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MONTHLY INDEXES OF RETAIE SALES IIV CAJNALA, AUGUST, 1939
Monthly statements of sales for twelve lines of retail business dealing chiefly in food, clothing and household requirements reveal increased sales in August of this year compared with last for seven trades and declines for the other five. Excepting only variety stores and the clothing and footwear trades, all lines of business were up from July.

The index of grocery and meat store sales gained 13 per cent in August over the same month last year. This index is based on results for chain stores only and may not reflect the trend in food retailing as a whole including both chains and independents. Furniture store sales recorded an increase of 6 per cent; music and radio store sales were up 3 per cent and hardware store sales, 1 per cent. Variety store sales reported an increase of 4 per cent, while sales in men's clothing stores were slightly higher than in Hugust, 1938. Candy store sales were 3 per cent higher than in Aucust last year. Department store sales, boot and shoe store sales and drug store sales were all down 2 per cent. Tiomen's clothing store sales were 3 per cent lower, while restaurant receipts dropped 4 per cent.

The summary of department store sales by economic divisions disclosed increased sales in only the Maritime Provinces where there was an advance of 3 per cent over August, 1938. Thile sales in the Prairie Provinces were on a par with sales in the same month last year, declines were recorded in other sections as follows: Ontario, 1 per cent, British Columbia, 3 per cent and Quebec, 4 per cent.

Variety store sales were higher in Quebec, British Columbia and Ontario, where gains were recorded of 6,4 and 3 per cent respectively. There was a slight decrease in the Prairie Provinces, but the Maritime Provinces reported a drop of 3 per cent.

Drug store sales increased 4 per cent in 3 ritish Columbia, 2 per cent in the Marltime Provinces and 1 per cent in Quebec, but declines of 3 and 6 per cent occurred in Ontario and the Prairie Provinces respectively.

British Columbia was the only region recording increased sales in both men's and wonen's clothing stores. Nen's clothing store sales increased in the Maritime Provinces and women's olothing store sales were hijher in the Prairie Provinces, but in all other divisions declines were reported.

Substantial incroases were recorded in chain grocery and meat store xales in all sections of the Dominion.

Sales of 19 departmental firms reporting sales by departments decreased 1 fer ceat below Auqust, 1930. An increase of 4 per cent in hardware sales was reported with a slight increase in sales of home furnishings the only other advance. Sales of men's and women's clothing were approximately lo per cent lower in each case, while the decline in boot and shoe sales was l per cent. Although declines in most other departments were of a minar nature, sales of radios and musical instruments fell off 14 per cent and sales of stationery departments were 6 per cent lower.

On page 9 of this report will be found the July sumary of department store sales by departments which was not available in time for inclusion in our July bullotin. Total sales of the 19 firms ruporting in that month were almost 1 per cent higher than in July, 1938, increases in the various departments outnumbering docreases 8 to 6 . In almost all cases, variations from sales in July, 1938 , were comparatively slight.

## Jewnllery Goore Sales

Sales cigures sibnitted by a representative number of jewellery stores in Canada for August, 1939 , snowec an advance of $\frac{1}{2}$ to 1 per cent over August last year, while a gain of 14 per cent over July, 1939, was recorded.

## Ottawa Department Store Sales

Sales of Ottawa department stores in Aufust averaged 6 per cent lower than in August, 1938, but incroasod 3 per cunt over July, 1939.

