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MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

DECEMBER 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, DECEMBER, 1938

Dollar value of retail sales for stores dealing in foods, clothing and household requirements averaged 36 per cent higher in December than in November and stood within one per cent of the amount recorded for December, 1937. After making allowance for differences in number of business days in various months the gain from November was about on a par with the normal seasonal expansion for this time of year and reflects the impetus given to retail purchasing by the Christmas trade. The only slightly unfavorable comparison with December, 1937 must be attributed in part to the fact that there was one more Saturday for shopping before Christmas in December, 1938 than in the preceding year. Average daily sales, in the calculation of which account is taken not only of the number of business days but also of the relative sales importance of different days of the week, averaged 8 per cent lower in December, 1938 than in the corresponding month of the previous year. This decline is partly the result of the somewhat lower level of consumer purchasing evident in 1938, partly a reflection of the exceptionally brisk Christmas trade in December, 1937, with which the comparison is made and is to some extent the result of declines in the shoe and clothing trades due to the unseasonable weather which extended into the month of December, 1938. The general index of retail sales, unadjusted for number of business days or for seasonal variations stands at 114.0 for December, 1938, 84.1 for November and 115.0 for December, 1937.

Retail trade in Canada for the year 1938 was maintained at a level only slightly below that of 1937. Following the high peak in December, 1937 there was a falling off in sales until the months of April and May when the seasonally adjusted composite index for the 12 lines of business included in the survey stood four per cent below the 1937 average. Substantial improvement in June was followed by a drop in July and August. A gain in September has been maintained, the general index adjusted for seasonal variations moving horizontally until the end of the year with the result that dollar sales for the twelve lines of business included in the index stand only 2 per cent below the 1937 average.

The substantial weight given to food stores in the index and the omission of motor vehicle sales from this series combine to give the general index for the twelve lines of business a favorable bias. When data for country general stores and new motor vehicle sales are included in the calculations and weighted in proportion to their relative importance in the trade dollar sales for 1938 stand between three and four per cent below the 1937 level.

Trends for individual lines of business reflect the effect of various factors upon different trades. Sales of furniture stores, radio and music stores and hardware stores dropped in September, anxiety over the European situation causing hesitancy in expenditures for more durable merchandise. Lateness in starting of the tourist trade is reflected in unusually low June and July restaurant business. Candy store and food store sales dipped in August when unusually warm summer weather extended the length of absence of many people from the urban centres. And no mention of weather conditions is complete without reference to the autumn months when prolongation of summer conditions was instrumental in reducing sales of shoes and clothing well below the 1937 levels. Sales of men's clothing stores for the last four months of 1938 were 9 per cent lower than for the same period in 1937; women's clothing stores were down by 4 per cent in the same comparison while shoe store sales were off by 9 per cent.

Four of the twelve groups covered by this report recorded increased sales in December, 1938 over December, 1937, but only two groups showed improvement during 1938 over the previous year. Hardware store sales were 4 per cent greater than in December, 1937, and two per cent higher for the year. Groceries and meats advanced 1 per cent over December, 1937, and 2 per cent over the previous year. Variety store sales were up 1 per cent over December, 1937, but declined 3 per cent during the year. Candy sales exceeded December, 1937, by 3 per cent but were down 5 per cent during the year. Department store sales were down 2 per cent in December and 4 per cent for the year. Declines below December, 1937, for other groups follow, with the decreases for the year 1938 shown in brackets: Men's Clothing, 7.(8); Women's Clothing, 1 (4); Boots and Shoes,

• 18 (7); Drugs, 1 (3); Restaurants, 6 (6); Furniture, 2 (12); Music and Radio, Unchanged (7).

