

63 005

DOMINION BUREAU  
OF STATISTICS  
JUL 4 1939  
PROPERTY OF THE  
LIBRARY

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

Vol. 9

No. 5

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

MAY 1939

Published by Authority of the HON. W.D. EULER, M.P.,  
Minister of Trade and Commerce.

+++

OTTAWA

1939

Price \$1 a year

Single copies 10 cents

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,<br>by Kinds of Business .....        | 2           |
| 3. Index Numbers of Retail Sales in Canada<br>(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,<br>by Economic Divisions .....                   | 6           |
| 5. Index Numbers of Women's Clothing Store Sales,<br>by Economic Divisions .....                 | 6           |
| 6. Index Numbers of Grocery and Meat Store Sales,<br>by Economic Divisions .....                 | 6           |
| 7. Index Numbers of Department Store Sales,<br>by Economic Divisions .....                       | 7           |
| 8. Index Numbers of Variety Store Sales,<br>by Economic Divisions .....                          | 7           |
| 9. Index Numbers of Drug Store Sales,<br>by Economic Divisions .....                             | 7           |
| 10. Department Store Sales in Canada, by Selected Departments,<br>May, 1938, and May, 1939 ..... | 8           |
| 11. Charts .....   | 9           |
| Chart No. 1 - General Index of Retail<br>Sales in Canada   |             |
| Chart No. 2 - Index of Department Store<br>Sales in Canada                                       |             |

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

---

|                               |  |
|-------------------------------|--|
| Dominion Statistician:        | R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) |
| Chief, Internal Trade Branch: | Herbert Marshall, B.A., F.S.S.             |
| Statistician:                 | A.C. Steedman, B.A.                        |

---

MONTHLY INDEXES OF RETAIL SALES IN CANADA, MAY, 1939

Influence of the Royal Visit was reflected in retail trade in Canada in May when dollar sales for twelve lines of business for which figures are available ranged 6 per cent above May, 1938, and were also 4 per cent above the immediately preceding month of April. The gain over May last year is in contrast with reductions which have characterized corresponding month comparisons for some time, sales during the preceding four months of the current year ranging from 1 to 5 per cent below the corresponding periods of 1938. Indexes of sales (unadjusted for number of business days or for seasonal variations) stand at 85.1 for May, 1939, 80.1 for May, 1938 and 81.9 for April, 1939.

Indexes, adjusted for number of business days and for normal seasonal variations, show that the improvement in the underlying trend in consumer purchasing which commenced in March this year and was also evident in April, was continued in the month of May. The adjusted index for May stands at 81.1 compared with 79.2 for April, 76.3 for March and 75.6 for February.

Department store sales were 6 per cent above May, 1938, while variety store sales were 5 per cent higher. Men's and women's clothing store sales advanced 5 and 8 per cent respectively; boot and shoe store sales were up by 12 per cent. Grocery and meat store sales gained 8 per cent; drug store sales, 6 per cent; and restaurant receipts, 3 per cent. Hardware store sales were 1 per cent higher, furniture store sales increased 4 per cent and music and radio stores reported an increase of 10 per cent. Only candy stores reported lower sales than in May last year.

Gains were prevalent in almost every region for groups whose indexes are available on a geographical basis. Increases for department store sales were uniform throughout the country; sales in the Maritime Provinces and in Quebec advanced 8 per cent, Ontario and in the Prairie Provinces, 7 per cent, and British Columbia, 4 per cent.

Greater fluctuation occurred in the comparisons for drug store sales by regions. Compared with a 6 per cent increase for Canada as a whole, sales in the Prairie Provinces advanced 12 per cent, Quebec sales were up 11 per cent, British Columbia, 5 per cent, and Ontario, 3 per cent. Sales in the Maritime Provinces were fractionally lower than in May, 1938.

Substantial gains in all regions of the country during May enabled the men's and women's clothing stores to make up a considerable portion of the serious losses sustained in the earlier months, when sales were considerably below the level of 1938.

Grocery and meat store sales in Eastern Canada and in the Prairie Provinces were on a par with the 8 per cent increase recorded for Canada as a whole, while British Columbia reported a lesser gain of 4 per cent.

Aggregate sales of 20 department stores reporting sales by departments recorded increases over May, 1938, in all except the piece goods and food departments. Sales of men's and women's clothing were up 11 and 10 per cent respectively, while shoe sales were 13 per cent higher. In the household group, sales of radios and musical instruments advanced 9 per cent; home furnishings and hardware, 7 per cent each; furniture, 4 per cent; and household appliances, 3 per cent.

