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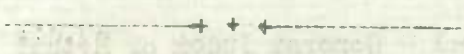
No. 8

RETAIL SALES

IN

CANADA

AUGUST 1937



Published by Authority of the Hon. W.D. Euler, M.P.,  
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OTTAWA

1937

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Issued October 1, 1937.



Minister of Trade and Commerce  
DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
INTERNAL TRADE BRANCH  
OTTAWA, CANADA

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RETAIL SALES IN CANADA, AUGUST, 1937.  
(Indexes of Value)

Retail trade in Canada increased 1.9 per cent during August compared with August, 1936. The unadjusted general index on the basis of the average for 1930 as 100 was 68.4 for August, 1937, and 67.1 for August, 1936. Cumulative figures for the first eight months of 1937 showed advancement of 8.4 per cent over the corresponding period last year.

After adjustment for differences in the number of working days and for normal seasonal variations an actual increase in volume of sales as compared with July was apparent. In fact the adjusted general index, 78.7, was exceeded only during June of this year when 81.1 was recorded.

Contrasted with the increase of 1.9 per cent for retail trade as a whole, the various sub-groups exhibited a mixed trend compared with August, 1936, according to the unadjusted index numbers. Seven types of retail outlets showed improvement in sales over last year, grocery and meat stores reported no change, while five groups experienced declines. The best increase was shown by furniture stores, sales of which advanced 11.8 per cent. Hardware store sales exceeded those of last August by 8.7 per cent; sales of drugs were up 7.4 per cent; music and radio stores gained 7.2 per cent, while smaller increases were shown for men's clothing stores, departmental stores and restaurants. Sales of boot and shoe stores, candy stores, women's clothing stores, dyeing and cleaning establishments and variety stores declined when compared with August, 1936.

These figures are based upon returns submitted by 314 firms including a representative number of department stores, chain stores, and independent stores in those lines of business where chains are of minor importance.

Department Store Sales in Canada by Selected Departments, August, 1937.

Sales totals of the 25 firms which report a monthly breakdown of sales by principal departments advanced 0.9 per cent during August compared with August, 1936. There was an increase of 18.8 per cent in sales of household appliances and electrical supplies. Furniture sales were up 11.4 per cent and house furnishings, 6.6 per cent over last year. An increase of 6.1 per cent was shown by hardware and kitchen utensils. Sales of drugs and toilet articles advanced 2.1 per cent and the food departments of these stores showed a 1.4 per cent increase in sales. Moderate declines compared with last August were shown by the following departments: women's and children's clothing, men's and boy's clothing, piece goods, small wares, radios, musical instruments and supplies, footwear, and stationery.

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

Department store sales in Canada were slightly higher during August than in the same month a year ago. The value of sales of the 36 firms reporting was 2.1 per cent in excess of that for August, 1936. Department stores in the Maritime Provinces reported an advance in sales of 10.6 per cent. Improvement of 9.3 per cent was noted for British Columbia. The sales totals of Quebec stores increased 3.8 per cent and Ontario departmental store sales were 0.7 per cent greater than those for last August. Sales in the Prairie Provinces declined 2.9 per cent.

Cumulative figures for the January to August period show improvement over last year for all sections of the country. The increases range from a low of 4.3 per cent for the Prairie Provinces to a high of 10.4 per cent for the Maritime Provinces. The corresponding increase for Canada was 7.2 per cent.

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

As mentioned above, hardware store sales for the Dominion as a whole advanced 8.7 per cent during August compared with last year. Very large increases in sales were reported for British Columbia (26.1 per cent) and for Quebec (22.9 per cent). Firms located in the Maritime Provinces experienced improvement in sales of 10.1 per cent. Moderate expansion in sales of hardware occurred in the Prairie Provinces and Ontario where gains were recorded of 4.1 per cent and 3.0 per cent respectively. Cumulative **totals for Canada** indicated improvement of 14.2 per cent over the first eight months of 1936. Sales totals for British Columbia advanced 29.8 per cent and those for Quebec, 22.4 per cent. The other provinces showed the following increases compared with the same period a year ago: Maritime Provinces, 18.3 per cent; Prairie Provinces, 10.1 per cent, and Ontario, 9.5 per cent.

