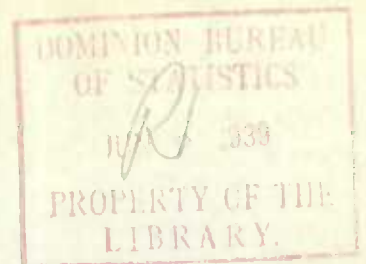


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CANADA
DEPARTMENT OF TRADE AND COMMERCE
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MONTHLY INDEXES OF RETAIL SALES

IN

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, APRIL, 1939

Retail trade in Canada during April, 1939, advanced 12 per cent over March, but declined 5 per cent below April, 1938, according to composite figures for twelve lines of business. Unadjusted indexes (on the base 1930 = 100) were 81.9 for April, 1939, 86.1 for April, 1938, and 72.9 for March, 1939. Easter occurred one week earlier this year than last. The consequent transaction of a smaller proportion of the Easter trade in April this year than in the same month last year was an important factor contributing to the 5 per cent decline below April, 1938. There was also one more business day in April last year than this. After adjustment for differences in number of business days, for normal seasonal variations and for the shifting date of Easter, the index for April, 1939, reached the highest point attained since last October. The index for April, 1939, was 79.2, 1 per cent above the 78.1 recorded for April, 1938, and 4 per cent above the March index of 76.2

Comparison of unadjusted monthly indexes for April of this year and last show that increases were recorded in only the candy and drug store groups, sales in the former being 5 per cent over April, 1938, and in the latter, 2 per cent. Grocery and meat store sales were down only 1 per cent; variety store sales, 5 per cent; department store sales and restaurant receipts, 7 per cent. A decline of 8 per cent occurred in furniture store sales, while music and radio store sales were 10 per cent lower. In the apparel groups, decreases were recorded amounting to 9 per cent for women's clothing stores, 12 per cent for men's clothing stores and 11 per cent for boot and shoe stores.

Although drug store sales were up fractionally in Quebec, a 16 per cent increase in the Prairie Provinces due to the sale of serum used in combating equine sleeping sickness is almost entirely responsible for the 2 per cent increase shown for Canada, as a whole. Sales in Ontario were down 1 per cent; in the Maritime Provinces, 2 per cent; and in British Columbia, 4 per cent.

Decreases in department store sales were most pronounced in the eastern regions of the country, sales in the Maritime Provinces declining 12 per cent; in Quebec, 11 per cent; and in Ontario, 8 per cent. Sales in British Columbia and the Prairie Provinces were down only 3 and 4 per cent respectively.

Results somewhat similar to those found for the department store group were also prevalent for most other groups for which indexes on a regional basis are available. Particularly is this true of the men's and women's clothing store groups where declines in the eastern sections were much higher than those registered by the western provinces.

In the grocery and meat store group, which averaged only 1 per cent below April, 1938, decreases were limited to the Prairie Provinces and British Columbia where sales were down 10 and 14 per cent respectively. An increase of 4 per cent occurred in Quebec, while sales in Ontario were also fractionally higher.

Aggregate sales of 19 department stores reporting sales by departments recorded declines below April, 1938 in all except the stationery and book department. Sales of men's and women's clothing were down 6 and 5 per cent respectively, while shoe sales were 7 per cent lower. Food sales in department stores fell off 6 per cent. In the household group, sales of radios and musical instruments declines 2 per cent; household appliances, 3 per cent; home furnishings, 10 per cent; hardware, 11 per cent; and furniture, 12 per cent.

