## CANADA

DOMINION BUREAU OF STATISTICS
CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

## RETAIL MERCHANDISE TRADE

IN

BRITISH COLUMBIA

1936

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## DOMINION BUREAU OF STATISTICS -CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

## Retail Morchandise Trade in British Columbia, 1936

Retail sales in British Columbia in 1936 totalled $\$ 207,768,000$, exceeding by 10.3 per cent the $\$ 188,424,000$ :eported for 1935, which in turn was 9.0 per cent greater than the 1934 figure. A direct comparison between 1936 and the low point reached in 1933 reveals a 33.4 per cent improvenent although the dollar value of trade was atill about 16 per cent below the 1930 level.

All lines of trade shared in the general improvement. Dealers in luxury or in durable merchandise and which had been making most rapid gains in 1934 and 1935 continued to lead in point of view of increased sales in 1936. Substantial advances were also reported by lines of trade specializing in more staple goods and whose sales had fallen of to a lesser degree during the depression years.

Motor vehicle dealers reported 25.9 pэr cent more business in 1936 than in the preceding year. This repreaents the increase in the total business of motor vehicle dealers including receipts from all sources: sales of gas and oil, parts, acceasories, etc., receipta from repairs and services, in addition to the sale of new and used vehicles. The gain in new motor vehicle sales alone was considerably greater then that for the combined business, being 30.7 per cent in number and 35.8 per cent in value above the corresponding number and amount for 1935. There were 9,489 new motor vehicles sold for $\$ 9,985,671$ in British Columbia last year compared with 7,258 vehicles for $\$ 7,352,386$ in 1935.

The furniture and household group came second only to the automotive group in point of view of increasod sales. Radio and music stores roported an increase of 24.5 per cent; furniture store sales were up 14.7 per cent, while household appliance stores reported an 8.4 per cont improvement. Sales for the group as a whole advanced 17.0 per cent.

The lumber and building materials group, reeponding to the stimulus in building activity, reported 12.1 per cont more business than in the preceding year. Hardware store sales were up 6.1 per cent while retail dealers in lumber and building materials reported an increase of 18.4 per cent.

Grocery and combination atore salas at $\$ 21,615,000$ were 4.4 per cent above the 1935 figure. Nest market sales advanced 2.7 per cent while eales for the food group of stores as a whole were up 5.1 per cent. Sales for country general stores, responding to the increase in farm income, advanced 6.9 per cent to $\$ 15,092,000$. Department store sales at $\ddagger 32,927,000$ were up by 6,2 per cent while variety store sales gained 14.2 per cent, bringing the total value of sales for this type of store to $\$ 3,965,000$, almost 9 per cent above the 1930 figure.

Sales for the apparel group as a whole increased 7.3 per cent, figures for individual classifications within the group showing gains of 9.5 per cent for men's clothing stores, 9.3 per cent for family clcthing stores, 5.9 per cent for women's specialty shops and 4.6 per cent for shoe stores.

Establishmente specializing in the sale of office, school and store supplies and equipment reported the marked increase of 27.6 per cent in business. Jewellery stores were up 11.2 per cen't; tobacco stores, 8.6 per cent, and drug stores, 6.6 per cent.

Chain Storesc-Chains and independents shared alike in the general trade expansion, the proportion of the wotal retail trade secured by chain companies in 1936 remaining unchanged from 1935 a; 19.8 per cent. In 1934 the chain ratio was 19.5 per cent; in 1933 it was 20.8 per sent, and in 1930 it was 19.3 per cent. There were 76
chain companies in the province last year. These operated a total of 717 unit stores within the province and sales oi these units totalled $541,068,500$. In 1935 there were also 76 chains and theso operatod 704 stores with is $37,218,800$ sales. Included in the to-- tals for 1936 were 13 grocery, combination store or meat market chains with 231 unit stores and $49,466,700$ sales, an amunt which formad 32.8 per cent of the total annual * business for all grocery and combinetion storos and mot markets. Four shoe atore chains transacted 19.9 per cont of the total shoe store business. Three drug store chains accounted for 31.0 per cent of the total drug store sales while variety stores continue as a typical chain store proposition, ? 4.6 per cert of the total business of all variety stores being transacted oy chains.

