

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

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

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Vol. VII - No. 1.

Price \$1.00 per year
Single copies, 10 cents

CHANGES IN THE VALUE OF RETAIL SALES, JANUARY, 1937

The dollar value of retail sales for January receded seasonally from the exceptionally high level reached during December but was still 8.6 per cent greater than the amount reported for January a year ago. The general index (unadjusted), on the basis of the average monthly sales for 1930 equals 100, stands at 64.2 for January of this year compared with 59.1 for January, 1936, 57.8 for January, 1935, and 57.7 for January, 1934.

When adjusted for differences in number of business days and for normal seasonal variations, the general index stands at 75.5 for January compared with 81.9 for December, 76.5 for November, 76.9 for both October and September, and 75.5 for August. From these figures, it may be seen that the underlying trend of consumer purchasing continues at about the same level as that obtaining in the autumn months of last year.

Without adjustments for differences in number of business days or for seasonal variations, actual dollar sales of 11 kind-of-business groups were higher in January of this year compared with last and sales of two groups were lower. Hardware store sales were up 37.8 per cent, and furniture store sales were up 26.4 per cent. Increases for other groups were as follows: Women's clothing, 17.3 p.c.; variety stores, 15.5 p.c.; music and radio stores, 8.3 p.c.; drug stores, 7.0 p.c.; department stores, 6.9 p.c.; boot and shoe stores, 6.9 p.c.; grocery and meat stores, 6.6 p.c.; men's clothing stores, 5.1 p.c., and restaurants, 5.0 p.c. Candy store sales were 3.4 per cent lower in January of this year compared with last and receipts of dyeing and cleaning establishments were down by 8.7 per cent.

These statistics are calculated from returns furnished by 36 large departmental firms and 199 chains comprising more than 3,600 stores. The average for 1930 has been taken as 100. Three series of index numbers for each kind of business are shown in the tables following. The first series is unadjusted. The second series is computed on an average daily basis and makes allowance not only for the varying number of business days in the different months but also for the varying sales importance of the days of the week. The third series is corrected for number of business days and also for seasonal variations.

