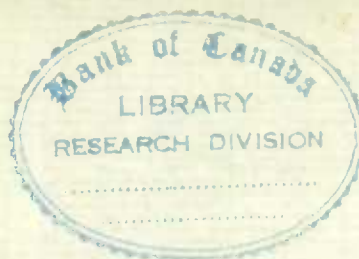


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CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN THE

MARITIME PROVINCES

1935



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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in the Maritime Provinces, 1935

Retail sales in the Maritime Provinces in 1935 totalled \$151,613,000, increases of 5 per cent and 17 per cent over the amounts recorded for 1934 and 1933 respectively, bringing the index of sales for this economic division to 76.7 on the base 1930 equals 100. New Brunswick sales were 5.7 per cent greater in 1935 than in the preceding year; Nova Scotia reported a similar increase of 5.6 per cent, while in Prince Edward Island the increase was 2.5 per cent.

Conforming with the results for all sections of the country, the greatest percentage increase in trade in the Maritime Provinces was recorded by the automotive group of establishments, total sales for this group showing a relative improvement of 21.8 per cent. The building materials group and furniture and household group, both of which recorded substantial gains over 1934 in all other parts of the Dominion, reported only minor increases of 3 per cent here.

Grocery and combination store sales for the three provinces combined totalled \$28,326,000 in 1935, an increase of 4 per cent over 1934, bringing the index for this group of stores to 84.5 (1930 = 100). The index of retail food prices for Canada as a whole for 1935, and on the same base, was 71.4. While an exact comparison of the two indexes is not valid, it is evident that the decrease in value of food store sales may be largely attributed to changes in price levels rather than to a reduction in quantity of goods purchased.

Department store sales for 1935 totalled \$17,567,000, an increase of 2 per cent over the preceding year; drug store sales were up by 3 per cent; country general store sales by 3 per cent, and hardware store sales by 5 per cent. Radio and music stores, while reporting increases over 1934 in all other parts, reported a decline in business of 4 per cent in the Maritimes. Coal and wood yard sales were also down by 5 per cent and women's apparel store sales were down by 2 per cent.

Chain Stores.--The proportion of the total retail trade transacted by chains increased slightly in 1935 over 1934, both for the economic division as a whole and also in each of the three provinces. There were 64 different chain companies in the Maritimes in 1935 and these operated 485 stores with \$23,139,400 sales, this amount forming 15.3 per cent of the total retail business. The corresponding chain ratio was 15.0 per cent in 1934, 15.2 per cent in 1933, and 12.5 per cent in 1930.

Whether viewed from the standpoint of number of chains, number of stores or value of sales, chains are of greatest importance in the Maritime Provinces in the grocery or combination store field. There were 15 grocery or combination store chains which operated 145 unit stores in the Maritime Provinces in 1935 and these had sales amounting to \$5,539,700 or 19.6 per cent of the total business of all similar stores. The chain ratio for this kind of business declined slightly from 1934, when it was 20.2 per cent, and it shows an even greater decline from 1933, when it was 21.2 per cent.

The chain store sales given here include the business of units located in the Maritime Provinces and which belong to retail organizations which operate at least four stores in Canada. Department stores are, however, excluded from the chain store data. For the Census of Merchandising, all department stores are treated as independent establishments so that data for ownership groups of department stores are not included in the chain store figures given here.

Scope of Census.--This report 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. 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. These estimated figures have been added to the amounts actually reported so that the figures given in this bulletin relate to the total estimated retail trade and not only to the business of the reporting firms. In all, including both chains and independents, returns were received covering more than 2,000 establishments in the Maritime Provinces and it is estimated that these transacted almost 70 per cent of the total retail trade of this division. But, as already stated, allowance has been made for the omission of figures for firms from which no returns were secured so that no further additions should be made to the retail sales data shown in the attached tables.

Table 1 shows the number of stores and value of sales for 1930 together with the total estimated sales for each of the years 1933 to 1935, first, for stores grouped according to broad kind-of-business groupings and then for a number of selected kinds of business. Indexes of sales (1930 = 100) are also shown together with the percentage change in sales between 1934 and 1935. In Table 2 a comparison is made between chain store sales and total sales. Table 3 presents a comparison of sales by commodity groups for department stores for 1934 and 1935. More detailed tables then follow similar in form to Table 1 and giving value of sales by kinds of business for each of the three provinces.

New Brunswick

Retail sales in New Brunswick for 1935 totalled \$61,318,000, an increase of almost 6 per cent over 1934 and 17 per cent greater than the amount recorded for 1933. The index of sales for 1935 stands at 72.7, indicating that the value of retail trade was 27.3 per cent below the level of the base year 1930.

