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

**CANADA**  
**DOMINION BUREAU OF STATISTICS**  
**CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS**

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**RETAIL MERCHANDISE TRADE**  
**IN**  
**CANADA**  
**CALENDAR YEAR**  
**1937**



OTTAWA  
1938

Price 25 cents

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DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
INTERNAL TRADE BRANCH  
OTTAWA, CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in Canada, 1937

Notwithstanding a leveling off in the upward trend of consumer purchasing in the last half of the year, dollar value of retail sales in Canada gained 11 per cent in 1937 over 1936, reaching a total of almost two and one-half billions of dollars, and coming within 11 per cent of the 1930 level, according to final tabulations for the annual Census of Merchandising Establishments. Sales totalled \$2,453,715,000 in 1937 compared with \$2,208,142,000 in 1936 and \$1,785,768,000 in 1933. The 11 per cent increase in total retail sales in 1937 over 1936 is in excess of that recorded for any consecutive year comparison since 1933 and may be attributed partly to a more pronounced rise in retail prices, partly to a more general expansion in physical volume of goods purchased and, to a considerable extent, to a marked increase in the automotive trade. Direct comparison between 1937 and the low point reached in 1933 reveals an increase of 37 per cent. Sales were 6 per cent greater in 1937 than in 1931 but were still 11 per cent below the 1930 level.

Excepting only Saskatchewan where a 2 per cent decline was recorded, gains in dollar sales in 1937 over 1936 extended to all sections of the country. Sales in Prince Edward Island were up by 4 per cent; Manitoba gained 9 per cent and Alberta, 10 per cent while increases for the other provinces ranged from 11 to 15 per cent. Comparison of provincial indexes on the 1930 base shows that sales in Nova Scotia, New Brunswick, Ontario and British Columbia had returned in 1937 to within 10 per cent of the 1930 level. The index for 1937 stood highest in Nova Scotia at 99.8, Prince Edward Island, Quebec, Manitoba and Alberta had indexes for 1937 lying between 85 and 87 while sales in Saskatchewan still stood 24 per cent below 1930.

The marked advance which has characterized the trend in the automotive trade since 1933 was continued in 1937 when sales of \$332,742,000 by 3,265 motor vehicle dealers exceeded by 29 per cent the amount recorded for the preceding year. Motor vehicle dealer sales now stand 31 per cent higher than in 1930, when 2,736 establishments had \$253,607,900 sales. These figures relate to the aggregate business of the firms in question and include not only motor vehicle sales but also receipts from repair and service operations, sales of gas, oil, accessories, tires and batteries and any other activities conducted as subsidiary operations to the sale of new motor vehicles. Filling station sales gained 15 per cent, firms specializing in the sale of accessories, tires and batteries were up by 16 per cent, and garages gained 10 per cent with the result that the automotive group as a whole was up by 25 per cent compared with 1936.



The furniture and household group came second in point of view of increased sales. Furniture store sales at \$37,824,000 were 17 per cent greater than in 1936 and household appliance store sales at \$15,752,000 were up a similar percentage. These increases together with gains of 12 per cent for radio and music stores and 13 per cent for other home furnishings stores resulted in a net gain of 16 per cent for the group as a whole. Emphasis should be placed upon the fact that these figures relate to stores classified according to kind-of-business rather than to commodity sales. Radio and music stores handle electrical refrigerators, sales of which are included in the amount shown for the radio and music store classification. On the other hand, radios and musical instruments are also sold in other types of stores in addition to those specializing in these commodities.

Moderate improvement in the building trades is reflected in the sales of hardware stores and lumber and building material dealers which gained 11 per cent and 10 per cent respectively over the amounts recorded for 1936. Sales for the group were \$124,115,000 in 1937, up 11 per cent from the preceding year.

Striking similarity in percentage gain from 1936 is noted for most lines of retail trade dealing primarily in necessities and non-durable merchandise. Food stores, country general stores, general merchandise stores, restaurants, drug stores, and the apparel group of stores all recorded increases of from 6 to 7 per cent in 1937 over the preceding year.

Increases for the various individual kind-of-business classifications within the food group varied but slightly from the 7 per cent advance recorded for the group as a whole. Grocery and combination stores did \$347,752,000 worth of business in 1937, up 7 per cent from 1936 compared with an increase of 4 per cent in the preceding year. Meat market sales at \$64,865,000 were also up by 7 per cent.

