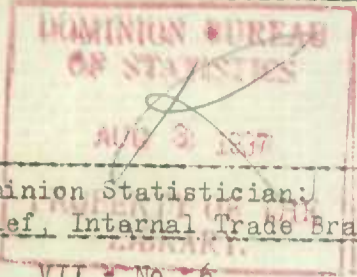


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OTTAWA, CANADA

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

The unadjusted index of retail sales fell slightly from this year's high of 83.5 recorded for May and held at 81.4 for June, 1937. A gain of 10.1 per cent was shown compared with June, 1936, when the index stood at 73.9.

After adjustments for number of working days and for normal seasonal variations, retail trade was better during June than for any other month of the year and was only slightly below December, 1936. The adjusted index numbers were 80.5 for June, 78.7 for May and 80.9 for last December.

Compared with June, 1936, advances were shown for twelve out of thirteen sub-indexes according to the unadjusted index numbers. Dyeing and cleaning establishments, music and radio stores and furniture stores reported very large advances in sales, the percentage gains over June, 1936, being 26.7 per cent, 26.6 per cent and 26.5 per cent respectively. Chain stores selling men's clothing experienced a 15.8 per cent gain in value of sales, while sales of women's clothing chains were 10.0 per cent greater than for last June. Hardware store sales advanced 14.9 per cent and groceries and meats 11.6 per cent. Sales of the thirty-six departmental stores covered gained 7.8 per cent, variety store sales also gained 7.8 per cent and drug chains reported an advance of 7.4 per cent in value of June sales. Smaller gains were shown for the boot and shoe and restaurant groups while candy stores reported the only decline as compared with last June.

Unadjusted indexes for June reveal declines for eight groups and gains for five groups compared with May figures. There was a 14.0 per cent gain over May in sales of boots and shoes and an 8.3 per cent advance for women's clothing. Dyeing and cleaning establishments, drug stores and variety stores also reported increased volume of sales during June. Sales of candy, furniture and music and radios showed largest recessions from the high level attained during May. Hardware stores, grocery and meat stores, restaurants, departmental stores and men's clothing stores all reported smaller declines.

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 June, 1937.--June sales of those departmental stores which contribute a monthly breakdown by departments advanced 10.4 per cent compared with June, 1936. With the single exception of radios, musical instruments and supplies, sales of which declined 10.5 per cent after very heavy buying during the last two months, every department showed an increase for the month under review. The household appliance and electrical supplies group led again with an advance of 33.0 per cent over last June. The home furnishings, with a gain of 17.1 per cent, showed the next largest increase. There was a percentage gain of 11.8 shown for stationery, book and magazine sales. The hardware, shoe and furniture departments recorded advances of 10.7 per cent, 10.6 per cent and 10.2 per cent respectively. An appreciable increase in sales of clothing was noted, the men's and boys' departments advancing 9.5 per cent and the women's and children's, 8.0 per cent. Other increases noted were: drugs, 7.2 per cent; piece goods, 7.1 per cent; food, 6.4 per cent, and small wares, 5.0 per cent.

31/7/37.

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
June, 1929	111.1	110.3	109.2	155.2	150.6	113.2	101.3	101.1	131.3	143.8	140.6	121.2	141.4	138.1	115.1
June, 1930	97.4	100.6	99.6	118.6	121.9	91.7	76.3	80.5	104.5	109.0	113.1	97.5	115.7	119.9	99.9
June, 1931	88.9	89.2	88.3	109.5	109.9	82.6	63.1	64.7	84.1	85.0	85.7	73.9	98.3	99.0	82.5
June, 1932	73.6	73.3	72.6	104.0	104.0	78.2	53.0	53.9	70.0	72.6	72.4	62.4	79.5	79.1	65.9
June, 1933	69.1	69.3	68.5	95.4	95.0	71.4	44.1	44.6	58.0	72.2	71.4	61.5	72.8	71.9	59.9
June, 1934	72.6	69.4	68.7	109.3	102.8	77.3	48.4	46.7	60.6	73.9	69.6	60.0	74.7	70.2	58.5
June, 1935	72.0	71.5	70.8	109.8	106.5	80.1	47.1	46.9	61.0	75.3	73.6	53.5	69.5	67.8	56.5
June, 1936	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
June, 1937	81.4	81.3	80.5	111.9	112.8	84.8	45.0	45.9	59.6	84.3	84.3	72.7	77.2	77.0	64.2
<u>1936</u>															
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 (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	73.4	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	78.6	78.6	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	83.5	82.6	78.7	98.2	95.3	81.4	62.0	60.3	61.5	85.0	83.1	71.0	71.3	69.6	63.3
June	81.4	81.3	80.5	111.9	112.8	84.8	45.0	45.9	59.6	84.3	84.3	72.7	77.2	77.0	64.2