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

Increases over August, 1936, of 3.3 per cent for the Maritime Provinces, 1.8 per cent for British Columbia and 1.7 per cent for Alberta were not sufficient to offset declines of 16.0 per cent for Saskatchewan, 6.2 per cent for Manitoba and 2.8 per cent for Ontario, with the result that the index of sales of variety stores in Canada declined 2.3 per cent. Quebec variety store sales remained unchanged compared with last August.

All provinces showed substantial advances in sales for the eight-month period, January to August, compared with the corresponding period a year ago. The increase ranged from 6.5 per cent for Alberta to 12.6 for the Maritime Provinces. The corresponding percentage gain for Canada was 8.1.



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
August, 1929 .....	107.3	99.6	114.5	112.1	102.5	123.5	135.0	126.5	129.1	107.2	98.1	140.1	102.9	94.0	123.7
August, 1930 .....	90.2	86.3	99.2	91.7	86.3	103.9	105.9	102.1	104.2	73.7	69.4	99.2	81.2	76.4	100.5
August, 1931 .....	76.6	74.0	85.0	77.7	73.1	88.1	83.6	81.3	82.9	53.6	51.2	73.2	58.5	55.8	73.5
August, 1932 .....	62.2	60.6	69.6	61.5	60.1	72.4	61.7	61.3	62.5	40.2	39.3	56.1	46.0	44.8	59.0
August, 1933 .....	61.4	59.3	68.2	55.7	54.4	65.6	58.2	57.6	58.7	42.9	41.6	59.4	45.9	44.4	58.4
August, 1934 .....	63.4	60.8	69.9	58.2	56.4	68.0	58.6	57.6	58.7	45.5	43.6	62.3	52.3	50.1	65.9
August, 1935 .....	65.3	60.6	69.6	62.6	57.2	68.9	59.2	55.4	56.6	50.3	46.0	65.6	50.5	46.1	60.6
August, 1936 .....	67.1	64.9	74.6	60.7	57.1	68.8	58.3	56.6	57.6	48.2	46.1	65.8	51.2	48.8	64.2
August, 1937 .....	68.4	68.5	78.7	59.1	59.3	71.5	51.1	52.4	53.5	49.7	50.1	71.6	50.1	50.4	66.3
<u>1936</u>															
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	59.3	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	65.3
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	73.2	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 .....	61.6	65.7	75.5	43.4	40.2	72.1	55.3	60.0	65.2	45.9	48.8	78.6	44.1	46.8	68.8
March .....	73.3	73.8	75.3	62.8	63.3	71.9	65.3	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 .....	82.0	81.9	81.1	113.1	114.0	85.7	44.9	45.8	59.5	82.6	82.6	71.2	76.4	76.3	63.6
July .....	74.1	70.6	78.4	81.2	76.4	74.9	51.2	47.9	56.4	63.7	60.0	70.6	69.7	65.5	70.5
August .....	68.4	68.5	78.7	59.1	59.3	71.5	51.1	52.4	53.5	49.7	50.1	71.6	50.1	50.4	66.3

(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	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
August, 1929 .....	96.2	90.1	112.7	112.5	107.6	109.8	105.6	100.1	104.3	135.6	127.0	146.0	107.6	97.3	105.8
August, 1930 .....	82.3	80.1	100.1	103.0	100.3	102.4	96.1	94.6	98.5	90.1	87.2	100.3	95.3	88.8	96.5
August, 1931 .....	69.7	68.0	85.0	91.1	89.6	91.4	82.1	80.8	84.1	72.6	70.3	80.8	84.0	79.7	86.6
August, 1932 .....	56.8	54.4	68.0	76.7	75.7	77.3	64.1	60.7	63.3	49.4	47.2	51.9	72.3	71.5	77.7
August, 1933 .....	57.1	54.4	68.0	67.9	66.5	67.9	70.4	66.6	69.4	57.9	55.4	56.6	70.4	68.8	74.8
August, 1934 .....	59.0	56.1	70.1	70.4	68.7	70.1	78.1	74.0	77.1	69.3	66.3	66.3	69.9	67.2	73.1
August, 1935 .....	60.4	56.6	70.8	74.1	70.8	72.2	76.5	72.4	75.4	76.5	71.5	71.5	71.5	64.6	70.2
August, 1936 .....	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
August, 1937 .....	64.1	63.6	79.5	78.7	79.1	80.7	75.1	73.8	76.9	89.2	88.3	88.4	74.8	75.9	82.5
<u>1936</u>															
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	79.3
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	80.6
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	98.3	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	87.1	84.0	79.2
June .....	80.5	79.8	82.3	77.6	78.5	77.7	109.4	107.5	96.9	93.3	92.3	93.3	83.4	83.9	83.9
July .....	63.0	61.3	76.6	80.7	77.1	79.5	81.5	80.1	81.7	74.6	72.2	92.6	87.9	81.7	83.4
August .....	64.1	63.6	79.5	78.7	79.1	80.7	75.1	73.8	76.9	89.2	88.3	88.4	74.8	75.9	82.5

