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CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN

ONTARIO

1935

Published by Authority of the Hon. W.D. Euler, M.P.,
Minister of Trade and Commerce.

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DOMINION BUREAU OF STATISTICS - CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in Ontario, 1935

Retail sales in Ontario in 1935 totalled more than \$848,000,000, an increase of 4 per cent over the sales of 1934, according to calculations made by the Bureau of Statistics and based upon reports secured for the annual Census of Merchandising and Service Establishments. The value of retail trade was 15 per cent higher in 1935 than it was in 1933, when the lowest point in the depression was reached, but it was still 23 per cent below the 1930 level.

The greatest gains in 1935 over the preceding year were recorded by those kinds of business which experienced the greatest reduction in trade prior to 1934 and which deal primarily in luxury or semi-luxury lines of merchandise, such as motor vehicle dealers, furniture stores, household appliance stores, radio and music stores and jewellery stores. On the other hand, grocery stores, country general stores, and other types of retail establishments dealing chiefly in necessities or stable lines of goods recorded but slight increases.

For the second consecutive year, motor vehicle dealers reported the greatest annual increase in business, the aggregate sales of all such establishments in the province amounting to \$102,571,000, an increase of 17 per cent over the 1934 figure and only 6 per cent below the corresponding amount for 1930. The sales figure for motor vehicle dealers covers total receipts from all sources, including the sales of new and used vehicles, tires and accessories, gas and oil, and receipts from repair and service operations conducted by these establishments. New motor vehicle sales alone showed a much greater percentage increase over 1934 than that recorded for the combined trade. Another series of reports shows that 51,629 new motor vehicles sold for \$52,049,281 in Ontario in 1935, these figures representing increases of 36 per cent in number and 32 per cent in value over 1934. New passenger cars numbering 44,396 were sold for \$44,762,149 in 1935 - increases of 36 per cent and 32 per cent over the preceding year. New commercial model sales numbered 7,233 and sold for \$7,287,132 - increases over 1934 of 40 per cent and 36 per cent in point of view of number and value respectively.

The furniture and household group was second only to automotive establishments in percentage increase in 1935 over the preceding year. Furniture store sales amounted to \$13,174,000 in 1935, an increase of 12 per cent over 1934. Household appliance stores recorded a similar gain, while radio and music store sales amounting to \$8,393,000 were 14 per cent higher than in 1934.

Hardware store sales totalled \$20,684,000 in 1935, an increase of 4 per cent over the preceding year and approximately 25 per cent below the 1930 figure. Lumber and building material dealers recorded an increase of 6 per cent over 1934, bringing the index for this classification to 60.3 as compared with the base year 1930.

Substantial gains were also recorded in the apparel group, increases in 1935 over 1934 for the various classifications in this group being 6 per cent for men's and boys' clothing and furnishings stores, 6 per cent for family clothing stores, 2 per cent for women's specialty shops, and 2 per cent for shoe stores.

Food store sales remained practically unchanged in 1935 compared with the preceding year. Sales of grocery and combination stores were valued at \$131,415,000 in 1934 and \$131,893,000 in 1935, the index of sales for this group standing at

76.3 for the latter year (1930 = 100). The index of retail food prices for 1935, and on the same base, was 71.4. While an exact comparison of the two indexes is not valid, it is evident that the decrease in value of food store sales may be largely attributed to changes in price levels rather than to a reduction in quantity of goods purchased. Meat market sales were valued at \$24,837,000 in 1935, this amount being 6 per cent higher than the corresponding figure for 1934.

Country general stores and department stores recorded gains of less than one per cent over 1934, sales for the former classification being \$37,359,000 and for the latter, \$100,915,000. Variety store sales were \$19,612,000 in 1935, an increase of almost 8 per cent over the preceding year.

Increases for other major kind-of-business classifications were 9 per cent for office, school and store supply and appliance dealers, 7 per cent for jewellery stores, 6 per cent for book stores, 3 per cent for drug stores, and 3 per cent for coal and wood yards. Government liquor store sales declined by 5 per cent from \$18,980,000 in 1934 to \$18,088,000 in 1935. These figures do not include, of course, sales of beer and wine in beverage rooms, establishments which are not covered by the annual Census of Merchandising.

Chain Stores.--The proportion of the total retail trade of the province transacted by chains has varied but little during recent years. There were 216 different chain store companies in Ontario in 1935. These operated 3,173 stores within the province and these stores had total sales of \$171,540,000 or 20.2 per cent of the total retail trade of all stores. There were 213 chain companies with 3,223 stores in Ontario in 1934 and these accounted for 19.8 per cent of the provincial trade in that year. In 1930, there were 250 chains, 3,276 unit stores, and the chain ratio was 19.5 per cent.

