

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
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CHANGES IN THE VALUE OF RETAIL SALES, JUNE, 1936

The Dominion Bureau of Statistics' index number of retail sales advanced from 72.9 for May to 74.1 for June, an increase of 1.6 per cent. With the exception only of December, 1935, the figure for June is the highest recorded for any month since May, 1932. Compared with the same month a year ago, sales were up 4.7 per cent. These index numbers have been adjusted for differences in the number of working days and for seasonal variations and are based on the average for 1930 as 100.

As compared with May, 1936, the considerable advances in the sales of Groceries and Meats and Hardware, combined with moderate gains for Furniture, Candy, Departmental, Restaurants and Variety, more than counterbalanced the declines registered by Drugs, Dyers and Cleaners, Boots and Shoes, Men's Clothing, Women's Clothing and Music and Radio, so that there was an increase in the general index of 1.6 per cent.

A comparison with June, 1935, shows gains in eleven out of thirteen sub-groups, the increases ranging from 24.0 per cent for Hardware to 1.3 per cent for Men's Clothing. Other groups registering gains were Music and Radio, 17.9 per cent; Furniture, 10.0 per cent; Groceries, 9.3 per cent; Variety, 8.7 per cent; Restaurants, 6.4 per cent; Women's Clothing, 4.4 per cent; Drugs, 3.1 per cent, and Boots and Shoes, 1.4 per cent. A decline of 1.5 per cent is shown for Department Store sales, while Candy decreased by 0.2 per cent.

Without allowance for seasonal variations, June sales were up 3.5 per cent as compared with June, 1935, but there was a drop of 4.4 per cent from May of this year.

Returns furnished by 37 departmental firms and 169 chains comprising more than 3,300 stores are used in the compilation of these statistics. 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.

Year-to-Year Comparison of Sales for Corresponding Months.--This bulletin shows a supplementary table for ready reference for firms wishing to compare the value of sales in any month, first, with the corresponding month of 1930 and, second, with the corresponding month in the preceding year. The comparisons with the corresponding month of 1930 for each sub-group are given in Column D of the supplementary table, while comparisons with the corresponding month in the preceding year are shown in Column E. For example, Column D in the Department Store classification shows that Department Store sales were 24.0 per cent lower in June, 1936, than in June, 1930. Column E shows that Department Store sales were 0.6 per cent higher in June, 1936, than in June, 1935. Similar comparisons are made for the months of April and May.

It should be understood that all figures in Column D show the percentage change from the corresponding month in 1930. For instance, sales of Department Stores showed declines of 26.7 per cent, 24.4 per cent and 24.0 per cent in June, 1934, 1935 and 1936 respectively, as compared with June, 1930.

On the other hand, each figure in Column E shows the percentage change from the corresponding month in the preceding year. Again referring to the Department Store section, sales were 1.7 per cent higher in June, 1934, than in June, 1933; they were 3.1 per cent higher in June, 1935, than in June, 1934, and they were 0.6 per cent higher in June, 1936, than in June, 1935.

These percentage changes are based upon the actual value of sales in each month and no corrections have been made for differences in the number of business days or for seasonal variations.

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>															
June	109.3	102.8	77.3	48.4	46.7	60.6	75.9	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	53.7	45.5	43.6	62.3	53.3	50.1	65.9	59.0	56.1	70.1
September	71.5	71.5	75.7	54.2	54.0	53.0	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	85.2	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	36.0	85.0	68.0	60.6	59.3	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	132.2	119.8	64.7	114.3	115.5	76.0
<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	54.1	53.4	66.7
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	54.4	57.9	69.0
March	61.2	57.6	77.9	52.2	50.3	59.2	55.2	50.1	64.2	51.6	48.5	63.9	61.4	59.7	67.1
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	72.6	74.9	72.7
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	70.5	69.6	68.2
June	109.8	106.5	80.1	47.1	46.9	61.0	75.3	73.6	63.3	69.5	67.8	56.5	72.1	72.8	75.1
July	70.0	70.6	69.2	44.0	43.8	51.5	57.7	57.7	67.9	56.3	56.5	60.5	55.4	54.9	68.6
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	60.4	56.6	70.8
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	71.6	76.3	73.4
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	87.6	83.6	72.7
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	88.5	86.0	75.5
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	116.5	119.6	78.7
<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	53.6	52.7	65.9
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	55.8	56.3	67.0	47.9	48.3	60.3	62.5	61.9	72.0
April	81.5	84.1	73.8	83.8	85.2	65.5	81.3	84.3	64.3	73.5	76.1	63.4	72.1	74.0	69.8
May	97.6	98.4	84.1	59.1	57.0	58.2	80.3	77.3	66.0	69.3	66.6	60.5	74.7	75.2	73.8
June	107.6	108.0	81.2	45.7	46.9	60.9	74.0	74.6	64.3	70.3	70.8	59.0	72.5	71.8	74.0

