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# CANADA

# DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH

Vol. 9

No. 8

# MONTHLY INDEXES OF RETAIL SALES

IN

# CANADA

AUGUST 1939

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

OTTAWA

1939

Price \$1 a year

Single copies 10 cents

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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 IN CANADA, AUGUST, 1939

Monthly statements of sales for twelve lines of retail business dealing chiefly in food, clothing and household requirements reveal increased sales in August of this year compared with last for seven trades and declines for the other five. Excepting only variety stores and the clothing and footwear trades, all lines of business were up from July.

The index of grocery and meat store sales gained 13 per cent in August over the same month last year. This index is based on results for chain stores only and may not reflect the trend in food retailing as a whole including both chains and independents. Furniture store sales recorded an increase of 6 per cent; music and radio store sales were up 3 per cent and hardware store sales, 1 per cent. Variety store sales reported an increase of 4 per cent, while sales in men's clothing stores were slightly higher than in August, 1938. Candy store sales were 3 per cent higher than in August last year. Department store sales, boot and shoe store sales and drug store sales were all down 2 per cent. Women's clothing store sales were 3 per cent lower, while restaurant receipts dropped 4 per cent.

The summary of department store sales by economic divisions disclosed increased sales in only the Maritime Provinces where there was an advance of 3 per cent over August, 1938. While sales in the Prairie Provinces were on a par with sales in the same month last year, declines were recorded in other sections as follows: Ontario, 1 per cent, British Columbia, 3 per cent and Quebec, 4 per cent.

Variety store sales were higher in Quebec, British Columbia and Ontario, where gains were recorded of 6, 4 and 3 per cent respectively. There was a slight decrease in the Prairie Provinces, but the Maritime Provinces reported a drop of 3 per cent.

Drug store sales increased 4 per cent in British Columbia, 2 per cent in the Maritime Provinces and 1 per cent in Quebec, but declines of 3 and 6 per cent occurred in Ontario and the Prairie Provinces respectively.

British Columbia was the only region recording increased sales in both men's and women's clothing stores. Men's clothing store sales increased in the Maritime Provinces and women's clothing store sales were higher in the Prairie Provinces, but in all other divisions declines were reported.

Substantial increases were recorded in chain grocery and meat store males in all sections of the Dominion.

Sales of 19 departmental firms reporting sales by departments decreased 1 per cent below August, 1936. An increase of 4 per cent in hardware sales was reported with a slight increase in sales of home furnishings the only other advance. Sales of men's and women's clothing were approximately 12 per cent lower in each case, while the decline in boot and shoe sales was 1 per cent. Although declines in most other departments were of a minor nature, sales of radios and musical instruments fell off 14 per cent and sales of stationery departments were 6 per cent lower.

On page 9 of this report will be found the July summary of department store sales by departments which was not available in time for inclusion in our July bulletin. Total sales of the 19 firms reporting in that month were almost 1 per cent higher than in July, 1938, increases in the various departments outnumbering decreases 8 to 6. In almost all cases, variations from sales in July, 1938, were comparatively slight.

#### Jewellery Store Sales

Sales figures submitted by a representative number of jewellery stores in Canada for August, 1939, showed an advance of  $\frac{1}{2}$  to 1 per cent over August last year, while a gain of 14 per cent over July, 1939, was recorded.

#### Ottawa Department Store Sales

Sales of Ottawa department stores in August averaged 6 per cent lower than in August, 1938, but increased 3 per cent over July, 1939.

