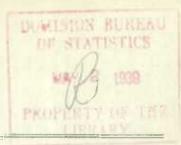
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CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH

Vol. 9

No. 3

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, MARCH, 1939

Dollar volume of retail trade in Canada gained 18 per cent in March over the immediately preceding month and was only 1 per cent lower than in March last year according to composite figures for twelve lines of retail business dealing mainly in foods, clothing and house furnishings. The unadjusted index of sales (on the base 1930 = 100) stands at 72.4 for March, 1939, 61.4 for February, 1939 and 73.3 for March, 1938. March and April comparisons of retail trade are impaired by the shifting date of Easter. Easter Sunday occurred on April 16th in 1938 and on April 9th this year. Consequently a greater proportion of the Easter trade was presumably transacted in March this year than last although the prolongation of winter conditions this year was undoubtedly an offsetting factor. After making adjustments for number of business days, normal seasonal variations and an arbitrary adjustment for the changing date of Easter, sales in March were approximately maintained at the February level and were 5.3 per cent lower than in March last year.

Three of the twelve groups recorded increased sales over March, 1938. Drug store sales were up by 6 per cent; grocery and meat store sales gained 3 per cent, while furniture store sales were also fractionally higher. Candy store sales were the same as in March, 1938. The department store and variety store groups were down by 2 and 1 per cent respectively. Men's clothing stores sales declined 13 per cent, women's clothing stores, 9 per cent, while boot and shoe store sales recorded a decrease of 17 per cent. Hardware store sales were down 6 per cent, music and radio store sales, 17 per cent, while restaurant receipts were down by 8 per cent.

Results on a regional basis are now available for six lines of business. Drug store sales averaged higher in March this year than last in all provinces, gains for the various regions being as follows: Quebec, 10 per cent; Prairie Provinces, 7 per cent; Ontario, 5 per cent; Maritime Provinces, 4 per cent and British Columbia, 2 per cent. Department store sales were unchanged in Ontario in March this year compared with last, gained slightly in British Columbia and were slightly lower in the Prairie Provinces and Quebec. Less favorable economic conditions in the Maritime Provinces were reflected in a decline of 9 per cent for that region.

Both men's and women's clothing store sales fell off to a greater degree in Ontario than in other regions of the country. Men's clothing store sales in Ontario were 17 per cent lower in March this year than last while women's clothing store sales were down 13 per cent in the same comparison.

An 11 per cent increase in grocery and meat store sales over March, 1938 is recorded for the province of Quebec. Grocery and meat indexes are computed from returns from chain store companies only. Allowances are made to allow for the opening and closing of branches so that the resulting indexes are intended to reflect the trend in sales for a constant number of stores. The marked reduction in number of chain units operated in the province of Quebec has undoubtedly led to the transference of some business from closed units to continuing branches. Such a tendency would tend to give the index numbers for recent months a favorable bias.

Footnote:- Some of the indexes contained in this bulletin have been revised since the February report. See next page for section: "Revision of Wonthly Indexes to Census Trend."

Revision of Monthly Indexes to Census Trend

The Internal Trade Branch of the Dominion Bureau of Statistics issues two series of reports on retail trade. In the first place there are annual bulletins showing estimated dollar sales by provinces and kinds of business, computed from the results of the complete Census of Merchandising Establishments for 1930 and annual trends derived from returns submitted by all chain store companies and a representative number of independent firms. The independent stores included in the annual surveys are, in the main, those which had annual sales of \$\pi 20,000\$ or more in 1930 and which have continued in business until the present time. A number of firms which have commenced business since 1930 are also included.

Monthly indexes of sales are also published. The monthly series is restricted to twelve lines of trade and is based on returns from chain store companies operating in these fields supplemented, in some instances, by returns from a smaller number of independents than report for the annual surveys. Monthly indexes for the following lines of trade are based on chain reports only: shoe stores, candy stores, variety stores, grocery and meat stores, restaurants. Indexes for the other seven lines are compiled from returns for both chains and independents.

For some lines of business there is a close correspondence in trends from the annual and monthly series. For other lines there is considerable divergence. Since it is possible to secure a larger sample of firms for the annual than for the monthly reports it is reasonable to suppose that the results of the former are the more accurate.

