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CANADA
DOMINION BUREAU OF STATISTICS
CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE
IN
CANADA
1935

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DOMINION BUREAU OF STATISTICS - CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in Canada, 1935

Reflecting a continuation of the generally upward trend in consumer purchasing evident since the spring of 1933, total retail sales in Canada increased by 5 per cent in 1935 over 1934, according to final tabulations for the annual Census of Merchandising and Service Establishments. Sales totalled \$2,035,817,000 in 1935 compared with \$1,941,470,000 in 1934 and \$1,775,618,000 in 1933. The gain in 1935, while less pronounced than that of the preceding year, is significant in that the earlier improvement was consolidated and, notably in the automotive trade and in other lines of business dealing chiefly in luxury or semi-luxury lines of merchandise, considerably extended. A direct comparison between 1935 and 1933 reveals an improvement of 15 per cent. Retail sales were also 6 per cent higher in 1935 than in 1932 but were 6 per cent below 1931 and 26 per cent below the 1930 level.

Variations in the dollar value of retail trade from year to year reflect the net composite effect of changes in quantities of goods purchased and changes in retail prices. The Bureau's retail price index advanced but .6 per cent in 1935 from 1934. While these price indexes are not so constructed as to make an exact comparison possible, it is evident that the increased retail trade in 1935 was due largely to increased consumption rather than to any appreciable raising of the price level.

Trends by Economic Divisions.—Increases in retail trade in 1935, while generally reported, varied considerably in extent in the different provinces. British Columbia reported almost twice the Dominion average increase of 4.9 per cent, sales in that province advancing by 9.1 per cent; the Prairie Provinces came second with an advance of 6.3 per cent, increases for each of the three provinces varying but little from the average for the economic division as a whole. The Maritime Provinces were up by 5.4 per cent; Ontario came next with an improvement of 4.1 per cent, followed by Quebec with an increase of 3.3 per cent.

Trends by Kinds of Business.—Increases of varying degree over 1934 were reported for each of the 40 individual kind-of-business classifications for which separate figures are shown in the reports of the annual Census of Merchandising excepting only "Accessories, tires and batteries", in which case a slight reduction of 1.3 per cent was recorded. Especially noteworthy was the improvement shown for motor vehicle dealers whose aggregate sales of \$216,309,000 in 1935 were 20.7 per cent higher than the amount recorded in 1934. This sales figure for motor vehicle dealers covers total receipts from all sources, including the sale of new and used vehicles, tires and accessories, gas and oil, and receipts from repair and service operations conducted by these establishments. The addition of activities subsidiary to the sale of new motor vehicles has a stabilizing influence upon the total trade of motor vehicle dealers. New motor vehicle sales alone showed a much greater increase over

1934 than that recorded for the trade as a whole. Another series of reports shows that altogether 100,961 new motor vehicles sold in Canada for \$101,285,655 in 1935, these figures indicating increases of 38 per cent in number and 34 per cent in value as compared with corresponding data for 1934.

The furniture and household group was second in point of view of increased business over 1934 and the building materials group was third. Furniture store sales of \$29,229,000 were up by 9.2 per cent; household appliance stores with \$12,454,000 sales recorded an even greater improvement of almost 16 per cent, while radio and music store sales of \$17,516,000 were up by 12.8 per cent. Hardware store sales of \$50,043,000 were up by 4.4 per cent; lumber and building material dealers did a total business of \$36,904,000, an increase over the preceding year of 7.6 per cent.

Indicative of the continued improvement in business conditions is the increased trade reported by dealers in office, school and store supplies and equipment; total sales for this group were \$13,746,000 in 1935, or 12 per cent higher than the amount recorded for 1934. Substantial gains for other lines of business were as follows: jewellery stores, 8.4 per cent; men's and boys' clothing and furnishing stores, 6.5 per cent, and family clothing stores, 6.0 per cent.

A significant feature of the results of the 1935 census and the factor mainly responsible for the comparatively moderate gain in the total retail trade of the country in 1935 over 1934 is the relatively small increase recorded by lines of business dealing chiefly in staple lines of merchandise and whose sales form a large part of the grand total. In the grocery and combination store field, substantial increases of 8 per cent and 6 per cent in British Columbia and Alberta respectively were modified by minor increases in the Maritimes, Manitoba and Saskatchewan and by practically unchanged conditions in Ontario and Quebec, resulting in a net increase of only 1.5 per cent for the Dominion as a whole. Sales of grocery and combination stores were \$312,197,000 in 1935 compared with \$307,478,000 in 1934.

