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MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

NOVEMBER 1938

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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, NOVEMBER, 1938

Retail sales in Canada during November, as reflected in the composite figures for twelve lines of retail trade, declined 2 per cent below October, but were practically on a par with sales in November, 1937. The unadjusted indexes (on the base 1930 = 100) were 84.5 for November, 1938, 85.9 for October, 1938, and 84.6 for November last year. The decline from October, was less pronounced than usual, while the comparison with November, 1937, is more favourable than any corresponding-month comparison since last February. Sales to the end of November, 1938, were 2 per cent lower than sales in the same period of 1937.

After making adjustments for differences in number of business days and for normal seasonal variations, November became the third consecutive month to show improvement over the preceding month. The adjusted index of 79.7 for November, 1938, compares with 79.5 for October, 79.3 for September and 76.4 for August. The adjusted index of 79.9 for November, 1937, was only slightly higher than that for November of this year.

Increases over November, 1937, occurred in four of the twelve groups covered in this report. Hardware store sales gained 8 per cent; drug and grocery and meat stores advanced 4 per cent; while boot and shoe stores averaged 1 per cent higher. Department and variety stores were each down 2 per cent. Men's clothing and women's clothing store sales declined 7 and 1 per cent respectively. Restaurant receipts dropped 7 per cent and candy store sales, 13 per cent. In the household group, furniture stores were 13 per cent lower and music and radio stores were down 16 per cent.

Compared with the 2 per cent decline in department store sales in Canada from November, 1937, the following results were recorded by the various economic divisions; increases of 1 per cent in Quebec and in the Prairie Provinces; decreases of 2 per cent in Ontario; 7 per cent in British Columbia and 9 per cent in the Maritime Provinces. For various other lines of retail trade summarized in this report on a regional basis, only the Prairie Provinces recorded increased sales over November, 1937, with any measure of consistency. However, in most sections, and particularly in Ontario and Quebec, comparisons with November, 1937, reflected less serious declines than those for the eleven-month period over the corresponding period of 1937.

The summary of department store sales by departments shows a decrease from November, 1937, of 5 per cent for all departments, with declines predominating throughout the various sub-groups. Minor increases were recorded in sales of music and footwear. Women's and children's apparel declined 1 per cent, while men's clothing was 6 per cent lower. Hardware sales were down 6 per cent; household appliances, 7 per cent; furniture, 8 per cent; and home furnishings, 11 per cent. The drug and food departments each registered losses of 8 per cent. Books and smallwares were each down 4 per cent.

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

Kind of Business	November, 1938			Cumulative Indexes
	+ or - p.c. compared with			
	November 1930	November 1937	October 1938	<u>11 mos. 1938</u> <u>11 mos. 1937</u>
General Index .....	- 14.3	- 0.1	- 1.7	- 2.1
Boots and Shoes .....	- 26.9	+ 1.0	- 4.6	- 5.5
Candy .....	- 47.0	- 12.6	- 18.7	- 7.2
Men's Clothing .....	- 11.6	- 6.8	+ 0.1	- 8.3
Women's Clothing .....	- 20.4	- 0.9	- 8.4	- 3.7
Departmental .....	- 12.8	- 1.6	+ 2.8	- 3.9
Drugs .....	- 14.3	+ 4.2	- 1.2	- 2.6
Furniture .....	- 20.5	- 12.8	- 12.3	- 13.3
Groceries and Meats .....	- 8.1	+ 4.0	- 2.7	+ 2.2
Hardware .....	- 9.5	+ 7.6	- 10.5	+ 1.8
Music and Radio .....	- 55.9	- 15.6	- 11.2	- 8.1
Restaurants .....	- 41.4	- 7.2	- 2.1	- 5.6
Variety .....	- 9.2	- 2.3	- 6.6	- 3.9