During recent months the Bureau has undertaken the adjustment of the monthly indexes for trades whose trends departed materially from the annual figures so that annual averages from the two series would correspond. Lines of business for which indexes have been revised are as follows: men's clothing stores, women's clothing stores, restaurants, drug stores and music and radio stores. Changes in these indexes introduced minor revisions in the general index for the twelve lines of trade.

Revised indexes are introduced in this issue of the monthly report. The complete series from 1929 to 1938, adjusted to the annual trend, will be shown in a special report "Summary of Monthly Indexes of Retail Sales, 1929 - 1938". This bulletin will be issued in May.

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

Kind of Business		Cumulative Indexes		
	Merch 1930	March 1938	February 1939	JanMar.,1939 JanMar.,1938
General Index	- 23.5	- 1.2	+ 17.9	- 3.0
Boots and Shoes	- 45.2	- 16.8	+ 51.1	- 16.5
Candy	- 51.9	(a)	- 11.2	- 5.4
Men's Clothing	- 45.0	- 12.8	+ 22.5	- 9.7
Women's Clothing	- 31.1	- 8.7	+ 46.3	- 7.5
Departmental	- 26.3	- 2.0	+ 20.3	- 3.9
Drugs	- 14.7	+ 5.8	+ 11.3	+ 2.8
Furniture	- 31.1	+ 0.1	+ 11.3	- 5.0
Groceries and Meats	- 9.4	+ 3.3	÷ 14.4	+ 0.2
Hardware	- 28.9	- 5.9	+ 26.2	- 3.0
Music and Radio	- 49.0	- 17.3	+ 19.6	- 19.3
Restaurant	- 40.9	- 8.0	+ 15.5	- 8.8
Variety	- 17.7	- 1.0	+ 14.9	- 2.0

⁽a) Unchanged.

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.

	Gen	eral In	dex(1)	Boot	s and S	hoes		Candy		Men's	Clothi	ng(2)(1)	Wome	n's Clo	thing(1)	
Year and Month	A	В	C	A	В	C	A	В	C	A	В	C	À	B	C	
March, 1929	110.0	108.5	110.7	137.9	133.7	148.6	149.5	144.2	110.9	156.0	152.8	152.8	107.6	105.4	114.6	
March, 1930	94.6	91.3	102.5	89.6	84.4	115.6	92.4	89.8	105.7	100.0	95.8	122.8	85.4	81.8	107.6	
March, 1931	87.1	87.4	94.0	76.2	76.5	88.9	68.3	70.1	82.4	82.2	83.1	93.4	82.6	83.5	99.4	
darch, 1932	73.0	73.1	74.6	64.3	64.8	72.0	99.0	98.0	75.4	61.5	62.1	62.1	68.4	69.1	75.1	
March, 1933	61.6	59.2	66.5	45.7	44.3	58.3	44.0	43.1	50.8	52.7	50.7	65.0	50.5	48.5	63.8	
Warch, 1934	69.7	66.5	67.9	73.8	69.4	77.1	84.2	78.8	60.6	67.3	64.0	64.0	63.8	60.6	65.9	
March, 1935	67.6	64.4	72.4	61.2	57.6	78.9	52.2	50.3	59.2	58.2	54.9	70.4	57.6	54.3	71.4	
Warch, 1936	66.9	67.2	73.8	61.4	61.7	78.1	47.5	48.7	57.2	59.3	59.9	76.8	58.2	58.8	68.4	
March, 1937	75.5	76.1	77.7	62.8	63.3	70.3	85.3	84.7	65.2	71.2	72.5	83.3	69.2	70.5	76.6	
Jarch, 1938	73.3	71.1	79.9	59.0	57.7	76.9	44.4	43.9	51.7	63.1	61.3	78.6	64.4	62.6	72.8	
March, 1939	72.4	69.6	75.7	49.1	47.8	55.5	44.4	44.0	51.8	55.0	52.9	66.1	58.8	56.6	65.0	
1938																
April	86.1	85.1	78.1	91.9	89.1	75.5	77.7	74.9	57.6	91.2	89.3	80.5	98.1	96.1	75.1	
May	80.1	82.5	78.5	76.5	78.7	64.0	54.8	56.1	57.2	71.9	74.7	72.5	69.2	71.9	67.2	-
June	83.3	83.0	82.2	110.2	110.3	76.6	43.6	44.3	57.5	84.1	84.0	79.2	79.5	79.4	70.3	
July	71.7	70.6	80.3	74.6	72.4	77.0	48.5	46.7	55.6	64.9	63.6	78.5	58.2	57.0	67.1	
August	70.1	68.3	78.5	53.3	52.1	68.6	47.9	47.6	50.6	56.7	55.5	76.0	51.4	50.3	71.9	
September	81.1	82.4	80.8	80.4	82.8	80.3	51.8	52.4	56.3	78.6	79.7	79.7	68.7	69.7	71.9	
October	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	
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	107.0	78.1(f)	104.4	98.3	61.5	109.1	104.8	56.3	130.3	122.0	73.5(f)	111.1	104.0	67.1	
1939																
January	62.1	63.9	77.9	38.5	40.0	74.0	37.5	38.5	53.5	55.1	57.0	80.3	48.6	50.3	76.2(f)	
February	61.4	65.6	75.4	32.5	34.6	64.0(f)	50.0	54.3	54.3(f)	44.9	47.8	75.8	40.2	42.8	72.6	
March	72.4	69.6	75.7	49.1	47.8	55.5	44.4	44.0	51.8	55.0	52.9	66.1	58.8	56.6	65.0	

