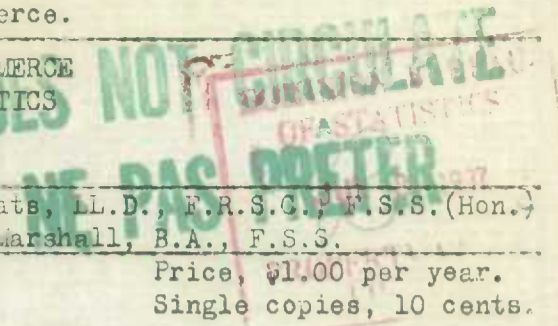


DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA



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RETAIL SALES IN CANADA, MAY, 1937
(Indexes of Value)

Increased activity in all lines of retail trade for which information is available was shown during the month of May as compared with a year ago. The dollar value of Canadian retail sales was 8.4 per cent above May last year and 5.7 per cent above April, 1937, 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 83.7 for May, 1937, 77.2 for May, 1936, and 79.2 for April this year.

After adjustments for differences in number of business days and for normal seasonal variations were made, the general index was 78.9 for May, 78.3 for April and 75.3 for March. The 78.9 recorded for May this year compares with a low of 67.6 for the same month in 1933 and a high of 108.8 for May of 1929.

As pointed out above, the thirteen types of retail outlets covered by this report showed advances in value of sales compared with May, 1936, according to the unadjusted index numbers. Largest gains were made by furniture stores, hardware stores and the music and radio stores. These reported improvement over last year's figures of 18.0 per cent, 14.8 per cent and 14.0 per cent respectively. The value of grocery and meat store sales advanced 9.6 per cent, while sales of variety stores exceeded those for May, 1936, by 9.0 per cent. Sales of thirty-six large departmental stores gained 7.6 per cent over a year ago, while the other groups registered moderate increases ranging from 0.6 per cent for boots and shoes to 6.1 per cent for men's clothing.

As compared with April, the value of sales increased during May for ten groups, with two showing declines and one remaining unchanged. Notable increases were made by the following: Candy, 31.4 per cent; hardware and variety, both 24.1 per cent, and boots and shoes, 20.9 per cent. Dyers' and cleaners' receipts increased 12.7 per cent; furniture sales, 12.6 per cent, and music and radio sales, 12.2 per cent. Smaller gains were shown for men's clothing, departmental stores and groceries and meats. No change was shown in sales of women's clothing, while restaurants and drug stores reported declines in sales as compared with April.

This report is based upon sales of 314 firms, including 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 April and May, 1937.--Through the co-operation of contributing firms, it is possible to give, in this report, a comparison of departmental store sales by selected departments for the month of May in addition to that for April.

Analysis of April sales figures shows an increase over April, 1936, of 8.0 per cent for departmental store sales as a whole. The household appliance and furniture departments continue to show the largest advances in sales with gains of 30.5 per cent and 27.0 per cent respectively. A 21.1 per cent increase was noted in sales of home furnishings, while the value of piece goods sold rose 12.3 per cent. The only declines from last year were shown in the hosiery and glove and millinery departments, the decreases being 0.8 per cent and 4.5 per cent respectively.

May sales of those departmental stores contributing a monthly breakdown by departments advanced 6.9 per cent as compared with May, 1936. Heavy demand for household appliances and electrical supplies is again noted with a percentage gain of 30.3 shown for this group. The recent Coronation was undoubtedly largely responsible for the 24.0 per cent advance in sales of stationery, books and magazines, and also for the 16.2 per cent increase in sales of radios, musical instruments and supplies. Appreciable gains in sales of furniture and home furnishings were noted during May. The former increased 21.1 per cent and the latter 16.3 per cent. Small decreases were shown for millinery, lingerie and corsets, and women's dresses, coats and suits. These were offset by gains in sales of girls' and infants' wear and hosiery and gloves with the result that total figures for women's and children's wear advanced 1.3 per cent as compared with May, 1936. Moderate advances were shown for all other groups.

