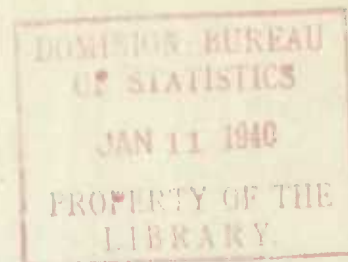


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C A N A D A

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MISCELLANEOUS STATISTICS

ON

WHOLESALE TRADE

1938

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

+ + +

OTTAWA

1940

Price 10 cents

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

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

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CENSUS OF MERCHANDISING AND SERVICES

Miscellaneous Statistics on Wholesale Trade, 1938

The annual report for 1938 showing total estimated sales for various lines of wholesale trade for Canada and the several provinces has already been published.⁽¹⁾ The present bulletin presents results of compilations made from supplementary data secured in connection with the annual survey of wholesale trade and deals with salaries and wages, stocks on hand and accounts receivable at the end of the year.

Sales of wholesale trading establishments averaged 4.2 per cent lower in 1938 than in the preceding year, all regions excepting only the Prairie Provinces reporting a decline. Sales in the Prairie Provinces were up by 3 per cent while the following decreases were reported: British Columbia, 4 per cent; Ontario, 5 per cent; Maritime Provinces, 5 per cent and Quebec, 7 per cent.

Evidence that wholesalers were maintaining careful check on their inventory requirements is reflected in the fact that stocks on hand at the end of 1938 were lower than on the corresponding date at the close of 1937 by approximately the same percentage as the decline in annual sales. Inventories at the close of 1938 averaged 5.3 per cent lower than at the end of 1937. This decline in stocks on hand extended to all regions of the country and was found to exist in results for practically all individual lines of business for which separate figures are compiled.

Accounts outstanding on the books of wholesale merchants totalled \$164,443,000 at the end of 1938, down 2.8 per cent from the amount recorded at the close of the preceding year. Ontario reported a decrease of 8 per cent; British Columbia, 2 per cent and Quebec, 2 per cent. The Maritime and Prairie Provinces both reported increases in value of receivables amounting to 5 per cent and 1 per cent respectively. The slight increase in the Prairie Provinces may be attributed to the gain in total annual business of 3 per cent over the preceding year. The 5 per cent increase in receivables in the Maritimes, when associated with the 5 per cent decrease in sales in this region indicates an increase in the proportion of business transacted on a credit basis, a lengthening of the average length of period over which accounts were allowed to run or a combination of these two factors.

Salaries and wages paid to employees in wholesale trading establishments were well maintained in 1938, the annual payroll exceeding by 4.6 per cent the amount recorded for 1937. All regions and practically all lines of business shared in the increase, percentage increases for the various economic divisions being as follows: Maritime Provinces, 3 per cent; Quebec, 2 per cent; Ontario, 4 per cent; Prairie Provinces, 10 per cent; British Columbia, 5 per cent.

Information regarding the channels through which marketers of petroleum products distribute their goods is secured in connection with these annual surveys. Results for 1938 indicate the following percentage distribution: sales to jobbers, 16 per cent; sales to retailers, 52 per cent; sales to farmers and other primary producers, 10 per cent; other wholesale sales, 16 per cent; sales at retail prices, 3 per cent; export sales, 2 per cent; other sales, 1 per cent.

(1) Wholesale Trade in Canada and the Provinces, 1938. Price, 10 cents.

