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DOMINION BUREAU OF STATISTICS
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RETAIL SALES IN CANADA, APRIL, 1937
(Indexes of Value)

formerly

CHANGES IN THE VALUE OF RETAIL SALES

The gradual upswing in Canadian retail trade continued throughout April. The dollar value of retail sales was 7.9 per cent above March and 8.5 per cent above April last year, according to index numbers compiled by the Dominion Bureau of Statistics. On the basis of the average for 1930 as 100, the unadjusted general index number was 79.2 for April, 73.4 for March and 73.0 for April, 1936.

When corrections for differences in the number of business days and for normal seasonal variations were made, the general index stood at 78.3 for April compared with 75.3 for March. With the single exception of December, 1936, retail trade was thus at a higher level during April than during any month since 1931.

The value of sales of the various sub-groups showed a mixed trend compared with last April, according to the unadjusted index numbers, with eight groups advancing and five groups receding. Anticipation of Coronation broadcasts resulted in heavy buying of radios, sales figures advancing 37.9 per cent compared with last April. Hardware store sales gained 21.6 per cent and the grocery and meat and furniture groups each advanced 14.5 per cent. Restaurant sales increased 9.1 per cent, departmental store sales, 6.9 per cent, and drug store sales, 5.0 per cent. The men's clothing group showed an improvement of 1.1 per cent while sales of women's clothing declined 4.2 per cent. Variety store sales receded 0.5 per cent; boot and shoe sales, 2.3 per cent; and receipts of dyeing and cleaning establishments, 14.0 per cent. April candy sales declined 43.2 per cent below April, 1936. This decrease may be attributed to the changing date of Easter, the holiday trade being concentrated in March this year and in April a year ago.

This report presents on page 5 the new series of index numbers of hardware store sales based on the combined figures of 13 chains of hardware stores and 83 hardware firms operating one store only. The three series of index numbers, the unadjusted, the series corrected for number of business days and the third adjusted for number of business days and for normal seasonal variations are shown by months from January, 1929, to date. On page 6 are shown the indexes of seasonal variation or the seasonal correction factors for the various months. This new series brings out that the proportion of annual business transacted during the months of January and February has been gradually decreasing since 1929, while there has been a corresponding increase in buying activity during the months of July and September of the last nine years.

The seasonal correction factors used in the calculations of the new series of furniture store sales recently published also appear on page 6 of this report.

This report is based upon monthly returns secured from 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.

Analysis of Departmental Store Sales for March—The analysis of department store sales for the months of March, 1936 and March, 1937, shows improvement over last year for every department outlined and an advance of 12.0 per cent for department store sales as a whole. The early occurrence of Easter in 1937 resulted in a sharp upswing of sales of wearing apparel. The men's and boys' clothing group showed a gain of 13.9 per cent. The women's and children's departments gained 12.8 per cent over last year, millinery sales alone advancing 28.4 per cent. A sharp rise was reported in both furniture and household appliance sales, the former gaining 34.7 per cent and the latter 20.1 per cent. Another important advance was that for stationery, book and magazine sales, which was 19.7 per cent. 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.

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) (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
April, 1929	109.8	110.2	110.2	132.9	133.4	128.3	93.5	95.9	112.8	158.3	159.6	138.8	114.7	115.6	107.0
April, 1930	107.8	111.7	102.4	123.5	128.6	109.0	130.0	132.8	102.1	148.7	154.9	113.1	126.9	132.0	106.5
April, 1931	95.1	98.0	93.3	104.2	107.6	96.0	107.5	109.3	84.1	107.5	111.5	88.5	101.1	104.7	90.3
April, 1932	77.7	74.5	74.5	88.9	83.6	80.4	61.3	59.1	69.5	67.7	63.7	55.4	79.2	74.4	68.9
April, 1933	67.6	69.4	63.7	72.7	72.7	61.6	80.5	80.5	61.7	82.8	84.1	61.4	67.2	68.2	55.0
April, 1934	67.4	69.6	69.6	71.0	73.0	70.2	55.2	58.2	68.4	66.0	68.5	59.6	62.3	64.5	59.7
April, 1935	73.0	75.8	69.6	83.1	86.1	73.0	78.9	80.8	62.2	84.9	89.1	65.0	70.6	74.0	59.7
April, 1936	73.0	75.2	70.3	81.5	84.1	73.8	83.8	85.2	65.5	81.3	84.3	64.3	73.5	76.1	63.4
April, 1937	79.2	78.3	78.3	79.6	79.3	76.2	47.6	48.2	56.8	82.2	81.2	70.6	70.4	69.5	64.4
1936															
April	73.0	75.2	70.3	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	77.2	75.8	72.2	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	73.9	74.1	73.4	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	65.6	64.7	71.9	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	67.1	64.9	74.6	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	75.2	77.1	75.6	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	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
1937															
January	62.8	61.9	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	73.4	73.8	75.3	62.8	63.3	71.9	85.3	84.7	65.2	70.2	71.4	71.4	59.5	60.4	65.7
April	79.2	78.3	78.3	79.6	79.3	76.2	47.6	48.2	56.8	82.2	81.2	70.6	70.4	69.5	64.4

