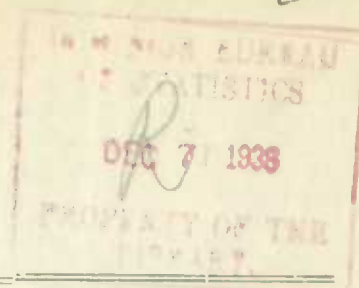


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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

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MISCELLANEOUS STATISTICS
ON
RETAIL TRADE
CALENDAR YEAR 1937

Instalment Sales
Customers' Accounts Outstanding
Stocks on Hand
Salaries and Wages
Gross Margins

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Miscellaneous Statistics on Retail Trade, 1937

Summary

The volume of retail purchases made on the instalment plan in Canada is estimated at approximately \$233,740,000 for 1937 according to calculations based on returns from a large sample of firms in lines of business in which instalment selling is recognized to be of considerable importance. This amount represents the total selling value of goods sold on the instalment plan; it includes the down payment as well as the original unpaid balance. It forms approximately 10 per cent of the total retail merchandise trade of the country, estimated at \$2,453,715,000 for 1937.

Accounts outstanding on retail merchants' books at the end of 1937 were valued at \$242,970,400, up 7.0 per cent from the amount recorded at the end of the preceding year. The rate of increase in accounts outstanding was less than that for the dollar value of sales which was 11.1 per cent.

Stocks on hand in retail stores were valued at \$442,350,000 at the end of 1937, up by 7.1 per cent from the amount reported for the corresponding date in 1936.

Salaries and wages paid to employees in retail trade amounted to \$235,788,000 for 1937, a gain of 7.9 per cent from the \$218,525,000 paid out in 1936.

Gross margin percentages of sales for independent stores varied but little in 1937 from the preceding year. The average ratio for all stores was 23.2 per cent in 1937 compared with 23.4 per cent for 1936 according to returns from firms reporting for both years.

These figures were obtained in connection with the annual survey of retail trade made by the Internal Trade Branch of the Bureau of Statistics. Reports have already been published giving total sales figures by provinces and for individual lines of business within each province.

I.--Instalment Sales in Retail Trade, 1937

In connection with the Census of Merchandising and Service Establishments, retail merchants were requested to state the dollar value of their instalment sales made during 1937. This amount included not only the indebtedness which was liquidated by specific payments at regular periods, but also the initial cash or down payments. Information on instalment selling as published in this report relates to those kinds of business in which this system of merchandising is, to a marked degree, of importance.

The total amount of instalment business transacted in these stores totalled \$233,739,600 in 1937 and formed a little more than one quarter of the total retail trade of these same stores. If the amount of instalment selling performed in those lines of trade in which it is a minor activity, were added to the total of \$233,739,600 instalment selling would constitute approximately 10 per cent of the total retail trade of Canada.

When examined by kinds of business the results of this study indicate that from the point of view of dollar value of instalment sales, the motor vehicle dealer is the most important. The total sales of motor vehicle dealers in 1937 were \$332,742,000 and of this amount \$132,098,600 or 39.7 per cent was on the instalment plan. A much higher proportion of new and used motor vehicle sales was made on instalments but in other related lines which are necessary to the function of motor vehicle retailing, such as repair and service work and the sale of parts and accessories, the amount of instalment sales is almost negligible.

The fact that the information contained in this report refers to kinds of business and not to specific commodities must be kept sight of; estimates on instalment selling for certain articles of merchandise have been published from time to time by other sources.

Next in order of importance in instalment business are department stores with instalment sales of \$29,673,900 or 10.3 per cent of their total trade. Other lines of trade in order of importance according to dollar value of instalments are as follows: furniture stores, \$24,751,900; radio and music stores, \$14,030,300; household appliance stores, \$10,946,400; women's clothing stores (including furriers), \$7,049,800; and jewellery stores, \$5,465,800.

Ratios of instalment to total sales reveal that in the furniture group where the goods handled are of a relatively expensive nature, the instalment system accounts for between 60 and 70 per cent of the annual turnover. Household appliance stores in this group handling refrigerators, electric stoves and other such articles, were highest with a ratio of 69.5 per cent; furniture stores were next with 65.4 per cent; while radio and music stores transacted 63.9 per cent of their total trade on the instalment plan. Jewellery stores, in which the practice of instalment selling is becoming increasingly prevalent, had an instalment ratio of 24.9 per cent.

In women's clothing stores 13.6 per cent of the total business was on instalments compared with a ratio of 7.5 per cent in men's clothing stores. The inclusion of fur shops with women's clothing stores is a deciding factor in this comparison.

Handling, as it does, a heterogeneous stock of merchandise which to some degree is representative of the commodities handled in all retail stores combined, it is perhaps not merely coincidental that the department store ratio of instalment sales to total so closely approximates that of the corresponding ratio for combined retail trade.

