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MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

SEPTEMBER 1938



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MONTHLY INDEXES OF RETAIL SALES IN CANADA, SEPTEMBER, 1938

The general index of retail sales, as compiled from composite figures for twelve lines of business gained 16 per cent in September over August but was 3 per cent lower than in September, 1937. The unadjusted index, on the base 1930 equals 100, stands at 79.4 for September 1938, 68.4 for August, 1938 and 81.7 for September a year ago.

The 3 per cent decline in dollar sales in September of this year compared with last is about on a par with the experience of the year to-date, sales for the first nine months of 1938 averaging 2 per cent lower than for the same period of 1937. After making allowances for differences in the numbers of business days, the September gain from August this year was somewhat better than the usual seasonal movement, the general index, adjusted both for number of business days and also for normal seasonal effects, advancing from 76.4 in August to 78.9 in September.

Food stores and drug stores only reported increases over September, 1937. Grocery and meat store sales increased 2 per cent, while drug store sales were fractionally higher. Department store sales were down 4 per cent and variety store sales, 1 per cent. Men's and women's clothing stores reported declines of 7 and 4 per cent respectively, while boot and shoe store sales fell off 1 per cent. Restaurant receipts were 6 per cent lower and candy store sales, 7 per cent lower. Sales in the household lines recorded the largest declines; 17 per cent for furniture stores and 11 per cent for music and radio stores. Hardware store sales declined 5 per cent.

Department store sales on a regional basis show that sales in Ontario were unchanged from September, 1937, while for the January to September period, sales were 4 per cent lower than in the same period last year. Sales in the Maritime Provinces were down 10 per cent in September and 9 per cent for the year to date. Quebec, British Columbia and the Prairie Provinces were all down about 6½ per cent from September, 1937, while sales to the end of September ranged from 1 to 5 per cent below sales for the similar period of last year.

Sales of 20 departmental firms reporting sales by departments averaged 3 per cent lower than in September, 1937. Shoes were 2 per cent higher; books, 1 per cent higher; while furniture sales were also slightly above sales in September last year. All other departments recorded declines; piece goods were down 8 per cent; radios and musical instruments, 7 per cent; men's clothing, 6 per cent; and hardware, 6 per cent. Lesser declines are shown for other groups covered in this summary.

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

Kind of Business	September, 1938			Cumulative Indexes
	+ or - p.c. compared with			
	September 1930	September 1937	August 1938	9 mos. 1938 9 mos. 1937
General Index	- 18.4	- 2.8	+ 16.1	- 1.9
Boots and Shoes	- 8.6	- 1.3	+ 53.3	- 5.0
Candy	- 41.2	- 6.5	+ 8.2	- 6.3
Men's Clothing	- 14.3	- 6.8	+ 37.5	- 7.0
Women's Clothing	- 34.9	- 4.2	+ 31.7	- 3.4
Departmental	- 22.4	- 4.2	+ 24.2	- 4.0
Drugs	- 15.7	+ 0.4	+ 3.0	- 2.9
Furniture	- 15.7	- 16.6	+ 13.4	- 13.7
Groceries and Meats	- 7.1	+ 1.5	+ 11.0	+ 2.7
Hardware	- 9.9	- 5.3	+ 2.3	+ 0.7
Music and Radio	- 45.8	- 10.6	+ 31.4	- 7.4
Restaurants	- 46.5	- 5.5	- 4.3	- 5.1
Variety	- 3.9	- 0.7	+ 9.0	- 4.1

