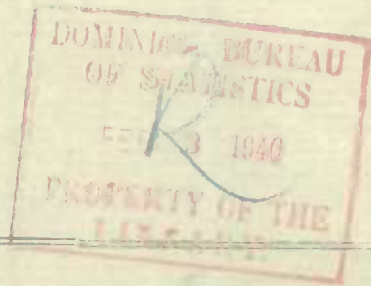


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CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

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MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

DECEMBER 1939

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

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MONTHLY INDEXES OF RETAIL SALES, DECEMBER, 1939

Extent of the brisk Christmas buying in December, 1939 is reflected in retail trade statistics for that month, dollar volume of sales for twelve kinds of retail business for which figures are available averaging 38 per cent higher than in November and 9 per cent above the level of December, 1938. The general index of sales, unadjusted for number of business days or for seasonal variations and on the base 1930 equals 100, stands at 122.2 for December, 1939, 88.6 for November, 1939 and 112.6 for December, 1938. Retail sales in December, 1939 reached the highest peak recorded for any month in the past nine years; they were slightly lower than in December, 1930 when the index stood at 125.5.

The 9 per cent increase compared with December, 1938, is a continuation of gains recorded in corresponding-month comparisons for the preceding four months. The marked gain from November brought the underlying trend in retail purchasing back to a level approximately equal to that recorded in the first months of the war; the general index, adjusted both for number of business days and for normal seasonal variations, stands at 87.5 for December, 1939, 83.3 for November, 88.6 for October and 87.6 for September.

Average monthly sales during 1939 were 3 per cent higher than in 1938, nine of the twelve lines of business reporting an increase. Comparison of retail sales indexes for the past year shows that sales during each of the first four months lagged behind figures for the corresponding months of 1938. A series of increases then began in May which, except for a slight lapse in July, continued throughout the remainder of the year, and at a generally increasing rate. The most pronounced gain recorded during 1939 was that for September, when uncertainty attendant upon the beginning of the war caused abnormal purchasing with a gain of 12 per cent in sales over September, 1938.

Sales of boot and shoe stores showed the greatest improvement during December, with a gain of 16 per cent over sales in the same month of 1938. This was not sufficient, however, to outweigh a long series of declines recorded in earlier months, with the result that cumulative figures for the year were 2 per cent below corresponding figures for 1938. Furniture store sales gained 15 per cent over December, 1938, while sales for the year were 4 per cent above 1938. Hardware store sales increased 11 per cent in December and were up 1 per cent on the year, while sales of music and radio stores increased 5 per cent over December, 1938, and 2 per cent in the annual comparison. Although restaurant receipts and candy store sales were up 6 and 5 per cent respectively over December, 1938, average monthly sales for these groups during the year 1939 fell off 2 and 1 per cent below corresponding figures for 1938.

Sales for December, 1939, were higher than for December, 1938, in all sections of the country for those lines of business for which regional figures are available. Gains reported for the Maritime Provinces, however, averaged somewhat higher than those for other regions. Increases in the Prairie Provinces were, in most cases, slightly higher than those reported in Ontario and Quebec, where increases were closely related to the increases recorded for the Canada totals. Smaller than average gains were reported in British Columbia.

Sales of department stores were up 9 per cent for December and 3 per cent for the year. December sales in the Maritime Provinces were 25 per cent higher, while in Quebec, Ontario and the Prairie Provinces gains of between 9 and 10 per cent were reported. The increase in British Columbia was 2 per cent over December, 1938. Annual increases ranging from 2 per cent in British Columbia to 7 per cent in the Maritime Provinces were recorded in all regions of the country.

Sales of a representative number of jewellery stores in Canada were 24 per cent higher in December, 1939, than in the same month of 1938.

Increases in sales of variety stores in Canada amounted to 10 per cent over December, 1938, and 4 per cent over annual totals for 1938. Gains recorded by the various economic divisions over December, 1938, were as follows: 14 per cent for the Maritime Provinces, 11 per cent for Quebec, 10 per cent for the Prairie Provinces, and 8 per cent for both Ontario and British Columbia. Gains in annual averages over 1938 ranged from 1 per cent in the Prairie Provinces to 5 per cent in Quebec.

Drug store sales in Canada were up 8 per cent over December, 1938, and 2 per cent over the year 1938. In the Maritime Provinces, sales increased 21 per cent over December of the previous year, other increases being 11 per cent in the Prairie Provinces, 8 per cent in Quebec, and 6 per cent in both Ontario and British Columbia. Annual averages were from 1 to 5 per cent higher.

