

63 005

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 June 2, 1934)

DO NOT CIRCULATE  
JUN 4 1934  
PROPERTY OF THE  
LIBRARY  
NE PAS PRÊTER

Dominion Statistician:	R. H. Coats, B.A., F.S.S. (Hon.), F.R.S.C.
Chief, Internal Trade Branch:	Herbert Marshall, B.A., F.S.S.

#### CHANGES IN THE VALUE OF RETAIL SALES, APRIL, 1934.

The index of the value of retail sales in April, 1934, as measured by the Dominion Bureau of Statistics (January, 1929=100) shows a slight decrease as compared with March, 1934. The general index stands at 72.1 for April, and, in March, it was 73.6. If seasonal influences (Easter, <sup>also</sup> being in March), shorter month and price tendencies be taken into account, the April index may be considered as at least maintaining the improved tendencies of recent months.

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

Comparing April, 1934, with March, 1934, index numbers moved as follows:

Boot and shoe sales advanced from 70.1 to 76.5; Clothing from 87.4 to 92.9; Dyers and Cleaners from 107.5 to 125.9; Furniture from 46.9 to 52.9, and Hardware from 71.0 to 104.3. Candy sales decreased from 93.0 to 66.5; Drugs from 82.0 to 72.8; General and Departmental from 66.8 to 65.2; Groceries and Meats from 83.0 to 75.1; Music and Radio from 22.8 to 21.0, and Restaurants from 58.6 to 55.6.

Comparing April, 1934, with April, 1933, index numbers were higher for six groups and lower for five groups. Drug sales rose from 71.9 to 72.8; Dyers and Cleaners from 118.7 to 125.9; Furniture from 48.0 to 52.9; Groceries and Meats from 73.2 to 75.1; Hardware from 76.2 to 104.3, and Music and Radio from 17.3 to 21.0. Boots and Shoes fell from 78.1 to 76.5; Candy from 86.8 to 66.5; Clothing from 110.5 to 92.9; General and Departmental from 63.5 to 65.2, and Restaurants from 56.4 to 55.6.



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	76.5								

Candy - 6 Chains

1929	100.0	108.6	152.5	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	63.4	58.4	117.1
1934	56.1	59.6	93.0	66.5								

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	99.3	96.8	112.4
1934	55.1	52.7	87.4	92.9								

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	82.0	72.8								

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	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	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	125.9								

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								



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.
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	65.2								

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	75.9	72.6	73.9	76.5	75.0	75.4	82.4
1934	74.7	71.7	83.0	75.1								

Hardware - 5 Chains

1929	100.0	95.0	114.9	155.3	101.1	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	78.3	102.6
1934	49.8	49.8	71.0	104.3								

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	29.0	33.8	36.6
1934	20.1	21.4	22.8	21.0								

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	93.6	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	53.5	56.8
1934	53.2	49.5	58.6	55.6								

General Index - 118 Chains and Departmental Establishments.

1929	100.0	99.1	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	113.1	102.1	129.4
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	68.6	67.5	76.2	81.9	80.0	78.6	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	62.8	64.3	73.8	78.4	75.7	93.1
1934	60.6	58.6	73.6	72.1								

STATISTICS CANADA LIBRARY  
BIBLIOTHÈQUE STATISTIQUE CANADA



1010736209