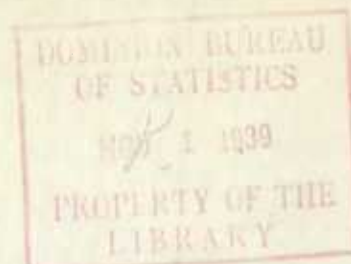


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CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MISCELLANEOUS STATISTICS

ON

RETAIL TRADE

CALENDAR YEAR

1938

Customers' Accounts Outstanding

Stocks on Hand

Salaries and Wages

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Dominion Statistician:
Chief, Internal Trade Branch:
Statistician:

R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Herbert Marshall, B.A., F.S.S.
A.C. Steedman, B.A.

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Miscellaneous Statistics on Retail Trade, 1938

Reports have already been published showing estimated retail sales for 1938, in total and for selected kinds of business, both for Canada as a whole and also for the several provinces. This bulletin presents the results of compilations based on supplementary information secured in connection with the annual survey of retail trade conducted by the Internal Trade Branch of the Bureau of Statistics. The supplementary information secured relates to year-end inventories and accounts receivable and to pay-rolls for the year.

Since the flow of many lines of consumer goods must be well maintained during good times and bad, it is natural to find that retail trading as a whole fluctuates from year to year to a much smaller degree than do most other phases of economic activity. Retail sales were estimated at \$2,404,756,000 for 1938, down by only 2 per cent from the \$2,453,715,000 recorded for the preceding year. Results for individual lines of business reveal no marked deviations from the general trend. Even motor vehicle dealers, whose sales are generally most sensitive to variations in purchasing power, were able to maintain their annual turnover for 1938 within 7 per cent of the 1937 level. The decline in new motor vehicle sales alone was considerably greater than that recorded for the line of business as a whole. There were 121,165 new motor vehicles sold for \$135,011,908 in 1938, down 16 per cent in number and 10 per cent in dollar value from the preceding year. The smaller decline in aggregate turnover of motor vehicle dealers is evidence of the stabilizing influence which supplementary activities such as the sale of used cars, gas, oil and accessories and receipts from repair and service operations have on the trend in total business for this line of retail dealing.

Inventories in retail stores were estimated at \$433,060,400 at the close of 1938, also down by 2 per cent from the figure recorded for the end of 1937. Here again results for individual lines of business reveal marked similarity in percentage change in stocks over the period under review. A decline of 4 per cent in stocks carried by grocery stores and meat markets may be attributed to a similar decline in food prices, the Bureau's retail food price index declining from 79.1 for December, 1937 to 76.2 for December, 1938.

Comparison of year-to-year trends in retail sales and year-end inventories over the period for which data are available indicate that Canadian retail merchants have been fairly successful in keeping their inventory position in line with current requirements. It must be remembered, of course, that high and low points in inventory holdings seldom coincide with year-ends so that comparative figures for successive year-ends do not necessarily reveal the total variations in stocks on hand.

Customers accounts outstanding on retail merchants' books were 3 per cent higher at the end of 1938 than at the close of the preceding year. Total receivables were valued at \$249,707,300 at the end of 1938 compared with \$242,970,400 at the close of the earlier period. This increase in accounts outstanding during a period when sales were undergoing some curtailment would indicate that there was either a greater proportion of business transacted on a credit basis or that there was some increase in the average length of period for which accounts were outstanding.

Accounts outstanding on the books for country general stores totalled \$31,650,700 at the close of 1938, unchanged from the end of the preceding year, increases in Nova Scotia, Quebec and Ontario offsetting reductions in receivables in the other provinces of the Dominion. Accounts receivable for grocery and combination stores increased 2 per cent from \$18,133,500 at the end of 1937 to \$18,556,700 at the end of 1938. Separate figures for independent stores and chain stores reveal the much more restricted credit policy characteristic of the chain store in the food retailing field. Receivables on the books of independent grocery and combination stores totalled \$17,103,800 at the close of 1938 or 7.5 per cent of annual sales. The corresponding figure for chains was \$1,452,900 and, while this represented only 1.2 per cent of annual sales it was an increase of 21 per cent over the amount recorded for the chain store companies at the close of the preceding year. Accounts outstanding on the books of department stores were 4 per cent higher at the close of 1938 than on the corresponding date a year earlier, an increase which may be attributed at least in part to the more extensive credit facilities introduced in 1937. Accounts receivable were unchanged in British Columbia over the period under review; Prince Edward Island and Alberta reported decreases while in all other provinces there were increases. Provincial figures are shown in the attached tables.