The chain store sales given here include the Ontario sales of all retail organizations operating four or more units, exclusive only of department stores. For the Census of Merchandising, all department stores have been treated as independent establishments so that data for ownership groups of department stores are not included in the chain store figures given here.

Grocery and combination store chains numbering 28 operated 1,013 unit stores with \$53,960,000 sales. This amount formed 40.9 per cent of the total business of all grocery and combination stores within the province. In 1934, the corresponding ratio was 41.2 per cent; in 1933 it was 41.9 per cent, and in 1930 it was 38.9 per cent. Chain store data for a number of selected kinds of business are given in Table 2. In the gasoline filling station field, the Census of Merchandising includes as chain units only those stations operated directly by the parent companies. Leased stations are considered independent establishments. The decrease in number of filling station chain units between 1934 and 1935 may be attributed to the transfer of units from the company-operated class to the leased station type rather than to an actual reduction in the total number of stations owned by the wholesale distributors of petroleum products.

Scope of Census.--This report is based upon returns received from all chain store companies and from a representative number of independent stores operating in the various lines of business for which data are shown in the attached tables. In all, including both chain stores and independent stores, returns were received covering approximately 10,000 establishments in Ontario, and it is estimated that these transacted about 70 per cent of the total business of all retail stores in the province. The reports which have been secured have been used to determine the most probable value of sales for those units which do not report to the annual census, so that the figures given in this report relate to all retail trade and not only to the business transacted by the reporting firms. Since reports are not received from all stores for this annual census, it is not possible to state the total number of trading establishments operating during years subsequent to 1930. Table 1 shows the number of stores and value of sales for 1930 together with the estimated value of retail trade for each of the years 1933 to 1935. Figures are given for all retail trade as a whole and also for the various kind-of-business classifications used in the Census. Indexes of sales (1930 = 100) are also shown together with the percentage change in sales between 1934 and 1935. In Table 2 a comparison is made as between chain store sales and total sales. Table 3 presents a comparison for 1934 and 1935 of sales by departments of department stores. Supplementary tables are in course of preparation showing employment and wage figures,

gross margin percentages, and value of inventory on hand at the close of the year. A detailed analysis classifying employees engaged in retail trade on the basis of weekly wage payments is also being prepared.

It should 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 especially active in some districts in the sale of these commodities.