⁽¹⁾ Revised to census trend. See explanation in summary.

⁽²⁾ Includes men's furnishings.(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.

		epartment	al		Drugs(1)			Furniture		Grocer	ies and M	eats(2)
Year and Month	A	B	С	A	В	C	A	В	C	A	В	G
March, 1929	101.5	102.6	105.7	109.0	106.3	105.2	128.5	128.8	148.1	2000	105.0	305.0
March, 1930	88.5	86.4	97.1	107.1	105.4	104.4	97.0	93.9		108.8	105.2	105.2
March, 1931	86.6	85.9	93.3	93.7	94.4		78.5	77.8	107.9	100.9	95.7	99.7
March, 1932	69.2	68.6	70.7	90.9	89.1	93.5 88.2	56.9	56.3	89.4	94.6	96.2 86.1	98.1
March, 1933	59.4	56.5	63.5	75.5	73.8	73.1	48.1	46.0	52.9	84.7		86.1
March, 1934	67.1	65.3	68.0	81.1	77.5	76.9	61.9	59.9	68.8	75.0 78.7	72.2	75.2
March, 1935	61.4	59.7	67.1	82.6	80.5	79.7	62.2	60.2	69.2	81.6	73.8 75.9	73.8 79.1
March, 1936	62.5	61.9	72.0	78.6	79.2	81.6	62.1	61.4	70.6	78.1	79.5	81.9
March, 1937	70.8	70.5	76.6	88.2	87.1	89.8	78.1	77.3	88.9	84.7	87.3	87.3
March, 1938	66.5	63.5	75.5	86.4	84.7	87.3	66.7	63.8	73.4	88.5	86.6	90.2
March, 1939	65.2	62.0	71.3	91.4	89.4	92.2	66.8	64.0	73.6	91.4	88.1	90.8
			,,	/		/202		04.0	13.0	12.4	00.1	70.0
1938									The same			
April	79.6	80.5	75.9	87.6	86.5	88.3	89.5	89.6	76.6	93.7	90.7	84.7
May	73.0	74.9	73.5	83.9	84.5	88.0	96.7	99.3	78.8	85.4	89.1	86.5
June	77.6	76.6	74.4	84.3	85.4	89.0	78.0	77.2	78.0	88.5	88.7	88.7
July	56.6	57.3	75.3	87.2	85.0	88.5	58.2	58.3	74.7	83.8	81.1	82.8
August	62.4	59.8	74.7	88.2	87.1	88.9	74.8	71.6	71.6	76.0	75.3	81.8
September	78.4	79.9	76.8	1 89.7	90.6	88.8	85.2	87.4	72.9	84.8	85.7	85.7
October	87.9	88.9	77.3	94.2	92.7	90.9	93.8	94.0	83.9	86.3	83.6	836
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(f)
1939								Terrent H				
January	54.2	55.7	75.2(f)	83.2	83.8	90.1(f)	48.6	49.9	75.6	78.0	81.1	84.4
February	54.2	57.7	72.2	82.1	89.2	91.0	60.0	64.0	77.1(f)	79.9	85.1	86.9
March	65.2	62.0	71.3	91.4	89.4	92.2	66.8	64.0	73.6	91.4	88.1	90.8

⁽f) Final figures

⁽¹⁾ Revised to census trend. See explanation in summary.

