

## Table of Contents

Page

1. Sumnary of Retail Sales in Canade, June, 1940 ..... 1
2. Comparisons of Retail Sales in Canada for June, 1940, with Sales in Related Months, by Kind of Business ..... 2.
3. Indox Numbers of Retail Sales in Canada (Unadjustod, Adjustod for Differences in Number of Business Da.js and Adjusted for Soasonal Variations)
(a) Goneral Index, Boot and Shae Stores, Candy Storos, Mon's Clothing Storos and Womon's Clothing Storos ..... 3
(b) Dopartmont Stores, Drug Storos, Furnituro Storos and Grocory and Mont Storos ..... 4
(c) Hardwaro Storos, Music and Radio Storos, Rostaurants and Varioty Storos ..... 5
4. Indox Numbors of Rotail Salos in Canada by Economic Divisions
(a) Mon's Clothing Stores, Womon's Clothing Stores and Grocory and Moat Stores ..... 6
(b) Dopartmont Stores, Varioty Storos and Drug Stores ..... 7
5. Dopartmont Storo Salos in Canade, by Soloctod Dopartmonts, Juno, 1939, and June, 1940 ..... 8

# Published by Authority of the HCN. JAWES A. NacKINNON, M. P., 

 Minister of Trade and CommerceDEPARTIENT OF TRADE AND COLRERCE<br>DONINICN BUREAU OF STATISTICS<br>INTERNAL TRADE BRANCH<br>OTTAIU, CANADA

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

## MONTHLY INDEXES OF RETAIL SALES, JUNE, 1940

Improvement in retail trade in Canada over last year, which has been evidenced during earlier months of 1940, was well maintained in June, when sales were 10 por cent higher than in June, 1939, according to the coniposite index for twelve lines of business for which statistics are available. Compared with the unadjusted general index of 86.6 for June, 1939, the index for June, 1940, stood at 95.6 . The gain over the preceding month, when the index was 94.3, amountod to almost $1 \frac{1}{2}$ per cent. Retail sales during the first half of 1940 averaged 11 per cent higher than for the corrosponding period of 1939. The advance over June, 1939, was in continuation of a series of increases over corresponding months in the preceding year which began in August, 1939.

With adjustment for differences in number of business days and for normal seasonal variations, the goneral index for June, 1940, at 93.8, was 10 per cent higher than the June, 1939 , index of 85.0 , and 5 per cont above the 89.2 recorded in the preceding month.

Increases over June, 1939, were recorded in all of the twelve groups covered by this report, but a koen demand for certain commoditios handled by those firms doaling in household lines resulted in outstanding gains of 5,6 por cont in salos of music and radio storos and 23 por cent in furniture store sales over June, 1939. Hardvaro store sales in June, 1940, were up 8 per cent over June of last year. Boot and shoe store sales and candy storo salos wore both up 11 por cont, with restaurant recoipts gaining 8 por cent in the same comparison.

Regional statistics, which are avallablo for six kinds of business, re= vealed that increases over June, 1939, were more uniform for the various sections of the country than thoso shown in comparisons for earlior months. Hore moderate increases were rocorded in sales in the iiaritime Provinces. Thero was also considerablo roduction in tho extent of the increases in grocory and ment store salos in the Prairic Provinces and British Columbiu, compared with those shown for earlier months of 1940 ovor corresponding months of last yoar.

Salos of Canadian dopartmont stores vere up 9 per cent from Juno a your ago. Sales woro up 12 por cent in the Prairie Provinces, 9 por cent in ontario, und 8 per cont in British Columbia. In the Maritimo Provinces and Queboc, salos gainod 7 and 6 per cent respuctivoly. Salos of 18 departmontal firms which roportud sales by solectod dupartmonts also avoragod 9 por cent highor than in June, 1939. Outstanding foatures of this summary also aro tho pronouncod gains shown in salus of houschold linos. Sales of radios and musical instruments in departmont stores wore 62 por cent highor than in Juno last yoar. salcs of housohold appliancos incrousod 29 per cent, whilo furnituro sales woro up 19 por cont. There was an advance of 13 per cent in salos of homo furnishings and a gain of 8 por cont in hardwaro sales over June last year. Wen's clothing sales wore up 10 por cent, sales of zomon's apparel gainod 6 por cent and salos.of boot and shoo dopartmonts, 8 por cont. Food salus vero 6 par cont higher. There were minor doclines in sulos of the drug and stationery departmonts.

