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DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN THE

MARITIME PROVINCES

1936

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Published by Authority of the Hon. W.D. Euler, M.P.,  
Minister of Trade and Commerce.

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OTTAWA

1937

Price 10 cents

Published by Authority of the HON. W. D. EULER, M.P.,  
Minister of Trade and Commerce.

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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, 1936

Retail sales in the Maritime Provinces reached a total of \$165,415,000 in 1936, exceeding by 8.2 per cent the \$152,839,000 recorded for 1935, which in turn was 5.5 per cent above the 1934 figure. Direct comparison between 1936 and the low point reached in 1933 reveals a 27 per cent improvement although sales last year were still about 16 per cent below the 1930 level. The index of sales for 1936 on the 1930 base stands at 83.7. Nova Scotia sales were 7.2 per cent greater in 1936 than in 1935; New Brunswick sales were up by 8.6 per cent, while more than average gains for country general stores and motor vehicle dealers in Prince Edward Island contributed to a more substantial increase of 14.6 per cent in the total retail trade of that province as a whole.

Motor vehicle dealers again reported the best improvement in the year-to-year comparison, sales totalling \$20,333,000 for this group in 1936, exceeding by 20.2 per cent the \$16,913,000 recorded for the preceding year. These figures refer to the total business of motor vehicle dealers including revenue from such subsidiary activities as the sale of gas and oil, parts and accessories, receipts from repairs and services performed, in addition to the sale of new and used cars and commercial vehicles. Data for new vehicle sales only show that 2,501 units sold for \$9,682,576 in the three Maritime Provinces in 1936 compared with 7,729 units for \$7,645,403 in 1935, these figures reflecting increases of 22.9 per cent and 26.6 per cent in number of units and value of sales respectively.

The hardware trade responded to the general improvement in building activity and increased its volume of business compared with 1935 by 11.6 per cent. Retail dealers in lumber and building materials recorded an even better increase of 16.9 per cent. Furniture store sales were up by 13.8 per cent. Country general store sales increased by 7.7 per cent, while department store sales at \$18,797,000 were 7.0 per cent greater than in 1935. Grocery and combination store sales reached a total of \$29,431,000, exceeding by 3.9 per cent the \$28,326,000 recorded for the preceding year. Meat market sales increased 5.0 per cent from \$1,763,000 in 1935 to \$1,852,000 in 1936. Coal and wood yard dealers in all three provinces reported slight declines, aggregate sales for the economic division as a whole being 3.0 per cent lower in 1936 than in 1935.

Chain Stores and Sales.--There were 67 different chain store companies with 519 unit stores in the Maritime Provinces last year. Annual chain sales totalled \$26,244,500 or 15.9 per cent of the total sales of all stores including chains and independents. These figures reveal an increase in the proportion of total retail trade transacted by chains from the preceding year when 64 chain companies with 485 stores transacted 15.1 per cent of the annual retail business. Government liquor store sales are included with the chain figures for these reports of the Census of Merchandising. Government liquor store sales in Nova Scotia were 15.4 per cent higher in 1936 than in the preceding year. In New Brunswick the gain for the same type of store was 13.1 per cent. These increases, being considerably in excess of that for the total retail trade as a whole, are largely responsible for the higher ratio of chain to total sales in 1936 compared with 1935. The proportion of the grocery and combination store business transacted by chains declined slightly from 19.6 per cent in 1935 to 19.4 per cent in 1936. In the former year there were 15 different chains in this field with 145 stores and \$5,539,700 sales, while in the latter year there were 16 chains with 151 stores and \$5,702,600 sales. The variety store continues as a typical chain store field of endeavour while four drug chains with 27 unit stores and \$730,300 sales accounted for 15.4 per cent of the annual business of all drug stores.



### Prince Edward Island

Retail sales in Prince Edward Island totalled \$11,351,000 in 1936 compared with \$9,901,000 in 1935, \$8,905,000 in 1933 and \$13,773,700 in 1930, the first year for which these figures are available. Sales in 1936 were 14.6 per cent greater than in 1935, 27.5 per cent above the low point in 1933 but were still almost 18 per cent below the 1930 level, the index of sales for 1936 on the 1930 base standing at 82.4.

