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No. 1

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

JANUARY 1939



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Table of Contents

	<u>Page</u>
1. Summary of Retail Sales in Canada	1
2. Comparison of Retail Sales in Canada, for 1938 and 1939 by Kinds of Business	2
3. Index Numbers of Retail Sales in Canada (Unadjusted and Adjusted for Seasonal Variations)	3 - 5
(a) Boot and Shoe Stores	
(b) Candy Stores	
(c) Men's Clothing Stores	
(d) Women's Clothing Stores	
(e) Department Stores	
(f) Drug Stores	
(g) Furniture Stores	
(h) Grocery and Meat Stores	
(i) Hardware Stores	
(j) Music and Radio Stores	
(k) Restaurants	
(l) Variety Stores	
4. Index Numbers of Men's Clothing Store Sales, by Economic Divisions	6
5. Index Numbers of Women's Clothing Store Sales, by Economic Divisions	6
6. Index Numbers of Grocery and Meat Store Sales, by Economic Divisions	6
7. Index Numbers of Variety Store Sales, by Economic Divisions	6
8. Index Numbers of Department Store Sales, by Economic Divisions	7
9. Index Numbers of Hardware Store Sales, by Economic Divisions	7
10. Index Numbers of Music and Radio Store Sales, by Economic Divisions	7
11. Index Numbers of Drug Store Sales, by Economic Divisions	8
12. Department Store Sales in Canada by Selected Departments, Annual Totals for 1937 and 1938	9
13. Department Store Sales in Canada, by Selected Departments, January, 1938 and January, 1939	10
14. Charts	11

Chart No. 1 - General Index of Retail
Sales in Canada

Chart No. 2 - Index of Variety Store
Sales in Canada

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, JANUARY, 1939

Although dollar value of retail sales declined in January from December by rather more than the usual seasonal amount, nevertheless sales in January were maintained at a level only one per cent below that of January a year ago and were about 4 per cent higher than in January, 1936. The composite index for the twelve lines of business included in this monthly survey and on the base 1930 = 100 stands at 61.9 for January, 1939, 62.7 for January, 1938, 63.6 for January, 1937 and 59.2 for January, 1936. On making allowance for differences in number of business days and for normal seasonal variations the composite index declined from 79.1 for December, 1938 to 77.8 for January, 1939.

Excepting only groceries and meats, all lines of business for which data are available averaged lower in January this year than last, declines ranging from 1 per cent for women's clothing stores to 16 per cent for candy stores being recorded. Sales of grocery and meat stores averaged 3 per cent higher in January this year than last according to indexes compiled from returns submitted by all the larger chain store companies operating in this field. In computing these indexes adjustments are made to allow for the opening or closing of branch stores so that the results reflect the trend in sales for a constant number of stores rather than the trend in grocery chain business as a whole. The number of grocery chain units operating in January, 1939, is considerably smaller than the number in operation a year ago. The closing out of some of the weaker units and the continuation of the larger stores has probably introduced a favorable bias to the indexes thus computed.

Indexes of department store sales by economic divisions are indicative of the trend in retail buying in different regions of the country. Department store sales averaged only 1 per cent lower in January this year than last in Quebec and the Prairie Provinces. On the other hand a decline of 8 per cent was recorded in the Prairie Provinces. Ontario sales were down by 4 per cent and sales in British Columbia were off by 5 per cent.

New Series of Drug Store Indexes

Monthly indexes of drug store sales previously published have been computed from returns secured from all the larger chain store companies operating in this field. During recent months these returns have been supplemented by monthly statements of sales secured from some 500 independent stores located in different sections of the country and covering the period from January, 1936, to date. It is thus now possible to present indexes of drug store sales for each of the several economic divisions of the country. The complete series from January, 1936, will be found in the attached tables.

Comparative figures for January of this year and last reveal but minor differences in the various sections of the country. Drug store sales in the Prairie Provinces were practically unchanged from January last year. Sales were down by 1 per cent in British Columbia, 2 per cent in Quebec and the Maritime Provinces and 3 per cent in Ontario. Sales for the Dominion were down by 2 per cent.

