

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA.

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

Indicative of the recovery movement in evidence throughout Canada, retail sales for September were 5.7 per cent higher than during the corresponding month last year, according to index numbers released by the Dominion Bureau of Statistics. It must be noted, however, that this gain in value of sales was partly due to a moderate rise in price levels as well as to increased volume. The general index, adjusted for number of business days and for normal seasonal variations, was 76.6 for September, 1936, and 72.5 for September, 1935, based on average monthly sales in 1930 as 100. Without allowance for seasonal variations, September sales were over 9 per cent in advance of last year.

Improvement over the corresponding month last year was noted in all lines of retail trade covered by the report. Hardware sales were in the lead again with a gain of 21.8 per cent over September of last year, while heavy music and radio sales accounted for a 16.9 per cent rise in the index number. Sales of men's clothing were 9.3 per cent in advance of last year; variety store sales were up 6.9 per cent, and department store sales advanced 5.7 per cent. Next in order of increase were boot and shoe stores with a jump of 5.4 per cent, while restaurants, women's clothing stores, grocery and meat stores, drug stores, candy stores, dyers and cleaners and furniture stores all reported small increases in trade.

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 sub-group 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>															
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	42.9	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	66.1	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	61.5	60.7	65.3	57.7	56.8	71.0
August	60.7	57.1	68.8	58.3	56.6	57.8	47.7	45.5	65.1	50.8	48.4	63.7	62.8	61.3	76.6
September	74.0	77.0	79.4	55.0	56.1	60.4	67.5	69.2	75.2	56.2	57.5	63.9	78.6	80.7	77.6

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>															
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	74.1	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	74.2	73.3	74.7	97.4	98.1	95.3
August	73.0	71.7	73.2	76.7	75.4	78.5	82.9	83.2	81.5	74.8	70.8	77.0	100.7	101.5	99.5
September	73.5	74.4	75.9	87.3	89.2	73.7	88.2	90.6	74.3	74.2	76.2	76.2	115.1	120.7	98.9

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>												
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	47.6	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	73.1	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	65.4	72.6
August	31.9	31.5	41.5	57.4	56.5	53.3	87.1	82.5	89.6	67.9	65.7	75.5
September	63.7	65.4	47.7	56.0	56.8	54.1	85.7	88.6	91.4	76.0	78.1	76.6

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.

