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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

COMMODITY RETAIL SALES

IN

CANADA

CALENDAR YEAR

1941

no earlier data collected

See Pg. 1 - Explanation

7 - Commerce



OTTAWA
1944

Price 25 cents

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DEPARTMENT OF MINISTERS OF THE CROWN

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OTTAWA
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Price 5 cents

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES BRANCH
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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

COMMODITY RETAIL SALES, 1941

Introduction

This report is one of a series presenting results of the Census of Merchandising and Service Establishments, a project forming part of the Eighth Decennial Census of Canada, 1941, and for which reports were secured from all retail trading establishments in the country giving details regarding their business operations during the census year. A report for each province has already been published showing the number of stores, value of annual sales and certain other features of the retail merchandise trade for stores classified in a general way according to the kind of business transacted. This report presents estimates of the sales of retail merchandising establishments by commodity classes irrespective of the kind of store in which these sales were made.

This distinction between commodity sales and sales of stores classified in a general way by kind of business should be noted. For census purposes each store is assigned to a kind-of-business classification such as grocery store, hardware store, country general store, etc., depending partly upon popular designation and partly upon the commodities carried. But grocery products are sold by other than stores generally known as grocery stores. Nor are grocery stores restricted to the sale of grocery products. The same is true of other commodities and other lines of trade. The goods sold are not necessarily confined to the particular line by which the store is commonly known. In this report an attempt is made to present total commodity figures for all types of retail stores combined.

Not all stores were able to give an analysis of their annual sales for 1941 on a commodity basis. For some lines of business, the completeness of the commodity data is quite high. This is true of such trades as department stores, variety stores and motor vehicle dealers, lines of business whose operations are departmentalized and where departmental sales records are maintained. On the other hand, only a very small number of confectionery stores were able to break down their annual sales by commodity classes. The degree of commodity coverage for other lines of business occupied an intermediate position between that for department stores on one hand and that for confectionery stores on the other.

It should be noted that the commodity data furnished in this report pertain to the total trade for all retail stores and not only to those stores able to furnish commodity sales figures. These estimated commodity figures have

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been computed as follows: The reports for each kind of business (grocery stores, hardware stores, drug stores, etc.) were divided into two groups, those reporting their sales by commodities and those which did not do so. Using only the reports for those stores giving commodity data within each kind-of-business classification, sales for each commodity listed on the census schedule were aggregated and expressed as percentages of the total sales of these same stores. These percentages were then applied to the total sales for all stores in the corresponding kind-of-business classification irrespective of whether commodity data were furnished or not. The corresponding commodity figures for all trades were then brought together to give total estimated sales by commodity classes for all stores combined.

Total Known Retail Trade

Merchandise reaches the consumer through other channels in addition to retail stores. Some retail sales are made by establishments engaged chiefly in wholesale rather than retail trade. Certain types of service establishments--auto-motive repair shops, for example, make retail sales. Meals, alcoholic beverages, tobacco and some other commodities are sold in hotels. Some manufacturers and manufacturing bakeries and dairies in particular do a large volume of retail business direct with householders. Retail sales of flour, feed, coal and other supplies are made by line elevators in the Western Provinces. Sales of supplies are made to members of farmers' cooperative associations. (Cooperative retail stores are treated as regular retail stores). A certain volume of business is transacted by itinerant operators having no established place of business and another small volume is added by persons engaging in retail trade in a very small way as a part-time activity carried on in conjunction with their main activity. Farmer agents for farm implements or fertilizers is an example of this latter type. Retail sales are also made by farmers either by direct delivery as in the case of producer-distributors of dairy products or through the facilities provided by farmer markets in urban centres.

The business transacted by the foregoing types is not included in the regular retail trade compilations. A large part of this supplementary trade was, however, canvassed and the sales figures as set out in the following table show the total figure for the known retail trade as \$3,667,470,300 in 1941. This is exclusive of sales made at farmer markets and by producer-distributors of dairy products. In addition, figures for direct sales by manufacturers are restricted to bakeries and dairies.

Retail trade through known outlets, 1941

Total sales, retail merchandising establishments	\$5,440,901,700
Less --	
(a) Wholesale sales by retailers	\$ 25,135,500
(b) Service receipts by retailers	\$ 61,267,100
Retail merchandise sales by retail stores	\$3,354,499,100
Merchandise sales in hotels --	
(a) Meals	\$ 24,518,600
(b) Beer and wine	\$ 78,695,800
(c) Tobacco, etc.	\$ 5,807,800
	<u>\$ 109,022,200</u>
Sub-Total	\$3,463,521,300

Sub-Total-- Brought Forward	\$3,463,521,300
Retail sales by manufacturing bakeries	52,664,100
Retail sales by manufacturing dairies	40,385,600
Retail sales by wholesale establishments	60,281,500
Retail sales by purchasing cooperative associations	16,674,500
Retail sales by line elevator companies	4,368,600
Sales by itinerant operators	13,286,500
Merchandise sales by service establishments	10,347,200
Sales made by miscellaneous types (part time, etc.)	5,941,500
<hr/>	
Total	<u>\$3,667,470,800</u>

Commodity Sales in Retail Merchandising Stores

In Table I, statistics are shown for commodity sales made through retail stores only. It should be noted therefore that these figures do not reflect the total value of sales of the commodities in question since they do not include the amount of retail business transacted by the supplementary outlets of retail distribution to which reference is made in the preceding paragraphs. This factor is of more importance for some commodities than for others. It is highly important for such items as alcoholic beverages and food products. It is of but slight importance in the case of textile products, footwear and house furnishings. Notes regarding the incidence of this factor with supplementary sales figures for the corresponding commodities where available will be found in the following paragraphs.