ЭКСПОД 10.200

БИБЛ СП ЗИ

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			Boots and Shoes			Candy			Men's Clothing			Women's Clothing		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
<u>1935</u>															
January	57.8	57.3	68.3	43.9	43.9	66.5	39.8	39.4	52.5	44.8	44.6	67.6	38.3	38.1	55.3
February	56.4	60.2	69.2	36.4	38.7	60.4	55.6	60.3	65.5	39.6	42.1	67.8	39.4	41.8	61.5
March	64.9	62.0	69.6	61.2	57.6	77.9	52.2	50.3	59.2	53.2	50.1	64.2	51.6	48.5	63.9
April	73.0	75.8	69.6	83.1	86.1	73.0	78.9	80.8	62.2	84.9	89.1	65.0	70.6	74.0	59.7
May	72.3	71.7	68.3	80.9	80.9	69.2	60.8	59.7	61.0	71.4	71.1	60.8	61.0	60.7	55.2
June	72.0	71.5	70.8	109.8	106.5	80.1	47.1	46.9	61.0	75.3	73.6	63.5	69.5	67.8	56.5
July	62.5	62.3	69.3	70.0	70.6	69.2	44.0	43.8	51.5	57.7	57.7	67.9	56.3	56.3	60.5
August	65.3	60.6	69.6	62.6	57.2	68.9	59.2	55.4	56.6	50.3	46.0	65.6	50.5	46.1	60.6
September	69.6	74.0	72.5	68.7	73.0	75.3	52.6	55.4	59.6	59.5	63.3	68.8	52.1	55.3	61.5
October	80.9	78.1	73.0	70.7	69.1	71.2	57.4	56.8	59.8	88.0	85.4	68.9	62.1	60.1	62.6
November	80.1	76.9	72.5	79.6	74.9	69.4	52.3	50.4	58.6	94.1	88.6	70.9	62.9	59.1	63.5
December	98.9	102.1	76.8	117.2	121.0	85.8	116.8	119.7	64.3	100.4	104.5	81.6	121.7	126.6	68.4
<u>1936</u>															
January	59.1	58.3	69.4	40.8	40.7	61.7	44.7	43.9	58.6	47.1	46.6	70.6	39.8	39.3	57.0
February	60.8	60.4	69.4	41.4	40.2	62.8	61.6	61.5	66.8	41.8	40.9	65.9	41.6	40.6	59.7
March	65.2	65.4	71.8	61.4	61.7	79.1	47.5	48.7	57.2	55.8	56.3	67.0	47.9	48.3	60.3
April	73.4	75.7	70.8	81.5	84.1	73.8	83.8	85.2	65.5	81.3	84.3	64.3	73.5	76.1	63.4
May	77.8	76.6	72.9	97.6	98.4	84.1	59.1	57.0	58.2	80.3	77.3	66.0	68.8	66.1	60.1
June	74.7	75.0	74.2	107.0	107.5	80.8	45.8	47.0	61.0	72.8	73.4	63.2	70.2	70.7	58.9
July	66.3	65.4	72.7	69.5	69.3	67.9	49.9	49.1	57.7	54.0	53.4	62.8	61.5	60.7	65.3
August	67.9	65.7	75.5	60.7	57.1	68.8	58.3	56.6	57.8	48.2	46.1	65.8	51.2	48.8	64.2
September	76.3	78.4	76.9	73.5	76.6	78.9	55.1	56.2	60.4	67.5	69.1	75.2	56.9	58.2	64.6
October	88.6	82.3	76.9	83.0	75.9	78.2	60.6	56.8	59.8	104.6	95.6	77.1	67.5	61.6	64.2
November	78.5	81.1	76.5	83.9	86.3	79.9	46.9	49.5	57.5	93.1	96.5	77.2	59.1	61.2	65.8
December	109.0	108.9	81.9	110.6	111.5	79.1	114.7	113.5	61.0	109.9	110.7	86.5	135.1	136.0	73.5
<u>1937</u>															
January	64.2	63.5	75.5	43.6	42.3	64.1	43.2	41.7	55.6	49.5	48.3	73.2	46.7	45.6	66.1