Scope of Reporto.- The figures for 1930 shown in this report are taken from the results of the Consus of Morchandising and Sorvice Establishaents which was taken in connection with the Decennial Consus of 1931. Indexes of sales for years 1931 to 1936 have been computed from annual surveys of retail trade, for which roturns are received fron all chain store companies and from a representative number of independent stores. These indexes have been then applied to the total sales figures for 1930 in order to gire the most accurate estimate available of the total retail trade in later years. It is, therefore, apparent that the figures shown harein must be considered as relating to the total trade and not to the business of only those stores included in the sample covered each year.

It shouici al.ao be cleary understood that all retail sales figures given in this report relate to s;ores grouped according to kind of business and not to commodity sales. Grocery stores sell. a number of lines of goods in addition to strictiy grocery items. Drug stores ere not restricted to the salg of drugs and medicines. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores. Count;'y general stores and depertment stores are active competitors in the sale of grocery productis.

BRITISH COLUMBIA - RETAIL MERCHANDISE TRADE, 1936
Table 1.--Total Not Sales and Sales Indexes, by Kinds of Business

| Kind of Business | Stores and Sales, 1930 |  | Total Net Sales, Estimated (2) |  |  | Indexes of Retail Sales $(1930=160)$ |  |  |  |  |  |  | \% of <br> Change, 1936/35 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number (1) | Total Net Sales |  |  |  |  |  |  |  |  |  |  |  |
|  | of Stores |  | 1933 | 1935 1936 |  | 1930 | 1931 | 1232 | 1933 | 1934 | 19351936 |  |  |
|  |  | 4 | $\pm$ | * | - |  |  |  |  |  |  |  |  |
| Total, All Stores | 9,501 | 248,597,500 | 155,747,000 | 188,424,000 | 207,768,000 | 100.0 | 83.7 | 65.9 | 62.6 | 69.6 | 75.8 | 83.6 | $+10.3$ |
| Food Group | 3,476 | 48,692,000 | 32,239,000 | 36,359,000 | 38,208,000 | 100.0 | 84.5 | 70.0 | 66.2 | 69.7 | 74.7 | 78.5 | $+5.1$ |
| Candy and confectionery stores | 747 | 4,699,300 | 2,890,000 | 3,072,000 | 3,370,000 | 100.0 | 83.3 | 66.7 | 61.5 | 63.6 | 65.4 | 71.7 | $+9.7$ |
| Fruit and vegetable stores .... | 192 | 1,648,000 | 1,332,000 | 1,506,000 | 1,709,000 | 100.0 | 92.4 | 82.1 | 80.8 | 83.9 | 91.4 | 103.7 | +13.5 |
| Grocery and combination stores | 1,461 | 26,287,900 | 18,270,000 | 20,704,000 | 21,615,000 | 100.0 | 86.3 | 73.3 | 69.5 | 72.8 | 78.8 | 82.2 | $+4.4$ |
| meat markets (including sea foods). | 506 | 10,908,200 | $6,185,000$ | 7,084,000 | 7,275,000 | 100.0 | 77.7 | 60.9 | 56.7 | 60.6 | 64.9 | 66.7 | $+2.7$ |