It will be noted that 7.31 per cent of the total trade through retail stores is not broken down on a commodity basis. While part of this figure represents minor commodities, it has been found impossible to determine the value of sales for a few relatively important groups due to the large number of kinds of business which handle the merchandise and the incompleteness of the commodity information available. This has been found to be particularly true of cigarettes, cigars, and tobacco.

Alcoholic beverages--Sales of alcoholic beverages through retail stores are placed at \$156,193,000. This figure includes the sales made by government liquor stores operated by the various provincial governments. It also includes the retail sales made by brewers' retail stores or brewers' warehouses, sales made by wine shops and taverns and an estimated figure for retail sales of beer made by grocery stores and restaurants in Quebec Province. It does not include the sale of beer or wine made in hotels. Such sales amounted to an additional \$78,695,800.

Automotive commodities--Total sales of automotive commodities through retail outlets amounted to \$543,330,300. Included in this figure are sales of new passenger cars or commercial vehicles, used vehicles, tractors, tires, tubes, parts and accessories, gasoline and oils and greases. A point to be noted here is that the total figure includes sales of merchandise for business purposes. New commercial vehicle sales were valued at \$36,035,200, but no breakdown of the total used vehicle figure of \$113,401,800 as between passenger and commercial vehicles is available. Nor is it possible to state what proportion of the sale of gas, oil, accessories and parts is applicable to business as distinguished from non-business purposes.

Building materials--Sales of building materials through retail outlets and including such items as lumber, planing-mill products, cement, plaster, shingles, roofing material, insulating board, etc., are estimated at \$83,683,200. The figure does not represent the total volume of retail business in these products since it does not include the retail business transacted by sawmills or other manufacturing enterprises.

Drugs and drug sundries--Total sales of these products through all types of retail stores are estimated at \$56,206,300 including \$11,732,000 worth of prescription business, \$36,323,900 in pharmaceuticals and patent medicines and \$8,150,400 in drug sundries. These figures do not include the value of medicines sold through dispensaries maintained by practising physicians.

Electrical appliances and supplies--Sales of \$43,111,700 through retail stores are estimated for this group including such items as electrical refrigerators, vacuum cleaners, washing machines, stoves and ranges, and other household electrical appliances and supplies but exclusive of radios which are included in a separate category. This figure is exclusive of retail sales made by establishments dealing chiefly at wholesale and therefore assigned to the wholesale rather than to the retail section of the Census.

Food and kindred products--Sales of food and kindred products through retail stores are estimated at \$865,123,100. This figure is exclusive of the sale of meals. Nor does it include the retail sales made directly to householders by manufacturing bakeries or dairies. Retail sales made by manufacturing bakeries amounted to \$52,664,100 while the corresponding figure for manufacturing dairies stands at \$40,385,600.

Fuel--Total sales of coal, coke and other fuels through retail merchandising establishments are estimated at \$112,612,100 in 1941. In addition, a considerable volume of retail business in fuel is transacted by firms included in the wholesale section of the Census. On the other hand, the retail figure quoted includes a certain amount of business which should more properly be considered as wholesale trade.

Hardware--The Census questionnaire contained only one broad classification for hardware under which was to be reported builders and shelf hardware, carpenters', mechanics' and household tools and all other hardware products. Kitchen utensils and cutlery were to be separately reported. The total estimated figure for the hardware group stands at \$52,733,600.

Heating and plumbing equipment and supplies--The Retail Merchandising Census did not include the plumbing trades except in so far as retail counter sales were made. These counter sales were estimated at \$5,783,600. It is obvious that this figure does not include the value of installations required in connection with contract work.

Household supplies--Sales for this group were estimated at \$68,063,400 and are comprised of three main components--soaps, with sales of \$27,247,200; china, glassware and crockery sales of \$15,730,700; and sales of other household supplies amounting to \$25,085,500. Included in the latter category are such items as brooms, brushes, floor wax, toilet paper, kitchen utensils and cutlery (exclusive of silverware).

Receipts from the sale of meals--Total receipts from the sale of meals in restaurants and in dining rooms or lunch counters operated in conjunction with retail trading establishments amounted to \$124,826,900. Sales of meals in hotels were valued at \$24,518,600, and sales of meals in railway dining cars amounted to another \$3,975,400.

Commodity Sales by Non-Retail Merchandising Stores

Commodity data are not available for most of the supplementary retail trade for which total figures are shown below. Separate figures were secured for the sale of alcoholic beverages and the sale of meals in hotels. Retail sales made by manufacturing bakeries and dairies may be added to the total food sales through retail stores. These figures are given by provinces in the following table:

Commodity Sales Through Non-Retail Stores, by Provinces, 1941

Province	Sales of beer and wine in hotels	Retail sales of manufacturing bakeries	Retail sales of manufacturing dairies	Sales of meals in hotels
	\$	\$	\$	\$
CANADA (1)	78,695,700	52,664,100	40,385,600	24,518,700
Prince Edward Island .	-	81,900	269,300	143,100
Nova Scotia	-	762,900	1,075,300	1,294,800
New Brunswick	-	704,600	820,400	686,700
Quebec	12,601,300	12,080,700	9,286,500	5,959,200
Ontario	39,701,500	30,872,200	18,919,500	9,675,500
Manitoba	4,696,900	1,837,400	3,830,900	1,043,000
Saskatchewan	5,365,700	1,088,000	2,321,300	1,298,800
Alberta	8,050,700	1,299,100	2,776,900	1,990,000
British Columbia	8,165,800	3,937,300	1,085,500	2,427,600

(1) Includes Yukon and North West Territories.

