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DOMINION BUREAU OF STATISTICS
CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE
IN THE
MARITIME PROVINCES
CALENDAR YEAR
1939

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in the Maritime Provinces, 1939

Retail sales in the Maritime Provinces in 1939 increased 3 per cent over the level of 1938 but were down 2 per cent from 1937. Direct comparison with earlier years indicates a 42 per cent improvement over the low point of the depression in 1933 although 1939 sales were still 7 per cent below the level of 1930. The value of retail sales amounted to \$184,571,000 in 1939, \$178,578,000 in 1938, \$187,740,000 in 1937 and \$166,565,000 in 1936. The index of sales for 1939, on the base 1930 equals 100 stands at 93.4 compared with 90.3 for 1938, 95.0 for 1937, 84.3 for 1936, and 65.8 for 1933. The 3 per cent increase in 1939 over 1938 was shared almost equally by the three Maritime Provinces, New Brunswick showing a sales improvement slightly higher than the average.

Increases were recorded in the sales of almost all lines of trade. In the food group, retail sales amounted to \$38,905,000 in 1939 compared with \$38,060,000 in the previous year, an increase of 2 per cent. The index for the food group stands at 92.8 for 1939, 90.8 for 1938, 92.1 for 1937 and 74.8 for 1933. Within the food group, grocery and combination stores had sales totalling \$31,866,000, an advance of 2 per cent from 1938, while sales of meat markets (including fish markets) amounted to \$2,074,000, also up 2 per cent from the previous year. Sales of country general stores totalled \$26,752,000 in 1939 compared with \$27,236,000 in 1938, a drop of 2 per cent.

The only other major kind of business group to record a drop in sales from 1938 was the automotive group where sales decreased from \$32,185,000 in 1938 to \$31,870,000 in 1939, down 1 per cent. Due to the substantial increases in sales which were registered in this group in the years 1935 to 1937, however, the sales index of the group is still above the level of 1930 and stands at 106.5 for 1939. In 1937 the automotive group index stood at 118.3 and in 1938 at 107.6. Motor vehicle dealers who normally account for three quarters of the sales in the automotive group, had sales of \$23,493,000 in 1939 compared with \$24,106,000 in 1938 and \$27,510,000 in 1937. The index of motor vehicle dealers stands at 104.8 for 1939, 107.6 for 1938, and 122.8 for 1937.

Retail sales of the apparel group totalled \$14,148,000 in 1939, a gain of 5 per cent over the 1938 total of \$13,445,000. The index for this group stands at 84.1 for 1939 compared with 80.0 for 1938, 85.5 for 1937 and 66.0 for 1933. Men's and boys' clothing and furnishings stores (including custom tailors) reported sales up 7 per cent from 1938; women's apparel and accessory stores had sales up 4 per cent; while shoe stores reported an increase in sales of less than 1 per cent.

Sales in the building materials group almost regained the level of 1937 with sales totalling \$7,362,000 in 1939, an increase of 6 per cent over 1938. In 1938 sales in this group amounted to \$6,926,000, 7 per cent below the level of 1937. The index for this group stands at 88.7 for 1939, 83.4 for 1938 and 89.2 for 1937. Within this group sales of hardware stores advanced 6 per cent over 1938 while sales of building material dealers improved 8 per cent. Furniture store sales were up 6 per cent; radio and music stores up 12 per cent; coal and wood yards up 9 per cent; and drug stores up 4 per cent.

In 1939 government liquor stores showed annual sales 12 per cent above the level of 1938. In 1938 sales were approximately on a par with sales in 1937 while in 1937 sales were up 26 per cent from 1936. The sales index for government liquor stores stands at 135.3 for 1939, 120.7 for 1938, 120.3 for 1937 and 95.9 for 1936.

