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RETAIL SALES

IN

CANADA

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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, NOVEMBER, 1937
(Indexes of Value)

Retail sales in Canada advanced 8.4 per cent during November compared with November, 1936, according to unadjusted index numbers compiled by the Dominion Bureau of Statistics. The general index stood at 84.1 compared with 77.6 for November last year on the basis of the average for 1930 as 100. The November figure also compares favourably with 80.1 for the same month of 1935, 74.9 for 1934, 71.4 for 1933, and 73.1 for 1932.

After adjustment for differences in the number of working days and for normal seasonal variations, the general index for November stood at 79.5, falling slightly below September and October figures of 81.4 and 80.8 respectively.

Twelve out of the thirteen kinds of business covered averaged higher this year than last, combining to effect the 8.4 per cent advance for retail trade as a whole. Increases over November, 1936, ranged from 18.1 per cent for music and radio to 1.3 per cent for candy sales. Substantial gains were reported for the following kinds of business: dyeing and cleaning, 17.8 per cent; groceries and meats, 12.4 per cent, and women's clothing, 11.2 per cent. Department store sales were up 8.7 per cent, and furniture, 8.0 per cent. Drug sales increased 5.0 per cent; hardware, 4.9 per cent; variety stores, 4.4 per cent; restaurants, 1.7 per cent, and candy, 1.3 per cent.

For the eleven-month period January to November, twelve out of the thirteen kinds of business covered showed advanced sales compared with 1936. Notable gains were made by furniture, hardware, and music and radio stores, percentage gains being 14.2, 12.2 and 11.4 respectively. Improvement of 9.7 per cent was noted in grocery and meat store sales. Men's clothing stores indicated a 9.1 per cent advance; women's clothing, 7.8 per cent; variety stores, 6.7 per cent; departmental, 6.2 per cent, and drugs, 6.0 per cent. Restaurant receipts improved by 3.4 per cent; boot and shoe stores, 3.1 per cent, and dyeing and cleaning establishments, 1.6 per cent. Candy sales for the year to date declined 2.1 per cent compared with the same period a year ago.

Department Store Sales in Canada by Selected Departments

Sales totals of the 21 firms which reported sales figures by principal departments for November increased 5.9 per cent compared with November, 1936. The only department to show a decline was music and radio, which dropped 17.6 per cent. Demand for new household appliances and electrical supplies was indicated by a 14.3 per cent advance over last November. The next best improvement was noted in the millinery department with a gain of 14.1 per cent. An 11.2 per cent increase occurred in sales of girls' and infants' wear. The men's and boys' clothing departments reported a 10.5 per cent improvement in sales, and hosiery and gloves, 9.6 per cent. Sales of food, furniture and home furnishings moved up 8.2 per cent, 7.9 per cent and 7.7 per cent respectively. Combined sales of women's and children's clothing improved 6.3 per cent, and the following gains were shown for the remaining departments covered by this report: stationery, books and magazines, 6.2 per cent; piece goods, 5.6 per cent; shoes and other footwear, 5.4 per cent; drugs and toilet articles, 4.7 per cent; hardware and kitchen utensils, 4.5 per cent; smallwares, 4.0 per cent; women's dresses, coats and suits, 3.8 per cent; lingerie and corsets, 2.7 per cent, and all other departments, 1.6 per cent.

Index Numbers of Department Store Sales by Economic Divisions

November sales of Canadian department stores advanced 8.7 per cent during November over November, 1936, according to the unadjusted series of index numbers. Sales totals for the January to November period were up 6.2 per cent compared with the same period a year ago.

Outstanding gains were made during November by department stores in Western Canada. Sales for the Prairie Provinces were up 13.3 per cent compared with a 1.6 per cent increase for the year to date. British Columbia stores reported advancement of 12.5 per cent during the month while cumulative figures indicated a gain of 7.4 per cent. Quebec sales increased 7.4 per cent during November and 10.5 per cent for the year to date. Department stores in the Maritime Provinces reported improvement of 4.8 per cent for November and 9.0 per cent for the eleven-month period. November sales in Ontario

increased only 1.5 per cent while the cumulative totals gained 5.9 per cent.

Index Numbers of Grocery and Meat Store Sales by Provinces

Grocery and meat store sales in Canada increased 12.4 per cent during November compared with a year ago. Sales figures for the January-to-November period of 1937 were 9.7 per cent in advance of those shown for the same period last year.