Motor vehicle dealer sales were up by 34 per cent; household appliance stores reported an increase of 15 per cent, and furniture store sales were up by 8 per cent. Grocery and combination store sales totalled \$9,710,000, an increase of 3 per cent, while country general store sales of \$9,943,000 showed an improvement of 3 per cent.

Chain sales in New Brunswick totalled \$9,055,900 in 1935, this amount forming 14.8 per cent of the total retail trade. The chain ratio remains practically unchanged from 1934, when it was 14.6 per cent, and from 1933, when it was 14.5 per cent.

Nova Scotia

Retail sales in Nova Scotia in 1935 totalled \$80,409,000, increases of 6 per cent and 18 per cent over the amounts recorded for 1934 and 1933 respectively. Index of sales for this province for 1935 stands at 80.8 (1930 = 100).

Motor vehicle dealers reported an increase in business over the preceding year of 24 per cent; household appliance store sales were up by 12 per cent, and Government liquor store sales showed an increase of 14 per cent. Grocery and combination store sales of \$17,077,000 were 4 per cent greater than in the preceding year, while country general stores, with sales of \$11,852,000, were up by 5 per cent.

Chain sales in Nova Scotia totalled \$13,623,300 in 1935 and this amount formed 16.9 per cent of the total retail trade of the province. The chain ratio was 16.6 per cent in 1934, 17.2 per cent in 1933 and 12.2 per cent in 1930.

Prince Edward Island

Retail sales in Prince Edward Island in 1935 totalled \$9,886,000, an increase of 2.5 per cent over 1934, bringing the index of sales for this province to 71.8 on the base 1930 equals 100. The increase in total trade for Prince Edward Island is less than that reported in any other province, the smaller increase being largely due to a less pronounced improvement in the automotive business in this province. In addition, country general store sales, which form a large proportion of the total retail trade, remained constant over the two year period. Grocery and combination store sales of \$1,539,000 were up by 3 per cent.

Chain sales in Prince Edward Island amounted to \$460,200, or 4.7 per cent of the total trade of the province. The corresponding ratio was 4.3 per cent in 1934, 4.0 per cent in 1933 and 4.9 per cent in 1930.

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1935

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, 1934-1935
	Number(1) of Stores	Total Net Sales										
			1933	1934	1935	1930	1931	1932	1933	1934	1935	
		\$	\$	\$	\$							
Total, All Stores	11,749	197,665,500	129,396,000	143,789,000	151,613,000	100.0	87.5	70.9	65.5	72.7	76.7	+ 5.4
Food Group	5,071	41,924,100	31,375,000	33,160,000	34,303,000	100.0	92.1	80.3	74.8	79.1	81.8	+ 3.4
Country General Stores	1,736	30,002,900	20,883,000	23,307,000	24,095,000	100.0	84.7	72.0	69.6	77.7	80.3	+ 3.4
General Merchandise Group	255	32,423,100	21,776,000	23,878,000	24,789,000	100.0	87.3	69.9	67.2	73.6	76.5	+ 3.8
Automotive Group	1,038	29,912,900	14,234,000	18,322,000	22,310,000	100.0	75.6	53.6	47.6	61.3	74.6	+ 21.8
Apparel Group	819	16,813,400	11,101,000	12,070,000	12,328,000	100.0	86.4	69.5	66.0	71.8	73.3	+ 2.1
Building Materials Group	288	8,301,600	4,455,000	5,358,000	5,515,000	100.0	80.5	60.9	53.7	64.5	66.4	+ 2.9
Furniture and Household Group	246	6,379,100	3,168,000	3,964,000	4,079,000	100.0	83.8	58.0	49.7	62.1	63.9	+ 2.9
Restaurants, Cafeterias and Eating Places ..	414	2,820,700	1,877,000	2,005,000	2,120,000	100.0	88.8	70.3	66.5	71.1	75.2	+ 5.7
Other Retail Stores	1,813	22,288,000	15,561,000	16,526,000	16,379,000	100.0	91.0	77.2	69.8	74.1	73.5	- 0.9
Government Liquor Stores	69	6,799,700	4,966,000	5,199,000	5,695,000	100.0	128.2	96.2	73.0	76.5	83.8	+ 9.5
Grocery and combination stores	3,327	33,515,700	25,779,000	27,356,000	28,326,000	100.0	92.4	81.9	76.9	81.6	84.5	+ 3.5
Meat markets (including sea foods)	374	2,826,400	1,674,000	1,676,000	1,763,000	100.0	83.6	66.1	59.2	59.3	62.4	+ 5.2
Department stores	20	24,212,700	15,898,000	17,196,000	17,567,000	100.0	85.8	67.1	65.7	71.0	72.6	+ 2.2
Motor vehicle dealers	235	22,409,500	9,434,000	13,320,000	16,913,000	100.0	71.1	47.8	42.1	59.4	75.5	+ 27.0
Filling stations	440	3,803,000	2,645,000	2,764,000	2,988,000	100.0	95.8	76.0	69.6	72.7	78.6	+ 8.1
Men's and boys' clothing and furnishings (includes custom tailors)	340	5,505,900	3,478,000	3,858,000	4,011,000	100.0	81.6	64.5	63.2	70.1	72.8	+ 4.0
Women's apparel and accessories stores ..	233	3,259,300	1,910,000	2,006,000	1,970,000	100.0	88.1	69.3	58.6	61.5	60.4	- 1.8
Shoe stores	116	2,467,800	1,694,000	1,770,000	1,804,000	100.0	81.5	68.9	68.6	71.7	73.1	+ 1.9
Hardware stores	134	4,081,900	2,421,000	2,840,000	2,970,000	100.0	84.2	65.3	59.3	69.6	72.8	+ 4.6
Lumber and building material dealers	37	2,521,300	1,124,000	1,337,000	1,364,000	100.0	73.3	51.8	44.6	53.0	54.1	+ 2.0
Furniture stores	76	3,405,100	1,922,000	2,333,000	2,404,000	100.0	85.8	63.6	56.4	68.5	70.6	+ 3.0
Radio and music stores	76	1,787,200	686,000	756,000	724,000	100.0	81.1	47.6	38.4	42.3	40.5	- 4.2
Coal and wood yards	120	6,494,100	5,196,000	5,338,000	5,071,000	100.0	93.9	85.2	80.0	82.2	78.1	- 5.0
Drug stores	282	5,699,100	4,198,000	4,401,000	4,522,000	100.0	93.7	83.5	73.7	77.2	79.3	+ 2.7

