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

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CHANGES IN THE VALUE OF RETAIL SALES, JANUARY, 1936

Retail sales in Canada for January, 1936, were 1.2 per cent or 0.8 points higher in dollar value than for January, 1935, and 2.2 per cent or 1.5 points higher than for January, 1934, according to index numbers published by the Dominion Bureau of Statistics. The general index stood at 70.0 for January, 1936, as against 69.2 for January, 1935, and 68.5 for January, 1934, on the basis of the average for 1930 as 100. As compared with December, 1935, retail sales decreased by more than the usual seasonal amount, the general index declining from 76.7 to 70.0.

All index numbers quoted in this summary have been adjusted for number of business days and for seasonal variations. The figures are based on returns made by 169 chains, comprising more than 3,300 stores and 37 departmental establishments.

Hardware:

The upward trend of hardware sales in Canada was continued in January. The index number was 86.4, a gain of 7.3 per cent over January, 1935, and an increase of 7.9 per cent over December, 1935.

Furniture:

Retail sales of furniture improved by nearly seven per cent over January last year, but there was a decline of 3.1 points or 10.3 per cent from December.

Candy:

Marked improvement over January last year was shown in candy sales. The index number, 58.6, represented a gain of 11.6 per cent over the January, 1935, figure, 52.5.

Department Stores:

The index of departmental store sales declined from the high level of the preceding month (78.5) to 66.8 for January, 1936. This figure is nearly four per cent lower than the 69.5 recorded for January, 1935.

Groceries and Meats:

Retail sales of groceries and meats during the last two months have reached a higher level than at any time since August, 1932. The index number for January was 76.9 as compared with 76.5 for December, 1935, and 73.9 for January, 1935.

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	Boots and Shoes (16 Chains)			Candy (6 Chains)			Men's Clothing (15 Chains)			Women's Clothing (12 Chains)			Departmental (37 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
<u>1934</u>															
January	45.4	45.8	69.3	47.5	47.1	62.8	36.9	37.0	56.0	41.9	41.9	60.7	56.1	55.6	69.5
February	57.5	59.9	62.3	51.7	56.0	60.9	37.9	40.3	65.0	38.2	40.5	59.6	54.9	58.5	69.7
March	73.8	69.4	78.9	84.2	78.8	60.6	63.1	59.8	59.8	59.0	55.9	60.8	67.1	65.3	68.0
April	71.0	72.0	70.2	55.2	58.2	68.4	66.0	68.5	59.6	62.3	64.5	59.7	66.3	68.1	70.9
May	92.1	92.8	79.3	60.0	59.3	60.5	76.1	76.1	65.0	68.7	68.6	62.4	73.6	72.9	71.5
June	109.3	102.8	77.3	48.4	46.7	60.6	73.9	69.6	60.0	74.7	70.2	58.5	69.9	68.0	70.1
July	66.6	71.1	69.7	46.8	47.9	56.4	52.1	53.8	63.3	55.5	57.2	61.5	54.2	55.6	69.5
August	58.2	56.4	68.0	58.6	57.6	58.7	45.5	43.6	62.3	52.3	50.1	65.9	59.0	56.1	70.1
September ...	71.5	71.5	73.7	54.2	54.0	58.0	56.1	56.1	61.0	57.7	57.6	64.0	72.2	75.7	72.8
October	68.1	66.6	68.6	56.4	56.0	58.9	85.2	83.2	67.1	60.5	59.1	61.5	83.9	80.4	69.9
November	70.5	70.2	65.0	49.2	49.8	57.9	86.0	85.0	68.0	60.6	59.8	64.3	83.1	81.7	71.7
December	121.5	117.0	82.9	115.4	112.0	60.2	94.7	92.9	72.6	122.2	119.8	64.7	112.0	113.2	74.5
<u>1935</u>															
January	43.9	43.9	66.5	39.8	39.4	52.5	44.8	44.6	67.6	38.3	38.1	55.3	56.3	55.6	69.5
February	36.4	38.7	60.4	55.6	60.3	65.5	39.6	42.1	67.8	39.4	41.8	61.5	54.3	57.9	68.9
March	61.2	57.6	77.9	52.2	50.3	59.2	53.2	50.1	64.2	51.6	48.5	63.9	61.1	59.4	66.7
April	83.1	86.1	73.0	78.9	80.8	62.2	84.9	89.1	65.0	70.6	74.0	59.7	72.3	74.5	72.4
May	80.9	80.9	69.2	60.8	59.7	61.0	71.4	71.1	60.8	61.0	60.7	55.2	70.8	69.9	68.5
June	109.8	106.5	80.1	47.1	46.9	61.0	75.3	73.6	63.5	69.5	67.8	56.5	70.8	71.5	73.7
July	70.0	70.6	69.2	44.0	43.8	51.5	57.7	57.7	67.9	56.3	56.3	60.5	56.9	56.4	70.5
August	62.5	57.2	68.9	59.2	55.4	56.6	50.3	46.0	65.6	50.5	46.1	60.6	59.5	55.7	69.7
September ...	38.7	73.0	75.3	52.6	55.4	59.6	59.5	63.3	68.8	52.1	55.3	61.5	71.8	76.4	73.5
October	70.7	69.1	71.2	57.4	56.8	59.8	88.0	85.4	68.9	62.1	60.1	62.6	88.4	84.3	73.3
November	79.6	74.9	69.4	52.3	50.4	58.6	93.4	87.9	70.4	62.9	59.1	63.5	88.1	85.6	75.0
December	117.2	121.0	85.8	116.8	119.7	64.3	100.8	104.9	82.0	122.5	127.4	68.9	116.3	119.4	78.5
<u>1936</u>															
January	41.0	40.9	61.9	44.7	43.9	58.6	47.2	46.7	70.7	40.0	39.5	57.2	54.4	53.5	66.8

