

C A N A D A
DOMINION BUREAU OF STATISTICS
CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE
IN
ONTARIO
CALENDAR YEAR
1940

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Trade in Ontario, 1940

Retail merchandise trade in Ontario was up 13 per cent in 1940 over 1939 and was at a higher level than during any other year since 1929 according to the results of the annual survey of retail trade conducted by the Internal Trade Branch of the Bureau of Statistics. Total sales are estimated at \$1,129,821,000 for 1940 and \$1,002,071,000 for 1939, the figure for 1940 exceeding by 3 per cent the volume of business transacted in 1930. Indexes of sales on the base 1930 equals 100 stand at 102.7 for 1940, 91.1 for 1939 and 89.9 for 1938.

All lines of business for which separate figures have been computed reported increased sales, increases for trades handling more durable items exceeding those recorded by food stores, drug stores and country general stores. The furniture and household group came first in point of view of increased business. Stores specializing in furniture, household appliances or both furniture and household appliances gained 23 per cent in dollar business in 1940 over 1939. The increase for stores specializing in radios or musical instruments was even greater at 27 per cent. The War Exchange Conservation Act introduced at the beginning of December, 1940, provided for a 25 per cent excise tax on the manufacturers' price of radios and electrical household appliances. The tax was not to apply on stocks already in dealers' hands. The result was a marked increase in retail purchasing of these commodities in December, customers endeavouring to satisfy their requirements before dealers' stocks were depleted.

Sales for the automotive group of establishments as a whole were up 15 per cent from 1939. Total sales for motor vehicle dealers were estimated at \$155,559,000 for 1940, up 20 per cent from the preceding year. The increase for new motor vehicles alone, as measured in dollar volume, was similar to that for the motor vehicle dealer business as a whole. There were 58,104 new motor vehicles (exclusive of deliveries to the government for war purposes) sold for \$66,599,861 in Ontario last year, up 16 per cent in number and 21 per cent in value compared with the preceding year. Included in the totals for 1940 were 48,777 new passenger cars which sold for \$55,103,911, up 17 per cent in number and 23 per cent in value from 1939. There were also 9,327 new commercial vehicles sold for \$11,495,950 in 1940, up 8 per cent in number and 10 per cent in value compared with corresponding figures for 1939.

Sales of the apparel group as a whole gained 14 per cent. Men's and boys' clothing stores were up 14 per cent; family clothing stores were up 16 per cent, while stores specializing in women's apparel were up 16 per cent. Shoe stores gained 11 per cent.

Grocery and combination stores are estimated to have transacted business to the value of \$164,621,000 in 1940, a gain of 10 per cent over 1939. Country general store sales at \$42,167,000 were up 6 per cent from the preceding year. Percentage increases for other important lines of business were as follows: 15 per cent for department stores, 17 per cent for variety stores, 9 per cent for hardware stores, 6 per cent for coal and wood yards, 8 per cent for drug stores and 24 per cent for jewellery stores.

Chain Stores

There were 237 chain store companies operating in Ontario in 1940. These operated 3,135 stores within the province with sales of \$226,501,400, an amount which formed 20.0 per cent of the total sales of all stores including both chains and independents. In 1939 the ratio of chain sales to total sales was 19.4 per cent; in 1938 it was 18.8 per cent while in 1930, the first year for which figures are available, the ratio was 19.5 per cent.