(1) The numbers of stores shown in this column relate only to 1930.

(2) In some instances, figures for 1933 and 1934 have been revised.

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1935

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

	1930	1932	1933	1934	1935
ALL STORES, TOTAL -					
Chains	66	65	64	60	64
Stores (maximum) ...	407	467	481	477	485
Chain sales	\$ 24,800,700	22,324,000	19,647,700	21,518,000	23,139,400
Total sales	\$197,665,500	140,132,000	129,396,000	143,789,000	151,613,000
%, chains to total .	12.5	15.9	15.2	15.0	15.3
Grocery and Combination Stores -					
Chains	12	15	17	15	15
Stores (maximum) ...	98	146	156	149	145
Chain sales	\$ 4,664,500	5,766,900	5,474,600	5,512,700	5,539,700
Total sales	\$ 23,515,700	27,460,000	25,779,000	27,356,000	28,326,000
%, chains to total .	13.9	21.0	21.2	20.2	19.6
Variety, 5-and-10, and to-a-dollar Stores -					
Chains	3	3	3	4	5
Stores (maximum) ...	24	24	24	30	35
Chain sales	\$ 3,398,400	2,905,300	2,720,300	3,164,400	3,644,000
Total sales	\$ 3,655,600	3,134,000	2,937,000	3,403,000	3,890,000
%, chains to total .	93.0	92.7	92.6	93.0	93.7
Drug Stores -					
Chains	4	4	4	4	4
Stores (maximum) ...	23	24	25	26	26
Chain sales	\$ 793,100	692,000	638,000	670,200	698,600
Total sales	\$ 5,699,100	4,758,000	4,198,000	4,401,000	4,522,000
%, chains to total .	13.9	14.5	15.2	15.2	15.4

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

Maritime Provinces -					
Total sales	\$197,665,500	140,132,000	129,396,000	143,789,000	151,613,000
Chain sales	\$ 24,800,700	22,324,000	19,647,700	21,518,000	23,139,400
%, chains to total .	12.5	15.9	15.2	15.0	15.3
Prince Edward Island -					
Total sales	\$ 13,773,700	9,261,000	8,873,000	9,649,000	9,886,000
Chain sales	\$ 678,700	433,800	350,900	411,100	460,200
%, chains to total .	4.9	4.7	4.0	4.3	4.7
Nova Scotia -					
Total sales	\$ 99,519,900	73,945,000	68,274,000	76,124,000	80,409,000
Chain sales	\$ 12,163,300	13,378,300	11,715,500	12,613,200	13,623,300
%, chains to total .	12.2	18.1	17.2	16.6	16.9
New Brunswick -					
Total sales	\$ 84,371,900	56,926,000	52,249,000	58,016,000	61,318,000
Chain sales	\$ 11,958,700	8,511,900	7,581,300	8,493,700	9,055,900
%, chains to total .	14.2	15.0	14.5	14.6	14.8

