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Vol. 5

## RETAIL MERCHANDISE TRADE

 INONTARIO

CALENDAR YEAR

1937

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## CENSUS OF WERCHINDISING iND SERVICE ESTABLISHMENTS

## Retail Merchandise Trade in Ontario, 1937

Retail sales in Ontario passed the billion dollar mark in 2937, up 12 per cent from 1936 and were within 7 per cent of the 1930 figure according to final calculations for the annual survey of retail trade made by the Internal Trade Branch of the Dominion Bureau of Statistics. Total retail sal es are estimated at $\$ 1,022,068,000$ for 1937 compared with $\$ 913,223,000$ for 1936 and $41,099,990,200$ for 1930 , the earliest year for which these trade statistics are available. The 12 per cent increase in 1937 over 1936 is similar to the 11 per cont improvement recordod in 1934 over the 1 ow point reachad in 1933 and exceeds by a considorable margin the increases shown for the intervening years. Direct comparison between 1937 and 1933 revoals an improvement of almost 40 per cent.

All lines of trade reportad increased business in 1937 compared with the preceding year, gains being most markod for the automotive group, furniture and household group and building materials group. The automotive group as a whole was up by 26 per cent. Motor vehicle dealers, which forms tho most important single classification within the group, had sales of $\mathbf{\$ 1 5 0 , 2 0 6 , 0 0 0}$ in 1937, up 30 per cont from 1936 and 37 per cent more than the amount transacted by this kind of businoss in 1930. Filling station salos gained 21 per cont; accossory, tire and battery shops, 17 por cent and garages 11 per cent.

The furniture and household group came second in point of view of increased sales with a gain of 16 per cent over 1936. Tho three main lines of business included in the group shared about equally in the improvement. Furniture stores and radio and music storas both reported gains of 16 per cent compared with 1936 while household appliance store salos were up by 17 per cent. Sales for the group as a whole are estimated at $\$ 36,666,000$ for 1937 or 16 per cent below the amount recorded for the base year 1930.

The trend in salos for the building materials group since 1930 has closely paralleled that for the furniture and houschold category. Sales for the building materials group as a whole aro estimated at $\psi 51,771,000$ for 1937,16 per cont lower than in 1930 but 13 per cent above the 1936 figure. Hardware stores and lumber and building material dealers form the two important individual lines of business within this group. Gains over 1936 of 12 per cont and 15 por cont were reported for these two trades respectively.

Country general store sales avaraged 7 per cont higher in 1937 than in the preceding year. Department stores had sales totalling $\$ 113,278,000$ for 1937, also up 7 per cent from 1936. Variety stores with $\$ 23,894,000$ sales were up by 12 per cent.

The food group of stores had salos of $218,716,000$ in 1937, up 7 per cont from 1936 but still 14 per cent bolow the 1930 lovel. Grocery and combination store sales wore up by 7 per cent; moat markets gainod a like amount while fruit and vegetable markets incroased their business by 3 por cont.

Substantial improvement was registored by all branchos of the clothing trades. Mon's clothing store salos were up by 8 per cont from 1936, shoe stores gained 7 per cont while women's clothing store sales increased by 5 per cent. Sales for the apparel group as a whole are estimated at $\$ 84,796,000$ for 1937, up 7 per cont from 1936 and within 10 per cent of the 1930 figure.

Jewellery sture salos at $39,986,000$ for 1937 were up 13 per cent from 1936, the index on the 1930 base now standing at 88.1 . Government liquor store sales were up by 15 per cent; office, school and store supplies and equipment, 14 per cent; while drug store sales at $\$ 32,854,000$ were up by 7 per cent. Marked improvement was
registored by firms doaling in farmers' supplios (flour, food, grain, fertilizor, etc.), seles of $16,615,000$ for 1937 excouding by 32 por cont the amount recorded for the preceding year.

