

63 005

DOMINION BUREAU  
OF STATISTICS  
APR 6 1938  
PROPERTY OF THE  
LIBRARY.

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

Vol. 8

No. 2

RETAIL SALES

IN

CANADA

FEBRUARY 1938

-----+ +-----

Published by Authority of the HON. W.D. EULER, M.P.  
Minister of Trade and Commerce.

+ + +

OTTAWA

1938

Price \$1 a year

Table of Contents

	<u>Page</u>
1. Summary of Retail Sales in Canada.....	1 - 3
2. Corresponding-Month Comparison of Retail Sales in Canada by Kinds of Business.....	3
3. Index Numbers of Retail Sales in Canada (Unadjusted and Adjusted for Seasonal Variations).....	4 - 6
(a) Boot and Shoe Stores	
(b) Candy Stores	
(c) Men's Clothing Stores	
(d) Women's Clothing Stores	
(e) Department Stores	
(f) Drug Stores	
(g) Dyeing and Cleaning Establishments	
(h) Furniture Stores	
(i) Grocery and Meat Stores	
(j) Hardware Stores	
(k) Music and Radio Stores	
(l) Restaurants	
(m) Variety Stores	
4. Index Numbers of Men's Clothing Store Sales by Provinces (Unadjusted for Seasonal Variations).....	7
5. Index Numbers of Women's Clothing Store Sales by Provinces (Unadjusted for Seasonal Variations).....	8
6. Department Store Sales in Canada by Selected Departments, February, 1937, and February, 1938.....	9
7. Index Numbers of Department Store Sales by Provinces (Unadjusted for Seasonal Variations).....	10
8. Index Numbers of Grocery and Meat Store Sales by Provinces (Unadjusted for Seasonal Variations).....	11
9. Index Numbers of Hardware Store Sales by Provinces (Unadjusted for Seasonal Variations).....	12
10. Index Numbers of Music and Radio Store Sales by Provinces (Unadjusted for Seasonal Variations).....	13
11. Index Numbers of Variety Store Sales by Provinces (Unadjusted for Seasonal Variations).....	14
12. Charts.....	15
Chart No. 1 - General Index of Retail Sales in Canada.	
Chart No. 2 - Index of Drug Store Sales in Canada.	

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

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)  
Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.

RETAIL SALES IN CANADA, FEBRUARY, 1938  
(Indexes of Value)

Dollar volume of retail sales averaged 1 per cent greater in February this year than last according to index numbers of retail sales compiled by the Internal Trade Branch of the Bureau of Statistics. The composite index for the 13 lines of business included in the survey stood at 62.1 for February, 1938, compared with 62.4 for January and 61.7 for February, 1937.

The slight decrease from January was contra-seasonal, the index, when adjusted for differences in number of business days and normal seasonal variations, declining to 76.1 for February compared with 78.2 for the preceding month. The gain in February this year compared with last partially offsets the 2 per cent decrease in the corresponding January comparison with the result that sales for the first two months of the current year were less than 1 per cent lower than for the same period in 1937.

Results for individual lines of business reveal substantial increases over February last year for two groups, declines for eight groups and changes of less than one per cent for three. Hardware store sales were up by 12 per cent and grocery and meat store sales were up by 7 per cent. Decreases below February a year ago were as follows: music and radio stores, 11 per cent; boot and shoe stores, 9 per cent; drug stores, 9 per cent; men's clothing stores, 7 per cent; furniture stores, 7 per cent; candy stores, 6 per cent; restaurants, 3 per cent; and department stores, 3 per cent. Minor changes from last year were reported for women's clothing, dyers and cleaners, and variety stores.

In an endeavour to provide current statistics of retail trade on a regional basis, the Bureau has extended its coverage of sales to include returns from a large number of independent retailers in addition to the departmental and chain firms whose figures originally formed the basis of these monthly indexes. Indexes on a provincial basis are completed for seven lines of business and the results are presented in this bulletin. Provincial data being available in most instances only since the beginning of 1936, it has been necessary to compute these regional indexes on the 1936 base.

The complete series of monthly indexes of retail sales since the inception of these statistics in 1929 will be published shortly in a special issue of this bulletin.

Index Numbers of Men's Clothing Store Sales by Provinces

The new series of index numbers of men's clothing sales (base average for 1936=100) has been computed from returns made by 355 firms. Provincial index numbers have been computed commencing with January, 1936.

During February, 1938, sales of men's clothing were higher for two provinces and lower for five provinces, with the result that the index for Canada declined 7 per cent. Manitoba figures were up 12 per cent and those for the Maritime Provinces, 11 per cent. The following declines were shown: Saskatchewan, 18 per cent; Ontario, 10 per cent; British Columbia, 6 per cent; Quebec, 3 per cent; and Alberta, 1 per cent.

The two-month comparison indicates increases over the first two months of 1937 for three provinces, decreases for four provinces and a drop of 3 per cent for the Canada total. A gain of 15 per cent was shown for Manitoba, 14 per cent for Alberta, and 8 per cent for the Maritime Provinces. Declines were noted of 15 per cent for Saskatchewan, 7 per cent for Ontario, 3 per cent of British Columbia, and less than one per cent for Quebec.

Index Numbers of Women's Clothing Store Sales in Canada by Provinces

Based on figures supplied by 234 firms, the new series of index numbers of sales of women's clothing is shown for each province from January, 1936, to date. The average for 1936 has been taken as 100.

During February, sales for the Dominion rose less than one per cent over February, 1937. Quebec gained 8 per cent; Alberta, 6 per cent; the Maritime Provinces, 5 per cent; and British Columbia, 1 per cent. Manitoba sales fell off 10 per cent; Saskatchewan, 8 per cent; and Ontario, 1 per cent.

