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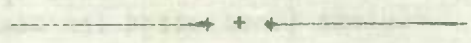
No. 9

RETAIL SALES

IN

CANADA

OCTOBER 1937



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

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RETAIL SALES IN CANADA, OCTOBER, 1937
(Indexes of Value)

The value of Canadian retail sales for October, 1937, exceeded that for October, 1936, by 3.5 per cent according to the unadjusted series of index numbers compiled by the Dominion Bureau of Statistics on the basis of the average for 1930 as 100. The general index at 90.6 was the highest for any October since 1931, when 91.8 was shown. October indexes for intervening years are 75.8 for 1932, 73.7 for 1933, 77.7 for 1934, 80.9 for 1935 and 87.5 for 1936. Sales in October this year were 23 per cent above the amount recorded for the corresponding month in 1933.

After adjustment for differences in the number of business days and for normal seasonal variations the general index number was 80.9 for October compared with 81.5 for September and 75.8 for October a year ago.

Advances in sales reported by nine and declines shown for four types of retail outlets covered by this report combined to effect an increase of 3.5 per cent in retail trade as a whole. The outstanding gain was shown by grocery and meat stores which reported expansion of 9.2 per cent in sales compared with a year ago. Women's clothing store sales advanced 8.1 per cent and sales of men's clothing stores increased 6.7 per cent. Smaller gains were shown for drug stores (5.2 per cent), boot and shoe stores (5.1 per cent), restaurants (4.4 per cent), variety stores (1.8 per cent), hardware stores (0.7 per cent) and furniture stores (0.1 per cent). Sales of candy stores, departmental stores, dyeing and cleaning establishments and music and radio stores declined as compared with October last year.

For the ten-month period, January to October, retail sales as a whole increased 7.8 per cent compared with a year ago and gains are shown for twelve out of thirteen kinds of business covered. Furniture and hardware stores led with improvements over last year of 15.6 per cent and 12.9 per cent respectively. Music and radio store sales increased 10.5 per cent and men's clothing stores showed an advance of 10.2 per cent for the year to date. Grocery and meat store sales were up 9.5 per cent; women's clothing, 7.4 per cent; variety, 7.0 per cent; drugs, 6.1 per cent; departmental, 5.9 per cent; boots and shoes, 5.0 per cent; restaurants, 4.1 per cent, and dyeing and cleaning receipts, 0.1 per cent. Candy sales declined 2.4 per cent for the ten-month period.

This report is based upon sales of 314 firms including a representative number of department stores, chain store companies and a number of independent firms in those lines of business where chains are of minor importance.

Department Store Sales in Canada by Selected Departments

Sales totals of the 21 firms which reported figures by principal departments for October increased 0.1 per cent compared with a year ago. The stationery, book and magazine departments indicated an advance of 9.7 per cent; home furnishings exceeded last October by 9.1 per cent, while a gain of 7.8 per cent was shown for sales of household appliances and electrical supplies. Millinery sales were 5.0 per cent higher. Smaller increases were shown for women's dresses, coats and suits, girls' and infants' wear, hosiery and gloves, food and furniture. Compared with October, 1936, declines were registered by the following departments: lingerie and corsets, men's and boys' clothing, drugs, piece goods, smallwares, hardware and kitchen utensils, radios, musical instruments and supplies, shoes and other footwear, and for the combined sales of all other departments.

Index Numbers of Department Store Sales by Economic Divisions

The index of sales of Canadian department stores for October declined 0.2 per cent compared with October last year, contrasted with a gain of 5.9 per cent for the period January to October. Department store sales in the Maritime Provinces increased 5.1 per cent during October and 9.5 per cent for the year to date. Ontario sales advanced

during the month under review and 6.5 per cent during the ten-month period. The stores reported a 4.0 percentage increase in sales for October and a 10.8 per cent cumulative total. British Columbia stores showed 0.8 per cent improvement in October and 6.9 per cent for the year to date. Sales of stores located in the Prairie Provinces declined 12.1 per cent during October and remained unchanged when compared with the January to October period a year ago.

Index Numbers of Grocery and Meat Store Sales by Provinces

This issue presents for the first time a new series of index numbers of grocery and meat store sales by provinces. A separate series of indexes is available for each of the Prairie Provinces but figures for the Maritime Provinces are withheld to avoid disclosing individual operations.

Compared with a gain of 9.2 per cent for Canada, grocery and meat store sales in Alberta were up 23.8 per cent over last October. British Columbia stores reported a 14.7 per cent gain and Ontario stores an improvement of 8.2 per cent. Sales for the provinces of Saskatchewan and Manitoba advanced 5.8 per cent and 3.6 per cent respectively.