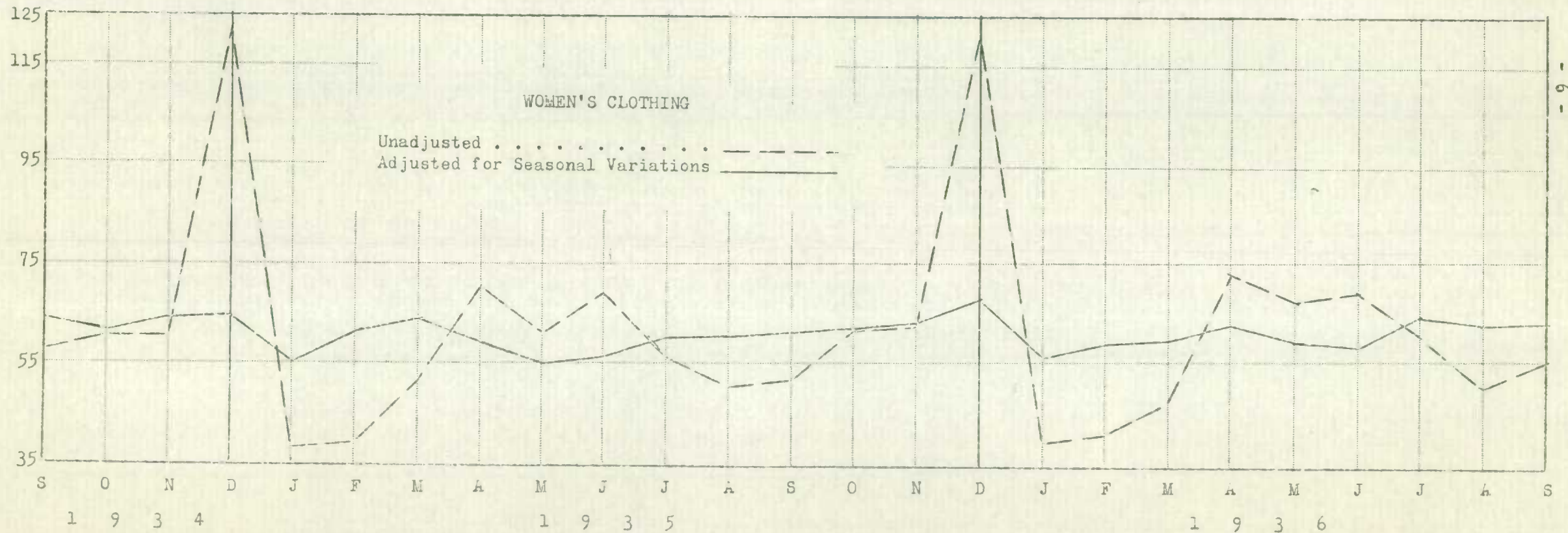
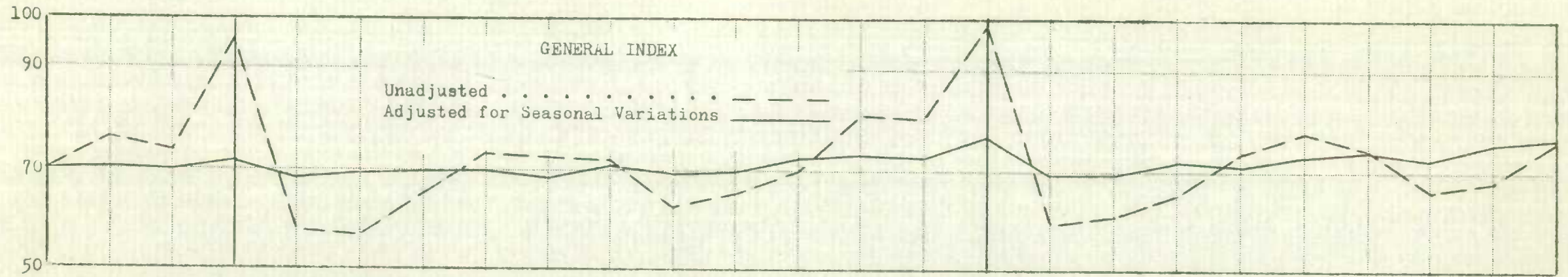
(Supplementary)

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
1934														
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
September	-20.1	+ 4.8	-38.3	- 5.9	-32.7	+ 0.3	-34.5	+ 5.5	-27.7	+ 1.3	-25.3	+ 0.8	-33.1	- 1.8
1935														
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
September	-23.2	- 3.9	-40.1	- 2.9	-28.7	+ 6.0	-40.8	- 9.6	-28.3	- 0.8	-25.3	-	-30.1	+ 4.5
1936														
July	-28.2	- 0.7	-42.4	+13.4	-38.1	- 7.3	-36.5	+ 9.2	-30.5	+ 4.3	-24.1	+ 5.3	-11.6	+ 6.6
August	-33.8	- 3.0	-45.0	- 1.6	-35.3	- 5.1	-37.5	+ 0.6	-23.8	+ 3.9	-29.1	- 1.4	-20.2	+ 0.2
September	-17.3	+ 7.7	-37.4	+ 4.6	-19.1	+13.5	-36.2	+ 7.8	-21.3	+ 9.8	-21.3	+ 5.3	-26.7	+ 4.9