(a) Subject to final revision.

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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
August, 1929 .....	122.2	115.9	112.5	111.5	105.8	139.2	127.3	123.3	116.3	130.6	119.6	130.0
August, 1930 .....	105.7	104.2	101.1	70.2	69.2	91.0	108.1	106.0	100.0	98.6	92.9	101.0
August, 1931 .....	88.3	87.1	84.5	59.1	58.2	76.6	90.0	88.5	83.5	93.3	88.2	95.9
August, 1932 .....	66.4	63.0	61.2	33.2	31.6	41.5	64.3	63.1	59.5	75.0	73.4	79.8
August, 1933 .....	62.5	59.1	57.4	28.8	27.3	36.0	57.7	56.6	53.4	72.7	70.9	77.0
August, 1934 .....	74.6	70.8	68.8	33.8	32.1	42.2	57.3	56.0	52.9	77.7	75.5	82.1
August, 1935 .....	78.2	74.2	72.0	35.2	33.4	44.0	55.4	53.6	50.6	83.7	76.6	83.3
August, 1936 .....	82.5	81.0	78.6	31.9	31.5	41.5	57.3	56.4	53.2	87.1	82.5	89.6
August, 1937 .....	89.7	88.1	85.5	34.2	33.8	44.4	58.3	58.3	55.0	85.1	85.6	93.0
<u>1936</u>												
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 .....	113.5	115.8	85.2	54.0	55.5	63.8	54.2	53.4	53.4	98.7	95.9	92.2
June .....	106.0	104.1	87.5	44.4	43.8	61.7	53.4	54.2	53.6	100.5	101.1	98.2
July .....	95.2	93.5	85.0	38.5	38.0	58.5	57.2	55.4	53.8	101.7	95.9	95.9
August .....	89.7	88.1	85.5	34.2	33.8	44.4	58.3	58.3	55.0	85.1	85.6	93.0

(a) Subject to final revision.

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

	July, 1937			August, 1937		
	+ or - p.c. compared with			+ or - p.c. compared with		
	July, 1930	July, 1936	June, 1937	Aug., 1930	Aug., 1936	July, 1937
General Index .....	- 17.9	+ 13.0	- 9.6	- 24.2	+ 1.9	- 7.7
Boots and Shoes .....	- 16.2	+ 16.8	- 28.2	- 35.6	- 2.6	- 27.2
Candy .....	- 40.9	+ 2.6	+ 14.0	- 51.7	- 12.3	- 0.2
Men's Clothing .....	- 26.3	+ 18.0	- 22.9	- 32.6	+ 3.1	- 22.0
Women's Clothing .....	- 28.1	+ 13.3	- 8.8	- 38.3	- 2.1	- 28.1
Departmental .....	- 24.2	+ 9.2	- 21.7	- 22.1	+ 2.1	+ 1.7
Drugs .....	- 18.5	+ 7.5	+ 4.0	- 23.6	+ 7.4	- 2.5
Dyers and Cleaners ..	- 12.9	- 1.5	- 25.5	- 21.9	- 2.0	- 7.9
Furniture .....	+ 6.1	+ 19.4	- 20.0	- 1.0	+ 11.8	+ 19.6
Groceries and Meats..	- 9.0	+ 18.5	+ 5.4	- 21.5	unchanged	- 14.9
Hardware .....	- 4.3	+ 14.4	- 10.2	- 15.1	+ 8.7	- 5.8
Music and Radio .....	- 32.2	+ 12.9	- 13.3	- 51.3	+ 7.2	- 11.2
Restaurants .....	- 45.7	+ 2.5	+ 7.1	- 46.1	+ 1.7	+ 1.9
Variety .....	+ 6.0	+ 14.5	+ 1.2	- 13.7	- 2.3	- 16.3