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1935

Table 3.--Sales by Commodity Groups for Department Stores, 1934 and 1935

Department	Sales in 1934 \$	Sales in 1935 \$	% of Change
Total Sales, All Departments	17,196,000	17,567,000	+ 2.2
Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.)	4,248,000	4,366,000	+ 2.8
Automotive supplies (including tires, batteries, automo- tive parts)	234,000	223,000	- 4.7
Cafeterias and restaurants (including fountain and lunch rooms)	57,000	67,000	+17.5
Clothing and furnishings, men's and boys' (including hats and caps)	2,390,000	2,432,000	+ 1.8
Drugs and toilet articles and preparations (including cameras and photographic supplies)	542,000	553,000	+ 2.0
Dry goods and notions, including piece goods - silks, woollens, cottons, linens (other than bed or table linens) - ribbons, laces, embroideries, buttons, thread, patterns, yarns	1,683,000	1,691,000	+ 0.5
Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.)	147,000	132,000	-10.2
Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables)	824,000	870,000	+ 5.6
Furniture (including mattresses, springs)	853,000	895,000	+ 4.9
Hardware and kitchen utensils (including paints, wall- paper)	839,000	827,000	- 1.4
Home furnishings - draperies, curtains, bedding (includ- ing bed linen, blankets), table linen, china, glass- ware, pictures, window shades, floor coverings	1,432,000	1,519,000	+ 6.1
Household appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps)	369,000	379,000	+ 2.7
Jewellery and optical goods (including clocks, watches, silverware, plated ware)	265,000	242,000	- 8.7
Leather goods and travelling goods (including purses and hand-bags)	107,000	146,000	+36.4
Millinery	288,000	290,000	+ 0.7
Radios, musical instruments, and supplies	244,000	308,000	+26.2
Shoes and other footwear (men's, women's and children's)	1,902,000	1,873,000	- 1.5
Sporting goods (including bicycles, toys, games)	301,000	288,000	- 4.3
Stationery, books and magazines	214,000	207,000	- 3.3
Receipts from repair or service departments, not includ- ed elsewhere (such as hairdressing, electrical con- tracting, fur storage, interior decorating)	28,000	27,000	- 3.6
Miscellaneous merchandise	229,000	232,000	+ 1.3

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1935

Table 4.--NEW BRUNSWICK - 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, 1934-1935
	Number ⁽¹⁾ of Stores	Total Net Sales										
			1933	1934	1935	1930	1931	1932	1933	1934	1935	
		\$	\$	\$	\$							
Total, All Stores	4,434	84,371,900	52,249,000	58,016,000	61,318,000	100.0	85.0	67.5	61.9	68.8	72.7	+ 5.7
Food Group	1,818	14,982,500	11,022,000	11,416,000	11,730,000	100.0	89.5	78.8	73.6	76.2	78.3	+ 2.8
Bakery product stores (manufacturing bakeries not included)	35	133,800	98,000	107,000	117,000	100.0	105.4	79.2	73.2	80.0	87.4	+ 9.6
Candy and confectionery stores	236	975,500	751,000	754,000	746,000	100.0	95.8	83.1	77.0	77.3	76.5	- 1.1
Dairy product dealers (other than manufac- turing dairies)	192	552,200	392,000	395,000	421,000	100.0	94.0	76.4	71.0	71.5	76.2	+ 6.6
Fruit and vegetable stores	8	120,100	81,000	82,000	77,000	100.0	96.7	83.3	67.4	68.3	64.1	- 6.1
Grocery and combination stores	1,214	12,194,100	9,085,000	9,418,000	9,710,000	100.0	89.5	79.9	74.5	77.2	79.6	+ 3.1
Meat markets (including sea foods)	117	923,100	553,000	596,000	591,000	100.0	76.3	60.1	59.9	64.6	64.0	- 0.8
Other food stores	16	83,700	62,000	64,000	68,000	100.0	88.4	78.9	74.1	76.5	81.2	+ 6.3
Country General Stores	706	12,236,200	8,522,000	9,663,000	9,943,000	100.0	86.2	70.4	69.7	79.0	81.3	+ 2.9
General Merchandise Group	98	18,679,900	11,698,000	12,566,000	13,028,000	100.0	86.4	65.1	62.6	67.3	69.7	+ 3.7
Automotive Group	451	11,627,800	5,022,000	6,715,000	8,591,000	100.0	71.4	51.2	42.9	57.4	73.4	+ 27.9
Motor vehicle dealers	113	8,970,900	3,337,000	5,050,000	6,743,000	100.0	65.3	43.5	37.2	56.3	75.2	+ 33.5
Accessories, tires and batteries	11	120,600	71,000	67,000	67,000	100.0	69.7	58.9	58.9	55.6	55.6	---
Filling stations	188	1,439,300	958,000	993,000	988,000	100.0	95.6	81.3	64.3	60.6	66.3	+ 9.4
Garages	136	1,108,400	652,000	690,000	787,000	100.0	88.3	72.1	58.8	62.3	71.0	+ 14.0
Other automotive establishments (including motorcycles, bicycles and supplies)	3	8,600	4,000	5,000	6,000	100.0	69.8	46.5	46.5	58.1	69.8	+ 20.0
Apparel Group	307	6,373,300	4,087,000	4,372,000	4,533,000	100.0	86.7	70.3	64.1	68.6	71.1	+ 3.7
Men's and boys' clothing and furnishings (includes custom tailors)	114	1,858,900	1,113,000	1,242,000	1,338,000	100.0	80.0	61.0	59.9	66.8	72.0	+ 7.7
Family clothing stores	54	2,291,000	1,581,000	1,744,000	1,791,000	100.0	91.0	72.6	69.0	76.1	78.2	+ 2.7
Women's apparel and accessories stores	100	1,341,600	790,000	779,000	753,000	100.0	89.3	74.0	58.9	58.1	56.1	- 3.3
Shoe stores	39	881,800	603,000	607,000	651,000	100.0	86.0	78.4	68.4	68.8	73.8	+ 7.2

