

63-D-27  
13  
OCT 14 1939

C A N A D A

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN THE

MARITIME PROVINCES

CALENDAR YEAR

1938

-----+ + +-----

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

+ + +

OTTAWA

1939

Price 10 cents

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

---

DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
INTERNAL TRADE BRANCH  
OTTAWA, CANADA

---

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, 1938

Retail sales in the Maritime Provinces amounted to \$178,578,000 in 1938, a drop of 4.9 per cent from the sales of the previous year, but nevertheless a gain of 7.2 per cent on the sales of 1936. Direct comparison between 1938 and the low point reached in 1933 reveals a 37 per cent improvement although sales last year were still 9.7 per cent below the 1930 level. The index of sales for 1938 on the base 1930 equals 100 stands at 90.3 compared with 95.0 for 1937, 84.3 for 1936, 77.3 for 1935 and 65.8 for 1933.

Decreases were recorded in the sales of practically all lines of business. In the food group retail sales amounted to \$38,060,000 in 1938 compared with \$38,632,000 the previous year, a drop of 1.5 per cent. The index for the food group stands at 90.8 for 1938 compared with 92.1 for 1937, 85.1 for 1936 and 74.8 for 1933. Within the food group, grocery and combination stores had sales totalling \$31,201,000, a decline of 1.9 per cent from 1937, while sales of meat markets (including fish markets) amounted to \$2,041,000, an increase of 3.9 per cent over the previous year. Sales of country general stores amounting to \$27,236,000 were down 2.9 per cent from \$28,063,000 the previous year.

Sales of the automotive group amounted to \$32,185,000 in 1938, a drop of 9.0 per cent from \$35,383,000 in 1937. Due to the marked increases of sales recorded by the automotive group in the preceding years, however, the index was well maintained. In 1935 the retail sales of the automotive group were 21.5 per cent greater than in 1934, the index being raised from 64.7 to 78.7. In 1936 sales for the group were up 20.9 per cent from the previous year, while the increase of 24.4 per cent in 1937 over 1936 raised the index for the group to 118.3 on the base 1930 equals 100. The index for the automotive group stands at 107.6 for 1938; motor vehicle dealers normally account for 75 per cent of the total sales of the automotive group. In 1938 these amounted to \$24,106,000, a decline of 12.4 per cent from the sales of 1937. The index for motor vehicle dealers stands at 107.6 for 1938 compared with 122.8 for 1937, 95.9 for 1936 and 42.1 for 1933. Retail sales of filling stations, while not large in dollar value, increased 3.9 per cent in 1938 over 1937. The index for filling stations stands at 132.2 for 1938 compared with 127.2 for 1937, 114.4 for 1936 and 88.6 for 1933. Compared with other lines of business, the sales of filling stations have held up remarkably well.

Retail sales of the apparel group declined from \$14,371,000 in 1937 to \$13,445,000 in 1938, a drop of 6.4 per cent. The index for the apparel group stands at 80.0 compared with 85.5 for 1937 and 66.0 for 1933. Within the apparel group the sales of men's and boys' clothing and furnishings (including customs tailors) declined 7.4 per cent in 1938 from 1937; sales of women's apparel and accessories stores declined 5.2 per cent and shoe store sales declined 1.8 per cent.

Sales of the building materials group in 1938 were 6.5 per cent below sales for 1937, the index for the year standing at 83.4. Within this group the sales of hardware stores declined 6.0 per cent while retail sales of lumber and building materials dealers were down 12.8 per cent. Sales of furniture stores were down 12.3 per cent; radio and music stores, 13.4 per cent; coal and wood yards, 2.3 per cent and drug stores, 2.8 per cent. There was little change in 1938 in the sales volume



of government liquor stores. In 1937, however, sales of government liquor stores increased 25.5 per cent over the previous year, while in 1936 there was an increase of 14.5 per cent over 1935. The index for government liquor stores stands at 120.7 for 1938, 120.3 for 1937, 95.9 for 1936 and 73.0 for 1933.

