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DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 8

No. 1

RETAIL SALES

IN

CANADA

JANUARY 1938

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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, JANUARY, 1938  
(Indexes of Value)

The value of Canadian retail sales declined slightly during January compared with January, 1937. The unadjusted general index, based on monthly returns from 308 firms in 13 lines of business, was 61.5 for January, 1938, and 62.8 for January, 1937, a decrease of 2.1 per cent.

When adjustments are made for differences in the number of working days and for seasonal variations, average daily sales during January registered 2.0 per cent higher than for the same month a year ago. The adjusted index numbers were 75.3 and 73.8 for January, 1938, and January, 1937, respectively.

Unadjusted index numbers indicate improvement over last January for three out of thirteen kinds of business covered. Hardware store sales gained 15.1 per cent; women's clothing, 4.2 per cent, and music and radio, 3.9 per cent. Declines shown for the other groups were small, ranging from 1.0 per cent for department stores to 9.1 per cent for candy stores.

Department Store Sales by Departments, Comparison of January, 1937 and 1938

Sales of the 20 departmental firms which reported January sales by principal departments declined 0.8 per cent in January of this year compared with last.

Hosiery and gloves advanced 5.3 per cent; girls' and infants' wear was up by 4.1 per cent, and women's dresses, coats and suits gained 1.1 per cent. Smallwares gained 2.0 per cent; household appliances, 1.7 per cent, and the miscellaneous group, 10.1 per cent. All other departments registered declines. Men's and boys' clothing was down 4.6 per cent; furniture, 4.4 per cent, and shoes, 2.7 per cent. Radio and musical instruments were down by 15.3 per cent, this loss being in continuation of percentage declines recorded in all corresponding-month comparisons since May, 1937.

Department Store Sales by Departments, Annual Totals for 1936 and 1937

A table giving a comparison of department store sales by departments for corresponding months of consecutive years has been included in this monthly report on retail sales since the beginning of 1937. Annual figures for those firms reporting for all months of 1936 and 1937 have been totalled and the results are shown on page 7.

Sales of those departmental firms included in this comparison were \$231,116,853 for 1937 or 5.8 per cent above the \$218,510,435 for 1936. Results for different departments reveal considerable variations from this average. Household appliances and electrical supplies made the best showing with a gain of 18.8 per cent, and this was followed by furniture with a 15.7 per cent increase, while home furnishings were up by 11.5 per cent. Increases for the radio and music department in the earlier months of the year were more than offset by decreases apparent in the corresponding-month comparisons for all months from June onwards, resulting in a net decrease of 8.6 per cent in the annual figures.

Gains in various divisions of the apparel trade were fairly uniform at 5.3 per cent for shoes and other footwear, 4.6 per cent for men's and boys' clothing and furnishings, and 4.0 per cent for women's and children's apparel. Piece goods were up 2.9 per cent. Results for other departments are shown in the table.

Index Numbers of Department Store Sales by Economic Divisions

The index of department store sales for Canada declined 1.0 per cent during January compared with January a year ago. British Columbia sales advanced 4.8 per cent and Quebec sales, 4.3 per cent. Sales of Ontario stores dropped 2.4 per cent, while figures for the Prairie Provinces and the Maritime Provinces declined 4.2 per cent and 7.6 per cent respectively.

Index Numbers of Grocery and Meat Store Sales by Economic Divisions

A 3.4 per cent decline in grocery and meat store sales for Canada was shown for January compared with January a year ago. The general downward trend was reversed in Alberta, where a gain of 8.9 per cent was recorded. Manitoba sales decreased 16.3 per cent; British Columbia figures were down 11.1 per cent, while a 10.0 per cent drop was shown for Saskatchewan. Smaller percentage decreases were shown for Quebec and Ontario, where sales totals were 3.1 per cent and 2.0 per cent lower than for January, 1937.

Index Numbers of Hardware Store Sales by Economic Divisions

Very substantial advances in the Maritime Provinces, Quebec, Ontario and the Prairie Provinces, with a smaller gain in British Columbia, resulted in a 15.1 per cent gain for hardware store sales in Canada during January compared with January, 1937. The following percentage gains are shown: Maritime Provinces, 21.5 per cent; Ontario, 18.8 per cent; Quebec, 14.7 per cent; Prairie Provinces, 10.6 per cent, and British Columbia, 2.6 per cent.