Department Store Sales by Departments
Annual Totals for 1937 and 1938

Aggregate sales for 22 departmental firms reporting sales by departments were 3.6 per cent lower in 1938 than in 1937. Sales of hosiery and gloves were practically unchanged in the annual comparison but all other departments averaged lower. Sales of piece goods were down by 7.8 per cent; men's and boys' clothing and furnishings, 5.6 per cent; shoes and other footwear, 3.0 per cent and women's and childrens' apparel, 1.7 per cent. The furniture and household group shows declines ranging from 2.5 per cent for household appliances and electrical supplies to 6.9 per cent for radios, musical instruments and supplies. The furniture department was down by 4.7 per cent and home furnishings by 6.0 per cent. Declines for other departments were 2.0 per cent for drugs, 1.6 per cent for smallwares, 2.6 per cent for food products, 5.5 per cent for hardware and kitchen utensils, 2.1 per cent for stationery, books and magazines and 2.1 per cent for

combined sales of all other departments.

Comparison of Retail Sales in Canada, for 1938 and 1939 by Kinds of Business

Kind of Business	January, 1939		
	+ or - p.c. compared with		
	January 1930	January 1938	December 1938
General Index	- 33.9	- 1.3	- 45.7
Boots and Shoes	- 42.1	- 13.7	- 62.5
Candy	- 59.5	- 16.1	- 68.6
Men's Clothing	- 34.5	- 7.3	- 56.6
Women's Clothing	- 42.3	- 1.1	- 54.6
Departmental	- 40.7	- 3.0	- 58.5
Drugs	- 24.0	- 2.1	- 26.7
Furniture	- 40.2	- 11.4	- 50.3
Groceries and Meats	- 23.4	+ 3.0	- 22.9
Hardware	- 31.5	- 2.7	- 45.7
Music and Radio	- 57.4	- 4.7	- 41.2
Restaurant	- 55.3	- 7.9	- 13.2
Variety	- 14.7	- 3.3	- 68.9

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			Boots and Shoes			Candy			Men's Clothing(x)			Women's Clothing		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
January, 1929	94.7	93.9	111.8	91.5	91.6	132.7	88.8	87.9	117.2	130.5	130.0	197.0	83.3	82.9	120.2
January, 1930	93.7	92.4	110.0	67.5	67.2	77.4	84.6	83.2	110.9	78.0	77.1	116.9	74.9	74.0	107.3
January, 1931	80.1	76.4	91.0	66.1	62.2	90.1	68.4	64.1	85.4	57.2	53.8	81.5	57.6	54.2	78.5
January, 1932	66.3	65.5	77.9	63.5	61.6	90.6	61.0	58.8	78.4	45.4	44.3	67.2	53.1	51.8	75.1
January, 1933	54.7	56.2	66.9	45.1	46.8	69.8	46.0	47.1	62.8	41.4	42.8	64.8	41.2	42.5	61.6
January, 1934	57.7	57.6	68.5	45.4	45.8	71.5	47.5	47.1	62.8	36.9	37.0	56.0	41.9	41.9	60.7
January, 1935	57.2	56.8	69.3	43.9	43.9	74.4	39.8	39.4	52.5	44.8	44.6	67.6	38.3	38.1	55.3
January, 1936	59.2	58.3	71.1	40.8	40.7	74.0	44.7	43.9	58.6	47.1	46.6	69.6	39.8	39.3	59.6
January, 1937	63.6	62.7	76.4	44.0	42.7	79.1	43.2	41.7	55.6	54.5	53.3	75.0	43.0	41.9	63.5
January, 1938	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
January, 1939	61.9	63.8	77.8	39.1	40.6	75.1	34.3	33.7	45.0	51.1	52.9	74.5	43.2	44.8	67.8
<u>1938</u>															
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	69.5	63.5	77.2(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	68.6	66.7	76.7	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	79.9	81.1	79.5	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	86.2	85.3	79.7	76.6	74.3	76.6	52.9	51.3	54.0	85.7	83.7	67.0	74.0	72.2	58.7
November	84.1	84.0	79.2	75.1	75.7	74.2	44.6	45.5	53.0	86.3	86.3	70.1(f)	67.3	67.2	60.6(f)
December	114.1	108.4	79.1	104.4	98.3	61.5(f)	109.1	104.8	56.3(f)	117.7	109.9	66.2	95.1	88.7	57.3
<u>1939</u>															
January	61.9	63.8	77.8	39.1	40.6	75.1	34.3	33.7	45.0	51.1	52.9	74.5	43.2	44.8	67.8

