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CHANGES IN THE VALUE OF RETAIL SALES, APRIL, 1936.

Retail sales in Canada for April, 1936, were up 0.5 per cent, as compared with April, 1935, and 12.6 per cent as compared with March, 1936. The unadjusted general index number was 73.3 for April, 65.1 for March and 72.9 for April, 1935 (base, average for 1930=100).

The gain over the March trade as shown above is due entirely to normal seasonal variations in business. When adjustment is made for change in number of working days and for seasonal variations, there is a slight decrease in April of 1.4 per cent, as compared with March. Comparison with April, 1935, however, shows a gain in April this year of 1.7 per cent. Index numbers for the first four months of 1936 show improvement over the corresponding period of last year, which, while not spectacular, is nevertheless steady.

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.

When adjustments were made to allow for differences in number of business days and for normal seasonal variations, gains over March occurred in eight out of thirteen groups, the increases ranging from 0.3 per cent for Men's Clothing to 15.2 per cent for Candy. The other groups which showed increases were: Dyers and Cleaners, 13.2 per cent; Variety, 10.5 per cent; Music and Radio, 6.9 per cent; Furniture, 6.8 per cent; Drugs, 3.8 per cent; and Women's Clothing, 3.2 per cent. Declines as compared with March were noticed for the following kinds of business: Boots and Shoes, Department Stores, Groceries and Meats, Hardware, and Restaurants.

Dyers and Cleaners--The best improvement in business was shown in the Dyeing and Cleaning group. The index number, 79.6, was 9.3 points higher than the 70.3 recorded for March, 1936, and also for April, 1935.

Candy--The rise in Candy sales is noteworthy. The index number was 65.9 for April as against 57.2 for March and 62.2 for April, 1935.

Drugs--The value of Drug Store sales in April, with the exception only of December, 1935, was higher than at any time during the past two years. The index number stood at 76.3.

Furniture--The upward trend of Furniture sales in Canada is evident again in April, the index number, 74.0, comparing with 71.8 for April, 1935, and 69.3 for April, 1934.

Variety--A rise of 3.9 per cent over April last year was shown in Variety store sales. The index number, 90.4, also indicates an increase over sales in March, 1936, of 10.5 per cent.

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>															
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	41.8	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	62.6	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 ..	68.7	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	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	40.8	40.7	61.7	44.7	43.9	58.6	47.1	46.6	70.6	39.8	39.3	57.0	54.4	53.5	66.8
February ...	41.4	40.2	62.8	61.6	61.5	66.8	41.8	40.9	65.9	41.6	40.6	59.7	57.8	58.4	69.5
March	61.4	61.7	79.1	47.5	48.7	57.2	54.0	54.4	64.7	47.3	47.6	59.6	62.5	61.9	72.0
April	81.7	84.3	74.0	84.2	85.6	65.9	82.0	85.1	64.9	71.3	73.9	61.5	71.9	73.8	69.6

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.

