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DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
INTERNAL TRADE BRANCH  
OTTAWA, CANADA.

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CHANGES IN THE VALUE OF RETAIL SALES, OCTOBER, 1935

Retail sales were higher in October, 1935, than in any other month during the past four years with the exception only of the December months, in which the Christmas trade is concentrated. The general index of retail trade for October, 1935, stood at 81.0 (average for 1930 - 100). In comparison with this figure, indexes for the corresponding months in preceding years are 77.7 for 1934, 73.7 for 1933, and 75.8 for 1932. The increase over September of this year, 16.4 per cent, is more than seasonal; in fact, it is the largest increase registered by October over September during the past six years.

The index numbers released by the Dominion Bureau of Statistics are based on returns made by 167 chains, comprising more than 3,300 stores, and 36 departmental establishments. No allowance has been made for the varying number of business days in each month, nor for seasonal influences.

A sharp rise is evident in department store sales, the index for October, 88.4, recording an advance of 23.1 per cent compared with September and an improvement of 5.4 per cent over October, 1934. The variety store index number was 90.4 for the month under review and sales were 4.8 per cent better than in October, 1934.

Grocery and meat sales recorded a gain of nearly 11 per cent over September, 1935, and 2.5 per cent over October last year, the index for October, 1935, standing at 77.2. A small increase was shown in restaurant sales. The index for October was 53.7. Candy sales stood at 57.4 as compared with 52.6 in September and 56.4 in October, 1934. Drug store sales rose from 69.8 in September to 74.2 in October, a gain of 6.3 per cent.

Remarkable gains are evident in the furniture and music and radio groups. The index of furniture sales was 93.6 in October as against 85.0 in September and 79.8 in October, 1934. Corresponding figures for music and radio sales were 66.9 for October, 1935; 52.3 for September, 1935; and 57.5 for October, 1934. Retail sales of hardware increased by 7.4 per cent over September and 5.1 per cent over October, 1934. The index number for October this year was 97.3.

Continuing the advance of the four preceding months, the index of sales of men's clothing was 88.1 in October as against 59.5 in September and 85.2 in October, 1934. The index for women's clothing recovered from the recession of the last two months and stood at 62.0 in October. Sales of boots and shoes rose from 68.7 in September to 69.7 in October. The only decline in the thirteen groups was recorded in sales of dyeing and cleaning establishments, the index standing at 73.5 compared with 77.1 in September and 85.0 in October last year.



INDEX NUMBERS OF RETAIL SALES  
(Average for 1930 = 100)

(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 - 17 Chains

1929	91.5	81.2	137.9	132.9	149.3	155.2	117.2	112.1	111.3	121.4	128.6	155.6
1930	67.5	73.3	89.6	123.5	120.9	118.6	96.9	91.7	89.4	97.8	100.0	130.9
1931	66.1	59.7	76.2	104.2	103.4	109.5	93.0	77.7	80.6	90.0	85.7	123.9
1932	63.5	48.8	64.3	88.9	91.8	104.0	82.6	61.5	68.1	74.2	84.2	102.7
1933	45.1	39.2	45.7	72.7	77.5	95.4	69.7	55.7	68.2	67.5	82.9	96.1
1934	45.4	37.5	73.8	71.0	92.1	109.3	68.6	58.2	71.5	68.1	70.5	121.5
1935	43.9	36.4	61.2	83.1	80.9	109.8	70.0	62.6	68.7	69.7		

Candy - 6 Chains

1929	88.8	99.5	149.5	93.5	116.7	101.3	104.9	135.0	107.4	109.8	110.7	201.5
1930	84.6	100.4	92.4	130.0	106.1	76.3	86.7	105.9	87.8	86.8	81.1	162.0
1931	68.4	74.3	68.3	107.5	87.9	63.1	70.4	83.6	74.9	86.2	67.4	154.6
1932	61.0	63.4	99.0	61.3	67.3	53.0	63.2	61.7	59.8	61.5	49.8	131.4
1933	46.0	51.5	44.0	80.5	59.9	44.1	50.0	58.2	57.6	57.2	49.9	112.1
1934	47.5	51.7	84.2	55.2	60.0	48.4	46.8	58.6	54.2	56.4	49.2	115.4
1935	39.8	55.6	52.2	78.9	60.8	47.1	44.0	59.2	52.6	57.4		