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

Kind of Business	April, 1939 + or - p.c. compared with			Cumulative Indexes
	April 1930	April 1938	March 1939	Jan.-April, 1939 Jan.-April, 1938
General Index	- 23.9	- 4.9	+ 12.3	- 3.2
Boots and Shoes	- 33.7	- 10.9	+ 67.8	- 14.4
Candy	- 37.5	+ 4.6	+ 85.6	- 2.1
Men's Clothing	- 45.5	- 12.1	+ 45.0	- 10.5
Women's Clothing	- 28.8	- 9.3	+ 50.1	- 8.0
Departmental	- 30.1	- 7.3	+ 12.5	- 4.8
Drugs	- 12.3	+ 1.6	- 2.2	+ 2.4
Furniture	- 28.5	- 7.5	+ 26.4	- 6.3
Groceries and Meats .	- 12.3	- 0.9	+ 0.5	+ 0.2
Hardware	- 20.9	- 8.5	+ 36.3	- 4.9
Music and Radio	- 25.5	- 9.6	+ 10.6	- 8.2
Restaurant	- 40.7	- 6.6	- 2.0	- 8.3
Variety	- 6.5	- 4.6	+ 25.4	- 2.9

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(1)			Boots and Shoes			Candy			Men's Clothing(1)(2)			Women's Clothing(1)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
April, 1929	109.4	109.9	109.9	132.9	133.4	129.5	93.5	95.9	112.8	151.9	153.5	133.5	109.1	110.2	102.0
April, 1930	107.6	111.6	102.3	123.5	128.6	107.2	130.0	132.8	102.1	147.1	153.5	112.0	125.0	130.4	105.2
April, 1931	95.3	98.3	93.6	104.2	107.6	100.5	107.5	109.3	84.1	112.8	117.2	93.0	107.3	111.5	96.1
April, 1932	78.0	74.6	74.6	88.9	83.6	81.2	61.3	59.1	69.5	73.1	69.0	60.0	84.1	79.3	73.4
April, 1933	67.4	69.1	63.4	72.7	72.7	62.1	80.5	80.3	61.7	85.6	87.2	63.6	70.9	72.2	58.2
April, 1934	67.7	70.0	70.0	71.0	73.0	70.8	55.2	58.2	68.4	70.4	73.2	63.7	67.2	69.8	64.6
April, 1935	73.6	76.6	70.3	83.1	86.1	71.8	78.9	80.8	62.2	90.0	94.7	69.1	76.7	80.7	65.1
April, 1936	75.5	77.9	72.8	81.5	84.1	73.8	83.8	85.2	65.5	82.1	85.3	76.8	90.0	93.5	73.0
April, 1937	82.6	81.8	81.8	81.2	80.9	78.6	47.7	48.4	56.9	85.8	85.0	83.3	88.5	87.7	71.9
April, 1938	86.1	85.1	78.1	91.9	89.1	75.5	77.7	74.9	57.6	91.2	89.3	80.5	98.1	96.1	75.1
April, 1939	81.9	83.9	79.2	81.9	82.1	76.7	81.3	81.2	62.4	80.2	81.7	75.0	89.0	90.6	71.4
<u>1938</u>															
May	80.1	82.5	78.5	76.5	78.7	64.0	54.8	56.1	57.2	71.9	74.7	72.5	69.2	71.9	67.2
June	83.3	83.0	82.2	110.2	110.3	76.6	43.6	44.3	57.5	84.1	84.0	79.2	79.5	79.4	70.3
July	71.7	70.6	80.3	74.6	72.4	77.0	48.5	46.7	55.6	64.9	63.6	78.5	58.2	57.0	67.1
August	70.1	68.3	78.5	53.3	52.1	68.6	47.9	47.6	50.6	56.7	55.5	76.0	51.4	50.3	71.9
September	81.1	82.4	80.8	80.4	82.8	80.3	51.8	52.4	56.3	78.6	79.7	79.7	68.7	69.7	71.9
October	87.0	86.1	80.5	76.6	74.3	76.6	52.9	51.3	54.0	94.8	92.9	74.3	87.4	85.6	69.6
November	83.8	83.9	79.1	75.1	75.7	74.2	44.6	45.5	53.0	95.5	95.7	77.8	79.5	79.7	71.8
December	112.6	106.9	78.0(f)	104.4	98.3	61.5	109.1	104.8	56.3	130.3	122.0	73.5	111.1	104.0	67.1
<u>1939</u>															
January	62.3	64.1	78.2	38.5	40.0	74.0	37.5	38.5	53.5	55.1	57.0	80.3	48.5	50.2	76.0
February	61.6	65.8	75.6	32.5	34.6	64.0	50.0	54.3	54.3	44.7	47.7	75.7(f)	40.3	42.9	72.7(f)
March	72.9	70.1	76.2	48.8	47.4	55.1(f)	43.8	43.5	51.1(f)	55.3	53.1	66.4	59.3	57.0	65.5
April	81.9	83.9	79.2	81.9	82.1	76.7	81.3	81.2	62.4	80.2	81.7	75.0	89.0	90.6	71.4

