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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.

CHANGES IN THE VALUE OF RETAIL SALES, FEBRUARY, 1936

The value of retail sales in Canada in February, 1936, as measured by the index numbers of the Dominion Bureau of Statistics (base average for 1930 = 100), remained unchanged as compared with February, 1935, and declined slightly as compared with January of this year. The index numbers were 69.1 for February, 69.9 for January and 69.1 for February, 1935.

These figures are based on returns furnished by 37 departmental firms and 169 chains comprising more than 3,300 stores. Three series of index numbers for each kind of business are shown in the tables following. The first series is unadjusted. The second is computed on an average daily basis and makes allowance not only for the varying number of business days from month to month but also for the varying sales importance of the different days of the week. The third series is corrected for number of business days and also for seasonal variations. The figures quoted in this summary are those adjusted for both number of business days and seasonal variations.

As compared with January, there were gains in six out of the thirteen groups for which figures are shown. Advances were recorded for Boots and Shoes, Candy, Women's Clothing, Department Stores, Furniture, and Variety Stores. Declines were shown for Men's Clothing, Drugs, Dyers and Cleaners, Groceries and Meats, Hardware, Music and Radio, and Restaurants.

As compared with February, 1935, gains were reported in seven out of thirteen groups. Improvement was shown for Boots and Shoes, Candy, Dyers and Cleaners, Furniture, Hardware, Music and Radio, and Restaurants. Recessions occurred in Men's and Women's Clothing, Department Stores, Drugs, Groceries and Meats, and Variety Stores.

Boots and Shoes.--Retail sales of boots and shoes were 3.2 per cent above January, 1936, and showed an increase of 5.6 per cent in dollar value as compared with February, 1935. Index numbers were 63.8, 61.8 and 60.4 for February, 1936, January, 1936, and February, 1935, respectively.

Candy.--The index of candy sales for February was 66.5 as compared with 65.5 in February, 1935, 60.9 in February, 1934, and 60.6 in February, 1933. There was a gain of 13.5 per cent over sales in January of this year.

Furniture.--The gain in the index of furniture sales over the same month last year was 2.5 per cent, while the improvement shown over January of this year was 2.8 per cent.

Variety.--While a slight increase over January is evident in sales of variety stores, there was a recession as compared with February of last year. The index for February, 1936, was 79.7 and that for February, 1935, 83.1.

Restaurants.--For the sixth successive month, restaurant sales have increased over the corresponding month in the previous year. The index number for February was 52.7, an increase of 3.7 per cent over the February, 1935, figure, 50.8.

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	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>															
February .....	37.5	39.9	62.3	51.7	56.0	60.9	37.9	40.3	65.0	38.2	40.3	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	60.6	67.1	65.3	68.0
April .....	71.0	73.0	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 .....	68.6	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	41.6	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 .....	62.6	57.2	68.3	59.2	55.4	56.6	50.3	46.0	65.6	50.5	40.1	60.6	59.5	55.7	69.7
September ...	68.7	73.0	75.3	52.6	55.4	59.6	59.5	63.3	68.8	52.1	53.3	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	94.1	88.6	70.9	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	100.4	104.5	81.6	121.7	126.6	68.4	116.3	119.4	78.5
<u>1936</u>															
January .....	41.0	40.8	61.8	44.7	43.9	58.6	47.7	47.1	71.4	40.2	39.7	57.5	54.4	53.5	66.8
February .....	42.1	40.9	63.8	61.4	61.2	66.5	42.6	41.6	67.1	41.7	40.7	59.8	57.0	57.5	68.5

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.