Index Numbers of Variety Store Sales by Economic Divisions

A 1.6 per cent decrease compared with last January was shown for variety store sales for Canada. Gains of 19.0 per cent for Alberta, 9.4 per cent for Manitoba, 6.3 per cent for British Columbia, 0.8 per cent for the Maritime Provinces, and 0.2 per cent for Quebec, were offset by declines of 5.1 per cent for Ontario and 8.6 per cent for Saskatchewan.

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

	December, 1937			January, 1938		
	+ or - p.c. compared with			+ or - p.c. compared with		
	Dec., 1930	Dec., 1936	Nov., 1937	Jan., 1930	Jan., 1937	Dec., 1937
General Index .....	- 8.2	+ 7.5	+38.1	-34.4	- 2.1	-46.9
Boots and Shoes .....	- 1.3	+16.8	+70.5	-34.8	--	-65.9
Candy .....	-26.9	+ 3.3	+140.9	-52.8	- 7.6	-66.3
Men's Clothing .....	+ 5.1	+ 4.9	+20.4	-37.2	- 7.0	-57.5
Women's Clothing .....	- 8.4	+ 5.9	+118.5	-39.8	+ 4.2	-67.3
Departmental .....	- 7.7	+ 5.4	+45.4	-38.5	- 1.0	-57.6
Drugs .....	- 9.0	+ 6.0	+29.0	-24.3	- 3.8	-24.1
Dyers and Gleaners .....	- 7.6	- 2.0	+ 3.2	-36.5	- 5.8	-33.1
Furniture .....	-13.5	- 2.1	+ 5.2	-34.2	- 9.1	-45.9
Groceries and Meats .....	- 2.8	+15.8	+24.6	-27.7	- 3.4	-24.7
Hardware .....	-16.1	+ 6.6	+10.4	-30.3	+15.1	-44.5
Music and Radio .....	-54.3	+ 0.8	+ 9.7	-54.5	+ 3.9	-38.8
Restaurants .....	-40.4	- 4.3	+ 3.0	-51.1	- 3.4	-10.8
Variety .....	+ 1.2	+ 2.9	+99.3	-11.5	- 1.6	-67.8

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 (308 Firms)			Boots and Shoes (17 Chains)			Candy (8 Chains)			Men's Clothing (16 Chains)			Women's Clothing (13 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
January, 1929 ...	94.7	93.9	111.8	91.5	91.6	138.7	88.8	87.9	117.2	130.5	130.0	197.0	83.3	82.9	120.2
January, 1930 ...	93.7	92.4	110.0	67.5	67.2	101.9	84.6	83.2	110.9	78.0	77.1	116.9	74.9	74.0	107.3
January, 1931 ...	80.1	76.4	91.0	66.1	62.2	94.2	68.4	64.1	85.4	57.2	53.8	81.5	57.6	54.2	78.5
January, 1932 ...	66.3	65.5	77.9	63.5	61.6	93.3	61.0	58.8	78.4	45.4	44.3	67.2	53.1	51.8	75.1
January, 1933 ...	54.7	56.2	66.9	45.1	46.8	70.9	46.0	47.1	62.8	41.4	42.0	64.8	41.2	42.5	61.6
January, 1934 ...	57.7	57.6	68.5	45.4	45.8	69.3	47.5	47.1	62.8	36.9	37.0	56.0	41.9	41.9	60.7
January, 1935 ...	57.8	57.3	68.3	43.9	43.9	66.5	39.8	39.4	52.5	44.8	44.6	67.6	38.3	38.1	55.3
January, 1936 ...	58.5	57.7	68.6	40.8	40.7	40.8	44.7	43.9	58.6	47.1	46.6	70.6	39.8	39.3	57.0
January, 1937 ...	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
January, 1938 ...	61.5	63.3	75.3	44.0	45.3	68.7	39.9	38.8	51.7	49.0	50.8	77.0	45.1	46.6	67.6
<u>1937</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 .....	74.0	70.4	78.3	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 .....	81.1	82.8	81.2	82.8	85.5	88.2	55.2	56.1	60.3	76.7	78.2	85.1	61.2	62.3	69.2
October .....	90.3	86.3	80.7	87.8	82.7	85.2	59.3	57.1	60.1	110.7	104.3	84.1	70.7	66.4	69.2
November .....	83.9	84.0	79.3	72.4	72.8	67.4	49.2	50.4	58.5	95.8	96.6	77.3	63.2	63.6	68.4
December .....	115.9	118.3	89.0	129.2	137.3	97.4	118.5	126.4	68.0	115.3	120.1	93.8	138.1	143.6	77.6
<u>1938</u>															
January .....	61.5	63.3	75.3	44.0	45.3	68.7	39.9	38.8	51.7	49.0	50.8	77.0	45.1	46.6	67.6

