

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

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--MAY, 1935

The general index of the value of retail sales stands at 71.6 for May, 1935, as compared with 72.1 for April, 1935, and 74.6 for May, 1934, according to the new series of index numbers compiled by the Dominion Bureau of Statistics (base 1930 = 100).^x The recession in May of this year, as compared with May, 1934, is due in part to the smaller number of working days in May, 1935, there being an additional holiday for the Jubilee.

These statistics are based on the calendar month sales of 203 chain and departmental establishments operating 3,444 stores. No corrections have been made for seasonal influences or price changes.

Comparing May, 1935, with April, 1935, index numbers were higher in May for seven groups and lower for six groups. Drug sales increased from 72.1 to 72.9, Furniture from 74.8 to 77.4, Groceries and Meats from 73.9 to 74.7, Hardware from 80.1 to 101.0, Music and Radio from 35.5 to 43.0, Restaurants from 50.7 to 51.7 and Variety from 72.9 to 79.5. Boots and Shoes fell from 83.1 to 80.7, Candy from 72.2 to 56.3, Men's Clothing from 69.6 to 58.0, Women's Clothing from 69.8 to 60.6, Departmental from 72.3 to 70.7, and Dyers and Cleaners from 95.2 to 90.4.

Comparing May, 1935, with May, 1934, index numbers were higher this year for three groups and lower for ten groups. Drug sales rose from 70.3 to 72.9, Furniture from 74.9 to 77.4, and Music and Radio from 37.1 to 43.0. Boots and Shoes decreased from 92.1 to 80.7, Candy from 60.0 to 56.3, Men's Clothing from 60.9 to 58.0, Women's Clothing from 68.7 to 60.6, and Departmental from 73.6 to 70.7. Dyers and Cleaners declined from 94.0 to 90.4, Groceries and Meats from 76.8 to 74.7, Hardware from 103.7 to 101.0, Restaurants from 56.8 to 51.7 and Variety from 92.4 to 79.5

^x For description of new series of indexes see Page 8.

INDEX NUMBERS OF RETAIL SALES

(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

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	95.0	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	80.7							

Candy

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	42.8	53.6	49.5	51.6	45.0	105.6
1935	36.4	50.8	47.7	72.2	56.3							

Clothing - Men's

1929	85.0	119.9	162.5	158.5	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	34.1	52.2	53.9	60.9	60.2	42.7	37.3	46.0	69.9	70.6	77.4
1935	36.7	32.4	43.6	69.6	58.0							

Clothing - Women's

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	113.7	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	51.2	69.8	60.6							

Departmental

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	70.7							

INDEX NUMBERS OF RETAIL SALES

(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

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	87.2	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	77.1	72.1	72.9							

Dyers and Cleaners

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	51.8	44.8	63.6	95.2	90.4							

Furniture

1929	96.6	132.8	143.6	142.9	155.3	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							

Groceries and Meats

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	74.7							

Hardware

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	92.7	69.0	79.3
1935	52.3	49.8	61.9	80.1	101.0							

INDEX NUMBERS OF RETAIL SALES

(1900 = 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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Music and Radio

1929	126.2	132.5	116.4	108.1	118.4	82.9	83.3	111.5	163.2	209.9	189.7	197.6
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							