Comparison of Rotail Salos in Canade, for 1938 and 1939
by Kinds of Business

| Kind of Business | $\begin{aligned} & \text { iugust, } 1939 \\ & + \text { or - p.c. } \\ & \text { compared with } \end{aligned}$ |  |  | Cumulative <br> Indexes |
| :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { August } \\ 1930 \end{gathered}$ | $\begin{gathered} \text { August } \\ 1938 \end{gathered}$ | $\begin{aligned} & \text { July } \\ & 1939 \\ & \hline \end{aligned}$ | $\frac{\text { Jan.-Auba, } 1939}{\text { Jano-Augo, } 1938}$ |
| General Index .......... | - 20.1 | $+4.0$ | + 2.1 | + 0.1 |
| Boots and Shoes | - 42.7 | - 1.5 | - 25.2 | - 5.6 |
| Candy . .................. | - 53.6 | + 2.5 | + 12.4 | - 3.0 |
| Men's Clothing ......... | - 23.9 | $+0.4$ | - 9.7 | - 5.5 |
| Women's Clothing . | - 39.4 | - 2.9 | - 12.8 | - 4.3 |
| Iepartmental ........... | - 25.4 | - 1.6 | + 7.3 | - 1.9 |
| Drugs . . . . . . . . . . . . . | - 15.8 | - 1.7 | + 0.6 | + 1.7 |
| Furniture . . . . . . . . . . . | - 12.2 | + 5.7 | + 25.6 | - 0.6 |
| Groceries and Meats .... | - 9.8 | + 13.2 | + 3.4 | + 4.5 |
| Hardware . . . . . . . . . . . . | - 8.4 | $+0.6$ | + 2.9 | - 3.2 |
| Music and Radio ........ | - 21.5 | + 3.2 | + 5.7 | - 1.3 |
| Restaurant ............. | - 40.8 | - 4.2 | + 5.5 | - 5.3 |
| Varioty ................ | - 13.8 | + 3.9 | - 7.4 | $+0.5$ |

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

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.
C. Adjusted for Number of Business Days and Seasonal Variations.

| Yoor and licath | Departmental |  |  | Druss(त) |  |  | Furniturs |  |  | Groceries and |  | +sin! |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | A | B | C | A | B | C | A | B | C | A | B | C |
| sugust, 1929 | 96.2 | 90.1 | 112.7 | 112.5 | 207.6 | 109.8 | 135.6 | 127.0 | 146.0 | 107.6 | 97.3 | 105.8 |
| August, 1930 ......... | 82.3 | 80.1 | 100.1 | 103.0 | 100.3 | 102.4 | 90.1 | 87.2 | 100.3 | 95.3 | 88.8 | 96.5 |
| fugust, 1931 | 69.7 | 68.0 | 85.0 | 91.8 | 90.4 | 92.2 | 72.6 | 70.3 | 80.8 | 84.0 | 79.7 | 86.6 |
| \&ugust, 1932 | 56.8 | 54.4 | 68.0 | 80.3 | 79.3 | 80.9 | 49.4 | 47.2 | 51.9 | 72.3 | 71.5 | 77.7 |
| hugust, 1933 | 57.1 | 54.4 | 68.0 | 72.8 | 71.4 | 72.9 | 57.9 | 55.4 | 56.6 | 70.4 | 68.8 | 74.8 |
| August, 1934 | 59.0 | 56.1 | 70.1 | 76.1 | 74.4 | 75.9 | 69.3 | 66.3 | 66.3 | 69.9 | 67.2 | 73.1 |
| August, 1935 | 60.4 | 56.6 | 70.8 | 80.0 | 76.5 | 78.1 | 76.5 | 71.5 | 71.5 | 76.3 | 69.0 | 75.0 |
| August, 1936 | 62.8 | 61.3 | 76.6 | 81.3 | 80.0 | 81.6 | 79.8 | 79.9 | 79.9 | 76.3 | 72.5 | 78.8 |
| August, 1937 | 64.8 | 64.2 | 80.3 | 89.3 | 89.9 | 91.7 | 88.5 | 87.6 | 87.6 | 75.9 | 77.3 | 84.0 |
| August, 1938 | 62.4 | 59.8 | 74.7 | 88.2 | 87.1 | 88.9 | 74.8 | 71.6 | 71.6 | 76.0 | 75.3 | 81.8 |
| sugust, 1939 ......... | 61.4 | 58.6 | 73.2 | 86.7 | 85.1 | 86.8 | 79.1 | 75.7 | 75.7 | 86.0 | 84.2 | 91.5 |
| 1938 |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 |
| 1939 |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 |
| February ............ | 54.2 | 57.7 | 72.2 | 82.2 | 89.3 | 91.1 | 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 |
| \&pril .............. | 74.0 | 77.9 | 75.7 | 89.0 | 89.9 | 91.7 | 82.0 | 85.2 | 72.9 | 92.6 | 93.1 | 87.9(f) |
| Hay . . . . . . . . . . . . | 77.4 | 76.7 | 75.2(f) | 88.8 | 87.7 | 91.4(f) | 100.1 | 99.2 | 78.8 | 91.9 | 93.6 | 90.9 |
| June ............... | 75.5 | 74.3 | 72.2 | 85.6 | 86.5 | 90.1 | 80.3 | 79.6 | 80.4 | 102.6 | 101.6 | 101.6 |
| July ................ | 57.2 | 58.8 58.6 | 77.3 | 86.2 | 84.9 | 88.4 | 63.0 | 64.7 | 82.9(f) | 83.2 | 86.8 | 88.6 |
| August .............. | 61.4 | 58.6 | 73.2 | 86.7 | 85.1 | 86.8 | 79.1 | 75.7 | 75.7 | 86.0 | 84.2 | 91.5 |