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
September, 1929	109.7	116.5	114.2	111.3	118.3	124.5	107.4	113.2	121.7	119.7	127.3	138.4	96.3	102.3	113.7
September, 1930	97.3	100.2	98.2	89.4	92.7	97.6	87.8	90.1	96.8	83.4	86.2	93.6	88.0	90.8	100.9
September, 1931	83.9	86.1	84.4	80.6	83.9	88.3	74.9	76.4	82.2	63.8	65.3	71.0	65.0	66.5	73.9
September, 1932	69.6	70.6	69.2	68.1	70.0	72.9	59.8	60.6	65.1	55.4	56.1	61.0	53.2	53.7	59.7
September, 1933	69.9	68.7	67.3	68.2	66.1	68.1	57.6	55.4	59.6	56.0	53.9	58.6	54.7	52.6	58.4
September, 1934	69.7	71.2	69.8	71.5	71.5	72.9	54.2	54.0	58.0	56.1	56.1	61.0	57.7	57.6	64.0
September, 1935	69.5	73.0	72.3	68.7	73.0	73.0	52.6	55.4	59.6	59.5	63.3	68.8	52.1	55.3	61.5
September, 1936	76.1	78.0	76.5	73.5	76.6	75.1	55.1	56.2	60.4	70.0	71.7	71.7	56.6	57.9	59.7
September, 1937	81.7	83.4	81.8	82.8	85.5	83.0	55.2	56.1	60.3	76.7	78.2	78.2	59.8	60.9	62.8
September, 1938	79.4	80.5	78.9	81.7	84.1	81.6	51.6	52.2	56.2	71.5	72.3	72.3	57.3	57.9	59.6
<u>1937</u>															
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	60.6
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(c)
April	84.0	83.0	76.2(f)	91.9	89.1	75.5	77.7	74.9	57.6	82.4	80.5	72.5	83.1	81.1	63.3(c)
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(f)	67.2	66.9	59.2
July	69.3	68.3	77.6	74.6	72.4	77.0	48.5	48.3	56.8(f)	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(f)	47.7	47.4	48.4	52.0	50.8	69.6	43.5	42.4	60.6
September	79.4	80.5	78.9	81.7	84.1	81.6	51.6	52.2	56.2	71.5	72.3	72.3	57.3	57.9	59.6

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

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

(c) Index numbers adjusted for seasonal variations revised for March and April, 1938.

(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
September, 1929	107.5	114.5	110.1	101.2	105.4	107.6	131.4	140.0	126.1	104.5	111.1	111.1
September, 1930	99.9	102.6	98.7	93.4	95.3	97.2	101.4	104.1	93.8	94.8	98.3	98.3
September, 1931	82.4	84.6	81.3	86.5	87.7	89.5	85.3	87.5	78.2	88.4	91.0	91.0
September, 1932	68.6	69.9	67.2	74.3	75.1	76.6	64.3	65.9	55.4	75.7	76.4	76.4
September, 1933	71.3	71.8	69.0	69.3	68.3	69.7	68.8	68.9	57.4	73.8	69.9	69.9
September, 1934	72.2	75.7	72.8	69.8	70.4	71.9	76.2	79.1	65.9	69.7	68.6	68.6
September, 1935	71.6	76.3	73.4	69.8	72.6	74.1	80.7	85.9	71.6	71.1	75.5	75.5
September, 1936	78.8	80.9	77.8	73.4	74.2	75.8	91.6	93.9	78.3	77.2	79.3	79.3
September, 1937	80.9	82.8	79.6	78.4	79.3	80.9	102.5	105.1	87.6	86.8	88.4	88.4
September, 1938	77.5	78.9	75.9	78.7	79.4	81.0	85.5	84.6	70.5	88.1	88.7	88.7
<u>1937</u>												
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	79.0	77.4	76.6	66.7	63.8	73.4	89.7	67.6	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(f)	78.1	77.3	78.1	90.9	90.8	90.8(f)
July	56.6	57.3	75.3(f)	75.9	73.8	76.1	58.6	58.7	75.2	88.1	85.0	86.7
August	62.4	59.8	74.7	76.4	75.3	76.8	75.4	72.1	72.1	79.4	78.4	85.3
September	77.5	78.9	75.9	78.7	79.4	81.0	85.5	84.6	70.5	88.1	88.7	88.7

(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
September, 1929	139.8	149.2	132.0	163.2	174.2	137.1	114.7	117.8	112.2	108.3	115.2	118.8
September, 1930	108.1	110.8	98.0	113.4	116.2	91.5	100.4	101.7	96.9	92.8	96.0	99.0
September, 1931	91.8	94.1	83.3	84.2	86.3	66.4	86.1	87.3	83.1	87.6	90.5	93.3
September, 1932	69.3	71.0	62.3	56.7	58.2	43.4	64.2	64.8	61.7	75.0	76.9	79.3
September, 1933	68.4	70.1	60.4	43.8	45.0	33.1	56.5	56.6	53.9	79.2	76.7	79.0
September, 1934	76.4	81.6	69.1	52.8	56.5	41.2	52.6	53.5	50.9	79.9	79.7	82.2
September, 1935	80.5	86.0	72.2	52.3	55.9	40.8	53.0	54.5	51.9	77.9	83.0	85.5
September, 1936	89.3	91.1	76.0	63.1	64.7	54.4	55.3	56.1	53.4	85.5	88.4	91.1
September, 1937	102.8	104.9	87.4	68.8	70.7	59.4	56.8	57.6	54.9	89.8	92.5	95.4
September, 1938	97.4	99.4	82.9	61.5	63.1	53.0	53.7	54.3	51.7	89.2	91.5	94.4
1937												
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
1938												
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	113.8	83.7	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(f)	50.0	50.8	50.3	95.1	95.4	92.6
July	93.3	95.2	86.6	42.1	43.2	55.4	52.9	51.9	50.4(f)	92.2	89.6	89.6
August	95.2	90.0	87.4	46.8	44.5	57.8	56.1	55.1	51.9	81.8	80.1	87.1(f)
September	97.4	99.4	82.9	61.5	63.1	53.0	53.7	54.3	51.7	89.2	91.5	94.4