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	Departmental (36 Firms)			Drugs (24 Firms)			Dyers and Cleaners (8 Chains)			Furniture (26 Firms)			Groceries and Meats (34 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
<u>1935</u>															
January	54.1	53.4	66.7	72.1	70.6	73.6	51.7	50.8	71.6	43.8	43.4	65.7	71.7	71.7	73.9
February	54.4	57.9	69.0	68.9	74.7	73.9	44.7	47.6	68.1	55.6	59.2	71.3	67.6	71.8	73.2
March	61.4	59.7	67.1	76.8	74.8	74.1	64.1	63.0	70.0	62.2	60.2	69.2	75.2	70.0	72.9
April	72.6	74.9	72.7	71.7	73.0	73.8	96.3	98.4	70.3	81.2	83.3	71.2	73.9	78.1	73.0
May	70.5	69.6	68.2	72.0	70.4	73.3	93.7	92.1	73.7	83.9	83.1	65.9	74.8	74.7	70.5
June	72.1	72.8	75.1	70.7	71.3	70.6	90.0	92.0	82.9	69.1	69.2	69.9	71.4	68.9	68.9
July	55.4	54.9	68.6	71.4	70.4	72.5	77.6	76.3	77.9	55.5	54.9	70.4	69.9	70.4	71.8
August	60.4	56.6	70.8	74.1	70.8	72.2	76.5	72.4	75.4	76.5	71.5	71.5	71.5	64.6	70.2
September	71.6	76.3	73.4	69.8	72.6	74.1	83.2	88.6	73.2	80.7	85.9	71.6	69.6	73.9	73.9
October	87.6	83.6	72.7	74.4	72.9	73.6	88.1	83.4	75.1	89.2	85.4	76.2	77.3	75.4	75.4
November	88.5	86.0	75.4	76.8	75.7	75.7	71.1	69.9	77.6	77.9	75.1	74.4	75.4	70.1	70.8
December	116.5	119.6	78.7	87.9	88.4	77.5	56.6	57.8	75.1	81.7	84.1	75.8	80.3	83.9	78.4
<u>1936</u>															
January	53.6	52.7	65.9	72.6	70.9	73.8	51.9	51.0	71.8	46.9	46.4	70.3	75.2	74.2	76.5
February	57.8	58.4	69.5	73.7	75.3	74.6	48.8	49.9	71.3	59.0	59.1	71.1	74.2	71.6	73.1
March	62.5	61.9	72.0	73.8	74.2	73.5	68.4	67.2	70.7	62.1	61.4	70.6	74.8	76.0	78.3
April	72.1	74.0	69.8	74.3	75.2	75.9	112.0	114.5	84.8	86.1	88.3	75.5	73.8	76.7	72.4
May	74.7	75.2	73.8	74.1	72.1	75.1	105.6	107.9	86.3	94.1	94.2	74.8	79.3	75.1	70.9
June	73.4	72.7	75.0	72.5	73.8	73.1	90.9	89.3	80.5	76.3	75.5	76.2	74.1	75.2	75.2
July	57.7	56.8	71.0	75.1	73.3	75.6	82.7	81.3	82.9	62.5	61.8	79.3	74.2	73.3	74.7
August	62.8	61.3	76.6	73.0	71.7	73.2	76.6	75.2	78.3	79.8	79.9	79.9	74.8	70.9	77.0
September	78.8	80.9	77.8	73.8	74.6	76.2	87.0	88.9	73.4	91.6	93.9	78.3	74.9	77.0	77.0
October	94.7	88.7	77.2	81.6	77.9	78.7	84.4	79.9	72.0	104.2	97.4	87.0	83.4	75.4	75.4
November	85.0	87.3	76.6	74.1	77.0	77.0	56.9	58.2	64.6	84.6	86.8	85.9	73.4	76.3	77.1
December	126.8	125.7	82.7	94.0	92.0	80.7	69.7	68.5	88.9	100.4	99.4	89.5	88.4	89.7	83.8
<u>1937</u>															
January	57.3	58.0	72.5	77.7	75.5	78.7	47.4	48.5	68.3	59.3	59.4	90.0	80.2	77.4	79.8