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

| Kind of Business       | May, 1939<br>+ or - p.c.<br>compared with |             |               | Cumulative<br>Indexes            |
|------------------------|---|-------------|---------------|----------------------------------|
|                        | May<br>1930                               | May<br>1938 | April<br>1939 | Jan.-May, 1939<br>Jan.-May, 1938 |
| General Index .....    | - 22.5                                    | + 6.2       | + 3.9         | - 1.1                            |
| Boots and Shoes .....  | - 29.4                                    | + 11.5      | + 3.5         | - 7.9                            |
| Candy .....            | - 49.8                                    | - 2.7       | - 32.4        | - 3.1                            |
| Men's Clothing .....   | - 39.6                                    | + 5.3       | - 5.4         | - 7.1                            |
| Women's Clothing ..... | - 36.5                                    | + 7.8       | - 16.7        | - 4.3                            |
| Departmental .....     | - 26.0                                    | + 6.3       | + 4.9         | - 2.3                            |
| Drugs .....            | - 12.9                                    | + 5.7       | - 0.1         | + 3.0                            |
| Furniture .....        | - 26.8                                    | + 4.1       | + 22.8        | - 3.8                            |
| Groceries and Meats .. | - 15.9                                    | + 8.1       | - 0.4         | + 1.7                            |
| Hardware .....         | - 10.0                                    | + 0.6       | + 37.9        | - 2.9                            |
| Music and Radio .....  | - 2.7                                     | + 10.1      | + 34.3        | - 3.6                            |
| Restaurant .....       | - 39.1                                    | + 2.7       | + 8.9         | - 5.7                            |
| Variety .....          | - 14.0                                    | + 4.7       | + 4.5         | - 1.1                            |

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(1) |       |         | Boots and Shoes |       |         | Candy(3) |       |         | Men's Clothing(1)(2) |       |         | Women's Clothing(1) |       |         |
|-----------------|------------------|-------|---------|-----------------|-------|---------|----------|-------|---------|----------------------|-------|---------|---------------------|-------|---------|
|                 | A                | B     | C       | A               | B     | C       | A        | B     | C       | A                    | B     | C       | A                   | B     | C       |
| May, 1929 ..... | 115.6            | 114.8 | 109.3   | 149.3           | 149.4 | 129.9   | 116.7    | 114.7 | 117.0   | 140.1                | 139.9 | 119.6   | 115.7               | 115.5 | 105.0   |
| May, 1930 ..... | 109.8            | 108.1 | 103.0   | 120.9           | 120.5 | 104.8   | 106.1    | 99.4  | 101.5   | 125.4                | 124.3 | 106.2   | 117.5               | 116.4 | 105.8   |
| May, 1931 ..... | 93.7             | 91.7  | 87.3    | 103.4           | 100.2 | 87.1    | 87.9     | 84.7  | 86.5    | 96.0                 | 92.6  | 79.1    | 99.3                | 95.8  | 87.1    |
| May, 1932 ..... | 76.5             | 78.8  | 75.0    | 91.8            | 94.4  | 81.4    | 67.3     | 68.9  | 70.3    | 72.7                 | 75.6  | 64.6    | 75.3                | 78.3  | 71.2    |
| May, 1933 ..... | 71.0             | 71.1  | 67.7    | 77.5            | 77.8  | 66.5    | 59.9     | 59.4  | 60.6    | 70.8                 | 71.5  | 61.1    | 68.5                | 69.2  | 62.9    |
| May, 1934 ..... | 76.3             | 76.0  | 72.4    | 92.1            | 92.8  | 78.7    | 60.0     | 59.3  | 60.5    | 80.7                 | 80.9  | 69.1    | 73.7                | 73.9  | 67.2    |
| May, 1935 ..... | 73.9             | 73.3  | 69.8    | 80.9            | 80.9  | 66.9    | 60.8     | 59.7  | 61.0    | 76.5                 | 76.4  | 65.3    | 67.3                | 67.2  | 61.1    |
| May, 1936 ..... | 80.4             | 78.8  | 75.1    | 97.6            | 98.4  | 80.0    | 59.1     | 57.0  | 58.2    | 82.2                 | 79.3  | 77.0    | 80.2                | 77.4  | 72.3    |
| May, 1937 ..... | 87.0             | 86.0  | 81.9    | 97.7            | 94.8  | 77.0    | 62.0     | 60.3  | 61.5    | 89.0                 | 87.2  | 84.7    | 79.5                | 77.9  | 72.8    |
| May, 1938 ..... | 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    |
| May, 1939 ..... | 85.1             | 85.2  | 81.1    | 85.3            | 85.8  | 69.7    | 53.3     | 53.0  | 54.1    | 75.7                 | 76.5  | 74.3    | 74.6                | 75.4  | 70.4    |
| <u>1938</u>     |                  |       |         |                 |       |         |          |       |         |                      |       |         |                     |       |         |
| 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    | 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(f) | 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             | 65.7  | 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    |
| March .....     | 73.0             | 70.2  | 76.3    | 48.8            | 47.4  | 55.1    | 43.8     | 43.5  | 51.1    | 55.5                 | 53.3  | 66.6    | 59.7                | 57.4  | 66.0(f) |
| April .....     | 81.9             | 84.0  | 79.2    | 82.4            | 82.6  | 77.2(f) | 78.8     | 78.6  | 60.5(f) | 80.0                 | 81.5  | 74.7    | 89.6                | 91.3  | 71.9    |
| May .....       | 85.1             | 85.2  | 81.1    | 85.3            | 85.8  | 69.7    | 53.3     | 53.0  | 54.1    | 75.7                 | 76.5  | 74.3    | 74.6                | 75.4  | 70.4    |

