

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN

CANADA

1934



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DOMINION BUREAU OF STATISTICS - CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in Canada, 1934.

Retail trade in Canada for the year 1934 amounted to \$1,942,480,000, as compared with \$1,775,857,000 for the preceding year, according to calculations made by the Bureau of Statistics and based upon reports received for the annual Census of Merchandising and Service Establishments. The value of sales for 1934 was thus 9.4 per cent higher than the 1933 figure and it was also 1.4 per cent in excess of the amount recorded for 1932. Representing the total retail merchandise trade of the country for 1930 by 100, indexes of the dollar value of business for the following four years are 84.2 for 1931, 69.5 for 1932, 64.4 for 1933, and 70.5 for 1934.

Increases in the value of retail trade for 1934 were reported by all provinces, the largest increase over the preceding year, 11.4 per cent, being recorded for Nova Scotia and the smallest, 6.1 per cent, for Quebec. The various provinces, arranged in descending order of percentage increases in trade for 1934 over that for the preceding year, together with these percentage changes are as follows: Nova Scotia, 11.4 per cent; Alberta, 11.1 per cent; British Columbia, 10.9 per cent; Ontario, 10.9 per cent; New Brunswick, 10.8 per cent; Prince Edward Island, 8.7 per cent; Saskatchewan, 8.3 per cent; Manitoba, 7.2 per cent; and Quebec, 6.1 per cent.

Value of sales for 1934, when compared with the level of retail trade in 1930, was highest for Nova Scotia and lowest for Saskatchewan. Representing the value of retail trade for 1930 by 100, indexes of sales for 1934 for the various provinces arranged in descending order of indexes are as follows: Nova Scotia, 76.7; Ontario, 74.2; Prince Edward Island, 70.1; British Columbia, 69.0; Manitoba, 68.7; New Brunswick, 68.6; Quebec, 68.6; Alberta 68.2; and Saskatchewan, 59.0.

While increases in trade were general for practically all lines of business, the greatest gains over 1933 were made by the automotive group of establishments, the lumber and building materials group and the furniture and household group. The total business of motor vehicle dealers for 1934, including the sale of new and used vehicles, amounted to \$179,139,000, an increase of 37.9 per cent over the figure reported for 1933 and only 4.1 per cent below the amount recorded for 1931. Sales of lumber and building material dealers for 1934 showed an increase over the 1933 figure of 16.9 per cent. For furniture stores the increase was 16.0 per cent and for hardware stores, 12.1 per cent. Other kinds of business reporting marked upward movements in 1934, together with the percentage increases over 1933, are as follows: Household appliance stores, 24.8 per cent; office, school and store supplies and equipment dealers, 22.7 per cent; farmers supplies stores, 17.4 per cent; radio and music stores, 15.5 per cent; family clothing stores, 12.6 per cent; and men's clothing stores, 12.3 per cent.

Sales of grocery stores (including grocery stores with meat departments) were \$307,478,000 for 1934, an increase of 3.4 per cent over the sales figure of \$297,307,000 reported for the preceding year. The value of sales for meat markets (\$55,578,000) was 11.0 per cent higher than in 1933. Country general stores did a total business for 1934 amounting to \$167,216,000, while the value of sales for department stores for the same year was \$254,001,000. Increases in trade over 1933 for these two kinds of business were 10.6 per cent in the case of country general stores and 5.0 per cent for department stores.

13/12/35/1,000

Chain Stores and Sales.--There were 445 chain store companies in Canada during 1934 and these operated a total of 8,208 stores with \$548,384,200 sales. Chain store sales for 1934 formed 17.9 per cent of the total business of all stores for that year as compared with 18.5 per cent for 1933 and 17.7 per cent for 1930 which is the earliest year for which such data are available. These chain store figures relate to the business transacted by all firms operating four stores or over during 1934 exclusive only of department stores. For the Census of Merchandising and Service Establishments all department stores have been treated as independent establishments so that figures relating to ownership groups of department stores are not included in the chain store figures shown here.

