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CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 9

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No. 7

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.... MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

JULY 1939

Minister of Trade and Commerce.

OTTAWA

1939

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MONTHLY INDEXES OF RETAIL SALES 1 CANADA, JULY, 1939

Although retail sales in Canada fell off seasonally in July, the underlying trend in consumer purchasing remains well maintained, oth in comparison with the immediately preceding months and also in comparison with the level obtaining a year ago. July sales for twelve lines of trade for which figures are a tilable averaged only 0.4 per cent below the corresponding month of 1938. Four of the twelve groups averaged higher than last July while eight registered declines. The general index, unadjusted for number of business days or seasonal variations stands at 71. for July, 1939, 71.7 for July, 1938 and 86.6 for June, 1939.

Occurrence of the Dominion Day holiday on Saturday this year and the consequent transference of at least part of the usual week-end business from July to June was a factor affecting the comparison of sales for July of this year and last. A comparison based, not on monthly totals but on average daily sales, and in which account is taken not only of differences in the actual number of business days but also of differences in sales importance of different days of the week, indicates a four per cent increase in July of this year over last. Nine of the twelve groups registered increases in average daily sales and only three recorded decreases.

After adjusting both for differences in number of business days and also for the usual seasonal movements, the general index of sales stands at 83.5 for July, 1939, slightly below the 85.1 recorded for June but still considerably higher than indexes for earlier months of this year.

Monthly sales for department stores advanced 1 per cent over July of last year. Hardware, furniture and music and radio were other groups reporting increases, with gains of 2, 5 and 6 per cent respectively. Boot and shoe store sales decreased 5 per cent; men's clothing store sales, 3 per cent, and women's clothing store sales, 1 per cent below July, 1938. Groceries and meats and drugs were each 1 per cent lower, while restaurant receipts declined 3 per cent below last July and candy sales fell off 10 per cent. Variety store sales were only $\frac{1}{2}$ of one per cent below sales in July, 1938.

Department store sales showed improvement, increases bsing recorded in all economic divisions with the exception of British Columbia, where sales decreased 3 per cent below July, 1938. Gains were 6 per cent in both the Maritime Provinces and Quebec, while advances of 1 per cent occurred in both Ontario and the Prairie Provinces.

Variety store sales were higher in Quebec and British Columbia, where gains of 7 and 1 per cent respectively were recorded. Declines in the other divisions were as follows: 7 per cent in the Prairie Provinces, 5 per cent in the Maritime Provinces and 4 per cent in Ontario.

Drug store sales held close to the level of July last year in all sections of the country. Quebec sales wers 2 per cent higher, while practically no change was recorded in the Maritime Provinces. A decrease of 1 per cent occurred in British Columbia, while declines of 2 per cent were reported for Ontario and the Prairie Provinces.

Declines reported for Ontario and Quebec in sales of both men's and women's clothing stores were principally responsible for the declines recorded for the Dominion as a whole.

Although grocery and meat store sales in Canada decreased 1 per cent below July, 1938; increases were apparent in all divisions except Ontario, where sales dropped 4 per cent.

Ottawa Dopartment Store Sales

Sales of department stores in Ottawa only averaged 0.4 per cent higher in July of this year than last. June sales were down 3.7 per cent from last year while May sales were up by 9.7 per cent.

Jewellery Store Sales

Monthly returns from a representative number of jewellery stores are now available. Results for July indicate an increase of 2 per cent above the corresponding month last year.

Department Store Sales by Departments

Due to incomplete coverage of reporting firms it is necessary to withhold publication of the table showing comparison of sales of department stores by departments for July of this year and last. This table will appear in the August issue of the report. It will be sent as soon as available to individual firms upon request.

Comparison of Retail Sales in Canada, for 1938 and 1939

by Kinds of Business

Kind of Business		Cumulative Indexes		
	July 1930	July 1938	June 1939	JanJuly, 1939 JanJuly, 1938
General Index	- 21.8	- 0.4	- 17.6	- 0,4
Bcots and Shoes	- 26.7	- 4.8	- 34.6	- 5.9
Candy	- 49.6	- 9.9	+ 2.1	- 3.7
Men's Clothing	- 27.4	- 2.8	- 21.6	- 6.2
Women's Clothing	- 41.1	- 1.4	- 23.0	- 4.4
Departmental	- 30.9	+ 1.4	- 24.2	- 1.9
Drugs	- 12.8	- 1.0	+ 0.8	+ 2.3
Furniture	- 12.8	+ 5.3	- 23.7	- 1.8
Groceries and Meats	- 14.1	- 1.0	- 19.1	+ 3.4
Hardware	- 4.2	+ 2.3	- 7.1	- 3.6
Music and Radio	- 8.9	+ 6.1	- 15.6	- 1.8
Restaurant	- 41.8	- 3.0	+ 5.9	- 5.0
Variety	- 4.4	- 0.5	- 7.0	(a)
		ייינער איז		

(a) Change is less than 0.1 per cent.

