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DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 8

No. 7

RETAIL SALES

IN

CANADA

JULY 1938

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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RETAIL SALES IN CANADA, JULY, 1938.
(Indexes of Value)

Dollar retail sales in Canada averaged 6 per cent lower in July this year than last and were down 15 per cent from June according to composite figures for 12 different lines of retail business. The unadjusted general index (on the base 1930=100) stands at 69.6 for July, 81.4 for June and 74.2 for July, 1937.

The decline from 1937 may be attributed in part to the fact that there was one more business day in July last year than this. Indexes, adjusted both for number of business days and for normal seasonal variations indicate that the underlying trend in consumer purchasing was at the same level in July as in the spring months of this year. The seasonally adjusted index stood at 76.1 for April, 76.2 for May and rose to 80.2 in June. This gain was offset by a more than normal seasonal reduction in July, the adjusted index for that month returning to 76.2.

All lines of trade were down in July this year compared with last, losses ranging from 2 per cent for groceries and meats to 16 per cent for women's clothing stores and furniture stores being recorded. Declines for other trades were as follows: hardware, 3 per cent; drugs, 6 per cent; restaurants, 6 per cent; candy, 7 per cent; shoes, 9 per cent; variety, 9 per cent; department stores, 9 per cent; men's clothing, 12 per cent; music and radio stores, 15 per cent.

Results by geographical divisions indicate that sales made a better showing in July of this year compared with last in the Prairie Provinces than in other regions. Department store sales were down by 5 per cent in the Prairie Provinces compared with 8 per cent in British Columbia, 10 per cent in Quebec, 11 per cent in Ontario, and 18 per cent in the Maritime Provinces.

Total sales for 22 departmental stores reporting sales by departments averaged 9 per cent lower in July this year than last. All departments were down from a year ago, the decline for the food department being least at 2 per cent. Women's and children's apparel was down 7 per cent, men's and boys' clothing and furnishings, 9 per cent and shoes, 10 per cent. Results for the various departments are shown in the table attached.

Corresponding-Month Comparison of Retail Sales in Canada, by Kinds of Business

	June, 1938			July, 1938		
	+ or - p.c. compared with			+ or - p.c. compared with		
	June, 1930	June, 1937	May, 1938	July, 1930	July, 1937	June, 1938
General Index	-16.4	- 1.2	+ 4.8	-22.9	- 6.2	-14.5
Boots and Shoes	- 7.1	- 2.6	+44.1	-23.7	- 8.8	-32.9
Candy	-43.8	- 4.5	-21.7	-45.6	- 7.1	+10.0
Men's Clothing	-29.4	- 5.6	+17.0	-31.1	-11.5	-22.6
Women's Clothing	-41.9	- 5.4	+14.7	-50.9	-16.2	-29.2
Departmental	-18.6	- 3.6	+ 6.4	-31.8	- 9.4	-26.9
Drugs	-21.8	- 1.3	+ 3.4	-23.3	- 5.5	- 0.9
Furniture	-18.6	-16.3	-19.2	-10.4	-16.1	-19.3
Groceries and Meats	- 3.5	+ 6.7	+ 4.2	- 8.5	- 1.6	- 2.9
Hardware	+ 1.3	+ 1.1	- 3.9	- 5.5	- 2.6	-12.3
Music and Radio	-19.0	-13.5	-18.2	-27.8	-14.8	-19.1
Restaurants	-50.7	- 6.4	- 3.8	-49.6	- 6.3	+ 6.2
Variety	+ 0.5	- 5.2	+10.0	- 3.9	- 9.3	- 3.3

