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DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH

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MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

AUGUST 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, AUGUST, 1938

Composite sales figures for twelve separate lines of retail business indicate that the dollar value of consumer purchasing in Canada averaged 1 per cent lower in August this year than last and was down by a similar percentage from the July level. The 1 per cent decline below August 1937 presents a slight narrowing of the spread which has characterized the corresponding month comparisons for 1937 and 1938 thus far, cumulative figures for the first eight months of the current year averaging 2 per cent below the corresponding eight-month period in 1937. The unadjusted general index of sales, on the base average monthly sales in 1930 equals 100, stands at 68.4 for August, 1938, 69.3 for July and 69.4 for August, 1937.

Of the twelve lines of retail business coming within the scope of this survey, food stores and hardware stores alone reported increased sales over 1937. Grocery and meat stores averaged 3 per cent higher this year than last, both in the August comparison and also for the eight months to date. Hardware stores were up 5 per cent for the month of August and 2 per cent for the eight-month period.

All other groups were down from August last year. Department store sales were down by 3 per cent, drug store and candy store sales registering similar declines. Music and radio stores, restaurants and variety stores all recorded a decrease of 4 per cent from August, 1937. Women's clothing stores were down by 2 per cent; men's clothing stores, 9 per cent; boot and shoe stores, 12 per cent; and, furniture stores, 15 per cent.

Results for departmental stores on a geographical basis show that sales in Quebec compared more favourably with 1937, both for the month of August and for the year to-date than did the other provinces. Department store sales in Quebec averaged 1 per cent higher in August this year than last and were unchanged from last year in the eight month comparison. Averages for the country as a whole showed decreases of 3 per cent for the month and 4 per cent for the cumulative eight-month period.

Sales for 18 departmental firms reporting departmental figures averaged 4 per cent lower in August this year than last. Women's and children's apparel increased 1 per cent and drugs and toilet articles increased fractionally from August 1937 but all other departments reported decreased sales. Piece goods were down 13 per cent; home furnishings, 9 per cent and, hardware and kitchen utensils, 9 per cent. Smaller declines were reported for the other groups for which separate figures are available.

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

	August, 1938			Cumulative Indexes
	+ or - p.c. compared with			
	August 1930	August 1937	July 1938	<u>8 mos. 1938</u> <u>8 mos. 1937</u>
General Index	-24.2	- 1.4	- 1.3	- 1.8
Boots and Shoes	-43.3	-12.2	-30.3	- 5.7
Candy	-53.9	- 2.6	+ 0.6	- 6.0
Men's Clothing	-30.5	- 8.6	-12.6	- 7.2
Women's Clothing	-47.0	- 2.3	-13.0	- 3.4
Departmental	-23.9	- 3.4	+10.4	- 4.0
Drugs	-26.1	- 3.2	+ 0.1	- 3.3
Furniture	-16.2	-14.7	+28.8	-13.3
Groceries and Meats	-16.7	+ 3.1	- 9.8	+ 2.8
Hardware	- 9.5	+ 5.4	+ 3.1	+ 1.7
Music and Radio	-34.8	- 4.4	+ 9.8	- 7.2
Restaurants	-48.2	- 4.1	+ 5.9	- 5.1
Variety	-17.2	- 4.2	-11.5	- 4.6

