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RETAIL SALES

IN

CANADA

DECEMBER 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, DECEMBER, 1937  
(Indexes of Value)

The value of retail sales in Canada during December 1937, exceeded December 1936, by 7.9 per cent according to the unadjusted general index based on monthly returns from retail firms in 13 lines of business. An advance of 38.6 per cent is shown compared with November. The general index, on the basis of the average for 1930 as 100, was 116.3 for December, 83.9 for November and 107.8 for December, 1936. Comparable figures for December of previous years follow: 1935, 98.9; 1934, 96.1; 1933, 89.4; 1932, 90.6; 1931, 111.0; 1930, 126.3, and 1929, 139.1. It is seen that retail sales for December, 1937, were only 7.9 per cent below December, 1930, and they exceeded the average monthly sales for 1930 by 16.3 per cent.

The general index adjusted for number of business days and seasonal variations was 89.2 for December compared with 79.3 for November and 80.9 for December, 1936.

Compared with December, 1936, ten of the thirteen types of retail outlets covered reported increased business. Sales of grocery and meat stores and boot and shoe stores advanced 16.6 per cent and 15.6 per cent respectively. Clothing stores experienced very good increases in sales volume, men's clothing exceeding last December by 8.6 per cent and women's clothing, 6.1 per cent. The drug store trade increased 7.8 per cent and department stores indicated a percentage gain of 5.8. Music and radio sales improved 3.7 per cent and hardware, 3.5 per cent. Variety store sales were up 2.9 per cent and candy, 1.3 per cent. Dyers and cleaners, restaurants and furniture stores reported declines compared with December, 1936.

Preliminary figures for the calendar year 1937 indicate improvement over 1936 of 7.7 per cent for the thirteen lines of business covered in these monthly surveys. The greatest gains were made by the furniture trade, sales mounting 12.7 per cent. Hardware sales advanced 11.4 per cent; music and radios, 10.4 per cent, and groceries and meats, 10.4 per cent. Men's clothing stores reported a 9.1 per cent increase over 1936. The next best gain, 6.9 per cent, was shown for women's clothing.

Variety stores and drug stores both reported a 6.1 percentage increase while department stores gained 5.9 per cent. Sales of boots and shoes advanced 4.7 per cent; restaurant receipts were up 3.1 per cent, and dyeing and cleaning establishments experienced a 1.3 per cent gain for the year. The only decline was shown in candy sales which fell off 1.2 per cent.

Index Numbers of Department Store Sales by Economic Divisions

Sales of department stores in Canada during December advanced 5.8 per cent compared with December, 1936. Quebec stores reported a 10.9 percentage increase. British Columbia stores experienced a 6.8 per cent advance; the Maritime Provinces, 6.0 per cent; Ontario, 5.2 per cent, and the Prairie Provinces, 0.5 per cent.

December increases in the various regions are typical of average gains for the year. Annual sales in Quebec were 10.6 per cent greater in 1937 than in 1936. Gains for the other divisions were: Maritime Provinces, 8.5 per cent; British Columbia, 7.3 per cent; Ontario, 5.8 per cent, and the Prairie Provinces, 1.4 per cent. The 1937 total for Canada exceeded 1936 by 5.9 per cent.

Index Numbers of Grocery and Meat Store Sales by Economic Divisions

Lively buying for the Christmas season resulted in a substantial advance in sales of grocery and meat stores in Canada during December compared with December a year ago. The gains shown for every province were also large. Compared with a 16.6 per cent increase for the Dominion, Alberta sales were up 23.8 per cent; Ontario, 17.4 per cent; Quebec, 14.7 per cent; Saskatchewan, 13.8 per cent; Manitoba, 11.6 per cent, and British Columbia, 9.8 per cent.