Chain Stores and Sales

There were 68 chain store companies operating 518 unit stores in the Maritime Provinces in 1939 and an identical number of both firms and units in 1938. Chain store sales rose from \$31,375,200 in 1938 to \$33,428,400 in 1939. Chains accounted for 18.1 per cent of the sales of all retail stores in the Maritime Provinces in 1939 compared with 17.6 per cent in the previous year. In earlier years corresponding ratios of chain store sales to total sales were 16.4 per cent in 1937, 15.8 per cent in 1936 and 15.1 per cent in 1935. The sales of government liquor stores which increased substantially in the years subsequent to 1935 contributes largely to the increase in ratios of chain to total sales, government liquor stores being included with the figures for chain stores. The proportion of grocery and combination store business transacted by chain organizations has shown no marked change in recent years. In 1939 there were 15 chain companies operating 133 stores with sales amounting to \$6,396,300 or 20.1 per cent of the sales of all such stores including both chains and independents. In 1938 there were 15 companies operating 132 units with sales totalling \$6,045,800 or 19.4 per cent of the total business of all stores in the same line of trade. In the variety store field chains maintained the predominant position held in 1938 and 1937 and obtained 96 per cent of the business transacted by all stores in this line. The sales volume of chain variety stores in 1939 totalled \$6,067,800. Three drug store companies operating 23 stores had sales of \$748,300 in 1939 compared with sales of \$722,800 in 1938 for the same number of companies and stores.

Prince Edward Island

The dollar value of retail sales in Prince Edward Island in 1939 was up 3 per cent from 1938 and amounted to \$11,431,000 compared with \$11,122,000 in 1938, \$11,748,000 in 1937, \$8,905,000 in 1933, and \$13,773,700 in 1930. The index of sales on the base 1930 equals 100 stands at 83.0 for 1939, 80.7 for 1938, 85.3 for 1937 and 64.7 for 1933.

Slightly improved sales were recorded in almost every line of business. Sales in the food group were up 1 per cent, the index standing at 90.5 for 1939 and 89.8 for 1938. Within the food group sales of grocery and combination stores showed only a fractional increase while meat markets (including fish markets) reported sales up 4 per cent from the previous year. Country general stores had an increase in sales of 1 per cent and the general merchandise group (including department stores, dry goods stores, general merchandise stores and variety stores) reported sales increased 2 per cent over 1938. Sales of the automotive group as a whole were up 10 per cent, this gain being shared by all kinds of business within the group including motor vehicle dealers, filling stations and garages. The 1939 sales of the apparel group were up 5 per cent above the previous year, shoe stores alone showing a slight decrease within this group. The building materials group, the only major kind of business group to record a decline, reported 1939 sales 9 per cent below the level of 1938. The furniture and household group was up 6 per cent, restaurants, cafeterias and eating places, up 14 per cent, fuel dealers, up 13 per cent, drug stores, up 2 per cent, and jewellery stores, up 10 per cent.

Nova Scotia

Retail sales in Nova Scotia in 1939 almost reached the 1930 level and amounted to \$98,864,000, a gain of 3 per cent over the previous year. The index stands at 99.3 for 1939, 96.3 for 1938, 99.8 for 1937 and 69.2 for 1933.

In the food group sales improved 2 per cent and were valued at \$23,816,000 compared with \$23,288,000 in 1938. The index for this group stands at 96.0 for 1939, 93.9 for 1938, 94.9 for 1937 and 75.5 for 1933. Sales of country general stores in 1939 were down 4 per cent from the previous year. The automotive group also recorded a decline in sales of 4 per cent; this drop was largely due to a decline in sales of motor vehicle dealers of 8 per cent. Filling station sales were up 4 per cent and garage sales, 12 per cent. The general merchandise group (including department stores, dry goods stores, general merchandise stores and variety stores) registered an increase in sales value of 11 per cent over 1938. The apparel group (including men's and boys' clothing and furnishings stores, women's apparel and accessory stores, family

clothing stores and shoe stores) reported sales up 6 per cent; the building materials group (including hardware stores, building material dealers and electrical and paint shops) was up by 5 per cent while the sales of the furniture and household group (including furniture stores, household appliance stores, other home furnishings stores and radio and music stores) were up 7 per cent. Sales of restaurants, cafeterias and eating places advanced 10 per cent, book store sales were up 3 per cent, coal and wood yards were up 11 per cent, drug stores up 5 per cent, and jewellery stores up 17 per cent.

Office appliance store sales gained 9 per cent over 1938, tobacco stores and stands 10 per cent, and government liquor stores, 17 per cent. Farmers' supply stores reported a decline in sales of 3 per cent from the previous year.

