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INTERNAL TRADE BRANCH

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CHANGES IN THE VALUE OF RETAIL SALES

JANUARY, 1929 TO SEPTEMBER, 1931

Index Numbers of Retail Sales issued by the Dominion Bureau of Statistics for September, 1931, (base January, 1929-100) indicate a more than seasonal upward movement. The combined index number for all groups rose from 92.1 in August to 99.2 in September. This compares with indexes of 104.3 in August and 109.8 in September, 1930. The rise from August to September, 1930, was 5.5 points, and in 1931, 7.1 points. If lower price levels are taken into consideration the rise is even larger, being approximately 5% in 1930 and nearly 8% in 1931.

No correction is made in the index numbers for seasonal changes, nor is any allowance made for price changes. In comparing similar months in different years, it must be remembered that price levels have changed. For example, the fact that the index in September, 1931, is 99.2, as compared with 109.8 in 1930, does not represent a falling off in sales to that extent, but is largely explained by lower price levels.

These index numbers are based on returns from 83 chain stores and 25 departmental stores. Index numbers for groups are as follows:-

Boots and Shoes rose from 79.1 in August to 85.9 in September; Clothing from 67.7 to 84.1; Dyers and Cleaners from 114.1 to 131.4; Furniture from 67.3 to 84.8; General and Departmental from 99.9 to 112.1; Hardware from 110.6 to 119.1 and Music and Radio from 48.5 to 65.8.

Candy decreased from 85.8 in August to 78.2 in September; Drugs from 88.6 to 87.3; Groceries and Meats from 94.0 to 93.4 and Restuarants from 88.9 to 83.9.

INDEX NUMBERS OF RETAIL SALES

	Boots and Shoes			Candy			Clothing			Drugs			Dyers and cleaners			Furniture		
	6 chains			6 chains			9 chains			7 chains			4 chains			4 chains		
	1929	1930	1931	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	74.3	100.0	99.2	70.8	100.0	96.9	93.1	100.0	115.4	109.3	100.0	95.4	60.9
February	87.9	73.0	59.1	108.6	108.0	80.4	126.6	86.4	67.7	97.7	94.3	87.4	105.9	104.5	99.0	130.4	97.4	69.6
March	152.3	86.1	75.8	152.4	95.2	75.5	174.6	130.8	106.0	108.1	105.4	92.7	160.1	156.0	143.1	144.1	95.5	69.7
April	140.4	119.9	107.8	102.8	121.5	110.7	180.7	194.9	169.5	99.5	99.9	90.2	213.4	204.6	184.9	141.9	97.6	69.8
May	160.9	120.3	107.8	125.0	104.3	91.5	171.6	172.2	126.1	103.5	98.7	89.9	181.8	174.7	146.4	158.4	110.2	69.0
June	166.3	122.3	115.7	113.0	86.7	71.5	187.0	155.4	140.1	106.0	95.2	86.5	176.8	163.1	150.9	135.7	91.7	61.2
July	121.4	98.2	97.4	116.9	95.3	75.2	137.1	122.1	85.7	104.6	95.9	90.0	161.5	118.7	128.9	119.2	68.9	52.4
August	116.9	89.2	79.1	144.7	112.6	85.8	123.0	90.7	67.7	110.0	101.0	88.6	147.2	117.9	114.1	156.8	97.7	67.3
September	119.1	86.3	85.9	118.4	93.5	78.2	141.4	111.7	84.1	100.4	92.2	87.3	167.3	170.5	131.4	154.4	103.8	84.8
October	126.7	95.9	-	122.3	93.9	-	221.0	157.9	-	105.8	97.1	-	190.1	187.0	-	171.9	109.7	-
November	134.5	102.3	-	117.9	88.9	-	166.5	122.3	-	103.7	92.2	-	161.9	105.0	-	178.4	105.8	-
December	151.5	129.1	-	203.1	159.3	-	170.7	159.5	-	114.9	106.0	-	122.8	87.5	-	159.4	113.4	-

INDEX NUMBERS OF RETAIL SALES

	General and Departmental 25 stores and 4 chains			Grocers and Meats 23 chains			Hardware 5 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	1929	1930	1931
January	100.0	97.5	93.0	100.0	106.2	105.2	100.0	71.9	70.1	100.0	84.0	77.0	100.0	94.4	83.2	100.0	98.9	92.1
February	99.1	95.6	88.8	101.9	99.1	95.5	95.0	85.3	67.6	106.3	73.0	72.4	94.2	86.9	76.3	102.8	94.5	86.4
March	123.2	104.7	105.0	118.4	107.3	100.1	114.9	111.4	81.6	90.3	76.4	65.7	102.8	91.7	83.6	126.7	106.9	99.8
April	123.8	126.4	120.2	107.7	107.5	106.9	155.3	138.7	111.6	85.7	62.4	52.7	100.4	90.1	83.0	123.7	123.9	116.2
May	155.4	141.4	128.1	112.8	115.2	108.5	191.1	181.8	140.0	94.0	66.7	53.0	109.8	96.4	85.4	139.3	130.6	115.4
June	143.2	122.3	115.8	116.9	96.0	97.0	195.2	162.7	123.5	64.1	50.7	39.4	102.9	94.9	80.1	136.1	114.1	107.5
July	124.5	107.9	101.2	107.4	96.4	95.1	174.1	140.3	106.3	64.0	47.4	40.5	115.2	99.2	89.3	119.1	103.5	95.0
August	132.4	111.5	99.9	115.5	101.5	94.0	168.6	136.7	110.6	86.7	56.4	48.5	119.9	102.8	88.9	124.8	104.3	92.1
September	132.5	125.2	112.1	107.7	94.3	93.4	189.2	157.6	119.1	129.5	92.3	65.8	107.6	91.4	83.9	123.9	109.8	99.2
October	155.7	140.0	-	115.4	98.7	-	203.0	157.0	-	165.3	113.9	-	106.8	93.7	-	145.2	122.9	-
November	149.5	130.3	-	118.4	103.6	-	131.8	129.9	-	150.6	115.4	-	94.8	83.1	-	136.6	115.1	-
December	218.0	207.7	-	116.6	106.0	-	166.6	164.3	-	156.9	144.7	-	100.3	91.8	-	166.4	154.5	-

