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RETAIL SALES

IN

CANADA

SEPTEMBER 1937

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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, SEPTEMBER, 1937.  
(Indexes of Value)

The value of retail sales in Canada advanced 7.7 per cent during September compared with September, 1936, according to the Dominion Bureau of Statistics unadjusted series of index numbers. The general index of retail sales was 81.0 for September, 1937, and 75.2 for September, 1936. The corresponding figure for August, 1937, was 68.8, making the increase for September, 17.7 per cent, a little better than seasonal.

After adjustment for differences in the number of business days and for normal seasonal variations, the general index at 81.0 was only fractionally lower than this year's high of 81.1, which was attained during the month of June. The September figure ranged just above that for December, 1936, 80.9, the high point for last year.

Improvement over September, 1936, was shown for twelve out of the thirteen types of retail outlets covered by this report. The best improvement was shown for hardware stores, sales of which exceeded those of September a year ago by 16.3 per cent. The value of men's clothing sold advanced 13.6 per cent. Furniture sales were up 13.5 per cent and boot and shoe sales advanced 13.2 per cent. Grocery and meat stores reported a 12.0 percentage increase in sales. Appreciable gains over last year were also reported by women's clothing stores, dyers and cleaners, drug stores and variety stores, with smaller gains shown for restaurants, departmental stores and candy stores. There was a 3.3 per cent decline in radio and music sales compared with last September. These percentage changes are based on unadjusted index numbers.

During the nine-month period, January to September, 1937, the value of retail sales in Canada was 8.3 per cent greater than during the corresponding period last year. Cumulative figures point out that the furniture trade experienced the best improvement over last year with sales of reporting firms 18.0 per cent in advance of those for the same period a year ago. Very substantial increases were also shown for hardware stores (14.8 per cent), music and radio stores (13.2 per cent), and men's clothing stores (10.8 per cent). Considerable advances were reported for the following: grocery and meat stores, 9.3 per cent; variety stores, 7.8 per cent; women's clothing stores, 7.6 per cent; departmental stores, 6.7 per cent; and drug stores, 6.2 per cent. Smaller increases were noted for the remaining types of retail outlets with the exception of candy stores, which reported a decline in sales of 2.2 per cent from the nine-month period a year ago.

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,  
September, 1937.

Sales totals of the 23 firms which reported figures by principal departments for September were 2.9 per cent in advance of September, 1936. Sales reported for all departments aggregated \$19,905,611 for September, 1937, as compared with \$19,335,716 for September, 1936. The main increase occurred in the household appliance and electrical supply department, where a gain of 15.5 per cent was shown. Moderate advances were noted for home furnishings, furniture, food, hardware and millinery. Smaller increases occurred in sales of footwear, drugs, stationery, books and magazines and hosiery and gloves. The largest decline, 6.4 per cent, was shown for radios, musical instruments and supplies with smaller decreases for women's dresses, coats and suits, lingerie and corsets, men's and boys' clothing, piece goods and small wares.

Index Numbers of Departmental Store Sales by Economic Divisions

September sales of Canadian departmental stores were 2.3 per cent greater than those reported for September, 1936, while sales for the nine-month period January to September were up 6.7 per cent over a year ago. Department stores located in Quebec showed the best improvement over last year for both September (13.8 per cent) and the year to date (11.7 per cent). A gain of 8.2 per cent as compared with September, 1936, and 10.1 per cent compared with the first nine months of 1936 was shown for the Maritime



Provinces. British Columbia stores reported a 6.8 per cent increase for September and a 7.8 per cent advance in the cumulative total while Ontario stores gained 6.3 per cent during the month under review contrasted with a 6.7 per cent for the January to September period. Departmental stores in the Prairie Provinces experienced a drop of 10.5 per cent in sales compared with last September but sales for the year to date exceeded those for the same period of 1936 by 2.2 per cent.

Index Numbers of Hardware Store Sales by Economic Divisions

Continued advancement in retail sales was reported by hardware stores in all sections of the Dominion. Gains during September, 1937, of 47.7 per cent for the Maritime Provinces, 30.0 per cent for Quebec, 15.5 per cent for British Columbia, 14.8 per cent for Ontario and 2.2 per cent for the Prairie Provinces combined to effect a 16.3 per cent increase for the Dominion as a whole over September, 1936.

