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CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN THE

MARITIME PROVINCES

1934

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DOMINION BUREAU OF STATISTICS - CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in the Maritime Provinces, 1934

Retail sales in the Maritime Provinces for 1934 amounted to \$143,844,000, according to calculations made by the Bureau of Statistics and based upon reports secured for the annual Census of Merchandising and Service Establishments. This figure represents an increase of 11.0 per cent in value of sales over 1933 and it is also 2.5 per cent higher than the amount recorded for 1932. For New Brunswick the increase in value of sales in 1934 over the preceding year was 10.8 per cent; for Nova Scotia the increase was 11.4 per cent, and for Prince Edward Island it was 8.7 per cent. Representing the value of sales in the three Maritime Provinces for 1930 by 100, indexes of sales for the years following are 87.6 for 1931, 71.0 for 1932, 65.6 for 1933, and 72.8 for 1934.

The total business of motor vehicle dealers for 1934, including the sale of both new and used cars, amounted to \$13,320,000, an increase of 41.2 per cent over the figure recorded for 1933 and also 24.3 per cent over the value of sales for 1932. Sales of grocery and combination stores for the three provinces in 1934 were \$27,356,000 or 6.1 per cent higher than in the preceding year. Sales of country general stores showed an increase of 11.6 per cent. For department stores the increase was 8.2 per cent; for furniture stores, 21.4 per cent; for hardware stores, 17.3 per cent, and for drug stores, 4.8 per cent.

Chain Store Sales.--Sales made by chain stores in the Maritime Provinces in 1934 were valued at \$21,607,500 or 15.0 per cent of the total business of all stores, chains and independents, in that year. In 1933 the ratio of chain sales to total sales was 15.2 per cent, while in 1930, the earliest year for which figures are available, the ratio was 12.5 per cent. These chain store figures include the sales for the Maritime Provinces 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 mentioned here.

Chains operating in the grocery and combination store field had sales for 1934 of \$5,512,700 or 20.2 per cent of the total business of all similar stores for that year. In 1933 the ratio of chain store sales was 21.2 per cent and in 1930 it was 13.9 per cent. Drug store chains in the Maritime Provinces transacted 15.2 per cent of the total business of all drug stores in 1934, 15.2 per cent in 1933, and 13.9 per cent in 1930.

Scope of Census.--This report on retail trade in the Maritime Provinces 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 secured covering approximately 2,000 establishments in the Maritime Provinces and it is estimated that these transacted about 70 per cent of the total business for all stores in these provinces. 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. The figures given in this report are, therefore, the most accurate estimates possible of the total retail trade for all stores and do not relate to the business of the reporting firms only.

Table 1 shows the value of sales for each year from 1930 to 1934 in the Maritime Provinces for all retail trade as a whole, for stores grouped according to broad kind-of-business groupings and for a number of selected kinds of business. Indexes of sales (1930 = 100) are also shown together with the percentage change in sales between

1933 and 1934. In Table 2 a comparison is made as between chain store sales and total sales. Table 3 presents a comparison of sales by commodity groups for department stores for 1933 and 1934. More detailed tables then follow giving value of sales by kinds of business for each of the three provinces. 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.

New Brunswick

Retail trade in New Brunswick for 1934 amounted to \$57,878,000, an increase of 10.8 per cent over the 1933 figure and approximately 2 per cent higher than the amount recorded for 1932. Representing the value of retail sales for 1930 by 100, indexes of sales for the following years are 85.0 for 1931, 67.5 for 1932, 61.9 for 1933, and 68.6 for 1934.

Value of sales for motor vehicle dealers increased over the preceding year by 51.3 per cent. For furniture stores the increase was 24.3 per cent; for hardware stores, 15.0 per cent, and for country general stores, 13.3 per cent. Sales of grocery and combination stores increased by 3.7 per cent, and those of meat markets by 7.8 per cent.

Chain stores in New Brunswick transacted 14.9 per cent of the total business of all stores in that province for 1934. In 1933 the ratio of chain store sales to total sales was 14.5 per cent, and in 1930 it was 14.2 per cent.

Nova Scotia

Retail sales for Nova Scotia in 1934 were \$76,317,000, an increase of 11.4 per cent over the 1933 figure and approximately 3 per cent higher than the amount recorded for 1932. Indexes of sales for years subsequent to 1930 (1930 = 100) are as follows: For 1931, 90.3; for 1932, 74.5; for 1933, 68.8, and for 1934, 76.7.