(1) and (2): See footnotes on page 7.

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1935

Table 4.--NEW BRUNSWICK - 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, 1934-1935
	Number(1) of Stores	Total Net Sales										
			1933	1934	1935	1930	1931	1932	1933	1934	1935	
		\$	\$	\$	\$							
Building Materials Group	115	3,359,000	1,779,000	2,234,000	2,273,000	100.0	83.2	59.8	53.0	66.5	67.7	+ 1.7
Hardware stores	47	1,553,100	955,000	1,098,000	1,147,000	100.0	93.9	69.5	61.5	70.7	73.9	+ 4.5
Lumber and building material dealers	13	830,800	321,000	420,000	401,000	100.0	63.0	37.9	38.6	50.6	48.3	- 4.5
Other building materials (including roofing materials)	4	324,200	126,000	125,000	146,000	100.0	87.3	62.0	38.9	38.6	45.0	+ 16.7
Electrical shops (without radio)	51	650,900	377,000	591,000	579,000	100.0	81.6	63.6	57.9	90.8	89.0	- 2.1
Heating and plumbing shops												
Paint and glass stores												
Furniture and Household Group	87	2,592,300	1,146,000	1,546,000	1,655,000	100.0	85.7	53.9	44.2	59.6	63.8	+ 7.1
Furniture stores	35	1,678,000	828,000	1,029,000	1,110,000	100.0	83.5	57.9	49.3	61.3	66.2	+ 7.9
Household appliance stores	13	284,700	(3)	264,000	303,000	100.0	76.6	45.3	(3)	92.7	106.4	+ 14.6
Other home furnishings (including floor coverings, curtains, etc.)	17	169,000	75,000	92,000	91,000	100.0	85.8	53.9	44.4	54.4	53.8	- 1.1
Radio and music stores	22	460,600	132,000	161,000	151,000	100.0	99.2	44.9	28.7	35.0	32.8	- 6.2
Restaurants, Cafeterias and Eating Places	174	1,204,200	800,000	864,000	911,000	100.0	88.8	70.2	66.4	71.7	75.5	+ 5.4
Other Retail Stores(4)	641	8,445,000	6,012,000	6,360,000	6,278,000	100.0	93.3	81.1	71.3	75.3	74.3	- 1.2
Farmers' supply stores	40	752,100	522,000	583,000	570,000	100.0	92.2	72.7	68.8	76.8	75.1	- 2.2
Book stores	15	350,500	210,000	225,000	235,000	100.0	81.0	63.9	59.9	64.2	67.0	+ 4.5
Coal and wood yards	53	2,426,100	1,841,000	1,922,000	1,837,000	100.0	93.7	84.0	75.9	79.2	75.7	- 4.4
Drug stores	115	2,331,000	1,874,000	1,953,000	1,996,000	100.0	103.6	94.3	80.4	83.8	85.6	+ 2.2
Florists	17	202,300	137,000	139,000	135,000	100.0	95.9	89.5	67.7	68.7	66.7	- 2.9
Jewellery stores	37	502,900	283,000	328,000	346,000	100.0	76.4	64.2	56.3	65.2	68.8	+ 5.5
Office, school and store supplies and equipment dealers	11	297,600	117,000	156,000	167,000	100.0	66.9	43.0	39.3	52.4	56.1	+ 7.1
Tobacco stores and stands	43	608,500	455,000	427,000	403,000	100.0	102.2	87.1	74.8	70.2	66.2	- 5.6
Unclassified kinds of business	310	967,000	580,000	627,000	589,000	100.0	83.8	69.6	60.0	64.8	60.9	- 6.1
Government liquor stores.....	37	4,801,600	2,157,000	2,280,000	2,376,000	100.0	78.2	57.8	44.9	47.5	49.5	+ 4.2

