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RETAIL MERCHANDISE TRADE

IN THE

MARITIME PROVINCES

CALENDAR YEAR

1937



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Dominion Statistician:	R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Chief, Internal Trade Branch:	Herbert Marshall, B.A., F.S.S.
Statistician:	A. C. Steedman, B.A.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in the Maritime Provinces, 1937.

Retail sales in the Maritime Provinces totalled \$187,740,000 in 1937, exceeding by 12.7 per cent the \$166,565,000 recorded in 1936 which, in turn, was 9.0 per cent above the 1935 figure. Direct comparison between 1937 and the low point reached in 1933 reveals a 44 per cent improvement although sales last year were still 5 per cent below the 1930 level. The index of sales for 1937 on the 1930 base stands at 95.0. Nova Scotia sales were 12.6 per cent greater in 1937 than in 1936; New Brunswick sales were up by 14.5 per cent and Prince Edward Island by 3.5 per cent.

For the third year in succession motor vehicle dealers reported the best improvement in the year-to-year comparisons. Their sales, totalling \$27,510,000, exceeded those for 1936 by 28.1 per cent. It may be noted that 1936 sales were 27.0 per cent in excess of 1935 and 1935 sales were 27.0 per cent in excess of 1934. 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.

As a result of continued building activity, the sales of dealers in lumber and building materials were 22.6 per cent greater than in 1936, while sales of hardware stores rose 16.4 per cent over the previous year, bringing their sales index up to 94.5. Sales of furniture stores rose 16.7 per cent. The largest volume of business is usually recorded by grocery and combination stores. In 1937 this amounted to \$31,810,000, an increase of 8.1 per cent over the previous year. Their sales index stood at 94.9.

Chain Stores and Sales

In 1937, there were 66 chain store companies doing business in the Maritimes with 507 unit stores. Annual chain sales totalled \$30,771,400, or 16.4 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 67 chain companies with 519 stores and sales of \$26,244,500 transacted 15.8 per cent of the annual retail business. Government liquor storesales are included with the chain figures. As the increases in liquor store sales were considerably higher than for other types of business, they are largely responsible for the higher ratio of chain to total sales in 1937 compared with 1936 or 1935. The proportion of grocery and combination store business transacted by chains declined slightly from 19.4 per cent in 1936 to 19.3 per cent in 1937. In 1936, there were 16 different chains in this field with 151 stores and sales of \$5,702,600, while in 1937 there were 15 chains with 137 stores and sales of \$6,129,500. The variety store continued as a typical chain store field of endeavour obtaining in 1937, 95.5 per cent of the total annual sales of both chain and independent variety stores. Three drug chains with 23 units and sales of \$7,017,000 accounted for 13.3 per cent of the annual business of all drug stores.

Department Stores

Sales of department stores in 1937 amounted to \$20,507,000, an increase of 9.1 per cent from the 1936 sales of \$18,797,000. Practically all departments recorded gains over the previous year ranging from 1.0 to 53.0 per cent. The one exception, the department selling radios and musical instruments, recorded a loss of 26.0 per cent, sales falling from \$397,900 in 1936 to \$294,300 in 1937. Sales of household appliances and electrical supplies (washing machines, sewing machines, electrical irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps) were up 53.5 per cent, amounting to \$786,300 in value. Sales of hardware and kitchen utensils were up 22.4 per cent; furniture, 17.7 per cent; and jewellery and optical goods, 12.8 per cent.

Prince Edward Island

Retail sales in Prince Edward Island amounted to \$11,748,000 in 1937 compared with \$11,351,000 in 1936, \$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 1937 were 3.5 per cent greater than in 1936 and 31.8 per cent above the low period in 1933, but were still almost 15 per cent below the 1930 level. The index of sales for 1937 on the base 1930 equals 100 stood at 85.3 as compared with 82.4 for 1936.

Dealers in furniture and household goods reported the best improvement relative to 1936, their sales being up 17.3 per cent. The sales index for this group stood at 105.4 on the base 1930 equals 100. Motor vehicle dealers in 1937 recorded a sales improvement of 17.1 per cent over the previous year. Their gain in 1936 over 1935 was 31.8 per cent. The index for motor vehicle dealers stood at 86.0. The apparel group showed an improvement of 6.8 per cent largely due to the gain in sales of dealers in men's and boys' clothing and furnishings. Sales of country general stores, on the other hand, declined 1.4 per cent after having recorded a substantial gain the previous year. The heaviest falling off in sales was experienced by farmers' supply stores which recorded a decline of 23.6 per cent.