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 (7 Chains)			Furniture (26 Firms)			Groceries and Meats (34 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
January, 1929 ...	89.1	88.0	110.0	101.1	99.1	103.2	69.2	60.2	96.1	86.4	85.6	115.7	99.1	99.1	102.2
January, 1930 ...	92.0	90.5	113.2	99.5	97.3	101.3	72.0	70.9	99.9	80.9	80.1	108.2	106.6	105.4	108.7
January, 1931 ...	75.1	73.0	91.2	94.7	90.5	94.3	69.6	60.5	96.5	68.6	66.4	89.8	95.4	88.9	91.6
January, 1932 ...	61.5	62.2	77.8	83.4	81.3	84.7	51.1	52.3	73.6	53.0	53.1	71.8	79.3	76.6	79.0
January, 1933 ...	51.7	53.1	66.4	70.5	70.9	73.9	44.5	45.5	64.1	32.4	33.2	46.7	66.7	69.1	71.2
January, 1934 ...	56.1	55.6	69.5	70.0	69.0	71.9	53.0	52.1	73.4	43.7	43.2	63.6	70.0	71.4	73.6
January, 1935 ...	54.1	53.4	66.7	72.1	70.6	73.6	51.7	50.8	71.6	43.8	43.4	65.7	71.7	71.7	73.9
January, 1936 ...	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
January, 1937 ...	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
January, 1938 ...	56.6	58.1	72.6	75.3	74.0	77.0	45.7	46.7	65.7	53.2	54.6	82.7	77.1	79.9	82.3
<u>1937</u>															
January .....	57.2	57.8	72.3	78.3	76.2	79.4	48.5	49.6	69.8	58.5	50.6	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 .....	62.6	60.9	76.1	80.3	76.7	79.0	81.6	80.2	81.8	75.1	72.7	93.2	87.9	81.7	83.4
August .....	64.8	64.2	80.3	78.6	79.1	80.7	76.0	74.6	77.7	88.5	87.6	87.6	75.3	76.4	83.0
September .....	80.9	82.8	79.6	78.4	79.3	80.9	94.8	96.8	80.0	102.5	105.1	87.6	84.8	86.3	86.4
October .....	94.0	91.4	79.5	84.0	82.6	83.4	79.3	77.9	70.2	103.8	100.4	89.7	91.1	84.7	84.7
November .....	91.9	91.1	79.9	76.9	78.3	78.3	66.2	65.0	72.3	93.4	92.4	91.5	82.2	83.5	84.3
December .....	133.6	133.4	87.8	99.2	96.8	84.9	68.3	67.1	87.2	98.3	99.7	89.8	102.4	108.2	101.1
<u>1938</u>															
January .....	56.6	58.1	72.6	75.3	74.0	77.0	45.7	46.7	65.7	53.2	54.6	82.7	77.1	80.2	82.7