Clothing, Men's - 15 Chains

1929	130.5	119.9	162.5	158.3	146.0	143.8	104.2	107.2	119.7	194.3	152.2	132.7
1930	78.0	68.9	102.1	148.7	126.5	109.0	86.4	73.7	83.4	116.4	97.3	109.7
1931	57.2	49.1	77.4	107.5	90.1	85.0	65.4	53.6	63.8	81.9	79.9	89.0
1932	45.4	37.7	56.0	67.7	67.4	72.6	52.7	40.2	55.4	71.3	72.4	80.2
1933	41.4	28.0	49.7	82.8	68.2	72.2	47.8	42.9	56.0	75.0	76.9	74.0
1934	36.9	37.9	63.1	66.0	76.1	73.9	52.1	45.5	56.1	85.2	86.0	94.7
1935	44.8	39.6	53.2	84.9	71.4	75.3	57.7	50.3	59.5	88.1		

Clothing, Women's - 13 Chains

1929	83.3	74.1	113.1	114.7	121.7	141.4	115.7	102.9	96.3	112.2	106.3	181.1
1930	74.9	76.4	87.9	126.9	118.7	115.7	96.9	81.2	88.0	96.7	85.9	150.7
1931	57.6	53.7	77.0	101.1	92.4	98.3	71.2	58.5	65.0	81.0	72.9	134.2
1932	53.1	46.2	63.3	79.2	70.7	79.5	58.5	46.0	53.2	60.0	57.5	127.1
1933	41.2	39.4	46.7	67.2	64.8	72.8	53.1	45.9	54.7	56.1	54.4	125.0
1934	41.9	38.2	59.0	62.3	68.7	74.7	55.5	52.3	57.7	60.5	60.6	122.2
1935	38.3	39.4	51.6	70.6	61.0	69.5	56.3	50.5	52.1	62.0		

Departmental - 36 Firms

1929	89.1	81.6	101.5	104.1	107.3	103.1	91.9	96.2	107.5	128.6	123.2	154.1
1930	92.0	83.0	88.5	105.6	104.8	95.3	83.1	82.3	99.9	117.1	103.7	144.7
1931	75.1	75.9	86.6	94.5	89.3	87.6	71.7	69.7	82.4	94.4	94.0	128.2
1932	61.5	62.1	69.2	77.7	73.7	70.5	54.5	56.8	68.6	81.2	78.9	98.8
1933	51.7	49.5	59.4	66.6	70.0	68.8	52.8	57.1	71.3	81.2	77.7	102.4
1934	56.1	54.9	67.1	66.3	73.6	69.9	54.2	59.0	72.2	83.9	83.1	112.0
1935	56.3	54.3	61.1	72.3	70.8	70.8	56.9	59.5	71.8	88.4		



# INDEX NUMBERS OF RETAIL SALES

(Average for 1930 = 100)

(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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## Drugs - 23 Chains

1929	101.1	99.3	109.0	101.0	104.4	107.6	106.8	112.5	101.2	106.5	105.7	116.9
1930	99.5	96.2	107.1	101.5	101.8	97.9	99.0	103.0	93.4	98.3	93.5	109.0
1931	94.7	89.0	93.6	91.2	91.0	87.8	89.9	91.1	86.5	89.9	88.1	102.3
1932	83.4	84.0	88.4	84.2	76.6	80.1	75.6	76.7	74.3	77.6	74.0	87.8
1933	70.5	65.5	71.1	66.9	66.3	70.3	68.0	67.9	69.3	68.1	70.1	82.3
1934	70.0	64.8	75.4	69.2	70.3	72.7	68.9	70.4	69.8	71.8	71.5	85.4
1935	72.1	68.9	76.8	71.7	72.0	70.7	71.4	74.1	69.8	74.2		