Sales of men's clothing stores increased 9 per cent over December, 1938, while annual sales for 1939 were 1 per cent higher than sales in the previous year. An increase of 22 per cent was recorded in the Maritime Provinces over December, 1938, while sales in the Prairie Provinces gained 15 per cent in the same comparison. Other increases recorded over December, 1938, were as follows: 9 per cent in Ontario and British Columbia and 4 per cent in Quebec. Increases recorded by the various regions over annual totals for 1938 were 4 per cent in the Maritime Provinces, Prairie Provinces and British Columbia, and 1 per cent in Ontario. Sales in Quebec during 1939 were 1 per cent lower than in 1938.

Much the same trend prevailed in the results for women's clothing as that obtaining in the comparisons for men's clothing, with sales 8 per cent higher than in December, 1938, and 1 per cent above the annual average for 1938. Increases in various regions of the country were as follows: 18 per cent in the Maritime Provinces, 10 per cent in the Prairie Provinces and Ontario, 8 per cent in Quebec and British Columbia. Gains over annual figures for 1938 were 4 per cent in the Maritime Provinces and British Columbia, 3 per cent in the Prairie Provinces and 2 per cent in Ontario. Sales in Quebec were 1 per cent below figures for 1938.

Sales of grocery and meat stores increased 6 per cent both for December and also for the year. December sales in the Prairie Provinces were 20 per cent above sales for December, 1938, while in British Columbia the increase was 19 per cent. Gains of 4 per cent in Ontario and 3 per cent in Quebec were also recorded. Annual averages showed gains within a narrow range -- between 4 per cent in British Columbia and 8 per cent in the Prairie Provinces.

The summary of department store sales by departments, contained on Page 8 of this bulletin, shows that sales of 16 firms reporting figures on this basis increased 10 per cent over December, 1938. Substantial gains in sales of household lines were an outstanding feature, with gains of 19 per cent in furniture, 16 per cent in hardware, 15 per cent in home furnishings, 13 per cent in radios and musical instruments, and 11 per cent in household appliances being reported. Sales of men's and women's clothing each showed improvement of 11 per cent, while sales of shoes and other footwear advanced 18 per cent. There was an increase of 13 per cent in sales of piece goods, while small-ware and drug departments showed gains of 8 and 7 per cent respectively. The only decline reported was in sales of food departments where sales fell off $\frac{1}{2}$ of one per cent.

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

Kind of Business	December, 1939 + or - per cent compared with			Cumulative Indexes
	December 1938	December 1938	November 1939	Jan.-Dec., 1939
				Jan.-Dec., 1938
General Index	- 2.6	+ 8.5	+ 37.9	+ 3.2
Boots and Shoes	- 7.9	+ 15.5	+ 78.4	- 1.7
Candy	- 29.5	+ 4.7	+134.5	- 1.2
Men's Clothing	+ 25.5	+ 8.7	+ 39.7	+ 1.1
Women's Clothing	- 22.2	+ 8.1	+ 43.0	+ 0.7
Departmental	- 0.6	+ 9.4	+ 52.2	+ 3.3
Drugs	+ 12.5	+ 8.1	+ 34.3	+ 2.3
Furniture	- 1.7	+ 15.4	+ 26.0	+ 4.0
Groceries and Meats	+ 2.6	+ 6.3	+ 21.6	+ 5.7
Hardware	- 6.2	+ 11.2	+ 15.1	+ 1.0
Music and Radio	- 47.1	+ 5.3	+ 14.9	+ 2.1
Restaurant	- 27.6	+ 5.7	+ 8.6	- 2.2
Variety	+ 11.1	+ 9.9	+102.5	+ 3.7