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>															
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	68.0	68.6	87.5	93.2	70.5
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	68.4	67.2	70.7	63.0	62.4	69.3	74.8	76.0	78.3	69.0	69.6	90.4
April	74.3	75.2	75.9	112.0	114.5	84.8	76.3	78.3	73.2	73.8	76.7	72.4	86.3	90.5	86.2
May	74.2	72.2	75.3	105.6	107.9	86.3	87.9	88.2	76.0	79.3	75.1	70.9	115.4	121.0	89.0
June	72.2	73.6	72.8	92.4	90.8	81.8	78.8	78.1	78.1	74.1	75.3	75.3	109.8	110.7	96.2

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>												
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	60.5	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	54.0	41.4	53.2	52.2	52.2	80.3	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	96.1	95.4	71.7
<u>1935</u>												
January ...	37.2	36.7	44.2	49.0	48.1	51.7	53.2	53.3	79.5	57.8	57.3	68.3
February ..	36.1	38.6	44.4	44.9	48.7	50.8	57.7	61.5	83.1	56.4	60.2	69.2
March	39.7	39.2	47.8	51.4	50.5	52.0	67.5	63.7	80.6	64.9	62.0	69.6
April	35.5	36.4	45.0	50.7	51.4	50.9	77.9	80.9	87.0	73.0	75.8	69.6
May	43.0	42.4	48.8	51.9	50.8	50.8	79.5	79.7	76.6	72.3	71.7	68.3
June	30.1	30.9	43.5	49.8	50.7	50.2	88.6	86.1	83.6	72.0	71.5	70.8
July	26.6	26.2	40.4	51.2	50.2	48.8	82.8	83.3	83.3	62.5	62.3	69.3
August	35.2	35.4	44.0	55.4	53.6	50.6	83.7	76.6	83.3	65.3	60.6	69.6
September .	52.3	55.9	40.8	53.0	54.5	51.9	77.9	83.0	85.5	69.6	74.0	72.5
October ...	66.6	63.3	48.0	54.3	53.3	53.3	90.4	88.1	83.9	80.9	78.1	73.0
November ..	66.0	65.1	46.2	52.5	52.6	54.7	91.3	86.1	85.2	80.1	76.9	72.5
December ..	67.7	69.5	44.0	55.7	55.4	54.3	164.0	169.7	91.7	98.9	102.1	76.8
<u>1936</u>												
January ...	43.2	42.6	51.4	50.4	49.3	53.0	53.4	53.3	79.6	59.1	58.3	69.4
February ..	40.4	41.5	47.7	49.0	50.8	53.0	60.8	59.1	79.8	60.8	60.4	69.4
March	36.6	36.2	44.1	52.7	52.4	54.0	65.1	65.5	81.8	65.2	65.4	71.8
April	36.9	37.8	46.7	51.7	52.4	51.9	80.4	83.2	90.5	73.4	75.7	70.8
May	50.1	51.5	59.1	53.3	52.3	52.3	91.2	88.3	84.9	77.9	76.6	72.9
June	36.9	36.4	51.3	53.2	54.0	53.4	93.1	93.6	90.9	74.5	74.8	74.1

YEAR TO YEAR COMPARISON OF SALES FOR CORRESPONDING MONTHS

(Supplementary)