## Dyers and Cleaners - 8 Chains

1929	69.2	70.5	113.5	139.5	123.9	113.9	104.4	105.6	121.0	124.9	97.3	78.7
1930	72.0	66.7	104.4	137.0	136.9	104.4	93.6	96.1	119.1	114.8	81.2	73.9
1931	69.6	63.1	98.6	124.1	106.5	101.5	88.5	82.1	93.1	88.6	72.3	58.8
1932	51.1	49.3	63.8	88.7	80.6	76.9	64.0	64.1	77.9	73.3	59.6	50.5
1933	44.5	41.9	58.2	87.6	85.9	74.3	60.9	70.4	81.1	78.5	61.8	54.8
1934	53.0	49.1	72.5	87.9	94.0	83.4	72.4	78.1	79.6	85.0	69.7	59.1
1935	51.7	44.7	64.1	96.3	93.7	90.0	77.6	75.2	77.1	73.5		

## Furniture - 7 Chains

1929	96.6	132.8	143.6	142.9	155.8	135.2	114.7	151.6	146.9	165.7	165.0	158.6
1930	90.4	92.6	99.1	101.5	113.3	93.4	69.3	97.9	105.7	112.2	106.8	117.9
1931	67.0	76.7	78.0	77.7	77.9	68.3	57.0	72.9	92.1	98.4	99.7	98.0
1932	52.8	60.8	61.0	64.4	62.7	52.1	38.7	49.0	61.1	62.7	60.1	62.2
1933	31.5	38.1	53.2	56.1	63.9	54.6	41.0	61.7	68.6	67.5	56.1	61.6
1934	42.5	48.6	56.9	65.5	74.9	67.7	51.2	72.5	78.0	79.8	72.3	79.4
1935	44.8	55.6	63.7	74.8	77.4	70.8	59.2	78.6	85.0	93.6		

## Groceries and Meats - 34 Chains

1929	99.1	97.4	108.8	105.7	111.8	105.7	106.2	107.6	104.5	114.6	111.5	114.7
1930	106.6	96.8	100.9	105.9	109.7	94.3	96.6	95.3	94.8	98.4	95.3	105.3
1931	95.4	88.2	94.6	97.0	96.6	91.9	90.4	84.0	88.4	91.2	82.7	92.8
1932	79.3	77.9	84.7	81.4	79.8	77.9	75.9	72.3	75.7	76.6	74.2	82.1
1933	66.7	64.0	75.0	70.2	75.7	73.3	68.9	70.4	73.8	71.6	71.7	78.6
1934	70.8	68.6	78.7	71.6	76.8	74.7	67.9	69.9	69.7	75.3	71.7	75.3
1935	71.7	67.6	75.2	73.9	74.8	71.4	69.9	71.6	69.6	77.2		

## Hardware - 15 Chains

1929	80.6	77.9	89.1	114.5	121.2	118.2	117.1	121.1	133.7	133.3	117.4	122.7
1930	72.6	74.0	90.0	98.0	123.7	105.0	95.6	103.0	111.9	115.1	100.9	110.3
1931	68.6	64.6	76.6	88.4	105.7	95.7	89.3	89.8	96.1	95.0	82.5	87.0
1932	53.4	59.5	60.5	76.8	92.9	78.6	66.1	69.7	76.2	71.1	63.4	64.4
1933	39.7	36.7	50.1	60.5	86.2	77.1	64.1	70.7	80.0	81.0	64.5	62.9
1934	42.1	43.2	55.1	74.2	103.7	85.4	77.1	77.9	87.5	92.6	69.4	79.9
1935	52.4	49.8	62.3	80.6	101.8	87.5	83.2	84.4	90.6	97.3		



