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CHANGES IN THE VALUE OF RETAIL SALES, NOVEMBER, 1935

The index of the value of retail sales in Canada for November, 1935 (corrected for number of business days and normal seasonal variations) was 72.2, as compared with 73.1 for October and 72.5 for September of this year (base, 1930 = 100). The November index, while slightly below the October and September figures, shows an improvement of 3.3 per cent over the level of retail trade in November, 1934, when the index stood at 69.9. It also shows an improvement of 7.8 per cent over the November, 1933, figure, 67.0.

This bulletin is the first of a new monthly series on retail sales and includes, in addition to a continuation of the figures previously published, supplementary sets of indexes corrected for differences in the number of business days in the various months and for normal seasonal variations. Three sets of index numbers are shown for each sub-group in the attached tables. The first set, under Column A, is a continuation of the series previously published. In Column B the original index numbers have been corrected for differences in the number of business days in the various months, while, in Column C, the indexes have been further corrected for the usual seasonal movements.

These figures are released by the Dominion Bureau of Statistics and are based on returns made by 169 chains, comprising over 3,300 stores, and 37 departmental establishments.

The percentage changes in value of sales shown below are based upon the indexes corrected for number of business days and for seasonal variations. Ten of the thirteen groups show an improvement in November, 1935, over the corresponding month in 1934, while three groups registered declines. On comparing November with October of this year improvements were registered by 8 groups and declines by five groups.

| | <u>Percentage Change</u> | |
|---------------------|--------------------------------|--------------------------------|
| | <u>Nov., 1935 - Nov., 1934</u> | <u>Nov., 1935 - Oct., 1935</u> |
| Boots and shoes | + 6.8 | - 2.5 |
| Candy | + 1.2 | - 2.0 |
| Men's clothing | + 3.2 | + 2.0 |
| Women's clothing | - 4.0 | - 1.4 |
| Departmental | + 4.5 | + 2.2 |
| Drugs | + 6.0 | + 3.9 |
| Dyers and cleaners | - 6.8 | + 9.4 |
| Furniture | + 14.1 | + 4.5 |
| Groceries and meats | - 0.7 | - 5.7 |
| Hardware | + 21.6 | + 6.8 |
| Music and radio | + 7.4 | - 6.7 |
| Restaurants | + 1.3 | + 2.4 |
| Variety | + 2.4 | + 1.2 |
| General Index | + 3.3 | - 1.2 |

INDEX NUMBERS OF RETAIL SALES (AVERAGE FOR 1930 = 100)

A. Indexes of Monthly Sales. B. Indexes of Average Daily Sales.
C. Indexes of Average Daily Sales Adjusted for Seasonal Variations.