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
August, 1929	107.3	99.6	114.5	112.1	102.5	120.6	155.0	126.5	129.1	107.2	98.1	140.1	102.9	94.0	123.7
August, 1930	90.2	86.3	99.2	91.7	86.3	101.5	105.9	102.1	104.2	73.7	69.4	99.2	81.2	76.4	100.5
August, 1931	76.6	74.0	85.0	77.7	73.1	88.1	83.6	81.3	82.9	53.6	51.2	73.2	58.5	55.8	73.5
August, 1932	62.2	60.6	69.6	61.5	60.1	74.2	61.7	61.3	62.5	40.2	39.3	56.1	46.0	44.8	59.0
August, 1933	61.3	59.3	68.2	55.7	54.4	68.9	58.2	57.6	58.7	42.9	41.6	59.4	45.9	44.4	58.4
August, 1934	63.4	60.8	69.9	58.2	56.4	72.4	58.6	57.6	58.7	45.5	43.6	62.3	52.3	50.1	65.9
August, 1935	66.4	61.5	70.7	62.6	57.2	74.3	59.2	55.4	56.6	50.3	46.0	65.6	50.5	46.1	60.6
August, 1936	67.9	65.5	75.3	60.7	57.1	75.1	58.3	56.6	57.8	54.6	52.2	71.5	43.6	41.6	59.4
August, 1937	69.4	69.5	79.9	59.2	59.4	78.2	50.1	51.3	52.4	56.0	56.4	77.3	44.0	44.3	63.3
August, 1938	66.4	66.5	76.4	52.0	50.8	66.8	48.8	48.4	49.4	51.2	50.0	68.5	43.0	41.9	59.9
<u>1937</u>															
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	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	57.1	55.3	70.9	54.6	52.8	67.7
April	63.9	63.0	76.1	91.9	89.1	75.5	77.7	74.9	57.6	82.4	80.5	72.5	83.1	81.1	64.8
May	77.7	80.0	76.2	76.5	70.7	64.0	54.0	56.1	57.2	64.9	67.3	65.3	58.6	60.7	56.7
June	81.4	81.0	80.1	110.2	110.3	76.6	43.6	44.3	57.5	76.0	75.7	71.4(f)	67.2	66.9	59.2(f)
July	69.3	68.3	77.6	74.6	72.4	77.0(f)	48.5	48.3	56.8(f)	58.6	57.3	70.7	49.4	48.2	56.7
August	68.4	66.5	76.4	52.0	50.8	66.8	48.8	48.4	49.4	51.2	50.0	68.5	43.0	41.9	59.9

(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)	A	B	C	A	B	C	A	B	C
August, 1929	96.2	90.1	112.7	112.5	107.6	109.8	135.6	127.0	146.0	107.6	97.3	105.8
August, 1930	82.3	80.1	100.1	103.0	100.3	102.4	90.1	87.2	100.3	95.3	88.8	96.5
August, 1931	69.7	68.0	85.0	91.1	89.6	91.4	72.6	70.3	80.8	84.0	79.7	86.6
August, 1932	56.8	54.4	68.0	76.7	75.7	77.3	49.4	47.2	51.9	72.3	71.5	77.7
August, 1933	57.1	54.4	68.0	67.9	66.5	67.9	57.9	55.4	56.6	70.4	68.8	74.8
August, 1934	59.0	56.1	70.1	70.4	68.7	70.1	69.3	66.3	66.3	69.9	67.2	73.1
August, 1935	60.4	56.6	70.8	74.1	70.8	72.2	76.5	71.5	71.5	76.3	69.0	75.0
August, 1936	62.8	61.3	76.6	73.3	72.0	73.5	79.8	79.9	79.9	77.3	73.3	79.6
August, 1937	64.8	64.2	80.3	78.6	79.1	80.7	88.5	87.6	87.6	77.0	78.2	85.0
August, 1938	62.6	59.9	74.9	76.1	75.0	76.5	75.5	72.3	72.3	79.4	78.5	85.3
<u>1937</u>												
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	91.3
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
May	72.9	74.9	73.4	74.1	74.5	77.6(f)	96.7	99.2	78.8(f)	87.2	90.7	88.1
June	77.6	76.6	74.4	76.6	77.5	76.8	78.1	77.3	78.1	90.9	90.8	90.8(f)
July	56.7	57.3	75.3	76.0	74.0	76.3	58.6	58.7	75.2	88.0	85.0	86.7
August	62.6	59.9	74.9	76.1	75.0	76.5	75.5	72.3	72.3	79.4	78.5	85.3

(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.