Country general store sales of \$172,456,000 were 3.1 per cent higher than in 1934 while department store sales of \$258,653,000 showed a smaller increase of 1.8 per cent. Women's apparel and accessories store sales were up by .2 per cent, while shoe store sales recorded an increase of 1.6 per cent. Drug store sales were up by 3.2 per cent, tobacco store sales by 2.6 per cent, and Government liquor store sales showed an increase of 1.1 per cent.

It should be clearly understood that all retail sales figures mentioned above relate to stores classified according to a broad kind-of-business grouping and not to commodity sales. For example, grocery stores sell other lines of goods in addition to strictly grocery items. On the other hand, groceries are sold in other kinds of stores than grocery stores; country general stores, department stores, variety stores, and candy and confectionery stores sell large quantities of these items.

Chain Stores and Sales.—The chain store classification includes all groups of four stores or over (excluding only department stores) under the same ownership or management and carrying on the same or similar kinds of business. For the Census of Merchandising, all department stores are considered as independent establishments. Ownership groups of department stores, irrespective of the number of individual units operated, are considered as independents rather than as chains.

There were 445 chain store companies in 1935 with 8,022 unit stores and \$364,129,800 sales. This amount formed 17.9 per cent of the total retail trade of the country, the ratio of chain to total sales remaining unchanged from the preceding

year. There were also 445 chains in 1934 and these operated 8,208 units and had \$347,186,100 sales. The smaller number of units in 1935 together with increased sales indicates the closing out of some of the weaker units and improved business on the part of the continuing stores.

The proportion of chain sales to total sales in 1935 was greatest in Ontario and smallest in Prince Edward Island and varied but slightly in any province from 1934. The ratios of chain to total sales for the several provinces, arranged in descending order of chain ratios in 1935, with 1934 figures in brackets, follow: Ontario, 20.2 (19.8); British Columbia, 19.9 (19.7); Saskatchewan, 19.1 (19.8); Nova Scotia, 16.9 (16.6); Quebec, 15.8 (16.3); Alberta, 15.3 (15.8); New Brunswick, 14.8 (14.6); Manitoba, 11.4 (11.5), and Prince Edward Island, 4.7 (4.3).

Comparison of Indexes of Retail Sales and Cost of Living Indexes

Reference to the effect of price changes upon variations in the value of retail trade was made at the beginning of this introduction. A more detailed comparison between the trends in sales and retail prices is made below. The total value of retail trade for each year from 1930 to 1935, together with indexes of sales (1930 = 100) are as follows:

<u>Year</u>	<u>Total Sales</u> \$	<u>Index of Sales</u> (1930 = 100)
1930	2,755,569,900	100.0
1931	2,319,852,000	84.2
1932	1,914,698,000	69.5
1933	1,775,618,000	64.4
1934	1,941,470,000	70.5
1935	2,035,817,000	73.9

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
1935	79.9	71.4	90.7	76.8	75.3	92.8	76.8

