

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

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CHANGES IN THE VALUE OF RETAIL SALES, MARCH, 1937.

The dollar value of retail sales for March was 18.1 per cent above February, and 13.3 per cent above March last year, according to index numbers compiled by the **Dominion Bureau of Statistics**. On the base of the average for 1930 as 100, the unadjusted general index number was 73.9 for March, 62.6 for February and 65.2 for March, 1936.

When corrections for differences in the number of business days and for normal seasonal variations were made, the general index was 75.9 for March, 76.8 for February, and 75.2 for January. Comparable figures for the month of March in previous years follow: 1936, 71.8; 1935, 69.6; 1934, 67.6; 1933, 66.9; 1932, 74.6; and 1931, 93.9. Thus, even after allowances are made for normal seasonal swings and for the early date of Easter the dollar value of retail trade was at a higher level in March this year than in the corresponding month in any year since 1931.

The early occurrence of Easter this year resulted in the sales totals for March soaring over those reported for March last year. As compared with a gain of 13.3 per cent for retail sales as a whole, twelve out of thirteen sub-groups showed increases ranging from 3.1 per cent for boots and shoes to 79.4 per cent for candy. Restaurant sales improved by 8.2 per cent; grocery and meat stores reported gains of 10.4 per cent; drug stores, 11.5 per cent; and departmental stores, 13.1 per cent. Advances were pronounced for variety stores with a 22.3 per cent gain; hardware stores showed a 22.9 per cent rise; women's and men's clothing increased 23.8 per cent and 25.4 per cent respectively. Substantial improvement was reported in sales of music and radio and furniture, the former with a 28.4 per cent advance and the latter with a 28.5 per cent advance over March last year. A very small decline occurred in sales of dyeing and cleaning establishments.

The analysis of departmental store sales for the months of February, 1937, and February, 1936, shows improvement over 1936 of 1.7 per cent for departmental store sales as a whole. Gains ranging from 0.3 per cent for girls' and infants' wear to 25.6 per cent for furniture were reported. Increases were reported in sales of nine other commodity groups handled by department stores, the more important of which were millinery, 19.6 per cent; household appliances and electrical supplies, 13.2 per cent; hosiery and gloves, 8.3 per cent; home furnishings, 7.5 per cent; and shoes and other footwear, 6.8 per cent. Sales of the following seven departments showed declines as compared with February, 1936; lingerie and corsets, men's and boys' clothing, drugs, piece goods, smallwares, food and stationery. Since a few stores, which contribute total sales figures for use in the calculation of the departmental store index number, are unable to give a breakdown of sales by departments, it will be understood that the percentage change in total value of departmental store sales as shown on page 6 will vary slightly from the percentage change indicated by the unadjusted index numbers appearing in the regular series.

This report presents a new series of index numbers of hardware store sales based on the combined figures of fourteen chains of hardware stores and approximately eighty large hardware firms operating one store only. Unadjusted index numbers only are shown in this bulletin. It is intended to publish in the next bulletin the three series, the unadjusted, the series corrected for number of business days and the third adjusted for number of business days and for normal seasonal variations by months from January, 1930, to date.

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 (x) (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
March, 1929 ...	110.0	103.8	111.0	137.9	133.7	152.0	149.5	144.2	110.9	162.5	158.9	158.9	113.1	110.5	120.1
March, 1930 ...	94.7	91.4	102.7	89.6	84.4	114.0	92.4	89.8	105.7	102.1	97.6	125.1	87.9	83.9	110.4
March, 1931 ...	87.2	87.3	93.9	76.2	76.5	95.6	68.3	70.1	82.4	77.4	78.1	87.7	77.0	77.6	92.4
March, 1932 ...	73.1	73.2	74.6	64.3	64.8	73.7	99.0	98.0	75.4	56.0	56.5	56.5	63.3	63.7	69.2
March, 1933 ...	62.1	59.6	66.9	45.7	44.3	59.9	44.0	43.1	50.8	49.7	47.7	61.2	46.7	44.7	58.8
March, 1934 ...	69.3	66.3	67.6	73.8	69.4	78.9	84.2	78.8	60.6	63.1	59.8	59.8	59.0	55.9	60.8
March, 1935 ...	64.9	62.0	69.6	61.2	57.6	77.9	52.2	50.3	59.2	53.2	50.1	64.2	51.6	48.6	63.9
March, 1936 ...	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
March, 1937 ...	73.9	74.4	75.9	63.3	63.8	72.5	85.2	84.6	65.1	70.0	71.7	71.7	59.3	60.1	65.3
1936															
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	63.9	63.1	75.2	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	62.6	66.8	76.8	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	73.9	74.4	75.9	63.3	63.8	72.5	85.2	84.6	65.1	70.0	71.7	71.7	59.3	60.1	65.3

