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DOMINION BUREAU OF STATISTICS - CANADA
INTERNAL TRADE BRANCH

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

The value of retail sales in July, 1934, as measured by the index numbers of the Dominion Bureau of Statistics (January, 1929=100) showed an increase in the general index over the corresponding month of last year of approximately 1 $\frac{1}{2}$ %. In July, 1933, the general index stood at 62.8, and in July, 1934, it was 63.8.

Comparing July, 1934, with July, 1933, index numbers were higher for six groups and lower for five groups. Drug sales rose from 72.5 to 72.6; Dyers and Cleaners from 83.0 to 107.3, and Furniture from 33.5 to 40.2. General and Departmental increased from 54.5 to 55.3; Hardware from 81.0 to 100.5, and Music and Radio from 14.4 to 17.1. Boots and Shoes fell from 73.5 to 71.6; Candy from 60.2 to 57.1; Clothing from 68.1 to 64.6; Groceries and Meats from 72.6 to 72.0, and Restaurants from 58.4 to 57.6.

Comparing June and July of this year the general index decreased from 77.1 to 63.8 due mainly to seasonal influences. All indexes for sub-groups showed a corresponding decline.

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.

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	71.6					
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	57.1					
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	93.1	102.9	102.0	64.6					
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	84.5	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					
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	107.3					
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					

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	65.5	73.9	70.3	55.3					
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	75.9	72.6	73.9	76.5	75.0	75.4	82.4
1934	74.7	71.7	81.2	75.1	81.1	78.3	72.0					
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	136.6	108.7	100.5					
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	56.5	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	25.4	18.9	17.1					
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	55.7	59.6	58.0	57.6					
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	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	62.8	64.3	73.8	78.4	75.7	93.1
1934	60.6	58.6	73.0	72.2	80.6	77.1	63.8					

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