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DOMINION BUREAU OF STATISTICS - CANADA
INTERNAL TRADE BRANCH
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CHANGES IN THE VALUE OF RETAIL SALES, APRIL, 1935

The general index of the value of retail sales (base January, 1929 = 100) rose to 78.9 in April, 1935, as compared with 68.4 in March, 1935, and 72.2 in April, 1934. The stimulating effect of Easter buying is shown in the 15 p.c. increase over the March figure. Comparison with March and April, 1934, is difficult because of the early date of Easter in 1934. However, the increase shown in 1935 compares favourably with the 10 p.c. advance registered for the same month in 1933, when the Easter Holiday occurred at about the same time.

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

Comparing April, 1935, with April, 1934, increases were shown in 1935 in ten out of eleven groups. Boots and Shoes rose from 76.7 to 94.9, Candy from 65.1 to 85.5, Clothing from 93.1 to 117.1, Drugs from 72.6 to 77.7, and Dyers and Cleaners from 126.0 to 131.2. Furniture sales increased from 52.9 to 61.0, General and Departmental from 65.5 to 71.9, Groceries and Meats from 75.1 to 78.1, Hardware from 104.3 to 105.0, and Music and Radio from 21.0 to 24.3. Restaurant sales moved from 55.7 to 54.6.

Comparing April, 1935, with March, 1935, index numbers were higher in April for seven groups and lower for four groups. Boots and Shoes advanced from 66.9 to 94.9, Candy from 55.4 to 85.5, Clothing from 72.8 to 117.1, Dyers and Cleaners from 93.2 to 131.2, Furniture from 50.5 to 61.0, General and Departmental from 60.9 to 71.9, and Hardware from 72.0 to 105.0. Drug sales fell from 84.6 to 77.7, Groceries and Meats from 79.4 to 78.1, Music and Radio from 25.4 to 24.3, and Restaurants from 55.2 to 54.6.

INDEX NUMBERS OF RETAIL SALES

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

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

Candy

Clothing

Drugs

Dyers and Cleaners

Furniture

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General and Departmental

Groceries and Meats

Hardware

Music and Radio

Restaurants

General Index

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