



63-D-52

CANADA
DOMINION BUREAU OF STATISTICS
CENSUS OF MERCHANTISING AND SERVICE ESTABLISHMENTS

CITY TRENDS

IN

RETAIL TRADE

1939 - 1940

----- + + + -----

Published by Authority of the Hon. James A. MacKinnon, M.P.,
Minister of Trade and Commerce.

+ + +

OTTAWA

1941

Price 10 cents

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.
Statistician:	A.C. Steedman, B.A.

Series 1940 - No. 4

Price, 10 cents

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

City Trends in Retail Trade, 1939 - 1940

This preliminary report for the Census of Merchandising and Service Establishments is based on returns secured from a sample number of retail firms consisting of 5,356 independent stores located in the 15 largest cities of Canada and giving representation to 22 different kinds of retail business. The report gives a comparison of the sales figures reported for 1939 and 1940 and is designed to give some indication of the variation in trend between the two years for the selected trades in the various cities included in the survey. No attempt is made to extend the figures in the sample in order to present estimated totals for each kind of business or for each city as a whole. In a considerable number of instances figures for individual trades are not published, either because the sample number of firms is too small to be representative or in order to avoid disclosing the experience of individual firms.

The 5,356 independent stores included in the sample had total sales of \$650,149,400 in 1940, up 13 per cent over the \$574,624,100 reported by the same stores in 1939. This increase represents the average gain as recorded in the aggregate figures of the stores included in the sample and may differ from the result which would be obtained if each kind of business and each city were given its proper weight in the calculations. Aggregate figures for all cities reveal increases for each of the 22 lines of business included in the sample, gains for stores specializing in durable or luxury goods exceeding by a considerable margin the increase for other trades. Furniture stores and radio and music stores each averaged 24 per cent higher dollar sales in 1940 than in 1939. Jewellery store sales were up 23 per cent and the increase for stores specializing in household appliances was only slightly less at 22 per cent. Sales of a sample number of 108 retail firms dealing in lumber and building materials averaged 32 per cent higher in 1940 than in 1939. But since a considerable portion of this business represents sales to contractors and speculator builders the increase in this instance is not comparable with those recorded for the more definitely retail trades. Increases for all other lines of business included in the survey were below 20 per cent.

In view of the restricted nature of the sample, detailed comparisons between individual cities are not possible. Nevertheless, some fairly definite observations may be drawn from the figures. The marked increase in retail trade in Halifax stands out prominently, 1940 sales for 159 independent stores in that city averaging 34 per cent higher than the amount reported for the same 159 stores in 1939. All trades in Halifax reported increases over 1939 and most of these gains exceeded by a wide margin the average increase for the respective trades as a whole as reflected in the combined results for the 15 cities. Jewellery store sales in Halifax were up 71 per cent and men's and boys' clothing store sales were up 63 per cent, the marked increase for the latter category representing to a considerable degree the purchases of clothing by officers and men of the armed forces.

Windsor, Hamilton and Ottawa follow in that order in point of view of percentage increases in 1940 over 1939 as indicated by the aggregate figures for all stores reporting in each city. The Windsor totals are heavily weighted by the results for motor vehicle dealers whose sales averaged 60 per cent higher in 1940 than in 1939. Aggregate figures for all firms reporting in Windsor were up 33 per cent; 274 stores in Hamilton reported an average gain of 19 per cent, while sales of 292 stores in Ottawa were up 18 per cent. Increases for aggregate figures in Regina and Saint John were similar at 17 per cent while gains ranging from 8 per cent to 15 per cent were recorded in other centres.

Results by trades are shown in the attached tables for each of the 15 cities. It should be pointed out once more that these figures do not represent the total business transacted. They represent the sales of a restricted number of independent stores for which comparable sales figures are available. Bulletins will be published later on based on a large sample of independent stores and all chain stores and presenting estimated total sales figures for 1939, by provinces and for stores classified broadly according to kind of business within each province.