While department store sales in Canada during December, 1938, declined 2 per cent below sales in the corresponding month of 1937, the following results were recorded by the various economic divisions: increases of 1 per cent in Quebec and the Prairie Provinces, and 2 per cent in British Columbia; decreases of 4 per cent in Ontario, 7 per cent in the Maritime Provinces. Department store sales during 1938 were lower for every division than in 1937. In Quebec, the decline was 1 per cent; in the Prairie Provinces, 3 per cent; in British Columbia, 4 per cent; in Ontario, 4 per cent; and in the Maritime Provinces, 9 per cent.

Results on a regional basis are shown in the attached tables for six other lines of retail business. Figures for grocery and meat stores and for variety stores are based entirely upon data submitted by chain store companies. In computing the indexes allowances are made for the opening and closing of branches so that the figures reflect the trend in a constant number of stores rather than the trend in chain store business as a whole. This factor is of considerable importance in the case of the grocery and meat group in Quebec where the closing out of some of the weaker units and their consequent removal from the calculations tend to give a favorable bias to the results shown for that province. On the other hand the 3 per cent decline between 1937 and 1938 shown in the tables for a constant number of variety stores is reversed to a gain of 2 per cent when a comparison is made of the aggregate sales of the chain store companies for the two years irrespective of the number of stores in operation in the two periods.

Total sales of 20 departmental firms reporting sales by departments declined less than 1 per cent in December below December, 1937. Minor increases were reported for women's and children's apparel, drugs, smallwares and books. Six departments, furniture, home furnishings, household appliances, hardware, music and all other departments, recorded losses of less than 1 per cent. Men's clothing and food sales were each down 1 per cent, while the most serious decline occurred in sales of footwear which fell off 6 per cent.

Comparison of department store sales by departments for the calendar years 1937 and 1938 will be shown in the January issue of this bulletin.

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

Kind of Business	December, 1938			Cumulative Indexes
	+ or - p.c. compared with			
	December 1930	December 1937	November 1938	Year, 1938 Year, 1937
General Index	- 9.7	- 0.9	+ 35.6	- 2.0
Boots and Shoes	- 19.4	- 18.3	+ 40.5	- 7.0
Candy	- 27.8	+ 3.4	+162.3	- 5.3
Men's Clothing	+ 6.1	- 6.6	+ 35.8	- 8.1
Women's Clothing	- 37.9	- 0.7	+ 38.7	- 3.7
Departmental	- 9.2	- 1.7	+ 45.5	- 3.6
Drugs	- 9.5	- 0.9	+ 25.0	- 2.5
Furniture	- 14.7	- 2.1	+ 17.0	- 12.2
Groceries and Meats	+ 0.7	+ 1.1	+ 23.0	+ 2.0
Hardware	- 12.8	+ 4.0	+ 6.4	+ 2.0
Music and Radio	- 54.5	(a)	+ 28.9	- 7.3
Restaurant	- 44.0	- 6.1	+ 5.7	- 5.7
Variety	+ 2.0	+ 0.8	+104.6	- 3.1

(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.