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
November, 1929 ...	119.7	114.8	108.3	128.6	121.1	110.1	110.7	106.8	124.2	152.2	143.3	114.7	106.3	100.0	107.5
November, 1930 ...	98.6	98.0	92.5	100.0	97.0	88.2	81.1	80.9	94.1	97.3	95.1	76.1	85.9	83.9	90.2
November, 1931 ...	86.9	89.7	84.7	85.7	88.1	80.1	67.4	71.0	82.6	79.9	82.9	66.3	72.9	75.4	81.1
November, 1932 ...	73.1	73.0	68.9	84.2	84.9	77.8	49.8	50.8	59.1	72.4	72.4	57.9	57.5	57.5	61.8
November, 1933 ...	71.4	71.0	67.0	82.9	82.9	77.5	49.9	50.7	58.9	76.9	76.6	61.3	54.4	54.2	58.2
November, 1934 ...	74.9	74.1	69.9	70.5	70.2	66.9	49.2	49.8	57.9	86.0	85.0	68.0	60.6	59.8	64.3
November, 1935 ...	81.5	78.1	73.6	79.6	74.9	72.7	52.3	50.4	58.6	94.1	88.6	69.2	62.9	59.1	63.5
November, 1936 ...	78.5	81.0	76.4	83.9	86.3	84.6	46.9	49.5	57.5	89.9	93.2	75.7	64.4	66.7	60.1
November, 1937 ...	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
November, 1938 ...	84.5	84.5	79.7	73.1	73.7	72.3	43.0	43.9	51.1	86.0	86.0	69.9	68.4	68.3	61.5
<u>1937</u>															
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	46.7	54.9	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	47.9	47.5	48.5	51.2	50.1	68.6	43.7	42.6	60.9
September .....	79.7	80.8	79.3	80.4	82.8	80.3	51.8	52.4	56.3	71.0	71.8	71.8(f)	58.6	59.2	61.0
October .....	85.9	85.0	79.5	76.6	74.3	76.6(f)	52.9	51.3	54.0(f)	85.9	84.0	67.2	74.7	72.9	59.3
November .....	84.5	84.5	79.7	73.1	73.7	72.3	43.0	43.9	51.1	86.0	86.0	69.9	68.4	68.3	61.5

(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
November, 1929 .....	123.2	119.8	105.1	105.7	104.3	104.3	147.6	142.9	126.5	111.5	103.8	104.8
November, 1930 .....	103.7	104.8	92.0	93.5	94.4	94.4	102.8	103.0	91.2	95.3	92.1	93.1
November, 1931 .....	94.0	96.5	84.7	88.1	91.7	91.7	91.7	94.0	83.2	82.7	86.1	87.0
November, 1932 .....	78.9	78.2	68.6	74.0	74.9	74.9	54.9	54.4	50.8	74.2	74.8	75.5
November, 1933 .....	77.7	76.7	67.2	70.1	71.0	71.0	57.8	57.2	56.1	71.7	71.7	72.4
November, 1934 .....	83.1	81.7	71.7	71.5	72.2	72.2	70.6	69.9	69.2	71.7	70.8	71.6
November, 1935 .....	88.5	86.0	75.4	76.8	75.7	75.7	77.9	75.1	74.4	82.1	76.3	77.1
November, 1936 .....	85.0	87.3	76.6	73.5	76.5	76.5	84.6	86.8	85.9	75.5	78.6	79.4
November, 1937 .....	91.9	91.1	79.9	76.9	78.3	78.3	93.7	92.8	91.9	84.2	85.5	86.3
November, 1938 .....	90.4	89.6	78.6	80.1	81.0	81.0	81.7	80.9	80.1	87.6	88.3	89.2
<u>1937</u>												
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
<u>1938</u>												
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	75.4	72.1	72.1	79.5	78.5	85.3
September .....	78.4	79.9	76.8(f)	78.1	78.7	80.3(f)	85.2	87.4	72.8	88.0	88.6	88.6
October .....	87.9	88.9	77.3	81.1	79.7	80.5	93.2	93.4	83.4	90.0	86.9	86.9
November .....	90.4	89.6	78.6	80.1	81.0	81.0	81.7	80.9	80.1	87.6	88.3	89.2

(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
November, 1929 .....	123.0	121.2	121.2	189.7	186.9	121.3	102.7	102.8	107.0	118.9	112.0	110.9
November, 1930 .....	99.1	101.5	101.5	137.1	140.4	91.2	87.4	88.9	92.6	101.6	98.7	97.7
November, 1931 .....	79.9	81.8	81.8	103.9	106.4	69.1	71.7	73.6	76.7	94.5	97.7	96.8
November, 1932 .....	57.4	56.5	56.5	58.0	57.1	37.8	55.8	56.6	59.0	78.7	79.1	78.3
November, 1933 .....	57.2	56.4	56.4	49.7	49.0	34.3	51.9	52.6	54.8	77.2	77.3	76.5
November, 1934 .....	72.0	70.9	70.9	59.6	58.8	41.7	51.2	51.8	53.9	83.9	83.7	82.9
November, 1935 .....	72.4	71.4	71.4	66.0	65.1	46.2	52.5	52.6	54.7	91.3	86.1	85.2
November, 1936 .....	79.2	80.9	80.9	70.3	72.2	57.8	52.9	54.3	56.6	90.5	93.7	92.7
November, 1937 .....	83.4	81.8	81.8	71.7	70.8	56.6	55.2	55.9	58.3	94.5	95.0	94.1
November, 1938 .....	89.7	88.1	88.1	60.5	59.7	47.8	51.2	51.9	54.1	92.3	92.9	92.0
<u>1937</u>												
December .....	92.1	90.5	80.8	78.1	77.1	55.9	57.3	56.1	55.0	188.2	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	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	92.2	89.6	89.6
August .....	96.2	90.9	88.3	46.3	44.0	57.1	55.7	54.7	51.6(f)	81.8	80.1	87.1
September .....	97.8	99.8	83.2	63.1	64.8	54.4(f)	53.3	53.8	51.3	88.8	91.2	94.0
October .....	100.2	102.3	89.0	68.1	69.9	55.4	52.3	51.5	51.5	98.8	96.0	96.0(f)
November .....	89.7	88.1	88.1	60.5	59.7	47.8	51.2	51.9	54.1	92.3	92.9	92.0