New Brunswick

Sales of retail stores in New Brunswick were 4 per cent higher in 1939 than in the previous year, amounting to \$74,276,000 in value compared with \$71,637,000 in 1938. The index of sales stands at 88.0 for 1939, 84.8 for 1938, 90.9 for 1937 and 62.1 for 1933.

Retail sales of the stores comprising the food group amounted to \$13,159,000 or 2 per cent above the value of the 1938 sales. The index for the group as a whole stands at 87.8 for 1939, compared with 85.8 for 1938. Country general store sales were practically unchanged from 1938 but the general merchandise group (including department stores, dry goods stores, general merchandise stores and variety stores) did 8 per cent more business than in 1938. Sales in the automotive group, which declined 11 per cent in 1938 from 1937, recovered 2 per cent in 1939 over 1938. The index of this group stands at 110.3, well above the 1930 level. Sales of the apparel group gained 4 per cent in 1939 over 1938 and all lines in the group shared in the general improvement excepting shoe stores which reported a decline of 1 per cent. Sales of the building materials group were up 9 per cent while sales in the furniture and household group were off 1 per cent from the previous year.

Among other lines of trade whose sales recorded increases from 1938 were restaurants, cafeterias and eating places, 8 per cent; coal and wood yards, 6 per cent; drug stores, 4 per cent; jewellery stores, 12 per cent; and tobacco stores and stands, 5 per cent. Kinds of business reporting decreased sales were, book stores, 8 per cent and office, school and store supply and equipment dealers, 5 per cent. Sales of farmers' supply stores were unchanged from the previous year.

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 1939 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 2,640 stores in the Maritime Provinces and it is estimated that these transacted 70 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, 1939

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, 1939/8
	Number(1) of Stores	Total Net Sales	1938	1939	1930	1932	1933	1934	1935	1936	1937	1938	1939	
		\$	\$	\$										
Total, All Stores	11,749	197,665,500	178,578,000	184,571,000	100.0	71.3	65.8	73.3	77.3	84.3	95.0	90.3	93.4	+ 3.4
Food Group	5,071	41,924,100	38,060,000	38,905,000	100.0	80.3	74.8	79.1	81.8	85.1	92.1	90.8	92.8	+ 2.2
Country General Stores	1,736	30,002,900	27,236,000	26,752,000	100.0	72.0	69.6	77.7	80.3	86.5	93.5	90.8	89.2	- 1.8
General Merchandise Group	255	32,423,100	27,398,000	29,843,000	100.0	69.9	67.2	73.6	76.5	83.3	91.2	84.5	92.0	+ 8.9
Automotive Group	1,038	29,912,900	32,185,000	31,870,000	100.0	56.6	50.0	64.7	78.7	95.1	118.3	107.6	106.5	- 1.0
Apparel Group	819	16,813,400	13,445,000	14,148,000	100.0	69.5	66.0	71.8	73.3	77.3	85.5	80.0	84.1	+ 5.2
Building Materials Group	288	8,301,600	6,926,000	7,362,000	100.0	60.9	53.7	65.5	66.4	75.5	89.2	83.4	88.7	+ 6.3
Furniture and Household Group	246	6,379,100	4,687,000	4,845,000	100.0	58.0	49.7	62.1	63.9	71.5	82.5	73.5	76.0	+ 3.4
Restaurants, Cafeterias & Eating Places	414	2,820,700	2,481,000	2,706,000	100.0	70.3	66.5	71.1	75.2	80.7	88.6	88.0	95.7	+ 9.1
Other Retail Stores	1,813	22,288,000	17,950,000	18,942,000	100.0	77.2	69.8	74.1	73.5	75.7	82.4	80.5	85.0	+ 5.5
Government Liquor Stores	69	6,799,700	5,210,000	9,198,000	100.0	96.2	73.0	76.5	83.8	95.9	120.3	120.7	135.3	+12.0
Grocery and combination stores	3,327	33,515,700	31,201,000	31,866,000	100.0	81.9	76.9	81.6	84.5	87.8	94.9	93.1	95.1	+ 2.1
Meat markets (includes fish markets)	374	2,826,400	2,041,000	2,074,000	100.0	66.1	59.2	57.3	62.4	65.5	69.5	72.2	73.4	+ 1.6
Department stores	20	24,212,700	18,627,000	19,825,000	100.0	67.1	65.7	71.0	72.6	77.6	84.7	76.9	81.9	+ 6.4
Motor vehicle dealers	235	22,409,500	24,106,000	23,493,000	100.0	47.8	42.1	59.4	75.5	95.9	122.8	107.6	104.8	- 2.5
Filling stations(3).....	440	3,803,000	5,028,000	5,145,000	100.0	99.0	88.6	100.2	110.8	114.4	127.2	132.2	135.3	+ 2.3
Men's and boys' clothing and furnish- ing stores (includes custom tailors)	340	5,505,900	4,391,000	4,708,000	100.0	64.5	63.2	70.1	72.8	77.1	86.1	79.8	85.5	+ 7.2
Women's apparel & accessories stores	233	3,259,300	2,052,000	2,129,000	100.0	69.3	58.6	61.5	60.4	61.7	66.4	63.0	65.3	+ 3.8
Shoe stores	116	2,467,800	1,965,000	1,974,000	100.0	68.9	68.6	71.7	73.1	74.7	81.1	79.6	80.0	+ 0.5
Hardware stores	134	4,081,900	3,625,000	3,835,000	100.0	65.3	59.3	69.6	72.8	81.2	94.5	88.8	94.0	+ 5.8
Lumber and building material dealers	37	2,521,300	1,706,000	1,845,000	100.0	51.8	44.6	53.0	54.1	63.3	77.6	67.7	73.2	+ 8.1
Furniture stores	76	3,405,100	2,799,000	2,965,000	100.0	63.6	56.4	68.5	70.6	80.4	93.8	82.2	87.1	+ 5.9
Radio and music stores	76	1,787,200	655,000	736,000	100.0	47.6	38.4	42.3	40.5	40.9	42.3	36.6	41.2	+12.4
Coal and wood yards	120	6,494,100	4,916,000	5,380,000	100.0	85.2	80.0	82.2	78.1	75.7	77.5	75.7	82.8	+ 9.4
Drug stores	282	5,699,100	5,123,000	5,343,000	100.0	83.5	73.7	77.2	79.3	83.1	92.5	89.9	93.8	+ 4.3

