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CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 8

No. 10

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

OCTOBER 1938

Published by Authority of the HON. W.D. EULER, M.P.

Minister of Trade and Commerce.

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OTTAWA

1938

Price \$1 a year

Single copies 10 cents

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Store Sales in Canada

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, OCTOBER, 1938

The dollar value of consumer purchasing in Canada as reflected in total sales for 12 lines of retail business gained 9 per cent in October from September but was 5 per cent lower than in October a year ago. The unadjusted index of sales (on the base 1930 = 100) stood at 86.9 for October, 1938, compared with 79.7 for September, 1938, and 91.2 for October last year.

The decrease of 5 per cent below October, 1937, compared with a 2 per cent decline for the first ten months of the current year compares with the corresponding ten-month period a year ago; but it must be remembered that dollar sales were on the up-grade throughout 1937. The unfavorable October comparison is due to the fact that dollar sales in October, 1937, were considerably above the average for the first ten months of that year. On making allowances for differences in the number of business days and for normal seasonal variations, sales in October, 1938, compare favorably with the immediately preceding months, the adjusted index standing at 80.4 for October compared with 79.2 for September and 76.4 for August. The underlying trend in retail trade is therefore being well maintained and shows some degree of improvement.

The prolongation of summer weather was an important factor affecting consumer purchases especially of wearing apparel. Sales of women's clothing stores were down 10 per cent from October, 1937, while men's clothing and furnishings stores registered a decline of 15 per cent as did boot and shoe stores. Music and radio stores and furniture stores were down by 7 and 10 per cent respectively. Restaurant receipts dropped 7 per cent while candy store sales were off 11 per cent. Department stores dropped 6 per cent and variety store sales were down by 3 per cent. Grocery and meat store sales moved fractionally lower while hardware stores registered an improvement of 4 per cent.

Results for department store sales on a regional basis reflected wide variations for the month under review. Sales in the Prairie Provinces increased 3 per cent over October, 1937, but declines occurred in all other divisions. In British Columbia, sales were down 3 per cent; in Quebec, 6 per cent; in Ontario, 12 per cent; and in the Maritime Provinces, 16 per cent. Sales for Canada as a whole during the first ten months of the current year were 4 per cent below the same period in 1937. Declines for the various economic divisions for the January to October period were as follows: Quebec, 1 per cent; Prairie Provinces and British Columbia, 4 per cent; Ontario, 5 per cent; and the Maritime Provinces, 10 per cent.

Total sales of nineteen departmental firms reporting sales by departments declined 7 per cent below October, 1937. The furniture and household appliance groups showed the only increases, with gains of 2 and 3 per cent respectively. Decreases of 1 and 2 per cent occurred in sales of smallwares and drugs. Food sales were down 5 per cent, while hardware and books each dropped 7 per cent. Sales of women's and children's apparel averaged 9 per cent lower, with the various sub-groups showing decreases ranging from 6 per cent for millinery to 11 per cent for dresses, coats and suits. The largest decrease was reported for men's and boys' clothing and furnishings, sales being 14 per cent below October, 1937.

On page 6 of this bulletin will be found a table showing revised indexes for the Prairie Provinces covering the men's clothing and furnishings, women's clothing, groceries and meats, and variety groups.

Comparison of Retail Sales in Canada, for 1937 and 1938 by Kinds of Business

Kind of Business	October, 1938			Cumulative Indexes
	+ or - p.c. compared with			
	October 1930	October 1937	September 1938	10 mos. 1938 10 mos. 1937
General Index	- 19.4	- 4.7	+ 9.0	- 2.2
Boots and Shoes	- 23.3	- 14.6	- 7.2	- 6.2
Candy	- 39.4	- 11.3	+ 1.5	- 6.8
Men's Clothing	- 25.7	- 15.3	+ 21.5	- 8.4
Women's Clothing	- 22.6	- 10.0	+ 28.1	- 4.1
Departmental	- 24.5	- 6.0	+ 12.8	- 4.2
Drugs	- 18.3	- 5.3	+ 2.4	- 3.2
Furniture	- 12.4	- 10.3	+ 9.4	- 13.4
Groceries and Meats	- 5.7	- 0.4	+ 5.5	+ 2.3
Hardware	- 15.9	+ 4.1	+ 3.0	+ 1.3
Music and Radio	- 51.1	- 7.4	+ 7.4	- 7.2
Restaurants	- 47.3	- 6.9	- 2.4	- 5.3
Variety	- 6.1	- 3.4	+ 11.5	- 4.1