#### Chain Stores and Sales

There were 68 chain store companies operating 518 unit stores in the Maritime Provinces in 1938 compared with 66 companies operating 507 stores in 1937. Sales rose from \$30,771,400 in 1937 to \$31,375,200 in 1938. Annual chain sales accounted for 17.6 per cent of the total sales of all retail stores in the Maritime Provinces in 1938. In 1937 chain sales accounted for 16.4 per cent of all retail sales, 15.8 per cent in 1936 and 15.1 per cent in 1935. Sales of government liquor stores are included in the chain figures and it is largely due to their sharply increased sales in 1935, 1936 and 1937 that the ratio of chain sales to total sales has advanced. The proportion of grocery and combination store business transacted by chains has varied but little during recent years. In 1938 there were 15 different chain companies in this field operating 132 unit stores with sales totalling \$6,045,800 or 19.4 per cent of the annual business of all such stores including both chains and independents. In 1937 there were 15 different chains operating 137 unit stores with sales of \$6,129,500 or 19.3 per cent of the total business of all similar stores. The variety store continued to be a typical chain store field of endeavour in 1938 obtaining 95.7 per cent of the total annual sales of both chain and independent variety stores. Three drug store chain companies operating 23 unit stores with sales of \$722,800 accounted for 14.1 per cent of the annual business of all drug stores.

#### Prince Edward Island

Retail sales in Prince Edward Island amounted to \$11,122,000 in 1938 compared with \$11,748,000 in 1937, \$11,351,000 in 1936, \$9,901,000 in 1935, \$8,905,000 in 1933 and \$13,773,700 in 1930. It will be seen that sales in 1938 were 5.3 per cent lower than in 1937 but were still 26 per cent above the low period of 1933. The index of sales for 1938 on the base 1930 equals 100 stands at 80.7 compared with 85.3 for 1937.

Declining sales were recorded in practically all lines of business. Sales of the food group of retail stores declined 2.7 per cent, the index of sales falling from 92.4 in 1937 to 89.8 in 1938. Within this group the sales of grocery and combination stores were down 3.1 per cent and sales of meat markets (including fish markets) were down 0.6 per cent. Country general stores recorded little change but sales of the general merchandise group, including departmental stores, dry goods stores, general merchandise stores and variety stores, were 4.8 per cent less than in 1937. Sales of the automotive group, including motor vehicle dealers, accessories, tires and batteries stores, filling stations and garages were down 14.5 per cent although within the group the sales of filling stations alone were 3.4 per cent greater than in 1937. The 1938 sales of the apparel group were 4.9 per cent below the previous year, the building materials group was down 2.7 per cent, furniture and household group, down 12.1 per cent, and restaurants, cafeterias and eating places, down 14.8 per cent. Sales of jewellery stores were up 5.8 per cent but sales of farmers' supply stores fell off 19.2 per cent, coal and wood yards, 4.0 per cent and drug stores, 1.7 per cent.

#### Nova Scotia

The promise of 1937, in which year retail sales in Nova Scotia almost reached the 1930 level, was not borne out in 1938. Sales fell to a dollar value of \$95,819,000, a decline of 3.5 per cent from the sales of the previous year. The index for 1938 stands at 96.3 compared with 99.8 for 1937, 88.7 for 1936, 81.6 for 1935 and 69.2 for 1933.



There was a decline of 1.1 per cent in the sales of the food group which were valued at \$23,288,000 in 1938 and \$23,546,000 in 1937. The index for the group stands at 93.9 for 1938 compared with 94.9 for 1937, 87.2 for 1936 and 75.5 for 1933. Declines recorded by other groups of retail stores were as follows: general merchandise group (including department stores, dry goods stores, general merchandise stores and variety stores), 3.6 per cent; automotive group (including motor vehicle dealers, dealers in accessories, tires and batteries, filling stations and garages), 7.0 per cent; apparel group (including men's and boys' clothing and furnishings stores, family clothing stores, women's apparel and accessory stores and shoe stores), 6.1 per cent; building materials group (including hardware stores, lumber and building materials dealers and electrical shops), 4.8 per cent; furniture and household group (including furniture stores, household appliance stores and other home furnishings stores), 10.9 per cent.

Sales of country general stores in 1938 also declined 2.0 per cent from the previous year. Farmers' supply stores declined 2.4 per cent; coal and wood yards, 3.7 per cent; drug stores, 4.2 per cent and jewellery stores, 5.7 per cent; office, school and store supply and equipment dealers, 3.7 per cent. On the other hand, sales of tobacco and news stands were up 2.4 per cent.

#### New Brunswick

Sales of retail stores in New Brunswick in 1938 were 6.5 per cent less than in the previous year, amounting to \$71,637,000 in value compared with \$76,656,000 in 1937. The index of sales stands at 84.9 for 1938, 90.9 for 1937, 79.4 for 1936, 73.1 for 1935 and 62.1 for 1933.

