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DOMINION BUREAU OF STATISTICS  
INTERNAL TRADE BRANCH

Vol. 7

No. 7

RETAIL SALES

IN

CANADA

JULY 1937

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OTTAWA

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

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

A 12 per cent advance in the value of retail sales in Canada was shown in July as compared with the same month a year ago according to the unadjusted index numbers compiled by the Dominion Bureau of Statistics. The general index was 73.5 for July, 1937, and 65.6 for July, 1936. There was a decline of 10 per cent from June when the index stood at 81.7.

When adjustments were made for differences in number of working days and for normal seasonal variations, it was found that retail trade in July fell very slightly below that for June, the peak month for the year to date. The adjusted index numbers were 77.8 for July, 80.8 for June, 78.6 for May and 78.5 for April.

Advances over July, 1936, were shown for twelve out of the thirteen types of retail outlets covered by this report. The largest percentage gain, 18.5 per cent, was shown for sales of grocery and meat stores, while men's clothing sales were up 18.0 per cent. Very substantial increases were also shown by the following groups: Boots and shoes, 17.3 per cent; furniture, 15.5 per cent; hardware, 14.4 per cent; women's clothing, 14.3 per cent; variety, 14.2 per cent, and music and radio, 12.9 per cent. The following groups showed somewhat smaller advances as compared with last July: Drugs, 7.5 per cent; departmental, 6.6 per cent; candy, 3.4 per cent, and restaurants, 2.5 per cent. Dyeing and cleaning establishments reported a decline of 1.5 per cent in trade as compared with last year.

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.

Departmental Store Sales in Canada by Selected Departments, July, 1937

Out of the 36 department store companies which report total sales figures, 25 also report their sales each month by departments. Aggregate sales for these 25 firms were 8.6 per cent higher in July, 1937, than in the corresponding month last year. For the second month in succession, radios, musical instruments and supplies was the only department to show a decline from last year. The most outstanding gains over last July were made by the following departments: Home furnishings, 15.9 per cent; hardware and kitchen utensils, 14.9 per cent; stationery, books and magazines, 14.6 per cent, and girls' and infants' wear, 14.4 per cent. Sales of household appliances and electrical supplies were up 11.8 per cent; furniture sales increased 10.0 per cent; the value of piece goods sold rose 9.9 per cent; a gain of 9.1 per cent was shown for shoes and other footwear, while hosiery and gloves advanced 8.7 per cent. Other departments showed smaller gains in value of sales compared with last July.

Index Numbers of Hardware Store Sales by Economic Divisions (Unadjusted)

This report presents, on page 7, a new series of index numbers of hardware store sales for each economic division by months from January, 1935, to July, 1937. It is shown that the value of hardware store sales in Quebec advanced 37.7 per cent during July compared with July, 1936. Sales in the Maritime Provinces were 34.6 per cent greater than last year and the value of sales in British Columbia increased by 32.3 per cent. Ontario hardware stores reported improvement of 12.0 per cent and a 3.6 per cent gain was recorded for the Prairie Provinces. The percentage change in hardware store sales for Canada as a whole was 14.4 per cent. When sales for the seven-month period January to July of this year are compared with those for the corresponding period a year ago, it is interesting to note that British Columbia sales advanced 29.9 per cent; Quebec, 24.3 per cent; the Maritime Provinces, 20.1 per cent; Ontario, 12.3 per cent; the Prairie Provinces, 11.1 per cent, while sales for Canada as a whole were up 14.8 per cent.

Index Numbers of Variety Store Sales by Economic Divisions (Unadjusted)

A new series of index numbers of variety store sales for each economic division by months from January, 1935, to July, 1937, is shown on page 8 of this report. It is pointed out that separate indexes for each of the three Prairie Provinces have been compiled. For Canada as a whole, variety store sales increased 14.2 per cent over last July. The best increases were evident in the Maritime Provinces, Quebec and Ontario, where there were percentage gains recorded of 20.6, 17.8 and 15.7 respectively, while Manitoba and British Columbia sales in this group both increased 12.0 per cent. Alberta variety store sales improved 7.9 per cent while Saskatchewan figures declined 0.7 per cent. Sales for the seven-month period January to July were 9.7 per cent greater than the same period last year for the Dominion as a whole. Every province reported increased sales volume, the gains ranging from 7.3 per cent for Alberta to 14.4 per cent for the Maritime Provinces.



