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OTTAWA, CANADA.

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#### CHANGES IN THE VALUE OF RETAIL SALES, AUGUST, 1936

Retail sales in Canada revealed a strong upward tendency during August, according to index numbers issued by the Dominion Bureau of Statistics. The general index, adjusted for number of business days and for normal seasonal variations, was 75.1 for August (base average monthly sales in 1930 = 100). This figure is the high point for the year to date, and, with the single exception of December, 1935, it is the highest recorded by the Bureau for any month since February, 1932. Comparable data for the corresponding month of previous years follow: August, 1935 - 69.6; August, 1934 - 69.9; August, 1933 - 68.2; August, 1932 - 69.6, and August, 1931 - 85.0.

Without allowance for seasonal variations, August sales were up 3.5 per cent as compared with August, 1935.

Different kinds of business showed wide fluctuations with gains over last year as high as 24.1 per cent after seasonal adjustment. This increase was shown for hardware sales, while next in order of increase was furniture stores with a jump of 12.9 per cent. Departmental stores showed an improvement over August, 1935, of 8.3 per cent. Sales of groceries and meats increased by 8.1 per cent. Variety stores, women's clothing stores and restaurants reported gains of 7.6 per cent, 5.1 per cent and 4.0 per cent respectively, while drug sales were credited with an increase of 1.2 per cent. Lower sales as compared with this time last year were shown for boot and shoe stores, men's clothing stores, and music and radio stores. The volume of sales of dyeing and cleaning establishments shows no change as compared with August, 1935.

This bulletin shows, on page 5, a supplementary table for firms wishing to compare the value of sales in any one month, first, with the corresponding month of 1930 and, second, with the corresponding month of the preceding year. The percentage changes are based upon the actual value of sales during each month and no corrections have been made for differences in the number of business days and for normal seasonal variations. A comparison with the corresponding month of 1930 for each subgroup is given in Column D of this table, while a comparison with the corresponding month in the preceding year is shown in Column E.

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>															
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	68.8	66.3	60.1	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	70.2	70.7	58.9	73.4	72.7	75.0
July .....	69.5	69.3	67.9	49.9	49.1	57.7	53.5	52.8	62.2	61.7	60.9	65.5	57.7	56.8	71.0
August .....	60.0	56.5	68.1	58.8	57.1	58.3	47.6	45.5	65.0	50.7	48.4	63.7	62.8	61.3	76.7



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>															
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	63.5	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	70.0	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 .....	74.1	72.1	75.1	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 .....	72.5	73.8	73.1	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 .....	75.1	73.3	75.6	82.8	81.3	83.0	67.0	66.4	83.0	74.1	72.9	74.4	97.4	98.1	95.3
August .....	73.0	71.7	73.1	73.7	72.4	75.4	82.9	83.2	81.5	74.0	69.8	75.9	100.5	101.2	99.3

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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>												
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	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	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	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	77.8	76.6	72.9
June .....	34.9	34.5	48.5	52.4	53.1	52.6	93.1	93.6	90.9	74.7	75.0	74.2
July .....	34.1	33.6	51.7	55.8	54.6	53.0	88.8	88.7	88.7	66.2	65.3	72.5
August .....	31.7	31.2	41.1	56.6	55.8	52.6	87.1	82.4	89.6	67.6	65.3	75.1



YEAR-TO-YEAR COMPARISON OF SALES FOR CORRESPONDING MONTHS

D. Percentage change from corresponding month in 1930.  
E. Percentage change from corresponding month in preceding year.