(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
June, 1929	103.1	104.2	107.4	107.6	108.7	107.7	113.9	116.7	105.1	120.9	121.3	129.0	105.7	102.1	102.1
June, 1930	95.3	97.9	101.0	97.9	102.0	100.9	104.4	106.8	96.2	95.9	98.4	104.7	94.3	98.2	98.2
June, 1931	87.6	86.8	89.5	87.8	89.6	88.7	101.5	99.9	90.0	80.2	79.5	84.5	91.9	93.4	93.4
June, 1932	70.5	69.7	71.8	80.1	81.2	80.4	76.9	75.6	68.1	55.0	54.4	57.3	77.9	77.9	77.9
June, 1933	68.8	67.6	69.7	70.3	71.0	70.3	74.3	73.1	65.8	54.7	54.1	55.8	73.3	72.4	72.4
June, 1934	69.9	68.0	70.1	72.7	71.7	71.0	83.4	82.0	73.9	56.9	64.7	66.0	74.7	69.5	69.5
June, 1935	72.1	72.8	75.1	70.7	71.3	70.6	90.0	92.0	82.9	69.1	69.2	69.9	71.4	68.9	68.9
June, 1936	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
June, 1937	79.1	78.4	80.8	77.9	78.8	78.0	115.2	113.2	102.0	93.2	92.3	93.2	82.7	83.2	83.2
<u>1936</u>															
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> ^(a)															
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	79.4
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	79.0	80.6
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	82.5	84.7	84.7
April	77.6	76.3	80.3	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	79.9	80.8	79.2	76.9	75.6	78.7	109.0	111.3	89.1	111.0	111.2	88.3	86.9	83.8	79.1
June	79.1	78.4	80.8	77.9	78.8	78.0	115.2	113.2	102.0	93.2	92.3	93.2	82.7	83.2	83.2

(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
June, 1929	118.5	121.5	102.1	82.9	85.0	137.1	110.1	112.0	110.9	124.9	121.2	117.7
June, 1930	105.8	108.4	91.1	62.6	64.2	103.5	101.4	104.2	103.1	94.8	98.0	95.2
June, 1931	92.1	90.8	76.3	47.8	47.1	76.0	83.3	84.4	83.6	94.3	94.8	92.0
June, 1932	77.8	76.7	64.4	31.6	31.1	47.2	61.5	62.4	61.8	87.1	87.2	84.7
June, 1933	71.3	70.2	59.0	23.7	23.4	33.4	55.7	56.3	55.7	82.3	82.1	79.7
June, 1934	85.2	84.0	70.6	28.9	28.5	40.2	55.3	55.3	54.8	90.0	84.9	82.4
June, 1935	82.6	84.6	71.1	30.1	30.9	43.5	49.8	50.7	50.2	88.6	86.1	83.6
June, 1936	91.7	90.1	75.7	34.9	34.5	48.5	52.4	53.1	52.6	93.1	93.6	90.9
June, 1937	105.4	103.5	87.0	44.2	43.7	61.5	53.5	54.2	53.7	100.4	101.0	98.0
<u>1936</u>												
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 (a)</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	80.1	79.9	89.8
May	115.3	117.7	86.6	54.0	55.5	63.8	54.5	53.7	53.7	98.6	95.8	92.1
June	105.4	103.5	87.0	44.2	43.7	61.5	53.5	54.2	53.7	100.4	101.0	98.0

(a) Subject to final revision.

