

Monthly Indexes of Retail Sales.—In recent years the Dominion Bureau of Statistics has published monthly indexes of the dollar value of retail sales based upon reports received from department stores, from chain organizations, and from a number of independent firms operating in twelve lines of business. While these reports cover only a part of the field and relate mainly to the business of department and chain stores, they embrace a sufficiently large number of stores to provide a fairly accurate indication of the current movements in retail sales for the kinds of business that are included.

In the second set of figures shown at the right of Table 33, corrections are incorporated to allow for the variations in number of business days and for seasonal influences. This general index of retail sales shows that the low point in retail trade was reached in the early part of 1933. Following this there was a gradual improvement in the dollar volume of sales until December, 1937, when an exceptionally heavy Christmas business brought the seasonally adjusted index to the highest level recorded since the summer of 1931. Retail trade in Canada for the year 1938 was maintained at a level only slightly below that of 1937.

A downward trend in the first few months of 1939 was offset by increases in the spring and summer months, dollar sales for the first eight months of the year equalling the amount recorded for the corresponding period of 1938. A sudden increase in consumer purchasing on the outbreak of war is reflected in statistics for September when sales increased 24 p.c. from August and were 12 p.c. higher than in September, 1938. Increased demand was greatest for food and textile products. Grocery and meat stores did 15 p.c. more business in September, 1939, than in the same month of 1938; men's clothing store sales were up 17 p.c., and women's clothing stores, 15 p.c. Substantial gains over 1938 were also recorded in the last quarter of the year with the result that annual sales for 1939 stood 3.2 p.c. above the preceding twelve-month period.

33.—Index Numbers of Retail Sales, by Months, 1929, 1930, 1933, and 1936-39.

NOTE.—The general indexes are composite figures secured by weighting the indexes of sales for twelve kinds of business in proportion to their relative position in the total trade. The figures in this table have been revised since the publication of the 1939 Year Book.

(Average for 1930=100.)

Month.	Unadjusted Indexes.							Adjusted Indexes.						
	1929.	1930.	1933.	1936.	1937.	1938.	1939. ¹	1929.	1930.	1933.	1936.	1937.	1938.	1939. ¹
Jan.	95.4	93.1	54.8	61.0	65.8	64.7	62.3	112.7	109.3	67.1	73.5	79.0	81.2	78.2
Feb.	92.5	86.5	52.1	62.3	63.4	63.9	61.5	113.5	106.2	63.8	71.1	77.8	78.4	75.5
Mar.	110.0	94.6	61.6	66.9	75.5	73.3	72.9	110.7	102.5	66.5	73.8	77.7	79.9	76.2
Apr.	109.4	107.6	67.4	75.5	82.6	86.1	81.7	109.9	102.3	63.4	72.8	81.8	78.1	79.0
May.	115.6	109.8	71.0	80.4	87.0	80.1	84.8	109.3	103.0	67.7	75.1	81.9	78.5	80.9
June.	111.2	97.3	70.2	76.9	84.9	83.3	86.6	109.2	99.6	68.8	76.5	84.2	82.2	85.0
July.	104.2	91.3	60.2	68.6	77.6	71.7	71.5	115.5	100.7	70.3	76.9	84.1	80.3	83.6
Aug.	108.5	91.2	61.6	69.9	71.7	70.1	73.4	115.7	100.2	68.6	77.6	82.7	78.5	81.8
Sept.	110.7	96.9	69.4	77.8	84.1	81.1	91.1	115.1	97.9	66.7	78.3	84.3	80.8	87.6
Oct.	127.0	107.4	72.0	90.3	93.4	87.0	92.1	114.8	96.3	67.5	78.3	83.4	80.5	88.6
Nov.	119.9	98.8	70.9	80.3	85.8	83.8	88.6	108.4	92.6	66.6	78.3	81.3	79.1	83.3
Dec.	138.5	125.5	88.4	108.3	115.6	112.6	122.2	107.4	94.6	63.2	79.1	86.5	78.0	87.6
Annual Averages.	111.9	100.0	66.6	76.5	82.3	79.8	82.4	111.9	100.4	66.7	75.9	82.1	79.6	82.3

¹ Subject to revision.

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