II.--Customers' Accounts Outstanding, December 31, 1937

Customers' accounts outstanding on the books of retail firms at the end of December, 1937, were 7.0 per cent higher than the amount recorded on the corresponding date in 1936. The value of outstanding accounts on December 31, 1937, was \$242,970,400 compared with \$227,162,500 in 1936. As the total retail trade was 11.1 per cent higher than in 1936 there is no reason to believe that there was any appreciable increase in the proportion of credit business transacted or that there was any decline in the promptness with which customers' accounts were paid. In view of the fact that customers' accounts outstanding formed 10.3 per cent of the total sales in 1936 and 9.9 per cent in 1937 it may be considered that a slight improvement took place.

Figures in this report relating to accounts include only those appearing on the books of retail merchandising firms and are exclusive of the amounts due to financing corporations on automobiles and other articles of merchandise to which this method of buying is common. Accounts written off by merchants are also excluded. Accounts outstanding, therefore, represent the unpaid balances on December 31, 1937, on credit and instalment purchases made prior to or during the year, which were carried by retail firms on their own books.

In all provinces excepting Manitoba an increase in the value of outstanding accounts was shown over 1936. Manitoba registered only a slight decrease. In only three provinces of the Dominion is the percentage improvement in sales less than the increase shown for accounts outstanding. British Columbia with a sales gain of 11.4 per cent had outstanding accounts 12.8 per cent higher than in 1936. Sales in Prince Edward Island were up 3.5 per cent and customers' accounts, 6.3 per cent,

while Saskatchewan showed a drop in sales of 2.1 per cent against an increase in the amounts carried on the books of 3.5 per cent.

Provincial distribution of the amounts owing retail merchants at the end of 1937 is as follows: Ontario, \$90,379,900; Quebec, \$52,417,100; Saskatchewan, \$24,445,000; British Columbia, \$21,317,200; Alberta, \$17,865,100; Manitoba, \$14,246,300; Nova Scotia, \$10,837,800; New Brunswick, \$9,261,400; and Prince Edward Island, \$1,892,000. When expressed as a percentage of sales, accounts outstanding range from 8.8 per cent of sales in Ontario and Manitoba to 18.9 per cent in Saskatchewan but it is worthy of note that in almost every province this ratio was less than the corresponding ratio for 1936.

In all kinds of business where instalment selling and credit sales form a fairly large proportion of the total trade, outstanding accounts were higher at the end of 1937 than on the same date of the preceding year. Country general stores reported \$31,635,200 outstanding on December 31, 1937, an increase of 1.4 per cent but a sales gain of 1.4 per cent in this kind of business also was recorded. Department stores showed the largest increase over 1936 for all lines of trade with an amount of \$24,312,200 appearing on their books or 25.3 per cent greater than the amount outstanding at the end of the previous year. But as department store sales improved only 5.4 per cent it is safe to assume that the increase in accounts is due to more extensive instalment selling. In the furniture and household group where the outstanding account value constitutes almost 50 per cent of the annual sales, there were \$39,088,000 owing to merchants operating such lines of trade as furniture stores, household appliances, and radios and music stores, this amount being 10.1 per cent higher than at the end of 1936. Sales were up 15.5 per cent in this group. Amounts owing in 1937 and percentage increases over the preceding year for other important lines of trade were as follows: motor vehicle dealers, \$20,652,400, 5.3 per cent; grocery and combination stores, \$18,133,500, 2.9 per cent; building materials group (including hardware stores), \$33,011,800, 1.5 per cent; and coal and wood yards, \$11,588,300, 3.8 per cent.

III.--Stocks on Hand December 31, 1937

The value of stocks on hand, at cost value, on December 31, 1937, in retail stores is estimated at \$442,350,000, or 7.1 per cent higher than the inventory value on the corresponding date in 1936. The index for stocks on the base 1930 = 100 stands at 85.4 for 1936 and 91.5 for 1937 against sales indexes of 80.1 and 89.0 for the same years. Value of inventories in country general stores at the end of 1937 amounted to \$64,724,000 or 4.0 per cent greater than in 1936; department stores were up 4.8 per cent with stocks valued at \$40,229,000, while in grocery and combination stores inventory values were estimated at \$33,927,000 compared with \$33,327,000 in 1936.

The percentage gain in stock values, in grocery and combination stores for 1937 over 1936 was 1.8 per cent and in other important lines of trade the percentage increases were as follows: drug stores, 2.5 per cent; women's apparel stores, 4.5 per cent; furniture stores, 6.1 per cent; hardware stores, 6.6 per cent; family clothing and shoe stores both 7.6 per cent; and men's and boys' clothing stores, 9.9 per cent.

