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CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN

CANADA

1930-1933



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DOMINION BUREAU OF STATISTICS - CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

RETAIL MERCHANDISE TRADE IN CANADA, 1930 - 1933

The total retail merchandise trade in Canada during 1933 amounted to \$1,776,884,000 as compared with \$2,755,569,900 in 1930, according to the Census of Merchandising Establishments, 1933. Sales for the two intervening years, 1931 and 1932, amounted to \$2,325,732,000 and \$1,917,219,000 respectively. Or, representing the total retail merchandise trade in 1930 by 100, indexes of the dollar volume of business for the following three years are 84.4 for 1931, 69.6 for 1932 and 64.5 for 1933.

The data for the basic year 1930 were secured in connection with the Census of Merchandising and Service Establishments, 1931. The figures for the following years have been derived from indexes of retail sales based upon reports secured in 1934 from all chain stores and the larger independent stores and covering the period from 1931 to 1933. Since all stores were not covered in the current Census, it is not possible to give the number of trading establishments in 1933. An explanation of the methods used in preparing the tables presented in this bulletin will be found in the last section of the introduction.

The decline in retail merchandise trade from 1930 to 1933 has not been uniform for all provinces. The least decrease in business is shown for Nova Scotia, where the index for 1933 was 69.7 compared with 100 for 1930, showing a decline of 30.3 per cent. The decline in Saskatchewan, however, was 45.0 per cent, or the index for 1933 is 55.0.

A comparison by five economic divisions, and with the 1930 business of each division represented by 100, gives the following indexes of retail sales for 1933, arranged in descending order: Ontario, 67.0; Maritime Provinces, 66.0; Quebec, 64.7; British Columbia, 61.8; and the Prairie Provinces, 60.0.

Upon comparing the business in each year with that of the year immediately preceding, it is found that for the Dominion as a whole the year-to-year decreases in retail merchandise trade were as follows: 1931, -15.6 per cent; 1932, -17.5 per cent; and 1933 compared with 1932 showed a decrease of 7.3 per cent. Retail merchandise trade in the Dominion during the period 1930 - 1933 thus showed the largest yearly decrease in 1932 and the smallest in 1933. The year-to-year changes by provinces are as follows:

| | <u>1931</u> | <u>1932</u> | <u>1933</u> |
|---------------------------------------|-------------|-------------|-------------|
| Prince Edward Island | -16.8 | -20.2 | - 4.4 |
| Nova Scotia | - 9.4 | -16.9 | - 7.4 |
| New Brunswick | -15.0 | -20.6 | - 7.9 |
| Quebec | -13.6 | -17.4 | - 9.4 |
| Ontario | -13.5 | -17.3 | - 6.3 |
| Manitoba | -18.3 | -15.1 | - 8.4 |
| Saskatchewan | -27.2 | -18.0 | - 7.9 |
| Alberta | -22.7 | -15.3 | - 6.4 |
| British Columbia | -16.8 | -21.6 | - 5.2 |
| Yukon and Northwest Territories | - 9.5 | -24.5 | -19.6 |

It will thus be seen that for the Dominion as a whole, and for all except the three Prairie Provinces, the greatest percentage decrease below the preceding year occurred in 1932, while in Manitoba, Saskatchewan and Alberta the greatest decline took place in 1931.

In 1930 the provinces, arranged in the order of their sales importance, together with the percentages of the Dominion business transacted, were as follows: Ontario, 39.92; Quebec, 23.63; British Columbia, 9.02; Manitoba, 6.87; Saskatchewan, 6.86; Alberta, 6.41; Nova Scotia, 3.61; New Brunswick, 3.06; Prince Edward Island, .50; Yukon and Northwest Territories, .12. In 1933 Alberta and Saskatchewan were interchanged in their order of sales importance, the percentages of the total business for that year being as follows: Ontario, 41.48; Quebec, 23.70; British Columbia, 8.65; Manitoba, 6.77; Alberta, 6.10; Saskatchewan, 5.86; Nova Scotia, 3.90; New Brunswick, 2.95; Prince Edward Island, .49; and Yukon and Northwest Territories, .10.

For the Census of Merchandising Establishments, 1933, 44 different kind-of-business classifications have been used and these have been combined into the following nine broad groups: Food Group; Country General Stores; General Merchandise Group; Automotive Group; Apparel Group; Building Materials Group; Furniture and Household Group; Restaurants, Cafeterias and Eating Places; and Other Retail Stores. Although the retail trade of the Dominion as a whole declined in 1933 to 64.5 per cent of the 1930 business, considerable variations are observed in the indexes for the various groups and also for the classifications within each section.

As compared with the 1933 index of 64.5 for all kinds of business, the food group of stores had the highest index of sales (70.1) and the furniture and household group the lowest (49.8). Indexes for 1933 for each group, arranged in descending order, are as follows: Food Group, 70.1; General Merchandise Group, 69.4; Apparel Group, 66.9; Country General Stores, 66.1; Other Retail Stores, 65.8; Automotive Group, 57.2; Restaurant Group, 54.8; Building Materials Group, 51.0; and the Furniture and Household Group, 49.8. For all groups except the automotive and country general stores, the greatest percentage decrease from the preceding year took place in 1932. In the case of the two groups mentioned, the greatest decline occurred in 1931.

Chain Stores and Sales

The percentage of chain store business to total business increased by four-fifths of one per cent from 1930 to 1933. In 1930 there were 518 chain organizations in Canada (exclusive of department store chains) with an average of 8,097 stores in operation during the year. Sales of these chains amounted to \$487,336,000 or 17.7 per cent of the total business of all stores. In 1933 the number of chains had decreased to 461, the average number of chain units in operation to 7,900, and chain sales to \$328,736,700, but the proportion of the total retail trade handled by chains increased to 18.5 per cent. Chain store ratios were 18.7 per cent in 1931 and 18.8 per cent in 1932.

These chain store figures relate only to groups of four or more stores owned or operated by one firm. Figures for voluntary chain stores are not included, and, as already indicated, department store chains are also omitted from these computations.

Of the ten kind-of-business classifications in which chains are of most importance and for which separate chain store tabulations have been made, five show increases in the proportion of chain store business to total business during the period 1930 to 1933. In two kinds of business the proportion of chain business to total business decreased, and in the remaining three there was practically no variation. The kinds of business in which there were increases in chain ratios, together with the percentages for 1933 with 1930 figures in brackets, are as follows: Grocery and Combination Stores, 33.2 (29.5); Filling Stations, 29.4 (22.4); Family Clothing Stores, 21.3 (11.3); Shoe Stores, 27.1 (21.5); and Drug Stores, 19.3 (18.2). The two showing decreases are: Men's and Boys' Clothing and Furnishings, 12.1 (13.7); and Women's Apparel and Accessories, 9.0 (12.3). Variations in chain ratios of less than one per cent took place in the following: Variety Stores, 89.5 (89.1); Household Appliance Stores, 57.5 (57.8); and the Restaurant Group, 17.1 (17.7).