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
December, 1929	139.1	143.4	107.9	155.6	160.7	114.8	201.5	206.7	111.1	132.7	138.2	108.0	181.1	188.4	101.8
December, 1930	126.3	126.5	95.1	130.9	131.9	94.2	162.0	161.0	86.6	109.7	110.7	86.5	150.7	151.8	82.1
December, 1931	111.0	110.9	83.4	123.9	124.9	89.2	154.6	153.0	82.3	89.0	89.7	70.1	134.2	135.1	73.0
December, 1932	90.5	86.0	64.7	102.7	96.7	69.0	131.4	123.0	66.1	80.2	74.9	58.5	127.1	118.5	64.1
December, 1933	89.4	87.8	66.0	96.1	93.1	65.1	112.1	107.9	58.0	74.0	71.3	55.7	125.0	120.2	65.0
December, 1934	96.1	95.4	71.7	121.5	117.0	78.0	115.4	112.0	60.2	94.7	92.9	72.6	122.2	119.8	64.7
December, 1935	98.9	102.0	74.4	117.2	121.0	77.5	116.8	119.7	64.3	100.4	104.5	69.7	121.7	126.6	68.4
December, 1936	107.3	107.2	78.2	110.6	111.5	69.7	114.7	113.5	61.0	119.4	120.3	72.5	92.0	92.7	59.8
December, 1937	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
December, 1938	114.0	108.3	79.0	105.5	99.3	62.1	117.0	112.3	60.4	116.4	108.7	65.5	93.6	87.3	56.4
<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	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(f)	74.6	72.4	77.0	48.5	46.7	54.9	58.6	57.3	70.7	49.3	48.1	56.6
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	43.5	42.4	60.6
September	79.7	80.9	79.3	80.4	82.8	80.3	51.8	52.4	56.3	71.0	71.8	71.8	58.1	58.8	60.6
October	85.9	85.0	79.4	76.6	74.3	76.6	52.9	51.3	54.0	85.7	83.7	67.0(f)	74.0	72.2	58.7(f)
November	84.1	84.0	79.2	75.1	75.7	74.2(f)	44.6	45.5	53.0(f)	85.7	85.7	69.7	67.5	67.4	60.7
December	114.0	108.3	79.0	105.5	99.3	62.1	117.0	112.3	60.4	116.4	108.7	65.5	93.6	87.3	56.4

(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
December, 1929	154.1	158.3	104.2	116.9	117.7	103.3	141.9	145.6	115.6	114.7	119.9	112.0
December, 1930	144.7	144.0	94.7	109.0	107.6	94.4	113.7	112.6	89.4	105.3	107.5	100.4
December, 1931	128.2	127.0	83.6	102.3	100.3	88.0	98.5	97.5	78.0	92.8	94.3	88.2
December, 1932	98.8	95.6	62.9	87.8	83.9	73.6	61.8	59.8	51.1	82.1	75.6	70.6
December, 1933	102.4	103.1	67.8	82.3	80.1	70.3	63.7	63.8	56.9	78.6	74.5	69.6
December, 1934	114.3	115.5	76.0	85.4	84.0	73.6	76.4	76.6	69.0	75.3	73.0	68.2
December, 1935	116.5	119.6	74.8	87.9	88.4	77.5	81.7	84.1	75.8	80.4	84.0	75.7
December, 1936	126.8	125.7	78.6	93.6	91.6	80.4	100.4	99.4	89.5	91.0	92.4	83.2
December, 1937	133.7	133.5	82.4	99.5	97.1	85.2	99.1	100.5	90.5	104.8	110.8	99.8
December, 1938	131.4	127.3	78.6	98.6	94.1	82.6	97.0	93.9	84.6	106.0	97.5	87.8
<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	87.2	90.7	88.1
June	77.6	76.6	74.4	76.6	77.5	76.7	78.0	77.2	78.0	90.9	90.8	90.8
July	56.6	57.3	75.3	75.8	73.7	76.0	58.2	58.3	74.7	88.1	85.0	86.7
August	62.4	59.8	74.7	76.3	75.2	76.7	74.8	71.6	71.6	79.6	78.6	85.5
September	78.4	79.9	76.8(f)	78.1	78.7	80.3	85.2	87.4	72.9(f)	88.2	88.8	88.8(f)
October	87.9	88.9	77.3	81.1	79.7	80.5(f)	93.8	94.0	83.9	90.0	86.9	86.9
November	90.3	89.5	78.5	78.9	79.8	79.8	82.9	82.1	81.3	86.2	86.8	87.7
December	131.4	127.3	78.6	98.6	94.1	82.6	97.0	93.9	84.6	106.0	97.5	87.8