Retail sales of the stores comprising the food group amounted to \$12,857,000 which was 2.0 per cent below the value of 1937 sales. The index for the group as a whole stands at 85.8. Sales of the general merchandise group fell 10.8 per cent from \$14,806,000 in 1937 to \$13,200,000 in 1938, the index for the group standing at 70.7 in 1938. The sales of the automotive group, which, as a group has shown remarkable recovery since 1933, were 11.2 per cent below the sales of 1937. Due to the large increase in the years immediately preceding 1938, however, the index stands at 107.8. Sales of the apparel group also fell off in 1938, being 7.2 per cent lower than in the previous year. Sales of the building materials group and furniture and household group declined 8.9 per cent and 10.7 per cent respectively.

Among other retail stores whose 1938 sales recorded decreases from 1937 were country general stores, down 4.7 per cent; restaurants, cafeterias and eating places, 0.7 per cent; book stores, 1.1 per cent; drug stores, 1.4 per cent; office, school and store supplies and equipment dealers, 3.2 per cent and tobacco stores and stands, 2.9 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 1938 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 2,555 stores in the Maritime Provinces and it is estimated that these transacted 72 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. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores.



## MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1938

Table 1.--Total Net Sales and Sales Indexes, for Kinds of Business Groups and Selected Kinds of Business

Kind of Business	1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)									% of Change, 1938/37
	Number(1) of Stores	Total Net Sales			1930	1931	1932	1933	1934	1935	1936	1937	1938	
			1937	1938										
		\$	\$	\$										
Total, All Stores .....	11,749	197,665,500	187,740,000	178,578,000	100.0	87.6	71.3	65.8	73.3	77.3	84.3	95.0	90.3	- 4.9
Food Group .....	5,071	41,924,100	38,632,000	38,060,000	100.0	92.1	80.3	74.8	79.1	81.8	85.1	92.1	90.8	- 1.5
Country General Stores .....	1,736	30,002,900	28,063,000	27,236,000	100.0	84.7	72.0	69.6	77.7	80.3	86.5	93.5	90.8	- 2.9
General Merchandise Group .....	255	32,423,100	29,564,000	27,398,000	100.0	87.3	69.9	67.2	73.6	76.5	83.3	91.2	84.5	- 7.3
Automotive Group .....	1,038	29,912,900	35,383,000	32,185,000	100.0	75.8	56.6	50.0	64.7	78.7	95.1	118.3	107.6	- 9.0
Apparel Group .....	819	16,813,400	14,371,000	13,445,000	100.0	86.4	69.5	66.0	71.8	73.3	77.3	85.5	80.0	- 6.4
Building Materials Group .....	288	8,301,600	7,409,000	6,926,000	100.0	80.5	60.9	53.7	64.5	66.4	75.5	89.2	83.4	- 6.5
Furniture and Household Group .....	246	6,379,100	5,264,000	4,687,000	100.0	83.8	58.0	49.7	62.1	63.9	71.5	82.5	73.5	- 11.0
Restaurants, Cafeterias and Eating Places .....	414	2,820,700	2,499,000	2,481,000	100.0	88.8	70.3	66.5	71.1	75.2	80.7	88.6	88.0	- 0.7
Other Retail Stores .....	1,813	22,288,000	18,372,000	17,950,000	100.0	91.0	77.2	69.8	74.1	73.5	75.7	82.4	80.5	- 2.3
Government Liquor Stores .....	69	6,799,700	8,183,000	8,210,000	100.0	128.2	96.2	73.0	76.5	83.8	95.9	120.3	120.7	+ 0.3
Grocery and combination stores .....	3,327	33,515,700	31,810,000	31,201,000	100.0	92.4	81.9	76.9	81.6	84.5	87.8	94.9	93.1	- 1.9
Meat markets (including fish markets)	374	2,826,400	1,964,000	2,041,000	100.0	83.6	66.1	59.2	59.3	62.4	65.5	69.5	72.2	+ 3.9
Department stores .....	20	24,212,700	20,507,000	18,627,000	100.0	85.8	67.1	65.7	71.0	72.6	77.6	84.7	76.9	- 9.2
Motor vehicle dealers .....	235	22,409,500	27,510,000	24,106,000	100.0	71.1	47.8	42.1	59.4	75.5	95.9	122.8	107.6	- 12.4
Filling stations (3) .....	440	3,803,000	4,837,000	5,028,000	100.0	97.7	99.0	88.6	100.2	110.8	114.4	127.2	132.2	+ 3.9
Men's and boys' clothing and furnish- ing stores (includes custom tailors)	340	5,505,900	4,740,000	4,391,000	100.0	81.6	64.5	63.2	70.1	72.8	77.1	86.1	79.8	- 7.4
Women's apparel and accessories stores .....	233	3,295,300	2,164,000	2,052,000	100.0	88.1	69.3	58.6	61.5	60.4	61.7	66.4	63.0	- 5.2
Shoe stores .....	116	2,467,800	2,002,000	1,965,000	100.0	81.5	68.9	68.6	71.7	73.1	74.7	81.1	79.6	- 1.8
Hardware stores .....	134	4,081,900	3,857,000	3,625,000	100.0	84.2	65.3	59.3	69.6	72.8	81.2	94.5	88.8	- 6.0
Lumber and building material dealers.	37	2,521,300	1,956,000	1,706,000	100.0	73.3	51.8	44.6	53.0	54.1	63.3	77.6	67.7	- 12.8
Furniture stores .....	76	3,405,100	3,193,000	2,799,000	100.0	85.8	63.6	56.4	68.5	70.6	80.4	93.8	82.2	- 12.3
Radio and music stores .....	76	1,787,200	756,000	655,000	100.0	81.1	47.6	38.4	42.3	40.5	40.9	42.3	36.6	- 13.4
Coal and wood yards .....	120	6,494,100	5,034,000	4,916,000	100.0	93.9	85.2	80.0	82.2	78.1	75.7	77.5	75.7	- 2.3
Drug stores .....	282	5,699,100	5,269,000	5,123,000	100.0	93.7	83.5	73.7	77.2	79.3	83.1	92.5	89.9	- 2.8