Combined sales for January and February exceeded last year's figures by one per cent for Canada. Alberta reported the best improvement, 14 per cent. The Maritime Provinces advanced 7 per cent; Quebec, 6 per cent; British Columbia, 3 per cent; and Manitoba less than one per cent. Saskatchewan and Ontario sales were respectively 3 per cent and 2 per cent lower than a year ago.

#### Department Store Sales by Selected Departments

Sales of those stores which reported a breakdown by principal departments for February declined 1 per cent compared with February, 1937. Six out of the nineteen departments covered showed increases. The best improvement, 7 per cent, was noted for home furnishings. A 5 per cent advance was made by household appliances and electrical supplies. Two departments, women's dresses, coats and suits and girls' and infants' wear were up 3 per cent. Stationery, book and magazine sales exceeded last February by one per cent.

The following departments reported declines from February, 1937: food and kindred products, 2 per cent; furniture, 2 per cent; hardware and kitchen utensils, 2 per cent; hosiery and gloves, 2 per cent; total women's and children's apparel, 1 per cent; and smallwares, less than 1 per cent. Decreases were also noted for the following: radios, musical instruments and supplies, 13 per cent; shoes and other footwear, 7 per cent; millinery, 5 per cent; lingerie and corsets, 5 per cent; men's and boys' clothing, 4 per cent; piece goods, 4 per cent; and drugs and toilet articles, 3 per cent.

#### Index Numbers of Department Store Sales by Provinces

Gains for February over a year ago of 3 per cent for Quebec and 2 per cent for British Columbia were outweighed by declines of 8 per cent for the Prairie Provinces, 6 per cent for the Maritime Provinces, and 3 per cent for Ontario. Sales for Canada decreased 3 per cent during the month under review.

The two-month totals varied only slightly from the February comparison. Figures for January and February, 1938, were higher than 1937 by 4 per cent for Quebec and 3 per cent for British Columbia. Losses of 7 per cent for the Maritime Provinces, 6 per cent for the Prairie Provinces and 3 per cent for Ontario compared with a drop of 2 per cent for Canada as a whole.

#### Index Numbers of Grocery and Meat Store Sales by Provinces

February figures are 7 per cent above the same month a year ago for the Dominion as a whole. Best improvement was noted for Alberta, where an increase of 11 per cent was recorded. Ontario returns were up 8 per cent; Saskatchewan, 8 per cent; Quebec, 6 per cent; and British Columbia, 2 per cent. Grocery and meat store sales in Manitoba declined 3 per cent.

For the first two months of 1938 sales for Canada were up 2 per cent over a year ago. A sharp rise for Alberta with moderate increases for Ontario and Quebec offset declines for Manitoba, British Columbia and Saskatchewan.

#### Index Numbers of Hardware Store Sales by Provinces.

Hardware store sales for Canada advanced 13 per cent compared with February, 1937. Ontario sales gained 24 per cent; British Columbia, 19 per cent; the Maritime Provinces, 9 per cent; the Prairie Provinces, 8 per cent; while Quebec remained unchanged.

Combined figures for the first two months of 1938 indicated gains for every province over the same period a year ago. Percentage increases ranged from a low of 8 for British Columbia to a high of 21 for Ontario compared with 14 for Canada.

#### Index Numbers of Music and Radio Store Sales by Provinces

Index numbers of music and radio store sales by provinces appear for the first time in this issue. Figures based on 102 firms, including independent stores and chains, are shown commencing with January, 1936. The series is calculated on the basis of the average for 1936 as 100.

During February, music and radio sales in Canada were 11 per cent less than a year ago. Declines were noted for each province ranging from 2 per cent for Quebec to 20 per cent for the Prairie Provinces.

During the two-month period, January to February, sales in Canada fell off 5 per cent compared with the same two months last year. The Maritime Provinces showed a decrease of only one per cent, while sales in the Prairie Provinces were 12 per cent lower.

Index Numbers of Variety Store Sales by Provinces

Variety store sales for Canada declined less than one per cent during February compared with February, 1937. Substantial advances of 12 per cent and 10 per cent were made in Alberta and British Columbia respectively. Smaller gains were shown for Manitoba (4 per cent) and Quebec (2 per cent.). The following declines were recorded: Saskatchewan, 17 per cent; Ontario, 2 per cent; and the Maritime Provinces, less than one per cent.

Cumulative figures recorded a 1 per cent loss for Canada with five provinces showing advances, and two provinces reporting declines. Variety store sales for Alberta improved 15 per cent; British Columbia, 8 per cent; Manitoba, 7 per cent; Quebec, 1 per cent; and the Maritime Provinces, less than one per cent. Saskatchewan figures dropped 13 per cent while Ontario sales declined 4 per cent.

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

	January, 1938			February, 1938		
	+ or - p.c. compared with			+ or - p.c. compared with		
	Jan. 1930	Jan. 1937	Dec. 1937	Feb. 1930	Feb. 1937	Jan. 1938
General Index .....	-33.4	- 1.9	-45.7	-28.5	+ 0.6	- 0.5
Boots and Shoes .....	-32.9	+ 3.0	-64.9	-46.0	- 8.8	-12.6
Candy .....	-54.0	-10.0	-65.6	-48.0	- 5.6	+34.2
Men's Clothing .....	-30.6	- 0.7	-56.6	-39.2	- 6.7	-22.6
Women's Clothing .....	-41.1	+ 2.6	-53.3	-52.6	+ 0.2	-17.9
Departmental .....	-38.7	- 1.5	-57.8	-31.3	- 2.7	+ 1.1
Drugs .....	-23.6	- 2.9	-23.6	-28.2	- 8.6	- 9.1
Dyers and Cleaners .....	-33.1	- 0.6	-29.4	-26.5	- 0.8	+ 1.7
Furniture .....	-32.5	- 6.7	-44.9	-27.8	- 6.5	+16.8
Groceries and Meats .....	-25.5	- 0.5	-24.2	-15.6	+ 6.8	+ 2.9
Hardware .....	-29.6	+16.2	-44.0	-31.1	+12.3	- 8.0
Music and Radio .....	-55.3	+ 0.9	-39.7	-54.2	-10.7	-13.0
Restaurants .....	-51.1	- 3.4	-10.8	-48.1	- 2.8	- 3.5
Variety .....	-11.8	- 1.9	-67.9	-15.3	- 0.3	+ 3.5

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.