[^0]A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

(d) Revised to census trend.
(i) Final figures.

MAADJUSTED INDEX NURIBERS OF RETAIL SAI SS-- (AVEAGE FCR $1236=100$ )

| Fear and Month | CANADA | $\begin{aligned} & \text { Maritime } \\ & \text { Provinces } \end{aligned}$ | Quebec | Ontario | Prairie Provinces | British Columbia |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Hen's Clothing Stores (c) |  |  |  |  |  |  |
| August: 1936 | 76.6 | 88.8 | 79.1 | 73.6 | 70.5 | 90.9 |
| August: 1937 | 78.6 | 93.6 | 83.5 | 76.0 | 64.4 | 96.6 |
| August, 1938. | 71.9 | 84.6 | 74.0 | 68.3 | 66.5 | 85.4 |
| August, 1939 | 72.1 | 89.9 | 72.7 | 67.8 | 64.8 | 89.1 |
| $1939$ |  |  |  |  |  |  |
| March ............ | 70.3 | 68.6 | 68.6 | 69.4 | 76.0 | 73.0 |
| April ........... | 101.3 | 100.1 | 100.3 | 102.5 | 105.1 | 92.8 |
| Miay. | 95.1 | 101.3 | 106.7 | 89.1 | 89,8 | 95.8 |
| June . . . . . . . . . . | $102.3(f)$ | 114.8 | 114.1 | 98.1 | 91.4 | 96.6 |
| July ............. | 79.8 | 98.8 | 84.3 | 73.9 | 76.2 | 87.2 |
| August | 72.1 | 89.9 | '2.7 | 67.8 | 64.8 | 89.1 |
| \% Cinange. $\frac{\text { August }}{\text { Ausust }}-\frac{1239}{1938} \cdots .$ | +0.4 | +6.3 | - 1.8 | -0.7 | - 2.6 | + 4.3 |
| \% Change, $\frac{\text { Jan, -iugust, }, ~}{1939}$ | $-5.5$ | - 7.1 | - 6.7 | - 6.7 | - 4.2 | $+0.5$ |

