Published by Authority of the HON. W.D. ELLER, M.P. Minister of Trade and Commerce.

CANADA<br>DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

## RETAIL MERCHANDISE TRADE

## IN

## CANADA

1936


Published by Authority of the HON. W. D. EULER, M.P.,
Minister of Trade and Commerce.

DOMINION BUREAU OF STATISTICS - CANADA<br>Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)<br>Internal Trade Branch<br>Chief: H. Marshall, B.A., F.S.S.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

## Retail Merchandise Trade in Canada, 1936

The gradual but steady upward movement which has characterized the trend in consumer purchasing in Canada since the spring of 1933 was continued throughout 1936 when the dollar value of retail trade reached a total of $\$ 2,202,202,000$, exceuding by 7.2 per cent the 8 mount recorded for 1935, according to final calculations based on returns secured for the annual Census of Herchandising Establishments. This compares with $\$ 2,755,569,900$ for 1930 , the first year for which data are available. The three years following 1930 witnessed successive percentage declines of 15.8 per cent in 1931, 17.2 per cent in 1932 and 7.1 per cent in 1933, sales for the latter year totalling $\$ 1,785,768,000$ or 35.2 per cent below the 1930 figure. An improvement of 9.7 per cent over the mid-depression year wes recorded in 1934 and was followed by a further gain of 4.8 per cent in 1935. The more substantial improvement of 7.2 per cent in 1936 as compared with that in the preceding year may be attributed partly to an exceptionally good Christmas trade, partly to a more rapid rise in retail prices and partly to an extension of the trade revival to lines of business which had been slower in responding to the upward movement. A direct comparison between 1936 and 1933 indicates an improvement of 23.3 per cent although dollar sales were still about 20 per cent below the 1930 level.

The Bureau's retail price index advanced but 0.5 per cent between 1934 and 1935 while in the following year an increase of 2.3 per cent was recorded. While these price indexes are not so con. ructed as to make an exact comparison between dollar sales and retail prices possible, they do give some indication of the extent to which the sales figures are influenced by variations in price levels.

## Trends for Economic Divisions and Provinces

Improvement in general retail trade conditions as indicated by inter-year comparisons for 1935 and 1936 extended to all sections of the country. British Columbia, which reported the best improvement in 1935 relative to 1934 , recorded a further gain of 10.3 per cent in 1936. Ontario sales were up by 6.4 per cent while increases for the other three economic divisions were fairly uniform at 8.2 per cent for the Maritime Provinces, 7.3 per cent for Quebec and 7.1 per cent for the Prairie Provinces. Within the Maritime Provinces group, Prince Edward Island reported the best improvement, major gains for country general stores and automotive establishwents largely accounting for an increase of 14.6 per cent in the retail trade of the province as a whole. New Brunswick came next with a gain of 8.6 per cent followed by Nova Scotia with 7.2 per cent. Saskatchewan reported the greatest increase in the Prairie Provinces group, an increase of 9.2 per cent over 1935 being recorded. Manitoba came next with an increace of 6.9 per cent while Alberta sales were up by 5.5 per cent.

## Trends by Kinds of Business

A significant feature of the results of the 1936 survey is the greater uniformity in the degree to which all lines of trade shared in the general improvement. Although motor vehicle dealers again reported a greater increase in 1936 over the preceding year than did any other line of business, this expension in the automotive trade was a factor of lesser importance in raising the general level of retail trade in 1936 than in previous years. Aggregate business of motor vehicle dealers, including receipts from repair and service operations in addition to those from the sale of gas, oil, accessories, tires and batteries as well as new and used motor vehicles, averaged 16.1 per cent greater in 1936 then in 1935. Inter-year comparisons for the two preceding periods showed a gain of 20.7 per cent for 1935 and 37.9 per cent for 1934 . The subsidiary business of motor deulers tends to fluctuate to a much smaller degree during different phases of the business cycle than does the sale of new motor vehicles. During the early depression years receipts from the sale of new vehicles fell off to a much greater extent than did receipts from these subsidiary activities. New vehicle receipts have also increased at a greater rate during the past few years of recovery. During the period 1935-1936 the percentage increases for the two divisions were about equal, another series of reports showing that 115,759 new motor vehicles sold for $\$ 120,049,297$ in Canada last year, these figures revealing increases of 14.1 per cent in number of units and 18.0 per cent in walue of sales as compared with the 16.1 per cent increase for the business of motor vehicle dealers as a whole.