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
July, 1929 .....	103.2	102.9	114.3	117.2	118.2	115.9	104.9	104.3	122.7	104.2	104.3	122.7	115.7	115.6	124.3
July, 1930 .....	90.3	89.6	89.6	96.9	96.9	95.0	86.7	85.9	101.1	86.4	86.1	101.3	96.9	96.4	103.7
July, 1931 .....	79.9	78.8	87.5	93.0	92.7	90.8	70.4	69.2	81.4	65.4	64.7	76.1	71.2	70.3	75.6
July, 1932 .....	63.6	62.7	69.7	82.6	80.1	78.5	63.2	61.0	71.7	52.7	51.5	60.6	58.5	57.2	61.4
July, 1933 .....	59.1	60.7	67.4	69.7	71.6	70.2	50.0	48.5	57.1	47.8	49.5	58.3	53.1	55.0	59.2
July, 1934 .....	60.6	62.2	69.1	68.6	71.1	69.7	46.8	47.9	56.4	52.1	52.8	63.3	55.5	57.2	61.5
July, 1935 .....	62.5	62.3	69.3	70.0	70.6	69.2	44.0	43.6	51.5	57.7	57.7	67.9	56.3	56.3	60.5
July, 1936 .....	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
July, 1937 .....	73.5	70.0	77.8	81.5	76.7	75.2	51.6	48.3	56.9	63.7	60.0	70.6	70.3	66.0	71.0
<u>1936</u>															
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	69.7	57.1	68.8	58.3	56.6	57.8	48.2	46.3	65.0	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 .....	67.5	81.1	75.8	83.0	75.9	78.2	60.6	55.8	59.3	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	77.1	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	63.9	73.7	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	78.5	78.5	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 .....	83.4	82.5	78.6	97.7	94.8	81.0	62.0	60.3	61.5	85.0	83.1	71.0	71.3	69.6	63.3
June .....	81.7	81.6	80.8	113.1	114.0	85.7	45.0	45.9	59.6	82.6	82.6	71.2	76.4	76.3	63.6
July .....	73.5	70.0	77.8	81.5	76.7	75.2	51.6	48.3	56.9	63.7	60.0	70.6	70.3	66.0	71.0

(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
July, 1929 .....	91.9	91.1	113.8	106.8	105.4	108.7	104.4	102.8	104.9	102.6	101.7	145.3	106.2	107.1	109.3
July, 1930 .....	83.1	82.0	102.5	99.0	97.1	100.1	93.6	92.1	94.0	70.3	69.6	99.4	96.6	96.7	98.6
July, 1931 .....	71.7	70.5	88.2	89.9	87.9	90.6	88.5	87.2	88.9	58.7	58.1	83.0	90.4	89.4	91.2
July, 1932 .....	54.5	55.0	68.8	75.6	73.6	75.9	64.0	65.4	66.8	40.0	40.0	55.6	75.9	73.3	74.8
July, 1933 .....	52.8	54.2	67.7	68.0	66.9	68.9	60.9	62.3	63.6	41.5	42.5	56.0	68.9	71.8	73.2
July, 1934 .....	54.2	55.6	69.5	68.9	69.3	71.5	72.4	74.1	75.6	50.0	51.3	65.8	67.9	70.4	71.8
July, 1935 .....	55.4	54.9	68.6	71.4	70.4	72.5	77.6	76.3	77.9	55.5	54.9	70.4	69.9	70.5	71.9
July, 1936 .....	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
July, 1937 .....	61.5	59.8	74.8	80.7	77.1	79.5	81.5	80.1	81.7	72.2	69.9	89.6	87.9	81.7	83.3
<u>1936</u>															
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(a)</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	79.4
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	78.1	77.3	88.9	82.5	84.7	84.7
April .....	77.6	76.3	80.3	77.1	77.7	78.5	96.7	95.0	73.1	99.3	98.5	84.0	84.5	83.4	81.0
May .....	79.9	80.8	79.2	76.5	75.2	78.3	105.6	107.9	86.3	111.2	111.3	88.4	86.9	83.8	79.1
June .....	80.6	79.9	82.3	77.6	78.5	77.7	109.4	107.5	96.9	93.3	92.3	93.3	82.7	83.2	83.2
July .....	61.5	59.8	74.8	80.7	77.1	79.5	81.5	80.1	81.7	72.2	69.9	89.6	87.9	81.7	83.3

(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
July, 1929 .....	119.4	117.6	121.2	83.3	82.1	136.8	122.1	119.8	116.3	122.1	122.8	122.8
July, 1930 .....	99.5	98.0	101.1	56.8	55.9	93.2	105.4	103.4	100.4	95.9	96.0	96.0
July, 1931 .....	86.2	85.0	86.7	48.5	47.7	78.3	90.3	88.3	85.7	91.9	91.7	91.7
July, 1932 .....	62.8	64.4	65.0	24.1	24.7	39.2	63.2	62.0	60.2	83.5	81.1	81.1
July, 1933 .....	61.3	62.8	61.6	22.5	23.1	35.5	56.4	55.5	53.9	76.1	78.7	78.7
July, 1934 .....	71.8	73.6	70.1	24.7	25.3	38.9	54.1	53.8	52.2	79.2	81.9	81.9
July, 1935 .....	78.1	76.9	71.9	26.6	26.2	40.4	51.2	50.2	48.8	82.8	83.3	83.3
July, 1936 .....	83.2	81.7	74.3	34.1	33.6	51.7	55.8	54.6	53.0	88.8	88.7	88.7
July, 1937 .....	95.2	93.5	85.0	38.5	38.0	58.5	57.2	55.4	53.8	101.4	95.6	95.6
<u>1936</u>												
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 .....	44.4	45.3	82.4	46.2	47.4	57.1	52.9	51.9	55.8	61.7	59.9	89.4
February .....	42.2	44.9	80.2	47.1	50.4	57.9	50.7	55.1	57.3	62.8	66.9	90.3
March .....	61.4	60.3	86.2	46.7	46.1	56.2	57.1	56.1	57.8	79.6	80.4	96.9
April .....	92.1	90.4	87.0	50.9	50.3	62.1	56.2	56.7	56.2	80.1	79.9	89.8
May .....	113.9	116.3	85.5	54.0	55.5	63.8	54.5	53.6	53.6	98.6	95.8	92.1
June .....	104.2	102.3	85.9	44.4	43.8	61.7	53.4	54.2	53.6	100.4	101.0	98.1
July .....	95.2	93.5	85.0	38.5	38.0	58.5	57.2	55.4	53.8	101.4	95.6	95.6

