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Dominion Statistician:
Chief, Internal Trade Branch:

R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.),
Herbert Marshall, B.A., F.S.S.

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

Retail sales in September, 1934, showed an increase of nearly 10% over August, 1934, according to the general index published by the Dominion Bureau of Statistics (base January, 1929=100). In August the index was 66.3 and, in September, it rose to 72.9.

These statistics are based on the 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.

Seven indexes are higher in September as compared with August of this year. They moved as follows: Boots and Shoes advanced from 63.1 to 80.6; Clothing from 62.4 to 76.4; Dyers and Cleaners from 109.6 to 112.0, and Furniture from 55.6 to 61.8. General and Departmental rose from 59.8 to 71.5; Hardware from 93.1 to 112.1, and Music and Radio 23.0 to 33.5. Candy sales fell from 69.2 to 62.8; Drugs from 74.4 to 72.9; Groceries and Meats from 73.4 to 72.2, and Restaurants from 61.3 to 56.0.

Comparing September, 1933, and September, 1934, indexes were higher in 1934 for five of the eleven groups. Boots and Shoes rose from 77.5 to 80.6; Furniture from 57.8 to 61.8; General and Departmental from 71.3 to 71.5; Hardware from 104.3 to 112.1, and Music and Radio from 29.2 to 33.5. Candy sales decreased from 66.8 to 62.8; Clothing from 77.2 to 76.4; Drugs from 73.3 to 72.9; Dyers and Cleaners from 113.7 to 112.0; Groceries and Meats from 76.5 to 72.2, and Restaurants from 58.6 to 56.0.

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 - 5 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	80.6			
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	63.3	66.6	63.4	58.4	117.1
1934	56.1	59.6	93.0	65.1	70.5	58.7	56.9	69.2	62.6			
Clothing - 9 Chains												
1929	100.0	126.0	174.6	150.7	171.6	157.0	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	76.4			
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	79.3	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			
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	110.3	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	67.6	107.5	126.0	135.6	119.7	104.7	109.6	112.0			
Furniture - 4 Chains												
1929	100.0	130.4	144.1	141.9	158.4	135.7	119.2	156.3	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			

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	92.7	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	71.5			
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	71.6	73.4	72.2			
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	140.5	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	93.1	112.1			
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	40.6	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	33.5			
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	99.5	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	55.4	60.9	58.6	56.4	53.5	56.8
1934	53.2	49.5	58.6	55.7	59.6	56.0	57.1	61.3	56.0			
General Index - 116 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	83.5	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	50.6	77.1	63.8	66.3	72.9			

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