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

(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(x)						
November, 1936 .....	126.1	116.2	123.5	129.8	129.3	112.2
November, 1937 .....	129.5	119.8	121.0	130.5	147.0	122.7
November, 1938 .....	120.6	111.3	109.7	117.8	152.7	109.2
<u>1938</u>						
August .....	71.9	84.6	74.0	68.3	66.5	85.4
September .....	99.6(f)	90.4	97.0	98.1	114.5	94.1
October .....	120.6	103.0	102.5	114.5	175.9	114.3
November .....	120.6	111.3	109.7	117.8	152.7	109.2
% Change,						
<u>November, 1938</u> ...	- 6.8	- 7.1	- 9.3	- 9.7	+ 3.9	-11.0
November, 1937						
% Change,						
<u>Jan.-Nov., 1938</u> ..	- 8.3	- 5.9	-11.1	-10.6	+ 2.7	- 9.8
Jan.-Nov., 1937						

Women's Clothing Stores						
November, 1936 .....	106.8	109.0	100.8	112.1	103.9	100.0
November, 1937 .....	114.4	122.2	104.8	120.1	115.1	102.8
November, 1938 .....	113.5	121.4	(b)	111.5	125.8	104.1
<u>1938</u>						
August .....	72.5	94.1	69.4	66.3	69.7	92.8
September .....	97.2	99.1	93.0	97.7	93.4	100.8
October .....	124.0	122.4	119.5	118.5	145.0	117.7
November .....	113.5	121.4	(b)	111.5	125.8	104.1
% Change,						
<u>November, 1938</u> ...	- 0.9	- 0.7	(b)	- 7.2	+ 9.3	+ 1.3
November, 1937						
% Change,						
<u>Jan.-Nov., 1938</u> ..	- 3.7	+ 1.8	(b)	- 6.4	+ 2.4	- 2.2
Jan.-Nov., 1937						

Grocery and Meat Stores						
November, 1935 .....	103.5	(a)	108.0	102.5	101.2	101.8
November, 1936 .....	95.3	(a)	93.4	96.0	91.6	102.9
November, 1937 .....	106.2	(a)	101.3	108.0	104.4	110.5
November, 1938 .....	110.5	(a)	116.2	112.7	93.4	(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 .....	113.5	(a)	118.7	115.7	105.9	99.8
November .....	110.5	(a)	116.2	112.7	93.4	(b)
% Change,						
<u>November, 1938</u> ...	+ 4.0	(a)	+14.7	+ 4.4	-10.5	(b)
November, 1937						
% Change,						
<u>Jan.-Nov., 1938</u> ..	+ 2.2	(a)	+ 6.8	+ 4.0	- 6.5	(b)
Jan.-Nov., 1937						