	General Index (961 Firms)			Boots and Shoes (17 Chains)			Candy (8 Chains)			Men's Clothing(a) (355 Firms)			Women's Clothing(b) (234 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
February, 1929 ...	91.4	97.6	112.2	81.2	86.3	134.8	99.5	107.9	117.3	119.9	127.5	205.6	74.1	78.7	115.7
February, 1930 ...	86.8	92.7	106.5	73.3	77.9	121.7	100.4	109.0	118.5	68.9	73.2	118.1	76.4	81.1	119.3
February, 1931 ...	77.1	82.3	94.6	59.7	63.5	99.1	74.3	80.6	87.6	49.1	52.2	84.2	53.7	57.0	83.8
February, 1932 ...	65.5	67.9	73.0	48.8	50.2	78.4	63.4	66.8	72.7	37.7	39.1	63.1	46.2	47.8	70.3
February, 1933 ...	51.9	55.4	63.7	39.2	41.6	65.0	51.5	55.8	60.6	28.0	29.8	48.1	39.4	41.8	61.5
February, 1934 ...	56.2	59.9	68.9	37.5	39.9	62.3	51.7	56.0	60.9	37.9	40.3	65.0	38.2	40.5	59.6
February, 1935 ...	56.5	60.3	69.3	36.4	38.7	60.4	55.6	60.3	65.5	39.6	42.1	67.8	39.4	41.8	61.5
February, 1936 ...	61.3	60.8	69.9	41.4	40.2	62.8	61.6	61.5	66.8	41.8	40.9	69.3	34.6	33.8	57.3
February, 1937 ...	61.7	65.9	75.7	43.4	46.2	72.1	55.3	60.0	65.2	44.9	47.7	75.7	36.1	38.4	65.0
February, 1938 ...	62.1	66.2	76.1	39.6	42.1	65.8	52.2	56.6	61.5	41.9	44.6	70.7	36.2	38.4	65.1
<u>1937</u>															
February .....	61.7	65.9	75.7	43.4	46.2	72.1	55.3	60.0	65.2	44.9	47.7	75.7	36.1	38.4	65.0
March.....	73.7	74.2	75.7	62.8	63.3	71.9	85.3	84.7	65.2	64.3	65.3	75.1	58.6	59.4	66.8
April.....	80.2	79.3	79.3	81.2	80.9	77.8	47.7	48.4	56.9	77.5	76.6	75.1	74.9	74.0	59.2
May.....	83.7	82.9	78.9	97.7	94.8	81.0	62.0	60.3	61.5	80.4	78.6	76.3	67.3	65.7	61.4
June.....	82.4	82.3	81.5	113.1	114.0	85.7	44.9	45.8	59.5	81.5	81.5	76.9	71.0	70.9	62.8
July.....	74.2	70.7	80.4	81.0	76.3	74.8	50.8	47.5	55.9	67.2	63.2	78.1	56.8	53.4	62.8
August.....	69.4	69.5	79.9	59.2	59.4	71.6	50.1	51.3	52.4	56.0	56.4	77.3	44.0	44.3	63.3
September.....	81.7	83.4	81.8	82.8	85.5	88.2	55.2	56.1	60.3	76.7	78.2	78.2	59.8	60.9	62.8
October.....	91.2	87.1	81.4	87.8	82.7	85.2	59.3	57.1	60.1	102.1	96.1	76.9	83.1	78.1	63.5
November.....	84.6	84.7	79.9	72.4	72.8	67.4	49.2	50.4	58.5	92.3	93.0	75.6	69.0	69.4	62.5
December.....	115.0	117.5	85.8	129.2	137.3	97.4	113.1	120.6	64.8	124.6	129.7	78.1	94.3	98.0	63.2
<u>1938</u>															
January.....	62.4	64.1	78.2	45.3	46.6	70.6	38.9	37.7	50.3	54.1	56.1	78.9	44.1	45.6	69.1
February.....	62.1	66.2	76.1	39.6	42.1	65.8	52.2	56.6	61.5	41.9	44.6	70.7	36.2	38.4	65.1

(a) Prior to 1936 based on sales of 16 chains. (b) Prior to 1936 based on sales of 13 chains