Nova Scotia

Nova Scotia is the one province in Canada in which retail sales have almost returned to the 1930 level. In 1937, they amounted to \$99,336,000, gaining 12.6 per cent over the previous year and raising the sales index to 99.8 on the base 1930 equals 100.

Motor vehicle dealers, with a gain of 26.7 per cent, showed the best improvement in the year-to-year comparison. Their total sales in 1937 amounted to \$14,996,000 compared with \$11,832,000 in 1936. Gains in all lines of business were general, the most notable being as follows: office, school and store supplies and equipment, 24.3 per cent; government liquor stores, 21.3 per cent; furniture stores, 20.7 per cent; hardware stores, 16.7 per cent; lumber and building material dealers, 15.6 per cent; family clothing stores, 15.1 per cent; farmers' supply stores, 14.4 per cent; book stores, 14.0 per cent.

New Brunswick

Retail stores in New Brunswick in 1937 were up 14.5 per cent over the previous year, amounting to \$76,656,000 compared with \$66,965,000 in 1936. Index of sales on the base 1930 equals 100 stood at 90.9 compared with 79.4 for 1936, 73.1 for 1935, and 62.1 for 1933.

Advances were recorded in practically all lines of business, but improvement was particularly marked in some. A large increase was reported by motor vehicle dealers, their sales of \$11,130,000 being 31.4 per cent in excess of the previous year. The rapid recovery of this business is noteworthy. Sales in 1936 showed a 25.6 per cent improvement over 1935, and sales in 1935 were a 33.5 per cent improvement over 1934. The sales index for motor vehicle dealers on the base 1930 equals 100 stood at 124.1 for 1937. Filling stations and garages, following the trend for the industry as a whole, shared in this improvement, their sales advancing 23.5 and 26.5 per cent respectively over the previous year. The sales index of filling stations stood at 124.0 while garages stood at 102.2.

Government liquor stores reported sales of \$3,535,000 for 1937, an advance of 31.6 per cent over 1936. While the sales for 1937 were a marked advance over 1936, nevertheless, they have not risen as rapidly as those of more staple lines and the index at the end of the year stood at 73.6. Among other lines of business recording gains in sales in 1937 were the following: lumber and building materials, 47.5 per cent; office, school and store supplies and equipment, 30.4 per cent; hardware stores, 16.4 per cent; and drug stores, 14.0 per cent.

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 2,665 stores in the Maritime Provinces and it is estimated that these transacted 73 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, 1937.

Table I.--Total Net Sales and Sales Indexes, for Kinds of Business Groups
and Selected Kinds of Business