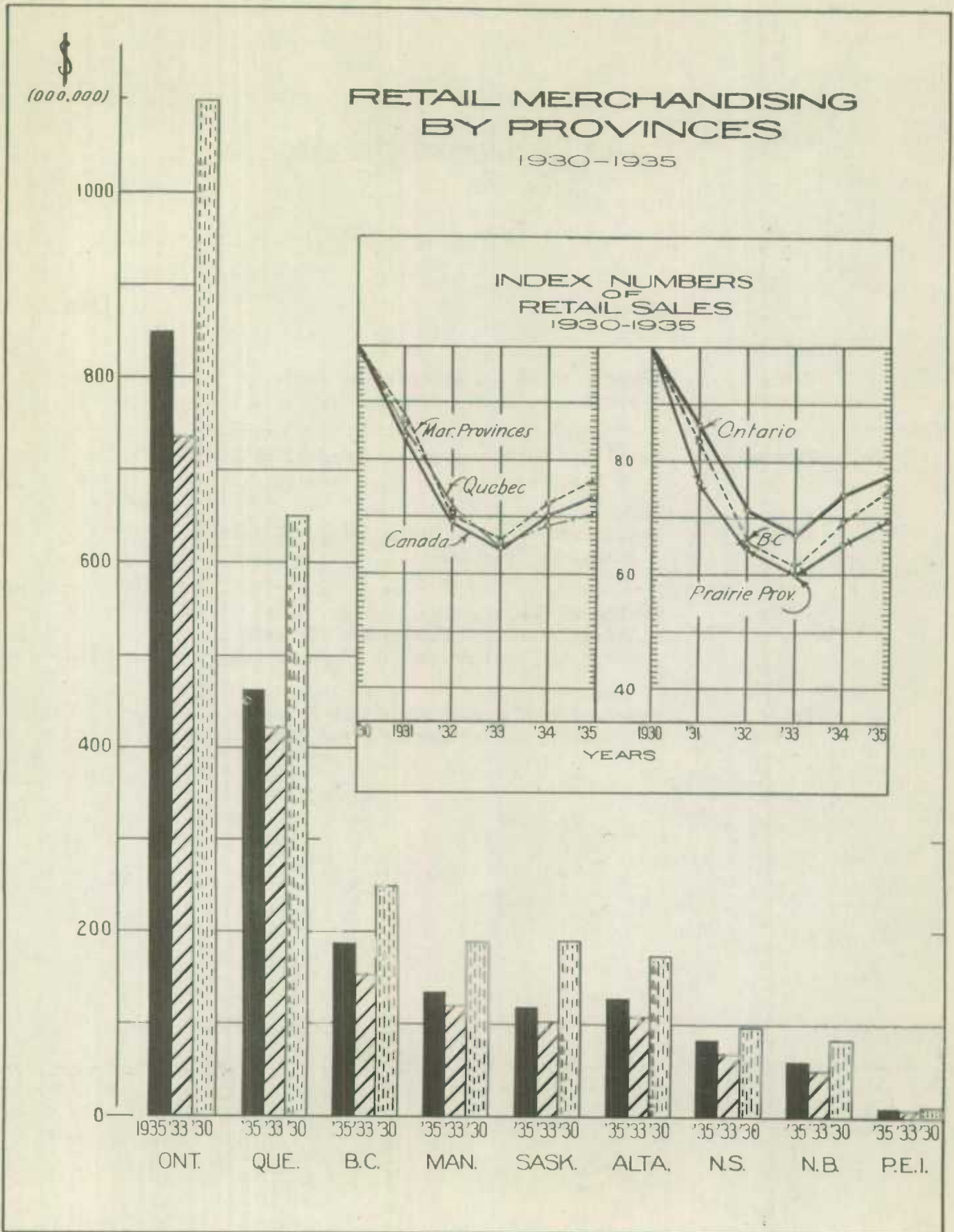
Separate price indexes are shown for food, fuel, rent and clothing. The sundries index indicates the price changes in a miscellaneous group of commodities, together with the variations in costs of certain services, such as theatre costs, insurance, doctors' and dentists' fees, hospital charges and laundry. 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.

In comparing the indexes of retail sales for the period 1930 to 1935 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 must also be remembered that the whole weighting system used in computing the Bureau's Indexes of Retail Prices is based on an estimated aggregate consumption in Canada, including a proportion which does not pass through the channels of distribution covered by the Census of Merchandising. 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 anything like the extent indicated by the decrease in the value of sales. Great differences in variations in physical volume, as in value of sales, may be found for different groups of commodities.

Description of Method Used in Constructing Indexes of Retail Sales

Figures for the basic year 1930 as shown in this report were secured for the Census of Merchandising and Service Establishments, 1931, when returns were sent in by every retail firm in the country. Total sales figures for years subsequent to 1930 are computed from the 1930 figures as base together with trends in sales derived from returns secured each year from all chain stores and from a representative number of independent establishments. In all, including both chains and independents, reports have been received from more than 25,000 retail stores and it is estimated that these transacted approximately two-thirds of the total retail trade of the country in 1935. The reports which have been secured have been used in determining the most probable value of sales of those firms which do not report to the annual census. The sales figures given in this bulletin, therefore, relate to the total estimated retail trade of the country and not only to those units from which returns have been secured.

It is, therefore, evident that figures presented in this report for the years 1931 to 1935 are estimates based on indexes computed from returns of a sample number of firms. The chief factor which may not be reflected in the sales indexes is variation in trade due to changes in the number of stores in operation. No information is available to show the extent to which firms going out of business have been replaced by new stores of a similar nature. The natural tendency of the method is to underestimate the extent of the decline in business during a period of recession and likewise to underestimate the extent of the recovery when the cycle turns upward once more. However, it is believed that for the total retail trade as a whole and for most of the individual kind-of-business classifications this factor does not seriously affect the accuracy of the results presented herein.



