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CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MISCELLANEOUS RESULTS

.....
of the

CENSUS OF MERCHANDISING

and

SERVICE ESTABLISHMENTS

1933



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DOMINION BUREAU OF STATISTICS - CANADA

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Miscellaneous Results of the
Census of Merchandising and Service Establishments, 1933

This bulletin brings together some miscellaneous results of the Census of Merchandising and Service Establishments, 1933. The reports that have already been published for this census contained, in the main, statistics for the sales of retail and wholesale establishments for the years 1930 to 1933, based on the returns of establishments furnishing figures for the period. The present bulletin contains statistics, derived in a somewhat similar manner, of payrolls and stocks of retail and wholesale establishments. In addition, there are tables showing the trend and distribution of sales for establishments classed as "other wholesalers" for census purposes.

Retail Trade

The total retail sales of the Dominion as a whole declined from \$2,755,569,900 in 1930 to 64.5 per cent of that amount, or \$1,776,884,000, in 1933. During the same interval, salaries and wages paid to employees engaged in retail trading establishments declined from \$257,855,600 to 69.7 per cent of that figure, or \$179,847,000. These wage figures include payments made to both full-time and part-time employees, but they do not include the compensation of proprietors actively engaged in their own stores. Stocks on hand in all retail stores at the end of 1930 amounted to \$483,627,500 and at the end of 1933 the corresponding figure was \$377,020,000 or 78.0 per cent of the former amount. The declines in sales, salaries and wages, and stocks on hand over the three-year period are thus seen to be 35.5 per cent, 30.3 per cent and 22.0 per cent, respectively.

Table 1 presents a comparison of the value of sales and payroll costs for 1930 and 1933, first, by provinces and, second, for each of the broad kind-of-business groups which are used in the Census of Retail Merchandising Establishments. In each case the percentage decrease in wages is seen to be less than the corresponding decrease in retail sales. The decrease in the value of retail sales may be attributed both to a decrease in the volume of commodities sold and also to a decline in the retail price levels. The reduction in the total wage bill is due to a combination of several factors: fewer employees, lower rates of pay, shorter working hours, the replacement of full-time employees by those on a part-time basis, and the replacement of paid employees by proprietors who, in 1930, devoted less or none of their time to their retail business. A fairly direct relationship is found to exist between the percentage decreases in sales and the corresponding reductions in wage payments, those provinces and those business groups experiencing the smallest decreases in sales also showing the lowest reductions in salaries and wages paid to employees.

In Table 2 a comparison is made for the retail trade as a whole and also for a number of selected kinds of business of the value of sales in 1930 and 1933 and of the value of the stocks on hand at the end of each of these two years. Here, again, the percentage decrease in the value of stocks on hand is considerably less in each case than the decline in sales for the corresponding kind of business. But from the data shown in Table 2, no definite relationship can be seen for the different kinds of business as between decrease in sales volume

and reduction in the value of stocks on hand at the end of the year. For hardware stores and furniture stores in particular, the reduction in the value of stocks on hand is much less in proportion to the decline in value of sales than for the other kinds of business for which figures are shown.

Wholesale Trade

Table 3 presents a comparison of sales, payrolls and stocks for the years 1930 and 1933 for those wholesale firms which furnished information for both years. The sales indexes for certain trades in 1933 will be found to differ from those already published as the sales of the firms whose figures are included in Table 3 form only a part of the total wholesale trade. A comparison of the indexes for sales, payrolls and stocks shows that sales generally tended to decline more than payrolls or stocks and that stocks fell the least of the three series. For all firms reporting, sales fell 32.1 per cent between 1930 and 1933, payrolls declined 30.2 per cent, and the value of stocks 23.6 per cent in the period.

The relative movements in the various fields of trade differed greatly in the period under review. Sales for reporting establishments in the machinery, equipment and supplies trade dropped 66.2 per cent, payrolls declined 51.9 per cent, but the value of stocks fell only 23.3 per cent. The declines in the indexes are a resultant of two factors, one the loss in volume and the other the decline in prices. In the case of salaries and wages, these two factors are represented by declines in rates of payment and smaller numbers of employees or shorter working periods.

The indexes for trades handling staple products - such as drugs, coal and coke, and foods - do not show as large declines as those for the dealers in construction or building materials or durable consumers' goods. The indexes of sales and stocks for the chemicals and paint group actually stand higher in 1933 than in 1930, which indicates a more rapid revival in this field of trade than in others.