D. - Percentage change from corresponding month in 1930.

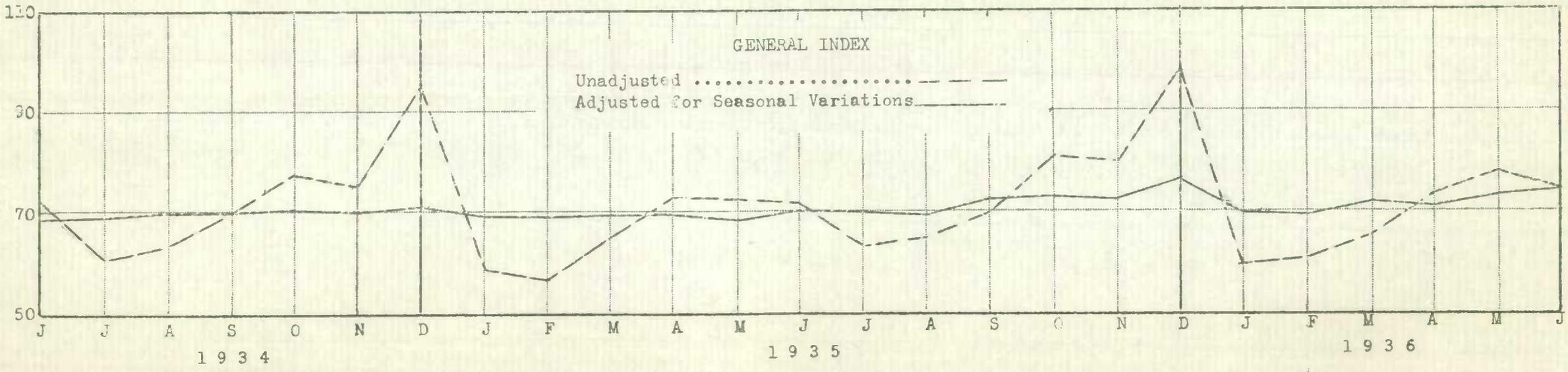
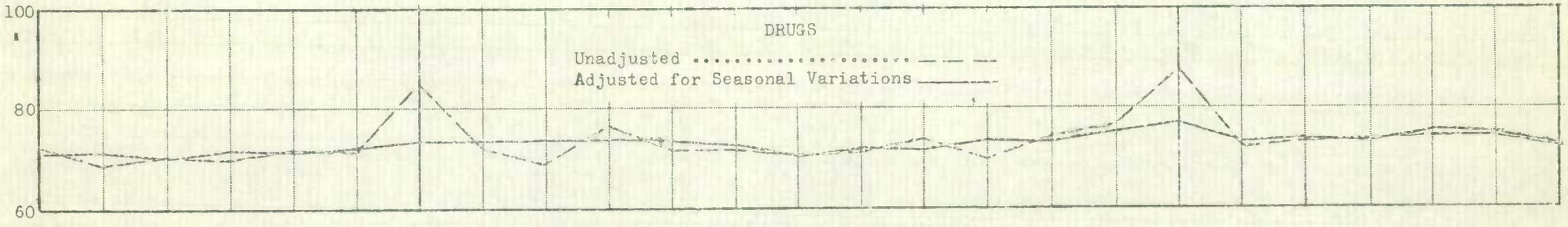
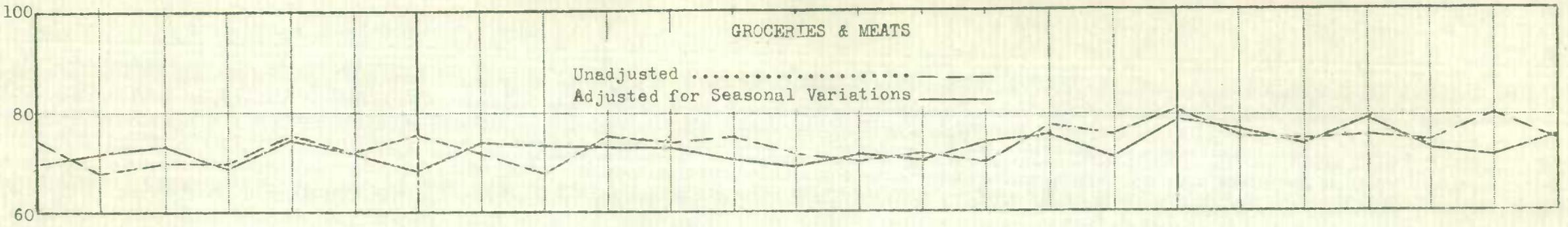
E. - Percentage change from corresponding month in preceding year.

