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ESTIMATES OF INTERCENSAL RETAIL MERCHANDISE
TRADE IN CANADA, 1931-1940

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(Revised)

The attached tables present a summary of the dollar volume of business transacted through retail stores in Canada and the provinces during the period from 1930 to 1941 inclusive. The figures for 1930 and for 1941 are taken from the results of the Census of Merchandising and Service Establishments which was taken for each of these two years as part of the Decennial Census. Figures for the intervening years are estimates based on annual surveys made upon a sampling procedure and revised at the end of the period to conform with the overall trend as revealed in a comparison of the results of the two complete surveys. The following paragraphs present an explanation for the need of these revisions.

As stated above, Canada has made two complete surveys of its domestic retail merchandise trade, one relating to the calendar year 1930 and the other to the calendar year 1941. Both of these undertakings were made in conjunction with the Decennial Census of Canada and their results, comprising Volume X of the Decennial Census Reports for both 1931 and 1941, provide a vast body of statistical information regarding the retail marketing structure of the country.

Results of the earlier census for 1930 showed a total of 125,003 retail stores with \$2,755,569,900 sales while results of the census of 1941 show 137,331 stores and \$3,440,901,700 sales. The Census of Merchandising and Service Establishments is taken by mail. The taking of such a census is a major task, thus far possible only at ten-year intervals when the census enumerators are utilized in the preparation of mailing lists of all business firms located in their respective enumeration areas. Both cost and time considerations render impossible the taking of such a comprehensive survey on an annual basis.

In an effort to provide estimates of the volume of retail trade during the intercensal period, an annual survey was introduced after the completion of the 1930 census and was continued for ten years. For these annual surveys reports were obtained from all chain store companies (groups of four or more stores) and from a number of independent stores representing the various kind-of-business categories into which the retail trade is divided. In the main, the sample of independent stores was comprised of the larger businesses as recorded in the results of the 1930 census. The disappearance of some of these stores as time went on necessitated the introduction of new retail outlets in order to maintain the sample. Including both chains and independents, reports were secured annually covering the operations of some 25,000 retail outlets.

Reports received from this sample were used in arriving at a year-to-year ratio of sales for each kind of business. That is, the reports were used to obtain an average percentage ratio between sales in the year under review and sales in the immediately preceding year for the same group of stores. These year-to-year ratios were linked backwards to 1930 to form a continuous series of index numbers for each trade. The index numbers were then applied to the total sales

for 1930 for the corresponding trades as recorded in the census results in order to give estimated dollar sales figures for the intercensal years.

The method described above gives a measure of the trend in sales for a constant number of stores but does not reflect the overall trend having regard to changes in the total store population. During a period of business recession when more stores are closing out than are opening up the continuing stores to which the sample is confined will draw off part of the business formerly transacted by the larger group of stores. The trend value obtained from the sample under such conditions overestimates the true result. Conversely it underestimates the actual upward trend during a period of business expansion when the total number of retail stores is on the increase.

Business conditions were on a downward grade in Canada between 1930 and 1933 so that during this period it is reasonable to expect that rigid adherence to the procedure described above would result in too high estimates of sales being obtained for 1931, 1932 and 1933. On the other hand, apart from a slight recession which took place between 1937 and 1938, the trend in retail business from 1934 onwards to 1940 was upward with the result that the trend value as measured by the sample would underestimate the actual gain that took place.

As some measure of the accuracy of the intercensal estimates, these estimates were extended to 1941 and a comparison was then made between the results so obtained and those derived from the complete census for that same year. Since a turning point occurred within the period exact coincidence between the estimated and actual results for 1941 could not be taken as a proof of a similar degree of accuracy during the entire interval. Nevertheless a comparison of the two figures for the end year in the series serves to give some indication of the degree to which the annual estimates kept in line with the true values.

This comparison showed the estimated figure for 1941 to be approximately 10 per cent below that recorded in the census. Estimates for all provinces were low, the extent of the underestimate ranging from 2 per cent of the true figure in the case of New Brunswick to 14 per cent in the case of Nova Scotia. Results for individual trades showed considerable variation. Practically all department stores were included in the annual surveys with the result that the estimate for 1941 for this trade was within 2 per cent of the census figure. On the other hand the estimate for restaurants was about 50 per cent too low, a result which may be attributed in large measure to the marked expansion in the number of restaurants that took place between 1930 and 1941. There were 8,821 restaurants recorded in the census of 1941 compared with 5,609 in 1930. Notwithstanding the marked fluctuation experienced by the retail automotive trade between 1930 and 1941 the estimate for the latter year for firms specializing in the sale of motor vehicles was practically correct. This was partly because a complete survey of this trade was taken for 1937, the results of which provided an opportunity for bringing the estimated and actual figures into line at that date.

No information is available to show the extent to which the index computed from the sample for 1933 should be depressed to give the true figure for that year. The indexes and dollar estimates of sales for the years 1931-1933 have therefore been left unchanged. But in order that the entire discrepancy in the series should not occur between the estimated figure for 1940 and the 1941 census results the difference between the estimated and actual figures for 1941 has been spread back over the period during which retail sales have been increasing. This correction was not uniform for all years. It was assumed that the error was greater between years of considerable business expansion than between years when there was a more horizontal trend. On this assumption the total error was divided over the years in accordance with the proportion that the sales increase for each year formed of the total increase as measured by the indexes over the period 1933-1941. These corrections were made on a regional and trade basis and the revised figures thus obtained are presented in the following tables.