(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.



MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1938

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

	1930	1933	1937	1938
<b>ALL STORES , TOTAL -</b>				
Chains .....	66	64	66	68
Stores (maximum) .....	407	481	507	518
Chain sales .....	\$ 24,800,700	\$ 19,647,700	\$ 30,771,400	\$ 31,375,200
Total sales .....	\$197,665,500	\$130,119,000	\$187,740,000	\$178,578,000
%, chains to total .....	12.5	15.1	16.4	17.6
<b>Grocery and Combination Stores -</b>				
Chains .....	12	17	15	15
Stores (maximum) .....	98	156	137	132
Chain sales .....	\$ 4,664,500	\$ 5,474,600	\$ 6,129,500	\$ 6,045,800
Total sales .....	\$ 33,515,700	\$ 25,779,000	\$ 31,810,000	\$ 31,201,000
%, chains to total .....	13.9	21.2	19.3	19.4
<b>Variety Stores -</b>				
Chains .....	3	3	5	6
Stores (maximum) .....	24	24	43	48
Chain sales .....	\$ 3,398,400	\$ 2,720,300	\$ 4,826,600	\$ 4,919,400
Total sales .....	\$ 3,655,600	\$ 2,937,000	\$ 5,055,000	\$ 5,138,000
%, chains to total .....	93.0	92.6	95.5	95.7
<b>Drug Stores -</b>				
Chains .....	4	4	3	3
Stores (maximum) .....	23	25	23	23
Chain sales .....	\$ 793,100	\$ 638,000	\$ 701,700	\$ 722,800
Total sales .....	\$ 5,699,100	\$ 4,198,000	\$ 5,269,000	\$ 5,123,000
%, chains to total .....	13.9	15.2	13.3	14.1

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

	1930	1933	1937	1938
<b>Maritime Provinces -</b>				
Chains .....	66	64	66	68
Stores (maximum) .....	407	481	507	518
Chain sales .....	\$ 24,800,700	\$ 19,647,700	\$ 30,771,400	\$ 31,375,200
Total sales .....	\$197,665,500	\$130,119,000	\$187,740,000	\$178,578,000
%, chains to total .....	12.5	15.1	16.4	17.6
<b>Prince Edward Island -</b>				
Chains .....	7	5	7	8
Stores (maximum) .....	12	8	7	9
Chain sales .....	\$ 678,700	\$ 350,900	\$ 507,700	\$ 508,100
Total sales .....	\$ 13,773,700	\$ 8,905,000	\$ 11,748,000	\$ 11,122,000
%, chains to total .....	4.9	3.9	4.3	4.6
<b>Novo Scotia -</b>				
Chains .....	48	50	49	49
Stores (maximum) .....	227	283	295	293
Chain sales .....	\$ 12,163,300	\$ 11,715,500	\$ 17,381,900	\$ 18,148,300
Total sales .....	\$ 99,519,900	\$ 68,839,000	\$ 99,336,000	\$ 95,819,000
%, chains to total .....	12.2	17.0	17.5	18.9
<b>New Brunswick -</b>				
Chains .....	42	41	44	46
Stores (maximum) .....	168	190	205	216
Chain sales .....	\$ 11,958,700	\$ 7,581,300	\$ 12,878,800	\$ 12,718,800
Total sales .....	\$ 84,371,900	\$ 52,375,000	\$ 76,656,000	\$ 71,637,000
%, chains to total .....	14.2	14.5	16.8	17.8