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
July, 1929	103.2	102.9	114.3	117.2	118.2	112.5	104.9	104.3	122.7	104.2	104.3	122.7	115.7	115.6	124.3
July, 1930	90.3	89.6	99.6	96.9	96.9	92.3	86.7	85.9	101.1	86.4	86.1	101.3	96.9	95.4	103.7
July, 1931	79.9	78.8	87.5	93.0	92.7	89.3	70.4	69.2	81.4	65.4	64.7	73.1	71.2	70.3	75.6
July, 1932	63.6	62.7	69.7	82.6	80.1	77.0	63.2	61.0	71.7	52.7	51.5	60.6	58.5	57.1	61.4
July, 1933	59.1	60.7	67.4	69.7	71.6	70.2	50.0	48.5	57.1	47.8	49.5	58.3	53.1	55.0	59.2
July, 1934	60.5	62.2	69.1	68.6	71.1	71.8	46.8	47.9	56.4	52.1	53.8	63.3	55.5	57.2	61.5
July, 1935	61.9	61.8	70.2	70.0	70.6	73.5	44.0	43.8	51.5	57.7	57.7	67.9	56.3	56.3	60.5
July, 1936	66.0	65.0	73.9	69.5	69.3	73.7	49.9	49.1	57.7	57.6	56.9	70.2	51.5	50.9	59.8
July, 1937	74.2	70.7	80.4	81.0	76.3	81.2	50.8	47.5	55.9	67.2	63.2	78.1	56.8	53.4	62.8
July, 1938	69.6	68.6	76.2	73.9	71.7	76.3	47.2	47.1	55.4	59.5	58.2	71.8	47.6	46.4	54.6
<u>1937</u>															
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	59.5	92.3	93.0	75.6	69.0	69.4	62.5
December	115.0	117.5	85.8	129.2	137.3	97.4	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(f)	59.0	57.7	76.9	44.4	43.9	51.7	57.2	55.2	71.2	54.6	52.8	67.7
April	84.0	83.0	76.1	91.9	89.1	75.5	77.7	74.9	57.6	82.7	80.8	72.8(f)	83.1	81.1	64.8
May	77.7	80.1	76.2	76.5	78.7	64.0	54.8	56.1	57.2(f)	65.7	68.1	66.2	58.6	60.7	56.7(f)
June	81.4	81.0	80.2	110.2	110.3	76.6(f)	42.9	43.6	56.6	76.9	76.6	72.3	67.2	66.9	59.2
July	69.6	68.6	76.2	73.9	71.7	76.3	47.2	47.1	55.4	59.5	58.2	71.8	47.6	46.4	54.6

(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)			Furniture (26 Firms)			Groceries and Meats (b) (34 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
July, 1929	91.9	91.1	113.8	106.8	105.4	108.7	102.6	101.7	145.3	106.2	107.1	109.3
July, 1930	83.1	82.0	102.5	99.0	97.1	100.1	70.3	69.6	99.4	96.6	96.7	98.6
July, 1931	71.7	70.5	88.2	89.9	87.9	90.6	58.7	58.1	83.0	90.4	89.4	91.2
July, 1932	54.5	55.0	68.8	75.6	73.6	75.9	40.0	40.0	55.6	75.9	73.3	74.8
July, 1933	52.8	54.2	67.7	68.0	66.9	68.9	41.5	42.5	56.0	68.9	71.8	73.2
July, 1934	54.2	55.6	69.5	68.9	69.3	71.5	50.0	51.3	65.8	67.9	70.4	71.8
July, 1935	55.4	54.9	72.2	71.4	70.4	72.5	55.5	54.9	70.4	69.2	69.7	71.1
July, 1936	57.7	56.8	74.7	75.1	73.3	75.6	62.5	61.8	79.3	76.5	75.5	77.1
July, 1937	62.6	60.9	80.1	80.3	76.7	79.0	75.1	72.7	93.2	89.8	83.6	85.3
July, 1938	56.7	57.3	75.4	75.9	73.9	76.2	63.0	63.1	81.0	88.4	85.4	87.1
<u>1937</u>												
August	64.8	64.2	80.3	78.6	79.1	80.7	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	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	103.8	100.4	89.7	93.2	86.7	86.7
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
<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(f)	79.0	77.4	76.6	66.7	63.8	73.4	89.7	87.6	91.2
April	79.5	80.4	75.8	76.9	75.8	76.6	89.5	89.6	76.6	94.9	91.6	85.6(f)
May	72.9	74.9	73.4	74.1	74.5	77.6(f)	96.7	99.2	78.8(f)	87.3	90.8	88.1
June	77.6	76.6	74.4	76.6	77.5	76.8	78.1	77.4	78.1	91.0	90.9	90.9
July	56.7	57.3	75.4	75.9	73.9	76.2	63.0	63.1	81.0	88.4	85.4	87.1

