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RETAIL SALES

IN

CANADA

MARCH 1938



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RETAIL SALES IN CANADA, MARCH, 1938
(Indexes of Value)

Retail sales in Canada gained 15 per cent in March over February, but were 3 per cent lower than in March a year ago according to calculations based on returns secured from a representative number of retail firms in 13 different lines of business. The general index on the base 1930 equals 100 was 71.8 for March, 1938, 62.4 for February and 73.7 for March, 1937.

The 3 per cent decline from March, 1937, is due to the fact that Easter fell as early as March 28 last year, concentrating Easter business entirely in March. The holiday occurred on April 17 this year with the result that the larger part of the Easter buying was done in April. On making allowance for differences in number of business days, for normal seasonal variations and on making a further somewhat arbitrary adjustment for the changing date of Easter, sales for March, 1937, compare favourably with the volume of business done a year ago. The adjusted general index of sales stands at 77.9 for March, 1938, 76.4 for February, 78.2 for January, and 75.7 for March, 1937.

Two out of the thirteen lines of business indicated improvement over March a year ago. Grocery and meat sales and hardware store sales advanced 6 per cent and 2 per cent respectively. These lines are less affected by the Easter trade than are most others included in this survey. On the other hand, candy store sales declined 49 per cent below March, 1937. Furniture store sales were down by 16 per cent. Variety store sales declined 12 per cent; men's clothing, 12 per cent; women's clothing, 8 per cent; dyers and cleaners, 8 per cent; boots and shoes, 7 per cent; departmental, 6 per cent; music and radio, 5 per cent; restaurants, 4 per cent; and drugs, 2 per cent.

Data on a provincial basis now available for seven lines of business show that excepting only food and hardware stores, declines below March, 1937, were general for all regions of the country. Department stores in Central Canada reported a smaller decrease below March, 1937, than did similar stores in either the extreme east or west. Quebec province made the best showing with a decline of only 2 per cent while the drop in Ontario was similar to that for Canada as a whole at 6 per cent. Department store sales in the Prairie Provinces were down by 8 per cent while the Maritime Provinces and British Columbia reported a decrease of 9 per cent compared with a year ago.

Declines in the variety store field averaged 12 per cent below March, 1937, and ranged from 1 per cent in Alberta to 26 per cent in Saskatchewan. The decrease in Manitoba was 6 per cent while declines for other regions were fairly uniform at from 10 to 13 per cent. Hardware store sales were higher during March this year compared with last in all provinces excepting British Columbia where an exceptionally large volume of business was reported a year ago. Ontario sales were up by 5 per cent and Quebec, 4 per cent. The Maritime and Prairie Provinces reported minor increases while a 22 per cent decrease was recorded in British Columbia.

Department Store Sales by Principal Departments, March, 1938.

Department stores in Canada reporting a breakdown of sales by principal departments for March, 1938, indicated a decrease of 6 per cent compared with March, 1937. Easter buying was concentrated entirely in March last year and the comparison with March, 1938, shows declines this year for all groups. Millinery sales fell off 18 per cent and furniture 11 per cent. Girls' and infants' wear and men's and boys' clothing declined 10 per cent. Lingerie and corsets were 9 per cent lower, while sales of home furnishings and stationery, books and magazines decreased 7 per cent. Sales of women's dresses, coats and suits were 6 per cent lower than a year ago; and smallwares, shoes, piece goods and radio departments each reported a drop of 5 per cent. Other departments showed the following decreases: drugs, 3 per cent; food, 3 per cent; all other departments, 2 per cent; household appliances and electrical supplies, 2 per cent; hardware and kitchen utensils, 1 per cent; and hosiery and gloves, 1 per cent.