Every province reported increased sales. Alberta totals were up 27.9 per cent during November and 18.1 per cent for the eleven-month period, while Saskatchewan sales advanced 17.0 per cent and 10.9 per cent for November and the January-to-November period respectively. The next best increase for November was shown for Ontario, 12.5 per cent, with cumulative figures advancing 8.5 per cent. Quebec grocery and meat stores showed improvement of 8.5 per cent for the month under review and 4.6 per cent for the year to date. Manitoba sales increased 4.0 per cent during November and 7.7 per cent for the eleven months.

Index Numbers of Hardware Store Sales by Economic Divisions

Hardware store sales in Canada increased 4.9 per cent during November compared with November, 1936. Gains in the Maritime Provinces and Quebec were large, 18.4 per cent and 13.0 per cent respectively. Smaller advances were shown for British Columbia, 7.4 per cent, and the Prairie Provinces, 1.3 per cent, while Ontario stores reported no change compared with last year.

The cumulative figures recorded much larger increases. The percentage gain for Canada as a whole was 12.2 while the increases for the various provinces were as follows: British Columbia, 22.6 per cent; Maritime Provinces, 22.5 per cent; Quebec, 21.6 per cent; Ontario, 8.0 per cent, and the Prairie Provinces, 5.7 per cent.

Index Numbers of Variety Store Sales by Economic Divisions

A sharp drop in Saskatchewan combined with moderate increases for the remaining provinces resulted in a 4.4 per cent advance in variety store sales for Canada during November. The following increases were shown by the various provinces: Alberta, 11.9 per cent; Maritime Provinces, 11.4 per cent; Manitoba, 7.3 per cent; British Columbia, 5.6 per cent; Quebec, 5.4 per cent, and Ontario, 4.7 per cent. Saskatchewan sales figures declined 21.9 per cent.

Cumulative figures for the January-to-November period indicated a 6.7 per cent advance for Canada with Saskatchewan the only province to show a decline. Variety store sales in the Maritime Provinces were up 11.4 per cent; Quebec, 9.1 per cent; British Columbia, 8.5 per cent; Manitoba, 6.6 per cent; Ontario, 6.4 per cent, and Alberta, 6.3 per cent. Saskatchewan sales for the first eleven months of 1937 were 3.1 per cent below the same period of 1936.

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

Kind of Business	October, 1937			November, 1937			Jan.-Nov., 1937	
	+ or - p.c. compared with			+ or - p.c. compared with			+ or - p.c. compared with	
	Oct., 1936	Oct., 1936	Sept., 1937	Nov., 1936	Nov., 1936	Oct., 1937	Jan.-Nov., 1936	Jan.-Nov., 1936
General Index	-16.0	+ 3.4	+11.3	-14.7	+ 8.4	- 7.1	-21.6	+ 7.9
Boots and Shoes	-10.2	+ 5.0	+ 6.0	-27.6	-13.7	-17.5	-22.8	+ 3.1
Candy	-32.9	- 4.0	+ 5.4	-41.4	+ 1.3	-18.4	-42.2	- 2.1
Men's Clothing	- 4.9	+ 5.8	+44.3	- 2.1	+ 2.4	-13.9	-25.3	+ 9.1
Women's Clothing	-24.5	+ 8.1	+19.3	-23.5	+11.2	-10.0	-34.5	+ 7.0
Departmental	-19.2	- 0.1	+16.2	-10.9	+ 8.7	- 2.3	-22.2	+ 6.2
Drugs	-13.5	+ 5.3	+ 8.4	-17.4	+ 5.0	- 9.2	-20.7	+ 6.0
Dyers and Cleaners	-30.9	- 6.0	-16.4	-17.5	+17.8	-15.5	-22.0	+ 1.6
Furniture	- 4.4	- 2.5	- 0.9	-11.1	+ 8.0	-10.0	-10.9	+14.2
Groceries and Meats	- 7.5	+ 9.1	+ 7.3	-13.4	+12.4	- 9.3	-16.6	+ 9.7
Hardware	-19.5	+ 1.9	- 6.0	-16.1	+ 4.9	-13.8	-14.8	+12.2
Music and Radio	-52.8	- 6.3	+ 7.0	-47.6	+18.1	+ 9.9	-45.6	+11.4
Restaurants	-44.6	+ 0.9	- 3.0	-38.4	+ 1.7	- 2.4	-45.2	+ 3.4
Variety	- 2.8	+ 1.8	+14.1	- 7.0	+ 4.4	- 7.8	- 5.6	+ 6.7