⁽²⁾ Indexes of grocery and meat store sales have been revised from January, 1936.

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.

		Hardware		Mus	ic and Ra	dio(1)	R	estaurant	s(1)		Variety		
Year and Month	h-	В	C	h	В	C	A	В	C	h	В	C	
1 1 1000	00.3	00 0	200	22.4							100		
March, 1929	88.1	90.3	128.9	114.6	117.3	150.4	112.2	110.1	113.5	103.8	100.8	121.5	
March, 1930	83.4	82.1	117.3	92.2	90.7	116.3	101.1	99.5	102.6	84.2	79.6	100.8	
March, 1931	78.1	76.9	109.9	76.3	75.1	95.1	85.2	84.7	87.3	77.5	77.9	97.4	
March, 1932	51.8	51.1	73.0	50.2	49.4	61.0	66.6	65.3	67.3	72.3	72.7	87.6	
March, 1933	40.9	38.8	55.5	38.5	36.5	44.5	55.3	54.1	55.8	60.4	58.7	74.2	
March, 1934	48.7	48.0	68.6	42.2	41.5	50.6	59.8	57.9	59.7	76.1	71.7	87.4	
March, 1935	49.4	43.7	69.6	50.9	50.1	61.1	59.1	58.0	59.8	67.5	63.7	80.6	
March, 1936	52.9	52.0	74.2	49.6	43.8	60.2	62.9	62.5	64.4	65.1	65.5	81.8	
March, 1937	61.4	60.3	36.2	59.4	58.4	72.1	68.1	66.6	63.9	79.6	30.4	96.9	
March, 1930	63.0	59.5	85.0	56.3	53.8	66.4	64.9	63.7	65.7	70.0	68.3	86.5	
March, 1939	59.3	56.2	80.2	47.0	44.6	55.0	59.7	58.4	60.2	69.3	67.3	84.2	
1936													
April	88.6	90.5	87.0	64.7	66.2	71.2	62.5	62.5	61.9	91.0	88.4	95.1	
May	111.3	113.7	63.6	72.2	73.9	64.8	62.1	61.7	61.7	86.6	89.7	89.7	
June	106.9	104.9	83.2	59.3	58.3	64.1	59.7	60.5	59.9	95.1	95.4	92.6	
July	93.2	95.2	86.5	49.0	50.1	64.2	63.1	61.9	60.1	92.2	89.6	89.6	
August	96.2	91.0	88.3	53.9	51.1	66.4	66.5	65.2	61.5	81.3	30.1	87.1	
September	97.9	100.0	83.3	73.5	75.2	63.2	63.6	64.3	61.2	88.8	91.2	94.0	
October	100,8	103.0	89.5	79.1	30.9	64.2	62.3	61.3	61.3	98.8	96.0	96.0	
November	89.7	83.1	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(f)	89.0	37.6	63.5	64.8	62.3	61.6	133.0	176.7	88.3	
1939	-4											10 To 10 To 10	
January	51.1	52.3	95.1	42.3	43.3	54.8(f)	56.2	55.9	60.1(f)	59.6	61.7	97.9(f)	
February	47.0	50.1	89.4	39.3	41.9	53.0	51.7	56.2	58.5	60.3	64.3	89.3	
March	59.3	56.2	80.2	47.0	44.6	55.0	59.7	58.4	60.2	69.3	67.3	84.2	

⁽f) Final figures

0

⁽¹⁾ Revised to census trend. See explanation in summary.