(x) Revised to take account of new hardware series.

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 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
April, 1929	104.1	103.2	108.6	101.0	103.0	104.1	139.5	137.3	105.7	142.9	141.6	147.5	105.7	107.4	104.3
April, 1930	105.6	108.9	105.7	101.5	102.8	103.9	137.0	140.3	100.2	115.8	118.8	107.0	105.9	111.2	103.9
April, 1931	94.5	97.0	97.0	91.2	92.4	93.3	124.1	127.1	94.1	95.7	98.2	88.5	97.0	101.1	96.2
April, 1932	77.7	75.6	79.6	84.2	83.1	83.9	88.7	87.3	67.1	73.5	70.9	63.8	81.4	75.8	73.6
April, 1933	66.6	70.1	68.0	66.9	67.6	68.3	87.6	93.4	66.7	57.3	59.4	53.1	70.2	70.5	65.9
April, 1934	66.3	68.1	70.9	69.2	72.0	72.7	87.9	89.9	69.1	71.3	73.1	63.1	71.6	74.5	72.4
April, 1935	72.6	74.9	72.7	71.7	73.0	73.8	96.3	98.4	70.3	81.2	83.3	71.2	73.8	76.7	72.4
April, 1936	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
April, 1937	77.1	75.8	79.8	78.0	78.7	79.5	96.3	94.6	72.7	98.6	97.6	83.4	84.5	83.4	81.0
<u>1936</u>															
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	73.3	72.0	73.5	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	73.4	74.2	75.8	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	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</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	80.5
March	70.8	70.5	72.7	81.1	80.0	79.2	70.5	69.2	69.2	79.3	78.4	90.2	82.4	84.7	84.7
April	77.1	75.8	79.8	78.0	78.7	79.5	96.3	94.6	72.7	98.6	97.6	83.4	84.5	83.4	81.0

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	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
April, 1929	115.3	113.6	109.2	108.1	106.5	143.9	108.1	109.6	108.5	99.8	100.3	112.7
April, 1930	102.5	105.0	101.0	79.3	81.3	109.8	97.8	99.1	98.1	92.8	96.4	103.6
April, 1931	90.4	92.6	89.0	61.5	63.0	84.0	87.5	88.7	87.8	92.2	95.3	103.6
April, 1932	75.5	74.4	71.6	41.8	41.2	54.2	68.4	68.4	67.7	80.7	76.1	85.5
April, 1933	59.7	63.7	61.3	26.2	28.0	35.0	55.6	56.5	56.0	73.9	74.1	79.6
April, 1934	67.1	68.8	66.1	29.9	30.7	37.9	53.9	55.3	54.8	69.8	72.2	80.2
April, 1935	73.7	75.5	72.6	35.5	36.4	45.0	50.7	51.4	50.9	77.9	80.9	87.0
April, 1936	76.4	78.0	75.0	36.9	37.8	46.7	51.7	52.4	51.9	80.4	83.2	90.5
April, 1937	92.9	91.2	87.7	50.9	50.3	62.1	56.4	57.0	56.5	80.0	79.9	89.8
<u>1936</u>												
April	76.4	78.0	75.0	36.9	37.8	46.7	51.7	52.4	51.9	80.4	83.2	90.5
May	100.4	102.5	75.4	50.1	51.5	59.1	53.3	52.3	52.3	91.2	88.3	84.9
June	91.7	90.1	75.7	34.9	34.5	48.5	52.4	53.1	52.6	93.1	93.6	90.9
July	83.2	81.7	74.3	34.1	33.6	51.7	55.8	54.6	53.0	88.8	88.7	88.7
August	82.5	81.0	78.6	31.9	31.5	41.5	57.3	56.4	53.2	87.1	82.5	89.6
September	89.3	91.1	76.0	63.3	64.9	47.4	55.3	56.1	53.4	85.5	88.4	91.1
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</u>												
January	44.2	45.1	82.1	46.2	47.4	57.1	52.9	51.9	55.8	61.7	59.9	89.4
February	42.1	44.8	80.0	47.1	50.4	57.9	50.7	55.1	57.3	62.8	66.9	90.3
March	61.2	60.1	85.9	46.7	46.1	56.2	57.1	56.0	57.8	79.6	80.4	96.9
April	92.9	91.2	87.7	50.9	50.3	62.1	56.4	57.0	56.5	80.0	79.9	89.8