DEPARTMENTAL STORE SALES IN CANADA BY SELECTED DEPARTMENTS<sup>(x)</sup>

	August 1936 \$	August 1937 \$	% Change, 1937/1936
TOTAL SALES, ALL DEPARTMENTS .....	15,256,352	15,392,006	+ 0.9
1. Women's dresses, coats and suits .....	1,249,288	1,237,095	- 1.0
2. Girls' and infants' wear .....	401,104	369,958	- 7.8
3. Hosiery and gloves .....	563,884	531,641	- 5.7
4. Lingerie and corsets .....	592,675	584,304	- 1.4
5. Millinery .....	190,826	168,870	- 11.5
6. Women's and children's apparel - (Total 1 - 5) .....	2,997,777	2,891,868	- 3.5
7. Men's and boys' clothing and furnishings....	1,495,981	1,424,022	- 4.8
8. Drugs and toilet articles and preparations...	481,146	491,206	+ 2.1
9. Piece goods .....	1,362,683	1,349,441	- 1.0
10. Small wares .....	549,720	521,898	- 5.1
11. Food and kindred products .....	1,500,237	1,520,632	+ 1.4
12. Furniture .....	1,372,393	1,528,286	+ 11.4
13. Home furnishings .....	1,168,073	1,245,165	+ 6.6
14. Household appliances and electrical supplies.	394,485	468,697	+ 18.8
15. Hardware and kitchen utensils .....	547,364	580,576	+ 6.1
16. Radios, musical instruments and supplies ....	272,677	247,710	- 9.2
17. Shoes and other footwear .....	1,063,971	1,037,943	- 2.4
18. Stationery, books and magazines .....	236,242	229,961	- 2.7
19. All other departments, total .....	1,813,603	1,854,601	+ 2.3

(x) Based on sales of 25 firms.



Monthly Index Numbers of Department Store Sales in Canada, by Economic Divisions  
(Average for 1930-100)