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 (94 Firms)			Music and Radio (9 Chains)			Restaurants (12 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
January, 1929 ...	82.5	81.2	128.9	126.2	124.3	138.1	105.9	103.9	111.7	74.0	74.1	110.6
January, 1930 ...	73.3	72.2	114.7	105.4	103.8	115.4	104.6	102.3	110.0	68.6	68.5	102.2
January, 1931 ...	61.1	60.2	95.5	86.0	84.7	94.1	87.2	84.5	90.8	69.2	65.2	97.3
January, 1932 ...	49.6	50.8	82.0	53.7	55.0	63.2	67.7	66.4	71.4	62.9	61.1	91.2
January, 1933 ...	32.4	33.2	55.4	27.4	30.2	35.9	54.4	54.1	58.2	54.2	56.0	83.6
January, 1934 ...	37.5	36.9	63.7	30.2	29.8	35.9	51.2	50.3	54.0	54.9	55.2	82.4
January, 1935 ...	39.1	38.6	67.6	37.2	36.7	44.2	49.0	48.1	51.7	53.2	53.3	79.5
January, 1936 ...	39.0	38.3	68.3	43.2	42.6	51.4	50.4	49.3	53.0	53.4	53.3	79.6
January, 1937 ...	44.4	45.3	82.4	46.2	47.4	57.1	52.9	51.9	55.8	61.7	59.9	89.4
January, 1938 ...	51.1	52.2	94.9	48.0	49.3	59.4	51.1	50.3	54.0	60.7	62.8	93.8
<u>1937</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	87.8
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 .....	96.5	94.7	86.1	37.5	37.0	56.9	56.7	55.0	53.4	101.7	95.9	95.9
August .....	90.1	89.2	86.6	34.1	33.6	44.3	58.4	58.1	54.8	85.2	85.7	93.1
September .....	102.2	104.1	87.1	61.1	62.7	45.8	56.8	57.6	54.9	89.8	92.5	95.4
October .....	96.7	95.0	82.6	65.8	65.0	49.2	56.3	55.3	55.3	102.5	96.6	92.0
November .....	83.4	81.0	81.8	71.5	70.5	50.0	55.2	55.9	58.3	94.5	95.0	94.1
December .....	92.1	90.4	80.7	78.4	77.4	49.0	57.3	56.1	55.0	188.2	200.4	108.3
<u>1938</u>												
January .....	51.1	52.2	94.9	48.0	49.3	59.4	51.1	50.3	54.0	60.7	62.8	93.8

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

January, 1937, and January, 1938

	January, 1937	January, 1938	% Change, 1938/37
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS .....	13,900,731	13,791,323	- 0.8
1. Women's dresses, coats and suits .....	1,091,865	1,104,226	+ 1.1
2. Girls' and infants' wear .....	308,048	320,637	+ 4.1
3. Hosiery and gloves .....	467,617	492,581	+ 5.3
4. Lingerie and corsets .....	692,155	672,596	- 2.8
5. Millinery .....	104,814	103,950	- 0.8
6. Women's and children's apparel - (Total 1 - 5) .....	2,664,499	2,693,990	+ 1.1
7. Men's and boys' clothing and furnishings .....	1,412,321	1,347,761	- 4.6
8. Drugs and toilet articles and preparations .....	577,505	548,440	- 5.0
9. Piece goods .....	1,583,567	1,531,324	- 3.3
10. Smallwares .....	602,322	614,597	+ 2.0
11. Food and kindred products .....	1,710,778	1,691,780	- 1.1
12. Furniture (including mattresses, springs) .....	868,118	830,083	- 4.4
13. Home furnishings .....	894,802	870,303	- 2.7
14. Household appliances and electrical supplies ..	287,700	292,584	+ 1.7
15. Hardware and kitchen utensils .....	412,138	403,867	- 2.0
16. Radios, musical instruments and supplies .....	311,939	264,309	- 15.3
17. Shoes and other footwear .....	833,434	811,215	- 2.7
18. Stationery, books and magazines .....	249,545	247,765	- 0.7
19. All other departments, total .....	1,492,063	1,643,305	+ 10.1

(x) Based on sales of 20 firms.



DEPARTMENTAL STORE SALES IN CANADA BY SELECTED DEPARTMENTS (x)