(1) Revised to census trend.
(2) Includes men's furnishings.
(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			Drugs(1)			Furniture			Groceries and Meats (2)		
	A	B	C	A	B	C	A	B	C	A	B	C
April, 1929	104.1	103.2	108.6	101.0	103.0	104.1	127.9	126.7	114.1	105.7	107.4	104.3
April, 1930	105.6	108.9	105.7	101.5	102.8	103.9	115.8	118.8	107.0	105.9	111.2	103.9
April, 1931	94.5	97.0	97.0	91.4	92.6	93.5	95.7	98.2	88.5	97.0	101.1	96.2
April, 1932	77.7	75.6	79.6	87.0	85.9	86.8	73.3	70.9	63.8	81.4	75.8	73.6
April, 1933	66.6	70.1	68.0	71.5	72.2	72.9	57.3	59.4	53.1	70.2	70.5	65.9
April, 1934	66.3	68.1	70.9	74.9	77.9	78.7	71.3	73.1	63.1	71.6	74.5	72.4
April, 1935	72.6	74.9	72.7	77.5	79.1	79.9	81.2	83.3	71.2	73.7	78.0	72.9
April, 1936	72.1	74.0	69.8	80.2	81.3	83.0	86.1	88.3	75.5	76.2	79.5	75.0
April, 1937	77.6	76.3	77.8	85.2	86.1	87.9	99.3	98.3	84.0	87.5	86.7	84.2
April, 1938	79.6	80.5	75.9	87.6	86.5	88.3	89.5	89.6	76.6	93.7	90.7	84.7
April, 1939	73.8	77.7	75.4	89.0	89.9	91.7	82.8	86.1	73.6	92.9	93.5	88.2
<u>1938</u>												
May	73.0	74.9	73.5	83.9	84.5	88.0	96.7	99.3	78.8	85.4	89.1	86.5
June	77.6	76.6	74.4	84.3	85.4	89.0	78.0	77.2	78.0	88.5	88.7	88.7
July	56.6	57.3	75.3	87.2	85.0	88.5	58.2	58.3	74.7	83.8	81.1	82.8
August	62.4	59.8	74.7	88.2	87.1	88.9	74.8	71.6	71.6	76.0	75.3	81.8
September	78.4	79.9	76.8	89.7	90.6	88.8	85.2	87.4	72.9	84.8	85.7	85.7
October	87.9	88.9	77.3	94.2	92.7	90.9	93.8	94.0	83.9	86.3	83.6	83.6
November	90.4	89.6	78.6	86.3	87.4	87.4	83.2	82.4	81.5	82.0	82.8	83.7
December	131.5	127.4	78.6	113.4	108.4	87.4	96.9	93.8	84.5	101.6	93.7	84.4
<u>1939</u>												
January	54.2	55.7	75.2(f)	83.2	83.8	90.1(f)	48.6	49.9	75.6	78.0	81.1	84.4(r)
February	54.2	57.7	72.2	82.2	89.3	91.1	60.0	64.0	77.1	80.0	85.2	87.0
March	65.6	62.4	71.7	91.0	89.0	91.8	65.5	62.8	72.2(f)	92.4	89.1	91.9
April	73.8	77.7	75.4	89.0	89.9	91.7	82.8	86.1	73.6	92.9	93.5	88.2

