



### 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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### CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

### Miscellaneous Statistics on Retail 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 connection with the annual survey of retail trading establishments on which the estimates of retail sales are based.

The dollar volume of retail merchandise trade in Canada is estimated at \$2,447,658,000 for 1939 or 1.8 per cent above the \$2,404,756,000 recorded for the preceding year. Salaries and wages paid to employees in retail trading establishments but exclusive of compensation of proprietors are estimated at \$245,871,000 for 1939 or 2.5 per cent above the \$235,788,000 paid out in 1938. Increased payrolls were reported in all provinces, a gain of 8.8 per cent in Saskatchewan exceeding the increases reported in other regions and comparing with an increase of 11.7 per 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 cent; Nova Scotia, 4.3 per cent; New Brunswick, 2.5 per cent; Quebec, 2.5 per cent; Ontario, 1.6 per cent; Manitoba, 3.1 per cent; Alberta, 3.8 per cent and British Columbia, 0.8 per cent.

Retailers' inventories were valued 7.5 per cent higher at the end of 1939 than on the corresponding date in 1938, a gain considerably in excess of the 1.8 per cent increase in sales over the period under review and indicative of the inventory buying carried on by retail merchants during the latter part of the year. Total retail inventories were estimated at \$\frac{945}{545},540,000\$ at the end of 1939 compared with \$\frac{9433}{343},060,000\$ at the close of the preceding year. Practically all lines of business reported increased inventories. Department store inventories at \$\frac{945}{345},304,000\$ were up by 16.7 per cent; grocery and combination stores reported an increase of 11.4 per cent; country general stores, 7.6 per cent; shoe stores, 10.3 per cent; hardware stores, 7.7 per cent; furniture stores, 9.4 per cent and drug stores 2.6 per cent. Motor vehicle dealers form the most important exception to the general trend; inventories on hand at the close of 1939 for this trade averaged 7.6 per cent lower—than at the end of 1938.

Customers' accounts outstanding on rotail merchants' books averaged slightly higher at the end of 1939 than at the close of the proceding year. Total receivables were valued at \$255,633,800 at the end of 1939 compared with \$249,707,300 at the close of 1938. A marked decrease in the amount owing to rotail merchants was recorded in Saskatchewan where increased income from improved crop conditions was used in part to liquidate debts incurred during less prosperous years. Accounts outstanding on rotail merchants' books declined by 7.3 per cent in Saskatchewan from \$24,971,100 at the close of 1938 to \$23,157,100 at the end of 1939. Hanitoba also reported a slight decrease of 0.9 per cent in receivables outstanding while all other provinces reported increases ranging from 1.0 per cent in Prince Edward Island to 5.1 per cent in Quebec.

Results for individual lines of business reveal considerable differences in experience in the matter of outstanding debts. Country general stores reported a decline in receivables of 3.6 per cent. But most lines of trade averaged higher in outstanding accounts at the end of 1939 than at the close of the preceding year. Department stores averaged 9 l per cent higher at \$27,513,300 at the end of 1939 compared with \$25,229,200 at the close of 1938. Accounts outstanding on the books of motor vehicle dealers were up by 2.3 per cent, furniture stores were up 11.3 per cent and jewellery stores 8.8 per cent. Figures for these and other lines of business are shown in the attached tables.

### Table 1 .-- Retail Sales and Stocks on Hand, 1938 and 1939

(All Stores and Selected Kinds of Business)

Kind of Business	Total Sales			Stocks on Hand, End of Year (at cost)		
	1938	1939	% of Change 1939/1938	1938	1939	% of Change 1939/1938
	\$	ŷ		3	Ş	
All Stores, Total	2,404,756,000	2,447,658,000	+ 1.8	433,060,000	465,540,000	+ 7.5
Grocery and combination stores	346,397,000	351,410,000	+ 1.4	32,502,000	37,084,000	+ 11.4
Country general stores	195,866,000	192,188,000	- 1.9	63,430,000	68,250,000	+ 7.6
Department stores	278,539,000	289,887,000	+ 4.1	38,821,000	45,304,000	+ 16-7
Men's and boys' clothing and furnishings stores	56,543,000	58,058,000	+ 2.7	21,644,000	23,636,000	+ 9-2
Family clothing stores	40,559,000	42,206,000	+ 4-2	15,121,000	16,845,000	+ 11.4
Women's apparel and accessories stores	50,572,000	52,520,000	+ 3.9	14,726,000	15,565,000	+ 5.7
Shoe stores	29,288,000	29,327,000	+ 0.1	12,178,000	13,432,000	+ 10-3
Hardware stores	59,978,000	60,644,000	+ 1.1	25,187,000	27,127,000	+ 7.7
Furniture stores	35,656,000	36,698,000	+ 2.9	11,148,000	12,196,000	+ 9.4
Orug stores	68,164,000	69,643,000	+ 2.2	22,020,000	22,593,000	+ 2.6
			en e	9		٠

