

## CANADA

DOMINION BUREAU OF STATISTICS
CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

## MISCELLANEOUS STATISTICS

ON
RETAIL TRADE CALENDAR YEAR

1939

Customers' Accounts Outstanding
Stocks on Hand
Salaries and Wages

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Statistician:
R.H. Coais, $=$. D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S.
A.C. Steodman, B.A.

# CENSUS OF MHRCHANDISING AND SERVICE ESTABLISHIENTS 

Miscellaneous Statistics on Rotail Trade, 1939

Reports have already been issued showing total estimated retail sales in Canada and in each of the provinces for 1939. This bulletin contains the results of calculations based on information regarding payroll, outstanding accounts and year-end inventories secured in comection with the annual survey of rotail trading establishments on which the estimates of retail salos are based.

The dollar volum of retail merchandiso trade in Canada is estimated at $\$ 2,447,658,000$ for 1939 or 2.8 per cent above the $\$ 2,404,756,000$ recorded for the preceding year. Solaries and wages paid to employeos in retail trading establishments but exclusire of compensation of proprietors are estimated at $\$ 245,871,000$ for 1939 or 2.5 per cent above the $\{235,788,700$ paid out in 2938 . Increased payrolls were reported in all provinces, a gain of 8.8 por cent, in Saskatchewan exceeding the increases reported in other regions and comparing with an increase of 11.7 por cent in sales in the same province. Percentage increases in payroll. over 1938 for other provinces are as follows: Prince Edward Island: 3.6 per cont; Nove Scotia, 4.3 per cont; New Brunswick, 2.5 per cont; Quebec; 2.5 per cent; Ontario, 1.6 per cent; hianitoba, 3.1 per cent; Alberta, 3.8 per cent and British Columbia: 0.8 per cent.

Retailers inventories were valuod 7.5 per cont higher at the end of 1939 than on the corresponding date in 1938: a gain considerably in excoss of the 1.8 per cent increase in sales over the period under reviow and indicative of the inventory buying carried on by rotail merchants during the latter part of tho year. Total retail inventorios were estimated at $\$ 465,540,000$ at the end of 1939 compared with $\$ 433,060,000$ at the close of the precoding yoar. Practically all lines of business rew ported incressed inventories. Doparthent store invontorios at $35,304,000$ wore up by 16.7 per cont; grocery and combinetion stores reported an increase of 11.4 per cent; country general storos, 7.6 per cent; shoe stores, 10.3 per cont; herdware atores, 7.7 per cont; furniture stores, 9.4 por cont end drug stores 2.6 per cont. Notor vohicle denlors form the moss importent excoption to tine general trend; inventorios on hand at the closo of 1939 for this trado averaged 7.6 per cont lower than c.t tho end of 1938.

Customors ${ }^{\circ}$ accounts butstending on rutail merchants' books averagod slightly higer the cnd of 1939 then at tho 0103 of tho procoding yoar. Totel receiveblos wero valuad at $3255,633,800$ at the ond of 1939 compared with $2249,707,300$ at tho close of 1938. A merkod decranse in tho amount owing to roteil merchents was recordod in Seskntchoren whor incrocsed incone from improvod crop conditions wr.s usod in part to liquidato dobts incurred during less prosporous yours. Accounts outstanding on rotail morchants buoks doclined by 7.3 per cont in Snskatchown from $\mathbf{~ 2 4 , 9 7 1 , 1 0 0 ~ a t ~ t h o ~}$ closo of $1938 \pm 0.32,157,100$ at tho end of 1939. limitobe also roportod a slight docronso of 0.9 por cont in recoivablos outstanding whilo oll othor provincos reportod incronsas ranging from 1.0 per cont in Princo Edve:. I Islend to 5.1 por cent in Quoboce

Rosults for individunl linos of business roveal considorable difforonces in oxperienco in the matter of outstinding dobts. Country gonoral stores roported ع. declino in rocoivables of 3.6 por cont. Bu: most linus of trado avoragod higher in outstanding eccounts st the ond of 1939 then at tho closo of tho procoding yoar. Dopartment stores evoraged 9.1 por cent highor at $227,513,300$ at the ond of 1939 comparod with $25,229,200$ e.t tho $=10 s 0$ of 1938. Accounts outstending on the books of motor vohiclo doalors wore up by 2.3 per cont, furnituro stores wero up 11.3 por cont and jowellery storos 8.8 per cont. Figuros for those and othor 2 inos of businoss aro shown in the attachod trablos.
(All Stores and Selected Kinds of Business)