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CANADA - RETAIL MERCHANDISE TRADE, 1930-1941
 (Census Records of Stores and Sales for 1930 and 1941
 and Estimated Sales for Inter-Censal Years)
 (Sales are given in thousands of dollars)

Kind-of-Business Group	Stores and Sales		Estimated			
	1930		1931	1932	1933	1934
	No. of Stores	Sales	Sales	Sales	Sales	Sales
TOTAL, ALL STORES						1,998,578
Number or Amount .	125,003	2,755,570	2,322,158	1,922,452	1,786,191	1,997,286
Indexes, 1930=100	-	100.0	84.3	69.8	64.8	72.5
Food group	44,665	615,474	535,096	461,227	432,018	464,264
Country general stores	11,915	207,713	167,925	143,833	137,121	155,409
General merchandise group	2,974	472,633	419,600	345,692	327,868	345,453
Automotive group	13,194	381,961	298,941	242,097	227,646	293,801
Apparel group	10,474	219,968	188,955	155,465	146,705	168,146
Building materials group	6,035	162,237	129,056	96,242	83,245	94,901
Furniture and household group	3,188	101,667	82,264	58,887	50,717	60,947
Restaurant group	5,609	75,977	62,041	47,673	41,667	50,600
Other retail stores	26,949	517,940	438,280	371,336	339,204	363,765
INDIVIDUAL KINDS OF BUSINESS (included above)						346,745
Grocery and combination	23,328	405,404	360,873	315,825	317,321	325,226
Department stores	148	355,259	312,739	253,831	241,850	252,338
Variety stores	513	44,213	43,564	39,627	37,256	40,268
Motor vehicle dealers	2,736	253,608	186,876	136,370	129,992	178,634
Filling stations	5,503	66,450	61,576	61,816	58,494	72,206
Men's and boys' clothing and furnishings stores (incl. custom tailors)	3,969	72,111	58,704	46,786	44,435	50,785
Women's apparel and accessories stores	3,715	69,806	61,239	49,413	44,699	50,702
Family clothing stores	1,149	42,144	37,009	31,818	31,883	38,670
Shoe stores	1,641	35,908	31,999	27,445	25,989	27,290
Hardware stores	3,001	70,892	59,316	47,335	42,682	47,431
Lumber and building material dealers	1,825	66,201	48,356	34,811	29,331	35,544
Furniture stores	1,100	41,013	34,960	25,928	23,083	29,182
Household appliance, radio and music stores	1,342	52,692	40,437	27,796	22,648	26,042
Coal and wood yards (incl. ice dealers)	2,071	86,046	76,296	70,675	70,248	71,560
Drug stores	3,559	76,850	70,610	63,989	57,253	60,537
Jewellery stores	1,532	26,662	20,960	16,396	15,050	17,293
Tobacco stores and stands ...	2,420	30,702	27,183	23,879	21,586	23,037

CANADA - RETAIL MERCHANDISE TRADE, 1930-1941

(Census Records of Stores and Sales for 1930 and 1941
and Estimated Sales for Inter-Censal Years)
(Sales are given in thousands of dollars)

Estimated						Stores and Sales	
1935	1936	1937	1938	1939	1940	1941	
Sales	Sales	Sales	Sales	Sales	Sales	No. of Stores	Sales
2,120,348 2,118,687 76.9	2,306,637 2,303,684 83.8 ⁷	2,612,776 2,608,163 94.7 ⁸	2,549,197 2,543,660 92.3 ⁵	2,577,752 2,593,138 94.1 ³	2,757,628 2,949,572 107.0	137,331 -	3,440,903 124.9
485,968	518,807	575,323	574,703	583,224	658,433	48,468	786,247
161,294	172,781	189,030	186,703	182,654	194,203	11,917	214,749
353,420	369,666	396,390	384,680	402,005	449,491	3,794	525,969
340,406	390,641	494,568	474,445	473,591	542,248	16,867	594,720
178,152	193,831	213,348	196,846	205,856	242,586	12,601	295,213
100,558	111,871	124,707	124,233	128,262	149,490	5,801	174,204
68,761	77,446	91,605	85,503	86,494	107,468	3,498	118,357
56,698	67,899	80,371	73,635	72,248	91,057	8,821	131,182
373,430	400,842	442,821	442,912	458,804	514,601	25,564	600,262
355,081	372,519	401,003	390,217	406,619	457,610		
12,258,993	273,837	389,270	279,718	291,161	316,741		
326,531	352,444	397,961	395,961	403,837	469,338	27,985	567,379
258,004	272,184	286,569	277,651	288,524	321,643	128	377,805
42,756	46,793	52,719	53,865	58,771	69,573	1,085	85,179
217,095	259,645	332,236	309,655	302,327	349,859	2,835	370,957
74,606	74,903	94,145	100,064	110,811	124,737	10,130	157,558
54,526	58,842	64,340	58,538	59,983	67,619	3,485	79,875
50,828	55,818	61,890	57,827	62,448	78,690	5,508	97,522
42,589	46,721	51,234	46,734	50,849	61,236	1,934	73,780
27,855	29,647	32,201	30,236	30,398	34,354	1,674	44,038
49,260	52,682	58,054	58,564	59,327	64,874	3,020	73,144
38,448	45,010	50,898	49,452	53,171	65,512	1,611	79,787
33,240	38,291	47,720	44,320	45,815	57,381	1,337	64,058
29,586	32,416	36,956	34,802	34,539	42,627	1,648	45,897
73,388	77,031	79,687	77,329	82,868	86,741	3,319	102,797
63,365	67,356	74,455	73,502	75,585	84,238	3,956	101,028
19,174	21,346	24,149	23,368	25,478	32,069	1,692	38,454
24,054	26,260	29,900	29,962	31,208	36,205	4,239	43,227

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1930-1941
 (Census Records of Stores and Sales for 1930 and 1941
 and Estimated Sales for Inter-Censal Years)
 (Sales are given in thousands of dollars)