Value of sales for motor vehicle dealers showed an increase for 1934 of 37.3 per cent over the 1933 figure. For hardware stores the increase was 19.3 per cent; for furniture stores, 13.4 per cent, and for drug stores, 5.8 per cent. Sales of country general stores increased by 11.5 per cent, while the value of business transacted by grocery and combination stores increased by 7.1 per cent.

In 1934 chain stores transacted 16.5 per cent of the total business of all retail stores in this province. In 1933 the ratio of chain store sales to total sales was 17.1 per cent, while in 1930 it was 12.2 per cent.

Prince Edward Island

Value of retail sales for 1934 in this province is estimated at \$9,649,000, an increase of 8.7 per cent over the figure reported for 1933. Representing the value of retail trade in 1930 by 100, indexes of sales for the succeeding years are as follows: For 1931, 83.8; for 1932, 67.2; for 1933, 64.4, and for 1934, 70.1.

Sales of country general stores for 1934 were \$2,302,000, or 5.6 per cent over the 1933 figure. The business transacted by grocery and combination stores was valued at \$1,500,000, an increase of 11.3 per cent over the amount recorded for 1933, while the value of sales made by meat markets for 1934 was 5.2 per cent lower than that for the preceding year.

Chain store sales in this province for 1934 were valued at \$409,500 or 4.2 per cent of the business transacted by all stores. In 1933 the ratio of chain store sales to total sales was 4.0 per cent, while in 1930 the ratio was 4.9 per cent.

MARITIME PROVINCES, RETAIL MERCHANDISE TRADE, 1934

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

Kind of Business	Total Net Sales					Index of Retail Sales					% of Change 1933-1934
	(Estimated)					(1930 = 100)					
	1930	1931	1932	1933	1934	1930	1931	1932	1933	1934	
	\$	\$	\$	\$	\$						
Total, All Stores	197,665,500	173,084,000	140,306,000	129,635,000	143,844,000	100.0	87.6	71.0	65.6	72.8	+11.0
Food Group	41,924,100	38,704,000	33,835,000	31,614,000	33,421,000	100.0	92.3	80.7	75.4	79.7	+ 5.7
Country General Stores	30,002,900	25,419,000	21,595,000	20,883,000	23,307,000	100.0	84.7	72.0	69.6	77.7	+11.6
General Merchandise Group	32,423,100	28,298,000	22,659,000	21,776,000	23,878,000	100.0	87.3	69.9	67.2	73.6	+ 9.7
Automotive Group	29,912,900	22,605,000	16,045,000	14,234,000	18,322,000	100.0	75.6	53.6	47.6	61.3	+28.7
Apparel Group	16,813,400	14,526,000	11,691,000	11,101,000	12,070,000	100.0	86.4	69.5	66.0	71.8	+ 8.7
Building Materials Group	8,301,600	6,683,000	5,056,000	4,455,000	5,358,000	100.0	80.5	60.9	53.7	64.5	+20.3
Furniture and Household Group	6,379,100	5,347,000	3,698,000	3,168,000	3,758,000	100.0	83.8	58.0	49.7	58.9	+18.6
Restaurants, Cafeterias and Eating Places ..	2,820,700	2,505,000	1,982,000	1,877,000	2,005,000	100.0	88.8	70.3	66.5	71.1	+ 6.8
Other Retail Stores	22,288,000	20,282,000	17,205,000	15,561,000	16,526,000	100.0	91.0	77.2	69.8	74.1	+ 6.2
Government Liquor Stores	6,799,700	8,715,000	6,540,000	4,966,000	5,199,000	100.0	128.2	96.2	73.0	76.5	+ 4.7
Grocery and combination stores	33,515,700	30,976,000	27,460,000	25,779,000	27,356,000	100.0	92.4	81.9	76.9	81.6	+ 6.1
Meat markets (including sea foods)	2,826,400	2,363,000	1,868,000	1,674,000	1,676,000	100.0	83.6	66.1	59.2	59.3	+ 0.1
Department stores	24,212,700	20,784,000	16,246,000	15,898,000	17,196,000	100.0	85.8	67.1	65.7	71.0	+ 8.2
Motor vehicle dealers	22,409,500	15,944,000	10,715,000	9,434,000	13,320,000	100.0	71.1	47.8	42.1	59.4	+41.2
Filling stations	3,803,000	3,643,000	2,889,000	2,645,000	2,764,000	100.0	95.8	76.0	69.6	72.7	+ 4.5
Men's and boys' clothing and furnishings stores (including custom tailors)	5,505,900	4,494,000	3,552,000	3,478,000	3,858,000	100.0	81.6	64.5	63.2	70.1	+10.9
Women's apparel and accessories stores ...	3,259,300	2,871,000	2,260,000	1,910,000	2,006,000	100.0	88.1	69.3	58.6	61.5	+ 5.0
Shoe stores	2,467,800	2,012,000	1,700,000	1,694,000	1,770,000	100.0	81.5	68.9	68.6	71.7	+ 4.5
Hardware stores	4,081,900	3,439,000	2,667,000	2,421,000	2,840,000	100.0	84.2	65.3	59.3	69.6	+17.3
Lumber and building material dealers	2,521,300	1,848,000	1,306,000	1,124,000	1,337,000	100.0	73.3	51.8	44.6	53.0	+19.0
Furniture stores	3,405,100	2,922,000	2,166,000	1,922,000	2,333,000	100.0	85.8	63.6	56.4	68.5	+21.4
Radio and music stores	1,787,200	1,450,000	851,000	686,000	756,000	100.0	81.1	47.6	38.4	42.3	+10.2
Coal and wood yards	6,494,100	6,098,000	5,532,000	5,196,000	5,338,000	100.0	93.9	85.2	80.0	82.2	+ 2.7
Drug stores	5,699,100	5,342,000	4,758,000	4,198,000	4,401,000	100.0	93.7	83.5	73.7	77.2	+ 4.8