Cumulative figures showed gains ranging from 8.7 per cent for the Prairie Provinces to 27.4 per cent for British Columbia. These figures compare with an increase of 14.8 per cent for Canada.

Index Numbers of Variety Store Sales by Economic Divisions

Variety store sales in Canada increased 5.0 per cent during September compared with a year ago. Correspondingly moderate increases were reported for each province with the exception of Saskatchewan, where a decline in sales occurred.

A 7.8 per cent advance was shown in the Canada total for the first nine months of 1937 compared with the same period of 1936. The cumulative figures indicate increases over 1936 for all provinces with the smallest increase, 3.4 per cent, shown for Saskatchewan and the largest, 12.3 per cent, shown for the Maritime Provinces.

These percentage changes for variety stores are calculated in such a way as to reflect changes in value of sales of a typical chain unit. They do not reflect changes in aggregate variety chain sales including the effects of expansion or reduction in number of stores operated.

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

	August, 1937			September, 1937			Jan.-Sept., 1937	
	+ or - p.c. compared with			+ or - p.c. compared with			+ or - p.c. compared with	
	Aug., 1930	Aug., 1936	July 1937	Sept., 1930	Sept., 1936	Aug., 1937	Jan. to Sept., 1930	Jan. to Sept., 1936
General Index .....	-23.7	+ 2.5	- 7.2	-16.8	+ 7.7	+17.7	-23.2	+ 8.3
Boots and Shoes .....	-35.4	- 2.6	-26.9	- 6.9	+13.2	+40.5	-23.6	+ 5.1
Candy .....	-52.7	-14.1	- 1.4	-36.9	+ 0.5	+10.6	-43.1	- 2.2
Men's Clothing .....	-33.1	+ 2.3	-22.0	- 8.0	+13.6	+55.6	-30.6	+10.8
Women's Clothing .....	-36.3	+ 1.0	-25.8	-29.2	+ 9.5	+20.5	-36.5	+ 7.6
Departmental .....	-20.9	+ 3.7	+ 3.3	-19.3	+ 2.3	+23.8	-24.1	+ 6.7
Drugs .....	-23.6	+ 7.4	- 2.0	-16.0	+ 6.9	- 0.3	-21.7	+ 6.2
Dyers and Cleaners .....	-21.9	- 2.0	- 7.9	-20.9	+ 8.3	+25.4	-21.4	+ 1.0
Furniture .....	- 1.0	+11.8	+18.8	+ 2.6	+13.5	+16.6	-11.5	+18.0
Groceries and Meats .....	-21.5	Unch'd	-14.9	-11.5	+12.0	+12.2	-18.0	+ 9.3
Hardware .....	-14.6	+ 9.5	- 6.3	- 5.9	+16.3	+15.1	-13.9	+14.8
Music and Radio .....	-51.3	+ 7.2	- 8.8	-46.0	- 3.3	+78.9	-43.9	+13.7
Restaurants .....	-46.0	+ 1.9	+ 3.0	-42.5	+ 4.3	- 1.2	-45.8	+ 4.1
Variety .....	-13.6	- 2.2	-16.2	- 3.1	+ 5.0	+ 5.4	- 5.8	+ 7.8



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
September, 1929 .....	109.7	116.5	114.2	111.3	118.2	122.0	107.4	113.2	121.7	119.7	127.3	138.4	96.3	102.3	113.7
September, 1930 .....	97.3	100.2	98.2	89.4	92.7	95.6	87.8	90.1	96.8	83.4	86.2	93.6	88.0	90.8	100.9
September, 1931 .....	83.9	86.1	84.4	80.6	83.9	86.5	74.9	76.4	82.2	63.8	65.3	71.0	65.0	66.5	73.9
September, 1932 .....	69.6	70.6	69.2	68.1	70.0	72.2	59.8	60.6	65.1	55.4	56.1	61.0	53.2	53.7	59.7
September, 1933 .....	69.9	68.7	67.3	68.2	66.1	68.1	57.6	55.4	59.6	56.0	53.9	58.6	54.7	52.6	58.4
September, 1934 .....	69.7	71.2	69.8	71.5	71.5	73.7	54.2	54.0	58.0	56.1	56.1	61.0	57.7	57.6	64.0
September, 1935 .....	69.6	74.0	72.5	68.1	73.0	75.3	52.6	55.4	59.6	59.5	63.3	68.8	52.1	55.3	61.5
September, 1936 .....	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
September, 1937 .....	81.0	82.7	81.0	83.2	85.9	88.6	55.4	56.3	60.5	76.7	78.3	85.1	62.3	63.4	70.5
<u>1936</u>															
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 .....	73.3	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 .....	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	81.0	76.3	74.8	50.8	47.5	55.9	63.2	59.5	70.0	69.7	65.5	70.5
August .....	68.8	68.9	79.2	59.2	59.4	71.6	50.1	51.3	52.4	49.3	49.7	71.0	51.7	52.1	68.5
September .....	81.0	82.7	81.0	83.2	85.9	88.6	55.4	56.3	60.5	76.7	78.3	85.1	62.3	63.4	70.5