	CANADA		Maritime Provinces		Quebec		Ontario		Prairie Provinces		British Columbia	
	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations
1935 - August .....	60.4	70.8	63.4	74.4	53.3	66.0	58.2	71.1	61.1	75.7	80.5	82.6
September ..	71.6	73.4	66.4	73.1	67.0	66.9	71.9	73.7	73.7	69.5	80.6	80.1
October ....	87.6	72.7	84.0	74.2	73.1	66.1	80.9	71.9	107.1	75.1	95.1	81.1
November ...	88.5	75.4	86.5	76.4	74.7	69.4	87.0	74.7	102.2	83.3	91.1	86.4
December ...	116.5	78.7	123.0	73.3	108.4	67.5	121.9	72.3	114.1	74.5	123.5	80.4
Yearly Average.	72.1	-	72.6	-	66.2	-	72.0	-	75.0	-	79.8	-
1936 - January ....	53.6	65.9	53.9	71.3	50.0	63.5	53.8	70.0	54.9	74.1	60.4	81.1
February ...	57.8	69.5	55.9	75.5	53.8	68.8	58.2	73.8	58.8	76.1	66.1	83.7
March .....	62.5	72.0	59.8	73.4	61.4	66.2	62.8	70.9	62.2	73.3	71.4	78.4
April .....	72.1	69.8	69.2	72.8	69.4	65.7	72.0	71.5	73.0	75.8	81.8	82.7
May .....	74.7	73.8	76.9	72.1	73.2	68.3	75.2	74.8	74.0	77.4	82.9	84.7
June .....	73.4	75.0	80.3	73.4	72.8	68.1	74.7	72.6	69.9	76.1	80.7	83.2
July .....	57.7	71.0	66.4	75.8	49.1	69.1	56.4	75.7	57.2	76.6	75.0	86.1
August .....	62.8	76.6	64.1	75.2	58.2	72.0	61.3	74.9	62.4	77.3	81.6	83.7
September ..	78.8	77.8	70.6	77.8	73.0	72.9	74.3	76.1	89.8	84.6	87.7	87.2
October ....	94.7	77.2	87.8	77.6	82.8	74.9	88.4	78.6	113.6	79.6	102.3	87.2
November ...	85.0	76.6	86.1	76.1	78.2	72.7	89.2	76.6	38.4	72.0	87.5	82.9
December ...	126.8	82.7	133.1	79.3	120.4	75.0	133.0	78.9	124.3	81.1	137.0	89.2
Yearly Average	75.0	-	75.3	-	70.2	-	74.9	-	77.4	-	84.5	-
1937 - January ....	57.2	72.3	58.2	77.0	56.4	71.7	57.7	75.0	56.6	76.4	62.9	84.4
February ...	58.6	74.3	55.3	74.7	55.6	71.1	59.4	75.3	58.9	76.2	66.7	84.4
March .....	70.8	72.7	65.8	80.7	70.0	75.5	70.0	79.0	70.7	83.4	84.0	92.2
April .....	77.6	80.3	75.2	79.0	77.6	73.5	78.0	77.5	76.8	79.7	85.8	86.8
May .....	79.9	79.2	89.6	84.0	83.3	77.7	78.7	78.3	77.0	80.5	87.5	89.4
June .....	80.5	82.3	90.4	82.6	82.9	77.6	82.7	80.3	73.4	79.9	88.5	91.2
July .....	63.0	76.6	75.8	86.6	56.7	79.7	60.4	81.0	60.2	80.6	82.8	95.1
August .....	64.1	79.5	70.9	83.2	60.4	74.7	61.7	75.4	60.6	75.1	89.3	91.5
% Change, August $\frac{1937}{1936}$	+ 2.1	-	+10.6	-	+ 3.8	-	+ 0.7	-	- 2.9	-	+ 9.3	-
% Change, Jan.- $\frac{1937}{Aug. 1936}$	+ 7.2	-	+10.4	-	+11.3	-	+ 6.6	-	+ 4.3	-	+ 7.9	-



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	88.0	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	51.6	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 .....	113.5	109.5	108.0	122.4	96.9	146.0
June .....	106.0	108.8	89.3	124.8	89.6	129.3
July .....	95.2	118.4	86.1	107.2	75.7	126.0
August .....	89.7	93.5	87.0	91.5	81.2	116.8
% Change, Aug., 1937 Aug., 1936	+ 8.7	+10.1	+22.9	+ 3.0	+ 4.1	+26.1
% Change, Jan.-Aug., 1937 Jan.-Aug., 1936	+14.2	+18.3	+22.4	+ 9.5	+10.1	+29.8



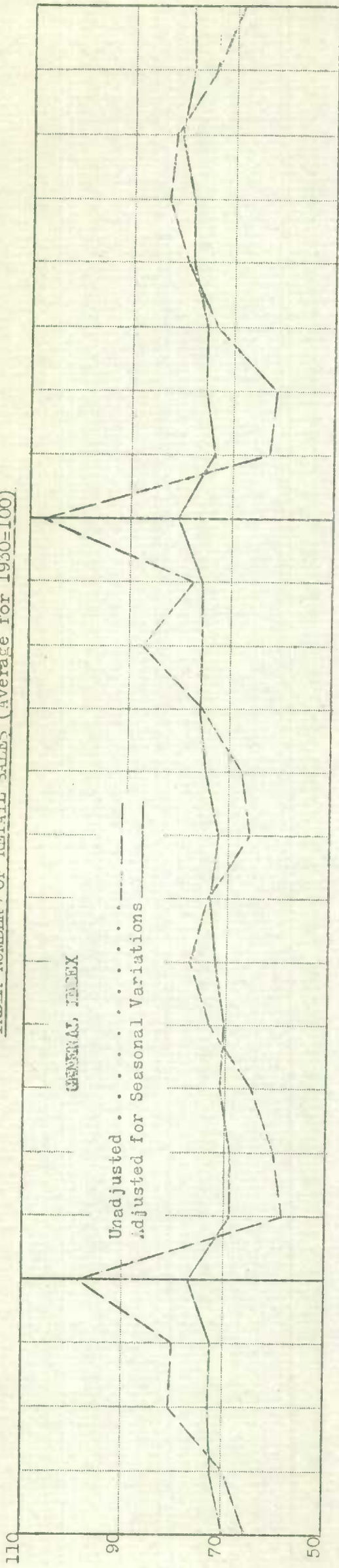




INDEX NUMBERS OF RETAIL SALES (Average for 1930=100)