In number of chains, number of stores and value of sales, chains are still of most importance in the grocery and combination store field. There were 74 grocery and combination store chains in 1934 and these operated 2,239 stores and had sales of \$100,874,900 or 32.8 per cent of the business transacted by all grocery and combination stores. The ratio of chain store sales to total sales for this kind of business in 1934 was slightly lower than that recorded for 1933 (33.3 per cent) thus indicating a somewhat smaller increase in business for chains than for independent stores.

There were 14 variety store chains in Canada in 1934 and these operated 372 stores with \$35,646,500 sales. Drug store chains numbered 29 and these operated 306 stores with sales amounting to \$11,594,000 or 19.5 per cent of the business of all drug stores for the year. Table 4 presents comparative figures for chains grouped according to kind of business for each year from 1930 to 1934 and shows the number of chains, number of chain stores, value of chain sales and ratio of chain store sales to total sales.

In interpreting the chain store ratios given here it must be remembered that all figures relate to the business done by stores classified according to kind of business and that they do not relate to the sales of specified commodities. Many stores sell groceries in addition to grocery stores, e.g., department stores, country general stores, fruit and vegetable stores. Thus, while Table 4 shows the proportion of grocery store sales made by grocery store chains, no information is available to show what proportion of the sales of grocery products through all retail outlets may be made by chains.

Voluntary Chains.--In addition to receiving data regarding the operations of the company chains reviewed in the preceding section, information was also secured from 31 voluntary chains which were operating in Canada in 1934. In that year there were 6,430 stores connected with these 31 groups and, while information regarding the value of sales for these stores is not available, data were secured to show that the value of purchases at wholesale prices from the affiliated wholesale companies amounted to \$30,021,219.

Included in the 31 chains for 1934 were 23 voluntary food chains with 5,659 individual stores. Purchases by these members made upon a co-operative basis and at wholesale prices amounted to \$26,842,228. In 1933 there were 27 voluntary food chains with 6,025 stores and purchases upon a co-operative basis in that year and at wholesale prices amounted to \$26,725,418. Thus, while there were fewer voluntary chains and 366 fewer members, the value of purchases increased by \$116,810, indicating a corresponding increase in average purchases per store.

Scope of Census.--This report on retail trade is based upon returns received from all chain stores and from a representative number of independent stores, giving comparative sales figures for 1933 and 1934. In all, including both chain and independent stores, the returns secured covered slightly more than 25,000 retail establishments and it is estimated that the business done in these stores formed approximately 70 per cent of the trade of all stores. The reports which have been received have been used to determine the most probable value of sales for those stores which do not report to the annual census. The figures given in this bulletin, therefore, relate to all retail trade and not to the business of the reporting firms only. Table 1 presents a summary of retail merchandise trade by provinces for the period 1930 to 1934. Table 2 shows the value of retail trade for each year from 1930 to 1934 for each of the several

kind-of-business classifications used in the Census of Merchandising. In Tables 3 and 4 comparisons are made between chain store sales and total sales. Table 3 shows chain store sales and total sales by provinces, while Table 4 makes a somewhat similar comparison for a number of selected kinds of business and shows the number of chains, number of chain stores, value of chain sales, total sales and ratio of chain store sales to total sales. Table 5 presents comparative figures for voluntary chains for the years 1930 to 1934. Table 6 presents a comparison of sales by commodity groups for department stores in 1933 and 1934. Supplementary tables are in course of preparation showing employment and wage figures, gross margin percentages and value of inventory on hand at the end of the year. A detailed analysis classifying employees engaged in retail trade on the basis of weekly wage payments is also being prepared

Comparison of Indexes of Retail Sales and Cost of Living Indexes

While the indexes of retail sales calculated for the Census of Merchandising show only the movements in the dollar volume of sales, it is recognized that during periods of rapid price changes such indexes cannot be taken as indicating the physical volume of retail trade. The total value of retail trade for each year from 1930 to 1934, together with indexes of sales (1930 = 100), are as follow:

<u>Year</u>	<u>Total Sales</u> \$	<u>Index of Sales</u> (1930 = 100)
1930	2,755,569,900	100.0
1931	2,319,935,000	84.2
1932	1,914,872,000	69.5
1933	1,775,857,000	64.4
1934	1,942,480,000	70.5

Changes in the dollar value of retail trade as recorded from year to year are the resultant of two factors: (1) variations in the physical quantity of goods purchased and (2) changes in price levels. To what extent price changes are effective in determining the level of retail trade for any period cannot be definitely stated due to the absence of price indexes so constructed as to be strictly comparable. While cost of living indexes are not constructed in such a way as to warrant their use as a correction for price changes in the 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
1934	79.3	70.4	91.6	75.6	75.1	92.7	76.4

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.

