

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, AUGUST, 1935.

The dollar value of retail sales in Canada in August, 1935, was 1.6 per cent above that in July, 1935, and nearly 1 per cent higher than that in August, 1934, according to figures released by the Dominion Bureau of Statistics. The general index stood at 64.0 for August, 1935, 63.0 for July, 1935, and 63.4 for August, 1934 (base 1930 = 100).

These data are based on returns from 167 chains and 36 departmental firms. No allowance has been made for the varying number of days in each month nor for seasonal influences.

Sales of boots and shoes in August were 7.7 per cent in excess of those for the same period in 1934, the index number, 62.7, being the highest for August since 1931.

A marked rise is evident in respect of candy sales, which were 34.5 per cent in advance of the July business. The index number was 59.2 for August.

For men's clothing the sales index was 48.3, an improvement of 6.2 per cent over the August, 1934, level (45.5).

A decrease in sales of women's clothing was evident in August, the index number, 49.6, being 5.2 per cent less than the 52.3 for August last year.

The index of sales of thirty-six departmental firms was 58.3, indicating an upward seasonal movement from July, but remaining somewhat lower than August, 1934.

An increase over 1934 figures was again recorded in drug sales, the index number for August standing at 74.3.

A decline was shown in the dyeing and cleaning business in August, 1935, the index number being 75.0 as against 77.6 in July and 78.1 in August, 1934.

The index of sales of seven furniture chains was 78.6, the highest recorded for August since 1930.

Sales of groceries and meats in August expanded by one per cent as compared with July, index numbers being 69.8 and 70.6 for July and August respectively.

The trend of hardware sales continued well above the 1934 level, but the index number, 82.8, records a slight decrease as compared with July.

For the twentieth consecutive month, music and radio sales show improvement over the corresponding period in the previous year. The index was 35.2 in August as against 33.8 in August, 1934.

Restaurant sales at 55.3 experienced the usual seasonal rise for August over July, but remained slightly lower than in August, 1934.

The variety group advanced from 82.8 in July to 83.7 in August, and was 7.7 per cent over August, 1934.



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 - 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	62.7				

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				

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	71.0	75.0	56.6	48.3				

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	49.6				

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	58.3				



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 - 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	74.3				

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	75.0				

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				

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	69.8	70.6				

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	83.1	82.8				



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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				