Kind-of-Business Group	Stores and Sales		Estimated			
	1930		1931	1932	1933	1934
	No. of Stores	Sales	Sales	Sales	Sales	Sales
TOTAL, ALL STORES						
Number or Amount	11,749	197,666	173,186	140,930	130,029	147,896
Indexes, 1930=100	-	100.0	87.6	71.3	65.8	74.6
Food group	5,071	41,924	38,621	33,661	31,375	34,545
Country general stores ...	1,736	25,777	21,833	18,559	17,941	20,028
General merchandise group.	255	36,649	31,995	25,618	24,628	26,864
Automotive group	1,038	29,913	22,679	16,920	14,957	20,580
Apparel group	819	16,813	14,526	11,691	11,101	12,324
Building materials group ..	288	8,302	6,683	5,056	4,455	5,396
Furniture and household group	246	6,379	5,347	3,698	3,168	3,776
Restaurant group	414	2,821	2,505	1,982	1,877	2,158
Other retail stores	1,882	29,088	28,997	23,745	20,527	21,725
INDIVIDUAL KINDS OF BUSINESS (included above)						
Grocery and combination stores	3,327	33,516	30,976	27,460	25,779	28,991
Department stores	20	24,213	20,784	16,246	15,898	17,196
Variety stores	45	3,656	3,496	3,134	2,937	3,462
Motor vehicle dealers	235	22,410	15,944	10,715	9,434	13,737
Filling stations	440	3,803	3,717	3,764	3,368	4,594
Men's and boys' clothing and furnishings stores (incl. custom tailors) ..	340	5,506	4,494	3,552	3,478	3,799
Women's apparel and accessories stores	233	3,259	2,871	2,260	1,910	2,161
Family clothing stores ...	130	5,580	5,149	4,179	4,019	4,498
Shoe stores	116	2,468	2,012	1,700	1,694	1,814
Hardware stores	134	4,082	3,439	2,667	2,421	2,915
Lumber and building material dealers	37	2,521	1,848	1,306	1,124	1,450
Furniture stores	76	3,405	2,922	2,166	1,922	2,333
Household appliance, radio and music stores	76	2,476	2,007	1,241	996	1,226
Coal and wood yards (incl. ice dealers)	120	6,494	6,098	5,532	5,196	5,338
Drug stores	282	5,699	5,342	4,758	4,198	4,451
Jewellery stores	109	1,543	1,410	978	860	965
Tobacco stores and stands.	97	1,446	1,392	1,136	957	954

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1930-1941
 (Census Records of Stores and Sales for 1930 and 1941
 and Estimated Sales for Inter-Censal Years)
 (Sales are given in thousands of dollars)

Estimated						Stores and Sales	
1935	1936	1937	1938	1939	1940	1941	
Sales	Sales	Sales	Sales	Sales	Sales	No. of Stores	Sales
157,640 79.8	170,393 86.2	199,862 101.1	189,201 95.7	196,406 99.4	235,924 119.4	12,641 -	282,813 143.1
36,558	39,031	44,230	43,266	44,733	53,914	5,832	65,861
20,692	22,297	24,101	23,408	22,993	24,668	1,566	26,776
27,890	26,608	33,058	30,712	33,351	40,131	405	48,462
25,935	32,216	41,100	37,002	36,584	42,835	1,216	46,819
12,644	13,501	15,250	14,073	14,947	18,680	857	23,029
5,562	6,359	7,555	7,048	7,513	9,140	274	10,622
3,866	4,236	4,772	4,331	4,453	5,524	210	6,590
2,412	2,753	3,241	3,204	3,692	5,187	750	7,881
22,074	23,392	26,555	26,160	28,140	35,845	1,531	46,773
30,969	33,214	38,074	36,834	38,208	45,950	4,427	56,401
17,567	18,797	20,507	18,627	19,825	23,698	14	28,700
4,010	4,701	5,323	5,418	6,715	8,825	107	11,344
17,748	22,835	29,536	25,749	25,054	29,132	205	31,107
5,712	6,096	7,443	7,971	8,302	10,219	775	12,291
3,926	4,124	4,542	4,251	4,515	5,572	264	6,948
2,066	2,181	2,588	2,291	2,490	3,901	299	5,094
4,621	5,034	5,681	5,190	5,530	6,529	175	7,522
1,868	1,932	2,184	2,125	2,140	2,623	119	3,465
3,066	3,466	4,102	3,833	4,074	4,727	146	5,045
1,493	1,848	2,400	2,017	2,229	3,091	39	4,377
2,404	2,736	3,193	2,799	2,965	3,877	84	4,349
1,256	1,313	1,449	1,362	1,327	1,580	101	2,132
5,071	4,917	5,034	4,916	5,380	6,260	229	7,770
4,605	4,878	5,557	5,369	5,648	6,640	289	8,272
1,023	1,099	1,190	1,156	1,351	2,062	118	2,809
914	962	1,039	1,040	1,121	1,397	216	1,736

QUEBEC - RETAIL MERCHANDISE TRADE, 1930-1941
(Census Records of Stores and Sales for 1930 and 1941
and Estimated Sales for Inter-Censal Years)
(Sales are given in thousands of dollars)