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.

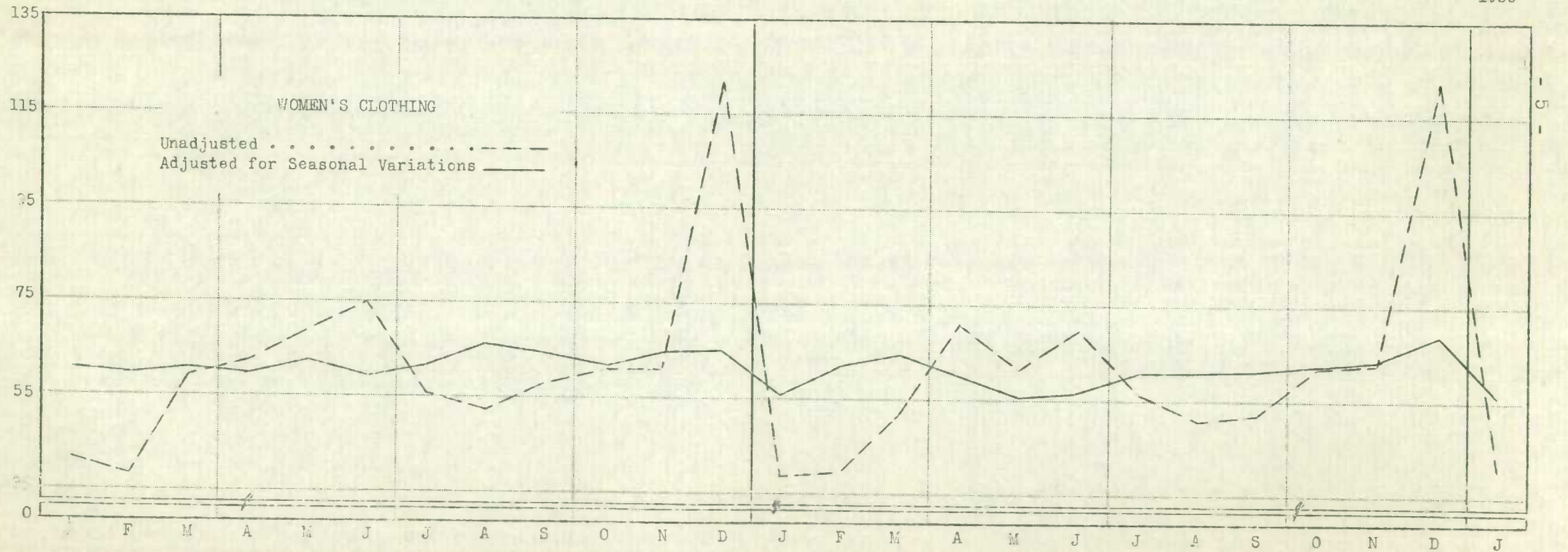
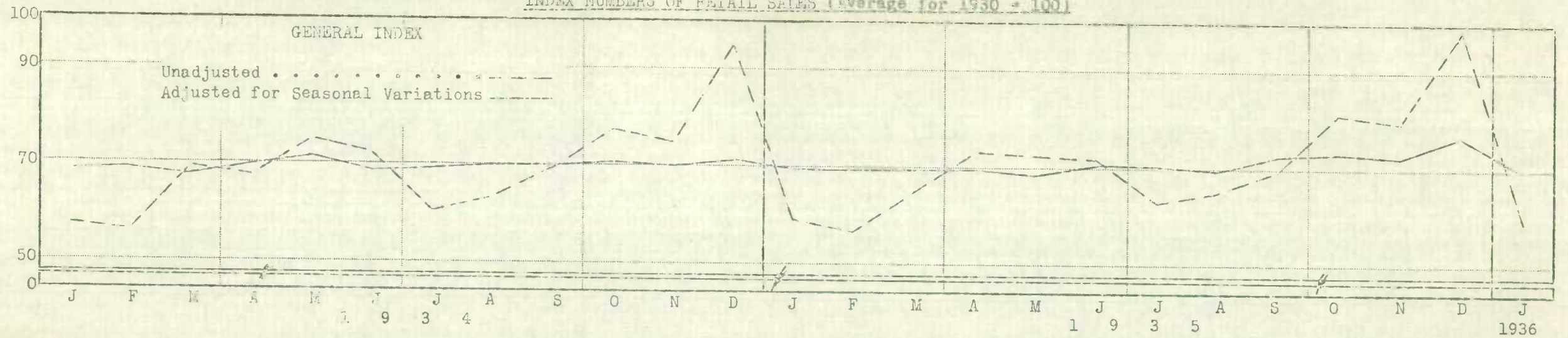
Year and Month	Drugs (23 Chains)			Dyers & Cleaners (8 Chains)			Furniture (7 Chains)			Groceries & Meats (34 Chains)			Hardware (16 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
<u>1934</u>															
January	70.0	69.0	71.9	53.0	52.1	73.4	42.5	42.1	62.8	70.8	71.4	73.6	42.1	41.4	64.7
February	64.8	70.3	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	73.7	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	62.1	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	78.3
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	73.2	96.3	98.4	70.3	74.8	73.8	71.8	73.9	78.1	73.0	80.6	82.4	78.5
May	72.0	70.4	73.2	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	76.5	72.4	75.4	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	83.2	88.6	73.2	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	88.1	83.4	75.1	93.6	89.7	76.0	77.3	75.4	75.4	95.5	92.6	82.7
November	76.8	75.8	75.8	71.1	69.9	77.6	84.7	81.7	79.4	75.4	70.1	70.8	81.4	82.1	87.3
December	87.8	88.3	77.4	56.7	57.9	75.2	85.8	88.5	79.0	80.4	84.0	78.5	77.9	81.7	80.1
<u>1936</u>															
January	72.7	71.0	74.0	53.7	52.8	74.3	47.9	47.5	70.9	75.6	74.6	76.9	54.9	53.3	80.4