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 (961 Firms)			Boots and Shoes (17 Chains)			Candy (8 Chains)			Men's Clothing(a) (x) (355 Firms)			Women's Clothing(b) (234 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
October, 1929	126.7	122.3	114.3	121.4	118.6	122.3	109.8	108.7	114.4	194.3	188.6	152.1	112.2	108.8	113.3
October, 1930	107.8	103.3	96.6	97.8	94.8	97.7	86.8	85.3	89.8	115.4	111.6	90.0	96.7	92.6	96.5
October, 1931	91.8	85.1	79.6	90.0	82.2	84.8	86.2	80.7	85.0	81.9	74.9	60.4	81.0	73.9	77.0
October, 1932	75.8	73.1	68.4	74.2	69.8	72.0	61.5	59.7	62.8	71.3	68.2	55.0	60.0	57.2	59.6
October, 1933	73.7	73.7	68.9	67.5	67.7	67.5	57.2	58.6	61.7	70.0	75.7	61.0	56.1	56.4	58.8
October, 1934	77.7	75.5	70.5	68.1	66.6	68.6	56.4	56.0	53.9	85.2	83.2	67.1	60.5	59.1	61.5
October, 1935	80.4	77.6	72.5	70.7	69.1	71.2	57.4	56.8	59.8	88.0	85.4	68.9	62.1	60.1	62.6
October, 1936	83.6	82.1	76.7	83.0	75.9	78.2	60.6	56.8	59.8	99.4	90.9	72.7	80.1	73.2	59.5
October, 1937	91.2	87.1	81.4	87.8	82.7	85.2	59.3	57.1	60.1	102.1	96.1	76.9	83.1	78.1	63.5
October, 1938	86.9	86.0	80.4	75.0	72.7	75.0	52.6	51.0	53.7	86.5	84.5	67.6	74.8	73.0	59.3
<u>1937</u>															
November	84.6	84.7	79.9	72.4	72.8	71.3	49.2	50.4	58.5	92.3	93.0	75.6	69.0	69.4	62.5
December	115.0	117.5	85.8	129.2	137.3	85.8	113.1	120.6	64.8	124.6	129.7	78.1	94.3	98.0	63.2
<u>1938</u>															
January	62.7	64.5	78.6	45.3	46.6	86.2	40.9	39.7	53.0	55.1	57.1	80.4	43.7	45.3	68.6
February	62.7	66.8	76.8	39.5	42.0	77.7	54.1	58.7	63.8	43.2	45.8	72.8	36.9	39.2	66.4
March	72.0	69.6	78.2	59.0	57.7	76.9	44.4	43.9	51.7	57.1	55.3	70.9	54.6	52.8	61.4
April	84.0	83.0	76.2	91.9	89.1	75.5	77.7	74.9	57.6	82.4	80.5	72.5	83.1	81.1	63.3
May	77.7	80.0	76.2(f)	76.5	78.7	64.0	54.8	56.1	57.2	64.9	67.3	65.3	58.6	60.7	56.7
June	81.4	80.9	80.1	110.2	110.3	76.6	43.6	44.3	57.5	76.0	75.7	71.4	67.2	66.9	59.2
July	69.3	68.3	77.6	74.6	72.4	77.0	48.5	48.3	56.8(f)	58.6	57.3	70.7	49.3	48.1	56.6(f)
August	68.4	66.5	76.4	53.3	52.1	68.6(f)	47.9	47.6	48.5	51.2	50.1	68.6(f)	43.7	42.6	60.9
September	79.7	80.8	79.2	80.8	83.2	80.7	51.8	52.4	56.4	71.2	72.0	72.0	58.4	59.0	60.9
October	86.9	86.0	80.4	75.0	72.7	75.0	52.6	51.0	53.7	86.5	84.5	67.6	74.8	73.0	59.3

- (a) Prior to 1936 based on sales of 16 chains.
 (b) Prior to 1936 based on sales of 13 chains.
 (f) Final figures.
 (x) Includes men's furnishings.