In comparing the indexes of retail sales for the period 1930 to 1934 with the Retail Price Indexes shown in the last column of the above table it should be remembered that figures for certain kinds of business are included in the former which are not included in the latter. In particular, automobile dealer establishments have considerable weight in determining the indexes of retail sales but commodities sold by these establishments are not included in the price indexes. It should also be remembered that the weighting system used in computing price indexes is based upon value of commodities sold while the retail sales figures are shown for stores classified according to kind of business. The lack of a series of price indexes comparable to retail sales by kinds of business precludes any accurate correction of dollar value of retail sales for price changes. Nevertheless, the general trends in the indexes for both dollar value of sales and for retail prices indicates that during the period 1930 to 1933 the physical volume of goods distributed did not decline to the same extent as the decrease in the value of sales. Great differences in the reduction in physical volume, as in value of sales, may be found for different groups of commodities.

CANADA RETAIL MERCHANDISE TRADE, 1934

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

	Total Net Sales					Index of Retail Sales (1930 = 100.0)					% of Change 1933- 1934
	Estimated					1930	1931	1932	1933	1934	
	1930	1931	1932	1933	1934						
	\$	\$	\$	\$	\$						
Canada, Total	2,755,569,900	2,319,935,000	1,914,872,000	1,775,857,000	1,942,480,000	100.0	84.2	69.5	64.4	70.5	+ 9.4
Prince Edward Island	13,773,700	11,538,000	9,261,000	8,873,000	9,649,000	100.0	83.8	67.2	64.4	70.1	+ 8.7
Nova Scotia	99,519,900	89,855,000	74,119,000	68,513,000	76,317,000	100.0	90.3	74.5	68.8	76.7	+11.4
New Brunswick	84,371,900	71,691,000	56,926,000	52,249,000	57,878,000	100.0	85.0	67.5	61.9	68.6	+10.8
Quebec	651,138,500	562,393,000	464,959,000	421,139,000	446,954,000	100.0	86.4	71.4	64.7	68.6	+ 6.1
Ontario	1,099,990,200	950,891,000	786,082,000	735,861,000	815,982,000	100.0	86.4	71.5	66.9	74.2	+10.9
Manitoba	189,243,900	153,978,000	131,025,000	121,224,000	129,968,000	100.0	81.4	69.2	64.1	68.7	+ 7.2
Saskatchewan	189,181,100	134,032,000	111,997,000	103,051,000	111,569,000	100.0	70.8	59.2	54.5	59.0	+ 8.3
Alberta	176,537,100	135,095,000	115,354,000	108,431,000	120,423,000	100.0	76.5	65.3	61.4	68.2	+11.1
British Columbia .	248,597,500	207,552,000	162,951,000	154,751,000	171,652,000	100.0	83.5	65.5	62.2	69.0	+10.9
Yukon and North- west Territories	3,216,100	2,910,000	2,198,000	1,765,000	2,088,000	100.0	90.5	68.3	54.9	64.9	+18.3

