.3
% Change,						
November, 1939						
November, 1938	+ 5.6	+12.5	+ 4.1	+ 5.0	+ 7.9	+1.0
% Change,						
Jan.-Nov., 1939						
Jan.-Nov., 1938	+ 1.6	+ 2.7	+ 3.4	+ 0.3	+ 3.5	(e)

(e) Change is less than 0.1 per cent.

(f) Final figures.

Department Store Sales in Canada, by Selected Departments  
November, 1938 and November, 1939

(Based on sales of 17 firms)

	November 1938	November 1939	% Change 1939/38
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS .....	21,673,219	22,363,049	+ 3.2
1. Women's dresses, coats and suits .....	2,095,674	2,252,675	+ 7.5
2. Girls' and infants' wear .....	853,497	811,872	- 4.9
3. Hosiery and gloves .....	1,129,162	1,105,938	- 2.1
4. Lingerie and corsets .....	988,960	1,010,869	+ 2.2
5. Millinery .....	247,949	255,517	+ 3.1
6. Women's and children's apparel--(Total,1-5)	5,315,242	5,436,871	+ 2.3
7. Men's and boys' clothing and furnishings ..	3,008,559	3,080,995	+ 2.4
8. Drugs and toilet articles and preparations.	584,409	592,102	+ 1.3
9. Piece goods .....	1,569,466	1,691,364	+ 7.8
10. Smallwares .....	881,571	942,017	+ 6.9
11. Food and kindred products .....	1,794,352	1,806,557	+ 0.7
12. Furniture (including mattresses, springs) .	873,983	998,940	+14.3
13. Home furnishings .....	1,270,753	1,449,141	+14.0
14. Household appliances and electrical supplies	527,324	583,497	+10.7
15. Hardware and kitchen utensils .....	543,949	607,649	+11.7
16. Radios, musical instruments and supplies ..	405,273	391,967	- 3.3
17. Shoes and other footwear .....	1,860,278	1,684,038	- 9.5
18. Stationery, books and magazines .....	465,149	447,838	- 3.7
19. All other departments, total .....	2,572,911	2,650,073	+ 3.0



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Year	Value	Unit	Description
1970	100.0	1000	...
1971	105.0	1000	...
1972	110.0	1000	...
1973	115.0	1000	...
1974	120.0	1000	...
1975	125.0	1000	...
1976	130.0	1000	...
1977	135.0	1000	...
1978	140.0	1000	...
1979	145.0	1000	...
1980	150.0	1000	...
1981	155.0	1000	...
1982	160.0	1000	...
1983	165.0	1000	...
1984	170.0	1000	...
1985	175.0	1000	...
1986	180.0	1000	...
1987	185.0	1000	...
1988	190.0	1000	...
1989	195.0	1000	...
1990	200.0	1000	...