Note: In a number of instances figures for the years 1931 to 1933 have been revised.

MARITIME PROVINCES, RETAIL MERCHANDISE TRADE, 1934

	1930	1931	1932	1933	1934
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Table 2(a).--Comparison of Chain Sales and Total Sales, All Stores,
and Selected Kinds of Business

ALL STORES, Total Sales ..	\$197,665,500	173,084,000	140,306,000	129,635,000	143,844,000
Chain sales	\$ 24,800,700	26,811,700	22,324,000	19,647,700	21,607,500
% , chains to total	12.5	15.5	15.9	15.2	15.0
Grocery and Combination Stores, Total Sales	\$ 33,515,700	30,976,000	27,460,000	25,779,000	27,356,000
Chain sales	\$ 4,664,500	6,139,500	5,766,900	5,474,600	5,512,700
% , chains to total	13.9	19.8	21.0	21.2	20.2
Variety, 5-and-10, and to- a-dollar Stores, Total Sales	\$ 3,655,600	3,496,000	3,134,000	2,937,000	3,403,000
Chain sales	\$ 3,398,400	3,237,400	2,905,300	2,720,300	3,164,400
% , chains to total	93.0	92.6	92.7	92.6	93.0
Drug Stores, Total Sales .	\$ 5,699,100	5,342,000	4,758,000	4,198,000	4,401,000
Chain sales	\$ 793,100	798,600	692,000	638,000	670,200
% , chains to total	13.9	14.9	14.5	15.2	15.2

Table 2(b).--Comparison of Chain Store Sales and Total Sales, by Provinces

Maritime Provinces, Total Sales	\$197,665,500	173,084,000	140,306,000	129,635,000	143,844,000
Chain sales	\$ 24,800,700	26,811,700	22,324,000	19,647,700	21,607,500
% , chains to total	12.5	15.5	15.9	15.2	15.0
Prince Edward Island, Total Sales	\$ 13,773,700	11,538,000	9,261,000	8,873,000	9,649,000
Chain sales	\$ 678,700	475,500	433,800	350,900	409,500
% , chains to total	4.9	4.1	4.7	4.0	4.2
Nova Scotia, Total Sales .	\$ 99,519,900	89,855,000	74,119,000	68,513,000	76,317,000
Chain sales	\$ 12,163,300	15,867,000	13,378,300	11,715,500	12,577,600
% , chains to total	12.2	17.7	18.0	17.1	16.5
New Brunswick, Total Sales	\$ 84,371,900	71,691,000	56,926,000	52,249,000	57,878,000
Chain sales	\$ 11,958,700	10,469,200	8,511,900	7,581,300	8,620,400
% , chains to total	14.2	14.6	15.0	14.5	14.9