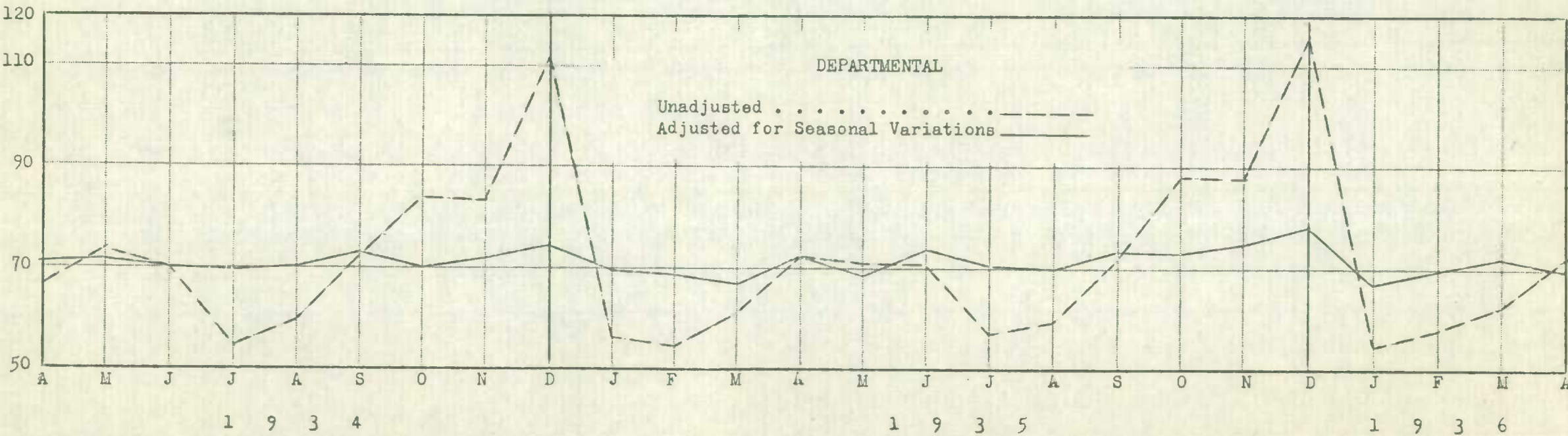
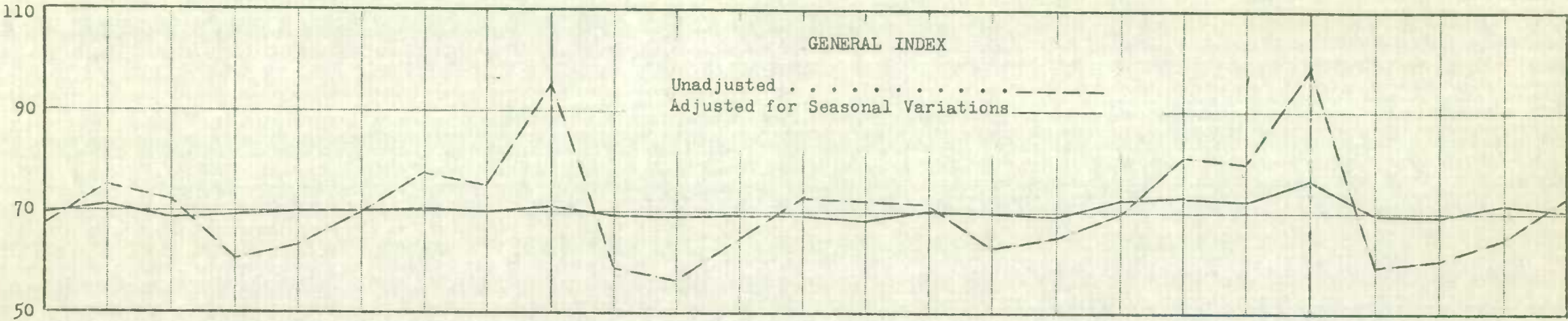
Year and Month	Drugs (23 Chains)			Dyers and Cleaners (8 Chains)			Furniture (7 Chains)			Groceries and Meats (34 Chains)			Hardware (16 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
<u>1934</u>															
April	69.2	72.0	72.7	87.9	89.9	69.1	65.5	67.3	62.9	71.6	74.5	72.4	74.2	75.9	72.3
May	70.3	68.9	71.7	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	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	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	75.7	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	88.5	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	75.2	74.2	76.5	54.5	54.9	85.8
February ..	73.7	75.3	74.6	48.8	49.9	71.3	59.6	59.8	72.0	74.2	71.6	73.1	51.9	54.4	80.0
March	73.8	74.2	73.5	68.0	66.8	70.3	63.0	62.4	69.3	74.8	76.0	78.3	69.7	70.2	91.2
April	74.6	75.5	76.3	105.2	107.5	79.6	77.1	79.2	74.0	73.9	76.9	72.5	86.0	90.1	85.8