Comparison of Sales of a Sample Number of Independent Stores
for Selected Kinds of Business in the Larger Cities, 1939 and 1940

	Total number of stores reporting	Number reporting an increase	Sales of stores in sample (in 00's of dollars)		
			1939	1940	Per cent increase
Total, 15 cities	5,356	3,928	\$ 574,624,1	\$ 650,149,4	+ 13.1
Candy and confectionery stores .	192	140	2,575,2	2,889,0	+ 12.2
Fruit and vegetable stores	109	56	3,036,3	3,141,5	+ 3.5
Grocery and combination stores .	1,260	834	43,095,4	45,337,0	+ 5.2
Meat markets	351	226	13,102,9	13,939,4	+ 6.4
Department stores	46	44	251,134,6	281,768,4	+ 12.2
Motor vehicle dealers	212	164	107,356,4	126,278,2	+ 17.6
Filling stations	168	105	5,078,4	5,270,7	+ 3.8
Garages	129	90	4,490,2	4,734,1	+ 5.4
Men's and boys' clothing and furnishings stores	334	245	14,137,7	15,805,4	+ 11.8
Family clothing stores	115	97	7,350,5	8,657,9	+ 17.8
Women's apparel and accessories stores	408	298	16,971,5	19,076,8	+ 12.4
Shoe stores	183	124	7,401,1	7,977,6	+ 7.8
Hardware stores	200	171	7,965,6	9,025,0	+ 13.3
Lumber and building material dealers	108	97	14,707,1	19,438,4	+ 32.2
Furniture stores	101	89	9,328,7	11,596,8	+ 24.3
Household appliance stores	30	26	2,164,4	2,638,7	+ 21.9
Radio and music stores	90	74	4,837,4	6,019,0	+ 24.4
Restaurants, cafeterias, etc. .	348	265	11,701,9	12,932,8	+ 10.5
Coal and wood yards	250	165	26,262,9	29,051,1	+ 10.6
Drug stores	490	427	14,684,1	15,938,7	+ 8.5
Jewellery stores	104	93	3,849,6	4,734,3	+ 23.0
Tobacco stores and stands	128	98	3,392,2	3,898,6	+ 14.9

Comparison of Sales of a Sample Number of Independent Stores
for Selected Kinds of Business in the Larger Cities, 1939 and 1940

	Total number of stores reporting	Number reporting an increase	Sales of Stores in Sample (in 00's of dollars)		
			1939	1940	Per cent Increase
<u>Vancouver, B.C.</u>					
Candy and confectionery stores .	20	16	264,1	292,5	+ 10.7
Grocery and combination stores .	52	28	1,748,6	1,835,4	+ 5.0
Meat markets	33	25	1,238,1	1,330,2	+ 7.4
Department stores	3	3	24,676,2	27,042,0	+ 9.6
Motor vehicle dealers	22	18	11,213,9	12,901,0	+ 15.0
Garages	20	17	540,5	562,6	+ 4.1
Men's and boys' clothing and furnishings	26	18	1,374,7	1,444,6	+ 5.0
Family clothing stores	8	6	205,8	223,8	+ 8.7
Women's apparel and accessories stores	39	26	2,280,3	2,488,2	+ 9.1
Shoe stores	12	10	874,4	956,6	+ 9.4
Hardware stores	16	15	318,3	347,3	+ 9.1
Furniture stores	10	8	299,5	353,6	+ 18.1
Radio and music stores	11	11	513,7	629,9	+ 22.6
Restaurants, cafeterias, etc. .	52	31	1,844,3	1,985,2	+ 5.4
Drug stores	21	20	517,7	572,8	+ 10.6
Jewellery stores	6	4	192,7	215,3	+ 11.7
Tobacco stores and stands	8	7	256,8	298,6	+ 16.3
<u>Calgary, Alberta</u>					
Candy and confectionery stores .	18	11	223,4	240,9	+ 7.8
Grocery and combination stores .	32	21	847,0	891,1	+ 5.2
Meat markets	20	13	441,6	449,5	+ 1.8
Motor vehicle dealers	9	6	5,989,1	6,633,3	+ 10.8
Garages	9	6	226,1	241,4	+ 6.8
Men's and boys' clothing and furnishings	14	10	643,4	679,5	+ 5.6
Family clothing stores	3	3	212,7	242,0	+ 13.8
Women's apparel and accessories stores	19	16	812,0	913,5	+ 12.5
Shoe stores	8	4	469,4	494,9	+ 5.4
Hardware stores	7	6	187,2	215,5	+ 15.1
Furniture stores	7	5	966,7	1,045,0	+ 7.9
Radio and music stores	4	3	70,1	74,3	+ 6.0
Restaurants, cafeterias, etc. .	21	19	886,0	997,0	+ 12.5
Drug stores	19	18	392,6	430,6	+ 9.7
Jewellery stores	4	4	72,4	89,9	+ 24.2
Tobacco stores and stands	7	5	142,2	150,5	+ 5.8
<u>Edmonton, Alberta</u>					
Candy and confectionery stores .	13	12	171,3	185,5	+ 8.3
Grocery and combination stores .	39	21	1,300,9	1,341,2	+ 3.1
Meat markets	12	5	262,3	255,6	- 2.6
Department stores	4	4	3,669,5	9,417,0	+ 8.6
Motor vehicle dealers	9	7	4,294,1	4,609,0	+ 7.3
Garages	8	7	398,9	428,9	+ 7.5
Men's and boys' clothing and furnishings	10	6	466,8	476,6	+ 2.1
Family clothing stores	3	3	108,3	121,2	+ 11.9
Women's apparel and accessories stores	5	5	576,6	634,7	+ 10.1