A geographical analysis of chains in Canada shows that in five of the nine provinces there was an increase of one per cent or more in the ratio of chain sales to total sales during the period 1930 to 1933. In the other four provinces the changes either upwards or downwards were less than one per cent of the total provincial business. The provinces showing increases in the ratio of chain sales to total, together with the percentages for 1933 with 1930 figures in brackets, are as follows: Nova Scotia, 16.9 (12.2); Saskatchewan, 19.9 (18.0); Alberta, 15.9 (14.1); British Columbia, 20.9 (19.3); and Ontario, 20.5 (19.5). The considerable increase in chain store ratio in Nova Scotia is largely due to the inclusion of government liquor stores in the chain figures. These stores in Nova Scotia were in operation for only a few months during 1930, but the 1933 chain figures include a full year's business. The provinces showing little variation in chain store ratios are as follows: Prince Edward Island, 4.0 (4.9); New Brunswick, 14.5 (14.2); Quebec, 17.4 (18.0); and Manitoba, 11.3 (11.7).

Chain Stores and Sales Classified According to Type of Operation.--Chains have been classified as local, provincial, sectional and national, depending upon the extent of territory covered. Local chains are confined to one town or city, while provincial chains have stores located in more than one locality but confined to one province. Sectional chains are defined as those having units in two or three provinces, while national chains have stores in four provinces or more. Table 6 gives a comparison as between 1930 and 1933 of chains classified according to type of operation, and it is seen that the percentages of chain stores and chain sales

attributable to the four types mentioned above have not changed materially during the period under review.

Comparison of Indexes of Retail Sales and Cost of Living Indexes

The total sales of all retail merchandising establishments in Canada during each of the years 1930 to 1933 and indexes of sales (1930 = 100) are as follows:

| <u>Year</u> | <u>Total Sales</u> \$ | <u>Index of Sales</u> (1930 = 100) |
|-------------|--------------------------|---------------------------------------|
| 1930 | 2,755,563,900 | 100.0 |
| 1931 | 2,325,732,000 | 84.4 |
| 1932 | 1,917,219,000 | 69.6 |
| 1933 | 1,776,884,000 | 64.5 |

How much of the decrease in dollar volume of sales is due to the decline in price levels and how much to a decrease in the quantity of goods consumed cannot be definitely stated due to the absence of price indexes so constructed as to be strictly comparable. Nevertheless, it is well established that a considerable portion of the drop in dollar volume is due to price declines. While cost of living index numbers are not constructed in such a way as to warrant their use as a correction for price changes in these index numbers of retail sales, they do give some indication of the order of magnitude of the price trends. The Bureau's Cost of Living Indexes for the period under review are given below and, for comparison purposes, have been adjusted to make the 1930 figure equal 100.

Index Numbers of Retail Prices, Rents and Costs of Services, Canada

(1930 = 100)

| <u>Year</u> | <u>Total Index</u> | <u>Food Index</u> | <u>Fuel Index</u> | <u>Rent Index</u> | <u>Clothing Index</u> | <u>Sundries Index</u> | <u>Retail Price Index</u> (Foods, fuel, clothing, household requirements) |
|-------------|--------------------|-------------------|-------------------|-------------------|-----------------------|-----------------------|------------------------------------------------------------------------------|
| 1930 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| 1931 | 90.3 | 78.4 | 98.4 | 97.3 | 87.5 | 98.0 | 85.3 |
| 1932 | 82.1 | 65.2 | 95.5 | 89.4 | 77.5 | 95.2 | 75.2 |
| 1933 | 78.3 | 64.6 | 91.6 | 80.4 | 72.3 | 93.3 | 72.8 |

Separate price indexes are shown for food, fuel, rent and clothing. The sundries index indicates the price changes in a miscellaneous group of commodities, together with the variations in costs of certain services, such as theatre costs, insurance, doctors' and dentists' fees, hospital charges and laundry. The total index given in the second column of the table is an average of the figures in the following five columns, each weighted in proportion to the consumption of the items involved. The last column, "Retail Price Index", is also a weighted average but omits the rental figures and includes only the merchandising items in the sundries index. From this column, it is seen that the retail price level for the Dominion as a whole in 1933 was 72.8 per cent of that in 1930, or that there was a decrease during the period of 27.2 per cent. The indexes of retail sales already given show that the decrease in dollar volume of sales in Canada over the same period was

approximately 35.5 per cent or between 8 and 9 per cent greater than the drop in price levels. The 1933 index of food prices shown above stands at 64.6, while the index of retail sales for the food group of stores for the same year is 70.1. Of course, an exact comparison between these two indexes is not valid due to the way in which the price indexes are constructed and also due to the fact that kind-of-business classifications are not synonymous with commodities sold. For example, food products are sold in country general stores and in department stores, as well as in stores classified in the food group. After making allowance for these factors, it is evident, however, that the actual quantity of food consumed has been well sustained.

Sales by Kinds of Business

The greatest proportion of the total retail business both in 1930 and in 1933 was transacted by the food group of stores. In 1930 the business of food stores (exclusive of retail sales made by manufacturing bakeries and dairies) amounted to \$615,476,100. In 1933 the sales of food stores were \$431,165,000 or 70.1 per cent of the total for this group in 1930. The most important classification in the food group is composed of stores of the grocery and combination type. Combination stores are defined as those selling both groceries and meats and for the Census of Merchandising, 1931, separate data were published for this type of store. For the present Census, it has been necessary to combine the figures for grocery and combination stores, and it is found that in 1933 the business transacted by these stores formed 73.3 per cent of the 1930 figure. Indexes for the years 1931 and 1932 were 89.0 and 77.9 respectively. Sales made by meat markets in 1933 amounted to \$50,036,000 or 60.3 per cent of the 1930 sales figure. The lower index for meat markets is at least partly due to the greater drop in the price levels of meat products as compared with grocery items.

Country General Stores.--Sales made by country general stores in Canada in 1933 amounted to \$151,233,000 or 66.1 per cent of the 1930 figure. Indexes of sales for 1931 and 1932 are 81.0 and 69.3.

General Merchandise Group.--The two most important classifications included in this group are department stores and variety stores. In 1930 there were 148 stores classified as department stores in Canada and these had total sales of \$355,258,600. Due to a few changes in classification and to several stores going out of business, the number of department stores in 1933 had decreased to 138 and these had sales of \$241,665,000 or 68.0 per cent of the 1930 figure. Expressing the sales of department stores in terms of the total retail merchandise trade of the country, it is found that the proportion increased from 12.9 per cent in 1930 to a slightly higher figure, or 13.6 per cent in 1933. Indexes of sales of variety stores (1930 = 100) are 98.5, 99.6 and 84.3 for 1931, 1932 and 1933 respectively.

Automotive Group.--The sales volume of automobile dealer establishments decreased from \$253,607,900 in 1930 to 51.2 per cent of that amount, or \$129,888,000 in 1933. Indexes for the two intervening years (1930 = 100) are 73.7 and 53.8. The 1933 business of filling stations is estimated at \$47,842,000 or 72.0 per cent of that transacted in 1930.

Apparel Group.--For the apparel group as a whole, the index of retail sales decreased from 100 in 1930 to 86.0, 70.9 and 66.9 in 1931, 1932 and 1933 respectively. The different classifications into which the group has been divided, together with the 1933 retail sales index for each, are as follows:

Men's and Boys' Clothing and Furnishings (including custom tailors), 61.7; Family Clothing Stores, 75.0; Women's Apparel and Accessories Stores, 64.0; and Shoe Stores, 73.2.