(1) Revised to census trend. (2) Indexes of grocery and meat store sales have been revised from January, 1936.
(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			Music and Radio(1)			Restaurants(1)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
April, 1929	115.3	113.6	109.2	106.4	104.7	141.5	109.6	111.1	110.0	99.8	100.3	112.7
April, 1930	102.5	105.0	101.0	78.5	80.3	108.5	98.5	99.9	98.9	92.8	96.4	103.6
April, 1931	90.4	92.6	89.0	64.2	65.7	87.6	84.4	85.6	84.8	92.2	95.3	103.6
April, 1932	75.5	74.4	71.6	47.9	47.1	62.0	66.9	66.9	66.2	80.7	76.1	85.5
April, 1933	59.7	63.7	61.3	35.3	37.6	47.0	54.6	55.5	55.0	73.9	74.1	79.6
April, 1934	67.1	68.8	66.1	39.2	40.1	49.5	57.4	59.0	58.4	69.8	72.2	80.2
April, 1935	73.7	75.5	72.6	46.8	47.9	59.1	58.8	59.6	59.0	77.9	80.9	87.0
April, 1936	76.4	78.0	75.0	55.5	56.8	61.1	61.7	62.6	62.0	80.4	83.2	90.5
April, 1937	92.1	90.4	87.0	66.9	65.8	70.8	67.1	67.8	67.1	80.1	79.9	89.8
April, 1938	88.6	90.5	87.0	64.7	66.2	71.2	62.5	62.5	61.9	91.0	88.4	95.1
April, 1939	81.1	86.4	83.1	58.5	62.3	67.0	58.4	59.4	58.8	86.8	87.0	94.6
<u>1938</u>												
May	111.3	113.7	83.6	72.2	73.9	64.8	62.1	61.7	61.7	86.6	89.7	89.7
June	106.9	104.9	88.2	59.3	58.3	64.1	59.7	60.5	59.9	95.1	95.4	92.6
July	93.2	95.2	86.5	49.0	50.1	64.2	63.1	61.9	60.1	92.2	89.6	89.6
August	96.2	91.0	88.3	53.9	51.1	66.4	66.5	65.2	61.5	81.8	80.1	87.1
September	97.9	100.0	83.3	73.5	75.2	63.2	63.6	64.3	61.2	88.8	91.2	94.0
October	100.8	103.0	89.5	79.1	80.9	64.2	62.3	61.3	61.3	98.8	96.0	96.0
November	89.7	88.1	88.1	70.3	69.2	55.4	60.7	61.5	64.1	92.7	93.3	92.3
December	92.6	90.9	81.2(f)	87.0	85.6	62.0	64.8	62.8	61.6	188.0	176.7	88.3
<u>1939</u>												
January	51.3	52.5	95.5	49.4	50.6	64.0	56.2	55.9	60.1	59.6	61.7	97.9
February	46.7	49.8	88.9	45.0	48.0	60.8(f)	51.6	56.1	58.4	60.3	64.3	89.3(f)
March	59.5	56.4	80.6	52.9	50.1	61.9	59.6	58.3	60.1(f)	69.2	67.3	84.1
April	81.1	86.4	83.1	58.5	62.3	67.0	58.4	59.4	58.8	86.8	87.0	94.6

(1) Revised to census trend.