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 (16 Chains)			Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
<u>1935</u>												
January	52.4	51.5	80.5	37.2	36.7	44.2	49.0	48.1	51.7	53.2	53.3	79.5
February	49.8	53.0	78.0	36.1	38.6	44.4	44.9	48.7	50.8	57.7	61.5	83.1
March	62.3	61.2	79.5	39.7	39.2	47.8	51.4	50.5	52.0	67.5	63.7	80.6
April	80.6	82.4	78.5	35.5	36.4	45.0	50.7	51.4	50.9	77.9	80.9	87.0
May	102.4	100.8	74.1	43.0	42.4	48.8	51.9	50.8	50.8	79.5	79.7	76.6
June	87.2	89.2	77.6	30.1	30.9	43.5	49.8	50.7	50.2	88.6	86.1	83.6
July	82.9	83.5	81.1	26.6	26.2	40.4	51.2	50.2	48.8	82.8	83.3	83.3
August	84.1	81.6	80.0	35.2	33.4	44.0	55.4	53.6	50.6	83.7	76.6	83.3
September	90.7	99.1	81.2	52.3	55.9	40.8	53.0	54.5	51.9	77.9	83.0	85.5
October	95.5	92.6	82.7	66.6	63.3	48.0	54.3	53.3	53.3	90.4	88.1	83.9
November	81.4	82.1	87.3	66.0	65.1	46.2	52.5	52.6	54.7	91.3	86.1	85.2
December	77.9	81.7	80.1	67.7	69.5	44.0	55.7	55.4	54.3	164.0	169.7	91.7
<u>1936</u>												
January	54.5	54.9	85.8	43.2	42.6	51.4	50.4	49.3	53.0	53.4	53.3	79.6
February	51.9	54.4	80.0	40.4	41.5	47.7	43.0	50.8	53.0	60.8	59.1	79.8
March	69.0	69.6	90.4	36.6	36.2	44.1	52.7	52.4	54.0	65.1	65.5	81.8
April	86.5	90.7	86.4	36.9	37.8	46.7	51.7	52.4	51.9	80.4	83.2	90.5
May	115.3	120.9	88.9	50.1	51.5	59.1	53.3	52.3	52.3	91.2	88.3	84.9
June	110.0	110.9	96.4	34.9	34.5	48.5	52.4	53.1	52.6	93.1	93.6	90.9
July	97.9	98.7	95.8	34.1	33.6	51.7	55.8	54.6	53.0	88.8	88.7	88.7
August	101.5	102.3	100.3	31.9	31.5	41.5	57.3	56.4	53.2	87.1	82.5	89.6
September	116.5	122.1	100.1	63.3	64.9	47.4	55.3	56.1	53.4	85.5	88.4	91.1
October	120.7	117.2	104.7	69.8	66.3	50.3	54.6	52.9	52.9	100.7	92.2	87.8
November	99.7	104.5	111.2	60.9	62.6	44.4	53.0	54.4	56.7	90.5	93.7	92.7
December	109.5	110.4	108.2	77.8	76.8	48.6	60.0	58.9	57.7	183.0	184.1	99.5
<u>1937</u>												
January	75.1	78.7	123.0	46.8	48.0	57.9	52.9	51.9	55.8	61.7	59.9	89.4

YEAR-TO-YEAR COMPARISON OF SALES FOR CORRESPONDING MONTHS

- D. Percentage change from corresponding month in 1930.
 E. Percentage change from corresponding month in preceding year.

Months	General Index		Boots and Shoes		Candy		Men's Clothing		Women's Clothing		Departmental		Drugs	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
December, 1934 ..	-23.9	+ 7.5	- 7.2	+26.4	-28.8	+ 2.9	-13.7	+28.0	-18.9	- 2.2	-21.0	+11.6	-21.7	+ 3.8
December, 1935 ..	-21.7	+ 2.9	-10.5	- 3.5	-27.9	+ 1.2	- 8.5	+ 6.0	-19.2	- 0.4	-19.5	+ 1.9	-19.4	+ 2.9
December, 1936 ..	-13.7	+10.2	-15.5	- 5.6	-29.2	- 1.8	+ 0.2	+ 9.5	-10.4	+11.0	-12.4	+ 8.8	-13.8	+ 6.9
January, 1934 ...	-38.4	+ 5.5	-32.7	+ 0.7	-43.9	+ 3.3	-52.7	-10.9	-44.1	+ 1.7	-39.0	+ 8.5	-29.6	- 0.7
January, 1935 ...	-38.3	+ 0.2	-35.0	- 3.3	-53.0	-16.2	-42.6	+21.4	-48.9	- 8.6	-41.2	- 3.6	-27.5	+ 3.0
January, 1936 ...	-36.9	+ 2.2	-39.6	- 7.1	-47.2	+12.3	-39.6	+ 5.1	-46.9	+ 3.9	-41.7	- 0.9	-27.0	+ 0.7
January, 1937 ...	-31.5	+ 8.6	-35.4	+ 6.9	-48.8	- 3.1	-36.5	+ 5.1	-37.7	+17.3	-37.7	+ 6.9	-21.9	+ 7.0