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
November, 1929	119.7	114.8	108.3	128.6	121.1	112.1	110.7	106.8	124.2	152.2	143.3	114.7	106.3	100.0	107.5
November, 1930	98.6	98.0	92.5	100.0	97.0	89.8	81.1	80.9	94.1	97.3	95.1	76.1	85.9	83.9	90.2
November, 1931	86.9	89.7	84.7	85.7	88.1	81.6	67.4	71.0	82.6	79.9	82.9	66.3	72.9	75.4	81.1
November, 1932	73.1	73.0	68.9	84.2	84.9	78.6	49.8	50.8	59.1	72.4	72.4	57.9	57.5	57.5	61.8
November, 1933	71.4	71.0	67.0	82.9	82.9	76.8	49.9	50.7	58.9	76.9	76.6	61.3	54.4	54.2	58.2
November, 1934	74.9	74.1	69.9	70.5	70.2	65.0	49.2	49.8	57.9	86.0	85.0	68.0	60.6	59.8	64.3
November, 1935	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
November, 1936	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
November, 1937	84.1	84.3	79.5	72.4	72.7	67.3	47.5	48.7	56.6	95.3	96.1	76.9	65.7	66.1	71.1
<u>1936</u>															
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	79.3	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	81.3	83.0	81.4	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	90.5	86.5	80.8	87.8	82.7	85.2	58.2	56.2	59.2	110.7	104.3	84.1	73.0	68.6	71.4
November	84.1	84.3	79.5	72.4	72.7	67.3	47.5	48.7	56.6	95.3	96.1	76.9	65.7	66.1	71.1

(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
November, 1929	123.2	119.8	105.1	105.7	104.3	104.3	97.3	95.8	106.4	147.6	142.9	126.5	111.5	103.8	104.8
November, 1930	103.7	104.8	92.0	93.5	94.4	94.4	81.2	83.1	92.3	102.8	103.0	91.2	95.3	92.1	93.1
November, 1931	94.0	96.5	84.7	88.1	91.7	91.7	72.3	74.0	82.2	91.7	94.0	83.2	82.7	86.1	87.0
November, 1932	78.9	78.2	68.6	74.0	74.9	74.9	59.6	58.6	65.1	54.9	54.4	50.8	74.2	74.8	75.5
November, 1933	77.7	76.7	67.2	70.1	71.0	71.0	61.8	60.8	67.5	57.8	57.2	56.1	71.7	71.7	72.4
November, 1934	83.1	81.7	71.7	71.5	72.2	72.2	69.7	68.5	76.1	70.6	69.9	69.2	71.7	70.8	71.6
November, 1935	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
November, 1936	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
November, 1937	92.4	91.6	80.4	77.2	78.6	78.6	67.0	65.8	73.1	91.4	90.5	89.6	82.5	83.7	84.5
<u>1936</u>															
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	93.3	83.4	83.9	83.9
July	63.0	61.3	76.6	80.3	76.7	79.0	81.6	80.2	81.8	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	76.0	74.6	77.7	88.5	87.6	87.6	75.3	76.4	83.0
September	81.4	83.3	80.1	78.4	79.3	80.9	94.8	96.8	80.0	102.5	105.1	87.6	84.8	86.3	86.4
October	94.6	92.0	80.0	85.0	82.7	83.6	79.3	77.9	70.2	101.6	98.3	87.8	91.0	84.6	84.6
November	92.4	91.6	80.4	77.2	78.6	78.6	67.0	65.8	73.1	91.4	90.5	89.6	82.5	83.7	84.5