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Table 1.--Total Estimated Sales by Commodities in Retail Merchandising
Establishments, Canada, 1941

Commodity	Estimated sales	Per cent of sales
	\$	
Total sales of retail merchandise stores	3,440,901,700	
Less receipts from services in retail merchandise stores	61,267,100	
Sales of commodities in retail merchan- dise stores	3,379,634,600	100.00
Alcoholic beverages (1)	156,193,000	4.62
Automobiles, trucks buses, tractors and accessories	543,330,300	16.08
Passenger cars, new	112,712,600	3.34
Commercial vehicles, new	36,035,200	1.07
Motor vehicles, used	113,401,800	3.36
Tractors	13,632,700	0.40
Parts and accessories (except tires, tubes and storage batteries)	52,971,000	1.57
Tires and tubes	23,079,300	0.68
Storage batteries	4,795,800	0.14
Gasoline	170,027,400	5.03
Lubricating oils and greases	16,674,000	0.49
Building materials (2)	83,683,200	2.48
Cameras and photographic supplies	6,625,700	0.20
Clothing and furnishings, men's and boys'	177,640,100	5.26
Custom tailoring and made-to-measure clothing ..	29,236,100	0.87
Men's and boys' ready-made clothing	47,412,300	1.40
Men's and boys' furnishings	74,841,400	2.22
All other clothing	26,150,300	0.77
Clothing, women's, misses' and children's	250,857,000	7.42
Women's and misses' ready-to-wear outerwear ...	112,994,300	3.34
Women's and misses' underwear	38,544,100	1.14
Girls' and infants' wear	23,038,700	0.68
Millinery	15,931,400	0.47
Hosiery	35,902,400	1.06
Furs and fur goods	24,446,100	0.73
Drugs and drug sundries	56,206,300	1.66
Prescriptions (3)	11,732,000	0.35
Drugs, pharmaceuticals, patent medicines	36,323,900	1.07
Drug sundries	8,150,400	0.24
Dry goods and notions	96,659,500	2.86
Piece goods	25,923,700	0.77
Bedding and house linens	30,119,500	0.89
Notions and smallwares	40,616,300	1.20

For foot-notes, see page 9.

Table 1.--Total Estimated Sales by Commodities in Retail Merchandising Establishments, Canada, 1941--(Cont'd)

Commodity	Estimated sales	Per cent of sales
	\$	
Electrical appliances and supplies	43,111,700	1.28
Electrical refrigerators	13,478,100	0.40
Electrical vacuum cleaners	1,668,300	0.05
Electric washing machines	7,715,700	0.23
Electric ranges and stoves	4,218,100	0.12
Portable (plug-in) electric household heating appliances	3,567,500	0.11
Other electrical appliances and supplies	12,464,000	0.37
Flowers, wreaths and potted plants	8,224,200	0.24
Food and kindred products	865,123,100	25.60
Bakery products, fresh (4)	29,477,200	0.87
Candy and confectionery	64,656,000	1.91
Fresh fruits and vegetables	106,960,100	3.17
Fresh and cooked meats (including poultry and fish)	190,133,000	5.63
Dairy products and eggs (5)	109,623,700	3.24
All other food products	364,273,100	10.78
Fuel	112,612,100	3.33
Furniture	64,540,300	1.91
Gas appliances and supplies	4,539,400	0.13
Hardware	52,733,600	1.56
Hay, straw, grain and feed	39,103,400	1.16
Heating and plumbing equipment and supplies	5,783,600	0.17
House furnishings	43,075,500	1.28
Draperies, upholstery, cretonnes and curtains	13,805,400	0.41
Floor coverings	20,178,700	0.60
Awnings, window shades and blinds	2,994,300	0.09
Mirrors, pictures and art goods	3,395,300	0.10
House furnishings not elsewhere reported	2,701,800	0.08
Household supplies	68,063,400	2.01
Soaps (laundry and toilet) and cleaning compounds	27,247,200	0.81
China, glassware, crockery	15,730,700	0.46
Other household supplies	25,085,500	0.74
Jewellery, silverware, clocks and watches	38,035,500	1.12
Clocks	1,804,100	0.05
Watches	7,818,800	0.23
Plated silverware	6,508,400	0.19
Sterling silverware	2,679,300	0.08
All other jewellery	19,224,900	0.57

For foot-notes, see page 9.

Table 1.--Total Estimated Sales by Commodities in Retail Merchandising Establishments, Canada, 1941--(Concl'd)

Commodity	Estimated sales	Per cent of sales
	\$	
Luggage and leather goods	5,735,200	0.17
Motorcycles and accessories	1,108,600	0.03
Musical instruments and accessories	5,582,100	0.17
Office and store equipment	21,747,900	0.64
Optical goods	7,283,600	0.22
Paints, varnishes and glass	19,913,600	0.59
Paints, varnishes, lacquers	16,317,100	0.48
Glass and painters' supplies	3,596,500	0.11
Professional and scientific instruments and equip- ment	2,500,800	0.07
Radios and radio equipment	16,139,800	0.48
Motor car radio sets	1,125,500	0.04
Battery-operated radio sets	1,683,500	0.05
All other radio sets	11,887,800	0.35
Radio parts, accessories and equipment	1,443,000	0.04
Seeds, bulbs, nursery stock	4,987,900	0.15
Shoes and other footwear	93,339,900	2.76
Boots and shoes, men's and boys'	29,040,400	0.86
Boots and shoes, women's and misses'	36,560,200	1.08
Boots and shoes, children's and infants'	7,395,100	0.22
Rubbers and overshoes	14,862,900	0.44
All other footwear, slippers, etc.	5,481,300	0.16
Sporting goods and bicycles	12,942,800	0.38
Stationery, books and magazines	36,487,100	1.08
Stoves and ranges (other than gas or electric)	9,400,700	0.28
Toilet articles and preparations	25,508,200	0.75
Toilet preparations and cosmetics	21,698,900	0.64
Toilet articles	3,809,300	0.11
Toys, games and wheel goods	9,020,400	0.27
Wallpaper	4,359,300	0.13
Miscellaneous merchandise	247,028,200	7.31
Second-hand merchandise	15,580,200	0.46
Receipts from sale of meals and lunches (6)	124,826,900	3.69