Varioty store sales in June, 1940, wore 11 por cent highor than in tho same month of 1939. Increases in various regions of tho country woro as follows: 14 por cont in the liaritime Provincos, 13 por cont in Queboc, 11 per cent in the Prairio Provinces, 20 per cont in British Columbia and 9 por cont in Ontario.

Increases occurrod in drug store sales in all soctions of the country, ranging from 4 to 8 por cont, and resulting in a gain of 6 per cont for canada as a wholu.

Sales of mon's clothing stores were 16 per cont highor than in June, 1939 , Improvement of 25 por cont was show for the Varitime Provincos. Ontario sales gained 18 por cont; British Columbia, if por cent; the Prairio Provincus, 14 por cont, and Queboc, 11 por cont.

Womon's clothing stors salos in Canada gained ll per cunt over Juno a yoar ago. Results for the five economic divisions showed increases as follows: 14 per cont in the Prairio Provinces, 13 per cont in British Columbia, 12 per cent in Ontario, 11 per cent in the Maritime Provinces and 7 per cent in Queboc.

All regions of tho country reportod increnses in sales of grocery and meat stores ovar June of last year. Compared with the 8 por cent incraase for the Dominion, sales woro higher by 11 per cent in tho Prairie Provinces, 9 per cont in British Columbia, and 7 per cent in both Quebec and Ontrrio.

Salos of a representative number of jowollery firms in Canada avoraged 27 por cont higher in Juno, 1940, than in Juno, 1939.

Comparison of Retail Sales in Canada, for 1939 and 1940 , by Kinds of Businoss

| Kind of Businos: | $\begin{aligned} & \text { Juno, } 1940 \\ & + \text { or - per cent } \\ & \text {. compared with } \end{aligned}$ |  |  | Cumulative Indoxes |
| :---: | :---: | :---: | :---: | :---: |
|  | $\begin{aligned} & \text { June } \\ & 1930 \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { June } \\ & 1939 \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { Mny } \\ & 1940 \\ & \hline \end{aligned}$ | $\frac{\text { Jan - June, }}{} \frac{1940}{\text { Jane }}$ |
| Goneral Indox. | $-1.7$ | $+10.4$ | $+1.4$ | +11.4 |
| Boots and Shoos .... | $+0.4$ | +10.8 | $+30.2$ | $+9.7$ |
| Cundy . . . . . . . . . . . | -37.9 | $+10.7$ | -24.4 | $+13.3$ |
| Men's Clothing ..... | $-13.8$ | $+15.9$ | $+9.7$ | +14.1 |
| Women's Clothing ... | $-28.2$ | $+10.7$ | - 2.2 | $+12.0$ |
| Departmental | $-13.6$ | $+9.0$ | $-3.7$ | +12.2 |
| Drugs | - 6.9 | $+6.4$ | -2.0 | $+4.6$ |
| Furniture | $+3.0$ | $+23.0$ | $-13.6$ | $+17.4$ |
| Groceries and Moats. | $+17.5$ | $+8.0$ | $+6.6$ | $+10.6$ |
| Hardware | $+6.6$ | $+8.3$ | -6.2 | $+11.3$ |
| Music and Radio | $+53.5$ | $+56.2$ | $+0.6$ | $+28.8$ |
| Rostaurant . | $-39.0$ | $+8.2$ | - 4.8 | $+7.1$ |
| Variety ..... | $+15.4$ | +11.0 | $+6.1$ | +14.1 |