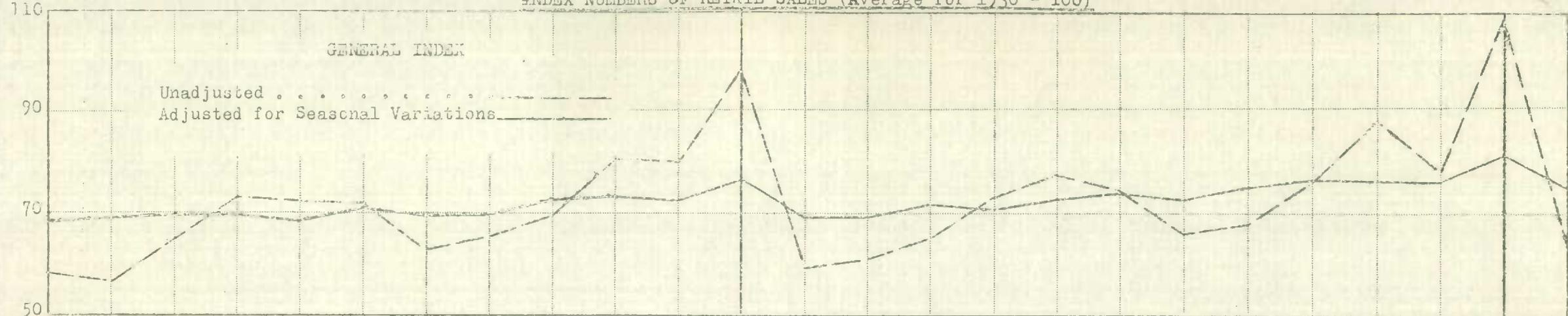
Months	Dyers and Cleaners		Furniture		Groceries and Meats		Hardware		Music and Radio		Restaurants		Variety	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
December, 1934 ..	-20.0	+ 7.3	-32.8	+19.9	-28.5	- 4.2	-27.6	+27.0	-60.7	+25.3	-44.1	- 2.4	-14.2	+ 9.9
December, 1935 ..	-23.4	- 4.2	-28.1	+ 6.9	-23.7	+ 6.6	-29.4	- 2.5	-60.5	+ 0.4	-42.0	+ 3.7	-11.8	+ 2.8
December, 1936 ..	- 5.7	+23.1	-11.7	+22.9	-16.0	+10.1	- 0.7	+40.6	-54.6	+14.9	-37.6	+ 7.7	- 1.6	+11.6
January, 1934 ...	-26.4	+19.1	-46.0	+34.9	-33.6	+ 6.1	-42.0	+ 6.0	-71.3	+ 2.7	-51.1	- 5.9	-20.0	+ 1.3
January, 1935 ...	-28.2	- 2.5	-45.9	+ 0.2	-32.7	+ 1.3	-27.8	+24.5	-64.7	+23.2	-53.2	- 4.3	-22.4	- 3.1
January, 1936 ...	-27.9	+ 0.4	-42.0	+ 7.1	-29.5	+ 4.9	-24.9	+ 4.0	-59.0	+16.1	-51.8	+ 2.9	-22.2	+ 0.4
January, 1937 ...	-34.2	- 8.7	-26.7	+26.4	-24.7	+ 6.8	+ 3.4	+37.8	-55.6	+ 8.3	-49.4	+ 5.0	-10.1	+15.5

N.B. These percentage changes are based upon actual monthly sales figures. No allowances have been made for differences in the number of working days or for seasonal variations.