Chain Stores:--There were 230 different chain store companies operating in Ontario in 1937. These had 3,180 unit stores within tho province and $\mathbf{1 8 4} 18973,100$ sales, an amount which formed 18.1 per cont of the total provincial retril trado. This represents a decrease in the ratio of chain to total salos from 19.9 por cunt for 1936 and 20.0 per cent for 1935 , a decrease which may bo attributed to the transition of many filling stations from cornpany operatod to the leased station type and the consuquent removal of such units from the chain store category.

With the excoption of filling stations to which reference has already been made, there was but slight variation botween 1936 and 1937 in the ratio of chain to total sales for individual trados. In the grocory and combination storo fiold thoro were 35 chains in 1937 with 1,022 storos and $463,210,100$ salos, or 42.9 per cont of tho total business of all such stores. In 1936 there wore 32 chain companios with 1,025 stores and these had 41.8 per cent of the total business.

The chain store selos included in this roport cover tho Ontario seles of all groups of four or more stores undor the semo ownorship or managoment and carrying on the same kind of business, exclusiva only of dopartment stores. all departmont stores are treatod as indopondent astablishmonts for thoso annual surveys, irrespoctive of tha number of stores operated by any one company, Corporato chains only aro includod here. Voluntary or group buying chains are not includod but figures for those will be shown in the Dominion summary report.

## Departmont Store Sales by Departments

ill departments of department stores fared better in 1937 than in 1936 according to returns on a deparmentrl basis showing a comparison of soles for tho two years. Corresponding to the marked improvement recordod for specialty stores in tho furni ture and house furnishings group, dopertment stores registered their bost gains in these departments. Furniture sales in department stores were up bj ló por cent; home furnishings, 10 per cent and radios, rusical instruments and supplies, 12 per conto

Jowellery and optical grods gained 8 per cent, hardwaro was up by 9 per cent and drugs and toilet articles increased by 7 per cent. all clothing departments averaged higher in 1937 then in 1936. The food dopartment recorded the smallest increase at 2 per cent.

## Scope of Report

The figures for 1930 show in this report are taken from tho results of the Consus of Merchandising and Sorvico Esteblishments which was takon in connoction with the Decennial Census of 1931. Indexes of sales for years 1931 to 1937 have boen computed from annuil surveys of rotail trade, for which roturns are received from all chain store companies and from a roprosontative number of indopendent stores. Theso indexes have been then applied to tho totel sales figuros for 1930 in ordor to give the most accurate estimate available of tho totel retail trado in later years. It is, tho refore, apparent that the figuros shown horein must be considerod as relating to the total trade and not to the business of only thoso stores included in tho samplo covered each year.

It should also be cloarly understood that all retail sales figures given in this report relate to stores erouped according to kind of business and not to commodity sales. Grocery stores soll a number of lines of goods in addition to strictly grocery items. Drug stores are not restrictod to the snlo of drugs and medicines. On the other hand, groceries are said in many kinds of stures in addition to those units classified as grocery stores. Country general storos and dopertment stores are active competitors in the sale of grocery products.