Annual Totals for 1936 and 1937

	1936	1937	% Change, 1937/36
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS .....	218,510,435	231,116,853	+ 5.8
1. Women's dresses, coats and suits .....	20,369,602	21,064,749	+ 3.4
2. Girls' and infants' wear .....	6,694,605	7,095,734	+ 6.0
3. Hosiery and gloves .....	9,693,438	10,293,158	+ 6.2
4. Lingerie and corsets .....	10,329,903	10,484,300	+ 1.5
5. Millinery .....	3,005,582	3,164,991	+ 5.3
6. Women's and children's apparel-- (Total 1 - 5) .....	50,093,130	52,102,932	+ 4.0
7. Men's and boys' clothing and furnishings ..	25,704,276	26,893,034	+ 4.6
8. Drugs and toilet articles and preparations	6,982,058	7,290,344	+ 4.4
9. Piece goods .....	17,536,950	18,042,435	+ 2.9
10. Smallwares .....	8,213,455	8,359,300	+ 1.8
11. Food and kindred products .....	20,797,680	21,636,964	+ 4.0
12. Furniture .....	11,224,636	12,988,686	+15.7
13. Home furnishings .....	14,473,146	16,143,861	+11.5
14. Household appliances and electrical supplies .....	4,977,763	5,913,143	+18.8
15. Hardware and kitchen utensils .....	7,553,037	8,059,711	+ 6.7
16. Radios, musical instruments and supplies ..	3,845,195	3,516,018	- 8.6
17. Shoes and other footwear .....	16,476,506	17,346,010	+ 5.3
18. Stationery, books and magazines .....	3,885,146	4,157,033	+ 7.0
19. All other departments, Total .....	26,747,457	28,667,392	+ 7.2

(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	(1) Adjusted	Un-adjusted	(2) Adjusted	Un-adjusted	(2) Adjusted	Un-adjusted	(2) Adjusted	Un-adjusted	(2) Adjusted	Un-adjusted	(2) Adjusted
<u>1936</u> - 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	60.8	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	-
<u>1937</u> - 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 .....	62.6	76.1	75.8	86.6	56.7	79.7	60.4	81.0	60.2	80.6	82.8	95.1
August .....	64.8	80.3	70.6	82.9	61.2	75.8	62.0	75.8	61.6	76.4	89.1	91.4
September .....	80.9	79.6	76.4	84.1	83.1	83.1	79.3	81.3	80.4	75.7	93.8	93.3
October .....	94.0	79.5	92.7	81.9	87.1	78.7	92.7	82.4	101.0	70.7	102.5	87.4
November .....	91.9	79.9	90.2	79.7	84.0	78.1	90.5	77.7	100.3	81.7	98.4	93.3
December .....	133.6	87.8	141.0	84.0	132.6	82.6	139.2	82.5	124.7	81.4	145.5	94.8
Yearly Average .....	79.4	-	81.8	-	77.5	-	79.2	-	78.5	-	90.6	-
<u>1938</u> - January .....	56.6	72.6	53.8	71.2	58.8	74.7	56.3	73.2	54.2	73.1	65.9	88.5
% Change, <u>January, 1938</u> <u>January, 1937</u> ..	- 1.0	-	- 7.6	-	+ 4.3	-	- 2.4	-	- 4.2	-	+ 4.8	-

(1) Adjusted for number of business days and seasonal variations.

(2) Adjusted for seasonal variations only.

Index Numbers of Grocery and Meat Store Sales in Canada by Provinces(x)