Kind-of-Business Group	Stores and Sales		Estimated			
	1930		1931	1932	1933	1934
	No. of Stores	Sales	Sales	Sales	Sales	Sales
TOTAL, ALL STORES						
Number or Amount .	34,286	651,139	562,682	465,386	422,395	457,133
Indexes, 1930=100.	-	100.0	86.4	71.5	64.9	70.2
Food group	15,398	186,234	165,345	142,902	132,682	139,303
Country general stores	2,992	42,511	35,454	29,758	28,015	30,948
General merchandise group .	1,287	93,108	80,539	65,735	62,290	65,455
Automotive group	2,298	71,740	58,579	49,182	42,993	52,657
Apparel group	3,103	61,106	52,650	43,211	40,995	45,768
Building materials group ..	878	29,757	26,245	18,009	14,506	15,920
Furniture and household group	812	30,182	24,798	15,959	13,429	16,419
Restaurant group	925	17,205	14,418	10,839	8,809	9,274
Other retail stores	6,593	119,296	104,654	89,791	78,676	81,389
INDIVIDUAL KINDS OF BUSINESS (included above)						
Grocery and combination stores	7,717	119,716	108,821	95,772	89,906	92,899
Department stores	18	55,477	45,606	36,081	34,768	36,615
Variety stores	178	12,015	12,183	11,029	10,020	10,597
Motor vehicle dealers	375	45,589	34,429	26,898	23,114	29,907
Filling stations	780	10,159	10,209	9,620	8,777	11,530
Men's and boys' clothing and furnishings stores (incl. custom tailors) ...	1,008	17,998	15,208	12,311	11,789	12,887
Women's apparel and accessories stores	1,258	20,146	17,184	13,760	12,108	13,417
Family clothing stores	369	12,401	10,690	8,966	9,686	11,769
Shoe stores	468	10,560	9,568	8,174	7,698	7,654
Hardware stores	500	14,160	12,886	9,643	8,128	8,793
Lumber and building material dealers	135	10,542	8,655	5,376	4,090	4,839
Furniture stores	290	12,909	11,424	7,707	6,635	8,752
Household appliance, radio and music stores	365	13,952	10,714	6,203	4,812	5,567
Coal and wood yards (incl. ice dealers)	545	16,875	15,677	15,677	15,340	16,538
Drug stores	658	14,852	13,901	12,861	11,317	11,644
Jewellery stores	419	7,023	5,309	4,031	3,743	4,116
Tobacco stores and stands .	571	7,902	6,812	5,840	5,350	5,634

QUEBEC - RETAIL MERCHANDISE TRADE, 1930-1941
(Census Records of Stores and Sales for 1930 and 1941
and Estimated Sales for Inter-Censal Years)
(Sales are given in thousands of dollars)

Estimated						Stores and Sales	
1935	1936	1937	1938	1939	1940	1941	
Sales	Sales	Sales	Sales	Sales	Sales	No. of Stores	Sales
476,757 73.2	522,242 80.2	609,678 93.6	602,723 92.6	607,064 93.2	688,071 105.7	39,712 -	818,671 125.7
144,331	155,505	173,756	177,108	175,060	198,525	17,969	240,482
32,181	34,774	40,853	40,258	39,407	43,318	2,943	49,291
66,386	70,576	77,652	77,559	80,353	89,384	1,558	104,146
59,616	70,376	95,414	91,611	88,742	99,574	2,986	113,069
47,846	52,490	60,189	54,812	57,745	68,500	4,164	85,744
16,277	18,390	22,169	22,199	23,479	27,793	1,000	32,845
18,290	21,519	27,194	25,383	25,685	30,785	928	34,346
9,738	11,855	15,364	14,900	15,450	19,580	1,677	28,542
82,092	86,757	97,087	98,893	101,143	110,612	6,487	130,206
93,498	101,279	116,364	117,800	113,610	134,680	9,351	163,789
37,059	39,833	43,771	43,605	45,047	50,207	20	58,541
10,693	11,438	13,468	14,105	15,487	18,154	369	22,683
36,654	45,863	63,962	59,175	55,801	61,910	381	69,076
11,114	10,423	14,730	17,087	18,519	23,324	1,757	29,785
13,805	15,082	16,810	15,154	15,514	17,008	910	20,175
12,430	13,478	15,976	15,271	17,305	22,241	1,954	27,851
13,170	14,485	16,866	15,861	16,804	20,462	786	25,255
7,560	8,248	9,145	7,572	7,614	8,480	514	12,463
8,992	9,700	11,951	12,475	12,701	13,863	558	16,670
4,797	5,861	7,263	6,747	7,590	9,920	155	11,925
9,553	12,005	16,653	15,362	15,504	18,421	427	21,334
6,390	7,102	8,246	7,939	7,967	9,487	383	10,343
15,812	16,116	17,162	17,567	18,934	19,356	1,042	23,152
12,015	12,609	14,109	13,975	14,555	15,772	726	18,067
4,628	5,295	6,215	5,906	6,272	7,831	524	9,320
6,069	6,733	8,140	8,163	8,764	10,313	1,359	12,790

ONTARIO - RETAIL MERCHANDISE TRADE, 1930-1941
(Census Records of Stores and Sales for 1930 and 1941
and Estimated Sales for Inter-Censal Years)
(Sales are given in thousands of dollars)

Kind-of-Business Group	Stores and Sales		Estimated			
	1930		1931	1932	1933	1934
	No. of Stores	Sales	Sales	Sales	Sales	Sales
TOTAL, ALL STORES						
Number or Amount	43,045	1,099,990	952,725	790,232	741,651	840,459
Indexes, 1930=100		100.0	86.6	71.8	67.4	839,167
						76.34
Food group	14,263	255,935	221,951	191,937	181,519	197,327
Country general stores	2,662	43,914	36,668	31,442	30,432	34,472
General merchandise group	979	184,536	169,958	136,926	127,145	134,711
Automotive group	5,481	167,411	139,718	114,844	110,774	140,792
Apparel group	4,484	93,711	81,757	67,615	64,022	74,501
Building materials group	2,030	61,398	50,734	37,255	32,758	38,497
Furniture and household group	1,429	43,713	35,285	26,479	22,877	27,539
Restaurant group	2,306	28,634	23,995	19,013	17,008	22,105
Other retail stores	9,411	220,738	192,659	164,721	155,116	169,223
INDIVIDUAL KINDS OF BUSINESS (included above)						136,003
Grocery and combination stores	7,708	172,935	152,875	132,814	126,070	134,890
Department stores	61	140,148	129,487	101,677	94,492	99,505
Variety stores	221	19,631	19,180	17,747	16,844	18,355
Motor vehicle dealers	1,018	109,680	87,963	64,602	63,285	86,538
Filling stations	2,754	34,756	32,775	33,401	32,184	36,077
Men's and boys' clothing and furnishings stores (incl. custom tailors)	1,662	32,328	26,440	20,787	19,655	23,438
Women's apparel and accessories stores	1,569	30,326	27,142	22,169	20,228	22,927
Family clothing stores	471	14,882	13,662	12,010	12,055	14,897
Shoe stores	782	16,175	14,509	12,649	12,099	12,940
Hardware stores	1,135	27,752	24,089	19,038	17,428	19,121
Lumber and building material dealers	297	21,950	16,704	11,612	9,914	13,412
Furniture stores	523	17,928	14,880	11,438	10,129	12,729
Household appliance, radio and music stores	668	22,008	17,602	12,948	10,741	12,501
Coal and wood yards	835	45,213	39,697	36,170	38,250	39,199
Drug stores	1,464	35,208	33,201	30,490	27,462	29,363
Jewellery stores	606	11,339	9,286	7,710	6,346	7,676
Tobacco stores and stands	1,290	15,407	13,974	12,449	11,232	12,156