Table 2 .- - Retail Sales and Accounts Outstanding on Books of Retail Firms on December 31, 1939, by Provinces

Province	Retail Sales	, 1939	Accounts Cutstanding, December 31, 1939			
	Amount	% Change (1)	Amount	% of Sales	% Change. (1)	
CANADA(2)	2,447,658,000	+ 1.8	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	164,211,000	+ 1.7	17,704,300	10.8	+ 2.6	
British Columbia	223,769,000	+ 0.6	21,739,900	9.7	+ 1.8	

Table 3. -- Retail Sales and Accounts Cutstanding on Books of Retail Firms on December 31, 1939, by Types of Operation

Type of Operation and Kind of Business	Retail Sales	, 1939	Accounts Cutstanding, December 31, 1939			
	Amount	% Change (1)	Amount		% Change	
All Stores, Total	2,447,658,000	+ 1.8	255,633,800	10.4	+ 2.4	
Independent stores Chain stores	2,015,631,900 432,026,100	+ 1.3 + 4.2	219,691,000 35,942,800	10.9	+ 3.3 + 3.1	
Grocery and Combination Stores, Total	351,410,000	+ 1.4	18,690,300	5.3	+ 0.7	
Independent stores	227,583,800	- 0.9 + 6.0	17,364,300	7.6	+ 1.5	
Shoe Stores, Total	29,327,000	+ 0.1	755,200	2.6	+ 0.9	
Independent stores Chain Stores	18,662,400 10,664,600	- 3.2 + 6.5	706,500 48,700	3.8	+ 0.7 + 3.8	
Drug Stores, Total	69,643,000	+ 2.2	2,405,500	3.5	- 0.9	
Independent stores Chain stores	55,391,200 14,251,800	+ 2.5	2,242,500 163,000	4.0	- 1.2 + 3.2	

<sup>(1)</sup> Percentage change from preceding year.

Percentage change from preceding year.
 Includes Yukon and Northwest Territories.

Table 4.--Retail Sales and Accounts Gutstanding on Books of Retail Firms
on December 31, 1939, by Kinds of Business

	1939		Accounts Outstanding,			
Kind of Business	Retail Sales		December 31, 1939			
WING OI DUSTINGS	Amount	% Change	Amount	Sales	% Change	
	\$	(1)	3	Dates	(1)	
TOTAL, ALL STORES	2 447 658 000	+ 1.8	255 622 800	30.4		
		4 1.0	255,633,800	10.4	+ 2.4	
Food Group, Total	524,146,000	+ 1.0	26,548,200	5.1	+ 1.9	
Bakery Product stores (other than						
manufacturing bakeries)	9,438,000	- 3.3	6,400	0.1	- 7.2	
Candy and confectionery stores	38,722,000	- 0.4	614,200	1.6	- 0.8	
Dairy products dealers (other than					0.0	
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	5.3		
Meat markets (including fish	3)1,410,000		10,070,300	2.2	+ 0.7	
markets)	65,590,000	- 0.5	2 606 500			
Other food stores			3,606,500	5.5	+ 3.4	
	6,296,000	+ 1.1	1,222,800	19-4	+ 3.4	
Country General Stores, Total	192,188,000	- 1.9	30,523,200	15.9	- 3.6	
General Merchandise Group, Total	200 007 000		23 (20 000	0 -	0	
doneral merchandise Group, lotal	390,027,000	+ 4.3	31,639,900	8.1	+ 8.1	
Department stores	289,887,000	+ 4.1	27 572 200	0 -		
Dry goods stores	26,018,000	+ 0.3	27,513,300	9.5	+ 9.1	
General merchandise stores			1,383,900	5.3	+ 5.4	
Variety stores	17,095,000	+ 1.0	2,674,000	15.6	+ 0.7	
	57,027,000	+ 8.5	68,700	0.1	+ 4.6	
Automotive Group, Total	441,246,000	- 0.2	31,963,100	7.2	+ 1.9	
Notes making design	200 000 000		4-0-4-			
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	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	+ 2.9	16,873,100	9.3		
	102 111 000	2./	10,073,100	7.3	+ 5.3	
Men's and boys' clothing and	The Holes					
furnishings (includes custom						
tailors)	58,058,000	+ 2.7	5,612,600	9.7	+ 2.5	
Family clothing stores	42,206,000	+ 4.1	4,953,000	11.7	+ 2.6	
Women's apparel and accessories						
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 .	127,734,000	+ 3-4	33,192,400	26.0	- 1.2	
Hardware stores	60 644 000		20 22/ 220	0.0		
Lumber and building materials	60,644,000	+ 1.1	12,136,700	20.0	- 1.7	
dealers	48 77/ 000		3/ 030 000			
Other building materials	48,716,000	+ 7.5	16,810,000	34.5	- 2.6	
(including roofing materials)	6,845,000	+ 3.0	1,163,900	17.0	1 10 0	
Electrical, heating and plumbing,	0,07,000		1,103,700	71.0	+ 10.0	
paint and glass shops	11,529,000	- 0.8	3,081,800	26.7	+ 4.9	

