

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 1st, 1933.)

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,
SEPTEMBER, 1933.

Index numbers of Retail Sales issued by the Dominion Bureau of Statistics rose from 73.5 in August to 85.0 in September, or 15.6%. This is the best showing for the same two months during the five years covered by the index, the average rise being 8.5%. It appears, therefore, that while a large part of the rise is due to seasonal influences, nevertheless the gain is more than seasonal.

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 increased from 55.6 in August, 1933, to 77.5 in September, 1933; Clothing from 57.7 to 77.0; Drugs from 70.3 to 73.3; Dyers and Cleaners from 96.3 to 113.7, and Furniture from 49.3 to 57.8. General and Departmental rose from 82.2 to 100.3; Groceries and Meats from 73.8 to 76.5; Hardware from 87.2 to 105.3, and Music and Radio from 20.2 to 29.2.

Candy sales fell from 68.3 to 66.8, and Restaurants from 60.9 to 59.3.

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

Boots and Shoes rose from 71.6 to 77.5; Clothing from 75.9 to 77.0; Dyers and Cleaners from 112.3 to 113.7; General and Departmental from 94.4 to 100.3; Hardware from 105.0 to 105.3, and the General Index moved from 83.6 to 85.0.

Candy decreased from 67.0 to 66.8; Drugs from 76.8 to 73.3; Groceries and Meats from 78.9 to 76.5; Music and Radio from 40.6 to 29.2, and Restaurants from 64.7 to 59.3.

The index of furniture sales remained unchanged.

INDEX NUMBERS OR 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	160.0	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	107.8	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	77.3	95.9
1933	50.8	43.7	51.0	78.1	84.3	104.5	73.5	55.6	77.5			

Candy - 6 Chains

1929	100.0	108.6	1152.5	102.8	125.1	113.1	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			

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	77.0			

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	97.0	94.4	105.5	100.0	98.8	95.3	95.9	101.1	92.3	97.1	92.2	106.0
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	79.3	92.9
1933	75.2	70.2	76.9	71.9	69.1	75.0	72.5	70.3	73.3			

Dyers and Cleaners - 4 Chains

1929	100.0	101.8	163.6	201.1	179.0	164.2	150.5	152.7	175.0	180.3	140.7	113.7
1930	104.4	96.6	151.5	193.2	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	140.8	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	113.7	117.0	103.7	83.0	96.3	113.7			

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	44.7	48.0	53.0	46.4	33.5	49.3	57.8			

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.

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	89.8	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	96.4	81.0	82.2	100.3			

Groceries and Meats - 23 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	96.9	98.1	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	76.0	72.6	73.8	76.5			

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	181.3	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	105.3			

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	56.5	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			

Restaurants - 11 Chains

1929	100.0	94.2	102.8	100.4	109.9	105.0	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	59.3			

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	98.0	93.6	105.0	123.7	128.5	115.2	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	89.5	99.0	110.2	100.5	141.0
1932	76.8	74.6	85.2	92.2	91.5	91.1	80.0	74.4	85.6	91.8	85.7	118.9
1933	64.3	61.5	72.7	83.6	85.3	86.1	73.6	73.5	85.0			

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010736202