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
December, 1929 ...	138.5	142.8	107.4	155.6	160.7	114.8	201.5	206.7	111.1	127.3	132.8	103.8	172.1	179.6	97.1
December, 1930 ...	125.5	125.8	94.6	130.9	131.9	94.2	162.0	161.0	86.6	112.9	114.1	89.1	154.4	156.0	84.3
December, 1931 ...	110.3	110.2	80.5	123.9	124.9	89.2	154.6	153.0	82.3	94.7	95.7	74.8	140.2	141.7	76.6
December, 1932 ...	89.9	85.2	62.2	102.7	96.7	69.0	131.4	123.0	66.1	84.1	78.8	61.6	131.1	122.8	66.4
December, 1933 ...	88.4	86.6	63.2	96.1	93.1	65.1	112.1	107.9	58.0	77.5	74.8	58.4	129.2	124.7	67.4
December, 1934 ...	95.1	94.2	68.8	121.5	117.0	78.0	115.4	112.0	60.2	99.8	98.1	76.6	128.1	126.0	68.1
December, 1935 ...	98.6	101.7	74.2	117.2	121.0	77.5	116.8	119.7	64.3	106.7	111.3	74.2	130.1	135.8	73.4
December, 1936 ...	108.3	108.3	79.1	110.6	111.5	69.7	114.7	113.5	61.0	132.2	133.6	80.5	108.7	109.8	70.8
December, 1937 ...	115.6	118.5	86.5	129.2	137.3	85.8	113.1	120.6	64.8	137.9	143.9	86.7	111.4	116.2	75.0
December, 1938 ...	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
December, 1939 ...	122.2	119.9	87.5	120.6	117.2	73.2	114.2	113.2	60.9	141.7	136.7	82.4	120.1	115.9	74.8
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	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(f)	89.5	87.0	84.4	49.8	48.1	51.7	91.1	87.9	87.9	78.6	75.8	78.2
October	92.1	94.8	88.6	74.6	77.5	79.9	51.6	52.9	55.7	105.7	109.4	87.5(f)	93.3	96.5	78.5(f)
November	88.6	88.3	83.3	67.6	67.7	66.4(f)	48.7	49.6	57.7(f)	101.4	101.3	82.4	84.0	83.9	75.5
December	122.2	119.9	87.5	120.6	117.2	73.2	114.2	113.2	60.9	141.7	136.7	82.4	120.1	115.9	74.8

(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
December, 1929 ...	154.1	158.3	104.2	116.9	117.7	103.3	141.9	145.6	115.6	114.7	119.9	112.0
December, 1930 ...	144.7	144.0	94.7	109.0	107.6	94.4	113.7	112.6	89.4	105.3	107.5	100.4
December, 1931 ...	128.2	127.0	83.6	103.9	101.9	89.4	98.5	97.5	78.0	92.8	94.3	88.2
December, 1932 ...	98.8	95.6	62.9	91.8	87.8	77.0	61.8	59.8	51.1	82.1	75.6	70.6
December, 1933 ...	102.4	103.1	67.8	87.9	85.7	75.2	63.7	63.8	56.9	78.6	74.5	69.6
December, 1934 ...	114.3	115.5	76.0	91.1	89.7	78.7	76.4	76.6	69.0	75.3	73.0	68.2
December, 1935 ...	116.5	119.6	74.8	94.1	94.8	83.2	81.7	84.1	75.8	80.4	84.0	75.7
December, 1936 ...	126.8	125.7	78.6	109.0	106.9	86.2	100.4	99.4	89.5	91.4	93.1	83.8
December, 1937 ...	133.7	133.5	82.4	115.3	112.7	90.9	99.1	100.5	90.5	104.1	110.4	99.5
December, 1938 ...	131.5	127.4	78.6	113.4	108.4	87.4	96.9	93.8	84.5	101.6	93.7	84.4
December, 1939 ...	143.8	144.8	89.4	122.6	119.5	96.4	111.8	112.1	101.0	108.0	102.6	92.5
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	82.3	78.8	78.8	87.1	85.3	92.7
September	89.4	90.1	86.6	90.3	89.2	87.5(f)	92.2	92.4	77.0	98.1	93.2	93.2
October	100.8	103.6	90.0(f)	92.7	93.4	91.6	104.4	107.2	95.7(f)	86.9	90.2	90.2(f)
November	94.5	93.3	81.8	91.3	92.6	92.6	88.7	87.9	87.0	88.8	89.0	89.9
December	143.8	144.8	89.4	122.6	119.5	96.4	111.8	112.1	101.0	108.0	102.6	92.5

