

DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
INTERNAL TRADE BRANCH  
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CHANGES IN THE VALUE OF RETAIL SALES, FEBRUARY, 1937.

The dollar value of Canadian retail sales for February was 3.1 per cent above February, 1936, and 2.2 per cent below January this year. On the basis of the average of 1930 as 100, the unadjusted general index number was 62.7 for February, 60.8 for February last year, and 64.1 for January, 1937.

When corrections for differences in the number of business days and for normal seasonal variations were made, it was found that, after falling off slightly during January from the high level of Christmas activity, retail trade improved during February and held at the same level maintained during the autumn months of 1936. The adjusted general index number was 76.8 for February, 75.3 for January, 81.7 for December, and 76.5 for November last.

Despite the fact that February, 1937, was shorter than February, 1936, by one business day, and this a Saturday, the unadjusted indexes showed increases over last year for twelve out of the thirteen kinds of business covered by this report. The outstanding gains were as follows: hardware, 27.9 per cent; furniture, 19.0 per cent, and music and radio, 16.6 per cent. The following groups reported smaller increases: men's clothing, 7.7 per cent; women's clothing, 6.0 per cent; boots and shoes, 4.8 per cent; variety and restaurants, 3.3 per cent; drugs, 3.0 per cent; departmental and dyers and cleaners, 1.4 per cent; and groceries and meats, 0.4 per cent.

These statistics are calculated from returns furnished by 36 large departmental firms and 198 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.

This report includes for the first time an analysis of department store sales by principal departments for the months of January, 1936, and January, 1937. Since a small number of stores, which contribute total sales figures for use in the calculation of the departmental store index number, are unable to give the data necessary for a comparison by departments, it will be understood that the percentage changes in total value of department store sales as shown in these special analyses will vary slightly from the percentage changes indicated by the unadjusted index numbers shown in the regular series for the same two months.



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 (234 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
February --															
1929 .....	91.4	97.6	112.2	81.2	86.3	134.8	99.5	107.9	117.3	119.9	127.5	205.6	74.1	78.7	115.7
1930 .....	86.8	92.7	106.5	73.3	77.9	121.7	100.4	109.0	118.5	68.9	73.2	118.1	76.4	81.1	119.3
1931 .....	77.1	82.3	94.6	59.7	63.5	99.1	74.3	80.6	87.6	49.1	52.2	84.2	53.7	57.0	83.8
1932 .....	65.5	67.9	78.0	48.8	50.2	78.4	63.4	66.8	72.7	37.7	39.1	63.1	46.2	47.8	70.3
1933 .....	51.9	55.4	63.7	39.2	41.6	65.0	51.5	55.8	60.6	28.0	29.8	48.1	39.4	41.8	61.5
1934 .....	56.2	59.9	68.9	37.5	39.9	62.3	51.7	56.0	60.9	37.9	40.3	65.0	38.2	40.5	59.6
1935 .....	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
1936 .....	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
1937 .....	62.7	66.8	76.8	43.4	46.2	72.1	54.9	59.6	64.8	45.0	47.8	77.1	44.1	46.8	68.8
1936															
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 .....	108.8	108.7	81.7	110.6	111.5	79.1	114.7	113.5	61.0	109.9	110.7	86.5	130.4	131.2	70.9
1937															
January .....	64.1	63.3	75.3	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 .....	62.7	66.8	76.8	43.4	46.2	72.1	54.9	59.6	64.8	45.0	47.8	77.1	44.1	46.8	68.8



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	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
February --															
1929 .....	81.6	86.9	103.5	99.3	107.9	106.8	70.5	75.2	107.5	132.8	141.5	159.0	97.4	103.5	105.6
1930 .....	83.0	88.4	105.2	96.2	104.5	103.4	66.7	71.1	101.6	92.6	98.6	110.8	96.8	102.9	105.0
1931 .....	75.9	80.9	96.3	89.0	96.7	95.7	63.1	67.2	96.1	76.7	81.8	91.9	88.2	93.8	95.7
1932 .....	62.1	63.8	75.9	84.0	88.7	87.8	49.3	50.4	72.0	60.8	62.4	70.9	77.9	81.1	82.7
1933 .....	49.5	52.7	62.7	65.5	71.1	70.4	41.9	44.6	63.7	38.1	40.5	47.7	64.0	68.0	69.4
1934 .....	54.9	58.5	69.7	64.8	70.3	69.6	49.1	52.3	74.7	48.6	51.8	62.4	68.6	72.9	74.4
1935 .....	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
1936 .....	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
1937 .....	58.8	62.4	74.3	75.9	82.3	81.5	49.5	52.7	75.3	70.2	74.7	90.1	74.5	79.1	80.7
1936															
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	92.1	80.8	69.7	68.5	88.9	100.1	99.1	89.3	88.4	89.7	83.9
1937															
January .....	57.3	57.8	72.3	78.2	76.1	79.3	48.5	49.6	69.8	61.2	61.3	92.9	80.0	77.2	79.6
February .....	58.8	62.4	74.3	75.9	82.3	81.5	49.5	52.7	75.3	70.2	74.7	90.1	74.5	79.1	80.7