Cumulative indexes point out that the best improvement for the year to date is shown for British Columbia, where sales exceeded last year's by 17.3 per cent. Alberta sales were up 17.1 per cent; Saskatchewan, 10.7 per cent; Manitoba and Ontario, both 8.1 per cent, and Quebec, 4.3 per cent. The ten-month total for Canada was 9.5 per cent in excess of last year.

Index Numbers of Hardware Store Sales by Economic Divisions

Decreases of 7.7 per cent for Ontario and 8.2 per cent for the Prairie Provinces did not entirely offset gains of 30.7 per cent for the Maritime Provinces, 17.9 per cent for Quebec and 11.3 per cent for British Columbia compared with last October, with the result that the index of hardware store sales for Canada held just above last year's level. The percentage gain was 0.7.

Cumulative totals indicate advances in sales of 24.4 per cent for British Columbia, 22.8 per cent for the Maritime Provinces and 22.3 per cent for Quebec with lesser gains for Ontario and the Prairie Provinces. Sales for Canada during the January to October period of 1937 were 12.9 per cent in advance of 1936.

Index Numbers of Variety Store Sales by Economic Divisions

Variety store sales for Canada during October were 1.8 per cent in advance of last year while sales for the January to October period were up 7.0 per cent. The October indexes showed gains ranging from 0.8 per cent for Alberta to 5.2 per cent for both Quebec and the Maritime Provinces. Cumulative totals reflected gains ranging from a low of 5.6 per cent for Alberta to a high of 11.4 per cent for the Maritime Provinces, compared with 7.0 for the Dominion. Saskatchewan sales declined 21.2 per cent compared with last October and 0.5 per cent compared with the period January to October, 1936.

These percentages are intended to **indicate** the trend in sales of a continuing group of stores. They do not **reflect** the increase in trade due to an expansion in the number of stores in operation.

Corresponding-Month Comparison of Retail Sales in Canada by Kinds of Business

Kind of Business	September, 1937			October, 1937			Jan.-Oct., 1937	
	+ or - p.c. compared with			+ or - p.c. compared with			+ or - p.c. compared with	
	Sept., 1930	Sept., 1936	Aug., 1937	Oct., 1930	Oct., 1936	Sept., 1937	Jan.-Oct., 1930	Jan.-Oct., 1936
General Index	-16.3	+ 8.2	+18.0	-16.0	+ 3.5	+11.3	-22.3	+ 7.8
Boots and Shoes	- 7.4	+12.7	+39.9	-10.8	+ 5.1	+ 5.3	-22.4	+ 5.0
Candy	-37.1	+ 0.2	+10.2	-32.9	- 4.0	+ 5.4	-42.2	- 2.4
Men's Clothing	- 8.0	+13.6	+55.6	- 4.1	+ 6.7	+45.5	-27.5	+10.2
Women's Clothing	-30.5	+ 7.6	+18.4	-24.5	+ 8.1	+19.3	-35.4	+ 7.4
Departmental	-18.5	+ 3.3	+24.8	-19.3	- 0.2	+16.1	-23.4	+ 5.9
Drugs	-16.1	+ 6.8	- 0.3	-13.5	+ 5.3	+ 8.4	-21.0	+ 6.1
Dyers and Cleaners	-20.9	+ 8.3	+25.4	-31.7	- 7.1	-16.8	-22.6	+ 0.1
Furniture	+ 2.6	+13.5	+16.6	- 1.9	+ 0.1	+ 0.3	-10.4	+15.6
Groceries and Meats ...	-10.4	+13.4	+12.7	- 7.4	+ 9.2	+ 7.3	-16.9	+ 9.5
Hardware	- 5.0	+15.0	+13.5	-20.4	+ 0.7	- 7.2	-14.8	+12.9
Music and Radio	-46.1	+ 3.5	+79.2	-52.8	+ 6.3	+ 7.0	-45.3	+10.5
Restaurants	-42.5	+ 4.3	- 1.2	-42.7	+ 4.4	- 1.2	-45.5	+ 4.1
Variety	- 3.2	+ 5.0	+ 5.4	- 2.8	+ 1.8	+14.1	- 5.5	+ 7.0