- (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.

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1939

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

	1930	1933	1938	1939
ALL STORES, TOTAL -				
Chains	66	64	68	68
Stores (maximum)	407	481	518	518
Chain sales	\$ 24,800,700	\$ 19,647,700	\$ 31,375,200	\$ 33,428,400
Total sales	\$197,665,500	\$130,119,000	\$178,578,000	\$184,571,000
%, chains to total	12.5	15.1	17.6	18.1
Grocery and Combination Stores -				
Chains	12	17	15	15
Stores (maximum)	98	156	132	133
Chain sales	\$ 4,664,500	\$ 5,474,600	\$ 6,045,800	\$ 6,396,300
Total sales	\$ 33,515,700	\$ 25,779,000	\$ 31,201,000	\$ 31,866,000
%, chains to total	13.9	21.2	19.4	20.1
Variety Stores -				
Chains	3	3	6	7
Stores (maximum)	24	24	48	52
Chain sales	\$ 3,398,400	\$ 2,720,300	\$ 4,919,400	\$ 6,067,800
Total sales	\$ 3,655,600	\$ 2,937,000	\$ 5,138,000	\$ 6,293,000
%, chains to total	93.0	92.6	95.7	96.4
Drug Stores -				
Chains	4	4	3	3
Stores (maximum)	23	25	23	23
Chain sales	\$ 793,100	\$ 638,000	\$ 722,800	\$ 748,300
Total sales	\$ 5,699,100	\$ 4,198,000	\$ 5,123,000	\$ 5,343,000
%, chains to total	13.9	15.2	14.1	14.0