(For explanation of the figures given in this table, please refer to the introduction.)

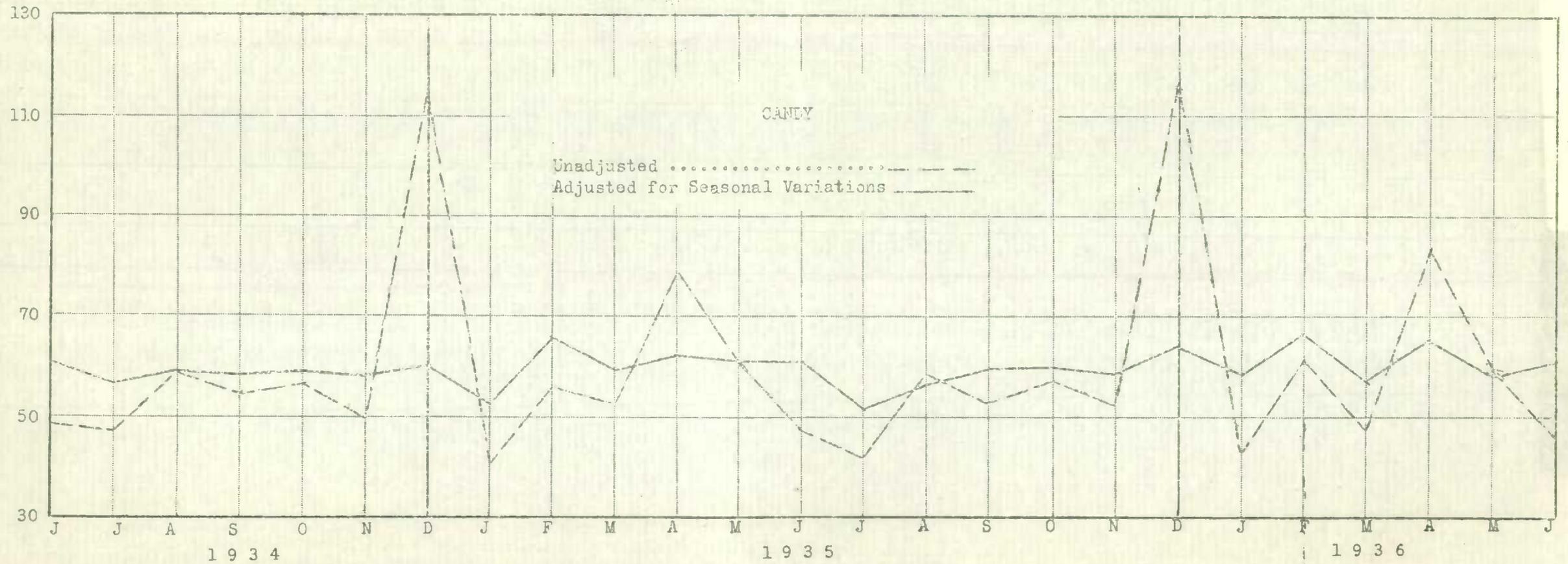
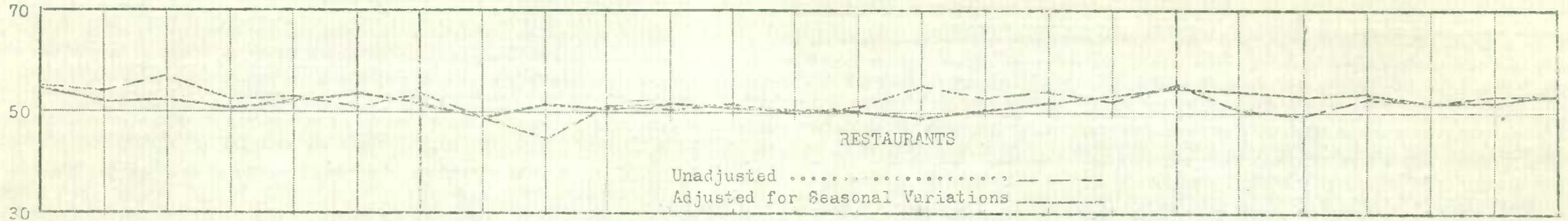
Year and Month	Boots and Shoes		Candy		Men's Clothing		Women's Clothing		Departmental		Drugs		Dyers and Cleaners	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
<u>1934</u>														
April	-42.5	- 2.4	-57.5	-31.4	-55.6	-20.2	-51.0	- 7.4	-37.2	- 0.4	-31.8	+ 3.3	-35.9	+ 0.3
May	-23.8	+18.8	-43.5	+ 0.2	-39.8	+11.6	-42.2	+ 6.0	-29.8	+ 5.1	-31.0	+ 6.0	-31.4	+ 9.5
June	- 7.8	+14.6	-36.5	+ 9.8	-32.2	+ 2.4	-35.4	+ 2.7	-26.7	+ 1.7	-25.8	+ 3.3	-20.1	+12.2
<u>1935</u>														
April	-32.7	+17.1	-39.3	+42.7	-42.9	+28.5	-44.4	+13.4	-31.2	+ 9.5	-29.4	+ 3.6	-29.7	+ 9.5
May	-33.1	-12.1	-42.6	+ 1.4	-43.6	- 6.2	-48.6	-11.2	-32.8	- 4.2	-29.3	+ 2.5	-31.6	- 0.4
June	- 6.4	+ 0.5	- 3.8	- 2.8	-30.9	+ 1.9	-39.9	- 7.0	-24.4	+ 3.1	-27.8	- 2.8	-13.8	+ 7.9
<u>1936</u>														
April	-34.0	- 1.9	-35.6	+ 6.2	-45.3	- 4.2	-42.1	+ 4.0	-31.7	- 0.8	-26.8	+ 3.7	-18.2	+16.3
May	-19.3	+20.7	-44.3	- 2.8	-36.5	+12.5	-41.6	+13.6	-28.7	+ 6.0	-27.1	+ 3.0	-22.9	+12.8
June	- 9.3	- 2.1	-40.0	- 2.8	-32.1	- 1.8	-39.3	- 1.1	-24.0	+ 0.6	-26.3	+ 2.2	-11.5	+ 2.6