(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
July, 1929	119.4	117.6	121.2	83.3	82.1	136.8	122.1	119.8	116.3	122.1	122.8	122.8
July, 1930	99.5	98.0	101.1	56.8	55.9	93.2	105.4	103.4	100.4	95.9	96.0	96.0
July, 1931	86.2	85.0	86.7	48.5	47.7	78.3	90.3	88.3	85.7	91.9	91.7	91.7
July, 1932	62.8	64.4	65.0	24.1	24.7	39.2	63.2	62.0	60.2	83.5	81.1	81.1
July, 1933	61.3	62.8	61.6	22.5	23.1	35.5	56.4	55.5	53.9	76.1	78.7	78.7
July, 1934	71.8	73.6	70.1	24.7	25.3	38.9	54.1	53.8	52.2	79.2	81.9	81.9
July, 1935	78.1	76.9	71.9	26.6	26.2	40.4	51.2	50.2	48.8	82.8	83.3	83.3
July, 1936	83.2	81.7	74.3	42.0	41.4	53.1	55.8	54.6	53.0	88.8	88.7	88.7
July, 1937	96.5	94.7	86.1	48.1	47.5	60.9	56.7	55.0	53.4	101.7	95.9	95.9
July, 1938	94.0	96.0	87.3	41.0	42.1	53.9	53.1	52.1	50.6	92.2	89.6	89.6
<u>1937</u>												
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	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(f)	55.6	57.0	61.3(f)	52.4	52.5	52.0(f)	91.0	88.4	95.1
May	111.5	113.8	83.7	62.0	63.6	55.8(f)	52.0	51.8	51.8	86.6	89.7	89.7
June	107.2	105.2	88.4	50.7	50.0	55.0	50.0	50.8	50.3	95.3	95.5	92.7(f)
July	94.0	96.0	87.3	41.0	42.1	53.9	53.1	52.1	50.6	92.2	89.6	89.6

(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)