Rable 2.-Retain bales and Acoonts Outstamine on Bocs of Retail Firns on December 312, 1232, by Provinces

| Province | Retail Sales, 1939 |  | Accounts Cutstanding, December 31, 1939 |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \% \text { Change } \\ \text { (I) } \\ \hline \end{gathered}$ | Amount | $\begin{aligned} & \% \text { of } \\ & \text { sales } \end{aligned}$ | $\begin{gathered} \text { \% Change. } \\ \text { (1) } \end{gathered}$ |
| CANADA (2) | 2,447,658,000 | $\begin{array}{r}1.8 \\ + \\ \hline\end{array}$ | $255,633,800$ | 10.4 | + 2.4 |
| Prince Edward Island | 11,431,000 | + 2.8 | 1,786,700 | 15.6 | + 1.0 |
| Nova Scotia | 98,864,000 | + 3.2 | 11,665,500 | 11.8 | + 3.8 |
| New Brunswick | 74,276,000 | $+3.7$ | 10,045,800 | 13.5 | + 4.4 |
| Quebec | 564,537,000 | + 0.6 | 59,343,500 | 10.5 | + 5.1 |
| Ontario | 1,002.071,000 | + 1.4 | 95,723,600 | 9.6 | + 3.6 |
| Manitoba | 161,835,000 | $+0.7$ | 14,207,800 | 8.8 | - 0.9 |
| Saskatchewan | 144,477,000 | $+11.7$ | 23,157,100 | 16.0 | - 7.3 |
| Alberta | 164,23?,000 | $+1.7$ | 17,704,300 | 10.8 | + 2.6 |
| British Golumbia | 223:769,000 | + 0.6 | 21,739,900 | 9.7 | + 1.8 |

(1) Percentage change from preceding year.
(2) Includes Yukon and Northest Territories.

Table 3.--Retail Sales and Accounts Cutstanding on Books of Rotail Firms on Decemior 31, 1932 by Tupes of Operation

| Type of Operation and Kind of Business | Retail Scles, 1939 |  | Accounts Cutstanding, December $312 \quad 1939$ |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | moun | \% Change $\qquad$ | Amount | $\begin{array}{r} 1 \% \text { of } \\ \text { Sales } \\ \hline \end{array}$ | $\begin{gathered} \text { T Change } \\ \text { (1) } \end{gathered}$ |
| All Stores, Total | 2,447,658.000 | $\begin{array}{r} \\ +\quad 3.8 \\ \hline\end{array}$ | 255,633,800 | 10.4 | + 2.4 |
|  | $\begin{array}{r} 2,015,631,900 \\ 432,026,1.00 \end{array}$ | $+\quad 1.3$ $+\quad 4.2$ | $\begin{array}{r} 219,691,000 \\ 35,942,800 \end{array}$ | 10.9 8.3 | $+\quad 3.3$ $-\quad 3.1$ |
| Grocery and Combination Stores, Total ........ | $351.410,000$ | 1.4 | $18,620,300$ | 5.2 | + 0.7 |
| Independent stores <br> Chain stores ...... | $\begin{aligned} & 227,583,800 \\ & 123,826,200 \end{aligned}$ | $-\quad 0.9$ $+\quad 6.0$ | $\begin{array}{r} 17,364,300 \\ 1,326,000 \end{array}$ | 7.6 1.1 | + +8.5 -8.7 |
| Shoe Stores, Total | $29,327.000$ | + 0.1 | 755.200 | 2.6 | $\begin{array}{r} \\ +\quad 0.2 \\ \hline\end{array}$ |
| Independent stores Chain Stores ....... | $\begin{aligned} & 18,662,400 \\ & 10,664,600 \end{aligned}$ | $-\quad 3.2$ $+\quad 6.5$ | 706,500 48,700 | 3.8 0.5 | $+\quad 0.7$ $+\quad 3.8$ |
| Drug Stores, Total | 69,613,000 | 2.2 | 2,405,500 | 3.5 | - 0.2 |
| Independent stores | 55,391,200 | + 2.5 | 2,242,500 | 4.0 | - 1.2 |
| Chain stores. | 14:251,800 | + 0.9 | 163,000 | 1.1 | + 3.2 |

(1) Percentage change from preceding yoar.