CANADA RETAIL MERCHANDISE TRADE, 1934

Table 2.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales					Index of Retail Sales (1930 = 100.0)					% of Change 1933-1934
	1930	1931	1932	1933	1934	1930	1931	1932	1933	1934	
Total, All Stores	2,755,569,900	2,319,935,000	1,914,872,000	1,775,857,000	1,942,480,000	100.0	84.2	69.5	64.4	70.5	+ 9.4
Food Group	615,476,100	535,179,000	461,401,000	432,257,000	452,456,000	100.0	87.0	75.0	70.2	73.5	+ 4.7
Bakery product stores (manufacturing bakeries not included)	11,027,600	9,697,000	8,002,000	7,727,000	8,343,000	100.0	87.9	72.6	70.1	75.7	+ 8.0
Candy and confectionery stores	54,176,100	43,933,000	36,661,000	33,010,000	33,880,000	100.0	81.1	67.7	60.9	62.5	+ 2.6
Dairy product dealers (other than manufacturing dairies)	37,173,900	33,309,000	28,491,000	26,690,000	28,868,000	100.0	89.6	76.6	71.8	77.7	+ 8.2
Fruit and vegetable stores	16,293,400	14,611,000	13,346,000	12,394,000	13,076,000	100.0	89.7	81.9	76.1	80.3	+ 5.5
Grocery and combination stores	405,403,400	360,873,000	315,825,000	297,307,000	307,478,000	100.0	89.0	77.9	73.3	75.8	+ 3.4
Meat markets (including sea foods)	83,026,200	66,035,000	53,595,000	50,090,000	55,578,000	100.0	79.5	64.6	60.3	66.9	+11.0
Other food stores	8,375,500	6,721,000	5,481,000	5,039,000	5,233,000	100.0	80.2	65.4	60.2	62.5	+ 3.8
Country General Stores	228,801,800	185,399,000	158,634,000	151,233,000	167,216,000	100.0	81.0	69.3	66.1	73.1	+10.6
General Merchandise Group	451,542,500	400,931,000	330,505,000	313,323,000	331,777,000	100.0	88.8	73.2	69.4	73.5	+ 5.9
Department stores	355,258,600	312,739,000	253,831,000	241,850,000	254,001,000	100.0	88.0	71.4	68.1	71.5	+ 5.0
Dry goods stores	31,705,600	27,555,000	22,976,000	21,000,000	23,006,000	100.0	86.9	72.5	66.2	72.6	+ 9.6
General merchandise stores	20,366,100	17,073,000	14,071,000	13,217,000	14,729,000	100.0	83.8	69.1	64.9	72.3	+11.4
Variety stores	44,212,200	43,564,000	39,627,000	37,256,000	40,041,000	100.0	98.5	89.6	84.3	90.6	+ 7.5
Automotive Group	381,959,300	297,830,000	234,729,000	217,496,000	268,025,000	100.0	78.0	61.5	56.9	70.2	+23.2
Motor vehicle dealers	253,607,900	186,876,000	136,370,000	129,889,000	179,139,000	100.0	73.7	53.8	51.2	70.6	+37.9
Accessories, tires and batteries	10,955,800	8,918,000	7,732,000	7,200,000	7,068,000	100.0	81.4	70.6	65.7	64.5	+ 1.8
Filling stations	66,449,300	60,465,000	54,401,000	48,278,000	48,337,000	100.0	91.0	81.9	72.7	72.3	- .5
Garages	47,559,800	38,967,000	34,208,000	30,230,000	31,640,000	100.0	81.9	71.9	63.6	66.5	+ 4.7
Other automotive establishments (includ- ing motorcycles, bicycles and supplies)	3,386,500	2,604,000	2,018,000	1,899,000	2,141,000	100.0	76.9	59.6	56.1	63.2	+12.7
Apparel Group	219,968,600	188,955,000	155,465,000	146,705,000	159,952,000	100.0	85.9	70.7	66.7	72.7	+ 9.0
Men's and boys' clothing and furnishings (includes custom tailors)	72,110,500	58,708,000	46,786,000	44,435,000	49,901,000	100.0	81.4	64.9	61.6	69.2	+12.3
Family clothing stores	42,144,100	37,009,000	31,818,000	31,582,000	35,575,000	100.0	87.8	75.5	74.9	84.4	+12.6
Women's apparel and accessories stores .	69,806,000	61,239,000	47,416,000	44,699,000	47,474,000	100.0	87.7	70.8	64.0	68.0	+ 6.2
Shoe stores	35,908,000	31,999,000	27,445,000	25,989,000	27,002,000	100.0	89.1	76.4	72.4	75.2	+ 3.9

CANADA RETAIL MERCHANDISE TRADE, 1934

Table 2.--Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.)

