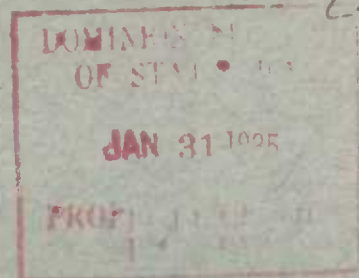


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CANADA
DOMINION BUREAU OF STATISTICS
CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE
IN
ONTARIO
1933

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in Ontario, 1930 - 1933

This report on Retail Trade in Ontario for the period 1930 - 1933 is the first result of an annual census of merchandising establishments arising out of the Decennial Census taken in 1931 and covering the year 1930. While the latter included in its scope every retail establishment, the annual census includes all chain stores and those independent stores which reported sales for 1930 over a specified amount. The independent stores from which reports were secured were those with an annual turnover of \$30,000 or more in 1930 (\$20,000 or more in the case of food stores and country general stores) and which continued in business throughout the period. This means that over 70 per cent of the retail business of the Dominion is covered in the annual census. From the reports thus received, and using the year 1930 as the base period, indexes of retail sales for each of the years 1931 to 1933 have been computed. These indexes have then been applied to the total sales of all stores in 1930 in order to arrive at estimates of the total annual business of all retail establishments in each of the following years.

While a large portion of retail trade has been covered in the current census, it is clear that the figures presented in this report for the years 1931, 1932 and 1933 are estimates based on indexes computed from the returns of the establishments reporting. The chief factor which may not be reflected in the sales indexes is a decline in the number of stores in certain kinds of business. No information is available to show the extent to which firms going out of business have not been replaced by new stores of a similar character. The possibility, therefore, of the sales of the surviving stores covered by this census not reflecting completely the trend in retail trade during the period from 1930 to 1933 must be noted. However, it is believed that for the provincial retail trade as a whole the figures may be taken as approximately correct and for certain kind-of-business groups as being more accurate than for others. Among the kind-of-business classifications which are believed to be most accurate are included: Grocery and combination stores, meat markets, department stores, variety stores, automobile dealers, coal and wood yards, drug stores, and restaurants and other eating places.

Summary of Retail Sales.--The total sales of all retail establishments in Ontario during 1933 are estimated at \$738,074,000 or 67.1 per cent of the business transacted in 1930. The sales volume for each year from 1930 to 1933 and indexes of sales (base 1930 = 100) are as follows:

<u>Year</u>	<u>Total Sales</u>	<u>Index of Sales</u> (1930 = 100)
1930	1,099,990,200	100.0
1931	951,849,000	86.5
1932	787,892,000	71.6
1933	738,074,000	67.1

How much of the decrease in dollar volume of sales is due to the decline in price levels and how much to a decrease in the quantity of goods consumed cannot be definitely stated due to the absence of price indexes so constructed as to be strictly comparable. Nevertheless, it is well established that a considerable portion of the drop in dollar volume is due to price declines. While cost of living index numbers are not constructed in such a way as to warrant their use as a correction for price changes in these index numbers of retail sales, they do give some indication of the order of magnitude of the price trends. The Bureau's Cost of Living Indexes for the period under review are given below and, for comparison purposes, have been adjusted to make the 1930 figure = 100.

Index Numbers of Retail Prices, Rents and Costs of Services, Canada
(1930 = 100)

Year	Total Index	Food Index	Fuel Index	Rent Index	Clothing Index	Sundries Index	Retail Price Index (Foods, fuel, clothing, household requirements)
1930	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1931	90.3	78.4	98.4	97.3	87.5	98.0	85.3
1932	82.1	65.2	95.5	89.4	77.5	95.2	75.2
1933	78.3	64.6	91.6	80.4	72.3	93.3	72.8

Separate price indexes are shown for food, fuel, rent and clothing. The sundries index indicates the price changes in a miscellaneous group of commodities, together with the variations in costs of certain services, such as theatre costs, insurance, doctors' and dentists' fees, hospital charges and laundry. The total index given in the second column of the table is an average of the figures in the following five columns, each weighted in proportion to the consumption of the items involved. The last column, "Retail Price Index", is also a weighted average but omits the rental figures and includes only the merchandising items in the sundries index. From this column, it is seen that the retail price level for the Dominion as a whole in 1933 was 72.8 per cent of that in 1930, or that there was a decrease during the period of 27.2 per cent. The indexes of retail sales already given show that the decrease in dollar volume of sales in Ontario over the same period was approximately 32.9 per cent, or between 5 and 6 per cent greater than the Dominion drop in price levels.