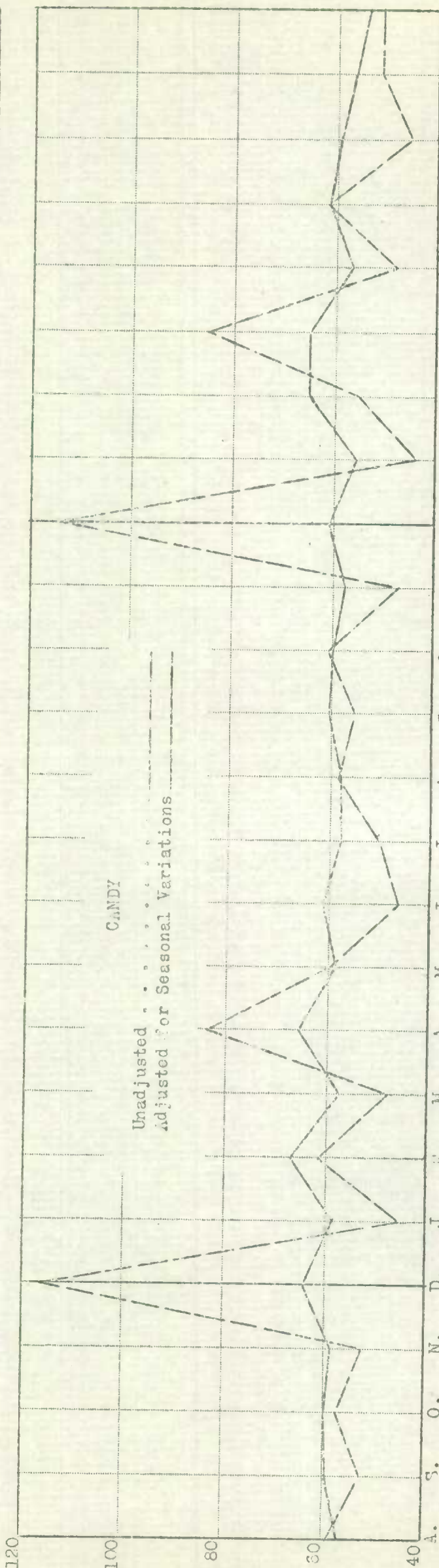
GENERAL INDEX

Unadjusted .....  
 Adjusted for Seasonal Variations —



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