#### Comparison of Retail Sales in Canada, for 1938 and 1939

#### by Kinds of Business

Kind of Business	ddiaddiaddiaddiaddiaddiadd frach e dhorr trood, adarrago gap tao	Cumulative Indexes		
	August 1930	August 1938	July 1 <b>93</b> 9	JanAug., 1939 JanAug., 1938
General Index	- 20.1	+ 4.0	+ 2.1	+ 0.1
Boots and Shoes	- 42.7	- 1.5	- 25.2	- 5.6
Candy	- 53.6	+ 2.5	+ 12.4	- 3.0
Men's Clothing	- 23.9	+ 0.4	- 9.7	- 5.5
Women's Clothing	- 39.4	- 2.9	- 12.8	- 4.3
Departmental	- 25.4	- 1.6	+ 7.3	- 1.9
Drugs	- 15.8	- 1.7	+ 0.6	+ 1.7
Furniture	- 12.2	+ 5.7	+ 25.6	- 0.6
Groceries and Meats	- 9.8	+ 13.2	+ 3.4	+ 4.5
Hardware	- 8.4	+ 0.6	+ 2.9	- 3.2
Music and Radio	- 21.5	+ 3.2	+ 5.7	- 1.3
Restaurant	- 40.8	- 4.2	+ 5.5	- 5.3
Variety	- 13.8	+ 3.9	- 7.4	+ 0.5

#### 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.

Vann and Manth	Gene	ral Ind	ex(d)	Boot	s and S	hoes		Candv(h	)	Men's	Clothin	g(c)(d)	Women'	s Cloth	ing(d)
Year and Month	A.	В	С	A	R	C	Á	В	C	A	В	C	Á	В	C
August, 1929	108.5 91.2 78.1 63.3 61.6 64.6 68.5 69.9 71.7 70.1	100.7 87.2 75.3 61.7 59.7 62.1 63.5 67.5 72.0 68.3 70.7	115.7 100.2 86.6 70.9 68.6 71.3 72.9 77.6 82.7 78.5 81.2	112.1 91.7 77.7 61.5 55.7 58.2 62.6 60.7 59.2 53.3 52.5	102.5 86.3 73.1 60.1 54.4 56.4 57.2 57.1 59.4 52.1 51.4	120.6 101.5 88.1 74.2 68.9 72.4 74.3 75.1 78.2 68.6 67.7	135.0 105.9 83.6 61.7 58.2 58.6 59.2 58.3 50.1 47.9 49.0	126.5 102.1 81.3 61.3 57.6 57.6 55.4 56.6 51.3 47.6 48.6	129.1 104.2 82.9 62.5 58.7 59.0 60.2 54.6 50.6	102.9 74.8 59.8 45.0 45.7 50.4 55.9 60.4 62.0 56.7 56.9	94.3 70.6 57.3 44.1 44.4 48.4 51.2 57.8 62.7 55.5	134.7 100.9 81.9 63.0 63.4 69.1 73.1 79.2 85.9 76.0	97.8 82.4 65.5 50.3 49.7 57.7 57.6 51.5 52.0 51.4	89.6 77.1 62.7 49.3 48.3 55.8 49.3 52.5 50.3 48.5	117.9 102.2 82.5 64.9 63.6 73.0 69.5 70.4 75.0 71.9 69.3
1938 September October November December	81.1 87.0 83.8 112.6	82.4 86.1 83.9 106.9	80.8 80.5 79.1 78.0	80.4 76.6 75.1 104.4	82.8 74.3 75.7 98.3	80.3 76.6 74.2 61.5	51.8 52.9 44.6 109.1	52.4 51.3 45.5 104.8	56.3 54.0 53.0 56.3	78.6 94.8 95.5 130.3	79.7 92.9 95.7 122.0	79.7 74.3 77.8 73.5	68.7 87.4 79.5 111.1	69.7 85.6 79.7 104.0	71.9 69.6 71.8 67.1
January February March April May June July August	62.3 61.5 72.9 81.7 84.7 86.5 71.4	64.1 65.7 70.1 83.7 84.8 85.8 73.4 70.7	78.2 75.5 76.2 79.0(f) 80.8 84.9 83.4 81.2	38.5 32.5 48.8 82.4 85.9 108.6 70.2 52.5	40.0 34.6 47.4 82.6 86.4 108.4 72.4 51.4	74.0 64.0 55.1 77.2 70.2(f) 75.3 77.0 67.7	37.5 50.0 43.8 78.8 54.0 42.8 43.7 49.0	38.5 54.3 43.5 78.6 53.8 43.5 42.5 48.6	53.5 54.3 51.1 60.5 54.9 56.4 50.6(f) 51.7	55.1 44.7 55.5 79.9 75.0 80.7 63.0 56.9	57.0 47.7 53.3 81.4 75.8 80.0 65.5 55.3	80.3 75.7 66.6 74.7 73.6 75.5(f) 80.8 75.7	48.5 40.3 59.7 89.4 74.4 74.6 57.2 49.9	50.2 42.9 57.4 91.0 75.2 73.9 59.5 48.5	76.0 72.7 66.0 71.7 70.2 65.4(f) 70.0 69.3

<sup>(</sup>c) Includes men's furnishings.