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



## MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1938

Table 4.--PRINCE EDWARD ISLAND - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1938/7
	Number(1) of Stores	Total Net Sales	1937	1938	1930	1931	1932	1933	1934	1935	1936	1937	1938		
		\$	\$	\$											
Total, All Stores .....	851	13,773,700	11,748,000	11,122,000	100.0	83.8	67.4	64.7	70.3	71.9	82.4	85.3	80.7	- 5.3	
Food Group .....	316	2,132,100	1,969,000	1,915,000	100.0	91.6	83.0	75.7	82.8	86.3	90.6	92.4	89.8	- 2.7	
Grocery and combination stores .....	224	1,647,600	1,664,000	1,612,000	100.0	94.0	89.0	81.8	91.0	93.4	98.8	101.0	97.8	- 3.1	
Meat markets (includes fish markets) ...	48	328,400	159,000	158,000	100.0	78.0	54.5	46.9	44.5	53.0	52.7	48.4	48.1	- 0.6	
Country General Stores .....	168	3,253,200	2,726,000	2,729,000	100.0	80.6	67.1	67.0	70.8	70.7	85.0	83.8	83.9	+ 0.1	
General Merchandise Group .....	8	2,304,900	1,985,000	1,889,000	100.0	76.1	66.5	65.3	69.2	72.2	84.9	86.1	82.0	- 4.8	
Automotive Group .....	76	1,960,700	1,722,000	1,472,000	100.0	85.6	52.4	47.6	54.5	59.6	75.7	87.8	75.1	-14.5	
Motor vehicle dealers .....	21	1,608,800	1,384,000	1,128,000	100.0	83.7	45.5	40.7	49.6	55.8	73.5	86.0	70.1	-18.5	
Filling stations(3) .....	23	165,400	178,000	184,000	100.0	101.0	91.9	88.3	91.9	86.5	97.9	107.6	111.2	+ 3.4	
Apparel Group .....	52	1,298,600	1,172,000	1,115,000	100.0	93.1	71.5	75.0	77.6	77.2	84.5	90.3	85.9	- 4.9	
Men's and boys' clothing and furnishings (includes custom tailors) .....	33	248,300	255,000	246,000	100.0	94.2	77.3	72.5	74.9	74.9	85.8	102.7	99.1	- 3.5	
Family clothing stores .....	6	797,500	691,000	654,000	100.0	89.3	64.6	73.6	78.0	77.5	84.1	86.6	82.0	- 5.4	
Shoe stores .....	5	194,200	180,000	167,000	100.0	107.6	89.6	83.9	81.9	80.3	87.5	92.7	86.0	- 7.2	
Building Materials Group .....	11	429,600	291,000	283,000	100.0	76.6	56.3	50.5	60.3	61.2	70.8	67.7	65.9	- 2.7	
Furniture and Household Group .....	13	406,200	428,000	376,000	100.0	74.8	58.3	52.9	76.1	79.8	89.9	105.4	92.6	-12.1	
Restaurants, Cafeterias and Eating Places .....	19	141,900	115,000	98,000	100.0	88.1	69.8	66.9	64.8	68.4	73.3	81.0	69.1	-14.8	
Other Retail Stores .....	188	1,846,500	1,340,000	1,245,000	100.0	85.1	68.7	63.5	69.5	67.2	72.7	72.6	67.4	- 7.1	
Farmers' supply stores .....	16	434,300	214,000	173,000	100.0	60.1	43.5	41.4	55.5	54.8	64.5	49.3	39.8	-19.2	
Coal and wood yards .....	7	477,700	372,000	357,000	100.0	100.9	81.2	73.3	78.5	73.5	73.3	77.9	74.7	- 4.0	
Drug stores .....	20	352,600	296,000	291,000	100.0	93.0	76.0	73.2	74.6	73.7	77.7	83.9	82.5	- 1.7	
Jewellery stores .....	9	97,600	69,000	73,000	100.0	76.8	61.5	53.3	57.4	58.4	71.7	70.7	74.8	+ 5.8	

