

Merchandise Trade, 1930-38, by Provinces and Kinds of Business—concluded.

P.C. Change, 1937-38.	Indexes of Retail Sales. (1930=100.)									No.
	1930.	1931.	1932.	1933.	1934.	1935.	1936.	1937.	1938.	
- 7.7	100.0	81.4	64.9	61.6	69.2	73.7	78.9	85.0	78.4	28
- 6.7	100.0	87.8	75.5	74.9	84.4	89.5	95.4	103.1	96.2	29
- 3.3	100.0	87.7	70.8	64.0	68.0	68.1	71.2	74.9	72.4	30
- 3.2	100.0	89.1	76.4	72.4	75.2	76.4	79.6	84.3	81.6	31
- 5.5	100.0	85.9	70.7	66.7	72.7	75.4	79.7	85.2	80.4	
+ 0.4	100.0	83.7	66.8	60.3	67.6	70.6	76.1	84.3	84.6	32
- 2.3	100.0	73.0	52.6	44.3	51.8	55.7	63.9	70.1	68.5	33
+ 4.5	100.0	88.1	50.8	35.6	42.2	46.8	57.5	66.3	69.3	34
+ 0.1	100.0	83.2	59.3	49.9	55.7	58.7	65.6	74.7	74.8	35
- 0.4	100.0	79.5	59.3	51.3	53.5	62.0	69.0	76.5	76.2	
- 5.7	100.0	85.2	63.2	56.3	65.3	71.3	78.6	92.2	86.9	36
- 3.7	100.0	80.0	61.1	51.7	60.4	70.0	75.4	88.5	85.2	37
- 7.6	100.0	76.6	57.6	55.9	64.7	65.6	75.7	85.4	78.9	38
- 7.4	100.0	77.3	49.9	39.7	45.8	51.7	57.8	64.8	60.0	39
- 6.0	100.0	80.9	57.9	49.9	57.9	64.0	70.8	81.8	76.9	
- 3.4	100.0	81.7	62.7	54.8	53.0	60.3	64.2	68.4	66.0	40
- 5.1	100.0	78.3	66.5	63.7	74.8	77.2	83.7	99.0	94.0	41
- 0.1	100.0	84.0	68.7	61.2	63.6	66.7	71.1	79.6	79.6	42
- 2.3	100.0	88.7	82.1	81.8	83.3	84.2	88.3	91.6	89.6	43
- 0.8	100.0	91.9	83.3	74.5	77.4	79.8	83.4	89.4	88.7	44
- 2.3	100.0	83.1	69.1	60.1	63.7	65.8	69.6	76.8	75.0	45
- 2.6	100.0	78.6	61.5	56.4	63.1	68.4	74.5	82.3	80.2	46
- 3.5	100.0	77.5	57.8	50.4	61.9	69.3	79.0	93.8	90.5	47
+ 0.1	100.0	88.5	77.8	70.3	73.4	75.3	79.8	86.7	86.8	48
+ 4.0	100.0	85.8	66.6	54.5	55.8	56.4	65.5	73.8	76.8	49
+ 2.4	100.0	79.9	66.1	61.7	70.3	72.1	75.8	85.9 ^a	88.0	50
- 0.2	100.0	84.6	71.7	65.6	70.4	72.4	77.8	86.1	85.9	

by an annual survey of all the more important retail establishments, such establishments having accounted for over two-thirds of the total value of sales in 1930. In Table 28, therefore, the figures for 1930 are the results of the comprehensive census, while the figures for later years are estimates calculated from the annual surveys.

It is impossible to measure accurately the effect of the general decline in prices as a factor in the decrease in the total sales from 1930 to 1933. It was probably the principal factor in the food and apparel groups. On the other hand, the prices of more durable goods have not declined so much as food prices, so that the greater reduction in sales of groups handling durable goods, is, no doubt, due much more to reduced volume.