(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						
April, 1936	95.9	91.8	99.0	96.2	94.4	96.7
April, 1937	103.2	99.7	110.6	104.1	99.2	101.5
April, 1938	106.0	101.9	121.4	106.2	98.2	104.6
April, 1939	98.4	89.7	108.2	98.0	94.7	101.7
<u>1938</u>						
November	120.3	108.3	120.4	118.6	131.2	108.4
December	175.1	172.0	189.9	178.2	163.0	174.5
<u>1939</u>						
January	72.3(f)	64.6	84.0	71.1	68.9	74.5
February	72.3	64.2	77.3	73.0	68.6	77.0
March	87.4	72.5	96.7	88.7	82.6	92.7
April	98.4	89.7	108.2	98.0	94.7	101.7
% Change,						
April, 1939	- 7.3	-12.0	-10.9	- 7.7	- 3.6	- 2.8
April, 1938						
% Change,						
Jan.-April, 1939	- 4.8	- 9.8	- 5.0	- 4.8	- 2.8	- 2.3
Jan.-April, 1938						
Variety Stores						
April, 1936	89.4	82.4	92.3	90.2	86.7	88.6
April, 1937	89.0	83.1	94.3	88.3	89.4	89.3
April, 1938	101.1	96.6	107.8	100.0	98.9	104.0
April, 1939	96.5	92.0	104.4	93.0	92.7	102.8
<u>1938</u>						
November	103.0	105.1	107.1	99.8	107.8	108.2
December	209.0	226.3	198.7	207.8	202.9	248.2
<u>1939</u>						
January	66.2	60.4	71.2	64.4	62.0	74.1
February	67.0(f)	62.0	69.6	66.0	61.3	79.3
March	76.9	70.4	83.4	74.5	70.8	87.3
April	96.5	92.0	104.4	93.0	92.7	102.8
% Change,						
April, 1939	- 4.6	- 4.8	- 3.2	- 7.0	- 6.3	- 1.2
April, 1938						
% Change,						
Jan.-April, 1939	- 2.9	- 5.6	- 0.1	- 5.3	- 6.4	+ 1.7
Jan.-April, 1938						
Drug Stores						
April, 1936	96.2	94.7	97.9	96.1	96.0	94.7
April, 1937	102.1	103.5	104.9	101.5	100.2	102.6
April, 1938	105.0	106.5	107.5	105.0	101.2	106.6
April, 1939	106.7	104.0	108.0	103.5	117.1	102.2
<u>1938</u>						
November	103.5	99.4	107.7	103.3	102.0	101.3
December	136.0	136.9	125.9	137.0	141.6	141.0
<u>1939</u>						
January	99.8	97.2	104.4	100.4	94.2	100.7
February	98.6(f)	99.9	111.7	98.3	88.3	91.8
March	109.1	105.1	119.2	109.0	102.9	103.6
April	106.7	104.0	108.0	103.5	117.1	102.2
% Change,						
April, 1939	+ 1.6	- 2.3	+ 0.5	- 1.4	+15.7	- 4.1
April, 1938						
% Change,						
Jan.-April, 1939	+ 2.4	+ 0.7	+ 4.9	+ 1.1	+ 6.3	- 2.0
Jan.-April, 1938						

(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)						
April, 1936	104.1	100.2	105.0	106.7	101.3	93.5
April, 1937	108.7	99.7	119.1	109.3	105.6	93.4
April, 1938	115.6	125.6	120.9	117.3	107.2	98.2
April, 1939	101.7	101.5	101.9	103.6	103.3	88.8
1938						
November	121.1	111.9	111.5	119.3	149.2	110.3
December	165.2	175.8	144.3	173.8	151.1	174.3
1939						
January	69.8	66.5	68.5	72.4	63.6	72.6
February	56.7(f)	58.9	53.8	59.3	50.2	59.4
March	70.0	67.1	68.7	69.3	75.2	72.6
April	101.7	101.5	101.9	103.6	103.3	88.8
% Change, April, 1939	-12.1	-19.2	-15.7	-11.7	- 3.6	- 9.6
% Change, April, 1938						
% Change, Jan.-April, 1939 ...	-10.5	-18.2	-11.7	-10.9	- 6.6	- 4.1
% Change, Jan.-April, 1938						