Building Materials Group.--For the group as a whole, indexes of retail sales for the three years 1931, 1932 and 1933 are as follows: 79.5, 59.1 and 51.0. The most important kind-of-business classifications included in this group are hardware stores and lumber and building material dealers. Sales indexes for the former for the three years are 83.7, 66.8 and 60.3, and for the latter, 73.0, 52.6 and 44.3.

Furniture and Household Group.--Sales of furniture stores in 1933 amounted to \$23,074,000 or 56.3 per cent of the volume of business transacted by this type of store in 1930. The amount quoted does not, of course, represent the total sales of furniture in the Dominion, since articles of furniture are also sold in department stores and possibly in stores belonging to other kind-of-business classifications. Sales made by radio and music stores declined from \$33,894,200 in 1930 to 39.6 per cent of that amount, or \$13,439,000, in 1933.

Restaurants, Cafeterias and Eating Places.--Total sales of all establishments included in this group in 1933 amounted to \$41,666,000 or 54.8 per cent of the \$75,977,100 reported for 1930. Indexes for the two intervening years are 81.7 and 62.7.

Other Retail Stores.--The most important kind-of-business classifications included in this group, together with the sales indexes for the three years 1931, 1932 and 1933, are as follows: Coal and Wood Yards, 88.6, 82.0, 81.7; Drug Stores, 91.8, 83.0, 74.3; Tobacco Stores and Stands, 88.5, 77.7, 70.0; Jewellery Stores, 79.8, 63.6, 59.0; and Government Liquor Stores, 85.8, 66.6 and 54.5.

Voluntary Chains

For the purposes of the Census of Merchandising Establishments, groups of independent retailers formed into organizations for buying and/or advertising purposes have been classified as voluntary chains. These retailers may sell a wide range of commodities, and their co-operative buying activities may function only for particular lines such as groceries. Trends in the total sales made by members of these groups would not, therefore, be a true indication of the growth of the voluntary chain system in Canada. A better measure of the development of these voluntary chains is obtained from a comparison of the yearly purchases made upon a co-operative basis by the different members.

In 1930 there were 4,485 members of some 24 different voluntary chain systems in Canada and these purchased goods valued at \$22,783,372 or an average of \$5,080 per store. In 1933 the number of chains had increased to 32, the number of members to 6,689, and the value of purchases made upon a co-operative basis at wholesale prices amounted to \$28,625,065 or 125.6 per cent of the 1930 figure. If allowance were made for the decline in the wholesale prices of the goods purchased, the percentage increase in the actual volume of goods purchased by these voluntary chains would, of course, be much greater.

While a number of voluntary chains have been formed by dealers in drugs, hardware, and shoes, most of them have developed for the purchasing of groceries and allied products. Of the 32 voluntary chains in operation in 1933, food chains numbered 27. These had 6,025 out of the total of 6,689 members, and purchases at wholesale prices by these voluntary food chains amounted to \$26,725,418.

Voluntary food chains have been classified into two types. The first (indicated in the tables as Type A) consists of a group of stores more or less closely connected with a single wholesaler or group of wholesalers who service the individual members. The store fronts are uniform in design and all the individual stores carry the name of the group to which they belong.

The second type (Type B) consists of small groups of merchants, usually in the same locality, who have formed group buying organizations in order to secure some of the benefits of bulk purchasing. In some cases, orders are placed through a secretary appointed by the organization, while in other instances one of the members becomes responsible for the purchase of a consignment of goods for the group.

Of the 27 voluntary food chains in operation in Canada in 1933, 19 belonged to Type A and 8 to Type B. Those in Type A had 5,554 members in 1933 and purchases by these members from the wholesalers servicing the groups amounted to \$25,250,771. The average purchases per store, therefore, amounted to \$4,546. The 8 chains in Type B had 471 members and the value of purchases at wholesale prices amounted to \$1,474,647, giving average purchases per store of \$3,131.

Wholesalers servicing voluntary chains of Type A do not confine their sales to members of these groups but also sell to other retail merchants. Upon comparing sales made to voluntary chains with the total business of the wholesalers interested, it is found that the percentage that the former bears to the latter has increased from 28.01 per cent in 1930 to 34.19 per cent in 1933. The percentages of sales made to voluntary chains to the total sales of the wholesalers for 1931 and 1932 were 31.00 and 33.11 respectively.

Description of Methods Used in Constructing Indexes of Retail Sales

As already mentioned in this report, the figures for the basic year 1930 were secured for the Census of Merchandising and Service Establishments, 1931. The data for the following years were secured for an annual census of merchandising arising out of the Decennial Census and in which sales figures were obtained for each of the years 1931, 1932 and 1933. While the Census of Merchandising and Service Establishments, 1931, included in its scope every retail establishment, the annual census includes all chain stores and those independent stores which reported sales for 1930 over a specified amount. The independent stores from which reports were secured were those with an annual turnover of \$30,000 or more in 1930 (\$20,000 or more in the case of food stores and country general stores) and which continued in business throughout the period. This means that approximately two-thirds of the retail business of the Dominion is covered in the annual census. From the reports thus received, and using the year 1930 as the base period, indexes of retail sales for each of the years 1931 to 1933 have been computed. These indexes have then been applied to the total sales of all stores in 1930 in order to arrive at estimates of the total annual business of all retail establishments in each of the following years.

While a large portion of retail trade has been covered in the current census, it is clear that the figures presented in this report for the years 1931, 1932 and 1933 are estimates based on indexes computed from the returns of the establishments reporting. The chief factor which may not be reflected in the sales indexes is a decline in the number of stores in certain kinds of business. No information is available to show the extent to which firms going out of business have not been replaced by new stores of a similar character. The possibility, therefore, of the sales of the surviving stores covered by this census not reflecting completely the trend in retail trade during the period from 1930 to 1933 must be noted. However, it is believed that for the provincial retail trade as a whole the figures may be taken as approximately correct and for certain kind-of-business groups as being more accurate than for others. Among the kind-of-business classifications which are believed to be most accurate are included: Grocery and Combination Stores, Meat Markets, Department Stores, Variety Stores, Automobile Dealers, Coal and Wood Yards, Drug Stores, and Restaurants and Other Eating Places.

RETAIL MERCHANDISING BY PROVINCES 1930-1933

SALES
MILLIONS
OF
DOLLARS

1930

1933

1000

800

600

400

200

0

ONT.

QUE.

B-C

SASK.

MAN.

ALTA.

