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DOMINION BUREAU OF STATISTICS - CANADA
INTERNAL TRADE BRANCH

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

The index of the value of retail sales stands at 100.7 for December, 1934, according to figures compiled by the Dominion Bureau of Statistics (January, 1929 = 100). This index, which is not corrected for seasonal influences or price changes, shows an increase of 25.2 per cent as compared with the November figure, 80.4, and is also 8.2 per cent in advance of the 93.1 recorded index for December last year.

These statistics are based on calendar month sales of 118 chains and departmental establishments, comprising approximately 2,800 stores.

All indexes, except that for Groceries and Meats, advanced in December, 1934, as compared with the same month in the preceding year. They moved as follows:

Sales of Boots and Shoes rose from 94.6 to 121.8; Candy from 117.1 to 120.4; Clothing from 112.4 to 126.4; Drugs from 87.5 to 91.3; Dyers and Cleaners from 79.0 to 81.4; and Furniture from 55.4 to 68.5. The General and Departmental index rose from 104.6 to 117.2; Hardware from 102.6 to 125.6; Music and Radio from 36.6 to 51.2; and Restaurants from 56.8 to 57.9. Sales of Groceries and Meats fell from 82.4 to 79.0.

Comparing December and November of 1934, it is found that, with the exception of Dyers and Cleaners, indexes were higher for all groups. This increase is due largely, of course, to the influence of the Christmas trade which is of greater significance in some lines of business than in others. Sales of Candy rose from 59.7 to 120.4; Boots and Shoes from 74.2 to 121.8; General and Departmental from 81.9 to 117.2; and Hardware from 95.9 to 125.6. With the exception already mentioned, lesser increases are shown in the accompanying tables for each of the other groups.

INDEX NUMBERS OF RETAIL SALES

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

Year	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
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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	71.7	84.2	94.6
1934	49.2	40.5	70.1	76.7	101.8	117.0	70.0	63.1	83.2	77.9	74.2	121.8

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	66.8	59.7	120.4

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	108.3	110.6	126.4

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	79.5	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	74.7	73.0	76.0	77.9	91.3

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	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	93.5	81.4

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	60.5	68.5

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