(1) The numbers of stores shown in this column relate only to 1930.

(2) In a few instances, figures for 1933 and 1934 have been revised.

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

(4) Does not include Government liquor stores.

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1935

Table 5.--NOVA SCOTIA - 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, 1934-1935
	Number(1) of Stores	Total Net Sales										
			1933	1934	1935	1930	1931	1932	1933	1934	1935	
		\$	\$	\$	\$							
Total, All Stores	6,464	99,519,900	68,274,000	76,124,000	80,409,000	100.0	90.2	74.3	68.6	76.5	80.8	+ 5.6
Food Group	2,937	24,809,500	18,738,000	19,978,000	20,733,000	100.0	93.8	81.0	75.5	80.5	83.6	+ 3.8
Bakery product stores (manufacturing bakeries not included)	39	191,800	127,000	137,000	145,000	100.0	93.8	68.8	66.2	71.4	75.6	+ 5.8
Candy and confectionery stores	541	2,209,300	1,471,000	1,629,000	1,596,000	100.0	94.0	75.7	66.6	73.7	72.2	- 2.0
Dairy product dealers (other than manufactur- ing dairies)	208	922,200	655,000	659,000	733,000	100.0	94.0	76.4	71.0	71.5	79.5	+ 11.2
Fruit and vegetable stores	15	101,800	68,000	70,000	66,000	100.0	96.3	82.5	66.8	68.8	64.8	- 5.7
Grocery and combination stores	1,889	19,674,000	15,346,000	16,438,000	17,077,000	100.0	94.1	82.6	78.0	83.6	86.8	+ 3.9
Meat markets (including sea foods)	209	1,574,900	967,000	934,000	998,000	100.0	89.7	72.0	61.4	59.3	63.4	+ 6.9
Other food stores	36	135,500	104,000	111,000	118,000	100.0	94.5	81.9	76.8	81.9	87.1	+ 6.3
Country General Stores	862	14,513,500	10,174,000	11,342,000	11,852,000	100.0	84.4	74.4	70.1	78.1	81.7	+ 4.5
General Merchandise Group	149	11,438,300	8,584,000	9,717,000	10,096,000	100.0	90.9	78.3	75.0	85.0	88.3	+ 3.2
Automotive Group	511	16,254,400	8,311,000	10,573,000	12,565,000	100.0	77.4	55.7	51.1	65.0	77.3	+ 18.8
Motor vehicle dealers	101	11,829,800	5,442,000	7,472,000	9,273,000	100.0	73.9	51.4	46.0	63.2	78.4	+ 24.1
Accessories, tires and batteries	15	338,400	200,000	187,000	187,000	100.0	69.1	59.1	59.1	55.3	55.3	---
Filling stations	229	2,148,300	1,573,000	1,744,000	1,872,000	100.0	95.9	72.2	73.2	81.2	87.1	+ 7.3
Garages	160	1,853,500	1,053,000	1,115,000	1,172,000	100.0	80.2	63.5	56.8	60.2	63.2	+ 5.1
Other automotive establishments (including motorcycles, bicycles and supplies)	6	84,400	43,000	55,000	61,000	100.0	77.0	55.7	50.9	65.2	72.3	+ 10.9
Apparel Group	460	9,141,500	6,040,000	6,690,000	6,793,000	100.0	85.2	68.7	66.1	73.2	74.3	+ 1.5
Men's and boys' clothing and furnishings (includes custom tailors)	193	3,398,700	2,185,000	2,430,000	2,487,000	100.0	81.6	65.5	64.3	71.5	73.2	+ 2.3
Family clothing stores	70	2,491,900	1,851,000	2,070,000	2,134,000	100.0	94.4	80.3	74.3	83.1	85.6	+ 3.1
Women's apparel and accessories stores	125	1,859,100	1,076,000	1,186,000	1,175,000	100.0	87.1	65.6	57.9	63.8	63.2	- 0.9
Shoe stores	72	1,391,800	928,000	1,004,000	997,000	100.0	75.1	60.0	66.7	72.1	71.6	- 0.7

(1) and (2): See footnotes on page 9

(1) and (2): See footnotes on page 9.