REVISED INDEX NUMBERS OF HARDWARE STORE SALES - (AVERAGE FOR 1930 = 100)

(Based on sales of 96 firms, comprising 13 chains and 83 independent stores)

A. Unadjusted. B. Corrected for number of business days.

C. Adjusted for number of business days and for seasonal variations.

Month	1929			1930			1931			1932		
	A	B	C	A	B	C	A	B	C	A	B	C
January	82.5	81.2	128.9	73.3	72.2	114.7	61.1	60.2	95.5	49.6	50.8	82.0
February	77.2	82.4	121.2	68.8	73.4	108.0	59.9	63.7	95.4	52.0	53.3	80.8
March	83.1	90.3	128.9	83.4	82.1	117.3	78.1	76.9	109.9	51.8	51.1	73.0
April	115.3	113.6	109.2	102.5	105.0	101.0	90.4	92.6	39.0	75.5	74.4	71.6
May	121.5	119.7	88.0	124.4	122.5	90.1	103.3	105.9	77.9	91.3	93.5	68.8
June	118.5	121.5	102.1	105.8	106.2	91.1	92.1	90.8	76.3	77.8	76.7	64.4
July	119.4	117.6	121.2	99.5	98.0	101.1	86.2	85.0	86.7	62.8	64.4	65.0
August	122.2	115.0	112.5	105.7	104.2	101.1	88.3	87.1	84.5	66.4	63.0	61.2
September	139.8	146.2	132.0	103.1	110.3	93.0	91.8	94.1	83.3	69.3	71.0	62.3
October	137.5	130.5	113.4	119.7	113.6	98.8	86.8	82.3	71.3	71.4	70.4	61.2
November	123.0	121.2	121.2	99.1	101.5	101.5	79.9	81.8	81.8	57.4	56.5	56.5
December	134.7	138.0	123.2	109.8	108.2	96.6	91.7	90.4	80.7	59.1	58.2	52.0

Month	1933			1934			1935			1936			1937		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
January	32.4	33.2	55.4	37.5	36.9	65.7	39.1	38.6	67.6	39.0	58.3	68.3	44.2	45.1	82.1
February	30.9	33.0	52.4	35.5	37.9	63.2	37.3	39.3	68.7	38.3	39.1	69.9	42.1	44.8	80.0
March	40.9	38.3	55.5	48.7	48.0	63.6	49.4	48.7	69.6	52.9	52.0	74.2	61.2	60.1	85.9
April	59.7	63.7	61.3	67.1	68.3	66.1	73.7	75.5	72.6	76.4	78.0	75.0	92.9	91.2	87.7
May	81.0	79.8	58.7	96.4	95.0	69.9	93.0	91.6	67.4	100.4	102.5	75.4			
June	71.3	70.2	59.0	85.2	84.0	70.6	82.6	84.6	71.1	91.7	90.1	75.7			
July	61.5	62.8	61.6	71.8	73.6	70.1	78.1	76.9	71.9	83.2	81.7	74.3			
August	62.3	59.1	57.4	74.6	70.8	68.8	78.2	74.2	72.0	82.5	81.0	78.6			
September	68.4	70.1	60.4	76.4	81.6	69.1	80.5	86.0	72.2	89.3	91.1	76.0			
October	70.7	69.7	60.6	84.7	80.4	69.9	86.3	81.9	71.2	94.6	89.4	77.8			
November	57.2	56.4	56.4	72.0	70.9	70.9	72.4	71.4	71.4	79.2	80.9	80.9			
December	63.1	64.7	57.7	77.6	79.5	71.0	79.6	81.5	72.8	86.4	84.8	75.7			

