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DEPARTMENT OF TRADE AND COMMERCE
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INTERNAL TRADE BRANCH
OTTAWA, CANADA.

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CHANGES IN THE VALUE OF RETAIL SALES, JULY, 1936

Retail sales data for July, while reflecting the usual seasonal decline from the three preceding months, indicate that the underlying trend of consumer purchasing continues upward. The general index for July (base average monthly sales 1930 = 100) stood at 66.3, an increase of 6.1 per cent over the figure for the corresponding month in 1935 and 9.6 per cent higher than July, 1934. When corrections are made both for variations in number of business days in the different months and also for normal seasonal variations, the index for July stands at 72.5 as compared with 74.2 for June, 72.9 for May, and 70.8 for April of this year.

Different kinds of business showed wide variations in the degree of improvement over 1935. Music and radio store sales were up 29.5 per cent as compared with July, 1935; hardware store sales were up 17.5 per cent as compared with last year and were even slightly higher than in June, 1930; furniture store sales were 13.2 per cent higher than a year ago. Other kinds of business reporting increased trade over July, 1935, together with these percentage increases are: candy stores, 13.1 per cent; women's clothing stores, 8.8 per cent; variety stores, 7.2 per cent; grocery and meat stores, 7.1 per cent; restaurants, 6.8 per cent; dyers and cleaners, 6.6 per cent; drug stores, 5.0 per cent, and department stores, 4.0 per cent. Boot and shoe store sales were 0.9 per cent lower than in July, 1935, and men's clothing stores showed a greater decline of 7.2 per cent.

These statistics are calculated from returns furnished by 37 large departmental firms and 169 chains comprising more than 3,300 stores. The average for 1930 has been taken as 100. Three series of index numbers for each kind of business are shown in the tables following. The first series is unadjusted. The second series is computed on an average daily basis and makes allowance not only for the varying number of business days in the different months but also for the varying sales importance of the days of the week. The third series is corrected for number of business days and also 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> | | | | | | | | | | | | | | | |
| 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 | 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 | 53.2 | 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 | 63.5 | 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 | 56.3 | 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 | 107.0 | 107.5 | 80.8 | 45.8 | 47.0 | 61.0 | 72.6 | 73.2 | 63.1 | 70.3 | 70.8 | 59.0 | 73.4 | 72.7 | 75.0 |
| July | 69.4 | 69.2 | 67.8 | 49.8 | 48.9 | 57.5 | 53.5 | 52.9 | 62.3 | 61.3 | 60.5 | 65.1 | 57.6 | 56.6 | 70.8 |

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 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> | | | | | | | | | | | | | | | |
| 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 | 68.4 | 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 | 86.5 | 90.7 | 86.4 |
| May | 74.0 | 72.0 | 75.0 | 105.6 | 107.9 | 86.3 | 87.9 | 88.2 | 76.0 | 79.3 | 75.1 | 70.9 | 115.3 | 120.9 | 88.9 |
| June | 72.2 | 73.6 | 72.9 | 90.9 | 89.3 | 80.5 | 78.8 | 78.1 | 78.1 | 74.1 | 75.2 | 75.2 | 109.7 | 110.5 | 96.1 |
| July | 74.9 | 73.1 | 75.4 | 82.8 | 81.3 | 83.0 | 67.0 | 66.4 | 83.0 | 74.8 | 73.3 | 74.8 | 97.4 | 98.1 | 95.3 |

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> | | | | | | | | | | | | |
| 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 | 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 | | 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 | 33.4 | 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 | | 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 | 53.2 | 52.2 | 52.2 | 91.2 | 88.3 | 84.9 | 77.8 | 76.6 | 72.9 |
| June | 35.7 | 35.2 | 49.6 | 52.3 | 53.0 | 52.3 | 93.1 | 93.6 | 90.9 | 74.7 | 75.0 | 74.2 |
| July | 34.4 | 34.0 | 52.3 | 54.6 | 53.4 | 54.6 | 88.8 | 88.7 | 88.7 | 66.3 | 65.2 | 72.5 |

YEAR TO YEAR COMPARISON OF SALES FOR CORRESPONDING MONTHS

(Supplementary)

