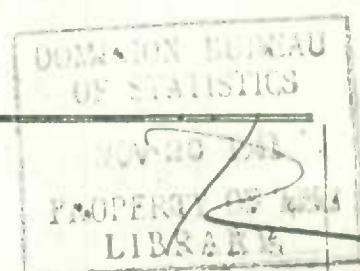


0-3

63-D-24



CANADA
DOMINION BUREAU OF STATISTICS
CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE
IN
BRITISH COLUMBIA
CALENDAR YEAR
1940

-----+ + +-----

Published by Authority of the Hon. James A. MacKinnon, M.P.,
Minister of Trade and Commerce.

+ + +

OTTAWA

1941

Price 10 cents

Published by Authority of the HON. JAMES A. MACKINNON, M.P.,
Minister of Trade and Commerce

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

Dominion Statistician:	R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Chief, Internal Trade Branch:	Herbert Marshall, B.A., F.S.S.
Statistician:	A. C. Steedman, B.A.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in British Columbia, 1940

Retail sales in British Columbia totalled \$248,333,000 in 1940, up 11 per cent from 1939 and approximately on a par with the dollar volume of business transacted in 1930, the earliest year for which comparable data are available. Indexes of sales on the base 1930 equals 100 are 99.9 for 1940, 90.0 for 1939 and 89.5 for 1938. The index for 1933 stood at 62.6 so that there has been an increase of 51 per cent since the low level reached in that year.

With the exception of fuel dealers all lines of business for which separate figures are available recorded increases in 1940 over 1939. Gains for stores specializing in household furnishings exceeded those for most other trades. Furniture stores transacted 19 per cent more business in 1940 than in 1939; household appliance stores were up 21 per cent, while increases recorded by stores specializing in radios and musical instruments was even greater amounting to 29 per cent. Anticipation of increased prices arising from the 25 per cent excise tax on radios and household electrical appliances provided for in the War Conservation Act introduced at the beginning of December, 1940, was the stimulating factor affecting the business of stores specializing in these commodities.

Total sales of motor vehicle dealers estimated at \$29,352,000 for 1930 were 15 per cent higher than in 1939. The increase in new motor vehicle sales alone as measured by dollar volume was similar to that for the motor vehicle dealer trade as a whole. There were 8,718 new motor vehicles sold in British Columbia for \$10,108,463 in 1940, up 11 per cent in number and 17 per cent in value compared with the preceding year. Increases were similar for passenger and commercial models. Included in the total figures were 6,874 new passenger cars which retailed for \$7,727,312 in 1940. There were also 1,844 commercial vehicles which sold for \$2,381,151.

Stores in the apparel group transacted 11 per cent more business in 1940 than in 1939, results for individual lines of business within the group revealing increases of 7 per cent for men's clothing stores, 13 per cent for family clothing stores, 11 per cent for women's apparel and accessories stores and 15 per cent for shoe stores. It is estimated that grocery and combination stores transacted business to the value of \$26,939,000 in 1940, an increase of 12 per cent over the preceding year. Department store sales were up 11 per cent; variety stores gained 10 per cent; hardware stores increased their business 11 per cent; drug stores gained 11 per cent, while jewellery stores recorded a larger increase of 18 per cent. The increase for country general stores was only 4 per cent, indicating that the increase in buying in the rural communities was lower than that experienced by the urban trades.

Chain Stores

There were 73 chain store companies operating in British Columbia in 1940. These operated a total of 673 stores within the province whose sales amounted to \$59,039,500, forming 23.8 per cent of the total business of all retail stores including both chains and independents. In the preceding year the same number of chain companies operated 692 stores and accounted for 20.9 per cent of the business. Ratios of chain to total sales for earlier years are 20.5 per cent for 1938, 20.0 per cent for 1937, and 19.3 per cent for 1930. The chain store figures covered the operations of all retail companies operating four or more branches. Voluntary chains comprised of independent proprietors grouped for buying or advertising purposes are not considered as chains for the purposes of this report. It should also be noted that all department stores are considered as independents irrespective of the number of units operated by any one company.