A year-to-year comparison of the indexes of retail sales shown above indicate that the most severe decline took place in the period 1931-1932, the figure for the latter year showing a decrease of 17.2 per cent below that of the former. This compares with a much smaller decrease in 1933, when the index for that year was 6.3 per cent lower than that of 1932.

In 1930 there were 43,045 retail stores operating in Ontario. As already stated, the total retail trade figures for the three following years are estimated from returns received from a selected group of stores only so that it is not possible

to give the number of trading establishments in operation during these later years.

Sales by Kinds of Business.--In addition to giving total sales figures, separate data are also shown for the various kind-of-business classifications into which the retail trade has been divided. While all kinds of business show a downward trend over the period under review, wide differences in trends are observed for different classifications. Using the year 1930 as a base period, it is found that the food group of stores showed the highest index (71.1) in 1933, while the furniture and household group showed the lowest index, or 52.4.

Food Stores.--The sales of all food stores in 1933 have already been stated as amounting to 71.1 per cent of the dollar volume in the basic year 1930. When this group is subdivided further, it is seen that the 1933 business of grocery and combination stores amounted to \$126,502,000 or 73.2 per cent of the 1930 figure. Combination stores are defined as those units selling both groceries and meats. Sales made by meat markets in 1933 amounted to \$20,457,000 or 60.5 per cent of the 1930 sales figure. The lower index for meat markets is at least partly due to the greater drop in the price levels of meat products as compared with grocery items.

Country General Stores.--Country general stores in Ontario sold goods in 1933 amounting in value to \$33,310,000 or 69.3 per cent of the 1930 business. Indexes for the two preceding years (base 1930 = 100) are 83.5 and 71.6.

General Merchandise Group.--In 1930, there were 61 establishments in Ontario classified as department stores, and these had total sales during that year of \$140,148,400. Due to a few changes in classification and to a number of stores going out of business, the number of department stores had decreased to 55 in 1933 and these had total sales of \$95,161,000 or 67.9 per cent of the 1930 amount. Sales made by variety, 5-and-10, and to-a-dollar stores were \$16,844,000 or 85.8 per cent of the business transacted by this type of store in 1930.

Automotive Group.--The sales volume of automobile dealer establishments decreased from \$109,680,100 in 1930 to 57.7 per cent of that amount, or \$63,285,000, in 1933. Indexes based upon the 1930 business for the years 1931 and 1932 are 80.2 and 58.9 respectively. The 1933 business of gasoline filling stations is estimated at \$26,415,000 or 76.0 per cent of that transacted in 1930.

Apparel Group.--For the apparel group as a whole, the index of retail sales decreased from 100 in 1930 to 87.2, 72.2 and 68.3 in 1931, 1932 and 1933 respectively. Separate sales figures and indexes are given in the tables for men's and boys' clothing stores, family clothing stores, women's clothing stores, and shoe stores.

Building Materials Group.--Sales made by retail hardware stores in Ontario during 1930 amounted to \$27,752,300. The estimated figure for 1933 is \$17,428,000 or 62.8 per cent of the 1930 amount. The business of lumber and building material dealers showed a greater decrease, the 1933 sales figure of \$9,914,000 forming 45.2 per cent of the 1930 turnover.

Furniture and Household Group.--Sales made by furniture stores in 1933 are estimated at \$10,129,000 or 56.5 per cent of the business done in 1930. Sales indexes for 1931 and 1932 are 83.0 and 63.8 respectively. With the exception of a minor classification in the lumber and building materials group, sales of radio and music stores show the greatest decrease during the period under review. The retail trade of these radio and music stores in 1933 amounted to \$6,193,000 or 42.7 per cent of the 1930 figure. Indexes for 1931 and 1932 are 76.4 and 52.9 respectively.

