

38.—Adjusted Index Numbers of Retail Sales Based on Monthly Reports of Department and Chain Stores, by Kinds of Business, January, 1935, to December, 1937.

NOTE.—The indexes are compiled from the returns of 36 departmental organizations and 165 chain companies operating more than 3,300 stores and a number of independents in those lines of business where chains are of minor importance. 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.	Hardware. ¹	Music and Radio.	Restaurants.	Variety.
1935.													
Jan.....	66.5	52.5	67.6	55.3	66.7	73.6	71.6	65.7	73.9	67.6	44.2	51.7	79.5
Feb.....	60.4	65.5	67.8	61.5	69.0	73.9	68.1	71.3	73.2	68.7	44.4	50.8	83.1
Mar.....	77.9	59.2	64.2	63.9	67.1	74.1	70.0	69.2	72.9	69.6	47.8	52.0	80.6
Apr.....	73.0	62.2	65.0	59.7	72.7	73.8	70.3	71.2	73.0	72.6	45.0	50.9	87.0
May.....	69.2	61.0	60.8	55.2	68.2	73.3	73.7	65.9	70.5	67.4	48.8	50.8	76.6
June.....	80.1	61.0	63.5	56.5	75.1	70.6	82.9	69.9	68.9	71.1	43.5	50.2	83.6
July.....	69.2	51.5	67.9	60.5	68.6	72.5	77.9	70.4	71.8	71.9	40.4	48.8	83.3
Aug.....	68.9	56.6	65.6	60.6	70.8	72.2	75.4	71.5	70.2	72.0	44.0	50.6	83.3
Sept.....	75.3	59.6	68.8	61.5	73.4	74.1	73.2	71.6	73.9	72.2	40.8	51.9	85.5
Oct.....	71.2	59.8	68.9	62.6	72.7	73.6	75.1	76.2	75.4	71.2	48.0	53.3	83.9
Nov.....	69.4	58.6	70.9	63.5	75.4	75.7	77.6	74.4	70.8	71.4	46.2	54.7	85.2
Dec.....	85.8	64.3	81.6	68.4	78.7	77.5	75.1	75.8	78.4	72.8	44.0	54.3	91.7
Averages, 1935	72.2	59.3	67.7	60.8	71.5	73.7	74.2	71.1	72.7	70.7	44.8	51.7	83.6
1936.													
Jan.....	61.7	58.6	70.6	57.0	65.9	73.8	71.8	70.3	76.5	68.3	51.4	53.0	79.6
Feb.....	62.8	66.8	65.9	59.7	69.5	74.6	71.3	71.1	73.1	69.9	47.7	53.0	79.8
Mar.....	79.1	57.2	67.0	60.3	72.0	73.5	70.7	70.6	78.3	74.2	44.1	54.0	81.8
Apr.....	73.8	65.5	64.3	63.4	69.8	75.9	84.8	75.5	72.4	75.0	46.7	51.9	90.5
May.....	84.1	58.2	66.0	60.1	73.8	75.1	86.3	74.8	70.9	75.4	59.1	52.3	84.9
June.....	80.8	61.0	63.2	58.9	75.0	73.1	80.5	76.2	75.2	75.7	48.5	52.6	90.9
July.....	67.9	57.7	62.8	65.3	71.0	75.6	82.9	79.3	74.7	74.3	51.7	53.0	88.7
Aug.....	68.8	57.8	65.8	64.2	76.6	73.5 ¹	78.3	79.9	77.0	78.6	41.5	53.2	89.6
Sept.....	78.9	60.4	75.2	64.6	77.8	75.8 ¹	73.4	78.3	77.0	76.0	47.4	53.4	91.1
Oct.....	78.2	59.8	77.1 ¹	64.2 ¹	77.2	77.8 ¹	72.0	87.0	75.4	77.8	50.3	52.9	87.8
Nov.....	79.9	57.5	77.2 ¹	65.8 ¹	76.6 ¹	76.5 ¹	64.6 ¹	85.9 ¹	77.1 ¹	80.9	44.4	56.6 ¹	92.7
Dec.....	79.1 ¹	61.0 ¹	86.5 ¹	70.9 ¹	82.7 ¹	80.4 ¹	88.9 ¹	89.5 ¹	83.9 ¹	75.7	48.6 ¹	57.6 ¹	99.5
Averages, 1936	74.6	60.1¹	70.1	62.9¹	74.0	75.5¹	77.1¹	78.2¹	76.0¹	75.2	48.5	53.6	88.1
1937.													
Jan.....	64.7	55.6	78.0	61.2	72.3	79.4	69.8	88.8	79.3	82.4	57.1	55.8	89.4
Feb.....	72.1	65.2	78.6	68.8	74.3	81.1	75.1	87.4	80.6	80.2	57.9	57.3	90.3
Mar.....	71.9	65.2	71.2	65.7	72.7	79.2	69.2	88.9	84.7	86.2	56.2	57.8	96.9
Apr.....	77.8	56.9	71.3	65.6	80.3	78.5	73.1	84.0	81.0	87.0	62.1	56.2	89.8
May.....	81.0	61.5	71.0	63.3	79.2	78.3	86.3	88.4	79.2	85.2	63.8	53.4	92.2
June.....	85.7	59.5	71.2	63.6	82.3	77.8	96.9	93.3	83.9	87.5	61.7	53.6	98.2
July.....	74.8	55.9	70.0	70.5	76.1	79.0	81.8	93.2	83.4	86.0	56.9	53.4	95.9
Aug.....	71.6	52.4	71.0	68.5	80.3	80.7	77.7	87.6	83.0	86.3	44.3	54.8	93.1
Sept.....	88.2	60.3	85.1	69.2	79.6	80.9	80.0	87.6	86.4	87.2	45.8	54.9	95.4
Oct.....	85.2	60.1	84.1	69.2	79.5	83.6	70.2	89.7	84.7	82.3	49.2	55.3	92.0
Nov.....	67.4	53.5	77.3	68.4	79.9	78.6	72.3	91.5	84.5	81.6	50.0	58.3	94.1
Dec.....	96.4	61.4	97.1	77.7	88.1	86.4	87.2	88.1	101.9	78.4	50.4	55.0	108.3
Averages, 1937	78.1	59.4	77.2	67.6	78.7	80.3	78.3	89.0	84.4	84.2	54.6	55.5	94.6

¹ Revised since the publication of the 1937 Year Book.

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. By 1933, due to reduced patronage and lower prices of tickets, the per capita expenditure had dropped to \$2.33, while for 1935 the figure rose slightly to \$2.50. In 1936 there was a further increase to \$2.70.