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(b) (34 Chains)		
	A	B	C (a)	A	B	C	A	B	C	A	B	C	A	B	C
February, 1929 ...	81.6	86.9	103.5	99.3	107.9	106.8	70.5	75.2	107.5	118.8	126.6	139.1	97.4	103.5	105.6
February, 1930 ...	83.0	88.4	105.2	96.2	104.5	103.4	66.7	71.1	101.6	88.4	94.1	103.4	96.8	102.9	105.0
February, 1931 ...	75.9	80.9	96.3	89.0	96.7	95.7	63.1	67.2	96.1	79.4	84.6	92.9	88.2	93.8	95.7
February, 1932 ...	62.1	63.8	75.9	84.0	88.7	87.8	49.3	50.4	72.0	61.3	62.9	69.9	77.9	81.1	82.7
February, 1933 ...	49.5	52.7	62.7	65.5	71.1	70.4	41.9	44.6	63.7	40.3	42.9	49.3	64.0	68.0	69.4
February, 1934 ...	54.9	58.5	69.7	64.8	70.3	69.6	49.1	52.3	74.7	48.6	51.7	62.3	68.6	72.9	74.4
February, 1935 ...	54.4	57.9	72.4	68.9	74.7	73.9	44.7	47.6	68.1	55.6	59.2	71.3	69.6	73.9	75.4
February, 1936 ...	57.8	58.4	73.0	73.7	75.3	74.6	48.8	49.9	71.3	59.0	59.1	71.1	79.0	76.2	77.8
February, 1937 ...	58.6	62.4	78.1	75.6	82.0	81.1	49.4	52.6	75.1	68.2	72.5	87.4	76.5	81.2	82.9
February, 1938 ...	57.0	60.7	75.9	69.1	74.9	74.2	49.0	52.2	74.6	63.8	67.9	81.9	81.7	86.8	88.6
<u>1937</u>															
February .....	58.6	62.4	78.1	75.6	82.0	81.1	49.4	52.6	75.1	68.2	72.5	87.4	76.5	81.2	82.9
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	84.7	87.0	87.0
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	87.2	86.1	83.6
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	89.1	86.0	83.5
June.....	80.5	79.8	77.5	77.6	78.5	77.8	109.4	107.5	96.9	93.3	92.3	93.3	85.3	86.0	86.0
July.....	62.6	60.9	80.1	80.3	76.7	79.0	81.6	80.2	81.8	75.1	72.7	93.2	89.8	83.6	85.3
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	77.0	78.2	85.0
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	86.8	88.4	88.4
October.....	94.0	91.4	79.5	84.8	82.6	83.4	79.3	77.9	70.2	103.8	100.4	89.7	93.2	86.7	86.7
November.....	91.9	91.1	79.9	76.9	78.3	78.3	66.2	65.0	72.3	93.7	92.8	91.5	84.2	85.5	86.3
December.....	133.7	133.5	83.4	99.5	97.1	85.2	68.3	67.1	87.2	99.1	100.5	90.5	104.8	110.8	99.8
<u>1938</u>															
January.....	56.4	57.9	78.2	76.0	74.7	77.8	48.2	49.2	69.3	54.6	56.0	84.8	79.4	82.6	86.0
February.....	57.0	60.7	75.9	69.1	74.9	74.2	49.0	52.2	74.6	63.8	67.9	81.9	81.7	86.8	88.6

(a) Revised from January, 1935 to allow for changes in seasonal adjustment factors.

(b) Entire series revised from January, 1935 to allow for change in method of calculation.

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 (a) (102 Firms)			Restaurants (12 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C (b)
February, 1929 ...	77.2	82.4	121.2	132.5	141.4	162.6	101.6	110.4	115.0	83.5	88.8	120.0
February, 1930 ...	68.8	73.4	108.0	89.6	95.6	109.9	95.0	103.2	107.5	73.9	78.6	106.2
February, 1931 ...	59.9	63.9	95.4	82.3	87.8	100.9	80.1	87.0	90.7	69.5	73.9	99.9
February, 1932 ...	52.0	53.3	80.8	50.2	51.4	59.1	65.8	69.0	71.9	64.0	66.2	89.5
February, 1933 ...	30.9	33.0	52.4	24.9	26.6	30.5	50.5	54.8	57.1	55.7	59.2	80.1
February, 1934 ...	35.5	37.9	63.2	31.4	33.6	38.6	47.7	51.9	54.0	55.5	59.1	79.9
February, 1935 ...	37.3	39.8	68.7	36.1	38.6	44.4	44.9	48.7	50.8	57.7	61.5	85.4
February, 1936 ...	38.3	39.1	69.9	39.5	40.5	51.3	49.0	50.8	53.0	60.8	59.1	82.0
February, 1937 ...	42.2	44.9	80.2	45.9	49.1	62.2	50.7	55.1	57.3	62.8	66.9	92.9
February, 1938 ...	47.4	50.4	90.1	41.0	43.9	55.5	49.3	53.5	55.8	69.6	66.7	92.6
<u>1937</u>												
February.....	42.2	44.9	80.2	45.9	49.1	62.2	50.7	55.1	57.3	62.8	66.9	92.9
March.....	61.4	60.3	86.2	51.0	50.3	62.1	57.1	56.1	57.8	79.6	80.4	96.9
April.....	92.1	90.4	87.0	57.5	56.7	61.0	56.2	56.7	56.2	80.1	73.9	89.8
May.....	113.5	115.8	85.2	67.8	69.6	61.0	54.2	53.4	53.4	98.7	95.9	95.9
June.....	106.0	104.1	87.5	58.6	57.8	63.6	53.4	54.2	53.6	100.5	101.1	98.2
July.....	96.5	94.7	86.1	48.1	47.5	60.9	56.7	55.0	53.4	101.7	95.9	95.9
August.....	90.8	89.2	86.6	47.9	47.3	61.4	58.4	58.1	54.8	85.2	85.7	93.1
September.....	102.8	104.9	87.4	68.8	70.7	59.4	56.8	57.6	54.9	89.8	92.5	95.4
October.....	96.7	95.0	82.6	73.2	72.3	57.4	56.3	55.3	55.3	102.3	96.6	96.6
November.....	83.4	81.8	81.8	71.7	70.8	56.6	55.2	55.9	58.3	94.5	95.0	94.1
December.....	92.1	90.5	80.8	78.1	77.1	55.9	57.3	56.1	55.0	188.2	200.4	100.2
<u>1938</u>												
January.....	51.6	52.7	95.7	47.1	48.4	61.2	51.1	50.3	54.0	60.5	62.6	99.3
February.....	47.4	50.4	90.1	41.0	43.9	55.5	49.3	53.5	55.8	69.6	66.7	92.6

(a) Prior to 1936 based on sales of 9 chains. (b) Revised from Jan. 1935 to allow for changes in seasonal adjustment factors.