# 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	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
February --												
1929 .....	77.9	83.1	110.8	132.5	141.4	162.6	101.6	110.4	115.0	83.5	88.8	120.0
1930 .....	74.0	79.0	105.3	89.6	95.6	109.9	95.0	103.2	107.5	73.9	78.6	106.2
1931 .....	64.6	68.9	91.9	82.3	87.8	100.9	80.1	87.0	90.7	69.5	73.9	99.9
1932 .....	59.5	61.0	84.7	50.2	51.4	59.1	65.8	69.0	71.9	64.0	66.2	89.5
1933 .....	36.7	39.2	56.8	24.9	26.6	30.5	50.5	54.8	57.1	55.7	59.2	80.1
1934 .....	43.2	46.0	67.7	31.4	33.6	38.6	47.7	51.9	54.0	55.5	59.1	79.9
1935 .....	49.8	53.0	78.0	36.1	38.6	44.4	44.9	48.7	50.8	57.7	61.5	83.1
1936 .....	51.9	54.4	80.0	40.4	41.5	47.7	49.0	50.8	53.0	60.8	59.1	79.8
1937 .....	66.4	72.5	106.6	47.1	50.4	57.9	50.6	55.0	57.3	62.8	66.9	90.3
1936												
February .....	51.9	54.4	80.0	40.4	41.5	47.7	49.0	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	52.9	54.3	56.6	90.5	93.7	92.7
December .....	109.5	110.4	108.2	77.8	76.8	48.6	59.9	58.8	57.6	183.0	184.1	99.5
1937												
January .....	71.6	75.1	117.3	46.2	47.4	57.1	52.9	51.9	55.8	61.7	59.9	89.4
February .....	66.4	72.5	106.6	47.1	50.4	57.9	50.6	55.0	57.3	62.8	66.9	90.3

# 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
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 .....	-31.6	+ 8.5	-34.8	+ 7.8	-48.9	- 3.4	-32.4	+11.9	-42.2	+ 8.8	-37.8	+ 6.7	-21.4	+ 7.7
February, 1935 .....	-35.0	+ 0.4	-50.3	- 2.9	-44.6	+ 7.5	-42.5	+ 4.5	-48.4	+ 3.1	-34.5	- 0.9	-28.4	+ 6.3
February, 1936 .....	-30.0	+ 7.8	-43.5	+13.7	-30.6	+10.8	-39.3	+ 5.6	-45.5	+ 5.6	-30.4	+ 6.3	-23.4	+ 7.0
February, 1937 .....	-27.8	+ 3.1	-40.0	+ 4.8	-45.3	-10.9	-34.7	+ 7.7	-42.3	+ 6.0	-29.2	+ 1.4	-21.1	+ 3.0

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
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 .....	-32.6	- 6.6	-24.4	+30.5	-25.0	+ 6.4	- 1.4	+31.4	-56.2	+ 6.9	-49.4	+ 5.0	-10.1	+15.5
February, 1935 .....	-33.0	- 9.0	-37.1	+14.4	-30.2	- 1.5	-32.7	+15.3	-59.7	+15.0	-52.7	- 5.9	-21.9	+ 4.0
February, 1936 .....	-26.8	+ 9.2	-33.3	+ 6.1	-23.3	+ 9.8	-29.9	+ 4.2	-54.9	+11.9	-48.4	+ 9.1	-17.7	+ 5.4
February, 1937 .....	-25.8	+ 1.4	-20.6	+19.0	-23.0	+ 0.4	-10.3	+27.9	-47.4	+16.6	-46.7	+ 3.3	-15.0	+ 3.3

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.



COMPARISON OF DEPARTMENT STORE SALES IN CANADA FOR SELECTED DEPARTMENTS  
(January, 1937, Compared with January, 1936)

The table given below shows a comparison of sales by departments in January of this year with last for those department stores reporting to the monthly index of retail sales which were able to furnish the necessary data. Almost all stores were able to report their sales by departments so that the coverage of sales may be considered very complete.