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

(c) Includes men's furnishings.
(d) Revisod to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.
A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

(d) Revised to census trend.
(f) Final figures.

| Yean and Montin | CANADA | Haritime Provirces | quebec | Ontario | $\begin{aligned} & \text { Prainio } \\ & \text { Provinces } \end{aligned}$ | $\begin{aligned} & \text { Bratish } \\ & \text { Columbia } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Men's Clothing Stores (c) |  |  |  |  |  |  |
| Juno, 2936. | 103.1 | 109.8 | 120.0 | 99.8 | 92.2 | 96.9 |
| June, l99]. | 114.3 | 119.7 | 130.3 | 113.4 | 98.3 | 108.0 |
| suno, 1938 | 106.6 | 114.0 | 121.5 | 103.5 | 99.7 | 94.0 |
| Junes 1939 | 102.3 | 114.8 | 114.1 | 98.1 | 91.4 | 96.6 |
| Junc, 1940 | 118.5 | 143.1 | 126.7 | 115.5 | 104.3 | 110.6 |
| 124.0 |  |  |  |  |  |  |
| January | 78.9 | 91.7 | 74.1 |  |  | 79.4 67.8 |
| February ...... | 67.8 | 83.2 | 65.2 87.6 | 68.4 | 61.5 | 67.8 86.5 |
| March . . . . . . . . | 90.5 | 110.8 | 87.6 | 91.1 | 85.2 | 86.5 |
| Aprit | 201.6(f) | 119.6 | 103.5 | 101.5 | 95.4 | 89.9 |
| May . .......... | 205.0 | 233.4 | 119.1 | 101.2 | 102.0 | 100.8 |
| Juno . . . . . . . . . | 1.38.5 | 143.1 | 126.7 | 115.5 | 104.3 | 110.6 |
| \% Ciange <br>  | +25.9 | +24.7 | +11.0 | $+17.7$ | +14.2 | +14.5 |
| Juxar 2\%3' | - |  |  |  |  |  |
| $\%$ Conatoos <br> Tan. - jun 1940 | +14.1 | $+33.6$ | $+12.5$ | $+14.0$ | $+8.9$ | +9.1 |
| Jan. -unt, 1739 | +14.1 | $+33 \cdot 6$ | +12. | +14.0 |  |  |

Women's Clothing Stores

| june, 1\%36 | 121. 6 | 118.9 | 126.8 | 108.3 | 101.2 | 110.5 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| jure, 1537 | 117.8 | 123.2 | 135.5 | 115.6 | 204.3 | 111.5 |
| - …3, 15? ${ }^{\text {a }}$ | 111.6 | 131.9 | 127.0 | 106.0 | $\bigcirc 05.7$ | 102.2 |
| June 1.739 | 2.04 .7 | 134.5 | 312.2 | 100.0 | 95.3 | 208.8 |
| June, 1940 | 116.0 | 149.5 | 120.5 | 111.5 | 108.8 | 123.0 |
| 1940 |  |  |  |  |  |  |
| janvary | 74.5 68.1 | 76.8 | 63.6 65.6 | 67.9 | 69.0 | 73.8 |
| March ${ }_{\text {F }}$ | 103.0 | 120.2 | 87.4 | 100.9 | 113.5 | 135.3 |
| Apri? | 129.7 (f) | 141.9 | 128.8 | 132.5 | 115.0 | 135.0 |
| May . | 118.7 | 176.5 | 123.8 | 108.6 | 118.8 | 130.6 |
| Juse | 17.6 .0 | 149.5 | 120.5 | 111.5 | 108.8 | 123.0 |
| \% Changes June. 2240 | +10.7 | +11.2 | $+7.4$ | $+11.5$ | +14.2 | +13.1 |
| June, 1935 <br> \% Changos <br> Jan.- June, 1940 |  |  |  |  |  |  |
| $\frac{\text { Jan. - June, }}{\text { Jar. }- \text { June, }} 1940$ | +12.0 | +25.8 | +9.1 | +13.0 | +9.2 | +23.5 |