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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
August, 1929	122.2	115.9	112.5	111.5	105.8	139.2	127.3	123.3	116.3	130.6	119.6	130.0
August, 1930	105.7	104.2	101.1	70.2	69.2	91.0	108.1	106.0	100.0	98.6	92.9	101.0
August, 1931	88.3	87.1	84.5	59.1	58.2	76.6	90.0	88.5	83.5	93.3	88.2	95.9
August, 1932	66.4	63.0	61.2	33.2	31.6	41.5	64.3	63.1	59.5	75.0	73.4	79.8
August, 1933	62.3	59.1	57.4	28.8	27.3	36.0	57.7	56.6	53.4	72.7	70.9	77.0
August, 1934	74.6	70.8	68.8	33.8	32.1	42.2	57.3	56.0	52.9	77.7	75.5	82.1
August, 1935	78.2	74.2	72.0	35.2	33.4	44.0	55.4	53.6	50.6	83.7	76.6	83.3
August, 1936	82.5	81.0	78.6	41.1	40.6	52.7	57.3	56.4	53.2	87.1	82.5	89.6
August, 1937	90.8	89.2	86.6	47.9	47.3	61.4	58.4	58.1	54.8	85.2	85.7	93.1
August, 1938	95.7	90.5	87.9	45.3	43.5	56.5	56.0	55.0	51.9	81.6	79.9	86.8
<u>1937</u>												
September	102.8	104.9	87.4	68.3	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	52.4	52.5	52.0	91.0	88.4	95.1
May	111.5	113.0	83.7	62.0	63.6	55.8	52.0	51.8	51.0	86.6	89.7	89.7
June	107.0	105.0	80.3	50.9	50.2	55.2(f)	50.0	50.8	50.3	95.1	95.4	92.6
July	92.0	94.8	86.2	41.7	42.8	54.9	52.9	51.9	50.4(f)	92.2	89.6	89.6(f)
August	95.7	90.5	87.9	45.3	43.5	56.5	56.0	55.0	51.9	81.6	79.9	86.8