Restaurants, Cafeterias and Eating Places.--Total sales of restaurants, cafeterias and eating places in 1930 amounted to \$28,633,600. In 1933, the corresponding amount was \$17,008,000 or 59.4 per cent of the 1930 figure. Indexes for the two intervening years are 83.8 and 66.4.

Other Retail Stores.--Sales of coal and wood yards in 1933 amounted to \$38,386,000 or 84.9 per cent of the 1930 business. This classification is one of the few which shows an increase in business in 1933 over the preceding year, the index numbers for the three years 1931, 1932 and 1933 being 87.8, 80.0 and 84.9 respectively. Drug store sales in 1933 amounted to 78.0 per cent of the 1930 figure, while the 1933 index for jewellery stores was 60.4. Retail sales made by government liquor stores decreased from \$34,764,300 in 1930 to 53.7 per cent of that amount, or \$18,668,000, in 1933.

Chain Stores and Sales.--In addition to classifying all stores according to kind of business, tables are also shown in which a distinction has been made as between chain stores and independents. In 1930 there were 3,292 chain store units (exclusive of department store chains) operating in Ontario, and these had total retail sales of \$214,391,300 or 19.5 per cent of the total retail trade in that year. In 1933, the number of chain units had decreased to 3,210 and these had sales of \$150,997,700 or 20.5 per cent of the total business of all retail establishments for the year. That is to say, the proportion of chain store sales to total sales has increased by one per cent during the three-year interval.

The chain figures given above include only data for groups of four or more stores owned or operated by one firm. Figures for voluntary chain stores are not included, and, as already indicated, department store chains are also omitted from these computations.

In Table 2 the proportion of the total retail business transacted by chain stores is shown for each of the years 1930 to 1933. In 1930 the proportion of chain sales to total sales has been stated as 19.5 per cent. In 1931 the ratio had increased to 20.5 per cent, in 1932 it was 20.8 per cent, and in 1933 it had decreased slightly - to 20.5 per cent.

Of the ten kind-of-business classifications in which chains are of most importance, and for which chain ratios are shown in Table 2, five show increases in the proportion of chain business to total business during the period 1930 to 1933. In three kinds of business the proportion of chain sales to total sales decreased, and in the other two there was practically no variation.

In four of the five cases where an increase in chain store percentage of total business is shown, the increase took place almost entirely in 1931, after which there was but little variation. In 1930, grocery and combination store (groceries with meats) chains did 38.9 per cent of the business in this field. In 1933 the proportion had increased to 41.7 per cent. Filling station chains registered an increase of slightly more than 5 per cent, from 26.9 per cent in 1930 to 31.9 per cent in 1933. The ratio for shoe store chains increased during the three-year period from 20.3 per cent to 27.6 per cent, drug chains from 19.9 per cent to 22.4 per cent, and family clothing chains from 16.9 per cent to 18.8 per cent. The fields in which decreases in chain store ratios to total business took place with the percentages for 1930 and 1933 are as follows: Men's and boys' clothing and furnishings, 19.7 per cent to 15.8 per cent; women's apparel and accessories chains, 9.6 per cent to 8.2 per cent; and the restaurant group of chains, 21.4 per cent to 17.8 per cent.

Variety store chains and household appliance chains transacted approximately the same proportion of the total business in these fields in 1933 as in 1930.

Chain Stores and Sales Classified According to Type of Chain.--Chains have been classified as local, provincial, sectional and national, depending upon the extent of territory covered. Local chains are confined to one town or city, while provincial chains have stores located in more than one locality but confined to one province. Sectional chains are defined as those having units in two or three provinces, while national chains have stores in four provinces or more.

All types of chains are included in the figures shown in Table 2. In Table 3 an analysis of chains by types is shown for 1930 and 1933, and for all kinds of business combined little difference is seen in either the relative numbers of stores or value of sales made by the various types. Of the 3,276 chain units operating in Ontario in 1930, 13.68 per cent were units of local chains and these accounted for 12.16 per cent of the total chain business. In 1933 local chain units formed 14.61 per cent of the total number and these accounted for 11.67 per cent of the total chain sales for that year. Corresponding similarities in percentages for 1930 and 1933 will be seen to exist for the provincial, sectional and national chains.