(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								
September, 1936	98.2	90.7	91.8	92.5	112.1	144.9	112.2	109.9
September, 1937	107.5	100.0	108.7	108.1	128.8	83.2	114.9	109.0
September, 1938	100.3	90.0	95.2	99.6	115.8	120.4	105.5	96.1
1938								
June.....	106.6(f)	114.0	121.5	103.5	120.6	88.1	100.1	94.0
July.....	82.3	95.1	87.3	79.4	83.7	68.0	86.3	83.7
August.....	72.9	84.6	73.4	70.3	69.3	63.1	69.9	86.6
September.....	100.3	90.0	95.2	99.6	115.8	120.4	105.5	96.1
% Change,								
September, 1938	- 6.8	-10.0	-12.4	- 7.9	-10.1	+44.7	- 8.2	-11.8
September, 1937								
% Change,								
Jan.-Sept. 1938	- 7.0	- 4.2	- 9.5	- 8.0	- 0.2	- 4.9	+ 2.3	- 8.7
Jan.-Sept. 1937								
Women's Clothing Stores								
September, 1936	93.9	84.1	91.1	91.5	97.2	97.7	104.0	102.2
September, 1937	99.2	101.3	95.4	99.5	114.1	84.0	93.1	106.4
September, 1938	95.0	100.8	91.9	93.8	101.4	92.1	93.4	99.4
1938								
June.....	111.6	131.9	127.0	106.0	110.9	104.9	104.6	102.2
July.....	81.8(f)	97.4	82.1	78.1	81.9	83.4	80.4	87.3
August.....	72.2	95.0	69.1	65.5	68.4	67.4	72.4	92.8
September.....	95.0	100.8	91.9	93.8	101.4	92.1	93.4	99.4
% Change,								
September, 1938	- 4.2	- 0.5	- 3.7	- 5.7	-11.1	+ 9.6	+ 0.3	- 6.6
September, 1937								
% Change,								
Jan.-Sept. 1938	- 3.4	+ 4.3	- 6.5	- 4.8	- 3.9	+ 2.4	+ 2.5	- 2.8
Jan.-Sept. 1937								
Grocery and Meat Stores								
September, 1935	89.6	(a)	86.5	88.2	91.0	110.3	98.7	87.5
September, 1936	97.3	(a)	89.1	96.0	104.6	130.7	110.4	97.7
September, 1937	109.4	(a)	101.5	107.7	114.5	129.5	135.1	113.4
September, 1938	111.1	(a)	109.4	111.5	102.1	125.4	132.7	101.0
1938								
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	106.5
August.....	100.2	(a)	94.4	100.2	93.2	106.9	116.8	103.7
September.....	111.1	(a)	109.4	111.5	102.1	125.4	132.7	101.0
% Change,								
September, 1938	+ 1.5	(a)	+ 7.8	+ 3.5	-10.8	- 3.2	- 1.8	-10.9
September, 1937								
% Change,								
Jan.-Sept. 1938	+ 2.7	(a)	+ 6.0	+ 4.7	-10.3	- 4.2	+ 0.4	- 5.8
Jan.-Sept. 1937								
Variety Stores								
September, 1935	86.6	86.6	90.5	85.9	85.3	86.9	86.7	81.9
September, 1936	95.0	97.5	96.2	91.8	104.8	112.0	94.6	93.3
September, 1937	99.8	107.1	104.5	96.8	110.7	89.9	99.4	102.1
September, 1938	99.1	100.0	104.4	95.1	117.2	94.2	103.0	106.1
1938								
June.....	105.7	107.5	121.1	101.4	110.3	90.6	104.1	100.2
July.....	102.5	107.3	107.9	98.8	107.3	94.0	115.4	105.6
August.....	90.9(f)	100.8	97.2	85.5	88.5	80.8	96.3	105.7
September.....	99.1	100.0	104.4	95.1	117.2	94.2	103.0	106.1
% Change,								
September, 1938	- 0.7	- 6.6	- 0.1	- 1.8	+ 5.9	+ 4.8	+ 3.6	+ 3.9
September, 1937								
% Change,								
Jan.-Sept. 1938	- 4.1	- 5.6	- 2.3	- 6.1	+ 1.0	- 9.9	+ 5.7	+ 1.4
Jan.-Sept. 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						
September, 1935	95.1	88.1	95.5	95.9	95.2	95.3
September, 1936	104.7	93.8	103.9	99.1	116.0	103.8
September, 1937	107.7	101.4	118.5	105.9	103.9	111.0
September, 1938	103.2	91.8	110.9	105.9	97.1	103.9
<u>1938</u>						
April	106.0	101.9	121.4	106.2	98.2	104.6
May	97.1	103.2	110.8	96.5	89.3	95.4
June	103.3	113.4	117.5	105.6	92.2	97.2
July	75.4(f)	81.9	73.5	71.3	73.5	90.4
August	83.1	83.5	87.5	79.1	78.2	99.1
September	103.2	91.8	110.9	105.9	97.1	103.9
% Change, September, 1938	- 4.2	- 9.5	- 6.4	(a)	- 6.5	- 6.4
September, 1937						
% Change, Jan.-Sept., 1938	- 4.0	- 8.7	- 0.9	- 3.9	- 5.2	- 4.2
Jan.-Sept., 1937						
Hardware Stores						
September, 1936	117.2	104.1	118.1	110.7	126.3	120.3
September, 1937	135.0	149.7	151.7	126.2	130.0	133.9
September, 1938	127.9	134.4	149.2	116.8	128.4	116.3
<u>1938</u>						
May	146.4	151.0	179.5	152.8	119.2	123.9
June	140.3	156.1	161.4	145.7	120.1	117.6
July	122.5	138.3	148.5	123.9	101.9	105.7
August	125.0	131.6	157.4	111.9	120.8	109.6
September	127.9	134.4	149.2	116.8	128.4	116.3
% Change, September, 1938	- 5.3	-10.2	- 1.6	- 7.4	- 1.2	-13.1
September, 1937						
% Change, Jan.-Sept., 1938	+ 0.7	+ 1.0	+ 4.7	+ 2.3	- 1.3	-12.4
Jan.-Sept., 1937						
Music and Radio Stores						
September, 1936	116.3	107.1	102.9	120.2	127.0	119.5
September, 1937	127.0	94.6	140.3	127.2	123.3	106.9
September, 1938	113.4	80.2	123.3	115.5	108.8	103.9
<u>1938</u>						
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	77.7	64.0	74.2	79.1	80.5	81.5
August	86.4	57.2	83.7	89.4	93.8	78.9
September	113.4	80.2	123.3	115.5	108.8	103.9
% Change, September, 1938	-10.6	-15.2	-12.1	- 9.2	-11.8	- 2.8
September, 1937						
% Change, Jan.-Sept., 1938	- 7.4	-11.1	- 9.8	- 6.6	- 4.4	- 6.3
Jan.-Sept., 1937						