Kind of Business	1930		Total Net Sales, Estimated (2)			Indexes of Retail Sales (1930 = 100)							% of Change, 1937/36
	Number(1) of Stores	Total Net Sales											
			1933	1936	1937	1930	1932	1933	1934	1935	1936	1937	
		\$	\$	\$	\$								
Total, All Stores	11,749	197,665,500	130,119,000	166,565,000	187,740,000	100.0	71.3	65.8	73.3	77.3	84.3	95.0	+12.7
✓Food Group	5,071	41,924,100	31,375,000	35,658,000	38,632,000	100.0	80.3	74.8	79.1	81.8	85.1	92.1	+ 8.3
✓Country General Stores	1,736	30,002,900	20,883,000	25,960,000	28,063,000	100.0	72.0	69.6	77.7	80.3	86.5	93.5	+ 8.1
✓General Merchandise Group	255	32,423,100	21,776,000	27,006,000	29,564,000	100.0	69.9	67.2	73.6	76.5	83.3	91.2	+ 9.5
Automotive Group	1,038	29,912,900	14,957,000	28,450,000	35,383,000	100.0	56.6	50.0	64.7	78.7	95.1	118.3	+24.4
Apparel Group	819	16,813,400	11,101,000	12,997,000	14,371,000	100.0	69.5	66.0	71.8	73.3	77.3	85.5	+10.6
Building Materials Group	288	8,301,600	4,455,000	6,267,000	7,409,000	100.0	60.9	53.7	64.5	66.4	75.5	89.2	+18.2
Furniture and Household Group	246	6,379,100	3,168,000	4,559,000	5,264,000	100.0	58.0	49.7	62.1	63.9	71.5	82.5	+15.5
Restaurants, Cafeterias and Eating Places	414	2,820,700	1,877,000	2,276,000	2,499,000	100.0	70.3	66.5	71.1	75.2	80.7	88.6	+ 9.8
Other Retail Stores	1,813	22,288,000	15,561,000	16,874,000	18,372,000	100.0	77.2	69.8	74.1	73.5	75.7	82.4	+ 8.9
Government Liquor Stores	69	6,799,700	4,966,000	6,518,000	8,183,000	100.0	96.2	73.0	76.5	83.8	95.9	120.3	+25.5
Grocery and combination stores	3,327	33,515,700	25,779,000	29,431,000	31,810,000	100.0	81.9	76.9	81.6	84.5	87.8	94.9	+ 8.1
Meat markets (including sea foods) ..	374	2,826,400	1,674,000	1,852,000	1,964,000	100.0	66.1	59.2	59.3	62.4	65.5	69.5	+ 6.0
✓Department stores	20	24,212,700	15,898,000	18,797,000	20,507,000	100.0	67.1	65.7	71.0	72.6	77.6	84.7	+ 9.1
Motor vehicle dealers	235	22,409,500	9,434,000	21,483,000	27,510,000	100.0	47.8	42.1	59.4	75.5	95.9	122.8	+28.1
Filling stations (3)	440	3,803,000	3,368,000	4,351,000	4,837,000	100.0	99.0	88.6	100.2	110.8	114.4	127.2	+11.2
Men's and boys' clothing and furnish- ing stores (includes custom tailors)	340	5,505,900	3,478,000	4,243,000	4,740,000	100.0	64.5	63.2	70.1	72.8	77.1	86.1	+11.7
Women's apparel and accessories stores	233	3,259,300	1,910,000	2,011,000	2,164,000	100.0	69.3	58.6	61.5	60.4	61.7	66.4	+ 7.6
Shoe stores	116	2,467,800	1,694,000	1,843,000	2,002,000	100.0	68.9	68.6	71.7	73.1	74.7	81.1	+ 8.6
Hardware stores	134	4,081,900	2,421,000	3,314,000	3,857,000	100.0	65.3	59.3	69.6	72.8	81.2	94.5	+16.4
Lumber and building material dealers	37	2,521,300	1,124,000	1,595,000	1,956,000	100.0	51.8	44.6	53.0	54.1	63.3	77.6	+22.6
Furniture Stores	76	3,405,100	1,922,000	2,736,000	3,193,000	100.0	63.6	56.4	68.5	70.6	80.4	93.8	+16.7
Radio and music stores	76	1,787,200	686,000	731,000	756,000	100.0	47.6	38.4	42.3	40.5	40.9	42.3	+ 3.4
Coal and wood yards	120	6,494,100	5,196,000	4,917,000	5,034,000	100.0	85.2	80.0	82.2	78.1	75.7	77.5	+ 2.4
Drug stores	282	5,699,100	4,198,000	4,735,000	5,269,000	100.0	83.5	73.7	77.2	79.3	83.1	92.5	+11.3

(1) The number of stores is 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.

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MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1937.

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

	1930	1933	1936	1937
ALL STORES, TOTAL -				
Chains	66	64	67	66
Stores (maximum)	407	481	519	507
Chain sales	\$ 24,800,700	\$ 19,647,700	\$ 26,244,500	\$ 30,771,400
Total sales	\$197,665,500	\$130,119,000	\$166,565,000	\$187,740,000
%, chains to total	12.5	15.1	15.8	16.4
Grocery and Combination Stores-				
Chains	12	17	16	15
Stores (maximum)	98	156	151	137
Chain sales	\$ 4,664,500	\$ 5,474,600	\$ 5,702,600	\$ 6,129,500
Total sales	\$ 53,515,700	\$ 25,779,000	\$ 29,431,000	\$ 31,810,000
%, chains to total	13.9	21.2	19.4	19.3
Variety Stores -				
Chains	3	3	5	5
Stores (maximum)	24	24	39	43
Chain sales	\$ 3,398,400	\$ 2,720,300	\$ 4,235,000	\$ 4,826,600
Total sales	\$ 3,655,600	\$ 2,937,000	\$ 4,502,000	\$ 5,055,000
%, chains to total	93.0	92.6	94.1	95.5
Drug Stores -				
Chains	4	4	4	3
Stores (maximum)	25	25	27	23
Chain sales	\$ 793,100	\$ 638,000	\$ 730,300	\$ 701,700
Total sales	\$ 5,699,100	\$ 4,198,000	\$ 4,735,000	\$ 5,269,000
%, chains to total	13.9	15.2	15.4	13.3