Comparison of Sales for Stated Months

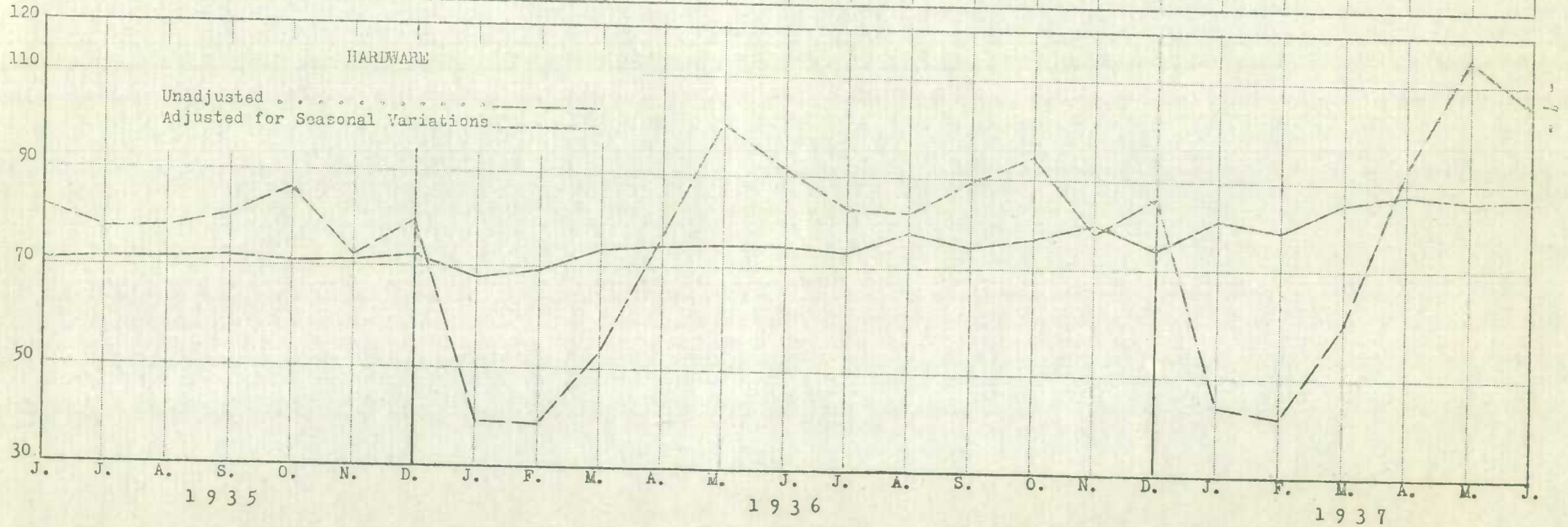
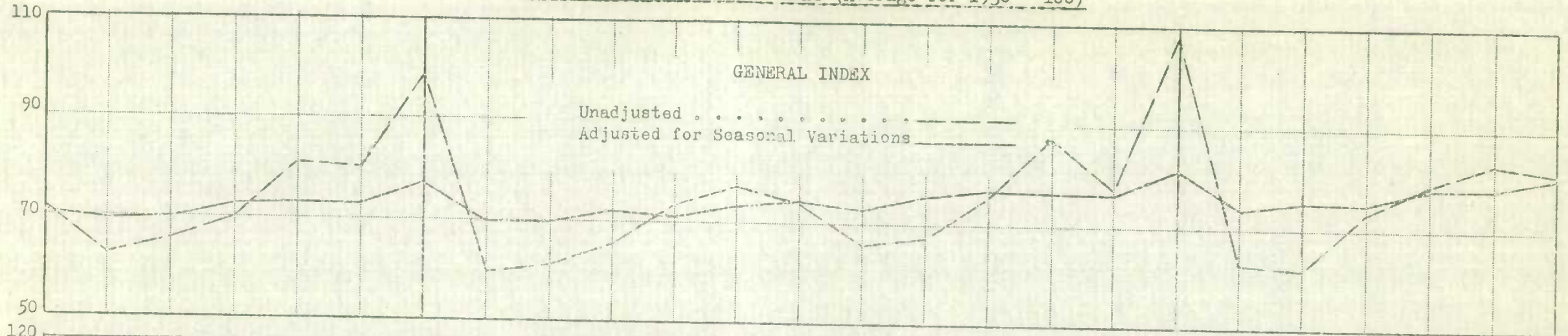
	May, 1937			June, 1937		
	+ or - p.c. compared with			+ or - p.c. compared with		
	May, 1930	May, 1936	April, 1937	June, 1930	June, 1936	May, 1937
General Index	- 23.5	+ 8.2	+ 5.0	- 16.4	+ 10.1	- 2.5
Boots and Shoes	- 18.8	+ 0.6	+ 20.9	- 5.6	+ 4.6	+ 14.0
Candy	- 41.6	+ 4.9	+ 30.0	- 41.0	- 1.7	- 27.4
Men's Clothing	- 32.8	+ 5.9	+ 2.5	- 22.7	+ 15.8	- 0.8
Women's Clothing	- 39.9	+ 3.6	- 0.7	- 33.3	+ 10.0	+ 8.3
Departmental	- 23.8	+ 7.0	+ 3.0	- 17.0	+ 7.8	- 1.0
Drugs.....	- 24.5	+ 3.8	- 1.4	- 20.4	+ 7.4	+ 1.3
Dyers and Cleaners ..	- 20.4	+ 3.2	+ 12.7	+ 10.3	+ 26.7	+ 5.7
Furniture	- 10.0	+ 31.6	+ 25.6	+ 0.6	+ 26.5	- 22.1
Groceries and Meats .	- 20.8	+ 9.6	+ 2.8	- 12.3	+ 11.6	- 4.8
Hardware	- 7.3	+ 14.8	+ 24.1	- 0.4	+ 14.9	- 8.6
Music and Radio	- 34.4	+ 7.8	+ 6.1	- 29.4	+ 26.6	- 18.1
Restaurants	- 47.7	+ 2.3	- 3.4	- 47.2	+ 2.1	- 1.8
Variety	- 6.5	+ 8.1	+ 23.1	+ 5.9	+ 7.8	+ 1.8