Women's Clothing Stores

| hugust, 1936 | 72.3 | 82.0 | 73.5 | 70.0 | 66.3 | 82.8 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| August, 1937 | 73.0 | 90.1 | 72.6 | 68.5 | 66.3 | 91.4 |
| ingust, 1938 | 72.2 | 94.1 | 68.4 | 66.3 | 69.7 | 92.8 |
| sugust, 1939 | 70.1 | 91.1 | 63.6 | 65.8 | 74.0 | 96.2 |
| 1932 |  |  |  |  |  |  |
| March | 83.8 | 76.9 | 75.7 | 82.7 | 92.9 | 102.7 |
| inpril | 125.5 | 123.2 | 123.3 | 125.4 | 126.4 | 132.1 |
| May | 104.5 | 130.7 | 121.4 | 97.1 | 100.7 | 117.1 |
| June | 104.7(f) | 134.5 | 112.2 | 100.0 | 95.3 | 108.8 |
| July | 80.4 | 96.2 | 31.0 | 75.8 | 81.6 | 93.6 |
| sugust | 70.1 | 91.1 | 63.6 | 65.8 | 74.0 | 96.2 |
| \% Change, August, 1939 | - 2.9 | - 3.2 | - 7.0 | - 0.8 | $+6.2$ | + 3.7 |
| August, 1938 |  |  |  |  |  |  |
| \% Crange, $\frac{\operatorname{Jan}, \text {-hugust }}{\operatorname{Jan}-\text { - }} \text { 2ugust, } \frac{1939}{1938}$ | - 4.3 | - 4.0 | - 6.8 | - 4.2 | - 2.1 | + 3.7 |


| sugust, 1936 | 96.2 | (a) | 86.7 | 97.7 | 109.5 | 102.1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| hugust, 2937 ....... | 95.7 | (a) | 85.6 | 93.6 | 116.4 | 112.2 |
| august, 1938 | 95.8 | (a) | 88.9 | 96.3 | 106.0 | 103.7 |
| August, 1939 ....... | 108.4 | (a) | 99.8 | 106.3 | 129.0 | 119.6 |
| 1932 |  |  |  |  |  |  |
| March | 116.5 | ( c ) | 128.0 | 119.3 | 92.5 | 96.6 |
| A.pril | $116.7(\mathrm{t})$ | (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 | 104.9 | (a) | 99.6 | 104.3 | 116.6 | 109.9 |
| inugust ........... | 108.4 | (a) | 99.8 | 106.3 | 129.0 | 119.6 |
| \% Change, $\frac{\text { hugust, }}{\text { sugust, }}, \frac{1232}{1938} \cdots$ | +13.2 | (a) | +12,3 | $+10.4$ | +21.7 | +15.3 |
| \% Change, $\frac{\text { Jan. -hugust, }}{\text { Jan.- }} 1939$ | $+4.5$ | (a) | + 7.6 | + 4.1 | + 2.6 | - 2.0 |

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

| Year and Month | CANADA | Maritime Provinces | Quebec | Ontario | Frairie <br> Provinces | British Columbia |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Department Stores |  |  |  |  |  |  |
| August, 1936 | 83.8 | 85.1 | 83.0 | 81.8 | 80.7 | 96.5 |
| August, 1937 | 86.3 | 93.7 | 87.3 | 82.7 | 79.7 | 105.4 |
| August, 1938. | 83.1 | 83.5 | 87.5 | 79.1 | 78.2 | 99.1 |
| August, 1939. | 81.8 | 85.8 | 84.2 | 78.6 | 78.2 | 95.7 |
| $1939$ |  |  |  |  |  |  |
| March ............ | 87.5 | 72.6 | 96.7 | 88.8 | 82.6 | 92.6 |
| April ........... | 98.7 | 89.9 | 108.7 | 98.8 | 94.6 | $101.5$ |
| Miay | 103.2(f) | 110.0 | 119.3 | 103.0 | 95.6 | 98.8 |
| June | 100.7 | 111.6 | 114.9 | 102.6 | 87.7 | 102.0 |
| July ... | 76.3 | 86.9 | 77.2 | 71.9 | 74.0 | 88.3 |
| August .......... | 81.8 | 85.8 | 84.2 | 78.6 | 78.2 | 95.7 |
| \% Change, August, 1239 ..... | - 1.6 | $+2.8$ | - 3.8 | -0.6 | (e) | - 3.4 |
| hugust, 1938 |  |  |  |  |  |  |
| \% Change, $\frac{\text { Jan, -hugust, } 1939}{\text { Jan.-August, } 1938}$ | - 1.9 | - 2.7 | - 1.6 | - 1.7 | - 1.1 | - 0.8 |