(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			Drugs (1)			Furniture			Groceries and Meats		
	A	B	C	A	B	C	A	B	C	A	B	C
January, 1929	89.1	88.0	110.0	101.1	99.1	103.2	86.4	85.6	115.7	99.1	99.1	102.2
January, 1930	92.0	90.5	113.2	99.5	97.3	101.3	80.9	80.1	108.2	106.6	105.4	108.7
January, 1931	75.1	73.0	91.2	94.7	90.5	94.3	68.6	66.4	89.8	95.4	88.9	91.6
January, 1932	61.5	62.2	77.8	83.4	81.3	84.7	53.0	53.1	71.8	79.3	76.6	79.0
January, 1933	51.7	53.1	66.4	70.5	70.9	73.9	32.4	33.2	46.7	66.7	69.1	71.2
January, 1934	56.1	55.6	69.5	70.0	69.0	71.9	43.7	43.2	63.6	70.8	71.4	73.6
January, 1935	54.1	53.4	72.1	72.1	70.6	73.6	43.8	43.4	65.7	71.7	71.7	74.7
January, 1936	53.6	52.7	71.3	69.0	67.4	70.2	46.9	46.4	70.3	77.5	76.5	79.7
January, 1937	57.2	57.8	78.2	76.4	74.5	77.6	58.5	58.6	88.8	82.0	79.2	82.5
January, 1938	56.3	57.8	78.1	77.2	76.0	79.2	54.6	56.0	84.8	79.3	82.5	85.9
January, 1939	54.6	56.1	75.8	75.6	76.1	79.3	48.4	49.7	75.2	81.7	84.9	88.4
<u>1938</u>												
February	57.8	61.5	76.9	71.4	77.5	76.7	63.3	67.4	81.1	81.2	86.3	88.0
March	66.5	63.5	75.5	78.6	77.1	76.3	66.7	63.8	73.4	89.7	87.6	91.3
April	79.6	80.5	75.9	79.7	78.7	79.5	89.5	89.6	76.6	94.9	91.6	85.6
May	73.0	74.9	73.5	76.4	76.9	80.1	96.7	99.2	78.8	87.2	90.7	88.1
June	77.6	76.6	74.4	76.7	77.7	76.9	78.0	77.2	78.0	90.9	90.8	90.8
July	56.6	57.3	75.3	79.4	77.4	79.8	58.2	58.3	74.7	88.1	85.0	86.7
August	62.4	59.8	74.7	80.3	79.3	80.9	74.8	71.6	71.6	79.6	78.6	85.5
September	78.4	79.9	76.8(f)	81.7	82.5	84.2	85.2	87.4	72.9(f)	88.2	88.8	88.8
October	87.9	88.9	77.3	85.8	84.4	85.3	93.8	94.0	83.9	90.0	86.9	86.9(f)
November	90.4	89.6	78.6	78.6	79.6	79.6(f)	82.9	82.1	81.3	86.2	86.8	87.7
December	131.6	127.5	78.7	103.2	98.7	86.6	97.3	94.1	84.8	105.9	97.4	87.8
<u>1939</u>												
January	54.6	56.1	75.8	75.6	76.1	79.3	48.4	49.7	75.2	81.7	84.9	88.4

(f) Final figures.

(1) Indexes of drug store sales from January, 1936, onwards have been revised to include representation of independent and chain firms. Indexes prior to 1936 were computed from chain store figures only.

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			Music and Radio			Restaurants			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
January, 1929	82.5	81.2	128.9	126.2	124.3	138.1	105.9	103.9	111.7	74.0	74.1	110.6
January, 1930	73.3	72.2	114.7	105.4	103.8	115.4	104.6	102.3	110.0	68.6	68.5	102.2
January, 1931	61.1	60.2	95.5	86.0	84.7	94.1	87.2	84.5	90.8	69.2	65.2	97.3
January, 1932	49.6	50.8	82.0	53.7	55.0	63.2	67.7	66.4	71.4	62.9	61.1	91.2
January, 1933	32.4	33.2	55.4	29.4	30.2	35.9	54.4	54.1	58.2	54.2	56.0	83.6
January, 1934	37.5	36.9	63.7	30.2	29.8	35.9	51.2	50.3	54.0	54.9	55.2	82.4
January, 1935	39.1	38.6	67.6	37.2	36.7	44.2	49.0	48.1	51.7	53.2	53.3	84.6
January, 1936	39.0	38.3	68.3	43.2	42.6	53.9	50.4	49.3	53.0	53.4	53.3	84.7
January, 1937	44.4	45.3	82.4	46.7	48.0	60.7	52.9	51.9	55.8	61.7	59.9	95.1
January, 1938	51.6	52.7	95.9	47.1	48.3	61.1	50.8	50.0	53.8	60.5	62.6	99.3
January, 1939	50.2	51.4	93.4	44.9	45.9	58.1	46.8	46.6	50.1	58.5	60.5	96.1
<u>1938</u>												
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	100.2	102.4	89.0	67.9	69.7	55.3(f)	52.2	51.4	51.4	98.8	96.0	96.0
November	89.3	87.7	87.7	60.2	59.4	47.6	50.9	51.6	53.7(f)	92.7	93.3	92.3
December	92.4	90.8	81.1	76.4	75.4	54.7	53.9	52.2	51.2	188.0	176.7	88.3(f)
<u>1939</u>												
January	50.2	51.4	93.4	44.9	45.9	58.1	46.8	46.6	50.1	58.5	60.5	96.1