- (1) Exclusive of sales of beer and wine in hotels. Such sales amounted to \$78,695,700 in 1941.
- (2) Exclusive of retail sales made by manufacturing establishments such as sawmills or planing mills.
- (3) Exclusive of sales of prescriptions made through physicians' dispensaries.
- (4) In addition, retail sales made by manufacturing bakeries amounted to \$52,664,100.
- (5) In addition, retail sales made by manufacturing dairies amounted to \$40,385,600.
- (6) Includes sales of meals by restaurants and lunch counters in retail stores.

Table 2.--Estimated Commodity Sales in Retail Merchandising Establishments,
by Provinces, 1941

Commodity	CANADA (1)	Prince Edward Island	Nova Scotia
	\$	\$	\$
Total, retail merchandising stores	3,440,901,700	15,935,500	165,033,700
Less receipts from services in retail merchandise stores	61,267,100	153,900	2,472,300
Sales of commodities in retail merchandise stores	<u>3,379,634,600</u>	<u>15,781,600</u>	<u>162,561,400</u>
Alcoholic beverages (2)	156,193,000	322,900	11,449,200
Automotive commodities	<u>543,330,300</u>	<u>1,800,000</u>	<u>26,671,000</u>
Passenger cars, new	112,712,600	321,300	6,199,300
Commercial vehicles, new	36,035,200	116,600	2,235,800
Motor vehicles, used	113,401,800	298,400	5,926,000
Tractors	13,632,700	4,600	63,100
Parts and accessories (except tires, tubes and storage batteries)	52,971,000	161,100	2,818,200
Tires and tubes	23,079,800	61,800	973,800
Storage batteries	4,795,800	16,000	262,800
Gasoline	170,027,400	741,300	7,435,000
Lubricating oils and greases	16,674,000	78,900	757,000
Building materials (3)	<u>83,683,300</u>	<u>354,600</u>	<u>4,318,000</u>
Clothing and furnishings, men's and boys'	<u>177,640,100</u>	<u>1,073,200</u>	<u>9,127,100</u>
Custom tailoring and made-to-measure cloth- ing	29,236,100	85,200	969,400
Men's and boys' ready-made clothing	47,412,300	264,800	2,583,000
Men's and boys' furnishings	74,841,400	506,800	3,764,200
All other clothing	26,150,300	218,400	1,810,500
Clothing, women's, misses' and children's	<u>250,857,000</u>	<u>1,008,000</u>	<u>10,881,900</u>
Women's and misses' ready-to-wear outerwear	112,994,300	533,300	4,706,600
Women's and misses' underwear	38,544,100	110,500	1,702,700
Girls' and infants' wear	23,038,700	77,200	1,185,200
Millinery	15,931,400	89,300	634,800
Hosiery	35,902,400	134,500	1,828,100
Furs and fur goods	24,446,100	63,200	824,500
Drugs and drug sundries	<u>56,206,300</u>	<u>240,400</u>	<u>2,399,000</u>
Prescriptions (4)	11,732,000	60,200	578,700
Drugs, pharmaceuticals, patent medicines ..	36,323,900	147,600	1,481,000
Drug sundries	8,150,400	32,600	339,300
Dry goods and notions	<u>96,659,500</u>	<u>426,000</u>	<u>3,470,900</u>
Piece goods	25,923,700	201,200	676,900
Bedding and house linens	30,119,500	94,200	1,111,900
Notions and smallwares	40,616,300	130,600	1,682,100

For foot-notes, see page 14.

Table 2.--Estimated Commodity Sales in Retail Merchandising Establishments,
by Provinces, 1941--(Cont'd)