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 Variaitons.

	Gener	al Ind	ex(1)	Boots	and	Shees	;	Candy (3		Men's	Clothin	g(1)(2)	Vomen'	s Cloth	ing(1)
Year and Month	A	В	C	A	В	C	A	В	C	A	В	C	A	B	C
July, 1929 July, 1930 July, 1931 July, 1932 July, 1932 July, 1933 July, 1934 July, 1935 July, 1935 July, 1936 July, 1937 July, 1938 July, 1938 July, 1939	91.3 81.2 65.1 60.2 62.1 64.3 68.6 77.6	104.0		in and the second s	118.2 96.9 92.7 80.1 71.6 71.1 70.6 69.3 76.3 72.4 73.2	112.5 92.3 88.3 77.0 70.2 71.8 73.5 73.7 81.2 77.0 77.9	104.9 86.7 70.4 63.2 50.0 46.8 44.0 49.9 50.8 48.5 43.7		122.7 101.1 81.4 71.7 57.1 56.4 52.1 58.0 56.6 55.6 50.6	100.0 86.9 71.7 57.7 50.4 57.0 62.8 63.7 74.4 64.9 63.1	handagaga shqirilik da faali	118.0 102.1 83.6 66.5 61.6 69.4 74.1 77.9 86.7 78.5 81.0	110.0 97.5 78.5 62.8 56.8 60.7 63.0 60.9 67.1 58.2 57.4	110.3	118.6 104.7 83.7 66.1 63.4 67.5 68.0 71.1 74.5 67.1 70.2
<u>1938</u> August September October November December	70.1 81.1 87.0 83.8	68.3 82.4 86.1 83.9 106.9	78.5 80.8 80.5 79.1 78.0	53.3 80.4 76.6 75.1 104.4	52.1 82.8 74.3 75.7 98.3	68.6 80.3 76.6 74.2 61.5	47.9 51.8 52.9 44.6 109.1	47.6 52.4 51.3 45.5 104.8	50.6 56.3 54.0 53.0 56.3	56.7 78.6 94.8 95.5 130.3	55.5 79.7 92.9 95.7 122.0	76.0 79.7 74.3 77.8 73.5	51.4 68.7 87.4 79.5 111.1	50.3 69.7 85.6 79.7 104.0	71.9 71.9 69.6 71.8 67.1
1939 January February March April May June July	61.5 72.9 81.7 84.7 86.6	64.1 65.7 70.1 83.7 84.9 85.9 73.5	78.2 75.5 76.2 7 3.0(f) 80.8 85.0 83.5	38.5 32.5 48.8 82.4 85.9 108.6 71.0	40.0 34.6 47.4 82.6 86.4 108.4 73.2	74.0 64.0 55.1 77.2 70.2(f) 75.3 77.9	37.5 50.0 43.8 78.8 54.0 42.8 43.7	38.5 54.3 43.5 78.6 53.8 43.5 42.5	53.5 54.3 51.1 60.5 54.9 56.4(f) 50.6	55.1 44.7 55.5 79.9 75.0 80.5 63.1	57.0 47.7 53.3 81.4 75.8 79.8 65.6	80.3 75.7 66.6 74.7(f) 73.6 75.3 81.0	48.5 40.3 59.7 89.4 74.4 74.5 57.4	50.2 42.9 57.4 91.0 75.2 73.8 59.6	76.0 72.7 66.0 71.7 70.2(f) 65.4 70.2

(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)

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A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variations.