Restaurants

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	51.7							

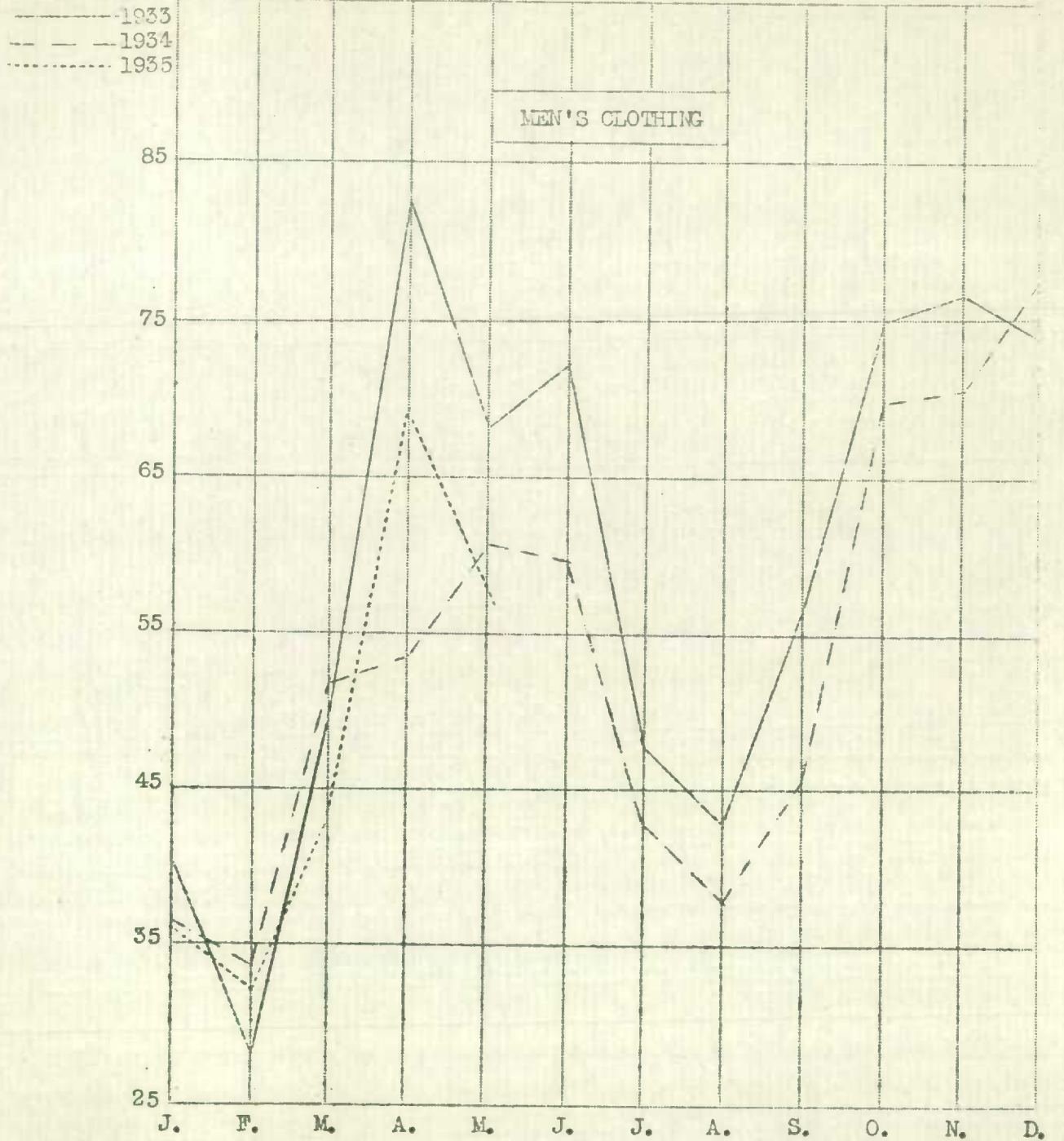
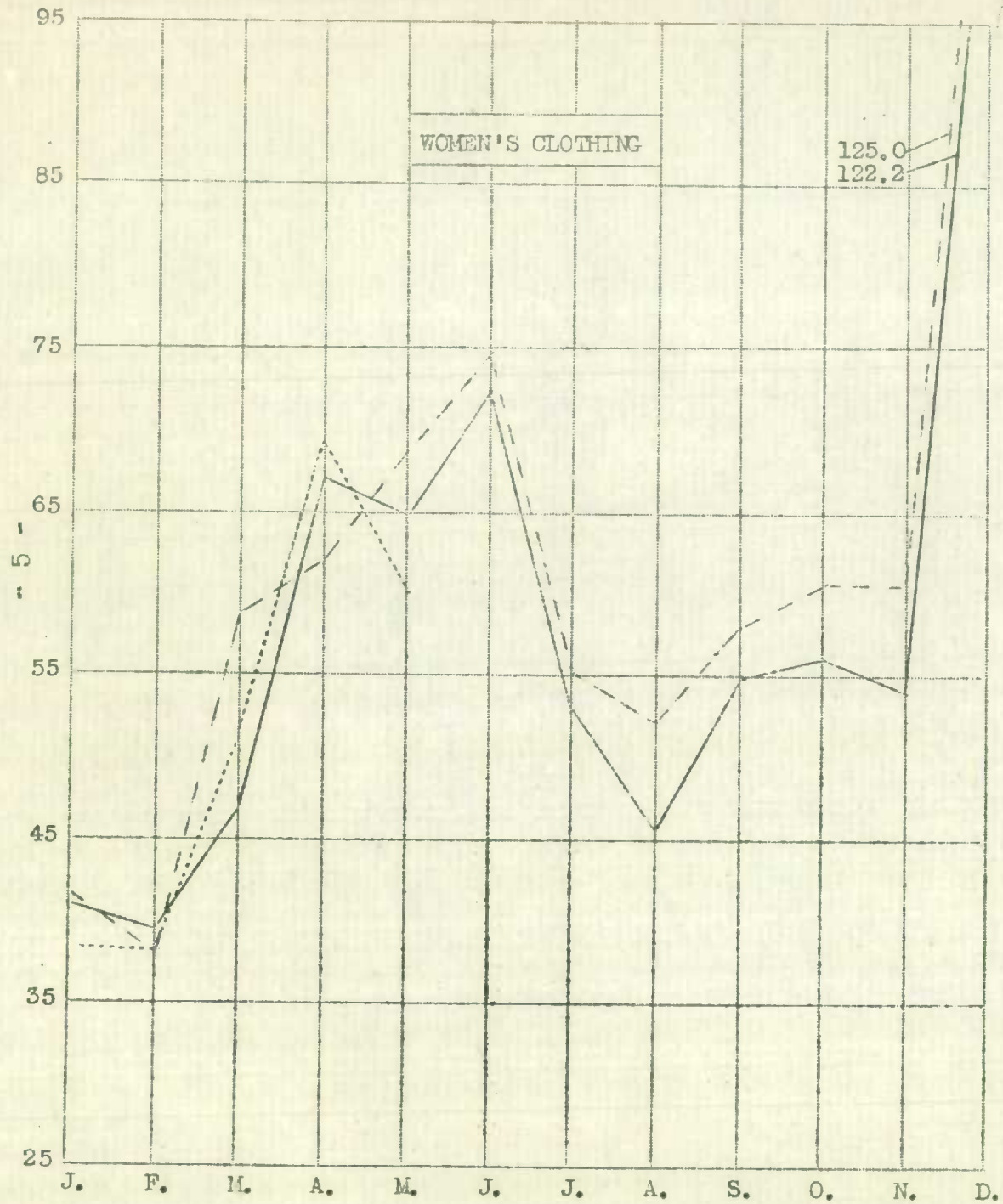
Variety