Included in the total chain figures mentioned in the preceding paragraph for 1940 are 12 firms specializing in groceries or meat products. These 12 companies operated 252 stores whose sales amounted to \$14,883,300, forming 43 per cent of the total business of all similar stores. In 1939 there were 13 food chain companies with 266 stores and these transacted 40.2 per cent of the total business of all food stores in that year.

Chains are also of considerable importance in British Columbia in the shoe and drug retailing fields. There were 4 shoe chain companies operating 28 stores in British Columbia in 1940 and these had sales of \$3,032,000 or 25 per cent of the total business of all shoe stores. There were also 3 drug chain companies with 49 stores whose sales of \$2,225,000 formed 35.3 per cent of the total business of all drug stores in the province.

Scope of Report

The figures for 1930 shown in this report are taken from the results of the Census of Merchandising and Service Establishments which was taken in connection with the Decennial Census of 1931. Indexes of sales for years 1931 to 1940 have been computed from annual surveys of retail trade, for which returns are received from 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 give the most accurate estimate available of the total retail trade in later years. It is, therefore, apparent that figures shown herein must be considered as relating to the total trade and not to the business of only those stores included in the sample covered in year.

It should also be clearly understood that all retail sales figures given in this report relate to stores grouped according to kind of business and not to commodity sales. Grocery stores sell a number of lines of goods in addition to strictly grocery items. Drug stores are not restricted to the sale 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. Country general stores and department stores are active competitors in the sale of grocery products.

BRITISH COLUMBIA - RETAIL MERCHANDISE TRADE, 1940

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	1 9 3 0		Total Net Sales, (Estimated)		Indexes of Retail Sales (1930 = 100)										% of Change, 1940/39
	Number(1) of Stores	Total Net Sales			1930	1933	1934	1935	1936	1937	1938	1939	1940		
			1939	1940											
		\$	\$	\$											
Total, All Stores	9,501	248,597,500	223,769,000	248,333,000	100.0	62.6	69.6	75.8	84.0	93.6	89.5	90.0	99.9	+ 11.0	
Food Group	3,476	48,692,000	41,201,000	45,177,000	100.0	66.2	69.7	74.7	78.5	85.1	82.9	84.6	92.8	+ 9.7	
Candy and confectionery stores	747	4,699,300	3,484,000	3,860,000	100.0	61.5	63.6	65.4	71.7	80.0	75.2	74.1	82.1	+ 10.8	
Fruit and vegetable stores	192	1,648,000	1,647,000	1,780,000	100.0	80.8	83.9	91.4	103.7	109.7	100.8	99.9	108.0	+ 8.1	
Grocery and combination stores	1,461	26,287,900	24,144,000	26,939,000	100.0	69.5	72.8	78.8	82.2	89.8	87.8	91.8	102.5	+ 11.6	
Meat markets (includes sea foods) ..	506	10,908,200	7,339,000	7,691,000	100.0	56.7	60.6	64.9	66.7	70.6	68.8	67.3	70.5	+ 4.8	
Country General Stores	814	17,653,500	15,981,000	16,540,000	100.0	65.5	73.0	80.0	85.5	95.1	94.1	90.5	93.7	+ 3.5	
General Merchandise Group ..	202	45,862,100	43,099,000	47,607,000	100.0	73.9	78.0	81.3	87.2	94.2	92.1	94.0	103.8	+ 10.5	
Department stores	25	38,831,900	35,088,000	38,772,000	100.0	74.1	77.3	79.8	84.8	91.4	88.8	90.4	99.8	+ 10.5	
Dry goods stores	112	2,146,600	2,201,000	2,533,000	100.0	63.7	74.2	81.1	93.0	102.3	101.3	102.5	118.0	+ 15.1	
General merchandise stores	35	1,243,600	1,084,000	1,122,000	100.0	60.6	73.6	85.3	88.9	98.8	96.3	87.2	90.2	+ 3.5	
Variety stores	30	3,640,000	4,726,000	5,180,000	100.0	83.1	89.1	95.4	108.9	118.0	120.2	129.8	142.3	+ 9.6	
Automotive Group	1,122	34,122,100	38,591,000	42,915,000	100.0	57.4	74.4	87.1	106.8	127.8	114.1	113.1	125.8	+ 11.2	
Motor vehicle dealers	196	21,296,000	25,568,000	29,352,000	100.0	48.0	70.1	89.9	118.5	148.2	123.9	120.1	137.8	+ 14.8	
Accessories, tires and batteries ...	48	1,116,800	1,131,000	1,263,000	100.0	65.1	74.5	76.6	80.1	96.7	95.7	101.3	113.1	+ 11.7	
Filling stations(2)	463	5,360,100	6,952,000	7,244,000	100.0	91.5	103.4	103.1	109.4	116.9	124.0	129.7	135.1	+ 4.2	
Garages	368	5,607,200	4,084,000	4,129,000	100.0	59.3	63.3	62.9	66.6	69.9	71.2	72.8	73.6	+ 1.1	
Apparel Group	772	17,409,400	14,023,000	15,499,000	100.0	62.5	68.3	72.0	77.2	82.1	78.2	80.5	89.0	+ 10.5	
Men's and boys' clothing and fur- nishings (includes custom tailors)	342	6,366,200	4,771,000	5,110,000	100.0	54.3	61.5	67.6	74.0	78.8	72.6	74.9	80.3	+ 7.1	
Family clothing stores	51	1,828,000	1,622,000	1,831,000	100.0	65.0	74.7	78.0	85.3	92.9	89.1	88.7	100.2	+ 12.9	
Women's apparel & accessories stores	257	6,137,000	4,996,000	5,526,000	100.0	67.9	71.8	73.3	77.7	82.7	79.8	81.4	90.0	+ 10.6	
Shoe stores	122	3,078,200	2,634,000	3,032,000	100.0	67.0	71.8	74.7	78.2	81.1	80.3	85.6	98.5	+ 15.1	