Motor vehicle dealers reported the best improvement relative to 1935 with a gain of 31.8 per cent. Country general stores also reported a substantial gain of 20.2 per cent. Stores in the apparel group averaged 9.5 per cent more business than in 1935 while grocery and combination store sales were up by 5.8 per cent.

### Nova Scotia

Retail sales in Nova Scotia in 1936 reached a total of \$87,099,000, exceeding by 7.2 per cent the amount recorded for 1935 and bringing the dollar value of retail trade to within 13 per cent of the 1930 level; the index for 1936 on the base 1930 equals 100 stands at 87.5.

In this province variety stores with a gain of 17.1 per cent showed the best improvement in the year-to-year comparison. Sales for this type of store were \$2,335,000 for 1936 compared with \$1,994,000 for 1935. Motor vehicle dealer sales at \$10,682,000 were 15.2 per cent above the corresponding figure for the preceding year. Lumber and building material dealers reported an increase of 23.1 per cent while hardware store sales were up by 9.7 per cent. Increases for other important classifications are 9.0 per cent for furniture stores, 5.6 per cent for country general stores, 4.3 per cent for grocery and combination stores and 2.8 per cent for drug stores. Coal and wood yard sales declined by 3.7 per cent.

### New Brunswick

Dollar value of retail trade in New Brunswick at \$66,965,000 in 1936 was 8.6 per cent above the \$61,681,000 recorded for 1935, 27.9 per cent above 1933, but still about 20 per cent below the 1930 level. Indexes of sales on the base 1930 equals 100 stand at 79.4 for 1936, 73.1 for 1935 and 62.1 for 1933.

Motor vehicle dealers reported the best increase over 1935, sales of \$8,469,000 for this group in 1936 ranging 25.6 per cent above the \$6,743,000 recorded for the preceding year. Furniture store sales at \$1,312,000 were 18.2 per cent higher than in 1935 while hardware store sales were up by 14.2 per cent. Increases for other important lines of business are 7.4 per cent for country general stores, 6.8 per cent for drug stores and 2.9 per cent for grocery and combination stores. Sales for the apparel group as a whole were up 6.9 per cent, individual lines of business within the group showing increases of 3.2 per cent for men's clothing stores, 11.4 per cent for family clothing stores, 4.4 per cent for women's specialty shops and 5.1 per cent for shoe stores.

Scope of Report.--The figures for 1930 given 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 1936 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. Including chains and independents, reports were secured from 2,363 stores in the Maritime Provinces and it is estimated that these transacted 69 per cent of the total retail trade of this division. The indexes of sales computed from returns from these reporting firms have been applied to the total sales figures for 1930 in order to give the most accurate estimate possible of the total retail trade in later years. It should, therefore, be understood that the sales figures given in this report for years subsequent to 1930 are estimates of the total trade and do not relate 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.



MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1936

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, 1936/35
	Number(1) of Stores	Total Net Sales											
			1933	1935	1936	1930	1931	1932	1933	1934	1935	1936	
		\$	\$	\$	\$								
Total, All Stores .....	11,749	197,665,500	130,119,000	152,839,000	165,415,000	100.0	87.6	71.3	65.8	73.3	77.3	83.7	+ 8.2
Food Group .....	5,071	41,924,100	31,375,000	34,303,000	35,658,000	100.0	92.1	80.3	74.8	79.1	81.8	85.1	+ 4.0
Country General Stores .....	1,736	30,002,900	20,883,000	24,095,000	25,960,000	100.0	84.7	72.0	69.6	77.7	80.3	86.5	+ 7.7
General Merchandise Group .....	255	32,423,100	21,776,000	24,789,000	27,006,000	100.0	87.3	69.9	67.2	73.6	76.5	83.3	+ 8.9
Automotive Group .....	1,038	29,912,900	14,957,000	23,536,000	27,300,000	100.0	75.8	56.6	50.0	64.7	78.7	91.3	+16.0
Apparel Group .....	819	16,813,400	11,101,000	12,328,000	12,997,000	100.0	86.4	69.5	66.0	71.8	73.3	77.3	+ 5.4
Building Materials Group .....	288	8,301,600	4,455,000	5,515,000	6,267,000	100.0	80.5	60.9	53.7	64.5	66.4	75.5	+13.6
Furniture and Household Group .....	246	6,379,100	3,168,000	4,079,000	4,559,000	100.0	83.8	58.0	49.7	62.1	63.9	71.5	+11.8
Restaurants, Cafeterias and Eating Places .....	414	2,820,700	1,877,000	2,120,000	2,276,000	100.0	88.8	70.3	66.5	71.1	75.2	80.7	+ 7.4
Other Retail Stores .....	1,813	22,288,000	15,561,000	16,379,000	16,874,000	100.0	91.0	77.2	69.8	74.1	73.5	75.7	+ 3.0
Government Liquor Stores .....	69	6,799,700	4,966,000	5,695,000	6,518,000	100.0	128.2	96.2	73.0	76.5	83.8	95.9	+14.5
Grocery and combination stores .....	3,327	33,515,700	25,779,000	28,326,000	29,421,000	100.0	92.4	81.9	76.9	81.6	84.5	87.8	+ 3.9
Meat markets (including sea foods) ..	374	2,826,400	1,674,000	1,763,000	1,852,000	100.0	83.6	66.1	59.2	59.3	62.4	65.5	+ 5.0
Department stores .....	20	24,212,700	15,898,000	17,567,000	18,797,000	100.0	85.8	67.1	65.7	71.0	72.6	77.6	+ 7.0
Motor vehicle dealers .....	235	22,409,500	9,424,000	16,913,000	20,333,000	100.0	71.1	47.8	42.1	59.4	75.5	90.7	+20.2
Filling stations(3) .....	440	3,803,000	3,368,000	4,214,000	4,351,000	100.0	97.7	99.0	88.6	100.2	110.8	114.4	+ 3.3
Men's and boys' clothing and furnish- ing stores (includes custom tailors)	340	5,505,900	3,478,000	4,011,000	4,243,000	100.0	81.6	64.5	63.2	70.1	72.8	77.1	+ 5.8
Women's apparel and accessories stores	233	3,259,300	1,910,000	1,970,000	2,011,000	100.0	88.1	69.3	58.6	61.5	60.4	61.7	+ 2.1
Shoe stores .....	116	2,467,800	1,694,000	1,804,000	1,843,000	100.0	81.5	68.9	68.6	71.7	73.1	74.7	+ 2.2
Hardware stores .....	134	4,081,900	2,421,000	2,970,000	3,314,000	100.0	84.2	65.3	59.3	69.6	72.8	81.2	+11.6
Lumber and building material dealers.	37	2,521,300	1,124,000	1,364,000	1,595,000	100.0	73.3	51.8	44.6	53.0	54.1	63.3	+16.9
Furniture stores .....	76	3,405,100	1,922,000	2,404,000	2,736,000	100.0	85.8	63.6	56.4	68.5	70.6	80.4	+13.8
Radio and music stores .....	76	1,787,200	636,000	724,000	731,000	100.0	81.1	47.6	38.4	42.3	40.5	40.9	+ 1.0
Coal and wood yards .....	120	6,494,100	5,196,000	5,071,000	4,917,000	100.0	93.9	85.2	80.0	82.2	78.1	75.7	- 3.0
Drug stores .....	282	5,699,100	4,198,000	4,522,000	4,735,000	100.0	93.7	83.5	73.7	77.2	79.3	83.1	+ 4.7

(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) 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.



MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1936

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

	1930	1933	1934	1935	1936
ALL STORES, TOTAL -					
Chains .....	66	64	60	64	67
Stores (maximum) .	407	481	477	485	519
Chain sales .....	\$ 24,800,700	\$ 19,647,700	\$ 21,518,000	\$ 23,139,400	\$ 26,244,500
Total sales .....	\$197,665,500	\$130,119,000	\$144,835,000	\$152,839,000	\$165,415,000
%, chains to total	12.5	15.1	14.9	15.1	15.9
Grocery and Combination Stores -					
Chains .....	12	17	15	15	16
Stores (maximum) .	98	156	149	145	151
Chain sales .....	\$ 4,664,500	\$ 5,474,600	\$ 5,512,700	\$ 5,539,700	\$ 5,702,600
Total sales .....	\$ 33,515,700	\$ 25,779,000	\$ 27,356,000	\$ 28,326,000	\$ 29,431,000
%, chains to total	13.9	21.2	20.2	19.6	19.4
Variety Stores -					
Chains .....	3	3	4	5	5
Stores (maximum) .	24	24	30	35	39
Chain sales .....	\$ 3,398,400	\$ 2,720,300	\$ 3,164,400	\$ 3,644,000	\$ 4,235,000
Total sales .....	\$ 3,655,600	\$ 2,937,000	\$ 3,403,000	\$ 3,890,000	\$ 4,502,000
%, chains to total	93.0	92.6	93.0	93.7	94.1
Drug Stores -					
Chains .....	4	4	4	4	4
Stores (maximum) .	23	25	26	26	27
Chain sales .....	\$ 793,100	\$ 638,000	\$ 670,200	\$ 698,600	\$ 730,300
Total sales .....	\$ 5,699,100	\$ 4,198,000	\$ 4,401,000	\$ 4,522,000	\$ 4,735,000
%, chains to total	13.9	15.2	15.2	15.4	15.4