The lumber and building materials group and the furniture and household group of stores also reported substantial increases in dollar sales. Hardware store sales were up 7.9 per cent while retail dealers in lumber and building materials reported a gain of 14.6 per cent. Radio and music store sales were up 11.8 per cent; furniture stores, 10.3 per cent, and household appliance stores, 7.8 per cent.

Department store sales increased 5.7 per cent while stores dealing in a general line of merchandise - located in small towns and rural areas and classified as "Country General Stores" .. reported 6.0 per cent more business than in 1935. Variety store sales advanced 9.1 per cent bringing the total value of sales for this type of store 4.7 per cent above the amount recorded for the year 1930 .

The apparel group of stores did 5.7 per cent more business than in 1935, individual lines of business within the group showing increases of 7.0 per cent for men's clothing stores, 6.6 per cent for family clothing stores, 4.4 per cent for stores specializing in women's apparel and 4.2 per cent for shoe stores.

More stable conditions obtaining in the retail food trade during the 1930's compared with those lines of business dealing in luxury or more durable lines of merchandise is reflected again in the more moderate advance in sales for stores specializing in the distribution of food products. The increase for grocery and combination stores conbined was comparatively uniform for all provinces and averaged 4.2 per cent for the Dominion as a whole. Heat market sales advanced 3.2 per cent, the effect of the increase in meat prices being partially offset by the transfer of business from meat markets to stores of the combination type. Sales for the food group as a whole were up 4.3 per cent.

Increases for stores in the miscellaneous group include a gain of 13.9 per cent for office, school and store supplies and equipment dealers, 8.9 per cent for jewellery stores, 5.9 per cent for tobscco stores, 4.8 per cent for coel and rood yards and 4.4 per cent for drug stores.

## Chain Stores and Sales

The year 1936 witnessed a very slight expansion in the importance of the position held by the corporate chain as compared with the preceding year. In 1955 there were 445 chain companies with 8,022 unit stores whose sales amounted to $\$ 364,129,800$ or 17.7 per cent of the total retail trade. In 1936 the number of chains increased to 457 and these operated a total of 8,124 stores with $\$ 394,935,000$ sales, this amount forming 17.9 per cent of the annual business for that year. Ratios of chain store to total sales for earlier years are 17.7 per cent for 1934, 18.4 per cent for $1933,18.8$ per cent for 1932, 18.7 per cent for 1931 and 17.7 per cent for 1930.

Comparison of chain ratios by provinces for 1935 and 1936 show mixed trends. Ratios of chain sales to total sales in the various provinces for 1936 with figures for 1935 in brackets are as follows: Prince Edward Island, 4.4 p.c. ( 4.6 p.c.); Nova Scotia, 17.2 p.c.(16.8 p.c.); New Brunswick, 16.1 p.c. ( 14.7 p.c.); Quebec, 16.0 p.c. (15.7 p.c.); Ontario, 19.9 poc. ( 20.0 p.c.); Manitoba, 11.2 p.c. (11. 2 p.c.); Saskatchewan, 18.4 p.c. ( 19.1 p.c. $)$; British Columbia, 19.8 p.c. (19.8 p.c.). The chain store category as used in the Census of Merchandising includes the various prowincial government liquor stores. A change in the method of reporting by the Alberta Liquor Board, to include beer sales at wholesale prices to licensees with liquor store sales, prevents a legitimate comperison of chain ratios in this province. In 1935 the ratio was 15.2 per cent; in 1936 the ratio was 17.7 per cent; but part of the increase must be attributed to the factor already mentioned.

Chains in the grocery and combination store field numbered 75 in 1936 and these operated 2,172 stores whose total sales were $\$ 107,345,900$ or 33.0 per cent of the business done by all grocery and combination stores. Chains secured 32.5 per cent of the total business in this field in 1935 through 2,151 outlets belonging to 73 different companies. In the main, only minor changes were recorded in the proportion of total business secured by chains in each of the lines of trade in which the corporate chain is an important factor.

The chain store classification includes all groups of four stores or over (excluding only depertment 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.