IV.--Salaries and Wages in Retail Trade, 1937

Salaries and wages paid to employees engaged in retail merchandise trade in 1937, amounted to \$235,788,000 or 7.9 per cent greater than the \$218,525,000 paid in 1936. Increases were recorded in all provinces of the Dominion excepting Prince Edward Island where a decrease of 0.9 per cent from 1936 was reported. The rate of increase in wage payments was generally below that of the total value of retail sales which averaged 11.1 per cent for Canada. Saskatchewan recorded an increase in wages of 1.6 per cent against a decrease in sales volume of 2.1 per cent. Total wages paid were higher in every kind of business group in 1937 than in 1936 and in the automotive group the improvement was as high as 12.6 per cent. The sales in this group, however, were 24.5 per cent higher than in the preceding year. The remaining kind of business groups showed gains ranging from 5.8 per cent in both the food and restaurant groups to 9.2 per cent in the building materials group. The wage payments included in this series comprise wages paid to both full and part-time employees but are exclusive of remuneration received by proprietors actively engaged in retail trade.

V.--Gross Margins for Independent Stores in Retail Trade

The gross margin or profit of independent stores in Canada, for all kinds of business combined, averaged 23.2 per cent of sales in 1937 and was almost unchanged from the corresponding ratio in 1936. This means, that of every hundred dollars spent in independent retail stores, a gross profit of twenty-three dollars and twenty cents is derived by the merchant to cover his operating expenses and to provide him with a net profit. Or, to express it in a different manner, out of every hundred dollars in sales, the merchant pays \$76.80 for merchandise delivered at his store.

Each firm reporting to the Census of Merchandising was requested to state its annual net sales, inventory value at the beginning and at the end of the year, and the dollar value of goods purchased during the year. The cost of goods purchased includes inward freight, duty and all other expenses incurred in receipt of merchandise, less the value of all returns, discounts and allowances. Operating expenses such as salaries and wages, rent, light, telephone, etc., naturally are not included in the cost of goods purchased. The cost of goods sold during the year was calculated by adding the inventory value at the beginning of the year to the cost of goods purchased and then deducting the inventory value as of December 31st. The gross margin or profit is represented by the difference between the cost of goods sold and the total net sales and is expressed as a percentage of sales.

Gross margin percentages for independent stores, when examined by kinds of business, reveal that of the 32 different kind-of-business classifications, no less than 25 showed changes of one per cent or less from last year and only in one instance did the percentage change differ as much as three points. This was in fur shops where the gross margin ratio declined from 40.2 per cent in 1936 to 37.2 per cent in 1937.

Of all lines of trade straight grocery stores and country general stores operate on the lowest gross margin with respective ratios of 16.0 and 16.2 per cent of sales. In custom tailors, where a large expense is incurred in processing materials before final delivery to the customer, the gross margin or profit amounts to about 57 per cent of the sales, the highest in the series. For the same reason restaurants operate at a margin of over 40 per cent and in jewellery stores where the stock turnover is slower than in most lines, the ratio is also over 40 per cent. Combination stores, that is stores selling both groceries and meats, operated on a margin of 17.1 per cent while meat markets reported a ratio of 21.4 per cent, the highest of all stores classified as food stores. Waste in handling goods of a perishable nature and more highly paid staffs of employees, together with the maintenance of more elaborate equipment, are influencing factors in meat markets.

Gross margins in the main lines of trade in the clothing group were: 28.3 per cent in men's and boys' clothing and furnishing stores; 29.1 per cent in women's ready-to-wear stores; and 30.5 per cent in shoe stores. Ratios in other important kinds of business in the retail merchandise field were as follows: department stores, 29.3 per cent; automobile dealers, 17.6 per cent; hardware stores, 25.3 per cent; furniture stores, 32.2 per cent; coal and wood yards, 20.4 per cent; and drug stores 29.7 per cent.

When gross margins for chain stores are compared with ratios in independent stores operating in the same line of trade, it is found that, generally, the chain store has a higher margin of profit than the independent. In as much as chains perform both wholesaling and retailing functions, a higher gross margin compared with the independent store is to be expected. Comparative figures for chains and independents for a number of lines of trade are given in the following table.