Kind of Business	Total Net Sales					Index of Retail Sales					% of Change 1933-1934
	1930	1931	1932	Estimated		(1930 = 100.0)					
				1933	1934	1930	1931	1932	1933	1934	
	\$	\$	\$	\$	\$						
Building Materials Group ..	162,237,100	129,056,000	96,242,000	83,245,000	94,230,000	100.0	79.5	59.3	51.3	58.5	+14.0
Hardware stores	70,891,700	59,316,000	47,335,000	42,732,000	47,917,000	100.0	83.7	66.8	60.3	67.6	+12.1
Lumber and building materials	66,200,700	48,356,000	34,811,000	29,331,000	34,302,000	100.0	73.0	52.6	44.3	51.8	+16.9
Other building materials (including roofing materials)	9,596,800	8,455,000	4,876,000	3,417,000	4,054,000	100.0	88.1	50.8	35.6	42.2	+18.6
Electrical shops (without radio) }	15,547,900	12,728,000	9,220,000	7,765,000	8,657,000	100.0	83.2	59.3	49.9	55.7	+11.5
Heating and plumbing shops											
Paint and glass stores											
Furniture and Household Group	101,665,900	82,264,000	58,887,000	50,727,000	59,577,000	100.0	80.9	57.9	49.9	58.6	+17.4
Furniture stores	41,016,500	34,963,000	25,930,000	23,073,000	26,765,000	100.0	85.2	63.2	56.3	65.3	+16.0
Household appliance stores	17,798,200	14,243,000	10,883,000	9,203,000	11,491,000	100.0	80.0	61.1	51.7	64.6	+24.8
Other home furnishings (including floor coverings, curtains, etc.)	8,957,000	6,864,000	5,161,000	5,006,000	5,797,000	100.0	76.6	57.6	55.9	64.7	+15.8
Radio and music stores	33,894,200	26,194,000	16,913,000	13,440,000	15,524,000	100.0	77.3	49.9	39.7	45.8	+15.5
Restaurants, Cafeterias and Eating Places	75,977,100	62,041,000	47,673,000	41,667,000	44,087,000	100.0	81.7	62.7	54.8	53.0	+ 5.8
Other Retail Stores	517,939,500	438,280,000	371,336,000	339,204,000	364,460,000	100.0	84.6	71.7	65.5	70.4	+ 7.4
Farmers' supplies	45,760,600	35,810,000	30,423,000	29,160,000	34,239,000	100.0	78.3	66.5	63.7	74.8	+17.4
Book stores	8,837,500	7,426,000	6,070,000	5,405,000	5,622,000	100.0	84.0	68.7	61.2	63.6	+ 4.0
Coal and wood yards	86,046,800	76,296,000	70,675,000	70,384,000	71,690,000	100.0	88.7	82.1	81.8	83.3	+ 1.9
Ice dealers	4,144,900	4,064,000	3,386,000	3,063,000	3,021,000	100.0	98.0	81.7	73.9	72.9	- 1.4
Drug stores	76,848,900	70,610,000	63,989,000	57,253,000	59,458,000	100.0	91.9	83.3	74.5	77.4	+ 3.9
Florists	9,264,700	7,699,000	6,405,000	5,570,000	5,905,000	100.0	83.1	69.1	60.1	63.7	+ 6.0
Jewellery stores	26,662,600	20,960,000	16,396,000	15,047,000	16,819,000	100.0	78.6	61.5	56.4	63.1	+11.8
Office, school and store supplies and equipment dealers	19,829,900	15,373,000	11,463,000	10,003,000	12,269,000	100.0	77.5	57.8	50.4	61.9	+22.7
Tobacco stores and stands	30,702,800	27,183,000	23,879,000	21,586,000	22,551,000	100.0	88.5	77.8	70.3	73.4	+ 4.5
Government liquor stores	100,694,600	86,375,000	67,106,000	54,869,000	56,207,000	100.0	85.8	66.6	54.5	55.8	+ 2.4
Brewers' warehouses	14,894,400	13,569,000	10,590,000	9,756,000	14,087,000	100.0	91.1	71.1	65.5	94.6	+44.4
Taverns	10,424,900	9,613,000	7,625,000	6,491,000	6,348,000	100.0	92.2	73.1	62.3	60.9	- 2.2
Unclassified kinds of business	83,826,900	63,302,000	53,329,000	50,620,000	56,244,000	100.0	75.5	63.6	60.4	67.1	+11.1

Note:- In a number of instances figures for the years 1931 to 1933 have been revised.