Included in the total chain figures mentioned above were 36 chains in the grocery and combination store field. These 36 chain companies operated 813 stores within the province whose sales of \$81,501,700 formed 49.5 per cent of the total sales of all grocery and combination stores, including chains and independents. The chain figures relate to corporate chains only, groups of four or more stores under the same ownership and management. Voluntary chains are not included in the chain store data given in this report. Ratios of chain to total sales for 1940 for certain lines of business in which the chain store type of distribution is important with figures for 1939 in brackets are as follows: variety stores, 94.2 per cent (94.0 per cent); men's and boys' clothing stores, 16.2 per cent (15.8 per cent); family clothing stores, 20.2 per cent (20.6 per cent); women's apparel or accessories stores, 15.2 per cent (15.8 per cent); shoe stores, 41.6 per cent (38.5 per cent); and drug stores, 23.9 per cent (23.4 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 1940 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, 1940
Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Estimated Sales (add 000)		Indexes of Retail Sales (1930 = 100)										% of Change, 1940/39
	Number(1) of Stores	Total Net Sales	1939	1940	1930	1933	1934	1935	1936	1937	1938	1939	1940		
		\$	\$	\$											
Total, All Stores	43,045	1,099,990,200	1,002,071	1,129,821	100.0	67.4	74.9	78.0	83.0	92.9	89.9	91.1	102.7	+ 12.7	
Food Group	14,263	255,936,200	220,780	239,637	100.0	70.9	75.2	76.8	79.9	85.5	85.0	86.3	93.6	+ 8.5	
Candy and confectionary stores	2,105	15,764,100	12,282	13,658	100.0	65.3	71.2	73.4	75.9	81.9	79.7	77.9	86.7	+ 11.2	
Fruit and vegetable stores	876	10,255,000	8,875	9,132	100.0	74.0	78.7	79.3	83.5	86.1	84.3	86.5	89.0	+ 2.9	
Grocery and combination stores	7,708	172,935,300	150,398	164,621	100.0	72.9	76.0	76.3	79.8	85.2	84.8	87.0	95.2	+ 9.5	
Meat markets (including sea foods)	1,637	33,814,000	26,111	27,364	100.0	60.5	69.3	73.5	74.7	80.0	79.4	77.2	80.9	+ 4.8	
Country General Stores	2,662	48,066,000	39,893	42,167	100.0	69.3	77.4	77.7	81.8	87.5	84.8	83.0	87.7	+ 5.7	
General Merchandise Group	979	180,383,600	153,411	176,118	100.0	68.9	73.7	74.8	79.1	85.1	82.0	85.0	97.6	+ 14.8	
Department stores	61	140,148,400	113,214	129,970	100.0	57.4	71.4	72.0	75.9	80.8	77.7	80.8	92.7	+ 14.8	
Dry goods stores	570	13,211,500	9,759	10,920	100.0	63.4	69.3	69.8	72.0	76.8	73.3	73.9	82.7	+ 11.9	
General merchandise stores	127	7,392,500	5,231	5,845	100.0	61.2	70.0	69.4	73.8	83.5	72.3	70.8	79.0	+ 11.7	
Variety stores	221	19,631,200	25,207	29,385	100.0	85.8	92.8	99.9	108.7	121.7	122.3	128.4	149.7	+ 16.6	
Automotive Group	5,481	167,410,500	197,495	226,718	100.0	66.2	82.1	92.0	100.3	126.4	120.2	118.0	135.4	+ 14.8	
Motor vehicle dealers	1,018	109,680,100	130,175	155,559	100.0	57.7	80.1	93.5	105.6	136.9	126.0	118.7	141.8	+ 19.5	
Accessories, tires and batteries	285	5,453,600	5,313	5,961	100.0	62.9	58.6	58.7	74.2	86.6	90.4	97.4	109.3	+ 12.2	
Filling stations(2)	2,754	34,756,300	46,938	48,740	100.0	92.6	98.7	103.3	100.2	121.0	123.9	135.0	140.2	+ 3.8	
Garages	1,294	15,931,600	13,831	15,117	100.0	68.9	70.6	71.8	76.2	84.6	86.3	86.8	94.9	+ 9.3	
Apparel Group	4,484	93,711,300	79,522	90,824	100.0	68.3	76.0	79.3	84.4	90.5	83.7	84.9	96.9	+ 14.2	
Men's and boys' clothing and furnishings (includes custom tailors)	1,662	32,327,700	25,757	29,363	100.0	60.8	70.8	75.1	80.8	87.6	78.2	79.7	90.8	+ 14.0	
Family clothing stores	471	14,882,300	15,799	18,279	100.0	80.9	93.8	99.7	107.3	116.0	105.0	106.2	122.8	+ 15.7	
Women's apparel and accessories stores	1,569	30,326,200	23,742	27,422	100.0	66.7	71.4	72.9	77.0	80.9	76.6	78.3	90.4	+ 15.5	
Shoe stores	782	16,175,100	14,224	15,760	100.0	74.8	78.9	80.8	84.6	90.8	88.5	87.9	97.4	+ 10.8	
Building Materials Group	2,030	61,398,100	51,593	59,248	100.0	53.4	63.0	66.3	74.4	84.3	82.6	84.0	96.5	+ 14.8	
Hardware stores	1,135	27,752,300	25,013	27,289	100.0	62.8	71.6	74.5	82.0	91.4	90.2	90.1	98.3	+ 9.1	
Lumber and building material dealers ..	297	21,950,000	17,771	21,130	100.0	45.2	56.7	60.3	69.8	80.1	76.8	81.0	96.3	+ 18.9	
Electrical, heating and plumbing, paint and glass shops	507	7,801,600	5,940	6,706	100.0	54.0	60.7	63.7	69.1	79.8	77.9	76.1	86.0	+ 12.9	