Table 3.--Comparison of Total Sales and Chain Store Sales, by Provinces

	1930	1933	1934	1935	1936
Maritime Provinces -					
Chains .....	66	64	60	64	67
Stores (maximum) .	407	481	477	485	519
Chain sales .....	\$ 24,800,700	\$ 19,647,700	\$ 21,518,000	\$ 23,139,400	\$ 26,244,500
Total sales .....	\$197,665,500	\$130,119,000	\$144,835,000	\$152,839,000	\$165,415,000
%, chains to total	12.5	15.1	14.9	15.1	15.9
Prince Edward Island -					
Chains .....	7	5	7	8	7
Stores (maximum) .	12	8	8	8	7
Chain sales .....	\$ 678,700	\$ 350,900	\$ 411,100	\$ 460,200	\$ 500,300
Total sales .....	\$ 13,773,700	\$ 8,905,000	\$ 9,684,000	\$ 9,901,000	\$ 11,351,000
%, chains to total	4.9	3.9	4.2	4.6	4.4
Nova Scotia -					
Chains .....	48	50	47	47	50
Stores (maximum) .	227	283	274	283	301
Chain sales .....	\$ 12,163,300	\$ 11,715,500	\$ 12,613,200	\$ 13,623,300	\$ 14,953,100
Total sales .....	\$ 99,519,900	\$ 68,839,000	\$ 76,818,000	\$ 81,257,000	\$ 87,099,000
%, chains to total	12.2	17.0	16.4	16.8	17.2
New Brunswick -					
Chains .....	42	41	42	45	46
Stores (maximum) .	168	190	195	194	211
Chain sales .....	\$ 11,958,700	\$ 7,581,300	\$ 8,493,700	\$ 9,055,900	\$ 10,791,100
Total sales .....	\$ 84,371,900	\$ 52,375,000	\$ 58,333,000	\$ 61,681,000	\$ 66,965,000
%, chains to total	14.2	14.5	14.6	14.7	16.1

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



MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1936

Table 4.--Comparison of Department Store Sales by Commodity Groups for 1935 and 1936

Department	Sales <sup>(1)</sup> in 1935	Sales in 1936	% of Change
Total Sales, All Departments .....	17,567,000	18,797,000	+ 7.0
Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.) .....	4,378,000	4,516,000	+ 3.2
Automotive supplies (including tires, batteries, auto- motive parts) .....	224,000	260,000	+16.1
Cafeterias and restaurants (including fountain and lunch rooms) .....	66,000	72,000	+ 9.1
Clothing and furnishings, men's and boys' (including hats and caps) .....	2,433,000	2,511,000	+ 3.2
Drugs and toilet articles and preparations (including cameras and photographic supplies) .....	554,000	586,000	+ 5.8
Dry goods and notions (including piece goods) .....	3,170,000	3,344,000	+ 5.5
Home furnishings (draperies, curtains, china, window shades, floor coverings) .....			
Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.) .....	132,000	172,000	+30.3
Food and kindred products (groceries, meats, provis- ions, candies, fruits, vegetables) .....	906,000	1,038,000	+14.6
Furniture (including mattresses, springs) .....	897,000	1,048,000	+16.8
Hardware and kitchen utensils (including paints, wall- paper) .....	829,000	905,000	+ 9.2
Household appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps, etc.) .....	380,000	466,000	+22.6
Jewellery and optical goods (including clocks, watches, silverware, plated ware) .....	243,000	275,000	+13.2
Leather goods and travelling goods (including purses and hand-bags) .....	157,000	160,000	+ 1.9
Millinery .....	290,000	295,000	+ 1.7
Radios, musical instruments and supplies .....	308,000	398,000	+29.2
Shoes and other footwear (men's, women's and children's)	1,855,000	1,900,000	+ 2.4
Sporting goods (including bicycles, toys, games) .....	289,000	354,000	+22.5
Stationery, books and magazines .....	208,000	212,000	+ 1.9
Receipts from repair or service departments, not in- cluded elsewhere (such as hairdressing, electrical contracting, fur storage, interior decorating) .....	22,000	26,000	+18.2
Miscellaneous merchandise .....	226,000	259,000	+14.6

