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DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN

ONTARIO

1936

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in Ontario, 1936

Retail sales in Ontario for 1936 reached a total of \$913,223,000, exceeding by 6.4 per cent the amount recorded for 1935 and bringing the dollar value of retail trade about 23 per cent above the 1933 figure. Sales for 1936 were still 17 per cent below the level obtaining in 1930, the first year for which these trade statistics are available.

The automotive group, which occupied first place in 1934 and 1935 in point of view of increased business, was surpassed in this respect in 1936 by the lumber and building materials group, whose sales for that year exceeded by 12.3 per cent the amount recorded for 1935. Hardware store sales were up 10.0 per cent while retail dealers in lumber and building materials reported an even better increase of 15.7 per cent. The automotive group of establishments as a whole reported 8.9 per cent more business in 1936 than in the preceding year. Motor vehicle dealers, which forms the most important single classification in the group, reported a 12.9 per cent increase, this increase being calculated from the aggregate business of these firms including receipts from sale of gas and oil, accessories, parts and batteries, receipts from repairs and services, in addition to the business in new and used motor vehicles. According to another series of reports, new motor vehicle sales alone increased 7.3 per cent in number and 10.4 per cent in value, 55,612 new vehicles retailing for \$57,656,985 in 1936 compared with 51,844 vehicles for \$52,246,200 in 1935.

Sales in the furniture and household furnishings group advanced 7.6 per cent in value, individual classifications within the group showing increases of 11.0 per cent for radio and music stores, 6.1 per cent for furniture stores and 2.1 per cent for household appliance stores. Gains in the apparel group were 7.7 per cent for family clothing stores, 7.5 per cent for men's and boys' clothing and furnishings stores, 5.6 per cent for women's apparel stores and 4.7 per cent for shoe stores.

Sales for stores specializing in food products continue to show moderate improvement. Since the business of these stores fell off to a much smaller degree during the depression years than did that of firms dealing chiefly in durable merchandise, a smaller increase in this instance is naturally now to be expected. Grocery and combination store sales were 4.6 per cent higher in value in 1936 than in the preceding year, while meat market sales were up 1.7 per cent. Sales of the food group as a whole were up 4.1 per cent.

Department stores transacted 5.4 per cent more business than in 1935 while sales of country general stores were up almost an equal amount or 5.2 per cent. Variety store sales increased 8.8 per cent to \$21,344,000, a figure 8.7 per cent in excess of the amount recorded for this type of store in 1930. Percentage increases over 1935 for other important types of retail outlets were as follows: drug stores, 3.9 per cent; coal and wood yards, 6.1 per cent; Government liquor stores, 7.4 per cent, and jewellery stores, 10.4 per cent.

Chain Stores.--There were 227 different chain store companies operating in the Province of Ontario last year. These operated a total of 3,277 unit stores within the province. Annual chain sales were \$181,786,000 or 19.9 per cent of the aggregate business of all stores including chains and independents. This ratio remains practically unchanged from the preceding year when 216 chain companies with 3,173 stores transacted 20.0 per cent of the total business. Chain ratios for earlier years are 19.6 per cent for 1934, 20.3 per cent for 1933 and 19.5 per cent for 1930.

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.

Chains accounted for 41.8 per cent of the total trade in the grocery and combination store field last year, there being 32 different companies with 1,025 unit stores whose annual business totalled \$57,609,200 compared with \$137,960,000 for all stores in this group. The corresponding ratio in 1935 was 40.9 per cent and in 1934 it was 41.2 per cent. In 1936, chains accounted for 23.1 per cent of the drug store business, 34.0 per cent of the shoe store business and 94.0 per cent of the variety store business.

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 1936 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 the 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 each 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.