In addition to analyzing all kinds of chains according to type of operation, Table 3 gives corresponding data for some of the main kinds of business in which chains operate. It is seen that, while the proportions of stores and sales attributed to the various types of chain have remained approximately constant for grocery and combination store chains and drug store chains, considerable variations appear in the percentages for the other kinds of business mentioned in the table.

Comparison of Payroll Costs, 1930 and 1933.--In 1930 salaries and wages of paid employees in independent stores in Ontario formed 10.2 per cent of the total sales volume of the same establishments. In 1933 this percentage had increased to 11.2, indicating that the percentage decrease in sales was slightly greater than that of wages. It should be noted that the salary figures given refer to paid employees only and the withdrawals of active proprietors are not included. It is quite probable that the relative number of active proprietors to stores in 1933 was greater than in 1930, and this fact should be kept in mind in interpreting the results shown in Table 4. In addition to giving comparative figures for all kinds of business as a whole, corresponding data are also shown for each of the more important kinds of business into which the retail trade has been divided.

Stocks on Hand.--The census schedules requested that the different reporting firms indicate the value of their stocks on hand (at cost or replacement value) on December 31, 1933. The stocks reported have been expressed as percentages of the annual sales of the same stores and these percentages, together with corresponding data for 1930, are shown in Table 5. Chain store companies reported stocks on hand for the company as a whole and not for each store. Since many chains operate stores in more than one province, and also due to the difficulty in certain cases in segregating warehouse from store stocks, the percentages in Table 5 are based upon returns from independent stores only. Since the value of stocks on hand at the close of the year may not be representative of the average stocks carried throughout the year, and also due to the different value bases as between cost price and selling price, these percentages cannot be used to determine stock turn rates.

For all kinds of business combined, the value of stocks on hand at the end of 1930 formed 16.1 per cent of the total retail sales during that year. In 1933 the corresponding ratio was 18.7 per cent or an increase of 1.6 points. An increase over the three-year period in the percentage of stocks on hand to total sales is found for practically every one of the kind-of-business classifications shown in Table 5.

Table 1.--ONTARIO - Retail Merchandise Trade, 1930 - 1933
Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales				Index of Retail Sales (1930 = 100)			
	1930	(Estimated)			1930	1931	1932	1933
		1931	1932	1933				
	\$	\$	\$	\$				
Total, All Stores	1,099,990,200	951,849,000	787,892,000	738,074,000	100.0	86.5	71.6	67.1
Food Group	255,936,200	222,348,000	192,404,000	181,950,000	100.0	86.9	75.2	71.1
Bakery product stores (manufacturing bakeries not included)	5,022,100	4,520,000	3,706,000	3,455,000	100.0	90.0	73.8	68.8
Candy and confectionery stores	15,762,100	12,956,000	11,223,000	10,293,000	100.0	82.2	71.2	65.3
Dairy product dealers (other than manu- facturing dairies)	14,172,900	12,755,000	11,664,000	11,480,000	100.0	90.0	82.3	81.0
Fruit and vegetable stores	10,255,000	8,953,000	8,071,000	7,589,000	100.0	87.3	78.7	74.0
Grocery and combination stores	172,935,300	153,273,000	133,281,000	126,502,000	100.0	88.6	77.1	73.2
Meat markets (including sea foods)	33,814,000	26,747,000	21,979,000	20,457,000	100.0	79.1	65.0	60.5
Other food stores	3,974,800	3,144,000	2,480,000	2,174,000	100.0	79.1	62.4	54.7
Country General Stores	48,066,000	40,135,000	34,415,000	33,310,000	100.0	83.5	71.6	69.3
General Merchandise Group	180,383,600	166,337,000	134,782,000	124,905,000	100.0	92.2	74.7	69.2
Department stores	140,148,400	129,777,000	102,589,000	95,161,000	100.0	92.6	73.2	67.9
Dry goods stores	13,211,500	11,111,000	9,486,000	8,376,000	100.0	84.1	71.8	63.4
General merchandise stores	7,392,500	6,269,000	4,960,000	4,524,000	100.0	84.8	67.1	61.2
Variety stores	19,631,200	19,180,000	17,747,000	16,844,000	100.0	97.7	90.4	85.8
Automotive Group	167,410,500	138,726,000	111,557,000	106,358,000	100.0	82.9	66.6	63.5
Motor vehicle dealers	109,680,100	87,963,000	64,602,000	63,285,000	100.0	80.2	58.9	57.7
Accessories, tires and batteries	5,453,600	4,630,000	4,510,000	4,783,000	100.0	84.9	82.7	87.7
Filling stations	34,756,300	31,385,000	29,334,000	26,415,000	100.0	90.3	84.4	76.0
Garages	15,931,600	13,558,000	12,172,000	10,977,000	100.0	85.1	76.4	68.9
Motorcycles, bicycles and supplies ...)	1,588,900	1,190,000	939,000	898,000	100.0	74.9	59.1	56.5
Other automotive establishments								
Apparel Group	93,711,300	81,757,000	67,614,000	64,022,000	100.0	87.2	72.2	68.3
Men's and boys' clothing and furnishings stores (includes custom tailoring) ..	32,327,700	26,444,000	20,787,000	19,655,000	100.0	81.8	64.3	60.8
Family clothing stores	14,882,300	13,662,000	12,010,000	12,040,000	100.0	91.8	80.7	80.9
Women's apparel and accessories stores.	30,326,200	27,142,000	22,168,000	20,228,000	100.0	89.5	73.1	66.7
Shoe stores	16,175,100	14,509,000	12,649,000	12,099,000	100.0	89.7	78.2	74.8