## Trend in Department Store Sales by Departments

In addition to reporting aggregate dollar sales on an annual basls, the various depertment stores also reported comparative sales data for 1935 and 1936 for broad onmodity groups. Some interest attaches to a comparison of year-to-year ratios of sales for these groups with corresponding results for specialty stores. Specialty stores in the clothing group roported somewhat better increases in 1.936 over 1935 than those recorded by clothing departments of department stores. Grocery and combination store sales increased by 4.2 per cent in the same period while sales of food departments of depertment stores remained practically unchanged. On the other hand, the furniture, household appliances, and radio and musical instrument departments of department stores had better increases then those reported by specialty stores specializing in corresponding lines of merchandise. It must be remembered, however, that specialty stores, in addition to carrying specialty lines, also deal in a number of subsidlary lines of merchandise for which there is a more uniform market and sales of which tend to reduce the fluctuations in aggregate sales from year to year for specialty stores as a whole. Comparison of the two serles for some groups is shown below while a comparison of department store sales by departments is given in Table 5.

Percentage change in sales between 1935 and 1935 for specialty stores and for corresponding departinents of department stores:

| Percentage Increase, $1935-1936$ |  |
| :---: | :---: |
| Specialty | Department |
| Stores | Stores |
|  | $\%$ |
| 7.0 | 5.4 |
| 4.4 | 4.0 |
| 4.2 | 3.0 |
| 4.2 | 0.4 |
| 10.3 | 16.7 |
| 7.8 | 22.9 |
| 11.8 | 17.2 |

## 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 1936 , together with indexes of sales ( $1930=100$ ), are as follows:

| Year |  | Totel Sales | $\frac{\text { Index of Sales }}{(1930=100)}$ |
| :---: | :---: | :---: | :---: |
| 1930 | $\ldots \ldots \ldots$ | $2,755,569,900$ | 100.0 |
| 1931 | $\ldots \ldots \ldots$ | $2,320,963,000$ | 84.2 |
| 1932 | $\ldots \ldots \ldots$ | $1,922,066,000$ | 69.8 |
| 1933 | $\ldots \ldots \ldots$ | $1,785,768,000$ | 64.8 |
| 1934 | $\ldots \ldots \ldots$ | $1,959,754,000$ | 71.1 |
| 1935 | $\ldots \ldots \ldots$ | $2,053,699,000$ | 74.5 |
| 1936 | $\ldots \ldots \ldots$ | $2,202,202,000$ | 79.9 |

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 comperison purposes, have been adjusted to make the 1930 figure equal 100 .

Index Numbers of Retail Prices, Rents and Costs of Services, Canade $(1930=100)$

|  | Total <br> Index | Food <br> Index | Fuel <br> Index | Rent Index | Clothing Index | Sundries <br> Index | Retall Price Index (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 | 82.0 | 65.2 | 95.5 | 89.4 | 77.0 | 95.2 | 75.1 |
| 1933 | 78.1 | 64.6 | 91.6 | 80.4 | 71.5 | 93.2 | 72.5 |
| 1934 | 79.2 | 70.4 | 91.6 | 75.6 | 74.2 | 92.7 | 76.2 |
| 1935 | 79.7 | 71.4 | 90.7 | 76.8 | 74.4 | 92.8 | 76.6 |
| 1936 | 81.3 | 74.4 | 90.5 | 79.0 | 75.1 | 92.7 | 78.4 |

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 couparing the indexes of retail sales for the period 1980 to 1936 with the Retall 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 retall sales but commodities sold by these establishments are not included in the price indexes. It must also be remembered that the whole wefghting system used in computing the Burean's Indexes of Retall 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 retall 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.

## Descristion of Method Used in Constructing Indexes of Retall 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 27,000 retail stores and it is estimated that these transacted approximately two-thirds of the total retall trade of the country in 1936. The remorts 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 1936 are estimates based on indexes computed from returns from a sample number of firms. The chlef factor which may not be reflected in the sales indexes is variation in trace 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. This factor is of chief importance in certain kinds of business dealing chlefly in durable or luxury lines of merchandise such as automobile dealers, furniture stores, radio and music stores. On the other hand, there is evidence to show that the total number of gasoline filling stations has increased during the period under review. For this reason the trend in sales for gasoline filling stations has been re-computed on the basis of gallonage figures as reported to the provincial governments and retail gasoline prices rather than on the basis of the business of those stations reporting to the annual survey of retail trade. In spite of the limitations attending the methods of calculation, it is believed that a fair degree of accuracy attends the results for the total retail trade as whole and for most of the individual lines of business for which figures are shown.

