## CANADA <br> DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH

Vol. 9

## MONTHLY INDEXES OF RETAIL SALES

IN<br>CANADA<br>JULY 1939

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$\qquad$

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# Fubiished by Authori : of the HON. W.D. EULER, N.P. 

 Minister of Trade and Commerce

After adjusting both for differences in number of business dajs and also for the usual seasonal movements, the general irdex ci 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 increasoa, with gains of 2, 5 and 6 per cent respectively. Boot and shoo store sales docreased 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 2 per cent lower, while restaurant receipts declined 3 per cort below last July and candy salos 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 cont below July, 1938. Gains were 6 per cent in both the Maritime Provincus and Quebec, while advances of 1 per cent occurred in both Ontario and the Prairie Provinces,

Variety store salos were highor in Qucbsc and British Columbin whore gains of 7 and 1 per cent respectively were recorded. Declines in the other divisions were as follows: 7 por cent in the Prairie Provincos, 5 por cont in tho Maritime Provinces and 4 per cent in Ontario.

Drug store sales hold close to the level of July last year in all sections of the country. Quebec salos wers 2 per cent highor, whilo practically no change was recorded in the Maritimo Provinces. $A$ decreaso of 1 per cent occurred in British Columbia, while declines of 2 per cent were reported for Ontario and the Prairio Provinces.

Declines roportod for Ontario and Queboc in salas 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 galos in Canada decreased 1 por cent below July, 1938; increases were apparont in all civisions oxcept Ontario, where sales dropped 4 per cent。

## Ot apa Dopartment Storo Salos

Sales of dopartmont stores in Ottawa only avoragod 0.4 per cont highor in July of this year than last. Juno salns wero down 3.7 per cont from last year whilo May seles ware up by 9.7 per ceat。

## Sovellery store Snles

Monthly returns from a reprosentativo numbor of jewollery stores aro now available. Results for July indicate an increase of 2 por cent above the corresponding month last year.

## Department Store Sules by Departments

Due to incompleta coverage of repoming firms it is nocessary to withhold publication of the table showing comparison of salos of department stores by departments for July of this year and last. This table will appoar in the August issue of the repor. It will be sent as soon as available to individual firms upon request.

Comparison of Ratail Sales in Cancda, for 1238 and 1932
by Kincis of Business

| Kinco of Businoss | $\begin{aligned} & \text { juyy } 1939 \\ & \text { +or } \mathrm{ol} \text { po } \\ & \text { compergd with } \end{aligned}$ |  |  | Cumulative Indexes |
| :---: | :---: | :---: | :---: | :---: |
|  | $\begin{aligned} & \text { Juy } \\ & 1930 \end{aligned}$ | $\begin{aligned} & \text { July } \\ & 1238 \end{aligned}$ | $\begin{aligned} & \text { June } \\ & 19.32 \end{aligned}$ | $\frac{\text { Jan }- \text { July }}{\text { Jane }}-\frac{1939}{}$ |
| General Indux | - 21.8 | 0. 4 | - 17.6 | - 0.4 |
| Bcots and Shoos : | - 26.7 |  | - 34.6 | - 5.9 |
| Candy . | - 49.6 | 9.9 | + 2.1 | - 3.7 |
| Men's Clothing . ....... | - 27.4 |  | - 21.6 | - 6.2 |
| Woraen's Clothing | -41. ${ }^{\text {d }}$ |  | - 23.0 | - 4.4 |
| Departmental | - 30.9 |  | - 24.2 | - 1.9 |
| Drugs | - 12.8 |  | + 0.8 | $+2.3$ |
| Furniture | -12.8 |  | - 23.7 | - 1.8 |
| Groceries and Meats ... | - 14.1 |  | - 19.1 | $+3.4$ |
| Herdware ............... | - 4.2 |  | - 7.1 | - 3.6 |
| Music and Radio ....... | - 8.8 |  | - 15.6 | - $\quad 1.8$ |
| Restaurant . | - 47.8 |  | $+5.9$ | - 5.0 |
| Variety ............... | - 4.4 |  | - 7.0 | (a) |

(a) Change is less than 0.1 per cont.
A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variaitons.

(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 NUGBERS 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.

(1) Revised to census trend.
(2) Indexes of grocery and meat store sales have been revised from January, 1936.
(i) Final figures.
C. Adjusted for Number of Business Days and Seasonal Variations.