	<u>Chain Stores</u>	<u>Independents</u>
	<u>%</u>	<u>%</u>
Grocery	16.6	16.0
Combination	19.2	17.1
Meat markets	22.5	21.4
Shoe stores	29.7	30.5
Hardware stores	25.0	25.3
Drug stores	32.2	29.7
Tobacco stores	24.8	20.0

Table 1. --Instalment Sales for a Sample Number of Independent Stores Reporting in Selected Kinds of Business, 1937

Kind of business and Province	I	II	III	IV		
	Number of stores report- ing instalment information	Total Sales all firms in I	Total Sales all firms report- ing that they sold on instalments	Instalment Sales		
				Amount	% of Total in II	% of Total in III
		\$	\$	\$		
Department stores						
Canada	75	276,483,000	268,376,700	28,383,100	10.3	10.6
Quebec	10	41,532,600	39,079,200	5,920,600	14.3	15.2
Ontario	22	105,681,900	103,957,400	13,089,700	12.4	12.6
Men's and boys' clothing stores						
Canada	552	22,259,000	4,774,400	1,850,400	8.3	38.8
Quebec	119	5,610,900	1,365,700	413,200	7.4	30.3
Ontario	228	9,881,800	1,929,800	787,400	8.0	40.8
Women's Clothing stores						
Canada	493	18,114,700	5,870,500	1,784,200	9.8	30.4
Quebec	121	4,179,200	560,100	83,500	2.0	14.9
Ontario	206	7,926,100	3,149,100	755,600	9.5	24.0
Furriers - fur stores						
Canada	122	6,130,200	4,513,100	2,232,600	36.4	49.5
Quebec	45	2,070,100	1,421,800	577,100	27.9	40.6
Ontario	41	2,343,100	2,030,600	1,046,400	44.7	51.5
British Columbia	12	790,700	410,000	247,200	31.3	60.3
Hardware stores						
Canada	662	23,943,200	6,283,100	1,193,000	5.0	19.0
Quebec	107	5,144,400	778,400	171,900	3.3	22.1
Ontario	259	10,339,500	3,220,200	754,100	7.3	23.4
Furniture stores						
Canada	302	22,193,500	19,880,800	13,951,300	62.9	70.2
Maritimes	25	1,735,300	1,541,600	848,700	48.9	55.1
Quebec	47	7,581,300	7,252,800	5,647,700	74.5	77.9
Ontario	164	8,773,900	7,178,700	4,875,300	55.6	67.9
Prairies	37	2,529,200	2,394,900	1,620,500	64.1	67.7
British Columbia	29	1,573,800	1,512,800	959,100	60.9	63.4

Table 1.--Instalment Sales for a Sample Number of Independent Stores Reporting in Selected Kinds of Business, 1937 (Cont.)

Kind of business and province	I	II	III	IV		
	Number of stores reporting instalment information	Total Sales all firms in I	Total Sales all firms reporting that they sold on instalments	Instalment Sales		
				Amount	% of Total in II	% of Total in III
Household Appliance stores		\$	\$	\$		
Canada	82	3,894,800	3,795,800	2,124,400	54.5	56.0
Quebec	8	735,500	722,000	441,000	60.0	61.1
Ontario	54	2,200,500	2,115,500	1,094,700	49.7	51.7
Other home furnishings stores						
Canada	99	4,132,800	1,733,900	949,500	23.0	54.8
Quebec	24	1,302,500	734,600	418,300	32.1	56.9
Ontario	50	2,045,200	629,500	383,500	18.8	60.9
Radio & Music stores						
Canada	218	10,825,900	10,623,700	6,550,600	60.5	61.7
Maritimes	15	430,300	420,700	198,500	46.1	47.2
Quebec	36	2,648,200	2,586,600	1,530,600	57.8	59.2
Ontario	95	5,136,200	5,034,500	3,176,200	61.8	63.1
Prairies	43	1,554,000	1,524,700	898,400	57.8	58.9
British Columbia	29	1,057,200	1,057,200	746,900	70.6	70.6
Book stores						
Canada	90	3,151,100	416,000	53,700	1.7	12.9
Ontario	38	1,336,100	202,700	44,200	3.3	21.8
Jewellery stores						
Canada	288	7,263,000	4,372,700	1,849,800	25.5	42.3
Maritimes	32	620,800	347,400	145,600	23.5	41.9
Quebec	48	1,287,600	707,700	188,200	14.6	26.6
Ontario	109	3,297,800	2,028,200	979,900	29.7	48.3
Prairies	67	1,101,900	676,900	242,700	22.0	35.9
British Columbia	32	954,900	612,500	293,400	30.7	47.9

Table 1. --Instalment Sales for a Sample Number of Independent Stores Reporting in Selected Kinds of Business, 1937 (Cont.)

Kind of business and Province	I	II	III	IV		
	Number of stores report- ing instalment information	Total Sales all firms in I	Total Sales all firms report- ing that they sold on instalments	Instalment Sales		
				Amount	% of Total in II	% of Total in III
Motor Vehicle Dealers						
Canada	1,874	214,363,400	(X)	85,058,400	39.7	(X)
Maritimes	96	14,029,300	(X)	6,377,500	45.5	(X)
Quebec	203	39,974,900	(X)	15,107,000	37.8	(X)
Ontario	704	97,445,100	(X)	40,367,600	41.4	(X)
Prairies	739	38,359,400	(X)	12,662,900	33.0	(X)
British Columbia	132	24,554,700	(X)	10,543,400	42.9	(X)

All stores did not report instalment information. This table includes stores reporting instalment sales or that no instalment business was carried on.

