

THIS IS NOT CIRCULATED  
NE PAS PRÉTER

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 November 2nd, 1932)

Dominion Statistician:  
Chief, Internal Trade Branch:

R.H. Coats, B.A., F.S.S.(Hon.), F.R.S.C.  
Herbert Marshall, B.A., F.S.S.

#### CHANGES IN THE VALUE OF RETAIL SALES

JANUARY, 1929 TO SEPTEMBER, 1932.

Index Numbers of Retail Sales issued by the Dominion Bureau of Statistics for September, 1932, (base January, 1929=100) show increased sales for eight groups and decreased sales for three groups as compared with August, 1932. The combined index rose from 74.2 to 84.2.

No correction of these index numbers has been made for seasonal influences, nor is there any allowance for price changes. But estimating the effect of these factors, it appears that the increase of the general index from 74.2 in August to 84.2 in September was more than seasonal. In 1930 the rise from August to September was  $5\frac{1}{2}$  points, in 1931 it was 7 points and, in 1932, 10 points.

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 58.1 in August to 72.1 in September; Clothing from 52.2 to 78.8; Dyers and Cleaners from 92.2 to 123.5, and Furniture from 44.9 to 54.9. General and Departmental increased from 81.7 to 94.0; Groceries and Meats from 76.0 to 80.6; Hardware from 94.0 to 104.5, and Music and Radio from 22.1 to 38.8.

Candy decreased from 69.2 in August to 62.7 in September; Drugs from 79.3 to 76.8, and Restaurants from 65.6 to 64.7.

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	83.7	58.1	72.1			
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	62.7			
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	91.7	110.8	69.1	52.2	78.8			
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			
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			
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			

- 3 -  
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	122.5	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			
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	92.4	85.6	83.5	86.8	76.0	80.6			
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			
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			
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	63.0	64.5	62.6	63.9	65.6	64.7			
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	91.8	92.7	82.1	74.2	84.2			

STATISTICS CANADA LIBRARY  
BIBLIOTHÈQUE STATISTIQUE CANADA



1010736243