DEPARTMENTAL STORE SALES IN CANADA BY SELECTED DEPARTMENTS (x)

February, 1937, and February, 1938

	February, 1937	February, 1938	% Change, 1938/37
TOTAL SALES, ALL DEPARTMENTS.....	\$ 14,090,023	\$ 13,905,811	-1.3
1. Women's dresses, coats and suits .....	1,016,889	1,041,935	+2.5
2. Girls' and infants' wear .....	304,256	311,969	+2.5
3. Hosiery and gloves.....	531,211	522,136	-1.7
4. Lingerie and corsets.....	641,272	612,130	-4.5
5. Millinery .....	121,949	115,562	-5.2
6. Women's and children's apparel - (Total 1 - 5) .....	2,615,577	2,603,732	-0.5
7. Men's and boys' clothing and furnishings.....	1,280,281	1,224,826	-4.3
8. Drugs and toilet articles and preparations...	573,011	558,192	-2.6
9. Piece goods.....	1,374,037	1,317,312	-4.1
10. Smallwares .....	591,392	589,440	-0.3
11. Food and kindred products.....	1,698,002	1,659,691	-2.3
12. Furniture (including mattresses, springs)....	1,224,597	1,196,434	-2.3
13. Home furnishings.....	1,065,295	1,139,524	+7.0
14. Household appliances and electrical supplies.	335,739	353,575	+5.3
15. Hardware and kitchen utensils.....	507,284	498,509	-1.7
16. Radios, musical instruments and supplies.....	290,297	253,177	-12.8
17. Shoes and other footwear.....	799,444	743,418	-7.0
18. Stationery, books and magazines.....	259,242	260,778	+0.6
19. All other departments, total.....	1,475,825	1,507,203	+2.1

(x) Based on sales of 18 firms.

Index Numbers of Department Store Sales in Canada by Provinces.

(Average for 1936=100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
<u>1935</u>						
January .....	71.8	70.9	72.4	73.5	71.3	67.8
February .....	72.3	69.0	69.3	72.7	74.6	71.7
March .....	81.7	74.2	84.2	83.5	78.7	83.0
April .....	96.6	92.4	103.3	93.4	92.6	93.3
May .....	93.7	99.5	98.3	94.7	90.7	89.0
June .....	95.9	103.4	99.9	93.6	90.5	90.1
July .....	73.2	85.0	68.0	71.2	72.7	81.0
August .....	80.5	84.1	75.9	77.7	79.0	95.2
September .....	95.1	83.1	95.5	95.9	95.2	95.3
October .....	116.3	111.5	104.2	107.8	138.4	112.5
November .....	117.7	114.8	106.4	116.1	132.2	107.7
December .....	153.1	163.3	154.6	162.6	147.4	146.0
Yearly Average .....	95.8	95.4	93.3	96.1	96.9	94.4
<u>1936</u>						
January .....	71.4	71.6	71.5	71.8	71.0	71.5
February .....	76.9	74.1	76.6	77.7	76.0	78.2
March .....	83.3	79.4	87.4	83.8	80.3	84.5
April .....	95.9	91.8	99.0	96.2	94.4	96.7
May .....	99.5	102.1	104.3	100.3	95.6	98.1
June .....	97.6	106.6	103.6	99.5	90.4	95.4
July .....	75.6	88.1	69.9	75.3	73.9	88.7
August .....	83.3	85.1	83.0	81.8	80.7	96.5
September .....	104.7	93.8	103.9	99.1	116.0	103.8
October .....	125.1	116.5	118.0	118.0	146.8	121.0
November .....	114.2	114.3	111.5	119.0	114.2	103.5
December .....	159.9	175.6	171.6	177.5	160.6	162.0
Yearly Average .....	100.0	100.0	100.0	100.0	100.0	100.0
<u>1937</u>						
January .....	76.2	77.2	80.4	77.0	73.2	74.4
February .....	78.0	73.4	79.2	79.3	76.1	78.9
March .....	94.3	87.4	99.7	93.5	91.4	99.4
April .....	103.2	99.7	110.6	104.1	99.2	101.5
May .....	106.3	118.9	118.7	104.9	99.5	103.5
June .....	107.2	119.9	119.2	119.3	94.3	104.7
July .....	85.4	100.6	80.8	80.5	77.8	98.0
August .....	86.3	93.7	87.3	82.7	79.7	105.4
September .....	107.7	101.4	118.5	105.9	103.9	111.0
October .....	125.2	123.0	124.1	123.7	130.5	121.2
November .....	122.3	119.8	119.7	120.7	129.6	116.4
December .....	178.0	186.9	189.0	185.8	161.2	172.2
Yearly Average .....	105.7	108.5	110.5	105.7	101.4	107.2
<u>1938</u>						
January .....	75.0	71.1	84.4	74.6	69.6	77.9
February .....	75.9	68.8	81.3	77.2	70.1	80.5
<u>% Change,</u>						
February, 1938 .....	-2.7	-6.3	+2.7	-.26	-7.9	+2.0
February, 1937 .....						
<u>% Change</u>						
Jan.-Feb., 1938 .....	-2.1	-2.1	+3.8	-2.9	-6.4	+3.3
Jan.-Feb., 1937 .....						