(X) An (X) indicates that information is not available.

Table 2. --Total Estimated Instalment Sales in Canada
for Selected Kinds of Business, 1937

Kind of Business	Total Sales	Instalment Sales	
		Amount	% of total sales
	\$	\$	
Totals, selected kinds of business	906,351,000	233,739,600	25.8
Department stores	288,096,000	29,673,900	10.3
Men' and boys' clothing stores	61,289,000	4,598,000	7.5
Women's clothing(including furriers) stores	52,318,000	7,049,800	13.6
Hardware stores	59,741,000	3,043,000	5.1
Furniture stores	37,824,000	24,751,900	65.4
Household appliance stores	15,752,000	10,946,400	69.5
Other home furnishing stores ..	7,650,000	1,972,800	25.8
Radio and music stores	21,961,000	14,030,300	63.9
Book stores	7,035,000	109,100	1.6
Jewellery stores	21,943,000	5,465,800	24.9
Motor vehicle dealers	332,742,000	132,098,600	39.7

Table 3.--Retail Sales and Accounts Outstanding on Books
of Retail Firms on December 31, 1937, by Provinces

Province	Retail Sales, 1937		Accounts Outstanding, December 31, 1937		
	Amount \$	% Change (1)	Amount \$	% of Sales	% Change (1)
CANADA (2)	2,453,715,000	+ 11.1	242,970,400	9.9	+ 7.0
Prince Edward Island	11,748,000	+ 3.5	1,892,000	16.1	+ 6.3
Nova Scotia	99,336,000	+ 12.6	10,837,800	10.9	+ 9.5
New Brunswick	76,656,000	+ 14.5	9,261,400	12.1	+ 4.5
Quebec	565,921,000	+ 13.6	52,417,100	9.3	+ 4.8
Ontario	1,022,063,000	+ 11.9	90,379,900	8.8	+ 9.3
Manitoba	161,253,000	+ 8.6	14,246,300	8.8	- 0.6
Saskatchewan	129,166,000	- 2.1	24,445,000	18.9	+ 3.5
Alberta	152,408,000	+ 9.8	17,865,100	11.7	+ 6.5
British Columbia	232,740,000	+ 11.4	21,317,200	9.2	+ 12.8

(1) Percent change from preceding year.

(2) Includes Yukon and Northwest Territories.

Table 4.--Retail Sales and Accounts Outstanding on Books
of Retail Firms on December 31, 1937, by Types of Operation

Type of Operation and Kind of Business	Retail Sales, 1937		Accounts Outstanding, December 31, 1937		
	Amount \$	% Change (1)	Amount \$	% of Sales	% Change (1)
All Stores, Total	2,453,715,000	+ 11.1	242,970,400	9.9	+ 7.0
Independent stores	2,039,581,700	+ 12.5	209,444,200	10.3	+ 7.0
Chain stores	414,133,300	+ 4.9	33,526,200	8.1	+ 6.7
Grocery and combination stores, Total	347,752,000	+ 6.9	18,133,500	5.2	+ 2.9
Independent stores	231,362,300	+ 6.2	16,935,500	7.3	+ 2.5
Chain stores	116,389,700	+ 8.4	1,198,000	1.0	+ 8.2
Shoe stores, total	30,253,000	+ 5.8	712,700	2.4	- 0.4
Independent stores	20,160,000	+ 4.7	671,100	3.3	+ 1.2
Chain stores	10,093,000	+ 8.2	41,600	.4	- 21.4
Drug Stores, Total	68,724,000	+ 7.3	2,369,900	3.4	+ 3.8
Independent stores	54,560,700	+ 6.6	2,219,100	4.1	+ 3.0
Chain stores	14,163,300	+ 10.0	150,800	1.1	+ 16.3

(1) Per cent change from preceding year.