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

						7
Year and Month	CANA DA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
		Varie	ty Stores			
	4					
March, 1936	72.3	64.5	72.3	74.4	69.5	72.0
March, 1937	88.5	83.6	89.9	89.3	86.0	93.1
March, 1938	77.9	74.3	78.4	78.4	76.5	84.1
March, 1939	77.0	70.5	83.3	74.6	70.8	87.3
1938						
October	109.8	111.6	118.9	103.6	122.3	107.9
November	103.0	105.1	107.1	99.8	107.8	108.2
December	209.0	226.3	198.7	207.8	202.9	248.2
1939	((2/2)	10.1	F2 0	(4.4	(0.0	047
January	66.2(f)	60.4	71.2	64.4	62.0	74.1
February	67.0	62.0 70.5	83.3	74.6	70.8	87.3
March	77.0	10.5	03.3	14.0	70.0	01.2
March, 1939	- 1.0	- 5.1	+ 6.3	- 4.8	- 7.5	+ 3.8
March, 1938	1.0	7.1	, 0.5	4.0	1.0	3.0
% Change,						
JanMar., 1939	- 2.0	- 5.9	+ 1.4	- 4.5	- 6.5	+ 3.0
JanWar., 1938						
		Depart	ment Stores	1		
Name 100/	02.2	P.O. 4	077	83.8	80.3	84.5
March, 1936	83.3	79.4	87.4		91.4	99.4
March, 1937	94.3	87.4	99.7	93.5 88.4	84.3	90.6
March, 1938	88.6	79.5	97.9 96.2	88.3	81.8	92.5
March, 1939	01.0	72.0	70.2	00.5	01.0	15.0)
October	117.1	102.8	116.5	109.1	131.9	117.0
November	120.3	108.3	120.4	118.6	131.2	108.4
December	175.1	172.0	189.9	178.2	163.0	174.5
1939						
January	72.3(f)	64.6	84.0	71.1	68.9	74.5
February	72.2	64.2	77.3	73.0	68.6	76.9
March	87.0	72.0	96.2	88.3	81.8	92.5
% Change,			7 0	0.7	20	+ 2.1
March, 1939	- 2.0	- 9.4	- 1.7	- 0.1	- 3.0	7 2.1
March, 1938		4				
% Change, JanMar., 1939	- 3.9	- 9.0	- 2.5	- 3.6	- 2.9	- 2.2
JanMar., 1938	3.7	- 7.0	- 20)	3.0	2.07	0. V to
		Dru	ig Stores			
			300 5	0.4	00.7	00 8
March, 1936	94.2	92.0	100.5	94.6	89.1	90.7
March, 1937	105.8	109.0	110.5	106.8	99.0	101.5
March, 1938	103.6	102.9	109.6	104.4	94.9	104.3
March, 1939	109.6	100.0	120.4	107.4	101.0	10).7
1938 October	113.0	108.1	111.9	108.2	126.0	119.1
November	103.5	99.4	107.7	103.3	102.0	101.3
December	136.0	136.9	125.9	137.0	141.6	141.0
1939	250.0					
January	99.8(f)	97.2	104.4	100.4	94.2	100.7
February	98.5	99.9	111.9	98.3	87.6	91.7
March	109.6	106.6	120.4	109.4	101.6	105.9
% Change,						
March, 1939	+ 5.8	+ 3.6	+ 9.9	+ 4.6	+ 7.1	+1.5
March, 1938					7 7	
% Change,			1 6 0	+ 2.1	+ 2.2	- 0.5
JanMar., 1939	+ 2.8	+ 2.3	+ 6.9	1 2.1	6.5	0.7
JanWar., 1938		1				
(f) Final figures.						

⁽f) Final figures.

