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Published by Authority of Hon. H.H. Stevens, M.P.,  
Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS - CANADA  
INTERNAL TRADE BRANCH

(Issued May , 1931.)

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CHANGES IN THE VALUE OF RETAIL SALES

January 1929 to March 1931

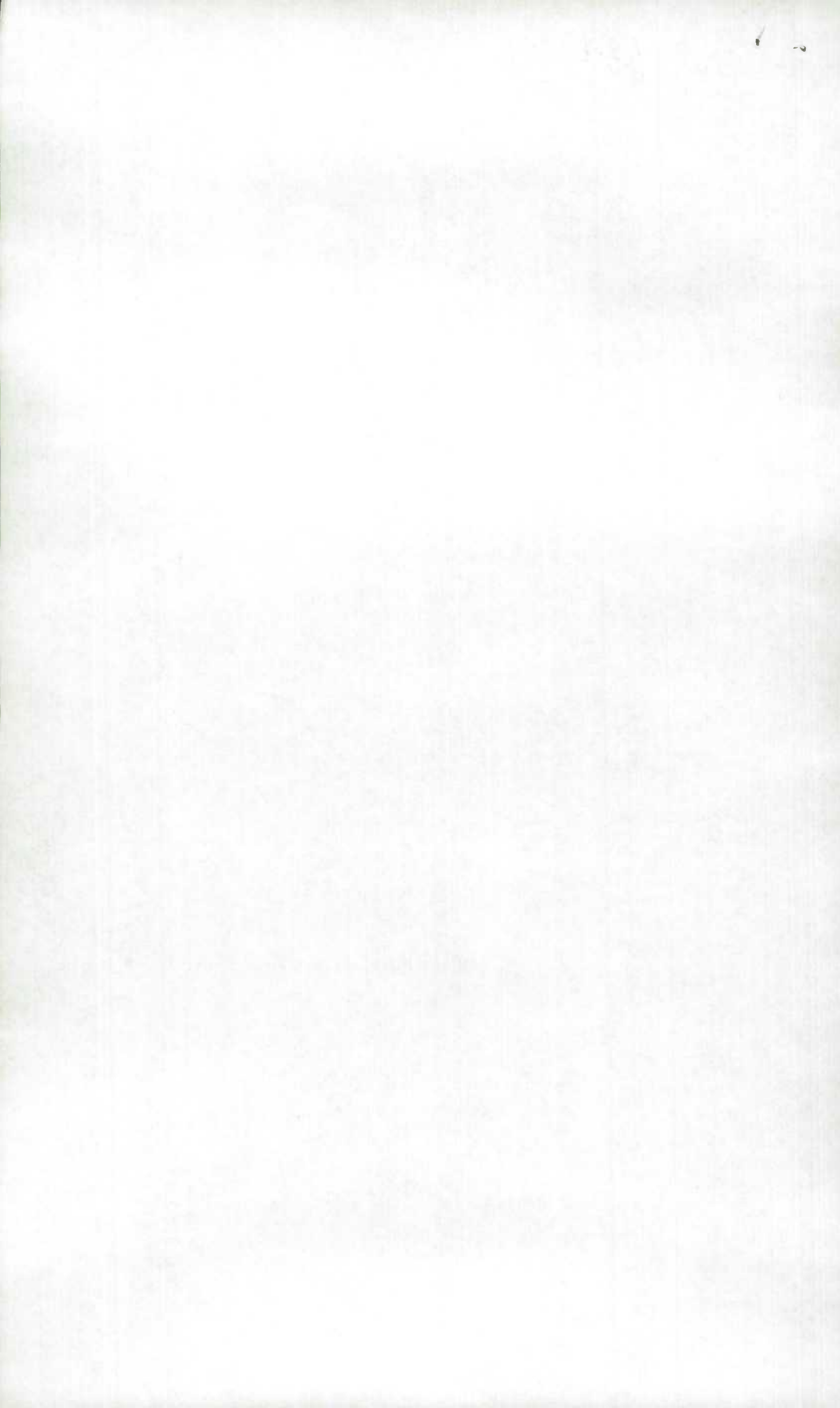
Index Numbers of Retail Sales issued by the Dominion Bureau of Statistics for March 1931 show increased sales for seven groups and lower sales for two groups as compared with February 1931. A combined index for all groups rose from 85.7 in February to 99.0 in March, the base being January 1929 = 100.