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	55.3				

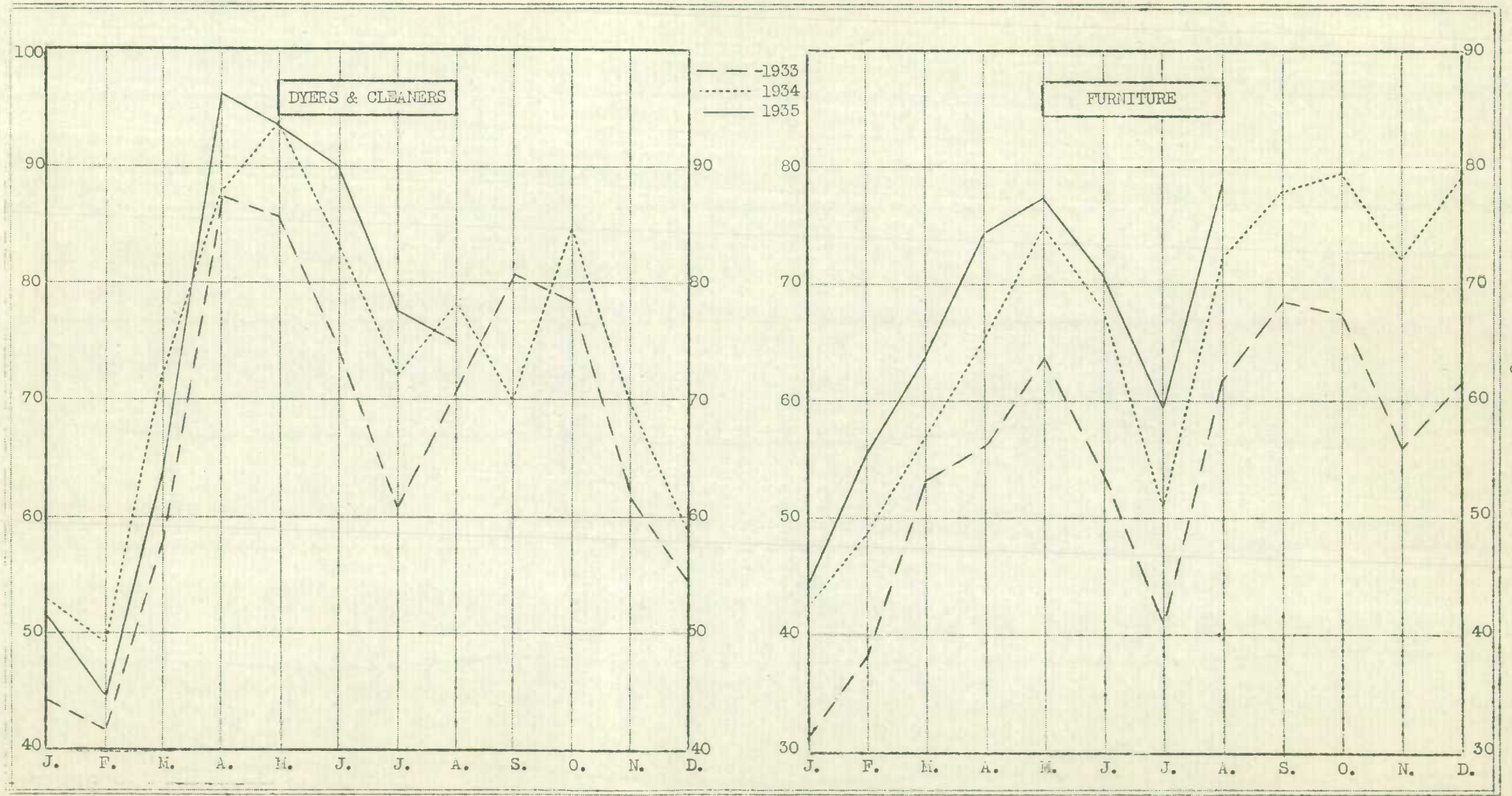
Variety - 9 Chains

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				

General Index

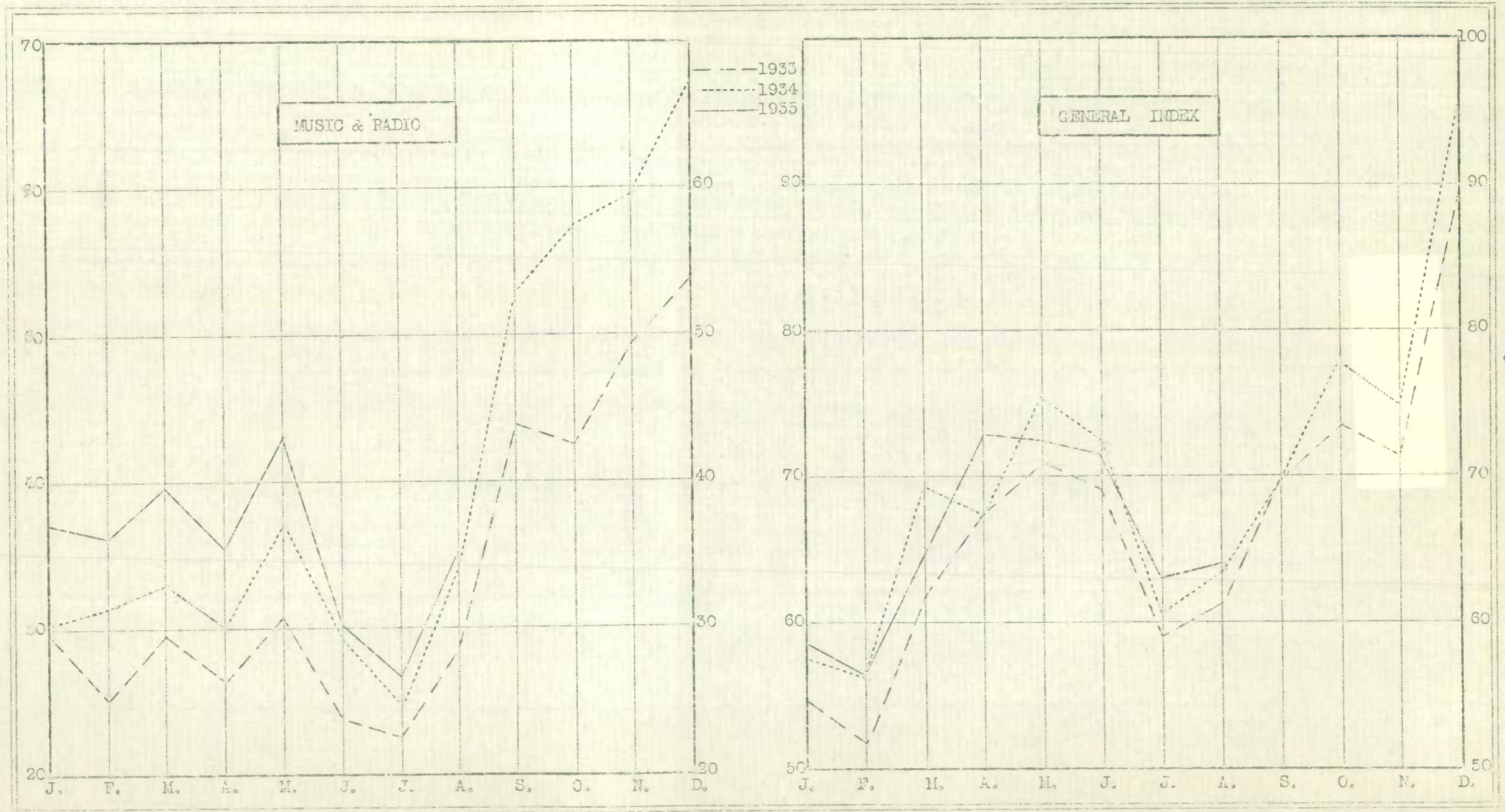
1929	94.7	91.4	110.0	109.8	115.2	111.1	103.2	107.3	109.7	126.7	119.7	139.1
1930	93.7	86.8	94.7	107.8	109.1	97.4	90.3	90.2	97.3	107.8	98.6	126.3
1931	80.1	77.1	87.2	95.1	92.6	88.9	79.9	76.6	83.9	91.8	86.9	111.0
1932	66.3	65.5	73.1	77.7	75.6	73.6	63.6	62.2	69.6	75.8	73.1	90.6
1933	54.7	51.9	62.1	67.6	70.9	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	64.0				

MONTHLY INDEXES OF RETAIL SALES (1930=100)





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