forn and Housh	Deparimental			Drugs(1)			Furniture			Greceries and Meats(2)		
Four and Month		B	G	A	B	C I	A ;	B	C	A	B	C
July, 1929 July, 1930 July, 1931 July, 1932 July, 1933 July, 1933 July, 1934 July, 1935 July, 1935 July, 1936 July, 1937 July, 1938 July, 1938	83.1 71.7 54.5 52.8 54.2 55.4 57.7 62.6 56.6	91.1 82.0 70.5 55.0 54.2 55.6 54.9 56.8 60.9 57.3 58.9	113.8 102.5 88.2 68.8 67.7 69.5 72.2 74.7 80.1 75.3 77.6	106.8 99.0 90.5 79.1 72.8 74.6 77.3 81.7 89.7 87.2 86.3	105.4 97.1 88.5 77.1 71.7 75.1 76.3 79.9 85.8 85.0 84.9	108.7 100.1 91.2 79.5 73.9 77.4 78.7 83.2 89.4 68.5 68.4	102.6 70.3 58.7 40.0 41.5 50.0 55.5 62.5 75.1 53.2 61.3	101.7 69.6 58.1 40.0 42.5 51.3 54.9 61.8 72.7 58.3 63.0	145.3 99.4 83.0 55.6 56.0 65.8 70.4 79.3 93.2 74.7 80.7	106.2 96.6 90.4 75.9 68.9 67.9 69.2 75.4 88.6 83.8 83.0	107.1 96.7 89.4 73.3 71.8 70.4 69.7 74.7 82.7 81.1 86.5	107.3 98.6 91.2 74.8 73.2 71.8 71.1 76.2 84.4 82.8 88.3
August September October November December	62.4 78.4 87.9 90.4 131.5	59.8 79.9 88.9 89.6 127.4	74.7 76.8 71.3 78.6 78.6	88.2 89.7 94.2 86-3 113.4	87.1 90.6 92.7 87.4 108.4	88.9 83.8 90.9 87.4 87.4	74.8 85.2 93.8 83.2 96.9	71.6 87.4 94.0 82.4 93.8	71.6 72.9 83.9 81.5 84.5	76.0 84.8 86.3 82.0 101.6	75 - 3 85 - 7 83 - 6 82 - 8 93 - 7	81.8 85.7 83.6 83.7 84.4
1939 January February March April May June June July	16	55.7 57.7 62.4 77.9 76.7 74.4 58.9	75.2 72.2 71.7 75.7 75.2(f) 72.3 77.6	83.2 82.2 91.0 89.0 88.8 85.6 86.3	83.8 89.3 89.0 89.9 87.7 86.5 84.9	90.1 91.1 91.8 91.7(f) 91.4 90.1 88.4	48.6 60.0 65.5 82.0 100.1 80.3 61.3	49.9 64.0 62.8 85.2 99.2 79.6 63.0	75.6 77.1 72.2 72.9 78.8(f) 80.4 80.7	78.0 80.0 92.4 92.6 91.9 102.6 83.0	81.1 85.2 89.1 93.1 93.6 101.6 86.5	84.4 86.9 91.9 87.9(f) 90.9 101.6 88.3

Revised to census trend.
 Indexes of grocery and meat store sales have been revised from January, 1936.
 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.