ONTARIO - RETAIL MERCHANDISE TRADE, 1935

Table 1.--Total Net 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 = 100)						% of Change, 1934-1935
	Number(1) of Stores	Total Net Sales										
			1933	1934	1935	1930	1931	1932	1933	1934	1935	
		\$	\$	\$	\$							
Total, All Stores	43,045	1,099,990,200	735,861,000	814,994,000	848,014,000	100.0	86.4	71.5	66.9	74.1	77.1	+ 4.1
Food Group	14,263	255,936,200	181,519,000	192,590,000	196,444,000	100.0	86.7	75.0	70.9	75.2	76.8	+ 2.0
Bakery product stores (manufacturing bakeries not included)	506	5,022,100	3,455,000	3,822,000	4,051,000	100.0	90.0	73.8	68.8	76.1	80.7	+ 6.0
Candy and confectionery stores	2,105	15,762,100	10,293,000	11,216,000	11,564,000	100.0	82.2	71.2	65.3	71.2	73.4	+ 3.1
Dairy product dealers (other than manufacturing dairies)	1,058	14,172,900	11,480,000	12,431,000	13,637,000	100.0	90.0	82.3	81.0	87.7	96.2	+ 9.7
Fruit and vegetable stores	876	10,255,000	7,589,000	8,074,000	8,131,000	100.0	87.3	78.7	74.0	78.7	79.3	+ .7
Grocery and combination stores	7,708	172,935,300	126,070,000	131,415,000	131,893,000	100.0	88.4	76.8	72.9	76.0	76.3	+ .4
Meat markets (including sea foods)	1,687	33,814,000	20,458,000	23,427,000	24,837,000	100.0	79.1	65.0	60.5	69.3	73.5	+ 6.0
Other food stores	323	3,974,800	2,174,000	2,205,000	2,331,000	100.0	79.1	62.4	54.7	55.5	58.6	+ 5.7
Country General Stores	2,662	48,066,000	33,310,000	37,210,000	37,359,000	100.0	83.5	71.6	69.3	77.4	77.7	+ .4
General Merchandise Group	979	180,383,600	124,236,000	132,898,000	134,876,000	100.0	92.1	74.2	68.9	73.7	74.8	+ 1.5
Department stores	61	140,148,400	94,492,000	100,343,000	100,915,000	100.0	92.4	72.5	67.4	71.6	72.0	+ .6
Dry goods stores	570	13,211,500	8,376,000	9,162,000	9,217,000	100.0	84.1	71.8	63.4	69.3	69.8	+ .6
General merchandise stores	127	7,392,500	4,524,000	5,179,000	5,132,000	100.0	84.8	67.1	61.2	70.0	69.4	- .9
Variety stores	221	19,631,200	16,844,000	18,214,000	19,612,000	100.0	97.7	90.4	85.8	92.8	99.9	+ 7.7
Automotive Group	5,481	167,410,500	105,005,000	128,452,000	143,949,000	100.0	82.6	66.2	62.7	76.7	86.0	+12.1
Motor vehicle dealers	1,018	109,680,100	63,285,000	87,818,000	102,571,000	100.0	80.2	58.9	57.7	80.1	93.5	+16.8
Accessories, tires and batteries	285	5,453,600	3,430,000	3,197,000	3,203,000	100.0	77.6	68.4	62.9	58.6	58.7	+ .2
Filling stations	2,754	34,756,300	26,415,000	25,264,000	25,755,000	100.0	90.3	84.4	76.0	72.7	74.1	+ 1.9
Garages	1,294	15,931,600	10,977,000	11,243,000	11,445,000	100.0	85.1	76.4	68.9	70.6	71.8	+ 1.8
Other automotive establishments (including motorcycles, bicycles and supplies)	130	1,588,900	898,000	930,000	975,000	100.0	74.9	59.1	56.5	58.5	61.4	+ 4.8
Apparel Group	4,484	93,711,300	64,022,000	71,246,000	74,291,000	100.0	87.2	72.2	68.3	76.0	79.3	+ 4.3
Men's and boys' clothing and furnishings (includes custom tailors)	1,662	32,327,700	19,655,000	22,873,000	24,291,000	100.0	81.8	64.3	60.8	70.8	75.1	+ 6.2
Family clothing stores	471	14,882,300	12,040,000	13,965,000	14,831,000	100.0	81.8	80.7	80.9	93.8	99.7	+ 6.2
Women's apparel and accessories stores	1,569	30,326,200	20,228,000	21,648,000	22,103,000	100.0	89.5	73.1	66.7	71.4	72.9	+ 2.1
Shoe stores	782	16,175,100	12,099,000	12,760,000	13,066,000	100.0	89.7	78.2	74.8	78.9	80.8	+ 2.4

(1) and (2): See footnotes on page 5.