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ONTARIO - RETAIL MERCHANDISE TRADE, 1930-1941
(Census Records of Stores and Sales for 1930 and 1941
and Estimated Sales for Inter-Censal Years)
(Sales are given in thousands of dollars)

Estimated						Stores and Sales	
1935	1936	1937	1938	1939	1940	1941	
Sales	Sales	Sales	Sales	Sales	Sales	No. of Stores	Sales
882,610 880,949 80,32	949,354 946,401 86,03	1,078,200 1,073,587 98,0	1,035,740 1,030,203 98,2	1,048,724 1,044,110 84,53	1,202,644 1,194,525 108,8	47,055	1,406,977 127,9
203,213	214,475	234,949	233,158	238,021	264,894	14,019	314,629
34,604	36,668	39,522	38,161	37,239	39,610	2,350	44,275
136,372	143,016	152,427	145,783	152,242	171,988	1,252	206,533
159,542	175,279	224,665	212,946	208,761	241,741	7,119	266,444
78,999	85,933	94,274	84,996	86,589	102,895	5,068	125,663
40,461	45,250	51,145	50,162	50,960	58,390	2,026	70,020
31,517	34,490	40,959	37,681	37,899	48,434	1,515	52,836
23,995	28,863	33,730	29,349	26,744	35,248	3,663	54,373
172,246	182,428	201,916	197,967	205,655	231,325	10,043	272,204
138,033	145,968	157,040	151,320	156,856	180,107		
100,915	106,364	113,278	108,860	113,214	127,970		
135,754	145,785	161,349	160,138	166,364	189,883	8,198	230,661
99,926	104,691	110,577	108,793	110,577	124,872	51	151,508
19,886	21,791	24,598	24,735	26,051	30,664	482	37,575
100,467	113,080	145,655	134,248	126,681	150,701	1,072	158,638
38,997	37,016	50,292	52,135	59,225	62,527	4,627	80,129
25,054	27,220	29,806	26,250	26,832	31,035	1,478	36,995
23,776	26,141	28,385	25,929	26,899	33,844	2,151	42,940
16,192	17,859	19,764	17,353	17,621	21,267	651	25,278
13,328	14,105	15,366	14,897	14,768	16,709	788	20,451
19,676	21,120	22,923	22,701	22,701	24,283	1,117	27,224
14,509	17,384	20,523	19,514	20,787	25,418	388	32,611
14,934	16,207	19,703	18,036	18,860	24,615	545	27,089
14,217	15,340	17,958	16,550	16,286	20,577	716	21,823
40,149	42,455	43,992	42,681	46,660	49,327	1,278	55,733
30,807	32,637	36,264	35,243	35,806	40,172	1,720	49,209
8,334	9,377	10,806	10,148	11,044	14,071	628	17,019
12,557	13,574	15,084	15,222	15,546	17,888	1,909	21,204

MANITOBA - RETAIL MERCHANDISE TRADE, 1930-1941
 (Census Records of Stores and Sales for 1930 and 1941
 and Estimated Sales for Inter-Censal Years)
 (Sales are given in thousands of dollars)

Kind-of-Business Group	Stores and Sales		Estimated			
	1930		1931	1932	1933	1934
	No. of Stores	Sales	Sales	Sales	Sales	Sales
TOTAL, ALL STORES						
Number or Amount .	6,859	189,244	153,906	131,743	122,096	132,218
Indexes, 1930=100	-	100.0	81.3	69.6	64.5	69.9
Food group	2,249	27,411	23,397	20,938	19,048	19,846
Country general stores	852	14,956	11,680	9,960	9,587	11,127
General merchandise group .	87	64,931	55,062	47,854	46,101	47,465
Automotive group	758	20,606	14,219	12,119	11,684	15,454
Apparel group	432	9,597	8,178	6,824	6,376	7,169
Building materials group ..	417	12,173	9,661	7,047	6,306	6,939
Furniture and household group	101	3,741	3,162	2,574	2,043	2,428
Restaurant group	338	5,553	4,332	3,349	2,682	2,716
Other retail stores	1,625	30,276	24,215	21,078	18,269	19,074
INDIVIDUAL KINDS OF BUSINESS (included above)						
Grocery and combination stores	1,327	18,916	16,457	15,133	13,733	14,281
Variety stores	9	1,435	1,353	1,221	1,191	1,292
Motor vehicle dealers	163	13,587	8,591	6,484	6,200	8,601
Filling stations	288	3,872	3,271	3,527	3,632	4,712
Men's and boys' clothing and furnishings stores (incl. custom tailors) ...	201	2,750	2,074	1,763	1,628	1,777
Women's apparel and accessories stores	152	3,714	3,350	2,678	2,507	3,131
Family clothing stores	38	1,795	1,604	1,391	1,335	1,434
Shoe stores	41	1,339	1,150	992	906	960
Hardware stores	186	4,071	3,248	2,744	2,520	2,902
Lumber and building material dealers	176	6,430	5,067	3,331	2,951	3,267
Furniture stores	32	674	473	406	402	464
Household appliance, radio and music stores	55	2,883	2,534	2,042	1,541	1,691
Coal and wood yards (incl. ice dealers)	159	7,181	5,989	5,436	4,862	4,526
Drug stores	220	4,294	3,933	3,478	3,070	3,139
Jewellery stores	59	1,600	1,259	926	856	1,157
Tobacco stores and stands .	73	981	942	863	751	816