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

| Kind of Business | $\begin{aligned} & \text { Stores and } \\ & \text { Wumber(1) } \\ & \text { of Stores } \end{aligned}$ | $\frac{\text { Salese } 1930}{\text { Total Net }} \text { Sales }$ | Total Net Sales, Lstimated(2 <br> (in thousands of dollars) |  |  | Indexes of Retail Sales$(1930=100)$ |  |  |  |  |  |  | $\begin{gathered} \text { \% of } \\ \text { Change, } \\ 1937 / 1936 \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | \% |  |  |  |  | 1932 | 1933 | 1934 | 1935 | 1936 | 1937 |  |
| Food Group | 43,045 | ,099,990,200 | 741,630 | 913,223 | 1,022,068 | 100.0 | 1.8 | 67.4 |  |  |  |  |  |
| Candy and cood Group .............. | 14,263 | 255,236,200 | 181. 519 |  |  |  |  | 67.4 | 14.9 | 18.0 | 83.0 | 22.9 | $+11.9$ |
| Candy and confectionery stores ........ | 2,105 | 15,762,100 | 181,219 |  | 218,716 | 100.0 | 75.0 | 70.9 | 75.2 | 16.8 | 72.9 | 85.5 | $+6$. |
| Gruits and vegetable stores .......... | , 876 | 10,255,000 | 10,293 | 11,969 | 12,906 | 100.0 | 71.2 | 65.3 | 71.2 | 73.4 |  |  |  |
| Meat markets (including sea foods) ... | 7.708 | 172,935,300 | 126,070 | 137,960 | 147,341 | 100.0 | 78.7 | 74.0 | 78.7 | 79.3 | 83.5 | 86.1 | $\begin{array}{r} 2.4 \\ +\quad 3.1 \end{array}$ |
|  |  | 33,814,000 | 20,458 | 25,259 | 27,052 | 100.0 | 65.0 | 60.5 | 76.0 | 76.3 | 79.8 | 85.2 | +6.8 |
| Country General Stores | 2,662 | 48,066,000 | 33,310 | , 302 |  |  |  | 60. | 69.3 | . 5 | 7 | 80.0 | + 7.1 |
| General Merchandise Group | 979 | $180,383,600$ | 124,236 |  |  |  |  | 69.3 | 77.4 | 77.7 | 81.8 | $8 \% .5$ | + 7.0 |
| Dry Goods stor |  | 140,148 | 94,492 | 106,364 | 113,278 | 100.0 | 72.5 | 67.4 | 71.6 | 72.0 | 75.9 | 80.8 | $\pm 6$. |
| General merchandise stores |  | 13,211,500 | 8,376 | 9,512 | 10,149 | 100.0 | 71.8 | 63.4 | 69.3 | 69.8 | 72.0 | 76.8 | + 6. |
| Variety stores........... | 221 | 7,392,500 | 4,524 | 5,455 | 6,170 | 100.0 | 67.1 | 61.2 | 70.0 | 69.4 | 73.8 | 83.5 | $+13.1{ }^{\circ}$ |
| Automotive Group | 40 |  | 16 | 21,344 | 23,894 | 100.0 | 90.4 | 85.8 | 92.8 | 99.9 | 108.7 | 121.7 | $+11.9 \mathrm{w}$ |