Variety Stores						
November, 1935 .....	101.4	99.1	98.7	104.7	102.6	94.2
November, 1936 .....	100.6	101.5	96.3	100.4	110.7	100.0
November, 1937 .....	105.0	113.0	101.3	105.0	108.2	105.6
November, 1938 .....	102.6	103.4	107.0	99.5	107.8	108.2
<u>1938</u>						
August .....	90.9	100.8	97.2	85.5	88.5	105.7
September .....	98.7	100.7	104.2	94.5	103.9	106.1
October .....	109.8(f)	111.6	118.9	103.6	122.3	107.9
November .....	102.6	103.4	107.0	99.5	107.8	108.2
% Change,						
<u>November, 1938</u> ...	- 2.3	- 8.5	+ 5.6	- 5.2	- 0.4	+ 2.5
November, 1937						
% Change,						
<u>Jan.-Nov., 1938</u> ..	- 3.9	- 6.0	- 1.1	- 6.4	- 0.2	+ 1.6
Jan.-Nov., 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						
November, 1935 .....	117.7	114.8	106.4	116.1	132.2	107.7
November, 1936 .....	114.2	114.3	111.5	119.0	114.2	103.5
November, 1937 .....	122.3	119.8	119.7	120.7	129.6	116.4
November, 1938 .....	120.3	108.5	120.4	118.5	131.4	108.4
<u>1938</u>						
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 .....	117.1	102.9	116.5	109.1	131.9	117.0
November .....	120.3	108.5	120.4	118.5	131.4	108.4
% Change, November, 1938 ...	- 1.6	- 9.4	+ 0.6	- 1.8	+ 1.4	- 6.9
% Change, November, 1937						
% Change, Jan.-Nov., 1938 ..	- 3.9	- 9.6	- 1.1	- 4.4	- 3.6	- 4.4
% Change, Jan.-Nov., 1937						
Hardware Stores						
November, 1936 .....	104.0	113.6	97.4	100.1	108.0	115.5
November, 1937 .....	109.5	134.5	110.5	99.3	110.8	124.7
November, 1938 .....	117.8	130.5	137.2	101.6	121.2	116.5
<u>1938</u>						
August .....	126.3	131.6	161.7	112.4	120.2	109.6
September .....	128.4	133.2	146.6	119.3	128.0	118.3
October .....	131.6	146.9	146.0	115.6	137.5	129.5
November .....	117.8	130.5	137.2	101.6	121.2	116.5
% Change, November, 1938 ...	+ 7.6	- 3.0	+24.2	+ 2.3	+ 9.4	- 6.6
% Change, November, 1937						
% Change, Jan.-Nov., 1938 ..	+ 1.8	- 0.1	+ 7.0	+ 2.1	+ 1.0	-11.2
% Change, Jan.-Nov., 1937						
Music and Radio Stores						
November, 1936 .....	129.7	(c)	130.2	123.8	149.9	121.9
November, 1937 .....	132.4	(c)	150.3	131.0	121.9	111.3
November, 1938 .....	111.7	(c)	116.4	107.5	120.7	107.7
<u>1938</u>						
August .....	85.4	(c)	81.6	88.5	92.9	78.9
September .....	116.5(f)	(c)	124.2	117.4	115.5	104.3
October .....	125.6	(c)	128.7	122.3	140.0	117.5
November .....	111.7	(c)	116.4	107.5	120.7	107.7
% Change, November, 1938 ...	-15.6	(c)	-22.6	-17.9	- 1.0	- 3.2
% Change, November, 1937						
% Change, Jan.-Nov., 1938 ..	- 8.1	(c)	-12.2	- 7.4	- 3.3	- 4.6
% Change, Jan.-Nov., 1937						

(c) Discontinued.  
(f) Final figures.