## List of Tables

Page
Table 1 - Sumary of Retail Merchandise Trade by Provinces, 1930 - 1936 ..... 8
Table 2 - Total Net Sales and Sales Indexes, by Kinds of Business ..... 9
Table 3 - Comparison of Chain Store Sales and Total Sales, by Provinces ..... 12
Table 4 - Number of Chains, Chain Stores, TotalChain Store Sales, and Percentage ofChain Store Sales to Total Sales, byKinds of Business 00000.0 .0000000013
Table 5 - Comparison of Department Store Sales by Commodity Groups for 1935 and 1936 。 ..... 15


Table 1.--Summary of Retail Merchandise Trade, by Provinces, 1930-1936

| Province | Total Net Sales |  |  | (Estimated) (1) | Indexes of Retail Sales$(1930-100)$ |  |  |  |  |  |  | \% of Change, 1956/1935 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1930 | 1933 | 1935 | 1936 | 1930 | 1981 | 1952 | 1933 | 1934 | 1935 | 1936 |  |
|  | \$ | \$ | \$ | , |  |  |  |  |  |  |  |  |
| Total(2). | 2.755 .569 .900 | 1,785,768,000 | 2,053,699,000 | 2,202,202.000 | 100.0 | 84.2 | 69.8 | 64.8 | 71.1 | 74.5 | 79.9 | + 7.2 |
| Prince Edward |  |  |  |  |  |  |  |  |  |  |  |  |
| Island ... | 13,773,700 | 8,905,000 | 9,901,000 | 11,351,000 | 100.0 | 83.8 | 67.4 | 64.7 | 70.3 | 71.9 | 82.4 | +14.6 |
| Nova Scotia. | 99,519,900 | 68,839,000 | 81,257,000 | 87,099,000 | 100.0 | 90.3 | 75.1 | 69.2 | 77.2 | 81.6 | 87.5 | + 7.2 |
| New Brunswick | 84,371,900 | 52,375,000 | 61,681,000 | 66,965,000 | 100.0 | 85.0 | 67.6 | 62.1 | 69.1 | 73.1 | 79.4 | + 8.6 |
| Quebec | 651,138,500 | 422,297,000 | 464,109,000 | 498,143,000 | 100.0 | 86.4 | 71.5 | 64.9 | 69.0 | 71.3 | 76.5 | + 7.3 |
| Ontario | 1,099,990,200 | 741,630,000 | 858,162,000 | 913,223,000 | 100.0 | 86.5 | 71.8 | 67.4 | 74.9 | 78.0 | 83.0 | + 6.4 |
| Manitoba ... | 189,243,900 | 122,045,000 | 138,947,000 | 148,541,000 | 100.0 | 81.3 | 69.6 | 64.5 | 69.4 | 73.4 | 78.5 | + 6.9 |
| Saskatchewan | 189,181,100 | 103,091,000 | 119,586,000 | 130,621,000 | 100.0 | 70.8 | 59.2 | 54.5 | 59.4 | 63.2 | 69.0 | + 9.2 |
| Alberta | 176,537,100 | 109,074,000 | 129,435,000 | 136,522,000 | 100.0 | 76.1 | 65.6 | 61.8 | 69.0 | 73.3 | 77.3 | + 5.5 |
| British Columbia . . | 248,597,500 | 155,747,000 | 188,424,000 | 207,768,000 | 100.0 | 83.7 | 55.9 | 62.6 | 69.6 | 75.8 | 83.6 | +10.3 |

(1) In number of instances figures for years subsequent to 1950 have been revised from those shown in previous reports.
(2) Includes Yukon and Northwest Territories.

CANALA - RETALL MERCHANDISE TRADE, 1936
Table 2.-Total Net Sales and Sales Indexes, by Kinds of Business