(x) Minor revisions to take account of new hardware series will appear in the next issue.

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.

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
March, 1929 ...	101.5	102.6	105.7	109.0	106.3	105.2	113.5	116.2	116.2	143.6	144.0	160.0	108.8	105.2	105.2
March, 1930 ...	88.5	86.4	97.1	107.1	105.4	104.4	104.4	102.8	114.2	97.0	95.9	107.9	100.9	95.7	99.7
March, 1931 ...	86.6	85.9	93.3	93.6	94.2	93.3	98.6	97.1	102.2	78.5	77.8	89.4	94.6	96.2	98.1
March, 1932 ...	69.2	68.6	70.7	88.4	86.7	85.8	63.8	62.8	62.8	56.9	56.3	64.8	84.7	83.1	86.1
March, 1933 ...	59.4	56.5	63.5	71.1	69.4	68.7	58.2	55.1	61.3	48.1	46.0	52.9	75.0	72.2	75.2
March, 1934 ...	67.1	65.3	68.0	75.4	72.1	71.4	72.5	71.3	71.3	61.9	59.9	68.8	78.7	73.8	73.8
March, 1935 ...	61.4	59.7	67.1	76.8	74.8	74.1	64.1	63.0	70.0	62.2	60.2	69.2	75.2	70.0	72.9
March, 1936 ...	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
March, 1937 ...	70.7	70.3	72.5	82.3	81.1	80.3	67.7	66.9	66.9	79.8	78.6	90.4	82.6	84.8	84.8
<u>1936</u>															
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	100.4	99.4	89.5	88.4	89.7	83.9
<u>1937</u>															
January	57.2	57.8	72.3	78.2	76.1	79.3	48.5	49.6	69.8	58.6	58.7	88.9	79.8	77.0	79.3
February	58.6	62.4	74.3	75.9	82.3	81.4	49.5	52.7	75.3	68.5	72.6	87.5	74.4	78.9	80.5
March	70.7	70.3	72.5	82.3	81.1	80.3	67.7	66.9	66.9	79.8	78.6	90.4	82.6	84.8	84.8

INDEX VALUES OF RETAIL SALES - 1929-1937 (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 (Revised)			Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
March, 1929	89.1	of revision.	of revision.	116.4	119.2	152.8	110.7	108.6	111.9	103.8	100.8	121.5
March, 1930	83.4			93.3	91.9	117.8	100.1	98.5	101.6	84.2	79.6	100.8
March, 1931	78.1			73.9	72.8	92.2	88.0	87.5	90.2	77.5	77.9	97.4
March, 1932	51.8			44.3	43.7	53.9	68.2	66.9	69.0	72.3	72.7	87.6
March, 1933	40.9			29.7	28.2	34.4	56.4	55.1	56.8	60.4	58.7	74.2
March, 1934	48.7			32.9	32.5	39.6	56.7	55.0	56.7	76.1	71.7	87.4
March, 1935	52.8			39.7	39.2	47.8	51.4	50.5	52.0	67.5	63.7	80.6
March, 1936	53.3			36.6	36.2	44.1	52.7	52.4	54.0	65.1	65.5	81.8
March, 1937	65.5	47.0	46.4	56.6	57.0	56.0	57.7	79.6	80.4	96.9		
<u>1936</u>												
March	53.3	These figures in process	of revision.	36.6	36.2	44.1	52.7	52.4	54.0	65.1	65.5	81.8
April	76.7			36.9	37.8	46.7	51.7	52.4	51.9	80.4	83.2	90.5
May	100.8			50.1	51.5	59.1	53.3	52.3	52.3	91.2	88.3	84.9
June	92.2			34.9	34.5	48.5	52.4	53.1	52.6	93.1	93.6	90.9
July	83.6			34.1	33.6	51.7	55.8	54.6	53.0	88.8	88.7	88.7
August	82.9			31.9	31.5	41.5	57.3	56.4	53.2	87.1	82.5	89.6
September	89.7			63.3	64.9	47.4	55.3	56.1	53.4	85.5	88.4	91.1
October	95.0			69.8	66.3	50.3	54.6	52.9	52.9	100.7	92.2	87.8
November	79.6			60.9	62.6	44.4	52.9	54.3	56.6	90.5	93.7	92.7
December	86.7			77.8	76.8	48.6	59.9	58.8	57.6	183.0	184.1	99.5
<u>1937</u>												
January	45.9			46.2	47.4	57.1	52.9	51.9	55.8	61.7	59.9	89.4
February	38.7			47.1	50.4	57.9	50.7	55.1	57.3	62.8	66.9	90.3
March	65.5			47.0	46.4	56.6	57.0	56.0	57.7	79.6	80.4	96.9