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
May, 1929	115.2	114.3	108.8	149.3	149.4	127.7	116.7	114.7	117.0	146.0	145.5	124.4	121.7	121.2	110.2
May, 1930	109.1	107.4	102.3	120.9	120.5	103.0	106.1	99.4	101.5	126.5	125.1	106.9	118.7	117.2	106.6
May, 1931	92.6	90.8	86.5	103.4	100.2	85.6	87.9	84.7	86.5	90.1	86.8	74.2	92.4	88.9	80.8
May, 1932	75.6	77.8	74.1	91.8	94.4	80.7	67.3	68.9	70.3	67.4	69.9	59.8	70.7	73.2	66.6
May, 1933	71.0	70.9	67.6	77.5	77.8	66.5	59.9	59.4	60.6	68.2	68.7	58.7	64.8	65.2	59.3
May, 1934	75.1	74.8	71.3	92.1	92.8	79.3	60.0	59.3	60.5	76.1	76.1	65.0	68.7	68.6	62.4
May, 1935	72.3	71.7	68.3	80.9	80.9	69.2	60.8	59.7	61.0	71.4	71.1	60.8	61.0	60.7	55.2
May, 1936	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
May, 1937	83.7	82.9	78.9	98.2	95.3	81.4	62.7	60.9	62.1	83.9	82.0	70.1	71.8	70.1	63.7
<u>1936⁽¹⁾</u>															
January	58.5	57.7	68.6	40.8	40.7	61.7	44.7	43.9	58.6	47.1	46.6	70.6	39.8	39.3	57.0
February	60.2	59.8	68.7	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	64.5	64.7	71.0	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	73.0	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
<u>1937⁽²⁾</u>															
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	81.2	80.9	77.8	47.7	48.4	56.9	82.2	81.2	70.6	71.8	70.9	65.6
May	83.7	82.9	78.9	98.2	95.3	81.4	62.7	60.9	62.1	83.9	82.0	70.1	71.8	70.1	63.7

(1) Final figures for 1936.

(2) 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
May, 1929	107.3	105.9	103.8	104.4	102.1	106.3	123.9	122.0	97.6	139.4	138.1	115.1	111.8	111.9	105.5
May, 1930	104.8	103.1	101.1	101.8	97.4	101.4	136.9	134.8	107.9	137.6	136.4	113.6	109.7	108.5	102.4
May, 1931	89.3	89.9	88.1	91.0	88.7	92.4	106.5	109.0	87.2	99.0	99.2	82.7	96.6	91.6	86.4
May, 1932	73.7	75.7	74.2	76.6	77.1	80.3	80.6	82.5	66.0	72.9	74.7	61.8	79.8	83.1	78.4
May, 1933	70.0	69.4	68.0	66.3	65.4	68.1	85.9	84.5	67.6	67.6	66.9	53.1	75.7	77.0	72.6
May, 1934	73.6	72.9	71.5	70.3	68.9	71.7	94.0	92.4	73.9	88.1	87.3	69.3	76.8	77.4	73.0
May, 1935	70.5	69.6	68.2	72.0	70.4	73.3	93.7	92.1	73.7	83.9	83.1	65.9	74.8	74.7	70.5
May, 1936	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
May, 1937	80.4	81.2	79.6	76.9	75.6	78.7	109.0	111.3	89.1	111.0	111.2	88.3	86.9	83.8	79.1
<u>1936(1)</u>															
January	53.6	52.7	65.9	72.6	70.9	73.8	51.9	51.0	71.8	46.9	46.4	70.3	75.2	74.2	76.5
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	73.3	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	77.3	73.4	74.2	75.8	87.0	86.9	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(2)</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	96.7	95.0	73.1	98.6	97.6	83.4	84.5	83.4	81.0
May	80.4	81.2	79.6	76.9	75.6	78.7	109.0	111.3	89.1	111.0	111.2	88.3	86.9	83.8	79.1

(1) Final figures for 1936.

