

63-D-25 C-3
C A N A D A

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN

ONTARIO

CALENDAR YEAR

1939

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

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

+ + +

OTTAWA

1940

Price 10 cents

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

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

Dominion Statistician:
Chief, Internal Trade Branch:
Statistician:

R. H. Coats, LL.D., F.R.S.C., F.S.S.
Herbert Marshall, B.A., F.S.S.
A.C. Steedman, B.A.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Trade in Ontario, 1939

Retail merchandise trade in Ontario averaged slightly higher in 1939 than in the preceding year but was still below the 1937 level according to calculations for the annual survey of retail trade conducted by the Internal Trade Branch of the Bureau of Statistics. Total sales are estimated at \$1,002,071,000 for 1939, up 1.4 per cent from the \$988,696,000 recorded for 1938 and 2 per cent below the 1937 figure. Indexes of sales on the base 1930 equals 100 stand at 91.1 for 1939, 89.9 for 1938 and 92.9 for 1937. The proportion of total retail sales transacted by chains increased from 18.8 per cent in 1938 to 19.4 per cent in 1939. There were 233 chain store companies operating in Ontario in 1939 and these had 3,102 unit stores with \$194,347,400 sales. In the preceding year there were 235 chain companies whose 3,114 unit stores had sales of \$185,901,800.

Most of the individual lines of business for which separate figures are computed registered minor gains over 1938. But several trades reported declines. In continuation of a downward trend commenced in 1938, sales of motor vehicle dealers continued downward in the first half of 1939 and, although considerable improvement was recorded in the last part of the year, aggregate annual sales were 6 per cent below the 1938 figure. The decline in new motor vehicle sales alone was greater than that for the trade as a whole. There were 50,175 new motor vehicles sold for \$55,188,547 in Ontario in 1939, down 11 per cent in number and 13 per cent in value from 1938. Declines were greater for passenger cars than for commercial vehicles. During the year under review there were 41,544 new passenger cars sold for \$44,707,338, down 13 per cent in number and 14 per cent in value from 1938, while 8,631 commercial models sold for \$10,481,209, down 4 per cent in number and 5 per cent in value from the preceding year.

Sales of the food group of stores as a whole were estimated at \$220,780,000 in 1939, up 1 per cent from the preceding year. Sales of grocery and combination stores alone were estimated at \$150,398,000 for 1939, up 3 per cent from 1938, while meat market sales declined by a similar percentage from \$26,836,000 in 1938 to \$26,111,000 in 1939. Country general store sales declined by 2 per cent while department stores gained 4 per cent in the period under review. Variety stores gained by 5 per cent.

With the exception of motor vehicle dealers already mentioned individual lines of business within the automotive group registered gains of from 1 to 9 per cent. The apparel group, furniture and household furnishings group, and building materials group all did slightly more business in 1939 than in the preceding year. Two classifications were above the average in these groups: lumber and building material dealers gained 5 per cent, and furniture stores gained 4 per cent. Restaurants suffered a decline of 3 per cent and farmers' supply stores one of 8 per cent. Coal and wood yards were up 10 per cent and jewellery stores 8 per cent. Florists dropped 3 per cent, and office, school and store supplies and equipment dealers advanced 4 per cent.

Chain Stores

There were 233 chain store companies in Ontario in 1939 and these operated a total of 3,102 unit stores within the province which had \$194,347,400 sales. Chains accounted for 19.4 per cent of the total retail business compared with 18.8 per cent in 1938, 18.1 per cent in 1937 and 19.5 per cent in 1930, the first year for which figures are available.

Despite a considerable reduction in the number of stores in operation, chains in the grocery and combination store field secured 47.2 per cent of the total business of all similar stores in 1939 compared with 44.9 per cent in 1938. There were 38 chains whose 936 stores had sales of \$71,009,900, while in the same field in 1938 there were 39 chains having 1,011 stores and \$65,760,600 sales.