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) (355 Firms)			Women's Clothing (b) (234 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
March, 1929	110.0	108.8	111.0	137.9	133.7	152.0	149.5	144.2	110.9	162.5	158.9	158.9	113.1	110.5	120.1
March, 1930	94.7	91.4	102.7	89.6	84.4	114.0	92.4	89.8	105.7	102.1	97.6	125.1	87.9	83.9	110.4
March, 1931	87.2	87.3	93.9	76.2	76.5	95.6	68.3	70.1	82.4	77.4	78.1	87.7	77.0	77.6	92.4
March, 1932	73.1	73.1	74.6	64.3	64.8	73.7	99.0	98.0	75.4	56.0	56.5	56.5	63.3	63.7	69.2
March, 1933	62.1	59.6	66.9	45.7	44.3	59.9	44.0	43.1	50.8	49.7	47.7	61.2	46.7	44.7	58.8
March, 1934	69.3	66.3	67.6	73.8	69.4	78.9	84.2	78.8	60.6	63.1	59.8	59.8	59.0	55.9	60.8
March, 1935	66.2	63.2	71.0	61.2	57.6	77.9	52.2	50.3	59.2	53.2	50.1	64.2	51.6	48.5	63.9
March, 1936	65.2	65.3	71.8	61.4	61.7	79.1	47.5	48.7	57.2	53.6	54.0	69.2	49.3	49.6	55.8
March, 1937	73.7	74.2	75.7	62.8	63.3	71.9	85.3	84.7	65.2	64.3	65.3	75.1	58.6	59.4	66.8
March, 1938	71.8	69.3	77.9	58.7	57.4	77.6	43.4	42.9	50.5	56.4	54.7	70.1	53.7	52.0	58.4
1937															
April	80.2	79.3	79.3	81.2	80.9	77.8	47.7	48.4	56.9	77.5	76.6	75.1	74.9	74.0	59.2
May	83.7	82.9	78.9	97.7	94.8	81.0	62.0	60.3	61.5	80.4	78.6	76.3	67.3	65.7	61.4
June	82.4	82.3	81.5	113.1	114.0	85.7	44.9	45.8	59.5	81.5	81.5	76.9	71.0	70.9	62.8
July	74.2	70.7	80.4	81.0	76.3	74.8	50.8	47.5	55.9	67.2	63.2	78.1	56.8	53.4	62.8
August	69.4	69.5	79.9	59.2	59.4	71.6	50.1	51.3	52.4	56.0	56.4	77.3	44.0	44.3	63.3
September	81.7	83.4	81.8	82.8	85.5	88.2	55.2	56.1	60.3	76.7	78.2	78.2	59.8	60.9	62.8
October	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
November	84.6	84.7	79.9	72.4	72.8	67.4	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 (f)	129.2	137.3	97.4	113.1	120.6	64.8	124.6	129.7	78.1	94.3	98.0	63.2
1938															
January	62.4	64.1	78.2	45.3	46.6	70.6	40.9	39.7	53.0	54.9	56.9	80.2 (f)	43.7	45.2	68.5 (f)
February	62.4	66.5	76.4	39.4	41.9	65.4 (f)	54.1	58.7	63.8 (f)	43.1	45.8	72.7	36.9	39.1	66.3
March	71.8	69.3	77.9	58.7	57.4	77.6	43.4	42.9	50.5	56.4	54.7	70.1	53.7	52.0	58.4
% Change,															
March, 1938	- 2.6	- 6.6	+ 2.9	- 6.5	- 9.3	+ 7.9	-49.1	-49.4	-22.5	-12.3	-16.2	- 6.7	- 8.4	-12.5	-12.6
March, 1937															

(a) Prior to 1936 based on sales of 16 chains. (b) Prior to 1936 based on sales of 13 chains.