Percentage gains for the year 1937 compared with 1936 were somewhat smaller than those shown for December. Canada totals indicate improvement of 10.4 per cent. Alberta sales gained 16.6 per cent; British Columbia, 15.7 per cent; Saskatchewan, 11.2 per cent; Ontario, 9.4 per cent; Manitoba, 8.0 per cent, and Quebec, 5.5 per cent.

Index Numbers of Hardware Store Sales by Economic Divisions

A mixed trend in provincial returns compared with December a year ago resulted in a 3.5 per cent advance in hardware sales for Canada. The Maritime Provinces experienced a 20.2 per cent gain in volume; Quebec, 16.1 per cent, and the Prairie Provinces, 0.4 per cent. Ontario firms reported a decline of 1.2 per cent and British Columbia sales fell off 4.1 per cent.

When figures for the year 1937 were compared with 1936, gains were noted for all sections of the Dominion. Very large gains were made in the Maritime Provinces, Quebec and British Columbia, where increases were recorded of 22.3 per cent, 21.2 per cent and 19.8 per cent respectively. The business of hardware stores in Ontario was 7.1 per cent better than in 1936, while the percentage gain for the Prairie Provinces was 5.2.

Index Numbers of Variety Store Sales by Economic Divisions

A 2.8 per cent increase was shown for variety store sales for Canada during December, 1937, compared with December, 1936. The trend of sales by provinces showed considerable variation. An increase of 11.5 per cent was experienced in the Maritime Provinces, while Alberta figures were up 7.2 per cent. Sales for Quebec increased 5.1 per cent; British Columbia, 2.6 per cent; Ontario, 2.5 per cent, and Manitoba, 0.5 per cent. Saskatchewan reported a decline of 17.5 per cent compared with a year ago.

Cumulative totals for the year 1937 were 6.1 per cent higher than 1936 for the Dominion. Gains ranged within a narrow margin, varying from 5.6 per cent for Manitoba to 11.4 per cent for the Maritime Provinces. Saskatchewan sales for the year were down 5.5 per cent.

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

Kind of Business	November, 1937			December, 1937			Jan.-Dec., 1937	
	+ or - p.c. compared with			+ or - p.c. compared with			+ or - p.c. compared with	
	Nov., 1936	Nov., 1937	Oct., 1937	Dec., 1936	Dec., 1937	Nov., 1937	Jan.-Dec., 1936	Jan.-Dec., 1937
General Index .....	-14.9	+ 8.1	- 7.0	- 7.9	+ 7.9	+38.6	-20.3	+ 7.7
Boots and Shoes .....	-27.6	-13.7	-17.5	- 2.3	+15.6	+76.7	-20.6	+ 4.7
Candy .....	-39.3	+ 4.9	-17.0	-28.3	+ 1.3	+136.2	-40.1	- 1.2
Men's Clothing .....	- 1.5	+ 2.9	-13.5	+ 8.8	+ 8.6	+24.6	-22.1	+ 9.1
Women's Clothing .....	-26.4	+ 6.9	-10.6	- 8.2	+ 6.1	+118.8	-31.6	+ 6.9
Departmental .....	-11.4	+ 8.1	- 2.2	- 7.3	+ 5.8	+45.9	-20.6	+ 5.9
Drugs .....	-17.4	+ 5.0	- 9.2	- 7.4	+ 7.8	+30.7	-19.4	+ 6.1
Dyers and Cleaners ....	-18.5	+16.3	-16.5	- 7.6	- 2.0	+ 3.2	-21.1	+ 1.3
Furniture .....	- 9.1	+10.4	-10.0	-15.2	- 4.0	+ 3.2	-11.0	+12.7
Groceries and Meats ...	-13.4	+12.4	- 9.4	- 2.1	+16.6	+25.0	-15.3	+10.4
Hardware .....	-16.1	+ 4.9	-13.8	-16.6	+ 3.5	+ 7.6	-15.2	+11.4
Music and Radio .....	-47.8	+17.4	+ 8.7	-52.9	+ 3.7	+12.9	-46.7	+10.4
Restaurants .....	-36.8	+ 4.3	- 2.0	-40.4	- 4.3	+ 3.8	-44.6	+ 3.1
Variety .....	- 7.0	+ 4.4	- 7.8	+ 1.2	+ 2.9	+99.2	- 4.5	+ 6.1

Department Store Sales in Canada by Selected Departments

Sales of the twenty-two department stores which reported December sales by principal departments advanced 6.1 per cent during December compared with December a year ago.