(1) Figures shown above for 1935 have been revised slightly from those published in the corresponding table last year.



## MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1936

Table 5.--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, 1936/25
	Number (1) of Stores	Total Net Sales	1933	1935	1936	1930	1931	1932	1933	1934	1935	1936	
Total, All Stores .....	851	13,773,700	8,905,000	9,901,000	11,351,000	100.0	83.8	67.4	64.7	70.3	71.9	82.4	+14.6
Food Group .....	316	2,132,100	1,615,000	1,840,000	1,932,000	100.0	91.6	83.0	75.7	82.8	86.3	90.6	+ 5.0
Grocery and combination stores .....	224	1,647,600	1,348,000	1,539,000	1,628,000	100.0	94.0	89.0	81.8	91.0	93.4	98.8	+ 5.8
Meat markets (including sea foods) .....	48	328,400	154,000	174,000	173,000	100.0	78.0	54.5	46.9	44.5	53.0	52.7	+ 0.6
Country General Stores .....	168	3,253,200	2,120,000	2,300,000	2,765,000	100.0	80.6	67.1	67.0	70.8	70.7	85.0	+20.2
General Merchandise Group .....	8	2,304,900	1,504,000	1,665,000	1,957,000	100.0	76.1	66.5	65.3	69.2	72.2	84.9	+17.5
Automotive Group .....	76	1,960,700	933,000	1,169,000	1,484,000	100.0	85.6	52.4	47.6	54.5	59.6	75.7	+26.9
Motor vehicle dealers .....	21	1,608,800	655,000	897,000	1,182,000	100.0	83.7	45.5	40.7	49.6	55.8	73.5	+31.8
Filling stations (3) .....	23	165,400	146,000	143,000	162,000	100.0	101.0	91.9	88.3	91.9	86.5	97.9	+13.3
Apparel Group .....	52	1,298,600	974,000	1,002,000	1,097,000	100.0	93.1	71.5	75.0	77.6	77.2	84.5	+ 9.5
Men's and boys' clothing and furnishings (includes custom tailors) .....	33	248,300	180,000	186,000	213,000	100.0	94.2	77.3	72.5	74.9	74.9	85.8	+14.5
Family clothing stores .....	6	797,500	537,000	618,000	671,000	100.0	89.3	64.6	73.6	78.0	77.5	84.1	+ 8.6
Shoe stores .....	5	194,200	163,000	156,000	170,000	100.0	107.6	89.6	83.9	81.9	80.3	87.5	+ 9.0
Building Materials Group .....	11	429,600	217,000	263,000	304,000	100.0	76.6	56.3	50.5	60.3	61.2	70.8	+15.6
Furniture and Household Group .....	13	406,200	215,000	324,000	365,000	100.0	74.8	58.3	52.9	76.1	79.8	89.9	+12.7
Restaurants, Cafeterias and Eating Places .....	19	141,900	95,000	97,000	104,000	100.0	88.1	69.8	66.9	64.8	68.4	73.3	+ 7.2
Other Retail Stores .....	188	1,846,500	1,172,000	1,241,000	1,343,000	100.0	85.1	68.7	63.5	69.5	67.2	72.7	+ 8.2
Farmers' supply stores .....	16	434,300	180,000	238,000	280,000	100.0	60.1	43.5	41.4	55.5	54.8	64.5	+17.6
Coal and wood yards .....	7	477,700	350,000	351,000	350,000	100.0	100.9	81.2	73.3	78.5	73.5	73.3	+ 0.3
Drug stores .....	20	352,600	258,000	260,000	274,000	100.0	93.0	76.0	73.2	74.6	73.7	77.7	+ 5.4
Jewellery stores .....	9	97,600	52,000	57,000	70,000	100.0	76.8	61.5	53.3	57.4	58.4	71.7	+22.8

(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) 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.