In the "other retail stores" group gains ranged from 4 per cent for coal and wood yards to 19 per cent for office, school and store supplies and equipment dealers. Farmers' supply stores (selling feed, coal and fertilizer) were up by 18 per cent, government liquor stores increased their sales by 13 per cent and jewellery store sales advanced 11 per cent.

#### Department Store Sales by Departments

Specialty stores registered a greater percentage improvement in 1937 over 1936 than did the corresponding departments of department stores according to a special compilation for which the various departmental firms reported an analysis of their sales for the two years. Comparison of the two series for some groups is shown below while the complete breakdown of department store sales for the two years is given in Table 5:

Kind of Business or Department	Percentage Increase, 1936-1937	
	Specialty	Department
	Stores	Stores
	%	%
Women's apparel .....	5.3	8.9
Men's & boys' clothing and furnishings .....	7.7	3.7
Drugs and toilet articles .....	7.3	4.9
Piece goods .....	8.1	2.2
Food and kindred products .....	7.1	2.9
Furniture .....	17.4	14.5
Household appliances .....	17.3	14.9
Hardware .....	10.7	9.0
Radios, musical instruments .....	12.1	0.3
Shoes .....	5.8	4.7
Stationery, books, magazines .....	12.0	6.4
Jewellery and optical goods .....	10.5	6.6

Aggregate sales of department stores gained 5.4 per cent in 1937 over the preceding year, the index for this kind of business for 1937 on the 1930 base standing at 81.1. The corresponding index for all lines of retail trade stood at 89.0, but when the automotive group is omitted from the totals the composite index is reduced to 84.0.

#### Chain Stores and Sales

There were 447 chain store companies in Canada in 1937 and these operated a total of 7,815 stores and had \$414,133,300 sales, an amount which formed 16.9 per cent of the total retail trade for the year. Comparable figures for 1936 show 457 chains with 8,124 stores and \$394,935,000 sales and a chain ratio of 17.9 per cent.

The chain store classification includes all groups of four stores or over (excluding only department stores which are all treated as independents) under the same ownership or management and carrying on the same or similar kinds of business. Voluntary or group buying chains are not included in the figures shown herein. Filling station chains include only those units under the direct management of the multiple organization. Leased stations are treated as independents.

The decline in ratio of chain to total sales from 17.9 per cent in 1936 to 16.9 per cent in 1937 may be attributed in whole to the transition of a large number of filling stations from company-operated to the leased-station type in the latter part of 1936, with the consequent removal of such units from the chain store category. Chain ratios for lines of business other than filling stations varied but little in 1937 from the preceding year. In the grocery and combination store field 75 chain companies with 2,125 stores and \$116,389,700 sales transacted 33.5 per cent of the total business in 1937. In 1936 the corresponding ratio was 33.0 per cent. Chains transact a similar proportion of the shoe store business, 25 companies with 355 stores doing a business of \$10,093,000 in 1937. In the lumber and building materials field there were 35 chain companies with 809 individual yards and these had sales amounting to \$13,221,100 in 1937, or 28.5 per cent of the total sales of all such establishments. Drug store chains numbered 31 and these operated 332 stores with \$14,163,300 sales, an amount which formed 20.6 per cent of the total sales of all drug stores.

Chain ratios by provinces range from 4.3 per cent in Prince Edward Island to 20.0 per cent in British Columbia. Provincial ratios for 1937 vary but slightly from those for 1936 excepting only in Ontario and Quebec where the change in method of operation of a considerable number of filling stations is reflected in a decline



in the ratio of chain to total sales.

Comparison of Indexes of Retail Sales  
and Cost of Living Indexes

A comparison of the movements in the dollar value of consumer purchases and retail prices has formed part of this annual survey of retail trade for some years. While the Bureau's Retail Price Index is not constructed in such a way as to warrant its use in deflating the dollar value of sales yet comparison of the two series does give some indication of the extent to which the dollar figures reflect price movements rather than changes in the physical volume of goods sold. Comparison of indexes of dollar value of retail sales and the Bureau's Retail Price Index. (Equated to the year 1930 = 100).

<u>Year</u>	<u>Total Sales</u>	<u>Index of Sales</u>	<u>Retail Price Index</u>
1930 .....	2,755,569,900	100.0	100.0
1931 .....	2,320,963,000	84.2	85.3
1932 .....	1,922,066,000	69.8	75.1
1933 .....	1,785,768,000	64.8	72.5
1934 .....	1,958,754,000	71.1	76.2
1935 .....	2,054,897,000	74.6	76.6
1936 .....	2,208,142,000	80.1	78.4
1937 .....	2,453,715,000	89.0	81.2

Comparison of the two sets of indexes clearly indicates that a large portion of the decline in dollar sales in the depression years was due to price movements. Part of the recovery since 1933 in dollar sales must also be attributed to price changes. A comparison of the indexes for 1936 and 1937 would suggest that a considerable portion of the increase in dollar volume in 1937 was due to an increase in the volume of goods purchased.