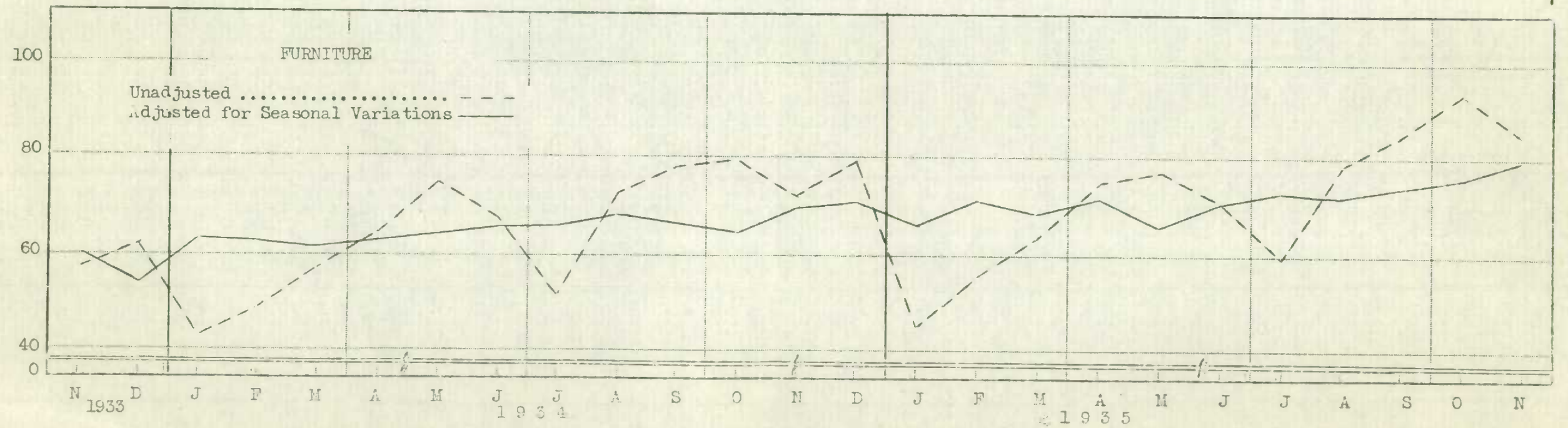
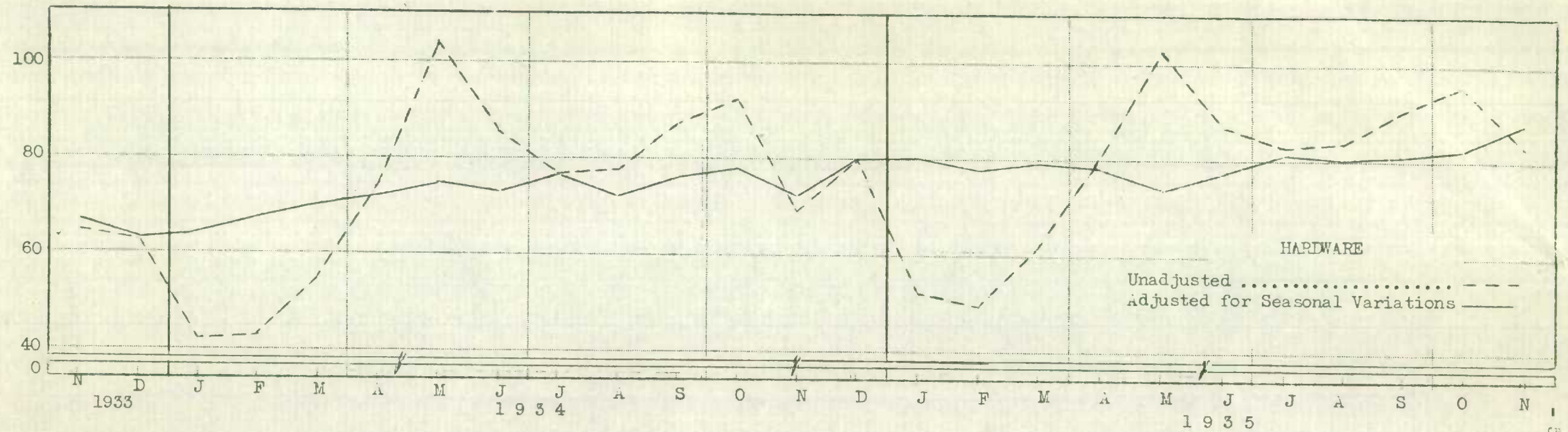
| Year and Month | Drugs (23 Chains) | | | Dyers & Cleaners (8 Chains) | | | Furniture (7 Chains) | | | Groceries & Meats (34 Chains) | | | Hardware (16 Chains) | | |
|-----------------|----------------------|------|------|--------------------------------|------|------|-------------------------|------|------|----------------------------------|------|------|-------------------------|-------|------|
| | A | B | C | A | B | C | A | B | C | A | B | C | A | B | C |
| <u>1933</u> | | | | | | | | | | | | | | | |
| November | 70.1 | 71.0 | 71.0 | 61.8 | 60.8 | 67.5 | 56.1 | 55.6 | 52.5 | 71.7 | 71.7 | 72.4 | 64.5 | 63.5 | 66.8 |
| December | 82.3 | 80.1 | 70.3 | 54.8 | 56.1 | 72.8 | 61.6 | 61.8 | 53.7 | 78.6 | 74.5 | 69.6 | 62.9 | 64.3 | 63.1 |
| <u>1934</u> | | | | | | | | | | | | | | | |
| January | 70.0 | 69.0 | 71.9 | 53.0 | 52.1 | 73.4 | 70.8 | 71.4 | 73.6 | 70.8 | 71.4 | 73.6 | 42.1 | 41.4 | 64.7 |
| February | 64.8 | 70.3 | 69.6 | 49.1 | 52.3 | 74.7 | 48.6 | 51.8 | 62.4 | 68.6 | 72.9 | 74.4 | 43.2 | 46.0 | 67.7 |
| March | 75.4 | 72.1 | 71.4 | 72.5 | 71.3 | 71.3 | 56.9 | 55.1 | 61.3 | 78.7 | 73.8 | 73.8 | 55.1 | 54.2 | 70.4 |
| April | 69.2 | 72.0 | 72.7 | 87.9 | 89.9 | 69.1 | 65.5 | 67.3 | 62.9 | 71.6 | 74.5 | 72.4 | 74.2 | 75.9 | 72.3 |
| May | 70.3 | 68.9 | 71.7 | 94.0 | 92.4 | 73.9 | 74.9 | 74.2 | 64.0 | 76.8 | 77.4 | 73.0 | 103.7 | 102.0 | 75.0 |
| June | 72.7 | 71.7 | 71.0 | 83.4 | 82.0 | 73.9 | 67.7 | 65.6 | 65.6 | 74.7 | 69.5 | 69.5 | 85.4 | 84.0 | 73.1 |
| July | 68.9 | 69.3 | 71.5 | 72.4 | 74.1 | 75.6 | 51.2 | 52.6 | 65.7 | 67.9 | 70.4 | 71.8 | 77.1 | 78.9 | 76.6 |
| August | 70.4 | 68.7 | 70.1 | 78.1 | 74.0 | 77.1 | 72.5 | 69.4 | 68.1 | 69.9 | 67.2 | 73.1 | 77.9 | 73.8 | 72.4 |