(1) Revised to census trend.

(2) Includes men's furnishings.

(3) Candy indexes are based largely upon returns from retail candy 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 |       |         | Drugs(1) |       |         | Furniture |       |         | Groceries and Meats(2) |       |         |
|-----------------|--------------|-------|---------|----------|-------|---------|-----------|-------|---------|------------------------|-------|---------|
|                 | A            | B     | C       | A        | B     | C       | A         | B     | C       | A                      | B     | C       |
| May, 1929 ..... | 107.3        | 105.9 | 103.8   | 104.4    | 102.1 | 106.3   | 139.4     | 138.1 | 115.1   | 111.8                  | 111.9 | 105.5   |
| May, 1930 ..... | 104.8        | 103.1 | 101.1   | 101.8    | 97.4  | 101.4   | 137.6     | 136.4 | 113.6   | 109.7                  | 108.5 | 102.4   |
| May, 1931 ..... | 89.3         | 89.9  | 88.1    | 91.3     | 89.0  | 92.7    | 99.0      | 99.2  | 82.7    | 96.6                   | 91.6  | 86.4    |
| May, 1932 ..... | 73.7         | 75.7  | 74.2    | 79.8     | 80.4  | 83.8    | 72.9      | 74.7  | 61.8    | 79.8                   | 83.1  | 78.4    |
| May, 1933 ..... | 70.0         | 69.4  | 68.0    | 71.0     | 70.1  | 73.0    | 67.6      | 66.9  | 53.1    | 75.7                   | 77.0  | 72.6    |
| May, 1934 ..... | 73.6         | 72.9  | 71.5    | 76.0     | 74.5  | 77.6    | 88.1      | 87.3  | 69.3    | 76.8                   | 77.4  | 73.0    |
| May, 1935 ..... | 70.5         | 69.6  | 68.2    | 77.8     | 76.1  | 79.3    | 83.9      | 83.1  | 65.9    | 75.5                   | 75.5  | 73.3    |
| May, 1936 ..... | 74.7         | 75.2  | 73.8    | 81.6     | 79.5  | 82.8    | 94.1      | 94.2  | 74.8    | 81.7                   | 77.6  | 75.3    |
| May, 1937 ..... | 79.9         | 80.8  | 79.2    | 87.7     | 86.3  | 89.9    | 111.2     | 111.3 | 88.4    | 89.7                   | 86.9  | 84.3    |
| May, 1938 ..... | 73.0         | 74.9  | 73.5    | 83.9     | 84.5  | 88.0    | 96.7      | 99.3  | 78.8    | 85.4                   | 89.1  | 86.5    |
| May, 1939 ..... | 77.6         | 76.9  | 75.4    | 88.7     | 87.6  | 91.3    | 100.7     | 99.8  | 79.2    | 92.3                   | 93.9  | 91.2    |
| <u>1938</u>     |              |       |         |          |       |         |           |       |         |                        |       |         |
| 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    | 83.2     | 83.8  | 90.1    | 48.6      | 49.9  | 75.6    | 78.0                   | 81.1  | 84.4(f) |
| February ....   | 54.2         | 57.7  | 72.2(f) | 82.2     | 89.3  | 91.1(f) | 60.0      | 64.0  | 77.1    | 80.0                   | 85.2  | 86.9    |
| March .....     | 65.6         | 62.4  | 71.7    | 91.0     | 89.0  | 91.8    | 65.5      | 62.8  | 72.2    | 92.4                   | 89.1  | 91.9    |
| April .....     | 74.0         | 77.9  | 75.7    | 88.8     | 89.7  | 91.5    | 82.0      | 85.2  | 72.9(f) | 92.7                   | 93.3  | 88.0    |
| May .....       | 77.6         | 76.9  | 75.4    | 88.7     | 87.6  | 91.3    | 100.7     | 99.8  | 79.2    | 92.3                   | 93.9  | 91.2    |