Table 1.--WHOLESALESAERS PROPER - Indexes of Sales and Payrolls, by Economic

Divisions and Kinds of Business, for Firms Furnishing Information

for 1930, 1933, 1937 and 1938

	Indexes of Total Net Sales				Per cent change, 1938/37	Indexes of Salaries and Wages				Per cent change, 1938/37
	1930	1933	1937	1938		1930	1933	1937	1938	
Maritime Provinces.....	100.0	67.9	99.3	93.9	- 5.4	100.0	71.7	84.6	86.7	+ 2.5
Quebec	100.0	65.9	100.2	93.1	- 7.1	100.1	63.4	79.5	81.3	+ 2.3
Ontario	100.0	68.9	105.1	99.4	- 5.4	100.0	74.2	93.6	97.2	+ 3.8
Prairie Provinces	100.0	60.6	86.7	89.3	+ 3.0	100.0	63.8	79.0	86.5	+ 9.5
British Columbia	100.0	63.5	97.2	93.8	- 3.5	100.0	66.0	96.5	101.4	+ 5.1
CANADA	100.0	65.7	98.7	94.6	- 4.2	100.0	67.7	85.7	89.6	+ 4.6
Amusement, photographic and sporting goods ...	100.0	57.6	90.3	99.4	+ 10.0	100.0	77.1	90.9	106.5	+ 17.2
Automotive	100.0	64.2	101.3	106.8	+ 5.5	100.0	71.2	100.6	106.3	+ 5.7
Chemicals and paints ..	100.0	92.3	139.4	125.8	- 9.8	100.0	86.4	117.5	120.9	+ 2.9
Drugs and drug sundries	100.0	79.1	105.7	106.0	+ 0.3	100.0	73.3	88.0	92.1	+ 4.7
Coal and coke	100.0	85.3	119.1	108.4	- 9.0	100.0	92.8	99.6	97.8	- 1.8
Dry goods and apparel..	100.0	62.9	84.8	76.0	- 10.4	100.0	63.7	71.5	70.7	- 1.1
Electrical	100.0	43.4	112.2	108.8	- 3.0	100.0	55.2	85.0	91.6	+ 7.8
Farm supplies	100.0	54.4	93.3	82.4	- 11.7	100.0	82.3	86.7	86.2	- 0.6
Foods	100.0	69.8	98.7	95.3	- 3.5	100.0	75.8	91.2	95.4	+ 4.6
Furniture and house furnishings	100.0	53.5	89.9	83.0	- 7.6	100.0	53.7	67.8	67.7	- 0.1
General merchandise ...	100.0	64.3	111.5	109.8	- 1.5	100.0	64.6	82.2	86.6	+ 5.4
Hardware	100.0	57.7	100.3	93.8	- 6.5	100.0	64.2	87.4	91.4	+ 4.6
Jewellery and optical goods	100.0	63.9	124.9	117.7	- 5.7	100.0	60.8	95.0	101.7	+ 7.1
Leather and leather goods	100.0	72.2	107.8	89.7	- 16.8	100.0	75.4	99.2	98.9	- 0.3
Lumber and building materials	100.0	36.5	80.9	69.6	- 14.0	100.0	40.1	60.5	62.7	+ 3.6
Machinery, equipment and supplies	100.0	36.7	91.2	87.1	- 4.5	100.0	39.3	58.3	61.2	+ 5.0
Metals and metal work..	100.0	48.5	127.0	97.6	- 23.1	100.0	54.9	93.0	103.9	+ 11.7
Paper and paper products	100.0	76.9	107.3	105.6	- 1.6	100.0	74.4	93.6	96.3	+ 2.9
Petroleum products	100.0	71.0	94.9	97.2	+ 2.4	100.0	78.8	95.7	103.1	+ 7.7
Plumbing and heating equipment and supplies	100.0	38.0	80.7	73.3	- 9.1	100.0	48.5	67.2	72.7	+ 8.2
Tobacco and confectionery	100.0	70.1	102.8	107.4	+ 4.4	100.0	78.6	98.1	104.8	+ 6.8
Waste material	100.0	62.6	147.6	86.6	- 41.4	100.0	75.1	126.7	105.2	- 17.0
All other	100.0	77.8	118.4	113.6	- 4.1	100.0	71.2	96.7	98.9	+ 2.3

Table 2.--WHOLESALESAERS PROPER - Indexes of Sales and Stocks on Hand, by Economic Divisions
and Kinds of Business, for Firms Furnishing Information
for 1930, 1933, 1937 and 1938