(a) Subject to final revision.

Corresponding-Month Comparison of Retail Sales in Canada by Kinds of Business

	June, 1937			July, 1937		
	+ or - p.c. compared with			+ or - p.c. compared with		
	June, 1930	June, 1936	May, 1937	July, 1930	July, 1936	June, 1937
General Index .....	- 16.1	+ 10.6	- 2.0	- 18.6	+ 12.0	- 10.0
Boots and Shoes .....	- 4.6	+ 5.7	+ 15.8	- 15.9	+ 17.3	- 27.9
Candy .....	- 41.0	- 1.7	- 27.4	- 40.5	+ 3.4	+ 14.7
Men's Clothing .....	- 24.2	+ 13.5	- 2.8	- 26.3	+ 18.0	- 22.9
Women's Clothing .....	- 34.0	+ 8.8	+ 7.2	- 27.5	+ 14.3	- 8.0
Departmental .....	- 15.4	+ 9.8	+ 0.9	- 26.0	+ 6.6	- 23.7
Drugs .....	- 20.7	+ 7.0	+ 1.4	- 18.5	+ 7.5	+ 4.0
Dyers and Cleaners ..	- 4.8	+ 20.4	+ 3.6	- 12.9	- 1.5	- 25.5
Furniture .....	- 2.7	+ 22.3	- 16.1	+ 2.7	+ 15.5	- 22.6
Groceries and Meats .	- 12.3	+ 11.6	- 4.8	- 9.0	+ 18.5	+ 6.3
Hardware .....	- 1.5	+ 13.6	- 8.5	- 4.3	+ 14.4	- 8.6
Music and Radio .....	- 29.1	+ 27.2	- 17.8	- 32.2	+ 12.9	- 13.3
Restaurants .....	- 47.3	+ 1.9	- 2.0	- 45.7	+ 2.5	+ 7.1
Variety .....	+ 5.9	+ 7.8	+ 1.8	+ 5.7	+ 14.2	+ 1.0



DEPARTMENTAL STORE SALES IN CANADA BY SELECTED DEPARTMENTS (x)

Department	July, 1936	July, 1937	% Change, 1937/1936
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS .....	13,689,228	14,873,004	+ 8.6
1. Women's dresses, coats and suits .....	1,090,750	1,137,276	+ 4.3
2. Girls' and infants' wear .....	308,862	353,271	+ 14.4
3. Hosiery and gloves .....	514,955	559,875	+ 8.7
4. Lingerie and corsets .....	711,350	756,838	+ 6.4
5. Millinery .....	135,353	135,575	+ 0.2
6. Women's and children's apparel - (Total 1 - 5) ..	2,731,370	2,942,835	+ 6.6
7. Men's and boys' clothing and furnishings .....	1,483,634	1,597,563	+ 7.7
8. Drugs and toilet articles and preparations .....	488,296	524,898	+ 7.5
9. Piece goods .....	1,115,462	1,225,400	+ 9.9
10. Small wares .....	466,453	489,969	+ 5.0
11. Food and kindred products .....	1,554,990	1,595,754	+ 2.6
12. Furniture .....	813,217	894,393	+ 10.0
13. Home furnishings .....	870,866	1,009,623	+ 15.9
14. Household appliances and electrical supplies ...	349,047	390,086	+ 11.8
15. Hardware and kitchen utensils .....	574,531	660,218	+ 14.9
16. Radios, musical instruments and supplies .....	206,579	154,382	- 25.3
17. Shoes and other footwear .....	971,832	1,060,286	+ 9.1
18. Stationery, books and magazines .....	161,849	185,547	+ 14.6
19. All other departments, total .....	1,871,202	2,142,050	+ 14.5

(x) Based on sales of 25 firms.