CANADA - RETAIL MERCHANDISE TRADE, 1935

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CANADA - RETAIL MERCHANDISE TRADE, 1935

Table 1.—Summary of Retail Merchandise Trade, by Provinces, 1930 - 1935

Province	Total Net Sales				Indexes of Retail Sales (1930 = 100)						% of Change, 1934-1935
	1930	1933(1)	1934(1)	1935	1930	1931	1932	1933	1934	1935	
	\$	\$	\$	\$							
CANADA, Total ..	2,755,569,900	1,775,618,000	1,941,470,000	2,035,817,000	100.0	84.2	69.5	64.4	70.5	73.9	+ 4.9
Prince Edward Island	13,773,700	8,873,000	9,649,000	9,886,000	100.0	83.8	67.2	64.4	70.1	71.8	+ 2.5
Nova Scotia ...	99,519,900	68,274,000	76,124,000	80,409,000	100.0	90.2	74.3	68.6	76.5	80.8	+ 5.6
New Brunswick .	84,371,900	52,249,000	58,016,000	61,318,000	100.0	85.0	67.5	61.9	68.8	72.7	+ 5.7
Quebec	651,138,500	421,139,000	447,093,000	461,864,000	100.0	86.4	71.4	64.7	68.7	70.9	+ 3.3
Ontario	1,099,990,200	735,861,000	814,994,000	848,014,000	100.0	86.4	71.5	66.9	74.1	77.1	+ 4.1
Manitoba	189,243,900	121,224,000	129,847,000	137,533,000	100.0	81.4	69.2	64.1	68.6	72.7	+ 5.9
Saskatchewan ..	189,181,100	103,051,000	111,637,000	119,137,000	100.0	70.8	59.2	54.5	59.0	63.0	+ 6.7
Alberta	176,537,100	108,431,000	120,413,000	128,202,000	100.0	76.5	65.3	61.4	68.2	72.6	+ 6.5
British Columbia	248,597,500	154,751,000	171,609,000	187,257,000	100.0	83.5	65.5	62.2	69.0	75.3	+ 9.1
Yukon and Northwest Territories .	3,216,100	1,765,000	2,088,000	2,197,000	100.0	90.5	68.3	54.9	64.9	68.3	+ 5.2

(1) In some instances, figures for 1933 and 1934 have been revised.

CANADA - RETAIL MERCHANDISE TRADE, 1935

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

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated		Indexes of Retail Sales (1930 = 100)						% of Change, 1934-1935
	Number(1) of Stores	Total Net Sales	1934(2)	1935	1930	1931	1932	1933	1934	1935	
		\$	\$	\$							
Total, All Stores	125,003	2,755,569,900	1,941,470,000	2,035,817,000	100.0	84.2	69.5	64.4	70.5	73.9	+ 4.9
Food Group	44,665	615,476,100	452,195,000	464,961,000	100.0	86.9	74.9	70.2	73.5	75.5	+ 2.8
Bakery product stores (manufacturing baker- ies not included) ...	1,213	11,027,600	8,343,000	8,883,000	100.0	87.9	72.6	70.1	75.7	80.6	+ 6.5
Candy and confectionery stores	8,981	54,176,100	33,880,000	35,202,000	100.0	81.1	67.7	60.9	62.5	65.0	+ 3.9
Dairy product dealers (other than manufac- turing dairies)	3,483	37,173,900	28,607,000	31,027,000	100.0	89.4	76.2	71.2	77.0	83.5	+ 8.5
Fruit and vegetable stores	1,515	16,293,400	13,076,000	13,360,000	100.0	89.7	81.9	76.1	80.3	82.0	+ 2.2
Grocery and combina- tion stores	23,328	405,403,400	307,478,000	312,197,000	100.0	89.0	77.9	73.3	75.8	77.0	+ 1.5
Meat markets (includ- ing sea foods)	5,379	83,026,200	55,578,000	58,712,000	100.0	79.5	64.6	60.3	66.9	70.7	+ 5.6
Other food stores	766	8,375,500	5,233,000	5,580,000	100.0	80.2	65.4	60.2	62.5	66.6	+ 6.6
Country General Stores	11,915	228,803,800	167,216,000	172,456,000	100.0	81.0	69.3	66.1	73.1	75.4	+ 3.1
General Merchan- dise Group	2,974	451,542,500	331,777,000	339,860,000	100.0	88.8	73.2	69.4	73.5	75.3	+ 2.4
Department stores	148	355,258,600	254,001,000	258,653,000	100.0	88.0	71.4	68.1	71.5	72.8	+ 1.8
Dry goods stores	1,899	31,705,600	23,006,000	23,365,000	100.0	86.9	72.5	66.2	72.6	73.7	+ 1.6
General merchandise stores	414	20,366,100	14,729,000	15,433,000	100.0	83.8	69.1	64.9	72.3	75.8	+ 4.8
Variety stores	513	44,212,200	40,041,000	42,409,000	100.0	98.5	89.6	84.3	90.6	95.9	+ 5.9
Automotive Group.	13,194	381,959,300	268,025,000	306,437,000	100.0	78.0	61.5	56.9	70.2	80.2	+ 14.3
Motor vehicle dealers.	2,736	253,607,900	179,139,000	216,309,000	100.0	73.7	53.8	51.2	70.6	85.3	+ 20.7
Accessories, tires and batteries	532	10,955,800	7,068,000	6,975,000	100.0	81.4	70.6	65.7	64.5	63.7	- 1.3
Filling stations	5,503	66,449,300	48,037,000	48,987,000	100.0	91.0	81.9	72.7	72.3	73.7	+ 2.0