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Music and Radio - 6 Chains

1929	126.2	132.5	116.4	108.1	118.4	82.9	83.3	111.5	163.2	209.9	189.7	197.8
1930	105.4	89.6	93.3	79.3	82.3	62.6	56.8	70.2	113.4	138.7	137.1	171.5
1931	86.0	82.3	73.9	61.5	63.7	47.8	48.5	59.1	84.2	98.6	103.9	102.8
1932	53.7	50.2	44.3	41.8	37.5	31.6	24.1	33.2	56.7	54.6	58.0	61.3
1933	29.4	24.9	29.7	26.2	30.6	23.7	22.5	28.8	43.8	42.4	49.7	53.8
1934	30.2	31.4	32.9	29.9	37.1	28.9	24.7	33.8	52.8	57.5	59.6	67.4
1935	37.2	36.1	39.7	35.5	43.0	30.1	26.6	35.2	52.3	66.9		

Restaurants - 14 Chains

1929	105.9	101.6	110.7	108.1	116.6	110.1	122.1	127.3	114.7	116.4	102.7	110.1
1930	104.6	95.0	100.1	97.8	104.3	101.4	105.4	108.1	100.4	99.5	87.4	96.1
1931	87.2	80.1	88.0	87.5	89.4	83.3	90.3	90.0	86.1	81.5	71.7	81.6
1932	67.7	65.8	68.2	68.4	64.8	61.5	63.2	64.3	64.2	60.3	55.8	62.7
1933	54.4	50.5	56.4	55.6	56.7	55.7	56.4	57.7	56.5	54.9	51.9	55.0
1934	51.2	47.7	56.7	53.9	56.8	55.3	54.1	57.3	52.6	53.2	51.2	53.7
1935	49.0	44.9	51.4	50.7	51.9	49.8	51.2	55.4	53.0	53.7		