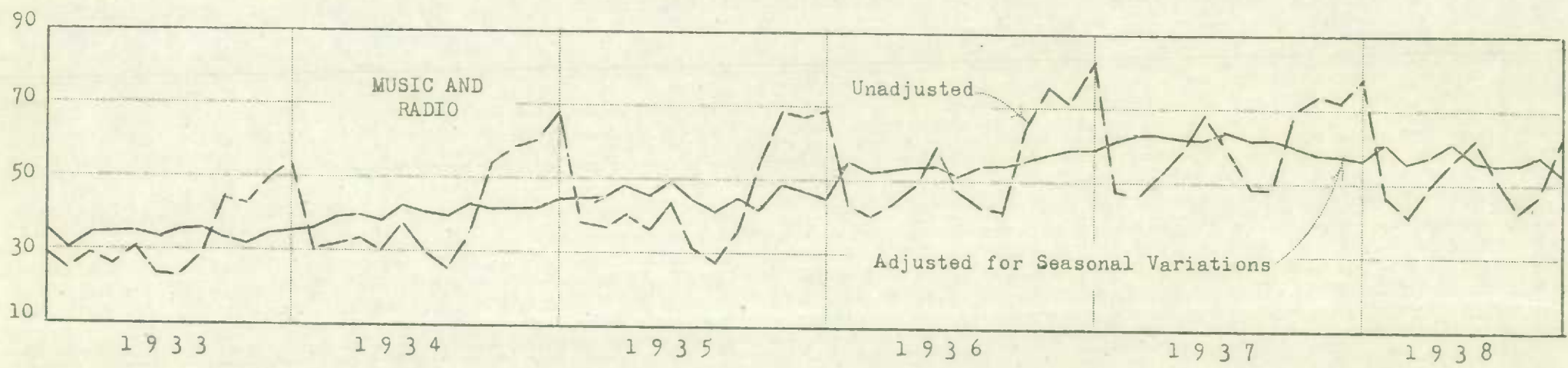
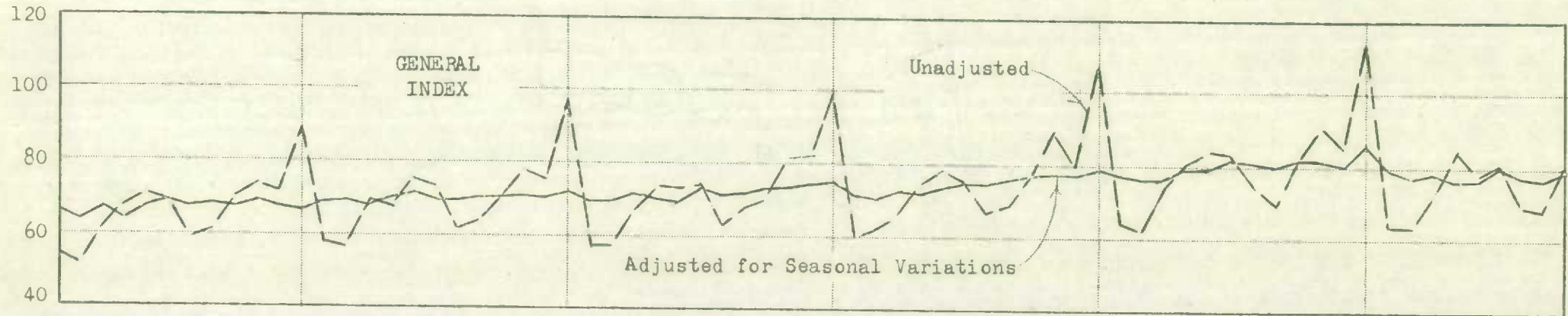
(a) Unchanged.
(f) Final figures.