Table 1.--ONTARIO - Retail Merchandise Trade, 1930 - 1933 (Cont'd.) -

Kind of Business	Total Net Sales				Index of Retail Sales (1930 = 100)			
	1930	(Estimated)			1930	1931	1932	1933
		1931	1932	1933				
	\$	\$	\$	\$				
Building Materials Group	61,398,100	50,734,000	37,255,000	32,758,000	100.0	82.6	60.7	53.4
Hardware stores	27,752,300	24,089,000	19,038,000	17,428,000	100.0	86.8	68.6	62.8
Lumber and building material dealers ...	21,950,000	16,704,000	11,612,000	9,914,000	100.0	76.1	52.9	45.2
Other building materials (including roofing materials)	3,894,200	3,497,000	1,776,000	1,203,000	100.0	89.8	45.6	30.9
Electrical shops (without radio)	7,801,600	6,444,000	4,829,000	4,213,000	100.0	82.6	61.9	54.0
Heating and plumbing shops								
Paint and glass stores								
Furniture and Household Group	43,713,000	35,284,000	26,478,000	22,887,000	100.0	80.7	60.6	52.4
Furniture stores	17,928,100	14,880,000	11,438,000	10,129,000	100.0	83.0	63.8	56.5
Household appliance stores	7,505,400	6,522,000	5,276,000	4,548,000	100.0	86.9	70.3	60.6
Other home furnishings (including floor coverings, curtains, etc.)	3,777,000	2,802,000	2,092,000	2,017,000	100.0	74.2	55.4	53.4
Radio and music stores	14,502,500	11,080,000	7,672,000	6,193,000	100.0	76.4	52.9	42.7
Restaurants, Cafeterias and Eating Places	28,633,600	23,995,000	19,013,000	17,008,000	100.0	83.8	66.4	59.4
Other Retail Stores	215,596,800	188,394,000	161,145,000	151,452,000	100.0	87.4	74.7	70.2
Farmers' supply stores	15,046,100	11,791,000	10,023,000	9,944,000	100.0	78.4	66.6	66.1
Book stores	4,200,900	3,627,000	3,002,000	2,649,000	100.0	86.3	71.5	63.1
Coal and wood yards (including ice)	45,212,700	39,697,000	36,170,000	38,386,000	100.0	87.8	80.0	84.9
Ice dealers	2,268,000	2,282,000	2,052,000	2,025,000	100.0	100.6	90.5	89.3
Drug stores	35,207,500	33,200,000	30,490,000	27,462,000	100.0	94.3	86.6	78.0
Florists	4,600,000	3,827,000	3,271,000	2,880,000	100.0	83.2	71.1	62.6
Jewellery stores	11,338,500	9,286,000	7,710,000	6,848,000	100.0	81.9	68.0	60.4
Office, school and store supplies and equipment dealers	9,170,300	7,721,000	5,860,000	5,255,000	100.0	84.2	63.9	57.3
Tobacco stores and stands	15,407,200	13,974,000	12,449,000	11,232,000	100.0	90.7	80.8	72.9
Government liquor stores	34,764,300	29,550,000	22,805,000	18,668,000	100.0	85.0	65.6	53.7
Brewers' warehouses	14,894,400	13,569,000	10,590,000	9,756,000	100.0	91.1	71.1	65.5
Unclassified kinds of business	23,486,900	19,870,000	16,723,000	16,347,000	100.0	84.6	71.2	69.6
Secondhand Stores	5,141,100	4,139,000	3,229,000	3,424,000	100.0	80.5	62.8	66.6