(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
November, 1929	123.0	121.2	121.2	189.7	186.9	121.3	102.7	102.8	107.0	118.9	112.0	110.9
November, 1930	99.1	101.5	101.5	137.1	140.4	91.2	87.4	88.9	92.6	101.6	98.7	97.7
November, 1931	79.9	81.8	81.8	103.9	106.4	69.1	71.7	73.6	76.7	94.5	97.7	96.8
November, 1932	57.4	56.5	56.5	58.0	57.1	37.8	55.8	56.6	59.0	78.7	79.1	78.3
November, 1933	57.2	56.4	56.4	49.7	49.0	34.3	51.9	52.6	54.8	77.2	77.3	76.5
November, 1934	72.0	70.9	70.9	59.6	58.8	41.7	51.2	51.6	53.9	83.9	83.7	82.9
November, 1935	72.4	71.4	71.4	66.0	65.1	46.2	52.5	52.6	54.7	91.3	86.1	85.2
November, 1936	79.2	80.9	80.9	60.9	62.6	44.4	52.9	54.3	56.6	90.5	93.7	92.7
November, 1937	83.1	81.6	81.6	71.9	70.9	50.3	53.8	54.6	56.9	94.5	95.0	94.1
<u>1936</u>												
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	102.5	104.7	87.2	61.1	62.7	45.8	56.8	57.6	54.9	89.8	92.5	95.4
October	96.4	94.6	82.3	65.4	64.5	48.9	55.1	54.0	54.0	102.5	96.6	92.0
November	83.1	81.6	81.6	71.9	70.9	50.3	53.8	54.6	56.9	94.5	95.0	94.1

(a) Subject to final revision.

DEPARTMENTAL STORE SALES IN CANADA BY SELECTED DEPARTMENTS (x)

	November, 1936	November, 1937	% Change, 1937/36
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS ...	21,232,733	22,493,188	+ 5.9
1. Women's dresses, coats and suits	2,057,148	2,134,949	+ 3.8
2. Girls' and infants' wear	724,401	805,302	+11.2
3. Hosiery and gloves	1,031,038	1,129,618	+ 9.6
4. Lingerie and corsets	1,002,006	1,028,867	+ 2.7
5. Millinery	228,317	260,604	+14.1
6. Women's and children's apparel - (Total 1 - 5)	5,042,910	5,359,340	+ 6.3
7. Men's and boys' clothing and furnishings	2,863,137	3,163,319	+10.5
8. Drugs and toilet articles and preparations ..	580,675	607,966	+ 4.7
9. Piece goods	1,619,200	1,710,401	+ 5.6
10. Smallwares	872,328	907,316	+ 4.0
11. Food and kindred products	1,750,761	1,894,425	+ 8.2
12. Furniture	900,652	972,063	+ 7.9
13. Home furnishings	1,342,110	1,445,094	+ 7.7
14. Household appliances and electrical supplies	486,401	555,853	+14.3
15. Hardware and kitchen utensils	556,701	581,744	+ 4.5
16. Radios, musical instruments and supplies	463,454	381,956	-17.6
17. Shoes and other footwear	1,695,578	1,787,630	+ 5.4
18. Stationery, books and magazines	428,677	455,066	+ 6.2
19. All other departments, total	2,630,139	2,671,015	+ 1.6

(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 - 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	70.6	82.9	61.2	75.8	62.0	75.8	61.6	76.4	89.1	91.4
September	81.4	80.1	76.4	84.1	83.1	83.1	79.3	81.3	80.4	75.7	93.8	93.3
October	94.6	80.0	92.7	81.9	87.1	78.7	92.7	82.4	100.9	70.7	102.5	87.4
November	92.4	80.4	90.2	79.7	84.0	78.1	90.5	77.6	100.2	81.7	98.4	93.3
% Change, November, $\frac{1937}{1936}$	+ 8.7	-	+ 4.8	-	+ 7.4	-	+ 1.5	-	+13.3	-	+12.5	-
% Change, Jan.-Nov., $\frac{1937}{1936}$	+ 6.2	-	+ 9.0	-	+10.5	-	+ 5.9	-	+ 1.6	-	+ 7.4	-

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	62.3	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	79.8	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	84.8	79.3	87.2	92.2	89.6	123.7	93.3
October	91.0	87.1	95.3	92.0	89.7	121.1	99.2
November	82.5	79.1	87.4	78.4	72.1	107.7	90.8
% Change, November, 1937 November, 1936	+12.4	+ 8.5	+12.5	+ 4.0	+17.0	+27.9	+ 7.3
% Change, Jan.-Nov., 1937 Jan.-Nov., 1936	+ 9.7	+ 4.6	+ 8.5	+ 7.7	+10.9	+18.1	+16.4

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	78.1	88.0	71.7	87.6	68.4	74.2
August	78.2	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	102.5	114.5	92.0	106.0	94.4	125.0
October	96.4	117.5	79.0	99.3	90.5	131.0
November	83.1	102.9	66.8	84.1	79.9	115.9
% Change, <u>November, 1937</u> November, 1936	+ 4.9	+18.4	+13.0	no change	+ 1.3	+ 7.4
% Change, <u>Jan.-Nov., 1937</u> Jan.-Nov., 1936	+12.2	+22.5	+21.6	+ 8.0	+ 5.7	+22.6