(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, 1938

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

Kind of Business	1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1938/7
	Number(1) of Stores	Total Net Sales			1930	1931	1932	1933	1934	1935	1936	1937	1938		
			1937	1938											
Total, All Stores .....	6,464	99,519,900	99,336,000	95,819,000	100.0	90.3	75.1	69.2	77.2	81.6	88.7	99.8	96.3	- 3.5	
Food Group .....	2,937	24,809,500	23,546,000	23,288,000	100.0	93.8	81.0	75.5	80.5	83.6	87.2	94.9	93.9	- 1.1	
Candy and confectionery stores .....	541	2,209,300	1,826,000	1,753,000	100.0	94.0	75.7	66.6	73.7	72.2	73.9	82.7	79.3	- 4.0	
Grocery and combination stores .....	1,889	19,674,000	19,325,000	19,093,000	100.0	94.1	82.6	78.0	83.6	86.8	90.5	98.2	97.0	- 1.2	
Meat markets (includes fish markets) ...	209	1,574,900	1,165,000	1,210,000	100.0	89.7	72.0	61.4	59.3	63.4	67.5	74.0	76.8	+ 3.9	
Country General Stores .....	862	14,513,500	13,355,000	13,088,000	100.0	84.4	74.4	70.1	78.1	81.7	86.2	92.0	90.2	- 2.0	
General Merchandise Group .....	149	11,438,300	12,773,000	12,309,000	100.0	90.9	78.3	75.0	85.0	88.3	98.8	111.7	107.6	- 3.6	
Variety stores .....	22	1,990,400	2,641,000	2,726,000	100.0	96.8	86.6	81.5	91.8	100.2	117.3	132.7	137.0	+ 3.2	
Automotive Group .....	511	16,254,400	19,464,000	18,100,000	100.0	77.9	60.3	54.6	69.3	82.5	98.6	119.7	111.4	- 7.0	
Motor vehicle dealers .....	101	11,829,800	14,996,000	13,451,000	100.0	73.9	51.4	46.0	63.2	78.4	100.0	126.8	113.7	- 10.3	
Filling stations(3) .....	229	2,148,300	2,812,000	3,005,000	100.0	99.6	107.2	99.5	113.5	126.6	125.4	130.9	139.9	+ 6.9	
Garages .....	160	1,853,500	1,358,000	1,347,000	100.0	80.2	63.5	56.8	60.2	63.2	66.4	73.3	72.7	- 0.8	
Apparel Group .....	460	9,141,500	7,894,000	7,409,000	100.0	85.2	68.7	66.1	73.2	74.3	77.2	86.4	81.0	- 6.1	
Men's and boys' clothing and furnishings (includes custom tailors) .....	193	3,398,700	3,007,000	2,803,000	100.0	81.6	65.5	64.3	71.5	73.2	77.9	88.5	82.5	- 6.8	
Family clothing stores .....	70	2,491,900	2,571,000	2,383,000	100.0	94.4	80.3	74.3	83.1	85.6	89.7	103.2	95.6	- 7.3	
Women's apparel and accessories stores .	125	1,859,100	1,253,000	1,180,000	100.0	87.1	65.6	57.9	63.8	63.2	63.6	67.4	63.5	- 5.8	
Shoe stores .....	72	1,391,800	1,063,000	1,043,000	100.0	75.1	60.0	66.7	72.1	71.6	71.1	76.4	74.9	- 1.9	
Building Materials Group .....	162	4,513,000	3,905,000	3,717,000	100.0	78.9	62.2	54.5	63.5	66.0	75.7	86.5	82.4	- 4.8	
Hardware stores .....	83	2,443,500	2,285,000	2,152,000	100.0	78.2	63.1	58.4	69.7	73.1	80.1	93.5	88.1	- 5.8	
Lumber and building material dealers ...	21	1,446,100	1,158,000	1,060,000	100.0	79.7	60.4	48.3	53.6	56.3	69.3	80.1	73.3	- 8.5	