D. Percentage change from corresponding month in 1930.

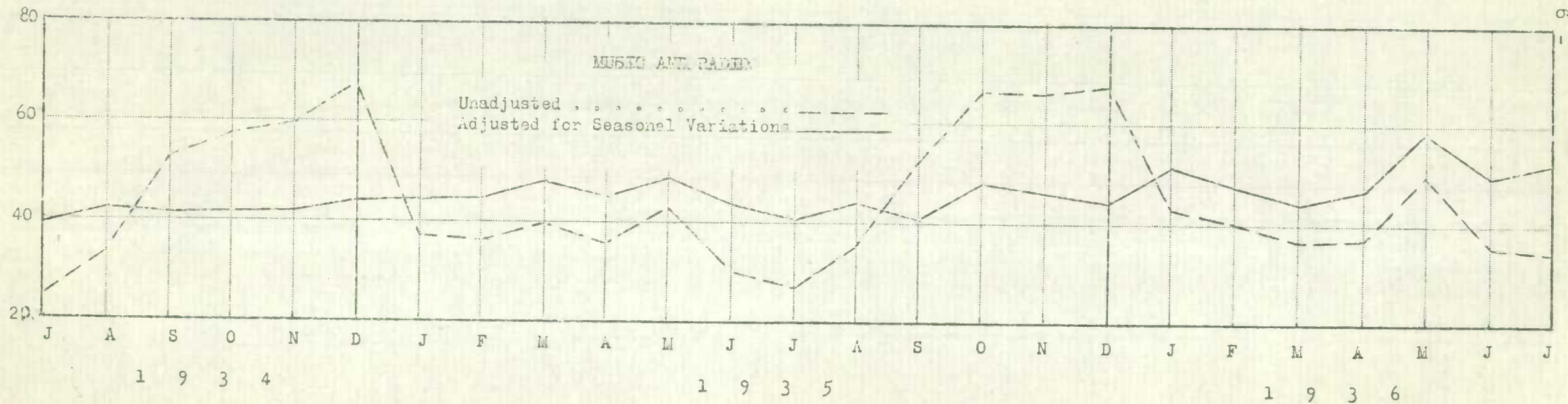
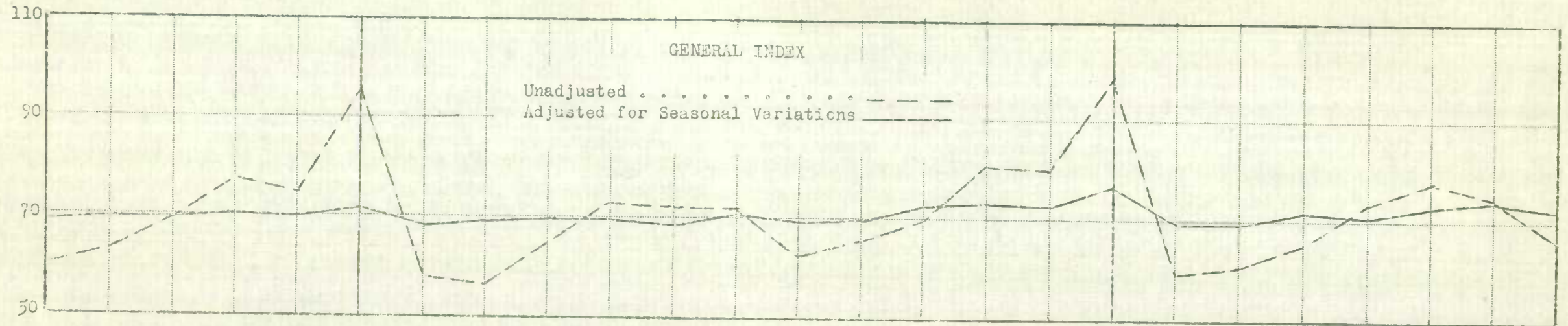
E. Percentage change from corresponding month in preceding year.

| 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> | | | | | | | | | | | | | | |
| 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 |
| July | -29.2 | + 1.6 | -46.1 | - 6.4 | -39.7 | + 9.2 | -42.7 | + 4.4 | -34.8 | + 2.7 | -30.3 | + 1.4 | -22.6 | +18.9 |
| <u>1935</u> | | | | | | | | | | | | | | |
| 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 |
| July | -27.7 | + 2.1 | -49.2 | - 5.8 | -33.3 | +10.6 | -41.8 | + 1.6 | -33.3 | + 2.2 | -27.9 | + 3.5 | -17.1 | + 7.2 |
| <u>1936</u> | | | | | | | | | | | | | | |
| May | -19.3 | +20.7 | -44.3 | - 2.8 | -36.5 | +12.5 | -41.6 | +13.6 | -28.7 | + 6.0 | -27.4 | + 2.7 | -22.9 | + 12.8 |
| June | - 9.7 | - 2.6 | -39.9 | - 2.6 | -33.4 | - 3.6 | -39.2 | + 1.2 | -23.0 | + 1.8 | -26.2 | + 2.2 | -12.9 | + 1.0 |
| July | -28.4 | - 0.9 | -42.6 | +13.1 | -38.1 | - 7.2 | -36.7 | 8.8 | -30.7 | + 4.0 | -24.3 | + 5.0 | -11.6 | + 6.6 |