In the census for the year 1930, statistics were secured from all types of wholesale distributors, including agents, brokers and manufacturers' sales outlets. Owing to the difficulty of collecting information from firms which do not actually take title to the goods they sell, most of the specialized types of distributors were excluded from the census of 1933. It was decided, however, to secure reports from those manufacturing concerns which maintained sales branches and which sold to a considerable extent directly to the retail trade. Table 4 presents the sales figures for the establishments furnishing information for the period 1930 to 1933. The value of the sales given will serve as an indication of the proportion of the trade in the respective fields which is handled by the reporting establishments.

Table 5 shows the sales of farm machinery in Canada by provinces for the period under review. The sales are those of the larger wholesale dealers and manufacturers with distributing branches.

The channels through which certain wholesale establishments distribute goods are shown in Table 6. Only two trades among the wholesalers proper have been analyzed. The distribution of sales of wholesale dealers in coal and coke (chiefly in Ontario and Quebec) is shown in the first part of Table 6. Almost 30 per cent of the sales of the establishments reporting is made to other wholesale dealers, while 33.6 per cent of their trade is with industrial firms. Included with wholesalers proper in the meat trade are the packing houses which maintain distributing branches. Only 3 per cent of the reported sales is made to jobbers or wholesale dealers while 57.6 per cent is made to independent retailers and 13.6 per cent to chain or department stores.

A separate analysis is made of sales of dealers in petroleum products in Table 7. Included in this table are figures for refining companies which have marketing organizations. An interesting feature in Table 7 is the figures for sales to farmers or other primary producers. For Canada as a whole, almost 12 per cent of the sales is in this class. In the Prairie Provinces, however, the proportion is much higher.

Theatre Receipts by Cities

The receipts of motion picture theatres in cities in which three or more theatres furnished reports in 1930 and 1933 are shown in Table 8. The statistics of motion picture theatres by provinces have already been published in a separate bulletin.

Table 1.--Comparison of Total Retail Sales and Total Salaries and Wages Paid to Employees, 1930
and 1933, by Provinces and by Kind-of-Business Groups

| Province and Group | Sales | | | Salaries and Wages | | |
|---|---------------|---------------|------------------------|--------------------|-------------|------------------------|
| | 1930 | 1933 | Ratio, 1933 to 1930 | 1930 | 1933 | Ratio, 1933 to 1930 |
| | \$ | \$ | % | \$ | \$ | % |
| Prince Edward Island | 13,773,700 | 8,742,000 | 63.5 | 920,600 | 706,000 | 76.7 |
| Nova Scotia | 99,519,900 | 69,349,000 | 69.7 | 7,269,900 | 5,576,000 | 76.7 |
| New Brunswick | 84,371,900 | 52,445,000 | 62.2 | 6,408,200 | 4,751,000 | 74.1 |
| Quebec | 651,138,500 | 421,141,000 | 64.7 | 61,758,400 | 43,597,000 | 70.6 |
| Ontario | 1,099,990,200 | 737,000,000 | 67.0 | 106,538,900 | 76,632,000 | 71.9 |
| Manitoba | 189,243,900 | 120,322,000 | 63.6 | 19,597,800 | 13,502,000 | 68.9 |
| Saskatchewan | 189,181,100 | 104,123,000 | 55.0 | 14,916,300 | 9,051,000 | 60.7 |
| Alberta | 176,537,100 | 108,277,000 | 61.3 | 15,563,100 | 10,220,000 | 65.7 |
| British Columbia | 248,597,500 | 153,719,000 | 61.8 | 24,521,300 | 15,584,000 | 63.6 |
| Yukon and Northwest Territories | 3,216,100 | 1,766,000 | 54.9 | 361,100 | 228,000 | 63.1 |
| CANADA, TOTAL | 2,755,569,900 | 1,776,884,000 | 64.5 | 257,855,600 | 179,847,000 | 69.7 |
| Food group | 615,476,100 | 431,165,000 | 70.1 | 41,384,100 | 33,190,000 | 80.2 |
| Country general stores . | 228,803,800 | 151,233,000 | 66.1 | 9,832,200 | 7,128,000 | 72.5 |
| General merchandise group | 451,542,500 | 313,258,000 | 69.4 | 56,455,700 | 43,527,000 | 77.1 |
| Automotive group | 381,959,300 | 218,484,000 | 57.2 | 35,766,700 | 21,996,000 | 61.5 |
| Apparel group | 219,968,600 | 147,085,000 | 66.9 | 22,592,200 | 15,249,000 | 67.5 |
| Building materials group | 162,237,100 | 82,797,000 | 51.0 | 16,249,200 | 9,457,000 | 58.2 |
| Furniture and household group | 101,665,900 | 50,634,000 | 49.8 | 14,526,000 | 8,366,000 | 57.6 |
| Restaurants, cafeterias and eating places | 75,977,100 | 41,666,000 | 54.8 | 14,125,300 | 8,065,000 | 57.1 |
| Other retail stores | 517,939,500 | 340,561,000 | 65.8 | 45,779,600 | 32,869,000 | 71.8 |