(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       |
| May, 1929 ..... | 121.5    | 119.7 | 88.0    | 116.5              | 114.6 | 145.1   | 118.3          | 115.7 | 115.7   | 130.8   | 130.9 | 125.9   |
| May, 1930 ..... | 124.4    | 122.5 | 90.1    | 81.7               | 80.4  | 101.8   | 104.8          | 101.5 | 101.5   | 105.5   | 105.3 | 101.2   |
| May, 1931 ..... | 103.3    | 105.9 | 77.9    | 66.7               | 68.3  | 86.5    | 86.1           | 84.5  | 84.5    | 102.0   | 98.7  | 94.9    |
| May, 1932 ..... | 91.3     | 93.5  | 68.8    | 43.9               | 44.9  | 54.8    | 63.5           | 63.1  | 63.1    | 85.3    | 88.2  | 84.8    |
| May, 1933 ..... | 81.0     | 79.8  | 58.7    | 39.9               | 39.3  | 45.7    | 55.7           | 54.7  | 54.7    | 75.7    | 76.1  | 73.2    |
| May, 1934 ..... | 96.4     | 95.0  | 69.9    | 46.5               | 45.8  | 52.6    | 60.7           | 59.6  | 59.6    | 86.7    | 87.2  | 83.8    |
| May, 1935 ..... | 93.0     | 91.6  | 67.4    | 54.5               | 53.6  | 61.6    | 60.3           | 59.0  | 59.0    | 79.5    | 79.7  | 79.7    |
| May, 1936 ..... | 100.4    | 102.5 | 75.4    | 68.1               | 69.7  | 61.1    | 63.6           | 62.4  | 62.4    | 91.2    | 88.3  | 88.3    |
| May, 1937 ..... | 113.5    | 115.8 | 85.2    | 78.9               | 80.7  | 70.8    | 64.7           | 63.7  | 63.7    | 98.7    | 95.9  | 95.9    |
| May, 1938 ..... | 111.3    | 113.7 | 83.6    | 72.2               | 73.9  | 64.8    | 62.1           | 61.7  | 61.7    | 86.6    | 89.7  | 89.7    |
| May, 1939 ..... | 112.0    | 110.2 | 81.0    | 79.5               | 78.2  | 68.6    | 63.8           | 62.6  | 62.6    | 90.7    | 91.3  | 91.3    |
| <u>1938</u>     |          |       |         |                    |       |         |                |       |         |         |       |         |
| 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    | 87.0               | 85.6  | 62.0    | 64.8           | 62.8  | 61.6    | 188.0   | 176.7 | 88.3    |
| <u>1939</u>     |          |       |         |                    |       |         |                |       |         |         |       |         |
| January .....   | 51.6     | 52.9  | 96.1(f) | 49.4               | 50.6  | 64.0    | 56.2           | 55.9  | 60.1    | 59.6    | 61.7  | 97.9    |
| February .....  | 46.8     | 49.9  | 89.1    | 45.2               | 48.2  | 60.9(f) | 51.6           | 56.1  | 58.4    | 60.3    | 64.3  | 89.3    |
| March .....     | 60.2     | 57.0  | 81.5    | 52.3               | 49.6  | 61.2    | 59.6           | 58.3  | 60.1    | 69.2    | 67.3  | 84.1(f) |
| April .....     | 81.2     | 86.6  | 83.3    | 59.2               | 63.1  | 67.9    | 58.6           | 59.6  | 59.0(f) | 86.8    | 87.0  | 94.6    |
| May .....       | 112.0    | 110.2 | 81.0    | 79.5               | 78.2  | 68.6    | 63.8           | 62.6  | 62.6    | 90.7    | 91.3  | 91.3    |

(1) Revised to census trend.