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							

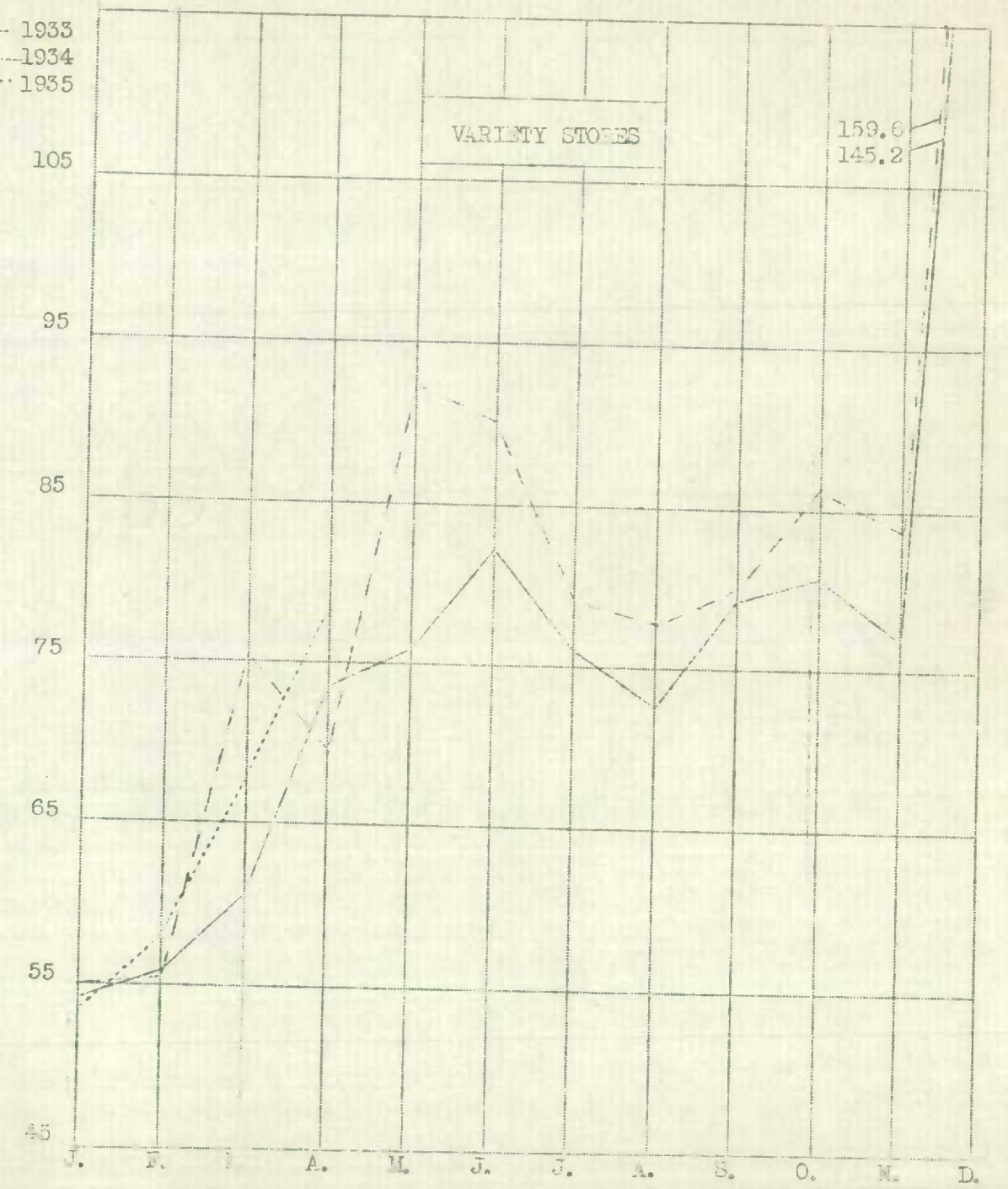
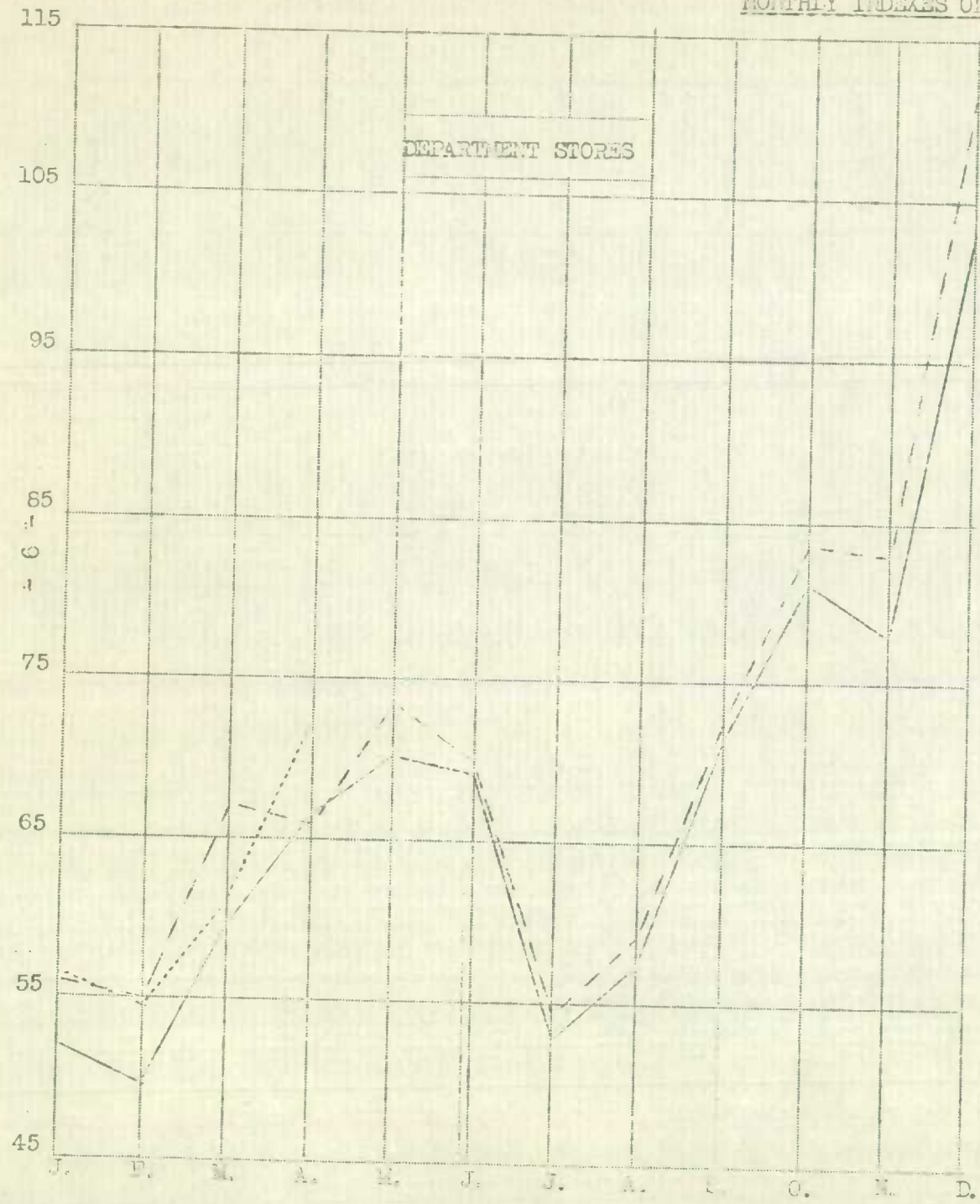
General Index