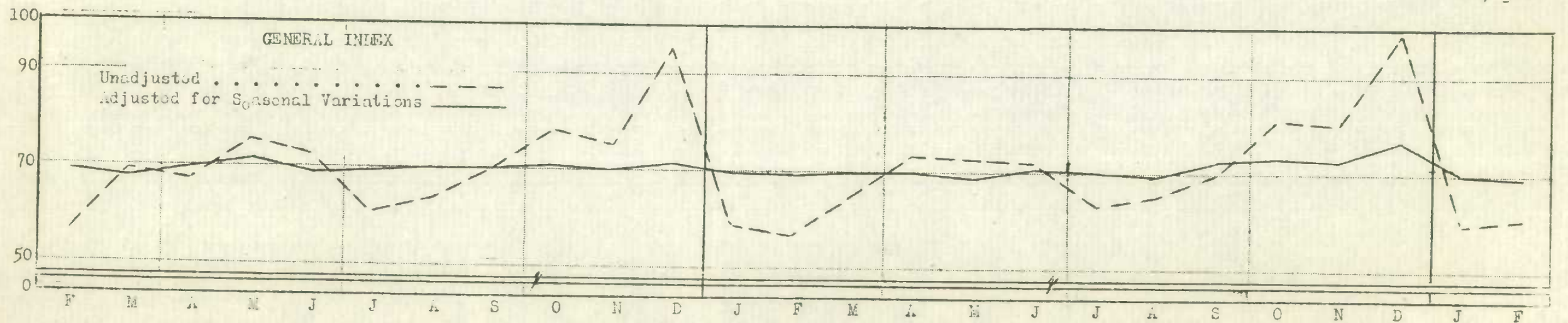
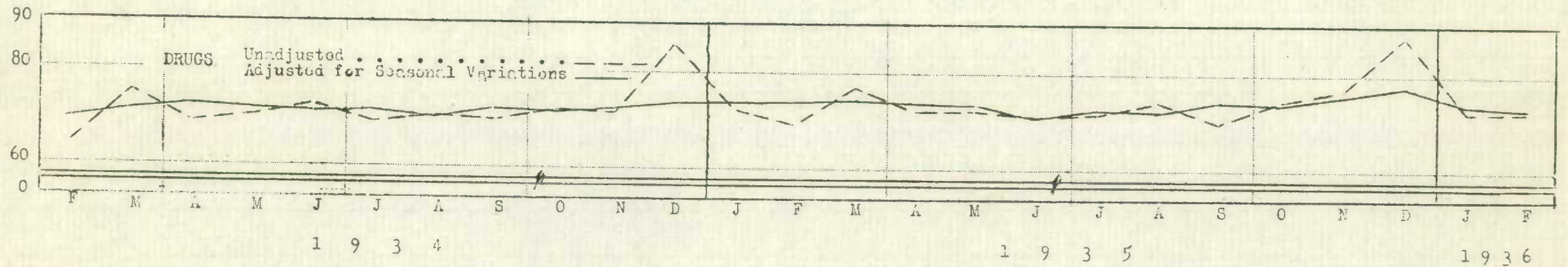
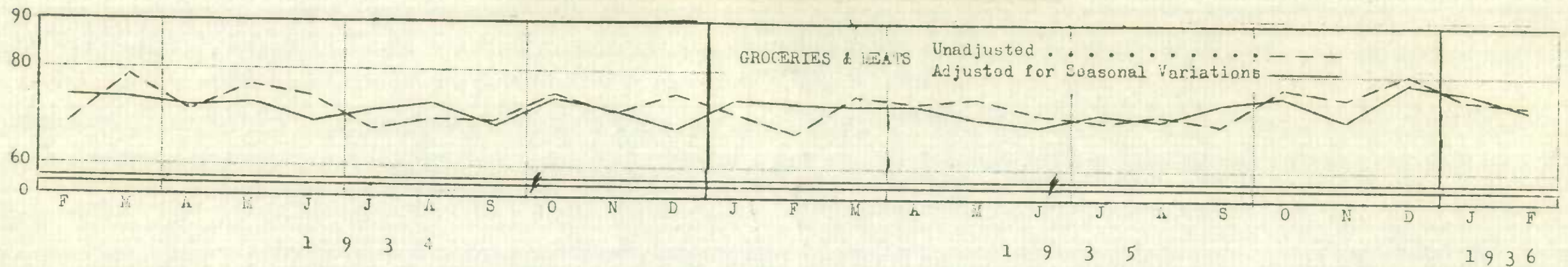
Year and Month	Drugs (23 Chains)			Dyers & Cleaners (8 Chains)			Furniture (7 Chains)			Groceries & Meats (34 Chains)			Hardware (16 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
<u>1934</u>															
February ....	64.8	70.3	69.6	49.1	52.3	74.7	48.6	51.8	62.4	68.6	72.9	74.4	43.2	46.0	67.7
March .....	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	75.5	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	73.8	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	56.6	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	75.7	75.7	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 ....	87.9	88.4	77.5	56.6	57.8	75.1	85.8	82.5	79.0	80.3	83.9	78.4	77.9	81.7	80.1
<u>1936</u>															
January .....	72.6	70.9	73.8	51.9	51.0	71.8	48.1	47.7	71.1	75.3	74.4	76.7	54.5	54.9	85.8
February ....	72.6	74.2	73.5	48.8	49.9	71.3	60.5	60.7	73.1	74.2	71.6	73.1	51.9	54.4	80.0