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 (36 Firms)			Drugs (24 Chains)			Furniture (26 Firms)			Groceries and Meats(b) (34 Chains)		
	A	B	C(a)	A	B	C	A	B	C	A	B	C
October, 1929	128.6	122.7	106.7	106.5	104.5	105.6	148.3	141.9	122.4	114.6	112.0	112.0
October, 1930	117.1	111.3	96.8	98.3	96.0	97.0	106.3	101.7	87.7	98.4	94.7	94.7
October, 1931	94.4	88.4	76.9	89.9	86.0	86.8	101.8	95.2	82.1	91.2	82.5	82.5
October, 1932	81.2	79.2	68.9	77.6	76.3	77.1	65.5	63.3	54.6	76.6	72.7	72.7
October, 1933	81.2	80.5	70.0	68.1	68.5	69.2	63.1	62.4	55.7	71.6	72.8	72.8
October, 1934	83.9	80.4	69.9	71.8	70.8	71.5	77.3	74.0	66.1	75.3	74.4	74.4
October, 1935	87.6	83.6	72.7	74.4	72.9	73.6	89.2	85.4	76.2	77.5	75.6	75.6
October, 1936	94.7	88.7	77.2	80.7	77.0	77.8	104.2	97.4	87.0	85.8	77.6	77.6
October, 1937	94.0	91.4	79.5	84.8	82.6	83.4	103.8	100.4	89.7	93.2	86.7	86.7
October, 1938	88.4	89.3	77.7	80.3	78.9	79.7	93.1	93.3	83.3	92.8	89.6	89.6
1937												
November	91.9	91.1	79.9	76.9	78.3	78.3	93.7	92.8	91.9	84.2	85.5	86.3
December	133.7	133.5	83.4	99.5	97.1	85.2	99.1	100.5	90.5	104.8	110.8	99.8
1938												
January	56.3	57.8	78.1	76.0	74.7	77.8	54.6	56.0	84.8	79.3	82.5	85.9
February	57.8	61.5	76.9	69.7	75.6	74.9	63.3	67.4	81.1	81.2	86.3	88.0
March	66.5	63.5	75.5	79.0	77.4	76.6	66.7	63.8	73.4	89.7	87.6	91.3
April	79.6	80.5	75.9	76.9	75.8	76.6	89.5	89.6	76.6	94.9	91.6	85.6
May	73.0	74.9	73.5	74.1	74.5	77.6	96.7	99.2	78.8(f)	87.2	90.7	88.1
June	77.6	76.6	74.4	76.6	77.5	76.7	78.1	77.3	78.1	90.9	90.8	90.8
July	56.6	57.3	75.3	75.8	73.7	76.0	58.6	58.7	75.2	88.1	85.0	86.7(f)
August	62.4	59.8	74.7	76.3	75.2	76.7(f)	75.4	72.1	72.1	79.5	78.5	85.3
September	78.4	79.9	76.8(f)	78.4	79.1	80.7	85.1	84.3	70.2	88.0	88.6	88.6
October	88.4	89.3	77.7	80.3	78.9	79.7	93.1	93.3	83.3	92.8	89.6	89.6

(a) Revised from January, 1935, to allow for changes in seasonal adjustment factors.

(b) Entire series revised from January, 1935, to allow for change in method of calculation.