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

(Base - Average for 1936 = 100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>1935</u>							
January.....	90.5	95.8	91.9	84.4	72.7	76.2	89.5
February.....	87.8	95.7	87.7	83.3	74.6	73.5	84.8
March.....	103.0	112.1	102.9	96.1	88.2	88.0	99.1
April.....	93.0	98.5	93.3	88.5	83.2	79.6	90.8
May.....	95.3	100.3	94.0	95.7	89.2	86.2	96.2
June.....	97.0	98.4	94.9	102.2	98.2	92.7	103.9
July.....	87.2	83.6	85.9	92.7	92.1	90.6	94.6
August.....	96.3	90.6	94.3	104.3	112.4	105.4	102.1
September.....	89.6	86.5	88.2	91.0	110.3	98.7	87.5
October.....	97.7	99.6	94.7	97.3	116.4	106.4	96.8
November.....	103.5	108.0	102.5	98.7	102.0	103.5	101.8
December.....	101.4	104.0	100.2	99.9	98.3	104.4	102.4
Yearly Average..	95.2	97.8	94.2	94.5	94.8	92.1	95.8
<u>1936</u>							
January.....	97.7	106.7	98.2	89.8	78.4	88.1	93.9
February.....	99.6	107.0	99.9	93.1	82.9	93.3	95.9
March.....	97.4	106.9	96.9	90.7	83.1	92.1	91.3
April.....	96.0	99.8	96.5	93.0	85.3	93.4	92.7
May.....	103.2	106.4	103.2	105.1	96.1	102.9	97.4
June.....	96.5	98.1	94.5	106.2	98.1	100.0	95.8
July.....	96.4	91.0	96.8	103.3	101.9	101.6	96.7
August.....	97.5	87.5	97.6	105.8	117.4	104.6	102.1
September.....	97.3	89.1	96.0	104.6	130.7	110.4	97.7
October.....	108.2	105.1	108.8	110.3	122.6	106.6	104.5
November.....	95.3	93.4	96.0	93.6	89.0	92.0	102.9
December.....	114.8	109.0	115.7	104.2	114.4	115.1	129.1
Yearly Average..	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>1937</u>							
January.....	103.4	104.3	106.5	92.5	89.5	87.1	105.0
February.....	96.4	98.1	97.5	88.5	82.9	92.3	101.4
March.....	106.8	109.1	106.9	103.6	94.5	102.9	112.7
April.....	109.9	110.4	109.0	108.4	100.9	126.9	115.1
May.....	112.4	111.9	111.3	118.9	107.4	114.0	119.4
June.....	107.6	106.2	105.2	114.6	113.7	116.6	116.2
July.....	113.3	101.6	112.8	120.3	132.2	132.6	120.4
August.....	97.1	85.4	94.2	107.1	119.9	123.8	112.2
September.....	109.4	101.5	107.7	114.5	129.5	135.1	113.4
October.....	117.6	111.6	117.8	114.2	129.6	132.3	120.6
November.....	106.2	101.3	108.0	97.4	101.0	117.1	110.5
December.....	132.2	125.0	134.7	116.5	126.2	142.4	141.7
Yearly Average..	109.4	105.5	109.3	108.0	110.6	118.6	115.7
<u>1938</u>							
January.....	100.1	101.5	104.6	78.7	80.9	93.9	95.1
February.....	103.1	104.0	105.7	85.5	89.1	102.5	103.3
% Change, February, 1938 February, 1937	7.0	+6.0	+8.4	-3.4	+7.5	+11.1	+1.9
% Change, Jan.-Feb., 1937 Jan.-Feb., 1936	+1.7	+1.5	+3.1	-9.3	-1.4	+9.5	-3.9

(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 1933 = 100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA (94 Firms)	Maritime Provinces (11 Firms)	Quebec (17 Firms)	Ontario (21 Firms)	Prairie Provinces (33 Firms)	British Columbia (12 Firms)
<u>1935</u>						
January.....	51.4	49.7	51.3	53.3	49.6	52.6
February....	49.0	45.8	52.1	46.9	49.3	55.2
March.....	64.9	53.2	71.3	65.5	60.8	81.1
April.....	96.8	98.7	123.1	91.9	89.7	85.0
May.....	122.1	124.0	166.9	121.2	103.8	95.1
June.....	108.4	109.1	117.6	114.2	100.7	89.4
July.....	102.5	115.1	118.3	104.3	93.6	79.4
August.....	102.6	106.2	120.6	97.6	105.0	91.4
September...	105.7	105.8	119.9	92.8	113.2	97.7
October.....	113.3	119.5	109.2	99.4	129.4	110.4
November....	95.1	104.0	93.3	85.5	103.2	102.2
December....	104.5	110.9	92.8	96.9	114.0	124.1
Yearly Average	93.0	95.2	103.0	88.7	92.7	88.6
<u>1936</u>						
January.....	51.2	54.7	48.5	50.0	51.7	59.6
February....	50.3	42.9	55.9	46.3	52.1	53.0
March.....	69.5	66.3	78.6	62.7	69.1	81.0
April.....	100.3	108.0	109.0	96.0	96.6	103.2
May.....	131.8	121.6	148.4	139.0	118.8	114.0
June.....	120.5	126.5	119.8	132.9	109.5	103.5
July.....	109.3	116.9	107.2	120.1	99.1	99.6
August.....	108.3	111.0	116.7	105.7	106.8	99.1
September...	117.2	104.1	118.1	110.7	126.3	120.3
October.....	124.2	115.6	109.4	124.1	135.9	126.2
November....	104.0	113.6	97.4	100.1	108.0	115.5
December....	113.4	118.7	91.0	112.3	126.2	125.0
Yearly Average	100.0	100.0	100.0	100.0	100.0	100.0
<u>1937</u>						
January.....	53.3	61.9	57.1	61.5	53.1	66.6
February....	55.4	59.0	64.0	51.3	53.4	55.9
March.....	80.7	78.1	90.2	75.5	75.7	105.3
April.....	121.0	123.3	137.8	105.2	122.3	143.1
May.....	149.0	143.1	178.0	145.8	132.6	156.3
June.....	139.2	142.3	147.2	148.6	122.7	138.5
July.....	126.7	154.7	140.2	128.7	106.1	134.9
August.....	119.2	124.7	142.2	113.1	109.0	119.0
September...	135.0	149.7	151.7	126.2	130.0	133.9
October.....	127.0	153.6	131.2	118.5	124.5	140.2
November....	109.5	134.5	110.5	99.3	110.8	124.7
December....	121.0	145.4	109.9	114.9	128.3	128.5
Yearly Average	111.8	122.5	121.7	107.4	105.7	120.6
<u>1938</u>						
January.....	67.7	73.8	69.7	73.0	58.7	65.2
February....	62.5	64.3	64.0	63.6	57.4	66.5
% Change, February, 1938 February, 1937	+12.5	+9.0	unchanged	+24.0	+7.5	+19.0
% Change, Jan.-Feb., 1938 Jan.-Feb., 1937	+14.3	+14.2	+10.4	+21.1	+9.0	+7.5