(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
September, 1929 .....	107.5	114.5	110.1	101.2	105.4	107.6	121.0	129.1	106.7	131.4	140.0	126.1	104.5	111.1	111.1
September, 1930 .....	99.9	102.6	98.7	93.4	95.3	97.2	119.1	121.9	100.8	101.4	104.1	93.8	94.8	98.3	98.3
September, 1931 .....	82.4	84.6	81.3	86.5	87.7	89.5	93.1	95.3	78.8	85.3	87.5	78.2	88.4	91.0	91.0
September, 1932 .....	68.6	69.9	67.2	74.3	75.1	76.6	77.9	79.7	65.9	64.3	65.9	55.4	75.7	76.4	76.4
September, 1933 .....	71.3	71.8	69.0	69.3	68.3	69.7	81.1	82.9	68.5	68.8	68.9	57.4	73.8	69.9	69.9
September, 1934 .....	72.2	75.7	72.8	69.8	70.4	71.9	79.6	84.8	70.1	76.2	79.1	65.9	69.7	68.6	68.6
September, 1935 .....	71.6	76.3	73.4	69.8	72.6	74.1	83.2	88.6	73.2	80.7	85.9	71.6	69.6	73.9	73.9
September, 1936 .....	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
September, 1937 .....	80.6	82.5	79.3	78.5	79.4	81.1	94.2	96.2	79.5	104.0	106.7	88.9	83.9	85.5	85.5
<u>1936</u>															
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	77.8	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	80.3	76.7	79.0	81.5	80.1	81.7	75.1	72.7	93.2	87.9	81.7	83.4
August .....	(b)65.1	64.5	80.7	78.7	79.1	80.7	75.1	73.8	76.9	89.2	88.3	88.3	74.8	75.9	82.5
September .....	80.6	82.5	79.3	78.5	79.4	81.1	94.2	96.2	79.5	104.0	106.7	88.9	83.9	85.5	85.5

(a) Subject to final revision.

(b) Altered to allow for revision in data previously submitted to the Bureau.



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
September, 1929 .....	139.8	149.2	132.0	163.2	174.2	137.1	114.7	117.8	112.2	108.3	115.2	118.8
September, 1930 .....	108.1	110.8	98.0	113.4	116.2	91.5	100.4	101.7	96.9	92.8	96.0	99.0
September, 1931 .....	91.8	94.1	83.3	84.2	86.3	66.4	86.1	87.3	83.1	87.6	90.5	93.3
September, 1932 .....	69.3	71.0	62.3	56.7	58.2	43.4	64.2	64.8	61.7	75.0	76.9	79.3
September, 1933 .....	68.4	70.1	60.4	43.8	45.0	33.1	56.5	56.6	53.9	79.2	76.7	79.0
September, 1934 .....	76.4	81.6	69.1	52.8	56.5	41.2	52.6	53.5	50.9	79.7	79.7	82.2
September, 1935 .....	80.5	86.0	72.2	52.3	55.9	40.8	53.0	54.5	51.9	77.9	83.0	85.5
September, 1936 .....	89.3	91.1	76.0	63.3	64.9	47.4	55.3	56.1	53.4	85.5	88.4	91.1
September, 1937 .....	103.9	106.1	88.4	61.2	62.9	45.9	57.7	58.5	55.7	89.8	92.5	95.4
<u>1936</u>												
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	87.0
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 .....	96.4	94.6	86.0	37.5	37.0	56.9	56.7	55.0	53.4	101.7	95.9	95.9
August .....	90.3	88.7	86.1	34.2	33.8	44.4	58.4	58.1	54.8	85.2	85.7	93.1
September .....	103.9	106.1	88.4	61.2	62.9	45.9	57.7	58.5	55.7	89.8	92.5	95.4

(a) Subject to final revision.