(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 (94 Firms)			Music and Radio (a) (102 Firms)			Restaurants (12 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
October, 1929	137.5	130.5	113.4	209.9	199.2	138.3	116.4	114.2	114.2	125.4	122.2	116.4
October, 1930	119.7	113.6	98.8	138.7	131.6	91.4	99.5	97.3	97.3	105.4	102.4	97.5
October, 1931	86.8	82.3	71.6	98.6	93.5	66.8	81.5	78.9	78.9	107.7	98.6	93.9
October, 1932	71.4	70.4	61.2	54.6	53.8	39.9	60.3	59.4	59.4	87.1	82.4	78.5
October, 1933	70.7	69.7	60.6	42.4	41.8	31.5	54.9	54.6	54.6	80.8	81.2	77.3
October, 1934	84.7	80.4	69.9	57.5	54.6	41.4	53.2	52.2	52.2	86.3	84.4	80.4
October, 1935	86.3	81.9	71.2	66.6	63.3	48.0	54.3	53.3	53.3	90.4	88.1	88.1
October, 1936	94.6	89.4	77.8	75.1	71.4	56.6	54.6	52.9	52.9	100.7	92.2	92.2
October, 1937	96.7	95.0	82.6	73.2	72.3	57.4	56.3	55.3	55.3	102.5	96.6	96.6
October, 1938	100.7	102.8	89.4	67.8	69.5	55.2	52.4	51.6	51.6	99.0	96.2	96.2
<u>1937</u>												
November	83.4	81.8	81.8	71.7	70.8	56.6	55.2	55.9	58.3	94.5	95.0	94.1
December	92.1	90.5	80.8	78.1	77.1	55.9	57.3	56.1	55.0	138.2	200.4	100.2
<u>1938</u>												
January	51.6	52.7	95.9	47.1	48.3	61.1	50.8	50.0	53.8	60.5	62.6	99.3
February	47.7	50.7	90.5	41.0	43.8	55.5	48.8	53.0	55.3	62.6	66.7	92.6
March	63.0	59.5	85.0	48.7	46.3	57.2	54.4	53.4	55.0	70.0	68.3	86.5
April	88.6	90.5	87.0	55.6	57.0	61.3	52.4	52.5	52.0	91.0	88.4	95.1
May	111.3	113.7	83.6	62.0	63.6	55.8	52.0	51.8	51.8	86.6	89.7	89.7
June	106.9	104.9	88.2	50.9	50.2	55.2(f)	50.0	50.8	50.3	95.1	95.4	92.6
July	93.2	95.2	86.5(f)	42.1	43.2	55.4	52.9	51.9	50.4(f)	92.2	89.6	89.6
August	96.2	91.0	88.3	46.3	44.0	57.1	56.1	55.1	51.9	81.8	80.1	87.1
September	97.8	99.9	83.3	63.1	64.8	54.4	53.7	54.3	51.7	88.8	91.2	94.0(f)
October	100.7	102.8	89.4	67.8	69.5	55.2	52.4	51.6	51.6	99.0	96.2	96.2

(a) Prior to 1936 based on sales of 9 chains.

(b) Revised from January, 1935, to allow for changes in seasonal adjustment factors.

(f) Final figures.

Index Numbers of Retail Sales in the Prairie Provinces

(Average for 1936 = 100)

Year and Month	Men's Clothing ^(x)	Women's Clothing	Grocery & Meat	Variety
<u>1935</u>				
January	n	n		
February	o	o	78.1	53.5
March	t	t	77.6	64.7
April	a	a	91.1	68.0
May	v	v	84.2	81.8
June	a	a	90.9	80.9
July	i	i	98.2	89.7
August	l	l	92.0	92.6
September	a	a	107.5	89.4
October	b	b	99.9	86.3
November	l	l	106.6	112.6
December	e	e	101.2	102.6
			100.6	182.4
<u>1936</u>				
January	60.0	62.6	85.3	56.2
February	52.1	55.4	89.6	61.6
March	69.9	83.6	88.4	69.5
April	101.3	129.8	90.4	86.7
May	101.1	120.5	101.3	94.9
June	92.2	101.2	101.6	97.7
July	73.8	84.7	102.3	101.1
August	70.5	66.3	109.5	94.3
September	124.1	100.4	115.3	103.5
October	175.5	144.7	113.6	122.9
November	129.3	103.9	91.6	110.7
December	150.4	146.9	110.9	200.9
<u>1937</u>				
January	64.4	60.3	90.0	60.5
February	55.3	59.9	87.7	67.0
March	88.4	102.4	100.3	86.0
April	105.6	121.2	111.2	89.4
May	106.3	107.9	113.6	103.7
June	98.3	104.3	115.0	105.8
July	79.0	83.9	128.0	107.2
August	64.4	66.3	116.4	87.8
September	106.7	95.3	125.7	99.2
October	143.3	133.5	124.8	115.1
November	147.0	115.1	104.4	108.2
December	150.8	145.7	127.5	193.5
<u>1938</u>				
January	69.9	66.5	84.3	64.6
February	53.8	59.7	91.1	66.5
March	82.0	94.0	101.8	76.5
April	107.2	137.2	108.1	98.9
May	87.3	97.2	102.6	92.1
June	99.7	105.7	113.2	101.0
July	77.9	81.1	113.8(f)	105.4
August	66.5(f)	69.7(f)	104.7	88.5
September	113.8	93.1	118.6	103.9
October	177.7	148.6	(b)	122.3(f)

(b) Not available

(f) Final figures

(x) Includes men's furnishings.