(1) Revised to census trond
(1) Final figures.

| Year and Month | CANADA | Maritime Provinces | Quebec | Ontario | Prairia <br> Provinces | $\begin{aligned} & \text { British } \\ & \text { Columbia } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Men's Clothing Stores $(x)$ |  |  |  |  |  |  |
| July, $1936 \ldots . .$. | 80.7 | 95.1 | 87.9 | 78.0 | 73.8 | 82.9 |
| July, 1937 ......... | 94.3 | 117.6 | 104.6 | 92.0 | 79.0 | 95.9 |
| July, 1938. | 82.3 | 95.1 | 87.3 | 79.4 | 77.9 | 83.7 |
| July, 1939 .. | 80.0 | 99.1 | 85.2 | 73.8 | 76.5 | 87.1 |
| 1232 退 |  |  |  |  |  |  |
| February ......... | 56.7 | 58.9 | 53.8 | 59.3 | 50.2 | 59.4 |
| March | 70.3 | 68.6 | 68.6 | 69.4 | 76.0 | 73.0 |
| April ........... | 101.3(f) | 100.1 | 100.3 | 102.5 | 105.1 | 92.8 |
| May .............. | 95.1 | 101.3 | 106.7 | 89.1 | 89.8 | 95.8 |
| June ............. | 102.1 | 114.5 | 113.5 | 98.0 | 90.8 | 96.4 |
| July .. | 80.0 | 99.1 | 85.2 | 73.8 | 76.5 | 87.1 |
| \% Ghange, |  |  |  |  |  |  |
| $\frac{\text { July }}{\text { July },} \frac{1239}{1938} \cdots . . .$ | - 2.8 | $+4.2$ | - 2.4 | - 7.1 | - 1.8 | + 4.1 |
| \% Change, |  |  |  |  |  |  |
| $\frac{\text { Jan.-July, } 1939}{\text { Jan. July, } 1938}$ | - 6.2 | -8.8 | - 7.3 | - 7.4 | - 4.5 | - 0.2 |

Women's Clothing Stores

| July, 1936 | 85.5 | 87.0 | 86.9 | 82.8 | 84.7 | 93.3 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| July, 1937 ......... | 94.2 | 109.7 | 97.9 | 91.7 | 83.9 | 103.6 |
| July, $1938 . . . . . .$. | 81.8 | 97.4 | 82.1 | 78.1 | 81.1 | 87.3 |
| July, 1939 ......... | 80.6 | 97.6 | 79.3 | 76.7 | 83.5 | 92.8 |
| 1939 |  |  |  |  |  |  |
| February | 56.5 | 56.8 | 57.0 | 56.2 | 54.0 | 60.9 |
| March | 83.8 | 76.9 | 75.7 | 82.7 | 92.9 | 102.7 |
| April | 125.5 | 123.2 | 123.3 | 125.4 | 126.4 | 132.1 |
| May | 104.5(f) | 130.7 | 111.4 | 97.1 | 100.7 | 117.1 |
| June | 104.7 | 134.5 | 111.7 | 100.2 | 95.6 | 108.8 |
| July | 80.6 | 97.6 | 79.3 | 76.7 | 83.5 | 92.8 |
| \% Change. $\frac{\text { July }, 1939}{J u l y, 1938} \cdots \cdots$ | - 2.4 | $+0.2$ | - 3.4 | - 1.8 | +3.0 | $+6.3$ |
| \% Change, |  |  |  |  |  |  |
| $\frac{\text { Jan.-July, } 1939}{\text { Jan.-July, } 1938}$ | - 4.4 | - 3.9 | - 7.1 | - 4.4 | - 2.6 | + 3.6 |


| 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 | 116.5 | 109.9 |
| 1232 |  |  |  |  |  |  |
| 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 | 97.3 | 98.9 |
| May | 115.9 | (a) | 119.4 | 116.7 | 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, |  |  |  |  |  |  |
| $\text { July, } 1938$ | - 1.0 | (a) | + 1.4 | - 4.3 | + 2.4 | $+3.2$ |
| \% Change, |  |  |  |  |  |  |
|  | + 3.4 | (a) | $+7.1$ | + 3.2 | - 0.3 | - 4.4 |