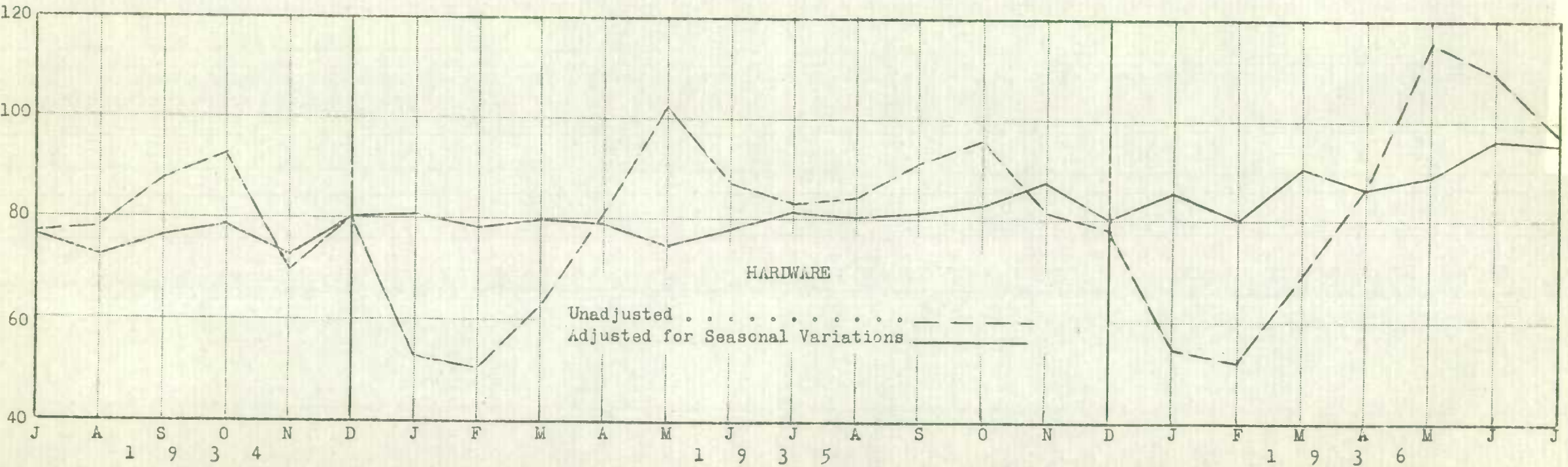
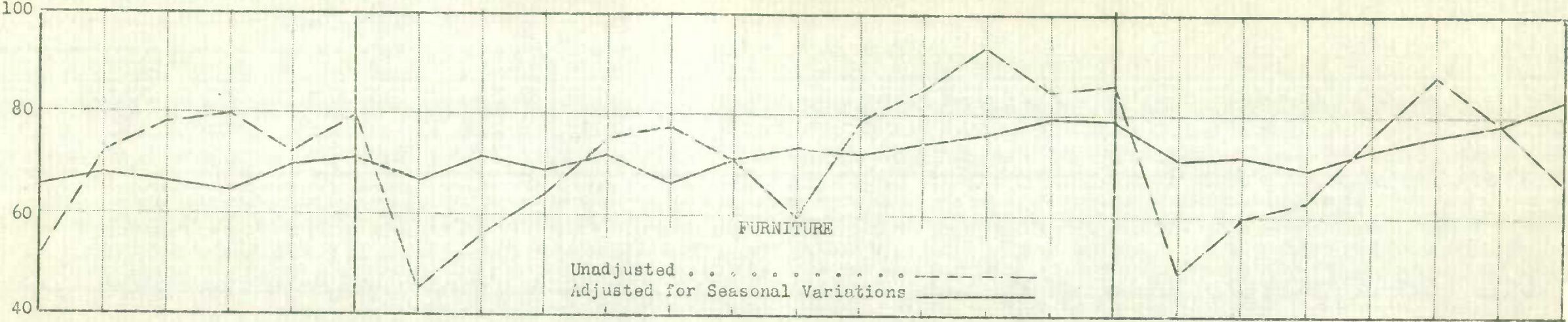
| Year and Month | Furniture | | Groceries and Meats | | Hardware | | Music and Radio | | Restaurants | | Variety | | General Index | |
|----------------|-----------|-------|---------------------|-------|----------|-------|-----------------|-------|-------------|-------|---------|-------|---------------|-------|
| | D | E | D | E | D | E | D | E | D | E | D | E | D | E |
| <u>1934</u> | | | | | | | | | | | | | | |
| 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 |
| July | -26.1 | +25.0 | -29.7 | - 1.5 | -19.4 | +20.3 | -56.5 | + 9.7 | -48.7 | - 4.0 | -17.4 | + 4.1 | -33.0 | + 2.5 |
| <u>1935</u> | | | | | | | | | | | | | | |
| 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 |
| July | -14.7 | +15.5 | -27.7 | + 2.8 | -13.4 | + 7.4 | -53.1 | + 7.8 | -51.5 | - 5.5 | -13.6 | + 4.6 | -30.8 | + 3.2 |
| <u>1936</u> | | | | | | | | | | | | | | |
| May | -22.4 | +13.7 | -27.7 | + 6.1 | - 6.7 | +12.6 | -39.1 | +16.6 | -49.0 | + 2.5 | -13.5 | +14.7 | -28.7 | - 7.6 |
| June | -15.6 | +11.3 | -21.5 | + 3.8 | + 4.4 | +25.8 | -43.0 | +18.5 | -48.4 | + 5.0 | - 1.8 | + 5.0 | -23.3 | + 3.7 |
| July | - 3.4 | +13.2 | -22.6 | + 7.1 | + 1.8 | +17.5 | -39.3 | +29.5 | -48.2 | + 6.8 | - 7.4 | + 7.2 | -26.6 | + 6.1 |

N.B. These percentage changes are based upon actual monthly sales figures. No allowances have been made for differences in the number of working days or for seasonal variations.

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



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



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