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

	1930	1933	1936	1937
Maritime Provinces -				
Chains	66	64	67	66
Stores (maximum)	407	481	519	507
Chain sales	\$ 24,800,700	\$ 19,647,700	\$ 26,244,500	\$ 30,771,400
Total sales	\$197,665,500	\$130,119,000	\$166,565,000	\$187,740,000
%, chains to total	12.5	15.1	15.8	16.4
Prince Edward Island -				
Chains	7	5	7	7
Stores (maximum)	12	8	7	7
Chain sales	\$ 678,700	\$ 350,900	\$ 500,300	\$ 507,700
Total sales	\$ 13,773,700	\$ 8,905,000	\$ 11,351,000	\$ 11,748,000
%, chains to total	4.9	3.9	4.4	4.3
Nova Scotia -				
Chains	48	50	50	49
Stores (maximum)	227	283	301	295
Chain sales	\$ 12,163,500	\$ 11,715,500	\$ 14,953,100	\$ 17,384,900
Total sales	\$ 99,519,900	\$ 68,839,000	\$ 88,249,000	\$ 99,336,000
%, chains to total	12.2	17.0	16.9	17.5
New Brunswick -				
Chains	42	41	46	44
Stores (maximum)	168	190	211	205
Chain sales	\$ 11,958,700	\$ 7,581,300	\$ 10,721,100	\$ 12,878,800
Total sales	\$ 84,371,900	\$ 52,375,000	\$ 66,965,000	\$ 76,656,000
%, chains to total	14.2	14.5	16.1	16.8

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

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1937.

Table 4.--Comparison of Department Store Sales by Commodity Groups for 1936 and 1937.

Department	Sales in 1936 \$	Sales in 1937 \$	% of Change
Total Sales, All Departments	18,797,000	20,507,000	+ 9.1
Women's dresses, coats and suits (including sports wear and house dresses)	1,772,600	1,894,900	+ 6.9
Girls' and infants' wear	708,200	795,700	+12.4
Hosiery and gloves	890,000	952,900	+ 7.1
Lingerie and corsets (including negligees and robes, knit underwear, nurses' and maids' uniforms)	1,017,300	1,086,400	+ 6.8
Millinery	299,500	323,900	+ 8.1
Women's, girls' and infants' apparel and accessories, total (Sum of above)	4,687,600	5,053,800	+ 7.8
Men's and boys' clothing and furnishings	2,542,900	2,673,700	+ 5.1
Drugs and toilet articles and preparations (including cameras and photographic supplies)	575,100	625,700	+ 8.8
Piece goods (silks, woollens, cottons, linens), patterns, linens and bedding	1,725,900	1,844,100	+ 2.8
Small wares - laces, handkerchiefs, neckwear, ribbons, buttons, thread, yarns	632,300	653,200	+ 3.3
Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables). Do not include restaurant receipts	914,100	951,700	+ 0.8
Furniture (including mattresses, springs)	1,044,200	1,229,500	+17.7
Home furnishings - draperies, curtains, floor coverings, china, glassware, pictures, window shades	965,000	1,036,800	+ 7.4
Household appliances and electrical supplies - washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps	512,200	786,300	+53.5
Hardware and kitchen utensils (including paints, wallpaper)	943,500	1,154,400	+22.4
Radios, musical instruments and supplies	397,900	294,300	-26.0
Shoes and other footwear (men's, women's and children's).	1,895,200	2,099,200	+10.8
Stationery, books and magazines	205,400	214,700	+ 4.5
Jewellery and optical goods (including clocks, watches, silverware, plated ware)	345,000	389,200	+12.8
All other departments, total	1,312,700	1,500,400	+14.3
(Difference between sum of individual items and grand totals)			

Note: The departmental groupings shown above have been revised from those used in earlier reports.

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1937.