MARITIME PROVINCES, RETAIL MERCHANDISE TRADE, 1934

Table 3.--Sales by Commodity Groups for Department Stores, 1933 and 1934

Department	Sales in 1933 \$	Sales in 1934 \$	% of Change
Total Sales, All Departments	16,048,000	17,444,000	+ 8.7
Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.)	4,083,100	4,387,000	+ 7.4
Automotive supplies (including tires, batteries, automo- tive parts)	88,300	141,600	+60.4
Cafeterias and restaurants (including fountain and lunch rooms)	53,800	59,500	+10.6
Clothing and furnishings, men's and boys' (including hats and caps)	2,246,200	2,424,900	+ 8.0
Drugs and toilet articles and preparations (including cameras and photographic supplies)	533,700	531,500	- 0.4
Dry goods and notions (including piece goods - silks, woollens, cottons, linens - ribbons, laces, embroideries, buttons, thread, patterns, yarns)	1,376,100	1,557,000	+13.1
Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.)	133,700	153,400	+14.7
Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables)	639,000	642,500	+ 0.5
Furniture (including mattresses, springs)	711,100	875,100	+23.1
Hardware and kitchen utensils (including paints, wallpaper)	786,700	914,300	+16.2
Home furnishings (draperies, curtains, bedding, table linen, china, glassware, pictures, window shades, floor coverings)	1,554,800	1,670,500	+ 7.4
Household appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps)	248,300	307,500	+23.8
Jewellery and optical goods (including clocks, watches, silverware, plated ware)	227,700	263,100	+15.5
Leather goods and travelling goods (including purses and hand-bags)	115,900	132,300	+14.2
Millinery	275,900	298,300	+ 8.1
Radios, musical instruments, and supplies	234,200	253,600	+ 8.3
Shoes and other footwear (men's, women's and children's) .	1,893,300	1,941,000	+ 2.5
Sporting goods (including bicycles, toys, games)	397,400	404,400	+ 1.8
Stationery, books and magazines	199,400	219,400	+10.0
Receipts from repair or service departments, not included elsewhere (such as hairdressing, electrical contracting, fur storage, interior decorating)	31,400	26,000	-17.2
Miscellaneous merchandise	218,000	241,100	+10.6

MARITIME PROVINCES, RETAIL MERCHANDISE TRADE, 1934

Table 4.--NEW BRUNSWICK - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales (Estimated)					Index of Retail Sales (1930 = 100)					% of Change 1933-1934
	1930	1931	1932	1933	1934	1930	1931	1932	1933	1934	
Total, All Stores	\$ 84,371,900	\$ 71,691,000	\$ 56,926,000	\$ 52,249,000	\$ 57,878,000	100.0	85.0	67.5	61.9	68.6	+10.8
Food Group	14,982,500	13,403,000	11,803,000	11,022,000	11,416,000	100.0	89.5	78.8	73.6	76.2	+ 3.6
Bakery product stores (manufacturing bakeries not included)	133,800	141,000	106,000	98,000	107,000	100.0	105.4	79.2	73.2	80.0	+ 9.2
Candy and confectionery stores	975,500	935,000	811,000	751,000	754,000	100.0	95.8	83.1	77.0	77.3	+ 0.4
Dairy product dealers (other than manufacturing dairies)	552,200	519,000	422,000	392,000	395,000	100.0	94.0	76.4	71.0	71.5	+ 0.8
Fruit and vegetable stores	120,100	116,000	100,000	81,000	82,000	100.0	96.7	83.3	67.4	68.3	+ 1.2
Grocery and combination stores	12,194,100	10,914,000	9,743,000	9,085,000	9,418,000	100.0	89.5	79.9	74.5	77.2	+ 3.7
Meat markets (including sea foods)	923,100	704,000	555,000	553,000	596,000	100.0	76.3	60.1	59.9	64.6	+ 7.8
Other food stores	83,700	74,000	66,000	62,000	64,000	100.0	88.4	78.9	74.1	76.5	+ 3.2
Country General Stores	12,236,200	10,548,000	8,614,000	8,529,000	9,663,000	100.0	86.2	70.4	69.7	79.0	+13.3
General Merchandise Group	18,679,900	16,141,000	12,169,000	11,688,000	12,566,000	100.0	86.4	65.1	62.6	67.3	+ 7.5
Automotive Group	11,697,800	8,348,000	5,987,000	5,022,000	6,715,000	100.0	71.4	51.2	42.9	57.4	+33.7
Motor vehicle dealers	8,970,900	5,855,000	3,902,000	3,337,000	5,050,000	100.0	65.3	43.5	37.2	56.3	+51.3
Accessories, tires and batteries	120,600	84,000	71,000	71,000	67,000	100.0	69.7	58.9	58.9	55.6	- 5.6
Filling stations	1,489,300	1,424,000	1,211,000	958,000	903,000	100.0	95.6	81.3	64.3	60.6	- 5.7
Garages	1,108,400	979,000	799,000	652,000	690,000	100.0	88.3	72.1	58.8	62.3	+ 5.9
Other automotive establishments (including motor-cycles, bicycles and supplies)	8,600	6,000	4,000	4,000	5,000	100.0	69.8	46.5	46.5	58.1	+25.0
Apparel Group	6,373,300	5,528,000	4,481,000	4,087,000	4,372,000	100.0	86.7	70.3	64.1	68.6	+ 7.0
Men's and boys' clothing and furnishings (includes custom tailors)	1,858,900	1,487,000	1,134,000	1,113,000	1,242,000	100.0	80.0	61.0	59.9	66.8	+11.6
Family clothing stores	2,291,000	2,085,000	1,663,000	1,581,000	1,744,000	100.0	91.0	72.6	69.0	76.1	+10.3
Women's apparel and accessories stores	1,341,600	1,198,000	993,000	790,000	779,000	100.0	89.3	74.0	58.9	58.1	- 1.4
Shoe stores	881,800	758,000	691,000	603,000	607,000	100.0	86.0	78.4	68.4	68.8	+ 0.7