Note: Group totals may include figures for classifications not separately shown.



MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1936

Table 6.--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, 1936/35	
	Number(1) of Stores	Total Net Sales												
			1933	1935	1936	1930	1931	1932	1933	1934	1935	1936		
		\$	\$	\$	\$									
Total, All Stores .....	6,464	99,519,900	68,839,000	81,257,000	87,099,000	100.0	90.3	75.1	69.2	77.2	81.6	87.5	+ 7.2	
Food Group .....	2,937	24,809,500	18,738,000	20,733,000	21,636,000	100.0	93.8	81.0	75.5	80.5	83.6	87.2	+ 4.4	
Candy and confectionery stores .....	541	2,209,300	1,471,000	1,596,000	1,633,000	100.0	94.0	75.7	66.6	73.7	72.2	73.9	+ 2.3	
Grocery and combination stores .....	1,889	19,674,000	15,346,000	17,077,000	17,811,000	100.0	94.1	82.6	78.0	83.6	86.8	90.5	+ 4.3	
Meat markets (including sea foods) ....	209	1,574,900	967,000	998,000	1,063,000	100.0	89.7	72.0	61.4	59.3	63.4	67.5	+ 6.5	
Country General Stores .....	862	14,513,500	10,174,000	11,852,000	12,516,000	100.0	84.4	74.4	70.1	78.1	81.7	86.2	+ 5.6	
General Merchandise Group ...	149	11,438,300	8,584,000	10,096,000	11,306,000	100.0	90.9	78.3	75.0	85.0	88.3	98.8	+12.0	
Variety stores .....	22	1,990,400	1,622,000	1,994,000	2,335,000	100.0	96.8	86.6	81.5	91.8	100.2	117.3	+17.1	
Automotive Group .....	511	16,254,400	8,876,000	13,413,000	14,877,000	100.0	77.9	60.3	54.6	69.3	82.5	91.5	+10.9	
Motor vehicle dealers .....	101	11,829,800	5,442,000	9,273,000	10,682,000	100.0	73.9	51.4	46.0	63.2	78.4	90.3	+15.2	
Filling stations(3) .....	229	2,148,300	2,138,000	2,720,000	2,694,000	100.0	99.6	107.2	99.5	113.5	126.6	125.4	+ 1.0	
Garages .....	160	1,853,500	1,053,000	1,172,000	1,231,000	100.0	80.2	63.5	56.8	60.2	63.2	66.4	+ 5.0	
Apparel Group .....	460	9,141,500	6,040,000	6,793,000	7,054,000	100.0	85.2	68.7	66.1	73.2	74.3	77.2	+ 3.8	
Men's and boys' clothing and furnish- ings (includes custom tailors) .....	193	3,398,700	2,185,000	2,487,000	2,649,000	100.0	81.6	65.5	64.3	71.5	73.2	77.9	+ 6.5	
Family clothing stores .....	70	2,491,900	1,851,000	2,134,000	2,234,000	100.0	94.4	80.3	74.3	83.1	85.6	89.7	+ 4.7	
Women's apparel and accessories stores.	125	1,859,100	1,076,000	1,175,000	1,182,000	100.0	87.1	65.6	57.9	63.8	63.2	63.6	+ 0.6	
Shoe stores .....	72	1,391,800	928,000	997,000	989,000	100.0	75.1	60.0	66.7	72.1	71.6	71.1	- 0.8	
Building Materials Group ....	162	4,513,000	2,459,000	2,979,000	3,417,000	100.0	78.9	62.2	54.5	63.5	66.0	75.7	+14.7	
Hardware stores .....	83	2,443,500	1,428,000	1,785,000	1,958,000	100.0	78.2	63.1	58.4	69.7	73.1	80.1	+ 9.7	
Lumber and building material dealers ..	21	1,446,100	698,000	814,000	1,002,000	100.0	79.7	60.4	48.3	53.6	56.3	69.3	+23.1	

(1), (2) and (3): See footnotes on page 8.



## MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1936

Table 6.--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, 1936/35
	Number(1) of Stores	Total Net Sales											
			1933	1935	1936	1930	1931	1932	1933	1934	1935	1936	
Furniture and Household Group.	146	3,380,600	1,807,000	2,100,000	2,262,000	100.0	83.5	61.0	53.5	62.4	62.1	66.9	+ 7.7
Furniture stores .....	40	1,461,600	938,000	1,046,000	1,140,000	100.0	90.8	70.5	64.2	72.8	71.6	78.0	+ 9.0
Radio and music stores .....	51	1,242,800	521,000	534,000	550,000	100.0	74.7	48.6	41.9	45.1	43.0	44.3	+ 3.0
Restaurants, Cafeterias and Eating Places .....	221	1,474,500	982,000	1,112,000	1,202,000	100.0	88.9	70.4	66.6	71.1	75.4	81.5	+ 8.1
Other Retail Stores(4) .....	984	11,996,500	8,370,000	8,860,000	8,998,000	100.0	90.3	75.8	69.8	74.0	73.9	75.0	+ 1.6
Farmers' supply stores .....	56	897,000	565,000	712,000	719,000	100.0	89.3	68.2	63.0	75.3	79.4	80.2	+ 1.0
Book stores .....	21	317,900	234,000	305,000	328,000	100.0	94.1	74.2	73.6	86.2	95.9	103.2	+ 7.5
Coal and wood yards .....	60	3,590,300	3,005,000	2,883,000	2,776,000	100.0	93.1	86.5	83.7	84.7	80.3	77.3	+ 3.7
Drug stores .....	147	3,015,500	2,066,000	2,266,000	2,329,000	100.0	86.2	76.0	68.5	72.5	75.1	77.2	+ 2.8
Jewellery stores .....	63	942,900	525,000	595,000	615,000	100.0	100.9	63.1	55.7	59.9	63.1	65.2	+ 3.4
Office, school and store supplies and equipment dealers .....	17	606,300	272,000	362,000	382,000	100.0	69.8	51.5	44.9	54.4	59.7	63.0	+ 5.5
Tobacco stores and stands .....	51	823,800	493,000	503,000	524,000	100.0	91.9	72.2	59.8	63.0	61.1	63.6	+ 4.2
Unclassified kinds of business .....	551	1,636,900	1,086,000	1,109,000	1,204,000	100.0	91.0	73.4	66.3	71.1	67.7	73.6	+ 8.6
Government liquor stores .....	32	1,998,100	2,809,000	3,319,000	3,831,000	100.0	248.1	188.5	140.6	146.1	166.1	191.7	+15.4

(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) 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) Government liquor stores not included.

Note: Group totals may include figures for classifications not separately shown.



MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1936

Table 7.--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, 1936/35
	Number(1) of Stores	Total Net Sales	1933	1935	1936	1930	1931	1932	1933	1934	1935	1936	
Total, All Stores .....	4,434	84,371,900	52,375,000	61,681,000	66,965,000	100.0	85.0	67.6	62.1	69.1	73.1	79.4	+ 8.6
Food Group .....	1,818	14,982,500	11,022,000	11,730,000	12,090,000	100.0	89.5	78.8	73.6	76.2	78.3	80.7	+ 3.1
Candy and confectionery stores .....	236	975,500	751,000	746,000	759,000	100.0	95.8	83.1	77.0	77.3	76.5	77.8	+ 1.7
Grocery and combination stores .....	1,214	12,194,100	9,085,000	9,710,000	9,992,000	100.0	89.5	79.9	74.5	77.2	79.6	81.9	+ 2.9
Meat markets (including sea foods) .....	117	923,100	553,000	591,000	616,000	100.0	76.3	60.1	59.9	64.6	64.0	66.7	+ 4.2
Country General Stores .....	706	12,236,200	8,529,000	9,943,000	10,679,000	100.0	86.2	70.4	69.7	79.0	81.3	87.3	+ 7.4
General Merchandise Group .....	98	18,679,900	11,688,000	13,028,000	13,743,000	100.0	86.4	65.1	62.6	67.3	69.7	73.6	+ 5.5
Automotive Group .....	451	11,697,800	5,148,000	8,954,000	10,939,000	100.0	71.2	52.0	44.0	60.1	76.5	93.5	+22.2
Motor vehicle dealers .....	113	8,970,900	3,337,000	6,743,000	8,469,000	100.0	65.3	43.5	37.2	56.3	75.2	94.4	+25.6
Filling stations(3) .....	188	1,489,300	1,084,000	1,351,000	1,495,000	100.0	94.7	87.9	72.8	81.9	90.7	100.4	+10.7
Garages .....	136	1,108,400	652,000	787,000	896,000	100.0	88.3	72.1	58.8	62.3	71.0	80.8	+13.9
Apparel Group .....	307	6,373,300	4,087,000	4,533,000	4,846,000	100.0	86.7	70.3	64.1	68.6	71.1	76.0	+ 6.9
Men's and boys' clothing and furnishings (includes custom tailors) .....	114	1,858,900	1,113,000	1,338,000	1,381,000	100.0	80.0	61.0	59.9	66.8	72.0	74.3	+ 3.2
Family clothing stores .....	54	2,291,000	1,581,000	1,791,000	1,995,000	100.0	91.0	72.6	69.0	76.1	78.2	87.1	+11.4
Women's apparel and accessories stores ...	100	1,341,600	790,000	753,000	786,000	100.0	89.3	74.0	58.9	58.1	56.1	58.6	+ 4.4
Shoe stores .....	39	881,800	603,000	651,000	684,000	100.0	86.0	78.4	68.4	68.8	73.8	77.6	+ 5.1
Building Materials Group .....	115	3,359,000	1,779,000	2,273,000	2,546,000	100.0	83.2	59.8	53.0	66.5	67.7	75.8	+12.0
Hardware stores .....	47	1,553,100	955,000	1,147,000	1,310,000	100.0	93.9	69.5	61.5	70.7	73.9	84.3	+14.2
Lumber and building material dealers .....	13	830,800	321,000	401,000	427,000	100.0	63.0	37.9	38.6	50.6	48.3	51.4	+ 6.5