Table 4. --Retail Sales and Accounts Outstanding on Books of Retail Firms
on December 31, 1939, by Kinds of Business (Cont'd)

	1939		Accounts Outstanding,		
	Retail Sa		December		
Kind of Business		% Change		% of	% Change
	Amount	(1)	Amount	Sales	(1)
	3		Ŝ		
Furniture and Household Group,					
Total	79,326,000	+ 1.4	42,666,800	53.8	+ 3.9
	17/1/201000		42,000,000	73.0	7
Furniture stores	36,698,000	+ 2.9	18,577,000	50.6	+ 11.3
Household appliance stores	14,791,000	+ 2.5	11,408,300	77-1	- 2.8
Other home furnishings stores	7,185,000	+ 1.7			
Radio and music stores			1,537,600	21.4	+ 4.6
nadro and music stores	20,652,000	+ 1.6	11,143,900	54.0	- 0.3
Restaurants, Cafeterias and		/a 1			
	40 0/0 000		222 022		
Eating Places	49,969,000	- 0.4	330,800	0.7	+ 9.6
Other Betsil Ctarre	1/0 022 000		10 00/ 000		
Other Retail Stores	460,911,000	+ 3.5	41,896,300	9.1	+ 3.8
Formand augusta at once	10 020 000		7 //2 222		
Farmers' supply stores	40,038,000	- 6.9	5,662,200	14.1	- 2.5
Book stores	7,122,000	+ 1.3	825,300	11.6	- 8.0
Coal and wood yards (including					
ice)	83,135,000	+ 7.9	1.2,127,300	14.6	+ 0.3
Drug stores	69,643,000	+ 2.2	2,405,500	3.5	- 0.9
Florists	6,772,000	- 2.6	711,600	10.5	- 0.6
Jewellery stores	23,044,000	+ 7.8	4,558,900	19.8	+ 8.8
Office, school and store supplies					
and equipment dealers	18,551,000	+ 3.3	4,383,700	23.6	+ 7.2
Tobacco stores and stands	27,323,000	+ 2.6	833,800	3.1	+ 6.7
Government liquor stores	81,227,000	+ 5.1		-	
Miscellaneous kinds of business					
(including secondhand stores)	104,056,000	+ 4.4	10,388,000	10.0	+ 10.7
			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		

<sup>(1)</sup> Percent change from preceding year.

Table 5. -- Retail Sales and Salaries and Wages Paid to Employees in Retail Trade
by Provinces and Kind-of-Business Groups, 1938 and 1939

	SALES			SALARIES AND WAGES			
Province and Group	1938	1939	Per cent change 1939/1938	1938	1939	Per cent change 1939/1938	
	\$	\$		· · · · · · · · · · · · · · · · · · ·	ŷ -	(144.122)	
Prince Edward Island  Nova Scotia  New Brunswick  Quebec  Ontario  Manitoba  Saskatchewan  Alberta  British Columbia	11,122,000 95,819,000 71,637,000 561,192,000 988,696,000 160,690,000 129,309,000 161,491,000 222,386,000	11,431,000 98,864,000 74,276,000 564,537,000 1,002,071,000 161,835,000 144,477,000 164,211,000 223,769,000	+ 2.8 + 3.2 + 3.7 + 0.6 + 1.4 + 0.7 + 11.7 + 0.6	755,000 7,880,000 5,910,000 58,119,000 102,608,000 16,484,000 11,416,000 13,218,000 21,754,000	782,000 8,222,000 6,056,000 59,543,000 104,301,000 17,003,000 12,622,000 14,740,000 22,304,000	+ 3.6 + 4.3 + 2.5 + 2.5 + 1.6 + 3.1 + 8.8 + 3.8 + 0.8	
CANADA, TOTAL (1)	2,404,756,000	2,447,658,000	+ 1.8	235,788,000	245,871,000	+ 2.5	
Food group	518,893,000 195,866,000 373,953,000 441,977,000 176,962,000 123,572,000 78,213,000 50,176,000 445,144,000	524,146,000 192,188,000 390,027,000 441,246,000 182,111,000 127,734,000 79,326,000 49,969,000 460,911,000	+ 1.0 + 1.9 + 4.3 - 0.2 + 2.9 + 3.4 + 1.4 - 0.4 + 3.5	38,740,000 8,840,000 54,505,000 37,219,000 20,116,000 13,018,000 12,103,000 10,373,000 40,874,000	41,288,000 9,495,000 54,974,000 38,933,000 20,902,000 14,008,000 12,614,000 10,476,000 43,181,000	+ 2.7 + 3.4 + 2.0 + 0.7 + 3.3 + 4.3 + 2.2 + 0.7 + 3.7	

<sup>(1)</sup> Includes Yukon and Northwest Territories.