Unadjusted Index Numbers of Hardware Store Sales in Canada by Economic Divisions

(Base - Average for 1930 = 100)

Year and Month	CANADA (96 Firms)	Maritime Provinces (11 Firms)	Quebec (18 Firms)	Ontario (21 Firms)	Prairie Provinces (33 Firms)	British Columbia (13 Firms)
<u>1935</u>						
January .....	39.1	38.0	31.1	44.8	36.2	49.2
February .....	37.3	35.1	31.6	39.4	36.0	51.5
March .....	49.4	40.7	43.3	55.0	44.4	75.8
April .....	73.7	75.5	74.7	77.2	65.5	79.4
May .....	93.0	94.9	101.2	101.8	75.8	88.8
June .....	82.6	83.4	71.3	95.9	73.5	83.5
July .....	78.1	83.0	71.7	87.6	68.4	74.2
August .....	78.2	81.2	73.1	77.8	76.7	85.4
September .....	80.5	80.9	72.8	77.9	82.7	91.3
October .....	86.3	91.4	66.2	83.5	94.5	103.2
November .....	72.4	79.6	56.6	71.8	75.4	95.5
December .....	79.6	84.9	56.3	81.2	83.3	115.9
Yearly Average	70.9	72.8	62.5	74.5	67.7	82.8
<u>1936</u>						
January .....	39.0	41.9	29.4	42.0	37.7	55.6
February .....	38.3	32.8	33.9	38.9	38.1	49.5
March .....	52.9	50.7	47.7	52.6	50.4	75.6
April .....	76.4	82.6	66.1	80.6	70.5	96.4
May .....	100.4	93.0	90.0	116.8	86.8	106.5
June .....	91.7	96.8	72.6	111.6	80.0	96.7
July .....	83.2	89.4	65.0	100.8	72.4	93.1
August .....	82.5	84.9	70.8	88.8	78.0	92.6
September .....	89.3	79.7	71.7	93.0	92.3	112.4
October .....	94.6	88.4	66.4	104.2	99.3	117.9
November .....	79.2	86.9	59.1	84.1	78.9	107.9
December .....	86.4	90.8	55.2	94.3	92.2	116.7
Yearly Average	76.2	76.5	60.7	84.0	73.1	93.4
<u>1937</u>						
January .....	44.4	47.4	34.6	51.0	38.8	62.2
February .....	42.2	45.1	38.8	43.1	39.0	52.2
March .....	61.4	59.8	54.7	63.4	55.3	98.4
April .....	92.1	94.3	83.6	88.4	89.3	133.6
May .....	113.9	109.5	109.8	122.4	96.9	146.0
June .....	104.2	108.8	92.2	128.1	90.2	129.3
July .....	95.2	120.3	89.5	112.9	75.0	123.2
% Change, July, 1937 July, 1936	+14.4	+34.6	+37.7	+12.0	+3.6	+32.3
% Change, Jan.-July, 1937 Jan.-July, 1936	+14.8	+20.1	+24.3	+12.5	+11.1	+29.9

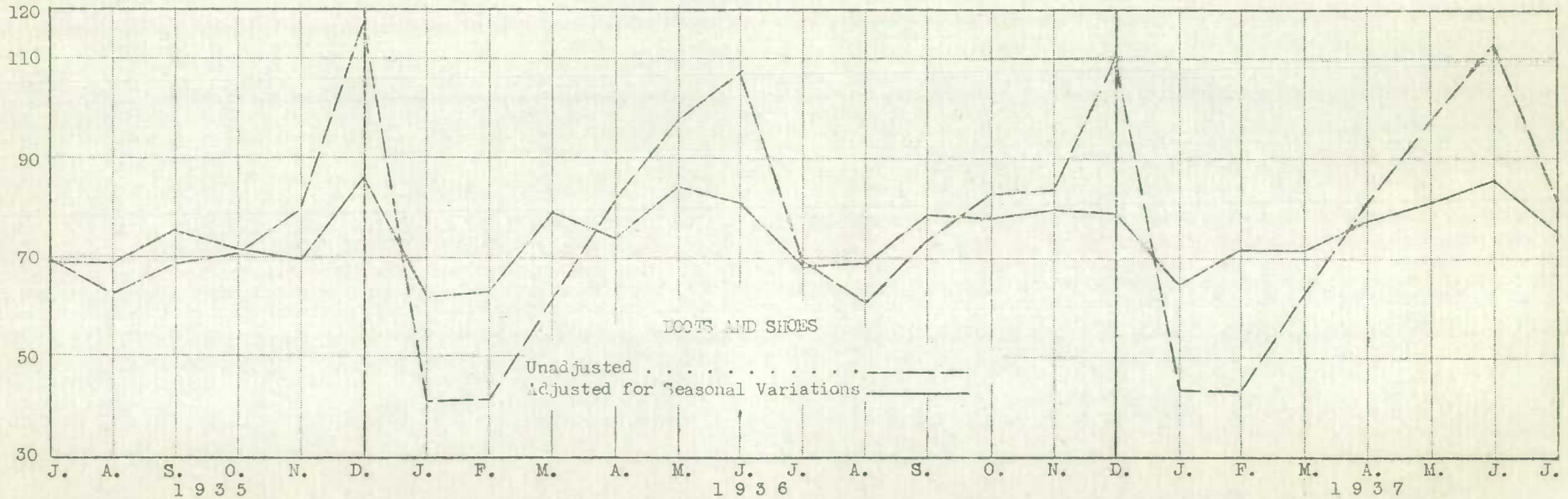
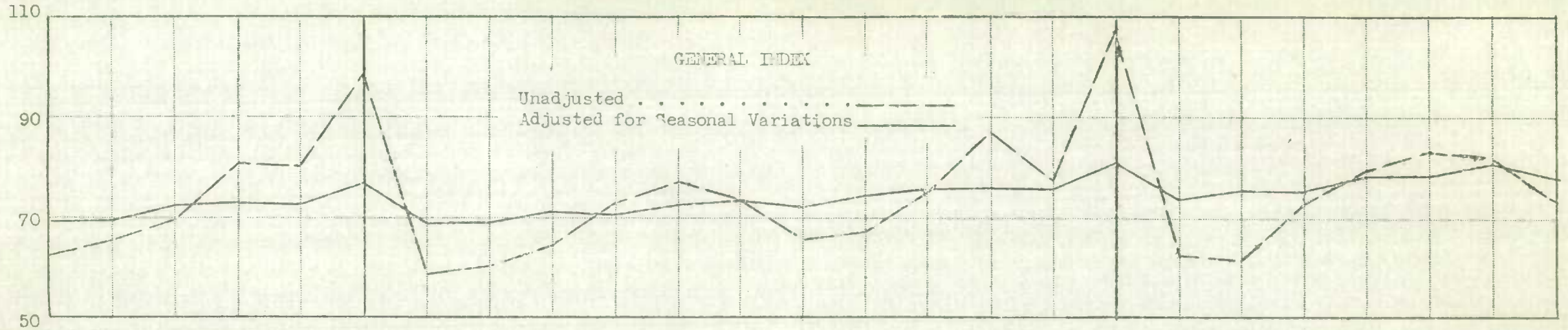
Unadjusted Index Numbers of Variety Store Sales in Canada by Economic Divisions