N-S

NB

PEI

INDEX NUMBERS OF RETAIL SALES

1930 = 100

100

90

80

70

60

0

'30

'31

'32

'33

'30

'31

'32

'33

Ontario

Maritime
Provinces

Que

Canada

B-C

Prairie
Provinces

CANADA - RETAIL MERCHANDISE TRADE, 1933

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CANADA - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 1.--Summary of Retail Merchandise Trade, by Provinces, 1930 - 1933

| Province | 1930 | Total Net Sales (Estimated) | | | Index of Retail Sales (1930 = 100.0) | | | | Per Cent of Total Sales | |
|------------------------------------------|---------------|--------------------------------|---------------|---------------|-----------------------------------------|------|------|------|----------------------------|--------|
| | | 1931 | 1932 | 1933 | 1930 | 1931 | 1932 | 1933 | 1930 | 1933 |
| | \$ | \$ | \$ | \$ | | | | | | |
| Canada, Total . | 2,755,569,900 | 2,325,732,000 | 1,917,219,000 | 1,776,884,000 | 100.0 | 84.4 | 69.6 | 64.5 | 100.00 | 100.00 |
| Prince Edward Island | 13,773,700 | 11,466,000 | 9,141,000 | 8,742,000 | 100.0 | 83.2 | 66.4 | 63.5 | .50 | .49 |
| Nova Scotia | 99,519,900 | 90,187,000 | 74,966,000 | 69,349,000 | 100.0 | 90.6 | 75.3 | 69.7 | 3.61 | 3.90 |
| New Brunswick | 84,371,900 | 71,692,000 | 56,992,000 | 52,445,000 | 100.0 | 85.0 | 67.5 | 62.2 | 3.06 | 2.95 |
| Quebec | 651,138,500 | 562,395,000 | 464,963,000 | 421,141,000 | 100.0 | 86.4 | 71.4 | 64.7 | 23.63 | 23.70 |
| Ontario | 1,099,990,200 | 951,288,000 | 786,859,000 | 737,000,000 | 100.0 | 86.5 | 71.5 | 67.0 | 39.92 | 41.48 |
| Manitoba | 189,243,900 | 154,690,000 | 131,415,000 | 120,322,000 | 100.0 | 81.7 | 69.4 | 63.6 | 6.87 | 6.77 |
| Saskatchewan | 189,181,100 | 137,792,000 | 112,929,000 | 104,123,000 | 100.0 | 72.3 | 59.7 | 55.0 | 6.86 | 5.86 |
| Alberta | 176,537,100 | 136,505,000 | 115,578,000 | 108,277,000 | 100.0 | 77.3 | 65.5 | 61.3 | 6.41 | 6.10 |
| British Columbia | 243,597,500 | 206,807,000 | 162,179,000 | 153,719,000 | 100.0 | 83.2 | 65.2 | 61.8 | 9.02 | 8.65 |
| Yukon and Northwest Territories | 3,216,100 | 2,910,000 | 2,197,000 | 1,766,000 | 100.0 | 80.5 | 68.3 | 54.9 | .12 | .10 |

CANADA - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 2.--Summary of Retail Merchandise Trade by Kinds

| Group | | Canada | Prince Edward Island | Nova Scotia | New Brunswick |
|----------------------------------------------------------------|--------------|-----------------|----------------------------|----------------|------------------|
| 1 Food | (Sales, 1930 | \$ 615,476,100 | 2,132,100 | 24,809,500 | 14,982,500 |
| | (Sales, 1933 | \$ 431,165,000 | 1,611,000 | 19,070,000 | 10,795,000 |
| | (% change .. | - 29.9 | - 24.4 | - 23.1 | - 27.9 |
| 2 Country general stores ... | (Sales, 1930 | \$ 228,803,800 | 3,253,200 | 14,513,500 | 12,236,200 |
| | (Sales, 1933 | \$ 151,233,000 | 2,180,000 | 10,174,000 | 8,529,000 |
| | (% change .. | - 33.9 | - 33.0 | - 29.9 | - 30.3 |
| 3 General merchandise | (Sales, 1930 | \$ 451,542,500 | 2,304,900 | 11,438,300 | 18,679,900 |
| | (Sales, 1933 | \$ 313,258,000 | 1,503,000 | 8,585,000 | 11,868,000 |
| | (% change .. | - 30.6 | - 34.8 | - 24.9 | - 36.5 |
| 4 Automotive | (Sales, 1930 | \$ 381,959,300 | 1,960,700 | 16,254,400 | 11,697,800 |
| | (Sales, 1933 | \$ 218,484,000 | 886,000 | 8,659,000 | 5,021,000 |
| | (% change .. | - 42.8 | - 54.8 | - 46.7 | - 57.1 |
| 5 Apparel | (Sales, 1930 | \$ 219,968,600 | 1,298,600 | 9,141,500 | 6,373,300 |
| | (Sales, 1933 | \$ 147,085,000 | 962,000 | 6,284,000 | 4,088,000 |
| | (% change .. | - 33.1 | - 25.9 | - 31.3 | - 35.9 |
| 6 Building materials | (Sales, 1930 | \$ 162,237,100 | 429,600 | 4,513,000 | 3,359,000 |
| | (Sales, 1933 | \$ 82,797,000 | 204,000 | 2,460,000 | 1,733,000 |
| | (% change .. | - 49.0 | - 52.6 | - 45.5 | - 48.4 |
| 7 Furniture and household .. | (Sales, 1930 | \$ 101,665,900 | 406,200 | 3,380,600 | 2,592,300 |
| | (Sales, 1933 | \$ 50,634,000 | 218,000 | 1,809,000 | 1,157,000 |
| | (% change .. | - 50.2 | - 46.3 | - 46.5 | - 55.4 |
| 8 Restaurants, cafeterias and eating places | (Sales, 1930 | \$ 75,977,100 | 141,900 | 1,474,500 | 1,204,300 |
| | (Sales, 1933 | \$ 41,666,000 | 95,000 | 982,000 | 800,000 |
| | (% change .. | - 45.2 | - 33.4 | - 33.4 | - 33.6 |
| 9 Other retail stores (Secondhand stores included) | (Sales, 1930 | \$ 517,939,500 | 1,846,500 | 13,994,600 | 13,246,600 |
| | (Sales, 1933 | \$ 340,561,000 | 1,082,000 | 11,327,000 | 8,456,000 |
| | (% change .. | - 34.2 | - 41.4 | - 19.1 | - 36.2 |
| 10 Total, All Stores ... | (Sales, 1930 | \$2,755,569,900 | 13,773,700 | 99,519,900 | 84,371,900 |
| | (Sales, 1933 | \$1,776,884,000 | 8,742,000 | 69,349,000 | 52,445,000 |
| | (% change .. | - 35.5 | - 36.5 | - 30.3 | - 37.8 |