(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	Departmental (36 Firms)			Drugs (24 Chains)			Dyers and Cleaners (7 Chains)			Furniture (25 Firms)			Groceries and Meats (b) (34 Chains)		
	A	B	C (a)	A	B	C	A	B	C	A	B	C	A	B	C
March, 1929 ...	101.5	102.6	105.7	109.0	106.3	105.2	113.5	116.2	116.2	128.5	128.8	148.1	108.8	105.2	105.2
March, 1930 ...	88.5	86.4	97.1	107.1	105.4	104.4	104.4	102.8	114.2	97.0	93.9	107.9	100.9	95.7	99.7
March, 1931 ...	86.6	85.9	93.3	93.6	94.2	93.3	98.6	97.1	102.2	78.5	77.8	89.4	94.6	96.2	98.1
March, 1932 ...	69.2	68.6	70.7	88.4	86.7	85.8	63.8	62.8	62.8	56.9	56.3	64.8	84.7	86.1	86.1
March, 1933 ...	59.4	56.5	63.5	71.1	69.4	68.7	58.2	55.1	61.3	48.1	46.0	52.9	75.0	72.2	75.2
March, 1934 ...	67.1	65.3	68.0	75.4	72.1	71.4	72.5	71.3	71.3	61.9	59.9	68.8	78.7	73.8	73.8
March, 1935 ...	61.4	59.7	67.1	76.8	74.8	74.1	64.1	63.0	70.0	62.2	60.2	69.2	81.6	75.9	79.1
March, 1936 ...	62.5	61.9	72.0	73.8	74.2	73.5	68.4	67.2	70.7	62.1	61.4	70.6	77.2	73.4	80.8
March, 1937 ...	70.8	70.5	72.7	81.1	80.0	79.2	70.5	69.2	69.2	78.1	77.3	88.9	84.7	87.0	87.0
March, 1938 ...	66.5	63.4	71.2	79.6	77.9	77.2	65.2	61.7	68.5	65.8	63.0	72.4	89.9	87.8	91.4
1937															
April	77.6	76.3	80.3	77.1	77.7	78.5	96.7	95.0	73.1	99.3	98.3	84.0	87.2	86.1	83.6
May	79.9	80.8	79.2	76.5	75.2	78.3	105.6	107.9	86.3	111.2	111.3	88.4	89.1	86.0	83.5
June	80.5	79.8	77.5	77.6	78.5	77.8	109.4	107.5	96.9	93.3	92.3	93.3	85.3	86.0	86.0
July	62.6	60.9	80.1	80.3	76.7	79.0	81.6	80.2	81.8	75.1	72.7	93.2	89.8	83.6	85.3
August	64.8	64.2	80.3	78.6	79.1	80.7	76.0	74.0	77.7	88.5	87.6	87.6	77.0	78.2	85.0
September ..	80.9	82.8	79.6	78.4	79.3	80.9	94.8	96.8	80.0	102.5	105.1	87.6	86.8	88.4	88.4
October	94.0	91.4	79.5	84.8	82.6	83.4	79.3	77.9	70.2	103.8	100.4	89.7	93.2	96.7	86.7
November ...	91.9	91.1	79.9	76.9	78.3	78.3	66.2	65.0	72.3	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	68.3	67.1	87.2	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	48.2	49.2	69.3(f)	54.6	56.0	84.8	79.3	82.5	85.9(f)
February ...	57.8	61.5	76.9(f)	69.7	75.6	74.9(f)	49.0	52.2	74.6	63.3	67.4	81.1(f)	81.3	86.3	88.1
March	66.5	63.4	71.2	79.6	77.9	77.2	65.2	61.7	68.5	65.8	63.0	72.4	89.9	87.8	91.4
% Change,															
March, 1938	-6.1	-10.1	-2.1	-1.8	-2.6	-2.5	-7.5	-10.8	-1.0	-15.7	-18.5	-18.6	+6.1	+0.9	+5.1
March, 1937															