(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								
August, 1936..	76.6	88.8	79.1	73.6	72.5	67.6	71.8	90.9
August, 1937..	78.6	93.6	83.5	76.0	73.7	53.8	68.6	96.6
August, 1938..	71.8	84.3	72.5	68.2	62.7	66.4	71.3	87.8
1938								
March	80.0	82.1	73.9	83.4	99.2	70.6	81.1	70.8
April	115.6	125.6	120.9	117.3	122.3	98.5	108.4	98.2
May	91.1(f)	99.3	102.8	85.3	97.9	77.8	92.1	94.5
June	106.6	114.0	121.5	103.5	120.6	88.1	100.1	94.0
July	82.2	95.4	87.4	79.3	83.6	67.9	86.3	83.7
August	71.8	84.3	72.5	68.2	62.7	66.4	71.3	87.8
% Change, August, 1938 August, 1937	- 8.6	- 9.9	-13.2	-10.3	-14.9	+23.4	+ 3.9	- 9.1
% Change, Jan.-Aug.1938 Jan.-Aug.1937	- 7.2	- 3.4	- 9.2	- 8.3	+ 0.7	-10.9	+ 4.4	- 8.1
Women's Clothing Stores								
August, 1936..	72.3	82.0	73.5	70.0	71.2	64.3	65.1	82.8
August, 1937..	73.0	90.1	72.6	68.5	79.0	57.8	65.5	91.4
August, 1938..	71.3	(b)	69.8	63.9	69.0	69.5	71.7	91.1
1938								
May	97.2	121.4	101.9	89.1	99.7	93.7	98.8	108.7
June	111.6(f)	131.9	127.0	106.0	110.9	104.9	104.6	102.2
July	82.0	96.7	82.6	77.8	81.7	85.6	82.5	88.4
August	71.3	(b)	69.8	63.9	69.0	69.5	71.7	91.1
% Change, August, 1938 August, 1937	- 2.3	(b)	- 3.9	- 6.7	-12.7	+20.2	+ 9.5	- 0.3
% Change, Jan.-Aug.1938 Jan.-Aug.1937	- 3.4	(b)	- 6.6	- 4.9	- 2.8	+ 2.1	+ 2.9	- 2.3
Grocery and Meat Stores								
August, 1935..	96.3	(a)	90.6	94.3	104.3	112.4	105.4	102.1
August, 1936..	97.5	(a)	87.5	97.6	105.8	117.4	104.6	102.1
August, 1937..	97.1	(a)	85.4	94.2	107.1	119.9	123.8	112.2
August, 1938..	100.2	(a)	94.4	100.1	93.2	(b)	116.8	103.3
1938								
May	110.0	(a)	113.7	111.0	95.5	100.4	113.7	107.7
June	114.6(f)	(a)	120.0	113.2	109.1	109.2	122.8	114.6
July	111.0	(a)	105.3	112.8	106.8	113.5	122.5	106.3
August	100.2	(a)	94.4	100.1	93.2	(b)	116.8	103.3
% Change, August, 1938 August, 1937	+ 3.1	(a)	+10.5	+ 6.3	-13.0	(b)	- 5.7	- 7.9
% Change, Jan.-Aug.1938 Jan.-Aug.1937	+ 2.8	(a)	+ 5.8	+ 5.1	-10.2	(b)	+ 0.8	- 5.3
Variety Stores								
August, 1935..	93.0	98.3	96.1	92.4	86.6	87.9	93.2	91.3
August, 1936..	96.8	104.9	97.6	94.4	94.8	94.9	93.3	102.8
August, 1937..	94.7	108.6	97.7	91.6	88.9	79.7	94.9	104.7
August, 1938..	90.7	100.4	97.1	85.2	88.5	80.8	96.3	105.7
1938								
May	96.3	95.4	110.8	91.5	99.4	80.5	98.1	99.2
June	105.7	107.5	121.1	101.4	110.3	90.6	104.1	100.2
July	102.5(f)	107.3	107.9	98.8	107.3	94.0	115.4	105.6
August	90.7	100.4	97.1	85.2	88.5	80.8	96.3	105.7
% Change, August, 1938 August, 1937	- 4.2	- 7.6	- 0.6	- 7.0	- 0.4	+ 1.4	+ 1.5	+ 1.0
% Change, Jan.-Aug.1938 Jan.-Aug.1937	- 4.6	- 5.5	- 2.6	- 6.7	+ 0.3	-11.8	+ 6.0	+ 1.0