(2) 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 (26 Firms)			Music and Radio (2 Chains)			Restaurants (14 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
May, 1929	121.5	119.7	88.0	118.4	116.6	147.6	116.6	114.1	114.1	130.8	130.9	125.9
May, 1930	124.4	122.5	90.1	82.3	81.1	102.6	104.3	101.0	101.0	105.5	105.3	101.2
May, 1931	103.3	105.9	77.9	63.7	65.2	82.6	89.4	87.7	87.7	102.0	98.7	94.9
May, 1932	91.3	93.5	68.8	37.5	38.4	46.9	64.8	64.4	64.4	85.3	88.2	84.8
May, 1933	81.0	79.8	58.7	30.6	30.2	35.1	56.7	55.7	55.7	75.7	76.1	73.2
May, 1934	96.4	95.0	69.9	37.1	36.6	42.0	56.8	55.7	55.7	86.7	87.2	83.8
May, 1935	93.0	91.6	67.4	43.0	42.4	48.8	51.9	50.8	50.8	79.5	79.7	76.6
May, 1936	100.4	102.5	75.4	50.1	51.5	59.1	53.3	52.3	52.3	91.2	88.3	84.9
May, 1937	115.3	117.7	86.6	57.1	58.6	67.4	54.5	53.7	53.7	99.4	96.5	92.8
<u>1936</u> (1)												
January	39.0	38.3	68.3	43.2	42.6	51.4	50.4	49.3	53.0	53.4	53.3	79.6
February	38.3	39.1	69.9	40.4	41.5	47.7	49.0	50.8	53.0	60.8	59.1	79.8
March	52.9	52.0	74.2	36.6	36.2	44.1	52.7	52.4	54.0	65.1	65.5	81.8
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> (2)												
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	80.1	79.9	89.8
May	115.3	117.7	86.6	57.1	58.6	67.4	54.5	53.7	53.7	99.4	96.5	92.8

(1) Final figures for 1936.

(2) Subject to final revision.

Year-to-year Comparison of Sales for Corresponding Months

	April, 1937		May, 1937	
	+ or - p.c. Compared With		+ or - p.c. Compared With	
	April, 1930	April, 1936	May, 1930	May, 1936
General Index	- 26.5	+ 8.5	- 23.3	+ 8.4
Boots and Shoes	- 34.3	- 0.4	- 18.8	+ 0.6
Candy	- 63.3	- 43.1	- 40.9	+ 6.1
Men's Clothing	- 44.7	+ 1.1	- 33.7	+ 4.5
Women's Clothing	- 43.4	- 2.3	- 39.5	+ 4.4
Departmental	- 27.0	+ 6.9	- 23.3	+ 7.6
Drugs	- 23.2	+ 5.0	- 24.5	+ 3.8
Dyers and Cleaners ..	- 29.4	- 13.7	- 20.4	+ 3.2
Furniture	- 14.9	+ 14.5	- 19.3	+ 18.0
Groceries and Meats .	- 20.2	+ 14.5	- 20.8	+ 9.6
Hardware	- 9.4	+ 21.6	- 7.3	+ 14.8
Music and Radio	- 35.8	+ 37.9	- 30.6	+ 14.0
Restaurants	- 42.3	+ 9.1	- 47.7	+ 2.3
Variety	- 13.7	- 0.4	- 5.8	+ 9.0