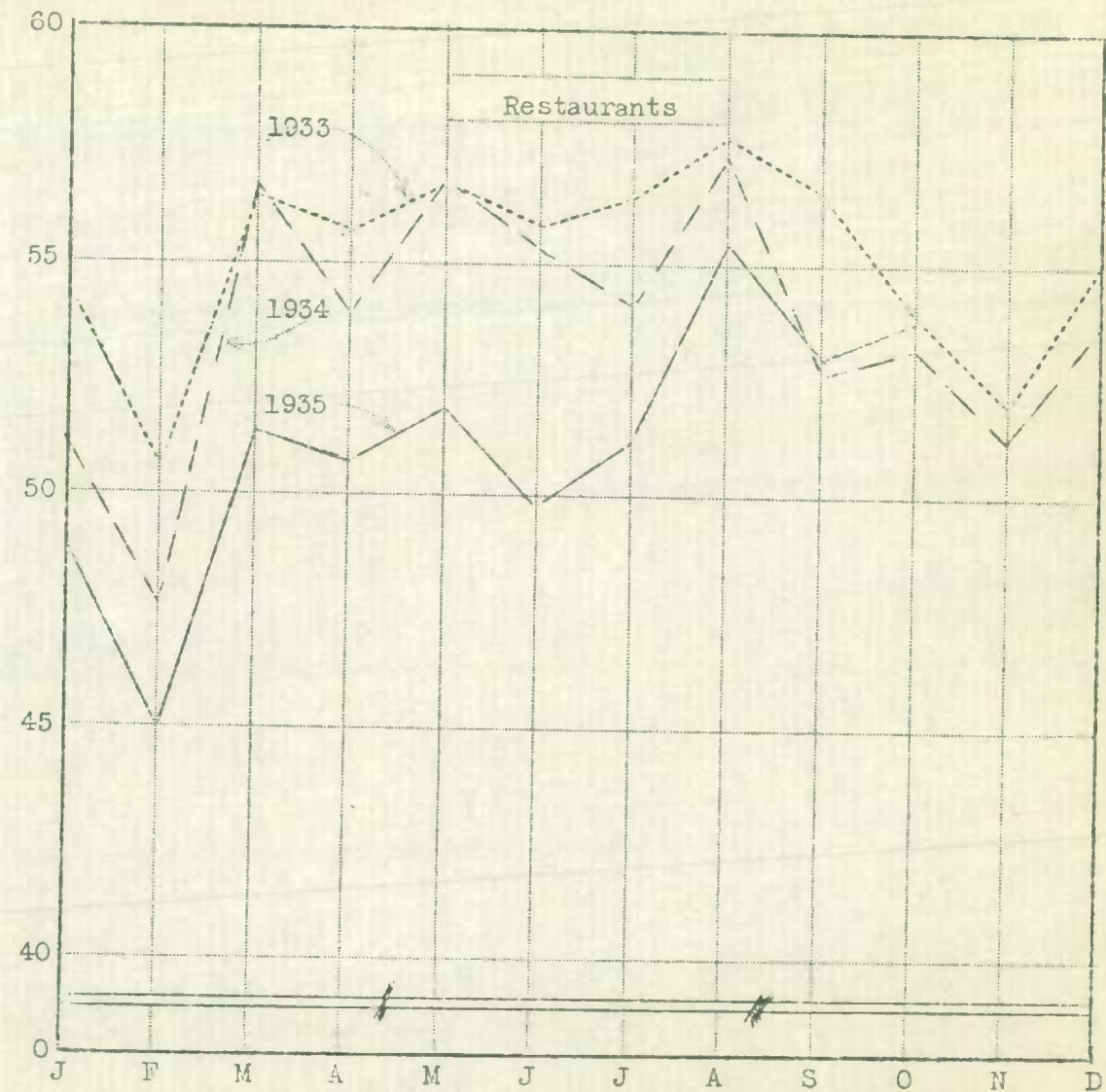