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

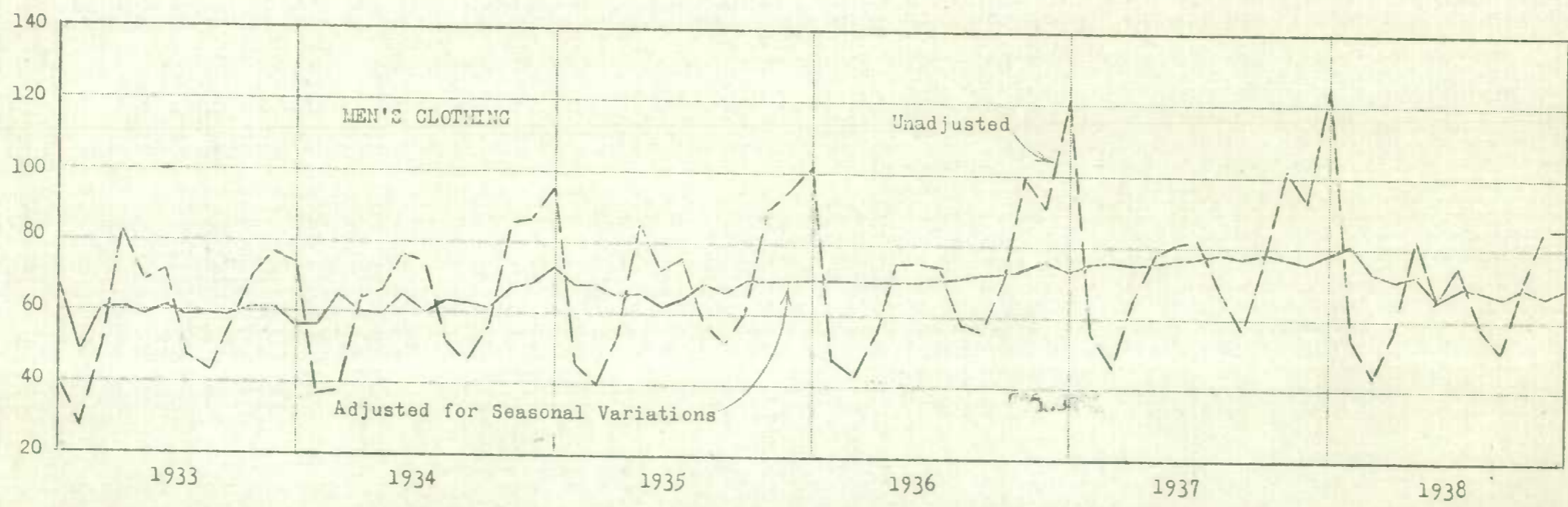
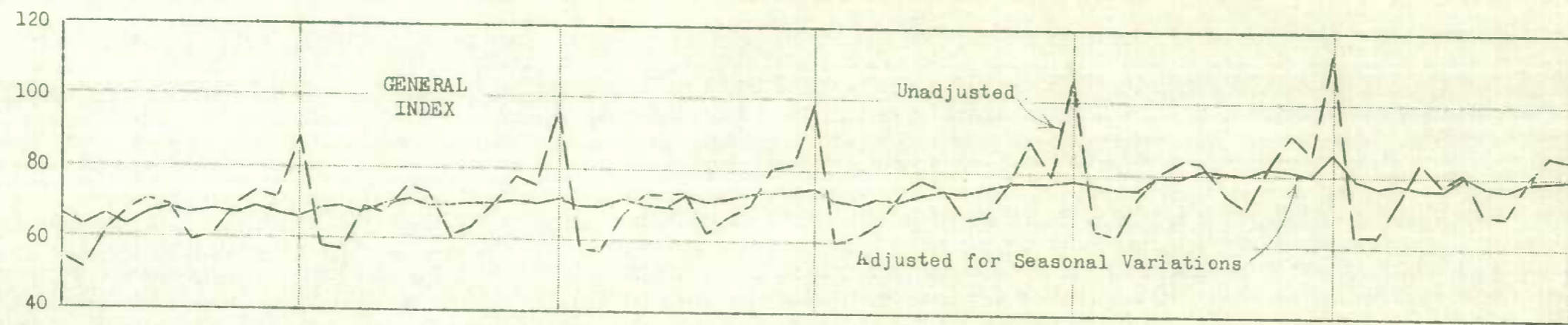
NOVEMBER, 1937, AND NOVEMBER, 1938

(Based on sales of 19 firms)

	November 1937	November 1938	% Change, 1938/37
TOTAL SALES, ALL DEPARTMENTS .....	22,145,580	21,027,454	- 5.0
1. Women's dresses, coats and suits .....	2,084,759	2,108,052	+ 1.1
2. Girls' and infants' wear .....	790,784	816,353	+ 3.2
3. Hosiery and gloves .....	1,120,916	1,073,021	- 4.3
4. Lingerie and corsets .....	1,013,875	969,158	- 4.4
5. Millinery .....	255,001	252,693	- 0.9
6. Women's and children's apparel - (Total, 1-5) .....	5,265,335	5,219,277	- 0.9
7. Men's and boys' clothing and furnishings ....	3,125,236	2,924,051	- 6.4
8. Drugs and toilet articles and preparations ..	596,884	550,618	- 7.8
9. Piece goods .....	1,686,137	1,515,261	- 10.1
10. Smallwares .....	884,125	847,166	- 4.2
11. Food and kindred products .....	1,894,054	1,743,994	- 7.9
12. Furniture (including mattresses, springs) ...	938,336	867,473	- 7.6
13. Home furnishings .....	1,414,596	1,266,117	- 10.5
14. Household appliances and electrical supplies.	555,856	517,354	- 6.9
15. Hardware and kitchen utensils .....	565,273	530,882	- 6.1
16. Radios, musical instruments and supplies ....	376,353	388,895	+ 3.3
17. Shoes and other footwear .....	1,759,871	1,765,070	+ 0.3
18. Stationery, books and magazines .....	455,565	439,535	- 3.5
19. All other departments, total .....	2,627,959	2,451,761	- 6.7



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



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