(1) and (2): See footnotes on page 10.

CANADA - RETAIL MERCHANDISE TRADE, 1935

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

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated		Indexes of Retail Sales (1930 = 100)						% of Change, 1934-1935
	Number(1) of Stores	Total Net Sales	1934(2)	1935	1930	1931	1932	1933	1934	1935	
		\$	\$	\$							
Automotive Group (Cont'd.) -											
Garages	4,140	47,559,800	31,640,000	31,784,000	100.0	81.9	71.9	63.6	66.5	66.8	+ 0.5
Other automotive estab- lishments (including motorcycles, bicycles and supplies)	283	3,386,500	2,141,000	2,382,000	100.0	76.9	59.6	56.1	63.2	70.3	+ 11.3
Apparel Group ...	10,474	219,968,600	159,952,000	165,864,000	100.0	85.9	70.7	66.7	72.7	75.4	+ 3.7
Men's and boys' cloth- ing and furnishings (includes custom tailors)	3,969	72,110,500	49,901,000	53,166,000	100.0	81.4	64.9	61.6	69.2	73.7	+ 6.5
Family clothing stores	1,149	42,144,100	35,575,000	37,702,000	100.0	87.8	75.5	74.9	84.4	89.5	+ 6.0
Women's apparel and accessories	3,715	69,806,000	47,474,000	47,565,000	100.0	87.7	70.8	64.0	68.0	68.1	+ 0.2
Shoe stores	1,641	35,908,000	27,002,000	27,431,000	100.0	89.1	76.4	72.4	75.2	76.4	+ 1.6
Building Mater- ials Group	6,035	162,237,100	94,930,000	100,567,000	100.0	79.5	59.3	51.3	58.5	62.0	+ 5.9
Hardware stores	3,001	70,891,700	47,917,000	50,043,000	100.0	83.7	66.8	60.3	67.6	70.6	+ 4.4
Lumber and building material dealers	1,825	66,200,700	34,302,000	36,904,000	100.0	73.0	52.6	44.3	51.8	55.7	+ 7.6
Other building mater- ials (including roof- ing materials)	183	9,596,800	4,054,000	4,495,000	100.0	88.1	50.8	35.6	42.2	46.8	+ 10.9
Electrical shops (without radio)											
Heating and plumbing) shops	1,026	15,547,900	8,657,000	9,125,000	100.0	83.2	59.3	49.9	55.7	58.7	+ 5.4
Paint and glass stores)											

(1) and (2): See footnotes on page 10.