ONTARIO - RETAIL MERCHANDISE TRADE, 1935

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

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated(2)			Indexes of Retail Sales (1930 = 100)						% of Change, 1934-1935
	Number(1) of Stores	Total Net Sales										
			1933	1934	1935	1930	1931	1932	1933	1934	1935	
		\$	\$	\$	\$							
Building Materials Group	2,030	61,398,100	32,758,000	38,688,000	40,677,000	100.0	82.6	60.7	53.4	63.0	66.3	+ 5.1
Hardware stores	1,135	27,752,300	17,428,000	19,860,000	20,684,000	100.0	86.8	68.6	62.8	71.6	74.5	+ 4.1
Lumber and building material dealers	297	21,950,000	9,914,000	12,441,000	13,237,000	100.0	76.1	52.9	45.2	56.7	60.3	+ 6.4
Other building materials (including roofing materials)	91	3,894,200	1,203,000	1,649,000	1,786,000	100.0	89.8	45.6	30.9	42.3	45.9	+ 8.3
Electrical shops (without radio)												
Heating and plumbing shops	507	7,801,600	4,213,000	4,738,000	4,970,000	100.0	82.6	61.9	54.0	60.7	63.7	+ 4.9
Paint and glass stores												
Furniture and Household Group ...	1,429	43,713,000	22,877,000	26,443,000	29,471,000	100.0	80.7	60.6	52.4	60.5	67.4	+11.5
Furniture stores	523	17,928,100	10,129,000	11,773,000	13,174,000	100.0	83.0	63.8	56.5	65.7	73.5	+11.9
Household appliance stores	263	7,505,400	(3)	4,978,000	5,555,000	100.0	86.9	70.3	(3)	66.3	74.0	+11.6
Other home furnishings (including floor coverings, curtains, etc.)	238	3,777,000	2,017,000	2,310,000	2,349,000	100.0	74.2	55.4	53.4	61.2	62.2	+ 1.7
Radio and music stores	405	14,502,500	6,193,000	7,382,000	8,393,000	100.0	76.4	52.9	42.7	50.9	57.9	+13.7
Restaurants, Cafeterias and Eating Places	2,306	28,633,600	17,008,000	18,244,000	18,701,000	100.0	83.8	66.4	59.4	63.7	65.3	+ 2.5
Other Retail Stores	9,411	220,737,900	155,116,000	169,223,000	172,246,000	100.0	87.3	74.6	70.3	76.7	78.0	+ 1.8
Farmers' supply stores	794	15,046,100	9,944,000	11,694,000	11,753,000	100.0	78.4	66.6	66.1	77.7	78.1	+ .5
Book stores	177	4,200,900	2,649,000	2,739,000	2,906,000	100.0	86.3	71.5	63.1	65.2	69.2	+ 6.1
Coal and wood yards	835	45,212,700	38,386,000	39,395,000	40,380,000	100.0	87.8	80.0	84.9	87.1	89.3	+ 2.5
Drug stores	1,464	35,207,500	27,462,000	28,610,000	29,497,000	100.0	94.3	86.6	78.0	81.3	83.8	+ 3.1
Florists	390	4,600,000	2,880,000	3,123,000	3,176,000	100.0	83.2	71.1	62.6	67.9	69.0	+ 1.7
Jewellery stores	606	11,338,500	6,848,000	7,509,000	8,027,000	100.0	81.9	68.0	60.4	66.2	70.8	+ 6.5
Office, school and store supplies and equipment dealers	139	9,170,300	5,255,000	6,520,000	7,143,000	100.0	84.2	63.9	57.3	71.1	77.9	+ 8.8
Tobacco stores and stands	1,290	15,407,200	11,232,000	11,941,000	12,243,000	100.0	90.7	80.8	72.9	77.5	79.5	+ 2.5
Government liquor stores	122	34,764,300	18,668,000	18,980,000	18,088,000	100.0	85.0	65.6	53.7	54.6	52.0	- 4.7
Unclassified kinds of business	3,594	45,790,400	31,792,000	38,712,000	39,033,000	100.0	87.3	71.9	69.4	84.5	85.2	+ .8

(1) The numbers of stores are shown only for 1930. Since figures for later years are based on returns secured from a sample number of firms, the total numbers of establishments for these years are not known.

(2) In a few instances, figures for 1934 have been revised.

(3) Figures for this classification for 1933 are not considered sufficiently complete to warrant publishing. They are included, however, in the group total.

ONTARIO - RETAIL MERCHANDISE TRADE, 1935

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

	1930	1932	1933	1934	1935
ALL STORES, TOTAL -					
Chains	250	230	217	213	216
Stores (maximum) ...	3,276	3,287	3,210	3,223	3,173
Chain sales	\$ 214,391,300	163,814,600	150,908,000	161,586,300	171,540,000
Total sales	\$1,099,990,200	786,082,000	735,861,000	814,994,000	848,014,000
%, chains to total .	19.5	20.8	20.5	19.8	20.2
Grocery and Combination Stores -					
Chains	24	24	26	28	29
Stores (maximum) ...	1,020	1,028	1,038	1,032	1,013
Chain sales	\$ 67,211,400	55,944,700	52,782,100	54,180,500	53,960,000
Total sales	\$ 172,935,300	132,814,000	126,070,000	131,415,000	131,893,000
%, chains to total .	38.9	42.1	41.9	41.2	40.9
Variety, 5-and-10, and to-a-dollar Stores -					
Chains	9	10	12	12	12
Stores (maximum) ...	152	166	176	181	195
Chain sales	\$ 18,408,300	16,728,500	15,917,900	17,151,100	18,476,400
Total sales	\$ 19,631,200	17,747,000	16,844,000	18,214,000	19,612,000
%, chains to total .	93.8	94.3	94.5	94.2	94.2
Gasoline Filling Stations					
Chains	18	16	16	18	18
Stations (maximum) .	484	474	476	497	410
Chain sales	\$ 9,332,900	9,197,400	8,432,700	9,042,300	7,714,600
Total sales	\$ 34,756,300	29,334,000	26,415,000	25,264,000	25,755,000
%, chains to total .	26.9	31.4	31.9	35.8	30.0
Men's and Boys' Clothing and Furnishings (includes custom tailors) -					
Chains	15	13	10	11	12
Stores (maximum) ...	117	95	76	92	96
Chain sales	\$ 6,357,500	3,439,900	3,106,200	4,005,400	4,415,100
Total sales	\$ 32,327,700	20,787,000	19,655,000	22,873,000	24,291,000
%, chains to total .	19.7	16.6	15.8	17.5	18.2
Family Clothing Stores -					
Chains	10	9	9	9	9
Stores (maximum) ...	39	44	46	53	52
Chain sales	\$ 2,521,200	2,243,900	2,259,200	2,688,800	2,911,400
Total sales	\$ 14,882,300	12,010,000	12,040,000	13,965,000	14,831,000
%, chains to total .	16.9	18.7	18.8	19.3	19.6
Women's Apparel and Accessories Stores -					
Chains	16	12	10	10	11
Stores (maximum) ...	90	92	75	73	73
Chain sales	\$ 2,894,800	1,945,200	1,660,600	1,708,600	2,100,100
Total sales	\$ 30,326,200	22,169,000	20,228,000	21,648,000	22,103,000
%, chains to total .	9.6	8.8	8.2	7.9	9.5
Shoe Stores -					
Chains	8	8	10	11	12
Stores (maximum) ...	105	115	141	157	167
Chain sales	\$ 3,290,200	3,137,900	3,336,600	3,963,400	4,334,400
Total sales	\$ 16,175,100	12,649,000	12,099,000	12,760,000	13,066,000
%, chains to total .	20.3	24.8	27.6	31.1	33.2