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

	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(x)						
October, 1936	139.5	116.1	128.6	137.1	175.5	136.0
October, 1937	143.3	123.8	135.9	150.4	143.3	131.3
October, 1938	121.3	103.5	100.4	115.3	177.7	(b)
<u>1938</u>						
July	82.3	95.1	87.3	79.4	77.9	83.7
August	71.9(f)	84.6	74.0	68.3	66.5	85.4
September	99.9	90.4	96.1	98.7	113.8	95.4
October	121.3	103.5	100.4	115.3	177.7	(b)
%Change,						
<u>October, 1938</u>	-15.3	-16.4	-26.1	-23.3	+24.0	(b)
October, 1937						
%Change,						
<u>Jan.-Oct., 1938</u>	- 8.4	- 5.7	-11.5	-10.6	+ 2.6	(b)
Jan.-Oct., 1937						
Women's Clothing Stores						
October, 1936	132.9	127.4	130.1	134.8	144.7	117.4
October, 1937	137.9	137.4	134.7	144.6	133.5	120.9
October, 1938	124.1	120.9	119.5	120.8	148.6	112.1
<u>1938</u>						
July	81.8(f)	97.4	82.1	78.1	81.1	87.3
August	72.5	94.1	69.4	66.3	69.7	92.8
September	96.9	100.2	92.2	97.2	93.1	101.0
October	124.1	120.9	119.5	120.8	148.6	112.1
%Change,						
<u>October, 1938</u>	-10.0	-12.0	-11.3	-16.5	+11.3	- 7.3
October, 1937						
%Change,						
<u>Jan.-Oct., 1938</u>	- 4.1	+ 2.0	- 7.0	- 6.1	+ 1.9	- 3.1
Jan.-Oct., 1937						
Grocery and Meat Stores						
October, 1935	97.7	(a)	99.6	94.7	106.6	96.8
October, 1936	108.2	(a)	105.1	108.8	113.6	104.5
October, 1937	117.6	(a)	111.6	117.8	124.8	120.6
October, 1938	117.0	(a)	118.6	116.4	(b)	(b)
<u>1938</u>						
July	111.1	(a)	105.3	112.8	113.8	106.5
August	100.2	(a)	94.4	100.3	104.7	103.7
September	110.9	(a)	109.4	111.1	118.6	101.0
October	117.0	(a)	118.6	116.4	(b)	(b)
%Change,						
<u>October, 1938</u>	- 0.5	(a)	+ 6.3	- 1.2	(b)	(b)
October, 1937						
%Change,						
<u>Jan.-Oct., 1938</u>	+ 2.3	(a)	+ 6.0	+ 4.0	(b)	(b)
Jan.-Oct., 1937						
Variety Stores						
October, 1935	100.4	98.8	100.7	99.8	112.6	86.6
October, 1936	111.9	113.8	109.9	111.5	122.9	102.3
October, 1937	113.9	119.7	115.6	113.7	115.1	105.6
October, 1938	110.0	111.8	118.9	103.9	122.3	107.9
<u>1938</u>						
July	102.5	107.3	107.9	98.8	105.4	105.6
August	90.9	100.8	97.2	85.5	88.5	105.7
September	98.7(f)	100.7	104.2	94.5	103.9	106.1
October	110.0	111.8	118.9	103.9	122.3	107.9
%Change,						
<u>October, 1938</u>	- 3.4	- 6.6	+ 2.9	- 8.6	+ 6.3	+ 2.2
October, 1937						
%Change,						
<u>Jan.-Oct., 1938</u>	- 4.1	- 5.7	- 1.7	- 6.5	- 0.2	+ 1.5
Jan.-Oct., 1937						

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.

(b) Not available.

(f) Final figures.

(x) Includes men's furnishings.

