

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 December 4th, 1933)

Dominion Statistician:
Chief, Internal Trade Branch:

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

CHANGES IN THE VALUE OF RETAIL SALES
OCTOBER, 1933.

Index numbers of Retail Sales issued by the Dominion Bureau of Statistics show a rise in the general index from 85.3 in September to 88.1 in October, a rise of 3½% which appears to be less than seasonal. This compares with 83.6 and 91.8 for the same two months last year.

There has been no correction 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 department stores. Index numbers for individual groups behaved as follows:-

Clothing sales rose from 77.2 in September to 98.8 in October, and General and Departmental sales increased from 100.7 to 104.7.

Foots and Shoes decreased from 77.5 in September to 70.8 in October; Candy from 66.8 to 63.4; Drugs from 73.3 to 72.7; Dyers and Cleaners from 113.7 to 106.0, and Furniture from 57.8 to 55.5.

Groceries and Meats fell from 76.9 to 75.4; Hardware from 104.3 to 100.3; Music and Radio from 29.2 to 29.0, and Restaurants from 58.6 to 56.4.

10A 2.
200 3M

INDEX NUMBERS OF RETAIL SALES

(All indexes for the current year are subject to final revision)

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	150.0	166.3	121.4	116.9	119.1	126.7	134.5	152.6
1930	67.9	73.3	89.5	122.4	122.0	121.3	97.2	91.2	91.0	97.7	103.4	130.6
1931	66.9	59.1	75.8	107.8	107.3	115.7	97.4	79.1	85.0	95.0	93.3	125.5
1932	64.5	48.1	62.5	37.5	38.2	107.5	83.1	57.3	71.6	76.5	77.3	95.9
1933	50.8	43.7	51.0	78.1	81.3	104.5	73.5	55.6	77.5	70.8		

Candy - 6 Chains

1929	100.0	108.6	152.5	102.8	125.1	115.1	116.9	144.7	118.4	122.3	118.0	203.1
1930	97.1	108.0	103.4	133.2	113.9	86.7	95.3	112.6	93.5	93.9	89.0	159.4
1931	76.9	80.4	77.7	112.4	93.1	72.7	77.6	87.6	80.4	89.8	73.4	148.6
1932	69.1	70.9	105.9	73.7	76.6	64.7	72.3	69.0	67.0	69.2	58.7	130.2
1933	54.4	58.9	55.9	86.8	69.6	55.3	60.2	68.3	66.8	63.4		

Clothing - 9 Chains

1929	100.0	126.0	174.6	180.7	171.6	187.0	137.1	123.1	141.4	221.0	166.6	170.7
1930	99.3	86.4	130.8	194.9	172.2	155.5	116.2	94.6	117.7	149.7	125.0	152.7
1931	78.4	67.7	112.0	157.4	132.2	130.9	93.3	71.1	88.5	113.2	104.8	125.8
1932	64.7	53.6	81.3	101.5	95.8	103.1	73.4	56.0	75.9	91.6	90.0	115.8
1933	53.8	42.7	68.1	110.5	97.8	103.7	68.1	57.7	77.2	93.8		