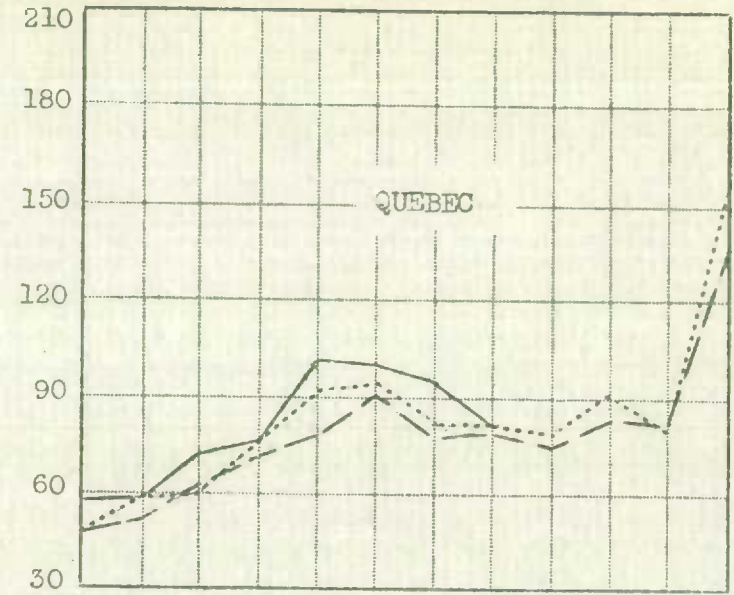
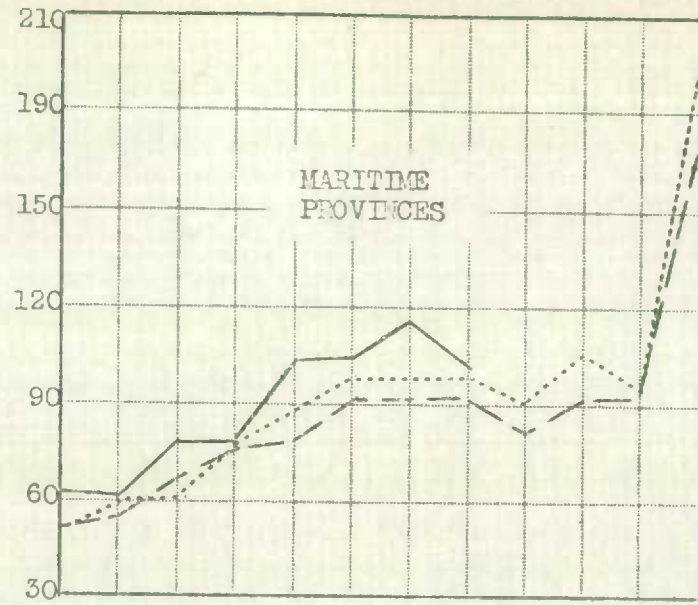
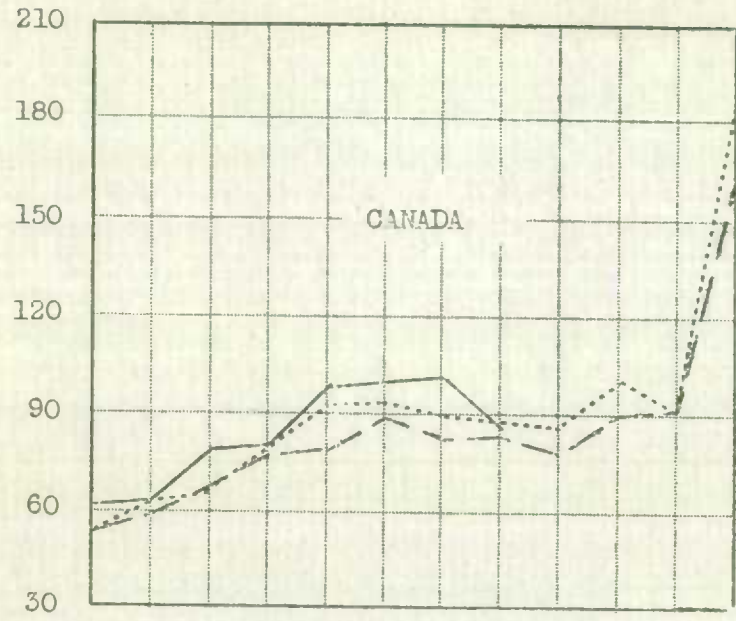
Unadjusted .....  
 Adjusted for Seasonal Variations —