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

GENERAL INDEX

Unadjusted
Adjusted for Seasonal Variations



WOMEN'S CLOTHING

Unadjusted
Adjusted for Seasonal Variations

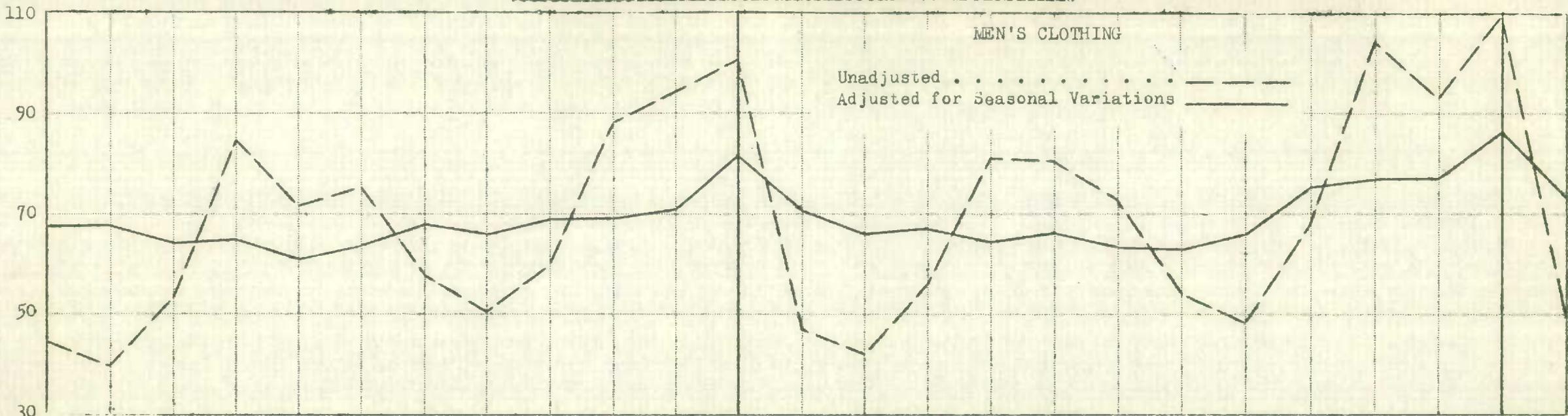


1935

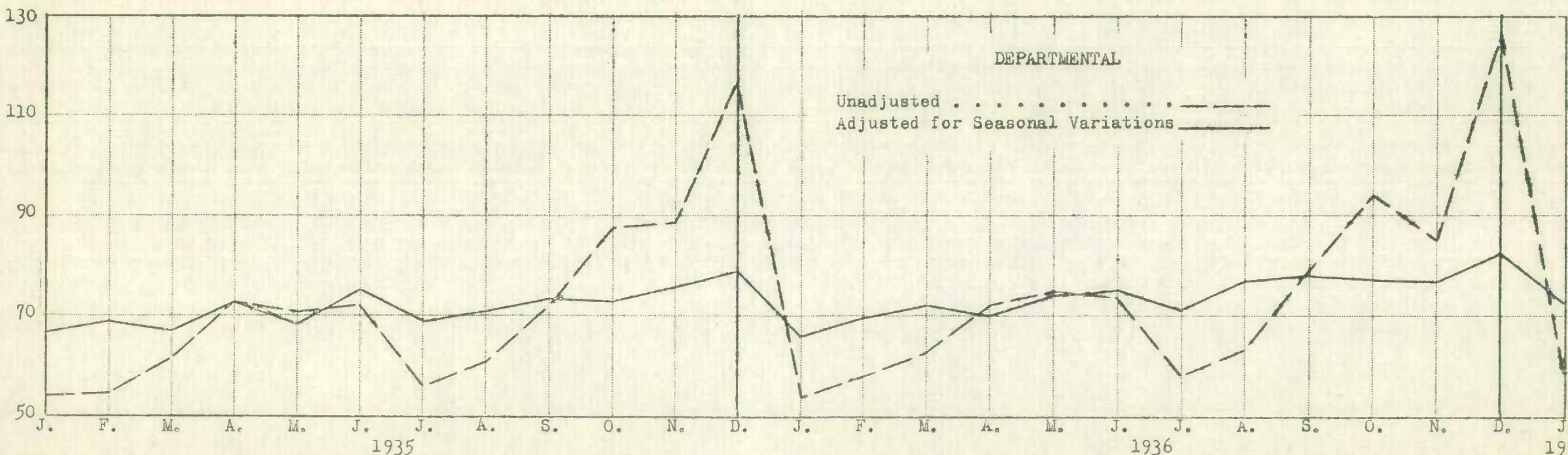
1936

1937