CANADA - RETAIL MERCHANDISE TRADE, 1930 - 1933

of Business, Provinces and Territories, 1930 and 1933 Compared

| Quebec | Ontario | Manitoba | Saskatchewan | Alberta | British Columbia | Yukon and Northwest Territories |
|-------------|---------------|-------------|--------------|-------------|------------------|---------------------------------|
| 186,233,900 | 255,936,200 | 27,410,900 | 25,877,700 | 29,137,600 | 48,692,000 | 263,700) |
| 132,682,000 | 181,518,000 | 19,102,000 | 15,484,000 | 19,421,000 | 31,262,000 | 219,000) 1 |
| - 28.8 | - 29.1 | - 30.3 | - 40.2 | - 33.3 | - 35.8 | - 17.0) |
| 50,390,200 | 48,066,000 | 15,542,700 | 37,710,000 | 28,756,900 | 17,653,500 | 691,600) |
| 33,207,000 | 33,310,000 | 9,963,000 | 23,083,000 | 18,778,000 | 11,563,000 | 446,000) 2 |
| - 34.1 | - 30.7 | - 35.9 | - 38.8 | - 34.7 | - 34.5 | - 34.5) |
| 85,228,800 | 180,383,600 | 64,344,000 | 20,102,400 | 23,198,500 | 45,862,100 | -) |
| 57,000,000 | 124,024,000 | 45,507,000 | 13,968,000 | 16,793,000 | 34,010,000 | -) 3 |
| - 33.1 | - 31.2 | - 29.3 | - 30.5 | - 27.6 | - 25.8 | -) |
| 71,739,500 | 167,410,500 | 20,605,500 | 27,048,700 | 31,120,100 | 34,122,100 | -) |
| 41,835,000 | 106,358,000 | 10,680,000 | 11,077,000 | 15,381,000 | 18,587,000 | -) 4 |
| - 41.7 | - 36.5 | - 48.2 | - 59.1 | - 50.6 | - 45.5 | -) |
| 61,105,900 | 93,711,300 | 9,597,200 | 10,231,900 | 11,087,700 | 17,409,400 | 11,800) |
| 40,995,000 | 64,022,000 | 5,957,000 | 5,953,000 | 7,943,000 | 10,874,000 | 7,000) 5 |
| - 32.9 | - 31.7 | - 37.9 | - 41.8 | - 23.4 | - 37.5 | - 43.2) |
| 29,757,300 | 61,398,100 | 12,173,400 | 22,612,200 | 15,574,000 | 12,348,900 | 71,600) |
| 14,506,000 | 32,759,000 | 5,959,000 | 10,772,000 | 8,611,000 | 5,710,000 | 85,000) 6 |
| - 51.3 | - 46.6 | - 51.1 | - 52.4 | - 44.7 | - 53.8 | + 19.7) |
| 30,181,500 | 43,713,000 | 3,740,800 | 4,087,300 | 5,353,600 | 8,207,100 | 3,500) |
| 13,430,000 | 22,887,000 | 2,019,000 | 1,944,000 | 3,042,000 | 4,127,000 | 2,000) 7 |
| - 55.5 | - 47.6 | - 46.0 | - 52.4 | - 43.2 | - 49.7 | - 38.3) |
| 17,205,300 | 28,633,600 | 5,553,300 | 5,551,900 | 5,996,400 | 10,135,000 | 80,900) |
| 8,809,000 | 17,008,000 | 2,682,000 | 2,759,000 | 3,256,000 | 5,220,000 | 56,000) 8 |
| - 48.8 | - 40.6 | - 51.7 | - 50.3 | - 45.7 | - 48.5 | - 31.1) |
| 119,296,100 | 220,737,900 | 30,276,100 | 35,959,000 | 26,312,300 | 54,167,400 | 2,103,000) |
| 78,676,000 | 155,115,000 | 18,453,000 | 19,083,000 | 15,051,000 | 32,366,000 | 952,000) 9 |
| - 34.0 | - 29.7 | - 39.1 | - 46.9 | - 42.8 | - 40.2 | - 54.7) |
| 651,138,500 | 1,099,990,200 | 189,243,900 | 189,181,100 | 176,537,100 | 248,597,500 | 3,216,100) |
| 421,141,000 | 737,000,000 | 120,322,000 | 104,123,000 | 108,277,000 | 153,719,000 | 1,766,000) 10 |
| - 35.3 | - 33.0 | - 36.4 | - 45.0 | - 38.7 | - 38.2 | - 45.1) |

CANADA - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 3.--Total Sales and Sales Indexes by Kinds of Business

| Kind of Business | Total Net Sales | | | | Index of Retail Sales (1930 = 100.0) | | | |
|--------------------------------------------------------------------------------------------|-----------------|---------------|---------------|---------------|-----------------------------------------|------|------|------|
| | 1930 | (Estimated) | | | 1930 | 1931 | 1932 | 1933 |
| | | 1931 | 1932 | 1933 | | | | |
| | \$ | \$ | \$ | \$ | | | | |
| Total, All Stores | 2,755,569,900 | 2,325,732,000 | 1,917,219,000 | 1,776,884,000 | 100.0 | 84.4 | 69.6 | 64.5 |
| Food Group | 615,476,100 | 534,423,000 | 460,570,000 | 431,165,000 | 100.0 | 86.8 | 74.8 | 70.1 |
| Bakery product stores (manufacturing bakeries not included) | 11,027,600 | 9,698,000 | 8,003,000 | 7,614,000 | 100.0 | 87.9 | 72.6 | 69.0 |
| Candy and confectionery stores | 54,176,100 | 43,922,000 | 36,619,000 | 32,855,000 | 100.0 | 81.1 | 67.6 | 60.6 |
| Dairy product dealers (other than manufacturing dairies) | 37,173,900 | 32,591,000 | 27,876,000 | 26,311,000 | 100.0 | 87.7 | 75.0 | 70.8 |
| Fruit and vegetable stores | 16,293,400 | 14,583,000 | 13,207,000 | 12,116,000 | 100.0 | 89.5 | 81.1 | 74.4 |
| Grocery and combination stores | 405,403,400 | 360,872,000 | 315,825,000 | 297,306,000 | 100.0 | 89.0 | 77.9 | 73.3 |
| Meat markets (including sea foods) .. | 83,026,200 | 65,980,000 | 53,535,000 | 50,036,000 | 100.0 | 79.5 | 64.5 | 60.3 |
| Other food stores | 8,375,500 | 6,777,000 | 5,505,000 | 4,928,000 | 100.0 | 80.9 | 65.7 | 58.8 |
| Country General Stores .. | 228,803,800 | 185,400,000 | 158,635,000 | 151,233,000 | 100.0 | 81.0 | 69.3 | 66.1 |
| General Merchandise Group | 451,542,500 | 400,948,000 | 330,601,000 | 313,258,000 | 100.0 | 88.8 | 73.2 | 69.4 |
| Department stores | 355,258,600 | 312,739,000 | 253,832,000 | 241,665,000 | 100.0 | 88.0 | 71.4 | 68.0 |
| Dry goods stores | 31,705,600 | 27,578,000 | 23,059,000 | 21,053,000 | 100.0 | 87.0 | 72.7 | 66.4 |
| General merchandise stores | 20,366,100 | 17,066,000 | 14,082,000 | 13,284,000 | 100.0 | 83.8 | 69.1 | 65.2 |
| Variety stores | 44,212,200 | 43,565,000 | 39,629,000 | 37,257,000 | 100.0 | 98.5 | 89.6 | 84.3 |
| Automotive Group | 381,959,300 | 298,040,000 | 235,252,000 | 218,484,000 | 100.0 | 78.0 | 61.6 | 57.2 |
| Motor vehicle dealers | 253,607,900 | 186,877,000 | 136,369,000 | 129,888,000 | 100.0 | 73.7 | 53.8 | 51.2 |
| Accessories, tires and batteries .. | 10,955,800 | 9,303,000 | 8,493,000 | 8,530,000 | 100.0 | 84.9 | 77.5 | 77.9 |
| Filling stations | 66,449,300 | 60,195,000 | 54,091,000 | 47,842,000 | 100.0 | 90.6 | 81.4 | 72.0 |
| Garages | 47,559,800 | 39,063,000 | 34,284,000 | 30,327,000 | 100.0 | 82.1 | 72.1 | 63.8 |
| Other automotive establishments (including motorcycles, bicycles and supplies) | 3,386,500 | 2,602,000 | 2,016,000 | 1,897,000 | 100.0 | 76.8 | 59.5 | 56.0 |
| Apparel Group | 219,968,600 | 189,230,000 | 155,929,000 | 147,085,000 | 100.0 | 86.0 | 70.9 | 66.9 |
| Men's and boys' clothing and furnishings (includes custom tailors) .. | 72,110,500 | 58,759,000 | 46,876,000 | 44,520,000 | 100.0 | 81.5 | 65.0 | 61.7 |
| Family clothing stores | 42,144,100 | 36,976,000 | 31,845,000 | 31,593,000 | 100.0 | 87.7 | 75.6 | 75.0 |
| Women's apparel and accessories stores | 69,806,000 | 61,236,000 | 49,405,000 | 44,688,000 | 100.0 | 87.7 | 70.8 | 64.0 |
| Shoe stores | 35,908,000 | 32,259,000 | 27,802,000 | 26,284,000 | 100.0 | 89.8 | 77.4 | 73.2 |