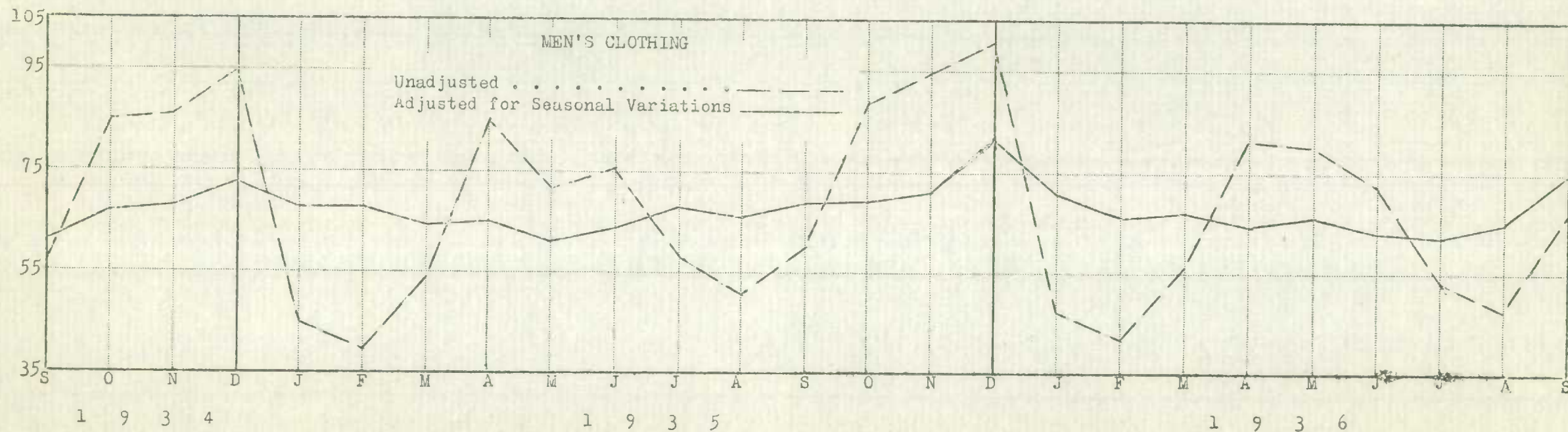
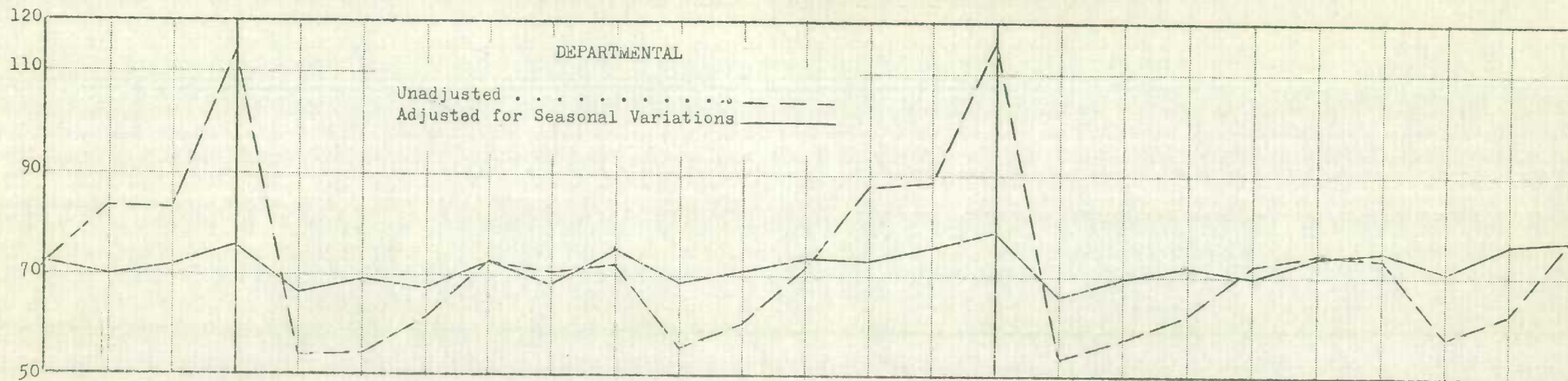
Year and Month	Furniture		Groceries and Meats		Hardware		Music and Radio		Restaurants		Variety		General Index	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
1934														
July	-26.1	+25.0	-29.7	- 1.5	-19.4	+20.3	-56.5	+ 9.7	-48.7	- 4.0	-17.4	+ 4.1	-33.0	+ 2.5
August	-26.0	+17.4	-26.7	- 0.7	-24.3	+10.2	-51.9	+17.3	-47.0	- 0.8	-21.1	+ 6.9	-29.7	+ 3.3
September	-26.2	+13.7	-26.5	- 5.5	-21.8	+ 9.4	-53.4	+20.5	-47.6	- 7.0	-14.0	+ 0.8	-28.3	- 0.2
1935														
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
September	-19.6	+ 8.9	-26.6	- 0.2	-18.9	+ 3.7	-53.9	- 1.0	-47.2	+ 0.8	-16.1	- 2.4	-28.5	- 0.2
1936														
July	- 3.4	+13.2	-23.2	+ 6.2	+ 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	-21.5	+ 4.6	- 2.2	+19.8	-54.5	- 9.3	-46.9	+ 3.6	-11.6	+ 4.1	-24.7	+ 4.0
September	-16.5	+ 3.9	-21.7	+ 6.7	+ 2.9	+26.9	-43.8	+21.8	-44.2	+ 5.7	- 7.7	+10.0	-21.9	+ 9.2