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

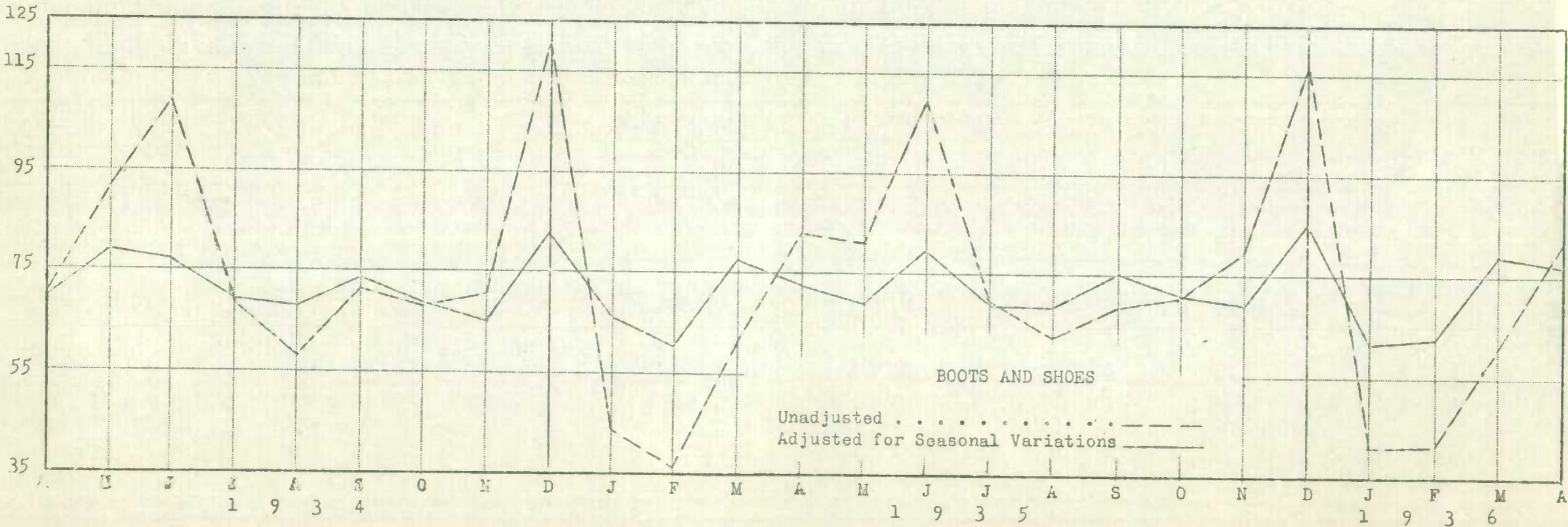
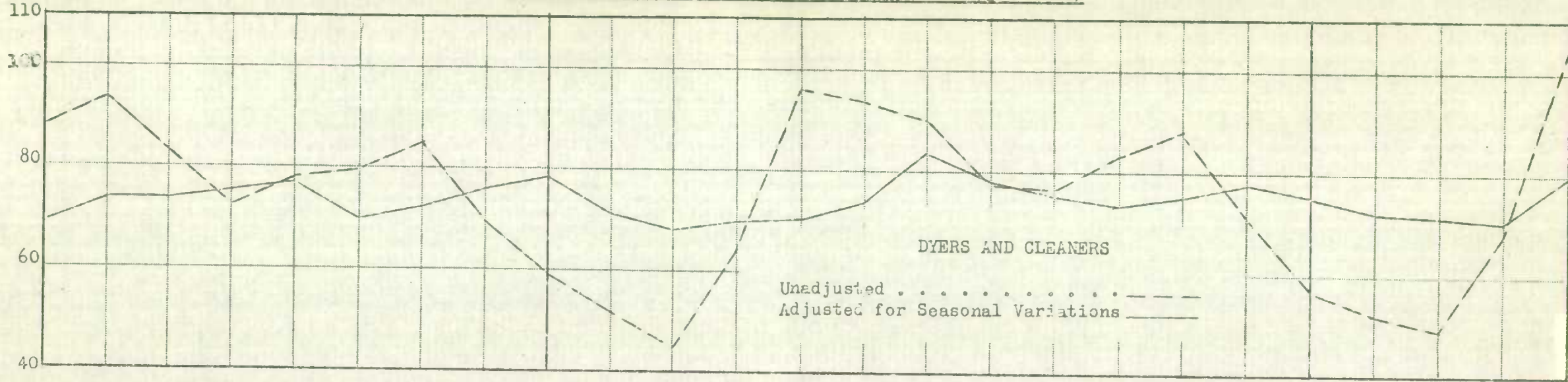
A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	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>												
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	58.7
July	24.7	25.3	38.9	54.1	53.8	52.2	79.2	81.9	81.9	60.5	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	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	47.3	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	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	69.7	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	69.5	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	59.4	58.6	69.8
February ...	40.3	41.4	47.5	49.0	50.8	53.0	60.8	59.1	79.8	60.8	60.4	69.5
March	36.2	35.8	43.6	52.8	52.5	54.1	65.1	65.5	81.8	65.1	65.3	71.7
April	36.8	37.7	46.6	51.9	52.6	52.1	80.4	83.2	90.4	73.3	75.6	70.7

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



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