CANADA - RETAIL MERCHANDISE TRADE, 1935

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

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated		Indexes of Retail Sales (1930 = 100)						% of Change, 1934-1935
	Number(1) of Stores	Total Net Sales	1934(2)	1935	1930	1931	1932	1933	1934	1935	
		\$	\$	\$							
Furniture and Household Group.	3,188	101,665,900	58,828,000	65,071,000	100.0	80.9	57.9	49.9	57.9	64.0	+ 10.6
Furniture stores	1,101	41,016,500	26,765,000	29,229,000	100.0	85.2	63.2	56.3	65.3	71.3	+ 9.2
Household appliance stores	590	17,798,200	10,742,000	12,454,000	100.0	80.0	61.1	51.7	60.4	70.0	+ 15.9
Other home furnishings (including floor coverings, curtains, etc.)	559	8,957,000	5,797,000	5,872,000	100.0	76.6	57.6	55.9	64.7	65.6	+ 1.3
Radio and music stores	938	33,894,200	15,524,000	17,516,000	100.0	77.3	49.9	39.7	45.8	51.7	+ 12.8
Restaurants, Cafeterias and Eating Places	5,609	75,977,100	44,087,000	45,825,000	100.0	81.7	62.7	54.8	58.0	60.3	+ 3.9
Other Retail Stores	26,949	517,939,500	364,460,000	374,776,000	100.0	84.6	71.7	65.5	70.4	72.4	+ 2.8
Farmers' supply stores	2,951	45,760,600	34,239,000	35,309,000	100.0	78.3	66.5	63.7	74.8	77.2	+ 3.1
Book stores	358	8,837,500	5,622,000	5,898,000	100.0	84.0	68.7	61.2	63.6	66.7	+ 4.9
Coal and wood yards ..	2,071	86,046,800	71,690,000	72,486,000	100.0	88.7	82.1	81.8	83.3	84.2	+ 1.1
Drug stores	3,559	76,848,900	59,458,000	61,353,000	100.0	91.9	83.3	74.5	77.4	79.8	+ 3.2
Florists	689	9,264,700	5,905,000	6,097,000	100.0	83.1	69.1	60.1	63.7	65.8	+ 3.3
Jewellery stores	1,532	26,662,600	16,819,000	18,238,000	100.0	78.6	61.5	56.4	63.1	68.4	+ 8.4
Office, school and store supplies and equipment dealers ...	395	19,829,900	12,269,000	13,746,000	100.0	77.5	57.8	50.4	61.9	69.3	+ 12.0
Tobacco stores and stands	2,420	30,702,800	22,551,000	23,129,000	100.0	88.5	77.8	70.3	73.4	75.3	+ 2.6
Government liquor stores	651	100,694,600	56,207,000	56,830,000	100.0	85.8	66.6	54.5	55.8	56.4	+ 1.1
Unclassified kinds of business	12,323	113,291,100	79,700,000	81,690,000	100.0	79.9	66.1	61.7	70.3	72.1	+ 2.5

(1) The numbers of stores are shown only for 1930. Since total sales figures for later years are calculated from returns from a sample number of firms, the total numbers for these years are not known. See page 4 for explanation of methods of calculation.

(2) In some instances, figures for 1934 have been revised.

CANADA - RETAIL MERCHANDISE TRADE, 1935

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

	1930	1933(2)	1934(2)	1935
CANADA, Total ⁽¹⁾ --				
Total sales	\$2,755,569,900	1,775,618,000	1,941,470,000	2,035,817,000
Chain sales	\$ 487,336,000	328,902,600	347,186,100	364,129,800
%, chains to total	17.7	18.5	17.9	17.9
Prince Edward Island --				
Total sales	\$ 13,773,700	8,873,000	9,649,000	9,886,000
Chain sales	\$ 678,700	350,900	411,100	460,200
%, chains to total	4.9	4.0	4.3	4.7
Nova Scotia --				
Total sales	\$ 99,519,900	68,274,000	76,124,000	80,409,000
Chain sales	\$ 12,163,300	11,715,500	12,613,200	13,623,300
%, chains to total	12.2	17.2	16.6	16.9
New Brunswick --				
Total sales	\$ 84,371,900	52,249,000	58,016,000	61,318,000
Chain sales	\$ 11,958,700	7,581,300	8,493,700	9,055,900
%, chains to total	14.2	14.5	14.6	14.8
Quebec --				
Total sales	\$ 651,138,500	421,139,000	447,093,000	461,864,000
Chain sales	\$ 117,100,400	73,398,300	72,946,100	72,810,300
%, chains to total	18.0	17.4	16.3	15.8
Ontario --				
Total sales	\$1,099,990,200	735,861,000	814,994,000	848,014,000
Chain sales	\$ 214,391,300	150,908,000	161,586,300	171,540,000
%, chains to total	19.5	20.5	19.8	20.2
Manitoba --				
Total sales	\$ 189,243,900	121,224,000	129,847,000	137,533,000
Chain sales	\$ 22,105,800	13,619,700	14,942,100	15,630,600
%, chains to total	11.7	11.2	11.5	11.4
Saskatchewan --				
Total sales	\$ 189,181,100	103,051,000	111,637,000	119,137,000
Chain sales	\$ 34,056,300	20,755,200	22,104,000	22,788,800
%, chains to total	18.0	20.1	19.8	19.1
Alberta --				
Total sales	\$ 176,537,100	108,431,000	120,413,000	128,202,000
Chain sales	\$ 24,918,500	17,269,500	19,059,400	19,656,400
%, chains to total	14.1	15.9	15.8	15.3
British Columbia --				
Total sales	\$ 248,597,500	154,751,000	171,609,000	187,257,000
Chain sales	\$ 47,875,300	32,405,600	33,797,700	37,218,800
%, chains to total	19.3	20.9	19.7	19.9