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

Year and kionth	CANA DA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
		Men's Cl	othing Store	es(x)		
March, 1936 March, 1937 March, 1938 March, 1939	75.1 90.2 80.0 69.7	76.3 90.0 82.1 68.0	78.7 87.5 73.9 68.1	76.5 92.3 83.4 68.9	69.9 88.4 82.0 74.3	66.8 86.9 70.8 73.5
October November December	120.2 121.1 165.2(f)	103.0 111.9 175.8	104.7 111.5 144.3	113.9 119.3 173.8	173.0 149.2 151.1	114.9 110.3 174.3
January February March % Change,	69.8 56.9 69.7	66.5 59.0 68.0	68.5 54.3 68.1	72.4 59.3 68.9	63.6 50.2 74.3	72.6 59.4 73.5
March, 1939 March, 1938 % Change,	-12.8	-17.2	- 7.8	-17.4	- 9.4	+ 3.8
JanMar., 1939 JanMar., 1938	- 9.7	-17.2	- 9.5	-10.6	- 8.6	- 1.1
		Women's C	lothing Stor	es		
March, 1936 March, 1937 March, 1938 March, 1939	81.8 97.2 90.5 82.6	75.8 87.7 83.6 76.9	81.0 83.4 79.6 74.6	81.1 96.6 92.7 80.9	83.6 102.4 94.0 90.5	85.5 117.8 98.7 105.1
October November December	122.7 111.7 156.0	122.5 117.1 179.7	114.8 99.5 138.0	118.6 112.5 161.8	145.0 125.5 155.0	118.2 103.3 146.1
January February March % Change,	68.3(f) 56.5 82.6	82.0 56.9 76.9	60.8 56.9 74.6	69.5 56.1 80.9	71.5 53.9 90.5	72.1 60.9 105.1
March, 1939 Warch, 1938 % Change,	- 8.7	- 8.0	- 6.3	-12.7	- 3.7	+ 6.5
JanMar., 1939 JanMar., 1938	- 7.5	- 8.2	- 7.8	- 9.7	- 2.0	+ 2.5
		Grocery ar	id Meat Stor	9 s		
March, 1936 March, 1937 March, 1938 March, 1939 1938	98.4 106.8 111.6 115.2	(a) (a) (a) (a)	107.8 108.1 111.4 123.4	96.2 106.8 114.7 119.5	88.4 100.3 101.8 92.7	91.3 112.7 111.3 96.8
October November December 1939	108.8 103.4 128.1(f)	(a) (a) (a)	110.9 106.4 131.9	109.5 106.0 134.9	107.2 94.4 108.4	99.8 92.3 108.1
January February March % Change	98.4 100.8 115.2	(a) (a) (a)	104.8 108.8 123.4	102.8 104.1 119.5	78.2 81.1 92.7	83.0 84.5 96.8
March, 1939 March, 1938 % Change,	+ 3.3	(a)	+10.8	+ 4.2	- 8.9	-13.0
JanMar., 1939 JanMar., 1938	+ 0.2	(a)	+ 5.5	+ 1.3	- 9.1	-14.4

⁽a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations. (f) Final figures. (x) Includes men's furnishings.

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS MARCH, 1938 AND MARCH, 1939

(Based on sales of 19 firms)

	The state of the s	Narch 1938	March 1939	% Change 1939/38
46		\$	3	1737/30
	TOTAL SALES, ALL DEPARTMENTS	15,044,250	14,983,241	- 0.4
1.	Women's dresses, coats and suits	1,622,178	1,735,771	+ 7.0
2.	Girls' and infants' wear	417,274	416,744	- 0.1
3.	Hosiery and gloves	681,485	674,337	- 1.0
4.	Lingerie and corsets	639,763	663,731	+ 3.7
5.	Millinery	259,887	263,618	+ 1.4
6.	Women's and children's apparel -(Total, 1-5)	3,620,587	3,754,201	+ 3.7
7.	Men's and boys' clothing and furnishings	1,562,264	1,521,182	- 2.6
8.	Drugs and toilet articles and preparations	499,811	493,865	- 1.2
9.	Piece goods	1,227,922	1,201,670	- 2.1
10.	Smallwares	535,185	553,519	+ 3.4
11.	Food and kindred products	1,564,693	1,517,628	- 3.0
12.	Furniture (including mattresses, springs)	718,929	729,454	+ 1.5
13.	Home furnishings	1,029,502	998,083	- 3.1
14.	Household appliances and electrical supplies	378,610	399,699	+ 5.6
15.	Hardware and kitchen utensils	561,280	539,672	- 3.8
16.	Radios, musical instruments and supplies	215,951	212,961	- 1.4
17.	Shoes and other footwear	1,171,152	1,122,804	- 4.1
18.	Stationery, books and magazines	221,514	240,634	+ 8.6
19.	All other departments, total	1,736,850	1,697,869	- 2.2