CANADA - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 3.--Total Sales and Sales Indexes by Kinds of Business (Cont'd.) -

| Kind of Business | Total Net Sales | | | | Index of Retail Sales (1930 = 100.0) | | | |
|--------------------------------------------------------------------------|-----------------|-------------|-------------|-------------|-----------------------------------------|------|------|------|
| | 1930 | (Estimated) | | | 1930 | 1931 | 1932 | 1933 |
| | | 1931 | 1932 | 1933 | | | | |
| | \$ | \$ | \$ | \$ | | | | |
| Building Materials Group | 162,237,100 | 128,991,000 | 95,855,000 | 82,797,000 | 100.0 | 79.5 | 59.1 | 51.0 |
| Hardware stores | 70,891,700 | 59,321,000 | 47,346,000 | 42,745,000 | 100.0 | 83.7 | 66.8 | 60.3 |
| Lumber and building material dealers | 66,200,700 | 48,356,000 | 34,810,000 | 29,332,000 | 100.0 | 73.0 | 52.6 | 44.3 |
| Other building materials (including roofing materials) | 9,596,800 | 8,503,000 | 4,557,000 | 2,949,000 | 100.0 | 88.6 | 47.5 | 30.7 |
| Electrical shops (without radio) | | | | | | | | |
| Heating and plumbing shops | 15,547,900 | 12,812,000 | 9,141,000 | 7,771,000 | 100.0 | 82.4 | 58.9 | 50.0 |
| Paint and glass stores | | | | | | | | |
| Furniture and Household Group ... | 101,665,900 | 82,247,000 | 58,856,000 | 50,634,000 | 100.0 | 80.9 | 57.9 | 49.8 |
| Furniture stores | 41,016,500 | 34,364,000 | 25,930,000 | 23,074,000 | 100.0 | 85.2 | 63.2 | 56.3 |
| Household appliance stores | 17,798,200 | 14,247,000 | 10,886,000 | 9,209,000 | 100.0 | 80.0 | 61.2 | 51.7 |
| Other home furnishings (including floor coverings, curtains, etc.) | 8,957,000 | 6,841,000 | 5,127,000 | 4,312,000 | 100.0 | 76.4 | 57.2 | 54.8 |
| Radio and music stores | 33,894,200 | 26,195,000 | 16,913,000 | 13,439,000 | 100.0 | 77.3 | 49.9 | 39.6 |
| Restaurants, Cafeterias and Eating Places | 75,977,100 | 62,040,000 | 47,673,000 | 41,666,000 | 100.0 | 81.7 | 62.7 | 54.8 |
| Other Retail Stores | 517,939,500 | 444,414,000 | 373,350,000 | 340,561,000 | 100.0 | 85.8 | 72.2 | 65.8 |
| Farmers' supplies | 45,760,600 | 35,777,000 | 30,374,000 | 29,110,000 | 100.0 | 78.2 | 66.4 | 63.6 |
| Book stores | 8,837,500 | 7,588,000 | 6,252,000 | 5,569,000 | 100.0 | 85.9 | 70.7 | 63.0 |
| Coal and wood yards | 86,046,800 | 76,251,000 | 70,598,000 | 70,275,000 | 100.0 | 88.6 | 82.0 | 81.7 |
| Ice dealers | 4,144,900 | 4,063,000 | 3,386,000 | 3,063,000 | 100.0 | 98.0 | 81.7 | 73.9 |
| Drug stores | 76,848,900 | 70,510,000 | 63,818,000 | 57,068,000 | 100.0 | 91.8 | 83.0 | 74.3 |
| Florists | 9,264,700 | 7,790,000 | 6,469,000 | 5,671,000 | 100.0 | 84.1 | 69.8 | 61.2 |
| Jewellery stores | 26,662,600 | 21,265,000 | 16,959,000 | 15,723,000 | 100.0 | 79.3 | 63.6 | 59.0 |
| Office, school and store supplies and equipment dealers | 19,829,900 | 15,373,000 | 11,465,000 | 10,003,000 | 100.0 | 77.5 | 57.8 | 50.4 |
| Tobacco stores and stands | 30,702,800 | 27,157,000 | 23,864,000 | 21,505,000 | 100.0 | 88.5 | 77.7 | 70.0 |
| Government liquor stores | 100,694,600 | 86,375,000 | 67,107,000 | 54,368,000 | 100.0 | 85.8 | 66.6 | 54.5 |
| Brewers' warehouses | 14,894,400 | 13,569,000 | 10,590,000 | 9,756,000 | 100.0 | 91.1 | 71.1 | 65.5 |
| Unclassified kinds of business | 94,251,800 | 78,697,000 | 62,968,000 | 57,950,000 | 100.0 | 83.5 | 66.8 | 61.5 |

CANADA - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 4.--Number of Chains, Chain Stores, Total Chain Store Sales
and Percentage of Chain Store Sales to Total Sales