(Base - Average for 1930 = 100)

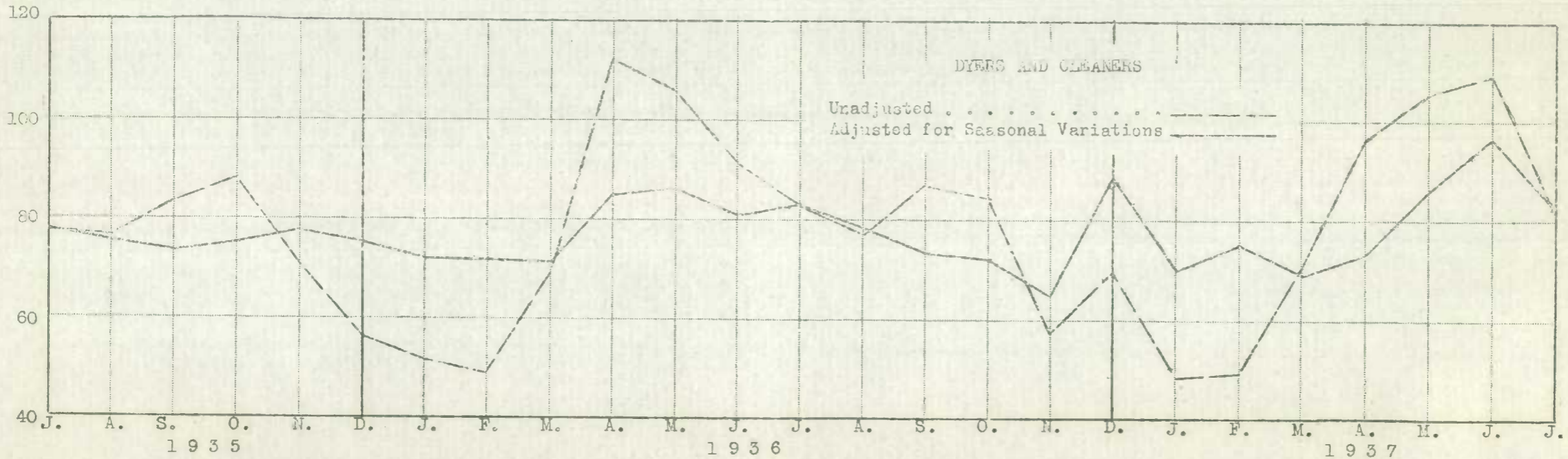
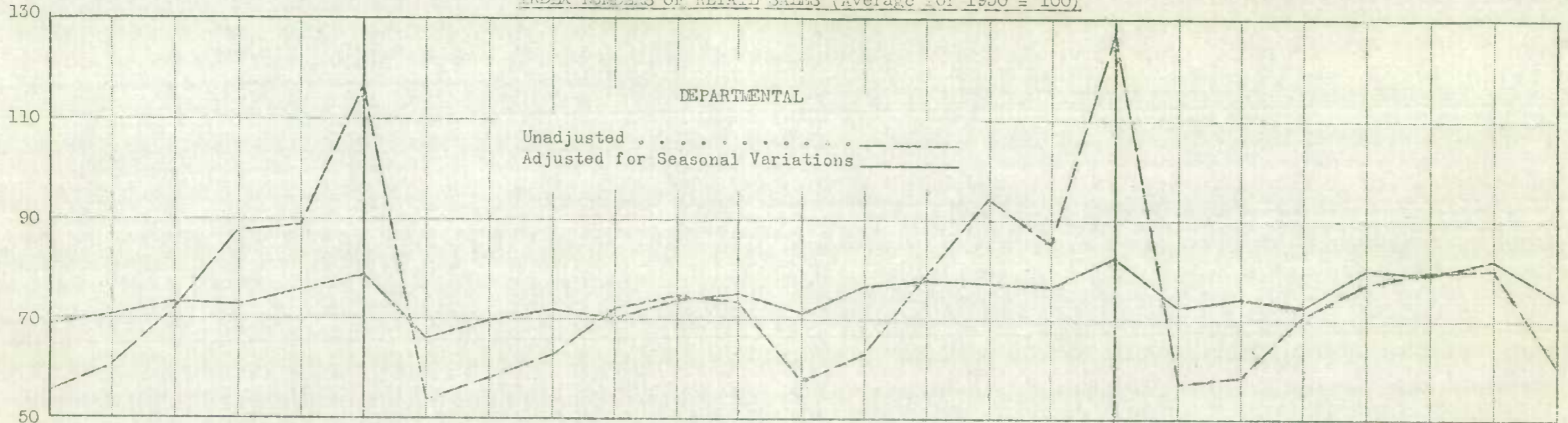
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>1935</u>								
January .....	53.2	51.8	49.3	56.2	52.0	39.0	58.3	49.5
February .....	57.7	54.7	55.5	59.1	59.9	47.9	71.7	58.6
March .....	67.5	66.4	62.2	71.6	64.0	48.3	77.0	62.4
April .....	77.9	75.9	72.8	80.8	84.1	59.9	85.5	72.8
May .....	79.5	78.8	79.8	80.8	85.0	59.3	83.2	70.7
June .....	88.6	92.4	91.2	89.5	97.4	69.0	85.8	73.9
July .....	82.8	91.8	78.5	81.1	93.3	77.3	87.5	76.6
August .....	83.7	92.6	79.6	83.8	83.7	70.7	94.2	81.7
September .....	77.9	81.6	75.0	77.9	82.5	70.0	87.6	73.3
October .....	90.4	93.1	83.3	90.4	100.9	103.1	106.3	77.5
November .....	91.5	93.4	81.8	94.9	97.6	79.8	108.3	84.3
December .....	164.0	179.9	137.6	138.8	171.1	142.4	194.0	171.9
Yearly Average	84.5	87.7	78.7	86.2	89.3	72.2	95.0	79.4
<u>1936</u>								
January .....	55.4	50.4	48.1	55.7	30.1	40.8	65.5	55.1
February .....	60.8	58.7	58.3	62.5	55.4	47.3	68.3	61.5
March .....	65.1	60.8	59.9	67.4	65.1	50.9	77.8	64.4