(f) Final figures.

MADE IN CANADA

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936=100)

| Year and Month                  | CANADA  | Maritime<br>Provinces | Quebec | Ontario | Prairie<br>Provinces | British<br>Columbia |
|---------------------------------|---------|-----------------------|--------|---------|----------------------|---------------------|
| <b>Men's Clothing Stores(x)</b> |         |                       |        |         |                      |                     |
| May, 1936 .....                 | 104.2   | 99.5                  | 112.8  | 102.7   | 101.1                | 101.5               |
| May, 1937 .....                 | 112.8   | 115.0                 | 129.6  | 109.1   | 106.3                | 107.7               |
| May, 1938 .....                 | 91.1    | 99.3                  | 102.8  | 85.3    | 87.3                 | 94.5                |
| May, 1939 .....                 | 95.9    | 101.5                 | 106.0  | 90.4    | 89.8                 | 100.7               |
| <u>1938</u>                     |         |                       |        |         |                      |                     |
| December .....                  | 165.2   | 175.8                 | 144.3  | 173.8   | 151.1                | 174.3               |
| <u>1939</u>                     |         |                       |        |         |                      |                     |
| 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 .....                     | 70.3    | 68.6                  | 68.6   | 69.4    | 76.0                 | 73.0                |
| April .....                     | 101.4   | 100.1                 | 100.1  | 102.7   | 104.9                | 93.6                |
| May .....                       | 95.9    | 101.5                 | 106.0  | 90.4    | 89.8                 | 100.7               |
| % Change,                       |         |                       |        |         |                      |                     |
| May, 1939 .....                 | + 5.3   | + 2.2                 | + 3.1  | + 6.0   | + 2.9                | + 6.6               |
| May, 1938                       |         |                       |        |         |                      |                     |
| % Change,                       |         |                       |        |         |                      |                     |
| Jan.-May, 1939 ...              | - 7.1   | -13.7                 | - 8.7  | - 7.7   | - 3.9                | - 0.3               |
| Jan.-May, 1938                  |         |                       |        |         |                      |                     |

| <b>Women's Clothing Stores</b> |         |       |       |       |       |       |
|--------------------------------|---------|-------|-------|-------|-------|-------|
| May, 1936 .....                | 112.6   | 110.4 | 116.8 | 108.1 | 120.5 | 113.1 |
| May, 1937 .....                | 111.7   | 123.9 | 121.9 | 106.4 | 107.9 | 113.7 |
| May, 1938 .....                | 97.2    | 121.4 | 101.9 | 89.1  | 97.2  | 108.7 |
| May, 1939 .....                | 104.7   | 129.1 | 114.6 | 96.3  | 98.9  | 118.7 |
| <u>1938</u>                    |         |       |       |       |       |       |
| December .....                 | 156.0   | 179.7 | 138.0 | 161.8 | 155.0 | 146.1 |
| <u>1939</u>                    |         |       |       |       |       |       |
| January .....                  | 68.1    | 82.0  | 60.8  | 69.2  | 71.5  | 72.1  |
| February .....                 | 56.5    | 56.8  | 57.0  | 56.2  | 54.0  | 60.9  |
| March .....                    | 83.8(f) | 76.9  | 75.7  | 82.7  | 92.9  | 102.7 |
| April .....                    | 125.9   | 123.2 | 124.4 | 125.4 | 126.4 | 132.8 |
| May .....                      | 104.7   | 129.1 | 114.6 | 96.3  | 98.9  | 118.7 |
| % Change,                      |         |       |       |       |       |       |
| May, 1939 .....                | + 7.8   | + 6.3 | +12.5 | + 8.1 | + 1.7 | + 9.2 |
| May, 1938                      |         |       |       |       |       |       |
| % Change,                      |         |       |       |       |       |       |
| Jan.-May, 1939 ...             | - 4.3   | - 6.7 | - 5.4 | - 4.8 | - 2.4 | + 3.0 |
| Jan.-May, 1938                 |         |       |       |       |       |       |