COMPARISON OF DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS

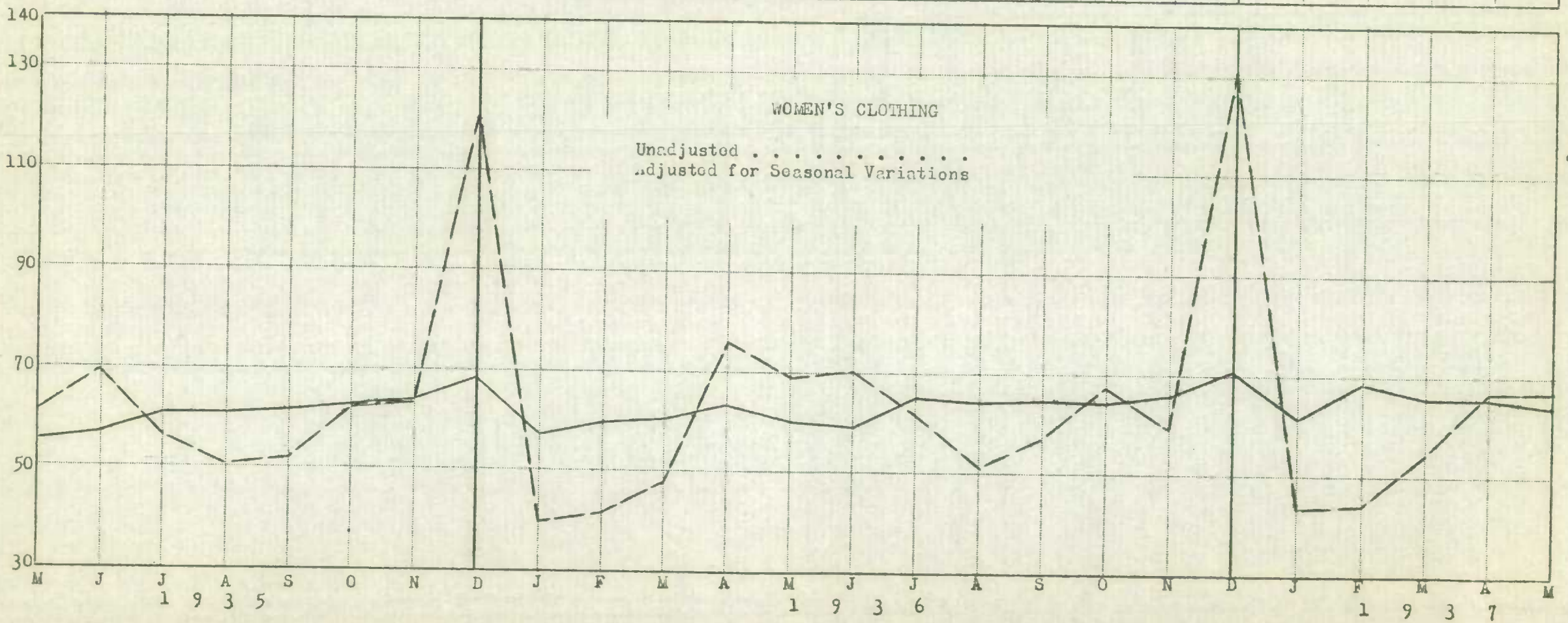
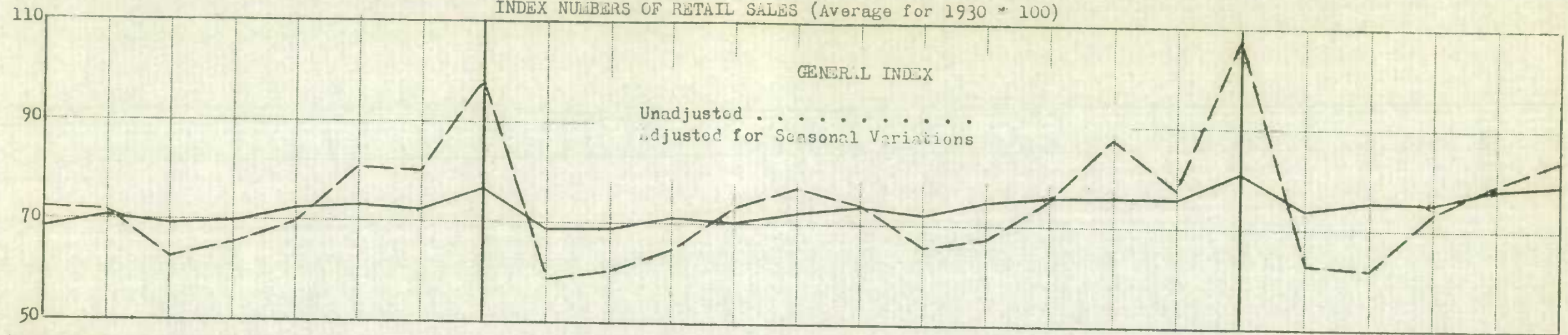
(April, 1937, compared with April, 1936)