(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 (b)
March, 1929 ...	88.1	90.3	128.9	116.4	119.2	152.8	110.7	108.6	111.9	103.8	100.8	121.5
March, 1930 ...	83.4	82.1	117.3	93.3	91.9	117.8	100.1	98.5	101.6	84.2	79.6	100.8
March, 1931 ...	78.1	76.9	109.9	73.9	72.8	92.2	88.0	87.5	90.2	77.5	77.9	97.4
March, 1932 ...	51.8	51.1	73.0	44.3	43.7	53.9	68.2	66.9	69.0	72.3	72.7	87.6
March, 1933 ...	40.9	38.8	55.5	29.7	28.2	34.4	56.4	55.1	56.8	60.4	58.7	74.2
March, 1934 ...	48.7	48.0	68.6	32.9	32.5	39.6	56.7	55.0	56.7	76.1	71.7	87.4
March, 1935 ...	49.4	48.7	69.6	39.7	39.2	47.8	51.4	50.5	52.0	67.5	63.7	80.6
March, 1936 ...	52.9	52.0	74.2	42.6	42.1	51.9	52.7	52.4	54.0	65.1	65.5	81.8
March, 1937 ...	61.4	60.3	86.2	51.0	50.3	62.1	57.1	56.1	57.8	79.6	80.4	96.9
March, 1938 ...	62.3	58.9	84.1	48.7	46.3	57.2	54.9	53.9	55.5	70.0	68.3	86.5
1937												
April	92.1	90.4	87.0	57.5	56.7	61.0	56.2	56.7	56.2	80.1	79.9	89.8
May	113.5	115.8	85.2	67.8	69.6	61.0	54.2	53.4	53.4	98.7	95.9	95.9
June	106.0	104.1	87.5	58.6	57.8	63.6	53.4	54.2	53.6	100.5	101.1	98.2
July	96.5	94.7	86.1	48.1	47.5	60.9	56.7	55.0	53.4	101.7	95.9	95.9
August	90.8	89.2	86.6	47.9	47.3	61.4	58.4	58.1	54.8	85.2	85.7	93.1
September ..	102.8	104.9	87.4	68.8	70.7	59.4	56.8	57.6	54.9	89.8	92.5	95.4
October	96.7	95.0	82.6	73.2	72.3	57.4	56.3	55.3	55.3	102.5	96.6	96.6
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(f)	57.3	56.1	55.0(f)	188.2	200.4	100.2
1938												
January	51.6	52.7	95.7(f)	47.1	48.4	61.3	51.1	50.3	54.0	60.5	62.6	99.3
February ...	47.7	50.7	90.6	41.1	43.9	55.6	49.3	53.5	55.8	62.6	66.7	92.6(f)
March	62.3	58.9	84.1	48.7	46.3	57.2	54.9	53.9	55.5	70.0	68.3	86.5
% Change												
March, 1938	+1.5	-2.3	-2.4	-4.5	-8.0	-7.9	-3.9	-3.9	-4.0	-12.1	-15.0	-10.7
March, 1937												

(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.

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

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Men's Clothing Stores								
March, 1936 ...	75.1	76.3	78.7	76.5	75.8	62.3	73.3	66.8
March, 1937 ...	90.2	90.0	87.5	92.3	90.9	90.0	85.4	86.9
March, 1938 ...	79.1	82.2	73.5	82.0	96.1	70.8	80.2	70.6
1938								
January	77.0(f)	84.8	77.4	78.2	72.2	52.4	85.5	76.6
February	60.4	69.8	59.8	62.0	59.3	46.7	55.2	59.2
March	79.1	82.2	73.5	82.0	96.1	70.8	80.2	70.6
% Change,								
March, 1938 .	- 12.3	- 8.7	- 16.0	- 11.2	+ 5.7	- 21.3	- 6.1	- 18.8
March, 1937								
Women's Clothing Stores								
March, 1936 ...	81.8	75.8	81.0	81.1	75.7	71.4	96.3	85.5
March, 1937 ...	97.2	87.7	83.4	96.6	94.7	93.3	112.6	117.8
March, 1938 ...	89.1	78.5	79.2	91.1	91.9	78.5	99.5	99.2
1938								
January	72.5(f)	88.1	65.2	75.4	65.3	72.3	65.3	72.9
February	61.2	63.5	64.7	60.3	62.6	61.1	58.6	59.1
March	89.1	78.5	79.2	91.1	91.9	78.5	99.5	99.2
% Change,								
March, 1938 .	- 8.4	- 10.5	- 5.0	- 5.7	- 3.0	- 15.9	- 11.6	- 15.8
March, 1937								
Grocery and Meat Stores								
March, 1935 ...	103.0	(a)	112.1	102.9	96.1	88.2	88.0	99.1
March, 1936 ...	97.4	(a)	106.9	96.9	90.7	83.1	92.1	91.3
March, 1937 ...	106.8	(a)	109.1	106.9	103.6	94.5	102.9	112.7
March, 1938 ...	113.4	(a)	112.9	117.2	95.8	99.3	112.8	112.6
1938								
January	100.0(f)	(a)	101.5	104.6	78.7	82.3	93.7	95.1
February	102.5	(a)	104.0	105.1	85.4	89.5	101.6	103.1
March	113.4	(a)	112.9	117.2	95.8	99.3	112.8	112.6
% Change,								
March, 1938 .	+ 6.2	(a)	+ 3.5	+ 9.6	- 7.5	+ 5.1	+ 9.6	- 0.1
March, 1937								
Variety Stores								
March, 1935 ...	75.0	70.5	75.0	79.0	66.2	60.0	76.3	69.8
March, 1936 ...	72.3	64.5	72.3	74.4	67.4	63.3	77.0	72.0
March, 1937 ...	88.5	83.6	89.9	89.3	84.2	81.9	91.5	93.1
March, 1938 ...	77.9	74.3	78.4	78.4	79.1	60.6	90.7	84.1
1938								
January	67.2	66.2	69.3	67.1	64.9	52.8	76.4	71.8
February	69.6(f)	64.5	73.3	69.2	65.9	56.5	77.2	77.8
March	77.9	74.3	78.4	78.4	79.1	60.6	90.7	84.1
% Change,								
March, 1938 .	- 12.0	- 11.1	- 12.8	- 12.2	- 6.1	- 26.0	- 0.9	- 9.7
March, 1937								