CANADA RETAIL MERCHANDISE TRADE, 1934

Table 3.--Comparison by Provinces of Chain Store Sales and Total Sales, 1930-1934.

	1930	1931	1932	1933	1934
CANADA, TOTAL ¹ -					
Total sales	2,755,569,900	2,319,935,000	1,914,872,000	1,775,857,000	1,942,480,000
Chain sales	487,336,000	434,199,700	360,806,200	328,902,600	348,384,200
% chains to total	17.7	18.7	18.8	18.5	17.9
Prince Edward Island -					
Total sales	13,773,700	11,538,000	9,261,000	8,873,000	9,649,000
Chain sales	678,700	475,500	433,800	350,900	409,500
% chains to total	4.9	4.1	4.7	4.0	4.2
Nova Scotia -					
Total sales	99,519,900	89,855,000	74,119,000	68,513,000	76,317,000
Chain sales	12,163,300	15,867,000	13,378,300	11,715,500	12,577,600
% chains to total	12.2	17.7	18.0	17.1	16.5
New Brunswick -					
Total sales	84,371,900	71,691,000	56,926,000	52,249,000	57,878,000
Chain sales	11,958,700	10,469,200	8,511,900	7,581,300	8,620,400
% chains to total	14.2	14.6	15.0	14.5	14.9
Quebec -					
Total sales	651,138,500	562,393,000	464,959,000	421,139,000	446,954,000
Chain sales	117,100,400	105,739,900	86,059,200	73,398,300	73,091,100
% chains to total	18.0	18.8	18.5	17.4	16.4
Ontario -					
Total sales	1,099,990,200	950,891,000	786,082,000	735,861,000	815,982,000
Chain sales	214,391,300	195,362,900	163,814,600	150,908,000	162,096,400
% chains to total	19.5	20.5	20.8	20.5	19.9
Manitoba -					
Total sales	189,243,900	153,978,000	131,025,000	121,224,000	129,968,000
Chain sales	22,105,800	18,853,100	16,155,400	13,619,700	15,108,200
% chains to total	11.7	12.2	12.3	11.2	11.6
Saskatchewan -					
Total sales	189,181,100	134,032,000	111,997,000	103,051,000	111,569,000
Chain sales	34,056,300	24,409,300	20,750,700	20,755,200	22,103,900
% chains to total	18.0	18.2	18.5	20.1	19.8
Alberta -					
Total sales	176,537,100	135,095,000	115,354,000	108,431,000	120,423,000
Chain sales	24,918,500	20,268,100	17,577,900	17,269,500	19,248,000
% chains to total	14.1	15.0	15.2	15.9	16.0
British Columbia -					
Total sales	248,597,500	207,552,000	162,951,000	154,751,000	171,652,000
Chain sales	47,875,300	40,860,200	32,063,500	32,405,600	33,896,600
% chains to total	19.3	19.7	20.2	20.9	19.7

¹ Includes Yukon and Northwest Territories.