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 In- dex (Foods, fuel, clothing, household requirements)</u>
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 .....	81.5	74.4	90.3	79.0	75.1	93.5	78.4
1937 .....	83.8	98.4	89.2	82.1	77.4	94.2	81.2

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 1936 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.

#### 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 29,000 retail stores and it is estimated that these transacted approximately 70 per cent of the total retail trade of the country in 1937. 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 1937 are estimates based on indexes computed from returns from 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. This factor is of chief importance in certain kinds of business dealing chiefly 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 a whole and for most of the individual lines of business for which figures are shown.



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MILLION  
DOLLARS

# RETAIL MERCHANDISING BY PROVINCES 1930-1937

1,000

800

600

400

200

0

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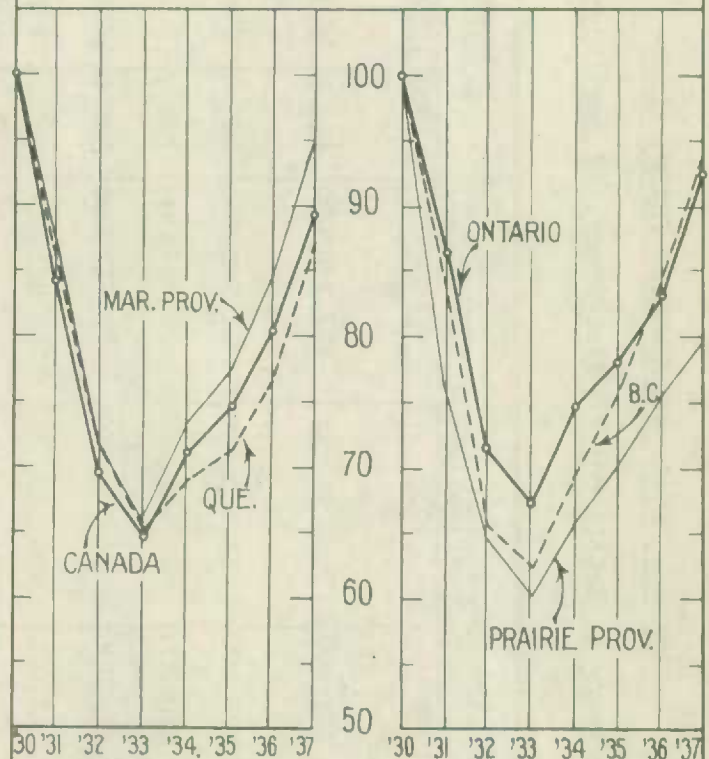
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## INDEX NUMBERS OF RETAIL SALES



1930

1933

1937



# CANADA - RETAIL MERCHANDISE TRADE, 1937

Table I.—Summary of Retail Merchandise Trade, by Provinces, 1930 - 1937

Province	Total Net Sales				Indexes of Retail Sales							% of Change, 1937/36
	(Estimated) (1)				(1930 - 100)							
	1930	1933	1936	1937	1930	1932	1933	1934	1935	1936	1937	
	\$	\$	\$	\$								
CANADA, Total(2)	2,755,569,900	1,785,768,000	2,208,142,000	2,453,715,000	100.0	69.8	64.8	71.1	74.6	80.1	89.0	+11.1
Prince Edward Island ...	13,773,700	8,905,000	11,351,000	11,748,000	100.0	67.4	64.7	70.3	71.9	82.4	85.3	+ 3.5
Nova Scotia.	99,519,900	68,839,000	88,249,000	99,336,000	100.0	75.1	69.2	77.2	81.6	88.7	99.8	+12.6
New Brunswick	84,371,900	52,375,000	66,965,000	76,656,000	100.0	67.6	62.1	69.1	73.1	79.4	90.9	+14.5
Quebec .....	651,138,500	422,297,000	498,143,000	565,921,000	100.0	71.5	64.9	69.0	71.3	76.5	86.9	+13.6
Ontario .....	1,099,990,200	741,630,000	913,223,000	1,022,068,000	100.0	71.8	67.4	74.9	78.0	83.0	92.9	+11.9
Manitoba ...	189,243,900	122,045,000	148,541,000	161,253,000	100.0	69.6	64.5	69.4	73.4	78.5	85.2	+ 8.6
Saskatchewan	189,181,100	103,091,000	131,935,000	129,166,000	100.0	59.2	54.5	59.4	63.2	69.7	68.3	- 2.1
Alberta .....	176,537,100	109,074,000	138,853,000	152,408,000	100.0	65.6	61.8	69.0	74.0	78.7	86.3	+ 9.8
British Columbia ..	248,597,500	155,747,000	208,913,000	232,740,000	100.0	65.9	62.6	69.6	75.8	84.0	93.6	+11.4

(1) In a number of instances figures for years subsequent to 1930 have been revised from those shown in previous reports.