Salaries and wages paid to employees totalled \$239,967,000 in 1938, up 2 per cent from the \$235,788,000 calculated for 1937. Alberta reported the greatest percentage increase with a gain of 8 per cent followed by Quebec with a gain of 4 per cent. Prince Edward Island and Manitoba reported minor decreases while other provinces indicated slight increases in payroll.

Table 1.--Trend in Sales, Stocks and Receivables in Retail Trade, 1937-1938

(All Stores and Selected Kinds of Business)

Kind of Business	RETAIL SALES			Year-end stocks	Year-end receivables
	Number stores reporting	Number reporting increase	% Change 1938/1937	% Change 1938/1937	% Change 1938/1937
TOTAL, ALL STORES	25,908	10,956	- 2.0	- 2.1	+ 2.8
Candy and confectionery stores	594	270	- 1.9	+ 1.1	+ 1.1
Dairy product dealers (other than manufacturing dairies)	161	89	+ 3.4	- 2.2	+ 2.4
Fruit and vegetable stores	220	91	- 2.0	+ 1.5	+ 12.9
Grocery and combination stores	4,915	2,039	- 0.4	- 4.2	+ 2.3
Meat markets (including fish markets)	1,033	519	+ 1.6	- 4.3	- 1.6
Country General Stores	2,957	1,321	- 1.3	- 2.0	(x)
Department stores	124	34	- 3.3	- 3.5	+ 3.8
Dry goods stores	313	97	- 2.6	- 2.1	- 1.2
General merchandise stores	113	44	- 7.3	- 1.4	- 3.8
Variety stores	492	227	+ 1.9	+ 6.3	+ 20.6
Motor vehicle dealers	1,236	490	- 6.5	- 4.0	+ 2.3
Accessories, tires and batteries ...	172	103	+ 4.9	- 3.9	+ 2.4
Filling stations	589	326	+ 4.1	+ 2.4	+ 7.1
Garages	432	229	+ 2.4	+ 3.2	(x)
Men's and boys' clothing and fur- nishings (including custom tailors)	940	236	- 7.7	- 1.2	+ 5.2
Family clothing stores	570	141	- 6.7	- 0.6	+ 0.5
Women's apparel and accessories stores	1,021	378	- 3.3	- 1.8	+ 4.6
Shoe stores	712	244	- 3.2	- 1.9	+ 5.1
Hardware stores	1,134	520	+ 0.4	- 1.2	+ 2.8
Lumber and building material dealers	1,082	506	- 2.3	- 4.3	+ 0.5
Other building materials (including roofing materials)	22	12	+ 4.5	- 0.2	+ 5.7
Electrical, heating and plumbing, paint and glass	171	92	+ 0.1	- 2.9	+ 3.2
Furniture stores	422	149	- 5.7	- 0.3	+ 4.5
Household appliance stores	336	142	- 3.7	- 1.6	+ 12.3
Other home furnishings (including floor coverings, curtains, etc.)..	125	38	- 7.6	- 3.4	+ 0.4
Radio and music stores	287	97	- 7.4	+ 0.2	- 0.2
Farmers' supply stores	404	148	- 5.1	- 6.0	+ 0.3
Book stores	114	52	- 0.1	+ 2.8	+ 0.9
Coal and wood yards	512	287	- 2.3	- 0.1	+ 4.3
Drug stores	1,482	663	- 0.8	+ 1.1	+ 2.4
Florists	158	72	- 2.3	+ 1.0	- 0.6
Jewellery stores	382	188	- 2.6	- 1.1	+ 5.9
Office, school and store supplies and equipment dealers	215	92	- 3.5	- 3.9	+ 1.2
Tobacco stores and stands	497	189	+ 0.1	- 0.2	+ 7.3

(x) No change.