- (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
December, 1929	134.7	138.0	123.2	197.8	202.7	120.0	110.1	109.4	107.3	194.2	200.8	108.5
December, 1930	109.3	108.2	96.6	171.5	168.9	100.0	96.1	94.3	92.5	186.0	187.8	101.5
December, 1931	91.7	90.4	80.7	102.8	101.3	60.7	81.6	80.0	78.5	180.4	181.4	98.1
December, 1932	59.1	58.2	52.0	61.3	60.4	37.3	62.7	60.7	59.5	147.7	138.6	74.9
December, 1933	63.1	64.7	57.7	53.8	55.1	34.9	55.0	53.9	52.9	145.2	140.5	76.0
December, 1934	77.6	79.5	71.0	67.4	69.2	43.8	53.7	52.9	51.8	159.6	155.1	83.8
December, 1935	79.6	81.5	72.8	67.7	69.5	44.0	55.7	55.4	54.3	164.0	169.7	84.9
December, 1936	86.4	84.8	75.7	81.2	80.1	58.1	59.9	58.8	57.6	183.0	184.1	92.0
December, 1937	92.1	90.5	80.8	78.1	77.1	55.9	57.3	56.1	55.0	188.2	200.4	100.2
December, 1938	95.8	94.0	84.0	78.1	77.0	55.8	53.8	52.1	51.1	189.7	178.3	89.1
<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	81.8	80.1	87.1
September	97.8	99.8	83.2	63.1	64.8	54.4	53.3	53.8	51.3	88.8	91.2	94.0
October	100.3	102.4	89.0	67.9	69.7	55.3(f)	52.2	51.4	51.4	98.8	96.0	96.0
November	90.0	88.4	88.4	60.6	59.8	47.8	50.9	51.6	53.7(f)	92.7	93.3	92.3(f)
December	95.8	94.0	84.0	78.1	77.0	55.8	53.8	52.1	51.1	189.7	178.3	89.1

(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)						
December, 1936	167.5	177.9	151.3	174.5	150.4	182.1
December, 1937	174.8	187.8	164.9	181.3	150.8	189.9
December, 1938	163.3	177.1	141.6	170.4	150.9	169.1
1938						
September	99.6	90.4	97.0	98.1	114.5	94.1
October	120.2(f)	103.0	104.7	113.9	173.0	114.9
November	120.3	110.8	111.4	117.8	149.9	109.9
December	163.3	177.1	141.6	170.4	150.9	169.1
% Change,						
December, 1938	- 6.6	- 5.7	-14.1	- 6.0	+ 0.1	-11.0
December, 1937						
% Change,						
Jan.-Dec., 1938 ...	- 8.1	- 5.9	-11.1	-10.0	+ 1.9	- 9.8
Jan.-Dec., 1937						
Women's Clothing Stores						
December, 1936	152.6	156.8	142.0	160.1	146.9	148.2
December, 1937	156.4	189.8	143.6	164.3	145.7	144.7
December, 1938	155.4	179.4	141.3	162.8	149.4	139.6
1938						
August	72.2	94.1	68.4	66.3	69.7	92.8
September	96.5	99.1	90.3	97.7	93.4	100.8
October	122.7(f)	122.5	114.8	118.6	145.0	118.2
November	112.0	117.1	100.2	112.8	125.4	103.3
December	155.4	179.4	141.3	162.8	149.4	139.6
% Change,						
December, 1938	- 0.7	- 5.5	- 1.6	- 0.9	+ 2.5	- 3.5
December, 1937						
% Change,						
Jan.-Dec., 1938 ...	- 3.7	+ 0.4	- 6.8	- 5.5	+ 2.4	- 2.4
Jan.-Dec., 1937						
Grocery and Meat Stores						
December, 1935	101.4	(a)	104.0	100.2	100.6	102.4
December, 1936	114.8	(a)	109.0	115.7	110.9	129.1
December, 1937	132.2	(a)	125.0	134.7	127.5	141.7
December, 1938	133.6	(a)	142.6	141.1	106.5	108.6
1938						
July	111.1	(a)	105.3	112.8	113.8	106.5
August	100.4	(a)	94.4	100.3	106.0	103.7
September	111.2(f)	(a)	109.4	111.1	120.1	101.0
October	113.5	(a)	118.7	115.7	107.2	99.8
November	108.7	(a)	116.2	112.7	94.4	92.3
December	133.6	(a)	142.6	141.1	106.5	108.6
% Change,						
December, 1938	+ 1.1	(a)	+14.1	+ 4.8	-16.5	-23.4
December, 1937						
% Change,						
Jan.-Dec., 1938 ...	+ 2.0	(a)	+ 7.5	+ 4.1	- 7.1	-15.5
Jan.-Dec., 1937						
Variety Stores						
December, 1935	182.3	190.9	166.1	186.3	182.4	192.0
December, 1936	203.3	217.8	184.9	206.3	200.9	228.8
December, 1937	209.2	242.7	194.4	211.3	193.5	234.8
December, 1938	210.9	233.3	199.1	209.0	210.7	248.2
1938						
September	98.7	100.7	104.2	94.5	103.9	106.1
October	109.8	111.6	118.9	103.6	122.3	107.9
November	103.0(f)	105.1	107.1	99.8	107.8	108.2
December	210.9	233.3	199.1	209.0	210.7	248.2
% Change,						
December, 1938	+ 0.8	- 3.9	+ 2.4	- 1.1	+ 8.9	+ 5.7
December, 1937						
% Change,						
Jan.-Dec., 1938 ...	- 3.1	- 5.5	- 0.5	- 5.5	+ 1.2	+ 2.3
Jan.-Dec., 1937						