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual opera-
(b) 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						
August, 1935	80.5	84.1	75.9	77.7	79.0	95.2
August, 1936	83.8	85.1	83.0	81.8	80.7	96.5
August, 1937	86.3	93.7	87.3	82.7	79.7	105.4
August, 1938	83.3	84.9	88.2	79.2	78.2	99.4
1938						
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	82.0	73.5	71.3	73.5	90.4
August	83.3	84.9	88.2	79.2	78.2	99.4
% Change, August, 1938 August, 1937	- 3.4	- 9.4	+ 1.0	- 4.2	- 1.9	- 5.7
% Change, Jan.-Aug., 1938 Jan.-Aug., 1937	- 4.0	- 8.3	+ 0.1	- 4.5	- 5.0	- 3.9
Hardware Stores						
August, 1936	108.3	111.0	116.7	105.7	106.8	99.1
August, 1937	119.2	124.7	142.2	113.1	109.0	119.0
August, 1938	125.7	132.8	164.2	109.6	121.3	108.2
1938						
February	62.6	63.8	67.5	64.7	55.8	66.7
March	82.7	79.0	93.2	80.6	77.4	90.0
April	116.4(f)	119.0	130.8	108.7	112.6	127.1
May	146.4	151.0	179.5	152.8	119.2	123.9
June	140.5	156.1	161.4	145.7	120.1	117.6
July	121.9	138.3	147.9	123.3	101.5	102.9
August	125.7	132.8	164.2	109.6	121.3	108.2
% Change, August, 1938 August, 1937	+ 5.4	+ 6.5	+15.5	- 3.0	+11.3	- 9.1
% Change, Jan.-Aug., 1938 Jan.-Aug., 1937	+ 1.7	+ 3.0	+ 6.3	+ 3.5	- 1.3	-12.7
Music and Radio Stores						
August, 1936	75.9	73.4	71.6	72.6	92.8	75.6
August, 1937	88.4	71.2	90.3	89.4	91.0	80.2
August, 1938	84.4	(b)	82.2	88.6	89.8	77.5
1938						
April	102.5	69.0	101.0	108.4	99.4	94.2
May	114.4	77.7	132.3	114.7	96.4	106.4
June	93.9(f)	91.5	93.7	100.2	88.8	78.5
July	77.0	64.0	74.2	79.0	78.7	79.6
August	84.4	(b)	82.2	88.6	89.8	77.5
% Change, August, 1938 August, 1937	- 4.4	(b)	- 9.0	- 0.9	- 1.3	- 3.4
% Change, Jan.-Aug., 1938 Jan.-Aug., 1937	- 7.2	(b)	- 9.6	- 6.3	- 3.9	- 7.3

(b) Not available.
(f) Final figures.