	Total number of stores reporting	Number reporting an increase	Sales of Stores in Sample (in 00's of dollars)		
			1939	1940	Per cent Increase
<u>Edmonton, Alberta-(Cont.)</u>					
Hardware stores	13	10	462,8	497,9	+ 7.6
Furniture stores	3	3	473,7	587,4	+ 24.0
Restaurants, cafeterias, etc. .	15	7	511,6	517,8	+ 1.2
Drug stores	18	15	400,2	431,2	+ 7.7
Jewellery stores	5	5	210,8	240,9	+ 14.3
Tobacco stores and stands	4	1	76,9	77,7	+ 1.0
<u>Regina, Saskatchewan</u>					
Candy and confectionery stores .	9	9	119,1	137,9	+ 15.8
Grocery and combination stores .	26	14	1,073,1	1,101,3	+ 2.6
Meat markets	6	4	135,6	139,1	+ 2.6
Motor vehicle dealers	7	6	4,376,4	5,414,9	+ 23.7
Men's and boys' clothing and furnishings stores	11	6	698,2	696,8	- 0.2
Women's apparel and accessories stores	11	8	431,8	467,0	+ 8.2
Shoe stores	4	2	162,3	169,3	+ 4.3
Hardware stores	4	4	108,8	134,3	+ 23.4
Restaurants, cafeterias, etc. .	14	11	363,8	405,5	+ 11.5
Drug stores	14	14	366,1	417,8	+ 14.1
Jewellery stores	4	4	155,9	126,2	+ 8.9
<u>Saskatoon, Saskatchewan</u>					
Candy and confectionery stores .	6	5	62,5	67,9	+ 8.6
Grocery and combination stores .	22	9	487,2	487,1	- 0.0
Meat markets	4	0	119,8	112,9	- 5.8
Motor vehicle dealers	7	6	3,079,3	3,741,8	+ 21.5
Men's and boys' clothing and furnishings stores	9	7	389,9	416,5	+ 6.8
Family clothing stores	3	2	236,3	276,9	+ 17.2
Women's apparel and accessories stores	4	3	88,9	91,8	+ 3.3
Shoe stores	4	4	100,8	105,2	+ 4.4
Hardware stores	5	5	287,8	347,3	+ 20.7
Radio and music stores	4	3	76,6	83,2	+ 8.6
Restaurants, cafeterias, etc. .	14	12	287,2	311,7	+ 8.5
Drug stores	13	13	265,5	306,7	+ 15.5
Jewellery stores	5	5	67,3	93,4	+ 38.8
<u>Winnipeg, Manitoba</u>					
Candy and confectionery stores .	26	15	317,5	331,2	+ 4.3
Grocery and combination stores .	68	40	1,792,3	1,847,5	+ 3.1
Meat markets	21	9	501,7	486,9	- 2.9
Motor vehicle dealers	18	13	5,230,7	6,124,1	+ 17.1
Garages	16	9	632,0	665,2	+ 5.3
Men's and boys' clothing and furnishings stores	29	19	799,1	867,2	+ 8.5
Family clothing stores	11	10	524,1	588,4	+ 12.3
Women's apparel and accessories stores	37	23	1,358,9	1,367,3	+ 0.6
Shoe stores	15	11	858,0	906,3	+ 5.6
Hardware stores	8	8	1,239,4	1,420,2	+ 14.6
Furniture stores	5	5	315,2	370,8	+ 17.6