Table 5.--PRINCE EDWARD ISLAND - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	1930		Total Net Sales, Estimated (2)			Indexes of Retail Sales (1930=100)							% of Change, 1937/36
	Number (1) of Stores	Total Net Sales	1933	1936	1937	1930	1932	1933	1934	1935	1936	1937	
Total, All Stores	881	\$ 13,773,700	\$ 3,905,000	\$ 11,351,000	\$ 11,743,000	100.0	87.4	64.7	70.3	71.9	82.4	85.3	+ 3.5
Food Group	316	2,132,100	1,615,000	1,932,000	1,969,000	100.0	83.0	75.7	82.8	86.3	90.6	92.4	+ 1.9
Grocery and combination stores	224	1,647,600	1,343,000	1,628,000	1,664,000	100.0	89.0	81.8	91.0	93.4	98.8	101.0	+ 2.2
Meat markets (including sea foods)	48	328,400	154,000	173,000	159,000	100.0	54.5	46.9	44.5	53.0	52.7	43.4	- 8.1
Country General Stores	168	3,253,200	2,180,000	2,765,000	2,726,000	100.0	67.1	67.0	70.8	70.7	85.0	85.8	- 1.4
General Merchandise Group	8	2,304,900	1,504,000	1,957,000	1,985,000	100.0	66.5	65.3	69.2	72.2	84.9	86.1	+ 1.4
Automotive Group	73	1,960,700	933,000	1,484,000	1,722,000	100.0	52.4	47.6	54.5	59.6	75.7	87.8	+16.0
Motor vehicle dealers	21	1,603,800	655,000	1,182,000	1,384,000	100.0	45.5	40.7	49.6	55.8	73.5	86.0	+17.1
Filling stations (3)	23	165,400	146,000	162,000	173,000	100.0	91.9	82.3	91.9	86.5	97.9	107.6	+ 9.9
Apparel Group	52	1,298,600	974,000	1,097,000	1,172,000	100.0	71.5	75.0	77.6	77.2	84.5	90.2	+ 6.8
Men's and boys' clothing and furnishings (includes custom tailors)	33	248,300	130,000	213,000	255,000	100.0	77.3	72.5	74.9	74.9	85.3	102.7	+19.7
Family clothing stores	6	297,500	327,000	671,000	691,000	100.0	64.6	73.6	78.0	77.5	84.1	86.6	+ 3.0
Shoe stores	5	194,200	163,000	170,000	180,000	100.0	89.6	83.9	81.9	80.3	87.5	92.7	+ 5.9
Building Materials Group	11	429,600	217,000	304,000	291,000	100.0	56.3	50.5	60.3	61.2	70.8	67.7	- 4.3
Furniture and Household Group	13	406,200	215,000	365,000	428,000	100.0	53.3	52.9	76.1	79.8	89.9	105.4	+17.3
Restaurants, Cafeterias and Eating Places	19	141,900	95,000	104,000	115,000	100.0	69.8	66.9	64.8	68.4	73.3	81.0	+10.6
Other Retail Stores	183	1,846,500	1,172,000	1,343,000	1,340,000	100.0	68.7	63.5	69.5	67.2	72.7	72.6	- 0.2
Farmers' supply stores	16	434,300	180,000	280,000	214,000	100.0	43.5	41.4	55.5	54.8	64.5	49.3	-23.6
Coal and wood yards	7	477,700	350,000	350,000	372,000	100.0	81.2	73.3	78.5	73.5	73.3	77.9	+ 6.3
Drug stores	20	352,600	258,000	274,000	296,000	100.0	76.0	73.2	74.6	73.7	77.7	83.9	+ 8.0
Jewellery stores	9	27,600	52,000	70,000	69,000	100.0	61.5	53.3	57.4	58.4	71.7	70.7	- 1.4

(1) The number of stores is 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, 1937.