[^0]IMADJUSTED INDEX NUNBERS CF RETATL SALES--(AVERAGE FOR 1936 = 100)

| Year and Month__. | ChiAdA | icritime Province | Queboc | Ontario | Prairio Provinces | British <br> Columbia |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Derartment Stores |  |  |  |  |  |
| July, 1936 | 76.6 | 88.1 |  |  |  |  |
| July, 1937 | 83.4 | 100.6 | 80.8 | 80.5 | 77.8 | 98.0 |
| July, 1938 ......... | 75.4 | 81.9 | 73.5 | 71.3 | 73.5 | 90.4 |
| July, 1939 .......... | 76.5 | 86.9 | 77.7 | 72.3 | 74.2 | 87.9 |
| $\underline{1939}$ \|| ${ }_{\text {l }}$ |  |  |  |  |  |  |
| February ......... | 72.2 | 64.2 | 77.3 | 72.9 | 68.6 | 77.0 |
| Wiarch ............ | 87.5 | 72.6 | 0.7 | 88.8 | 82.6 | 92.6 |
| April | 98.7 | 89.9 | 108.7 | 98.8 | 94.6 | 101.5 |
| liny | 103.2(f) | 120.0 | 119.3 | 103.0 | 95.6 | 98.8 |
| June | 100.9 | 111.6 | 114.9 | 103.0 | 87.7 | 102.0 |
|  | 76.5 | 86.9 | 77.7 | 72.3 | 74.2 | 87.9 |
|  |  |  |  |  |  |  |
| $\frac{\text { July }}{\text { July, }}$, 19398 | $+1.4$ | $\div 6.1$ | + 5.7 | +1.4 | $+1.0$ | - 2.8 |
| \% Change, |  |  |  |  |  |  |
| Jan.-Julv, 1939. |  |  |  |  |  |  |
| Jan.-July, 1938 | -1.9 | $-3.4$ | - 1.3 | - 1.7 | - 1.2 | - 0.4 |


| 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 |
| 1939 |  |  |  |  |  |  |
| February | 67.0 | 62.0 | 69.6 | 66.0 | 61.3 |  |
| March | 76.9 | 70.4 | 83.4 | 74.5 | 70.8 | 87.3 |
| April ............ | 96.4 | 92.1 | 104.1 | 93.0 | 92.6 | 102.8 |
| May . . . . . . . . . . . | 101.8 | 97.6 | 113.7 | 93.6 | 98.8 | 105.0 |
| June | 109.5(f) | 114.3 | 126.0 | 104.2 | 96.3 | 103.4 |
| July ............ | 101.9 | 101.9 | 115.2 | 94.9 | 98.5 | 106.2 |
| \% Change, $\frac{\text { July, } 1939}{\text { July, 1938 }} \ldots \ldots$. | -0.5 | - 5.0 | +6.8 | - 3.9 | -6.5 | 1 +0.6 |
| \% Change, Jan, -July, 1939. |  |  |  |  |  |  |
| $\frac{J a n,-J u l y, ~ 1938 ~}{}{ }^{\text {J }}$ | (a) | - 2.1 | + 2.9 | - 2.6 | - 4.1 | + 2.4 |


| July, 1936 .........i | 98.0 | 99.6 | 94.4 | 100.8 | 93.1 | 99.1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| July, 1937 ......... | 107.6 | 114.9 | 105.7 | 110.8 | 97.4 | 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 |
| $\underline{1939}$ |  |  |  |  |  |  |
| February ......... | 98.6 | 99.9 | 111.7 | 98.3 | 88.3 | 92.8 |
| 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 |
| Nizy | 106.5 | 101.0 | 110.1 | 104.8 | 110.0 | 105.1 |
| June | 102.6 | 103.4 | 103.7 | 103.5 | 98.6 | 103.2 |
|  | 103.5 | 105.3 | 103.6 | 103.7 | 101.4 | 105.3 |
| $\frac{\text { July }}{\text { July, }}$, 193938 | - 1:0 | + 0.1 | + 2.1 | - 2.1 | - 1.9 | - 0.7 |
| \% Change, |  |  |  |  |  |  |
| $\frac{\text { Jan. }- \text { July } e_{1}-\frac{1239}{J a n}-\text { July, }}{1938}$ | + 2.3 | + 1.1 | + 4.7 | +0.7 | + 5.8 | - 0.3 |

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


[^0]:    (a) Figures for the Maritime Provinces are withheld to avoid disclosing individual cperations.
    (f) Final figures.
    (x) Includes men's furnishings.