COMPARISON OF DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS

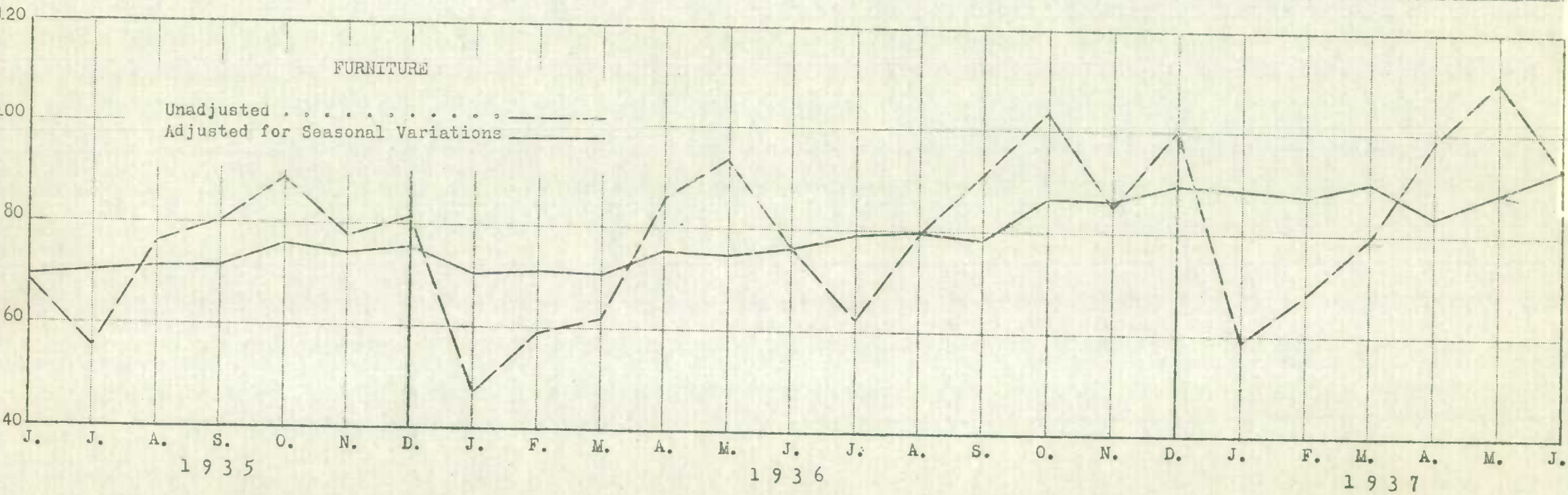
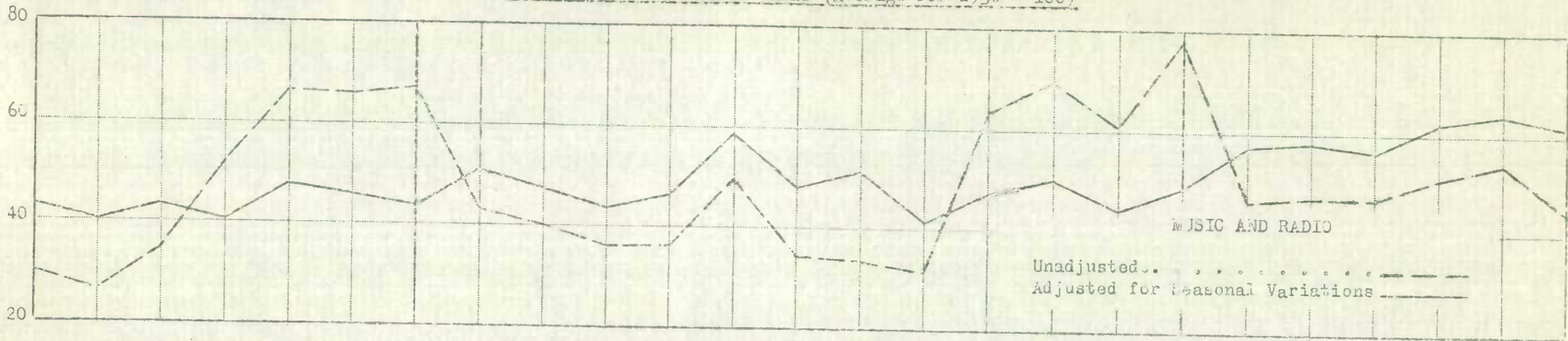
(June, 1937, compared with June, 1936)

Department	June, 1936	June, 1937	% Change, 1937/1936
TOTAL SALES, ALL DEPARTMENTS	17,744,680	19,585,024	+ 10.4
1. Women's dresses, coats and suits	1,898,425	2,040,066	+ 7.5
2. Girls' and infants' wear	472,594	533,189	+ 12.8
3. Hosiery and gloves	731,006	813,860	+ 11.3
4. Lingerie and corsets	936,768	991,050	+ 5.8
5. Millinery	333,407	344,652	+ 3.4
6. Women's and children's apparel - (Total 1 - 5)	4,372,200	4,722,817	+ 8.0
7. Men's and boys' clothing and furnishings	2,021,744	2,214,354	+ 9.5
8. Drugs and toilet articles and preparations ...	520,099	557,543	+ 7.2
9. Piece goods	1,344,428	1,439,691	+ 7.1
10. Small wares	546,347	573,803	+ 5.0
11. Food and kindred products	1,605,305	1,707,568	+ 6.4
12. Furniture	891,175	982,305	+ 10.2
13. Home furnishings	1,168,880	1,369,285	+ 17.1
14. Household appliances and electrical supplies .	389,720	518,359	+ 33.0
15. Hardware and kitchen utensils	751,667	831,859	+ 10.7
16. Radios, musical instruments and supplies	174,788	156,383	- 10.5
17. Shoes and other footwear	1,637,901	1,811,539	+ 10.6
18. Stationery, books and magazines	183,745	205,446	+ 11.8
19. All other departments, total	2,136,681	2,494,072	+ 16.7

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



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



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