DEPARTMENTAL STORE SALES IN CANADA BY SELECTED DEPARTMENTS (x)

	September 1936 \$	September 1937 \$	% Change, 1937/1936
TOTAL SALES, ALL DEPARTMENTS ....	19,335,716	19,905,611	+ 2.9
1. Women's dresses, coats and suits .....	1,811,768	1,797,707	- 0.8
2. Girls' and infants' wear .....	744,706	750,688	+ 0.8
3. Hosiery and gloves .....	848,769	868,868	+ 2.4
4. Lingerie and corsets .....	764,708	752,679	- 1.6
5. Millinery .....	396,088	412,447	+ 4.1
6. Women's and children's apparel -- (Total 1 - 5) .....	4,566,039	4,582,389	+ 0.4
7. Men's and boys' clothing and furnishings	2,422,366	2,378,699	- 1.8
8. Drugs and toilet articles and prepara- tions .....	523,800	537,309	+ 2.6
9. Piece goods .....	1,639,151	1,626,640	- 0.8
10. Small wares .....	657,562	644,021	- 2.1
11. Food and kindred products .....	1,575,813	1,676,134	+ 6.4
12. Furniture .....	1,099,154	1,175,510	+ 6.9
13. Home furnishings .....	1,361,501	1,482,048	+ 8.9
14. Household appliances and electrical supplies .....	569,533	657,799	+ 15.5
15. Hardware and kitchen utensils .....	568,760	594,788	+ 4.6
16. Radios, musical instruments and supplies .....	433,780	405,840	- 6.4
17. Shoes and other footwear .....	1,511,318	1,557,019	+ 3.0
18. Stationery, books and magazines .....	365,322	374,835	+ 2.6
19. All other departments, total .....	2,031,617	2,212,580	+ 8.9

(x) Based on sales of 23 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 - 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	88.4	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 .....	65.1	80.7	70.7	83.0	61.2	75.8	62.0	75.8	61.6	76.4	89.3	91.6
September .....	80.6	79.3	76.4	84.2	83.1	83.1	79.0	80.9	80.4	75.8	93.7	93.1
% Change, September $\frac{1937}{1936}$	+2.3	-	+8.2	-	+13.8	-	+6.3	-	-10.5	-	+6.8	-
% Change, Jan.-Sept. $\frac{1937}{1936}$	+6.7	-	+10.1	-	+11.7	-	+6.7	-	+2.2	-	+7.8	-



Index Numbers of Hardware Store Sales in Canada by Economic Divisions

(Base - Average for 1930 = 100)

(Unadjusted for Seasonal Variations)

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 .....	96.4	118.4	85.0	108.0	77.0	126.0
August .....	90.3	95.4	86.3	93.6	78.9	113.8
September .....	103.9	117.7	93.2	106.8	94.3	129.8
% Change, September 1937 September 1936	+16.3	+47.7	+30.0	+14.8	+ 2.2	+15.5
% Change, Jan.-Sept. 1937 Jan.-Sept. 1936	+14.8	+22.2	+23.1	+10.6	+ 8.7	+27.4