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 (314 Firms)			Boots and Shoes (17 Chains)			Candy (7 Chains)			Men's Clothing (18 Chains)			Women's Clothing (13 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
October, 1929	126.7	122.3	114.3	121.4	118.6	122.3	109.8	108.7	114.4	194.3	188.6	152.1	112.2	108.8	113.3
October, 1930	107.8	103.3	96.6	97.8	94.8	97.7	86.8	85.3	89.8	116.4	111.6	90.0	96.7	92.6	96.5
October, 1931	91.8	85.1	79.6	90.0	82.2	84.8	86.2	80.7	85.0	81.9	74.9	60.4	81.0	73.9	77.0
October, 1932	75.8	73.1	68.4	74.2	69.8	72.0	61.5	59.7	62.8	71.3	68.2	55.0	60.0	57.2	59.6
October, 1933	73.7	73.7	68.9	67.5	67.7	69.8	57.2	58.6	61.7	75.0	75.7	61.0	56.1	56.4	58.8
October, 1934	77.7	75.5	70.5	68.1	66.6	68.6	56.4	56.0	58.9	85.2	83.2	67.1	60.5	59.1	61.5
October, 1935	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
October, 1936	87.5	81.1	75.8	83.0	75.9	78.2	60.6	56.8	59.8	104.6	95.6	77.1	67.5	61.6	64.2
October, 1937	90.6	86.6	80.9	87.2	82.1	84.6	58.2	56.2	59.2	111.6	105.1	84.8	73.0	68.6	71.4
<u>1936</u>															
October	87.5	81.1	75.8	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	77.6	80.2	75.6	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	107.8	107.6	80.9	110.6	111.5	79.1	114.7	113.5	61.0	109.9	110.7	86.5	130.4	131.2	70.9
<u>1937 (a)</u>															
January	62.8	62.0	73.8	44.0	42.7	64.7	43.2	41.7	55.6	52.7	51.5	78.0	43.3	42.2	61.2
February	61.6	65.7	75.5	43.4	46.2	72.1	55.3	60.0	65.2	45.9	48.8	78.6	44.1	46.8	68.8
March	73.3	73.8	75.3	62.8	63.3	71.9	85.3	84.7	65.2	70.0	71.2	71.2	59.5	60.4	65.7
April	79.5	78.5	78.5	81.2	80.9	77.8	47.7	48.4	56.9	82.9	81.9	71.3	71.8	70.9	65.6
May	83.4	82.5	78.6	97.7	94.8	81.0	62.0	60.3	61.5	85.0	83.1	71.0	71.3	69.6	63.3
June	82.0	81.9	81.1	113.1	114.0	85.7	44.9	45.8	59.5	82.6	82.6	71.2	76.4	76.3	63.6
July	74.1	70.6	78.4	81.0	76.3	74.8	50.8	47.5	55.9	63.2	59.5	70.0	69.7	65.5	70.5
August	69.0	69.0	79.4	59.2	59.4	71.6	50.1	51.3	52.4	49.3	49.7	71.0	51.7	52.1	68.5
September	81.4	83.1	81.5	82.8	85.5	88.2	55.2	56.1	60.3	76.7	78.2	85.1	61.2	62.3	69.2
October	90.6	86.6	80.9	87.2	82.1	84.6	58.2	56.2	59.2	111.6	105.1	84.8	73.0	68.6	71.4

(a) Subject to final revision.

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 Chains)			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
October, 1929	128.6	122.7	106.7	106.5	104.5	105.6	124.9	118.5	106.7	148.3	141.9	122.4	114.6	112.0	112.0
October, 1930	117.1	111.3	96.8	98.3	96.0	97.0	114.8	108.9	98.1	106.3	101.7	87.7	98.4	94.7	94.7
October, 1931	94.4	88.4	76.9	89.9	86.0	86.8	88.6	84.0	75.7	101.8	95.2	82.1	91.2	82.5	82.5
October, 1932	81.2	79.2	68.9	77.6	76.3	77.1	73.3	72.2	65.0	65.5	63.3	54.6	76.6	72.7	72.7
October, 1933	81.2	80.5	70.0	68.1	68.5	69.2	78.5	77.2	69.6	63.1	62.4	55.7	71.6	72.0	72.8
October, 1934	83.9	80.4	69.9	71.8	70.8	71.5	85.0	80.4	72.5	77.3	74.0	66.1	75.3	74.4	74.4
October, 1935	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
October, 1936	94.7	88.7	77.2	80.7	77.0	77.8	84.4	79.9	72.0	104.2	97.4	87.0	83.4	75.4	75.4
October, 1937	94.5	91.8	79.9	85.0	82.7	83.6	78.4	77.0	69.3	104.3	101.0	90.2	91.1	84.7	84.7
<u>1936</u>															
October	94.7	88.7	77.2	80.7	77.0	77.8	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	73.5	76.5	76.5	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	93.6	91.6	80.4	69.7	68.5	88.9	100.4	99.4	89.5	88.4	89.7	83.9
<u>1937(a)</u>															
January	57.2	57.8	72.3	78.3	76.2	79.4	48.5	49.6	69.8	58.5	58.6	88.8	79.8	77.0	79.3
February	58.6	62.4	74.3	75.6	82.0	81.1	49.4	52.6	75.1	68.2	72.5	87.4	74.4	78.9	80.6
March	70.8	70.5	72.7	81.1	80.0	79.2	70.5	69.2	69.2	78.1	77.3	88.9	82.5	84.7	84.7
April	77.6	76.3	80.3	77.1	77.7	78.5	96.7	95.0	73.1	99.3	98.3	84.0	84.5	83.4	81.0
May	79.9	80.8	79.2	76.5	75.2	78.3	105.6	107.9	86.3	111.2	111.3	88.4	87.1	84.0	79.2
June	80.5	79.8	82.3	77.6	78.5	77.8	109.4	107.5	96.9	93.3	92.3	88.4	83.4	83.9	83.9
July	63.0	61.3	76.6	80.3	76.7	79.0	81.5	80.1	81.7	75.1	72.7	93.2	87.9	81.7	83.4
August	65.2	64.6	80.8	78.6	79.1	80.7	75.1	73.8	76.9	89.2	88.3	88.3	75.3	76.4	83.0
September	81.4	83.3	80.1	78.4	79.3	80.9	94.2	96.2	79.5	104.0	106.7	88.9	84.9	86.5	86.5
October	94.5	91.8	79.9	85.0	82.7	83.6	78.4	77.0	69.3	104.3	101.0	90.2	91.1	84.7	84.7