| Kind of Buslness | Stores and Sales, 1930 |  | Total Net Sales, Estimated(1) |  | Indexes of Retall Sales$(1930=100)$ |  |  |  |  |  | \% of Change, 1936/1.935 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number of Stores | Total Net Sales |  |  |  |  |  |  |  |  |  |
|  |  |  | 1.935 | 1936 | 1930 | 1932 | 1953 | 1934 | 1955 | 1956 |  |
|  |  | - ${ }^{\text {¢ }}$ | \$ | \$ |  |  |  |  |  |  |  |
| Total, All Stores | 125,003 | $2.755,569,900$ | 2, 053, 699,000 | 2,202,202,000 | 100.0 | 69.8 | 64.8 | 71.1 | 74.5 | 79.9 | $+7.2$ |
| Food Group | 44,565 | $615,476,100$ | 464,961,000 | 485,001.000 | 100.0 | 74.9 | 70.2 | 73.5 | 75.5 | 78.8 | $+4.3$ |
| Bakery product stores (manufacturing bakeries not included) | 1,213 | 11,027,600 | 8,883,000 | 9,219,000 | 100.0 | 72.6 | 70.1 | 75.7 | 80.6 | 85.6 | + 3.8 |
| Candy and confectionery stores | 8,981 | 54,176,100 | 35,202,000 | 56,727,000 | 100.0 | 67.7 | 60.9 | 62.5 | 65.0 | 67.8 | $+4.3$ |
| Daify product dealers (other than manufacturing dairies) | 3,483 | 57,173,900 | 31,027,000 | 32,915,000 | 100.0 | 76.2 | 71.2 | 77.0 | 85.5 | 88.5 | +6.1 |
| Fruit and vegetable stores | 1,515 | 16,293,400 | 15,360,000 | 14,348,000 | 100.0 | 81.9 | 76.1 | 80.3 | 82.0 | 88.1 | $+7.4$ |
| Grocery and combination stores | 25,328 | 405,403,400 | 312,197,000 | 525,261,000 | 100.0 | 77.9 | 73.5 | 75.8 | 77.0 | 80.2 | $+4.2$ |
| ```Meat markets (including sea foods)``` | 5,379 | 85,026,200 | 58,712,000 | $60,579,000$ | 120.0 | 54.6 | 60.3 | 66.9 | 70.7 | 73.0 | $+3.2$ |
| Other food stores ...... | 766 | 8,375,500 | 5,580,000 | 5,952,000 | 100.0 | 65.4 | 60.2 | 62.5 | 66.6 | 71.1 | +6.7 |
| Country General Stores | 11.915 | $228,803,800$ | 172,456,000 | 182.734.000 | 100.0 | 69.3 | 66.1 | 73.1 | 75.4 | 79.9 | $+6.0$ |
| Group | 2,974 | 451,542,500 | 339,860,000 | $360,829.000$ | 100.0 | 73.2 | 69.4 | 78.5 | 75.3 | 79.9 | $+6.2$ |
| Department stores | 148 | 355,258,600 | 258,653,000 | 273,358,000 | 100.0 | 71.4 | 68.1 | 71.5 | 72.8 | 76.9 | $+5.7$ |
| Dry goods stores ........ | 1,899 | 31,705,600 | 23,365,000 | 24,624,000 | 100.0 | 72.5 | 66.2 | 72.6 | 73.7 | 77.7 | $+5.4$ |
| General merchandise stores ...................... | 414 | 20,366,100 | 15,433,000 | 16,566,000 | 150.0 | 69.1 | 64.9 | 72.5 | 75.8 | 81.5 | $+7.3$ |
| Variety stores .......... | 513 | 44,212,200 | 42,409,000 | 46,281,000 | 100.0 | 89.6 | 84.3 | 90.6 | 95.9 | 104.7 | + 9.1 |
| Autonotive Group | 15.194 | $381,959,300$ | $324,319,000$ | 362,659,000 | 100.0 | 63.4 | 59.6 | 74.7 | 84.9 | 94.9 | +11.8 |
| Motor vehicle dealers .. | 2,736 | 255,607,900 | 216,509,000 | 251,211,000 | 100.0 | 53.8 | 51.2 | 70.6 | 85.3 | 99.1 | +16.1 |
| Accessories, tires end batteries | 532 | 10,955,800 | $6,975,000$ | 8,062,000 | 100.0 | 70.6 | 65.7 | 64.5 | 63.7 | 73.6 | +15.6 |
| Pilling stations(2) .... | 5,503 | 66,449,300 | $66,869,000$ | $67,141,000$ | 100.0 | 93.0 | 87.9 | 98.3 | 100.6 | 101.0 | $+0.4$ |

(1) and (2): See footnotes on page 11.

Table 2.--Total Net Sales and Sales Indexes. by Kinds of Business (Contide) =

(1) See footnote on page 11.

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

(1) In a number of instances, figures for years subsequent to 1930 have been revised from those shown in previous reports.
(2) Figures for years subsequent to 1930 have been estimated on basis of galionage data and retail gasoline prices.
(s) Due to a change in method of reporting, an exact comparison between 1936 and earlier years is not valid. -

Note: The number of stores is shown only for 1930. Sales figures for later years are calculated from the sampling principle. The total number of stores for these years is not known.