Year-to-year Comparison of Sales for Corresponding Months

	March, 1937		April, 1937	
	+ or - p.c. compared with		+ or - p.c. compared with	
	March, 1930	March, 1936	April, 1930	April, 1936
General Index	- 22.5	+ 35.3	- 26.5	+ 8.5
Boots and Shoes	- 29.9	+ 2.3	- 35.5	- 2.3
Candy	- 7.7	+ 79.6	- 63.4	- 43.2
Men's Clothing	- 31.2	+ 25.3	- 44.7	+ 1.1
Women's Clothing	- 32.3	+ 24.2	- 44.5	- 4.2
Departmental	- 20.0	+ 13.3	- 27.0	+ 6.9
Drugs	- 24.3	+ 9.9	- 23.2	+ 5.0
Dyers and Cleaners	- 32.5	+ 3.1	- 29.6	- 14.0
Furniture	- 18.2	+ 27.7	- 14.9	+ 14.5
Groceries and Meats	- 18.3	+ 10.2	- 20.2	+ 14.5
Hardware	- 26.5	+ 15.7	- 9.4	+ 21.6
Music and Radio	- 49.9	+ 27.6	- 35.8	+ 37.9
Restaurants	- 43.0	+ 8.3	- 42.3	+ 9.1
Variety	- 5.5	+ 22.3	- 13.8	- 0.5

Revised Seasonal Correction Factors - (1929 - 1937)

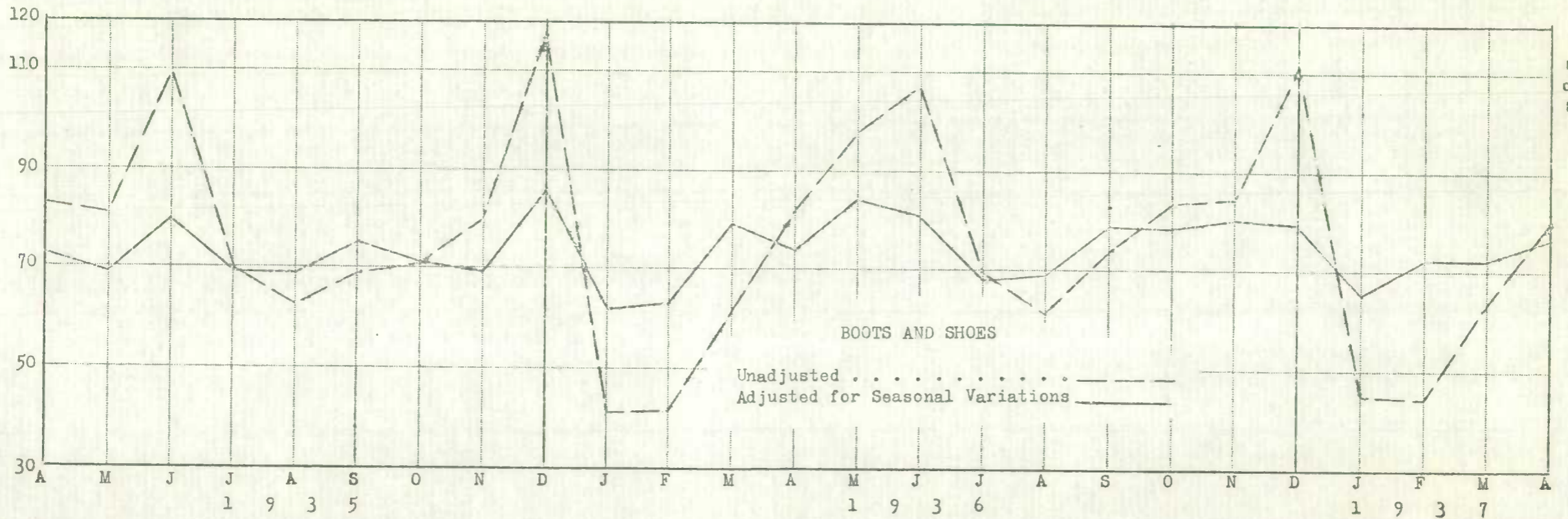
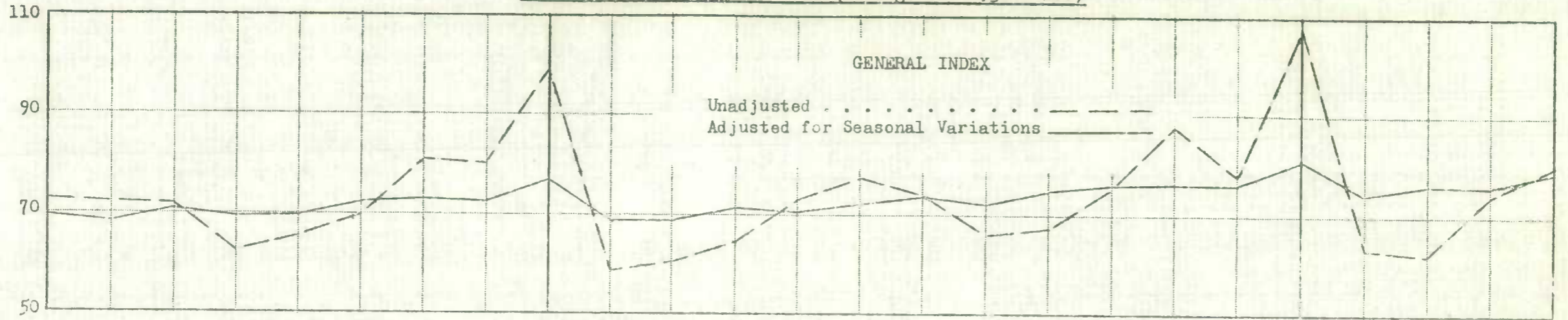
Month	1929	1930	1931	1932	1933	1934	1935	1936	1937
<u>Hardware Stores</u>									
January	63	63	63	62	60	58	57	56	55
February	68	68	67	66	63	60	58	56	56
March	70	70	70	70	70	70	70	70	70
April	104	104	104	104	104	104	104	104	104
May	136	136	136	136	136	136	136	136	136
June	119	119	119	119	119	119	119	119	119
July	97	97	98	99	102	105	107	109	110
August	103	103	103	103	103	103	103	103	103
September	113	113	113	114	116	118	119	120	120
October	115	115	115	115	115	115	115	115	115
November	100	100	100	100	100	100	100	100	100
December	112	112	112	112	112	112	112	112	112
<u>Furniture Stores</u>									
January		74	74	73	71	68	66	66	66
February	1	91	91	90	87	83	83	83	83
March		87	87	87	87	87	87	87	87
April		111	111	111	112	116	117	117	117
May		120	120	121	126	126	126	126	126
June		94	94	95	97	98	99	99	99
July		70	70	72	76	78	78	78	78
August		87	87	91	98	100	100	100	100
September		111	112	119	120	120	120	120	120
October		116	116	116	112	112	112	112	112
November		113	113	107	102	101	101	101	101
December		126	125	117	112	111	111	111	111