Table 2.--Retail Sales and Stocks on Hand, 1937 and 1938

(All Stores and Selected Kinds of Business)

Kind of Business	Total Sales			Stocks on Hand, End of Year (at cost)		
	1937	1938	% of Change 1938/1937	1937	1938	% of Change 1938/1937
	\$	\$		\$	\$	
All Stores, Total	2,453,715,000	2,404,756,000	- 2.0	442,350,000	433,060,000	- 2.1
Grocery and combination stores	347,752,000	346,397,000	- 0.4	33,927,000	32,502,000	- 4.2
Country general stores	198,480,000	195,866,000	- 1.3	64,724,000	63,430,000	- 2.0
Department stores	288,096,000	278,539,000	- 3.3	40,229,000	38,821,000	- 3.5
Men's and boys' clothing and furnishings stores ...	61,289,000	56,543,000	- 7.7	21,907,000	21,644,000	- 1.2
Family clothing stores	43,452,000	40,559,000	- 6.7	15,212,000	15,121,000	- 0.6
Women's apparel and accessories stores	52,318,000	50,572,000	- 3.3	14,996,000	14,726,000	- 1.8
Shoe stores	30,253,000	29,288,000	- 3.2	12,414,000	12,178,000	- 1.9
Hardware stores	59,741,000	59,978,000	+ 0.4	25,493,000	25,187,000	- 1.2
Furniture stores	37,824,000	35,656,000	- 5.7	11,181,000	11,148,000	- 0.3
Drug stores	68,724,000	68,164,000	- 0.8	21,781,000	22,020,000	+ 1.1

Table 3.--Retail Sales and Accounts Outstanding on Books of Retail Firms
on December 31, 1938, by Provinces

Province	Retail Sales, 1938		Accounts Outstanding, December 31, 1938		
	Amount	% Change (1)	Amount	% of Sales	% Change (1)
	\$		\$		
CANADA(2)	2,404,756,000	- 2.0	249,707,300	10.4	+ 2.8
Prince Edward Island	11,122,000	- 5.3	1,769,700	15.9	- 6.5
Nova Scotia	95,819,000	- 3.5	11,239,100	11.7	+ 3.7
New Brunswick	71,637,000	- 6.5	9,619,400	13.4	+ 3.9
Quebec	561,192,000	- 0.8	56,444,500	10.1	+ 7.1
Ontario	988,696,000	- 3.3	92,426,900	9.3	+ 2.1
Manitoba	160,690,000	- 0.3	14,341,100	8.9	+ 3.5
Saskatchewan	129,309,000	+ 0.1	24,971,100	19.3	+ 1.9
Alberta	161,491,000	+ 6.0	17,260,700	10.7	- 2.8
British Columbia	222,386,000	- 4.4	21,351,900	9.6	+ 0.3

(1) Percentage 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, 1938, by Types of Operation

Type of Operation and Kind of Business	Retail Sales, 1938		Accounts Outstanding, December 31, 1938		
	Amount	% Change (1)	Amount	% of Sales	% Change (1)
	\$		\$		
All Stores, Total	2,404,756,000	- 2.0	249,707,300	10.4	+ 2.8
Independent stores	1,990,307,700	- 2.4	212,633,600	10.7	+ 1.5
Chain stores	414,448,300	+ 0.1	37,073,700	8.9	+ 10.6
Grocery and Combination Stores, Total	346,397,000	- 0.4	18,556,700	5.4	+ 2.3
Independent stores	229,548,000	- 0.8	17,103,800	7.5	+ 1.0
Chain stores	116,849,000	+ 0.4	1,452,900	1.2	+ 21.3
Shoe Stores, Total	29,288,000	- 3.2	748,700	2.6	+ 5.1
Independent stores	19,271,000	- 4.4	701,800	3.6	+ 4.6
Chain stores	10,017,000	- 0.8	46,900	0.5	+ 12.7
Drug Stores, Total	68,164,000	- 0.8	2,427,200	3.6	+ 2.4
Independent stores	54,036,900	- 1.0	2,269,300	4.2	+ 2.3
Chain stores	14,127,100	- 0.3	157,900	1.1	+ 4.7

(1) Percentage change from preceding year.