The best gain was experienced in household appliances and electrical supplies, demand for which increased 18.7 per cent. Sales of shoes and footwear improved 13.8 per cent. Better than average gains were also shown for the following departments: girls' and infants' wear, 10.9 per cent; millinery, 9.3 per cent; hosiery and gloves, 8.7 per cent; drugs and toilet articles, 8.7 per cent; hardware and kitchen utensils, 7.7 per cent; food, 7.5 per cent, and men's and boys' clothing, 7.5 per cent. Smaller gains

were shown for stationery, books and magazines, 5.9 per cent; smallwares, 3.8 per cent; lingerie and corsets, 3.8 per cent; home furnishings, 3.3 per cent; women's dresses, coats and suits, 3.0 per cent; furniture, 2.4 per cent, and piece goods, 2.4 per cent. Sales of radios, musical instruments and supplies declined 23.5 per cent compared with December, 1936.

Comparison of Trends in Department Store Sales in Canada and the United States

The Bureau of Foreign and Domestic Commerce in Washington compiles and publishes monthly indexes of sales for department stores in the United States. A comparison of these indexes for the period 1930 to 1937 with corresponding data for Canadian firms (including mail order houses) reveals considerable differences in trend in the two countries.

While department store sales fell off to a somewhat greater extent in the United States than in Canada during the period 1930 to 1933, the recovery since the mid-depression year in the former country considerably exceeds that recorded in the latter. Dollar sales of department stores in the United States declined 34.5 per cent between 1930 and 1933, the index of sales for the latter year on the base 1930 equals 100 standing at 65.5. The following four years witnessed successive percentage gains of 12 per cent in 1934, 5 per cent in 1935, 12 per cent in 1936 and 5 per cent in 1937, resulting in sales for the latter year standing 39 per cent above the low point reached in 1933 and within 10 per cent of the 1930 level.

Canadian department store sales were 32.5 per cent lower in 1933 than in 1930. Since that time a more moderate improvement than that recorded in the United States has taken place resulting in sales for 1937 standing 17 per cent above the 1933 figure although still nearly 21 per cent below the 1930 level.

Department store sales in the United States were 12 per cent greater in 1936 than in 1935 while in Canada the gain for the same period was 3 per cent. On the other hand, the gain in 1937 over 1936 was greater in Canada at 6 per cent compared with 5 per cent in the United States.

Annual averages for the two countries are shown below while the monthly indexes for years 1932 to 1937 are shown in Charts Nos. 3 and 4. The seasonally adjusted indexes for the United States reveal a slight downward trend during the latter months of 1937, a recession finding no apparent counterpart in the Canadian curve. December sales in Canada were 7 per cent higher in 1937 than in 1936 while corresponding data for the United States show a decline of 2 per cent.

Indexes of Department Store Sales in Canada and the United States

(Annual Averages of Monthly Indexes Corrected for Number of Business Days)

(1930 - 100)

Year	Canada	United States
1930	100.0	100.0
1931	87.4	89.8
1932	70.7	67.9
1933	67.5	65.5
1934	71.1	73.4
1935	72.1	77.3
1936	74.6	86.3
1937	79.3	90.8