(2) Includes Yukon and Northwest Territories.

## CANADA - RETAIL MERCHANDISE TRADE, 1937

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

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated(1)		Indexes of Retail Sales (1930 = 100)						% of Change, 1937/36
	Number of Stores	Total Net Sales	1936	1937	1930	1933	1934	1935	1936	1937	
Total, All Stores	125,003	2,755,569,900	2,208,142,000	2,458,715,000	100.0	64.8	71.1	74.6	80.1	89.0	+11.1
Food Group .....	44,665	615,476,100	485,001,000	519,354,000	100.0	70.2	73.5	75.5	78.8	84.4	+ 7.1
Bakery product stores (manufacturing bakeries not included) .....	1,213	11,027,600	9,219,000	9,967,000	100.0	70.1	75.7	80.6	83.6	90.4	+ 8.1
Candy and confectionery stores .....	8,981	54,176,100	36,727,000	39,598,000	100.0	60.9	62.5	65.0	67.8	73.1	+ 7.8
Dairy product dealers (other than manufactur- ing dairies) .....	3,483	37,173,900	32,915,000	35,844,000	100.0	71.2	77.0	83.5	88.5	96.4	+ 8.9
Fruit and vegetable stores .....	1,515	16,293,400	14,348,000	14,983,000	100.0	76.1	80.3	82.0	88.1	92.0	+ 4.4
Grocery and combination stores .....	23,328	405,403,400	325,261,000	347,752,000	100.0	73.3	75.8	77.0	80.2	85.8	+ 6.9
Meat markets (including sea foods) .....	5,379	83,026,200	60,579,000	64,865,000	100.0	60.3	66.9	70.7	73.0	78.1	+ 7.1
Other food stores .....	766	8,375,500	5,952,000	6,345,000	100.0	60.2	62.5	66.6	71.1	75.8	+ 6.6
Country General Stores .....	11,915	228,803,800	182,734,000	194,480,000	100.0	66.1	73.1	75.4	79.9	85.0	+ 6.4
General Merchandise Group .....	2,974	451,542,500	360,829,000	384,571,000	100.0	69.4	73.5	75.3	79.9	85.2	+ 6.6
Department stores .....	148	355,258,600	273,358,000	288,096,000	100.0	68.1	71.5	72.8	76.9	81.1	+ 5.4
Dry goods stores .....	1,899	31,705,600	24,624,000	26,627,000	100.0	66.2	72.6	73.7	77.7	84.0	+ 8.1
General merchandise stores .....	414	20,366,100	16,566,000	18,263,000	100.0	64.9	72.3	75.8	81.3	89.7	+10.2
Variety stores .....	513	44,212,200	46,281,000	51,585,000	100.0	84.3	90.6	95.9	104.7	116.7	+11.5
Automotive Group ..	13,194	381,959,300	368,599,000	458,939,000	100.0	59.6	74.7	85.2	96.5	120.2	+24.5
Motor vehicle dealers ..	2,736	253,607,900	257,151,000	332,742,000	100.0	51.2	70.6	85.8	101.4	131.2	+29.4
Accessories, tires and batteries .....	532	10,955,800	8,062,000	9,332,000	100.0	65.7	64.5	63.7	73.6	85.2	+15.8
Filling stations(2) .....	5,503	66,449,300	67,141,000	77,132,000	100.0	87.9	98.3	100.6	101.0	116.1	+14.9

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



CANADA - RETAIL MERCHANDISE TRADE, 1937.