	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
Men's Clothing Stores								
July, 1936 ...	80.7	95.1	87.9	78.0	73.5	67.9	79.6	82.9
July, 1937 ...	94.3	117.6	104.6	92.0	84.1	70.4	84.2	95.9
July, 1938 ...	83.5	94.1	86.9	79.8	83.3	67.3	86.1	97.9
<u>1938</u>								
January	77.2	83.1	77.3	78.8	72.2	52.4	85.5	77.3
February ...	60.5	68.4	59.7	62.2	60.3	47.1	55.4	59.6
March	80.3	82.1	73.9	83.4	99.2	70.6	81.1	73.6
April	116.1(f)	125.6	120.9	117.3	122.3	98.5	108.4	104.1
May	92.2	99.3	102.8	85.3	97.4	77.8	92.4	106.5
June	107.9	113.7	122.5	102.2	120.0	88.0	102.1	111.0
July	83.5	94.1	86.9	79.8	83.3	67.3	86.1	97.9
% Change, July, 1938 .	-11.5	-20.0	-16.9	-13.3	-1.0	-4.4	+2.3	+2.1
July, 1937								
Women's Clothing Stores								
July, 1936 ...	85.5	87.0	86.9	82.8	89.8	83.4	83.0	93.3
July, 1937 ...	94.2	109.7	97.9	91.7	90.6	81.1	82.4	103.6
July, 1938 ...	78.9	86.6	82.6	74.7	60.4	85.6	81.2	87.9
<u>1938</u>								
January	72.5	88.1	64.9	75.6	65.4	72.3	64.8	73.7
February ...	61.3	63.5	64.0	60.5	62.6	61.1	58.2	59.8
March	90.5	83.6	79.6	92.7	91.9	78.4	103.9	98.7
April	137.8	145.2	147.4	133.5	135.4	132.8	141.9	132.2
May	97.2(f)	121.4	101.9	89.1	99.7	93.7	98.8	108.7
June	111.5	131.5	127.0	106.1	110.9	104.9	104.6	102.2
July	78.9	86.6	82.6	74.7	60.4	85.6	81.2	87.9
% Change, July, 1938 .	-16.2	-21.1	-15.6	-18.5	-33.3	+5.5	-1.5	-15.2
July, 1937								
Grocery and Meat Stores								
July, 1935 ...	87.2	(a)	83.6	85.9	92.7	92.1	90.6	94.6
July, 1936 ...	96.4	(a)	91.0	96.8	103.3	101.9	101.6	96.7
July, 1937 ...	113.3	(a)	101.6	112.8	120.3	132.2	132.6	120.4
July, 1938 ...	111.5	(a)	105.7	113.1	106.8	115.0	128.3	105.9
<u>1938</u>								
January	100.0	(a)	101.5	104.6	78.7	82.3	93.7	95.1
February ...	102.5	(a)	104.0	105.1	85.4	88.3	101.5	102.2
March	113.1	(a)	112.9	116.8	96.0	98.4	112.8	111.3
April	119.7(f)	(a)	122.8	122.7	102.0	105.0	119.2	114.4
May	110.1	(a)	113.7	111.2	95.5	101.0	113.6	107.7
June	114.7	(a)	120.0	113.4	109.1	110.5	122.8	114.6
July	111.5	(a)	105.7	113.1	106.8	115.0	128.3	105.9
% Change, July, 1938 .	-1.6	(a)	+4.0	+0.3	-11.2	-13.0	-3.2	-12.0
July, 1937								
Variety Stores								
July, 1935 ...	92.0	97.2	94.8	89.5	96.6	96.0	86.6	85.5
July, 1936 ...	98.7	103.9	98.9	96.6	101.0	99.8	102.5	99.7
July, 1937 ...	113.1	124.6	116.8	111.5	113.1	99.0	110.6	111.8
July, 1938 ...	102.5	107.2	109.3	98.5	107.3	94.0	115.4	105.6
<u>1938</u>								
January	67.2	66.2	69.3	67.1	64.9	52.8	76.4	71.8
February ...	69.6	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
April	101.1	96.6	107.8	100.0	105.9	82.0	110.6	104.0
May	96.3	95.4	111.8	91.5	99.4	80.5	98.1	99.2
June	105.9(f)	107.5	122.1	101.7	110.3	90.6	104.1	100.2
July	102.5	107.2	109.3	98.5	107.3	94.0	115.4	105.6
% Change, July, 1938 .	-9.3	-14.0	-6.4	-11.7	-5.1	-5.1	+4.3	-5.5
July, 1937								