April .....	80.4	77.6	76.3	81.8	86.8	63.6	92.5	79.3
May .....	91.2	88.5	91.2	92.7	100.2	73.1	92.7	79.8
June .....	93.1	93.1	93.7	92.1	102.9	77.0	93.5	83.3
July .....	88.8	97.9	81.9	87.5	97.6	80.3	103.5	89.3
August .....	87.1	93.9	80.9	85.5	91.6	76.4	94.2	92.0
September .....	85.5	91.8	79.7	83.2	101.3	90.1	95.5	83.5
October .....	100.7	107.2	91.1	101.0	115.3	105.9	119.0	91.5
November .....	90.5	95.6	79.7	90.9	98.8	96.9	109.4	89.5
December .....	183.0	205.2	153.2	186.9	194.6	163.8	200.1	204.8
Yearly Average	90.0	94.2	82.8	90.6	96.6	80.5	101.0	89.5
<u>1937</u>								
January .....	61.7	62.1	57.8	64.4	57.3	46.5	64.9	60.5
February .....	62.8	61.5	59.0	64.4	60.9	54.8	69.8	63.2
March .....	79.6	78.8	74.5	81.0	81.4	65.9	92.4	83.3
April .....	80.1	78.3	78.1	80.0	84.7	68.0	96.4	79.9
May .....	98.6	104.8	102.7	98.1	103.2	83.1	102.3	90.0
June .....	100.4	105.2	101.3	100.0	112.6	83.7	99.6	92.4
July .....	101.4	113.1	96.5	101.2	109.3	79.7	111.7	100.0
% Change, July, 1937 July, 1936	+14.2	+20.6	+17.8	+15.7	+12.0	-0.7	+7.9	+12.0
% Change, Jan.-July, 1937 Jan.-July, 1936	+9.7	+14.4	+11.9	+9.2	+9.2	+11.2	+7.3	+11.0



