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

(Issued May 3, 1935)

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CHANGES IN THE VALUE OF RETAIL SALES, MARCH, 1935.

The general index of the value of retail sales stands at 68.2 for March, 1935, as compared with 59.1 for February, 1935, according to figures compiled by the Dominion Bureau of Statistics (base January, 1929 = 100). While the increase over February is somewhat less than that recorded in 1934 when the index numbers were 58.6 and 73.0 for February and March respectively, it must be remembered that Easter sales were entirely in March in 1934, while the Easter influence will be exerted for the most part in April this year. The fact that March, 1935, had five Sundays would also tend to lower the amount of sales.

These statistics are based on calendar month sales of 120 chain and departmental establishments. No correction has been made for seasonal influences, number of selling days or price changes.

Comparing March, 1935, with February, 1935, increases were shown in March in ten out of eleven groups. Boots and Shoes rose from 43.8 to 65.8, Clothing from 53.9 to 72.8, Drugs from 73.2 to 84.6, Dyers and Cleaners from 63.3 to 93.2 and Furniture from 44.6 to 50.5. General and Departmental moved from 53.9 to 60.3, Groceries and Meats from 71.5 to 79.4, Hardware from 55.3 to 73.7, Music and Radio from 25.0 to 25.4 and Restaurants from 48.0 to 55.2. Candy sales dropped 59.0 to 54.0.

Comparing March, 1935, with March, 1934, index numbers were higher in 1935 for four groups and lower for seven groups. Drugs rose from 81.3 to 84.6, Furniture from 46.9 to 50.5, Hardware from 71.0 to 73.7 and Music and Radio from 22.8 to 25.4. Boots and Shoes fell from 70.1 to 65.8, Candy from 93.0 to 54.0, Clothing from 87.4 to 72.8, Dyers and Cleaners from 107.5 to 93.2, General and Departmental from 66.8 to 60.3, Groceries and Meats from 81.2 to 79.4 and Restaurants from 58.6 to 55.2.

INDEX NUMBERS OF RETAIL SALES

(All indexes for the last twelve months are subject to final revision.)

Year	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
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Boots and Shoes - 6 Chains

Candy - 6 Chains

Clothing - 9 Chains

Drugs - 7 Chains

Dyers and Cleaners - 4 Chains

Furniture - 4 Chains

INDEX NUMBERS OF RETAIL SALES

(All indexes for the last twelve months are subject to final revision.)

Year	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
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General and Departmental - 42 Chains and Departmental Establishments

Groceries and Meats - 22 Chains

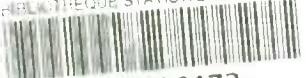
Hardware - 5 Chains

Music and Radio - 4 Chains

Restaurants - 11 Chains

General Index - 120 Chains and Departmental Establishments

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