Table 6.--NOVA SCOTIA - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	1930		Total Net Sales, Estimated (2)			Indexes of Retail Sales (1930=100)							% of Change, 1937/36
	Number(1) of Stores	Total Net Sales	1933	1936	1937	1930	1932	1933	1934	1935	1936	1937	
Total, All Stores	6,464	\$ 99,519,900	\$ 68,839,000	\$ 88,249,000	\$ 99,336,000	100.0	75.1	69.2	77.2	81.6	88.7	99.8	+12.6
Food Group	2,937	24,609,500	18,738,000	21,636,000	23,546,000	100.0	81.0	75.5	80.5	83.6	87.2	94.9	+ 8.8
Candy and confectionery stores	541	2,209,300	1,471,000	1,633,000	1,826,000	100.0	75.7	66.6	73.7	72.2	73.9	82.7	+11.8
Grocery and combination stores	1,889	19,674,000	15,346,000	17,811,000	19,325,000	100.0	82.6	78.0	83.6	86.8	90.5	98.2	+ 8.5
Meat markets (including sea foods)	209	1,574,900	967,000	1,063,000	1,165,000	100.0	72.0	61.4	59.3	63.4	67.5	74.0	+ 9.6
Country General Stores	862	14,513,500	10,174,000	12,516,000	13,355,000	100.0	74.4	70.1	78.1	81.7	86.2	92.0	+ 6.7
General Merchandise Group	149	11,438,300	8,534,000	11,306,000	12,773,000	100.0	78.3	75.0	85.0	88.3	98.8	111.7	+13.0
Variety stores	22	1,990,400	1,622,000	2,335,000	2,641,000	100.0	86.6	81.5	91.8	100.2	117.3	132.7	+13.1
Automotive Group	511	16,254,800	8,876,000	16,027,000	19,464,000	100.0	60.3	54.6	69.3	82.5	98.6	119.7	+21.4
Motor vehicle dealers	101	11,000,000	5,442,000	11,832,000	14,996,000	100.0	51.4	46.0	63.2	78.4	100.0	126.8	+26.7
Filling stations(3)	229	2,148,500	2,138,000	2,694,000	2,812,000	100.0	107.2	99.5	113.5	126.6	125.4	130.9	+ 4.4
Garages	160	1,653,500	1,053,000	1,231,000	1,558,000	100.0	63.5	56.8	60.2	63.2	66.4	73.3	+10.3
Apparel Group	460	9,141,500	6,040,000	7,054,000	7,894,000	100.0	63.7	66.1	73.2	74.3	77.2	86.4	+11.9
Men's and boys' clothing and furnish- ings (includes custom tailors)	193	3,398,700	2,185,000	2,649,000	3,007,000	100.0	65.5	64.3	71.5	73.2	77.9	88.5	+13.5
Family clothing stores	70	2,491,900	1,851,000	2,234,000	2,571,000	100.0	80.3	74.3	83.1	85.6	89.7	103.2	+15.1
Women's apparel and accessories stores ..	125	1,859,100	1,076,000	1,182,000	1,253,000	100.0	65.6	57.9	65.8	63.2	63.6	67.4	+ 6.0
Shoe stores	72	1,391,800	928,000	989,000	1,063,000	100.0	60.0	66.7	72.1	71.6	71.1	76.4	+ 7.5
Building Materials Group	162	4,513,000	2,459,000	3,417,000	3,905,000	100.0	62.2	54.5	63.5	66.0	75.7	86.5	+14.3
Hardware stores	83	2,443,500	1,428,000	1,958,000	2,285,000	100.0	63.1	58.4	69.7	73.1	80.1	93.5	+16.7
Lumber and building material dealers	21	1,446,100	698,000	1,002,000	1,158,000	100.0	60.4	48.3	53.6	56.3	69.3	80.1	+15.6
Furniture and Household Group .	146	3,380,600	1,807,000	2,262,000	2,612,000	100.0	61.0	53.5	62.4	62.1	66.9	77.3	+15.5
Furniture stores	40	1,461,600	938,000	1,140,000	1,376,000	100.0	70.5	64.2	72.8	71.6	78.0	94.1	+20.7
Radio and music stores	51	1,242,800	521,000	550,000	553,000	100.0	48.6	41.9	45.1	43.0	44.3	44.5	+ 0.5

(1), (2) and (3): See footnotes on Page 9.