	Indexes of Total Net Sales				Per cent change, 1938/37	Indexes of Stocks on Hand				Per cent change, 1938/37
	1930	1933	1937	1938		1930	1933	1937	1938	
Maritime Provinces.....	100.0	67.9	99.3	93.9	- 5.4	100.0	87.2	100.5	94.2	- 6.3
Quebec.....	100.0	65.9	100.2	93.1	- 7.1	100.0	73.4	94.1	92.6	- 1.6
Ontario.....	100.0	68.9	105.1	99.4	- 5.4	100.0	74.9	100.4	96.2	- 4.2
Prairie Provinces.....	100.0	60.6	86.7	89.3	+ 3.0	100.0	71.6	77.3	73.3	- 5.2
British Columbia.....	100.0	63.5	97.2	93.8	- 3.5	100.0	82.0	105.0	98.4	- 6.3
CANADA.....	100.0	65.7	98.7	94.6	- 4.2	100.0	74.9	93.3	88.4	- 5.3
Amusement, photograp- hic and sporting goods	100.0	57.6	90.3	99.4	+ 10.0	100.0	78.0	98.5	99.8	+ 1.3
Automotive.....	100.0	64.2	101.3	106.8	+ 5.5	100.0	81.4	97.4	103.0	+ 5.7
Chemicals and paints..	100.0	92.3	139.4	125.8	- 9.8	100.0	118.3	160.6	155.8	- 3.0
Drugs and drug sundries	100.0	79.1	105.7	106.0	+ 0.3	100.0	78.9	85.8	83.9	- 2.2
Coal and coke	100.0	85.3	119.1	108.4	- 9.0	100.0	76.1	117.0	100.7	- 13.9
Dry goods and apparel.	100.0	62.9	84.8	76.0	- 10.4	100.0	63.9	82.0	80.5	- 1.8
Electrical.....	100.0	43.4	112.2	108.8	- 3.0	100.0	74.1	103.9	103.9	(a)
Farm supplies	100.0	54.4	93.3	82.4	- 11.7	100.0	76.8	125.6	101.2	- 19.4
Foods.....	100.0	69.8	98.7	95.3	- 3.5	100.0	79.7	107.5	96.8	- 10.0
Groceries.....	100.0	82.4	105.2	103.1	- 2.0	100.0	83.6	102.0	90.6	- 11.2
Dairy and poultry products.....	100.0	66.0	99.8	90.1	- 9.7	100.0	68.5	91.1	105.9	+ 16.2
Fruits and vegetables	100.0	63.7	92.7	88.5	- 4.6	100.0	83.4	121.2	108.6	- 10.4
Meats and fish.....	100.0	57.9	93.3	90.3	- 3.2	100.0	70.1	110.6	99.1	- 10.4
Furniture and house furnishings.....	100.0	53.5	89.9	83.0	- 7.6	100.0	53.2	85.4	83.8	- 1.9
General merchandise...	100.0	64.3	111.5	109.8	- 1.5	100.0	78.0	99.2	94.3	- 4.9
Hardware.....	100.0	57.7	100.3	93.8	- 6.5	100.0	74.0	95.8	89.5	- 6.6
Jewellery and optical goods.....	100.0	63.9	124.9	117.7	- 5.7	100.0	81.9	89.3	91.4	+ 2.4
Leather and leather goods.....	100.0	72.2	107.6	89.7	- 16.8	100.0	74.6	93.1	79.9	- 14.2
Lumber and building materials.....	100.0	36.5	80.9	69.6	- 14.0	100.0	59.3	85.9	83.6	- 2.7
Machinery, equipment and supplies.....	100.0	36.7	91.2	87.1	- 4.5	100.0	76.5	64.9	67.6	+ 4.2
Metals and metal work.	100.0	48.5	127.0	97.6	- 23.1	100.0	78.2	112.7	99.3	- 11.9
Paper and paper products.....	100.0	76.9	107.3	105.6	- 1.6	100.0	79.1	85.2	80.4	- 5.6
Petroleum products....	100.0	71.0	94.9	97.2	+ 2.4	100.0	77.9	90.3	89.8	- 0.6
Plumbing and heating equipment and supplies.....	100.0	38.0	80.7	73.3	- 9.1	100.0	75.9	86.9	76.6	- 11.9
Tobacco and confectionery.....	100.0	70.1	102.8	107.4	+ 4.4	100.0	74.5	89.2	88.4	- 0.9
Waste materials.....	100.0	62.6	147.6	86.6	- 41.4	100.0	75.1	108.9	123.5	+ 13.4
All other.....	100.0	77.8	118.4	113.6	- 4.1	100.0	75.5	99.4	96.8	- 2.6

(a) No change.

