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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 January 7th, 1933)

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CHANGES IN THE VALUE OF RETAIL SALES

JANUARY, 1929 TO NOVEMBER, 1932.

Index Numbers of Retail Sales issued by the Dominion Bureau of Statistics for November, 1932, (base January, 1929=100) show increased sales for three groups and decreased sales for eight groups as compared with October, 1932. The combined index dropped from 94.0 to 85.7, the decline being mainly seasonal.

No correction of these figures has been made for seasonal influences, nor is there any allowance for price changes.

The index numbers are based on returns from 83 chains, comprising approximately 2,700 stores, and 25 departmental stores. Index numbers for individual groups behaved as follows:-

Boots and Shoes rose from 76.5 in October to 78.3 in November; Furniture from 58.4 to 59.4, and Music and Radio from 39.0 to 40.7.

Candy decreased from 68.3 in October to 57.0 in November; Clothing from 87.2 to 85.2; Drugs from 81.2 to 79.3, and Dyers and Cleaners from 108.8 to 92.2. General and Departmental fell from 109.9 to 97.7; Groceries and Meats from 88.2 to 80.4; Hardware from 102.7 to 79.4, and Restaurants from 61.5 to 55.8.

INDEX NUMBER OF RETAIL SALES

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Boots and Shoes - 6 Chains												
1929	100.0	87.9	152.3	140.4	160.9	166.3	121.4	116.9	119.1	126.7	134.5	151.5
1930	65.8	73.0	86.1	119.9	120.3	122.3	98.2	89.2	86.3	95.9	102.3	129.1
1931	66.9	59.1	75.8	107.8	107.8	115.7	97.4	79.1	85.0	95.0	93.3	125.5
1932	64.5	48.1	62.5	87.3	88.2	107.5	83.1	57.3	71.6	76.5	78.3	
Candy - 6 Chains												
1929	100.0	108.6	152.4	102.8	125.0	113.0	116.9	144.7	118.4	122.3	117.9	203.1
1930	97.1	108.0	95.2	121.5	104.3	86.7	95.3	112.6	93.5	93.9	88.9	159.3
1931	74.3	80.4	75.5	110.7	91.5	71.5	75.2	85.8	78.2	86.9	72.5	146.0
1932	66.9	69.8	103.0	72.3	75.3	63.7	70.9	69.2	63.2	68.3	57.0	
Clothing - 9 Chains												
1929	100.0	126.0	174.6	180.7	171.6	187.0	137.1	123.0	141.4	221.0	166.5	170.7
1930	99.2	86.4	130.8	194.9	172.2	155.4	122.1	90.7	111.7	157.9	122.3	159.5
1931	70.8	67.7	106.0	169.5	126.1	140.1	85.7	67.7	83.7	119.3	102.7	131.6
1932	60.7	52.1	85.8	98.4	92.1	110.6	68.7	50.9	81.4	87.2	85.2	
Drugs - 7 Chains												
1929	100.0	97.7	108.1	99.5	103.5	106.0	104.6	110.0	100.4	105.8	103.7	114.9
1930	96.9	94.3	105.4	99.9	98.7	95.2	95.9	101.0	92.2	97.1	92.2	106.0
1931	93.1	87.4	92.7	90.2	89.9	86.5	90.0	88.7	87.3	90.7	90.8	103.9
1932	85.7	87.4	90.8	87.4	79.2	84.3	78.7	79.3	76.8	81.2	79.3	
Dyers and Cleaners - 4 Chains												
1929	100.0	105.9	160.1	213.4	181.8	176.8	161.5	147.2	167.3	190.1	161.9	122.8
1930	115.4	104.5	156.0	204.6	174.7	163.1	118.7	117.9	170.5	187.0	105.0	87.5
1931	109.3	99.0	143.1	184.9	146.4	150.9	128.9	114.1	131.4	133.9	109.4	78.7
1932	76.4	75.4	88.3	127.8	119.6	119.2	93.2	92.2	123.5	108.8	92.2	
Furniture - 4 Chains												
1929	100.0	130.4	144.1	141.9	158.4	135.7	119.2	156.8	154.4	171.9	178.4	159.4
1930	95.4	97.4	95.5	97.6	110.2	91.7	68.9	97.7	103.8	109.7	105.8	113.4
1931	60.9	69.6	69.7	69.8	69.0	61.2	52.4	67.3	84.8	90.2	92.7	88.6
1932	48.3	64.5	49.5	53.6	52.9	43.7	32.7	44.9	54.9	58.4	59.4	