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

(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
Department Stores						
March, 1935	81.7	74.2	84.2	83.5	78.7	83.0
March, 1936	83.3	79.4	87.4	83.8	80.3	84.5
March, 1937	94.3	87.4	99.7	93.5	91.4	99.4
March, 1938	88.5	79.4	97.9	88.3	84.3	90.5
<u>1938</u>						
January	75.0	70.4	84.4	74.6	69.6	77.9
February	76.9(f)	70.7	81.9	78.1	71.9	80.8
March	88.5	79.4	97.9	88.3	84.3	90.5
% Change,						
<u>March, 1938</u>	-6.3	-9.2	-1.8	-5.6	-7.8	-9.0
<u>March, 1937</u>						
Hardware Stores						
March, 1935	64.9	53.2	71.3	65.5	60.8	81.1
March, 1936	69.5	66.3	78.6	62.7	69.1	81.0
March, 1937	80.7	78.1	90.2	75.5	75.7	105.3
March, 1938	81.8	79.2	94.2	79.6	75.8	81.9
<u>1938</u>						
January	67.7(f)	73.8	72.5	73.2	57.0	66.0
February	62.6	65.0	67.5	64.7	55.4	66.7
March	81.8	79.2	94.2	79.6	75.8	81.9
% Change,						
<u>March, 1938</u>	+1.5	+1.4	+4.4	+5.4	+0.1	-22.2
<u>March, 1937</u>						
Music and Radio Stores						
March, 1936	78.6	70.6	83.7	77.3	72.6	82.0
March, 1937	94.1	82.2	101.5	94.0	87.5	88.9
March, 1938	89.9	77.7	82.7	97.5	89.7	79.0
<u>1937</u>						
December	144.1(f)	170.2	162.8	140.3	116.5	150.6
<u>1938</u>						
January	87.0	91.8	88.5	92.8	70.9	81.1
February	75.8	74.4	87.4	75.7	61.0	71.0
March	89.9	77.7	82.7	97.5	89.7	79.0
% Change,						
<u>March, 1938</u>	-4.5	-5.5	-18.5	+3.7	+2.5	-11.1
<u>March, 1937</u>						