Table 5.--Retail Sales and Accounts Outstanding on Books
of Retail Firms on December 31, 1937, by Provinces

Kind of Business	1937 Retail Sales		Accounts Outstanding, December 31, 1937		
	Amount	%Change (1)	Amount	% of Sales	%Change (1)
	\$		\$		
TOTAL, ALL STORES	2,453,715,000	+ 11.1	242,970,400	9.9	+ 7.0
Food Group, Total	519,354,000	+ 7.1	25,557,900	4.9	+ 3.6
Bakery product stores (other than Manufacturing bakeries) ...	9,967,000	+ 8.1	8,300	0.1	+ 15.3
Candy and confectionery stores ..	39,598,000	+ 7.8	612,300	1.5	+ 17.7
Dairy products dealers (other than manufacturing dairies)	35,844,000	+ 8.9	1,811,200	5.1	+ 5.3
Fruit and vegetable stores	14,983,000	+ 4.4	311,900	2.1	+ 8.7
Grocery and combination stores ..	347,752,000	+ 6.9	18,133,500	5.2	+ 2.9
Meat markets (including sea foods)	64,865,000	+ 7.1	3,546,300	5.5	+ 3.8
Other food stores	6,345,000	+ 6.6	1,134,400	17.9	+ 4.4
Country General Stores, Total.	194,480,000	+ 6.4	31,635,200	16.3	+ 1.4
General Merchandise Group, Total	384,571,000	+ 6.6	28,455,700	7.4	+ 22.2
Department stores	288,096,000	+ 5.4	24,312,200	8.4	+ 25.3
Dry goods stores	26,627,000	+ 8.1	1,327,800	5.0	+ 4.8
General Merchandise stores	18,263,000	+ 10.2	2,761,200	15.1	+ 10.3
Variety stores	51,585,000	+ 11.5	54,500	0.1	- 45.1
Automotive Group, Total	458,939,000	+ 24.5	30,520,400	6.7	+ 6.2
Motor vehicle dealers	332,742,000	+ 29.4	20,652,400	6.2	+ 5.3
Accessories, tires and batteries.	9,332,000	+ 15.8	913,600	9.8	+ 21.5
Filling stations	77,132,000	+ 14.9	3,901,600	5.1	+ 6.6
Garages	36,908,000	+ 9.5	4,583,400	12.4	+ 7.9
Other automotive establishments .	2,825,000	+ 11.0	469,400	16.6	+ 2.5
Apparel Group, Total	187,312,000	+ 6.8	15,464,300	8.3	+ 4.8
Men's and boys' clothing and fur- nishings (includes custom tailors)	61,289,000	+ 7.7	5,204,800	8.5	- 0.4
Family clothing stores	43,452,000	+ 8.1	4,800,900	11.0	+ 9.9
Women's apparel and accessories stores	52,318,000	+ 5.3	4,745,900	9.1	+ 6.8
Shoe stores	30,253,000	+ 5.8	712,700	2.4	- 0.4
Building Materials Group, Total	124,115,000	+ 10.8	33,011,800	26.6	+ 1.5
Hardware stores	59,741,000	+ 10.7	12,002,600	20.1	+ 3.9
Lumber and building material dealers	46,399,000	+ 9.7	17,161,600	37.0	- 1.2
Other building materials (in- cluding roofing materials)	6,360,000	+ 15.3	1,001,100	15.7	+ 6.1
Electrical, heating and plumbing, paint and glass shops	11,615,000	+ 13.8	2,846,500	24.5	+ 7.3
Furniture and Household Group, Total	83,187,000	+ 15.5	39,088,000	47.0	+ 10.1
Furniture stores	37,824,000	+ 17.4	15,964,800	42.2	+ 6.9
Household appliance stores	15,752,000	+ 17.3	10,455,700	66.4	+ 23.8
Other home furnishings stores ...	7,650,000	+ 12.8	1,464,100	19.1	+ 9.9
Radio and music stores	21,961,000	+ 12.1	11,203,400	51.0	+ 4.0

Table 5.--Retail Sales and Accounts Outstanding on Books
of Retail Firms on December 31, 1937, by Provinces
(Continued)

Kind of Business	1937 Retail Sales		Accounts Outstanding, December 31, 1937		
	Amount	%Change (1)	Amount	% of Sales	%Change (1)
	\$		\$		
<u>Restaurants, Cafeterias and Eating Places, Total</u>	51,940,000	+ 6.5	297,700	0.6	+ 13.5
<u>Other Retail Stores, Total</u> ...	445,817,000	+ 10.7	38,939,400	8.7	+ 7.4
Farmers' supply stores	45,320,000	+ 18.4	5,794,800	12.8	+ 9.4
Book stores	7,035,000	+ 12.0	888,700	12.6	+ 14.6
Coal and wood yards (including ice)	78,840,000	+ 3.8	11,588,300	14.7	+ 3.8
Drug stores	68,724,000	+ 7.3	2,369,900	3.4	+ 3.8
Florists	7,114,000	+ 10.3	720,300	10.1	- 10.1
Jewellery stores	21,943,000	+ 10.5	3,954,800	18.0	+ 16.8
Office, school and store supplies and equipment dealers	18,599,000	+ 18.8	4,037,600	21.7	+ 7.8
Tobacco stores and stands	26,605,000	+ 8.6	728,100	2.7	+ 8.5
Government liquor stores	74,305,000	+ 12.7	-	-	-
Miscellaneous kinds of business (including second hand stores) .	90,467,000	+ 5.4	8,856,900	9.8	+ 9.0

(1) Percent change from preceding year.