MARITIME PROVINCES, RETAIL MERCHANDISE TRADE, 1934

Table 4.--NEW BRUNSWICK - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Total Net Sales					Index of Retail Sales					% of Change 1933-1934
	(Estimated)					(1930 = 100)					
	1930	1931	1932	1933	1934	1930	1931	1932	1933	1934	
	\$	\$	\$	\$	\$						
Building Materials Group	3,359,000	2,795,000	2,009,000	1,779,000	2,234,000	100.0	83.2	59.8	53.0	66.5	+25.6
Hardware stores	1,553,100	1,458,000	1,079,000	955,000	1,098,000	100.0	93.9	69.5	61.5	70.7	+15.0
Lumber and building material dealers	830,800	523,000	315,000	321,000	420,000	100.0	63.0	37.9	38.6	50.6	+30.8
Other building materials (including roofing materials).	324,200	283,000	201,000	126,000	125,000	100.0	87.3	62.0	38.9	38.6	+ 0.8
Electrical shops (without radio)											
Heating and plumbing shops	650,900	531,000	414,000	377,000	591,000	100.0	81.6	63.6	57.9	90.8	+56.8
Paint and glass stores											
Furniture and Household Group	2,592,300	2,221,000	1,398,000	1,146,000	1,408,000	100.0	85.7	53.9	44.2	54.3	+22.9
Furniture stores	1,678,000	1,401,000	971,000	828,000	1,029,000	100.0	83.5	57.9	49.3	61.3	+24.3
Household appliance stores	284,700	218,000	129,000	111,000	126,000	100.0	76.6	45.3	39.0	44.3	+13.5
Other home furnishings (including floor coverings, curtains, etc.)	169,000	145,000	91,000	75,000	92,000	100.0	85.8	53.9	44.4	54.4	+22.7
Radio and music stores	460,600	457,000	207,000	132,000	161,000	100.0	99.2	44.9	28.7	35.0	+22.0
Restaurants, Cafeterias and Eating Places ...	1,204,300	1,069,000	845,000	800,000	864,000	100.0	88.8	70.2	66.4	71.7	+ 8.0
Other Retail Stores (1)	8,445,000	7,881,000	6,847,000	6,019,000	6,360,000	100.0	93.3	81.1	71.3	75.3	+ 5.7
Farmers' supply stores	759,100	700,000	552,000	522,000	583,000	100.0	92.2	72.7	68.8	76.8	+11.7
Book stores	350,500	284,000	224,000	210,000	225,000	100.0	81.0	63.9	59.9	64.2	+ 7.1
Coal and wood yards	2,426,100	2,273,000	2,038,000	1,841,000	1,922,000	100.0	93.7	84.0	75.9	79.2	+ 4.4
Ice dealers	106,900	69,000	53,000	42,000	44,000	100.0	64.5	49.6	39.3	41.2	+ 4.8
Drug stores	2,331,000	2,415,000	2,198,000	1,874,000	1,953,000	100.0	103.6	94.3	80.4	83.8	+ 4.2
Florists	202,300	194,000	181,000	137,000	139,000	100.0	95.9	89.5	67.7	68.7	+ 1.5
Jewellery stores	502,900	384,000	323,000	283,000	328,000	100.0	76.4	64.2	56.3	65.2	+15.9
Office, school and store supplies and equipment dealers	297,600	199,000	128,000	117,000	156,000	100.0	66.9	43.0	39.3	52.4	+33.3
Tobacco stores and stands	608,500	622,000	530,000	455,000	427,000	100.0	102.2	87.1	74.8	70.2	+ 6.2
Unclassified kinds of business	860,100	741,000	620,000	538,000	583,000	100.0	86.2	72.1	62.6	67.8	+ 8.4
Government liquor stores	4,801,600	3,757,000	2,773,000	2,157,000	2,280,000	100.0	78.2	57.8	44.9	47.5	+ 5.7

(1) Sales of Government liquor stores not included.