1929	92.6	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	92.5	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	56.0	68.8	66.9	74.6	71.9	60.1	65.0	69.2	77.0	74.2	94.3
1935	58.2	56.0	64.3	72.1	71.6							

MONTHLY INDEXES OF RETAIL SALES (1930 = 100)

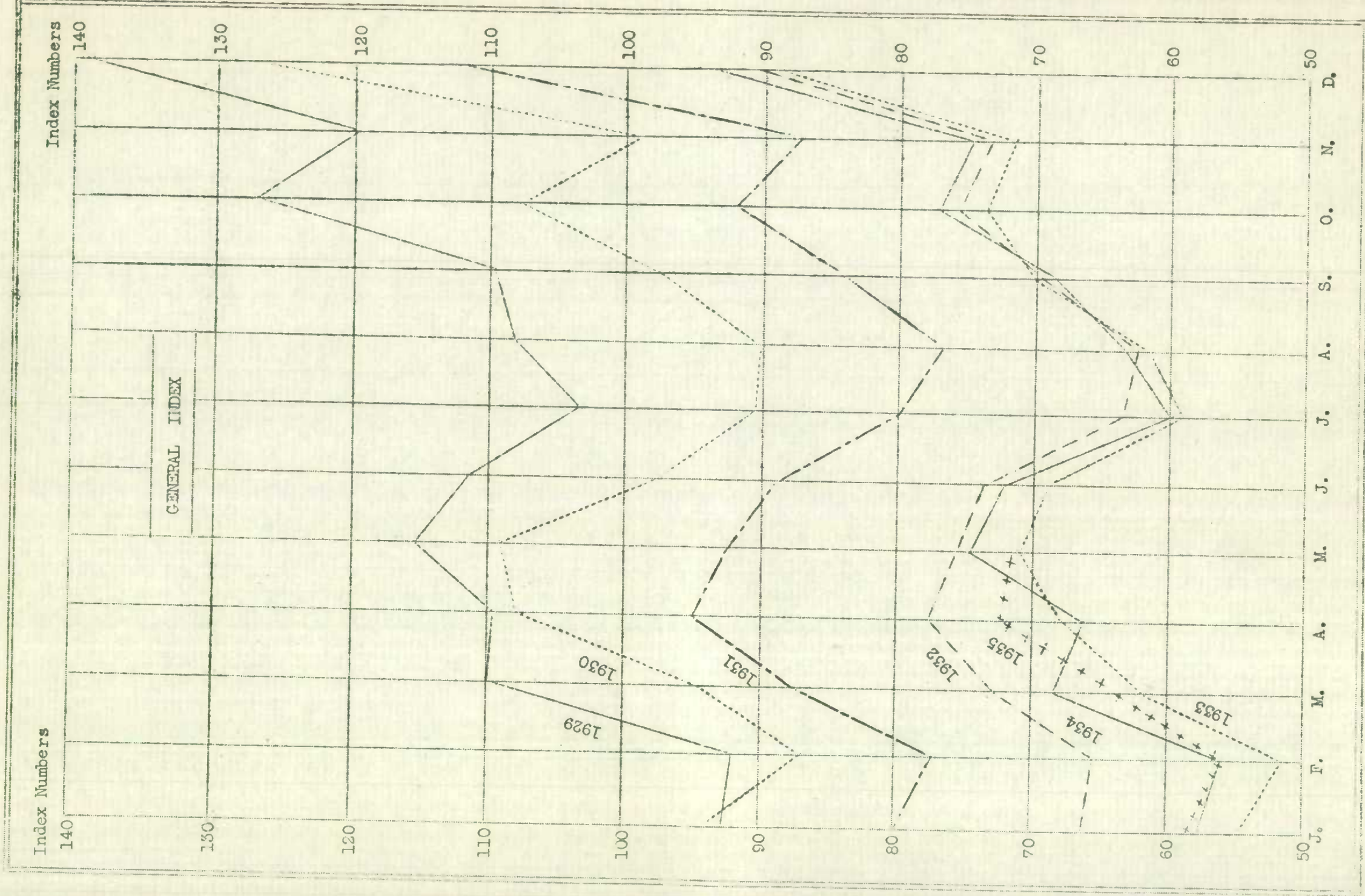


MONTHLY INDEXES OF RETAIL SALES (1930 = 100)



MONTHLY INDEXES OF RETAIL SALES

(1930 = 100)



REVISED INDEXES OF RETAIL SALES

During the past few months several revisions have been in process both in the content and methods of construction of the monthly indexes of retail sales published by the Bureau of Statistics. This report is the first in which the revised figures are shown.