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1935

Table 5.--NOVA SCOTIA - 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, 1934-1935
	Number(1) of Stores	Total Net Sales	1933	1934	1935	1930	1931	1932	1933	1934	1935	
Building Materials Group	162	4,513,000	2,459,000	2,865,000	2,979,000	100.0	78.9	62.2	54.5	63.5	66.0	+ 4.0
Hardware stores	83	2,443,500	1,428,000	1,703,000	1,785,000	100.0	78.2	63.1	58.4	69.7	73.1	+ 4.8
Lumber and building material dealers	21	1,446,100	698,000	775,000	814,000	100.0	79.7	60.4	48.3	53.6	56.3	+ 5.0
Other building materials (including roofing materials)	4	12,700	5,000	5,000	6,000	100.0	86.6	63.0	39.4	39.4	47.2	+ 20.0
Electrical shops (without radio)	54	610,700	328,000	382,000	374,000	100.0	79.3	62.7	52.4	62.6	61.2	- 2.1
Heating and plumbing shops												
Paint and glass stores												
Furniture and Household Group	146	3,380,600	1,807,000	2,109,000	2,100,000	100.0	83.5	61.0	53.5	62.4	62.1	- 0.4
Furniture stores	40	1,461,600	938,000	1,064,000	1,046,000	100.0	90.8	70.5	64.2	72.8	71.6	- 1.7
Household appliance stores	25	363,400	(3)	295,000	331,000	100.0	84.2	65.5	(3)	81.2	91.1	+ 12.2
Other home furnishings (including floor coverings, curtains, etc.)	30	312,800	167,000	190,000	189,000	100.0	83.4	61.1	53.4	60.7	60.4	- 0.5
Radio and music stores	51	1,242,800	521,000	560,000	534,000	100.0	74.7	48.6	41.9	45.1	43.0	- 4.6
Restaurants, Cafeterias and Eating Places	221	1,474,500	982,000	1,049,000	1,112,000	100.0	88.9	70.4	66.6	71.1	75.4	+ 6.0
Other Retail Stores(4)	984	11,996,500	8,370,000	8,882,000	8,860,000	100.0	90.3	75.8	69.8	74.0	73.9	- 0.2
Farmers' supply stores	56	897,000	565,000	675,000	712,000	100.0	89.3	68.2	63.0	75.3	79.4	+ 5.5
Book stores	21	317,900	234,000	274,000	305,000	100.0	94.1	74.2	73.6	86.2	95.9	+ 11.3
Coal and wood yards	60	3,590,300	3,005,000	3,041,000	2,883,000	100.0	93.1	86.5	83.7	84.7	80.3	- 5.2
Drug stores	147	3,015,500	2,066,000	2,185,000	2,266,000	100.0	86.2	76.0	68.5	72.5	75.1	+ 3.7
Florists	18	165,900	124,000	129,000	125,000	100.0	100.7	83.8	74.7	77.8	75.3	- 3.1
Jewellery stores	63	942,900	525,000	565,000	595,000	100.0	100.9	63.1	55.7	59.9	63.1	+ 5.3
Office, school and store supplies and equipment dealers	17	606,300	272,000	330,000	362,000	100.0	69.8	51.5	44.9	54.4	59.7	+ 9.7
Tobacco stores and stands	51	823,800	493,000	519,000	503,000	100.0	91.9	72.2	59.8	63.0	61.1	- 3.1
Unclassified kinds of business	551	1,636,900	1,086,000	1,164,000	1,109,000	100.0	91.0	73.4	66.3	71.1	67.7	- 4.7
Government liquor stores	32	1,998,100	2,809,000	2,919,000	3,319,000	100.0	248.1	188.5	140.6	146.1	166.1	+ 13.7

(1) The numbers of stores shown in this column relate only to 1930.

(2) In a few instances, figures for 1933 and 1934 have been revised.

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

(4) Does not include Government liquor stores.