<sup>(</sup>d) Revised to census trend.

<sup>(</sup>f) Final figures.

<sup>(</sup>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	! De	partmenta	1		Drugs (d)			Furni tura		Grocer	ies and i	ieats(b)
STATE OF THE STATE	A	В	С	A	В	C	A.	В	C	A	В	C
August, 1929	96.2	90.1	112.7	112.5	207.6	109.8	135.6	127.0	146.0	107.6	97.3	105.8
ugust, 1930	82.3	80.1	100.1	103.0	100.3	102.4	90.1	87.2	100.3	95.3	88.8	96.5
ugust, 1931	69.7	68.0	85.0	91.8	90.4	92.2	72.6	70.3	80.8	84.0	79.7	86.6
ugust, 1932	56.8	54.4	68.0	80.3	79.3	80.9	49.4	47.2	51.9	72.3	71.5	77.7
ugust, 1933	57.1	54.4	68.0	72.8	71.4	72.9	57.9	55.4	56.6	70.4	68.8	74.8
ugust, 1934	59.0	56.1	70.1	76.1	74.4	75.9	69.3	66.3	66.3	69.9	67.2	73.1
ugust, 1935	60.4	56.6	70.8	80.0	76.5	78.1	76.5	71.5	71.5	76.3	69.0	75.0
ugust, 1936	62.8	61.3	76.6	81.3	80.0	81.6	79.8	79.9	79.9	76.3	72.5	78.8
ugust, 1937	64.8	64.2	80.3	89.3	89.9	91.7	88.5	87.6	87.6	75.9	77.3	84.0
ugust, 1938	62.4	59.8	74.7	88.2	87.1	88.9	74.8	71.6	71.6	76.0	75.3	81.8
ugust, 1939	61.4	58.6	73.2	86.7	85.1	86.8	79.1	75.7	75.7	86.0	84.2	91.5
.938												
September	78.4	79.9	76.8	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	83.6
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
-939												
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(f)	88.8	87.7	91.4(f)	100.1	99.2	78.8	91.9	93.6	90.9
June	75.5	74.3	72.2	85.6	86.5	90.1	80.3	79.6	80.4	102.6	101.6	101.6
July	57:2	58.8	77.3	86.2	84.9	88.4	63.0	64.7	82.9(f)	83.2	86.8	88.6
August	61.4	58.6	73.2	86.7	85.1	86.8	79.1	75.7	75.7	86.0	84.2	91.5

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

<sup>(</sup>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.