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(1)		Indexes of Retail Sales (1930 = 100)						% of Change. 1937/30
	Number of Stores	Total Net Sales	1936	1937	1930	1933	1934	1935	1936	1937	
Automotive Group (Cont'd.) --		\$	\$	\$							
Garages .....	4,140	47,559,800	33,700,000	36,908,000	100.0	63.6	66.5	66.8	70.9	77.6	+ 9.5
Other automotive estab- lishments (including motor- cycles, bicycles and sup- plies) .....	283	3,386,500	2,545,000	2,825,000	100.0	56.1	63.2	70.3	75.2	83.4	+11.0
Apparel Group .....	10,474	219,968,600	175,373,000	187,312,000	100.0	66.7	72.7	75.4	79.7	85.2	+ 6.8
Men's and boys' clothing and furnishings (Includes custom tailors) .....	3,969	72,110,500	56,897,000	61,289,000	100.0	61.6	69.2	73.7	78.9	85.0	+ 7.7
Family clothing stores .....	1,149	42,144,100	40,208,000	43,452,000	100.0	74.9	84.4	89.5	95.4	103.1	+ 8.1
Women's apparel and acces- sories stores .....	3,715	69,806,000	49,676,000	52,318,000	100.0	64.0	68.0	68.1	71.2	74.9	+ 5.3
Shoe stores .....	1,641	35,908,000	28,592,000	30,253,000	100.0	72.4	75.2	76.4	79.6	84.3	+ 5.8
Building Materials Group .....	6,035	162,237,100	112,003,000	124,115,000	100.0	51.3	58.5	62.0	69.0	76.5	+10.8
Hardware stores .....	3,001	70,891,700	53,972,000	59,741,000	100.0	60.3	67.6	70.6	76.1	84.3	+10.7
Lumber and building material dealers .....	1,825	66,200,700	42,306,000	46,399,000	100.0	44.3	51.8	55.7	63.9	70.1	+ 9.7
Other building materials (including roofing materials) .....	183	9,596,800	5,518,000	6,360,000	100.0	35.6	42.2	46.8	57.5	66.3	+15.3
Electrical shops (without radio) .....											
Heating and plumbing shops .....	1,026	15,547,900	10,207,000	11,615,000	100.0	49.9	55.7	58.7	65.6	74.7	+13.8
Paint and glass stores ..											

(1) See footnote on Page 11.

# CANADA - RETAIL MERCHANDISE TRADE, 1937

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(1)		Indexes of Retail Sales (1930 = 100)						% of Change, 1937/36
	Number of Stores	Total Net Sales	1936	1937	1930	1933	1934	1935	1936	1937	
		\$	\$	\$							
Furniture and Household Group .....	3,188	101,665,900	72,023,000	83,187,000	100.0	49.9	57.9	64.0	70.8	81.8	+15.5
Furniture stores .....	1,101	41,016,500	32,231,000	37,824,000	100.0	56.3	65.3	71.3	78.6	92.2	+17.4
Household appliance stores .....	590	17,798,200	13,424,000	15,752,000	100.0	51.7	60.4	70.0	75.4	88.5	+17.3
Other home furnishings (including floor coverings, curtains, etc.) .....	559	8,957,000	6,779,000	7,650,000	100.0	55.9	64.7	65.6	75.7	85.4	+12.8
Radio and music stores .....	938	33,894,200	19,589,000	21,961,000	100.0	39.7	45.8	51.7	57.8	64.8	+12.1
Restaurants, cafeterias and Eating Places .....	5,609	75,977,100	48,762,000	51,940,000	100.0	54.8	58.0	60.3	64.2	68.4	+6.5
Other Retail Stores .....	26,949	517,939,500	402,818,000	446,817,000	100.0	65.5	70.4	72.4	77.8	86.1	+10.7
Farmers' supply stores .....	2,951	45,760,600	38,282,000	45,320,000	100.0	63.7	74.8	77.2	83.7	99.0	+18.4
Book stores .....	358	8,837,500	6,283,000	7,035,000	100.0	61.2	63.6	66.7	71.1	79.6	+12.0
Coal and wood yards .....	2,071	86,046,800	75,959,000	78,840,000	100.0	81.8	83.3	84.2	88.3	91.6	+3.8
Drug stores .....	3,559	76,848,900	64,055,000	68,724,000	100.0	74.5	77.4	79.8	83.4	89.4	+7.3
Florists .....	689	9,264,700	6,448,000	7,114,000	100.0	60.1	63.7	65.8	69.6	76.8	+10.3
Jewellery stores .....	1,532	26,662,600	19,866,000	21,943,000	100.0	56.4	63.1	68.4	74.5	82.3	+10.5
Office, school and store supplies and equipment dealers .....	395	19,829,900	15,656,000	18,599,000	100.0	50.4	61.9	69.3	79.0	93.8	+18.8
Tobacco stores and stands .....	2,420	30,702,800	24,501,000	26,605,000	100.0	70.3	73.4	75.3	79.8	86.7	+8.6
Government liquor stores(3) .....	651	100,694,600	65,908,000	74,305,000	100.0	54.5	55.8	56.4	65.5	73.8	+12.7
Unclassified kinds of business .....	12,323	113,291,100	85,860,000	90,467,000	100.0	61.7	70.3	72.1	75.8	79.9	+5.4

(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 gallonage data and retail gasoline prices.