MARITIME PROVINCES, RETAIL MERCHANDISE TRADE, 1934

Table 5.--NOVA SCOTIA - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales					Index of Retail Sales					% of Change 1933-1934
	(Estimated)					(1930 = 100)					
	1930	1931	1932	1933	1934	1930	1931	1932	1933	1934	
	\$	\$	\$	\$	\$						
Total, All Stores	99,519,900	89,855,000	74,119,000	68,513,000	76,317,000	100.0	90.3	74.5	68.8	76.7	+11.4
Food Group	24,809,500	23,349,000	20,263,000	18,977,000	20,239,000	100.0	94.1	81.7	76.5	81.6	+ 6.7
Bakery product stores (manufacturing bakeries not included)	191,800	180,000	132,000	127,000	137,000	100.0	93.8	68.8	66.2	71.4	+ 7.9
Candy and confectionery stores	2,209,300	2,077,000	1,672,000	1,471,000	1,629,000	100.0	94.0	75.7	66.6	73.7	+10.7
Dairy product dealers (other than manufacturing dairies)	922,200	950,000	879,000	894,000	920,000	100.0	103.0	95.3	96.9	99.8	+ 2.9
Fruit and vegetable stores	101,800	98,000	84,000	68,000	70,000	100.0	96.3	82.5	66.8	68.8	+ 2.9
Grocery and combination stores	19,674,000	18,513,000	16,251,000	15,346,000	16,438,000	100.0	94.1	82.6	78.0	83.6	+ 7.1
Meat markets (including sea foods)	1,574,900	1,403,000	1,134,000	967,000	934,000	100.0	89.7	72.0	61.4	59.3	- 3.4
Other food stores	135,500	128,000	111,000	104,000	111,000	100.0	94.5	81.9	76.8	81.9	+ 6.7
Country General Stores	14,513,500	12,249,000	10,798,000	10,174,000	11,342,000	100.0	84.4	74.4	70.1	78.1	+11.5
General Merchandise Group	11,438,300	10,402,000	8,958,000	8,584,000	9,717,000	100.0	90.9	78.3	75.0	85.0	+13.2
Department stores	6,733,300	6,107,000	5,218,000	5,164,000	5,813,000	100.0	90.7	77.5	76.7	86.3	+12.6
Dry goods stores	1,406,200	1,169,000	989,000	879,000	936,000	100.0	83.1	70.3	62.5	66.6	+ 6.5
General merchandise stores	1,308,400	1,199,000	1,028,000	919,000	1,141,000	100.0	91.6	78.6	70.2	87.2	+24.2
Variety stores	1,990,400	1,927,000	1,723,000	1,622,000	1,827,000	100.0	96.8	86.6	81.5	91.8	+12.6
Automotive Group	16,254,400	12,587,000	9,056,000	8,311,000	10,573,000	100.0	77.4	55.7	51.1	65.0	+27.2
Motor vehicle dealers	11,829,800	8,742,000	6,081,000	5,442,000	7,472,000	100.0	73.9	51.4	46.0	63.2	+37.3
Accessories, tires and batteries	338,400	234,000	200,000	200,000	187,000	100.0	69.1	59.1	59.1	55.3	- 6.5
Filling stations	2,148,300	2,060,000	1,551,000	1,573,000	1,744,000	100.0	95.9	72.2	73.2	81.2	+10.9
Garages	1,853,500	1,486,000	1,177,000	1,053,000	1,115,000	100.0	80.2	63.5	56.8	60.2	+ 5.9
Other automotive establishments (including motor-cycles, bicycles and supplies)	84,400	65,000	47,000	43,000	55,000	100.0	77.0	55.7	50.9	65.2	+27.9
Apparel Group	9,141,500	7,789,000	6,282,000	6,040,000	6,690,000	100.0	85.2	68.7	66.1	73.2	+10.8
Men's and boys' clothing and furnishings (includes custom tailors)	3,398,700	2,773,000	2,226,000	2,185,000	2,430,000	100.0	81.6	65.5	64.3	71.5	+11.2
Family clothing stores	2,491,900	2,352,000	2,001,000	1,851,000	2,070,000	100.0	94.4	80.3	74.3	83.1	+11.8
Women's apparel and accessories stores	1,859,100	1,619,000	1,220,000	1,076,000	1,186,000	100.0	87.1	65.6	57.9	63.8	+10.2
Shoe stores	1,391,800	1,045,000	835,000	928,000	1,004,000	100.0	75.1	60.0	66.7	72.1	+ 8.2