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



## MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1938

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

Kind of Business	1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)									% of Change, 1938/7
	Number(1) of Stores	Total Net Sales	1937	1938	1930	1931	1932	1933	1934	1935	1936	1937	1938	
Furniture and Household Group .....	146	3,380,600	2,612,000	2,326,000	100.0	83.5	61.0	53.5	62.4	62.1	66.9	77.3	68.8	- 10.9
Furniture stores .....	40	1,461,600	1,376,000	1,208,000	100.0	90.8	70.5	64.2	72.8	71.6	78.0	94.1	82.6	- 12.2
Radio and music stores .....	51	1,242,800	553,000	465,000	100.0	74.7	48.6	41.9	45.1	43.0	44.3	44.5	37.4	- 15.9
Restaurants, Cafeterias and Eating Places .....	221	1,474,500	1,310,000	1,317,000	100.0	88.9	70.4	66.6	71.1	75.4	81.5	88.8	89.3	+ 0.5
Other Retail Stores(4) .....	984	11,996,500	9,829,000	9,580,000	100.0	90.3	75.8	69.8	74.0	73.9	75.0	81.9	79.9	- 2.5
Farmers' supply stores .....	56	897,000	823,000	803,000	100.0	89.3	68.2	63.0	75.3	79.4	80.2	91.8	89.5	- 2.4
Book stores .....	21	317,900	374,000	377,000	100.0	94.1	74.2	73.6	86.2	95.9	103.2	117.6	118.6	+ 0.8
Coal and wood yards .....	60	3,590,300	2,837,000	2,732,000	100.0	93.1	86.5	83.7	84.7	80.3	77.3	79.0	76.1	- 3.7
Drug stores .....	147	3,015,500	2,543,000	2,436,000	100.0	86.2	76.0	68.5	72.5	75.1	77.2	84.3	80.8	- 4.2
Jewellery stores .....	63	942,900	663,000	625,000	100.0	100.9	63.1	55.7	59.9	63.1	65.2	70.3	66.3	- 5.7
Office, school and store supplies and equipment dealers .....	17	606,300	475,000	457,000	100.0	69.8	51.5	44.9	54.4	59.7	63.0	78.3	75.4	- 3.7
Tobacco stores and stands .....	51	823,800	574,000	588,000	100.0	91.9	72.2	59.8	63.0	61.1	63.6	69.7	71.4	+ 2.4
Miscellaneous kinds of business (includes secondhand stores) .....	551	1,636,900	1,409,000	1,437,000	100.0	91.0	73.4	66.3	71.1	67.7	73.6	86.1	87.8	+ 2.0
Government liquor stores .....	32	1,998,100	4,648,000	4,685,000	100.0	248.1	188.5	140.6	146.1	166.1	191.7	232.6	234.5	+ 0.8

(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, 1938

Table 6.--NEW BRUNSWICK - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)									% of Change, 1938/7
	Number(1) of Stores	Total Net Sales	1937	1938	1930	1931	1932	1933	1934	1935	1936	1937	1938	
Total, All Stores .....	4,434	84,371,900	76,656,000	71,637,000	100.0	85.0	67.6	62.1	69.1	73.1	79.4	90.9	81.9	- 6.5
Food Group .....	1,818	14,982,500	13,117,000	12,857,000	100.0	89.5	78.8	73.6	76.2	78.3	80.7	87.5	85.8	- 2.0
Candy and confectionery stores .....	236	975,500	866,000	899,000	100.0	95.8	83.1	77.0	77.3	76.5	77.8	88.8	92.2	+ 3.8
Grocery and combination stores .....	1,214	12,194,100	10,821,000	10,496,000	100.0	89.5	79.9	74.5	77.2	79.6	81.9	88.7	86.1	- 3.0
Meat markets (including fish markets) ....	117	923,100	640,000	673,000	100.0	76.3	60.1	59.9	64.6	64.0	66.7	69.3	72.9	+ 5.2
Country General Stores .....	706	12,236,200	11,982,000	11,419,000	100.0	86.2	70.4	69.7	79.0	81.3	87.3	97.9	93.3	- 4.7
General Merchandise Group .....	98	18,679,900	14,806,000	13,200,000	100.0	86.4	65.1	62.6	67.3	69.7	73.6	79.3	70.7	- 10.8
Automotive Group .....	451	11,697,800	14,197,000	12,613,000	100.0	71.2	52.0	44.0	60.1	76.5	93.5	121.4	107.8	- 11.2
Motor vehicle dealers .....	113	8,970,900	11,130,000	9,527,000	100.0	65.3	43.5	37.2	56.3	75.2	94.4	124.1	106.2	- 14.4
Filling stations(3) .....	188	1,489,300	1,847,000	1,839,000	100.0	94.7	87.9	72.8	81.9	90.7	100.4	124.0	123.5	- 0.4
Garages .....	136	1,108,400	1,133,000	1,161,000	100.0	88.3	72.1	58.8	62.3	71.0	80.8	102.2	104.7	+ 2.5
Apparel Group .....	307	6,373,300	5,305,000	4,921,000	100.0	86.7	70.3	64.1	68.6	71.1	76.0	83.2	77.2	- 7.2
Men's and boys' clothing and furnishings (includes custom tailors) .....	114	1,858,900	1,478,000	1,342,000	100.0	80.0	61.0	59.9	66.8	72.0	74.3	79.5	72.2	- 9.2
Family clothing stores .....	54	2,291,000	2,203,000	2,000,000	100.0	91.0	72.6	69.0	76.1	78.2	87.1	96.2	87.3	- 9.2
Women's apparel and accessories stores ...	100	1,341,600	865,000	824,000	100.0	89.3	74.0	58.9	58.1	56.1	58.6	64.5	61.4	- 4.7
Shoe stores .....	39	881,800	759,000	755,000	100.0	86.0	78.4	68.4	68.8	73.8	77.6	86.1	85.6	- 0.5
Building Materials Group .....	115	3,359,000	3,213,000	2,926,000	100.0	83.2	59.8	53.0	66.5	67.7	75.8	95.7	87.1	- 8.9
Hardware stores .....	47	1,553,100	1,525,000	1,424,000	100.0	93.9	69.5	61.5	70.7	73.9	84.3	98.2	91.7	- 6.6
Lumber and building material dealers .....	13	830,800	630,000	488,000	100.0	63.0	37.9	38.6	50.6	48.3	51.4	75.8	58.7	- 22.5