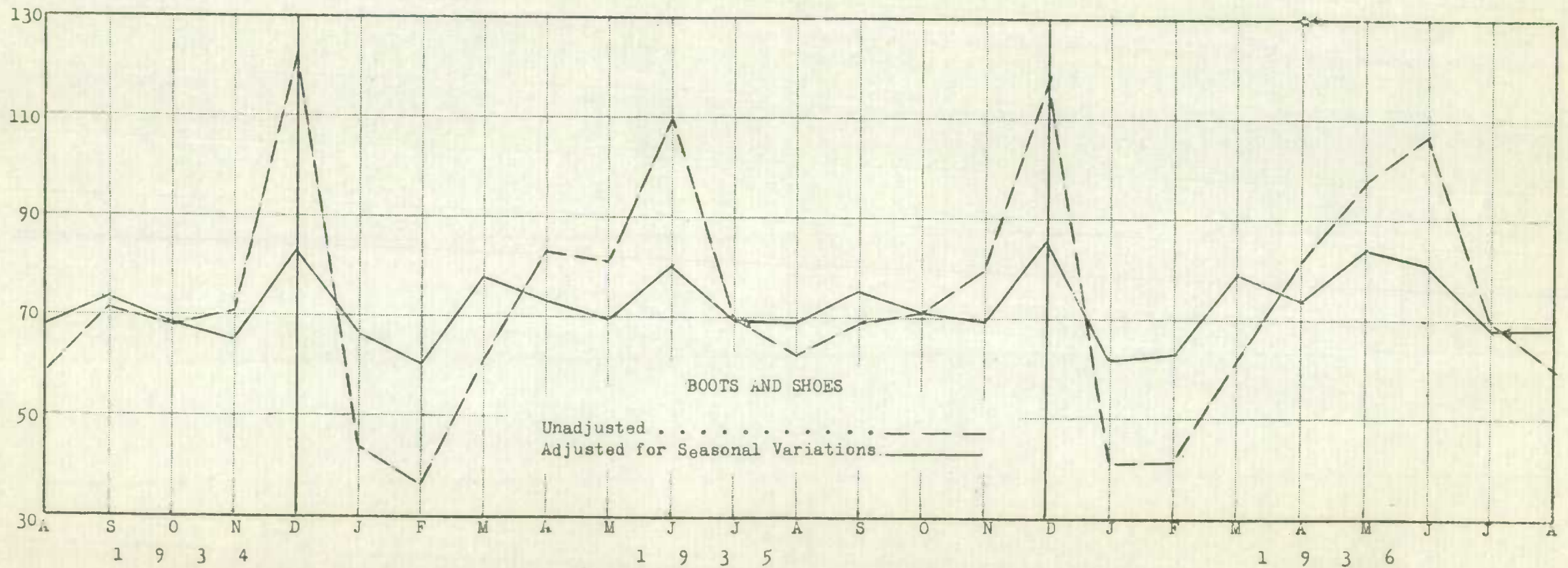
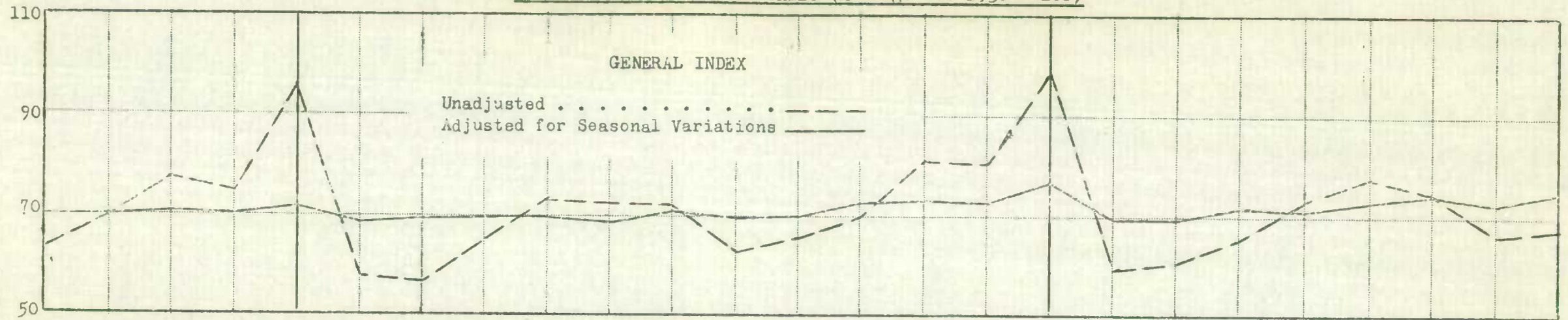
(Supplementary)

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>														
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
August .....	-36.5	+ 4.5	-44.6	+ 0.8	-38.3	+ 6.0	-35.6	+14.0	-28.3	+ 3.4	-31.7	+ 3.7	-18.7	+11.0
<u>1935</u>														
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
August .....	-31.8	+ 7.5	-44.1	+ 1.0	-31.8	+10.5	-37.8	+ 3.4	-26.6	+ 2.4	-28.0	+ 5.3	-20.4	+ 2.1
<u>1936</u>														
June .....	- 9.7	- 2.6	-39.9	- 2.6	-33.4	- 3.6	-39.3	+ 1.1	-23.0	+ 1.8	-26.0	+ 2.6	-12.9	+ 1.0
July .....	-28.2	- 0.7	-42.4	+13.4	-38.1	- 7.3	-36.3	+ 9.5	-30.5	+ 4.3	-24.1	+ 5.3	-11.6	+ 6.6
August .....	-34.5	- 4.0	-44.5	+ 0.7	-35.4	- 5.2	-37.5	+ 0.5	-23.7	+ 4.0	-29.1	+ 1.5	-23.3	+ 3.7

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>														
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
August .....	-26.0	+17.4	-26.7	- 0.7	-24.3	+10.2	-51.9	+17.3	-47.0	- 0.8	-21.1	+ 6.9	-29.7	+ 3.3
<u>1935</u>														
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
August .....	-19.7	+ 8.5	-25.0	+ 2.3	-18.4	+ 7.9	-49.9	+ 4.1	-48.8	- 3.3	-15.1	+ 7.7	-27.6	+ 3.0
<u>1936</u>														
June .....	-15.6	+11.3	-21.5	+ 3.8	+ 4.4	+25.8	-44.3	+16.0	-48.4	+ 5.1	- 1.8	+ 5.0	-23.3	+ 3.7
July .....	- 3.4	+13.2	-23.3	+ 6.1	+ 1.8	+17.5	-40.0	+28.1	-47.0	+ 9.1	- 7.3	+ 7.3	-26.7	+ 6.0
August .....	-15.3	+ 5.5	-22.4	+ 3.5	+ 2.5	+19.5	-54.9	-10.0	-47.6	+ 2.3	-11.6	+ 4.1	-25.1	+ 3.5