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	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
December, 1929 .....	139.1	143.4	107.9	155.6	160.7	114.0	201.5	206.7	111.1	132.7	138.2	108.0	181.1	188.4	101.8
December, 1930 .....	120.3	126.5	95.1	130.9	131.9	93.6	162.0	161.0	86.6	109.7	110.7	86.5	150.7	151.8	82.1
December, 1931 .....	111.0	110.9	83.4	123.9	124.9	88.6	154.6	153.0	82.3	89.0	89.7	70.1	134.2	135.1	73.0
December, 1932 .....	90.6	86.0	64.7	102.7	96.7	68.6	131.4	123.0	66.1	80.2	74.9	58.5	127.1	118.5	64.1
December, 1933 .....	89.4	87.8	66.0	96.1	93.1	66.0	112.1	107.9	58.0	74.0	71.3	55.7	125.0	120.2	65.0
December, 1934 .....	96.1	95.4	71.7	121.5	117.0	82.9	115.4	112.0	60.2	94.7	92.9	72.6	122.2	119.8	64.7
December, 1935 .....	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
December, 1936 .....	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
December, 1937 .....	116.3	118.7	89.2	127.9	135.9	96.4	116.2	114.1	61.4	119.4	124.3	97.1	138.3	143.7	77.7
<u>1936</u>															
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	85.1	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 .....	74.0	70.4	78.3	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 .....	68.8	68.9	79.2	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 .....	81.1	82.8	81.2	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 .....	90.2	86.5	80.6	87.8	82.7	85.2	59.3	57.1	60.1	110.7	104.5	84.1	70.7	66.4	69.2
November .....	83.9	84.0	79.3	72.4	72.8	67.4	49.2	50.4	58.5	95.8	96.6	77.3	63.2	63.6	68.4
December .....	116.3	118.7	89.2	127.9	135.9	96.4	116.2	114.1	61.4	119.4	124.3	97.1	138.3	143.7	77.7

(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	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
December, 1929 .....	154.1	158.3	104.2	116.9	117.7	103.3	78.7	80.6	104.6	141.9	145.6	115.6	114.7	119.9	112.0
December, 1930 .....	144.7	144.0	94.7	109.0	107.6	94.4	73.9	72.7	94.4	113.7	112.6	89.4	105.3	107.5	100.4
December, 1931 .....	128.2	127.0	83.6	102.3	100.3	88.0	58.8	57.9	75.1	98.5	97.5	78.0	92.8	94.3	88.2
December, 1932 .....	98.8	95.6	62.9	87.8	83.9	73.6	50.5	49.7	64.5	61.8	59.8	51.1	82.1	75.6	70.6
December, 1933 .....	102.4	103.1	67.8	82.3	80.1	70.3	54.8	56.1	72.8	63.7	63.8	56.9	78.6	74.5	69.6
December, 1934 .....	114.3	115.5	76.0	85.4	84.0	73.6	59.1	60.4	78.5	76.4	76.6	69.0	75.3	73.0	68.2
December, 1935 .....	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
December, 1936 .....	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
December, 1937 .....	134.1	134.0	88.1	100.9	98.5	86.4	68.3	67.1	87.2	96.4	97.8	88.1	103.1	109.0	101.9
<u>1936</u>															
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 .....	62.6	60.9	76.1	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 .....	64.8	64.2	80.3	78.6	79.1	80.7	76.0	74.6	77.7	88.5	87.6	87.6	75.3	76.4	85.0
September .....	80.9	82.8	79.6	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 .....	94.0	91.4	79.5	85.0	82.7	83.6	79.3	77.9	70.2	103.8	100.4	89.7	91.1	84.7	84.7
November .....	91.9	91.1	79.9	77.2	78.6	78.6	66.2	65.0	72.3	93.4	92.4	91.5	82.5	83.7	84.5
December .....	134.1	134.0	88.1	100.9	98.5	86.4	68.3	67.1	87.2	96.4	97.8	88.1	103.1	109.0	101.9