(3) Due to a change in method of reporting, an exact comparison between 1936 and 1937 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, 1937

Table 3.—Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Provinces

	1930	1933 (2)	1936(2)	1937
CANADA, Total (1) ---				
Chains .....	518	461	457	447
Stores (maximum) ..	8,504	8,230	8,124	7,815
Chain sales .....	\$ 487,336,000	\$ 328,902,600	\$ 394,935,000	\$ 414,133,300
Total sales .....	\$2,755,569,900	\$1,785,768,000	\$2,208,142,000	\$2,453,715,000
%, chains to total.	17.7	18.4	17.9	16.9
Prince Edward Island ---				
Chains .....	7	5	7	7
Stores (maximum) ..	12	8	7	7
Chain sales .....	678,700	350,900	500,300	507,700
Total sales .....	\$ 13,773,700	\$ 8,905,000	\$ 11,351,000	\$ 11,748,000
%, chains to total.	4.9	3.9	4.4	4.3
Nova Scotia ---				
Chains .....	48	50	50	49
Stores (maximum) ..	227	283	301	295
Chain sales .....	\$ 12,163,300	\$ 11,715,500	\$ 14,953,100	\$ 17,384,900
Total sales .....	\$ 99,519,900	\$ 68,839,000	\$ 88,249,000	\$ 99,336,000
%, chains to total.	12.2	17.0	16.9	17.5
New Brunswick ---				
Chains .....	42	41	46	44
Stores (maximum) ..	168	190	211	205
Chain sales .....	\$ 11,958,700	\$ 7,581,300	\$ 10,791,100	\$ 12,878,800
Total sales .....	\$ 84,371,900	\$ 52,375,000	\$ 66,965,000	\$ 76,656,000
%, chains to total.	14.2	14.5	16.1	16.8
Quebec ---				
Chains .....	175	147	138	134
Stores (maximum) ..	1,698	1,668	1,628	1,481
Chain sales .....	\$ 117,100,400	\$ 73,398,300	\$ 79,895,000	\$ 83,442,500
Total sales .....	\$ 651,138,500	\$ 422,297,000	\$ 498,143,000	\$ 565,921,000
%, chains to total.	18.0	17.4	16.0	14.8
Ontario ---				
Chains .....	250	217	227	230
Stores (maximum) ..	3,276	3,210	3,277	3,180
Chain sales .....	\$ 214,391,300	\$ 150,908,000	\$ 181,786,000	\$ 184,973,100
Total sales .....	\$1,099,990,200	\$ 741,630,000	\$ 913,223,000	\$1,022,068,000
%, chains to total.	19.5	20.3	19.9	18.1
Manitoba ---				
Chains .....	91	73	66	63
Stores (maximum) ..	434	374	355	331
Chain sales .....	\$ 22,105,800	\$ 13,619,700	\$ 16,677,300	\$ 18,027,800
Total sales .....	\$ 189,243,900	\$ 122,045,000	\$ 148,541,000	\$ 161,253,000
%, chains to total.	11.7	11.2	11.2	11.2

(1) and (2): See footnotes on Page 13.

CANADA - RETAIL MERCHANDISE TRADE, 1937

Table 3.--Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Provinces--(Cont'd.)

	1930	1933(2)	1936(2)	1937
<b>Saskatchewan</b>				
Chains .....	101	90	82	82
Stores (maximum) ..	1,234	1,046	986	983
Chain sales .....	\$ 34,056,300	\$ 20,755,200	\$ 23,986,900	\$ 22,717,400
Total sales .....	\$ 189,181,100	\$ 103,091,000	\$ 131,935,000	\$ 129,166,000
%, chains to total	18.0	20.1	18.2	17.6
<b>Alberta</b>				
Chains .....	104	93	81	79
Stores (maximum) ..	682	637	574	565
Chain sales .....	\$ 24,918,500	\$ 17,269,500	\$ 24,189,500	\$ 26,314,000
Total sales .....	\$ 176,537,100	\$ 109,074,000	\$ 138,853,000	\$ 152,408,000
%, chains to total	14.1	15.8	17.4	17.3
<b>British Columbia</b>				
Chains .....	92	81	76	77
Stores (maximum) ..	692	740	717	696
Chain sales .....	\$ 47,875,300	\$ 32,405,600	\$ 41,068,500	\$ 46,497,900
Total sales .....	\$ 248,597,500	\$ 155,747,000	\$ 208,913,000	\$ 232,740,000
%, chains to total	19.3	20.8	19.7	20.0

(1) Includes Yukon and Northwest Territories.