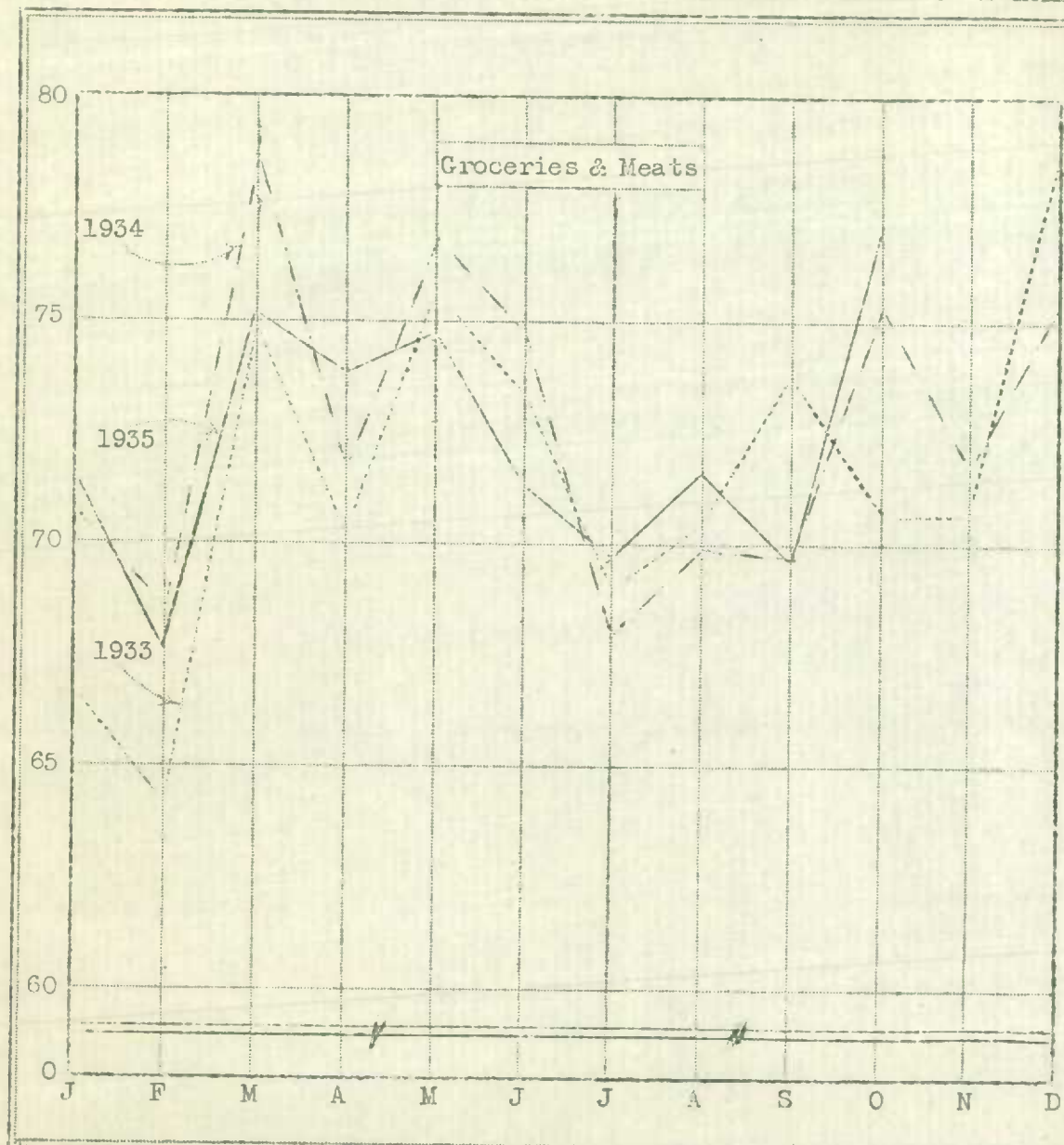
Variety - 9 Chains