Results for other lines of business in which chains are of importance showed little change between 1938 and 1939 in the position occupied by chains and independents, except for men's and boys' clothing store chains which dropped from 18.2 per cent to 15.8 per cent and shoe store chains which moved up from 35.9 per cent to 38.5 per cent. Chain ratios for other lines of business with 1938 figures in brackets are: variety stores, 94.0 per cent (93.8 per cent); women's apparel stores, 13.8 per cent (14.7 per cent); restaurants, 17.4 per cent (16.7 per cent); and drug stores, 23.4 per cent (23.6 per cent).

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 1939 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.

Note: Figures covering the sale of new vehicles represent annual aggregates of monthly reports compiled by the Dominion Bureau of Statistics.

ONTARIO - RETAIL MERCHANDISE TRADE, 1939

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

Kind of Business	Stores and Sales, 1930		Estimated Sales		Indexes of Retail Sales									% of Change, 1939/8
	Number(1) of Stores	Total Net Sales	(add 000)		(1930 = 100)									
			1938	1939	1930	1932	1933	1934	1935	1936	1937	1938	1939	
		\$	\$	\$										
Furniture and Household Group	1,429	43,713,000	34,162	34,363	100.0	60.6	52.4	60.5	67.4	72.6	83.9	78.2	78.6	+ 0.6
Furniture stores	523	17,928,100	15,148	15,678	100.0	63.8	56.5	65.7	73.5	78.0	90.4	84.5	87.4	+ 3.5
Household appliance stores	263	7,505,400	6,237	6,173	100.0	70.3	(3)	66.3	74.0	75.6	88.4	83.1	82.2	- 1.0
Other home furnishings stores	238	3,777,000	2,914	2,827	100.0	55.4	53.4	61.2	62.2	72.8	80.8	77.2	74.8	- 3.0
Radio and music stores	405	14,502,500	9,863	9,685	100.0	52.9	42.7	50.9	57.9	64.2	74.3	68.0	66.8	- 1.8
Restaurants, Cafeterias and Eating Places	2,306	28,633,600	19,939	19,359	100.0	66.4	59.4	63.7	65.3	69.4	73.5	69.8	67.6	- 3.2
Other Retail Stores	9,411	220,737,900	197,967	205,655	100.0	74.6	70.3	76.7	78.0	82.6	91.5	89.7	93.2	+ 3.9
Farmers' supply stores	794	15,046,100	15,120	13,880	100.0	66.6	66.1	77.7	78.1	84.0	110.4	100.5	92.2	- 8.2
Book stores	177	4,200,900	3,540	3,611	100.0	71.5	63.1	65.2	69.2	74.7	85.0	84.3	86.0	+ 2.0
Coal and wood yards	835	45,212,700	43,134	47,404	100.0	80.0	84.9	87.1	89.3	94.8	98.5	95.4	104.8	+ 9.9
Drug stores	1,464	35,207,500	32,230	32,552	100.0	86.6	78.0	81.3	83.8	87.0	93.3	91.5	92.5	+ 1.0
Florists	390	4,600,000	3,514	3,405	100.0	71.1	62.6	67.9	69.0	72.2	79.0	76.4	74.0	- 3.1
Jewellery stores	606	11,338,500	9,467	10,186	100.0	68.0	60.4	66.2	70.8	78.1	88.1	83.5	89.8	+ 7.6
Office, school and store supplies and equipment dealers	139	9,170,300	8,719	9,103	100.0	63.9	57.3	71.1	77.9	87.2	99.5	95.1	99.3	+ 4.4
Tobacco stores and stands	1,290	15,407,200	14,285	14,528	100.0	80.8	72.9	77.5	79.5	84.5	92.0	92.7	94.3	+ 1.7
Government liquor stores	122	34,764,300	22,469	22,343	100.0	65.6	53.7	54.6	52.0	55.9	64.2	64.6	64.3	- 0.6
Miscellaneous kinds of business (including secondhand stores)	3,594	45,790,400	45,489	48,643	100.0	71.9	69.4	84.5	85.2	88.5	98.6	99.3	106.2	+ 6.9