| Country General Stores | 814 | 17,653,500 | 11,563,000 | 14, 118,000 | 15,092,000 | 100.0 | 84.4 | 69.5 | 65.5 | 73.0 | 80.0 | 85.5 | + 6.9 |
| General Merchandise Group. | 202 | $45,862,100$ | 33,902,000 | 37,279,000 | 39,995,000 | 100.0 | 91.4 | 75.8 | 23.9 | 78.0 | 81.3 | 87.2 | $\pm 7.3$ |
| Department stores | 25 | 38,831,900 | 28,756,000 | 31,005,000 | 32,927,000 | 100.0 | 91.4 | 75.5 | 74.1 | 77.3 | 79.8 | 84.8 | +6.2 |
| Dry goods stores | 112 | 2,146,600 | 1,367,000 | 1,741,000 | 1,997,000 | 100.0 | 83.6 | 67.4 | 63.7 | 74.2 | 81.1 | 93.0 | +14.7 |
| General merchandise stores | 35 | 1,243,600 | 754,000 | 1,061,000 | 1,106,000 | 100.0 | 77.2 | 67.3 | 60.6 | 73.6 | 85.3 | 88.9 | $+4.2$ |
| Variety stores | 30 | 3,640,000 | 3,025,000 | 3,472,000 | 3,965,000 | 100.0 | 100.3 | 87.2 | 83.1 | 89.1 | 95.4 | 108.9 | +14.2 |
| Automotive Group ......... | 1.122 | $34,122,100$ | 19,583,000 | 29,711,000 | 35,299,000 | 100.0 | 77.9 | 57.5 | 52.4 | 74.4 | 87.1 | 103.4 | +18.8 |
| Notor vehicle dealers ......co....e | 196 | 21,296,000 | 10.226:000 | 19,136,000 | 24,092,000 | 100.0 | 70.2 | 44.5 | 48.0 | 70.1 | 89.9 | 113.1 | +25.9 |
| Accessories, tires and batteries ... | 48 | 1,116,800 | 727,000 | 855,000 | 895,000 | 100.0 | 82.7 | 70.2 | 65.1 | 74.5 | 76.6 | 80.1 | + 4.7 |
| Filling stations(3) | 463 | 5,360,100 | 4,904,000 | 5,526,000 | 5,864,000 | 100.0 | 106.0 | 97.5 | 91.5 | 103.4 | 103.1 | 109.4 | $+6.1$ |
| Garages | 368 | 5,607,200 | 3,325,000 | 3,526,000 | 3,734,000 | 100.0 | 80.0 | 66.8 | 59.3 | 63.3 | 62.9 | 66.6 | $+5.9$ |
| Apparel Group | 772 | $17,409,400$ | 10.874,000 | 12,530,000 | 13, 444,000 | 100.0 | 83.2 | 65.6 | 62.5 | 68.3 | 22.0 | 72.2 | $\pm 7.3$ |
| Men's and boys' clothing and furnishings (includes custom tailors) | 342 | 6,366,200 | 3,457,000 | 4,304,000 | 4,713,000 | 100.0 | 78.1 | 58.2 | 54.3 | 61.5 | 67.6 | 74.0 | + 9.5 |
| Family clothing stores ............. | 51 | 1,828,000 | 1,188,000 | 1,426,000 | 1,559,000 | 100.0 | 80.0 | 65.9 | 65.0 | 74.7 | 78.0 | 85.3 | +9.3 |
| Women's apparel and accessories stores ................................... | 257 | 6,137,000 | 4,167,000 | 4,500,000 | 4,766,000 | 100.0 | 88.8 | 70.6 | 67.9 | 71.8 | 73.3 | 77.7 | + $+\quad 5.9$ |
| Shoe stores | 122 | 3,078,200 | 2,062,000 | 2,300,000 | 2,406,000 | 100.0 | 88.7 | 70.7 | 67.0 | 71.8 | 74.7 | 78.2 | $+4.6$ |

BRITISH COLUABIA - RETAIL NGRCHANDISE TRADE, 1936
Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

(1) The numbers of stores are shown only for 1930 . Total sales figures for later years are
of firms. The total number of stores in operation in these later years
(2) In some instances, figures for years subsequent to 1930 have been revised.