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

	1930	1933	1938	1939
Maritime Provinces -				
Chains	66	64	68	68
Stores (maximum)	407	481	518	518
Chain sales	\$ 24,800,700	\$ 19,647,700	\$ 31,375,200	\$ 33,428,400
Total sales	\$197,665,500	\$130,119,000	\$178,578,000	\$184,571,000
%, chains to total	12.5	15.1	17.6	18.1
Prince Edward Island -				
Chains	7	5	8	9
Stores (maximum)	12	8	9	9
Chain sales	\$ 678,700	\$ 350,900	\$ 508,100	\$ 537,400
Total sales	\$ 13,773,700	\$ 8,905,000	\$ 11,122,000	\$ 11,431,000
%, chains to total	4.9	3.9	4.6	4.7
Nova Scotia -				
Chains	48	50	49	49
Stores (maximum)	227	283	293	290
Chain sales	\$ 12,163,300	\$ 11,715,500	\$ 18,148,300	\$ 19,580,000
Total sales	\$ 99,519,900	\$ 68,839,000	\$ 95,819,000	\$ 98,864,000
%, chains to total	12.2	17.0	18.9	19.8
New Brunswick -				
Chains	42	41	46	46
Stores (maximum)	168	190	216	219
Chain sales	\$ 11,958,700	\$ 7,581,300	\$ 12,718,800	\$ 13,311,000
Total sales	\$ 84,371,900	\$ 52,375,000	\$ 71,637,000	\$ 74,276,000
%, chains to total	14.2	14.5	17.8	17.9

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

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1939

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, 1939/8
	Number(1) of Stores	Total Net Sales	1938	1939	1930	1932	1933	1934	1935	1936	1937	1938	1939	
Total, All Stores	851	13,773,700	11,122,000	11,431,000	100.0	67.4	64.7	70.3	71.9	82.4	85.3	80.7	83.0	+ 2.8
Food Group	316	2,132,100	1,915,000	1,930,000	100.0	83.0	75.7	82.8	86.3	90.6	92.4	89.8	90.5	+ 0.8
Grocery and combination stores	224	1,647,600	1,612,000	1,614,000	100.0	89.0	81.8	91.0	93.4	98.8	101.0	97.8	98.0	+ 0.1
Meat markets (includes fish markets) ...	48	328,400	158,000	165,000	100.0	54.5	46.9	44.5	53.0	52.7	48.4	48.1	50.2	+ 4.4
Country General Stores	168	3,253,200	2,729,000	2,748,000	100.0	67.1	67.0	70.8	70.7	85.0	83.8	83.9	84.5	+ 0.7
General Merchandise Group	8	2,304,900	1,889,000	1,927,000	100.0	66.5	65.3	69.2	72.2	84.9	86.1	82.0	83.6	+ 2.0
Automotive Group	76	1,960,700	1,472,000	1,625,000	100.0	52.4	47.6	54.5	59.6	75.7	87.8	75.1	82.9	+10.4
Motor vehicle dealers	21	1,608,800	1,128,000	1,250,000	100.0	45.5	40.7	49.6	55.8	73.5	86.0	70.1	77.7	+10.8
Filling stations(3)	23	165,400	184,000	202,000	100.0	91.9	88.3	91.9	86.5	97.9	107.6	111.2	122.1	+ 9.8
Apparel Group	52	1,298,600	1,115,000	1,175,000	100.0	71.5	75.0	77.6	77.2	84.5	90.3	85.9	90.5	+ 5.4
Men's and boys' clothing and furnishings (includes custom tailors)	33	248,300	246,000	259,000	100.0	77.3	72.5	74.9	74.9	85.8	102.7	99.1	104.3	+ 5.3
Family clothing stores	6	797,500	654,000	695,000	100.0	64.6	73.6	78.0	77.5	84.1	86.6	82.0	87.1	+ 6.3
Shoe stores	5	194,200	167,000	166,000	100.0	89.6	83.9	81.9	80.3	87.5	92.7	86.0	85.5	- 0.6
Building Materials Group	11	429,600	283,000	259,000	100.0	56.3	50.5	60.3	61.2	70.8	67.7	65.9	60.3	- 8.5
Furniture and Household Group	13	406,200	376,000	397,000	100.0	58.3	52.9	76.1	79.8	89.9	105.4	92.6	97.7	+ 5.6
Restaurants, Cafeterias and Eating Places	19	141,900	98,000	112,000	100.0	69.8	66.9	64.8	68.4	73.3	81.0	69.1	78.9	+14.3
Other Retail Stores	188	1,846,500	1,245,000	1,258,000	100.0	68.7	63.5	69.5	67.2	72.7	72.6	67.4	68.1	+ 1.0
Farmers' supply stores	16	434,300	173,000	109,000	100.0	43.5	41.4	55.5	54.8	64.5	49.3	39.8	25.1	-37.0
Coal and wood yards	7	477,700	357,000	403,000	100.0	81.2	73.3	78.5	73.5	73.3	77.9	74.7	84.4	+12.9
Drug stores	20	352,600	291,000	298,000	100.0	76.0	73.2	74.6	73.7	77.7	83.9	82.5	84.5	+ 2.4
Jewellery stores	9	97,600	73,000	80,000	100.0	61.5	53.3	57.4	58.4	71.7	70.7	74.8	82.0	+ 9.6

(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.

