

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

(Issued March 30th, 1933)

NOT CIRCULATE
NE PAS CIRCULERDominion 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 SALESJANUARY, 1929 TO FEBRUARY, 1933.

Index Numbers of Retail Sales issued by the Dominion Bureau of Statistics for February, 1933, (base January, 1929=100) show increased sales for four groups and decreased sales for seven groups as compared with January, 1933. The combined index dropped from 64.1 to 61.6. Corresponding indexes for January and February, 1932, were 76.4 and 74.4 respectively.

No correction of these index numbers 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:-

Candy sales rose from 53.2 in January, 1933, to 59.1 in February, 1933; Dyers and Cleaners from 66.8 to 68.0; Furniture from 27.4 to 31.1, and Hardware from 43.2 to 44.5.

Boots and Shoes decreased from 50.8 in January, 1933, to 44.5 in February, 1933; Clothing from 52.0 to 41.1; Drugs from 75.2 to 70.2, and General and Departmental from 66.9 to 66.8. Groceries and Meats fell from 70.2 to 67.4; Music and Radio from 20.7 to 16.6, and Restaurants from 55.0 to 51.1.

Indexes for the same groups, comparing February, 1932, and February, 1933, moved as follows:-

Boots and Shoes fell from 48.1 to 44.5; Candy from 69.8 to 59.1; Clothing from 52.1 to 41.1; Drugs from 87.4 to 70.2; Dyers and Cleaners from 75.4 to 68.0, and Furniture from 64.5 to 31.1.

General and Departmental decreased from 78.7 to 66.8; Groceries and Meats from 80.8 to 67.4; Hardware from 54.1 to 44.5; Music and Radio from 34.9 to 16.6, and Restaurants from 65.0 to 51.1.

INDEX NUMBER OF RETAIL SALES

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 | 98.0 | 162.4 |
| 1933 | 66.9 | 66.8 | | | | | | | | | | |
| Groceries and Meats - 23 Chains | | | | | | | | | | | | |
| 1929 | 100.0 | 98.5 | 108.7 | 106.1 | 112.4 | 105.8 | 106.9 | 107.3 | 106.1 | 114.9 | 109.0 | 114.3 |
| 1930 | 106.2 | 96.3 | 100.5 | 106.2 | 107.9 | 93.8 | 96.2 | 94.1 | 93.3 | 98.8 | 94.6 | 105.3 |
| 1931 | 97.5 | 90.5 | 97.0 | 98.2 | 98.5 | 94.0 | 92.9 | 86.4 | 91.4 | 94.2 | 85.5 | 94.9 |
| 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 | 70.2 | 67.4 | | | | | | | | | | |
| 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 | 99.3 |
| 1933 | 43.2 | 44.5 | | | | | | | | | | |
| 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 | 39.0 | 40.7 | 41.6 |
| 1933 | 20.7 | 16.6 | | | | | | | | | | |
| 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 | 60.6 | 56.1 | 63.3 |
| 1933 | 55.0 | 51.1 | | | | | | | | | | |
| General Index | | | | | | | | | | | | |
| 1929 | 100.0 | 101.8 | 123.8 | 123.3 | 139.2 | 132.8 | 119.0 | 122.4 | 123.4 | 145.1 | 133.8 | 165.7 |
| 1930 | 98.9 | 93.6 | 104.9 | 123.5 | 128.4 | 113.5 | 103.4 | 102.1 | 109.5 | 123.0 | 112.4 | 154.3 |
| 1931 | 89.8 | 84.9 | 98.9 | 113.6 | 112.4 | 106.6 | 94.4 | 89.9 | 98.6 | 110.9 | 100.4 | 141.2 |
| 1932 | 76.4 | 74.4 | 85.3 | 92.1 | 91.0 | 91.8 | 79.6 | 73.7 | 84.0 | 91.6 | 85.0 | 119.8 |
| 1933 | 64.1 | 61.6 | | | | | | | | | | |

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