| Motor vehicle dealers |  |  | 110.774 | 167,043 | 211,607 | 100.0 | 68.6 | 66.2 | 82.1 | 92.0 | 100.3 | 126.4 | $+26.1$ |
| Accessories, tires and |  | 109,600,100 | 63,285 | 115,803 | 150,206 | 100.0 | 58.9 | 57.7 | 80.1 | 93.5 | 105.6 | 136.9 | + 29.7 |
| Filling stations(3) .... |  | 34,753,600 | 3,430 | 4,049 | 4,721 | 100.0 | 68.4 | 62.9 | 58.6 | 58.7 | 74.2 | 86.6 | + 16.6 |
| Garages ........... |  | 34,756,300 | 32,184 | 34,826 | 42,055 | 100.0 | 96.1 | 92.6 | 98.7 | 103.3 | 100.2 | 121.0 | + 20.8 |
| hpparel | 4 | 15,931,600 | 10,577 | 12,132 | 13,479 | 100.0 | 76.4 | 68.9 | 70.6 | 71.3 | 76.2 | 84.6 | + 11. |
| Men's and boy's clothing and furnish- |  | 93,711,300 | 64,022 | 72.107 | 84,796 | 100.0 | 72.2 | 68.3 | 26.0 | 72:3 | 84.4 | 90.5 | $+7.2$ |
| ings (includes custom tailors) | 1,662 | 32,327,700 |  |  |  |  |  |  |  |  |  |  |  |
| Family clothing stores ............. | - 471 | 14,332,300 | 12,040 | 26,113 | 28,306 | 100.0 | 64.3 80.7 | 60.8 | 70.8 | 75.1 | 80.8 | 87.6 | $+8.4$ |
| Women's apparel and accessorios stores | 1,569 | 30,326,200 | 20,220 | 23,341 | $\begin{aligned} & 17,267 \\ & 24,531 \end{aligned}$ | 100.0 | 00.7 | 80.9 | 93.8 | 95.7 | 107.3 | 116.0 | + 8.1 |
| Shoe Stores | -732 | 16,175,100 | 12,099, | 23,341 13,600 | $\begin{aligned} & 24,531 \\ & 14,692 \end{aligned}$ | 100.0 | 73.1 | 66.7 | 71.4 | 72.9 | 77.0 | 80.9 | + 5.1 |
| Building Materials Group | 2,030 | $61,390,100$ | 32.753 | 45,693 | 51 |  |  |  |  | 00.8 | 84.6 | 90.6 | + 7.4 |
| Hardware stores | 1,135 | 27,752,300 | 17,423 |  |  |  |  |  |  |  |  | 04.3 | $+13$. |
| Lumber and building material dealers | - 297 | 21,950,000 | 17,420 | 22,152 | 25,360 | 100.0 | 68.6 | 62.0 | 71.6 | 74.5 | 82.0 | 91.4 | $+11.5$ |
| Other building materials .......... | 91 | 3,894,200 |  | 15,315 | 17,502 | 100.0 | 52.9 | 45.2 | 56.7 | 60.3 | 69.8 | 80.1 | $+14.0$ |
| Electrical, heating and plumbing, | 91 | 3,094,200 | 1,203 | 2,23 | 2,592 | 100.0 | 45.6 | 30.9 | 42.3 | 45.9 | 57.5 | 66.6 | $+15.8$ |
| paint and glass shops .. | 507 | 7,801,600 | 4,213 | 5,393 | 6,229 | 100.0 | 61.9 | 54.0 | 60.7 | 63.7 | 69.1 | 79.8 |  |