(1) and (2): See footnotes on Page 4.

BRITISH COLUMBIA - RETAIL MERCHANDISE TRADE, 1940

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business--(Cont'd.)

Kind of Business	1930		Total Net Sales, (Estimated)		Indexes of Retail Sales (1930 = 100)									% of Change, 1940/39
	Number(1) of stores	Total Net Sales	1939	1940	1930	1933	1934	1935	1936	1937	1938	1939	1940	
Building Materials Group	379	12,348,900	8,990,000	10,499,000	100.0	46.2	50.4	56.9	63.7	74.5	73.7	72.8	85.0	+ 16.8
Hardware stores	184	4,425,400	4,200,000	4,675,000	100.0	65.5	72.4	82.2	87.2	101.4	97.8	94.9	105.6	+ 11.3
Lumber and building material dealers	83	3,945,800	2,700,000	3,151,000	100.0	40.0	44.4	49.2	58.3	67.3	64.9	68.4	79.9	+ 16.7
Electrical, heating and plumbing, paint and glass shops	98	2,130,600	1,122,000	1,282,000	100.0	30.8	32.3	36.0	41.2	51.1	56.5	52.7	60.2	+ 14.3
Furniture and Household Group .	301	8,207,100	6,732,000	8,243,000	100.0	51.0	60.3	68.2	79.8	86.9	81.8	82.0	100.4	+ 22.4
Furniture stores	86	2,456,800	2,449,000	2,912,000	100.0	61.7	74.5	82.6	94.7	106.0	99.0	99.7	118.5	+ 18.9
Household appliance stores	45	1,942,700	1,207,000	1,463,000	100.0	48.4	50.9	60.6	65.7	74.0	68.6	62.1	75.3	+ 21.2
Other home furnishings stores	69	818,000	747,000	857,000	100.0	56.2	74.3	79.0	94.5	93.9	84.4	91.3	104.8	+ 14.7
Radio and music stores	101	2,989,600	2,329,000	3,011,000	100.0	42.5	50.9	58.4	72.7	77.8	75.7	77.9	100.7	+ 29.3
Restaurants, cafeterias and Eating Places	634	10,135,000	7,000,000	7,406,000	100.0	51.5	57.9	63.9	71.5	75.7	69.8	69.1	73.1	+ 5.8
Other Retail Stores	1,801	54,167,400	48,152,000	54,447,000	100.0	59.9	66.6	72.6	81.3	91.1	88.1	88.9	100.5	+ 13.1
Farmers' supply stores	115	11,341,200	9,553,000	10,461,000	100.0	61.8	75.1	83.3	89.8	102.3	96.5	84.2	92.2	+ 9.5
Book stores	36	793,900	593,000	643,000	100.0	61.5	64.6	68.4	73.3	81.1	75.7	74.7	81.0	+ 8.4
Coal and wood yards	181	5,699,200	2,907,000	2,767,000	100.0	58.2	47.6	52.3	55.7	57.2	52.1	51.0	48.6	- 4.8
Drug stores	268	6,530,400	5,666,000	6,301,000	100.0	67.9	72.4	74.9	79.9	86.6	86.0	86.8	96.5	+ 11.2
Florists	70	761,600	531,000	550,000	100.0	57.5	57.4	60.1	62.2	70.0	72.1	69.7	72.2	+ 3.6
Jewellery stores	137	2,668,200	2,601,000	3,056,000	100.0	53.6	66.8	76.3	84.9	89.1	86.6	97.5	114.5	+ 17.5
Office, school and store supplies and equipment dealers	38	1,210,600	1,048,000	1,230,000	100.0	40.5	50.5	60.1	76.7	93.4	89.7	86.6	101.6	+ 17.4
Tobacco stores and stands	198	2,900,800	2,632,000	2,893,000	100.0	68.3	72.3	76.5	83.1	90.8	88.6	90.7	99.7	+ 9.9
Government liquor stores	73	14,735,400	14,960,000	17,590,000	100.0	59.7	68.8	75.8	86.5	95.8	93.2	101.5	119.4	+ 17.6
Miscellaneous kinds of business (includes secondhand stores) ...	685	7,526,100	7,661,000	8,956,000	100.0	54.3	60.2	64.5	80.7	98.5	97.3	101.8	119.0	+ 16.9