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations. (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						
December, 1935	155.1	163.3	154.6	162.6	147.4	146.0
December, 1936	169.9	176.6	171.6	177.5	160.6	162.0
December, 1937	178.0	186.9	189.0	185.8	161.2	172.2
December, 1938	175.0	173.7	190.4	178.1	163.0	175.3
<u>1938</u>						
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	120.2	108.5	120.4	118.4	131.2	108.4
December	175.0	173.7	190.4	178.1	163.0	175.3
% Change, December, 1938	- 1.7	- 7.1	+ 0.7	- 4.1	+ 1.1	+ 1.3
% Change, Jan.-Dec., 1938 ...	- 3.6	- 9.2	- 0.8	- 4.4	- 2.9	- 3.6
Jan.-Dec., 1937						

Hardware Stores						
December, 1936	113.4	118.7	91.0	112.3	126.2	125.0
December, 1937	121.0	145.4	109.9	114.9	128.3	128.5
December, 1938	125.8	136.3	124.1	127.0	128.4	102.2
<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	131.7	146.9	146.4	115.6	137.7	129.5
November	118.2	129.6	136.3	102.4	123.0	115.7
December	125.8	136.3	124.1	127.0	128.4	102.2
% Change, December, 1938	+ 4.0	- 6.3	+12.9	+10.5	+ 0.1	-20.5
% Change, Jan.-Dec., 1938 ...	+ 2.0	- 0.8	+ 7.4	+ 2.9	+ 1.1	-12.1
Jan.-Dec., 1937						

Music and Radio Stores						
December, 1936	149.8	(c)	158.4	149.7	133.2	153.1
December, 1937	144.1	(c)	162.8	140.3	116.5	150.6
December, 1938	144.0	(c)	155.9	144.0	118.8	144.4
<u>1938</u>						
September	116.5	(c)	124.2	117.4	115.5	104.3
October	125.3(f)	(c)	128.7	122.0	136.7	118.2
November	111.8	(c)	114.7	108.9	120.7	106.7
December	144.0	(c)	155.9	144.0	118.8	144.4
% Change, December, 1938	- 0.1	(c)	- 4.2	+ 2.6	+ 2.0	- 4.1
% Change, Jan.-Dec., 1938 ...	- 7.3	(c)	-11.4	- 6.3	- 3.0	- 4.5
Jan.-Dec., 1937						

(c) Discontinued.
(f) Final figures.