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

| Kind of Business | $\begin{aligned} & \text { Stores and Sales, } 1930 \text { Total Net Sales, Sstimated(2) } \\ & \text { Number(1) i Total Net (in thousands of dollars) } \end{aligned}$ |  |  |  |  |  |  |  |  |  |  |  | $\begin{gathered} \% \text { of } \\ \text { Change, } \\ 1937 / 1936 \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | of Stores | Sales | 1933 | 1936 |  | 11930 | 1932 | 1933 | 1934 | 1935 | 936 | 1937 |  |
| Furniture and Household Group | 1,429 | 43,713,000 | $22,877$ | $31,716$ | $36,666$ | 100.0 | 60.6 | 52.4 | 60.5 | 67.4 | 72.6 | 83.9 | $+15.6$ |
| Furniture store | 523 | 17,928,100 | 10,129 | 13,978 | 16,201 | 100.0 | 63.8 | 56.5 | 65.7 | 73.5 | 78.0 | 90.4 | $+15.9$ |
| Household appliance stores | 263 | 7,505,400 | (4) | 5,671 | 6,635 | 100.0 | 70.3 | (4) | 66.3 | 74.0 | 75.6 | 88.4 | +17.0 |
| Other home furnishings stores | 238 | 3,777,000 | 2,017 | 2,751 | 3,051 | 100.0 | 55.4 | 53.4 | 61.2 | 62.2 | 72.8 | 80.8 | +10.9 |
| Radio and music stores ... | 405 | 14,502,500 | 6,193 | 9,316 | 10,779 | $100.0$ | 52.9 | 42.7 | 50.9 | 57.9 | 64.2 | 74.3 | + 15.7 |
| Restaurants, Cafeterias and Eating Places | 2,306 | 28,633,600 | 17,008 | 19,879 | 21,052 | 100.0 | 66.4 | 59.4 | 63.7 | 65.3 | 69.4 | 73.5 | $+\quad 5.9$ |
| Other Retail Stores | 9,411 | 220, 737, 900 | 155,116 | 182,428 | 201,216 | 100.0 | 74.6 | 70,3 | 76.7 | 78.0 | 82.6 | 91.5 | $+10.7$ |
| Farmers' supply sto | 79.4 | 15,046,100 | 9,944 | 12,635 | 16,615 | 100.0 | 66.6 | 66.1 | 77.7 | 78.1 | 84.0 | 110.4 | $+32.5$ |
| Book stores ... | 177 | 4,200,900 | 2,649 | 3.139 | 3,569 | 100.0 | 71.5 | 63.1 | 65.2 | 69.2 | 74.7 | 35.0 | + 13.7 |
| Cosl and wood y | 835 | 45,212,700 | 33,306 | 42,84,3 | 44,514 | 100.0 | 80.0 | 84.9 | 87.1 | 39.3 | 94.8 | 93.5 | + 3.9 |
| Drug stores ......................... | 1,464 | 35,207,500 | 27,462 | 30,647 | 32,854 | 100.0 | 86.6 | 78.0 | 31.3 | 63.8 | 37.0 | 93.3 | + 7.2 |
| Florists ... | 390 | 4,600,000 | 2,800 | 3,322 | 3,634 | 100.0 | 71.1 | 62.6 | 67.9 | 69.0 | 72.2 | 79.0 | + 9.4 |
| Jewellery stores ........................ | 605 | 11,333,500 | 6,348 | 3,361 | 9,936 | 100.0 | 63.0 | 60.4 | 66.2 | 70.8 | 73.1 | 83.1 | + 12.7 |
| Office, school and store supplies and equipment dealers | 139 | 9,170,300 | 5,255 | 0,000 | 9,120 | 100.0 | 63.9 | 57.3 | 71.1 | 77.9 | 07.2 | 99.5 | $+14.0$ |
| Tobacco stores and stands ........... | 1,290 | 15,407,200 | 11,232 | 13,014 | 14,172 | 100.0 | 80.8 | 72.9 | 77.5 | 79.5 | 04.5 | 92.0 | + 8.9 |
| Government liquor stores ............. | 122 | 34,764,300 | 10,663 | 17,434 | 22,304 | 100.0 | 65.6 | 53.7 | 54.6 | 52.0 | 55.8 | 64.2 | $+14.3$ |
| Miscellaneous kinds of business <br> (including secondhand stores) ...... | 3,594 | 45,790,400 | 31,792 | 40,533 | 45,148 | 1100.0 | 71.2 | 69.4 | 84.5 | 35.2 | 38.5 | 98.6 | $+11.4$ |

(1) The numbers of stores are shown only for 1930. Total sales figures for lator years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later yoars 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.

