

### 39.—Adjusted Index Numbers of Retail Sales Based on Monthly Reports of Department and Chain Stores, by Kinds of Business, January, 1933, to December, 1935.

NOTE.—The indexes are compiled from the returns of 37 departmental organizations and 169 chain companies operating more than 3,300 stores. The indexes are adjusted for variations in number of stores operated, for number of business days in each month and for seasonal variations.

(Average for 1930=100.)

| Year and Month. | Boots and Shoes. | Candy. | Cltg. Men's. | Cltg. Women's. | Department. | Drugs. | Dyers and Clnrs. | Furniture. | Groc. and Meats. | Hdwre. | Music and Radio. | Restaurants. | Variety. |
|-----------------|------------------|--------|--------------|----------------|-------------|--------|------------------|------------|------------------|--------|------------------|--------------|----------|
| <b>1933.</b>    |                  |        |              |                |             |        |                  |            |                  |        |                  |              |          |
| Jan.....        | 70.9             | 62.8   | 64.8         | 61.6           | 66.4        | 73.9   | 64.1             | 46.1       | 71.2             | 62.5   | 35.9             | 58.2         | 83.6     |
| Feb.....        | 65.0             | 60.6   | 48.1         | 61.5           | 62.7        | 70.4   | 63.7             | 47.7       | 69.4             | 56.8   | 30.5             | 57.1         | 80.1     |
| Mar.....        | 59.9             | 50.8   | 61.2         | 58.8           | 63.5        | 68.7   | 61.3             | 56.6       | 75.2             | 61.6   | 34.4             | 56.8         | 74.2     |
| April.....      | 61.6             | 61.7   | 61.4         | 55.0           | 68.0        | 68.3   | 66.7             | 55.0       | 65.9             | 62.0   | 35.0             | 56.0         | 79.6     |
| May.....        | 66.5             | 60.6   | 58.7         | 59.3           | 68.0        | 68.1   | 67.6             | 56.6       | 72.6             | 62.8   | 35.1             | 55.7         | 73.2     |
| June.....       | 71.4             | 58.0   | 61.5         | 59.9           | 69.7        | 70.3   | 65.8             | 55.2       | 72.4             | 66.6   | 33.4             | 55.7         | 79.7     |
| July.....       | 70.2             | 57.1   | 58.3         | 59.2           | 67.7        | 68.9   | 63.6             | 54.7       | 73.2             | 63.7   | 35.5             | 53.9         | 78.7     |
| Aug.....        | 65.6             | 58.7   | 59.4         | 58.4           | 68.0        | 67.9   | 69.4             | 58.5       | 74.8             | 65.7   | 36.0             | 53.4         | 77.0     |
| Sept.....       | 68.1             | 59.6   | 58.6         | 58.4           | 69.0        | 69.7   | 68.5             | 56.4       | 69.9             | 67.1   | 33.1             | 53.9         | 79.0     |
| Oct.....        | 69.8             | 61.7   | 61.0         | 58.8           | 70.0        | 69.2   | 69.6             | 56.7       | 72.8             | 71.1   | 31.5             | 54.6         | 77.3     |
| Nov.....        | 76.8             | 58.9   | 61.3         | 58.2           | 67.2        | 71.0   | 67.5             | 52.5       | 72.4             | 66.8   | 34.3             | 54.8         | 76.5     |
| Dec.....        | 66.0             | 58.0   | 55.7         | 65.0           | 67.8        | 70.3   | 72.8             | 53.7       | 69.6             | 63.1   | 34.9             | 52.9         | 76.0     |
| Av., 1933....   | 67.7             | 59.0   | 59.2         | 59.5           | 67.3        | 69.7   | 66.7             | 54.1       | 71.6             | 64.2   | 34.1             | 55.3         | 77.9     |
| <b>1934.</b>    |                  |        |              |                |             |        |                  |            |                  |        |                  |              |          |
| Jan.....        | 69.3             | 62.8   | 56.0         | 60.7           | 69.5        | 71.9   | 73.4             | 62.8       | 73.6             | 64.7   | 35.9             | 54.0         | 82.4     |
| Feb.....        | 62.3             | 60.9   | 65.0         | 59.6           | 69.7        | 69.6   | 74.7             | 62.4       | 74.4             | 67.7   | 38.6             | 54.0         | 79.9     |
| Mar.....        | 78.9             | 60.6   | 59.8         | 60.8           | 68.0        | 71.4   | 71.3             | 61.3       | 73.8             | 70.4   | 39.6             | 56.7         | 87.4     |
| April.....      | 70.2             | 68.4   | 59.6         | 59.7           | 70.9        | 72.7   | 69.1             | 62.9       | 72.4             | 72.3   | 37.9             | 54.8         | 80.2     |
| May.....        | 79.3             | 60.5   | 65.0         | 62.4           | 71.5        | 71.7   | 73.9             | 64.0       | 73.0             | 75.0   | 42.0             | 55.7         | 89.4     |