(a) Subject to final revision.

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 (96 Firms)			Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
October, 1929	137.5	130.5	113.4	209.9	199.2	138.3	116.4	114.2	114.2	125.4	122.2	116.4
October, 1930	119.7	113.6	98.8	138.7	131.6	91.4	99.5	97.3	97.3	105.4	102.4	97.5
October, 1931	86.8	82.3	71.6	98.6	93.5	66.8	81.5	78.9	78.9	107.7	98.6	93.9
October, 1932	71.4	70.4	61.2	54.6	53.8	39.9	60.3	59.4	59.4	87.1	82.4	78.5
October, 1933	70.7	69.7	60.6	42.4	41.8	31.5	54.9	54.6	54.6	80.8	81.2	77.3
October, 1934	84.7	80.4	69.9	57.5	54.6	41.4	53.2	52.2	52.2	86.3	84.4	80.4
October, 1935	86.3	81.9	71.2	66.6	63.3	48.0	54.3	53.3	53.3	90.4	88.1	83.9
October, 1936	94.6	89.4	77.8	69.8	66.3	50.3	54.6	52.9	52.9	100.7	92.2	87.8
October, 1937	95.3	93.6	81.3	65.4	64.5	48.9	57.0	55.9	55.9	102.5	96.6	92.0
<u>1936</u>												
October	94.6	89.4	77.8	69.8	66.3	50.3	54.6	52.9	52.9	100.7	92.2	87.8
November	79.2	80.9	80.9	60.9	62.6	44.4	52.9	54.3	56.6	90.5	93.7	92.7
December	86.4	84.8	75.7	77.8	76.8	48.6	59.9	58.8	57.6	183.0	184.1	99.5
<u>1937(a)</u>												
January	44.4	45.3	82.4	46.2	47.4	57.1	52.9	51.9	55.8	61.7	59.9	89.4
February	42.2	44.9	80.2	47.1	50.4	57.9	50.7	55.1	57.3	62.8	66.9	90.3
March	61.4	60.3	86.2	46.7	46.1	56.2	57.1	56.1	57.8	79.6	80.4	96.9
April	92.1	90.4	87.0	50.9	50.3	62.1	56.2	56.7	56.2	80.1	79.9	89.8
May	113.5	115.8	85.2	54.0	55.5	63.8	54.2	53.4	53.4	98.7	95.9	92.2
June	106.0	104.1	87.5	44.4	43.8	61.7	53.4	54.2	53.6	100.5	101.1	98.2
July	96.4	94.6	86.0	37.5	37.0	56.9	56.7	55.0	53.4	101.7	95.9	95.9
August	90.5	88.9	86.3	34.1	33.6	44.3	58.4	58.1	54.8	85.2	85.7	93.1
September	102.7	104.8	87.4	61.1	62.7	45.8	57.7	58.5	55.7	89.8	92.5	95.4
October	95.3	93.6	81.3	65.4	64.5	48.9	57.0	55.9	55.9	102.5	96.6	92.0

(a) Subject to final revision.