(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
December, 1929 .....	134.7	138.0	123.2	197.8	202.7	120.0	110.1	109.4	107.3	194.2	200.8	108.5
December, 1930 .....	109.8	108.2	96.6	171.5	168.9	100.0	96.1	94.3	92.5	186.0	187.8	101.5
December, 1931 .....	91.7	90.4	80.7	102.8	101.3	60.7	81.6	80.0	78.5	180.4	181.4	98.1
December, 1932 .....	59.1	58.2	52.0	61.3	60.4	37.3	62.7	60.7	59.5	147.7	138.6	74.9
December, 1933 .....	63.1	64.7	57.7	53.8	55.1	34.9	55.0	53.9	52.9	145.2	140.5	76.0
December, 1934 .....	77.6	79.5	71.0	67.4	69.2	43.8	53.7	52.9	51.8	159.6	155.1	83.8
December, 1935 .....	79.6	81.5	72.8	67.7	69.5	44.0	55.7	55.4	54.3	164.0	169.7	91.7
December, 1936 .....	86.4	84.8	75.7	77.8	76.8	48.6	59.9	58.8	57.6	183.0	184.1	99.5
December, 1937 .....	89.4	87.8	78.4	80.7	79.6	50.4	57.3	56.1	55.0	188.2	200.4	108.3
<u>1936</u>												
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	65.8	65.0	49.2	56.3	55.3	55.3	102.5	96.6	92.0
November .....	83.1	81.6	81.6	71.5	70.5	50.0	55.2	55.9	58.3	94.5	95.0	94.1
December .....	89.4	87.8	78.4	80.7	79.6	50.4	57.3	56.1	55.0	188.2	200.4	108.3

(a) Subject to final revision.



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 - 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 .....	62.6	76.1	75.8	86.6	56.7	79.7	60.4	81.0	60.2	80.6	82.8	95.1
August .....	64.8	80.3	70.6	82.9	61.2	75.8	62.0	75.8	61.6	76.4	89.1	91.4
September .....	80.9	79.6	76.4	84.1	83.1	83.1	79.3	81.3	80.4	75.7	93.8	93.3
October .....	94.0	79.5	92.7	81.9	87.1	78.7	92.7	82.4	100.9	70.7	102.5	87.4
November .....	91.9	79.9	90.2	79.7	84.0	78.1	90.5	77.7	100.2	81.7	98.4	93.3
December .....	134.1	88.1	141.1	84.1	133.5	83.1	139.9	83.0	124.9	81.5	146.3	95.2
Yearly Average .....	79.4	-	81.8	-	77.6	-	79.3	-	78.5	-	90.7	-
% Change, December, $\frac{1937}{1936}$	+ 5.8	-	+ 6.0	-	+10.9	-	+ 5.2	-	+ 0.5	-	+ 6.8	-
% Change, Jan.-Dec., $\frac{1937}{1936}$	+ 5.9	-	+ 8.5	-	+10.6	-	+ 5.8	-	+ 1.4	-	+ 7.3	-

Index Numbers of Grocery and Meat Store Sales in Canada by Provinces<sup>(x)</sup>

(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	79.8	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 .....	91.1	87.1	95.4	92.0	89.7	121.1	99.2
November .....	82.5	79.0	87.4	78.4	72.1	107.7	90.9
December .....	103.1	97.6	110.0	93.6	90.1	130.5	116.6
Yearly Average.	84.7	82.4	88.6	87.0	77.0	108.6	95.2
% Change, <u>December, 1937.</u> December, 1936	+16.6	+14.7	+17.4	+11.6	+13.8	+23.8	+ 9.8
% Change, <u>Jan.-Dec., 1937</u> Jan.-Dec., 1936	+10.4	+ 5.5	+ 9.4	+ 8.0	+11.2	+18.6	+15.7

(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 .....	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	99.5	90.5	131.0
November .....	83.1	102.9	66.8	83.4	79.9	116.5
December .....	89.4	109.1	64.1	93.2	92.6	111.9
Yearly Average	84.8	93.6	73.5	89.9	76.8	111.9
% Change, December, 1937 December, 1936	+ 3.5	+20.2	+16.1	- 1.2	+ 0.4	- 4.1
% Change, Jan.-Dec., 1937 Jan.-Dec., 1936	+11.4	+22.3	+21.2	+ 7.1	+ 5.2	+19.8