No correction of these index numbers is yet possible for seasonal influences since the period covered is too short. Nor is any allowance made for price changes. The fact that the index numbers are higher in March than in February is partly seasonal. The fact that they are lower in March 1931 than in March 1929 is in part due to lower retail prices. Nevertheless, when index numbers for February and March are compared for the three years 1929, 1930 and 1931, it would seem that if due allowance were made for seasonal movements and price changes, that in 1931 March showed a greater relative gain over February than in 1930 and a smaller relative gain than in 1929.

These index numbers are based on returns from 35 chain stores and 25 departmental stores. Index numbers for groups were as follows:-

Boots and shoes rose from 59.0 in February to 76.1 in March; Clothing from 68.0 to 106.2; Drug sales from 87.7 to 93.1; Furniture from 69.6 to 70.1; General and departmental from 88.6 to 104.9; Groceries and meats from 93.0 to 97.9; Restaurants from 76.3 to 84.2.

Candy showed a decrease from 80.1 in February to 75.4 in March, and music and radio from 73.0 to 68.2.



INDEX NUMBERS OF RETAIL SALES

	Boots and Shoes, 6 chains			Candy, 5 chains			Clothing, 10 chains			Drugs, 6 chains			Furniture, 4 chains		
	1929	1930	1931	1929	1930	1931	1929	1930	1931	1929	1930	1931	1929	1930	1931
January.....	100.0	65.8	66.9	100.0	97.1	77.5	100.0	99.2	71.3	100.0	96.9	94.3	100.0	95.4	60.9
February.....	87.9	73.0	59.0	108.6	108.0	80.1	126.6	86.4	68.0	97.7	94.3	87.7	130.4	97.4	69.6
March.....	152.3	86.1	76.1	152.4	95.2	75.4	174.6	130.8	106.2	108.1	105.4	93.1	144.1	95.5	70.1
April.....	140.4	119.9		102.8	121.5		180.7	194.9		99.5	99.9		141.9	97.6	
May.....	160.9	120.3		125.0	104.3		171.6	172.2		103.5	98.7		158.4	110.2	
June.....	166.3	122.3		113.0	86.7		187.0	155.4		106.0	95.2		135.7	91.7	
July.....	121.4	98.2		116.9	95.3		137.1	122.1		104.6	95.9		119.2	68.9	
August.....	116.9	89.2		144.7	112.6		123.0	90.7		110.0	101.0		156.8	97.7	
September.....	119.1	86.3		118.4	93.5		141.4	111.7		100.4	92.2		154.4	103.8	
October.....	126.7	95.9		122.3	93.9		221.0	157.9		105.8	97.1		171.9	109.7	
November.....	134.5	102.3		117.9	88.9		166.5	122.3		103.7	92.2		178.4	105.8	
December.....	151.5	129.1		203.1	159.3		170.7	159.5		114.9	106.0		159.4	113.4	





INDEX NUMBERS OF RETAIL SALES.

	General and Departmental, 25 stores and 4 chains			Groceries and Meats, 22 chains			Music and Radio 4 chains			Restaurants 11 chains			General Index		
	1929	1930	1931	1929	1930	1931	1929	1930	1931	1929	1930	1931	1929	1930	1931
January.....	100.0	97.5	92.8	100.0	106.2	103.4	100.0	84.0	76.7	100.0	94.4	82.4	100.0	99.0	91.8
February.....	99.1	95.6	88.6	101.9	99.1	93.0	106.3	73.0	73.0	94.2	86.9	76.3	102.9	94.5	85.7
March.....	123.2	104.7	104.9	118.4	107.3	97.9	90.3	76.4	68.2	102.8	91.7	84.2	126.3	106.4	99.0
April.....	123.8	126.4		107.7	107.5		85.7	62.4		100.4	90.1		122.4	122.8	
May.....	155.4	141.4		112.8	115.2		94.0	66.7		109.8	96.4		138.2	129.6	
June.....	143.2	122.3		116.9	96.0		64.1	50.7		102.9	94.9		135.0	113.0	
July.....	124.5	107.9		107.4	96.4		64.0	47.4		115.2	99.2		118.1	102.9	
August.....	132.4	111.5		115.5	101.5		86.7	56.4		119.9	102.8		124.2	103.9	
September.....	132.5	125.2		107.7	94.3		129.5	92.3		107.6	91.4		122.7	108.7	
October.....	155.7	140.0		115.4	98.7		165.3	113.9		106.8	93.7		144.0	121.9	
November.....	149.5	130.3		118.4	103.6		150.6	115.4		94.8	83.1		136.3	115.1	
December.....	218.0	207.7		116.6	106.0		156.9	144.7		100.3	91.8		166.9	155.1	

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