The salary and wage figures given above include both full-time and part-time employees. The value of proprietors' services has not been included.

Table 2.--Comparison of Total Retail Sales and Stocks on Hand, 1930 and 1933
(All Stores and Selected Kinds of Business)

| Kind of Business | Total Sales | | | Stocks on Hand | | |
|--|---------------|---------------|------------------------|----------------|-------------|------------------------|
| | 1930 | 1933 | Ratio, 1933 to 1930 | 1930 | 1933 | Ratio, 1933 to 1930 |
| | \$ | \$ | % | \$ | \$ | % |
| All Stores, Total | 2,755,569,900 | 1,776,884,000 | 64.5 | 483,627,500 | 377,020,000 | 78.0 |
| Grocery and combination stores | 405,403,400 | 297,306,000 | 73.3 | 34,621,500 | 30,422,000 | 87.9 |
| Country general stores | 228,803,800 | 151,233,000 | 66.1 | 76,116,700 | 58,926,000 | 77.4 |
| Department stores | 355,258,600 | 241,665,000 | 68.0 | 51,451,500 | 37,200,000 | 72.3 |
| Men's and boys' clothing and furnishings..... | 72,110,500 | 44,520,000 | 61.7 | 26,664,100 | 17,889,000 | 67.1 |
| Family clothing stores | 42,144,100 | 31,593,000 | 75.0 | 16,790,100 | 13,086,000 | 77.9 |
| Women's apparel and accessories | 69,806,000 | 44,688,000 | 64.0 | 16,004,300 | 12,764,000 | 79.8 |
| Shoe stores | 35,908,000 | 26,284,000 | 73.2 | 14,407,200 | 11,203,000 | 77.8 |
| Hardware stores | 70,891,700 | 42,745,000 | 60.3 | 28,151,100 | 23,838,000 | 84.7 |
| Furniture stores | 41,016,500 | 23,074,000 | 56.3 | 12,730,900 | 10,166,000 | 79.8 |
| Drug stores | 76,848,900 | 57,068,000 | 74.3 | 23,366,400 | 20,467,000 | 87.6 |

Table 3.--Wholesalers Proper - Indexes of Sales, Payrolls and Stocks,
by Kinds of Business for Firms Furnishing Information
for Both 1930 and 1933