| September | 69.8 | 70.4 | 71.9 | 79.6 | 84.8 | 70.1 | 78.0 | 81.1 | 66.5 | 69.7 | 68.6 | 68.6 | 87.5 | 93.2 | 76.5 |
| October | 71.8 | 70.8 | 71.5 | 85.0 | 80.4 | 72.5 | 79.8 | 76.4 | 64.7 | 75.3 | 74.4 | 74.4 | 92.6 | 87.7 | 73.3 |
| November | 71.5 | 72.2 | 72.2 | 69.7 | 68.5 | 76.1 | 72.3 | 71.7 | 69.6 | 71.7 | 70.8 | 71.6 | 69.4 | 68.2 | 72.6 |
| December | 85.4 | 84.0 | 73.6 | 59.1 | 60.4 | 78.5 | 79.4 | 79.6 | 71.0 | 75.3 | 73.0 | 68.2 | 79.9 | 81.7 | 80.1 |
| <u>1935</u> | | | | | | | | | | | | | | | |
| January | 72.1 | 70.6 | 73.6 | 51.7 | 50.8 | 71.6 | 44.8 | 44.4 | 66.3 | 71.7 | 71.7 | 73.9 | 52.4 | 51.5 | 80.5 |
| February | 68.9 | 74.7 | 73.9 | 44.7 | 47.6 | 68.1 | 55.6 | 59.2 | 71.3 | 67.6 | 71.8 | 73.2 | 49.8 | 53.0 | 78.0 |
| March | 76.8 | 74.8 | 74.1 | 64.1 | 63.0 | 70.0 | 63.7 | 61.7 | 68.6 | 75.2 | 70.0 | 72.9 | 62.3 | 61.2 | 79.5 |
| April | 71.7 | 73.0 | 73.8 | 96.3 | 98.4 | 70.3 | 74.8 | 76.8 | 71.8 | 73.9 | 78.1 | 73.0 | 80.6 | 82.4 | 78.5 |
| May | 72.0 | 70.4 | 73.3 | 93.7 | 92.1 | 73.7 | 77.4 | 76.7 | 66.1 | 74.8 | 74.7 | 70.5 | 102.4 | 100.8 | 74.1 |
| June | 70.7 | 71.3 | 70.6 | 90.0 | 92.0 | 82.9 | 70.8 | 71.0 | 71.0 | 71.4 | 68.9 | 68.9 | 87.2 | 89.2 | 77.6 |
| July | 71.4 | 70.4 | 72.5 | 77.6 | 76.3 | 77.9 | 59.2 | 58.6 | 73.3 | 69.9 | 70.4 | 71.8 | 82.9 | 83.5 | 81.1 |
| August | 74.1 | 70.8 | 72.2 | 75.2 | 71.2 | 74.2 | 78.6 | 73.7 | 72.2 | 71.5 | 64.6 | 70.2 | 84.1 | 81.6 | 80.0 |
| September | 69.8 | 72.6 | 74.1 | 77.1 | 82.1 | 67.9 | 85.0 | 90.5 | 74.2 | 69.6 | 73.9 | 73.9 | 90.7 | 99.1 | 81.2 |
| October | 74.4 | 72.9 | 73.6 | 76.0 | 72.0 | 64.8 | 93.6 | 89.7 | 76.0 | 77.3 | 75.4 | 75.4 | 95.5 | 92.6 | 82.7 |
| November | 77.5 | 76.5 | 76.5 | 64.9 | 63.8 | 70.9 | 84.7 | 81.7 | 79.4 | 75.6 | 70.4 | 71.1 | 82.4 | 83.0 | 88.3 |