A. S. O. N. D. J. F. M. A. M. J. J. A. M. J. J. A. 1935 1936 1937



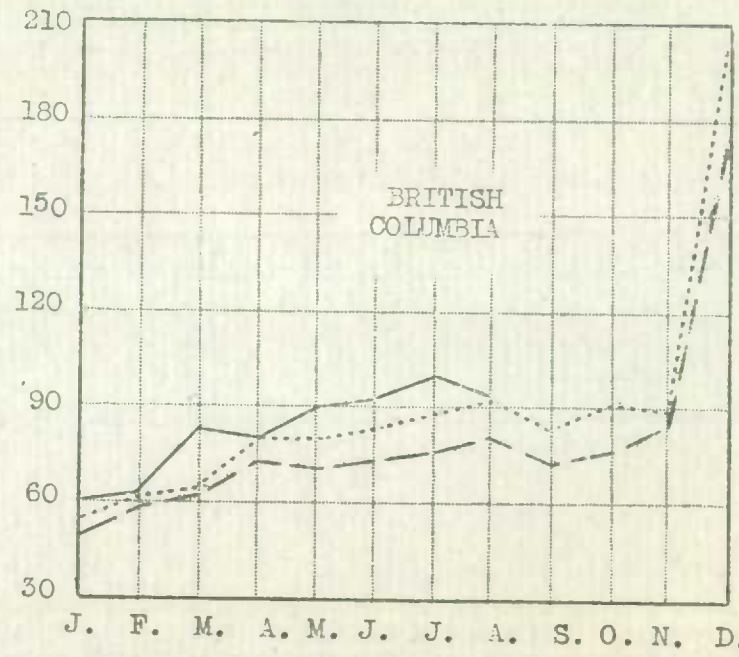
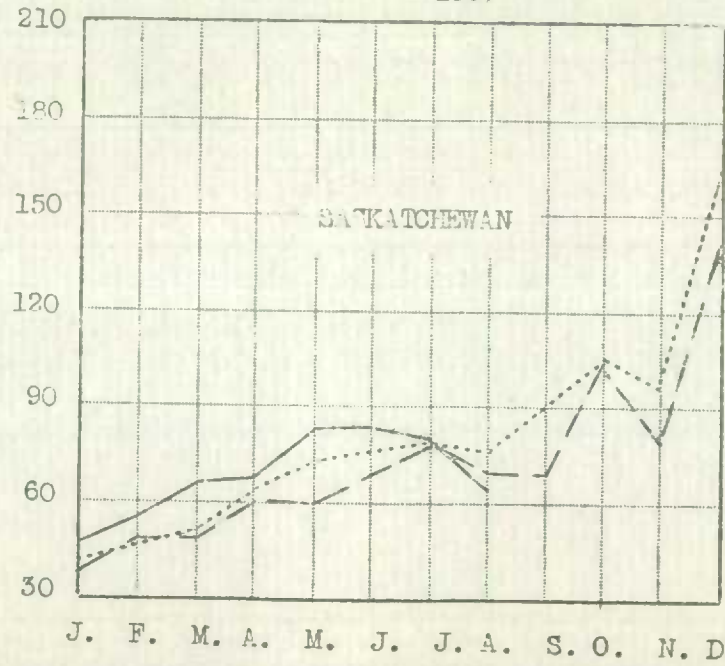
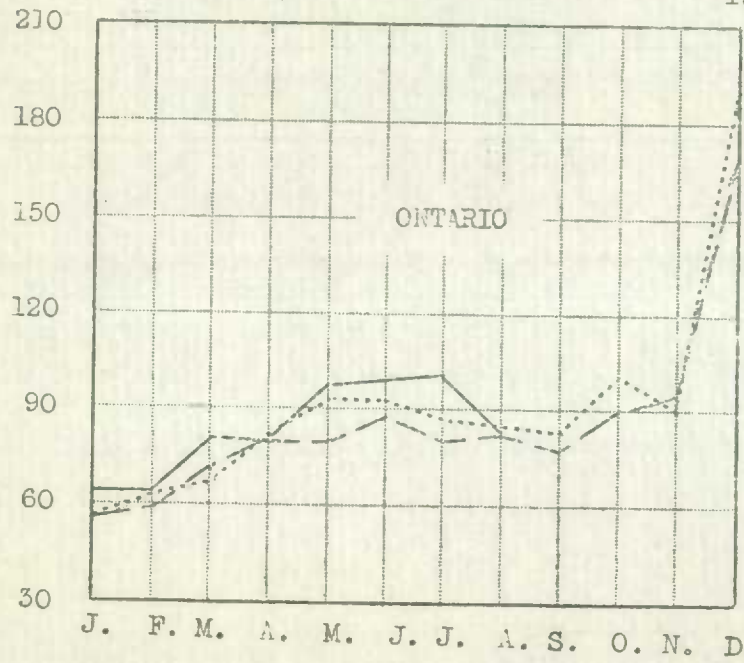
INDEX NUMBERS OF VARIETY STORE SALES BY ECONOMIC DIVISIONS, (Average for 1930-100)



1935

1936

1937







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