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

(Based on sales of 20 firms)

	September 1937	September 1938	% Change, 1938/37
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	19,624,226	19,011,090	- 3.1
1. Women's dresses, coats and suits	1,772,379	1,757,543	- 0.8
2. Girls' and infants' wear	739,396	718,815	- 2.8
3. Hosiery and gloves	871,614	862,481	- 1.0
4. Lingerie and corsets	746,595	715,715	- 4.1
5. Millinery	403,858	392,413	- 2.8
6. Women's and children's apparel - (Total, 1-5)	4,533,842	4,446,967	- 1.9
7. Men's and boys' clothing and furnishings	2,354,060	2,205,821	- 6.3
8. Drugs and toilet articles and preparations ...	522,807	510,037	- 2.4
9. Piece goods	1,612,742	1,490,686	- 7.6
10. Smallwares	629,591	624,547	- 0.8
11. Food and kindred products	1,683,087	1,665,609	- 1.0
12. Furniture (including mattresses, springs)	1,123,892	1,126,925	+ 0.3
13. Home furnishings	1,443,272	1,367,306	- 5.3
14. Household appliances and electrical supplies .	638,785	633,893	- 0.8
15. Hardware and kitchen utensils	608,922	572,845	- 5.9
16. Radios, musical instruments and supplies	409,297	380,492	- 7.0
17. Shoes and other footwear	1,531,610	1,563,850	+ 2.1
18. Stationery, books and magazines	370,661	375,842	+ 1.4
19. All other departments, total	2,161,658	2,046,270	- 5.3

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



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