INDEX NUMBERS OF RETAIL SALES

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
General and Departmental - 25 Stores and 4 Chains												
1929	100.0	99.1	123.2	123.8	155.4	143.2	124.5	132.4	132.5	155.7	149.5	218.0
1930	97.5	95.6	104.7	126.4	141.4	122.3	107.9	111.5	125.2	140.0	130.3	207.7
1931	93.0	88.8	105.0	120.2	128.1	115.8	101.3	100.1	112.2	130.2	117.4	195.9
1932	79.5	78.7	89.3	103.1	104.0	102.4	88.1	81.7	94.0	109.9	97.7	
Groceries and Meats - 23 Chains												
1929	100.0	101.9	118.4	107.7	112.8	116.9	107.4	115.5	107.7	115.4	118.4	116.6
1930	106.2	99.1	107.3	107.5	115.2	96.0	96.4	101.5	94.3	98.7	103.6	106.0
1931	105.2	95.5	100.1	106.9	108.5	97.0	95.1	94.1	93.7	96.1	94.5	96.8
1932	90.6	83.9	89.6	92.5	85.7	83.6	86.9	76.1	80.6	88.2	80.4	
Hardware - 5 Chains												
1929	100.0	95.0	114.9	155.3	191.1	195.2	174.1	168.6	189.2	203.0	131.8	166.6
1930	71.9	85.3	111.4	138.7	181.8	162.7	140.3	136.7	157.6	157.0	129.9	164.3
1931	70.1	67.6	81.6	111.6	140.0	123.5	106.3	110.7	120.0	117.7	100.6	142.1
1932	56.8	54.1	65.6	93.9	120.1	109.5	89.2	94.0	104.5	102.7	79.4	
Music and Radio - 4 Chains												
1929	100.0	106.3	90.3	85.7	94.0	64.1	64.0	86.7	129.5	165.3	150.6	156.9
1930	84.0	73.0	76.4	62.4	66.7	50.7	47.4	56.4	92.3	113.9	115.4	144.7
1931	77.0	72.4	65.7	52.7	53.0	39.4	40.5	48.5	65.8	78.1	80.5	82.6
1932	42.0	34.9	31.9	28.6	26.6	20.9	15.9	22.1	38.8	39.0	40.7	
Restaurants - 11 Chains												
1929	100.0	94.2	102.8	100.4	109.8	102.9	115.2	119.9	107.6	106.8	94.8	100.3
1930	94.4	86.9	91.7	90.1	96.4	94.9	99.2	102.8	91.4	93.7	83.1	91.8
1931	83.2	76.3	83.6	83.0	85.4	81.1	88.0	88.3	84.2	80.4	69.5	78.5
1932	66.7	65.0	67.3	68.0	64.5	62.6	63.9	65.6	64.7	61.5	55.8	
General Index												
1929	100.0	102.8	126.7	123.7	139.3	136.1	119.1	124.8	123.9	145.2	136.6	166.4
1930	98.9	94.5	106.9	123.9	130.6	114.1	103.5	104.3	109.8	122.9	115.1	154.5
1931	92.1	86.4	99.8	116.2	115.4	107.5	95.0	92.2	99.3	111.5	103.1	141.8
1932	78.8	75.3	85.7	94.5	91.9	92.7	82.0	74.1	84.5	94.0	85.7	