ONTARIO - RETAIL MERCHANDISE TRADE, 1936

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, 1936/1935
	Number(1) of Stores	Total Net Sales	1933	1935	1936	1930	1931	1932	1933	1934	1935	1936	
Total, All Stores	43,045	1,099,990,200	741,630,000	858,162,000	913,223,000	100.0	86.6	71.8	67.4	74.9	78.0	83.0	+ 6.4
Food Group	14,263	255,936,200	181,519,000	196,444,000	204,575,000	100.0	86.7	75.0	70.9	75.2	76.8	79.9	+ 4.1
Candy and confectionery stores	2,105	15,762,100	10,293,000	11,564,000	11,969,000	100.0	82.2	71.2	65.3	71.2	73.4	75.9	+ 3.5
Dairy products dealers (other than manufacturing dairies)	1,058	14,172,900	11,480,000	13,637,000	14,210,000	100.0	90.0	82.3	81.0	87.7	96.2	100.3	+ 4.2
Fruit and vegetable stores	876	10,255,000	7,589,000	8,131,000	8,562,000	100.0	87.3	78.7	74.0	78.7	79.3	83.5	+ 5.3
Grocery and combination stores	7,708	172,935,300	126,070,000	131,893,000	137,960,000	100.0	88.4	76.8	72.9	76.0	76.3	79.8	+ 4.6
Meat markets (including sea foods) ..	1,687	33,814,000	20,458,000	24,837,000	25,259,000	100.0	79.1	65.0	60.5	69.3	73.5	74.7	+ 1.7
Country General Stores	2,662	48,066,000	33,310,000	37,359,000	39,302,000	100.0	83.5	71.6	69.3	77.4	77.7	81.8	+ 5.2
General Merchandise Group .	979	180,383,600	124,236,000	134,876,000	142,675,000	100.0	92.1	74.2	68.9	73.7	74.8	79.1	+ 5.8
Department stores	61	140,148,400	94,492,000	100,915,000	106,364,000	100.0	92.4	72.5	67.4	71.6	72.0	75.9	+ 5.4
Dry goods stores	570	13,211,500	8,376,000	9,217,000	9,512,000	100.0	84.1	71.8	63.4	69.3	69.8	72.0	+ 3.2
General merchandise stores	127	7,392,500	4,524,000	5,132,000	5,455,000	100.0	84.8	67.1	61.2	70.0	69.4	73.8	+ 6.3
Variety stores	221	19,631,200	16,844,000	19,612,000	21,344,000	100.0	97.7	90.4	85.8	92.8	99.9	108.7	+ 8.8
Automotive Group	5,481	167,410,500	110,774,000	154,097,000	167,843,000	100.0	83.5	68.6	66.2	82.1	92.0	100.3	+ 8.9
Motor vehicle dealers	1,018	109,680,100	63,285,000	102,571,000	115,803,000	100.0	80.2	58.9	57.7	80.1	93.5	105.6	+12.9
Accessories, tires and batteries	285	5,453,600	3,430,000	3,203,000	4,049,000	100.0	77.6	68.4	62.9	58.6	58.7	74.2	+26.4
Filling stations(3)	2,754	34,756,300	32,184,000	35,903,000	34,826,000	100.0	94.3	96.1	92.6	98.7	103.3	100.2	+ 3.0
Garages	1,294	15,931,600	10,977,000	11,445,000	12,132,000	100.0	85.1	76.4	68.9	70.6	71.8	76.2	+ 6.0
Apparel Group	4,484	93,711,300	64,022,000	74,231,000	79,107,000	100.0	87.2	72.2	68.3	76.0	79.3	84.4	+ 6.5
Men's and boys' clothing and furnish- ings (includes custom tailors)	1,662	32,327,700	19,655,000	24,291,000	26,113,000	100.0	81.8	64.3	60.8	70.8	75.1	80.8	+ 7.5
Family clothing stores	471	14,882,300	12,040,000	14,831,000	15,973,000	100.0	91.8	80.7	80.9	93.8	99.7	107.3	+ 7.7
Women's apparel and accessories stores	1,569	30,326,200	20,228,000	22,103,000	23,341,000	100.0	89.5	73.1	66.7	71.4	72.9	77.0	+ 5.6
Shoe stores	782	16,175,100	12,099,000	13,066,000	13,680,000	100.0	89.7	78.2	74.8	78.9	80.8	84.6	+ 4.7
Building Materials Group ..	2,030	61,398,100	32,758,000	40,677,000	45,698,000	100.0	82.6	60.7	53.4	63.0	66.3	74.4	+12.3
Hardware stores	1,135	27,752,300	17,428,000	20,684,000	22,752,000	100.0	86.8	68.6	62.8	71.6	74.5	82.0	+10.0
Lumber and building material dealers.	297	21,950,000	9,914,000	13,237,000	15,315,000	100.0	76.1	52.9	45.2	56.7	60.3	69.8	+15.7
Other building materials	91	3,894,200	1,203,000	1,786,000	2,238,000	100.0	89.8	45.6	30.9	42.3	45.9	57.5	+25.3
Electrical, heating and plumbing, paint and glass shops	507	7,801,600	4,213,000	4,970,000	5,393,000	100.0	82.6	61.9	54.0	60.7	63.7	69.1	+ 8.5

(1), (2) and (3): See footnotes on page 4.