Table 6.--Retail Sales and Stocks on Hand, 1936 and 1937

All Stores and Selected Kinds of Business

Kind of Business	Total Sales			Stocks on Hand, End of Year (at cost)		
	1936	1937	% of Change 1936-1937	1936	1937	% of Change 1936-1937
	\$	\$		\$	\$	
All Stores, Total	2,208,142,000	2,453,715,000	+ 11.1	413,025,000	442,350,000	+ 7.1
Grocery and combination stores	325,261,000	347,752,000	+ 6.9	33,327,000	33,927,000	+ 1.8
Country general stores	182,734,000	194,480,000	+ 6.4	62,235,000	64,724,000	+ 4.0
Department stores	273,358,000	288,096,000	+ 5.4	38,386,000	40,229,000	+ 4.8
Men's and boys' clothing and furnishings	56,897,000	61,289,000	+ 7.7	17,934,000	21,907,000	+ 22.2
Family clothing stores	40,208,000	43,452,000	+ 8.1	14,138,000	15,212,000	+ 7.6
Women's apparel and accessories	49,676,000	52,318,000	+ 5.3	14,350,000	14,996,000	+ 4.5
Shoe stores	28,592,000	30,253,000	+ 5.8	11,537,000	12,414,000	+ 7.6
Hardware stores	53,972,000	59,741,000	+ 10.7	23,915,000	25,493,000	+ 6.6
Furniture stores	32,231,000	37,824,000	+ 17.4	10,539,000	11,181,000	+ 6.1
Drug stores	64,055,000	68,724,000	+ 7.3	21,250,000	21,781,000	+ 2.5

Table 7.--Retail Sales and Salaries and Wages paid to Employees in Retail Trade,
by Provinces and Kind-of-Business Groups, 1936 and 1937

Province and Group	SALES			SALARIES AND WAGES		
	1936	1937	Per cent change 1937/1936	1936	1937	Per cent change 1937/1936
Prince Edward Island	11,351,000	11,748,000	+ 3.5	770,000	763,000	- 0.9
Nova Scotia	88,249,000	99,336,000	+ 12.6	6,904,000	7,587,000	+ 9.9
New Brunswick	66,965,000	76,656,000	+ 14.5	5,414,000	5,869,000	+ 8.4
Quebec	498,143,000	565,921,000	+ 13.6	50,668,000	55,684,000	+ 9.9
Ontario	913,223,000	1,022,068,000	+ 11.9	95,406,000	102,538,000	+ 7.5
Manitoba	148,541,000	161,253,000	+ 8.6	15,803,000	16,672,000	+ 5.5
Saskatchewan	131,935,000	129,166,000	- 2.1	11,236,000	11,416,000	+ 1.6
Alberta	138,853,000	152,408,000	+ 9.8	12,228,000	13,218,000	+ 8.1
British Columbia	208,913,000	232,740,000	+ 11.4	19,830,000	21,754,000	+ 9.7
(1) CANADA, TOTAL	2,208,142,000	2,453,715,000	+ 11.1	218,525,000	235,788,000	+ 7.9
Food group	485,001,000	519,354,000	+ 7.1	36,600,000	38,740,000	+ 5.8
Country general stores	182,734,000	194,480,000	+ 6.4	8,281,000	8,840,000	+ 6.8
General merchandise group	360,829,000	384,571,000	+ 6.6	51,157,000	54,505,000	+ 6.5
Automotive group	368,599,000	458,939,000	+ 24.5	33,048,000	37,219,000	+ 12.6
Apparel group	175,373,000	187,312,000	+ 6.8	18,723,000	20,116,000	+ 7.4
Building materials group	112,003,000	124,115,000	+ 10.8	11,917,000	13,018,000	+ 9.2
Furniture and household group	72,023,000	83,187,000	+ 15.5	11,131,000	12,103,000	+ 8.7
Restaurants, cafeterias and eating places .	48,762,000	51,940,000	+ 6.5	9,800,000	10,373,000	+ 5.8
Other retail stores	402,818,000	445,817,000	+ 10.7	37,868,000	40,874,000	+ 7.9

(1) Includes Yukon and Northwest Territories.