In a few instances, firms which reported total sales of women's, girls' and infants' apparel and accessories in answer to Item 6 were unable to give the more complete breakdown comprising Items 1 to 5. Figures for such firms were included in Item 6 causing this total to exceed the sum of the individual figures shown in Items 1 to 5.

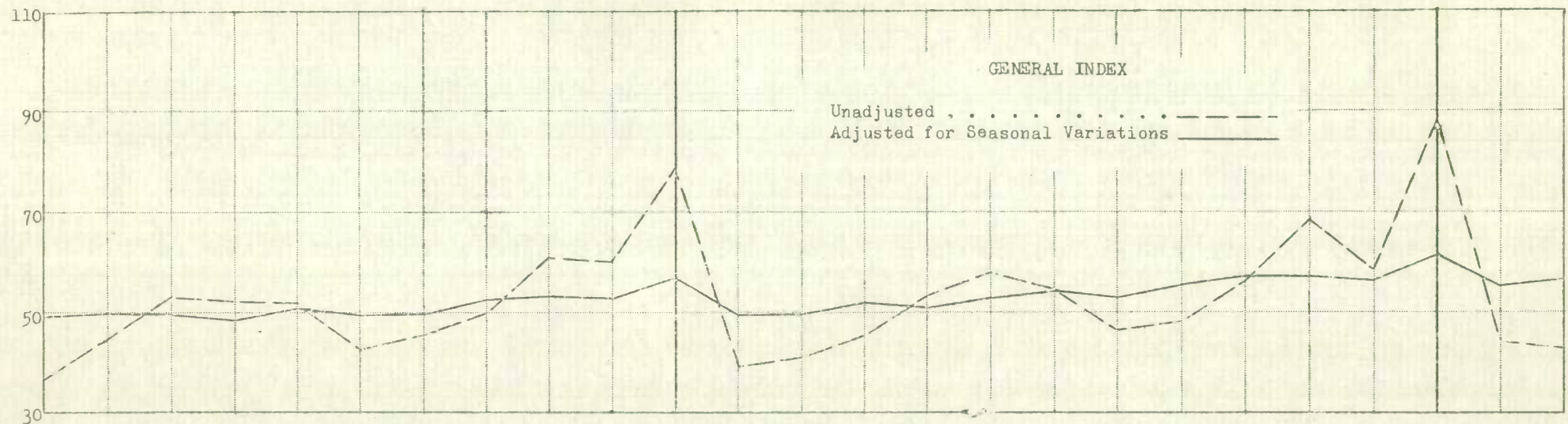
All sales figures are given on a calendar-month basis. No allowance has been made for differences in number of business days in January of this year compared with last.

Comparison of Sales by Departments

Department	January		
	1936	1937	% Change
	\$	\$	
Total Sales, All Departments .....	12,963,266	13,969,975	+ 7.8
<u>Sales of Selected Departments</u>			
1. Women's dresses, coats and suits (including sports wear and house dresses) .....	1,016,034	1,052,776	+ 3.6
2. Girls' and infants' wear .....	291,841	308,199	+ 5.6
3. Hosiery and gloves .....	434,670	465,872	+ 7.2
4. Lingerie and corsets (including negligees and robes, knit underwear, nurses' and maids' uniforms) .....	701,292	680,176	- 3.0
5. Millinery .....	86,584	103,713	+19.8
6. Women's, girls' and infants' apparel and accessories total (Sum of 1 to 5) .....	2,567,485	2,660,830	+ 3.7
7. Men's and boys' clothing and furnishings .....	1,305,553	1,385,930	+ 6.2
8. Drugs and toilet articles and preparations (including cameras and photographic supplies) .....	533,669	569,432	+ 6.7
9. Piece goods (silks, woollens, cottons, linens), patterns, linens and bedding .....	1,493,950	1,590,296	+ 6.4
10. Small wares - laces, handkerchiefs, neckwear, ribbons, buttons, thread, yarns .....	586,785	601,650	+ 2.5
11. Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables) - (restaurant receipts not included) .....	1,660,541	1,681,605	+ 1.3
12. Furniture (including mattresses, springs) .....	604,998	877,430	+45.0
13. Home furnishings - draperies, curtains, floor coverings, china, glassware, pictures, window shades ..	788,448	887,802	+12.6
14. Household appliances and electrical supplies - washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps .....	238,588	284,491	+19.2
15. Hardware and kitchen utensils (including paints, wallpaper) .....	407,277	429,155	+ 5.4
16. Radios, musical instruments and supplies .....	272,792	315,087	+15.5
17. Shoes and other footwear (men's, women's and children's) .....	776,763	825,917	+ 6.3
18. Stationery, books and magazines .....	230,593	248,861	+ 7.9
19. All other departments, total .....	1,495,824	1,610,859	+ 7.7