Department	April, 1936 \$	April, 1937 \$	% Change, 1937/1936
TOTAL SALES, ALL DEPARTMENTS	17,543,231	18,845,513	+ 8.0
1. Women's dresses, coats and suits	2,040,664	2,179,917	+ 6.8
2. Girls' and infants' wear	567,823	575,271	+ 1.3
3. Hosiery and gloves	823,776	817,471	- 0.8
4. Lingerie and corsets	691,267	737,324	+ 6.7
5. Millinery	417,800	399,077	- 4.5
6. Women's and children's apparel--Total (1-5)	4,541,330	4,709,560	+ 3.7
7. Men's and boys' clothing and furnishings ...	1,945,141	1,985,972	+ 2.1
8. Drugs and toilet articles and preparations .	489,103	518,344	+ 6.0
9. Piece goods	1,195,467	1,342,355	+ 12.3
10. Small wares	535,154	584,171	+ 9.4
11. Food and kindred products	1,754,505	1,812,843	+ 3.3
12. Furniture	825,948	1,048,633	+ 27.0
13. Home furnishings	1,213,058	1,468,447	+ 21.1
14. Household appliances and electrical supplies	377,603	492,837	+ 30.5
15. Hardware and kitchen utensils	748,582	840,188	+ 12.2
16. Radios, musical instruments and supplies ...	203,929	227,167	+ 11.4
17. Shoes and other footwear	1,486,607	1,531,244	+ 3.0
18. Stationery, books and magazines	197,657	212,676	+ 7.6
19. All other departments, total	1,994,144	2,171,096	+ 8.9