(1) Includes Yukon and Northwest Territories.

(2) In some instances, figures for 1933 and 1934 have been revised.

CANADA - RETAIL MERCHANDISE TRADE, 1935

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

	1930	1933(1)	1934(1)	1935
ALL STORES, TOTAL -				
Chains	518	461	445	445
Stores (maximum) .	8,504	8,230	8,208	8,022
Stores (average) .	8,097	7,900	7,804	7,666
Chain sales	\$ 487,336,000	328,902,600	347,186,100	364,129,800
Total sales	\$2,755,569,900	1,775,618,000	1,941,470,000	2,035,817,000
% , chains to total	17.7	18.5	17.9	17.9
Grocery and Combination Stores -				
Chains	66	75	74	73
Stores (maximum) .	2,127	2,221	2,239	2,151
Chain sales	\$ 119,498,600	98,862,100	100,874,900	101,418,400
Total sales	\$ 405,403,400	297,307,000	307,478,000	312,197,000
% , chains to total	29.5	33.3	32.8	32.5
Variety, 5-and-10, and to-a-dollar Stores -				
Chains	15	14	14	14
Stores (maximum) .	327	356	372	390
Chain sales	\$ 39,383,600	33,348,600	35,646,500	37,914,000
Total sales	\$ 44,212,200	37,256,000	40,041,000	42,409,000
% , chains to total	89.1	89.5	89.0	89.4
Filling Stations -				
Chains	28	30	27	27
Stations (maximum)	743	837	845	747
Chain sales	\$ 14,875,300	14,071,100	14,638,000	12,407,600
Total sales	\$ 66,449,300	48,278,000	48,037,000	48,987,000
% , chains to total	22.4	29.1	30.5	25.3
Men's and Boys' Clothing and Furnishings (includes custom tailors) -				
Chains	22	14	13	14
Stores (maximum) .	191	135	151	163
Chain sales	\$ 9,866,800	5,405,200	5,961,600	6,615,100
Total sales	\$ 72,110,500	44,435,000	49,901,000	53,166,000
% , chains to total	13.7	12.2	11.9	12.4
Family Clothing Stores -				
Chains	13	12	12	12
Stores (maximum) .	58	63	70	69
Chain sales	\$ 4,746,600	6,722,000	7,407,700	7,829,000
Total sales	\$ 42,144,100	31,582,000	35,575,000	37,702,000
% , chains to total	11.3	21.3	20.8	20.8
Women's Apparel and Accessories Stores -				
Chains	28	15	15	18
Stores (maximum) .	203	148	171	169
Chain sales	\$ 8,584,800	4,029,400	4,506,800	4,904,200
Total sales	\$ 69,806,000	44,699,000	47,474,000	47,565,000
% , chains to total	12.3	9.0	9.5	10.3

(1) See footnote on page 13.