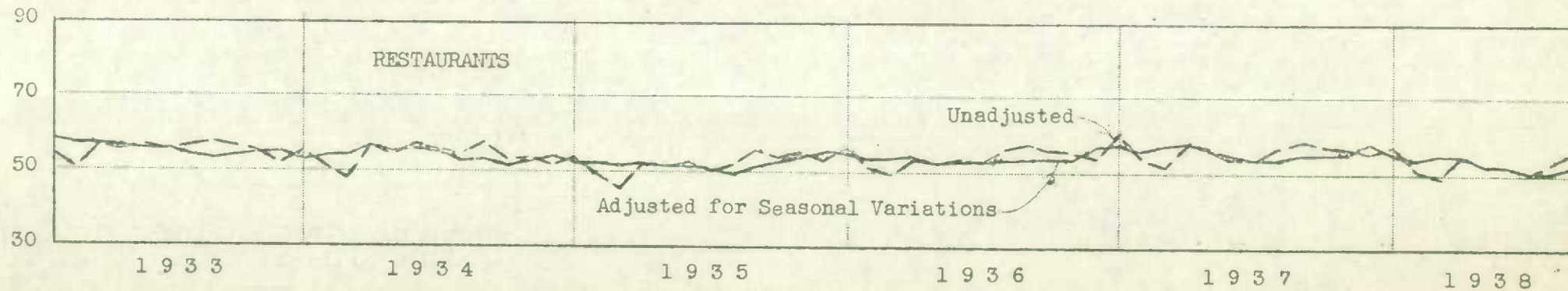
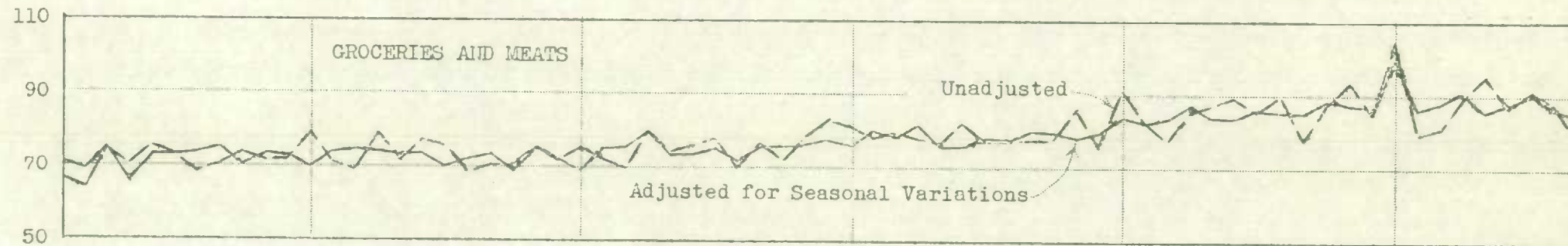
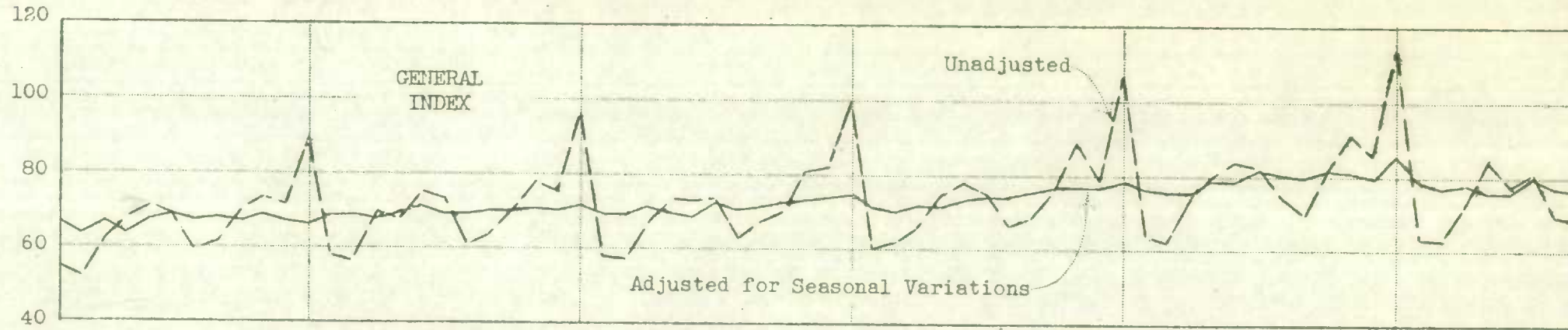
DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

AUGUST, 1937, AND AUGUST, 1938

(Based on sales of 18 firms)

	August 1937	August 1938	% Change, 1938/37
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	15,137,802	14,534,175	- 4.0
1. Women's dresses, coats and suits	1,214,413	1,251,855	+ 3.1
2. Girls' and infants' wear	356,449	348,119	- 2.3
3. Hosiery and gloves	528,939	544,846	+ 3.0
4. Lingerie and corsets	572,533	556,648	- 2.8
5. Millinery	166,983	169,946	+ 1.8
6. Women's and children's apparel - (Total, 1-5)	2,839,317	2,871,714	+ 1.1
7. Men's and boys' clothing and furnishings	1,387,681	1,317,177	- 5.1
8. Drugs and toilet articles and preparations ...	484,550	486,860	+ 0.5
9. Piece goods	1,321,893	1,148,930	-13.1
10. Smallwares	513,338	486,771	- 5.2
11. Food and kindred products	1,547,952	1,503,402	- 2.9
12. Furniture (including mattresses, springs)	1,489,081	1,404,143	- 5.7
13. Home furnishings	1,228,241	1,112,231	- 9.4
14. Household appliances and electrical supplies..	445,669	443,254	- 0.5
15. Hardware and kitchen utensils	565,295	516,785	- 8.6
16. Radios, musical instruments and supplies	267,432	250,355	- 6.3
17. Shoes and other footwear	1,023,825	996,103	- 2.7
18. Stationery, books and magazines	225,070	210,212	- 6.6
19. All other departments, total	1,798,458	1,786,338	- 0.7

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



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