Note: In a number of cases group totals include figures for classifications not separately shown.
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|  | 1930 | 1933 | 1934 | 1935 | 1936 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| ALL STORES, TOTAL - <br> Chains ............. <br> Stores (maximum) <br> Chain sales ...... <br> Total sales ...... <br> $\%$, chains to total | $\begin{array}{r} 95 \\ 692 \\ 447,875,300 \\ 248,597,500 \\ 19.3 \end{array}$ | $\begin{array}{r} 81 \\ 740 \\ 832,405,600 \\ 8155,747,000 \\ 20.8 \end{array}$ | $\begin{array}{r} 79 \\ 725 \\ \$ 33,797,700 \\ \$ 172,927,000 \\ 19.5 \end{array}$ | $\begin{array}{r} 76 \\ 704 \\ \$ 37,218,800 \\ \$ 188,424,000 \\ 19.8 \end{array}$ | $\begin{array}{r} 76 \\ 717 \\ \$ 41,068,500 \\ \$ 207,768,000 \\ 19.8 \end{array}$ |
| Grocery and Combination Stores and Meat Marketb = <br> Chains ............ <br> Stores (maximum) <br> Chain sales ....... <br> Total sales ...... <br> \%, chains to total | \%19 <br> 244 <br> \% $10,117,100$ <br> $37,196,100$ <br> 27.2 | $\begin{array}{\|r}  \\ 282 \\ 3 \\ 8,862,400 \\ 24,455,000 \\ 36.2 \end{array}$ | $\begin{array}{\|r\|r\|}  & 18 \\ & 305 \\ 4 & 9,165,300 \\ 8 & 25,737,000 \\ 35.7 \end{array}$ | $\begin{array}{r} 17 \\ 295 \\ \$ 10,069,200 \\ \$ 27,788,000 \\ 36.2 \end{array}$ | $\begin{array}{r} 13 \\ 231 \\ 9,466,700 \\ 28,890,000 \\ 32.8 \end{array}$ |
| Variety Stores Chains ............ <br> Stores (maximum) <br> Chain sales ..... <br> Total sales ...... <br> $\%$, chains to total |  <br>  <br> $\$$ <br>  <br> $2,769,700$ <br> $3,640,000$ <br> 76.1 | $\begin{array}{\|c\|r\|}  & \\ \hline & 21 \\ \$ & 2,301,300 \\ 3,025,000 \\ & 76.1 \end{array}$ | $\begin{array}{\|c\|r\|}  & 21 \\ \$ & 2,406,600 \\ 3,243,000 \\ 74.2 \end{array}$ | $\begin{aligned} \\ 4 \\ 4,583,800 \\ 3,472,000 \\ 74.4 \end{aligned}$ | $\begin{array}{r} 22 \\ 2,958,400 \\ 3,965,000 \\ 74,6 \end{array}$ |
| Shoe Stores - <br> Chains ............ <br> Stores (maximum) <br> Chain sales ...... <br> Total sales ...... <br> \%, chains to total | $\left\{\begin{array}{rr} 3 \\ & \\ 19 \\ 0 & 619,400 \\ 3,078,200 \\ 20.1 \end{array}\right.$ | $\left\|\begin{array}{rr\|}  & 57 \\ & \\ \hline & 640,000 \\ 6 & 2,062,000 \\ & 31.0 \end{array}\right\|$ | $\left\lvert\, \begin{array}{rr} 5 \\ & 29 \\ 4 & 606,900 \\ \vdots & 2,209,000 \\ & 27.5 \end{array}\right.$ | $\begin{array}{rr}  & \begin{array}{r} 4 \\ \\ * \end{array} \begin{array}{r} 458,600 \\ 2,300,000 \\ 19.9 \end{array} \end{array}$ | $\begin{array}{r} 25 \\ \& \quad \begin{array}{r} 4 \\ 476,600 \\ 2,406,000 \\ 19.9 \end{array} \end{array}$ |
| Restaurante, Cafeterias and Eating Places $\qquad$ <br> Stores (maximum) <br> Chain sales ...... <br> Total sales ....... <br> \%, chains to total | $\begin{array}{r}  \\ \begin{array}{r} 74 \\ \$ \\ 1,213,000 \\ \$ 10,135,000 \\ 12.0 \end{array} \end{array}$ | $\begin{array}{lr}  & 6 \\ & 25 \\ \$ & 691,500 \\ \$ & 5,220,000 \\ & 13.3 \end{array}$ | $\begin{array}{rr}  & \begin{array}{r} 5 \\ \\ \\ \hline \end{array} \quad 610,500 \\ 5,868,000 \\ 10.4 \end{array}$ | $\begin{array}{lr}  & 4 \\ & 17 \\ \& \quad 648,400 \\ \hline 6,472,000 \\ 10.0 \end{array}$ | $\begin{array}{r} 4 \\ 16 \\ \hline 698,200 \\ \hline 7,249,000 \\ 9.6 \end{array}$ |
| Drug Stores - <br> Chains ............. <br> Stores (maximum) <br> Chain sales ....... <br> Total sales ....... <br> $\%$ chains to total | $\begin{array}{rr}  \\ 41 \\ \therefore \quad 2,042,500 \\ +6,530,400 \\ & 31.3 \end{array}$ | $\begin{array}{\|r}  \\ \\ \\ \$ 1,367,500 \\ \mathbf{3} \\ \mathbf{4}, 434,000 \\ \\ \\ 30.8 \end{array}$ | $\begin{array}{r}  \\ \\ \hline \\ 1,438,100 \\ 4,728,000 \\ 30.4 \end{array}$ | $\begin{array}{r} 4 \\ 41 \\ \hline \quad 1,512,600 \\ \hline 4,894,000 \\ 30.9 \end{array}$ | $\$ 1,618,100$ $5,217,000$ 31.0 |