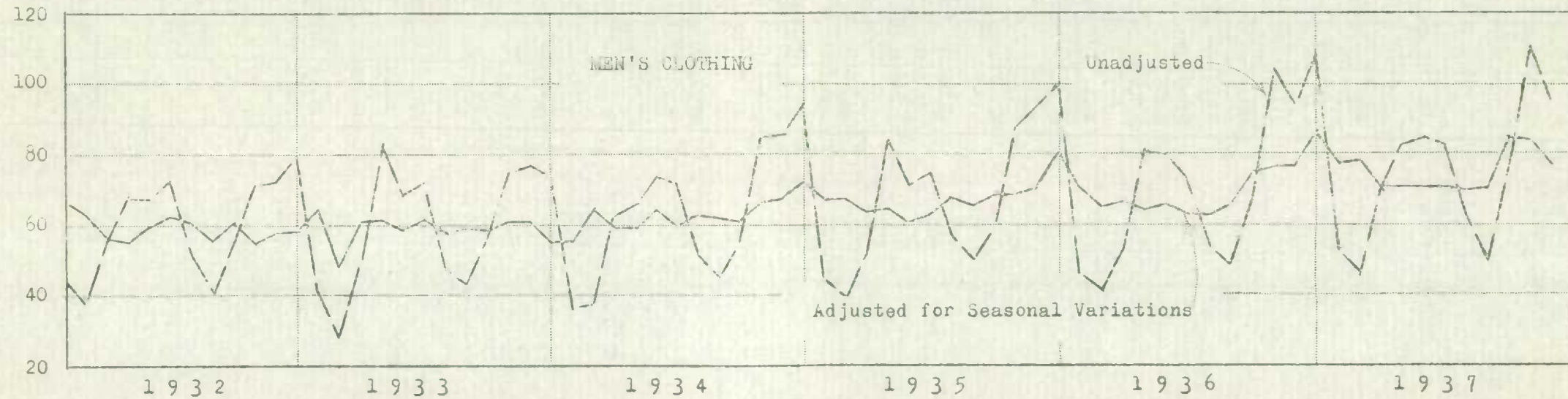
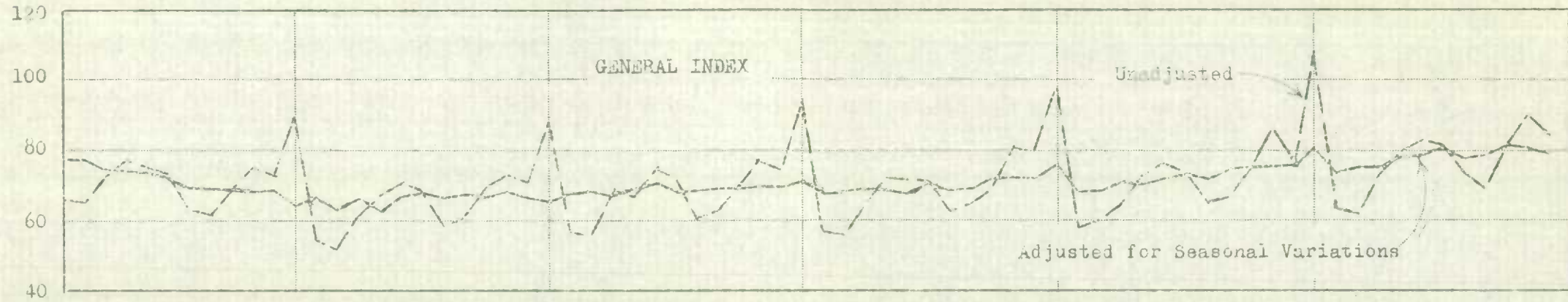
Index Numbers of Variety Store Sales in Canada by Economic Divisions

(Base - Average for 1930 = 100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	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	71.3	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	95.0	93.7
September	89.0	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
November	94.5	106.5	84.0	95.2	106.0	75.7	122.4	94.5
% Change, November, 1937 November, 1936	+ 4.4	+11.4	+ 5.4	+ 4.7	+ 7.3	-21.9	+11.9	+ 5.6
% Change, Jan.-Nov., 1937 Jan.-Nov., 1936	+ 6.7	+11.4	+ 9.1	+ 6.4	+ 6.6	- 3.1	+ 6.3	+ 8.5

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



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