Table 8.--Gross Margin Percentages of Net Sales for Independent Stores in Selected Kinds of Business, by Provinces, 1937
(Gross margins based upon aggregate sales and aggregate gross margins of the reporting firms)

Kind of Business	Canada			1937								
	1936	1937	Change	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.
Candy and confectionery stores	28.2	28.2	0.0	(X)	27.5	27.0	31.7	32.4	24.8	20.0	21.0	26.7
Fruit and vegetable stores	19.0	19.5	+ 0.5	(X)	(X)	(X)	21.8	18.8	(X)	(X)	(X)	21.2
Grocery stores	16.6	16.0	- 0.6	18.3	15.2	14.5	16.9	16.2	16.2	15.1	14.5	15.8
Combination stores	17.6	17.1	- 0.5	16.8	16.2	16.3	17.8	17.2	15.9	17.4	15.2	16.0
Meat markets	22.6	21.4	- 1.2	(X)	18.8	21.5	20.4	20.8	21.5	24.4	24.7	22.5
Country General stores	16.3	16.2	- 0.1	16.3	15.9	14.5	17.0	16.2	14.6	16.1	16.6	15.9
Department stores	29.1	29.3	+ 0.2	33.0	30.5	28.8	32.0	30.2	27.2	30.1	27.5	26.4
Automobile dealers	16.6	17.6	+ 1.0	16.2	17.4	17.1	16.7	17.2	17.4	18.5	19.6	19.4
Accessories, tires and batteries	31.6	29.6	- 2.0	(X)	(X)	(X)	(X)	30.6	(X)	(X)	(X)	(X)
Filling stations	19.0	18.9	- 0.1	(X)	17.5	19.2	19.4	17.4	18.2	18.9	19.9	22.6
Men's and boys' clothing stores	30.5	30.7	+ 0.2	(X)	(X)	(X)	30.2	30.8	(X)	(X)	(X)	(X)
Men's furnishings stores	29.9	30.0	+ 0.1	(X)	(X)	(X)	30.3	31.0	(X)	(X)	(X)	(X)
Men's and boys' clothing and furnishings stores	28.1	28.3	+ 0.2	(X)	27.2	25.1	29.0	27.9	29.0	27.4	28.5	29.5
Custom tailors and made-to-measure clothing	56.7	57.5	+ 0.8	(X)	(X)	(X)	58.1	58.5	50.7	(X)	(X)	(X)
Family clothing stores	26.6	27.1	+ 0.5	(X)	26.3	22.4	27.2	27.8	25.4	24.3	30.0	29.2
Women's ready-to-wear stores	29.0	29.1	+ 0.1	(X)	26.3	24.3	27.8	29.7	33.1	27.1	29.3	30.5
Hosiery, corsets, lingerie	29.7	29.2	- 0.5	(X)	(X)	(X)	29.2	31.3	(X)	(X)	(X)	(X)
Millinery stores	44.0	42.1	- 1.9	(X)	(X)	(X)	51.6	43.6	(X)	(X)	(X)	(X)
Furriers--fur shops	40.2	37.2	- 3.0	(X)	(X)	(X)	39.1	36.4	(X)	(X)	(X)	(X)
Shoe stores	29.5	30.5	+ 1.0	(X)	31.2	25.9	27.9	29.8	31.9	27.6	31.5	36.2
Hardware stores	25.9	25.3	- 0.6	(X)	22.4	20.7	24.9	25.8	24.0	26.0	24.7	27.7
Lumber and building materials	26.8	25.7	- 1.1	(X)	21.7	27.8	25.8	26.4	28.8	25.4	26.1	24.3
Lumber and building materials, coal and wood	23.3	23.5	+ 0.2	(X)	(X)	(X)	33.8	21.3	24.1	23.7	25.2	24.1
Furniture stores	32.4	32.2	- 0.2	(X)	34.1	33.7	31.8	32.0	39.2	29.9	30.8	32.6
Radio and music stores	34.2	32.9	- 1.3	(X)	36.1	(X)	33.4	30.5	36.2	36.2	34.9	36.8
Restaurants, cafeterias and eating places	42.1	41.7	- 0.4	(X)	40.8	35.9	44.7	43.4	42.2	35.7	38.2	41.2
Book stores	31.9	30.9	- 1.0	(X)	27.4	30.8	31.2	31.6	(X)	(X)	(X)	29.9
Coal and wood yards (including ice)	19.9	20.4	+ 0.5	(X)	17.2	23.0	18.3	20.6	20.1	23.9	17.8	29.5
Drug stores	30.1	29.7	- 0.4	27.5	29.9	30.7	30.7	29.2	29.7	28.8	30.8	30.1
Jewellery stores	40.9	41.5	+ 0.6	(X)	43.6	42.7	39.1	41.8	39.0	40.5	41.5	42.9
Office, school and store supplies and equipment dealers..	39.3	39.5	+ 0.2	(X)	(X)	(X)	40.3	38.0	41.0	(X)	(X)	(X)
Tobacco stores and stands	21.5	20.0	- 1.5	(X)	17.5	21.4	17.9	21.2	24.5	18.6	24.2	19.2

An (X) indicates that the number of reporting firms was too small to provide representative gross margin data.

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