

Dollar sales for those lines of business included in the monthly survey averaged 7.4 p.c. higher in 1939 than in 1938, heavy inventory buying on the part of the retail trades during the first two months of the War largely being responsible for this increase. Sales for the first eight months of 1939 were only 1.3 p.c. above the corresponding period in the preceding year. All regions and all kinds of business for which figures are available shared in the increase. Gains were greatest in the clothing and footwear trades, increases of 9.9 p.c. for dry goods, 10.7 p.c. for clothing, and 18.9 p.c. for footwear being reported.

Subsection 2.—Retail Trade and Service Establishments.*

As complete a review of the retail merchandising and service statistics as will appear in the Year Book from the Census of Merchandising and Service Establishments, 1931, is given at pp. 673-690, inclusive, of the 1934-35 Year Book. This

* A review of retail trade for the period 1923-30 is given at pp. 637-639 of the 1936 Year Book. This was summarized from a special study report "A Decade of Retail Trade" published in bulletin form in 1935 by the Internal Trade Branch of the Dominion Bureau of Statistics.

Merchandise Trade, 1930-38, by Provinces and Kinds of Business.

P.C. Change, 1937-38.	Indexes of Retail Sales. (1930=100.)									No.
	1930.	1931.	1932.	1933.	1934.	1935.	1936.	1937.	1938.	
- 5.3	100.0	83.8	67.4	64.7	70.3	71.9	82.4	85.3	80.7	1
- 3.5	100.0	90.3	75.1	69.2	77.2	81.6	88.7	99.8	96.3	2
- 6.5	100.0	85.0	67.6	62.1	69.1	73.1	79.4	90.9	84.9	3
- 0.8	100.0	86.4	71.5	64.9	69.0	71.3	76.5	86.9	86.2	4
- 3.3	100.0	86.6	71.8	67.4	74.9	78.0	83.0	92.9	89.9	5
- 0.3	100.0	81.3	69.6	64.5	69.4	73.4	78.5	85.2	84.9	6
+ 0.1	100.0	70.8	59.2	54.5	59.4	63.2	69.7	68.3	68.4	7
+ 6.0	100.0	76.1	65.6	61.8	69.0	73.3	78.7	86.3	91.5	8
- 4.4	100.0	83.7	65.9	62.6	69.6	74.0	84.0	93.6	89.5	9
- 0.2	100.0	90.5	68.3	54.9	64.9	68.3	61.2	75.2	75.1	10
- 2.0	100.0	84.2	69.8	64.8	71.1	74.6	80.1	89.0	87.3	
- 2.1	100.0	87.9	72.6	70.1	75.7	80.6	83.6	90.4	88.5	11
- 1.9	100.0	81.1	67.7	60.9	62.5	65.0	67.8	73.1	71.7	12
+ 3.4	100.0	89.4	76.2	71.2	77.0	83.5	88.5	96.4	99.7	13
- 2.0	100.0	89.7	81.9	76.1	80.3	82.0	88.1	92.0	90.2	14
- 0.4	100.0	89.0	77.9	73.3	75.8	77.0	80.2	85.8	85.4	15
+ 1.6	100.0	79.5	64.6	60.3	66.9	70.7	73.0	78.1	79.4	16
- 1.9	100.0	80.2	65.4	60.2	62.5	66.6	71.1	75.8	74.3	17
- 0.1	100.0	86.9	74.9	70.2	73.5	75.5	78.8	84.4	84.3	
- 1.3	100.0	81.0	69.3	66.1	73.1	75.4	79.9	86.7	85.6	18
- 3.3	100.0	88.0	71.4	68.1	71.5	72.8	76.9	81.1	78.4	19
- 2.6	100.0	86.9	72.5	66.2	72.6	73.7	77.7	84.0	81.8	20
- 7.3	100.0	83.8	69.1	64.9	72.3	75.8	81.3	89.7	83.1	21
+ 1.9	100.0	98.5	89.6	84.3	90.6	95.9	104.7	116.7	118.9	22
- 2.8	100.0	88.8	73.2	69.4	73.5	75.3	79.9	85.2	82.8	
- 6.5	100.0	73.7	53.8	51.2	70.6	85.8	101.4	131.2	122.6	23
+ 4.9	100.0	81.4	70.6	65.7	64.5	63.7	73.6	85.2	89.3	24
+ 4.1	100.0	92.7	93.0	87.9	98.3	100.6	101.0	116.1	120.9	25
+ 2.4	100.0	81.9	71.9	63.6	66.5	66.8	70.9	77.6	79.5	26
+ 7.9	100.0	76.9	59.6	56.1	63.2	70.3	75.2	83.4	90.0	27
- 3.7	100.0	78.3	63.4	59.6	74.7	85.2	96.5	120.2	115.7	