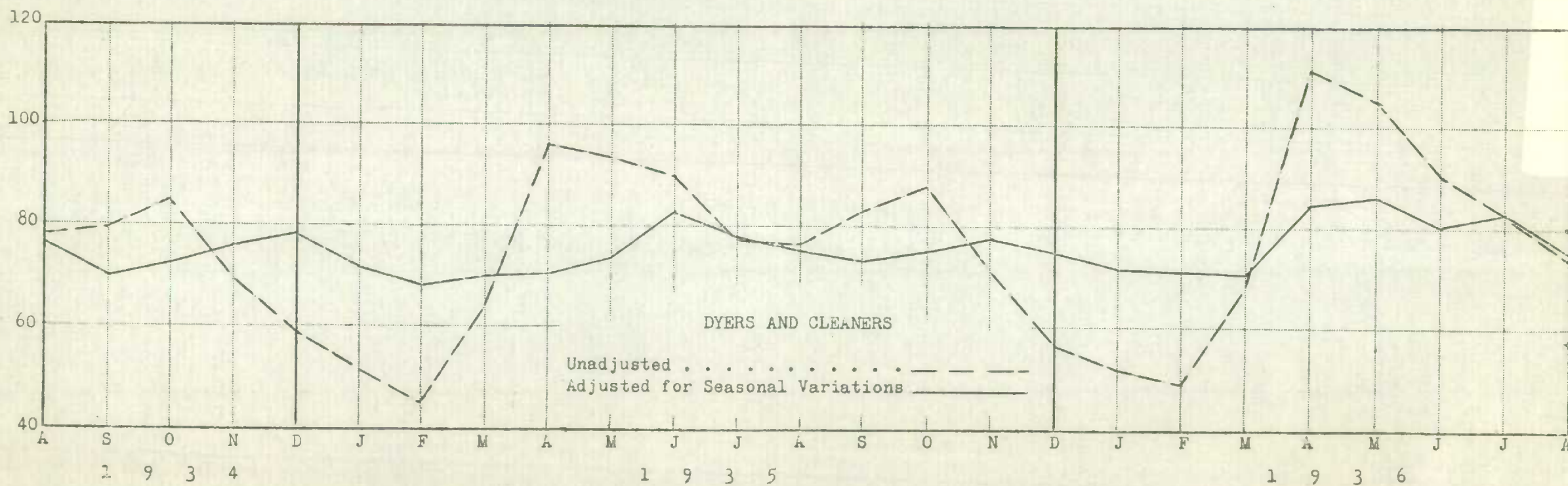
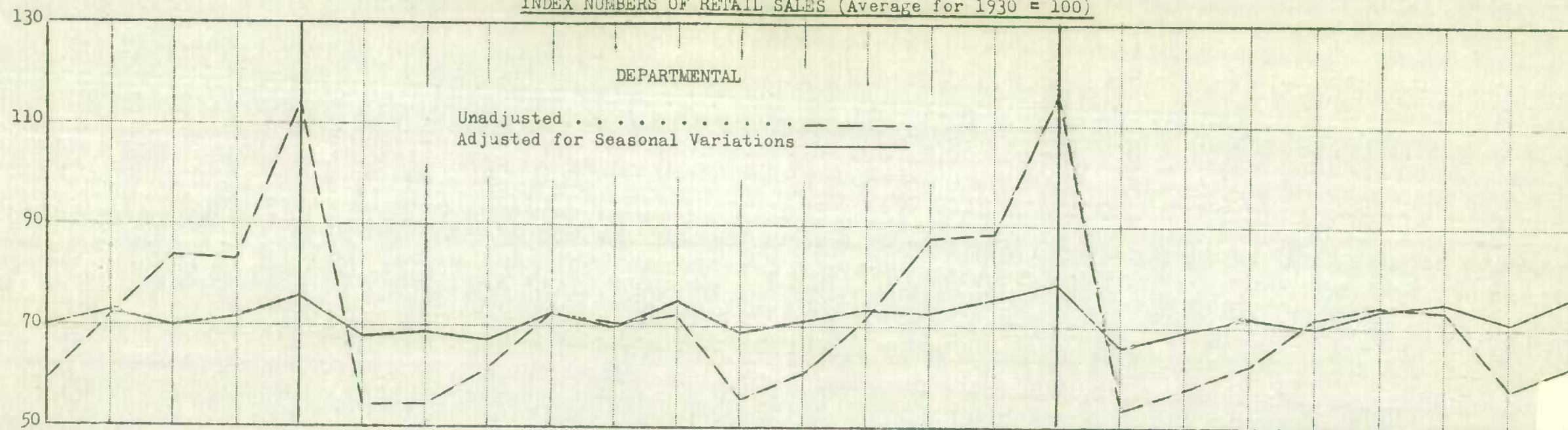
N.B. These percentage changes are based upon actual monthly sales figures. No allowances have been made for differences in the number of working days or for seasonal variations.

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





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



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