MANITOBA - RETAIL MERCHANDISE TRADE, 1930-1941
(Census Records of Stores and Sales for 1930 and 1941
and Estimated Sales for Inter-Censal Years)
(Sales are given in thousands of dollars)

Estimated						Stores and Sales	
1935	1936	1937	1938	1939	1940	1941	
Sales	Sales	Sales	Sales	Sales	Sales	No. of Stores	Sales
140,271 74.1	151,401 80.0	166,293 87.9	165,247 87.3	166,766 88.1	183,743 97.1	7,219 -	210,833 111.4
20,997	22,614	24,862	24,615	25,684	29,001	2,243	33,804
11,396	12,981	15,658	15,733	14,746	15,673	1,000	16,998
49,607	51,296	51,426	48,763	50,906	54,218	111	61,207
17,597	19,843	24,871	26,169	25,345	28,065	1,062	30,640
7,447	7,831	8,282	8,090	8,570	9,367	457	11,225
7,365	8,156	9,057	9,556	9,167	10,530	356	11,832
2,660	2,985	3,172	3,023	3,019	3,876	130	4,291
3,038	3,593	4,532	4,532	4,593	5,764	506	7,992
20,164	22,102	24,433	24,766	24,736	27,249	1,349	32,844
14,925	16,249	17,856	17,478	18,783	21,942	1,463	26,146
1,342	1,475	1,533	1,593	1,773	2,132	17	2,430
10,313	11,875	15,598	16,264	15,327	17,324	205	19,924
4,801	5,254	5,958	6,601	6,915	7,205	633	7,917
1,878	2,005	2,134	2,079	2,137	2,371	147	2,894
3,083	3,097	3,324	3,209	3,554	3,669	205	4,248
1,581	1,698	1,743	1,644	1,698	2,015	72	2,590
981	1,054	1,111	1,159	1,245	1,325	33	1,493
2,910	3,179	3,566	3,680	3,480	3,802	183	4,196
3,730	4,218	4,868	5,350	5,170	6,186	140	7,177
566	674	779	826	893	1,101	37	1,123
1,955	2,171	2,266	2,114	2,069	2,665	81	2,936
5,027	5,724	5,817	5,250	5,041	5,307	182	6,250
3,452	3,869	4,328	4,440	4,530	5,149	251	6,211
1,270	1,277	1,448	1,477	1,592	1,894	75	2,200
821	944	1,043	1,022	1,050	1,171	107	1,327

SASKATCHEWAN - RETAIL MERCHANDISE TRADE, 1930-1941
(Census Records of Stores and Sales for 1930 and 1941
and Estimated Sales for Inter-Censal Years)
(Sales are given in thousands of dollars)

Kind-of-Business Group	Stores and Sales		Estimated			
	1930		1931	1932	1933	1934
	No. of Stores	Sales	Sales	Sales	Sales	Sales
TOTAL, ALL STORES						
Number or Amount	10,841	189,181	134,120	112,105	103,207	115,025
Indexes, 1930=100	1	100.0	70.9	59.3	54.6	60.8
Food group	2,046	25,877	20,610	16,820	15,464	15,915
Country general stores	1,641	36,298	27,224	23,412	22,215	26,207
General merchandise group	71	21,514	17,685	15,275	14,952	15,619
Automotive group	1,382	27,049	16,438	12,384	11,259	14,687
Apparel group	373	10,232	8,063	6,879	5,990	6,845
Building materials group	1,276	22,612	14,464	12,563	10,784	11,600
Furniture and household group	142	4,087	3,097	2,295	1,950	2,040
Restaurant group	506	5,552	4,192	3,065	2,759	3,126
Other retail stores	3,404	35,960	22,347	19,412	17,834	18,986
INDIVIDUAL KINDS OF BUSINESS (included above)						
Grocery and combination stores	889	16,944	14,081	11,776	10,726	10,861
Variety stores	16	1,992	1,888	1,681	1,603	1,685
Motor vehicle dealers	421	18,666	10,416	7,261	6,776	8,941
Filling stations	391	4,004	3,139	2,763	2,415	3,528
Men's and boys' clothing and furnishings stores (incl. custom tailors)	182	3,074	2,371	2,039	1,898	2,007
Women's apparel and accessories stores	110	2,295	1,957	1,521	1,241	1,219
Family clothing stores	38	3,960	3,033	2,748	2,356	2,907
Shoe stores	43	904	702	571	495	573
Hardware stores	526	8,829	6,242	5,377	4,821	5,247
Lumber and building material dealers	717	13,473	7,976	7,006	5,820	6,211
Furniture stores	42	1,188	1,067	861	778	781
Household appliance, radio and music stores	47	2,803	1,957	1,380	1,126	1,188
Coal and wood yards (incl. ice dealers)	147	3,678	3,130	2,987	2,582	2,352
Drug stores	374	4,988	3,970	3,432	3,098	3,312
Jewellery stores	108	1,103	701	541	541	590
Tobacco stores and stands	89	946	775	702	587	591

SASKATCHEWAN - RETAIL MERCHANDISE TRADE, 1930-1941
(Census Records of Stores and Sales for 1930 and 1941
and Estimated Sales for Inter-Censal Years)
(Sales are given in thousands of dollars)