Drugs - 7 Chains

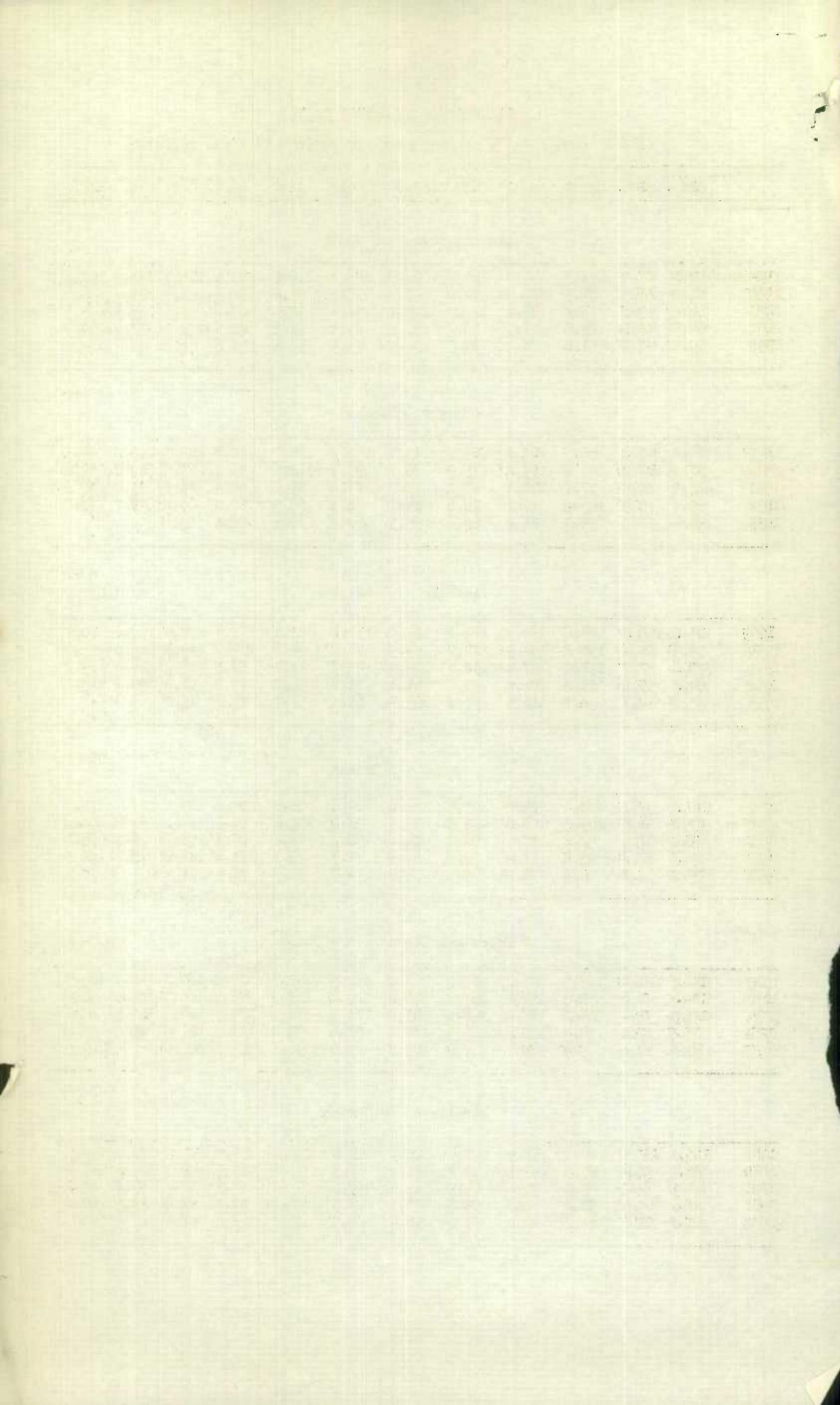
1929	100.0	97.7	108.1	99.5	105.5	106.0	104.6	110.0	100.4	105.8	103.7	114.9
1930	97.0	94.4	105.5	100.0	98.8	95.3	95.9	101.1	92.3	97.1	92.2	105.0
1931	93.2	87.5	92.8	90.3	90.0	86.6	90.1	88.7	87.3	90.7	90.8	103.9
1932	85.7	87.4	90.8	87.4	79.2	84.3	78.7	79.3	76.8	82.0	79.5	92.9
1933	75.2	70.2	76.9	71.9	69.1	75.0	72.5	70.3	73.3	72.7		

Dyers and Cleaners - 4 Chains

1929	100.0	101.8	163.6	201.1	179.0	184.2	150.5	152.7	175.0	180.3	140.7	113.7
1930	104.4	96.6	151.5	198.2	167.7	150.8	115.1	118.9	173.9	166.3	102.3	91.7
1931	100.9	91.4	104.2	176.0	140.3	143.2	123.9	114.1	129.3	124.1	102.5	82.1
1932	73.3	71.0	90.5	122.9	113.9	110.8	88.6	90.2	112.3	107.5	89.9	76.9
1933	64.6	62.0	79.9	118.7	117.0	103.7	83.0	96.3	113.7	106.0		