(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)						
January, 1936	66.1	68.9	64.3	67.5	60.0	70.2
January, 1937	76.5	80.6	74.3	80.4	64.4	75.6
January, 1938	77.2	83.1	77.3	78.8	69.9	77.3
January, 1939	71.7	67.2	71.9	72.4	65.2	75.0
<u>1938</u>						
October	120.2	103.0	104.7	113.9	173.0	114.9
November	121.1(f)	111.9	111.5	119.3	149.2	110.3
December	165.2	175.3	144.0	173.8	150.4	173.9
<u>1939</u>						
January	71.7	67.2	71.9	72.4	65.2	75.0
% Change,						
<u>January, 1939</u>	- 7.3	-19.1	- 7.0	- 8.1	- 6.7	- 3.0
January, 1938						

Women's Clothing Stores						
January, 1936	66.1	72.4	57.8	69.3	62.6	69.3
January, 1937	71.3	81.3	66.2	76.6	60.3	70.2
January, 1938	72.5	88.1	64.9	75.6	66.5	73.7
January, 1939	71.8	86.1	63.3	71.1	73.5	(b)
<u>1938</u>						
October	122.7	122.5	114.8	118.6	145.0	118.2
November	111.7(f)	117.1	99.5	112.5	125.5	103.3
December	157.9	181.9	139.7	164.8	155.8	146.1
<u>1939</u>						
January	71.8	86.1	63.3	71.1	73.5	(b)
% Change,						
<u>January, 1939</u>	- 1.1	- 2.3	- 2.5	- 6.0	+10.5	(b)
January, 1938						

Grocery and Meat Stores						
January, 1936	97.7	(a)	106.7	98.2	85.3	93.9
January, 1937	103.4	(a)	104.3	106.5	90.0	105.0
January, 1938	100.0	(a)	101.5	104.6	84.3	95.1
January, 1939	103.0	(a)	113.7	108.3	79.3	86.7
<u>1938</u>						
October	113.5(f)	(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)	142.3	141.1	108.4	108.1
<u>1939</u>						
January	103.0	(a)	113.7	108.3	79.3	86.7
% Change,						
<u>January, 1939</u>	+ 3.0	(a)	+12.0	+ 3.5	- 5.9	- 8.8
January, 1938						

Variety Stores						
January, 1936	59.4	53.5	58.1	61.5	56.2	61.6
January, 1937	68.6	65.9	69.7	71.1	60.5	67.6
January, 1938	67.2	66.2	69.3	67.1	64.6	71.8
January, 1939	65.0	60.4	69.8	64.4	62.0	74.1
<u>1938</u>						
October	109.8	111.6	118.9	103.6	122.3	107.9
November	103.0	105.1	107.1	99.8	107.8	108.2
December	209.0(f)	226.3	198.7	207.8	202.9	248.2
<u>1939</u>						
January	65.0	60.4	69.8	64.4	62.0	74.1
% Change,						
<u>January, 1939</u>	- 3.3	- 8.8	+ 0.7	- 4.0	- 4.0	+ 3.2
January, 1938						

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations. (b) Not available. (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						
January, 1936	71.4	71.6	71.3	71.8	71.0	71.5
January, 1937	76.2	77.2	80.4	77.0	73.2	74.4
January, 1938	75.0	70.4	84.4	74.6	69.6	77.9
January, 1939	72.7	64.5	84.0	71.4	69.1	74.1
<u>1938</u>						
October	117.1	102.9	116.5	109.1	131.9	117.0
November	120.4	108.5	120.4	118.6	131.2	108.4
December	175.2	172.6	189.9	178.5	163.0	174.5
<u>1939</u>						
January	72.7	64.5	84.0	71.4	69.1	74.1
% Change, <u>January, 1939</u>	- 3.1	- 8.4	- 0.5	- 4.3	- 0.7	- 4.9
January, 1938						