Index Numbers of Music and Radio Store Sales in Canada by Provinces

(Base - Average for 1936 = 100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
<u>1936</u>						
January.....	79.7	89.2	78.8	81.4	70.4	87.5
February.....	72.8	75.0	78.6	72.0	64.7	73.0
March.....	78.6	70.6	83.7	77.3	72.6	82.0
April.....	88.0	80.0	90.4	89.7	85.6	79.8
May.....	107.9	92.7	109.8	112.1	96.2	106.1
June.....	85.3	87.4	85.0	88.0	76.7	86.9
July.....	77.4	77.5	78.7	80.3	71.7	70.9
August.....	75.9	73.4	71.6	72.6	92.8	75.6
September.....	116.3	107.1	102.9	120.2	127.0	119.5
October.....	138.5	158.1	131.8	133.0	159.1	143.8
November.....	129.7	139.0	130.2	123.8	149.9	121.9
December.....	149.8	149.9	158.4	149.7	133.2	153.1
Yearly Average	100.0	100.0	100.0	100.0	100.0	100.0
<u>1937</u>						
January.....	86.2	87.3	92.9	87.6	72.5	84.1
February.....	84.8	79.8	89.0	85.5	74.8	86.8
March.....	94.1	82.2	101.5	94.0	87.5	88.9
April.....	106.0	78.4	111.9	106.7	99.1	104.7
May.....	125.0	95.3	143.6	126.8	113.2	96.8
June.....	108.1	73.8	103.6	120.0	94.2	96.7
July.....	88.8	76.6	88.4	98.1	69.2	81.5
August.....	88.4	71.2	90.3	89.4	91.0	80.2
September.....	127.0	94.6	140.3	127.2	123.3	106.9
October.....	135.1	144.5	154.0	126.9	144.4	110.0
November.....	132.4	129.0	150.3	131.0	121.9	111.3
December.....	144.1	170.2	162.8	140.3	116.5	150.6
Yearly Average	110.0	98.6	119.1	111.1	100.6	99.9
<u>1938</u>						
January.....	87.0	91.7	88.5	92.9	70.2	81.2
February.....	75.7	74.4	87.0	74.5	60.1	73.4
% Change,						
February, 1938	-10.7	-6.8	-2.2	-12.9	-19.7	-15.4
February, 1937						
% Change,						
Jan.-Feb., 1938	-4.9	-0.6	-3.5	-3.3	-11.5	-9.5
Jan.-Feb., 1937						