New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
\$	\$	\$	\$	\$	\$	\$
101,843,100	818,671,100	1,406,976,700	210,833,400	186,885,800	221,071,400	309,572,600
1,393,400	12,480,400	26,287,100	4,082,000	3,567,800	5,070,000	5,747,900
100,449,700	806,190,700	1,380,689,600	206,751,400	183,318,000	216,001,400	303,824,700
6,436,700	45,233,100	55,734,600	5,642,400	6,167,000	9,049,500	15,830,600
14,118,600	99,735,100	245,145,700	28,360,400	36,693,900	44,064,600	46,627,500
2,861,900	23,322,800	51,298,000	5,276,500	6,307,200	7,665,400	9,458,500
1,027,800	7,995,000	13,863,100	1,510,600	3,040,000	2,900,800	3,345,500
2,448,500	17,456,500	54,887,400	5,438,400	6,227,500	8,942,300	11,775,000
48,200	476,900	3,596,400	1,324,100	4,218,000	3,609,000	292,400
1,451,800	10,424,300	20,491,000	3,657,600	4,403,200	5,254,100	4,296,700
591,800	4,237,200	10,202,100	1,235,000	1,189,500	1,937,700	2,645,800
155,800	849,200	1,982,200	270,900	289,500	507,600	460,200
5,044,300	32,007,600	81,570,900	8,642,700	9,646,400	11,617,100	13,257,600
488,500	2,965,600	7,254,600	1,004,600	1,372,600	1,630,600	1,095,800
1,022,500	15,353,900	33,964,100	7,078,500	7,363,600	7,414,400	6,824,400
5,543,800	44,290,200	69,625,200	13,306,700	9,850,400	10,280,700	14,287,400
625,100	8,214,800	13,952,400	1,542,000	833,000	1,029,700	1,980,500
1,268,000	13,630,600	17,514,900	2,999,400	2,559,800	2,674,600	3,844,400
2,415,400	17,536,300	28,953,200	6,356,600	4,318,200	4,528,800	6,336,900
1,235,300	4,908,500	9,204,700	2,408,700	2,139,400	2,047,600	2,125,600
8,248,800	61,831,500	104,144,900	19,223,300	12,040,700	12,729,700	20,566,500
3,512,700	25,891,700	48,434,000	7,836,200	5,477,700	6,027,100	10,482,400
1,311,900	9,682,400	15,209,500	3,560,500	1,963,100	2,058,300	2,893,500
1,132,700	4,717,000	10,000,300	2,421,200	1,120,400	986,600	1,386,900
564,700	4,309,800	6,881,400	993,000	615,900	635,400	1,203,100
1,208,400	8,387,000	14,722,700	2,693,700	1,924,500	2,018,700	2,964,100
518,400	8,843,600	8,897,000	1,718,700	939,100	1,003,600	1,636,500
1,985,200	12,639,800	24,519,200	3,309,500	2,857,200	3,345,000	4,860,100
462,300	3,161,800	4,088,200	746,200	624,900	731,900	1,265,700
1,206,900	8,109,600	16,850,500	1,861,200	1,744,100	2,049,100	2,842,600
316,000	1,368,400	3,580,500	702,100	488,200	564,000	751,800
3,132,200	25,553,900	36,951,300	9,870,200	5,204,100	5,053,600	6,764,600
743,900	9,259,200	8,227,900	2,303,200	1,748,000	1,308,900	1,354,600
1,098,500	6,220,600	12,458,500	3,783,000	1,509,700	1,478,400	2,274,500
1,289,800	10,074,100	16,264,900	3,784,000	1,946,400	2,266,300	3,135,500

Table 2.--Estimated Commodity Sales in Retail Merchandising Establishments,
by Provinces, 1941--(Cont'd)

Commodity	CANADA (1)	Prince Edward Island	Nova Scotia
	\$	\$	\$
Electrical appliances and supplies	43,111,700	95,800	1,499,800
Electrical refrigerators	13,478,100	15,100	380,200
Electrical vacuum cleaners	1,668,300	1,000	30,900
Electric washing machines	7,715,700	14,400	310,500
Electric ranges and stoves	4,218,100	7,600	100,500
Portable (plug-in) electric household heat- ing appliances	3,567,500	10,800	152,100
Other electrical appliances and supplies ...	12,464,000	46,900	525,600
Food and kindred products	865,123,100	4,778,900	44,849,600
Bakery products, fresh (5)	29,477,200	140,600	1,452,000
Candy and confectionery	64,656,000	246,600	3,174,900
Fresh fruits and vegetables	106,960,100	503,800	5,136,000
Fresh and cooked meats (including poultry and fish)	190,133,000	649,900	8,188,400
Dairy products and eggs (6)	109,623,700	430,400	4,927,300
All other food products	364,273,100	2,807,600	21,971,000
Fuel	112,612,100	767,500	4,638,400
Furniture	64,540,800	74,500	2,909,700
Gas appliances and supplies	4,539,400	9,800	121,100
Hardware	52,733,600	523,500	2,813,000
House furnishings	43,075,500	164,200	1,614,800
Draperies, upholstery, cretonnes & curtains ..	13,805,400	66,800	506,300
Floor coverings	20,178,700	52,000	783,300
Awnings, window shades and blinds	2,994,300	9,100	135,900
Mirrors, pictures and art goods	3,395,300	5,900	94,000
House furnishings not elsewhere reported ...	2,701,800	30,400	95,300
Household supplies	68,063,400	312,200	2,881,000
Soaps (laundry and toilet) and cleaning compounds	27,247,200	126,200	1,207,100
China, glassware, crockery	15,730,700	71,400	660,000
Other household supplies	25,085,500	114,600	1,013,900
Jewellery, silverware, clocks and watches	38,035,500	111,700	1,727,700
Clocks	1,804,100	8,200	88,700
Watches	7,818,800	25,100	419,000
Plated silverware	6,508,400	17,200	262,600
Sterling silverware	2,679,300	6,300	93,900
All other jewellery	19,224,900	54,900	863,500
Luggage and leather goods	5,735,200	19,200	286,600
Musical instruments and accessories	5,582,100	13,100	322,400
Paints, varnishes and glass	19,913,600	194,100	340,900
Paints, varnishes and lacquers	16,317,100	163,300	797,700
Glass and painters' supplies	3,596,500	30,800	143,200

For foot-notes, see page 14.