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1937

Table 6.--NOVA SCOTIA - Total Net Sales and Sales Indexes, by Kinds of Business--(Cont'd.) -

Kind of Business	1930		Total Net Sales, Estimated (2)			Indexes of Retail Sales (1930 = 100)							% of Change, 1937/36
	Number(1) of Stores	Total Net Sales	1933	1936	1937	1930	1932	1933	1934	1935	1936	1937	
		\$	\$	\$	\$								
Restaurants, Cafeterias and Eating Places	221	1,474,500	982,000	1,202,000	1,310,000	100.0	70.4	66.6	71.1	75.4	81.5	88.8	+ 9.0
Other Retail Stores (4)	984	11,996,500	8,370,000	8,998,000	9,829,000	100.0	75.8	69.8	74.0	73.9	75.0	81.9	+ 9.2
Farmers' supply stores	56	897,000	565,000	719,000	823,000	100.0	68.2	63.0	75.3	79.4	80.2	91.8	+14.4
Book stores	21	317,900	234,000	328,000	374,000	100.0	74.2	73.6	86.2	95.9	103.2	117.6	+14.0
Coal and wood yards	60	3,590,300	3,005,000	2,776,000	2,837,000	100.0	86.5	83.7	84.7	80.3	77.3	79.0	+ 2.2
Drug stores	147	3,015,500	2,066,000	2,329,000	2,543,000	100.0	76.0	68.5	72.5	75.1	77.2	84.3	+ 9.2
Jewellery stores	63	942,900	525,000	615,000	663,000	100.0	63.1	55.7	59.9	63.1	65.2	70.3	+ 7.8
Office, school and store supplies and equipment dealers	17	606,300	272,000	382,000	475,000	100.0	51.5	44.9	54.4	59.7	63.0	78.3	+24.3
Tobacco stores and stands	51	823,800	493,000	524,000	574,000	100.0	72.2	59.8	63.0	61.1	63.6	69.7	+ 9.5
Miscellaneous kinds of business (Includes secondhand stores)	551	1,636,900	1,056,000	1,304,000	1,409,000	100.0	73.4	65.3	71.1	67.7	73.6	86.1	+17.0
Government liquor stores	32	1,998,100	2,809,000	3,831,000	4,648,000	100.0	188.5	140.6	146.1	166.1	191.7	232.6	+21.3

(1) The number of stores is 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, 1937.

Table 7.--NEW BRUNSWICK - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	1 9 3 0		Total Net Sales, Estimated(2)			Indexes of Retail Sales (1930 = 100)							% of Change; 1937/36
	Number(1) of Stores	Total Net Sales	1933	1936	1937	1930	1932	1933	1934	1935	1936	1937	
		\$	\$	\$	\$								
Total, All Stores	4,434	84,371,900	52,375,000	66,965,000	76,656,000	100.0	67.6	62.1	69.1	73.1	79.4	90.9	+14.5
Food Group	1,818	14,982,500	11,022,000	12,080,000	13,117,000	100.0	78.8	73.6	76.2	78.3	80.7	87.5	+ 8.5
Candy and confectionery stores	236	975,500	751,000	759,000	866,000	100.0	83.1	77.0	77.3	76.5	77.8	88.8	+14.1
Grocery and combination stores	1,214	12,194,100	9,085,000	9,992,000	10,821,000	100.0	79.9	74.5	77.2	79.6	81.9	88.7	+ 8.3
Meat markets (including sea foods)	117	923,100	553,000	616,000	640,000	100.0	60.1	59.9	64.6	64.0	66.7	69.3	+ 3.9
Country General Stores	706	12,236,200	8,529,000	10,679,000	11,982,000	100.0	70.4	69.7	79.0	81.3	87.3	97.9	+12.2
General Merchandise Group	98	18,679,900	11,688,000	13,743,000	14,806,000	100.0	65.1	62.6	67.3	69.7	73.6	79.3	+ 7.7
Automotive Group	451	11,697,800	5,148,000	10,939,000	14,197,000	100.0	52.0	44.0	60.1	76.5	93.5	121.4	+29.8
Motor vehicle dealers	113	8,970,900	3,337,000	8,469,000	11,130,000	100.0	43.5	37.2	56.3	75.2	94.4	124.1	+31.4
Filling stations(3)	188	1,489,300	1,084,000	1,495,000	1,847,000	100.0	87.9	72.8	81.9	90.7	100.4	124.0	+23.5
Garages	136	1,108,400	652,000	896,000	1,133,000	100.0	72.1	58.8	62.3	71.0	80.8	102.2	+26.5
Apparel Group	307	6,373,300	4,087,000	4,846,000	5,305,000	100.0	70.3	64.1	68.6	71.1	76.0	83.2	+ 9.5
Men's and boys' clothing and furnishings (includes custom tailors)	114	1,858,900	1,113,000	1,381,000	1,478,000	100.0	61.0	59.9	66.8	72.0	74.3	79.5	+ 7.0
Family clothing stores	54	2,291,000	1,581,000	1,995,000	2,203,000	100.0	72.6	69.0	76.1	78.2	87.1	96.2	+10.4
Women's apparel and accessories stores	100	1,341,600	790,000	786,000	865,000	100.0	74.0	58.9	58.1	56.1	58.6	64.5	+10.1
Shoe stores	39	881,800	603,000	684,000	759,000	100.0	78.4	68.4	68.8	73.8	77.6	86.1	+11.0
Building Materials Group	115	3,359,000	1,779,000	2,546,000	3,213,000	100.0	59.8	53.0	66.5	67.7	75.8	95.7	+26.2
Hardware stores	47	1,553,100	955,000	1,310,000	1,525,000	100.0	69.5	61.5	70.7	73.9	84.3	98.2	+16.4
Lumber and building material dealers	13	830,800	321,000	427,000	630,000	100.0	37.9	38.6	50.6	48.3	51.4	75.8	+47.5