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

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1939

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

Kind of Business	1 9 3 0		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)									% of Change, 1939/8
	Number(1) of Stores	Total Net Sales	1938	1939	1930	1932	1933	1934	1935	1936	1937	1938	1939	
Total, All Stores	6,464	\$ 99,519,900	\$ 95,819,000	\$ 98,864,000	100.0	75.1	69.2	77.2	81.6	88.7	99.8	96.3	99.3	+ 3.2
Food Group	2,937	24,809,500	23,288,000	23,816,000	100.0	81.0	75.5	80.5	83.6	87.2	94.9	93.9	96.0	+ 2.3
Candy and confectionery stores	541	2,209,300	1,753,000	1,821,000	100.0	75.7	66.6	73.7	72.2	73.9	82.7	79.3	82.4	+ 3.9
Grocery and combination stores	1,889	19,674,000	19,093,000	19,494,000	100.0	82.6	78.0	83.6	86.8	90.5	98.2	97.0	99.1	+ 2.1
Meat markets (includes fish markets) ...	209	1,574,900	1,210,000	1,263,000	100.0	72.0	61.4	59.3	63.4	67.5	74.0	76.8	80.2	+ 4.4
Country General Stores	862	14,513,500	13,088,000	12,551,000	100.0	74.4	70.1	78.1	81.7	86.2	92.0	90.2	86.5	- 4.1
General Merchandise Group	149	11,438,300	12,309,000	13,699,000	100.0	78.3	75.0	85.0	88.3	98.8	111.7	107.6	119.8	+21.3
Variety stores	22	1,990,400	2,726,000	3,478,000	100.0	86.6	81.5	91.8	100.2	117.3	132.7	137.0	174.7	+27.6
Automotive Group	511	16,254,400	18,100,000	17,337,000	100.0	60.3	54.6	69.3	82.5	98.6	119.7	111.4	106.7	- 4.2
Motor vehicle dealers	101	11,829,800	13,451,000	12,402,000	100.0	51.4	46.0	63.2	78.4	100.0	126.8	113.7	104.8	- 7.8
Filling stations(3)	229	2,148,300	3,005,000	3,137,000	100.0	107.2	99.5	113.5	126.6	125.4	130.9	139.9	146.0	+ 4.4
Garages	160	1,853,500	1,347,000	1,506,000	100.0	63.5	56.8	60.2	63.2	66.4	73.3	72.7	81.3	+11.8
Apparel Group	460	9,141,500	7,409,000	7,851,000	100.0	68.7	66.1	73.2	74.3	77.2	86.4	81.0	85.9	+ 6.0
Men's and boys' clothing and furnishings (includes custom tailors)	193	3,398,700	2,803,000	3,047,000	100.0	65.5	64.3	71.5	73.2	77.9	88.5	82.5	89.7	+ 8.7
Family clothing stores ..	70	2,491,900	2,383,000	2,526,000	100.0	80.3	74.3	83.1	85.6	89.7	103.2	95.6	101.4	+ 6.0
Women's apparel and accessories stores .	125	1,859,100	1,180,000	1,220,000	100.0	65.6	57.9	63.8	63.2	63.6	67.4	63.5	65.6	+ 3.4
Shoe stores	72	1,391,800	1,043,000	1,058,000	100.0	60.0	66.7	72.1	71.6	71.1	76.4	74.9	76.0	+ 1.4
Building Materials Group	162	4,513,000	3,717,000	3,907,000	100.0	62.2	54.5	63.5	66.0	75.7	86.5	82.4	86.6	+ 5.1
Hardware stores	83	2,443,500	2,152,000	2,214,000	100.0	63.1	58.4	69.7	73.1	80.1	93.5	88.1	90.6	+ 2.9
Lumber and building material dealers ...	21	1,446,100	1,060,000	1,181,000	100.0	60.4	48.3	53.6	56.3	69.3	80.1	73.3	81.7	+11.4