DEPARTMENTAL STORE SALES IN CANADA BY SELECTED DEPARTMENTS (x)

	October, 1936	October, 1937	% Change, 1937/36
TOTAL SALES, ALL DEPARTMENTS	22,728,964	22,757,678	+ 0.1
1. Women's dresses, coats and suits	2,502,038	2,525,134	+ 0.9
2. Girls' and infants' wear	965,791	978,903	+ 1.4
3. Hosiery and gloves	1,077,478	1,078,504	+ 0.1
4. Lingerie and corsets	1,013,727	983,097	- 3.0
5. Millinery	346,105	363,538	+ 5.0
6. Women's and children's apparel - (Total 1 - 5)	5,905,139	5,929,166	+ 0.4
7. Men's and boys' clothing and furnishings	3,323,052	3,270,266	- 1.6
8. Drugs and toilet articles and prepara- tions	540,481	531,704	- 1.6
9. Piece goods	1,810,825	1,768,160	- 2.4
10. Smallwares	756,552	734,596	- 2.9
11. Food and kindred products	1,856,574	1,893,499	+ 2.0
12. Furniture	1,052,991	1,086,107	+ 3.1
13. Home furnishings	1,513,285	1,651,739	+ 9.1
14. Household appliances and electrical supplies	584,293	629,956	+ 7.8
15. Hardware and kitchen utensils	658,549	655,563	- 0.5
16. Radios, musical instruments and supplies	462,220	399,554	-13.6
17. Shoes and other footwear	1,749,437	1,706,081	- 2.5
18. Stationery, books and magazines	272,034	298,457	+ 9.7
19. All other departments, total	2,243,532	2,202,830	- 1.8

(x) Based on sales of 21 firms.

Monthly Index Numbers of Department Store Sales in Canada, by Economic Divisions
(Average for 1930 = 100)

	CANADA		Maritime Provinces		Quebec		Ontario		Prairie Provinces		British Columbia	
	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations
1935 - October	87.6	72.7	84.0	74.2	73.1	66.1	80.9	71.9	107.1	75.1	95.1	81.1
November	88.5	75.4	86.5	76.4	74.7	69.4	87.0	74.7	102.2	83.3	91.1	86.4
December	116.5	78.7	123.0	73.3	108.4	67.5	121.9	72.3	114.1	74.5	123.5	80.4
Yearly Average ...	72.1	-	72.6	-	66.2	-	72.0	-	75.0	-	79.8	-
1936 - January	53.6	65.9	53.9	71.3	50.0	63.5	53.8	70.0	54.9	74.1	60.4	81.1
February	57.8	69.5	55.9	75.5	53.8	68.8	58.2	73.8	58.8	76.1	66.1	83.7
March	62.5	72.0	59.8	73.4	61.4	66.2	62.8	70.9	62.2	73.3	71.4	78.4
April	72.1	69.8	69.2	72.8	69.4	65.7	72.0	71.5	73.0	75.8	81.8	82.7
May	74.7	73.8	76.9	72.1	73.2	68.3	75.2	74.8	74.0	77.4	82.9	84.7
June	73.4	75.0	80.3	73.4	72.8	68.1	74.7	72.6	69.9	76.1	80.7	83.2
July	57.7	71.0	66.4	75.8	49.1	69.1	56.4	75.7	57.2	76.6	75.0	86.1
August	62.8	76.6	64.1	75.2	58.2	72.0	61.3	74.9	62.4	77.3	81.6	83.7
September	78.8	77.8	70.6	77.8	73.0	72.9	74.3	76.1	89.8	84.6	87.7	87.2
October	94.7	77.2	87.8	77.6	82.8	74.9	88.4	78.6	113.6	79.6	102.3	87.2
November	85.0	76.6	86.1	76.1	78.2	72.7	89.2	76.6	88.4	72.0	87.5	82.9
December	126.8	82.7	133.1	79.3	120.4	75.0	133.0	78.9	124.3	81.1	137.0	89.2
Yearly Average ...	75.0	-	75.3	-	70.2	-	74.9	-	77.4	-	84.5	-
1937 - January	57.2	72.3	58.2	77.0	56.4	71.7	57.7	75.0	56.6	76.4	62.9	84.4
February	58.6	74.3	55.3	74.7	55.6	71.1	59.4	75.3	58.9	76.2	66.7	84.4
March	70.8	72.7	65.8	80.7	70.0	75.5	70.0	79.0	70.7	83.4	84.0	92.2
April	77.6	80.3	75.2	79.0	77.6	73.5	78.0	77.5	76.8	79.7	85.8	86.8
May	79.9	79.2	89.6	84.0	83.3	77.7	78.7	78.3	77.0	80.5	87.5	89.4
June	80.5	82.3	90.4	82.6	82.9	77.6	82.7	80.3	73.4	79.9	88.5	91.2
July	63.0	76.6	75.8	86.6	56.7	79.7	60.4	81.0	60.2	80.6	82.8	95.1
August	65.2	80.8	70.7	83.0	61.2	75.8	62.0	75.8	61.6	76.4	89.3	91.6
September	81.4	80.1	76.4	84.2	83.1	83.1	79.3	81.3	80.4	75.7	93.7	93.1
October	94.5	79.9	92.3	81.5	86.1	77.9	92.8	82.5	99.9	70.0	103.1	87.9
% Change, October, $\frac{1937}{1936}$	-0.2	-	+5.1	-	+4.0	-	+5.0	-	-12.1	-	+0.8	-
% Change, Jan.-Oct., $\frac{1937}{1936}$	+5.9	-	+9.5	-	+10.8	-	+6.5	-	unchanged	-	+6.9	-