Table 2.—ONTARIO - Retail Merchandise Trade, 1930 - 1933

Comparison of Chain Sales and Total Sales, All Stores,
and Selected Kinds of Business

	1930	1931	1932	1933
	\$	\$	\$	\$
All Stores, Total Sales	1,099,990,200	951,849,000	787,892,000	738,074,000
Chain sales	214,391,300	195,362,900	163,814,600	150,997,700
Percentage chains to total.	19.5	20.5	20.8	20.5
Grocery and Combination Stores, Total	172,935,300	153,273,000	133,281,000	126,502,000
Chain sales	67,211,400	64,130,400	55,944,700	52,782,100
Percentage chains to total.	38.9	41.8	42.0	41.7
Variety, 5-and-10, and to-a- dollar Stores, Total	19,631,200	19,178,000	17,747,000	16,844,000
Chain sales	18,408,300	18,051,500	16,728,500	15,917,900
Percentage chains to total.	93.8	94.1	94.3	94.5
Filling Stations, Total	34,756,300	31,385,000	29,334,000	26,415,000
Chain sales	9,332,900	9,724,300	9,197,400	8,432,700
Percentage chains to total.	26.9	31.0	31.4	31.9
Men's and Boys' Clothing and Furnishings (includes custom tailors), Total	32,327,700	26,444,000	20,787,000	19,655,000
Chain sales	6,357,500	5,111,900	3,439,900	3,106,200
Percentage chains to total.	19.7	19.3	16.5	15.8
Family Clothing Stores, Total ..	14,882,300	13,662,000	12,010,000	12,040,000
Chain sales	2,521,200	2,467,100	2,243,900	2,259,200
percentage chains to total.	16.9	18.1	18.7	18.8
Women's Apparel and Accessories Stores, Total	30,326,200	27,148,000	22,175,000	20,231,000
Chain sales	2,894,800	2,439,800	1,945,200	1,660,600
Percentage chains to total.	9.6	9.0	8.8	8.2
Shoe Stores, Total	16,175,100	14,509,000	12,649,000	12,099,000
Chain sales	3,290,200	3,339,000	3,137,900	3,336,600
Percentage chains to total.	20.3	23.0	24.8	27.6
Household Appliance Stores, Total	7,505,400	6,522,000	5,276,000	4,548,000
Chain sales	3,403,800	2,813,100	2,446,400	2,041,300
Percentage chains to total.	45.4	43.1	46.4	44.9
Restaurants, Cafeterias and Eating Places, Total	28,633,600	23,995,000	19,013,000	17,008,000
Chain sales	6,130,000	4,856,700	3,627,000	3,024,900
Percentage chains to total.	21.4	20.2	19.1	17.8
Drug Stores, Total	35,207,500	33,200,000	30,490,000	27,462,000
Chain sales	6,989,200	7,280,400	6,974,500	6,163,800
Percentage chains to total.	19.9	21.9	22.9	22.4