Note: In some instances, figures for years subsequent to 1930 have been revised.

Table 3.--Comparison of Department Store Sales by Commodity Groups for 1935 and 1936

| Department | $\begin{gathered} \text { Sales } \\ \text { in } \\ 1935 \end{gathered}$ | $\begin{gathered} \text { Sales } \\ \text { in } \\ 1936 \\ \hline \end{gathered}$ | \% of Change |
| :---: | :---: | :---: | :---: |
| Total Sales, All Departments | 31,005,000 | $32,922,000$ | +6.2 |
| Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.) | 4,605,000 | 5,011,000 | + 8.8 |
| Automotive supplies (including tires, betteries, qutomotive parts) | 124,000 | 149,000 | +20.2 |
| Cafotorias and reataurants (including fountain and lunch rooms) | 532,000 | 602,000 | +13.2 |
| Clothing and furnishings, men's and boys' (including hats and caps) $\qquad$ | 3,480,000 | 3,810,000 | + 9.5 |
| Drugs and tollet articles and preparations (including cameras and photographic supplies) ....................... | 886,000 | 952,000 | $+7.4$ |
| Dry goods and notions (including piece goods) ..........) Home furniehings (draperies, curtains, china, window shades, floor coverings) $\qquad$ | 4,770,000 | 5,202,000 | $+9.1$ |
| Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.) .......................... | 140,000 | 146,000 | + 4.3 |
| Food and kindred products (groceries, meats, provisions, candies, fruita, vegetables) | 9,694,000 | 9,582,000 | - 1.2 |
| Furniture (including mattresses, springs) ............... | 1,117,000 | 1,326,000 | +18.7 |
| Hardware and kitchen utensils (including paints, wallpaper) | 1,037,000 | 1,132,000 | $+9.2$ |
| Household appliances and electrical aupplies (washing machines, sewing machines, electric irons, vacuum claaners, refrigerators, stoves, electrical ixtures, lampe, eto.) | 368,000 | 443,000 | +20.4 |
| Jewellery and optical goods (including clocks, watches, silvarware, plated ware) | 301,000 | 279,000 | - 7.3 |
| Leather goods and travelling goods (including purses and hand-bags) | 196,000 | 253,000 | +29.1 |
| Milinery .................................................... | 388,000 | 412,000 | $+6.2$ |
| Radios, musical instruments and supplies ............... | 133,000 | 143,000 | $+7.5$ |
| Shoes and other footwear (men's, women's and ohildren's) | 1,735,000 | 1,841,000 | $+6.1$ |
| Sporting goods (inoluding bicycies, toys, games) ....... | 288,000 | 305,000 | $+5.9$ |
| Stationery, books and magazines ......................... | 606,000 | 681,000 | +12.4 |
| Receipts from repair or service departmente, not inclum ded elsewhere (such as hairdressing, electrical contracting, fur storage, interior decorating)....... | 253,000 | 309,000 | +22.1 |
| Miscollaneous merchandise | 352,000 | 349,000 | -0.9 |

Note: Figures shown above for 1935 have been revised alightly from those published in the corresponding table last year.