MARITIME PROVINCES, RETAIL MERCHANDISE TRADE, 1934

Table 5.--NOVA SCOTIA - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Total Net Sales					Index of Retail Sales (1930 = 100)					% of Change 1933-1934
	1930	(Estimated)				1930	1931	1932	1933	1934	
Building Materials Group	4,513,000	3,559,000	2,805,000	2,459,000	2,865,000	100.0	78.9	62.2	54.5	63.5	+16.5
Hardware stores	2,443,500	1,912,000	1,541,000	1,428,000	1,703,000	100.0	78.2	63.1	58.4	69.7	+19.3
Lumber and building material dealers	1,446,100	1,152,000	873,000	698,000	775,000	100.0	79.7	60.4	48.3	53.6	+11.0
Other building materials (including roofing materials)	12,700	11,000	8,000	5,000	5,000	100.0	86.6	63.0	39.4	39.4	-
Electrical shops (without radio)											
Heating and plumbing shops	610,700	484,000	383,000	328,000	382,000	100.0	79.3	62.7	52.4	62.6	+19.4
Paint and glass stores											
Furniture and Household Group	3,380,600	2,822,000	2,063,000	1,807,000	2,041,000	100.0	83.5	61.0	53.5	60.4	+12.9
Furniture stores	1,461,600	1,327,000	1,030,000	938,000	1,064,000	100.0	90.8	70.5	64.2	72.8	+13.4
Household appliance stores	363,400	306,000	238,000	181,000	227,000	100.0	84.2	65.5	49.8	62.5	+25.4
Other home furnishings (including floor coverings, curtains, etc.)	312,800	261,000	191,000	167,000	190,000	100.0	83.4	61.1	53.4	60.7	+13.8
Radio and music stores	1,242,800	928,000	604,000	521,000	560,000	100.0	74.7	48.6	41.9	45.1	+7.5
Restaurants, Cafeterias and Eating Places .	1,474,500	1,311,000	1,038,000	982,000	1,049,000	100.0	88.9	70.4	66.6	71.1	+6.8
Other Retail Stores (1)	11,996,500	10,829,000	9,085,000	8,370,000	8,882,000	100.0	90.3	75.8	69.8	74.0	+6.1
Farmers' supply stores	897,000	801,000	612,000	565,000	675,000	100.0	89.3	68.2	63.0	75.3	+19.5
Book stores	317,900	299,000	236,000	234,000	274,000	100.0	94.1	74.2	73.6	86.2	+17.1
Coal and wood yards	3,590,300	3,343,000	3,106,000	3,005,000	3,041,000	100.0	93.1	86.5	83.7	84.7	+1.2
Ice dealers	117,700	108,000	95,000	83,000	79,000	100.0	91.8	80.7	70.5	67.1	+4.8
Drug stores	3,015,500	2,599,000	2,292,000	2,066,000	2,185,000	100.0	86.2	76.0	68.5	72.5	+5.8
Florists	165,900	167,000	139,000	124,000	129,000	100.0	100.7	83.8	74.7	77.8	+4.0
Jewellery stores	942,900	951,000	595,000	525,000	565,000	100.0	100.9	63.1	55.7	59.9	+7.6
Office, school and store supplies and equipment dealers	606,300	423,000	312,000	272,000	330,000	100.0	69.8	51.5	44.9	54.4	+21.3
Tobacco stores and stands	823,800	757,000	595,000	493,000	519,000	100.0	91.9	72.2	59.8	63.0	+5.3
Unclassified kinds of business	1,519,200	1,381,000	1,107,000	1,003,000	1,085,000	100.0	90.9	72.9	66.0	71.4	+8.2
Government liquor stores	1,998,100	4,958,000	3,767,000	2,809,000	2,919,000	100.0	248.1	188.5	140.6	146.1	+3.9

(1) Sales of Government liquor stores not included.