Grocery and Mat Stores

(a) Figures for tho Maritime Provinces are withheld to avoid disclosing individual operationb.
(f) Final figures
(c) Includos nons furnishings


Variety Stores

| Iura, 1936 ..... | 103.4 | 104.1 | 113.2 | 101.7 | 97.7 | 93.0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| June, 193? | 111.7 | 111.6 | 122.6 | 110.3 | 105.8 | 103.2 |
| June, 1938 | 105.7 | 107.5 | 121.1 | 101.4 | 101.0 | 100.2 |
| Juno, ic.99 | 109.5 | 114.3 | 126.0 | 104.2 | 95.3 | 103.4 |
| Juns, 3.96 | 121.5 | 130.8 | 141.8 | 113.9 | 706.8 | 114.1 |
|  |  |  |  |  |  |  |
| Janvary | 74.5 | 73.9 | 79.8 |  |  | 81.2 |
| Fubruary | 80.1 | 77.5 | 85.1 | 76.8 | 76.9 | 91.4 |
| March | 104.4 | 103.9 | 106.9 | 95.1 | 95.1 | 109.3 |
| April | 95.9 | 97.3 | 104.8 | 92.1 | 86.9 | 101.7 |
| May | 114.5 (f) | 120.2 | 134.4 | 106.2 | 104.1 | 109.6 |
| June . | 121.5 | 130.8 | 141.8 | 113.9 | 106.8 | 114.1 |
|  |  |  |  |  |  |  |
| $\frac{\text { June }}{\operatorname{Jin} \theta}, \quad 1940$ | +11.0 | +14.4 | +12.5 | $+9 \cdot 3$ | +20.9 | $+10 \cdot 3$ |
| \% Change, |  |  |  |  |  |  |
| Jan-June, 1940 | +14.1 | +21.5 | +13.9 | $+12.2$ | +11.7 | +10.0 |


| June, 1936 | 94.7 | 93.7 | 96.8 | 95.7 | 91.0 | 93.0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| June, 1937 | 101.8 | 100.7 | 102.1 | 103.7 | 96.5 | 102.4 |
| June, 1938 | 101.1 | 99.3 | 100.9 | 103.5 | 96.0 | 100.2 |
| June, 1939 | 102.6 | 103.8 | 103.7 | 103.2 | 98.7 | 103.9 |
| Juna, 1945 | 109.2 | 110.9 | 108.9 | 110.9 | 104.9 | 107.5 |
|  |  |  |  |  |  |  |
| January | 106.0 | 109.4 | 111.3 | 105.3 | 101.6 | 105.0 |
| Februaty | 104.0 | 108.9 | 111.2 | 102.2 | 100.5 | 100.9 |
| March | 113.5 | 121.0 | 120.2 | 112.4 | 109.6 | 106.5 |
| April | 107.8(f) | 110.8 | 112.6 | 106.0 | 106.2 | 108.3 |
| May | 111.5 | 115.4 | 111.5 | 110.4 | 114.3 | 108.5 |
| June | 109.2 | 110.9 | 108.9 | 110.9 | 104.9 | 107.5 |
| \% Change, June, 1940 | $+6.4$ | $\div 6.8$ | $+5.0$ | $+7.5$ | +6.3 | $+3 \cdot 5$ |
| \% Change, |  |  |  |  |  |  |
| $\frac{\text { Jan.-June, } 1940}{\text { Jan -June, }} 1939$ | $+4.6$ | +10. | $+3.7$ | + 4.6 | $+3.5$ | $+4.9$ |

(f) Final figures

## DEPARTYENT STORE SALES IN CANADA BY SELETTED DEPARTIENTS <br> JUNE, 1939, AND JUNE, 1940

(Based on sales of 18 firms)

intuMuminili