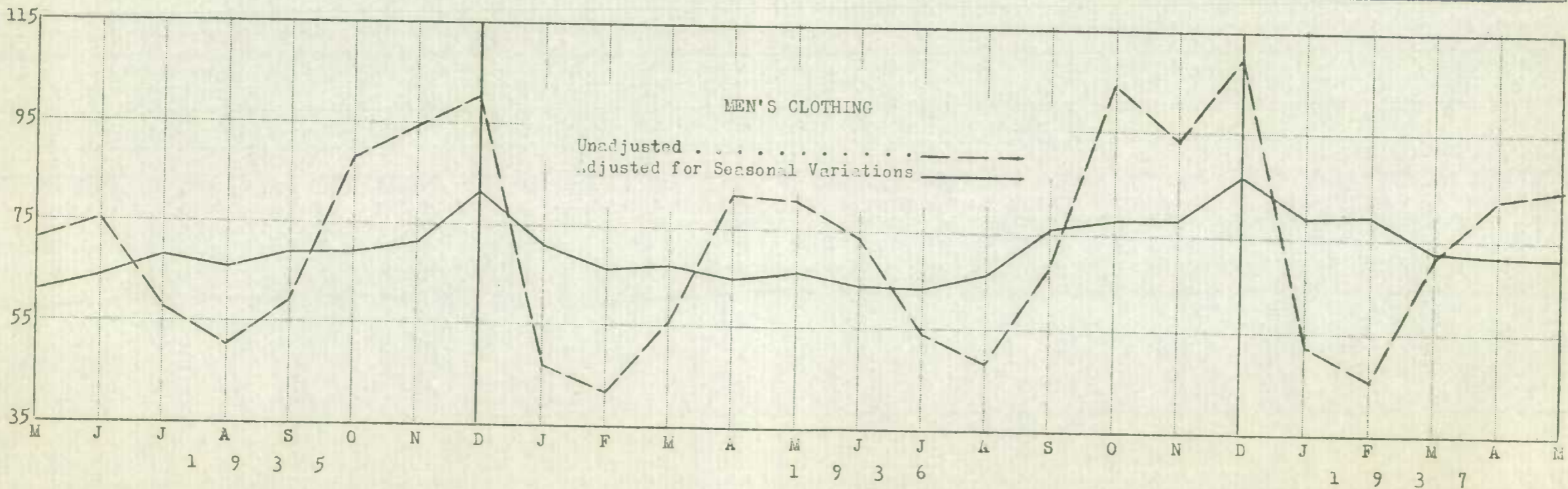
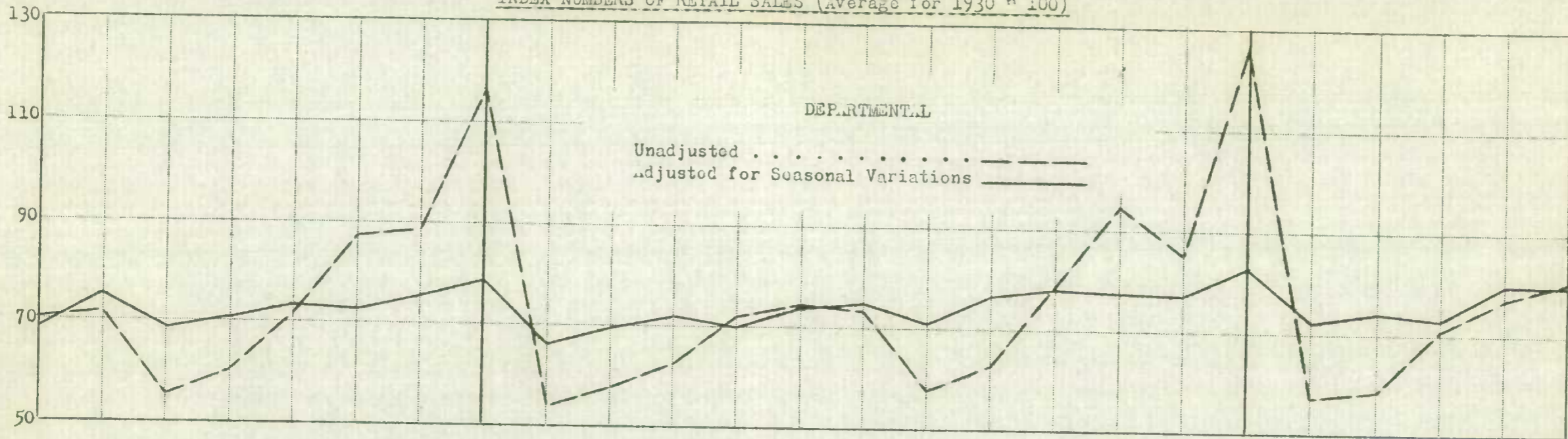
COMPARISON OF DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS
(May, 1937, Compared with May, 1936)

Department		May, 1936	May, 1937	% Change, 1937/1936
		\$	\$	
	TOTAL SALES, ALL DEPARTMENTS	17,952,792	19,182,741	+ 6.9
1.	Women's dresses, coats and suits	1,916,862	1,904,899	- 0.6
2.	Girls' and infants' wear	493,507	529,067	+ 7.2
3.	Hosiery and gloves	776,760	817,033	+ 5.2
4.	Lingerie and corsets	826,051	825,151	- 0.1
5.	Millinery	326,633	320,880	- 1.8
6.	Women's and children's apparel - Total (1 - 5)	4,339,813	4,397,030	+ 1.3
7.	Men's and boys' clothing and furnishings	1,892,972	1,964,065	+ 3.8
8.	Drugs and toilet articles and preparations	475,758	492,982	+ 3.6
9.	Piece goods	1,297,780	1,315,734	+ 1.4
10.	Small wares	517,940	537,404	+ 3.8
11.	Food and kindred products	1,690,154	1,794,716	+ 6.2
12.	Furniture	960,748	1,163,643	+ 21.1
13.	Home furnishings	1,486,905	1,729,100	+ 16.3
14.	Household appliances and electrical supplies	435,601	567,803	+ 30.3
15.	Hardware and kitchen utensils	879,854	942,935	+ 7.2
16.	Radios, musical instruments and supplies	197,670	229,649	+ 16.2
17.	Shoes and other footwear	1,561,724	1,575,363	+ 0.9
18.	Stationery, books and magazines ..	167,857	208,064	+ 24.0
19.	All other departments	2,048,016	2,264,253	+ 10.6