Index Numbers of Grocery and Meat Store Sales in Canada by Provinces (x)

(Base - Average for 1930 = 100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>1935</u>							
January	71.7	74.8	74.5	67.9	50.3	69.8	73.6
February	67.6	74.7	71.0	67.1	51.6	67.3	69.7
March	75.2	87.5	83.4	77.4	61.1	80.5	81.5
April	73.9	76.9	75.6	71.2	57.6	72.8	74.7
May	74.8	78.3	76.1	77.1	61.8	78.9	79.2
June	71.4	76.8	76.8	82.3	68.0	84.9	85.5
July	69.9	65.2	69.5	74.6	63.8	83.0	77.8
August	71.5	70.7	76.4	84.0	77.8	96.5	84.0
September	69.6	67.5	71.4	73.3	76.3	90.3	72.0
October	77.3	77.7	76.7	78.3	80.5	97.4	79.7
November	75.4	84.3	83.0	79.5	70.6	94.7	83.7
December	80.3	81.2	81.2	80.4	68.0	95.5	84.2
Yearly Average	73.2	76.3	76.3	76.1	65.6	84.3	78.8
<u>1936</u>							
January	75.2	83.3	79.5	72.3	54.3	80.6	77.2
February	74.2	83.5	80.9	75.0	57.4	85.4	78.9
March	74.8	83.4	78.4	73.1	57.5	84.3	75.1
April	73.8	77.9	78.1	74.9	59.1	85.5	76.3
May	79.3	83.1	83.6	84.7	66.5	94.2	80.2
June	74.1	76.6	76.5	85.5	67.9	91.6	78.8
July	74.2	71.1	78.4	83.2	70.5	93.0	79.6
August	74.8	68.3	79.0	85.2	81.3	95.8	84.0
September	74.9	69.6	77.8	84.2	90.4	101.1	80.4
October	83.4	82.1	88.1	88.9	84.9	97.6	86.0
November	73.4	72.9	77.7	75.4	61.6	84.2	84.6
December	88.4	85.1	93.7	83.9	79.2	105.4	106.2
Yearly Average	76.7	78.1	81.0	80.5	69.2	91.6	82.3
<u>1937</u>							
January	79.8	81.4	86.3	74.4	62.0	79.3	86.4
February	74.4	76.6	78.9	71.3	57.4	84.5	83.4
March	82.5	85.2	86.6	83.4	65.4	94.2	92.7
April	84.5	86.2	88.3	87.3	69.8	116.2	94.7
May	87.1	87.4	90.1	95.8	74.4	104.4	98.3
June	83.4	82.9	85.2	92.3	78.7	106.7	95.6
July	87.9	79.3	91.3	96.9	91.5	121.3	99.1
August	75.3	66.7	76.2	86.3	83.0	113.3	92.3
September	84.9	79.3	87.2	92.2	91.4	123.7	93.3
October	91.1	87.1	95.3	92.1	89.8	120.3	98.6
% Change, October, 1937 October, 1936	+ 9.2	+ 6.1	+ 8.2	+ 3.6	+ 5.8	+23.8	+14.7
% Change, Jan.-Oct., 1937 Jan.-Oct., 1936	+ 9.5	+ 4.3	+ 8.1	+ 3.1	+10.7	+17.1	+17.3

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

Index Numbers of Hardware Store Sales in Canada by Economic Divisions

(Base - Average for 1930 = 100)

(Unadjusted for Seasonal Variations)