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	159.5
1930	95.4	97.4	95.5	97.6	110.2	91.7	68.9	97.7	103.9	109.7	105.8	113.4
1931	60.9	69.7	69.8	70.0	69.2	61.4	52.6	67.6	85.2	90.7	93.2	89.1
1932	48.6	64.9	52.2	56.5	55.8	46.1	34.5	47.3	57.8	61.5	58.5	62.4
1933	28.8	32.7	41.7	43.0	53.0	46.4	33.5	49.3	57.8	55.5		



THIRD NUMBERS OF RETAIL SALES

(All indexes for the current year are subject to final revision)

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	141.1	124.5	132.4	132.5	155.7	149.5	218.0
1930	97.6	95.6	104.7	126.6	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	127.9	115.6	101.2	100.0	112.1	130.0	117.3	195.9
1932	79.5	78.8	83.8	102.4	104.3	102.5	87.6	82.0	94.4	109.1	98.4	161.4
1933	67.1	66.6	75.7	92.3	94.2	95.4	81.0	82.2	100.7	104.7		

Groceries and Meats - 25 Chains

1929	100.0	98.5	108.7	106.1	112.4	105.8	106.9	107.3	104.8	114.9	108.8	114.3
1930	106.2	96.3	100.5	106.2	107.9	93.3	96.2	94.1	93.7	98.8	94.6	105.3
1931	97.5	90.5	95.9	95.1	98.4	93.5	92.8	85.5	91.3	94.1	85.5	96.1
1932	82.5	80.8	88.2	84.5	82.9	80.7	78.8	75.0	78.9	80.0	78.0	85.6
1933	69.8	67.0	78.6	73.2	79.3	75.9	72.6	73.9	76.9	75.4		

Hardware - 5 Chains

1929	100.0	95.0	114.9	155.3	191.1	195.2	174.2	168.6	189.2	203.0	131.8	166.6
1930	72.0	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	140.1	123.7	106.5	110.9	120.2	117.9	100.8	142.4
1932	57.0	54.3	65.9	94.2	120.5	109.9	89.6	94.4	105.0	103.2	79.8	99.8
1933	43.4	44.7	58.6	76.2	109.2	99.2	81.0	87.2	104.3	100.3		

Music and Radio - 4 Chains

1929	100.0	106.3	90.5	85.7	94.0	64.1	54.0	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	56.5	92.3	113.9	115.4	144.7
1931	77.0	72.5	65.8	52.8	53.1	39.5	40.6	48.6	66.0	78.3	80.7	82.8
1932	42.1	36.3	33.1	29.7	27.7	21.8	16.6	23.1	40.6	40.8	42.6	43.6
1933	21.7	17.9	21.1	17.3	20.5	15.9	14.4	20.2	29.2	29.0		

Restaurants - 11 Chains

1929	100.0	94.2	102.8	100.4	109.9	103.0	115.3	119.9	107.6	106.9	94.8	100.4
1930	94.6	87.0	91.7	90.1	96.4	95.0	99.3	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	69.7	80.1
1932	66.7	65.0	67.3	68.0	64.5	62.6	63.9	65.6	64.7	60.6	56.1	63.3
1933	55.0	51.2	57.2	56.4	57.9	57.2	58.4	60.9	58.6	56.4		

General Index

1929	100.0	101.8	123.8	123.2	139.1	131.8	118.9	122.4	123.1	145.0	133.5	165.7
1930	98.9	93.6	105.0	123.7	128.5	113.2	102.8	102.5	110.4	122.0	112.7	153.7
1931	90.5	84.8	99.5	112.3	112.8	105.4	95.0	89.9	99.0	110.2	100.5	141.0
1932	76.8	74.6	35.2	92.2	91.5	91.1	80.0	74.4	83.6	91.8	85.7	118.9
1933	64.3	61.5	72.7	85.6	85.3	86.1	73.6	73.6	85.3	88.1		

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010736203