## CANADA - RETAIL MERCHANDISE TRADE, 1936

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

|  | 1930 | 1933(2) | 1935 (2) | 1936 |
| :---: | :---: | :---: | :---: | :---: |
| CANADA, Total (1) -Total sales ...... Chain sales ...... \%, chains to totel | $\begin{gathered} \$ 2,755,569,900 \\ \$ 487,236,000 \\ 17.7 \\ \hline \end{gathered}$ | $\begin{gathered} \$ 1,785,768,000 \\ 328,902,600 \\ 18.4 \\ \hline \end{gathered}$ | $\begin{gathered} \$ 2,053,699,000 \\ 364,129,800 \\ 17.7 \\ \hline \end{gathered}$ | $\begin{gathered} \$ 2,202,202,000 \\ \$ 394,935,000 \\ 17.9 \\ \hline \end{gathered}$ |
| Prince Edward Island -Total sales $\qquad$ Chain sales ...... \%, chains to total | $\begin{gathered} \$ 13,773,700 \\ \$ \quad 678,700 \\ 4.9 \end{gathered}$ | $\begin{gathered} 8,905,000 \\ 350,900 \\ 3.9 \end{gathered}$ | $\begin{gathered} \$ 9,901,000 \\ 460,200 \\ 4.6 \end{gathered}$ | $\begin{gathered} \$ 11,351,000 \\ 500,300 \\ 4.4 \end{gathered}$ |
| Nova Scotia - <br> Total sales ....... <br> Chain sales ...... <br> \%, chains to total | $\$ 99,519,900$ $12,163,300$ 12.2 | \$ $\begin{gathered}68,839,000 \\ 11,715,500 \\ 17.0\end{gathered}$ | \$ $\begin{gathered}81,257,000 \\ \$ 13,623,300 \\ 16.8\end{gathered}$ | $\begin{gathered} \$ \quad 87,099,000 \\ \$ \quad 14,953,100 \\ 17.2 \end{gathered}$ |
| New Brunswick - <br> Total sales ....... <br> Chain sales ...... <br> \%, chains to total | \$ $\begin{gathered}84,371,900 \\ 11,958,700 \\ 14.2\end{gathered}$ | $\begin{gathered} \$ 52,375,000 \\ 7,581,300 \\ 14.5 \end{gathered}$ | \$ $\begin{gathered}61,681,000 \\ 9,055,900 \\ 14.7\end{gathered}$ | $\left\lvert\, \begin{gathered} 66,965,000 \\ \$ \quad 10,791,100 \\ 16.1 \end{gathered}\right.$ |
| Quebec -- <br> Total sales ....... <br> Chain sales ...... <br> \%, chains to total | $\$ 1651,138,500$ $\$ 117,100,400$ 18.0 | $\$ 422,297,000$ $\$ 73,398,300$ 17.4 |  | $\begin{gathered} 498,143,000 \\ \$ 9,895,000 \\ 16.0 \end{gathered}$ |
| Ontario -- <br> Total sales ...... <br> Chain sales ...... <br> \%, chains to total | $\$ 1,099,990,200$ $\$ 214,391,300$ 19.5 | \$ $\begin{gathered}\text { 741, } \\ \$ 1530,000 \\ \text { 1508, } \\ 20.8\end{gathered}$ |  | $\left\lvert\, \begin{gathered} 913,225,000 \\ 181,786,000 \\ 19.9 \end{gathered}\right.$ |
| Manitoba - <br> Total sales ...... <br> Chain sales ...... <br> \%, chains to total | \$ 189,243,900 $\$ 22,105,800$ 11.7 | \$ 122,045,000 $\begin{gathered}13,619,700 \\ 11.2\end{gathered}$ | $138,947,000$ $15,630,600$ 11.2 | $\begin{array}{\|c} \$ 148,541,000 \\ \$ \\ 16,677,500 \\ 11.2 \end{array}$ |
| Saskatchewan - <br> Total sales ...... <br> Chain sales ...... <br> \%, chains to total | $\$ 189,181,100$ $\$ 4,056,300$ 18.0 | $\begin{gathered} 103,091,000 \\ 20,755,200 \\ 20.1 \end{gathered}$ | $\left\lvert\, \begin{gathered} 119,586,000 \\ \$ \quad 22,788,800 \\ 19.1 \end{gathered}\right.$ | $\left\lvert\, \begin{gathered} \$ 30,621,000 \\ \$ \\ \$ 23,986,900 \\ 18.4 \end{gathered}\right.$ |
| Alberta -- <br> Total sales ...... <br> Chain sales ...... <br> \%, chains to total | $\begin{gathered} \$ 176,537,100 \\ 24,918,500 \\ 14.1 \end{gathered}$ | ( $\begin{gathered}\text { 109,074,000 } \\ \text { ¢ } \\ \text { 17,269,500 } \\ 15.8\end{gathered}$ | $\left\lvert\, \begin{array}{cc} \$ & 129,435,000 \\ \$ & 19,656,400 \\ 15.2 \end{array}\right.$ | $\begin{gathered} \$ 136,522,000 \\ \$ \quad 24,189,500 \\ 17.7 \end{gathered}$ |
| British Columbia -- <br> Total sales ...... <br> Chain sales ...... <br> \%, chains to total | $\begin{gathered} \$ 248,597,500 \\ \$ 47,875,300 \\ 19.3 \end{gathered}$ | $\left\lvert\, \begin{gathered} 155,747,000 \\ 32,405,600 \\ 20.8 \end{gathered}\right.$ | $\left\lvert\, \begin{array}{cc} \$ & 188,424,000 \\ \$ & 37,218,800 \\ & 19.8 \end{array}\right.$ | $\begin{array}{cc} \$ & 207,768,000 \\ \$ & 41,068,500 \\ 19.8 \end{array}$ |