| Kind of Business | 1930 ⁽¹⁾ | 1931 | 1932 | 1933 |
|-----------------------------------|---------------------|---------------|---------------|---------------|
| All Stores, Total -- | | | | |
| Chains (number) | 518 | 506 | 486 | 461 |
| Chain stores (number) | 8,097 | 8,188 | 8,066 | 7,900 |
| Chain sales | \$ 487,336,000 | 434,015,200 | 360,630,100 | 328,736,700 |
| Total sales | \$2,755,569,900 | 2,325,732,000 | 1,917,219,000 | 1,776,884,000 |
| Percentage, chains to total. | 17.7 | 18.7 | 18.8 | 18.5 |
| Grocery and Combination Stores -- | | | | |
| Chains (number) | 66 | 69 | 71 | 75 |
| Chain stores (number) | 2,004 | 2,098 | 2,151 | 2,132 |
| Chain sales | \$ 119,498,600 | 117,099,500 | 104,442,600 | 98,606,500 |
| Total sales | \$ 405,403,400 | 360,872,000 | 315,825,000 | 297,306,000 |
| Percentage, chains to total. | 29.5 | 32.4 | 33.1 | 33.2 |
| Variety, 5-and-10, and to-a- | | | | |
| Dollar Stores -- | | | | |
| Chains (number) | 15 | 14 | 14 | 14 |
| Chain stores (number) | 313 | 329 | 339 | 348 |
| Chain sales | \$ 39,383,600 | 38,906,700 | 35,474,800 | 33,348,600 |
| Total sales | \$ 44,212,200 | 43,565,000 | 39,629,000 | 37,257,000 |
| Percentage, chains to total. | 89.1 | 89.3 | 89.5 | 89.5 |
| Filling Stations -- | | | | |
| Chains (number) | 28 | 27 | 26 | 30 |
| Chain stores (number) | 646 | 686 | 703 | 738 |
| Chain sales | \$ 14,875,300 | 15,552,200 | 14,705,800 | 14,071,100 |
| Total sales | \$ 66,449,300 | 60,195,000 | 54,091,000 | 47,842,000 |
| Percentage, chains to total. | 22.4 | 25.8 | 27.2 | 29.4 |
| Men's and Boys' Clothing and Fur- | | | | |
| nishings (including custom | | | | |
| tailors) -- | | | | |
| Chains (number) | 22 | 22 | 19 | 14 |
| Chain stores (number) | 176 | 179 | 148 | 125 |
| Chain sales | \$ 9,866,800 | 8,253,600 | 5,784,700 | 5,405,200 |
| Total sales | \$ 72,110,500 | 58,759,000 | 46,876,000 | 44,520,000 |
| Percentage, chains to total. | 13.7 | 14.0 | 12.3 | 12.1 |

(1) Figures for 1930 have been revised to provide for the reclassification of some stores by type of operation and the use of sales figures by firms instead of individual units.

CANADA - RETAIL MERCHANDISE TRADE. 1930 - 1933

Table 4.--Number of Chains, Chain Stores, Total Chain Store Sales
and Percentage of Chain Store Sales to Total Sales (Cont'd.)-

| Kind of Business | 1930(1) | 1931 | 1932 | 1933 |
|-------------------------------------------------|--------------|------------|------------|------------|
| Family Clothing Stores -- | | | | |
| Chains (number) | 13 | 13 | 12 | 12 |
| Chain stores (number) | 55 | 55 | 57 | 62 |
| Chain sales | \$ 4,746,600 | 4,425,100 | 3,873,700 | 6,722,000 |
| Total sales | \$42,144,100 | 36,976,000 | 31,845,000 | 31,593,000 |
| Percentage, chains to total. | 11.3 | 12.0 | 12.2 | 21.3 |
| Women's Apparel and Accessories Stores -- | | | | |
| Chains (number) | 28 | 25 | 19 | 15 |
| Chain stores (number) | 183 | 186 | 164 | 144 |
| Chain sales | \$ 8,584,800 | 6,828,100 | 5,093,700 | 4,029,400 |
| Total sales | \$69,806,000 | 61,236,000 | 49,405,000 | 44,688,000 |
| Percentage, chains to total. | 12.3 | 11.2 | 10.3 | 9.0 |
| Shoe Stores -- | | | | |
| Chains (number) | 17 | 18 | 19 | 22 |
| Chain stores (number) | 193 | 212 | 230 | 257 |
| Chain sales | \$ 7,702,700 | 7,687,500 | 7,094,800 | 7,114,800 |
| Total sales | \$35,908,000 | 32,259,000 | 27,802,000 | 26,284,000 |
| Percentage, chains to total. | 21.5 | 23.8 | 25.5 | 27.1 |
| Household Appliance Stores -- | | | | |
| Chains (number) | 19 | 17 | 17 | 16 |
| Chain stores (number) | 283 | 269 | 260 | 250 |
| Chain sales | \$10,282,000 | 7,682,400 | 6,216,800 | 5,299,700 |
| Total sales | \$17,798,200 | 14,247,000 | 10,886,000 | 9,209,000 |
| Percentage, chains to total. | 57.8 | 53.9 | 57.1 | 57.5 |
| Restaurants, Cafeterias and Eating Places -- | | | | |
| Chains (number) | 21 | 20 | 17 | 17 |
| Chain stores (number) | 252 | 245 | 224 | 221 |
| Chain sales | \$13,438,600 | 11,011,700 | 8,262,600 | 7,129,300 |
| Total sales | \$75,977,100 | 62,040,000 | 47,673,000 | 41,666,000 |
| Percentage, chains to total. | 17.7 | 17.7 | 17.3 | 17.1 |
| Drug Stores -- | | | | |
| Chains (number) | 31 | 32 | 32 | 25 |
| Chain stores (number) | 284 | 299 | 305 | 297 |
| Chain sales | \$13,971,300 | 13,584,600 | 12,520,000 | 11,001,300 |
| Total sales | \$76,848,900 | 70,510,000 | 63,818,000 | 57,068,000 |
| Percentage, chains to total. | 18.2 | 19.3 | 19.6 | 19.3 |

(1) Figures for 1930 have been revised to provide for the reclassification of some stores by type of operation and the use of sales figures by firms instead of individual units.

CANADA - RETAIL MERCHANDISE TRADE, 1930-1933

Table 5.--Comparison of Chain Store Sales and Total Sales, by Provinces

| | 1930 ⁽²⁾ | 1931 | 1932 | 1933 |
|-----------------------------|---------------------|---------------|---------------|---------------|
| Canada, Total -- | | | | |
| Total Sales, All Stores ... | \$2,755,569,900 | 2,325,732,000 | 1,917,219,000 | 1,776,884,000 |
| Chain sales | \$ 487,336,000 | 434,015,200 | 360,630,100 | 328,736,700 |
| Percentage, chains to total | 17.7 | 18.7 | 18.8 | 18.5 |
| Prince Edward Island -- | | | | |
| Total Sales, All Stores ... | \$ 13,773,700 | 11,466,000 | 9,141,000 | 8,742,000 |
| Chain sales | \$ 678,700 | 475,500 | 433,800 | 350,900 |
| Percentage, chains to total | 4.9 | 4.1 | 4.7 | 4.0 |
| Nova Scotia -- | | | | |
| Total Sales, All Stores ... | \$ 99,519,900 | 90,187,000 | 74,966,000 | 69,349,000 |
| Chain sales | \$ 12,163,300 | 15,867,000 | 13,378,300 | 11,715,500 |
| Percentage, chains to total | 12.2 | 17.6 | 17.8 | 16.9 |
| New Brunswick -- | | | | |
| Total Sales, All Stores ... | \$ 84,371,900 | 71,692,000 | 56,992,000 | 52,445,000 |
| Chain sales | \$ 11,958,700 | 10,469,200 | 8,511,900 | 7,581,300 |
| Percentage, chains to total | 14.2 | 14.6 | 14.9 | 14.5 |
| Quebec -- | | | | |
| Total Sales, All Stores ... | \$ 651,138,500 | 562,395,000 | 464,963,000 | 421,141,000 |
| Chain sales | \$ 117,100,400 | 105,739,900 | 86,059,200 | 73,398,300 |
| Percentage, chains to total | 18.0 | 18.8 | 18.5 | 17.4 |
| Ontario -- | | | | |
| Total Sales, All Stores ... | \$1,099,990,200 | 951,288,000 | 786,859,000 | 737,000,000 |
| Chain sales | \$ 214,391,300 | 195,362,900 | 163,814,600 | 150,997,700 |
| Percentage, chains to total | 19.5 | 20.5 | 20.8 | 20.5 |
| Manitoba -- | | | | |
| Total Sales, All Stores ... | \$ 189,243,900 | 154,690,000 | 131,415,000 | 120,322,000 |
| Chain sales | \$ 22,105,800 | 18,853,100 | 16,155,400 | 13,619,700 |
| Percentage, chains to total | 11.7 | 12.2 | 12.3 | 11.3 |
| Saskatchewan -- | | | | |
| Total Sales, All Stores ... | \$ 189,181,100 | 137,792,000 | 112,929,000 | 104,123,000 |
| Chain sales | \$ 34,056,300 | 24,409,300 | 20,750,700 | 20,755,200 |
| Percentage, chains to total | 18.0 | 17.7 | 18.4 | 19.9 |
| Alberta -- | | | | |
| Total Sales, All Stores ... | \$ 176,537,100 | 136,505,000 | 115,573,000 | 108,277,000 |
| Chain sales | \$ 24,918,500 | 20,288,100 | 17,577,900 | 17,269,500 |
| Percentage, chains to total | 14.1 | 14.9 | 15.2 | 15.9 |
| British Columbia -- | | | | |
| Total Sales, All Stores ... | \$ 248,597,500 | 206,807,000 | 162,179,000 | 153,719,000 |
| Chain sales | \$ 47,875,300 | 40,675,700 | 32,660,400 | 32,150,000 |
| Percentage, chains to total | 19.3 | 19.7 | 20.1 | 20.9 |