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.

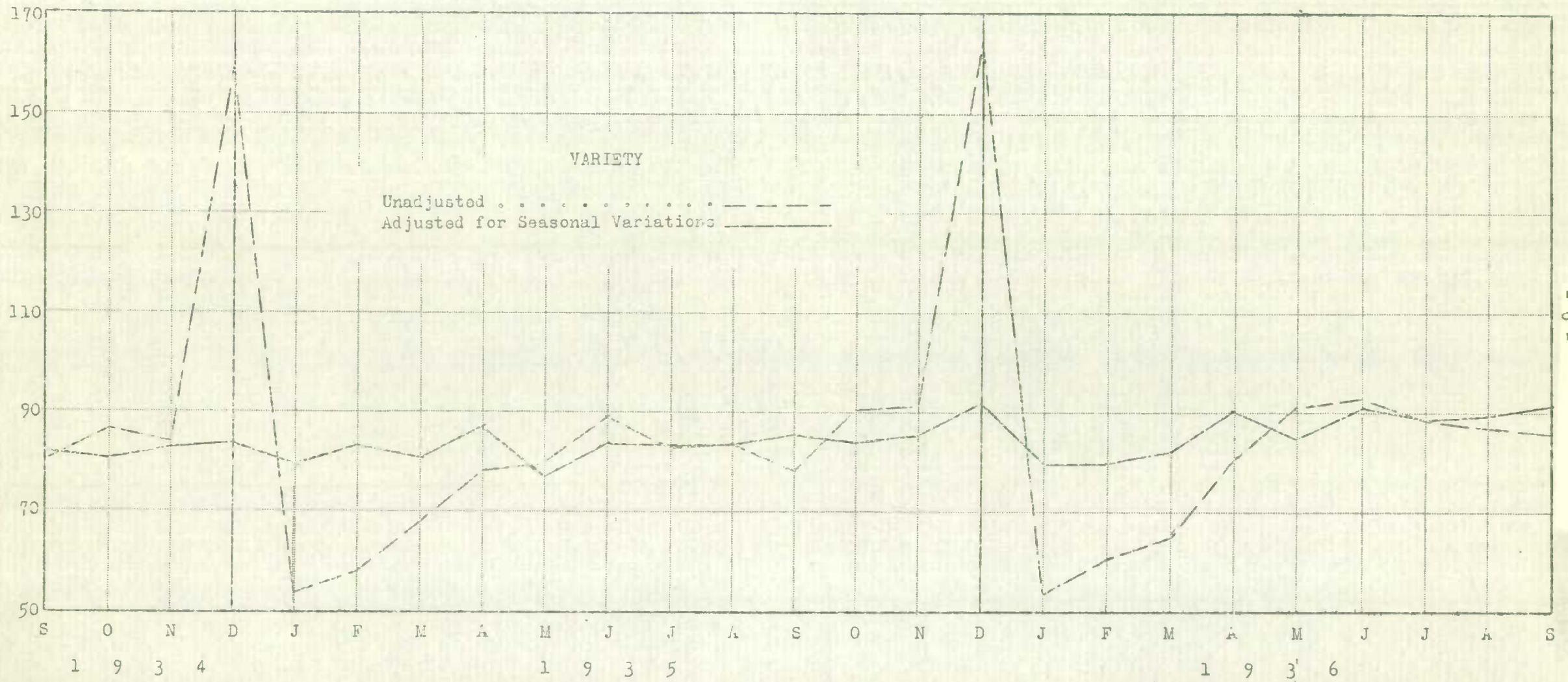
INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



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