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations. (b) Unchanged. (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						
July, 1935	73.2	85.0	68.0	71.2	72.7	81.0
July, 1936	76.6	88.1	69.9	75.3	73.9	88.7
July, 1937	83.4	100.6	80.8	80.5	77.8	98.0
July, 1938	75.4	82.6	72.9	71.6	73.7	90.2
<u>1938</u>						
January	75.0	70.4	84.4	74.6	69.6	77.9
February	76.9	70.7	81.9	78.1	71.9	80.8
March	88.6(f)	79.5	97.9	88.4	84.3	90.6
April	105.9	101.9	121.4	105.9	98.2	104.6
May	97.1	103.2	110.8	96.4	89.3	95.4
June	103.3	114.0	117.5	105.5	92.2	97.2
July	75.4	82.6	72.9	71.6	73.7	90.2
% Change, July, 1938	- 9.6	-17.9	- 9.8	-11.1	- 5.3	- 8.0
July, 1937						
Hardware Stores						
July, 1936	109.3	116.9	107.2	120.1	99.1	99.6
July, 1937	126.7	154.7	140.2	128.7	106.1	134.9
July, 1938	123.5	134.0	150.6	128.7	100.8	100.3
<u>1938</u>						
January	67.8	73.8	72.5	73.2	57.3	66.0
February	62.6(f)	63.8	67.5	64.7	55.8	66.7
March	82.6	79.0	93.2	80.6	77.4	88.9
April	116.1	119.0	130.6	108.7	112.6	121.9
May	145.8	151.0	178.7	152.8	119.2	117.6
June	138.9	152.4	157.3	148.5	116.1	113.9
July	123.5	134.0	150.6	128.7	100.8	100.3
% Change, July, 1938	- 2.6	-13.4	+ 7.4	(a)	- 5.0	-25.6
July, 1937						
Music and Radio Stores						
July, 1936	77.4	77.5	78.7	80.3	71.7	70.9
July, 1937	88.8	76.6	88.4	98.1	69.2	81.5
July, 1938	75.6	63.0	72.3	77.5	79.1	79.1
<u>1938</u>						
January	86.8	86.5	88.5	92.8	70.9	81.1
February	75.7	64.5	87.4	76.1	60.6	70.8
March	90.0	66.9	83.3	97.6	89.7	79.2
April	102.5	69.0	101.0	108.4	99.4	94.2
May	114.4(f)	77.7	132.3	114.7	96.4	106.4
June	93.6	91.5	92.8	100.2	86.7	79.0
July	75.6	63.0	72.3	77.5	79.1	79.1
% Change, July, 1938	-14.9	-17.8	-18.2	-21.0	+14.3	- 2.9
July, 1937						