| <b>Grocery and Meat Stores</b> |         |     |       |       |       |       |
|--------------------------------|---------|-----|-------|-------|-------|-------|
| May, 1936 .....                | 103.0   | (a) | 105.8 | 102.5 | 101.3 | 97.4  |
| May, 1937 .....                | 113.1   | (a) | 113.4 | 111.7 | 113.6 | 119.4 |
| May, 1938 .....                | 107.7   | (a) | 109.7 | 107.9 | 102.6 | 107.7 |
| May, 1939 .....                | 116.3   | (a) | 119.0 | 116.7 | 111.5 | 111.9 |
| <u>1938</u>                    |         |     |       |       |       |       |
| December .....                 | 128.1   | (a) | 131.9 | 134.9 | 108.4 | 108.1 |
| <u>1939</u>                    |         |     |       |       |       |       |
| January .....                  | 98.4(f) | (a) | 104.8 | 102.8 | 78.3  | 83.0  |
| February .....                 | 100.9   | (a) | 109.1 | 104.1 | 81.0  | 84.5  |
| March .....                    | 116.5   | (a) | 128.0 | 119.3 | 92.5  | 96.6  |
| April .....                    | 116.9   | (a) | 125.7 | 119.8 | 97.6  | 98.9  |
| May .....                      | 116.3   | (a) | 119.0 | 116.7 | 111.5 | 111.9 |
| % Change,                      |         |     |       |       |       |       |
| May, 1939 .....                | + 8.1   | (a) | + 8.5 | + 8.2 | + 8.7 | + 3.9 |
| May, 1938                      |         |     |       |       |       |       |
| % Change,                      |         |     |       |       |       |       |
| Jan.-May, 1939 ...             | + 1.7   | (a) | + 6.7 | + 2.3 | - 5.5 | -10.5 |
| Jan.-May, 1938                 |         |     |       |       |       |       |

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.

(f) Final figures.

(x) Includes men's furnishings.



UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936=100)