(1) Includes Yukon and Northwest Territories.
(2) In some instances, figures for years subsequent to 1930 have been revised.

## CANADA = BETAIL MERCHANDISE TRADE 1936

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

|  | 1930 | 1933(1) | 1935(1) | 1936 |
| :---: | :---: | :---: | :---: | :---: |
| ALL STORES, TOTAL - |  |  |  |  |
| Chains | 518 | 461 | 445 | 457 |
| Stores (maximum) | 8,504 | 8,230 | 8,022 | 8,124 |
| Stores (average) | 8,097 | 7,900 | 7,666 | 7,588 |
| Chain sales .... | \$ 487,336,000 | \$ 528,902,600 | \$ 364,129,800 | \$ 394,935,000 |
| Total sales ....... | \$2,755,569,900 | $\$ 1,785,768,000$ | \$2,053,699,000 |  |
| \%, chains to total | 17.7 | $18.4$ | $17.7$ | $17.9$ |
| Grocery and Combination Stores -- |  |  |  |  |
| Chains .o...... | 66 | 75 | 73 | 75 |
| Stores (maximum) | 2,127 | 2,221 | 2,151 | 2,172 |
| Chain sales ..... | \$ 119,498,600 | \$ 98,862,100 | \$ 101,418,400 | \$ 107,345,900 |
| Total sales ....... | \$ 405,403,400 | \$ 297,307,000 | \$ 312,197,000 | $\text { \% } 325,261,000$ |
| \%, chains to total | 29.5 | 33.3 | $32.5$ | $33.0$ |
| Variety, 5-and-10, and to-a-dollar Stores |  |  |  |  |
| Chains 0.0.0.0.0.0. | 15 | 14 | 14 | 14 |
| Stores (maximum) | 327 | 356 | 390 | 414 |
| Chaln sales | \$ 39,383,600 | \$ 33, 348,600 | - 37,914,000 | 41,422,100 |
| Total sales | \$ 44,212,200 | $37,256,000$ | \$ 42,409,000 | $46,281,000$ |
| \%, chains to total |  | $89.5$ | $89.4$ | $89.5$ |
| Men's and Boys' Clothing and Furnishings (including custom tailors) -. |  |  |  |  |
|  |  | 14 | 14 | 16 |
| Stores (maximum). | 191 | 135 | 163 | 179 |
| Chain sales | \$ 9,866,800 | \$ 5,405,200 | * 6,615,100 | \$ 6,939,200 |
| Total sales | \$ 72,110,500 | \$ 44,435,000 | $53,166,000$ | $56,897,000$ |
| \%, chains to total | $13.7$ | $12.2$ | $12: 4$ | $12.2$ |
| Family Clothing Stores - |  |  |  |  |
| Chains | 13 | 12 | 12 | 14 |
| Stores (maximum) | 58 | 63 | 69 | 79 |
| Chain sales | \$ 4,746,600 | \$ 6,722,000 | \$ 7,829,000 | \$ 8,790,400 |
| Total sales ... <br> \%, chains to | \$ $42,144,100$ | \$ $\begin{gathered}31,582,000 \\ 21,3\end{gathered}$ | \$ 37,702,000 20.8 | \$ $40,208,000$ |
| Women's Apparel and |  |  |  |  |
| Accessories Stores |  |  |  |  |
| Chains | 28 | 15 | 18 | 21 |
| Stores (maximum) | 203 | 148 | 169 | 190 |
| Chain sales .... | \$ 8,584,800 | \$ 4,029,400 | * 4,904,200 | \$ 5,512,200 |
| Total sales ....... | \$ 69,806,000 | \$ 44,699,000 | \$ 47,565,000 | \$ 49,676,000 |
| \%, chains to total | 12.3 | 9.0 | 10.3 | 11.1 |
| Shoe Stores - |  |  |  |  |
| Chains | 17 | 22 | 24 | 25 |
| Stores (maximum) | 203 | 274 | 313 | 334 |
| Chain sales ...... | \$ 7,702,700 | \$ 7,114,800 | \$ 8,447,200 | \$ 9,331,600 |
| Total sales ....... | \$ 35,908,000 | $\$ 25,983,000$ | $\$ \quad 27,431,000$ | $28,592,000$ |
| \%, chains to total | $21.5$ | $27.4$ | $30.8$ | $32.6$ |