Table 3.—ONTARIO - Retail Merchandise Trade, 1930 - 1933

Chain Stores and Sales Classified by Types of Operation

	1930				1933			
	Stores		Sales		Stores		Sales	
	Number	%	Amount	%	Number	%	Amount	%
			\$				\$	
All Chains, Total	3,276	100.00	214,391,300	100.00	3,210	100.00	150,997,700	100.00
Local chains	448	13.68	26,077,100	12.16	469	14.61	17,622,600	11.67
Provincial chains	1,084	33.09	90,916,700	42.41	1,027	31.99	60,099,400	39.80
Sectional chains	491	14.99	29,647,700	13.83	512	15.95	22,873,900	15.15
National chains	1,253	38.24	67,749,800	31.60	1,202	37.45	50,401,800	33.38
Grocery and Combination Chains, Total	1,020	100.00	67,211,400	100.00	1,038	100.00	52,782,100	100.00
Local chains	75	7.35	3,074,500	4.58	83	8.00	3,026,200	5.74
Provincial chains	313	30.69	26,992,500	40.16	342	32.95	21,252,600	40.26
Sectional chains	257)				255)			
National chains	375)	61.96	37,144,400	55.26	358)	59.05	28,503,300	54.00
Variety Chains, Total	152	100.00	18,408,300	100.00	176	100.00	15,917,900	100.00
Provincial chains	28	18.42	859,800	4.67	44	25.00	1,160,400	7.29
Sectional chains	15)				14)			
National chains	109)	81.58	17,548,500	95.33	118)	75.00	14,757,500	92.71
Filling Station Chains, Total	484	100.00	9,332,900	100.00	476	100.00	8,432,700	100.00
Local chains	16	3.31	321,900	3.45	20	4.20	800,000	9.49
Provincial chains	132	27.27	2,312,500	24.78	109	22.90	1,469,900	17.43
Sectional chains	106	21.90	1,884,200	20.19	118	24.79	2,437,300	28.90
National chains	230	47.52	4,814,300	51.58	229	48.11	3,725,500	44.18
Men's and Boys' Clothing and Furnishings								
Chains, Total	117	100.00	6,357,500	100.00	76	100.00	3,106,200	100.00
Local chains	9)				8)			
Provincial chains	53)	52.99	3,428,500	53.93	16)	31.58	1,530,900	49.29
Sectional chains	19)				23)			
National chains	36)	47.01	2,929,000	46.07	29)	68.42	1,575,300	50.71

Table 3.--ONTARIO - Retail Merchandise Trade, 1930 - 1933 (Cont'd.) -

	1930				1933			
	Stores		Sales		Stores		Sales	
	Number	%	Amount \$	%	Number	%	Amount \$	%
Women's Apparel and Accessories Chains,								
Total	90	100.00	2,894,800	100.00	75	100.00	1,660,600	100.00
Local chains	17	18.89	422,300	14.59	34	45.33	588,300	35.43
Provincial chains	40	44.44	1,159,500	40.05	19	25.34	535,600	32.25
Sectional chains	11)				1)			
National chains	22)	36.67	1,313,000	45.36	21)	29.33	536,700	32.32
Household Appliance Chains, Total	95	100.00	3,403,800	100.00	77	100.00	2,041,300	100.00
Local chains	4)				4)			
Provincial chains	32)	37.89	1,108,200	32.56	26)	38.96	505,000	24.74
Sectional chains	4)				2)			
National chains	55)	62.11	2,295,600	67.44	45)	61.04	1,536,300	75.26
Restaurant Chains, Total	127	100.00	5,962,800	100.00	117	100.00	3,024,900	100.00
Local chains	10)				10)			
Provincial chains	24)	26.77	2,642,800	44.32	13)	19.66	1,039,300	34.36
Sectional chains	10)				12)			
National chains	83)	73.23	3,320,000	55.68	82)	80.34	1,985,600	65.64
Drug Chains, Total	137	100.00	6,989,200	100.00	156	100.00	6,163,800	100.00
Local chains	50	36.50	1,630,200	23.32	58	37.18	1,346,600	21.85
Provincial chains	62)				68)			
National chains	25)	63.50	5,359,000	76.68	30)	62.82	4,817,200	78.15
All Other Chains, Total	1,054	100.00	93,830,600	100.00	1,019	100.00	57,868,200	100.00
Local chains	267	25.33	19,076,500	20.33	252	24.73	11,271,900	19.48
Provincial chains	400	37.95	49,896,300	53.18	390	38.27	29,612,200	51.17
Sectional chains	69	6.55	3,597,100	3.83	87	8.54	2,691,400	4.65
National chains	318	30.17	21,260,700	22.66	290	28.46	14,292,700	24.70