Tear and Month		Hardware		Musi	c and Rad	io(d)	R.e	staurants	(d)		Variety	Transport and transport of the contract of the
- 5-th Gild Molitil	A	В	C	A	В	С	A	В	C	A	В	C
August, 1929	122.2	115.9	112.5	109.8	104.0	136.8	129.1	125.1	118.0	130.6	117.6	130.0
August, 1930	1	104.2	101.1	70.8	69.7	51.7	107.6	105.6	99.6	98.6	92.9	1.01.0
ugust, 1931		87.1	84.5	62.9	61.9	81.4	86.7	85.3	80.5	93.3	88.2	95.9
ugust, 1932	66.4	63.0	61.2	40.3	38.2	50.3	63.3	62.1	58.6	75.0	73.4	79.8
ugust, 1933	62.3	59.1	57.4	38.3	36.3	47.8	57.6	56.5	53.3	72.7	70.9	77.0
ugust, 1934	74.6	70.8	68.8	43.4	41.1	54.1	62.3	60.9	57.5	77.7	75.5	82.1
ugust, 1935	78.2	74.2	72.0	46.4	44.0	57.9	64.5	62.5	59.0	83.7	76.6	83.3
ugust, 1936	82.5	81.0	78.6	47.9	47.1	61.2	68.4	67.3	63.5	87.1	82.5	89.6
ugust, 1937	90.8	89.2	86.6	55.8	54.9	71.3	69.7	69.3	65.4	85.2	85.7	93.1
ugust, 1938	96.2	91.0	88.3	53.9	51.1	66.4	66.5	65.2	61.5	81.8	80.1	87.1
ugust, 1939	96.8	91.7	89.1	55.6	52.7	68.5	63.7	62.5	59.0	85.0	82.9	90.1
-938												
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	80.9	64.2	62.3	61.3	61.3	98.8	96.0	96.0
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
1939			0 - 0						10.0		10 -	
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		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(f)	52.2	49.4	61.0	59.6	58.3	60.1	69.2	67.3	84.1
April		84.2	81.0	59.0	62.9	67.6	58.6	59.6	59.0	86.8	87.0	94.6
May		108.0	79.4	77.8	76.5	67.1(f)	63.1	61.9	61.9	91.6	92.2	92.2
June		100.3	84.3	60.7	59.8	65.7	57.3	57.9	57.3	98.6	98.4	95.6
July		96.3	87.6	52.6	53.8	69.0	60.4	59.5	57.7(f)	91.8	95.0	95.0(f
August	96.8	91.7	89.1	55.6	52.7	68.5	63.7	62.5	59.0	85.0	82.9	90.1

<sup>(</sup>d) Revised to census trend.

<sup>(</sup>f) Final figures.

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

Year and Month	CANADA	Maritime	Quebec	Ontario	Prairie	British
THAI AND MONTH	CANADA	Provinces	Quebec	Ontario	Provinces	Columbia
	Men '	's Clothing	Stores (	c)		
August, 1936	76.6	88.8	79.1	73.6	70.5	90.9
August, 1937	78.6	93.6	83.5	76.0	64.4	96.6
August, 1938	71.9	84.6	74.0	68.3	66.5	85.4
August, 1939	72.1	89.9	72.7	67.8	64.8	89.1
March	70.3	68.6	68.6	69.4	76.0	73.0
April	101.3	100.1	100.3	102.5	105.1	92.8
May	95.1	101.3	106.7	89.1	89.8	95.8
June	102.3(f)	114.8	114.1	98.1	91.4	96.6
July	79.8	89.9	84.3	73.9 67.8	76.2	87.2 89.1
% Change,	( 10. 0 00	0,0,	1 dm 4 (	07.0	04.0	07.1
August, 1939	+ 0.4	+ 6.3	- 1.8	- 0.7	- 2.6	+ 4.3
August, 1938						
% Change,	- m	7. 7	6 7	4 7	4 0	+ 0 5
Jan, -August, 1939 Jan, -August, 1938	- 5.5	- 7.1	- 6.7	- 6.7	- 4.2	+ 0.5
02117 2005 00 07 11/30	1					
	Won	en's Cloth	ing Store	s		
August, 1936	72.3	82.0	73.5	70.0	66.3	82.8
August, 1937	73.0	90.1	72.6	68.5	66.3	91.4
August, 1938	72.2	94.1	68.4	66.3	69.7	92.8
August, 1939	70.1	91.1	63.6	65.8	74.0	96.2
March	83.8	76.9	75.7	82.7	92.9	102.7
April	125.5	123.2	1.23.3	125.4	1.26.4	132.1
May	104.5	130.7	111.4	97.1	100.7	117.1
June	104.7(f)	134.5	112.2	100.0	95.3	108.8
July	80.4	96.2 91.1	81.0	75.8 65.8	81.6	93.6 96.2
% Change,	10.2	/1.1	03.0	0).0		70.2
August, 1939	- 2.9	- 3.2	- 7.0	- 0.8	+ 6.2	+ 3.7
August, 1938						
% Change, JanAugust, 1939	- 4.3	- 4.0	- 6,8	- 4.2	- 2.1	+ 3.7
JanAugust, 1938	4.3	4.0	. 0,0	T 0 60	6. 6. 4.	, , , ,
			. /5.		,	
: 1 300/		ery and Me		07.7	300 5	100 3
August, 1936	96.2 95.7	(a) (a)	86.7	97.7	109.5	102.1
August, 1937	95.8	(a)	88.9	96.3	106.0	103.7
August, 1939	108.4	(a.)	99.8	106.3	129.0	119.6
1939			0			
March	116.5	(a)	128.0	119.3	92.5	96.6
April	116.7(f)	(a) (a)	125.7	119.5	97.3	98.9
May	115.9	(a)	129.6	125.7	136.8	136.7
July	104.9	(a)	99.6	104.3	116.6	109.9
hugust	108.4	(a)	99.8	106.3	129.0	119.6
% Change,			1	10.0	103 0	17 5 3
August, 1939	+13.2	(a)	+12.3	+10.4	+21.7	+15.3
August, 1938 % Change,						
Jan August, 1939	+ 4.5	(a)	+ 7.6	+ 4.1	+ 2.6	- 2.0
JanAugust, 1938						
			to the second se			