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

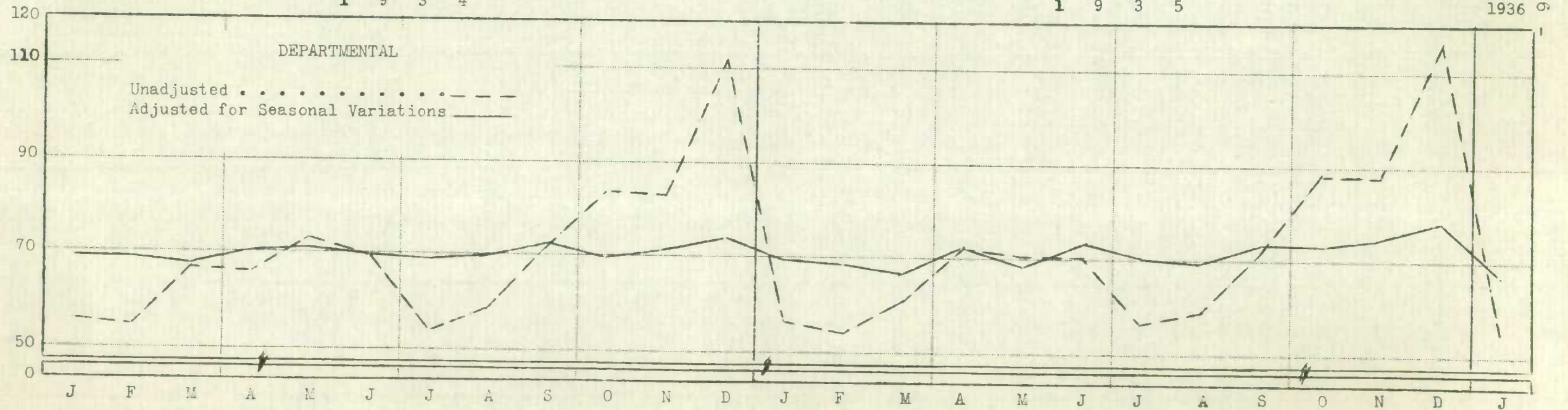
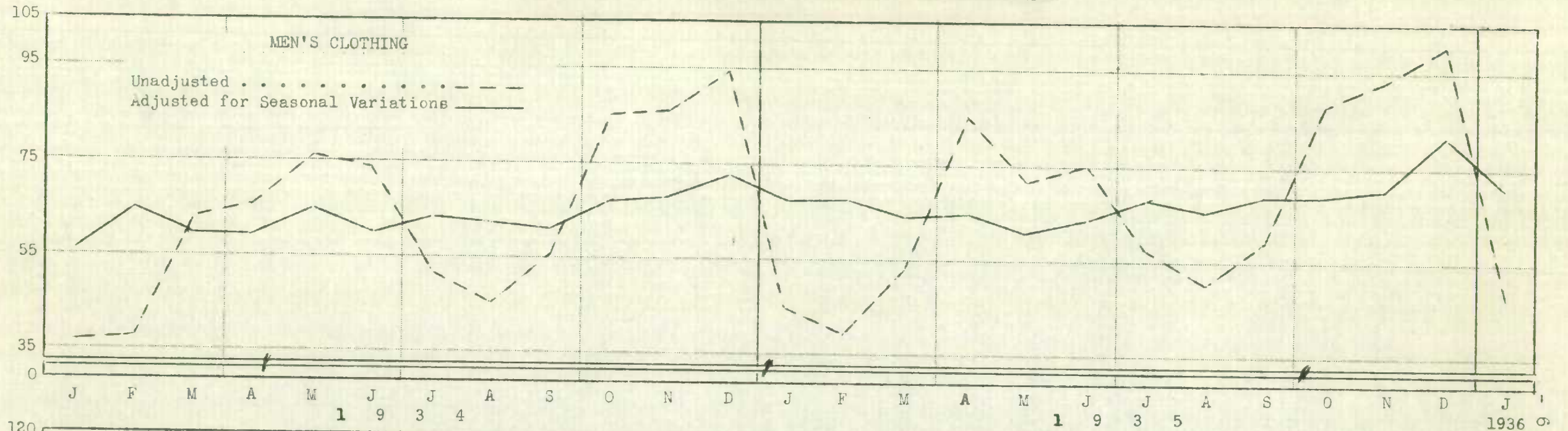
A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Music and 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>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	51.0	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	69.8	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	75.5	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	39.2
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	49.8	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	83.3	83.3	63.0	62.9	69.9
August	35.2	33.4	44.0	55.4	53.6	50.6	83.7	73.6	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	69.7	74.0	72.6
October	66.6	63.3	48.0	54.3	53.3	53.3	90.4	83.1	83.9	81.2	78.4	73.2
November	66.0	65.1	46.2	52.5	52.6	54.7	91.3	86.1	85.2	80.0	76.7	72.3
December	67.3	69.1	43.7	55.7	55.4	54.3	164.0	169.7	91.7	98.9	102.1	76.7
<u>1936</u>												
January	44.4	43.9	52.8	51.1	50.0	53.7	53.9	53.8	80.3	59.7	58.8	70.0