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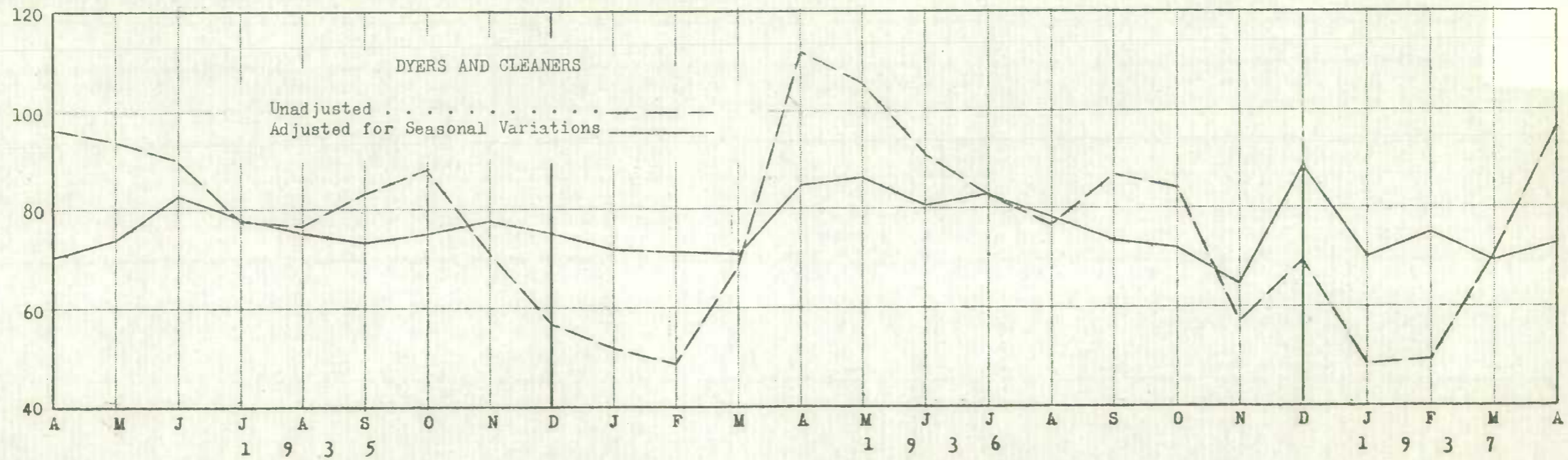
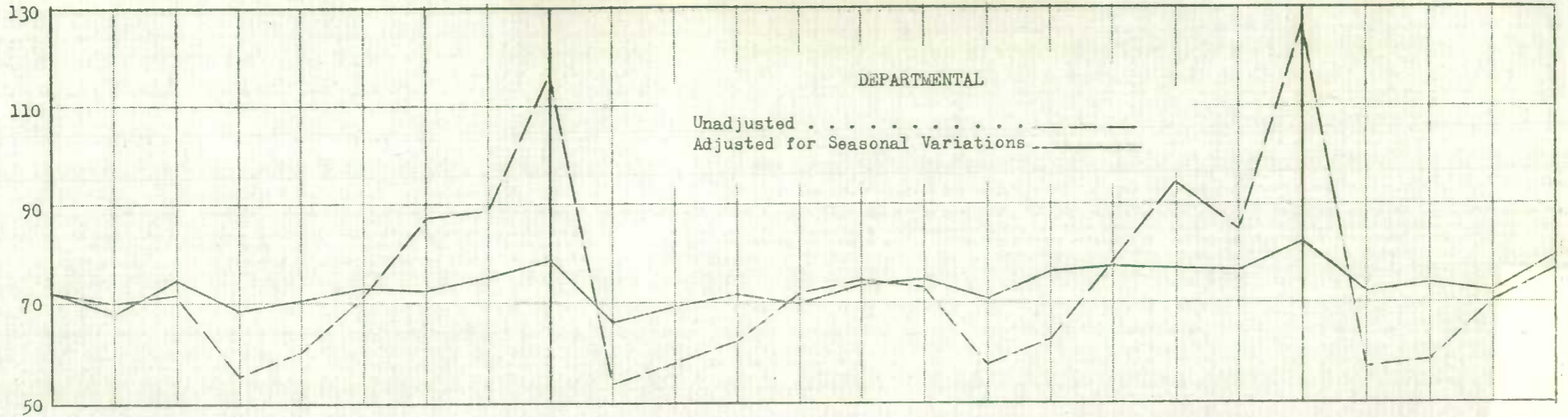
COMPARISON OF DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS
(March, 1937, Compared with March, 1936)