	Total number of stores reporting	Number reporting an increase	Sales of Stores in Sample (in 00's of dollars)		
			1939	1940	Per cent increase
<u>Winnipeg, Manitoba-(cont.)</u>			\$	\$	
Radio and music stores	9	7	387,3	542,1	+ 40.0
Restaurants, cafeterias, etc. .	42	32	1,081,3	1,177,2	+ 8.9
Drug stores	44	40	1,395,2	1,531,7	+ 9.8
Jewellery stores	8	5	415,5	510,0	+ 22.7
Tobacco stores and stands	4	3	60,6	66,2	+ 9.2
<u>Toronto, Ontario</u>					
Candy and confectionery stores .	10	6	115,1	120,1	+ 4.3
Grocery and combination stores .	176	110	5,078,6	5,235,3	+ 3.1
Meat markets	90	57	2,675,7	2,771,0	+ 3.6
Motor vehicle dealers	44	36	24,693,9	29,620,6	+ 20.0
Garages	13	5	363,1	356,2	- 1.9
Men's and boys' clothing and furnishings stores	45	28	2,070,6	2,252,7	+ 8.8
Family clothing stores	16	12	547,1	640,3	+ 17.0
Women's apparel and accessories stores	69	48	2,982,9	3,358,0	+ 12.6
Shoe stores	26	18	1,233,4	1,247,2	+ 1.1
Hardware stores	35	31	756,8	814,1	+ 7.6
Furniture stores	10	10	716,2	917,6	+ 28.1
Radio and music stores	15	13	841,0	1,098,0	+ 30.6
Restaurants, cafeterias, etc. .	51	35	1,950,4	2,079,9	+ 6.6
Drug stores	117	101	3,419,0	3,619,5	+ 5.9
Jewellery stores	9	9	526,4	639,2	+ 21.4
Tobacco stores and stands	30	23	725,0	815,3	+ 12.5
<u>Hamilton, Ontario</u>					
Grocery and combination stores .	57	45	1,409,0	1,510,5	+ 7.2
Meat markets	21	16	779,4	855,9	+ 9.8
Motor vehicle dealers	12	11	4,749,6	6,002,8	+ 26.4
Garages	6	6	153,1	181,7	+ 18.7
Men's and boys' clothing and furnishings stores	20	19	592,4	671,1	+ 13.3
Women's apparel and accessories stores	22	16	939,0	1,092,9	+ 16.4
Shoe stores	8	6	310,3	320,3	+ 3.2
Hardware stores	7	6	251,2	274,6	+ 9.3
Furniture stores	12	12	881,2	1,200,5	+ 36.2
Radio and music stores	7	5	414,0	608,3	+ 46.9
Restaurants, cafeterias, etc. .	8	7	257,2	289,0	+ 12.4
Drug stores	32	32	1,037,6	1,157,5	+ 11.6
Jewellery stores	5	5	273,5	364,5	+ 33.3
Tobacco stores and stands	11	10	178,2	207,4	+ 16.4
<u>Ottawa, Ontario</u>					
Candy and confectionery stores .	5	4	38,1	41,9	+ 10.0
Grocery and combination stores .	76	54	3,086,5	3,289,2	+ 6.6
Meat markets	16	10	610,3	645,2	+ 5.7
Department stores	8	7	8,224,4	9,761,0	+ 18.7
Motor vehicle dealers	6	4	3,450,2	4,563,0	+ 32.3
Garages	7	7	223,0	279,5	+ 25.3
Men's and boys' clothing and furnishings stores	16	12	822,0	929,8	+ 13.1
Family clothing stores	5	5	643,8	804,5	+ 25.0