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

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

(3) 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, 1939

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

	1930	1933	1938	1939
ALL STORES, TOTAL -				
Chains	250	217	235	233
Stores (maximum) ...	3,276	3,210	3,114	3,102
Chain sales	\$ 214,391,300	\$150,908,000	\$185,901,800	\$ 194,347,400
Total sales	\$1,099,990,200	\$741,630,000	\$988,696,000	\$1,002,071,000
%, chains to total .	19.5	20.3	18.8	19.4
Grocery and Combination Stores -				
Chains	24	26	39	38
Stores (maximum) ...	1,020	1,038	1,011	936
Chain sales	\$ 67,211,400	\$ 52,782,100	\$ 65,760,600	\$ 71,009,900
Total sales	\$ 172,935,300	\$126,070,000	\$146,604,000	\$ 150,398,000
%, chains to total .	38.9	41.9	44.9	47.2
Variety Stores -				
Chains	9	12	12	13
Stores (maximum) ...	152	176	233	246
Chain sales	\$ 18,408,300	\$ 15,917,900	\$ 22,516,700	\$ 23,688,200
Total sales	\$ 19,631,200	\$ 16,844,000	\$ 24,008,000	\$ 25,207,000
%, chains to total .	93.8	94.5	93.8	94.0
Men's and Boys' Clothing and Furnishings (includes custom tailors)-				
Chains	15	10	14	11
Stores (maximum) ...	117	76	103	77
Chain sales	\$ 6,357,500	\$ 3,106,200	\$ 4,589,700	\$ 4,081,500
Total sales	\$ 32,327,700	\$ 19,655,000	\$ 25,277,000	\$ 25,757,000
%, chains to total .	19.7	15.8	18.2	15.8
Family Clothing Stores -				
Chains	10	9	12	13
Stores (maximum) ...	39	46	61	68
Chain sales	\$ 2,521,200	\$ 2,259,200	\$ 3,231,700	\$ 3,261,500
Total sales	\$ 14,882,300	\$ 12,040,000	\$ 15,627,000	\$ 15,799,000
%, chains to total .	16.9	18.8	20.7	20.6
Women's Apparel and Accessories Stores -				
Chains	16	10	16	14
Stores (maximum) ...	90	75	128	119
Chain sales	\$ 2,894,800	\$ 1,660,600	\$ 3,408,200	\$ 3,288,200
Total sales	\$ 30,326,200	\$ 20,228,000	\$ 23,231,000	\$ 23,742,000
%, chains to total .	9.6	8.2	14.7	13.8
Shoe Stores -				
Chains	8	10	10	12
Stores (maximum) ...	105	141	191	216
Chain sales	\$ 3,290,200	\$ 3,336,600	\$ 5,130,500	\$ 5,482,600
Total sales	\$ 16,175,100	\$ 12,099,000	\$ 14,310,000	\$ 14,224,000
%, chains to total .	20.3	27.6	35.9	38.5
Restaurants, Cafeterias and Eating Places -				
Chains	12	10	8	8
Stores (maximum) ...	127	117	102	103
Chain sales	\$ 5,962,800	\$ 3,024,900	\$ 3,344,200	\$ 3,372,400
Total sales	\$ 28,633,600	\$ 17,008,000	\$ 19,999,000	\$ 19,359,000
%, chains to total .	20.8	17.8	16.7	17.4
Drug Stores -				
Chains	11	13	14	14
Stores (maximum) ...	137	156	182	185
Chain sales	\$ 6,989,200	\$ 6,163,800	\$ 7,608,300	\$ 7,623,200
Total sales	\$ 35,207,500	\$ 27,462,000	\$ 32,230,000	\$ 32,552,000
%, chains to total .	19.9	22.4	23.6	23.4

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

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010713932