Index Numbers of Variety Store Sales in Canada by Economic Divisions

(Base - Average for 1930 = 100)

(Unadjusted for Seasonal Variations)

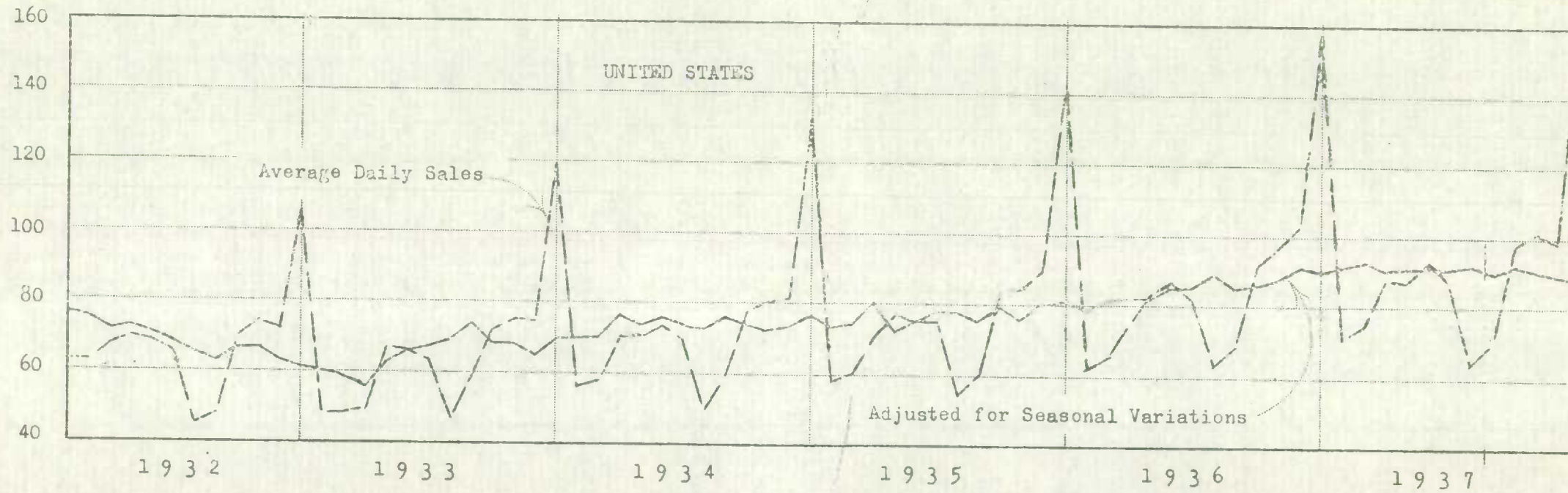
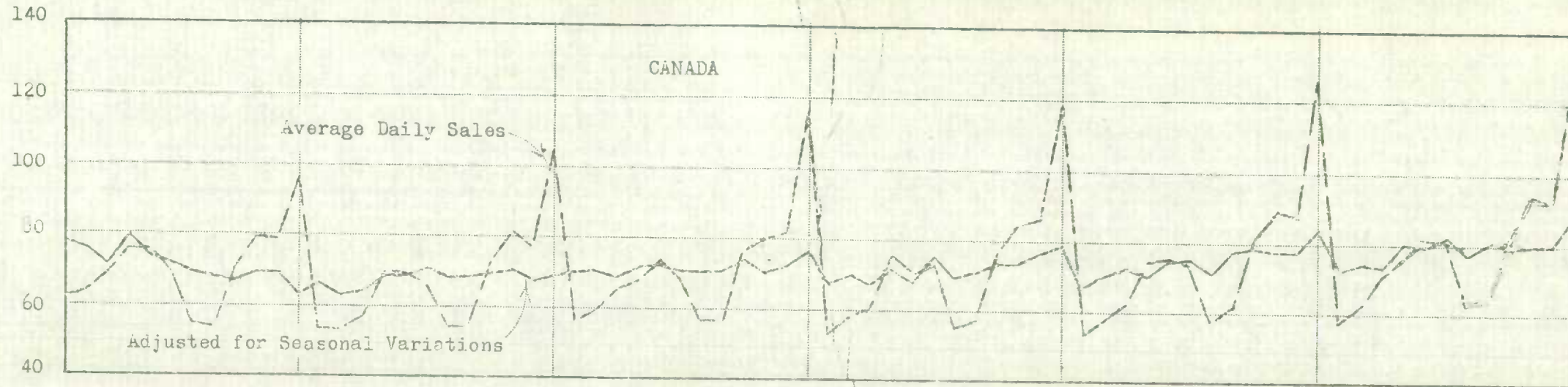
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>1935</u>								
January .....	53.2	51.8	49.3	56.2	52.0	39.0	58.3	49.5
February .....	57.7	54.7	53.5	59.1	59.9	47.9	71.7	58.6
March .....	67.5	66.4	62.2	71.6	64.0	48.3	77.0	62.4
April .....	77.9	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 .....	60.3	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	78.3	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
November .....	94.5	106.5	84.0	95.2	106.0	75.7	122.4	94.5
December .....	188.2	228.7	161.0	191.5	195.6	135.2	214.5	210.2
Yearly Average .	95.4	104.9	89.9	95.8	102.1	76.1	107.5	96.1
% Change, December, 1937 December, 1936	+ 2.8	+11.5	+ 5.1	+ 2.5	+ 0.5	-17.5	+ 7.2	+ 2.6
% Change, Jan.-Dec., 1937 Jan.-Dec., 1936	+ 6.1	+11.4	+ 8.5	+ 5.7	+ 5.6	- 5.5	+ 6.4	+ 7.4