| Kind of Business | Sales | | Salaries and wages of employees | | Stocks on hand | |
|---|-------|-------|---------------------------------|------|----------------|-------|
| | 1930 | 1933 | 1930 | 1933 | 1930 | 1933 |
| TOTAL | 100.0 | 67.9 | 100.0 | 69.8 | 100.0 | 76.4 |
| Amusement, photographic and sporting goods | 100.0 | 56.0 | 100.0 | 77.5 | 100.0 | 71.1 |
| Automotive | 100.0 | 63.7 | 100.0 | 76.6 | 100.0 | 78.9 |
| Chemicals and paints (chiefly industrial chemicals) | 100.0 | 104.9 | 100.0 | 81.6 | 100.0 | 122.2 |
| Drugs and drug sundries | 100.0 | 79.0 | 100.0 | 71.6 | 100.0 | 86.4 |
| Coal and coke | 100.0 | 89.2 | 100.0 | 79.8 | 100.0 | 104.4 |
| Dry goods and apparel | 100.0 | 65.1 | 100.0 | 60.0 | 100.0 | 61.8 |
| Electrical | 100.0 | 45.7 | 100.0 | 62.5 | 100.0 | 73.2 |
| Farm supplies | 100.0 | 54.0 | 100.0 | 78.0 | 100.0 | 80.1 |
| Foods(1) | 100.0 | 75.3 | 100.0 | 77.0 | 100.0 | 83.1 |
| Furniture and house furnishings . | 100.0 | 46.3 | 100.0 | 51.8 | 100.0 | 44.7 |
| General merchandise | 100.0 | 58.9 | 100.0 | 63.0 | 100.0 | 79.7 |
| Hardware | 100.0 | 57.7 | 100.0 | 64.3 | 100.0 | 72.8 |
| Jewellery and optical goods | 100.0 | 68.6 | 100.0 | 64.2 | 100.0 | 88.5 |
| Leather and leather goods | 100.0 | 74.3 | 100.0 | 82.0 | 100.0 | 78.9 |
| Lumber and building materials ... | 100.0 | 37.1 | 100.0 | 44.3 | 100.0 | 64.0 |
| Machinery, equipment and supplies | 100.0 | 33.8 | 100.0 | 48.1 | 100.0 | 76.7 |
| Metals and metal work | 100.0 | 44.2 | 100.0 | 55.7 | 100.0 | 75.5 |
| Paper and paper products | 100.0 | 77.1 | 100.0 | 72.2 | 100.0 | 78.9 |
| Petroleum products | 100.0 | 70.8 | 100.0 | 82.5 | 100.0 | 77.1 |
| Plumbing and heating equipment and supplies | 100.0 | 43.8 | 100.0 | 49.0 | 100.0 | 74.4 |
| Tobacco and confectionery | 100.0 | 69.6 | 100.0 | 72.7 | 100.0 | 70.8 |
| All other | 100.0 | 80.2 | 100.0 | 75.4 | 100.0 | 77.3 |

(1) Does not include figures for packing houses or branches.

Table 4.--Other Wholesalers⁽¹⁾ - Total Sales and Sales Indexes for Selected Kinds of Business
for Firms Furnishing Information for the Period 1930 to 1933

| Kind of Business | Total Net Sales | | | | Indexes of Sales (1930 = 100.0) | | | |
|--|-----------------|------------|------------|------------|------------------------------------|------|------|------|
| | 1930 | 1931 | 1932 | 1933 | 1930 | 1931 | 1932 | 1933 |
| | \$ | \$ | \$ | \$ | | | | |
| Tires (including rubber goods) - | | | | | | | | |
| Canada | 54,256,200 | 37,491,500 | 26,567,900 | 26,174,700 | 100.0 | 69.1 | 49.0 | 48.2 |
| Maritime Provinces | 2,336,400 | 1,947,700 | 1,294,800 | 1,377,600 | 100.0 | 83.4 | 55.4 | 59.0 |
| Quebec | 12,230,200 | 9,448,100 | 5,759,700 | 6,057,200 | 100.0 | 77.3 | 47.1 | 49.5 |
| Ontario | 31,413,800 | 19,807,800 | 14,390,300 | 14,030,600 | 100.0 | 63.1 | 45.8 | 44.7 |
| Prairie Provinces | 6,776,600 | 5,141,200 | 4,287,000 | 3,801,900 | 100.0 | 75.9 | 63.3 | 56.1 |
| British Columbia | 1,499,200 | 1,146,700 | 836,100 | 907,400 | 100.0 | 76.5 | 55.8 | 60.5 |
| Chemicals and Paints (chiefly paints) - | | | | | | | | |
| Canada | 11,289,600 | 8,423,300 | 6,626,600 | 6,108,200 | 100.0 | 74.6 | 58.7 | 54.1 |
| Maritime Provinces | 634,500 | 506,100 | 368,100 | 317,100 | 100.0 | 79.8 | 58.0 | 50.0 |
| Quebec | 4,696,700 | 3,617,500 | 2,645,100 | 2,388,900 | 100.0 | 77.0 | 56.3 | 50.9 |
| Ontario | 3,271,600 | 2,370,200 | 2,066,100 | 1,926,400 | 100.0 | 72.4 | 63.2 | 58.9 |
| Prairie Provinces | 1,576,000 | 1,003,100 | 858,900 | 827,100 | 100.0 | 63.6 | 54.5 | 52.5 |
| British Columbia | 1,110,800 | 926,400 | 688,400 | 648,700 | 100.0 | 83.4 | 62.0 | 58.4 |
| Drugs and Drug Sundries - | | | | | | | | |
| Total | 10,540,500 | 8,955,200 | 7,934,600 | 8,658,300 | 100.0 | 85.0 | 75.3 | 82.1 |
| Shoes (chiefly rubber footwear)- | | | | | | | | |
| Canada | 7,883,900 | 6,223,000 | 5,380,400 | 5,749,500 | 100.0 | 78.9 | 68.2 | 72.9 |
| Maritime Provinces | 814,800 | 703,100 | 612,000 | 682,700 | 100.0 | 86.3 | 75.1 | 83.8 |
| Quebec | 2,988,600 | 2,128,300 | 1,852,800 | 2,085,000 | 100.0 | 71.2 | 62.0 | 69.8 |
| Ontario | 2,731,400 | 2,251,100 | 1,797,900 | 1,822,300 | 100.0 | 82.4 | 65.8 | 66.7 |
| Prairie Provinces | 818,000 | 697,300 | 753,200 | 806,900 | 100.0 | 85.2 | 92.1 | 98.6 |
| British Columbia | 531,100 | 443,200 | 364,500 | 352,600 | 100.0 | 83.4 | 68.6 | 66.4 |