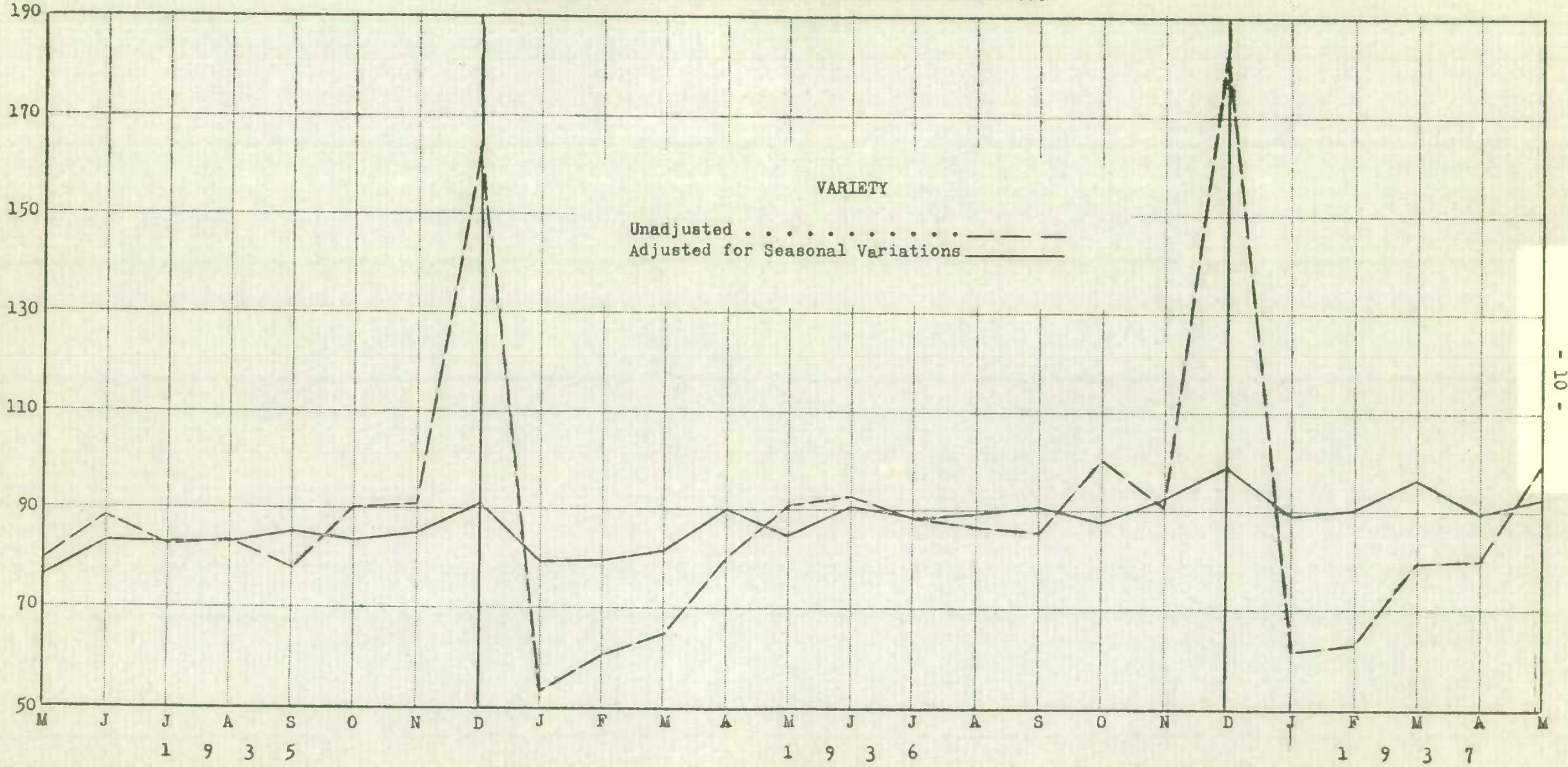
INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