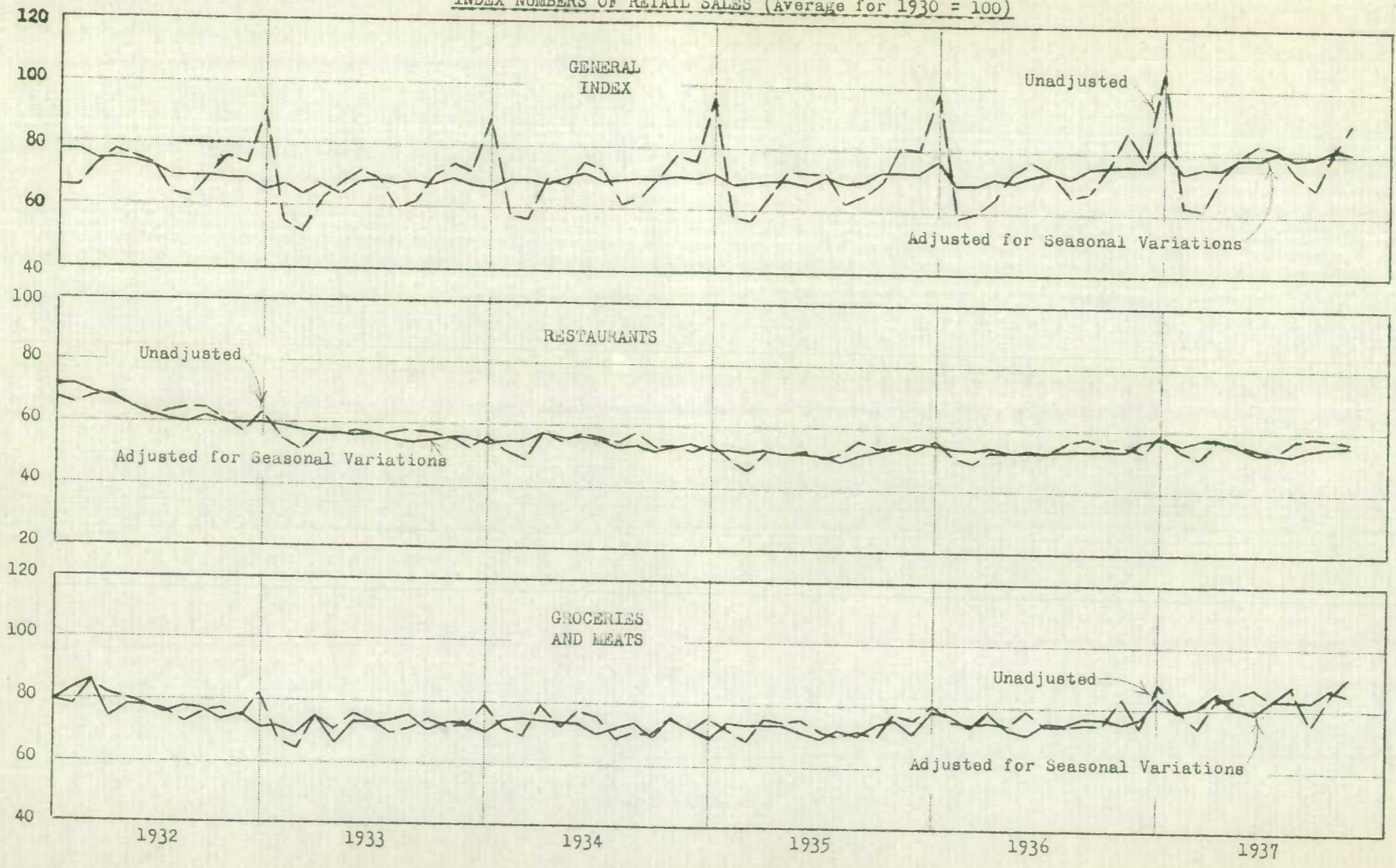
Year and Month	CANADA (96 Firms)	Maritime Provinces (11 Firms)	Quebec (18 Firms)	Ontario (21 Firms)	Prairie Provinces (33 Firms)	British Columbia (13 Firms)
<u>1935</u>						
January	39.1	38.0	31.1	44.8	36.2	49.2
February	37.3	35.1	31.6	39.4	36.0	51.5
March	49.4	40.7	43.3	55.0	44.4	75.8
April	73.7	75.5	74.7	77.2	65.5	79.4
May	93.0	94.9	101.2	101.8	75.8	88.8
June	82.6	83.4	71.3	95.9	73.5	83.5
July	76.1	88.0	71.7	87.6	68.4	74.2
August	76.2	81.2	73.1	77.8	76.7	85.4
September	80.5	80.9	72.8	77.9	82.7	91.3
October	86.3	91.4	66.2	83.5	94.5	103.2
November	72.4	79.6	56.6	71.8	75.4	95.5
December	79.6	84.9	56.3	81.2	83.3	115.9
Yearly Average	70.9	72.8	62.5	74.5	67.7	82.8
<u>1936</u>						
January	39.0	41.9	29.4	42.0	37.7	55.6
February	38.3	32.8	33.9	38.9	38.1	49.5
March	52.9	50.7	47.7	52.6	50.4	75.6
April	76.4	82.6	66.1	80.6	70.5	96.4
May	100.4	93.0	90.0	116.8	86.8	106.5
June	91.7	96.8	72.6	111.6	80.0	96.7
July	83.2	89.4	65.0	100.8	72.4	93.1
August	82.5	84.9	70.8	88.8	78.0	92.6
September	89.3	79.7	71.7	93.0	92.3	112.4
October	94.6	88.4	66.4	104.2	99.3	117.9
November	79.2	86.9	59.1	84.1	78.9	107.9
December	86.4	90.8	55.2	94.3	92.2	116.7
Yearly Average	76.2	76.5	60.7	84.0	73.1	93.4
<u>1937</u>						
January	44.4	47.4	34.6	51.6	38.8	62.2
February	42.2	45.1	38.8	43.1	39.0	52.2
March	61.4	59.8	54.7	63.4	55.3	98.4
April	92.1	94.3	83.6	88.4	89.3	133.6
May	113.5	109.5	108.0	122.4	96.9	146.0
June	106.0	108.8	89.3	124.8	89.6	129.3
July	96.4	118.4	85.0	108.0	77.0	126.0
August	90.5	95.4	86.3	95.0	78.8	111.1
September	102.7	114.5	92.0	106.3	94.4	125.4
October	95.3	115.5	78.3	96.2	91.2	131.2
% Change, October, 1937 October, 1936	+ 0.7	+30.7	+17.9	- 7.7	- 8.2	+11.3
% Change, Jan.-Oct., 1937 Jan.-Oct., 1936	+12.9	+22.8	+22.3	+ 8.4	+ 6.4	+24.4