(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
December, 1929 ...	134.7	138.0	123.2	194.7	199.2	117.9	111.7	111.0	108.8	194.2	200.8	108.5
December, 1930 ...	109.8	108.2	96.6	173.2	170.4	100.8	94.6	92.8	91.0	186.0	187.8	101.5
December, 1931 ...	91.7	90.4	80.7	107.7	106.0	63.5	78.9	77.4	75.9	180.4	181.4	98.1
December, 1932 ...	59.1	58.2	52.0	69.3	68.2	42.1	62.0	60.1	58.9	147.7	138.6	74.9
December, 1933 ...	63.1	64.7	57.7	63.4	64.9	41.1	56.4	55.3	54.2	145.2	140.5	76.0
December, 1934 ...	77.6	79.5	71.0	77.5	79.3	50.2	60.1	59.2	58.0	159.6	155.1	83.8
December, 1935 ...	79.6	81.5	72.8	78.2	80.0	50.6	65.4	65.0	63.7	164.0	169.7	84.9
December, 1936 ...	86.4	84.8	75.7	94.5	93.0	67.4	71.5	70.2	68.8	183.0	184.1	92.0
December, 1937 ...	92.1	90.5	80.8	90.9	89.4	64.8	68.4	66.9	65.6	188.2	200.4	100.2
December, 1938 ...	92.6	90.9	81.2	87.0	85.6	62.0	64.8	62.8	61.6	188.0	176.7	88.3
December, 1939 ...	103.0	105.4	94.1	91.6	93.7	67.9	68.5	67.2	65.9	206.6	200.0	100.0
<u>1939</u>												
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	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	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	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	76.4	78.2	65.7	65.4	65.5	62.3	96.9	93.8	96.7
October	102.2	104.5	90.9(f)	82.1	84.0	66.7(f)	64.9	64.6	64.6(f)	101.1	104.6	104.6
November	89.5	88.1	88.1	79.7	78.4	62.7	63.1	63.9	66.6	102.0	102.3	101.3(f)
December	103.0	105.4	94.1	91.6	93.7	67.9	68.5	67.2	65.9	206.6	200.0	100.0

(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)						
December, 1936 ..	167.5	177.9	151.8	174.5	150.4	182.1
December, 1937 ..	174.8	187.8	164.9	181.3	150.8	189.9
December, 1938 ..	165.3	175.8	144.3	174.1	151.1	174.3
December, 1939 ..	179.6	214.2	150.7	189.5	173.9	189.7
1939						
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	104.4	114.2	110.5	144.9	110.7
October	134.0(f)	122.2	114.4	131.5	192.4	126.1
November	128.5	142.6	117.2	130.1	147.4	112.1
December	179.6	214.2	150.7	189.5	173.9	189.7
% Change,						
December, 1939						
December, 1938	+ 8.7	+21.8	+ 4.4	+ 8.8	+15.1	+ 8.8
% Change,						
Jan.-Dec., 1939						
Jan.-Dec., 1938	+ 1.1	+ 3.9	- 0.8	+ 0.8	+ 3.6	+ 4.1

Women's Clothing Stores						
December, 1936 ..	152.6	156.8	142.0	160.1	146.9	148.2
December, 1937 ..	156.4	189.8	143.6	164.3	145.7	144.7
December, 1938 ..	156.0	179.7	138.0	161.8	155.0	146.1
December, 1939 ..	168.7	211.7	149.5	177.3	170.9	157.0
1939						
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	108.2	102.7	111.0	118.8	117.1
October	131.0(f)	136.9	119.2	131.3	151.5	129.3
November	117.9	145.3	107.4	122.2	122.9	106.2
December	168.7	211.7	149.5	177.3	170.9	157.0
% Change,						
December, 1939						
December, 1938	+ 8.1	+17.8	+ 8.3	+ 9.6	+10.3	+ 7.5
% Change,						
Jan.-Dec., 1939						
Jan.-Dec., 1938	+ 0.7	+ 3.9	- 1.2	+ 1.8	+ 2.5	+ 4.3

Grocery and Meat Stores (b)						
December, 1936 ..	115.2	(a)	109.8	117.9	110.9	129.1
December, 1937 ..	131.3	(a)	126.7	133.8	127.5	141.7
December, 1938 ..	128.1	(a)	131.9	134.9	108.4	108.1
December, 1939 ..	136.2	(a)	135.7	139.7	130.2	128.7
1939						
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	112.0	(a)	109.3	113.8	114.5	107.8
December	136.2	(a)	135.7	139.7	130.2	128.7
% Change,						
December, 1939						
December, 1938	+ 6.3	(a)	+ 2.9	+ 3.6	+20.1	+19.1
% Change,						
Jan.-Dec., 1939						
Jan.-Dec., 1938	+ 5.7	(a)	+ 6.5	+ 4.7	+ 8.1	+ 4.1