The changes which have been made include the introduction of separate indexes for department store sales and variety store sales for which a combined index was formerly published. Separate indexes also are now given for sales of men's and women's clothing. For most kinds of business, the revised indexes are based upon reports received from a greater number of firms than formerly and the base period has been changed from January, 1929, to the average monthly sales for 1930.

Up to the present, an index under the heading "General and Departmental" has been computed from reports received from department stores and variety chains. It is found, however, that sales of variety stores show a greater seasonal increase at the Christmas season than do those of department stores. Department store figures indicate a greater falling off in trade during July and August than do those submitted by variety chains. In order to be of more value to both types of business, the new series contains separate indexes for department stores and for variety stores.

Hitherto a combined index reflecting the variations in sales of both men's and women's clothing has been published. Considerable differences occur in the variations in sales of these two groups and in order to meet the demand for more detailed data separate indexes are now shown for each.

For most kinds of business, the number of reporting firms has been increased in order to secure a more complete coverage of chain and department store sales. As far as possible, monthly sales figures dating back to January, 1929, have been secured from those companies whose sales were not included in the earlier series, and, whenever necessary, all figures given in this bulletin have been revised to make provision for this factor. The following table shows, for each kind of business group, the numbers of chain or department store companies included in the old and new series of indexes. The aggregate sales of these companies for 1934 are also shown.

NUMBER AND TOTAL SALES FOR 1934 OF COMPANIES INCLUDED IN OLD AND REVISED INDEXES OF RETAIL SALES

Kind of Business	Old Indexes			Revised Indexes		
	Number of Companies	Number of Stores	Total Sales 1934	Number of Companies	Number of Stores	Total Sales 1934
Boots & Shoes .	5	113	3,110,800	16	203	6,634,400
Candy	6	148	2,728,900	6	148	2,728,900
Clothing (Men') .	(1)6	88	(1)3,842,600	15	126	5,225,500
Clothing (Women's) }				13	133	3,990,400
Department Stores }	(2)41	368	(2)275,253,900	36	97	245,883,800
Variety Stores }				9	331	34,567,000
Drugs	7	143	6,770,300	24	271	10,656,400
Dyers & Cleaners	3	14	945,000	8	40	1,253,800
Furniture	4	18	2,313,000	7	35	3,536,700
Groceries & Meats	23	1,635	77,781,700	35	1,817	87,983,400
Hardware	5	25	1,559,900	15	76	4,373,100
Music & Radio .	4	21	1,290,000	5	23	1,407,000
Restaurants ...	11	128	7,077,400	14	144	7,430,100
Total	115	2,701	382,673,500	203	3,444	415,670,500

(1) Includes men's and women's clothing.

(2) Includes both department stores and variety chain stores.

For the various reports published by the Bureau, a chain has been taken to mean a group of four or more stores under the same ownership or management and carrying on the same or similar kinds of business. In a number of instances firms reporting monthly sales data and which formerly operated a sufficient number of stores to be classified as chains have reduced the number of their units below the four-store limit. In order to secure a greater coverage of sales, however, reports for these companies are still used in the monthly indexes, and their figures are included in the above table.

When monthly indexes of retail sales were first published some four years ago, January, 1929, was the earliest month for which data could be obtained and that month was taken as the base period. The revised figures given in this report have been computed on the basis of the average of the twelve monthly figures for 1930. This change has been made for two reasons.

In the first place, the monthly indexes of retail sales for the various lines of trade may be related more directly to the results of the Census of Merchandising and Service Establishments taken in 1931 and covering all retail trade in 1930. It should be mentioned, however, that the indexes published each month are based on reports received from chain and department stores only, and may not reflect completely the changes in the value of all retail trade.