DEPARTMENTAL STORE SALES IN CANADA BY SELECTED DEPARTMENTS (x)

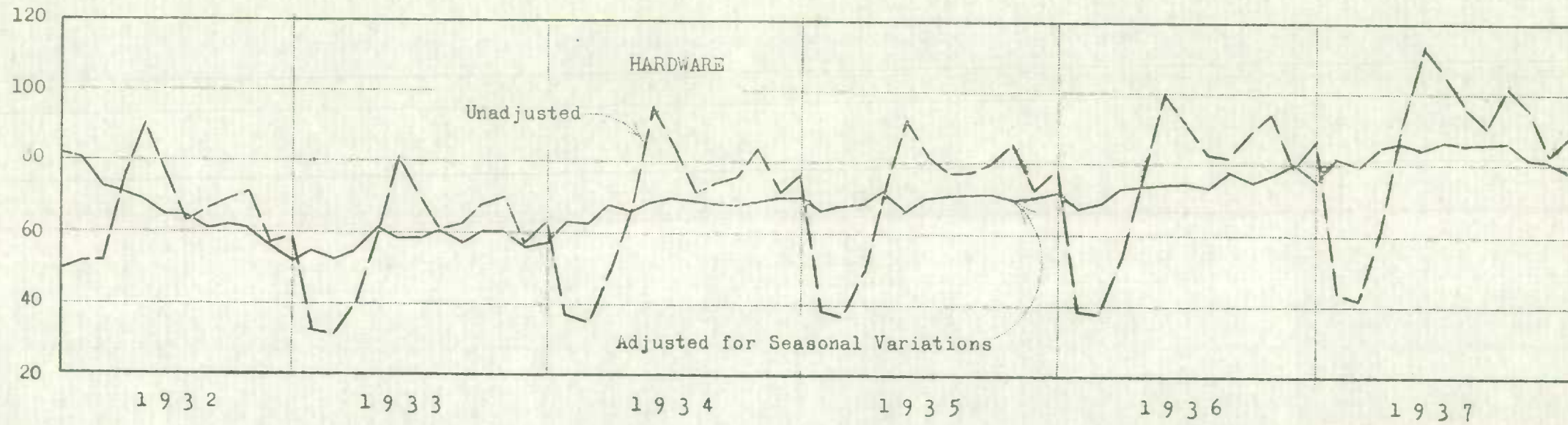
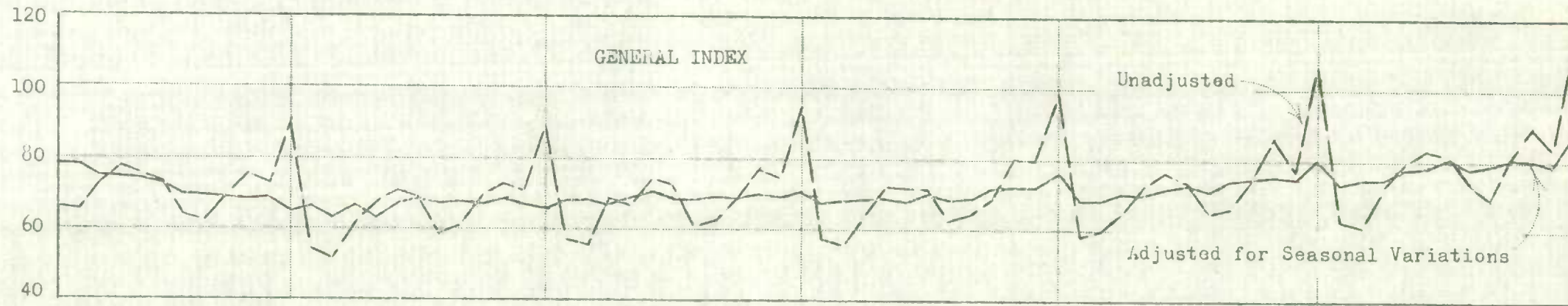
	December, 1936	December, 1937	% Change, 1937/36
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	32,056,493	34,002,529	+ 6.1
1. Women's dresses, coats and suits ....	2,260,125	2,326,965	+ 3.0
2. Girls' and infants' wear .....	1,050,275	1,165,131	+10.9
3. Hosiery and gloves .....	1,846,118	2,005,876	+ 8.7
4. Lingerie and corsets .....	1,731,980	1,791,954	+ 3.5
5. Millinery .....	210,536	230,088	+ 9.3
6. Women's and children's apparel- (Total 1 - 5) .....	7,099,034	7,520,014	+ 5.9
7. Men's and boys' clothing and furn- ishings .....	4,301,144	4,623,431	+ 7.5
8. Drugs and toilet articles and prepara- tions .....	1,290,973	1,403,154	+ 8.7
9. Piece goods .....	1,907,810	1,954,025	+ 2.4
10. Smallwares .....	1,543,875	1,602,051	+ 3.8
11. Food and kindred products .....	2,426,409	2,608,439	+ 7.5
12. Furniture .....	1,040,187	1,065,584	+ 2.4
13. Home furnishings .....	1,627,351	1,681,214	+ 3.3
14. Household appliances and electrical supplies .....	565,289	671,260	+18.7
15. Hardware and kitchen utensils .....	716,408	771,842	+ 7.7
16. Radios, musical instruments and supplies .....	673,235	514,879	-23.5
17. Shoes and other footwear .....	2,164,583	2,463,355	+13.8
18. Stationery, books and magazines .....	1,205,931	1,276,978	+ 5.9
19. All other departments, total .....	5,494,264	5,846,303	+ 6.4

(x) Based on sales of 22 firms.

INDEX NUMBERS OF DEPARTMENT STORE SALES (Average for 1930 = 100)



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



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