(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						
December, 1936 ..	169.9	176.6	171.6	177.5	160.6	162.0
December, 1937 ..	178.0	186.9	189.0	185.8	161.2	172.2
December, 1938 ..	175.1	172.0	189.9	178.2	163.0	174.5
December, 1939 ..	191.7	241.8	207.7	195.9	178.4	177.1
1939						
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	101.6	125.1	119.1	120.6	120.1
October	134.4(f)	125.2	128.1	122.3	161.9	122.6
November	126.0	131.9	128.5	126.2	128.7	112.6
December	191.7	214.8	207.7	195.9	178.4	177.1
% Change, December, 1939 December, 1938	+ 9.4	+24.9	+ 9.4	+ 9.9	+ 9.4	+ 1.5
% Change, Jan.-Dec., 1939 Jan.-Dec., 1938	+ 3.3	+ 6.6	+ 2.8	+ 3.1	+ 4.9	+ 1.8

Variety Stores						
December, 1936 ..	203.3	217.8	184.9	206.3	200.9	228.8
December, 1937 ..	209.2	242.7	194.4	211.3	193.5	234.8
December, 1938 ..	209.0	226.3	198.7	207.8	202.9	248.2
December, 1939 ..	229.6	258.2	219.9	224.4	223.0	267.3
1939						
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	110.2	118.7	100.9	106.5	111.3
October	112.3	111.6	118.5	106.9	121.4	111.7
November	113.4(f)	118.9	116.4	109.2	117.9	115.2
December	229.6	258.2	219.9	224.4	223.0	267.3
% Change, December, 1939 December, 1938	+ 9.9	+14.1	+10.7	+ 8.0	+ 9.9	+ 7.7
% Change, Jan.-Dec., 1939 Jan.-Dec., 1938	+ 3.4	+ 3.2	+ 5.4	+ 1.9	+ 0.6	+ 4.2

Drug Stores						
December, 1936 ..	130.7	145.0	119.4	129.8	135.9	139.1
December, 1937 ..	138.3	157.0	128.5	139.4	134.8	146.4
December, 1938 ..	136.0	136.9	125.9	137.0	141.6	141.0
December, 1939 ..	147.0	165.6	135.8	144.8	156.4	149.9
1939						
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	111.1	108.5	113.0	105.1	123.7	116.4
November	109.5	110.8	114.2	108.5	109.2	103.5
December	147.0	165.6	135.8	144.8	156.4	149.9
% Change, December, 1939 December, 1938	+ 8.1	+21.0	+ 7.9	+ 5.7	+10.5	+ 6.3
% Change, Jan.-Dec., 1939 Jan.-Dec., 1938	+ 2.3	+ 4.6	+ 3.9	+ 0.9	+ 4.2	+ 0.7