(1) Chiefly manufacturers with general sales offices and sales branches.

Table 4.--Other Wholesalers⁽¹⁾ - Total Sales and Sales Indexes for Selected Kinds of Business
for Firms Furnishing Information for the Period 1930 to 1933 (Cont'd.) -

| Kind of Business | Total Net Sales | | | | Indexes of Sales (1930 = 100.0) | | | |
|--|-----------------|-------------|-------------|-------------|------------------------------------|------|------|------|
| | 1930 | 1931 | 1932 | 1933 | 1930 | 1931 | 1932 | 1933 |
| | \$ | \$ | \$ | \$ | | | | |
| Electrical - | | | | | | | | |
| Canada | 93,348,700 | 69,297,800 | 41,499,200 | 28,186,200 | 100.0 | 74.2 | 44.5 | 30.2 |
| Maritime Provinces | 5,991,200 | 4,519,900 | 1,859,900 | 1,401,900 | 100.0 | 75.4 | 31.0 | 23.4 |
| Quebec | 30,306,700 | 22,545,300 | 16,538,300 | 10,097,800 | 100.0 | 74.4 | 54.6 | 33.3 |
| Ontario | 39,917,800 | 28,665,800 | 16,099,400 | 11,466,400 | 100.0 | 71.8 | 40.3 | 28.7 |
| Prairie Provinces | 12,000,100 | 8,793,900 | 4,407,600 | 3,321,000 | 100.0 | 73.3 | 36.7 | 27.7 |
| British Columbia | 5,132,900 | 4,772,900 | 2,594,000 | 1,899,100 | 100.0 | 93.0 | 50.5 | 37.0 |
| Groceries (including confection- ery) - | | | | | | | | |
| Total | 178,510,000 | 130,742,100 | 110,228,600 | 105,093,900 | 100.0 | 73.2 | 61.7 | 58.9 |
| Biscuits and confectionery . | 11,062,900 | 9,594,100 | 8,043,800 | 7,487,000 | 100.0 | 86.7 | 72.7 | 67.7 |
| Flour and feed | 106,012,000 | 64,104,000 | 49,626,800 | 48,546,200 | 100.0 | 60.5 | 46.8 | 45.8 |
| Sugar | 41,152,900 | 40,804,400 | 38,455,200 | 34,997,100 | 100.0 | 99.2 | 93.4 | 85.0 |
| All other | 20,282,200 | 16,239,600 | 14,102,800 | 14,063,600 | 100.0 | 80.1 | 69.5 | 69.3 |
| Furniture and House Furnishings - | | | | | | | | |
| Total | 7,993,700 | 6,205,700 | 4,477,200 | 4,688,400 | 100.0 | 77.6 | 56.0 | 58.7 |
| Hardware, Plumbing and Heating Equipment and Supplies - | | | | | | | | |
| Total | 23,617,400 | 17,826,600 | 12,541,700 | 11,158,800 | 100.0 | 75.5 | 53.1 | 47.2 |
| Machinery, Equipment and Supplies - | | | | | | | | |
| Canada | 41,010,600 | 17,983,700 | 15,693,700 | 14,139,400 | 100.0 | 43.9 | 38.3 | 34.5 |
| Maritime Provinces | 1,615,400 | 933,400 | 560,400 | 556,100 | 100.0 | 57.8 | 34.7 | 34.4 |
| Quebec | 5,535,500 | 3,786,800 | 2,285,300 | 1,882,200 | 100.0 | 68.4 | 41.3 | 34.0 |
| Ontario | 11,299,600 | 6,461,900 | 4,122,200 | 3,933,100 | 100.0 | 57.2 | 36.5 | 34.8 |
| Prairie Provinces | 21,497,500 | 6,177,600 | 8,360,100 | 7,347,900 | 100.0 | 28.7 | 38.9 | 34.2 |
| British Columbia | 1,062,600 | 624,000 | 365,700 | 420,100 | 100.0 | 58.7 | 34.4 | 39.5 |

(1) Chiefly manufacturers with general sales offices and sales branches.