ONTARIO - RETAIL MERCHANDISE TRADE, 1935

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage of Chain Store Sales to Total Sales, by Years (Cont'd.) -

	1930	1932	1933	1934	1935
Restaurants, Cafeterias and Eating Places -					
Chains	12	11	10	9	8
Stores (maximum)	127	132	117	113	103
Chain sales	\$ 5,962,800	3,627,000	3,024,900	2,870,200	2,679,200
Total sales	\$28,633,600	19,013,000	17,008,000	18,244,000	18,701,000
%, chains to total ...	20.8	19.1	17.8	15.7	14.3
Drug Stores -					
Chains	11	13	13	12	12
Stores (maximum)	137	158	156	157	161
Chain sales	\$ 6,989,200	6,974,500	6,163,800	6,344,400	6,726,900
Total sales	\$35,207,500	30,490,000	27,462,000	28,610,000	29,497,000
%, chains to total ...	19.9	22.9	22.4	22.2	22.8

ONTARIO - RETAIL MERCHANDISE TRADE, 1935

Table 3.--Sales by Commodity Groups for Department Stores, 1934 and 1935

Department	Sales in 1934 \$	Sales in 1935 \$	% of Change
Total Sales, All Departments	100,343,000	100,915,000	+ 0.6
Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.)	25,381,000	25,656,000	+ 1.1
Automotive supplies (including tires, batteries, automotive parts)	449,000	413,000	- 8.0
Cafeterias and restaurants (including fountain and lunch rooms)	1,955,000	2,043,000	+ 4.5
Clothing and furnishings, men's and boys' (including hats and caps)	11,677,000	11,916,000	+ 2.0
Drugs and toilet articles and preparations (including cameras and photographic supplies)	2,200,000	2,164,000	- 1.6
Dry goods and notions, including piece goods - silks, woollens, cottons, linens (other than bed or table linens) - ribbons, laces, embroideries, buttons, thread, patterns, yarns	9,284,000	8,989,000	- 3.2
Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.)	587,000	597,000	+ 1.7
Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables)	5,228,000	4,997,000	- 4.4
Furniture (including mattresses, springs)	5,710,000	5,692,000	- 0.3
Hardware and kitchen utensils (including paints, wall-paper)	3,474,000	3,436,000	- 1.1
Home furnishings - draperies, curtains, bedding (including bed linen, blankets), table linen, china, glassware, pictures, window shades, floor coverings.	10,414,000	10,975,000	+ 5.4
Household appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps)	2,762,000	3,074,000	+11.3
Jewellery and optical goods (including clocks, watches, silverware, plated ware)	2,526,000	2,288,000	- 9.4
Leather goods and travelling goods (including purses and hand-bags)	1,056,000	1,093,000	+ 3.5
Millinery	1,669,000	1,619,000	- 3.0
Radios, musical instruments, and supplies	1,657,000	1,871,000	+12.9
Shoes and other footwear (men's, women's and children's)	7,881,000	7,564,000	- 4.0
Sporting goods (including bicycles, toys, games)	2,317,000	2,373,000	+ 2.4
Stationery, books and magazines	1,511,000	1,530,000	+ 1.3
Receipts from repair or service departments, not included elsewhere (such as hairdressing, electrical contracting, fur storage, interior decorating)	1,686,000	1,627,000	- 3.5
Miscellaneous merchandise	919,000	998,000	+ 8.6

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