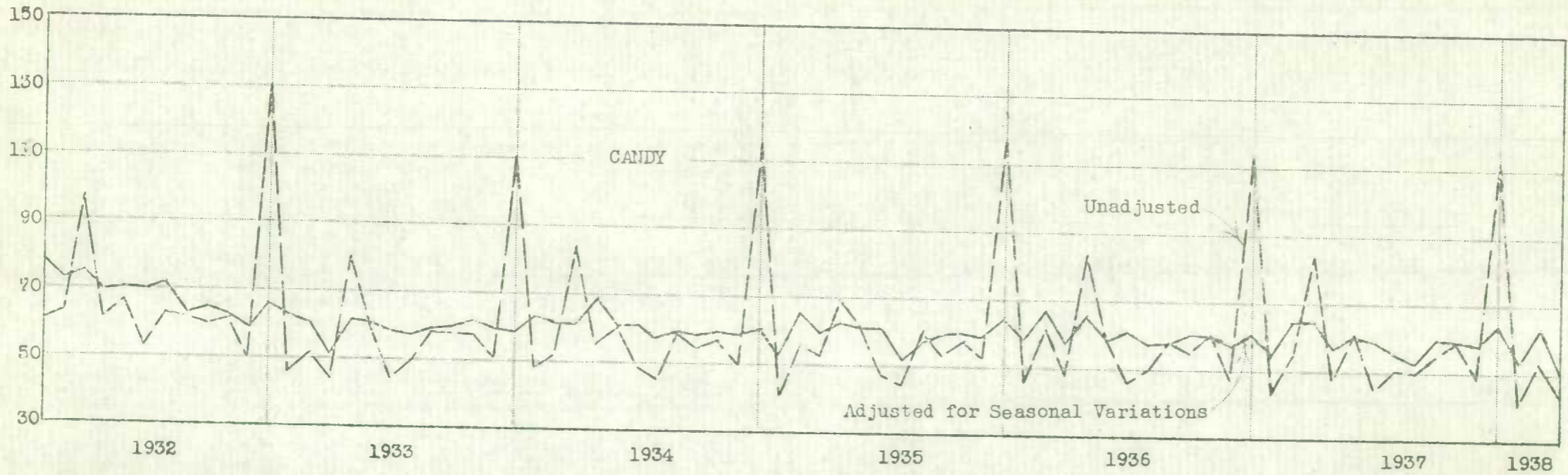
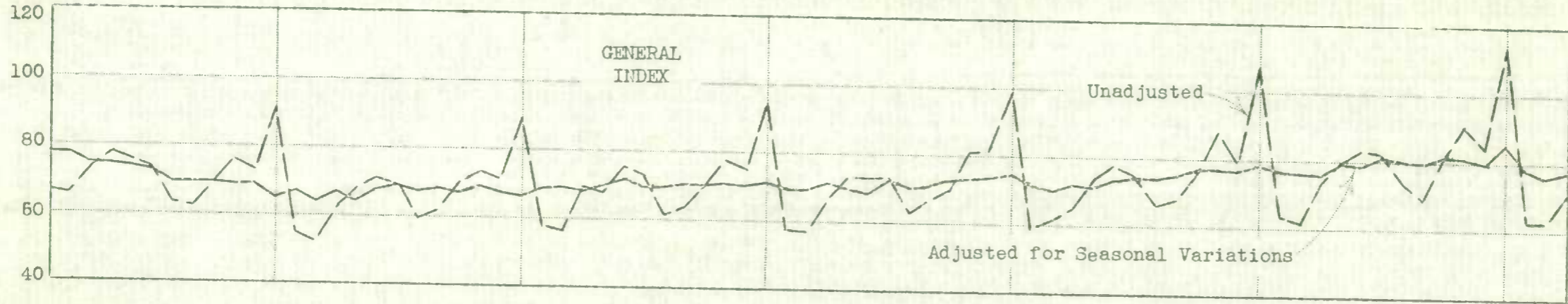
(f) Final figures.

DEPARTMENTAL STORE SALES IN CANADA BY SELECTED DEPARTMENTS

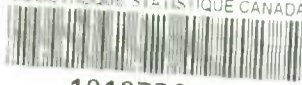
March, 1937, and March, 1938
(Based on sales of 23 firms)

	March 1937	March 1938	% Change 1938/37
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	17,206,421	16,229,595	-5.7
1. Women's dresses, coats and suits	1,737,303	1,640,177	-5.6
2. Girls' and infants' wear	474,649	428,166	-9.8
3. Hosiery and gloves	766,101	759,840	-0.8
4. Lingerie and corsets	742,035	676,042	-8.9
5. Millinery	323,668	265,365	-18.0
6. Women's and children's apparel - (Total 1 - 5)	4,044,256	3,769,590	-6.8
7. Men's and boy's clothing and furnishings ...	1,322,184	1,632,831	-10.4
8. Drugs and toilet articles and preparations .	554,312	538,034	-2.9
9. Piece Goods	1,399,785	1,336,236	-4.5
10. Smallwares	621,431	589,967	-5.1
11. Food and kindred products	1,887,751	1,834,212	-2.8
12. Furniture (including mattresses, springs) ..	973,709	862,979	-11.4
13. Home furnishings	1,203,087	1,122,690	-7.1
14. Household appliances and electrical supplies	382,464	376,773	-1.5
15. Hardware and kitchen utensils	637,782	629,893	-1.2
16. Radios, musical instruments and supplies ...	253,975	242,233	-4.6
17. Shoes and other footwear	1,277,285	1,210,267	-5.2
18. Stationery, books and magazines	254,138	236,275	-7.0
19. All other departments, total	1,889,262	1,847,615	-2.2

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



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