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



## CANADA - RETAIL MERCHANDISE TRADE, 1937

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)	1936 (1)	1937
<b>ALL STORES, TOTAL -</b>				
Chains .....	518	461	457	447
Stores (maximum) ..	8,504	8,230	8,124	7,815
Stores (average) ..	8,097	7,900	7,588	7,347
Chain sales .....	\$ 487,336,000	\$ 328,902,600	\$ 394,935,000	\$ 414,133,300
Total sales .....	\$2,755,569,900	\$1,785,768,000	\$2,208,142,000	\$2,453,715,000
%, chains to total	17.7	18.4	17.9	16.9
<b>Grocery and Combination Stores -</b>				
Chains .....	66	75	75	75
Stores (maximum) ..	2,127	2,221	2,172	2,125
Chain sales .....	\$ 119,498,600	\$ 98,862,100	\$ 107,345,900	\$ 116,389,700
Total sales .....	\$ 405,403,400	\$ 297,307,000	\$ 325,261,000	\$ 347,752,000
%, chains to total	29.5	33.3	33.0	33.5
<b>Variety, 5-and-10, and to-a-dollar Stores -</b>				
Chains .....	15	14	14	14
Stores (maximum) ..	327	356	414	437
Chain sales .....	\$ 39,388,600	\$ 33,348,600	\$ 41,422,100	\$ 46,323,400
Total sales .....	\$ 44,212,200	\$ 37,256,000	\$ 46,281,000	\$ 51,585,000
%, chains to total	89.1	89.5	89.5	89.8
<b>Men's and Boys' Clothing and Furnishings (including custom tailors) -</b>				
Chains .....	22	14	16	16
Stores (maximum) ..	191	135	179	158
Chain sales .....	\$ 9,866,800	\$ 5,405,200	\$ 6,939,200	\$ 7,272,500
Total sales .....	\$ 72,110,500	\$ 44,435,000	\$ 56,897,000	\$ 61,289,000
%, chains to total	13.7	12.2	12.2	11.9
<b>Family Clothing Stores-</b>				
Chains .....	13	12	14	14
Stores (maximum) ..	58	63	79	77
Chain sales .....	\$ 4,746,600	\$ 6,722,000	\$ 8,790,400	\$ 8,607,700
Total sales .....	\$ 42,144,100	\$ 31,582,000	\$ 40,208,000	\$ 43,452,000
%, chains to total	11.3	21.3	21.9	19.8
<b>Women's Apparel and Accessories Stores -</b>				
Chains .....	28	15	21	19
Stores (maximum) ..	203	148	190	194
Chain sales .....	\$ 8,584,800	\$ 4,029,400	\$ 5,512,200	\$ 6,216,600
Total sales .....	\$ 69,806,000	\$ 44,699,000	\$ 49,676,000	\$ 52,318,000
%, chains to total	12.3	9.0	11.1	11.9
<b>Shoe Stores -</b>				
Chains .....	17	22	25	25
Stores (Maximum) ..	203	274	334	355
Chain sales .....	\$ 7,702,700	\$ 7,114,800	\$ 9,331,600	\$ 10,093,000
Total sales .....	\$ 35,908,000	\$ 25,989,000	\$ 28,592,000	\$ 30,253,000
%, Chains to total	21.5	27.4	32.6	33.4

(1) See footnote on Page 15.