(1) Includes Yukon and Northwest Territories.

(2) Figures for 1930 have been revised to provide for the reclassification of some stores by type of operation.

CANADA - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 6.--Chains Classified According to Type of Operation, 1930 and 1933 Compared

| | 1930 ⁽¹⁾ | | | | 1933 | | | |
|-------------------------------------------------------------|------------------------|------------------------|-------------|----------------------------------------|------------------------|------------------------|-------------|----------------------------------------|
| | Number of chains | Number of stores | Sales | Per cent of total chain sales | Number of chains | Number of stores | Sales | Per cent of total chain sales |
| | | | \$ | | | | \$ | |
| All Chains, Total | 518 | 8,097 | 487,336,000 | 100.00 | 461 | 7,300 | 328,736,700 | 100.00 |
| Local chains | 200 | 1,257 | 64,465,200 | 13.23 | 181 | 1,261 | 44,660,500 | 13.59 |
| Provincial chains | 202 | 2,802 | 208,365,900 | 42.76 | 169 | 2,626 | 125,571,600 | 38.20 |
| Sectional chains | 57 | 1,577 | 72,373,400 | 14.85 | 64 | 1,573 | 56,618,500 | 17.22 |
| National chains | 59 | 2,461 | 142,131,500 | 29.16 | 47 | 2,440 | 101,886,100 | 30.99 |
| Grocery, Combination and Meat Market Chains, Total | 87 | 2,218 | 127,582,500 | 100.00 | 91 | 2,301 | 103,382,900 | 100.00 |
| Local chains | 54 | 388 | 17,296,600 | 13.56 | 53 | 441 | 17,083,600 | 16.33 |
| Provincial chains | 23 | 553 | 37,951,400 | 29.75 | 28 | 582 | 29,886,000 | 28.91 |
| Sectional chains | | | | | | | | |
| National chains | 10 | 1,277 | 72,334,500 | 56.69 | 10 | 1,278 | 56,413,300 | 54.76 |
| Drug Chains, Total | 31 | 284 | 13,971,500 | 100.00 | 29 | 297 | 11,001,300 | 100.00 |
| Local chains | 24 | 171 | 6,696,800 | 47.93 | 23 | 171 | 4,998,100 | 45.43 |
| Provincial chains | | | | | | | | |
| Sectional chains | 7 | 113 | 7,274,500 | 52.07 | 6 | 126 | 6,003,200 | 54.57 |
| National chains | | | | | | | | |
| Filling Station Chains, Total | 28 | 646 | 14,875,300 | 100.00 | 30 | 738 | 14,071,100 | 100.00 |
| Local chains | 9 | 53 | 1,617,900 | 10.88 | 11 | 55 | 1,560,000 | 11.09 |
| Provincial chains | 11 | 141 | 3,025,600 | 20.34 | 9 | 159 | 2,617,500 | 18.60 |
| Sectional chains | 5 | 144 | 3,044,900 | 20.47 | 6 | 191 | 3,676,300 | 26.13 |
| National chains | 3 | 308 | 7,186,900 | 48.31 | 4 | 333 | 6,217,300 | 44.18 |

(1) Figures for 1930 have been revised to provide for the reclassification of some stores by type of operation and the use of sales figures by firms instead of individual units.

CANADA - RETAIL MERCHANDISE TRADE, 1930-1933

Table 7.--Number of Voluntary Chains, Stores, Value of Purchases and Average Purchases Per Store

A. All Voluntary Chains

| Year | Number of Chains | Number of Stores | Total Purchases at Wholesale Prices | Average Purchases Per Store | Index of Purchases (1930 = 100) |
|------------|------------------------|------------------------|-------------------------------------------|-----------------------------------|---------------------------------------|
| | | | \$ | \$ | |
| 1930 | 24 | 4,485 | 22,783,372 | 5,080 | 100.0 |
| 1931 | 29 | 5,456 | 25,220,327 | 4,622 | 110.7 |
| 1932 | 30 | 6,207 | 26,364,548 | 4,248 | 115.7 |
| 1933 | 32 | 6,689 | 28,625,065 | 4,279 | 125.6 |

B. All Voluntary Food Chains

| | | | | | |
|------------|----|-------|------------|-------|-------|
| | | | \$ | \$ | |
| 1930 | 23 | 4,472 | 22,720,502 | 5,081 | 100.0 |
| 1931 | 26 | 5,198 | 23,626,795 | 4,545 | 104.0 |
| 1932 | 26 | 5,790 | 25,433,064 | 4,392 | 111.9 |
| 1933 | 27 | 6,025 | 26,725,418 | 4,436 | 117.6 |

C. Voluntary Food Chains - Type A

| | | | | | |
|------------|----|-------|------------|-------|-------|
| | | | \$ | \$ | |
| 1930 | 16 | 4,130 | 21,721,851 | 5,197 | 100.0 |
| 1931 | 18 | 4,807 | 22,209,172 | 4,620 | 102.2 |
| 1932 | 18 | 5,355 | 23,968,558 | 4,476 | 110.3 |
| 1933 | 19 | 5,554 | 25,250,771 | 4,546 | 116.3 |

D. Voluntary Food Chains - Type B

| | | | | | |
|------------|---|-----|-----------|-------|-------|
| | | | \$ | \$ | |
| 1930 | 7 | 292 | 993,651 | 3,420 | 100.0 |
| 1931 | 8 | 391 | 1,417,623 | 3,626 | 142.0 |
| 1932 | 8 | 435 | 1,464,506 | 3,367 | 146.7 |
| 1933 | 8 | 471 | 1,474,647 | 3,131 | 147.7 |

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