CANADA RETAIL MERCHANDISE TRADE, 1934

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

	1930	1931	1932	1933	1934
ALL STORES, TOTAL -					
Chains	518	506	486	461	445
Stores (maximum) ..	8,504	8,557	8,398	8,230	8,208
Stores (average) ..	8,097	8,188	8,066	7,900	7,804
Chain sales \$	487,336,000	434,199,700	360,806,200	328,902,600	348,384,200
Total sales \$	2,755,569,900	2,319,935,000	1,914,872,000	1,775,857,000	1,942,480,000
% chains to total	17.7	18.7	18.8	18.5	17.9
Grocery and Combination Stores -					
Chains	66	69	71	75	74
Stores (maximum) ..	2,127	2,193	2,232	2,221	2,239
Chain sales \$	119,498,600	117,284,000	104,618,700	98,862,100	100,874,900
Total sales \$	405,403,400	360,873,000	315,825,000	297,307,000	307,478,000
% chains to total	29.5	32.5	33.1	33.3	32.8
Variety, 5-and-10, and to-a-dollar Stores -					
Chains	15	14	14	14	14
Stores (maximum) ..	327	340	348	356	372
Chain sales \$	39,383,600	38,906,700	35,474,800	33,348,600	35,646,500
Total sales \$	44,212,200	43,564,000	39,627,000	37,256,000	40,041,000
% chains to total	89.1	89.3	89.5	89.5	89.0
Filling Stations -					
Chains	28	27	26	30	27
Stations(maximum) ..	743	729	757	837	845
Chain sales \$	14,875,300	15,552,200	14,705,800	14,071,100	14,638,000
Total sales \$	66,449,300	60,465,000	54,401,000	48,278,000	48,037,000
% chains to total	22.4	25.7	27.0	29.1	30.5
Men's and Boys' Clothing and Furnishings (includes custom tailors) -					
Chains	22	22	19	14	13
Stores (maximum) ..	191	189	162	135	151
Chain sales \$	9,866,800	8,253,600	5,784,700	5,405,200	5,961,600
Total sales \$	72,110,500	58,708,000	46,786,000	44,435,000	49,901,000
% chains to total	13.7	14.1	12.4	12.2	11.9
Family Clothing Stores -					
Chains	13	13	12	12	12
Stores (maximum) ..	58	59	62	63	70
Chain sales \$	4,746,600	4,425,100	3,873,700	6,722,000	7,407,700
Total sales \$	42,144,100	37,009,000	31,818,000	31,582,000	35,575,000
% chains to total	11.3	12.0	12.2	21.3	20.8
Women's Apparel and Accessories Stores -					
Chains	28	25	19	15	15
Stores (maximum) ..	203	213	185	148	171
Chain sales \$	8,584,800	6,828,100	5,093,700	4,029,400	4,506,800
Total sales \$	69,806,000	61,239,000	49,416,000	44,699,000	47,474,000
% chains to total	12.3	11.1	10.3	9.0	9.5
Shoe Stores -					
Chains	17	18	19	22	22
Stores (maximum) ..	203	221	237	274	303
Chain sales \$	7,702,700	7,687,500	7,094,800	7,114,800	8,037,400
Total sales \$	35,908,000	31,999,000	27,445,000	25,989,000	27,002,000
% chains to total	21.5	24.0	25.9	27.4	29.8

CANADA RETAIL MERCHANDISE TRADE, 1934

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

	1930	1931	1932	1933	1934
Lumber and Building Material Dealers -					
Chains	46	48	45	42	42
Stores (maximum)	1,035	997	928	883	877
Chain sales	\$10,597,500	13,077,000	10,969,500	9,535,700	10,570,000
Total sales	\$66,200,700	48,356,000	34,811,000	29,331,000	34,302,000
% chains to total	26.1	27.0	31.6	32.4	30.8
Furniture Stores -					
Chains	8	9	9	9	8
Stores (maximum)	96	90	95	84	80
Chain sales	\$ 9,367,900	7,558,600	5,038,200	4,317,400	5,131,000
Total sales	\$41,016,500	34,963,000	25,930,000	23,073,000	26,765,000
% chains to total	22.8	21.6	19.4	18.7	19.2
Restaurants, Cafeterias and Eating Places -					
Chains	21	20	17	17	15
Stores (maximum)	262	269	257	240	225
Chain sales	\$13,430,600	11,011,700	8,262,600	7,129,300	6,792,200
Total sales	\$75,977,100	62,041,000	47,673,000	41,667,000	44,807,000
% chains to total	17.7	17.7	17.3	17.1	15.4
Drug Stores -					
Chains	31	32	32	29	29
Stores (maximum)	292	306	313	301	306
Chain sales	\$13,971,300	13,504,600	12,520,000	11,001,300	11,594,000
Total sales	\$76,040,900	70,610,000	63,989,000	57,253,000	59,450,000
% chains to total	18.2	19.2	19.6	19.2	19.5
Office, School and Store Supplies and Equipment Dealers -					
Chains	16	14	14	11	12
Stores (maximum)	173	161	159	144	139
Chain sales	\$11,134,200	8,443,000	6,237,100	5,332,100	6,613,300
Total sales	\$19,029,900	15,373,000	11,463,000	10,003,000	12,269,000
% chains to total	56.1	54.9	54.4	53.3	53.9
Tobacco Stores and Stands -					
Chains	9	9	10	9	11
Stores (maximum)	215	228	235	234	230
Chain sales	\$ 7,000,700	6,984,700	6,220,400	5,446,200	5,652,500
Total sales	\$30,702,000	27,183,000	23,079,000	21,506,000	22,551,000
% chains to total	25.4	25.7	26.1	25.2	25.1