<sup>(</sup>a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations,
(c) Includes men's furnishings.
(f) Final figures.

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

Vara and Manth	CANADA	Maritime	Quebec	Ontario	Prairie	British
Year and Month	CANADA	Provinces	Quebec	Untario	Provinces	Columbia
		Department	Stores			
		Je par omono	0,0100			
August, 1936	83.8	85.1	83.0	81.8	80.7	96.5
August, 1937	86.3	93.7	87.3	82.7	79-7	105.4
August, 1938	83.1	83.5	87.5	79.1	78.2	99.1
August, 1939	81.8	85.8	84.2	78.6	78.2	95.7
1939	00 -		-/ -	00.0	00 (	
March	87.5	72.6	96.7	88.8	82.6	92.6
April	98.7	89.9	108.7	98.8	94.6	101.5
May	103.2(f)	110.0	119.3	103.0	95.6	98.8
June	100.7	111.6	114.9	102.6	87.7	102.0
July	76.3	86.9	77.2	71.9	74.0	
August	81.8	85.8	84.2	78.6	78.2	95.7
% Change,	2.6	+ 2.8	2 9	- 0.6	(e)	- 3.4
August, 1939	- 1.6	T 2.0	- 3.8	- 0.0	(0)	- 3.4
August, 1938						
% Change, JanAugust, 1939	- 1.9	- 2.7	- 1.6	- 1.7	- 1.1	- 0.8
JanAugust, 1938	- 1.7	2.0	1.0	1.1		0.0
vani. Hugus v, 1730						
		Variety S	tores			
						0
August, 1936	96.8	104.9	97.6	94.4	94.3	102.8
August, 1937	94.7	108.6	97.7	91.6	87.8	104.7
August, 1938	90.9	100.8	97.2	85.5	88.5	105.7
August, 1939	94.4	97.7	102.9	87.9	88.3	110.4
1939 Namah	76.9	70.4	83.4	74.5	70.8	87.3
March	96.4	92.1	104.1	93.0	92.6	102.8
April	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(f)	103.1	114.6	95.2	98.4	106.2
hugust	94.4	97.7	102.9	87.9	88.3	110.4
% Change,						
August, 1939	+ 3.9	- 3.1	+ 5.9	+ 2.8	- 0.2	+ 4.4
August, 1938						
% Change,						
JanAugust, 1939	+ 0.5	- 2.1	+ 3.2	- 1.9	- 3.6	+ 2.7
JanAugust, 1938			4			
		Drug Sto	ores			
August, 1936	97.5	103.3	95.9	97.1	96.7	100.7
August, 1937	107.1	114.0	107.0	108.8	100.3	106.3
hugust, 1938	105.8	108.4	104.3	105.8	106.3	106.5
August, 1939	103.9	110.2	105.0	102.8	100.5	110.2
1939	300 3	3003	220 0	200.3	302.0	302 6
March	109.1	105.1	118.7	109.1	103.2	103.5
April	106.7	104.9	106.7	103.2	118.7	101.7
May	106.5(f)	101.2	110.1	103.2	98.7	103.9
June	102.6	105.8	103.7	103.4	101.7	105.8
July	103.3	110.2	105.0	102.8	100.5	110.2
% Change,	103.7	71012	10).0	20210	200.)	24016
hugust, 1939	- 1.7	+1.7	+ 0.7	- 2.8	- 5.5	+ 3.5
August, 1938	1					3.7
					PER LINE	THE LETT
% Change.						
% Change, JanAugust, 1939	+ 1.7	+ 1.3	+ 4.0	+ 0.2	+ 4.3	+ 0.3