Estimated						Stores and Sales	
1935	1936	1937	1938	1939	1940	1941	
Sales	Sales	Sales	Sales	Sales	Sales	No. of Stores	Sales
124,409 65.8	138,936 73.4	136,561 72.2	136,725 72.3	154,057 81.4	174,235 92.1	10,088 -	186,886 98.8
17,079	18,684	20,029	19,978	21,530	23,833	2,244	26,502
27,841	29,982	29,619	29,619	29,801	30,745	1,929	32,690
15,576	17,362	16,781	16,996	18,352	20,503	126	22,649
17,933	23,100	23,776	23,018	29,997	37,679	1,619	37,138
7,920	8,656	7,398	7,684	9,741	10,406	367	11,000
12,731	13,839	12,211	11,736	13,590	15,942	982	16,837
2,203	2,399	2,363	2,285	2,563	2,800	159	2,877
3,564	3,986	4,103	3,870	4,247	5,286	523	6,847
19,562	20,928	20,281	21,539	24,236	27,041	2,139	30,346
11,759	13,149	14,996	14,589	15,979	18,012	1,314	19,774
1,749	1,956	1,970	1,940	2,139	2,394	24	2,664
12,096	16,015	17,453	16,613	22,325	27,271	418	26,095
3,332	4,060	3,203	3,300	3,872	6,391	772	7,003
2,133	2,235	2,105	2,198	2,367	2,413	130	2,448
1,450	1,840	1,441	1,221	1,611	2,198	144	2,598
3,651	3,766	2,728	2,534	4,609	4,981	61	5,061
611	649	638	678	752	773	32	893
5,793	6,120	5,379	5,406	6,206	6,864	468	7,242
6,777	7,518	6,669	6,238	7,276	8,825	477	9,251
906	969	909	884	1,040	1,169	37	1,182
1,253	1,368	1,365	1,320	1,458	1,572	114	1,622
2,568	2,869	2,715	2,596	2,803	2,910	201	3,586
3,452	3,676	3,641	3,661	4,045	4,444	351	5,040
681	770	697	844	971	1,132	95	1,302
622	681	707	664	726	826	104	935

ALBERTA - RETAIL MERCHANDISE TRADE, 1930-1941
(Census Records of Stores and Sales for 1930 and 1941
and Estimated Sales for Inter-Censal Years)
(Sales are given in thousands of dollars)

Kind-of-Business Group	Stores and Sales		Estimated			
	1930		1931	1932	1933	1934
	No. of Stores	Sales	Sales	Sales	Sales	Sales
TOTAL, ALL STORES						
Number or Amount .	8,592	176,537	134,388	115,941	109,117	125,973
Indexes, 1930=100.	-	100.0	76.1	65.7	61.8	71.4
Food group	2,153	29,137	23,809	20,664	19,473	21,649
Country general stores.....	1,200	28,227	21,537	19,561	18,432	20,803
General merchandise group .	93	23,729	20,336	17,773	17,156	18,058
Automotive group	1,115	31,120	20,710	17,021	16,396	22,811
Apparel group	489	11,088	9,158	7,819	7,341	8,283
Building materials group ..	762	15,574	11,154	9,677	8,641	10,092
Furniture and household group	156	5,354	4,412	3,300	3,061	3,384
Restaurant group	483	5,996	4,611	3,712	3,256	3,790
Other retail stores	2,141	26,312	18,661	16,414	15,361	17,103
INDIVIDUAL KINDS OF BUSINESS (included above)						
Grocery and combination stores	898	16,944	14,826	13,453	12,674	14,436
Variety stores	14	1,844	1,813	1,641	1,636	1,721
Motor vehicle dealers	328	22,380	14,591	10,944	10,854	15,151
Filling stations	387	4,496	2,783	3,515	3,214	5,057
Men's and boys' clothing and furnishings stores (incl. custom tailors) ..	233	4,079	3,137	2,623	2,525	2,790
Women's apparel and accessories stores	136	3,929	3,285	2,695	2,538	2,864
Family clothing stores ...	51	1,696	1,408	1,318	1,243	1,263
Shoe stores	69	1,384	1,328	1,183	1,035	1,096
Hardware stores	332	7,502	5,370	4,836	4,431	5,214
Lumber and building material dealers	379	7,338	5,100	4,403	3,852	4,505
Furniture stores	51	2,452	2,079	1,674	1,701	1,927
Household appliance, radio and music stores	86	2,638	2,116	1,463	1,221	1,309
Coal and wood yards (incl. ice dealers)	81	890	807	752	692	885
Drug stores	289	5,244	4,434	4,007	3,650	3,770
Jewellery stores	93	1,367	931	742	762	909
Tobacco stores and stands.	102	1,119	860	783	728	722

ALBERTA - RETAIL MERCHANDISE TRADE, 1930-1941
(Census Records of Stores and Sales for 1930 and 1941
and Estimated Sales for Inter-Censal Years)
(Sales are given in thousands of dollars)

Estimated						Stores and Sales	
1935	1936	1937	1938	1939	1940	1941	
Sales	Sales	Sales	Sales	Sales	Sales	No. of Stores	Sales
137,724 78.0	147,767 83.7	165,850 94.0	177,677 100.6	180,871 102.5	198,630 112.5	9,222 -	221,071 125.2
23,485	24,680	27,506	28,642	28,701	31,177	2,329	35,312
21,537	22,073	23,569	23,993	23,569	25,178	1,377	27,217
18,959	19,671	21,166	21,854	23,017	25,485	135	29,330
27,572	29,222	35,197	39,989	40,861	43,662	1,497	46,618
8,526	8,526	9,059	9,879	10,012	11,021	540	13,271
10,668	11,291	12,241	13,331	13,503	15,683	693	18,029
3,871	3,994	4,427	4,722	4,781	5,632	189	5,915
4,503	4,839	5,978	6,350	6,326	7,454	733	10,449
18,603	23,471	26,707	28,917	30,101	33,338	1,729	34,930
16,232	17,554	20,044	20,908	20,536	22,789	1,313	25,193
1,785	1,850	2,016	2,248	2,536	3,065	38	3,884
19,202	22,313	25,043	28,601	29,071	31,108	347	31,735
4,603	5,386	5,111	4,860	5,305	5,862	760	9,318
3,108	2,994	3,341	3,545	3,353	3,484	216	4,046
2,727	2,864	2,916	3,253	3,599	4,043	205	4,502
1,229	1,198	1,214	1,193	1,657	2,208	76	3,200
1,140	1,153	1,137	1,216	1,081	1,132	43	1,524
5,221	5,304	5,799	6,272	6,077	6,842	344	7,790
4,975	5,430	5,848	6,413	6,721	7,932	287	9,211
2,248	2,427	2,609	2,910	3,013	3,658	76	3,528
1,472	1,462	1,652	1,694	1,678	1,897	96	2,118
1,281	923	701	780	788	706	117	1,542
3,954	4,163	4,436	4,746	4,861	5,050	309	5,855
1,043	1,051	1,176	1,303	1,351	1,616	97	1,895
716	709	879	944	999	1,193	151	1,676