Index Numbers of Variety Store Sales in Canada by Economic Divisions
(Base - Average for 1930 = 100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>1935</u>								
January	53.2	51.8	49.3	56.2	52.0	39.0	58.3	49.5
February	57.7	54.7	53.5	59.1	59.9	47.9	71.7	58.6
March	67.5	66.4	62.2	71.6	64.0	48.3	77.0	62.4
April	77.9	75.9	72.8	80.8	84.1	59.9	85.5	72.8
May	79.5	78.8	79.8	80.8	85.0	59.3	83.2	70.7
June	88.6	92.4	91.2	89.5	97.4	69.0	85.8	73.9
July	82.8	91.6	78.5	81.1	93.3	77.3	87.5	76.6
August.....	83.7	92.6	79.6	83.8	83.7	70.7	94.2	81.7
September	77.9	81.6	75.0	77.9	82.5	70.0	87.6	73.3
October	90.4	93.1	83.5	90.4	100.9	103.1	106.3	77.5
November	91.3	93.4	81.8	94.9	97.6	79.8	108.3	84.3
December	164.0	179.9	137.6	168.8	171.1	142.4	194.0	171.9
Yearly Average	84.5	87.7	78.7	86.2	89.3	72.2	95.0	79.4
<u>1936</u>								
January	53.4	50.4	48.1	55.7	50.1	40.8	65.5	55.1
February	60.8	58.7	58.3	62.5	55.4	47.3	68.3	61.5
March	65.1	60.8	59.9	67.4	65.1	50.9	77.8	64.4
April	80.4	77.6	76.3	81.8	86.8	63.6	92.5	79.3
May	91.2	88.5	91.2	92.7	100.2	73.1	92.7	79.8
June	93.1	98.1	93.7	92.1	102.9	77.0	93.5	83.3
July	88.8	97.9	81.9	87.5	97.6	80.3	103.5	89.3
August	87.1	98.9	80.9	85.5	91.6	76.4	94.2	92.0
September	85.5	91.8	79.7	83.2	101.3	90.1	95.5	83.5
October	100.7	107.2	91.1	101.0	115.3	105.9	119.0	91.5
November	90.5	95.6	79.7	90.9	98.8	96.9	109.4	89.5
December	183.0	205.2	153.2	186.9	194.6	163.8	200.1	204.8
Yearly Average	90.0	94.2	82.8	90.6	96.6	80.5	101.0	89.5
<u>1937</u>								
January	61.7	62.1	57.8	64.4	57.3	46.5	64.9	60.5
February	62.8	61.5	59.0	64.4	60.9	54.8	69.8	63.2
March	79.6	78.8	74.5	81.0	81.4	65.9	92.4	83.3
April	80.1	78.3	78.1	80.0	84.7	68.0	96.4	79.9
May	98.7	104.8	102.7	98.1	103.2	83.1	102.3	90.0
June	100.5	105.2	101.5	100.0	112.6	83.7	99.6	92.4
July	101.7	117.4	96.8	101.0	109.3	79.7	111.7	100.0
August	85.2	102.3	80.9	83.0	85.9	64.2	95.8	93.7
September	89.8	100.9	86.5	87.7	107.0	72.4	100.4	91.4
October	102.5	112.8	95.8	103.1	120.9	83.4	119.9	94.5
% Change, October, 1937. October, 1936	+ 1.8	+ 5.2	+ 5.2	+ 2.1	+ 4.9	-21.2	+ 0.8	+ 3.3
% Change, Jan.-Oct., 1937 Jan.-Oct., 1936	+ 7.0	+11.4	+ 9.5	+ 6.6	+ 6.6	- 0.5	+ 5.6	+ 8.9

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



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