(Base - Average for 1930 = 100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>1935</u>							
January .....	71.7	74.8	74.5	67.9	50.3	69.8	73.6
February .....	67.6	74.7	71.0	67.1	51.6	67.3	69.7
March .....	75.2	87.5	83.4	77.4	61.1	80.5	81.5
April .....	73.9	76.9	75.6	71.2	57.6	72.8	74.7
May .....	74.8	78.3	76.1	77.1	61.8	78.9	79.2
June .....	71.4	76.8	76.8	82.3	68.0	84.9	85.5
July .....	69.9	65.2	69.5	74.6	63.8	83.0	77.8
August .....	71.5	70.7	76.4	84.0	77.8	96.5	84.0
September .....	69.6	67.5	71.4	73.3	76.3	90.3	72.0
October .....	77.3	77.7	76.7	78.3	80.5	97.4	79.7
November .....	75.4	84.3	83.0	79.5	70.6	94.7	83.7
December .....	80.3	81.2	81.2	80.4	68.0	95.5	84.2
Yearly Average ...	73.2	76.3	76.3	76.1	65.6	84.3	78.8
<u>1936</u>							
January .....	75.2	83.3	79.5	72.3	54.3	80.6	77.2
February .....	74.2	83.5	80.9	75.0	57.4	85.4	78.9
March .....	74.8	83.4	78.4	73.1	57.5	84.3	75.1
April .....	73.8	77.9	78.1	74.9	59.1	85.5	76.3
May .....	79.3	83.1	83.6	84.7	66.5	94.2	80.2
June .....	74.1	76.6	76.5	85.5	67.9	91.6	78.8
July .....	74.2	71.1	78.4	83.2	70.5	93.0	79.6
August .....	74.8	68.3	79.0	85.2	81.3	95.8	84.0
September .....	74.9	69.6	77.8	84.2	90.4	101.1	80.4
October .....	83.4	82.1	88.1	88.9	84.9	97.6	86.0
November .....	73.4	72.9	77.7	75.4	61.6	84.2	84.6
December .....	88.4	85.1	93.7	83.9	79.2	105.4	106.2
Yearly Average ...	76.7	78.1	81.0	80.5	69.2	91.6	82.3
<u>1937</u>							
January .....	79.8	81.4	86.3	74.4	62.0	79.8	86.4
February .....	74.4	76.6	78.9	71.3	57.4	84.5	83.4
March .....	82.5	85.2	86.6	83.4	65.4	94.2	92.7
April .....	84.5	86.2	88.3	87.3	69.8	116.2	94.7
May .....	87.1	87.4	90.1	95.8	74.4	104.4	98.3
June .....	83.4	82.9	85.2	92.3	78.7	106.7	95.6
July .....	87.9	79.3	91.3	96.9	91.5	121.3	99.1
August .....	75.3	66.7	76.2	86.3	83.0	113.3	92.3
September .....	84.8	79.3	87.2	92.2	89.6	123.7	93.3
October .....	91.1	87.1	95.4	92.0	89.7	121.1	99.2
November .....	82.2	79.0	87.4	78.4	69.9	107.2	90.9
December .....	102.4	97.6	109.0	93.9	87.3	130.4	116.6
Yearly Average ...	84.6	82.4	88.5	87.0	76.6	108.6	95.2
<u>1938</u>							
January .....	77.1	78.9	84.6	62.3	55.8	86.9	76.8
% Change, January, 1938 .....	- 3.4	- 3.1	- 2.0	-16.3	-10.0	+ 8.9	-11.1
January, 1937							

(x)

Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.