(1), (2) and (3): See footnotes on page 11.

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1937.

Table 7.--NEW BRUNSWICK - Total Net Sales and Sales Indexes, by Kinds of Business--(Cont'd.) -

Kind of Business	1 9 3 0		Total Net Sales, Estimated ⁽²⁾			Indexes of Retail Sales (1930 = 100)							% of Change, 1937/36
	Number(1) of Stores	Total Net Sales	1933	1936	1937	1930	1932	1933	1934	1935	1936	1937	
		\$	\$	\$	\$								
Furniture and Household Group	87	2,592,300	1,146,000	1,932,000	2,224,000	100.0	53.9	44.2	59.6	63.8	74.5	85.8	+15.1
Furniture stores	35	1,678,000	828,000	1,312,000	1,484,000	100.0	57.9	49.3	61.3	66.2	78.2	88.4	+13.1
Radio and music stores	22	460,600	132,000	143,000	160,000	100.0	44.9	28.7	35.0	32.8	31.0	34.7	+11.9
Restaurants, Cafeterias and Eating Places	174	1,204,300	800,000	970,000	1,074,000	100.0	70.2	66.4	71.7	75.6	80.5	89.2	+10.7
Other Retail Stores (4)	641	8,445,000	6,019,000	6,533,000	7,203,000	100.0	81.1	71.3	75.3	74.3	77.4	85.3	+10.3
Farmers' supply stores	40	759,100	522,000	580,000	671,000	100.0	72.7	68.8	76.8	75.1	76.4	88.4	+15.7
Book stores	15	350,500	210,000	250,000	279,000	100.0	63.9	59.9	64.2	67.0	71.3	79.6	+11.6
Coal and wood yards	53	2,426,100	1,841,000	1,791,000	1,825,000	100.0	84.0	75.9	79.2	75.7	73.8	75.2	+ 1.9
Drug stores	115	2,331,000	1,874,000	2,132,000	2,430,000	100.0	94.3	80.4	83.8	85.6	91.5	104.2	+14.0
Jewellery stores	37	502,900	283,000	379,000	409,000	100.0	64.2	56.3	65.2	68.8	75.4	81.3	+ 7.9
Office, school and store supplies and equipment dealers	11	297,600	117,000	194,000	253,000	100.0	43.0	39.3	52.4	56.1	65.2	85.0	+30.4
Tobacco stores and stands	43	608,500	455,000	430,000	456,000	100.0	87.1	74.8	70.2	66.2	70.7	74.9	+ 6.1
Miscellaneous kinds of business (Includes secondhand stores)	310	967,000	580,000	647,000	746,000	100.0	69.6	60.0	64.8	60.9	66.9	77.1	+15.3
Government liquor stores	37	4,801,600	2,157,000	2,687,000	3,535,000	100.0	57.8	44.9	47.5	49.5	56.0	73.6	+31.6

(1) The number of stores is 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.



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NOTE: This report is a preliminary report and should not be used for statistical purposes.

1. The purpose of this report is to provide information on the results of the survey.

(1) The survey was conducted in 1987 and the results are presented in this report.

(2) The survey was conducted in 1987 and the results are presented in this report.

(3) The survey was conducted in 1987 and the results are presented in this report.

(4) The survey was conducted in 1987 and the results are presented in this report.

(5) The survey was conducted in 1987 and the results are presented in this report.

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