Hardware Stores						
January, 1936	51.2	54.7	48.5	50.0	51.7	59.6
January, 1937	58.3	61.9	57.1	61.5	53.1	66.6
January, 1938	67.8	73.8	72.5	73.2	57.3	66.0
January, 1939	65.9	72.9	82.0	64.6	55.9	54.9
<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	145.9	146.4	115.6	137.7	129.5
November	117.3	129.1	131.5	102.4	123.0	115.7
December	121.4	140.9	114.7	118.8	128.8	110.7
<u>1939</u>						
January	65.9	72.9	82.0	64.6	55.9	54.9
% Change, <u>January, 1939</u>	- 2.8	- 1.2	+13.1	-11.7	- 2.4	-16.8
January, 1938						

Music and Radio Stores						
January, 1936	79.7	(c)	78.8	81.4	70.4	87.5
January, 1937	86.2	(c)	92.9	87.6	72.5	84.1
January, 1938	86.8	(c)	88.5	92.8	70.9	81.1
January, 1939	82.8	(c)	83.6	85.3	78.4	74.0
<u>1938</u>						
October	125.3(f)	(c)	128.7	122.0	136.7	118.2
November	111.2	(c)	114.5	107.9	120.4	105.7
December	141.0	(c)	150.2	142.3	117.1	141.9
<u>1939</u>						
January	82.8	(c)	83.6	85.3	78.4	74.0
% Change, <u>January, 1939</u>	- 4.6	(c)	- 5.5	- 8.1	+10.6	- 8.8
January, 1938						

(c) Discontinued
(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
Drug Stores						
<u>1936</u>						
January	90.9	85.8	94.3	92.5	86.9	86.3
February	92.2	87.4	98.0	93.3	86.3	89.1
March	94.2	92.0	100.5	94.6	89.1	90.7
April	96.2	94.7	97.9	96.1	96.0	94.7
May	97.9	98.3	96.7	98.9	98.3	93.3
June	94.7	93.7	96.8	95.7	91.0	93.0
July	98.0	99.6	94.4	100.8	93.1	99.1
August	97.5	103.3	95.9	97.1	96.7	100.7
September	100.6	98.5	97.6	97.6	110.8	104.3
October	107.8	104.4	105.9	104.2	118.6	112.7
November	99.1	97.0	102.8	99.0	97.3	96.5
December	130.7	145.0	119.4	129.8	135.9	139.1
Yearly Average	100.0	100.0	100.0	100.0	100.0	100.0
<u>1937</u>						
January	100.7	96.5	104.7	102.0	94.2	102.2
February	98.3	92.8	107.1	99.0	89.8	96.8
March	105.8	109.0	110.5	106.8	99.0	101.5
April	102.1	103.5	104.9	101.5	100.2	102.6
May	105.2	105.7	103.8	106.3	104.6	103.2
June	101.8	100.7	102.1	103.7	96.5	102.4
July	107.6	114.9	105.7	110.8	97.4	109.5
August	107.1	114.0	107.0	108.8	100.3	106.3
September	110.2	108.2	108.9	108.4	114.3	117.0
October	113.8	116.0	111.9	110.8	118.4	123.6
November	104.5	103.4	107.8	106.0	97.7	103.3
December	138.3	157.0	128.5	139.4	134.8	146.4
Yearly Average	108.0	110.1	108.6	108.6	103.9	109.6
<u>1938</u>						
January	101.7	101.3	106.2	103.0	93.9	101.6
February	94.1	92.7	99.2	94.5	88.5	93.9
March	103.6	102.9	109.6	104.4	94.9	104.3
April	105.0	106.5	107.5	105.0	101.2	106.6
May	100.6	101.2	100.2	101.8	97.6	101.1
June	101.1	99.3	100.9	103.5	96.0	100.2
July	104.6	105.2	101.5	105.9	103.4	106.0
August	105.8	108.4	104.3	105.8	106.3	106.5
September	107.6	101.0	104.6	105.4	116.5	114.0
October	113.0	108.1	111.9	108.2	126.0	119.1
November	103.5	99.4	107.7	103.3	102.0	101.3
December	136.0	137.2	125.9	136.8	141.3	142.3
Yearly Average	106.4	105.3	106.6	106.5	105.6	108.1
<u>1939</u>						
January	99.6	99.2	103.7	100.0	93.6	100.9
Per cent change						
Jan. 1939	- 2.1	- 2.1	- 2.4	- 2.9	- 0.3	- 0.7
Jan. 1938						