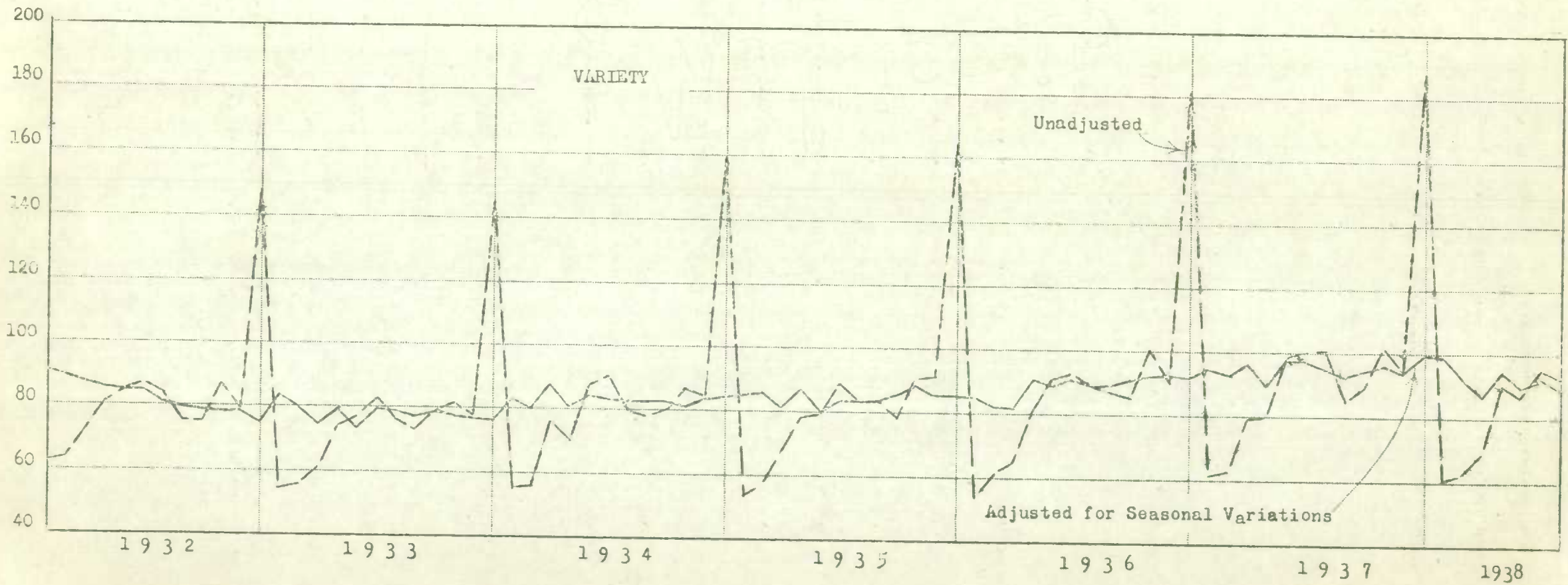
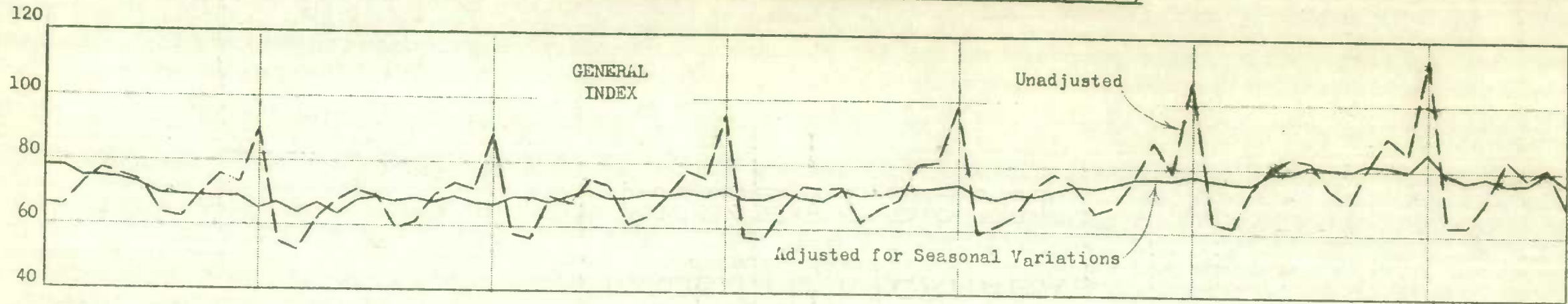
(a) No change.
(f) Final figures.

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

(Based on sales of 22 firms)

	July, 1937	July, 1938	% Change, 1938/37
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	14,973,608	13,663,384	- 8.8
1. Women's dresses, coats and suits	1,158,654	1,118,156	- 3.5
2. Girls' and infants' wear	357,836	321,725	-10.1
3. Hosiery and gloves	578,889	562,735	- 2.8
4. Lingerie and corsets	770,830	672,332	-12.8
5. Millinery	137,868	120,437	-12.6
6. Women's and children's apparel - (Total, 1-5)	3,004,077	2,795,385	- 6.9
7. Men's and boy's clothing and furnishings	1,596,886	1,455,389	- 8.9
8. Drugs and toilet articles and preparations ...	526,530	493,073	- 6.4
9. Piece goods	1,242,359	1,081,030	-13.0
10. Smallwares	497,074	460,792	- 7.3
11. Food and kindred products	1,572,884	1,542,560	- 1.9
12. Furniture (including mattresses, springs)	905,982	826,725	- 8.7
13. Home furnishings ;.....	1,025,703	906,836	-11.6
14. Household appliances and electrical supplies .	389,026	353,161	- 9.2
15. Hardware and kitchen utensils	629,507	547,529	-13.0
16. Radios, musical instruments and supplies	177,155	158,346	-10.6
17. Shoes and other footwear	1,079,958	970,251	-10.2
18. Stationery, books and magazines	182,081	165,273	- 9.2
19. All other departments, total	2,144,386	1,907,034	-11.1

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



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