Table 5.--Retail Sales and Accounts Outstanding on Books of Retail Firms
on December 31, 1938, by Kinds of Business

Kind of Business	1938 Retail Sales		Accounts Outstanding, December 31, 1938		
	Amount	% Change (1)	Amount	% of Sales	% Change (1)
	\$		\$		
TOTAL, ALL STORES	2,404,756,000	- 2.0	249,707,300	10.4	+ 2.8
Food Group, Total	518,893,000	- 0.1	26,061,000	5.0	+ 2.0
Bakery product stores (other than manufacturing bakeries)	9,759,000	- 2.1	6,900	0.1	- 16.9
Candy and confectionery stores ..	38,863,000	- 1.9	619,200	1.6	+ 1.1
Dairy products dealers (other than manufacturing dairies)	37,062,000	+ 3.4	1,854,600	5.0	+ 2.4
Fruit and vegetable stores	14,690,000	- 2.0	352,200	2.4	+ 12.9
Grocery and combination stores ..	346,397,000	- 0.4	18,556,700	5.4	+ 2.3
Meat markets (including fish markets)	65,895,000	+ 1.6	3,488,900	5.3	- 1.6
Other food stores	6,227,000	- 1.9	1,182,500	19.0	+ 4.2
Country General Stores, Total.	195,866,000	- 1.3	31,650,700	16.2	(x)
General Merchandise Group, Total	373,953,000	- 2.8	29,262,200	7.8	+ 2.8
Department stores	278,539,000	- 3.3	25,229,200	9.1	+ 3.8
Dry goods stores	25,928,000	- 2.6	1,312,400	5.1	- 1.2
General merchandise stores	16,930,000	- 7.3	2,654,900	15.7	- 3.8
Variety stores	52,556,000	+ 1.9	65,700	0.1	+ 20.6
Automotive Group, Total	441,977,000	- 3.7	31,369,400	7.1	+ 2.8
Motor vehicle dealers	311,026,000	- 6.5	21,126,500	6.8	+ 2.3
Accessories, tires and batteries.	9,785,000	+ 4.9	935,500	9.6	+ 2.4
Filling stations	80,310,000	+ 4.1	4,176,900	5.2	+ 7.1
Garages	37,807,000	+ 2.4	4,583,200	12.1	(x)
Other automotive establishments .	3,049,000	+ 7.9	547,300	18.0	+ 16.6
Apparel Group, Total	176,962,000	- 5.5	16,016,500	9.1	+ 3.6
Men's and boys' clothing and fur- nishings (includes custom tailors)	56,543,000	- 7.7	5,475,600	9.7	+ 5.2
Family clothing stores	40,559,000	- 6.7	4,826,500	11.9	+ 0.5
Women's apparel and accessories stores	50,572,000	- 3.3	4,965,700	9.8	+ 4.6
Shoe stores	29,288,000	- 3.2	748,700	2.6	+ 5.1
Building Materials Group, Total	123,572,000	- 0.4	33,592,200	27.2	+ 1.8
Hardware stores	59,978,000	+ 0.4	12,341,500	20.6	+ 2.8
Lumber and building materials dealers	45,321,000	- 2.3	17,254,100	38.1	+ 0.5
Other building materials (in- cluding roofing materials)	6,647,000	+ 0.5	1,058,100	15.9	+ 5.7
Electrical, heating and plumbing, paint and glass shops	11,626,000	+ 0.1	2,938,500	25.3	+ 3.2
Furniture and Household Group, Total	78,213,000	- 6.0	41,076,700	52.5	+ 5.1
Furniture stores	35,656,000	- 5.7	16,687,900	46.8	+ 4.5
Household appliance stores	15,164,000	- 3.7	11,742,100	77.4	+ 12.3
Other home furnishings stores ...	7,065,000	- 7.6	1,470,100	20.8	+ 0.4
Radio and music stores	20,328,000	- 7.4	11,176,600	55.0	- 0.2