Year and Month	Furniture		Groceries and Meats		Hardware		Music and Radio		Restaurants		Variety		General Index	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
<u>1934</u>														
April	-35.5	+16.8	-32.3	+ 2.1	-24.3	+22.8	-62.3	+14.3	-44.9	- 3.1	-24.8	- 5.6	-37.5	- 0.3
May	-33.9	+17.1	-30.0	+ 1.4	-16.1	+20.4	-54.9	+21.2	-45.6	+ 0.1	-12.4	+22.1	-31.0	+ 6.1
June	-17.5	+24.1	-20.8	+ 1.9	-18.7	+10.8	-53.8	+22.0	-45.5	- 0.7	- 5.0	+ 9.5	-25.5	+ 4.9
<u>1935</u>														
April	-26.4	+14.1	-30.2	+ 3.1	-17.8	+ 8.6	-55.3	+18.6	-48.2	- 5.9	-16.1	+11.5	-32.3	+ 8.2
May	-31.7	+ 3.3	-31.9	- 2.7	-17.2	- 1.2	-47.7	+16.0	-50.2	- 8.5	-24.6	-13.9	-33.7	- 4.0
June	-24.2	+ 4.5	-24.3	- 4.6	-17.0	+ 2.1	-52.0	+ 4.1	-50.9	- 9.9	- 6.5	- 1.6	-26.0	- 0.7
<u>1936</u>														
April	-24.9	+ 2.0	-30.3	- 0.1	-11.9	+ 7.1	-53.5	+ 3.9	-47.2	+ 2.0	-13.3	+ 3.3	-31.9	+ 0.6
May	-22.4	+13.7	-27.7	+ 6.1	- 6.7	+12.7	-39.1	+16.6	-48.9	+ 2.6	-13.5	+14.7	-28.7	+ 7.7
June	-15.6	+11.3	-21.4	+ 3.9	+ 4.6	+25.9	-41.0	+22.7	-47.5	+ 6.9	- 1.8	+ 5.0	-23.4	+ 3.5

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



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



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