Women's Clothing Stores						
April, 1936	126.4	114.6	132.6	124.6	129.8	120.0
April, 1937	124.3	110.9	149.5	120.5	121.2	106.4
April, 1938	137.8	145.2	147.4	133.5	137.2	132.2
April, 1939	125.0	122.9	124.0	124.2	124.5	133.4
1938						
November	111.7	117.1	99.5	112.5	125.5	103.3
December	156.0	179.7	138.0	161.8	155.0	146.1
1939						
January	68.1	82.0	60.8	69.2	71.5	72.1
February	56.5(f)	56.8	57.0	56.2	54.0	60.9
March	83.2	76.9	75.3	82.5	89.9	102.2
April	125.0	122.9	124.0	124.2	124.5	133.4
% Change, April, 1939	- 9.3	-15.4	-15.9	- 7.0	- 9.3	+ 0.9
% Change, April, 1938						
% Change, Jan.-April, 1939 ...	- 8.0	-11.0	-10.9	- 8.3	- 4.9	+ 1.2
% Change, Jan.-April, 1938						

Grocery and Meat Stores						
April, 1935	93.0	(a)	98.5	93.3	84.2	90.8
April, 1936	96.1	(a)	99.7	95.9	90.4	92.7
April, 1937	110.4	(a)	110.7	109.1	111.2	115.1
April, 1938	118.1	(a)	120.8	119.9	103.1	114.4
April, 1939	117.1	(a)	125.9	120.1	97.8	98.9
1938						
November	103.4	(a)	106.4	106.0	94.4	92.3
December	128.1	(a)	131.9	134.9	108.4	108.1
1939						
January	98.4(f)	(a)	104.8	102.8	73.3	83.0
February	100.9	(a)	109.1	104.1	81.1	84.5
March	116.5	(a)	128.0	119.3	92.6	96.6
April	117.1	(a)	125.9	120.1	97.8	98.9
% Change, April, 1939	- 0.9	(a)	+ 4.2	+ 0.2	- 9.5	-13.5
% Change, April, 1938						
% Change, Jan.-April, 1939 ...	+ 0.2	(a)	+ 6.3	+ 1.0	- 9.2	-14.2
% Change, Jan.-April, 1938						

(x) Includes men's furnishings. (a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations. (f) Final figures.

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

APRIL, 1938 AND APRIL, 1939

(Based on sales of 19 firms)

	April 1938 \$	April 1939 \$	% Change 1939/38
TOTAL SALES, ALL DEPARTMENTS ..	19,165,839	17,890,267	- 6.7
1. Women's dresses, coats and suits ..	2,295,575	2,184,415	- 4.8
2. Girls' and infants' wear	623,251	576,547	- 7.5
3. Hosiery and gloves	925,858	859,405	- 7.2
4. Lingerie and corsets	698,326	679,894	- 2.6
5. Millinery	463,422	434,813	- 6.2
6. Women's and children's apparel - (Total, 1-5)	5,006,432	4,735,074	- 5.4
7. Men's and boys' clothing and furn- ishings	2,133,634	1,997,612	- 6.4
8. Drugs and toilet articles and pre- parations	515,658	495,687	- 3.9
9. Piece goods	1,179,991	1,060,730	-10.1
10. Smallwares	581,481	558,714	- 3.9
11. Food and kindred products	1,970,450	1,810,106	- 8.1
12. Furniture (including mattresses, springs)	965,431	848,673	-12.1
13. Home furnishings	1,385,098	1,250,723	- 9.7
14. Household appliances and electrical supplies	504,041	487,847	- 3.2
15. Hardware and kitchen utensils	816,822	728,396	-10.8
16. Radios, musical instruments and supplies	204,677	200,801	- 1.9
17. Shoes and other footwear	1,618,705	1,511,591	- 6.6
18. Stationery, books and magazines ...	209,932	210,420	+ 0.2
19. All other departments, total	2,073,487	1,993,893	- 3.8

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