Variety Stores

| August, 1936 | 96.8 | 104.9 | 97.6 | 94.4 | 94.3 | 102.8 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| August, 1937 | 94.7 | 108.6 | 97.7 | 91.6 | 87.8 | 104.7 |
| August, 1938. | 90.9 | 100.8 | 97.2 | 85.5 | 88.5 | 105.7 |
| hugust, 1939 ....... | 94.4 | 97.7 | 102.9 | 87.9 | 88.3 | 110.4 |
| 1939 |  |  |  |  |  |  |
| Narch | 76.9 | 70.4 | 83.4 | 74.5 | 70.8 | 87.3 |
| hpril | 96.4 | 92.1 | 104.1 | 93.0 | 92.6 | 102.8 |
| May . | 101.8 | 97.6 | 118.7 | 93.6 | 98.8 | 105.0 |
| June . . . . . . . . . . | 109.5 | 114.3 | 126.0 | 104.2 | 96.3 | 103.4 |
| July . ............. | 102.0(f) | 103.1 | 114.6 | 95.2 | 98.4 | 106.2 |
| sugust ........... | 94.4 | 97.7 | 102.9 | 87.9 | 88.3 | 110.4 |
| \% Change, $\frac{\text { hugust, } 1939}{\text { isugust, } 1938} \cdots$ | + 3.9 | - 3.1 | + 5.9 | + 2.8 | - 0.2 | $+4.4$ |
| \% Change, Jan, -hugust, 1939 Jan,-sugust, 1938 | $+0.5$ | - 2.1 | + 3.2 | - 1.9 | - 3.6 | + 2.7 |

Drug Stores

| itugust, 1936 ....... | 97.5 | 103.3 | 95.9 | 97.1 | 96.7 | 100.7 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sugust, 1937 | 107.1 | 114.0 | 107.0 | 108.8 | 100.3 | 106.3 |
| sugust, 1938 ....... | 105.8 | 108.4 | 104.3 | 105.8 | 106.3 | 106.5 |
| hugust, 1939 ....... | 103.9 | 110.2 | 105.0 | 102.8 | 100.5 | 110.2 |
| 1939 |  |  |  |  |  |  |
| March | 109.1 | 105.1 | 118.7 | 109.1 | 103.2 | 103.5 |
| hpril | 106.7 | 104.9 | 106.7 | 103.2 | 118.7 | 101.7 |
| May . . . . . . . . . . . | 106.5(f) | 101.2 | 110.1 | 104.8 | 110.0 | 105.1 |
| June | 102.6 | 103.8 | 103.7 | 103.2 | 98.7 | 103.9 |
| July ............. | 103.3 | 105.8 | 102.4 | 103.4 | 101.7 | 105.8 |
| hugust ........... | 103.9 | 110.2 | 105.0 | 102.8 | 100.5 | 110.2 |
| \% Change, $\frac{\text { hugust, } 2939}{\text { Hugust, } 1938} \cdots$ | - 1.7 | + 1.7 | $+0.7$ | - 2.8 | - 5.5 | $+3.5$ |
| \% Change, $\frac{\text { Jan.-August, } 1939}{\text { Jan.-August, } 1938}$ | $+1.7$ | + 1.3 | + 4.0 | +0.2 | + 4.3 | + 0.3 |

(e) Change is less than 0.1 per cent.
(f) Final figures.

AUGUST, 1938 AND HUGUST, 1939
(Based on sales of 19 firms)


JULY, 1938 AND JULY, 1939
(Based on sales of 19 firms)



[^0]:    (b) Indexes of grocery and meat store sales have been revised from January, 1936.
    (d) Revised to census trend.
    (f) Final figures.