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

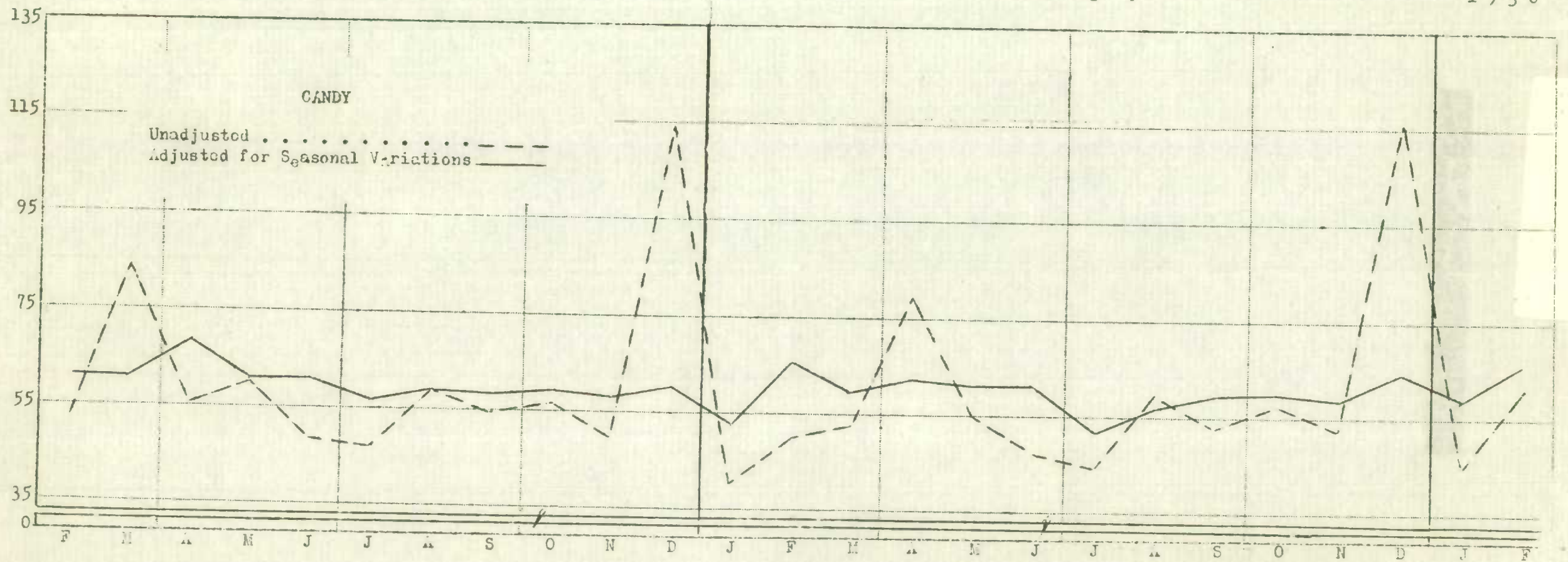
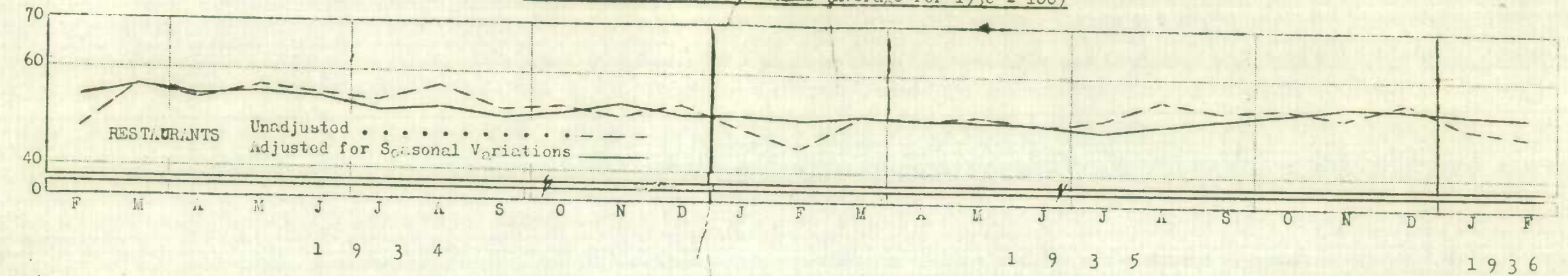
A. Unadjusted. B. Corrected for Number of Business Days.  
C. Adjusted for Number of Business Days and Seasonal Variations.


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>												
February .....	31.4	33.6	32.6	47.7	51.9	54.0	55.5	59.1	79.9	56.2	59.9	63.9
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	60.3	62.2	69.1
August .....	33.8	32.1	42.2	57.3	56.0	52.9	77.7	78.5	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	52.8	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	80.2	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	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	85.0	85.5	62.7	74.0	72.6
October .....	66.6	63.3	48.0	54.3	53.3	53.3	90.4	88.1	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	72.4
December .....	67.7	69.0	44.0	55.7	55.4	54.3	164.0	169.7	91.7	98.9	102.0	76.7
<u>1936</u>												
January .....	43.3	42.7	51.5	50.4	49.3	53.0	53.4	53.3	79.6	59.5	58.7	69.3
February .....	40.2	41.3	47.4	48.7	50.6	52.7	60.7	59.0	79.7	60.5	60.1	69.1

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



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



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