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

ANNUAL TOTALS FOR 1937 and 1938

(Based on sales of 22 firms)

	1937	1938	% Change, 1938/37
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	232,079,176	223,793,380	- 3.6
1. Women's dresses, coats and suits	20,956,362	20,756,542	- 1.0
2. Girls' and infants' wear	7,058,604	6,951,932	- 1.5
3. Hosiery and gloves	10,413,718	10,397,655	- 0.2
4. Lingerie and corsets	10,444,998	9,957,938	- 4.7
5. Millinery	3,182,474	3,102,445	- 2.5
6. Women's and children's apparel - (Total, 1-5) ..	52,056,156	51,166,512	- 1.7
7. Men's and boys' clothing and furnishings	27,172,553	25,650,546	- 5.6
8. Drugs and toilet articles and preparations	7,320,443	7,175,959	- 2.0
9. Piece goods	18,031,302	16,633,234	- 7.8
10. Smallwares	8,285,512	8,152,578	- 1.6
11. Food and kindred products	22,383,634	21,804,515	- 2.6
12. Furniture (including mattresses, springs)	13,028,989	12,419,605	- 4.7
13. Home furnishings	16,212,900	15,242,822	- 6.0
14. Household appliances and electrical supplies ...	5,849,130	5,705,044	- 2.5
15. Hardware and kitchen utensils	8,123,913	7,674,776	- 5.5
16. Radios, musical instruments and supplies	3,703,202	3,447,608	- 6.9
17. Shoes and other footwear	17,366,449	16,854,067	- 3.0
18. Stationery, books and magazines	4,155,282	4,067,043	- 2.1
19. All other departments, total	28,389,711	27,799,071	- 2.1