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
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	-38.6	+10.8	-39.3	+ 5.6	-45.5	+ 5.6	-30.4	+ 6.3	-23.4	+ 7.0
February, 1937	-27.9	+ 3.0	-40.8	+ 4.8	-44.9	-10.2	-33.4	+ 9.8	-42.3	+ 6.0	-29.4	+ 1.4	-21.1	+ 3.0
March, 1935	-31.5	- 6.3	-31.7	-17.1	-43.5	-38.0	-47.9	-15.7	-41.3	-12.5	-30.6	- 8.5	-28.3	+ 1.9
March, 1936	-31.2	+ 0.5	-31.5	+ 0.3	-48.6	- 9.0	-45.3	+ 4.9	-45.5	- 7.2	-29.4	+ 1.8	-31.1	- 3.9
March, 1937	-22.0	+13.3	-29.4	+ 3.1	- 7.8	+79.4	-31.4	+25.4	-32.5	+23.8	-20.1	+13.1	-23.2	+11.5

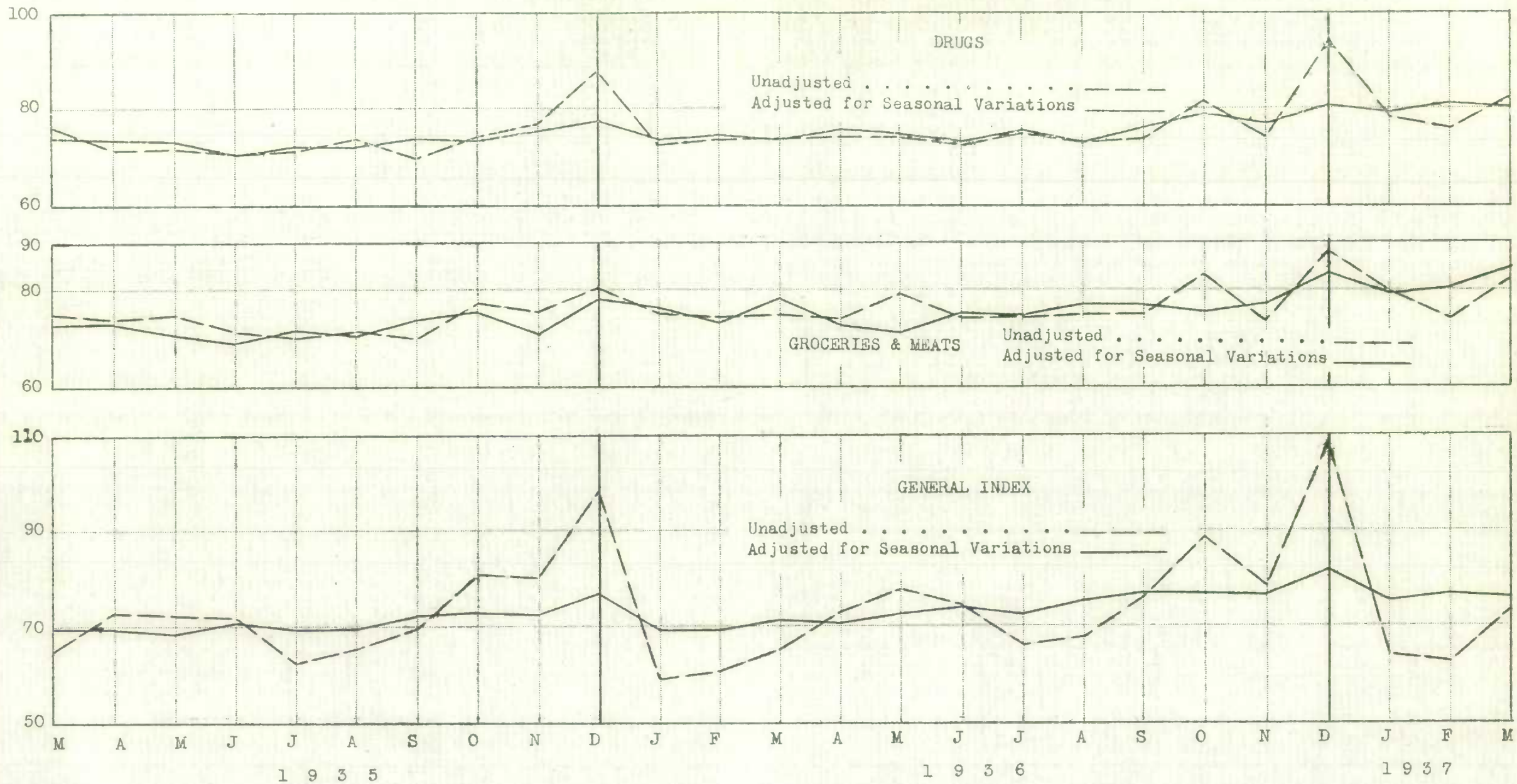
Months	Dyers and Cleaners		Furniture		Groceries and Meats		Hardware		Music and Radio		Restaurants		Variety	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
February, 1935	-28.2	- 2.5	-37.1	+14.4	-32.7	+ 1.3	-42.6	+11.3	-64.7	+23.2	-53.2	- 4.3	-22.4	- 3.1
February, 1936	-27.9	+ 0.4	-33.3	+ 6.1	-29.5	+ 4.9	-44.0	- 2.5	-59.0	+16.1	-51.8	+ 2.9	-22.2	+ 0.4
February, 1937	-25.8	+ 1.4	-22.5	+16.1	-23.1	+ 0.3	-43.7	+ 0.5	-47.4	+16.6	-46.6	+ 3.5	-15.0	+ 3.3
March, 1935	-38.6	-11.6	-35.9	+ 0.5	-25.5	- 4.4	-36.7	+ 8.4	-67.4	+20.7	-48.7	- 9.3	-19.8	-11.3
March, 1936	-34.5	+ 6.7	-36.0	- 0.2	-25.9	- 0.5	-36.1	+ 0.9	-60.8	- 7.8	-47.4	+ 2.5	-22.7	- 3.6
March, 1937	-34.8	- 0.4	-17.7	+28.5	-18.1	+10.4	-21.5	+22.9	-49.6	+28.4	-43.1	+ 8.2	- 5.5	+22.3

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.