| Year and Month     | CANADA  | Maritime<br>Provinces | Quebec | Ontario | Prairie<br>Provinces | British<br>Columbia |
|--------------------|---------|-----------------------|--------|---------|----------------------|---------------------|
| Department Stores  |         |                       |        |         |                      |                     |
| May, 1936 .....    | 99.5    | 102.1                 | 104.3  | 100.3   | 95.6                 | 98.1                |
| May, 1937 .....    | 106.3   | 118.9                 | 118.7  | 104.9   | 99.5                 | 103.5               |
| May, 1938 .....    | 97.1    | 103.2                 | 110.8  | 96.5    | 89.3                 | 95.4                |
| May, 1939 .....    | 103.4   | 111.2                 | 119.4  | 103.2   | 95.6                 | 99.1                |
| <u>1938</u>        |         |                       |        |         |                      |                     |
| December .....     | 175.1   | 172.0                 | 189.9  | 178.2   | 163.0                | 174.5               |
| <u>1939</u>        |         |                       |        |         |                      |                     |
| January .....      | 72.3    | 64.6                  | 84.0   | 71.1    | 68.9                 | 74.5                |
| February .....     | 72.2(f) | 64.2                  | 77.3   | 72.9    | 68.6                 | 77.0                |
| March .....        | 87.5    | 72.5                  | 96.7   | 88.8    | 82.6                 | 92.6                |
| April .....        | 98.7    | 90.0                  | 108.7  | 98.8    | 94.6                 | 101.5               |
| May .....          | 103.4   | 111.2                 | 119.4  | 103.2   | 95.6                 | 99.1                |
| % Change,          |         |                       |        |         |                      |                     |
| May, 1939 .....    | + 6.3   | + 7.8                 | + 7.8  | + 6.9   | + 7.1                | + 3.9               |
| May, 1938          |         |                       |        |         |                      |                     |
| % Change,          |         |                       |        |         |                      |                     |
| Jan.-May, 1939 ... | - 2.3   | - 5.4                 | - 2.1  | - 2.0   | - 0.7                | - 1.0               |
| Jan.-May, 1938     |         |                       |        |         |                      |                     |
| Variety Stores     |         |                       |        |         |                      |                     |
| May, 1936 .....    | 101.4   | 93.9                  | 110.1  | 102.3   | 94.9                 | 89.2                |
| May, 1937 .....    | 109.7   | 111.3                 | 124.0  | 108.3   | 103.7                | 100.6               |
| May, 1938 .....    | 96.3    | 95.4                  | 110.8  | 91.5    | 92.1                 | 99.2                |
| May, 1939 .....    | 100.8   | 95.6                  | 117.0  | 92.8    | 99.0                 | 105.0               |
| <u>1938</u>        |         |                       |        |         |                      |                     |
| 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    | 62.0                  | 69.6   | 66.0    | 61.3                 | 79.3                |
| March .....        | 76.9(f) | 70.4                  | 83.4   | 74.5    | 70.8                 | 87.3                |
| April .....        | 96.5    | 92.0                  | 104.4  | 93.0    | 92.7                 | 102.8               |
| May .....          | 100.8   | 95.6                  | 117.0  | 92.8    | 99.0                 | 105.0               |
| % Change,          |         |                       |        |         |                      |                     |
| May, 1939 .....    | + 4.7   | + 0.2                 | + 5.6  | + 1.4   | + 7.5                | + 5.8               |
| May, 1938          |         |                       |        |         |                      |                     |
| % Change,          |         |                       |        |         |                      |                     |
| Jan.-May, 1939 ... | - 1.1   | - 4.2                 | + 1.4  | - 3.8   | - 3.2                | + 2.7               |
| Jan.-May, 1938     |         |                       |        |         |                      |                     |
| Drug Stores        |         |                       |        |         |                      |                     |
| May, 1936 .....    | 97.9    | 98.3                  | 96.7   | 98.9    | 98.3                 | 93.3                |
| May, 1937 .....    | 105.2   | 105.7                 | 103.8  | 106.3   | 104.6                | 103.2               |
| May, 1938 .....    | 100.6   | 101.2                 | 100.2  | 101.8   | 97.6                 | 101.1               |
| May, 1939 .....    | 106.4   | 101.0                 | 110.9  | 104.4   | 109.5                | 105.6               |
| <u>1938</u>        |         |                       |        |         |                      |                     |
| 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                 | 118.7  | 109.1   | 103.2                | 103.5               |
| April .....        | 106.5   | 104.9                 | 107.1  | 103.2   | 117.7                | 101.3               |
| May .....          | 106.4   | 101.0                 | 110.9  | 104.4   | 109.5                | 105.6               |
| % Change,          |         |                       |        |         |                      |                     |
| May, 1939 .....    | + 5.7   | - 0.2                 | +10.7  | + 2.6   | +12.2                | + 4.5               |
| May, 1938          |         |                       |        |         |                      |                     |
| % Change,          |         |                       |        |         |                      |                     |
| Jan.-May, 1939 ... | + 3.0   | + 0.7                 | + 5.8  | + 1.3   | + 7.7                | - 0.9               |
| Jan.-May, 1938     |         |                       |        |         |                      |                     |

(f) Final figures.