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

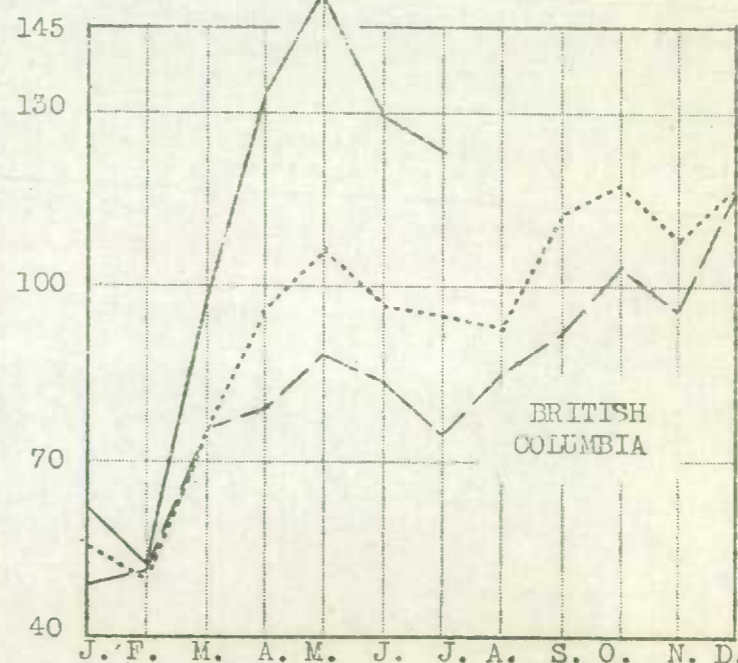
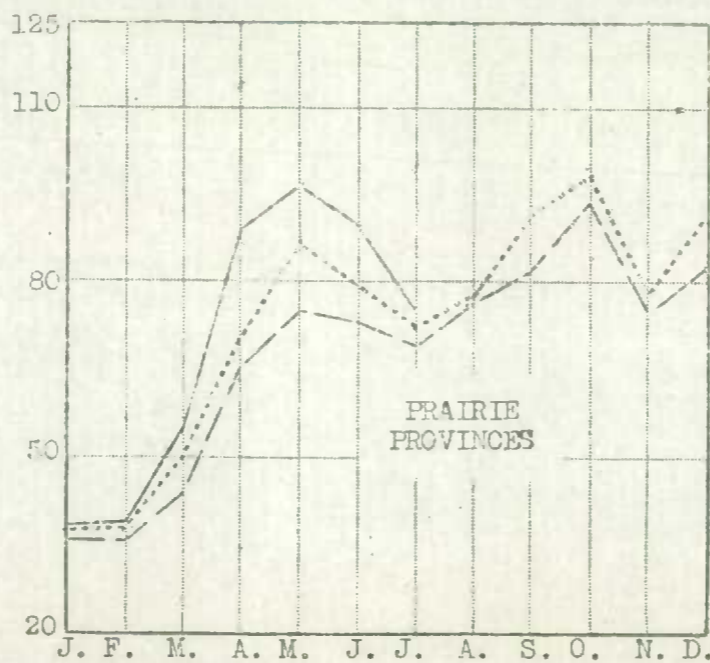
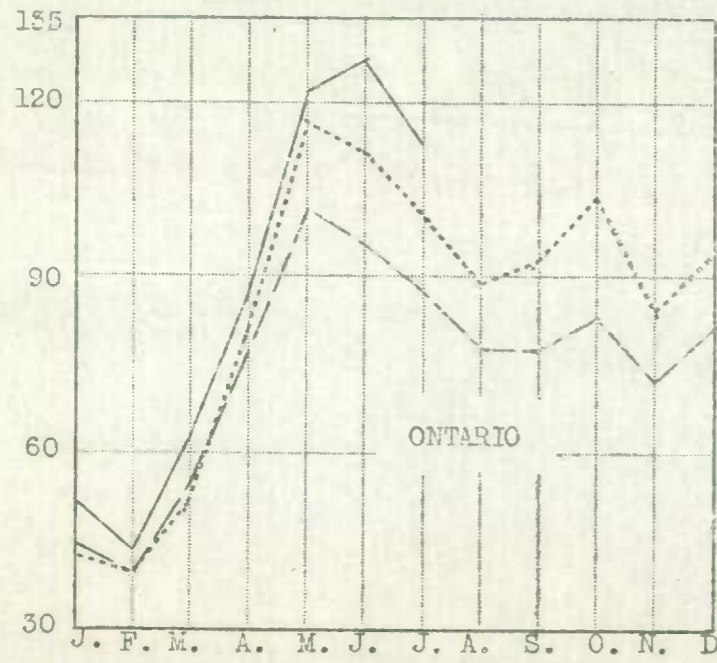
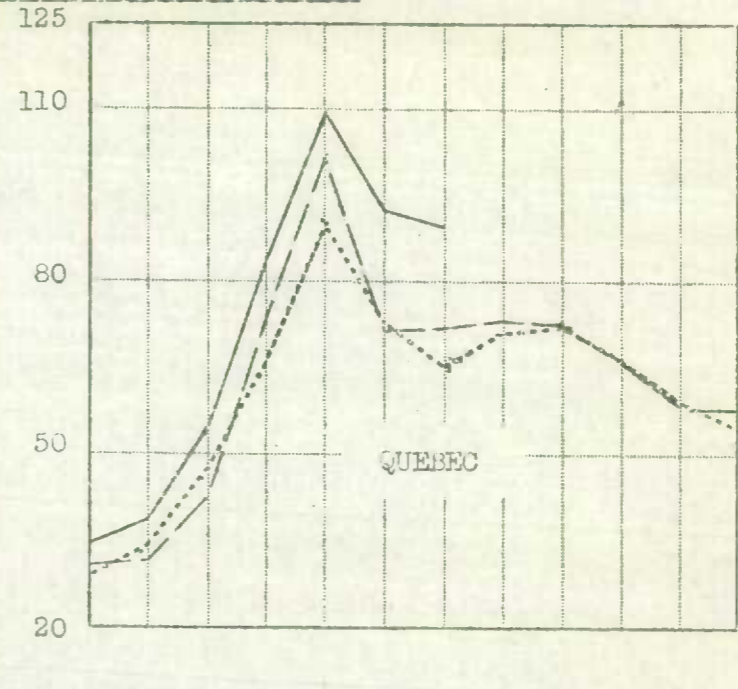
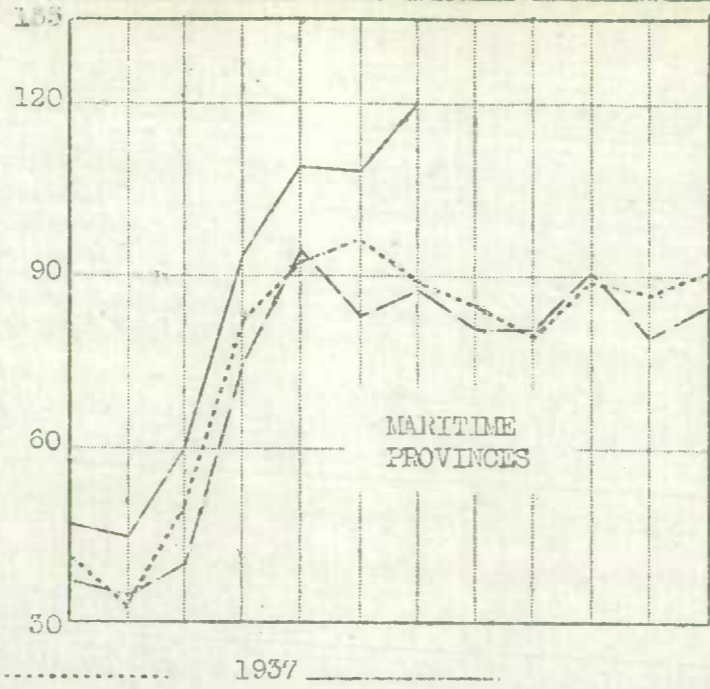