CANADA RETAIL MERCHANDISE TRADE, 1935

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

	1930	1933(1)	1934(1)	1935
Shoe Stores -				
Chains	17	22	22	24
Stores (maximum) ..	203	274	303	313
Chain sales	\$ 7,702,700	7,114,800	8,037,400	8,447,200
Total sales	\$35,908,000	25,989,000	27,002,000	27,431,000
%, chains to total	21.5	27.4	29.8	30.8
Lumber and Building Material Dealers -				
Chains	46	42	42	38
Yards (maximum) ..	1,035	883	877	828
Chain sales	\$18,597,500	9,505,700	10,570,800	11,197,000
Total sales	\$66,200,700	29,331,000	34,302,000	36,904,000
%, chains to total	28.1	32.4	30.8	30.3
Furniture Stores -				
Chains	8	9	8	8
Stores (maximum) ..	96	84	80	68
Chain sales	\$ 9,367,900	4,317,400	5,131,000	4,546,300
Total sales	\$41,016,500	23,073,000	26,765,000	29,229,000
%, chains to total	22.8	18.7	19.2	15.6
Restaurants, Cafeterias and Eating Places -				
Chains	21	17	15	13
Stores (maximum) ..	262	240	225	209
Chain sales	\$13,438,600	7,123,300	6,792,200	6,584,600
Total sales	\$75,977,100	41,667,000	44,087,000	45,825,000
%, chains to total	17.7	17.1	15.4	14.4
Drug Stores -				
Chains	31	29	29	29
Stores (maximum) ..	292	301	306	311
Chain sales	\$13,971,300	11,001,300	11,594,000	12,164,100
Total sales	\$76,848,900	57,253,000	59,458,000	61,353,000
%, chains to total	18.2	19.2	19.5	19.8
Office, School and Store Supplies and Equipment Dealers -				
Chains	16	11	12	12
Stores (maximum) ..	173	144	139	141
Chain sales	\$11,134,200	5,332,100	6,613,300	7,482,500
Total sales	\$19,829,900	10,003,000	12,269,000	13,746,000
%, chains to total	56.1	53.3	53.9	54.4
Tobacco Stores and Stands -				
Chains	9	9	11	11
Stores (maximum) ..	215	234	238	241
Chain sales	\$ 7,800,700	5,446,200	5,652,500	5,736,700
Total sales	\$30,702,800	21,586,000	22,551,000	23,129,000
%, chains to total	25.4	25.2	25.1	24.8

(1) In some instances, figures for 1933 and 1934 have been revised.

CANADA - RETAIL MERCHANDISE TRADE. 1935

Table 5.—Comparison of Department Store Sales by Commodity Groups for 1934 and 1935

Department	Sales in 1934 \$	Sales in 1935 \$	% of Change
Total Sales, All Departments ..	254,001,000	258,653,000	+ 1.8
Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.)	57,314,000	58,704,000	+ 2.4
Automotive supplies (including tires, batteries, automotive parts)	1,322,000	1,297,000	- 1.9
Cafeterias and restaurants (including fountain and lunch rooms)	4,328,000	4,443,000	+ 2.7
Clothing and furnishings, men's and boys' (including hats and caps)	30,703,000	31,797,000	+ 3.6
Drugs and toilet articles and preparations (including cameras and photographic supplies)	7,536,000	7,390,000	- 1.9
Dry goods and notions, including piece goods - silks, woollens, cottons, linens (other than bed or table linens) - ribbons, laces, embroideries, buttons, thread, patterns, yarns	25,685,000	25,677,000	(1)
Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.)	2,130,000	2,075,000	- 2.6
Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables) .	28,907,000	28,296,000	- 2.1
Furniture (including mattresses, springs)	11,827,000	12,150,000	+ 2.7
Hardware and kitchen utensils (including paints, wallpaper)	8,524,000	8,590,000	+ 0.8
Home furnishings - draperies, curtains, bedding (including bed linen, blankets), table linen, china, glassware, pictures, window shades, floor coverings	20,502,000	21,768,000	+ 6.2
Household appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps)	5,341,000	5,913,000	+ 10.7
Jewellery and optical goods (including clocks, watches, silverware, plated ware)	5,166,000	4,993,000	- 3.3
Leather goods and travelling goods (including purses and hand-bags)	2,742,000	2,794,000	+ 1.9

(1) Less than .1 per cent change.

CANADA - RETAIL MERCHANDISE TRADE, 1935

Table 5.—Comparison of Department Store Sales by Commodity Groups for 1934 and 1935 (Cont'd.) -

Department	Sales in 1934 \$	Sales in 1935 \$	% of Change
Millinery	3,771,000	3,712,000	- 1.6
Radios, musical instruments, and supplies	3,459,000	3,935,000	+ 13.8
Shoes and other footwear (men's, women's and children's)	20,147,000	19,768,000	- 1.9
Sporting goods (including bicycles, toys, games)	4,479,000	4,657,000	+ 4.0
Stationery, books and magazines	4,032,000	4,161,000	+ 3.2
Receipts from repair or service departments, not included elsewhere (such as hairdressing, electrical contracting, fur storage, in- terior decorating)	2,804,000	2,808,000	+ 0.1
Miscellaneous merchandise	3,282,000	3,725,000	+ 13.5

0.3

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