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

|  | 1930 | 1933 | 1936 | 1937 |
| :---: | :---: | :---: | :---: | :---: |
| ALL STORES, TOTAL - <br> Chains ............ <br> Stores (maximum) <br> Chain bales $\qquad$ <br> Total sales ....... <br> \%, chains to total |  |  |  |  |
|  | 250 | 217 | 227 | 230 |
|  | 3,276 | 3,210 | 3,277 | 3,180 |
|  | - 214,391,300 | -150,908,000 | -181,786,000 | -184,973,100 |
|  | $\begin{gathered} 11,099,990,200 \\ 19.5 \end{gathered}$ | $\begin{gathered} 741,630,000 \\ 20 \cdot 3 \end{gathered}$ | $\begin{gathered} 913,223,000 \\ 19.9 \end{gathered}$ | $\begin{gathered} 11,022,068,000 \\ 18.1 \end{gathered}$ |
| Grocery and Combination Stores - |  |  |  |  |
| Chains ............ | 24 | 26 | 32 | 35 |
| Stores (maximum) .. | 1,020 | 1,038 | 1,025 | 1,022 |
| Chain salos ....... | - 67,211,400 | - 52,782,100 | - 57,609,200 | - 63,210,100 |
| Total sales ....... <br> \%, chains to total | $\begin{gathered} 172,935,300 \\ 38.9 \end{gathered}$ | $\begin{gathered} 126,070,000 \\ 41.9 \end{gathered}$ | $\begin{gathered} 137,960,000 \\ 41.8 \end{gathered}$ | $\begin{gathered} 147,341,000 \\ 42.9 \end{gathered}$ |
| Variety Storob $=$ |  |  |  |  |
| Chains .... | 9 | 12 | 12 | 12 |
| Stores (maximum) .. | 152 | 176 | 210 | 225 |
| Chain sales ....... | -18,408,300 | - 15,917,900 | - 20,067,900 | \% : $22,441,700$ |
| Total sales ....... <br> \%, chains to total | - 19,631,200 | $\begin{array}{r} 16,844,000 \\ 94.5 \end{array}$ | $\begin{gathered} 21,344,000 \\ 94.0 \end{gathered}$ | $\because \quad 23,894,000$ $93.9$ |
| Men's and Boy's Clothing and Furnishings (includes Custom Tailors) |  |  |  |  |
| Chains ............ | 15 | 10 |  | 13 |
| Stores (maximum) .. | 117 | 76 | 101 | 96 |
| Chain sales ....... | 6,357,500 | - 3,106,200 | - 4,563,300 | \% 4,935,500 |
| Total saies ........ <br> \%, chains to total | $\begin{gathered} 32,327,700 \\ 19.7 \end{gathered}$ | $\begin{gathered} 19,655,000 \\ 15,8 \end{gathered}$ | $\begin{gathered} 26,113,000 \\ 17.5 \end{gathered}$ | $\begin{gathered} 28,306,000 \\ 17.4 \end{gathered}$ |
| Family Clothing Stores - |  |  |  |  |
| Chains ............ | 10 | 9 |  | 11 |
| Stores (maximum) . | 39 |  |  | 58 |
| Chain sales ....... | 2,521,200 | - $2,259,200$ | \% 3,412,500 | 3,625,000 |
| Total sales ....... <br> \%, chaine to total | - 14,882,300 16.9 | 12,040,000 18.8 | $15,973,000$ 21.4 | $17,267,000$ 21.0 |
| Women's Apparel and |  |  |  |  |
| Chains ......... | 16 | 10 | 15 | 15 |
| Stores (maximum) .. | 90 |  |  | 104 |
| Chain sales ... | - 2,894,800 | - 1,660,600 | $\checkmark$ - 2,629,400 | - 3,141,800 |
| Total sales ....... <br> \%, chains to total | * 30,326,200 96.1 | $\begin{array}{r} 20,228,000 \\ 8.2 \end{array}$ | - 23, 341,000 11.3 | $\begin{gathered} 24,531,000 \\ 12.8 \end{gathered}$ |
| Shoe Stores - |  |  |  |  |
|  |  |  |  |  |
| Stores (maximum) . | 105 | 141 | 171 | 188 |
| Chain sales... | 3,290,200 | - 3,336,600 | - 4,649,100 | \% 5,091,500 |
| Total sales ....... <br> \%, chains to total | $\begin{gathered} 16,175,100 \\ 20,3 \end{gathered}$ | $\begin{gathered} 12,099,000 \\ 27.6 \end{gathered}$ | $\checkmark 13,680,000$ | $\begin{gathered} 14,692,000 \\ 34.7 \end{gathered}$ |
| Restaurants, Cafeterias and Eating Places - |  |  |  |  |
| Chains ........... | 12 | 10 | 8 | 7 |
| Stores (maximum) .. | 127 |  | 107 | 100 |
| Chain sales ....... | 5,962,800 | \% 3,024,900 | - 2,912,800 | 3,154,700 |
| Total sales ....... \%, chains to total | $\begin{gathered} 28,633,600 \\ 20.3 \end{gathered}$ | $\begin{gathered} 17,008,000 \\ 17.3 \end{gathered}$ | $\begin{gathered} 19,879,000 \\ 14.7 \end{gathered}$ | $\begin{gathered} 21,052,000 \\ 15.0 \end{gathered}$ |
| Drug Stores - |  |  |  |  |
| Chains ............. | 11 |  |  | 14 |
| Stores (maximum) .. |  | $156$ | 169 |  |
| Chain snles ....... | 6,989,200 | - 6,163,800 | - 7,086,300 | - 7,774,700 |
| Total sales ....... <br> \%, chains to total | $\begin{gathered} 35,207,500 \\ 19.9 \end{gathered}$ | $27,462,000$ 22.4 | * 30,647,000 23.1 | $\begin{gathered} 32,854,000 \\ 23.7 \end{gathered}$ |