	Total number of stores reporting	Number reporting an increase	Sales of Stores in Sample (in \$'s of dollars)		
			1939	1940	Per cent increase
Ottawa, Ontario-(Cont.)			\$	\$	
Women's apparel and accessories stores	22	18	1,004,9	1,243,0	+ 23.7
Shoe stores	14	12	492,0	518,9	+ 5.5
Hardware stores	10	10	593,2	787,4	+ 32.7
Furniture stores	7	7	638,4	769,5	+ 20.5
Radio and music stores	3	2	209,8	257,0	+ 22.5
Restaurants, cafeterias, etc.	17	16	840,2	1,013,9	+ 20.7
Drug stores	41	33	1,047,6	1,147,0	+ 9.5
Jewellery stores	5	5	213,3	269,5	+ 26.3
Tobacco stores and stands	6	6	124,7	144,8	+ 16.1
London, Ontario					
Grocery and combination stores	44	24	1,654,4	1,674,3	+ 1.2
Meat markets	13	9	502,2	508,2	+ 1.2
Motor vehicle dealers	10	9	4,019,5	4,813,0	+ 19.7
Men's and boys' clothing and furnishings stores	10	8	351,2	372,6	+ 6.1
Family clothing stores	3	2	361,6	371,4	+ 2.7
Women's apparel and accessories stores	16	11	641,2	682,5	+ 6.4
Shoe stores	3	2	203,1	212,7	+ 4.7
Hardware stores	3	3	179,8	199,4	+ 10.9
Furniture stores	3	3	593,2	695,0	+ 17.2
Radio and music stores	4	4	181,7	227,1	+ 25.0
Restaurants, cafeterias, etc.	10	9	305,5	349,9	+ 14.5
Drug stores	6	5	218,6	228,7	+ 4.6
Jewellery stores	6	6	312,8	356,6	+ 14.0
Tobacco stores and stands	5	4	93,4	104,0	+ 11.3
Windsor, Ontario					
Grocery and combination stores	36	22	1,789,3	1,820,9	+ 1.8
Meat markets	6	2	88,8	86,3	- 2.8
Motor vehicle dealers	7	7	2,947,0	4,704,2	+ 59.6
Men's and boys' clothing and furnishings stores	13	12	486,8	647,0	+ 32.9
Family clothing stores	9	9	661,9	863,8	+ 30.5
Women's apparel and accessories stores	12	9	333,5	409,4	+ 22.8
Shoe stores	7	7	665,3	870,6	+ 30.9
Hardware stores	7	7	135,0	156,3	+ 15.8
Furniture stores	6	6	820,5	1,250,2	+ 52.4
Restaurants, cafeterias, etc.	6	5	123,1	144,1	+ 17.1
Drug stores	20	20	574,2	645,7	+ 12.5
Jewellery stores	8	8	381,8	573,2	+ 50.1
Montreal (Greater Montreal), Que.					
Candy and confectionery stores	59	37	818,0	860,6	+ 5.2
Grocery and combination stores	489	325	17,732,9	18,477,3	+ 4.2
Meat markets	80	53	4,117,9	4,349,3	+ 5.6
Department stores	7	7	39,954,6	43,856,1	+ 9.8
Motor vehicle dealers	37	22	25,123,0	27,340,0	+ 8.8
Garages	36	24	1,545,0	1,582,7	+ 2.4
Men's and boys' clothing and furnishings stores	95	68	4,245,8	4,622,2	+ 8.9