ONTARIO - RETAIL MERCHANDISE TRADE, 1936

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, 1936/1935
	Number(1) of Stores	Total Net Sales	Total Net Sales, Estimated (2)			1930	1931	1932	1933	1934	1935	1936	
			1933	1935	1936								
Furniture and Household Group	1,429	43,713,000	22,877,000	29,471,000	31,716,000	100.0	80.7	60.6	52.4	60.5	67.4	72.6	+ 7.6
Furniture stores	523	17,928,100	10,129,000	13,174,000	13,978,000	100.0	83.0	63.8	56.5	65.7	73.5	78.0	+ 6.1
Household appliance stores	263	7,505,400	(4)	5,555,000	5,671,000	100.0	86.9	70.3	(4)	66.3	74.0	75.6	+ 2.1
Other home furnishings stores	238	3,777,000	2,017,000	2,349,000	2,751,000	100.0	74.2	55.4	53.4	61.2	62.2	72.8	+17.1
Radio and music stores	405	14,502,500	6,193,000	8,393,000	9,316,000	100.0	76.4	52.9	42.7	50.9	57.9	64.2	+11.0
Restaurants, Cafeterias and Eating Places	2,306	28,633,600	17,008,000	18,701,000	19,879,000	100.0	83.8	66.4	59.4	63.7	65.3	69.4	+ 6.3
Other Retail Stores	9,411	220,737,900	155,116,000	172,246,000	182,428,000	100.0	87.3	74.6	70.3	76.7	78.0	82.6	+ 5.9
Farmers' supply stores	794	15,046,100	9,944,000	11,753,000	12,635,000	100.0	78.4	66.6	66.1	77.7	78.1	84.0	+ 7.5
Book stores	177	4,200,900	2,649,000	2,906,000	3,139,000	100.0	86.3	71.5	63.1	65.2	69.2	74.7	+ 8.0
Coal and wood yards	835	45,212,700	38,386,000	40,380,000	42,843,000	100.0	87.8	80.0	84.9	87.1	89.3	94.8	+ 6.1
Drug stores	1,464	35,207,500	27,462,000	29,497,000	30,647,000	100.0	94.3	86.6	78.0	81.3	83.8	87.0	+ 3.9
Florists	390	4,600,000	2,880,000	3,176,000	3,322,000	100.0	83.2	71.1	62.6	67.9	69.0	72.2	+ 4.6
Jewellery stores	606	11,338,500	6,848,000	8,027,000	8,861,000	100.0	81.9	68.0	60.4	66.2	70.8	78.1	+10.4
Office, school and store supplies and equipment dealers	139	9,170,300	5,255,000	7,143,000	8,000,000	100.0	84.2	63.9	57.3	71.1	77.9	87.2	+12.0
Tobacco stores and stands	1,290	15,407,200	11,232,000	12,243,000	13,014,000	100.0	90.7	80.8	72.9	77.5	79.5	84.5	+ 6.3
Government liquor stores	122	34,764,300	18,668,000	18,088,000	19,434,000	100.0	85.0	65.6	53.7	54.6	52.0	55.9	+ 7.4
Miscellaneous kinds of business (including secondhand stores)	3,594	45,790,400	31,792,000	39,033,000	40,533,000	100.0	87.3	71.9	69.4	84.5	85.2	88.5	+ 3.8

(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) In some instances, figures for years subsequent to 1930 have been revised.