ONTARIO - Retail Merchandise Trade, 1930 - 1933

Table 4.--Percentages of Payroll Costs to Total Sales, 1930 and 1933 Compared
(Independent stores only and proprietors' salaries or wages not included)

Table 5.--Percentages of Stocks on Hand (End of Year at Cost) to Total Sales,
1930 and 1933 Compared (Independent stores only)

Kind of Business	Payroll costs, per cent of net sales		Stocks on hand, per cent of net sales	
	1930	1933	1930	1933
Total, All Stores	10.2	11.2	16.1	18.7
Food Group	7.2	8.5	6.1	7.3
Dairy products dealers	16.1	19.7	1.5	1.6
Fruit and vegetable stores	5.0	5.7	3.9	3.7
Grocery and combination stores	5.9	6.6	7.4	8.8
Meat markets (including sea foods)	7.4	9.6	2.1	2.9
Country General Stores	4.5	5.4	33.3	38.0
General Merchandise Group	13.6	16.2	15.8	17.2
Department stores	13.1	16.8	13.7	15.1
Dry goods stores	10.8	12.2	38.8	42.2
General merchandise stores	8.4	8.7	30.3	31.8
Automotive Group	9.2	10.0	8.8	10.5
Motor vehicle dealers	8.9	9.9	9.0	10.7
Accessories, tires and batteries	9.2	9.2	12.6	13.7
Garages	14.8	14.8	6.7	9.4
Motorcycles, bicycles, supplies	9.7	11.8	18.2	27.5
Other automotive establishments				
Apparel Group	11.3	11.6	31.7	33.5
Men's and boys' clothing and furnishings stores (includes custom tailors)	11.6	11.9	36.3	37.8
Family clothing stores	10.7	10.8	38.4	39.4
Women's apparel and accessories stores	11.8	12.4	19.4	20.2
Shoe stores	10.4	9.8	40.2	43.9

ONTARIO - Retail Merchandise Trade, 1930 - 1933

Tables 4 and 5 (Cont'd.) -

Kind of Business	Payroll costs, per cent of net sales		Stocks on hand, per cent of net sales	
	1930	1933	1930	1933
Building Materials Group	10.7	12.3	27.0	38.3
Hardware stores	10.7	11.7	34.8	48.0
Lumber and building material dealers	10.1	11.7	25.2	32.8
Other building materials (includes roofing materials)	8.3	12.6	8.6	19.2
Electrical shops (without radio)				
Paint and glass stores	19.2	18.6	25.9	35.5
Heating and plumbing shops				
Furniture and Household Group	12.5	13.6	27.3	34.5
Furniture stores	10.5	10.9	30.5	37.4
Household appliance stores	16.6	19.7	19.8	24.7
Radio and music stores	13.0	14.5	15.2	16.7
Restaurants, Cafeterias and Eating Places.	21.4	21.8	2.6	3.2
Other Retail Stores	8.7	8.3	15.2	17.7
Book stores	24.7	25.3	27.8	34.4
Coal and wood yards (including ice)	5.2	3.4	6.8	7.3
Ice dealers	30.0	28.5	7.6	6.7
Drug stores	11.5	12.1	27.5	30.7
Florists	14.8	18.9	7.4	13.8
Jewellery stores	15.3	17.1	52.5	69.1
Office, school and store supplies and equipment dealers	20.6	22.7	20.1	32.1
Brewers' warehouses	3.0	3.6	7.8	10.7
Secondhand Group	13.2	13.8	23.3	37.3

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