Note: In some instances, figures for years subseguent to 2930 have been revised.

| Department | $\begin{gathered} \text { Sales } \\ \text { in } \\ 1936 \\ \hline \end{gathered}$ | $\begin{aligned} & \text { Sales } \\ & \text { in } \\ & 1937 \\ & \hline \end{aligned}$ | $\%$ of Change |
| :---: | :---: | :---: | :---: |
| Total Sales, All Departments | $106,364,000$ | 113,278,000 | $+6.5$ |
| Women's dresses, coats and suits (including sports wear and house dresses | 11,999,700 | 12,502,000 | $+4.2$ |
| Girls' and infant's wear | 3,076,200 | 3,275,700 | $+6.5$ |
| Hosiery and gloves | 5,618,100 | 6,026,500 | $+7.3$ |
| Lingerie and corsets (including negligees and robes, knit underwear, nurses' and maid's uniforms) | 5,210,100 | 5,320,900 | + 2.1 |
| Millinery | 1,551,800 | 1,618,400 | $+4.3$ |
| Women's, girls' and infants' apparel and accessories, total (Sum of above) | 27,455,900 | 28,743,500 | $+4.7$ |
| Men's and boys' clothing and furnishings | 12,116,500 | 12,799,900 | + 5.6 |
| Drugs and toilet articles and preparations (including cameras and photographic supplies) | 2,159,900 | 2,300,300 | $+6.5$ |
| Piece goods (silks, woollons, cottons, linons), patterns, linens and bodding | 9,083,800 | 9,392,300 | $+3.4$ |
| Small wares - laces, handkerchiofs, neckwoar, ribbons buttons, thread, yarns | 4,100,100 | 4,254,000 | $+3.8$ |
| Food and kindred products (groceries, moats, provisions candios, fruit and vagetablos). Do not includo restaurant recejpts | 4,902,600 | 5,007,300 | + 2.1 |
| Furniture (including mattresses, springs) | $6,459,600$ | 7,480,700 | $+15.8$ |
| Home furnishings - drapories, curtains, iloor coverings china, glassware, pictures, window shades | 8,417,700 | 9,281,600 | + 10.3 |
| Household appliances and electrical supplies washing machines, sewing machines, oloctric irons, vacuum cleanors, refrigerators, stovos, electrical fixtures, lamps | 3,664,300 | 3,929,900 | $+7.2$ |
| Hardware and kitchen utensils (including paints, wallpaper) | 4,174,800 | 4,537,200 | +8.7 |
| Radios, musical instruments and supplies | 1,920,000 | 2,143,500 | + 11.6 |
| Shoes and other footwear (men's, womon's and children's) | 7,736,100 | 8,126,500 | $+5.0$ |
| Stationory, books and magazinos | 1,642,200 | 1,756,900 | $+7.0$ |
| Jewellery and optical goods (including clocks, watches, silverwaro, platod waro) | 2,469,800 | 2,661,400 | + 7.8 |
|  (Difforence between sum of individuel itoms and grand totals) | 10,060,700 | 10,863,000 | + 8.0 |

Noto: Tho departmontal groupings shom nbove havo boen rovisod from thoso used in earlier reports.


