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

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CHANGES IN THE VALUE OF RETAIL SALES, OCTOBER, 1934.

Retail sales in October, 1934, showed an increase of more than 13% over September, 1934, according to the general index published by the Dominion Bureau of Statistics (base January, 1929=100). Although there is always a seasonal increase shown in October, the general index shows the largest increase over the preceding month since 1929, the record being as follows:

Percentage Increase

October Sales over September Sales.

1929	17.5	1932	9.3
1930	11.6	1933	6.2
1931	9.7	1934	13.2

These statistics are based on calendar month sales of 118 chains and departmental establishments, comprising approximately 2,800 stores. No correction has been made for seasonal influences or price changes.

All indexes but one advanced in October as compared with September, 1934. They moved as follows:

Candy sales increased from 63.0 to 65.8; Clothing from 77.4 to 107.2; Drugs from 72.9 to 76.5; Dyers and Cleaners from 112.0 to 115.6, and Furniture from 61.8 to 64.5. General and Departmental rose from 71.8 to 82.7; Groceries and Meats from 73.7 to 81.3; Hardware from 108.2 to 110.7; Music and Radio from 33.5 to 38.8, and Restaurants from 56.0 to 56.7. Sales of Boots and Shoes fell from 83.2 to 78.5.

Comparing October, 1933, and October, 1934, indexes were higher in 1934 for all groups. Boots and Shoes advanced from 71.7 to 78.5; Candy from 63.4 to 65.8; Clothing from 99.3 to 107.2; Drugs from 72.7 to 76.5; Dyers and Cleaners from 106.0 to 115.6, and Furniture from 55.5 to 64.5. General and Departmental sales rose from 80.4 to 82.7; Groceries and Meats from 75.0 to 81.3; Hardware from 100.3 to 110.7; Music and Radio from 29.0 to 38.8, and Restaurants from 56.4 to 56.7.

INDEX NUMBERS OF RETAIL SALES

(All indexes for the last twelve months 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	83.4	104.5	73.5	55.6	77.5	71.7	84.2	94.6
1934	49.2	40.5	70.1	76.7	101.8	117.0	70.0	63.1	85.2	78.5		
Candy - 6 Chains												
1929	100.0	108.6	152.5	102.8	125.1	133.1	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	58.4	117.1
1934	56.1	59.6	93.0	65.1	70.5	58.7	56.9	69.2	63.0	65.8		
Clothing - 9 Chains												
1929	100.0	126.6	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	99.3	96.8	112.4
1934	55.1	52.7	87.4	93.1	102.9	102.0	66.1	62.4	77.4	107.2		
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	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	72.7	75.4	87.5
1934	75.3	68.2	81.3	72.6	74.5	77.7	72.6	74.4	72.9	76.5		
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	198.2	167.7	150.8	115.1	118.9	173.9	166.3	102.3	91.7
1931	100.9	91.4	140.2	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	118.7	117.0	103.7	83.0	96.3	113.7	106.0	86.5	79.0
1934	76.5	67.8	107.5	126.0	135.6	119.7	104.7	109.6	112.0	115.6		
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	55.5	48.2	55.4
1934	34.0	40.1	46.9	52.9	58.2	54.3	40.2	55.6	61.8	64.5		

INDEX NUMBERS OF RETAIL SALES

(All indexes for the last twelve months are subject to final revision)

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
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General and Departmental - 39 Chains and Departmental Establishments

1929	100.0	92.4	112.9	113.7	117.5	111.1	98.7	102.8	111.0	131.9	125.5	160.9
1930	91.6	83.8	89.4	105.5	105.7	95.5	84.0	83.5	98.7	115.3	102.9	146.6
1931	73.2	73.9	84.2	92.4	89.3	85.7	72.1	70.4	81.4	94.1	92.6	131.0
1932	60.9	61.8	69.2	77.6	74.4	71.7	57.0	58.4	69.1	81.6	78.6	103.3
1933	51.9	49.8	59.2	66.5	69.7	69.1	54.5	58.0	71.3	80.4	76.5	104.6
1934	55.1	54.1	66.8	65.5	73.9	70.3	55.5	59.8	71.8	82.7		

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	103.2	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	86.2	84.5	82.9	80.7	78.8	75.0	78.9	80.0	72.0	85.6
1933	69.8	67.0	78.6	73.2	79.3	75.9	72.6	73.9	76.5	75.0	75.4	82.4
1934	74.7	71.7	81.2	75.1	81.2	78.5	72.0	73.9	73.7	81.3		

Hardware - 5 Chains

1929	100.0	95.0	114.9	135.3	101.1	135.2	174.2	168.6	189.2	203.0	131.8	136.6
1930	72.0	85.3	111.4	138.7	181.8	132.7	140.3	136.7	157.6	157.0	129.9	134.3
1931	70.1	67.3	81.6	111.6	140.1	123.7	106.5	110.9	120.2	117.2	100.8	142.4
1932	57.0	54.3	65.9	94.2	120.5	103.9	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	72.3	102.6
1934	49.8	49.8	71.0	104.3	133.6	103.7	99.8	93.1	103.2	110.7		

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	81.0	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	52.3	53.1	39.5	40.6	48.6	66.0	78.3	80.7	82.3
1932	42.1	38.3	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	17.5	20.5	15.9	14.4	20.2	29.2	29.0	33.8	36.6
1934	20.1	21.4	22.8	21.0	25.4	18.9	17.1	23.0	33.5	38.8		

Restaurants - 11 Chains

1929	100.0	94.2	102.9	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	95.6	83.1	91.8
1931	83.2	76.3	83.6	85.0	85.4	81.1	88.0	86.3	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	53.5	56.8
1934	53.2	49.5	58.6	55.7	59.6	58.0	57.1	61.3	56.0	56.7		

General Index - 118 Chains and Departmental Establishments

1929	100.0	92.1	119.0	119.7	125.3	121.0	110.1	112.4	116.7	137.1	124.1	142.9
1930	95.9	88.9	99.0	114.9	115.3	103.3	93.9	92.5	101.3	135.1	102.1	139.4
1931	81.9	78.5	90.0	100.4	97.6	93.2	83.3	78.8	87.4	95.9	90.6	114.8
1932	63.6	67.5	76.2	81.9	80.0	73.6	67.4	65.6	74.0	80.9	77.3	94.7
1933	57.4	54.3	65.6	72.5	75.7	74.8	62.6	64.3	73.8	78.4	75.7	93.1
1934	60.6	58.6	73.0	72.2	80.6	77.1	63.9	66.4	73.4	83.1		

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