BRITISH COLUMBIA - RETAIL MERCHANDISE TRADE, 1930-1941
(Census Records of Stores and Sales for 1930 and 1941
and Estimated Sales for Inter-Censal Years)
(Sales are given in thousands of dollars)

Kind-of-Business Group	Stores and Sales		Estimated			
	1930		1931	1932	1933	1934
	No. of Stores	Sales	Sales	Sales	Sales	Sales
TOTAL, ALL STORES						
Number or Amount	9,501	248,597	208,241	163,917	155,931	178,286
Indexes, 1930=100	-	100.0	83.8	65.9	62.7	71.7
Food group	3,476	48,692	41,129	34,084	32,239	35,448
Country general stores	814	15,349	12,954	10,667	10,053	11,343
General merchandise group	202	48,167	44,025	36,511	35,596	37,281
Automotive group	1,122	34,122	26,598	19,627	19,583	26,820
Apparel group	772	17,409	14,614	11,419	10,874	13,249
Building materials group	379	12,349	10,044	6,551	5,710	6,372
Furniture and household group	301	8,207	6,160	4,580	4,187	5,359
Restaurant group	634	10,135	7,926	5,655	5,220	7,368
Other retail stores	1,801	54,167	44,791	34,823	32,469	35,046
INDIVIDUAL KINDS OF BUSINESS (included above)						
Grocery and combination stores	1,461	26,288	22,687	19,269	18,270	20,031
Department stores	25	38,832	35,493	29,305	28,756	30,000
Variety stores	30	3,640	3,651	3,174	3,025	3,156
Motor vehicle dealers	196	21,296	14,942	9,466	10,329	15,759
Filling stations	463	5,360	5,682	5,226	4,904	6,078
Men's and boys' clothing and furnishings stores (incl. custom tailors)	342	6,366	4,972	3,705	3,457	4,081
Women's apparel and accessories stores	257	6,137	5,450	4,330	4,167	4,983
Family clothing stores	51	1,828	1,462	1,205	1,188	1,901
Shoe stores	122	3,078	2,730	2,176	2,062	2,253
Hardware stores	184	4,425	3,872	2,947	2,899	3,155
Lumber and building material dealers	83	3,946	3,005	1,776	1,579	1,859
Furniture stores	86	2,457	2,115	1,676	1,516	2,196
Household appliance, radio and music stores	45	4,932	3,507	2,519	2,211	2,560
Coal and wood yards (incl. ice dealers)	181	5,699	4,884	4,109	3,317	2,713
Drug stores	268	6,530	5,799	4,937	4,434	4,833
Jewellery stores	137	2,668	2,049	1,457	1,430	1,868
Tobacco stores and stands	198	2,901	2,428	2,106	1,981	2,164

BRITISH COLUMBIA - RETAIL MERCHANDISE TRADE, 1930-1941
(Census Records of Stores and Sales for 1930 and 1941
and Estimated Sales for Inter-Censal Years)
(Sales are given in thousands of dollars)

Estimated						Stores and Sales	
1935	1936	1937	1938	1939	1940	1941	
Sales	Sales	Sales	Sales	Sales	Sales	No. of Stores	Sales
198,740 79.9	224,575 90.3	253,913 102.1	239,470 96.3	241,677 97.2	272,273 109.5	11,253 -	309,574 124.5
40,074	43,579	49,666	47,621	49,179	56,775	3,818	69,472
12,540	13,476	15,118	14,949	14,336	14,428	728	16,057
38,630	41,038	43,880	43,013	43,784	47,782	206	53,546
32,211	40,605	49,545	43,710	43,301	48,692	1,366	53,940
14,763	16,887	18,889	17,305	18,245	21,710	1,143	25,255
7,409	8,496	10,225	10,101	9,953	11,904	467	13,970
6,352	7,821	8,716	8,076	8,092	10,415	367	11,502
9,385	11,939	13,348	11,361	11,128	12,466	962	15,000
37,376	40,734	44,526	43,334	43,659	48,101	2,196	50,832
23,239	25,052	29,101	28,049	30,179	35,883	1,915	45,347
31,005	32,927	35,495	34,501	35,088	38,772	20	44,379
3,291	3,582	3,778	3,826	4,070	4,339	48	4,599
20,615	27,664	34,989	29,005	28,068	32,413	207	35,382
6,046	6,668	7,408	8,110	8,673	9,209	806	11,115
4,616	5,176	5,596	5,055	5,259	5,730	340	6,369
5,296	6,217	7,260	6,653	6,990	8,794	547	10,280
2,144	2,680	3,237	2,958	2,929	3,773	111	4,857
2,367	2,506	2,620	2,589	2,798	3,312	145	3,749
3,518	3,704	4,231	4,098	3,992	4,386	201	4,928
2,166	2,750	3,326	3,172	3,397	4,139	125	5,235
2,629	3,273	3,874	3,503	3,540	4,540	131	5,453
3,043	3,660	4,020	3,823	3,754	4,849	157	4,923
3,471	4,018	4,257	3,431	3,254	2,867	270	4,764
5,055	5,499	6,093	6,041	6,113	6,981	305	8,277
2,183	2,465	2,604	2,521	2,882	3,445	154	3,895
2,355	2,657	3,008	2,907	3,002	3,417	391	3,520

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