

Published by Authority of the 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 October 2, 1934.)

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

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

Retail sales in August, 1934, showed an increase of more than 3% over July, 1934, according to the general index published by the Dominion Bureau of Statistics (base January, 1929=100). An increase over July has occurred only three times in the six years for which the index has been compiled, the record being as follows:

<u>Increase or Decrease</u>	
<u>August over July.</u>	
1929 .....	+ 2.1%
1930 .....	- 1.5%
1931 .....	- 5.4%
1932 .....	- 2.7%
1933 .....	+ 2.4%
1934 .....	+ 3.1%

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.

Eight indexes are higher in August as compared with July, 1934. They moved as follows:

Candy sales advanced from 56.9 to 68.1; Drugs from 72.6 to 74.4; Dyers and Cleaners from 104.7 to 110.6, and Furniture from 40.2 to 55.6. General and Departmental increased from 55.5 to 59.2; Groceries and Meats from 71.6 to 73.1; Music and Radio from 17.1 to 23.0, and Restaurants from 57.1 to 62.5. Boots and Shoes declined from 70.0 to 63.2; Clothing from 66.1 to 60.1, and Hardware from 99.8 to 91.9.

Comparing August, 1933, and August, 1934, indexes were higher in 1934 for nine of the eleven groups. Boots and Shoes rose from 55.6 to 63.2; Clothing from 57.7 to 60.1; Drugs from 70.3 to 74.4; Dyers and Cleaners from 96.3 to 110.6, and Furniture from 49.3 to 55.6. General and Departmental moved from 58.0 to 59.2; Hardware from 87.2 to 91.9; Music and Radio from 20.2 to 23.0, and Restaurants from 60.9 to 62.5. Candy sales decreased from 68.3 to 68.1 and Groceries and Meats from 73.9 to 73.1.

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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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	63.2				

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	68.1				

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	66.1	60.1				

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				

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	110.6				

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	28.3	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				

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	66.6	65.5	73.9	70.3	55.5	59.2				

Groceries and Meats - 23 Chains

1929	100.0	98.5	103.7	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	95.8	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	71.6	73.1				

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	136.6	108.7	99.8	91.9				

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	23.0				

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	55.7	59.6	58.0	57.1	62.5				

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	73.0	72.2	80.6	77.1	63.8	65.8				

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