1929	74.0	83.5	103.8	99.8	130.8	124.9	122.1	130.6	108.3	125.4	118.9	194.2
1930	68.6	73.9	84.2	92.8	105.5	94.8	95.9	98.6	92.8	105.4	101.6	186.0
1931	69.2	69.5	77.5	92.2	102.0	94.3	91.9	93.3	87.6	107.7	94.5	180.4
1932	62.9	64.0	72.3	80.7	85.3	87.1	83.5	75.0	75.0	87.1	78.7	147.7
1933	54.2	55.7	60.4	73.9	75.7	82.3	76.1	72.7	79.2	80.8	77.2	145.2
1934	54.9	55.5	76.1	69.8	92.4	90.0	79.2	77.7	79.9	86.3	83.9	159.6
1935	53.2	57.7	67.5	77.9	79.5	88.6	82.8	83.7	77.9	90.4		

General Index

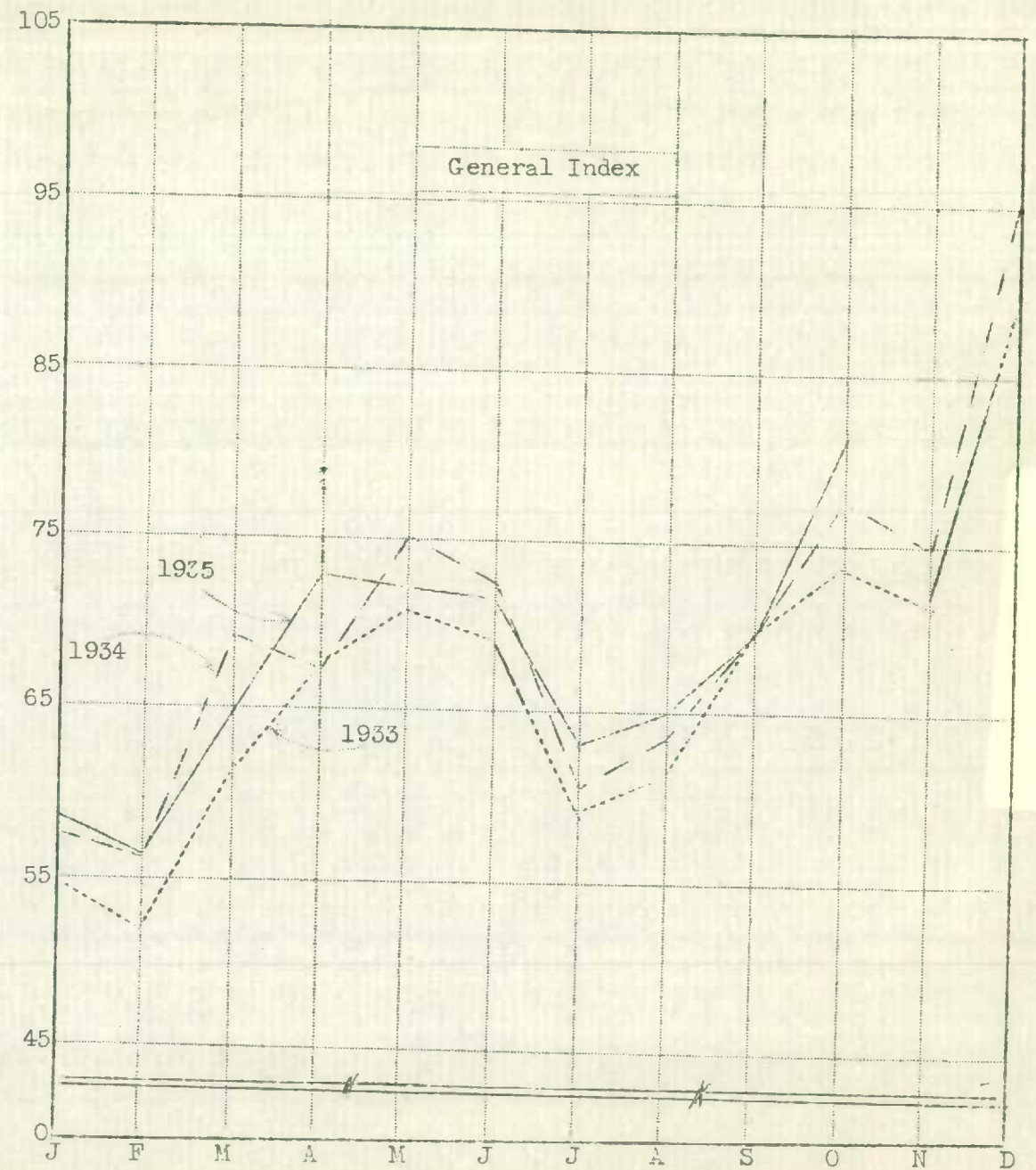
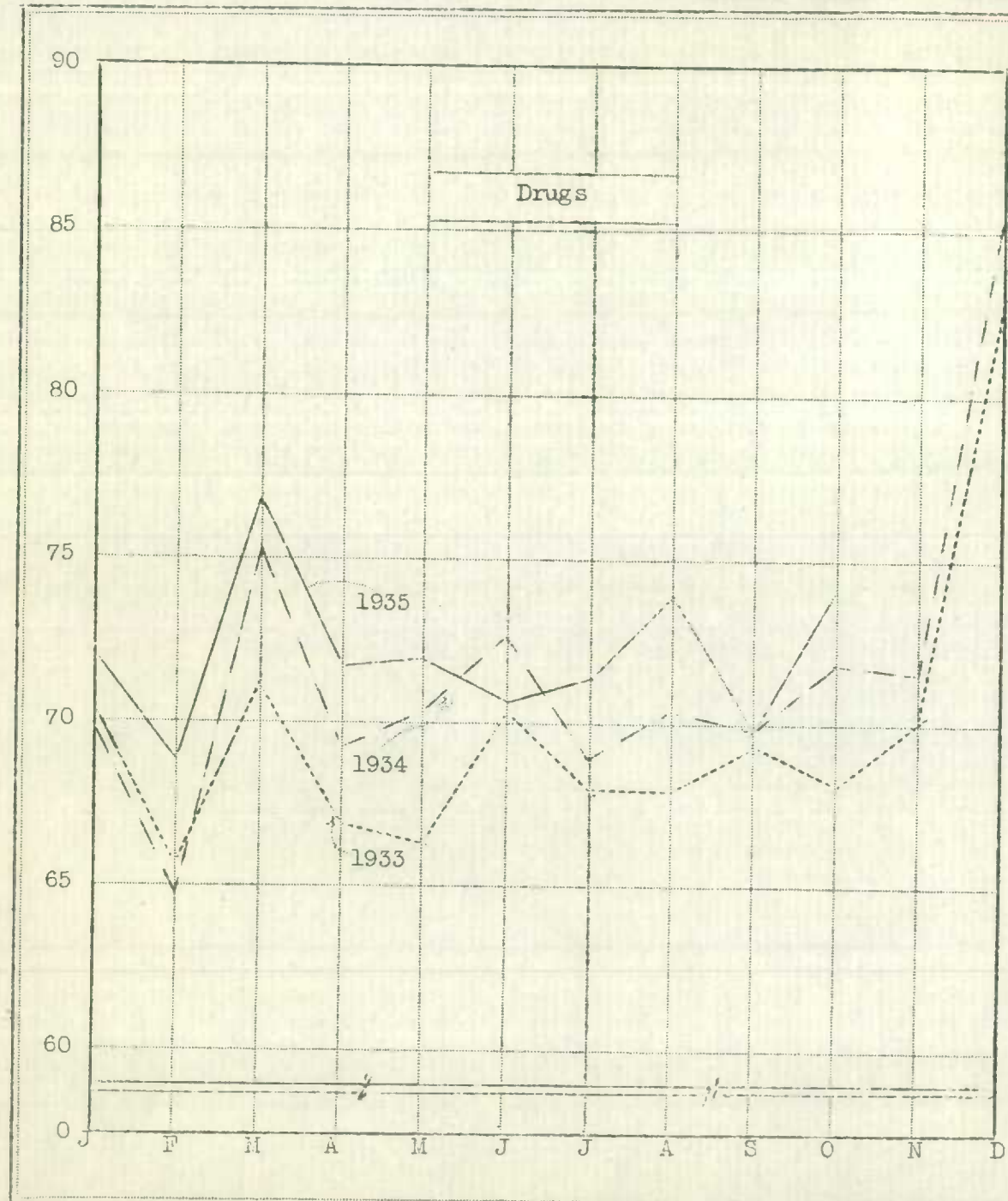
1929	94.7	91.4	110.0	109.8	115.2	111.1	103.2	107.3	109.7	126.7	119.7	139.1
1930	93.7	86.8	94.7	107.8	109.1	97.4	90.3	90.2	97.3	107.8	98.6	126.3
1931	80.1	77.1	87.2	95.1	92.6	88.9	79.9	76.6	83.9	91.8	86.9	111.0
1932	66.3	65.5	73.1	77.7	75.6	73.6	63.6	62.2	69.6	75.8	73.1	90.6
1933	54.7	51.9	62.1	67.6	70.9	69.1	59.1	61.3	69.7	73.7	71.4	89.4
1934	57.7	56.2	69.3	67.4	75.3	72.6	60.5	63.4	69.7	77.7	74.9	95.2
1935	58.6	56.4	64.8	72.9	72.4	71.6	63.0	65.0	69.6	81.0		

MONTHLY INDEXES OF RETAIL SALES (AVERAGE FOR 1930 = 100)





MONTHLY INDEXES OF RETAIL SALES (AVERAGE FOR 1930 = 100)



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