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

ONTARIO - RETAIL MERCHANDISE TRADE, 1940
Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business--(Cont'd)

Kind of Business	Stores and Sales, 1930		Estimated Sales (add 000)		Indexes of Retail Sales (1930 = 100)									% of Change, 1940/30
	Number(1) of Stores	Total Net Sales	1939	1940	1930	1933	1934	1935	1936	1937	1938	1939	1940	
		\$	\$	\$										
Furniture and Household Group ..	1,429	43,713,000	34,363	42,373	100.0	52.4	60.5	57.4	72.5	83.9	78.2	78.6	96.9	+ 23.3
Furniture stores	523	17,928,100	15,678	19,347	100.0	56.5	65.7	73.5	78.0	90.4	84.5	87.4	107.9	+ 23.4
Household appliance stores	263	7,505,400	6,173	7,574	100.0	(3)	66.3	74.0	75.6	88.4	83.1	82.2	100.9	+ 22.7
Other home furnishings stores	238	3,777,000	2,827	3,200	100.0	53.4	61.2	62.2	72.8	80.8	77.2	74.8	84.7	+ 13.2
Radio and music stores	405	14,502,500	9,685	12,252	100.0	42.7	50.9	57.9	64.2	74.3	68.0	66.8	84.5	+ 26.5
Restaurants, Cafeterias and Eating Places	2,306	28,633,600	19,359	21,411	100.0	59.4	63.7	65.3	69.4	73.5	69.8	67.6	74.8	+ 10.6
Other Retail Stores	9,411	220,737,900	205,655	231,325	100.0	70.3	76.7	78.0	82.6	91.5	89.7	93.2	104.8	+ 12.5
Farmers' supply stores	794	15,046,100	13,880	15,726	100.0	66.1	77.7	78.1	84.0	110.4	100.5	92.2	104.5	+ 13.3
Book stores	177	4,200,900	3,611	3,889	100.0	63.1	65.2	69.2	74.7	85.0	84.3	86.0	92.6	+ 7.7
Coal and wood yards	835	45,212,700	47,404	50,248	100.0	84.9	87.1	89.3	94.8	98.5	95.4	104.8	111.1	+ 6.0
Drug stores	1,464	35,207,500	32,552	35,254	100.0	78.0	81.3	83.8	87.0	93.3	91.5	92.5	100.1	+ 8.3
Florists	390	4,600,000	3,405	3,596	100.0	62.6	67.9	69.0	72.2	79.0	78.6	74.0	78.2	+ 5.6
Jewellery stores	606	11,338,500	10,186	12,590	100.0	60.4	66.2	70.8	78.1	83.1	85.5	89.8	111.0	+ 25.6
Office, school and store supplies and equipment dealers	139	9,170,300	9,103	12,617	100.0	57.3	71.1	77.9	87.2	99.5	95.1	99.3	137.6	+ 36.6
Tobacco stores and stands	1,290	15,407,200	14,528	16,315	100.0	72.9	77.5	79.5	84.5	92.0	92.7	94.3	105.9	+ 12.3
Government liquor stores	122	34,764,300	22,343	24,349	100.0	53.7	54.6	52.0	55.9	64.2	64.6	64.3	70.0	+ 9.0
Miscellaneous kinds of business (including secondhand stores)	3,594	45,790,400	48,643	56,741	100.0	69.4	84.5	85.2	88.5	98.6	99.3	106.2	123.9	+ 16.6