Table 2.—Estimated Commodity Sales in Retail Merchandising Establishments,
by Provinces, 1941—(Cont'd)

New Brunswick	Quebec	Ontario	Manitoba	Sask- atchewan	Alberta	British Columbia
\$	\$	\$	\$	\$	\$	\$
1,025,300	8,760,500	20,727,300	2,904,200	1,676,100	2,333,800	4,079,300
204,000	2,602,100	6,959,000	958,700	371,400	669,100	1,318,000
31,000	186,800	850,300	97,400	84,600	156,500	229,800
174,700	2,236,200	3,231,000	443,700	308,900	418,600	577,300
90,500	357,000	2,469,700	528,100	115,500	161,900	387,300
131,800	637,100	1,656,400	218,800	206,900	216,700	336,600
393,300	2,741,300	5,560,900	657,500	588,800	711,000	1,230,300
26,357,000	233,896,200	328,525,500	45,322,500	42,725,300	52,429,000	84,462,700
975,900	7,548,300	10,863,500	1,621,600	1,180,400	1,994,800	3,664,600
1,906,200	20,578,100	22,791,400	3,702,200	3,332,600	3,665,700	5,152,400
3,036,200	26,804,200	41,313,500	6,684,500	5,817,800	7,090,100	10,450,500
4,256,500	56,099,800	75,897,000	8,722,600	7,256,100	9,842,600	19,014,700
2,650,400	31,582,600	48,931,000	4,124,200	2,532,200	3,437,200	10,952,800
13,531,800	91,283,200	128,729,100	20,467,400	22,606,200	26,398,600	35,227,700
2,777,300	23,431,100	59,717,600	7,348,300	5,735,500	3,273,800	4,918,300
1,644,400	16,149,100	28,055,000	3,016,700	2,564,300	3,967,600	6,145,900
50,100	1,217,900	2,487,200	64,200	53,300	257,200	277,800
1,946,500	11,749,900	16,508,600	3,282,900	4,993,400	5,934,300	4,761,700
1,290,700	10,500,000	18,707,200	3,026,000	1,465,500	2,055,700	4,238,700
460,700	2,848,100	6,360,400	1,114,200	454,500	567,200	1,423,900
616,500	5,305,500	8,730,600	1,138,100	568,300	991,200	1,986,400
99,400	518,900	1,341,600	374,200	111,800	144,200	259,100
52,700	878,000	1,527,000	258,300	105,800	174,800	297,300
61,400	949,500	747,600	141,200	225,100	178,300	272,000
1,912,100	13,370,500	28,003,400	5,448,400	3,698,600	4,724,400	7,585,200
728,100	5,224,400	10,854,700	2,281,000	1,590,200	2,049,800	3,139,700
414,200	3,356,800	6,681,600	925,000	729,800	1,007,100	1,875,600
769,800	4,789,300	10,467,100	2,242,400	1,378,600	1,667,500	2,569,900
1,001,000	8,814,000	16,581,700	2,762,300	1,465,200	1,897,700	3,663,600
63,500	350,100	742,400	176,400	101,200	115,400	157,700
235,700	1,379,600	3,679,500	696,600	348,600	390,400	642,000
161,600	1,297,400	2,876,300	423,200	289,600	364,600	814,000
40,300	960,700	918,900	206,300	29,100	127,900	295,200
499,900	4,826,200	8,364,600	1,259,800	696,700	899,400	1,754,700
119,300	1,042,400	2,617,000	345,700	239,700	417,100	647,400
99,600	1,028,600	2,137,700	729,100	231,500	325,600	694,500
726,500	5,197,800	7,930,800	1,066,100	1,068,200	1,434,100	1,334,600
628,100	4,139,400	6,536,700	930,200	854,400	1,172,600	1,071,300
98,400	1,058,400	1,394,100	135,900	213,800	254,500	263,300

Table 2.--Estimated Commodity Sales in Retail Merchandising Establishments,
by Provinces, 1941--(Concl'd)

Commodity	CANADA (1)	Prince Edward Island	Nova Scotia
	\$	\$	\$
Radios and radio equipment	16,139,800	33,600	630,400
Motor car radio sets	1,125,500	1,000	14,700
Battery-operated radio sets	1,683,500	4,700	89,000
All other radio sets	11,887,800	26,400	498,200
Radio parts, accessories and equipment	1,443,000	1,500	28,500
Shoes and other footwear	93,339,900	623,300	4,883,100
Boots and shoes, men's and boys'	29,040,400	226,100	1,845,900
Boots and shoes, women's and misses'	36,560,200	180,000	1,437,700
Boots and shoes, children's and infants' ..	7,395,100	49,900	369,900
Rubbers and overshoes	14,862,900	131,000	951,800
All other footwear, slippers, etc.	5,481,300	36,300	277,800
Sporting goods and bicycles	12,942,800	40,600	419,900
Stationery, books and magazines	36,487,100	178,400	1,741,800
Stoves and range (other than gas or electric)	9,400,700	34,400	393,300
Toilet articles and preparations	25,508,200	116,300	1,347,400
Toilet preparations and cosmetics	21,698,900	86,700	1,149,900
Toilet articles	3,809,300	29,600	197,500
Toys, games and wheel goods	9,020,400	34,800	541,400
Wallpaper	4,359,300	21,900	144,300
Miscellaneous merchandise	344,393,900	1,969,200	15,136,500
Receipts from the sale of meals and lunches(7)	124,826,900	408,700	4,022,300
Second-hand merchandise	15,580,200	48,800	378,900

(1) Includes Yukon and North West Territories.

(2) Exclusive of sales of beer and wine in hotels.

(3) Exclusive of retail sales made by manufacturing establishments such as sawmills and planing mills.

(4) Exclusive of sales of prescriptions made through physicians' dispensaries.

(5) Exclusive of retail sales of manufacturing bakeries.