(1) See footnote on page 14

## CANADA - RETAIL MERCHANDISE TRADE, 1936

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

(1) In some instances, figures for years subsequent to 1930 have been revised.

## CANADA - RETAIL MERCHANDISE TRADE, 1936

Table 5.-Comparison of Department Store Sales by Commodity Groups for 1935 and 1936

| Department | $\begin{aligned} & \text { Sales (1) } \\ & \text { in } \\ & 1935 \end{aligned}$ | $\begin{gathered} \text { Sales } \\ \text { in } \\ 1936 \\ \hline \end{gathered}$ | \% of Change |
| :---: | :---: | :---: | :---: |
|  | \$ | 8 |  |
| Total Sales, All Departments | 258,653,000 | 273,358,000 | $+5.7$ |
| Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants ${ }^{1}$ wear, hosiery, gloves, lingerie, etc.) ......... | 58,764,000 | 61,111,000 | $+4.0$ |
| Automotive supplies (including tires, batteries, automotive parts) | 1,268,000 | 1,665,000 | $+31.3$ |
| Cafeterias and restaurants (including fountain and lunch rooms) $\qquad$ | 4,449,000 | 4,820,000 | $+8.3$ |
| Clothing and furnishings, men's and boys' (including hats and caps) | 31,950,000 | 35,672,000 | $+5.4$ |
| Drugs and toilet articles and preparations (including cameras and photographic supplies) | 7,452,000 | 7,961,000 | + 6.8 |
| Dry goods and notions (including plece goods).....) Home furnishings (draperies, curtains, china, window) shades, floor coverings) | 47,244,000 | 49,923,000 | + 5.7 |
| Faril and garden equipment and supplies (including farm machinery, harness, seeds, etc.) ............ | 2,363,000 | 2,622,000 | +11.0 |
| Food and kindred products (groceries, meats, provisions, candies, fruits, vegetables) ............ | 27,851,000 | 27,962,000 | + 0.4 |
| Furniture (including mattresses, springs) | 12,291,000 | 14,344,000 | +16.7 |
| Hardware and kitchen utensils (including piints, vallpaper) | 8,629,000 | 8,614,000 | -0.2 |
| Household appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps, etc.i | 5,900,000 | 7,251,000 | +22.9 |
| Jewellery and optical goods (including clocks, <br>  | 4,991,000 | 5,325,000 | $+6.7$ |
| Leather goods and travelling goods (including purses and hand-bags) | 2,768,000 | 2,859,000 | + 3.3 |
| Millinery ................................................ | 3,729,000 | 3,812,000 | $+2.2$ |

(1) See footnote on page 16.

## CANADA - RETALL MERCHANDISE TRADE, 1936

## Table 5.-Comparison of Department Store Sales by Commodity Grouns for 1935 and 1936 (Cont'd.) =


(1) Figures for 1935 have been revised slightly from those published a year ago.