MARITIME PROVINCES, RETAIL MERCHANDISE TRADE, 1934

Table 6.--PRINCE EDWARD ISLAND - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales					Index of Retail Sales					% of Change 1933-1934
	1930	(Estimated)				(1930 = 100)					
		1931	1932	1933	1934	1930	1931	1932	1933	1934	
	\$	\$	\$	\$	\$						
Total, All Stores	13,773,700	11,538,000	9,261,000	8,873,000	9,649,000	100.0	83.8	67.2	64.4	70.1	+ 8.7
Food Group	2,132,100	1,952,000	1,769,000	1,615,000	1,766,000	100.0	91.6	83.0	75.7	82.8	+ 9.3
Candy and confectionery stores	141,700	134,000	112,000	101,000	108,000	100.0	94.6	79.0	71.3	76.2	+ 6.9
Grocery and combination stores	1,647,600	1,549,000	1,466,000	1,348,000	1,500,000	100.0	94.0	89.0	81.8	91.0	+11.3
Meat markets (including sea foods)	328,400	256,000	179,000	154,000	146,000	100.0	78.0	54.5	46.9	44.5	- 5.2
Country General Stores	3,253,200	2,622,000	2,183,000	2,180,000	2,302,000	100.0	80.6	67.1	67.0	70.8	+ 5.6
General Merchandise Group	2,304,900	1,755,000	1,532,000	1,504,000	1,595,000	100.0	76.1	66.5	65.3	69.2	+ 6.1
Automotive Group	1,960,700	1,670,000	1,002,000	901,000	1,034,000	100.0	85.2	51.1	46.0	52.7	+14.8
Motor vehicle dealers	1,608,800	1,347,000	732,000	655,000	798,000	100.0	83.7	45.5	40.7	49.6	+21.8
Filling stations	165,400	159,000	127,000	114,000	117,000	100.0	96.1	76.8	68.9	70.7	+ 2.6
Garages	175,000	156,000	136,000	125,000	113,000	100.0	89.1	77.7	71.4	64.6	- 9.6
Apparel Group	1,298,600	1,209,000	928,000	974,000	1,008,000	100.0	93.1	71.5	75.0	77.6	+ 3.5
Men's and boys' clothing and furnishings (includes custom tailors)	248,300	234,000	192,000	180,000	186,000	100.0	94.2	77.3	72.5	74.9	+ 3.3
Family clothing stores	797,500	712,000	515,000	587,000	622,000	100.0	89.3	64.6	73.6	78.0	+ 6.0
Women's apparel and accessories stores	58,600	54,000	47,000	44,000	41,000	100.0	92.2	80.2	75.1	70.0	- 6.8
Shoe stores	194,200	209,000	174,000	163,000	159,000	100.0	107.6	89.6	83.9	81.9	- 2.5

Note: Group totals may include figures for classifications for which separate data are not shown.

MARITIME PROVINCES, RETAIL MERCHANDISE TRADE, 1934

Table 6.--PRINCE EDWARD ISLAND - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Total Net Sales					Index of Retail Sales					% of Change 1933-1934
	(Estimated)					(1930 = 100)					
	1930	1931	1932	1933	1934	1930	1931	1932	1933	1934	
	\$	\$	\$	\$	\$						
Building Materials Group	429,600	329,000	242,000	217,000	259,000	100.0	76.6	56.3	50.5	60.3	+19.4
Hardware stores	85,300	69,000	47,000	38,000	39,000	100.0	80.9	55.1	44.5	45.7	+ 2.6
Lumber and building material dealers	244,400	173,000	118,000	105,000	142,000	100.0	70.8	48.3	43.0	58.1	+35.2
Electrical shops (without radio)	99,900	87,000	77,000	74,000	78,000	100.0	87.1	77.1	74.1	78.1	+ 5.4
Heating and plumbing shops											
Paint and glass stores											
Furniture and Household Group	406,200	304,000	237,000	215,000	309,000	100.0	74.8	58.3	52.9	76.1	+43.7
Furniture stores	265,500	194,000	165,000	156,000	240,000	100.0	73.1	62.1	58.8	90.4	+53.8
Household appliance stores	41,100	33,000	23,000	18,000	22,000	100.0	80.3	56.0	43.8	53.5	+22.2
Radio and music stores	83,800	65,000	40,000	33,000	35,000	100.0	77.6	47.7	39.4	41.8	+ 6.1
Restaurants, Cafeterias and Eating Places ...	141,900	125,000	99,000	95,000	92,000	100.0	88.1	69.8	66.9	64.8	- 3.2
Other Retail Stores	1,846,500	1,572,000	1,269,000	1,172,000	1,284,000	100.0	85.1	68.7	63.5	69.5	+ 9.6
Farmers' supply stores	434,300	261,000	189,000	180,000	241,000	100.0	60.1	43.5	41.4	55.5	+33.9
Coal and wood yards	477,700	482,000	388,000	350,000	375,000	100.0	100.9	81.2	73.3	78.5	+ 7.1
Drug stores	352,600	328,000	268,000	258,000	263,000	100.0	93.0	76.0	73.2	74.6	+ 1.9
Jewellery stores	97,600	75,000	60,000	52,000	56,000	100.0	76.8	61.5	53.3	57.4	+ 7.7
Unclassified kinds of business	422,900	368,000	311,000	283,000	301,000	100.0	87.0	73.5	66.9	71.2	+ 6.4

Note: Group totals may include figures for classifications for which separate data are not shown.

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