	Total number of stores reporting	Number reporting an increase	Sales of Stores in Sample (in 00's of dollars)		
			1939	1940	Per cent increase
<u>Montreal (Greater Montreal) -Cont.</u>					
Family clothing stores	22	16	635,2	705,3	+ 11.0
Women's apparel and accessories stores	122	88	4,412,6	4,918,5	+ 11.5
Shoe stores	61	30	1,374,2	1,407,8	+ 2.4
Hardware stores	71	53	2,412,7	2,657,4	+ 10.1
Furniture stores	25	18	2,583,3	3,002,0	+ 16.2
Radio and music stores	23	18	1,799,8	2,086,4	+ 15.9
Restaurants, cafeterias, etc.	74	60	2,285,2	2,489,9	+ 9.0
Drug stores	105	82	3,671,8	3,870,6	+ 5.4
Jewellery stores	26	22	331,7	917,6	+ 10.3
Tobacco stores and stands	30	20	672,3	736,2	+ 9.5
<u>Quebec, Quebec</u>					
Grocery and combination stores	63	47	2,254,7	2,460,8	+ 9.1
Meat markets	18	12	1,326,3	1,572,2	+ 18.5
Motor vehicle dealers	9	6	4,565,6	5,213,3	+ 14.2
Men's and boys' clothing and furnishings stores	10	7	269,6	307,8	+ 14.2
Family clothing stores	13	11	2,063,6	2,377,8	+ 15.2
Women's apparel and accessories stores	11	9	428,7	506,5	+ 18.1
Hardware stores	9	8	594,8	649,6	+ 9.2
Furniture stores	3	3	155,8	202,1	+ 29.7
Restaurants, cafeterias, etc.	9	8	292,3	329,2	+ 12.6
Drug stores	14	11	464,6	524,0	+ 12.8
Jewellery stores	5	3	62,7	67,5	+ 7.7
Tobacco stores and stands	5	5	300,3	335,6	+ 11.8
<u>Saint John, New Brunswick</u>					
Candy and confectionery stores	7	7	143,0	190,3	+ 33.1
Grocery and combination stores	47	41	1,577,8	1,796,3	+ 13.8
Meat markets	6	6	109,7	128,9	+ 17.5
Motor vehicle dealers	6	4	1,320,5	1,487,5	+ 12.6
Men's and boys' clothing and furnishings stores	9	8	190,9	222,4	+ 16.5
Family clothing stores	13	12	632,3	762,9	+ 20.7
Women's apparel and accessories stores	10	9	264,1	338,7	+ 28.2
Shoe stores	4	4	174,8	187,8	+ 7.4
Hardware stores	3	3	307,6	360,0	+ 17.0
Furniture stores	4	4	409,3	547,3	+ 33.7
Restaurants, cafeterias, etc.	6	4	215,0	265,1	+ 23.3
Drug stores	16	14	661,0	730,5	+ 10.5
Jewellery stores	4	4	64,4	85,2	+ 32.3
Tobacco stores and stands	9	6	264,8	297,0	+ 12.2
<u>Halifax, Nova Scotia</u>					
Candy and confectionery stores	12	12	221,9	332,9	+ 50.0
Grocery and combination stores	33	33	1,263,1	1,568,8	+ 24.2
Meat markets	5	5	193,5	243,2	+ 28.3
Motor vehicle dealers	9	9	2,303,6	3,109,2	+ 35.0
Garages	4	3	72,2	77,2	+ 6.9

	Total number of stores reporting	Number reporting an increase	Sales of Stores in Sample (in 00's of dollars)		
			1939	1940	Per cent increase
<u>Halifax, Nova Scotia-(Cont.)</u>			\$	\$	
Men's and boys' clothing and furnishings stores	17	17	736,3	1,198,6	+ 62.8
Family clothing stores	4	4	198,6	247,0	+ 24.4
Women's apparel and accessories stores	9	9	416,1	564,8	+ 35.7
Shoe stores	11	11	345,7	441,4	+ 27.7
Furniture stores	3	3	273,5	423,5	+ 54.8
Radio and music stores	4	4	164,3	208,7	+ 27.0
Restaurants, cafeterias, etc. .	9	9	418,8	577,4	+ 37.9
Drug stores	10	9	252,4	324,4	+ 28.5
Jewellery stores	4	4	108,4	185,3	+ 70.9
Tobacco stores and stands	5	5	444,0	600,7	+ 35.3

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010367468

c. 2