INDEX NUMBERS OF RETAIL SALES (AVERAGE FOR 1930 = 100)

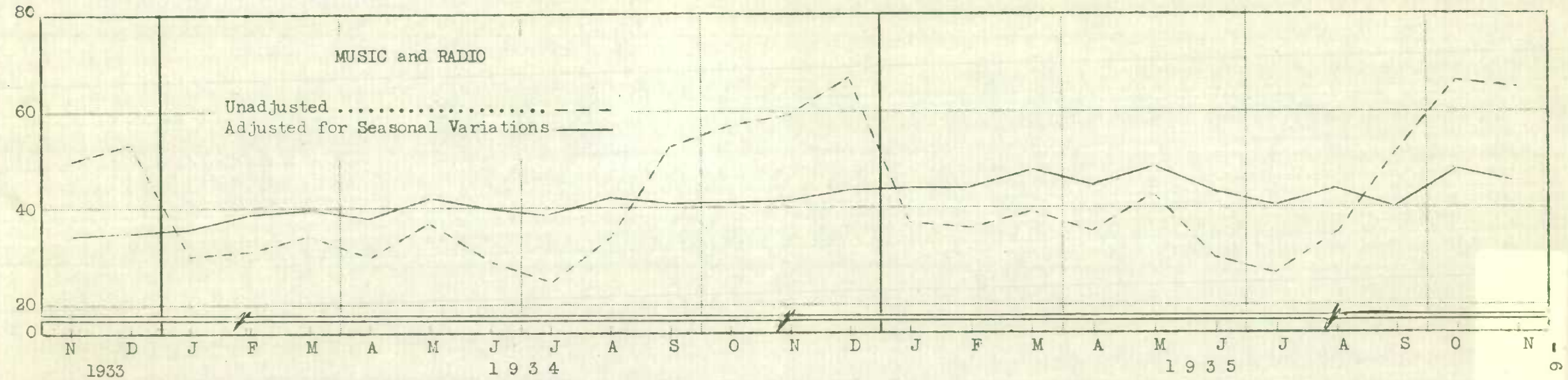
A. Indexes of Monthly Sales. B. Indexes of Average Daily Sales.
C. Indexes of Average Daily Sales Adjusted for Seasonal Variations.