(6) Exclusive of retail sales of manufacturing dairies.

(7) Includes sales of meals by restaurants and lunch counters in retail stores.

Table 2.--Estimated Commodity Sales in Retail Merchandising Establishments,
by Provinces, 1941--(Concl'd)

New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
\$	\$	\$	\$	\$	\$	\$
487,700	3,219,900	7,538,500	1,181,700	553,900	960,700	1,531,900
7,900	650,500	325,100	44,800	5,600	25,800	50,100
235,800	281,600	536,000	146,600	131,500	117,400	138,200
239,200	1,785,900	6,169,000	380,800	369,500	742,500	1,175,400
4,800	501,900	508,400	107,300	47,300	75,000	168,200
3,684,200	21,879,900	36,209,000	7,754,500	5,594,100	5,051,600	7,476,200
1,093,300	6,250,200	10,940,000	2,275,900	1,661,400	1,746,400	2,919,800
1,209,300	8,176,200	15,504,300	3,055,000	2,106,600	1,902,500	2,970,400
307,300	1,743,800	2,511,200	1,019,100	537,600	407,100	441,500
838,600	4,478,800	5,059,500	985,700	1,031,800	714,800	598,700
235,700	1,230,900	2,193,900	418,800	236,700	280,800	545,800
339,500	2,514,300	5,567,800	1,168,300	674,900	922,500	1,288,500
1,130,600	7,252,500	15,836,400	2,734,800	1,749,800	2,305,800	3,536,900
327,900	3,421,300	2,477,500	531,900	666,800	631,200	908,800
959,500	5,067,000	10,562,700	2,140,700	1,374,900	1,447,700	2,476,100
809,200	4,362,200	9,256,000	1,594,600	1,035,800	1,260,600	2,129,500
150,300	704,600	1,306,700	546,100	339,100	187,100	346,600
373,200	2,012,500	4,068,300	609,200	408,900	394,300	577,100
230,200	1,146,500	1,969,700	226,700	175,100	232,200	212,600
10,893,400	68,122,100	136,569,900	19,133,500	18,935,700	22,596,400	30,622,100
2,393,800	28,596,700	51,498,600	7,834,300	6,359,200	9,218,400	14,446,700
192,100	3,162,500	6,307,200	1,328,400	731,200	1,252,800	2,177,000

**Table 3.--Percentage Distribution of Total Sales of Retail Merchandising Establishments for Canada
and the Provinces by Commodity Groups, 1941**

(Percentage that sales of each commodity group bear to total sales in each province)

Commodity	Percentage of Commodity Sales to Total Sales in Region									
	CANADA	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Sask- atchewan	Alberta	(1) British Columbia
Total sales, all commodities ...	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Alcoholic beverages	4.62	2.05	7.04	6.41	5.61	4.04	2.73	3.36	4.19	5.21
Automotive commodities	16.08	11.41	16.41	14.06	12.37	17.76	13.72	20.02	20.40	15.35
Building materials	2.48	2.12	2.66	1.02	1.90	2.46	3.42	4.02	3.43	2.25
Clothing and furnishings, men's & boys' .	5.26	6.81	5.62	5.52	5.49	5.04	6.44	5.37	4.76	4.70
Clothing, women's, misses' and children's	7.42	6.39	6.69	8.21	7.67	7.54	9.30	6.57	5.89	6.77
Drugs and drug sundries	1.66	1.52	1.48	1.98	1.57	1.78	1.60	1.56	1.55	1.60
Dry goods and notions	2.86	2.70	2.14	3.12	3.17	2.68	4.77	2.84	2.34	2.23
Electrical appliances and supplies	1.28	0.61	0.92	1.02	1.09	1.50	1.40	0.91	1.08	1.34
Food and kindred products	25.60	30.28	27.59	26.24	29.01	23.79	21.92	23.31	24.27	27.80
Fuel	3.33	4.86	2.85	2.76	2.91	4.32	3.55	3.13	1.52	1.62
Furniture	1.91	0.47	1.79	1.64	2.60	2.03	1.46	1.40	1.84	2.02
Gas appliances and supplies	0.13	0.06	0.08	0.05	0.15	0.18	0.03	0.03	0.12	0.09
Hardware	1.56	3.32	1.73	1.94	1.46	1.20	1.59	2.72	2.75	1.57

(1) Includes Yukon and North West Territories.

Table 3.—Percentage Distribution of Total Sales of Retail Merchandising Establishments for Canada
and the Provinces by Commodity Groups, 1941--Cont'd

(Percentage that sales of each commodity group bear to total sales in each province)