Table 5.--Sales of Farm Machinery and Equipment by Wholesale Dealers⁽¹⁾ and Manufacturers⁽²⁾,
by Provinces⁽³⁾, 1930 - 1933

| Province | Sales | | | | Indexes of Sales (1930 = 100.0) | | | |
|-------------------------|------------|------------|------------|------------|------------------------------------|------|------|------|
| | 1930 | 1931 | 1932 | 1933 | 1930 | 1931 | 1932 | 1933 |
| | \$ | \$ | \$ | \$ | | | | |
| CANADA, Total | 44,090,400 | 16,052,600 | 15,582,300 | 13,692,000 | 100.0 | 36.4 | 35.3 | 31.1 |
| Maritime Provinces | 1,337,100 | 811,800 | 505,700 | 470,300 | 100.0 | 60.7 | 37.8 | 35.2 |
| Quebec | 3,337,100 | 2,594,100 | 1,620,500 | 1,194,500 | 100.0 | 77.7 | 48.6 | 35.8 |
| Ontario | 8,814,500 | 4,873,400 | 3,207,500 | 3,218,500 | 100.0 | 55.3 | 36.4 | 36.5 |
| Manitoba | 6,352,800 | 1,672,100 | 1,883,700 | 1,947,600 | 100.0 | 26.3 | 29.7 | 30.7 |
| Saskatchewan | 14,071,700 | 2,693,700 | 4,265,200 | 3,268,800 | 100.0 | 19.1 | 30.3 | 23.2 |
| Alberta | 9,784,200 | 3,130,700 | 3,961,700 | 3,423,000 | 100.0 | 32.0 | 40.5 | 35.0 |
| British Columbia | 393,000 | 276,800 | 138,000 | 169,300 | 100.0 | 70.4 | 35.1 | 43.1 |

(1) Includes practically all large wholesale dealers.

(2) Includes manufacturers operating distributing branches in Canada.

(3) Sales are based on the location of establishments and are not necessarily synonymous with provincial sales.

Table 6.--Distribution of Sales of Wholesale Establishments, 1933

| Group | Sales of Firms Reporting 1933 | Percentage of Total Sales Sold to - | | | | | |
|------------------------------|---|--|---------------------------------------|---|--------------------|-----------------|-------|
| | | Manufacturers or Industrial Users as Materials or Supplies | Jobbers or Other Wholesalers | Chains or Depart- ment Stores | Other Retailers | Export Sales | Other |
| | \$ | p.c. | p.c. | p.c. | p.c. | p.c. | p.c. |
| <u>Wholesalers Proper</u> | | | | | | | |
| Coal and coke | 27,876,500 | 33.6 | 29.6 | - | 32.1 | - | 4.7 |
| Meats(1) | 84,257,800 | 8.1 | 3.0 | 13.6 | 57.6 | 14.5 | 3.2 |
| <u>Other Wholesalers(2)</u> | | | | | | | |
| Biscuits and confectionery . | 7,717,400 | - | 14.6 | 26.9 | 54.7 | .3 | 3.5 |
| Sugar | 34,997,100 | 18.6 | 60.9 | 14.4 | 3.6 | 2.5 | - |
| Electrical | 27,409,700 | 47.6 | 22.6 | 5.2 | 17.2 | 4.2 | 3.2 |
| Farm machinery and equipment | 18,788,400 | - | 1.3 | - | 28.3 | 37.5 | 32.9 |
| Hardware and plumbing | 11,158,800 | 38.7 | 29.8 | 7.6 | 23.0 | .9 | - |
| Rubber footwear | 6,225,700 | 2.4 | 14.1 | 29.7 | 38.9 | 14.9 | - |
| Tires and rubber goods | 26,174,700 | 13.8 | 16.0 | 7.0 | 43.1 | 19.7 | .4 |

(1) Includes sales by packing companies.