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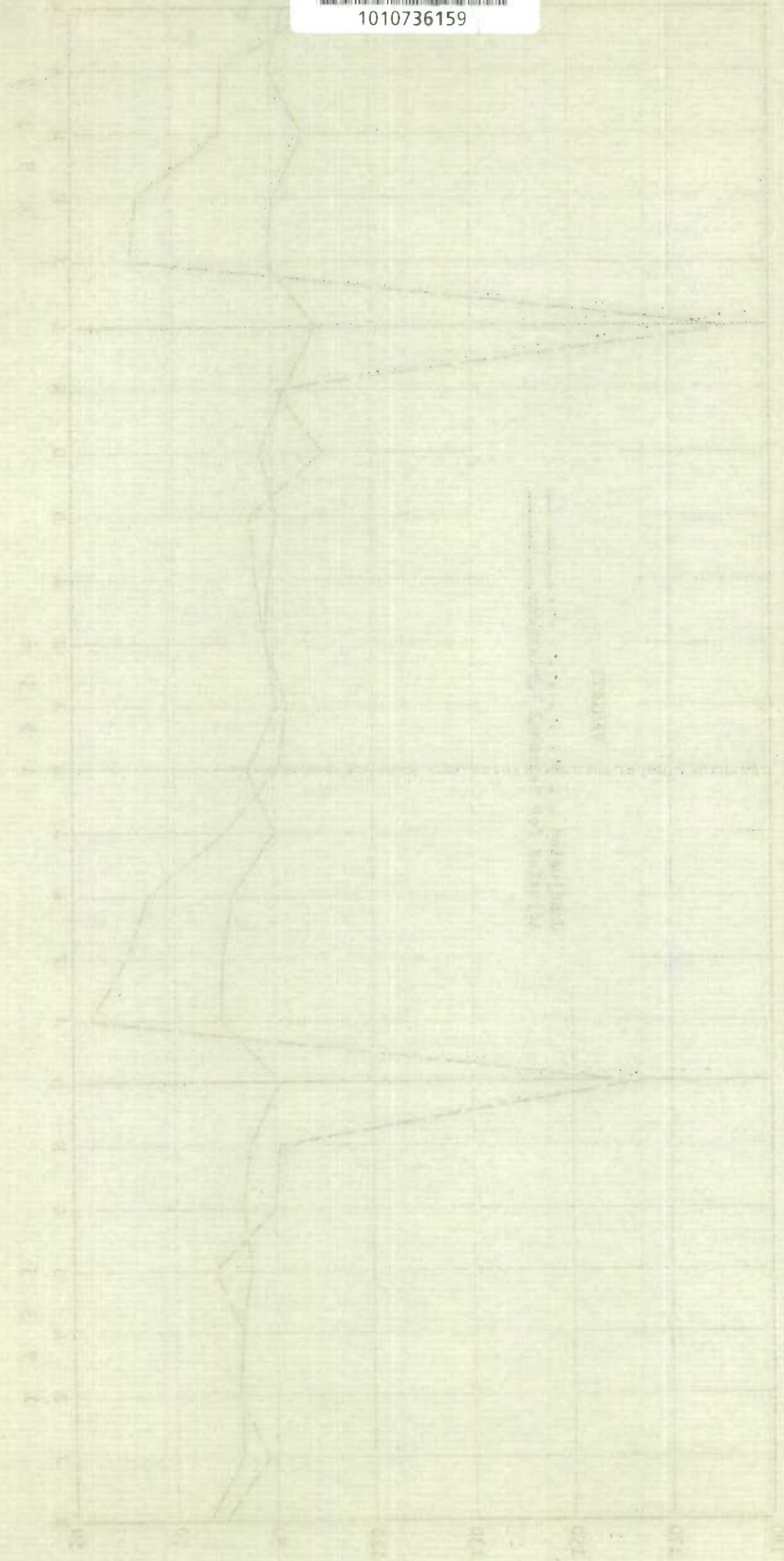


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