Table 3.--WHOLESALE TRADING - Accounts Outstanding at End of 1938,
by Economic Divisions and by Kinds of Business

Economic Division and Kind of Business	Net Sales, 1938	Accounts Outstanding, At End of Year	
		Amount	Per cent of sales
	\$	\$	
Maritime Provinces.....	86,691,000	13,502,000	15.6
Quebec.....	359,637,000	42,069,000	11.7
Ontario.....	468,781,000	51,881,000	11.1
Prairie Provinces.....	257,621,000	42,161,000	16.4
British Columbia.....	123,239,000	14,830,000	12.0
CANADA.....	1,295,969,000	164,443,000	12.7
Amusement, photographic and sporting goods...	1,251,000	689,000	16.2
Automotive.....	22,426,000	3,683,000	16.4
Chemicals and paints.....	10,554,000	964,000	9.1
Drugs and drug sundries.....	29,645,000	3,555,000	12.0
Coal and coke.....	54,449,000	8,112,000	15.4
Dry goods and apparel.....	77,793,000	16,073,000	20.7
Electrical.....	25,001,000	4,130,000	16.5
Farm supplies.....	13,207,000	955,000	7.2
Foods.....	515,146,000	41,163,000	8.0
Groceries.....	230,748,000	24,242,000	10.5
Dairy and poultry products.....	43,928,000	1,676,000	3.8
Fruits and vegetables.....	87,723,000	5,621,000	6.4
Meats and fish.....	152,747,000	9,624,000	6.3
Furniture and house furnishings.....	11,319,000	1,987,000	17.6
General merchandise.....	14,801,000	2,220,000	15.0
Hardware.....	61,852,000	11,662,000	18.9
Jewellery and optical goods.....	12,782,000	3,773,000	29.5
Leather and leather goods.....	6,620,000	1,181,000	17.8
Lumber and building materials.....	36,114,000	5,523,000	15.3
Machinery, equipment and supplies.....	51,678,000	19,912,000	38.6
Metals and metal work.....	13,728,000	1,732,000	12.6
Paper and paper products.....	23,715,000	3,116,000	13.1
Petroleum products.....	223,711,000	24,149,000	10.8
Plumbing and heating equipment and supplies..	10,638,000	1,767,000	16.6
Tobacco and confectionery.....	49,247,000	4,515,000	9.2
Waste materials.....	8,758,000	936,000	10.7
All other.....	18,534,000	2,316,000	12.5

Table 1.--Distribution of Sales of Marketers(1) of Petroleum Products, 1938

Economic Division	Sales of firms reporting, 1938	Percentage of Sales to -						
		Sales to jobbers	Sales(2) to retailers	Sales to farmers and other primary producers	Other whole-sale sales	Sales at retail prices	Export(3) Sales	Other
	\$	p.c.	p.c.	p.c.	p.c.	p.c.	p.c.	p.c.
Canada, Total.....	221,348,000	16.4	51.4	9.9	16.3	3.4	1.8	0.8
Maritime Provinces.....	17,239,200	15.4	47.7	8.0	24.2	2.9	1.1	0.7
Quebec.....	41,075,400	15.1	49.2	2.7	26.7	4.3	1.3	0.7
Ontario.....	86,329,300	17.9	57.7	4.1	13.6	3.4	2.8	0.5
Prairie Provinces.....	53,594,200	15.0	49.6	26.2	7.2	0.6	0.9	0.5
British Columbia.....	23,109,900	17.4	38.9	7.6	22.8	8.8	1.3	3.2

(1) Includes marketing organizations of refining companies as well as jobbers.

(2) Includes company-owned filling stations.

(3) Export sales are attributed to offices reporting such sales.



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