| Kind of Business | $1939$ <br> Retail Sales |  | Accounts Outstanding, Decernber 31, 1939 |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Amount | $\begin{aligned} & \% \text { Change } \\ & (1) \end{aligned}$ | Amount | $\begin{gathered} \% \text { of } \\ \text { Salog } \end{gathered}$ | \% Change |
| TOTAL, ALL STORES | 2,447,658,000 | $\begin{array}{r} \\ +1.8 \\ \hline\end{array}$ | 255,633,800 | 10.4 | + 2.4 |
| Food Group, Total | 524,146,000 | +1.0 | 26,548,200 | $5 \cdot 1$ | + 1.9 |
| Bakery Product stores (other than manufacturing bakeries) ........... Candy and confectionery stores .... | $9,438,000$ $38,722,000$ | - 3.3 | 6,400 | 0.1 | - 7.2 |
| Candy and confectionery stores .... | 38,722,000 | - 0.4 | 614,200 | 1.6 | - 0.8 |
| manufacturing dairies) ........... | 37,654,000 | + 1.6 | 2,023,300 | 5.4 | + 9.1 |
| Fruit and vegetable stores ........ | 15,036,000 | + 2.4 | 384,700 | 2.6 | + 9.2 |
| Grocery and combination stores | 351,410,000 | + 1.4 | 18,690,300 | $5 \cdot 3$ | + 0.7 |
| Meat markets (including fish markets) ...................... | 65,590,000 | - 0.5 | 3,606,500 | 5.5 |  |
| Other food stores | 6,296,000 | + 1.1 | 1,222,800 | 19.4 | +3.4 |
| Country General Stores, Total | 192,188,000 | - 1.9 | 30,523,200 | $15 \cdot 9$ | $-3.6$ |
| General Merchandise Group, Total | 390,027,000 | + 4.3 | 31,639,900 | 8.1 | + 8.1 |
| Department stores .................. | 289,887,000 | + 4.1 | 27,513,300 | 9.5 | + 9.1 |
| Dry goods stores | 26,018,000 | + 0.3 | 1,383,900 | $5 \cdot 3$ | $+\quad 5.4$ |
| General merchandise stores | 17,095,000 | + 1.0 | 2,674,000 | 15.6 | + 0.7 |
| Variety stores ...... | 57,027,000 | + 8.5 | 68,700 | 0.1 | + 4.6 |
| Automotive Group, Total | 441,246,000 | - 0.2 | 31,263,100 | 7.2 | + 1.9 |
| Motor vehicle dealers ............. | 302,889,000 | - 2.6 | 21,618,600 | 7.1 | + 2.3 |
| Accessories, tires and batteries .. | 10,300,000 | + 5.3 | 964,300 | 9.4 | + 3.1 |
| Filling stations | 86,118,000 | + 7.2 $+\quad 2$. | 4,278,700 | 5.0 | + 2.4 |
| Garages ........................... | 38,887,000 | + 2.9 | 4,553,700 | 11.7 | - 0.6 |
| Other automotive establishments ... | 3,052,000 | + 0.1 | 547,800 | 17.9 | + 0.1 |
| Apparel Group, Total | 182,111,000 | $\begin{array}{r} \\ +\quad 2.9 \\ \hline\end{array}$ | 16,873,100 | 9.3 | $\pm 5.3$ |
| Hen's and boys" clothing and furniohings (includes custom |  |  |  |  |  |
| tailors) .............. | 58,058,000 | + 2.7 | 5,612,600 |  |  |
| Family clothing stores | 42,206,000 | + 4.1 | 4,953,000 | 11.7 | +2.5 $+\quad 2.6$ |
| Women's apparel and accessories stores |  |  |  | 11.1 |  |
| Shoe stores | 52,520,000 | + 3.9 | 5,552,300 | 10.6 | + 11.8 |
| shoe stores | 29,327,000 | + 0.1 | 755,200 | 2.6 | + 0.9 |
| Building Materials Group, Total | 127273,000 | + 3.4 | $33,192,400$ | 26.0 | - 1.2 |
| Hardivare stores . . . . . . . ..... | 60,644,000 | $+1.1$ | 12,136,700 | 20.0 | - 1.7 |
| Lumber and building materials dealers | 48,716,000 |  | 16,810,000 | 34. |  |
| Other building materials |  |  |  | 34. |  |
| (including roofing materials) ... | 6,845,000 | $+3.0$ | 1,163,900 | 17.0 | $+10.0$ |
| Electrical, heating and plumbing, paint and glass shops ............ | 11,529,000 | - 0.8 | 3,081,800 | 26.7 | + 4.9 |


(1) Percent change from preceding year.

(1) Includes Yukon and Northwest Territories.