Table 5.--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	4,405	22,783,372	5,000	100.0
1931	29	5,456	25,220,327	4,622	110.7
1932	30	6,207	26,364,540	4,240	115.7
1933	32	6,609	28,625,065	4,279	125.6
1934	31	6,430	30,021,219	4,669	131.8

B. All Voluntary Food Chains

1930	23	4,472	22,720,502	5,061	100.0
1931	26	5,190	23,626,795	4,545	104.0
1932	26	5,790	25,433,064	4,392	111.9
1933	27	6,025	26,725,410	4,436	117.6
1934	23	5,659	26,042,220	4,743	118.1

CANADA RETAIL MERCHANDISE TRADE, 1934

Table 6.--Sales by Commodity Groups for Department Stores, 1933 and 1934

Department	Sales in 1933	Sales in 1934	% of Change
Total Sales, All Departments	241,850,000	254,001,000	+ 5.0
Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingorio, etc.)	55,035,200	57,859,400	+ 5.1
Automotive supplies (including tires, batteries, automotive parts)	1,157,400	1,326,800	+14.6
Cafeterias and restaurants (including fountain and lunch rooms)	4,266,100	4,325,700	+ 1.4
Clothing and furnishings, men's and boys' (including hats and caps)	20,564,900	30,702,700	+ 7.5
Drugs and toilet articles and preparations (including cameras and photographic supplies)	7,595,500	7,472,500	- 1.6
Dry goods and notions (including piece goods - silks, woollens, cottons, linens - ribbons, laces, embroideries, buttons, thread, patterns, yarns) ...	23,972,100	25,050,300	+ 4.5
Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.)	1,991,700	2,120,300	+ 6.9
Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables)	29,495,900	28,863,000	- 2.1
Furniture (including mattresses, springs)	11,017,700	11,976,000	+ 8.7
Hardware and kitchen utensils (including paints, wallpaper)	8,029,000	8,535,900	+ 6.3
Home furnishings (draperies, curtains, bedding, table linen, china, glassware, pictures, window shades, floor coverings)	19,024,800	21,022,900	+10.5
Household appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps)	4,651,600	5,087,400	+ 9.4
Jewellery and optical goods (including clocks, watches, silverware, plated ware)	4,325,800	4,748,100	+ 9.8
Leather goods and travelling goods (including purses and hand-bags)	2,376,500	2,655,400	+11.7
Millinery	3,574,500	3,769,200	+ 5.4
Radios, musical instruments, and supplies	3,412,500	3,588,800	+ 5.2
Shoes and other footwear (men's, women's and children's)	19,667,000	20,243,200	+ 2.9
Sporting goods (including bicycles, toys, games)	4,425,100	4,761,800	+ 7.6
Stationery, books and magazines	3,816,200	3,980,300	+ 4.3
Receipts from repair or service departments, not in- cluded elsewhere (such as hairdressing, electrical contracting, fur storage, interior decorating)	2,462,600	2,511,100	+ 2.0
Miscellaneous merchandise	2,987,900	3,382,600	+13.2



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