(2) Chiefly manufacturers with general sales offices or sales branches.

Table 7.--Distribution of Sales of Marketers⁽¹⁾ of Petroleum Products, 1933

| Economic Division | Sales of Firms Reporting 1933 | Percentage of Total Sales to - | | | | | | |
|----------------------|-------------------------------|--------------------------------|------------------------|--|-----------------------|------------------------|------------------|-------|
| | | Sales to Jobbers | (2) Sales to Retailers | Sales to Farmers and Other Primary Producers | Other Wholesale Sales | Sales at Retail Prices | (3) Export Sales | Other |
| | \$ | p.c. | p.c. | p.c. | p.c. | p.c. | p.c. | p.c. |
| CANADA, Total ... | 155,374,800 | 21.6 | 46.0 | 11.9 | 14.5 | 4.0 | 1.4 | .6 |
| Maritime Provinces . | 11,523,600 | 16.7 | 57.3 | 15.1 | 9.6 | .3 | .6 | .4 |
| Quebec | 26,509,300 | 21.8 | 50.7 | 1.3 | 22.0 | 3.0 | .8 | .4 |
| Ontario | 62,076,600 | 21.0 | 52.6 | 4.1 | 11.8 | 7.3 | 2.9 | .3 |
| Manitoba | 8,997,700 | 22.3 | 38.3 | 27.5 | 10.0 | 1.6 | - | .3 |
| Saskatchewan | 14,574,200 | 25.2 | 32.5 | 38.9 | 2.4 | .6 | - | .4 |
| Alberta | 13,486,600 | 24.5 | 33.1 | 31.1 | 10.7 | .2 | - | .4 |
| British Columbia ... | 17,206,800 | 20.8 | 32.6 | 8.7 | 31.8 | 3.3 | - | 2.8 |

(1) Includes marketing organizations of refining companies as well as jobbers.

(2) Includes company-owned filling stations.

(3) Export sales are attributed to offices reporting such sales.

Table 8.--Receipts of Motion Picture Theatres by Cities,
1930 and 1933

| City | Number of Theatres Reporting 1930 | Receipts 1930 \$ | Number of Theatres Reporting 1933 | Receipts 1933 \$ | Per Cent of 1930 |
|----------------------------|--|------------------------|--|------------------------|---------------------------|
| <u>Maritime Provinces:</u> | | | | | |
| Halifax | 7 | 848,000 | 6 | 417,000 | 49.2 |
| St. John | 7 | 484,000 | 5 | 258,300 | 53.4 |
| Moncton | 3 | 191,000 | 3 | 89,300 | 46.8 |
| <u>Quebec:</u> | | | | | |
| Montreal | 56 | 6,431,000 | 56 | 4,082,800 | 63.5 |
| Quebec City | 10 | 602,000 | 11 | 433,400 | 72.0 |
| Three Rivers | 4 | 173,000 | 4 | 82,400 | 47.6 |
| <u>Ontario:</u> | | | | | |
| Toronto | 92 | 6,440,000 | 86 | 4,658,300 | 72.3 |
| Ottawa | 11 | 965,000 | 11 | 900,500 | 93.3 |
| Windsor | 3 | 397,000 | 4 | 210,100 | 52.9 |
| Hamilton | 17 | 1,290,000 | 17 | 809,300 | 62.7 |
| London | 6 | 681,000 | 6 | 473,400 | 69.5 |
| Kingston | 3 | 248,000 | 3 | 151,900 | 61.3 |
| St. Thomas | 3 | 105,000 | 3 | 114,700 | 109.2 |
| <u>Prairie Provinces:</u> | | | | | |
| Winnipeg | 30 | 2,254,000 | 30 | 1,495,600 | 66.4 |
| Regina | 5 | 599,500 | 4 | 323,200 | 53.9 |
| Saskatoon | 5 | 539,000 | 5 | 264,400 | 49.1 |
| Moose Jaw | 3 | 221,000 | 3 | 125,300 | 56.7 |
| Calgary | 6 | 881,400 | 6 | 546,900 | 62.0 |
| Edmonton | 8 | 775,000 | 8 | 511,700 | 66.0 |
| <u>British Columbia:</u> | | | | | |
| Vancouver | 26 | 2,709,000 | 26 | 1,477,100 | 54.5 |
| Victoria | 5 | 428,000 | 6 | 303,400 | 70.9 |

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