(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, 1940

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

	1930	1933	1939	1940
ALL STORES, TOTAL -				
Chains	250	217	233	237
Stores (maximum)	3,276	3,210	3,102	3,135
Chain sales	\$ 214,391,300	\$150,908,000	\$ 194,347,400	\$ 226,501,400
Total sales	\$1,099,990,200	\$741,630,000	\$1,002,071,000	\$1,129,821,000
%, chains to total ...	19.5	20.3	19.4	20.0
Grocery and Combination Stores -				
Chains	24	26	38	36
Stores (maximum)	1,020	1,038	936	813
Chain sales	\$ 67,211,400	\$ 52,782,100	\$ 71,099,900	\$ 81,501,700
Total sales	\$ 172,935,300	\$126,070,000	\$ 150,398,000	\$ 164,621,000
%, chains to total ...	38.9	41.9	47.2	49.5
Variety Stores -				
Chains	9	12	13	13
Stores (maximum)	152	176	246	257
Chain sales	\$ 18,408,300	\$ 15,917,900	\$ 23,688,200	\$ 27,691,300
Total sales	\$ 19,631,200	\$ 16,844,000	\$ 25,207,000	\$ 29,385,000
%, chains to total ...	93.8	94.5	94.0	94.2
Men's and Boys' Clothing and Furnishings (includes custom tailors)-				
Chains	15	10	11	11
Stores (maximum)	117	76	77	76
Chain sales	\$ 6,357,500	\$ 3,106,200	\$ 4,081,500	\$ 4,749,300
Total sales	\$ 32,327,700	\$ 19,655,000	\$ 25,757,000	\$ 29,363,000
%, chains to total ...	19.7	15.8	15.8	16.2
Family Clothing Stores -				
Chains	10	9	13	13
Stores (maximum)	39	46	68	69
Chain sales	\$ 2,521,200	\$ 2,259,200	\$ 3,261,500	\$ 3,698,600
Total sales	\$ 14,882,300	\$ 12,040,000	\$ 15,799,000	\$ 18,279,000
%, chains to total ...	16.9	18.8	20.6	20.2
Women's Apparel and Accessories Stores -				
Chains	16	10	14	15
Stores (maximum)	90	75	119	132
Chain sales	\$ 2,894,800	\$ 1,660,600	\$ 3,288,200	\$ 4,173,100
Total sales	\$ 30,326,200	\$ 20,228,000	\$ 23,742,000	\$ 27,422,000
%, chains to total ...	9.6	8.2	13.8	15.2
Shoe Stores -				
Chains	8	10	12	12
Stores (maximum)	105	141	216	229
Chain sales	\$ 3,290,200	\$ 3,336,600	\$ 5,482,600	\$ 6,553,800
Total sales	\$ 16,175,100	\$ 12,099,000	\$ 14,224,000	\$ 15,760,000
%, chains to total ...	20.3	27.6	38.5	41.6
Restaurants, Cafeterias and Eating Places -				
Chains	12	10	8	8
Stores (maximum)	127	117	103	105
Chain sales	\$ 5,962,800	\$ 3,024,900	\$ 3,372,400	\$ 3,852,400
Total sales	\$ 28,633,600	\$ 17,008,000	\$ 19,359,000	\$ 21,411,000
%, chains to total ...	20.8	17.8	17.4	18.0
Drug Stores -				
Chains	11	13	14	15
Stores (maximum)	137	156	185	193
Chain sales	\$ 6,989,200	\$ 6,163,800	\$ 7,623,200	\$ 8,439,500
Total sales	\$ 35,207,500	\$ 27,462,000	\$ 32,552,000	\$ 35,254,000
%, chains to total ...	19.9	22.4	23.4	23.9

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



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