Index Numbers of Variety Store Sales in Canada by Economic Divisions

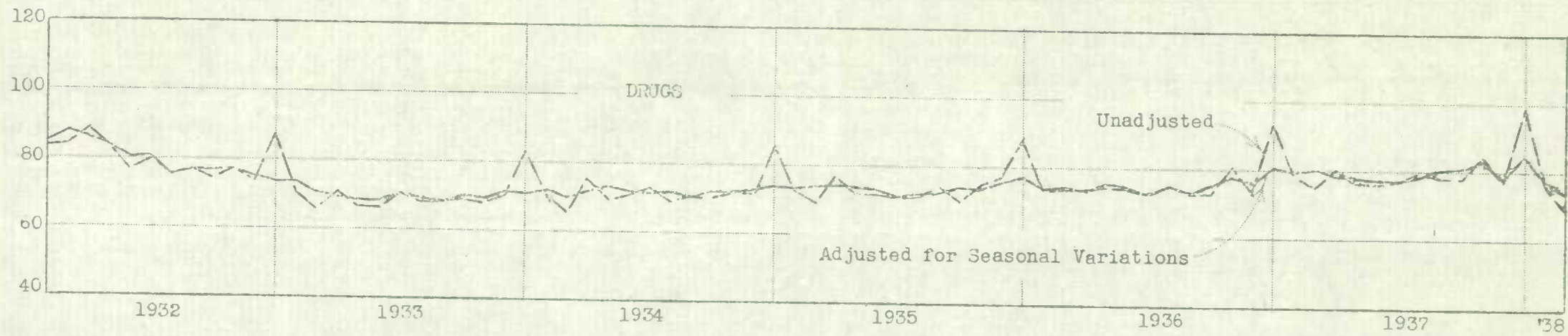
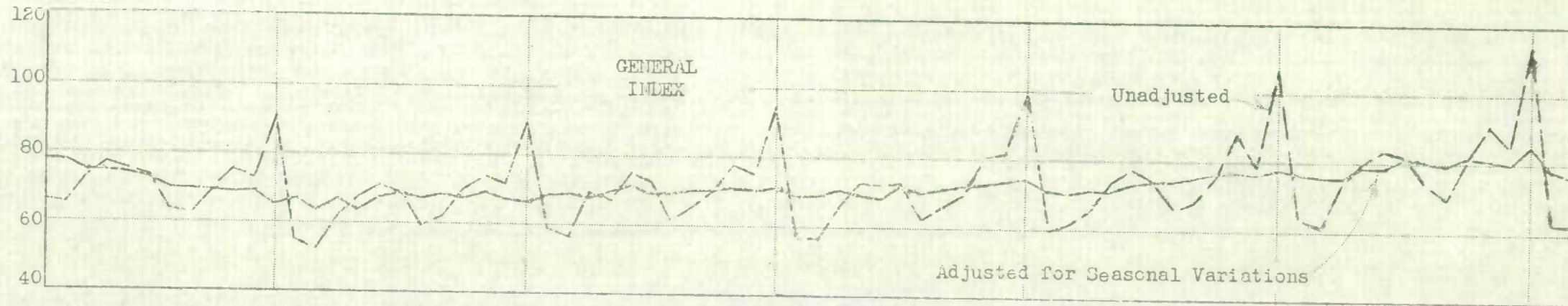
(Base - Average for 1936 = 100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<b>1935</b>								
January ....	59.1	54.9	59.5	62.0	53.8	48.4	57.7	55.3
February ...	64.2	58.1	64.6	65.2	62.0	59.5	71.0	65.4
March .....	75.0	70.5	75.0	79.0	66.2	60.0	76.3	69.8
April .....	86.6	80.6	87.9	89.1	87.0	74.4	84.6	81.3
May .....	88.4	83.6	96.4	89.1	87.9	73.7	82.4	79.0
June .....	98.5	99.0	110.0	98.8	100.8	85.7	84.9	82.6
July .....	92.0	97.2	94.8	89.5	96.6	96.0	86.6	85.5
August .....	93.0	98.3	96.1	92.4	86.6	87.9	93.2	91.3
September ..	86.6	86.6	90.5	85.9	85.3	86.7	86.7	81.9
October ....	100.4	98.8	100.7	99.8	104.4	128.0	105.3	86.6
November ...	101.4	99.1	98.7	104.7	101.0	99.1	107.2	94.2
December ...	182.3	190.9	166.1	186.3	177.1	176.9	192.1	192.0
Yearly Average ..	94.0	93.1	95.0	95.2	92.4	89.7	94.0	88.7
<b>1936</b>								
January ....	59.4	53.5	58.1	61.5	51.9	50.6	64.9	61.6
February ...	67.6	62.3	70.4	68.9	57.3	58.7	67.6	68.7
March .....	72.3	64.5	72.3	74.4	67.4	63.3	77.0	72.0
April .....	89.4	82.4	92.3	90.2	89.8	79.0	91.5	88.6
May .....	101.4	93.9	110.1	102.3	103.7	90.8	91.8	89.2
June .....	103.4	104.1	113.2	101.7	106.4	95.7	92.6	93.0
July .....	98.7	103.9	98.9	96.6	101.0	99.8	102.5	99.7
August .....	96.8	104.9	97.6	94.4	94.8	94.9	93.3	102.8
September ..	95.0	97.5	96.2	91.8	104.8	112.0	94.6	93.3
October ....	111.9	113.8	109.9	111.5	119.3	131.5	117.8	102.3
November ...	100.6	101.5	96.3	100.4	102.3	120.4	108.4	100.0
December ...	203.3	217.8	184.9	206.3	201.3	203.4	198.1	228.8
Yearly Average ..	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>1937</b>								
January ....	68.6	65.9	69.7	71.1	59.3	57.7	64.2	67.6
February ...	69.8	65.2	71.2	71.1	63.1	68.0	69.1	70.6
March .....	88.5	83.6	89.9	89.3	84.2	81.9	91.5	93.1
April .....	89.0	83.1	94.3	88.3	87.6	84.5	95.5	89.3
May .....	109.7	111.3	124.0	108.3	106.8	103.3	101.2	100.6
June .....	111.7	111.6	122.6	110.3	116.5	104.0	98.6	103.2
July .....	113.1	124.6	116.8	111.5	113.1	99.0	110.6	111.8
August .....	94.7	108.6	97.7	91.6	88.9	79.7	94.9	104.7
September ..	99.8	107.1	104.5	96.8	110.7	89.9	99.4	102.1
October ....	113.9	119.7	115.6	113.7	125.1	103.6	118.7	105.6
November ...	105.0	113.0	101.3	105.0	109.7	94.1	121.2	105.6
December ...	209.2	242.7	194.4	211.3	202.4	167.9	212.4	234.8
Yearly Average ..	106.1	111.4	108.5	105.7	105.6	94.5	106.4	107.4
<b>1938</b>								
January ....	67.2	66.2	69.3	67.1	64.9	52.8	76.4	71.8
February ...	69.6	65.0	72.3	69.5	65.9	56.5	77.2	77.8
% Change, February, 1938 February, 1937	-0.3	-0.3	+1.5	-2.3	+4.4	-16.9	+11.7	+10.2
% Change, Jan.-Feb., 1938 Jan.-Feb., 1937	-1.2	+0.1	+0.5	-3.9	+6.9	-13.0	+15.2	+8.2



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



STATISTICS CANADA LIBRARY  
BIBLIOTHEQUE STATISTIQUE CANADA



1010736152