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

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

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

ONTARIO - RETAIL MERCHANDISE TRADE, 1936

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

	1930	1933	1934	1935	1936
ALL STORES, TOTAL -					
Chains	250	227	223	226	227
Stores (maximum) .	3,276	3,210	3,223	3,173	3,277
Chain sales	\$ 214,391,300	\$150,908,000	\$161,586,300	\$171,540,000	\$181,786,000
Total sales	\$1,099,990,200	\$741,630,000	\$824,034,000	\$858,162,000	\$913,223,000
%, chains to total	19.5	20.3	19.6	20.0	19.9
Grocery and Combination Stores -					
Chains	24	26	28	28	32
Stores (maximum) .	1,020	1,038	1,032	1,013	1,025
Chain sales	\$ 67,211,400	\$ 52,782,100	\$ 54,180,500	\$ 53,960,000	\$ 57,609,200
Total sales	\$ 172,935,300	\$126,070,000	\$131,415,000	\$131,893,000	\$137,960,000
%, chains to total	38.9	41.9	41.2	40.9	41.8
Variety Stores -					
Chains	9	12	12	12	12
Stores (maximum) .	152	176	181	195	210
Chain sales	\$ 18,408,300	\$ 15,917,900	\$ 17,151,100	\$ 18,476,400	\$ 20,067,900
Total sales	\$ 19,631,200	\$ 16,844,000	\$ 18,214,000	\$ 19,612,000	\$ 21,344,000
%, chains to total	93.8	94.5	94.2	94.2	94.0
Men's and Boys' Clothing and Furnishings (includes Custom Tailors)-					
Chains	15	10	11	12	13
Stores (maximum) .	117	76	92	96	101
Chain sales	\$ 6,357,500	\$ 3,106,200	\$ 4,005,400	\$ 4,415,100	\$ 4,563,300
Total sales	\$ 32,327,700	\$ 19,655,000	\$ 22,873,000	\$ 24,291,000	\$ 26,113,000
%, chains to total	19.7	15.8	17.5	18.2	17.5
Family Clothing Stores-					
Chains	10	9	9	9	11
Stores (maximum) .	39	46	53	52	61
Chain sales	\$ 2,521,200	\$ 2,259,200	\$ 2,688,800	\$ 2,911,400	\$ 3,412,500
Total sales	\$ 14,882,300	\$ 12,040,000	\$ 13,965,000	\$ 14,831,000	\$ 15,973,000
%, chains to total	16.9	18.8	19.3	19.6	21.4
Women's Apparel and Accessories Stores -					
Chains	16	10	10	11	15
Stores (maximum) .	90	75	73	73	96
Chain sales	\$ 2,894,800	\$ 1,660,600	\$ 1,708,600	\$ 2,100,100	\$ 2,629,400
Total sales	\$ 30,326,200	\$ 20,228,000	\$ 21,648,000	\$ 22,103,000	\$ 23,341,000
%, chains to total	96.1	8.2	7.9	9.5	11.3
Shoe Stores -					
Chains	8	10	11	12	11
Stores (maximum) .	105	141	157	167	171
Chain sales	\$ 3,290,200	\$ 3,336,600	\$ 3,963,400	\$ 4,334,400	\$ 4,649,100
Total sales	\$ 16,175,100	\$ 12,099,000	\$ 12,760,000	\$ 13,066,000	\$ 13,680,000
%, chains to total	20.3	27.6	31.1	33.2	34.0
Restaurants, Cafeterias and Eating Places -					
Chains	12	10	9	8	8
Stores (maximum) .	127	117	113	103	107
Chain sales	\$ 5,962,800	\$ 3,024,900	\$ 2,870,200	\$ 2,679,200	\$ 2,912,800
Total sales	\$ 28,633,600	\$ 17,008,000	\$ 18,244,000	\$ 18,701,000	\$ 19,879,000
%, chains to total	20.8	17.8	15.7	14.3	14.7
Drug Stores -					
Chains	11	13	12	12	13
Stores (maximum) .	137	156	157	161	169
Chain sales	\$ 6,989,200	\$ 6,163,800	\$ 6,344,400	\$ 6,726,900	\$ 7,086,300
Total sales	\$ 35,207,500	\$ 27,462,000	\$ 28,610,000	\$ 29,497,000	\$ 30,647,000
%, chains to total	19.9	22.4	22.2	22.8	23.1

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

ONTARIO - RETAIL MERCHANDISE TRADE, 1936

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

Department	Sales in 1935 \$	Sales in 1936 \$	% of Change
Total Sales, All Departments	100,915,000	106,364,000	+ 5.4
Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.)	25,627,000	26,605,000	+ 3.8
Automotive supplies (including tires, batteries, automotive parts)	395,000	573,000	+45.1
Cafeterias and restaurants (including fountain and lunch rooms)	2,047,000	2,204,000	+ 7.7
Clothing and furnishings, men's and boys' (including hats and caps)	11,912,000	12,290,000	+ 3.2
Drugs and toilet articles and preparations (including cameras and photographic supplies)	2,173,000	2,297,000	+ 5.7
Dry goods and notions (including piece goods)			
Home furnishings (draperies, curtains, china, window shades, floor coverings)	19,980,000	20,890,000	+ 4.6
Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.)	891,000	853,000	- 4.3
Food and kindred products (groceries, meats, provisions, candies, fruits, vegetables)	4,647,000	4,578,000	- 1.5
Furniture (including mattresses, springs)	5,689,000	6,732,000	+18.3
Hardware and kitchen utensils (including paints, wallpaper)	3,462,000	3,164,000	- 8.6
Household appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fix- tures, lamps, etc.)	3,076,000	3,903,000	+26.9
Jewellery and optical goods (including clocks, watches, silverware, plated ware)	2,285,000	2,436,000	+ 6.6
Leather goods and travelling goods (including purses and hand-bags)	1,083,000	1,152,000	+ 6.4
Millinery	1,621,000	1,651,000	+ 1.9
Radios, musical instruments and supplies	1,900,000	2,243,000	+18.1
Shoes and other footwear (men's, women's and children's)	7,567,000	7,696,000	+ 1.7
Sporting goods (including bicycles, toys, games)	2,397,000	2,558,000	+ 6.7
Stationery, books and magazines	1,546,000	1,649,000	+ 6.7
Receipts from repair or service departments, not in- cluded elsewhere (such as hairdressing, electrical contracting, fur storage, interior decorating)	1,630,000	1,891,000	+16.0
Miscellaneous merchandise	987,000	999,000	+ 1.2

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

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