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



## MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1938

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

Kind of Business	1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)									% of Change, 1938/7
	Number(1) of Stores	Total Net Sales	1937	1938	1930	1931	1932	1933	1934	1935	1936	1937	1938	
Furniture and Household Group .....	87	2,592,300	2,224,000	1,985,000	100.0	85.7	53.9	44.2	59.6	63.8	74.5	85.8	76.6	- 10.7
Furniture stores .....	35	1,678,000	1,484,000	1,299,000	100.0	83.5	57.9	49.3	61.3	66.2	78.2	88.4	77.4	- 12.5
Radio and music stores .....	22	460,600	160,000	155,000	100.0	99.2	44.9	28.7	35.0	32.8	31.0	34.7	33.7	- 3.1
Restaurants, Cafeterias and Eating Places .....	174	1,204,300	1,074,000	1,066,000	100.0	88.8	70.2	66.4	71.7	75.6	80.5	89.2	88.5	- 0.7
Other Retail Stores(4) .....	641	8,445,000	7,203,000	7,125,000	100.0	93.3	81.1	71.3	75.3	74.3	77.4	85.3	84.4	- 1.1
Farmers' supply stores .....	40	759,100	671,000	690,000	100.0	92.2	72.7	68.8	76.8	75.1	76.4	88.4	90.9	+ 2.8
Book stores .....	15	350,500	279,000	276,000	100.0	81.0	63.9	59.9	64.2	67.0	71.3	79.6	78.7	- 1.1
Coal and wood yards .....	53	2,426,100	1,825,000	1,827,000	100.0	93.7	84.0	75.9	79.2	75.7	73.8	75.2	75.3	+ 0.1
Drug stores .....	115	2,331,000	2,430,000	2,396,000	100.0	103.6	94.3	80.4	83.8	85.6	91.5	104.2	102.8	- 1.4
Jewellery stores .....	37	502,900	409,000	413,000	100.0	76.4	64.2	56.3	65.2	68.8	75.4	81.3	82.1	+ 1.0
Office and school and store supplies and equipment dealers .....	11	297,600	253,000	245,000	100.0	66.9	43.0	39.3	52.4	56.1	65.2	85.0	82.3	- 3.2
Tobacco stores and stands .....	43	608,500	456,000	443,000	100.0	102.2	87.1	74.8	70.2	66.2	70.7	74.9	72.8	- 2.9
Miscellaneous kinds of business (includes secondhand stores) .....	310	967,000	746,000	692,000	100.0	83.8	69.6	60.0	64.8	60.9	66.9	77.1	71.6	- 7.2
Government liquor stores .....	37	4,801,600	3,535,000	3,525,000	100.0	78.2	57.8	44.9	47.5	49.5	56.0	73.6	73.4	- 0.3

(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.



1010732629

71