<sup>(</sup>e) Change is less than 0.1 per cent.
(f) Final figures.

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

(Based on sales of 19 firms)

-				
		August 1938	August 1939	% Change 1939/38
		\$	\$	
	TOTAL SALES, ALL DEPARTMENTS	14,805,851	14,592,198	- 1.4
1.	Women's dresses, coats and suits	1,237,418	1,182,724	- 4.4
2.	Girls' and infants' wear	364,664	365,156	+ 0.1
3.	Hosiery and gloves	552,923	555,286	+ 0.4
4.	Lingerie and corsets	552,525	578,616	+ 4.7
5.	Millinery	180,063	162,576	- 9.7
6.	Women's and children's apparel - (Total, 1-5)	2,887,593	2,844,358	- 1.5
7.	Men's and boys' clothing and furnishings	1,342,374	1,323,397	- 1.4
8.	Drugs and toilet articles and preparations	488,691	479,256	- 1.9
9.	Piece goods	1,184,098	1,175,938	- 0.7
10.	Smallwares	493,859	486,072	- 1.6
11.	Food and kindred products	1,504,609	1,499,662	- 0.3
12.	Furniture (including mattresses, springs)	1,402,395	1,362,568	- 2.8
13.	Home furnishings	1,127,119	1,129,909	+ 0.2
14.	Household appliances and electrical supplies	456,837	454,626	- 0.5
15.	Hardware and kitchen utensils	559,498	582,857	+ 4.2
16.	Radios, musical instruments and supplies	262,017	226,700	- 13.5
17.	Shoes and other footwear	1,014,833	1,005,710	- 0.9
18.	Stationery, books and magazines	219,763	206,172	- 6.2
19.	All other departments, total	1,862,165	1,814,973	- 2.5

## DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

#### JULY, 1938 AND JULY, 1939

(Based on sales of 19 firms)

		July 1938	July 1939	% Change
_		\$	\$	17177 10
	TOTAL SALES, ALL DEPARTMENTS	13,707,669	13,810,220	+ 0.7
1.	Women's dresses, coats and suits	1,124,966	1,118,741	- 0.6
2.	Girls' and infants' wear	317,899	333,856	+ 5.0
3.	Hosiery and gloves	552,303	554,721	+ 0.4
4.	Lingerie and corsets	666,229	694,660	+ 4.3
5.	Millinery	115,483	109,950	- 4.8
6.	Women's and children's apparel - (Total, 1-5)	2,776,880	2,811,928	+ 1.3
7.	Men's and boys' clothing and furnishings	1,444,079	1,467,909	+ 1.7
8.	Drugs and toilet articles and preparations	487,875	480,938	- 1.4
9.	Piece goods	1,058,208	1,020,774	- 3.5
10.	Smallwares	450,783	449,884	- 0.2
11.	Food and kindred products	1,533,425	1,480,125	- 3.5
12.	Furniture (including mattresses, springs)	909,277	902,910	- 0.7
13.	Home furnishings	922,295	932,933	+ 1.2
14.	Household appliances and electrical supplies	396,206	412,536	+ 4.1
15.	Hardware and kitchen utensils	563,526	599,585	+ 6.4
16.	Radios, musical instruments and supplies	148,534	143,860	- 3.1
17.	Shoes and other footwear	967,776	995,500	+ 2.9
18.	Stationery, books and magazines	166,374	169,133	+ 1.7
19.	All other departments, total	1,882,431	1,942,205	+ 3.2



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