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

NOVEMBER, 1937, AND NOVEMBER, 1938 - REVISED

(Based on sales of 19 firms)

	November 1937	November 1938	% Change, 1938/37
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	22,145,580	21,768,362	- 1.7
1. Women's dresses, coats and suits	2,084,759	2,172,478	+ 4.2
2. Girls' and infants' wear	790,784	852,021	+ 7.7
3. Hosiery and gloves	1,120,916	1,114,581	- 0.6
4. Lingerie and corsets	1,013,875	1,002,265	- 1.1
5. Millinery	255,001	260,923	+ 2.3
6. Women's and children's apparel - (Total, 1-5)	5,265,335	5,402,268	+ 2.6
7. Men's and boys' clothing and furnishings	3,125,236	3,046,437	- 2.5
8. Drugs and toilet articles and preparations	596,884	575,091	- 3.7
9. Piece goods	1,686,137	1,579,338	- 6.3
10. Smallwares	884,125	876,699	- 0.8
11. Food and kindred products	1,894,054	1,815,444	- 4.2
12. Furniture (including mattresses, springs)	938,336	886,539	- 5.5
13. Home furnishings	1,414,596	1,297,877	- 8.3
14. Household appliances and electrical supplies	555,856	533,814	- 4.0
15. Hardware and kitchen utensils	565,273	543,169	- 3.9
16. Radios, musical instruments and supplies	376,353	403,808	+ 7.3
17. Shoes and other footwear	1,759,871	1,828,538	+ 3.9
18. Stationery, books and magazines	455,565	448,325	- 1.6
19. All other departments, total	2,627,959	2,531,015	- 3.7

Figures for November, 1938 and percentage changes from November, 1937 have been altered from those previously published to provide for revisions in sales reported to the Bureau.

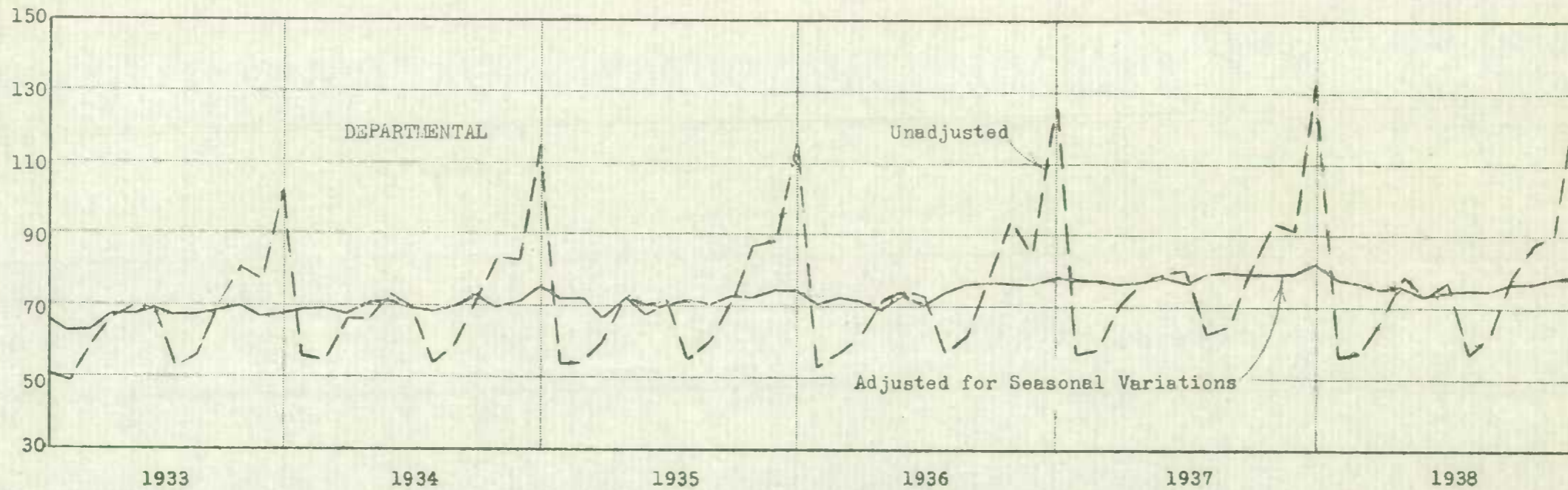
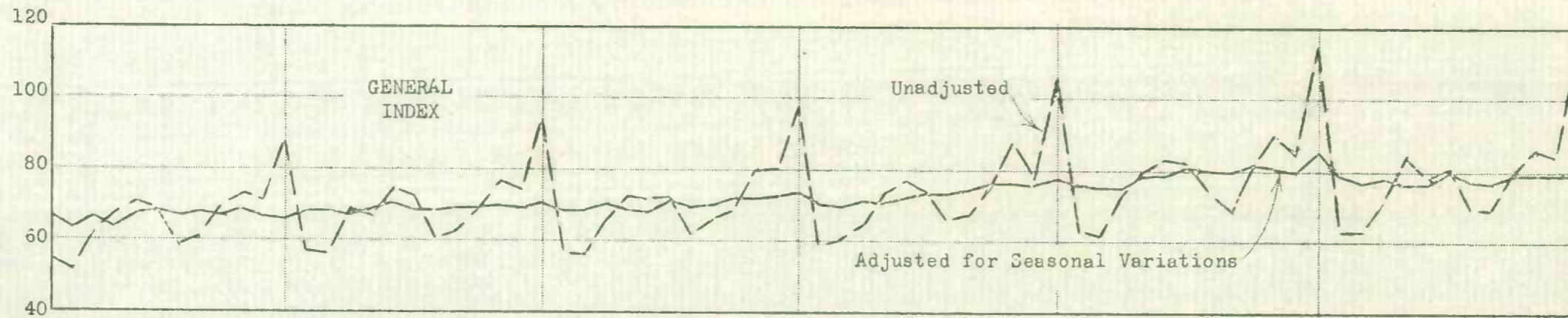
DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