The second reason for the change of base is that for most lines of retail trade, January sales are always low due to seasonal influences. Indexes for all other months, when based upon the January figure, will, therefore, be exceptionally high. Using the average of the twelve monthly figures for 1930 completely removes this effect. It should be stated, however, that for several lines of trade this change of base has made little difference in the indexes since the sales in January, 1929, while low due to seasonal influences, were about on a par with the average monthly sales for 1930. But when seasonal influences affect a monthly series there is a distinct advantage in having a base which is independent of these effects and the average of the twelve monthly figures for 1930 is, therefore, preferable to the figure for January, 1929.

For each kind of business in the old series, the index for January, 1929, was exactly 100.0. In the new series, this value will not necessarily occur for any one month, but if the twelve figures shown for 1930 are totalled the sum will be found to be 1,200 and the average of the twelve figures will be 100.0.

While this change in base affects the magnitudes of the indexes shown, it does not affect the general trend or the percentage difference between the indexes for any two months, as obtained from the old and new series. Any such differences in percentage changes which do occur between the two series are due to the inclusion of figures from additional firms and not to the change in base period. In the following table the general indexes of retail sales for each month for 1930 and 1934 have been taken from the old series. The percentage differences between the two figures for each month are also shown. The corresponding revised indexes for each month in the two years are then shown together with the percentage differences between the two figures for each month.

GENERAL INDEX (JAN. 1929 - 100)

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
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
1934	60.6	58.6	73.0	72.2	80.6	77.1	63.9	66.4	73.4	82.8	80.3	99.6
% Change 1934/ 1930	-36.8	-34.1	-26.3	-37.2	-30.1	-25.4	-31.9	-28.2	-27.5	-26.8	-21.4	-23.0

GENERAL INDEX (AVERAGE FOR 1930 = 100)

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1930	93.7	86.8	94.7	107.8	109.1	97.4	90.3	90.2	97.3	107.8	93.6	126.3
1934	57.7	56.0	68.8	66.2	74.6	71.9	60.1	63.0	69.2	77.0	74.2	94.3
% Change 1934/ 1930	-38.4	-35.5	-27.5	-38.6	-31.6	-26.2	-33.4	-30.2	-28.9	-28.6	-24.7	-25.3

From the first series (base Jan. 1929 = 100) the index for January, 1930, is 95.9, while from the second series (1930 = 100) the index for the same month is 93.7; the higher index in the first case being due to the fact that the sales during January, 1929, were somewhat lower than the average of the twelve monthly figures for 1930. Similarly the index for January, 1934, in the old series is somewhat higher than in the new (60.6 as compared with 57.7). The percentage differences between the two figures are, however, approximately the same, the first series showing a decrease of 36.8 per cent while the second shows a decrease of 38.4 per cent. Corresponding figures for the other months show that in each case the indexes, as given in the old series, are greater than those in the new, but the percentage changes in each case are approximately the same. These percentage decreases are actually seen to be somewhat greater in the new series than in the old but, as already stated, the differences in the percentage changes in the two series are due not to the change in base but to the inclusion of figures from additional firms.

It might be stated that any firm which, for comparative purposes, has built up a series of indexes showing its own variations in business using January, 1929, as base period can readily convert this series to the new base. All that is necessary is to total the twelve figures for 1930, divide the sum by 12 and divide the entire series through by the quotient thus obtained. Or the new series published in this bulletin may be restored to the January, 1929, base by dividing the figures for each month by the index shown for January, 1929.

In conclusion, it should be stated that corrections are made to allow for the opening or closing of new stores on the part of the reporting chains. The index numbers herein published, therefore, do not reflect the growth or decline of chain store business as a whole, but are rather intended to indicate the variations in average sales per store. No corrections have been made to provide for differences in the number of working days in different months. Neither have corrections been made for seasonal variations. A supplementary set of index numbers will be published in the near future in which corrections for both these factors will be made.

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