	Hardware			Music and Radio(1)			Restaurants(1)			Variety		
Year and Month	A	В	C	A	В	C	A	В	C	A	B	C
1 2 2000	110 /	1776	121.2	82.0	80.7	134.5	123.8	121.5	118.0	122.1	122.8	122.8
July, 1929	119.4	117.6		1	56.2	93.7	105.1	103.1	100.1	95.9	96.0	96.0
July, 1930		98.0	101.1	57.1	-	84.1	86.9	85.0	82.5	91.9	91.7	91.7
July, 1931		85.0	86.7	52.1	51.3			-		83.5	81.1	81.1
July, 1932	62.8	64.4	65.0	31.0	31.7	50.3	62.1	60.9	59.1			
July, 1933	61.3	62.8	61.6	32.0	32.7	50.3	55.9	55.0	53.4	76.1	78.7	78.7
July, 1934	71.8	73.6	70.1	34.2	35.0	53.8	58.7	58.3	56.6	79.2	81.9	81.9
July, 1935	78.1	76.9	71.9	38.0	37.4	57.5	60.1	59.0	57.3	82.8	83.3	83.3
July, 1936	83.2	81.7	74.3	48.8	48.0	61.5	66.6	65.1	63.2	88.8	88.7	88.7
July, 1937	96.5	94.7	86.1	56.0	55.1	70.6	67.7	65.6	63.7	101.7	95.9	95.9
July, 1938	93.2	95.2	86.5	49.0	50.1	64.2	63.1	61.9	60.1	92.2	89.6	89.6
July, 1939	95.3	97.6	88.7	52.0	53.2	68.2	61.2	60.3	58.5	91.7	94.9	94.9
u_j, _,j,												
1938												
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
December	16.0	10.1	UL 0 L	01.0	0,.0	ULIU		0200			-11	
1939		1.000										6 C
	51.5	52.7	95.8	49.4	50.6	64.0	56.2	55.9	60.1	59.6	61.7	97.9
January	45.5	48.5	86.7	45.1	48.1	60.9	51.6	56.1	58.4	60.3	64.3	89.3
February			79.2(f)	52.2	49.4	61.0	59.6	58.3	60.1	69.2	67.3	84.1
March	58.5	55.5			62.9	67.6(f)	58.6	59.6	59.0	86.8	87.0	94.6
April	79.0	84.2	81.0	59.0	-			62.5	62.5	91.6	92.2	92.2
May	109.6	107.9	79.3	78.2	77.0	67.5	63.7					
June	102.6	100.9	84.8	61.6	60.6	66.6	57.8	58.4	57.8(f)	98.6	98.4	95.6(f)
July	95.3	97.6	88.7	52.0	53.2	68.2	61.2	60.3	58.5	91.7	94.9	94.9

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Revised to census trend.
 (f) Final figures.

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

	THDEY NUMBERD					
Year and Month	CANADA	Maritime Provinces	Quebec	Outonia	Prairie	British
10al and Month	URINADA	rrovinces_	Quebec	Ontario	Provinces	Columbia
	Men	's Clothing	Stores(x)			
July, 1936	80.7	95.1	87.9	78.0	72 0	90.0
July, 1937	94.3	117.6	104.6	92.0	73.8 79.0	82.9
July, 1938	82.3	95.1	87.3	79.4		95.9
July, 1939	80.0	99.1	85.2		77.9	83.7
1939	00.0	77.1	07.2	73.8	76.5	87.1
February	56.7	58.9	53.8	50 3	EO 2	50 1
March	70.3	68.6	68.6	59-3 69.4	50.2 76.0	59.4
	101.3(f)	100.1	100.3		-	73.0
April	95.1	101.3	106.7	102.5	105.1 89.8	92.8
May	102.1		113.5	-		95.8
June	80.0	114.5		98.0	90.8	96.4
July	00.0	99.1	85.2	73.8	76.5	87.1
% Change,						
July, 1939	- 2.8	+ 4.2	- 2.4	- 7.1	- 1.8	+ 4.1
July, 1938						
% Change,						
JanJuly, 1939	- 6.2	- 8.8	- 7.3	- 7.4	- 4.5	- 0.2
JanJuly, 1938			100			
	Wor	men's Clothin	ng Stores			
July, 1936	85.5	87.0	9/ 0	82.8	0.4 .7	00.0
			86.9		84.7	93.3
July, 1937 July, 1938	94.2 81.8	109.7	97.9	91.7	83.9	103.6
July, 1939	80.6	97.4		78.1	81.1	87.3
1939	00.0	97.6	79.3	76.7	83.5	92.8
February	56.5	56.8	57 0	56.2	F1 0	10.0
March	83.8	76.9	57.0 75.7	82.7	54.0	60.9
April	125.5	123.2	123.3		92.9	102.7
May	104.5(f)	130.7	111.4	125.4	126.4	132.1
June	104.7	134.5	111.7	100.2	95.6	117.1 108.8
July	80.6	97.6	79.3	76.7	83.5	92.8
% Change,	00.0	11.0	17+2	10.1	03.2	72.0
July, 1939						
July, 1938	- 1.4	+ 0.2	- 3.4	- 1.8	+ 3.0	+ 6.3
% Change,						
JanJuly, 1939 JanJuly, 1938	- 4.4	- 3.9	- 7.1	- 4.4	- 2.6	+ 3.6
JanJuly, 1930						
	Gı	cocery and Me	eat Stores			
July, 1936	95.1	(a)	89.7	96.3	102.3	96.7
July, 1937	111.8	(a)	101.5	112.5	128.0	120.4
July, 1938	105.7	(a)	98.2	108.3	113.8	106.5
July, 1939	104.6	(a)	99.6	103.6	113.0	109.9
1939	LUT: U	(a)	17.0	103.0	110.7	107.7
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	116.7(f)	(a)	125.7	119.5	92.5	98.9
May	115.9	(a)	129.1	117.5	109.5	108.8
June	129.4	(a)	129.6	125.7	136.8	136.7
July	104.6	(a)	99.6	103.6	116.5	109.9
% Change,	T04*0	(a)	77.0	103.0	110.)	103.3
July, 1939				III CARLES		1.00
July, 1938	- 1.0	(a)	+ 1.4	- 4.3	+ 2.4	+ 3.2
% Change,						
Jans-July, 1939						
JanJuly, 1939 JanJuly, 1938	+ 3.4	(a)	+ 7.1	+ 3.2	- 0.3	- 4.4