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1935

Table 6.--PRINCE EDWARD ISLAND - 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, 1934-1935
	Number(1) of Stores	Total Net Sales										
			1933	1934	1935	1930	1931	1932	1933	1934	1935	
		\$	\$	\$	\$							
Total, All Stores	851	13,773,700	8,873,000	9,649,000	9,886,000	100.0	83.8	67.2	64.4	70.1	71.8	+ 2.5
Food Group	316	2,132,100	1,615,000	1,766,000	1,840,000	100.0	91.6	83.0	75.7	82.8	86.3	+ 4.2
Candy and confectionery stores	33	141,700	101,000	108,000	115,000	100.0	94.6	79.0	71.3	76.2	81.2	+ 6.5
Grocery and combination stores	224	1,647,600	1,348,000	1,500,000	1,539,000	100.0	94.0	89.0	81.8	91.0	93.4	+ 2.6
Meat markets (including sea foods)	48	328,400	154,000	146,000	174,000	100.0	78.0	54.5	46.9	44.5	53.0	+ 19.2
Country General Stores	168	3,253,200	2,180,000	2,302,000	2,300,000	100.0	80.6	67.1	67.0	70.8	70.7	- 0.1
General Merchandise Group	8	2,304,900	1,504,000	1,595,000	1,665,000	100.0	76.1	66.5	65.3	69.2	72.2	+ 4.4
Automotive Group	76	1,960,700	901,000	1,034,000	1,154,000	100.0	85.2	51.1	46.0	52.7	58.9	+ 11.6
Motor vehicle dealers	21	1,608,800	655,000	798,000	897,000	100.0	83.7	45.5	40.7	49.6	55.8	+ 12.4
Filling stations	23	165,400	114,000	117,000	128,000	100.0	96.1	76.8	68.9	70.7	77.4	+ 9.4
Garages	29	175,000	125,000	113,000	123,000	100.0	89.1	77.7	71.4	64.6	70.3	+ 8.8
Apparel Group	52	1,298,600	974,000	1,008,000	1,002,000	100.0	93.1	71.5	75.0	77.6	77.2	- 0.6
Men's and boys' clothing and furnishings (includes custom tailors)	33	248,300	180,000	186,000	186,000	100.0	94.2	77.3	72.5	74.9	74.9	---
Family clothing stores	6	797,500	587,000	622,000	618,000	100.0	89.3	64.6	73.6	78.0	77.5	- 0.6
Women's apparel and accessories stores	8	53,600	44,000	41,000	42,000	100.0	92.2	80.2	75.1	70.0	71.7	+ 2.4
Shoe stores	5	194,200	163,000	159,000	156,000	100.0	107.6	89.6	83.9	81.9	80.3	- 1.9
Building Materials Group	11	429,600	217,000	259,000	263,000	100.0	76.6	56.3	50.5	60.3	61.2	+ 1.5
Hardware stores	4	85,300	38,000	39,000	38,000	100.0	80.9	55.1	44.5	45.7	44.5	- 2.6
Lumber and building material dealers	3	244,400	105,000	142,000	149,000	100.0	70.8	48.3	43.0	58.1	61.0	+ 4.9
Electrical shops (without radio)												
Heating and plumbing shops	4	99,900	74,000	78,000	76,000	100.0	87.1	77.1	74.1	78.1	76.1	- 2.6
Paint and glass stores												
Furniture and Household Group	13	406,200	215,000	309,000	324,000	100.0	74.8	58.3	52.9	76.1	79.8	+ 4.9

(1) and (2): See footnotes on page 11.

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MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1935

Table 6.--PRINCE EDWARD ISLAND - 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, 1934-1935
	Number(1) of Stores	Total Net Sales	1933	1934	1935	1930	1931	1932	1933	1934	1935	
		\$	\$	\$	\$							
Restaurants, Cafeterias and Eating Places	19	141,900	95,000	92,000	97,000	100.0	88.1	69.8	66.9	64.8	68.4	+ 5.4
Other Retail Stores	188	1,846,500	1,172,000	1,284,000	1,241,000	100.0	85.1	68.7	63.5	69.5	67.2	- 3.3
Farmers' supply stores	16	434,300	180,000	241,000	238,000	100.0	60.1	43.5	41.4	55.5	54.8	- 1.2
Coal and wood yards	7	477,700	350,000	375,000	351,000	100.0	100.9	81.2	73.3	78.5	73.5	- 6.4
Drug stores	20	352,600	258,000	263,000	260,000	100.0	93.0	76.0	73.2	74.6	73.7	- 1.1
Jewellery stores	9	97,600	52,000	56,000	57,000	100.0	76.8	61.5	53.3	57.4	58.4	+ 1.8
Unclassified kinds of business	129	428,600	286,000	304,000	290,000	100.0	87.0	73.5	66.7	70.9	67.7	- 4.6

(1) The numbers of stores shown in this column relate only to 1930.

(2) In a few instances, figures for 1933 and 1934 have been revised.

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

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