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



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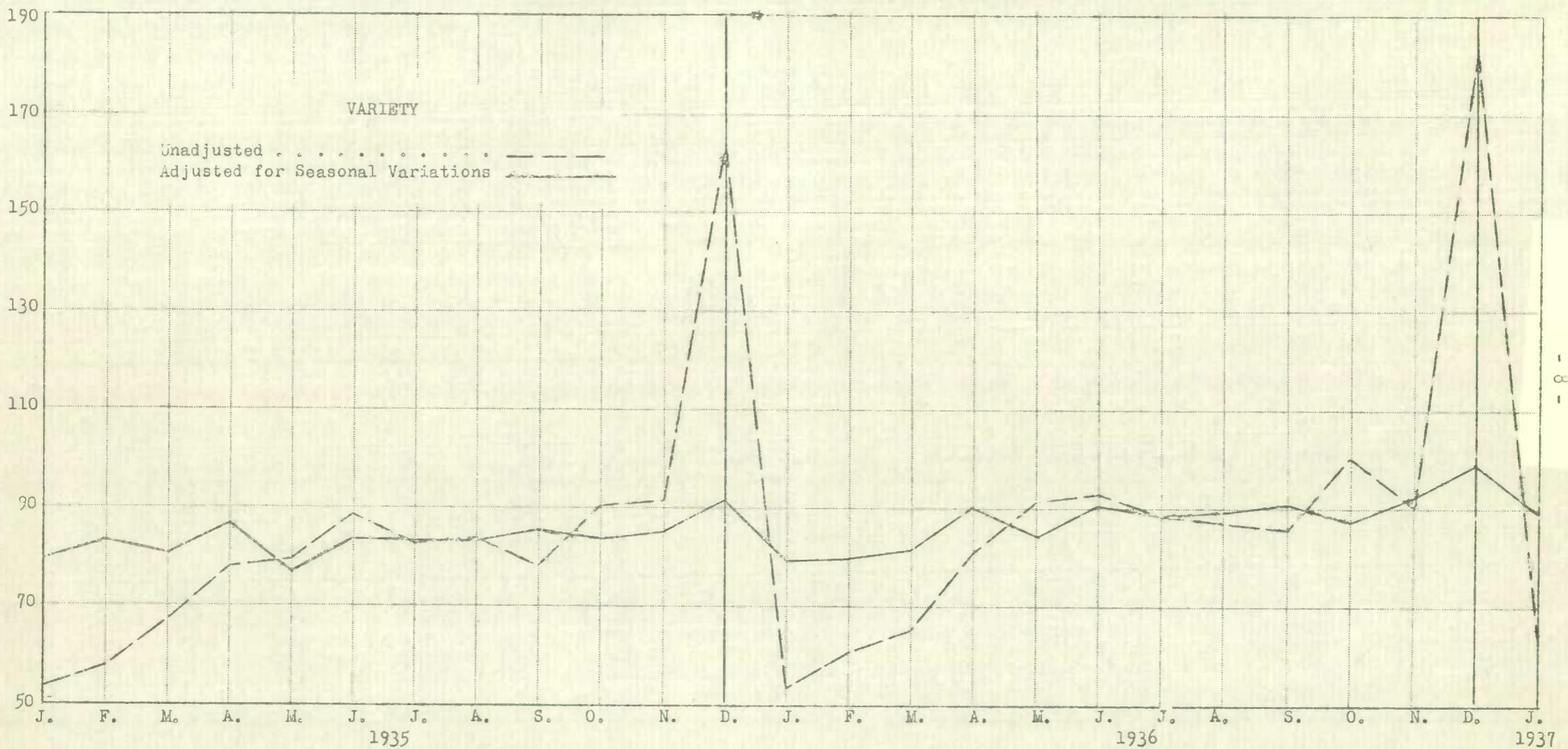


1935

1936

1937

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



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