Table 5.--Retail Sales and Accounts Outstanding on Books of Retail Firms
on December 31, 1938, by Kinds of Business (Cont'd)

Kind of Business	1938 Retail Sales		Accounts Outstanding, December 31, 1938		
	Amount	% Change (1)	Amount	% of Sales	% Change (1)
	\$		\$		
Restaurants, Cafeterias and Eating Places	50,176,000	- 3.4	301,800	0.6	+ 1.4
Other Retail Stores	445,144,000	- 0.2	40,376,800	9.1	+ 3.7
Farmers' supply stores	43,024,000	- 5.1	5,809,800	13.5	+ 0.3
Book stores	7,031,000	- 0.1	896,900	12.8	+ 0.9
Coal and wood yards (including ice)	77,060,000	- 2.3	12,089,400	15.7	+ 4.3
Drug stores	68,164,000	- 0.8	2,427,200	3.6	+ 2.4
Florists	6,950,000	- 2.3	715,900	10.3	- 0.6
Jewellery stores	21,382,000	- 2.6	4,188,600	19.6	+ 5.9
Office, school and store supplies and equipment dealers	17,953,000	- 3.5	4,087,700	22.8	+ 1.2
Tobacco stores and stands	26,640,000	+ 0.1	781,500	2.9	+ 7.3
Government liquor stores	77,298,000	+ 4.0	-	-	-
Miscellaneous kinds of business (including secondhand stores) ..	99,642,000	+ 2.4	9,379,800	9.4	+ 5.9

(1) Percent change from preceding year.

(x) No change.

Table 7.--Retail Sales and Salaries and Wages Paid to Employees in Retail Trade
by Provinces and Kind-of-Business Groups, 1937 and 1938

Province and Group	SALES			SALARIES AND WAGES		
	1937	1938	Per cent change 1938/1937	1937	1938	Per cent change 1938/1937
	\$	\$		\$	\$	
Prince Edward Island	11,748,000	11,122,000	- 5.3	763,000	755,000	- 1.0
Nova Scotia	99,336,000	95,819,000	- 3.5	7,587,000	7,880,000	+ 3.9
New Brunswick	76,656,000	71,637,000	- 6.5	5,869,000	5,910,000	+ 0.7
Quebec	565,921,000	561,192,000	- 0.8	55,684,000	58,119,000	+ 4.4
Ontario	1,022,068,000	988,696,000	- 3.3	102,538,000	102,608,000	+ 0.1
Manitoba	161,253,000	160,690,000	- 0.3	16,672,000	16,484,000	- 1.1
Saskatchewan	129,166,000	129,309,000	+ 0.1	11,416,000	11,596,000	+ 1.6
Alberta	152,408,000	161,491,000	+ 6.0	13,218,000	14,207,000	+ 7.5
British Columbia	232,740,000	222,386,000	- 4.4	21,754,000	22,117,000	+ 1.7
CANADA, TOTAL(1).....	2,453,715,000	2,404,756,000	- 2.0	235,788,000	239,967,000	+ 1.8
Food group	519,354,000	518,893,000	- 0.1	38,740,000	40,184,000	+ 3.7
Country general stores	198,480,000	195,866,000	- 1.3	8,840,000	9,187,000	+ 3.9
General merchandise group	384,571,000	373,953,000	- 2.8	54,505,000	53,870,000	- 1.2
Automotive group	458,939,000	441,977,000	- 3.7	37,219,000	38,681,000	+ 3.9
Apparel group	187,312,000	176,962,000	- 5.5	20,116,000	20,243,000	+ 0.6
Building materials group	124,115,000	123,572,000	- 0.4	13,018,000	13,425,000	+ 3.1
Furniture and household group	83,187,000	78,213,000	- 6.0	12,103,000	12,348,000	+ 2.0
Restaurants, cafeterias and eating places	51,940,000	50,176,000	- 3.4	10,373,000	10,408,000	+ 0.3
Other retail stores	445,817,000	445,144,000	- 0.2	40,874,000	41,621,000	+ 1.8

(1) Includes Yukon and Northwest Territories.

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