House furnishings	1.27	1.04	0.99	1.28	1.30	1.35	1.46	0.80	0.95	1.40
Household supplies	2.01	1.98	1.77	1.90	1.66	2.03	2.64	2.02	2.19	2.50
Jewellery, silverware, clocks and watches	1.13	0.71	1.06	1.00	1.09	1.20	1.34	0.80	0.88	1.21
Luggage and leather goods	0.17	0.12	0.18	0.12	0.13	0.19	0.17	0.13	0.19	0.21
Musical instruments and accessories	0.16	0.08	0.20	0.10	0.13	0.16	0.35	0.13	0.15	0.23
Paints, varnishes and glass	0.59	1.23	0.58	0.72	0.65	0.57	0.52	0.58	0.66	0.44
Radios and radio equipment	0.48	0.21	0.39	0.49	0.40	0.55	0.57	0.30	0.44	0.50
Shoes and other footwear	2.76	3.95	3.00	3.67	2.71	2.62	3.75	3.05	2.34	2.46
Sporting goods and bicycles	0.38	0.26	0.26	0.34	0.31	0.40	0.56	0.37	0.43	0.42
Stationery, books and magazines	1.08	1.13	1.07	1.12	0.90	1.15	1.32	0.95	1.07	1.16
Stoves and ranges (other than electric or gas)	0.28	0.22	0.24	0.33	0.42	0.18	0.26	0.36	0.29	0.30
Toilet articles and preparations	0.76	0.74	0.83	0.95	0.63	0.77	1.04	0.75	0.67	0.81
Toys, games and wheel goods	0.27	0.22	0.33	0.37	0.25	0.29	0.29	0.22	0.18	0.19
Wallpaper	0.13	0.14	0.09	0.23	0.14	0.14	0.11	0.10	0.11	0.07
Miscellaneous merchandise	10.19	12.47	9.31	10.84	10.94	9.89	9.26	10.33	10.46	10.08
Receipts from the sale of meals	3.69	2.59	2.47	2.38	3.55	3.73	3.79	3.47	4.27	4.75
Second-hand merchandise	0.46	0.31	0.23	0.19	0.39	0.46	0.64	0.40	0.58	0.72

Table 4.--Percentage Distribution of Total Commodity Group Sales by Provinces, 1941

(Percentage that provincial sales bear to total sales for each commodity group)

Commodity	Percentage of provincial commodity sales to Canada total for same commodity									
	CANADA	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	(1) British Columbia
Total sales, all commodities ...	100.00	0.47	4.81	2.97	23.86	40.85	6.12	5.42	6.39	9.11
Alcoholic beverages	100.00	0.21	7.33	4.12	28.96	35.68	3.61	3.95	5.79	10.35
Automotive commodities	100.00	0.33	4.91	2.60	18.36	45.12	5.22	6.75	8.11	8.60
Building materials	100.00	0.40	5.16	1.22	18.35	40.59	8.46	8.80	8.86	8.16
Clothing and furnishings, men's & boys' ..	100.00	0.61	5.14	3.12	24.93	39.19	7.49	5.55	5.79	8.18
Clothing, women's, misses' and children's	100.00	0.40	4.34	3.29	24.65	41.52	7.66	4.80	5.07	8.27
Drugs and drug sundries	100.00	0.43	4.27	3.53	22.49	43.62	5.89	5.08	5.95	8.74
Dry goods and notions	100.00	0.44	3.59	3.24	26.44	38.23	10.21	5.38	5.23	7.24
Electrical appliances and supplies	100.00	0.22	3.48	2.38	20.32	48.08	6.74	3.89	5.41	9.48
Food and kindred products	100.00	0.55	5.18	3.05	27.04	37.97	5.24	4.94	6.06	9.97
Fuel	100.00	0.68	4.12	2.47	20.81	55.03	6.52	5.09	2.91	4.37
Furniture	100.00	0.12	4.51	2.55	25.02	43.47	4.67	3.97	6.15	9.54
Gas appliances and supplies	100.00	0.22	2.67	1.10	26.83	54.79	1.41	1.17	5.67	6.14
Hardware	100.00	0.99	5.33	3.69	22.28	31.31	6.23	9.47	11.25	9.45

(1) Includes Yukon and North West Territories.

Table 4.7-Percentage Distribution of Total Commodity Group Sales by Provinces, 1941--(Concl'd)

(Percentage that provincial sales bear to total sales for each commodity group)

House furnishings	100.00	0.38	3.73	3.00	24.38	43.43	7.02	3.40	4.77	9.87
Household supplies	100.00	0.46	4.23	2.81	19.65	41.14	8.01	5.43	6.94	11.33
Jewellery, silverware, clocks and watches	100.00	0.30	4.54	2.63	23.17	43.60	7.26	3.85	4.99	9.66
Luggage and leather goods	100.00	0.33	5.00	2.08	18.18	45.63	6.03	4.18	7.27	11.30
Musical instruments and accessories	100.00	0.23	5.78	1.78	18.43	38.30	13.06	4.15	5.83	12.44
Paints, varnishes and glass	100.00	0.98	4.72	3.65	26.10	39.83	5.35	5.37	7.20	6.80
Radios and radio equipment	100.00	0.21	3.91	3.02	19.95	46.71	7.32	3.43	5.95	9.50
Shoes and other footwear	100.00	0.67	5.23	3.95	23.44	38.79	8.31	5.99	5.41	8.21
Sporting goods and bicycles	100.00	0.31	3.24	2.62	19.43	43.02	9.03	5.21	7.13	10.01
Stationery, books and magazines	100.00	0.49	4.77	3.10	19.88	43.40	7.49	4.80	6.32	9.75
Stoves and ranges (other than electric or gas)	100.00	0.37	4.18	3.49	36.39	26.36	5.66	7.09	6.71	9.75
Toilet articles and preparations	100.00	0.46	5.28	3.76	19.86	41.41	8.39	5.39	5.68	9.77
Toys, games and wheel goods	100.00	0.39	6.00	4.14	22.31	45.10	6.75	4.53	4.37	6.41
Wallpaper	100.00	0.50	3.31	5.28	26.30	45.18	5.20	4.02	5.33	4.88
Miscellaneous merchandise	100.00	0.57	4.40	3.16	25.59	39.65	5.56	5.50	6.56	9.01
Receipts from the sale of meals	100.00	0.33	3.22	1.92	22.91	41.26	6.28	5.09	7.38	11.61
Second-hand merchandise	100.00	0.31	2.43	1.23	20.30	40.48	8.53	4.70	8.04	13.98

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