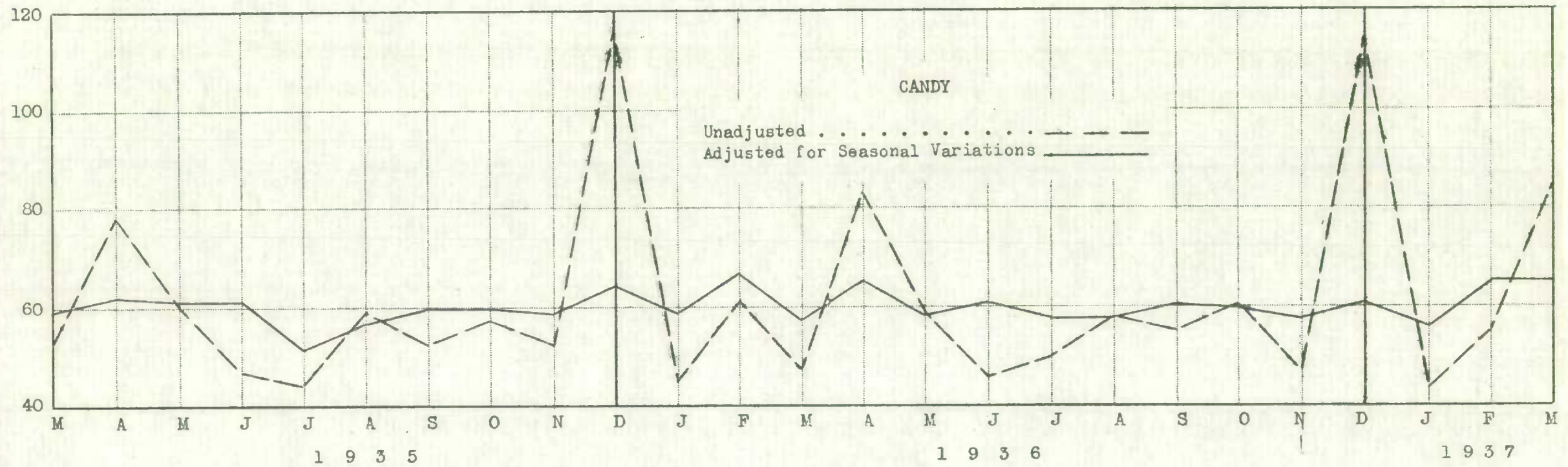
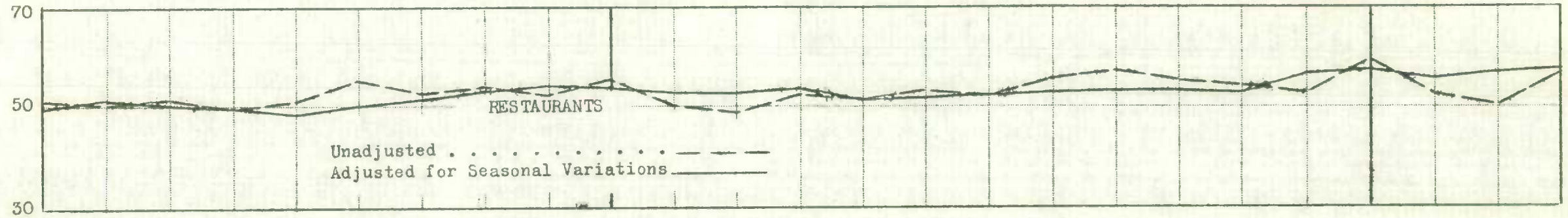
COMPARISON OF DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS
(February, 1937, Compared with February, 1936)

Department	February, 1936	February, 1937	% Change, 1937/1936
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	13,939,704	14,179,000	+ 1.7
1. Women's dresses, coats and suits	1,014,412	1,023,020	+ 0.8
2. Girls' and infants' wear	303,919	304,864	+ 0.3
3. Hosiery and gloves	488,807	529,557	+ 8.3
4. Lingerie and corsets	689,343	644,013	- 6.6
5. Millinery	101,631	121,546	+ 19.6
6. Women's and children's apparel--Total (1-5) ...	2,598,112	2,623,000	+ 1.0
7. Men's and boys' clothing and furnishings	1,274,912	1,264,856	- 0.8
8. Drugs and toilet articles and preparations	595,989	566,770	- 4.9
9. Piece goods	1,436,446	1,376,491	- 4.2
10. Small wares	609,654	590,556	- 3.1
11. Food and kindred products	1,797,971	1,721,511	- 4.3
12. Furniture	971,545	1,220,412	+ 25.6
13. Home furnishings	988,650	1,062,886	+ 7.5
14. Household appliances and electrical supplies ..	290,175	328,543	+ 13.2
15. Hardware and kitchen utensils	521,106	523,710	+ 0.5
16. Radios, musical instruments and supplies	285,334	290,996	+ 2.0
17. Shoes and other footwear	747,068	798,102	+ 6.8
18. Stationery, books and magazines	264,283	259,762	- 1.7
19. All other departments, total	1,558,459	1,551,405	- 0.5

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



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