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

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
October, 1935	116.3	111.5	104.2	107.8	138.4	112.5
October, 1936	126.1	116.5	118.0	118.0	146.8	121.0
October, 1937	125.2	123.0	124.1	123.7	130.5	121.2
October, 1938	117.7	103.0	116.3	108.9	134.2	117.1
<u>1938</u>						
July	75.4	81.9	73.5	71.3	73.5	90.4
August	83.1	83.5	87.5	79.1	78.2	99.1
September	104.4(f)	92.1	113.2	107.5	97.8	104.0
October	117.7	103.0	116.3	108.9	134.2	117.1
% Change, October, 1938	- 6.0	-16.3	- 6.3	-12.0	+ 2.8	- 3.4
% Change, October, 1937						
% Change, Jan.-Oct., 1938	- 4.2	- 9.6	- 1.3	- 4.8	- 4.0	- 4.1
% Change, Jan.-Oct., 1937						

Hardware Stores						
October, 1936	124.2	115.6	109.4	124.1	135.9	126.2
October, 1937	127.0	153.6	131.2	118.5	124.5	140.2
October, 1938	132.2	146.9	146.5	116.3	137.1	129.0
<u>1938</u>						
May	146.2	151.0	179.5	152.8	119.0	123.9
June	140.3	156.1	161.4	145.7	120.4	117.6
July	122.4(f)	138.3	148.5	123.9	101.8	105.7
August	126.3	131.6	161.7	112.1	120.2	109.6
September	128.5	133.2	146.6	119.4	128.0	118.3
October	132.2	146.9	146.5	116.3	137.1	129.0
% Change, October, 1938	+ 4.1	- 4.4	+11.7	- 1.9	+10.1	- 8.0
% Change, October, 1937						
% Change, Jan.-Oct., 1938	+ 1.3	+ 0.2	+ 5.5	+ 2.1	(a)	-11.7
% Change, Jan.-Oct., 1937						

Music and Radio Stores						
October, 1936	138.5	158.1	131.8	133.0	159.1	143.8
October, 1937	135.1	144.5	154.0	126.9	144.4	110.0
October, 1938	125.0	132.1	128.8	119.9	143.6	120.0
<u>1938</u>						
July	77.7	64.0	74.2	79.1	80.5	81.5
August	85.4(f)	57.2	81.6	88.5	92.9	78.9
September	116.5	80.2	124.2	117.4	115.6	104.3
October	125.0	132.1	128.8	119.9	143.6	120.0
% Change, October, 1938	- 7.4	- 8.6	-16.4	- 5.5	- 0.6	+ 9.1
% Change, October, 1937						
% Change, Jan.-Oct., 1938	- 7.2	-10.6	-10.8	- 6.4	- 3.2	- 4.5
% Change, Jan.-Oct., 1937						

(a) Unchanged.