| Year and Month | Music & Radio (9 Chains) | | | Restaurants (14 Chains) | | | Variety (9 Chains) | | | General Index (206 Firms) | | |
|-----------------|-----------------------------|------|------|----------------------------|------|------|-----------------------|-------|------|------------------------------|------|------|
| | A | B | C | A | B | C | A | B | C | A | B | C |
| <u>1933</u> | | | | | | | | | | | | |
| November | 49.7 | 49.0 | 34.3 | 51.9 | 52.6 | 54.8 | 77.2 | 77.3 | 76.5 | 71.4 | 71.0 | 67.0 |
| December | 53.8 | 55.1 | 34.9 | 55.0 | 53.9 | 52.9 | 145.2 | 140.5 | 76.0 | 89.4 | 87.8 | 66.0 |
| <u>1934</u> | | | | | | | | | | | | |
| January | 30.2 | 29.8 | 35.9 | 51.2 | 50.3 | 54.0 | 54.9 | 55.2 | 82.4 | 57.7 | 57.6 | 68.5 |
| February | 31.4 | 33.6 | 38.6 | 47.7 | 51.9 | 54.0 | 55.5 | 59.1 | 79.9 | 56.2 | 59.9 | 68.9 |
| March | 32.9 | 32.5 | 39.6 | 56.7 | 55.0 | 56.7 | 76.1 | 71.7 | 87.4 | 69.3 | 66.3 | 67.6 |
| April | 29.9 | 30.7 | 37.9 | 53.9 | 55.3 | 54.8 | 69.3 | 72.2 | 80.2 | 67.4 | 69.6 | 69.6 |
| May | 37.1 | 36.6 | 42.0 | 56.8 | 55.7 | 55.7 | 92.4 | 92.9 | 89.4 | 75.3 | 75.0 | 71.4 |
| June | 28.9 | 28.5 | 40.2 | 55.3 | 55.3 | 54.8 | 90.0 | 84.9 | 82.4 | 72.6 | 69.4 | 68.7 |
| July | 24.7 | 25.3 | 38.9 | 54.1 | 53.8 | 52.2 | 79.2 | 81.9 | 81.9 | 60.6 | 62.2 | 69.1 |
| August | 33.8 | 32.1 | 42.2 | 57.3 | 56.0 | 52.9 | 77.7 | 75.5 | 82.1 | 63.4 | 60.8 | 69.9 |
| September | 52.8 | 56.5 | 41.2 | 52.6 | 53.5 | 50.9 | 79.9 | 79.7 | 82.2 | 69.7 | 71.2 | 69.8 |
| October | 57.5 | 54.6 | 41.4 | 53.2 | 52.2 | 52.2 | 86.3 | 84.4 | 80.4 | 77.7 | 75.3 | 70.5 |
| November | 59.6 | 58.8 | 41.7 | 51.2 | 51.8 | 53.9 | 83.9 | 83.7 | 82.9 | 74.9 | 74.1 | 69.9 |
| December | 67.4 | 69.2 | 43.8 | 53.7 | 52.9 | 51.8 | 159.6 | 155.1 | 83.8 | 95.2 | 94.5 | 71.1 |
| <u>1935</u> | | | | | | | | | | | | |
| January | 37.2 | 36.7 | 44.2 | 49.0 | 48.1 | 51.7 | 53.2 | 53.3 | 79.5 | 58.6 | 58.2 | 69.2 |
| February | 36.1 | 38.6 | 44.4 | 44.9 | 48.7 | 50.8 | 57.7 | 61.5 | 83.1 | 56.4 | 60.1 | 69.1 |
| March | 39.7 | 39.2 | 47.8 | 51.4 | 50.5 | 52.0 | 67.5 | 63.7 | 80.6 | 64.8 | 61.8 | 69.5 |
| April | 35.5 | 36.4 | 45.0 | 50.7 | 51.4 | 50.9 | 77.9 | 80.9 | 87.0 | 72.9 | 75.7 | 69.5 |
| May | 43.0 | 42.4 | 48.8 | 51.9 | 50.8 | 50.8 | 79.5 | 79.7 | 76.6 | 72.4 | 71.8 | 68.4 |
| June | 30.1 | 30.9 | 43.5 | 49.3 | 50.7 | 50.2 | 88.6 | 86.1 | 83.6 | 71.6 | 71.0 | 70.3 |
| July | 26.6 | 26.2 | 40.4 | 51.2 | 50.2 | 48.8 | 82.8 | 82.3 | 83.3 | 63.0 | 62.8 | 69.8 |
| August | 35.2 | 33.4 | 44.0 | 55.4 | 53.6 | 50.6 | 83.7 | 76.6 | 83.3 | 64.9 | 60.2 | 69.2 |
| September | 52.3 | 55.9 | 40.8 | 53.0 | 54.5 | 51.9 | 77.9 | 83.0 | 85.5 | 69.6 | 73.9 | 72.5 |
| October | 66.1 | 63.5 | 48.0 | 54.3 | 53.3 | 53.3 | 90.4 | 88.1 | 85.9 | 81.0 | 78.2 | 73.1 |
| November | 64.0 | 63.1 | 44.8 | 52.4 | 52.4 | 54.6 | 91.0 | 85.8 | 84.9 | 79.8 | 76.6 | 72.2 |

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



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