Index Numbers of Hardware Store Sales in Canada by Economic Divisions

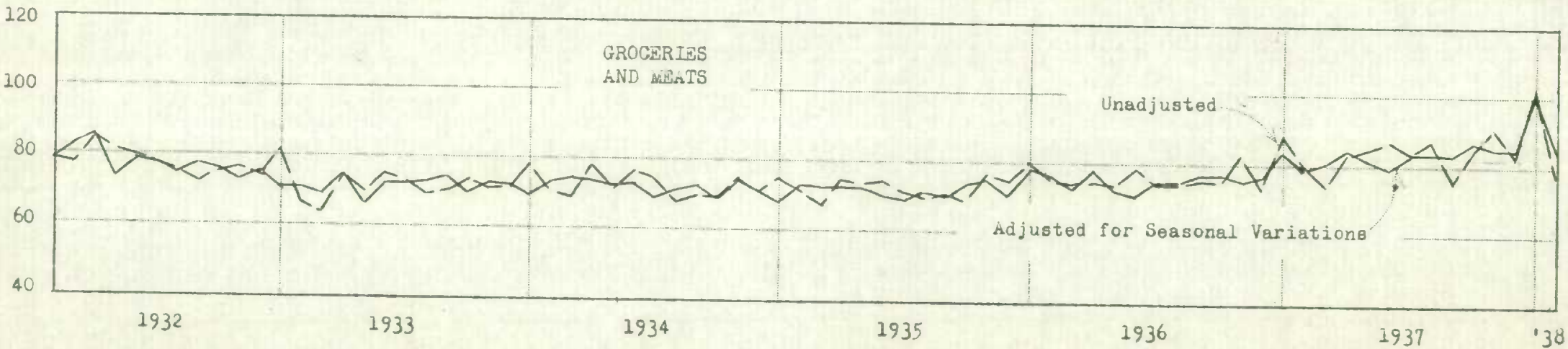
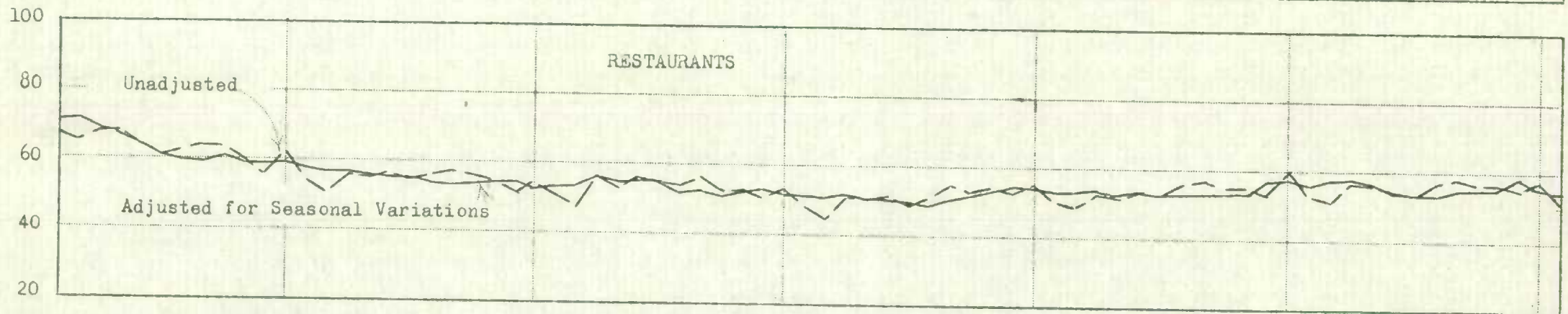
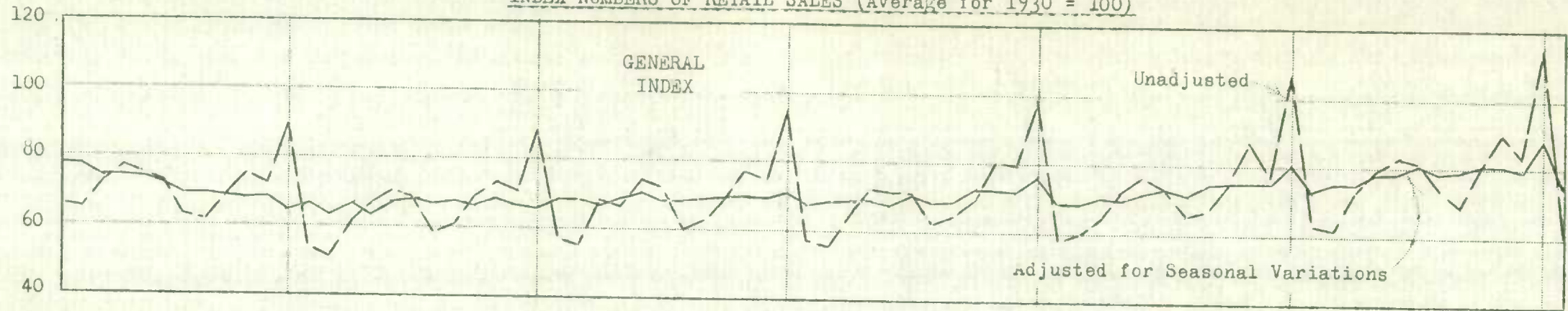
(Base - Average for 1930 = 100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA (9 Firms)	Maritime Provinces (11 Firms)	Quebec (17 Firms)	Ontario (21 Firms)	Prairie Provinces (33 Firms)	British Columbia (12 Firms)
<u>1935</u>						
January .....	39.1	36.0	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	75.0	88.8
June .....	82.6	83.4	71.3	95.9	73.5	83.5
July .....	78.1	86.0	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 .....	36.3	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	70.0	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	76.9	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 .....	96.5	118.4	85.0	108.0	77.5	126.0
August .....	90.8	95.4	86.3	95.0	79.6	111.1
September .....	102.8	114.5	92.0	106.0	94.9	125.0
October .....	96.7	117.5	79.6	99.5	90.9	131.0
November .....	83.4	102.9	67.0	83.4	81.0	116.5
December .....	92.1	111.2	66.6	96.5	93.7	118.5
Yearly Average	85.2	93.7	73.8	90.2	77.2	112.5
<u>1938</u>						
January .....	51.1	57.6	39.7	61.3	42.9	63.8
% Change, January, 1938 January, 1937	+15.1	+21.5	+14.7	+18.8	+10.6	+ 2.6



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



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