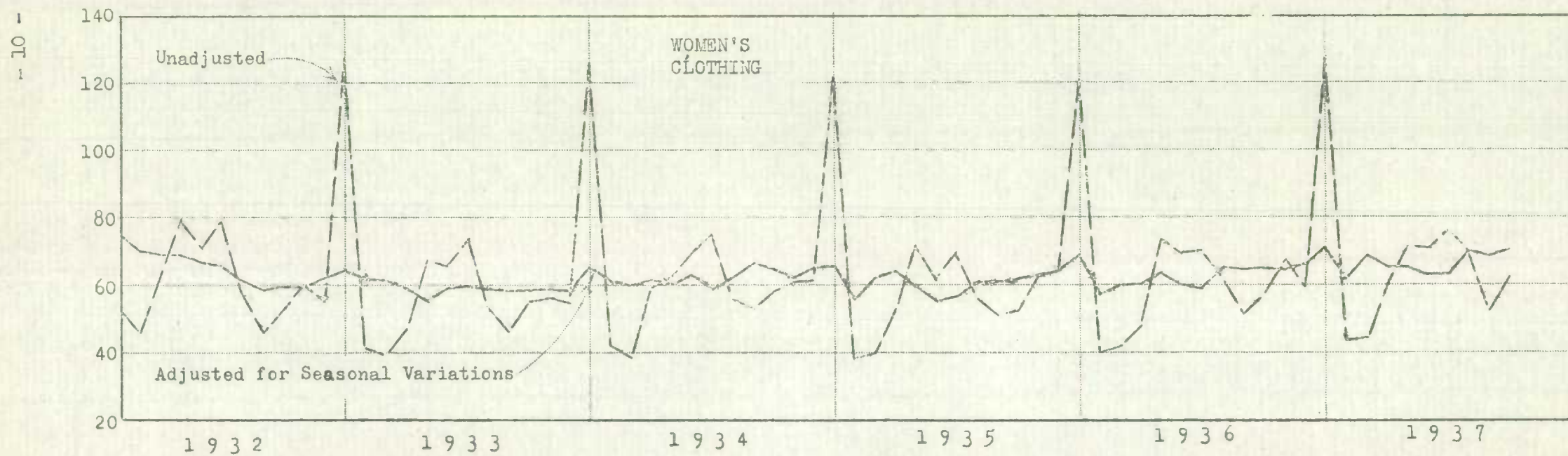
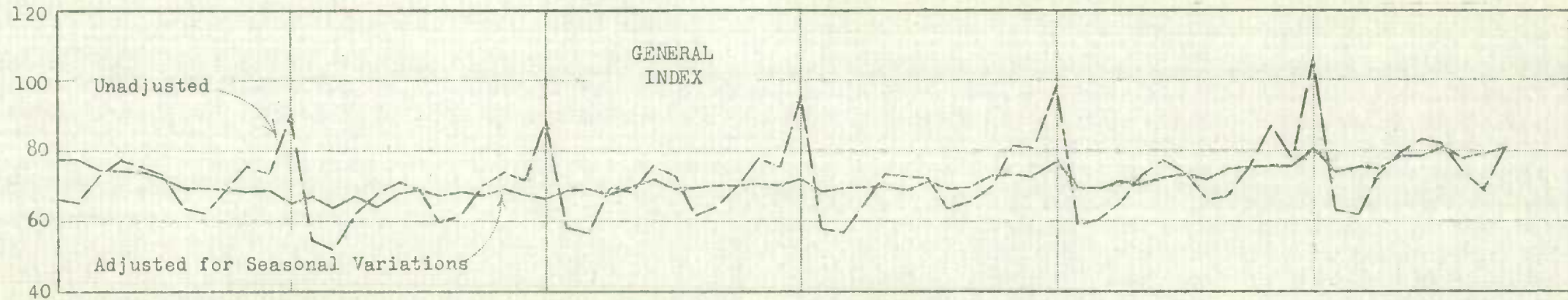


Index Numbers of Variety Store Sales in Canada by Economic Divisions

(Base - Average for 1930 = 100)  
(Unadjusted for Seasonal Variations)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	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	53.5	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	91.6	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	83.5	90.4	100.9	103.1	106.3	77.5
November .....	91.3	93.6	81.8	94.9	97.6	79.8	108.3	84.3
December .....	164.0	179.9	137.6	168.8	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 .....	53.4	50.4	48.1	55.7	50.1	40.8	65.5	55.1
February .....	60.8	58.7	50.3	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	98.1	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	98.9	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 .....	98.7	104.8	102.7	98.1	103.2	83.1	102.3	90.0
June .....	100.5	105.2	101.5	100.0	112.6	83.7	99.6	92.4
July .....	101.7	117.4	96.8	101.0	109.3	79.7	111.7	100.0
August .....	85.2	102.3	80.9	83.0	85.9	64.2	95.8	93.7
September .....	89.8	100.9	86.5	87.7	107.0	72.4	100.4	91.4
% Change, September 1937 September 1936	+5.0	+9.9	+8.5	+5.4	+5.6	-19.6	+5.1	+9.5
% Change, Jan.-Sept. 1937 Jan.-Sept. 1936	+7.8	+12.3	+10.1	+7.2	+6.8	+3.1	+6.4	+9.6

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





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