Department	March, 1936	March, 1937	% Change, 1937/1936
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	15,482,200	17,332,703	+ 12.0
1. Women's dresses, coats and suits	1,574,534	1,741,787	+ 10.6
2. Girls' and infants' wear	424,408	476,603	+ 12.3
3. Hosiery and gloves	646,108	767,777	+ 18.8
4. Lingerie and corsets	697,513	744,905	+ 6.8
5. Millinery	252,603	324,442	+ 28.4
6. Women's and children's apparel--Total (1-5) ..	3,595,166	4,055,514	+ 12.8
7. Men's and boys' clothing and furnishings	1,583,276	1,802,645	+ 13.9
8. Drugs and toilet articles and preparations ...	524,344	558,894	+ 6.6
9. Piece goods	1,376,380	1,398,393	+ 1.6
10. Small wares	585,995	622,597	+ 6.2
11. Food and kindred products	1,774,038	1,904,677	+ 7.4
12. Furniture	726,583	978,648	+ 34.7
13. Home furnishings	1,031,021	1,211,291	+ 7.5
14. Household appliances and electrical supplies .	319,851	384,036	+ 20.1
15. Hardware and kitchen utensils	621,273	656,583	+ 5.7
16. Radios, musical instruments and supplies	241,495	255,586	+ 5.8
17. Shoes and other footwear	1,178,701	1,279,082	+ 8.5
18. Stationery, books and magazines	212,547	254,467	+ 19.7
19. All other departments	1,711,530	1,970,290	+ 15.1

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



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