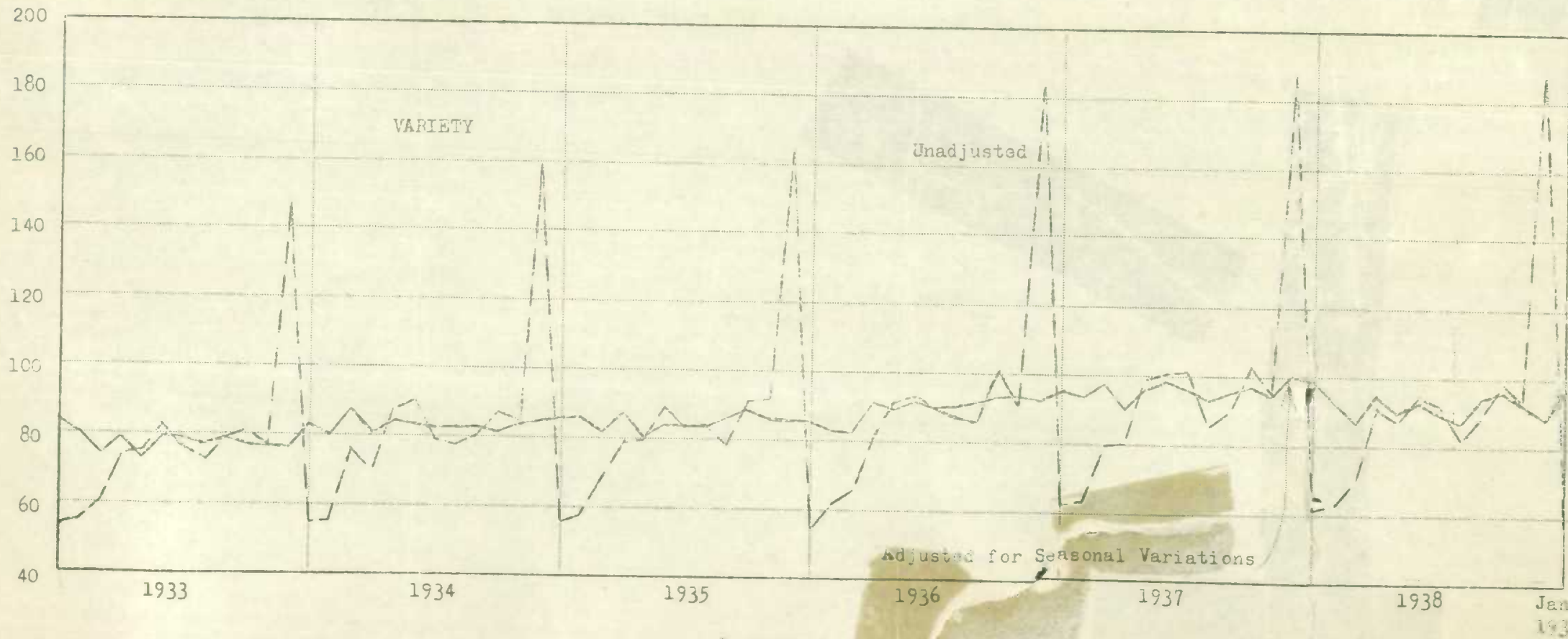
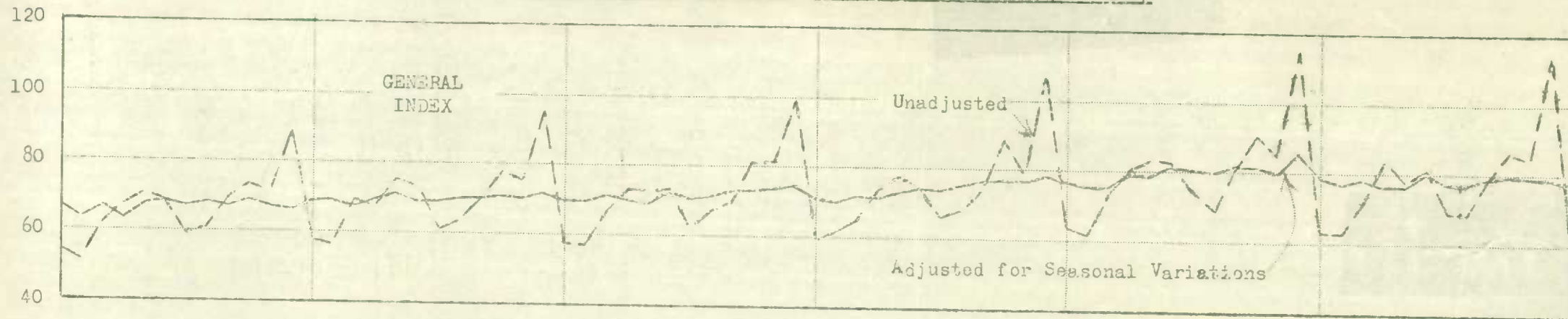
DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January, 1938, and January, 1939.

(Based on sales of 22 firms)

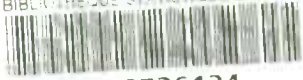
	January 1938	January 1939	% Change, 1939/38
TOTAL SALES, ALL DEPARTMENTS	13,929,493	13,627,455	- 2.2
1. Women's dresses, coats and suits	1,107,006	1,115,609	+ 0.8
2. Girls' and infants' wear	321,341	313,258	- 2.5
3. Hosiery and gloves	498,130	494,346	- 0.8
4. Lingerie and corsets	671,521	651,258	- 3.0
5. Millinery	104,628	103,999	- 0.6
6. Women's and children's apparel - (Total, 1-5)	2,702,626	2,678,470	- 0.9
7. Men's and boys' clothing and furnishings	1,345,396	1,319,426	- 1.9
8. Drugs and toilet articles and preparations ...	545,569	515,276	- 5.6
9. Piece goods	1,555,396	1,462,946	- 5.9
10. Smallwares	602,096	600,633	- 0.2
11. Food and kindred products	1,720,342	1,659,997	- 3.5
12. Furniture (including mattresses, springs)	869,681	852,800	- 1.9
13. Home furnishings	916,326	887,978	- 3.1
14. Household appliances and electrical supplies..	317,500	338,397	+ 6.6
15. Hardware and kitchen utensils	400,916	393,815	- 1.8
16. Radios, musical instruments and supplies	268,466	261,591	- 2.6
17. Shoes and other footwear	780,581	771,606	- 1.1
18. Stationery, books and magazines	253,897	259,760	+ 2.3
19. All other departments, total	1,650,701	1,624,760	- 1.6

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



Jan.
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