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

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(f) Final figures.(x) Includes men's furnishings.

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

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
		Department		A Company of any		
July, 1936 July, 1937	76.6 83.4	88.1 100.6	69.9 80.8	75.3	73.9	88.7
July, 1938	75.4	81.9	73.5	80.5 71.3	77.8 73.5	98.0 90.4
July, 1939	76.5	86.9	77.7	72.3	74.2	87.9
<u>1939</u>	0.0.0			1.000		
February	72.2	64.2	77.3	72.9	68.6	77.0
April	98.7	89.9	108.7	98.8	82.6 94.6	92.6 101.5
May	103.2(f)	110.0	119.3	103.0	95.6	98.8
June	100,9	111.6	114.9	103.0	87.7	102.0
July	76.5	86.9	77.7	72.3	74.2	87.9
July, 1939						
July, 1938	+ 1.4	+ 6.1	+ 5.7	+ 1.4	+ 1.0	- 2.8
% Change,						
JanJuly, 1939 JanJuly, 1938	- 1.9	- 3.4	- 1.3	- 1.7	- 1.2	- 0.4
		Variety St	ores			
July, 1936	98.7	103.9	98.9	96.6	101.1	99.7
July, 1937	113.1	124.6	116.8	111.5	107.2	111.8
July, 1938	102.5	107.3	107.9	98.8	105.4	105.6
July, 1939	101.9	101.9	115.2	94.9	98.5	106.2
February	67.0	62.0	69.6	66.0	61.3	79.3
March	76.9	70,4	83.4	74.5	70.8	87.3
April	96.4 101.8	92.1 97.6	104.1 113.7	93.0	92.6	102.8
June	109.5(f)	114.3	126.0	93.6 104.2	98.8 96.3	105.0 103.4
July	101.9	101.9	115.2	94.9	98.5	106.2
% Change, July, 1939			R . PA			
July, 1938	- 0.5	- 5.0	+ 6.8	- 3.9	- 6.5	+ 0,6
% Change,	1.1.2			S. 1 11	2.11.1	
JanJuly, 1939	(a)	- 2.1	+ 2.9	- 2.6	- 4.1	+ 2.4
JanJuly, 1938						· L • T
		Drug Sto	res			
July, 1936	98.0	99.6	94.4	100.9	0.2 . 2	00.3
July, 1937	107.6	114.9	105.7	100.8	93.1 97.4	99.1 109.5
July, 1938	104.6	105.2	101.5	105.9	103.4	106.0
July, 1939	103.5	105.3	103.6	103.7	101.4	105.3
1939 February	98.6	99.9	111.7	98.3	88.3	91.8
March	109.1	105.1	118.7	109.1	103.2	103.5
April	106.7(f)	104.9	106.7	103.2	118.7	101.7
Nay	106.5 102.6	101.0	110,1	104.8	110.0	105.1
June July	102.6	103.4 105.3	103.7	103.5 103.7	98.6 101.4	103.2 105.3
/o Unange,	5.7	_0/03	200.0	20301	TOTOT	20/02
July, 1939 0000000	- 1.0	+ 0.1	+ 2.1	- 2.1	- 1.9	- 0.7
% Change,						
JanJuly, 1939	+ 2.3	+ 1.1	+ 4.7	+ 0.7	+ 5.8	- 0 3
JanJuly, 1938			· • • [1 2.0	- 0.3
			The data with the second		and the second sec	

(a) Change is loss than 0.1 per cent.(f) Final figures.



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