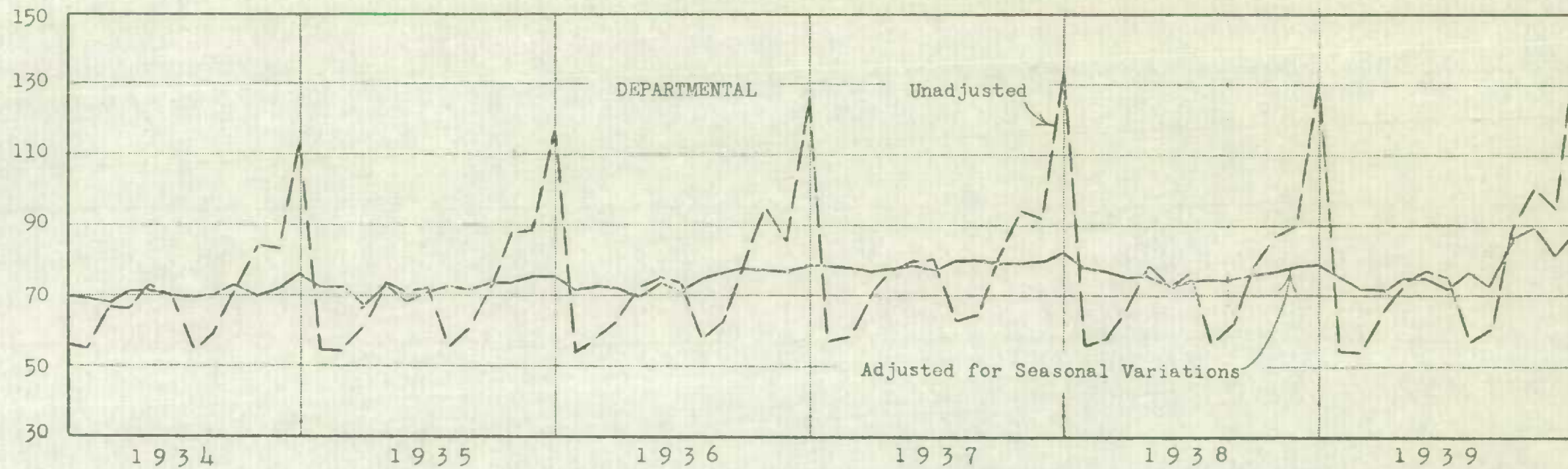
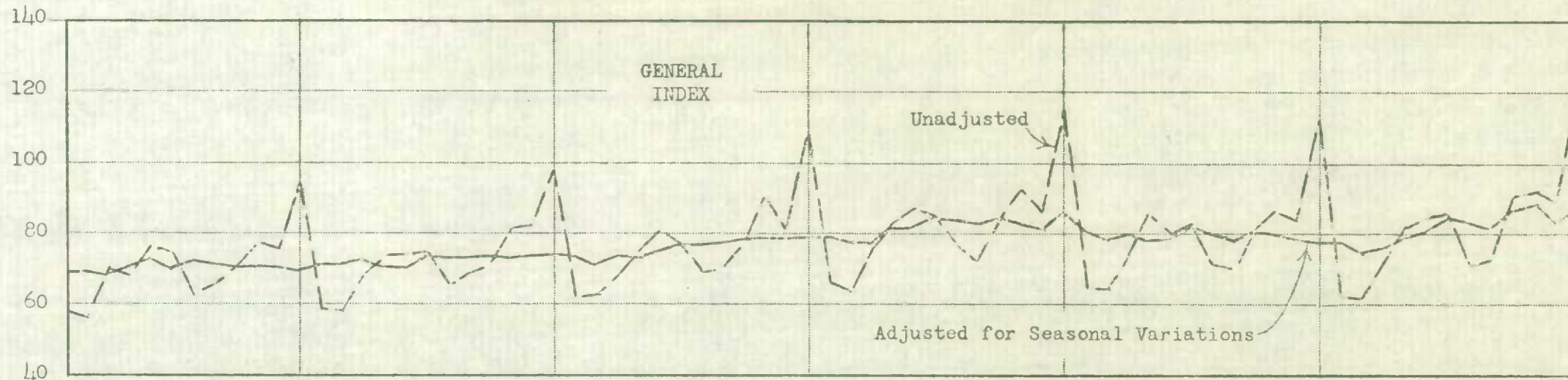
(f) Final figures.

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

(Based on sales of 16 firms)

	December 1938 \$	December 1939 \$	% Change 1939/38
TOTAL SALES, ALL DEPARTMENTS	32,632,174	35,804,912	+ 9.7
1. Women's Dresses, coats and suits	2,268,574	2,576,099	+ 13.6
2. Girls' and infants' wear	1,156,810	1,265,046	+ 9.4
3. Hosiery and gloves	1,967,530	2,111,350	+ 7.3
4. Lingerie and corsets	1,706,798	1,909,302	+ 11.9
5. Millinery	232,030	253,436	+ 9.2
6. Women's and children's apparel - (Total, 1-5)	7,331,742	8,115,233	+ 10.7
7. Men's and boys' clothing and furnishings	4,405,874	4,905,814	+ 11.3
8. Drugs and toilet articles and preparations ..	1,374,940	1,464,713	+ 6.5
9. Piece goods	1,773,603	2,007,432	+ 13.2
10. Smallwares	1,558,757	1,684,865	+ 8.1
11. Food and kindred products	2,524,156	2,512,602	- 0.5
12. Furniture (including mattresses, springs) ...	992,021	1,175,349	+ 18.5
13. Home furnishings	1,605,436	1,852,473	+ 15.4
14. Household appliances and electrical supplies.	634,491	703,992	+ 11.0
15. Hardware and kitchen utensils	710,983	821,526	+ 15.5
16. Radios, musical instruments and supplies	557,708	631,858	+ 13.3
17. Shoes and other footwear	2,272,306	2,685,916	+ 18.2
18. Stationery, books and magazines	1,268,316	1,308,510	+ 3.2
19. All other departments, total	5,621,841	5,934,629	+ 5.6

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



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