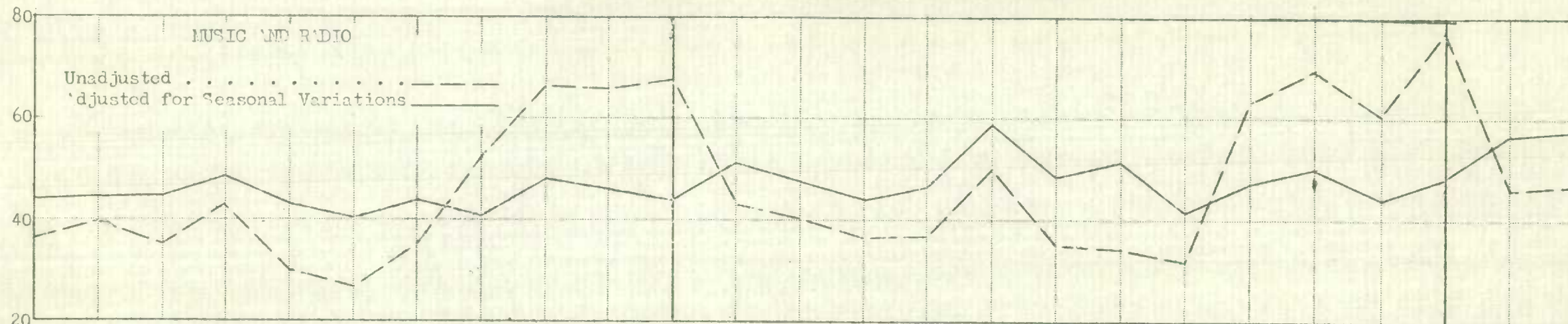


INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)

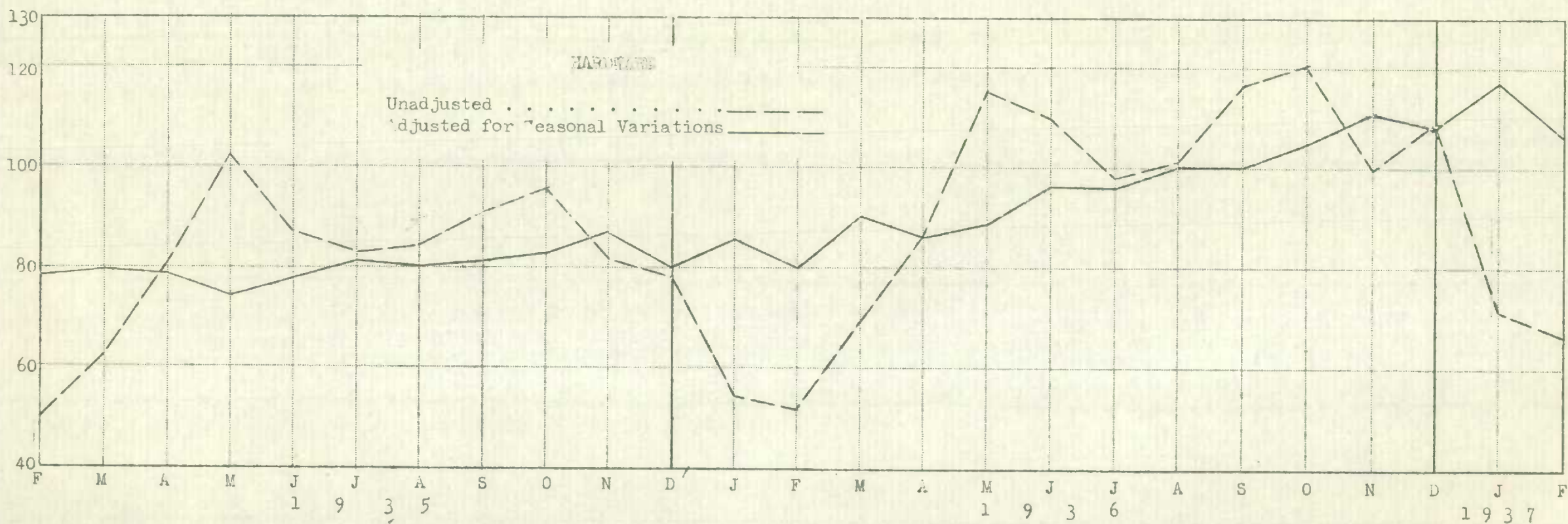


# INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)

## MUSIC AND RADIO



## HARDWARE





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