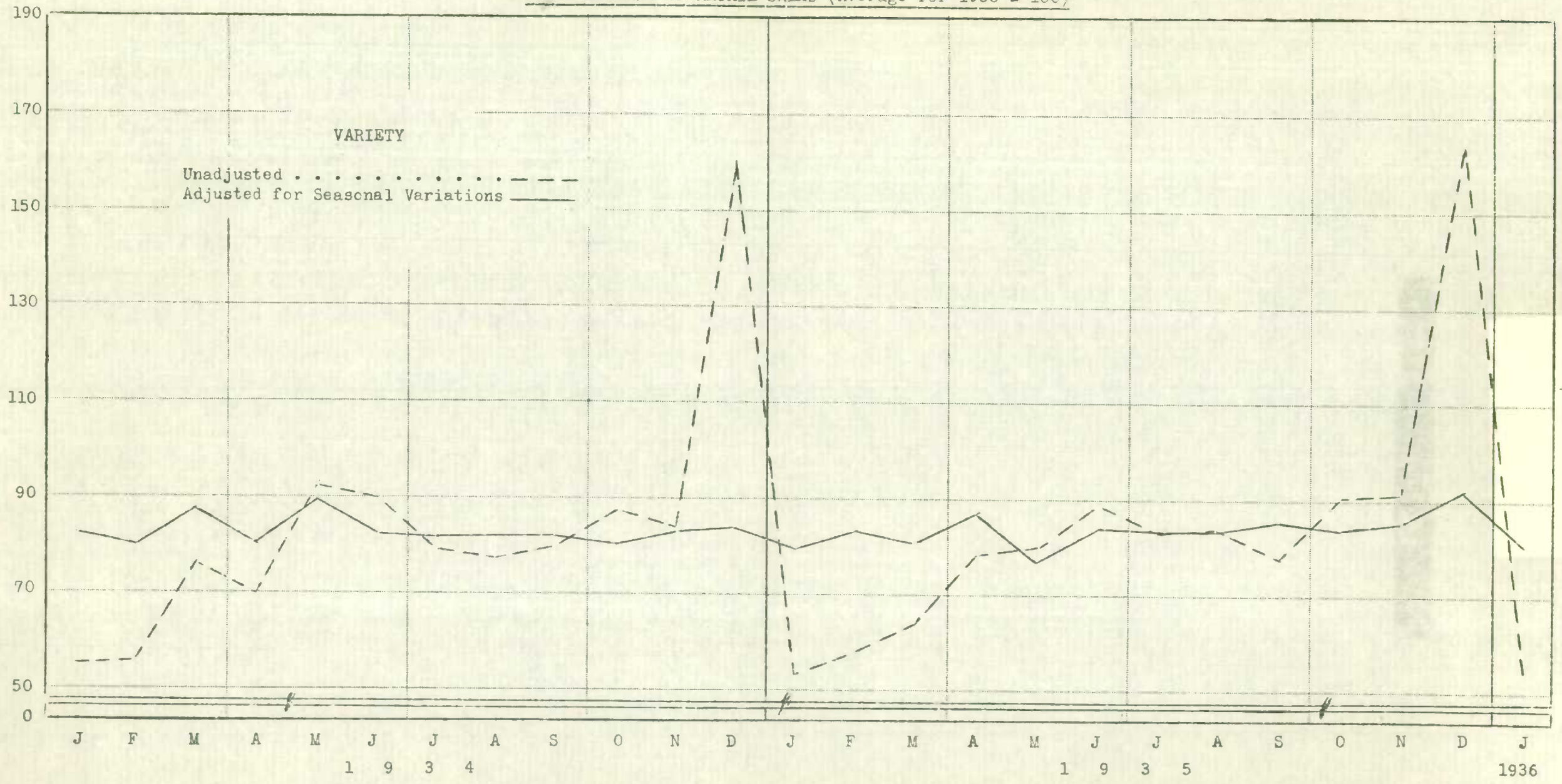
INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



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