DECEMBER, 1937, AND DECEMBER, 1938

(Based on sales of 20 firms)

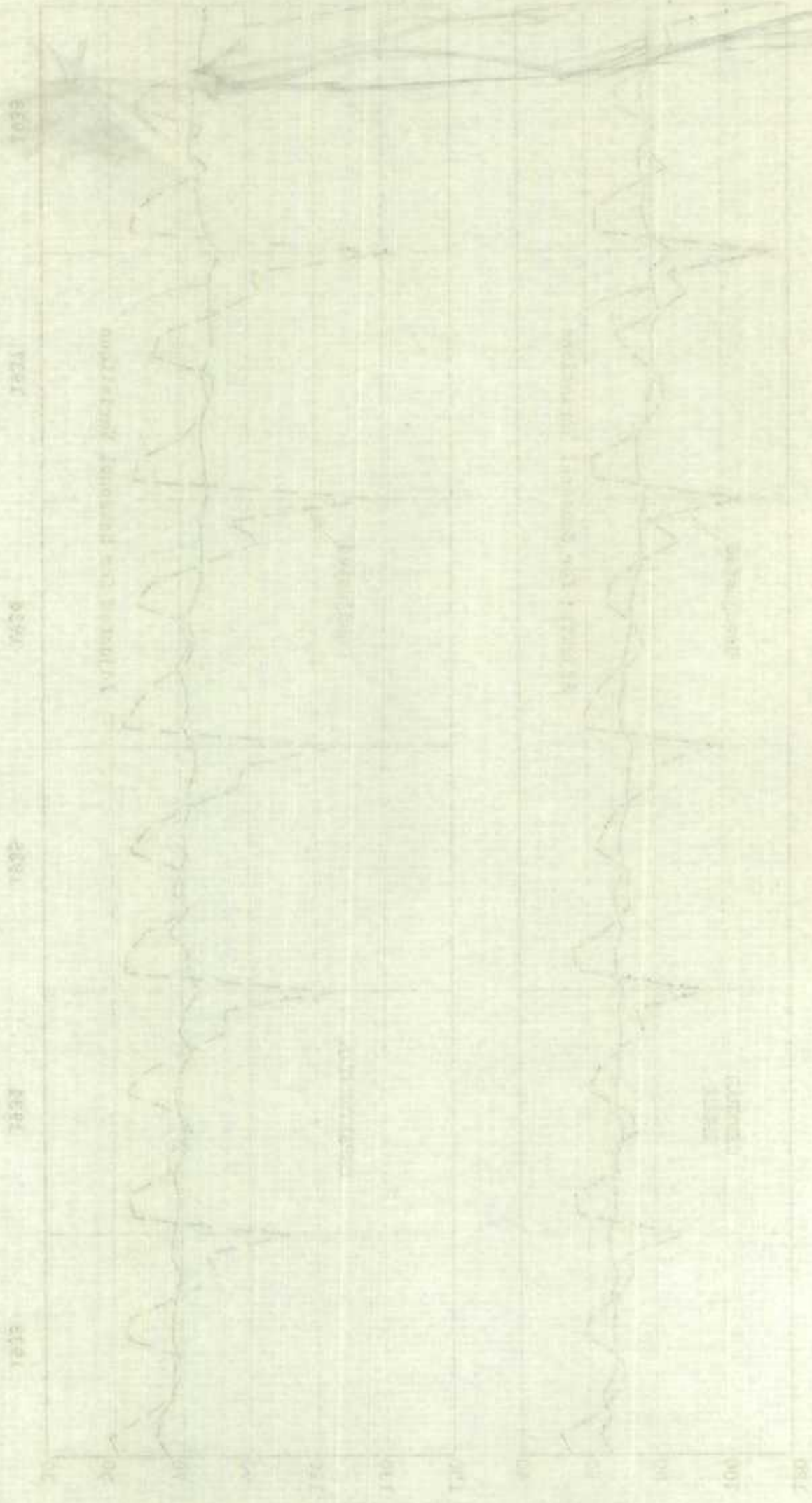
	December 1937 \$	December 1938 \$	% Change, 1938/37
TOTAL SALES, ALL DEPARTMENTS	33,792,798	33,560,740	- 0.7
1. Women's dresses, coats and suits	2,303,482	2,352,968	+ 2.1
2. Girls' and infants' wear	1,154,154	1,175,148	+ 1.8
3. Hosiery and gloves	2,018,627	2,029,886	+ 0.6
4. Lingerie and corsets	1,780,525	1,767,417	- 0.7
5. Millinery	229,341	239,001	+ 4.2
6. Women's and children's apparel -- (Total, 1-5)	7,486,129	7,564,420	+ 1.0
7. Men's and boys' clothing and furnishings	4,606,489	4,557,916	- 1.1
8. Drugs and toilet articles and preparations ..	1,389,258	1,390,586	+ 0.1
9. Piece goods	1,942,335	1,848,202	- 4.8
10. Smallwares	1,582,779	1,601,072	+ 1.2
11. Food and kindred products	2,605,604	2,573,750	- 1.2
12. Furniture (including mattresses, springs) ...	1,033,016	1,025,236	- 0.8
13. Home furnishings	1,663,600	1,652,273	- 0.7
14. Household appliances and electrical supplies.	648,541	643,407	- 0.8
15. Hardware and kitchen utensils	741,503	736,035	- 0.7
16. Radios, musical instruments and supplies	570,588	565,179	- 0.9
17. Shoes and other footwear	2,446,300	2,308,251	- 5.6
18. Stationery, books and magazines	1,276,777	1,310,700	+ 2.7
19. All other departments, total	5,799,879	5,783,713	- 0.3

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



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Source: Statistics Canada, (1981) Les 1250 & 1000