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

NOTE: In a number of cases group totals include figures for classifications not separately shown.

BRITISH COLUMBIA - RETAIL MERCHANDISE TRADE, 1940

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage of Chain Store Sales to Total Sales, by Years

	1930	1933	1939	1940
ALL STORES, TOTAL --				
Chains	95	81	73	73
Stores (maximum)	692	740	692	673
Chain sales	\$ 47,875,300	\$ 32,405,600	\$ 46,868,700	\$ 59,039,500
Total sales	\$248,597,500	\$155,747,000	\$223,769,000	\$248,333,000
%, chains to total	19.3	20.8	20.9	23.8
Grocery and Combination Stores and Meat Markets -				
Chains	19	17	13	12
Stores (maximum)	244	282	266	252
Chain sales	\$ 10,117,100	\$ 8,862,400	\$ 12,653,300	\$ 14,883,300
Total sales	\$ 37,196,100	\$ 24,455,000	\$ 31,483,000	\$ 34,630,000
%, chains to total	27.2	36.2	40.2	43.0
Variety Stores -				
Chains	3	3	3	3
Stores (maximum)	21	21	22	22
Chain sales	\$ 2,769,700	\$ 2,301,300	\$ 3,369,100	\$ 3,735,400
Total sales	\$ 3,640,000	\$ 3,025,000	\$ 4,726,000	\$ 5,180,000
%, chains to total	76.1	76.1	71.3	72.1
Shoe Stores -				
Chains	3	5	4	4
Stores (maximum)	19	27	28	28
Chain sales	\$ 619,400	\$ 640,000	\$ 617,700	\$ 7,370,000
Total sales	\$ 3,078,200	\$ 2,062,000	\$ 2,634,000	\$ 3,032,000
%, chains to total	20.1	31.0	23.5	25.0
Restaurants, Cafeterias and Eating Places -				
Chains	7	6	5	5
Stores (maximum)	34	25	28	31
Chain sales	\$ 1,213,000	\$ 691,500	\$ 728,200	\$ 797,400
Total sales	\$ 10,135,000	\$ 5,220,000	\$ 7,000,000	\$ 7,406,000
%, chains to total	12.0	13.3	10.4	10.8
Drug Stores -				
Chains	4	3	3	3
Stores (maximum)	41	39	51	49
Chain sales	\$ 2,042,500	\$ 1,367,500	\$ 2,008,900	\$ 2,225,400
Total sales	\$ 6,530,400	\$ 4,434,000	\$ 5,666,000	\$ 6,301,000
%, chains to total	31.3	30.8	35.5	35.3

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

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010713910