(1), (2) and (3): See footnotes on page 10.



MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1936

Table 7.--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, 1936/35
	Number(1) of Stores	Total Net Sales	1933	1935	1936	1930	1931	1932	1933	1934	1935	1936	
Furniture and Household Group ..	87	2,592,300	1,146,000	1,655,000	1,932,000	100.0	85.7	53.9	44.2	59.6	63.8	74.5	+16.7
Furniture stores .....	35	1,678,000	828,000	1,110,000	1,312,000	100.0	83.5	57.9	49.3	61.3	66.2	78.2	+18.2
Radio and music stores .....	22	460,600	132,000	151,000	143,000	100.0	99.2	44.9	28.7	35.0	32.8	31.0	- 5.3
Restaurants, Cafeterias and Eating Places .....	174	1,204,300	800,000	911,000	970,000	100.0	88.8	70.2	66.4	71.7	75.6	80.5	+ 6.5
Other Retail Stores(4) .....	641	8,445,000	6,019,000	6,278,000	6,533,000	100.0	93.3	81.1	71.3	75.3	74.3	77.4	+ 4.1
Farmers' supply stores .....	40	759,100	522,000	570,000	580,000	100.0	92.2	72.7	68.8	76.8	75.1	76.4	+ 1.8
Book stores .....	15	350,500	210,000	235,000	250,000	100.0	81.0	63.9	59.9	64.2	67.0	71.3	+ 6.4
Coal and wood yards .....	53	2,426,100	1,841,000	1,837,000	1,791,000	100.0	93.7	84.0	75.9	79.2	75.7	73.8	- 2.5
Drug stores .....	115	2,331,000	1,874,000	1,996,000	2,132,000	100.0	103.6	94.3	80.4	83.8	85.6	91.5	+ 6.8
Jewellery stores .....	37	502,900	283,000	346,000	379,000	100.0	76.4	64.2	56.3	65.2	68.8	75.4	+ 9.5
Office, school and store supplies and equipment dealers .....	11	297,600	117,000	167,000	194,000	100.0	66.9	43.0	39.3	52.4	56.1	65.2	+16.2
Tobacco stores and stands .....	43	608,500	455,000	403,000	430,000	100.0	102.2	87.1	74.8	70.2	66.2	70.7	+ 6.7
Unclassified kinds of business .....	310	967,000	580,000	589,000	647,000	100.0	83.8	69.6	60.0	64.8	60.9	66.9	+ 9.8
Government liquor stores .....	37	4,801,600	2,157,000	2,376,000	2,687,000	100.0	78.2	57.8	44.9	47.5	49.5	56.0	+13.1

(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) 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) Government liquor stores not included.

Note: Group totals may include figures for classifications not separately shown.