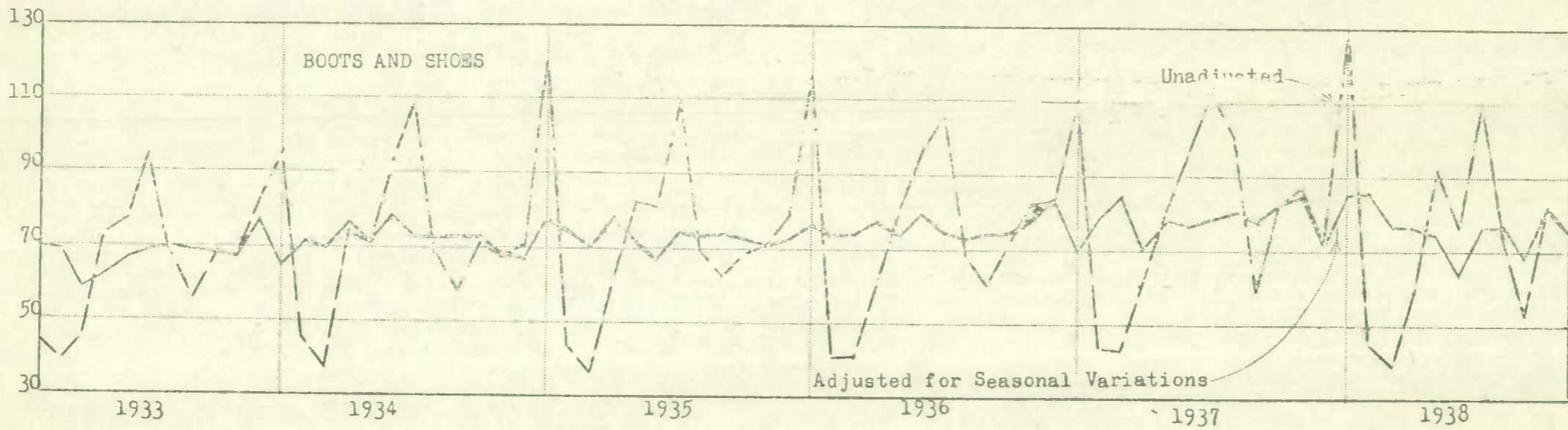
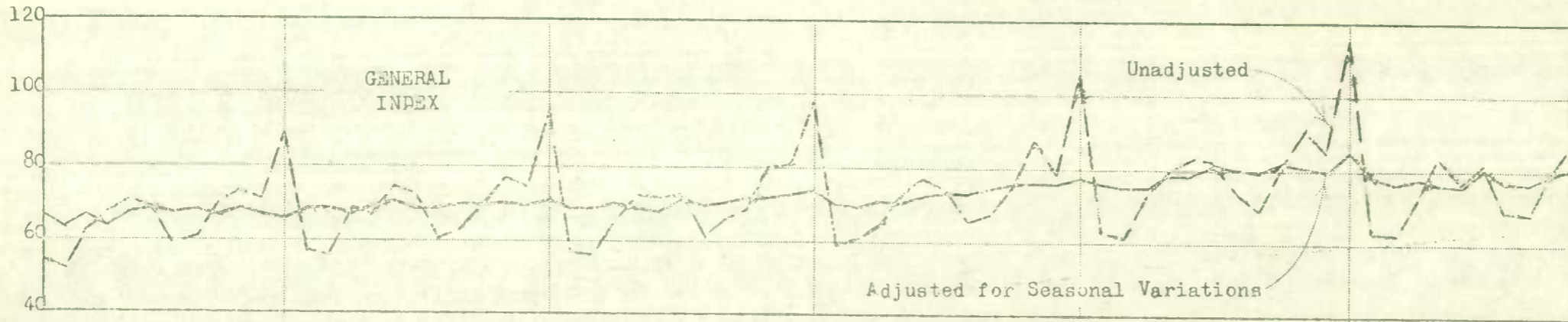
(f) Final figures.

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
OCTOBER, 1937, AND OCTOBER, 1938

(Based on sales of 19 firms)

	October 1937	October 1938	% Change, 1938/37
TOTAL SALES, ALL DEPARTMENTS	22,791,517	21,130,697	- 7.3
1. Women's dresses, coats and suits	2,534,992	2,264,435	- 10.7
2. Girls' and infants' wear	982,238	884,337	- 10.0
3. Hosiery and gloves	1,085,213	1,007,099	- 7.2
4. Lingerie and corsets	986,686	911,268	- 7.6
5. Millinery	365,768	345,399	- 5.6
6. Women's and children's apparel - (Total, 1-5)	5,954,897	5,412,538	- 9.1
7. Men's and boys' clothing and furnishings ...	3,303,747	2,849,805	- 13.7
8. Drugs and toilet articles and preparations .	525,632	516,183	- 1.8
9. Piece goods	1,766,209	1,618,754	- 8.3
10. Smallwares	725,674	719,002	- 0.9
11. Food and kindred products	1,873,949	1,784,502	- 4.8
12. Furniture (including mattresses, springs) ...	1,077,098	1,097,635	+ 1.9
13. Home furnishings	1,650,168	1,484,879	- 10.0
14. Household appliances and electrical supplies.	601,570	619,492	+ 3.0
15. Hardware and kitchen utensils	647,239	605,317	- 6.5
16. Radios, musical instruments and supplies	441,765	399,205	- 9.6
17. Shoes and other footwear	1,704,113	1,601,655	- 6.0
18. Stationery, books and magazines	301,800	279,697	- 7.3
19. All other departments, total	2,217,656	2,142,033	- 3.4

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



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