| June.....       | 77.3             | 60.6   | 60.0         | 58.5           | 70.1        | 71.0   | 73.9             | 65.6       | 69.5             | 73.1   | 40.2             | 54.8         | 82.4     |
| July.....       | 69.7             | 56.4   | 63.3         | 61.5           | 69.5        | 71.5   | 75.6             | 65.7       | 71.8             | 76.6   | 38.9             | 52.2         | 81.9     |
| Aug.....        | 68.0             | 58.7   | 62.3         | 65.9           | 70.1        | 70.1   | 77.1             | 68.1       | 73.1             | 72.4   | 42.2             | 52.9         | 82.1     |
| Sept.....       | 73.7             | 58.0   | 61.0         | 64.0           | 72.8        | 71.9   | 70.1             | 66.5       | 68.6             | 76.5   | 41.2             | 50.9         | 82.2     |
| Oct.....        | 68.6             | 58.9   | 67.1         | 61.5           | 69.9        | 71.5   | 72.5             | 64.7       | 74.4             | 78.3   | 41.4             | 52.2         | 80.4     |
| Nov.....        | 65.0             | 57.9   | 68.0         | 64.3           | 71.7        | 72.2   | 76.1             | 69.6       | 71.6             | 72.6   | 41.7             | 53.9         | 82.9     |
| Dec.....        | 82.9             | 60.2   | 72.6         | 64.7           | 74.5        | 73.6   | 78.5             | 71.0       | 68.2             | 80.1   | 43.8             | 51.8         | 83.8     |
| Av., 1934....   | 72.1             | 60.3   | 63.3         | 62.0           | 70.7        | 71.6   | 73.9             | 65.4       | 72.0             | 73.3   | 40.3             | 53.7         | 82.9     |
| <b>1935.</b>    |                  |        |              |                |             |        |                  |            |                  |        |                  |              |          |
| Jan.....        | 66.5             | 52.5   | 67.6         | 55.3           | 69.5        | 73.6   | 71.6             | 66.3       | 73.9             | 80.5   | 44.2             | 51.7         | 79.5     |
| Feb.....        | 60.4             | 65.5   | 67.8         | 61.5           | 68.9        | 73.9   | 68.1             | 71.3       | 73.2             | 78.0   | 44.4             | 50.8         | 83.1     |
| Mar.....        | 77.9             | 59.2   | 64.2         | 63.9           | 66.7        | 74.1   | 70.0             | 68.6       | 72.9             | 79.5   | 47.8             | 52.0         | 80.6     |
| April.....      | 73.0             | 62.2   | 65.0         | 59.7           | 72.4        | 73.8   | 70.3             | 71.8       | 73.0             | 78.5   | 45.0             | 50.9         | 87.0     |
| May.....        | 69.2             | 61.0   | 60.8         | 55.2           | 68.5        | 73.3   | 73.7             | 66.1       | 70.5             | 74.1   | 48.8             | 50.8         | 76.6     |
| June.....       | 80.1             | 61.0   | 63.5         | 56.5           | 73.7        | 70.6   | 82.9             | 71.0       | 68.9             | 77.6   | 43.5             | 50.2         | 83.6     |
| July.....       | 69.2             | 51.5   | 67.9         | 60.5           | 70.5        | 72.5   | 77.9             | 73.3       | 71.8             | 81.1   | 40.4             | 48.8         | 83.3     |
| Aug.....        | 68.9             | 56.6   | 65.6         | 60.6           | 69.7        | 72.2   | 75.4             | 72.2       | 70.2             | 80.0   | 44.0             | 50.6         | 83.3     |
| Sept.....       | 75.3             | 59.6   | 68.8         | 61.5           | 73.5        | 74.1   | 73.2             | 74.2       | 73.9             | 81.2   | 40.8             | 51.9         | 85.5     |
| Oct.....        | 71.2             | 59.8   | 68.9         | 62.6           | 73.3        | 73.6   | 75.1             | 76.0       | 75.4             | 82.7   | 48.0             | 53.3         | 83.9     |
| Nov.....        | 69.4             | 58.6   | 70.9         | 63.5           | 75.0        | 75.7   | 77.6             | 79.4       | 70.8             | 87.3   | 46.2             | 54.7         | 85.2     |
| Dec.....        | 85.8             | 64.3   | 81.6         | 68.4           | 78.5        | 77.5   | 75.1             | 79.0       | 78.4             | 80.1   | 44.0             | 54.3         | 91.7     |
| Av., 1935....   | 72.2             | 59.3   | 67.7         | 60.8           | 71.7        | 73.7   | 74.2             | 72.4       | 72.7             | 80.1   | 44.8             | 51.7         | 83.6     |

**Motion Picture Statistics.**—The motion picture has become the most popular form of public entertainment and the business of satisfying the demand for such amusement has assumed a corresponding importance. In 1930 the expenditure on motion picture entertainment (exclusive of amusement taxes) was \$3.77 per capita in Canada. By 1934, due to reduced patronage and lower prices of tickets, the per