CANADA - RETAIL MERCHANDISE TRADE, 1937

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)	1936(1)	1937
<b>Lumber and Building Material Dealers -</b>				
Chains .....	46	42	37	35
Yards (maximum) ..	1,035	883	835	809
Chain sales .....	\$18,597,500	\$ 9,505,700	\$12,905,100	\$13,221,100
Total sales .....	\$66,200,700	\$29,331,000	\$42,306,000	\$46,399,000
%, chains to total.	28.1	32.4	30.5	28.5
<b>Furniture Stores -</b>				
Chains .....	8	9	6	7
Stores (maximum) ..	96	84	63	72
Chain sales .....	\$ 9,367,900	\$ 4,317,400	\$ 4,130,200	\$ 5,658,000
Total sales .....	\$41,016,500	\$23,073,000	\$32,231,000	\$37,824,000
%, chains to total.	22.8	18.7	12.8	15.0
<b>Restaurants, Cafeterias and Eating Places -</b>				
Chains .....	21	17	14	13
Stores (maximum) ..	262	240	209	203
Chain sales .....	\$13,438,800	\$ 7,129,300	\$ 6,945,700	\$ 6,891,900
Total sales .....	\$75,977,100	\$41,667,000	\$48,762,000	\$51,940,000
%, chains to total.	17.7	17.1	14.3	13.3
<b>Drug Stores -</b>				
Chains .....	31	29	30	31
Stores (maximum) ..	292	301	320	332
Chain sales .....	\$13,971,300	\$11,001,300	\$12,871,600	\$14,163,300
Total sales .....	\$76,848,900	\$57,253,000	\$64,055,000	\$68,724,000
%, chains to total.	18.2	19.2	20.1	20.6
<b>Office, Store and School Supplies and Equipment Dealers -</b>				
Chains .....	16	11	12	12
Stores (maximum) ..	173	144	146	147
Chain sales .....	\$11,134,200	\$ 5,332,100	\$ 8,707,200	\$10,675,000
Total sales .....	\$19,829,900	\$10,003,000	\$15,656,000	\$18,599,000
%, chains to total.	56.1	53.3	55.6	57.4
<b>Tobacco Stores and Stands -</b>				
Chains .....	9	9	9	9
Stores (maximum) ..	215	234	222	215
Chain sales .....	\$ 7,800,700	\$ 5,446,200	\$ 5,833,100	\$ 6,097,300
Total sales .....	\$30,702,800	\$21,586,000	\$24,501,000	\$26,605,000
%, chains to total.	25.4	25.2	23.8	22.9

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



CANADA -- RETAIL MERCHANDISE TRADE, 1937

Table 5.--Comparison of Department Store Sales by Commodity Groups  
for 1936 and 1937

Department	Sales in 1936 \$	Sales in 1937 \$	% of Change
Total Sales, All Departments .....	273,358,000	288,096,000	+ 5.4
Women's dresses, coats and suits (including sports wear and house dresses) .....	25,970,300	26,792,600	+ 3.2
Girls' and infants' wear .....	7,979,500	8,461,800	+ 6.0
Hosiery and gloves .....	13,052,000	13,840,600	+ 6.0
Lingerie and corsets (including negligees and robes, knit underwear, nurses' and maid's uniforms) .....	12,656,100	12,860,100	+ 1.6
Millinery .....	3,705,900	3,875,600	+ 4.6
Women's, girls' and infants' apparel and accessories, total (Sum of above) .....	63,363,800	65,830,700	+ 3.9
Men's and boys' clothing and furnishings .....	33,398,200	34,621,800	+ 3.7
Drugs and toilet articles and preparations (including cameras and photographic supplies) .....	7,438,600	7,806,400	+ 4.9
Piece goods (silks, woollens, cottons, linens), patterns, linens and bedding .....	21,815,600	22,291,300	+ 2.2
Small wares -- laces, handkerchiefs, neckwear, ribbons, buttons, thread, yarns .....	10,673,800	10,868,000	+ 1.8
Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables). Do not include restaurant receipts .....	27,571,200	28,374,200	+ 2.9
Furniture (including mattresses, springs) .....	14,093,000	16,138,200	+14.5
Home furnishings -- draperies, curtains, floor coverings, china, glassware, pictures, window shades .....	17,783,400	19,531,400	+ 9.8
Household appliances and electrical supplies -- washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps .....	7,009,000	8,053,500	+14.9

CANADA - RETAIL MERCHANDISE TRADE, 1937

Table 5.--Comparison of Department Store Sales by Commodity Groups  
for 1936 and 1937--(Cont'd.) -

Department	Sales in 1936 \$	Sales in 1937 \$	% of Change
Hardware and kitchen utensils (including paints, wallpaper) .....	9,650,900	10,515,300	+ 9.0
Radios, musical instruments and supplies ....	4,314,300	4,301,900	- 0.3
Shoes and other footwear (men's, women's and children's) .....	20,492,200	21,449,600	+ 4.7
Stationery, books and magazines .....	4,525,400	4,813,900	+ 6.4
Jewellery and optical goods (including clocks, watches, silverware, plated ware) .....	5,718,000	6,095,800	+ 6.6
All other departments, total .....	25,510,600	27,404,000	+ 7.4
(Difference between sum of individual items and grand totals)			

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