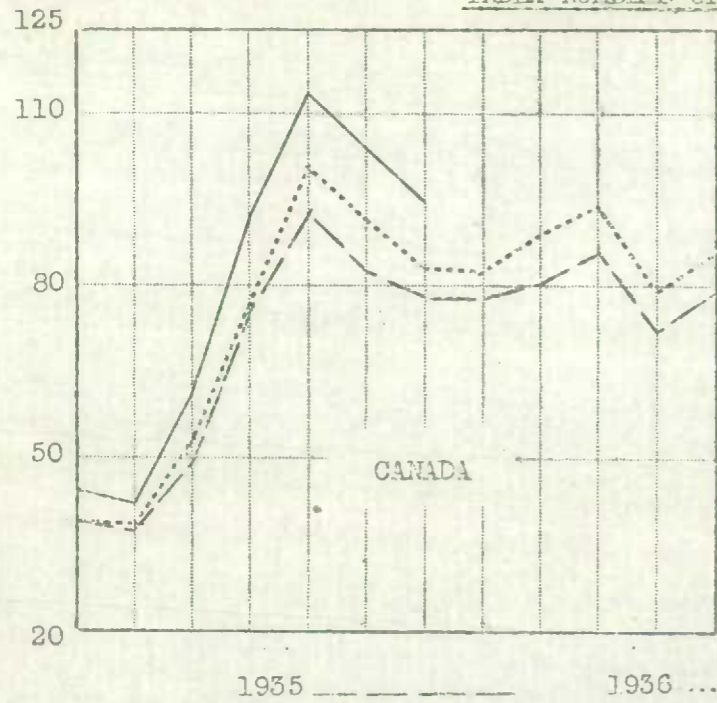


INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)





INDEX NUMBERS OF HARDWARE STORE SALES BY ECONOMIC DIVISIONS (Average for 1930 = 100)



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