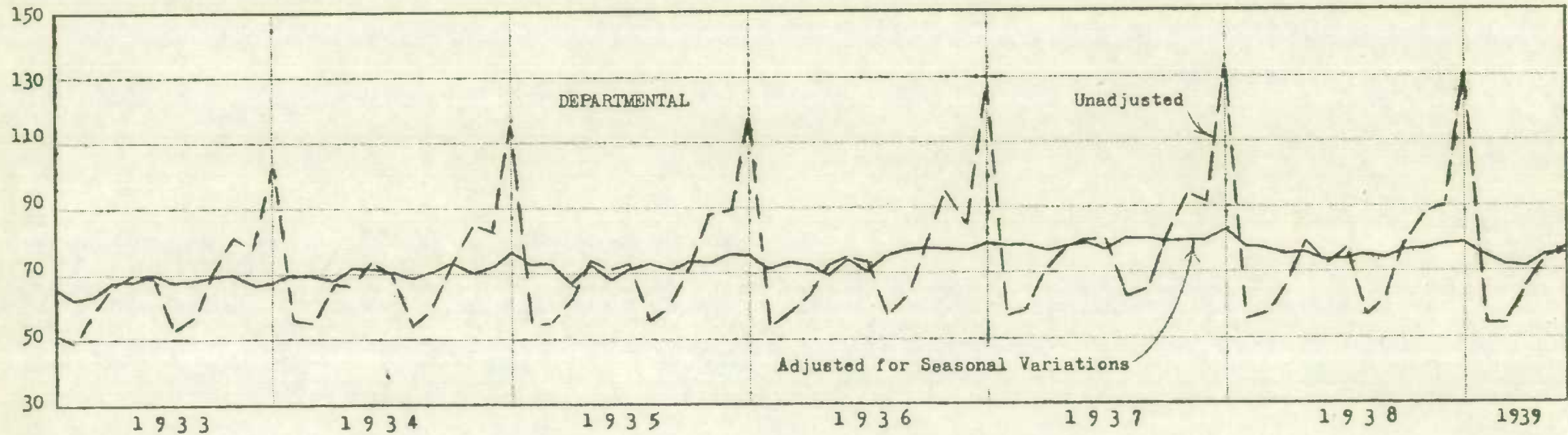
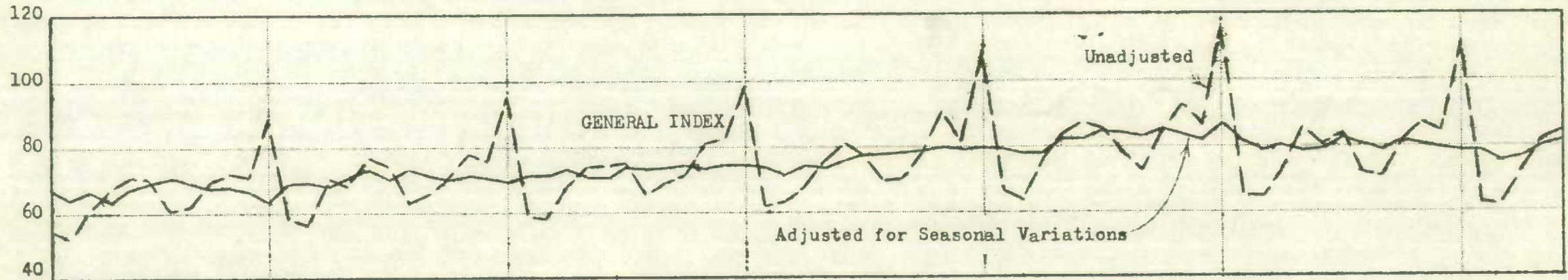
DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

MAY, 1938 AND MAY, 1939

(Based on sales of 20 firms)

|   | May<br>1938 | May<br>1939 | % Change<br>1939/38 |
|---|-------------|-------------|---------------------|
|   | \$          | \$          |                     |
| TOTAL SALES, ALL DEPARTMENTS .....                        | 17,605,666  | 18,732,589  | + 6.4               |
| 1. Women's dresses, coats and suits .....                 | 1,747,117   | 1,945,868   | + 11.4              |
| 2. Girls' and infants' wear .....                         | 473,055     | 529,594     | + 12.0              |
| 3. Hosiery and gloves .....                               | 772,529     | 839,425     | + 8.7               |
| 4. Lingerie and corsets .....                             | 760,396     | 793,875     | + 4.4               |
| 5. Millinery .....  | 286,900     | 324,787     | + 13.2              |
| 6. Women's and children's apparel -<br>(Total, 1-5) ..... | 4,039,997   | 4,433,549   | + 9.7               |
| 7. Men's and boys' clothing and furnishings ...           | 1,714,083   | 1,907,780   | + 11.3              |
| 8. Drugs and toilet articles and preparations .           | 482,469     | 488,928     | + 1.3               |
| 9. Piece goods .....                                      | 1,182,757   | 1,167,598   | - 1.3               |
| 10. Smallwares .....                                      | 510,299     | 536,763     | + 5.2               |
| 11. Food and kindred products .....                       | 1,771,685   | 1,746,423   | - 1.4               |
| 12. Furniture (including mattresses, springs) ..          | 1,025,807   | 1,063,102   | + 3.6               |
| 13. Home furnishings .....                                | 1,571,514   | 1,686,171   | + 7.3               |
| 14. Household appliances and electrical supplies          | 587,627     | 605,841     | + 3.1               |
| 15. Hardware and kitchen utensils .....                   | 906,763     | 971,844     | + 7.2               |
| 16. Radios, musical instruments and supplies ...          | 247,381     | 175,190     | + 8.6               |
| 17. Shoes and other footwear .....                        | 1,447,404   | 1,629,020   | + 12.5              |
| 18. Stationery, books and magazines .....                 | 185,717     | 203,645     | + 9.7               |
| 19. All other departments, total .....                    | 2,018,163   | 2,116,735   | + 4.9               |

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



STATISTICS CANADA LIBRARY  
BIBLIOTHÈQUE STATISTIQUE CANADA



1010736138



0 1 2 3 4 5 6 7 8 9