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

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1939

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

Kind of Business	1 9 3 0		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)									% of Change, 1939/8
	Number(1) of Stores	Total Net Sales			1930	1932	1933	1934	1935	1936	1937	1938	1939	
			1938	1939										
Furniture and Household Group	146	\$ 3,380,600	\$ 2,326,000	\$ 2,477,000	100.0	61.0	53.5	62.4	62.1	66.9	77.3	68.8	73.3	+ 6.5
Furniture stores	40	1,461,600	1,208,000	1,308,000	100.0	70.5	64.2	72.8	71.6	78.0	94.1	82.6	89.5	+ 8.3
Radio and music stores	51	1,242,800	465,000	532,000	100.0	48.6	41.9	45.1	43.0	44.3	44.5	37.4	42.8	+14.4
Restaurants, Cafeterias and Eating Places	221	1,474,500	1,317,000	1,445,000	100.0	70.4	66.6	71.1	75.4	81.5	88.8	89.3	98.0	+ 9.7
Other Retail Stores(4)	984	11,996,500	9,580,000	10,298,000	100.0	75.8	69.8	74.0	73.9	75.0	81.9	79.9	85.8	+ 7.5
Farmers' supply stores	56	897,000	803,000	783,000	100.0	68.2	63.0	75.3	79.4	80.2	91.8	89.5	87.3	- 2.5
Book stores	21	317,900	377,000	390,000	100.0	74.2	73.6	86.2	95.9	103.2	117.6	118.6	122.7	+ 3.4
Coal and wood yards	60	3,590,300	2,732,000	3,035,000	100.0	86.5	83.7	84.7	80.3	77.3	79.0	76.1	84.5	+11.1
Drug stores	147	3,015,500	2,436,000	2,560,000	100.0	76.0	68.5	72.5	75.1	77.2	84.3	80.8	84.9	+ 5.1
Jewellery stores	63	942,900	625,000	733,000	100.0	63.1	55.7	59.9	63.1	65.2	70.3	66.3	77.7	+17.3
Office, school and store supplies and equipment dealers	17	606,300	457,000	497,000	100.0	51.5	44.9	54.4	59.7	63.0	78.3	75.4	82.0	+ 8.8
Tobacco stores and stands	51	823,800	588,000	644,000	100.0	72.2	59.8	63.0	61.1	63.6	69.7	71.4	78.2	+ 9.5
Miscellaneous kinds of business (includes secondhand stores)	551	1,636,900	1,437,000	1,529,000	100.0	73.4	66.3	71.1	67.7	73.6	86.1	87.8	93.4	+ 6.4
Government liquor stores	32	1,998,100	4,685,000	5,483,000	100.0	188.5	140.6	146.1	166.1	191.7	232.6	234.5	274.4	+17.0

(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, 1939

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

Kind of Business	1 9 3 0		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)									% of Change, 1939/8
	Number(1) of Stores	Total Net Sales	1938	1939	1930	1932	1933	1934	1935	1936	1937	1938	1939	
		\$	\$	\$										
Total, All Stores	4,434	84,371,900	71,637,000	74,276,000	100.0	67.6	62.1	69.1	73.1	79.4	90.9	84.9	88.0	+ 3.7
Food Group	1,818	14,982,500	12,857,000	13,159,000	100.0	78.8	73.6	76.2	78.3	80.7	87.5	85.8	87.8	+ 2.3
Candy and confectionery stores	236	975,500	899,000	965,000	100.0	83.1	77.0	77.3	76.5	77.8	88.8	92.2	98.9	+ 7.3
Grocery and combination stores	1,214	12,194,100	10,496,000	10,758,000	100.0	79.9	74.5	77.2	79.6	81.9	88.7	86.1	88.2	+ 2.5
Meat markets (includes fish markets) ...	117	923,100	673,000	646,000	100.0	60.1	59.9	64.6	64.0	66.7	69.3	72.9	70.0	- 4.0
Country General Stores	706	12,236,200	11,419,000	11,453,000	100.0	70.4	69.7	79.0	81.3	87.3	97.9	93.3	93.6	+ 0.3
General Merchandise Group	98	18,679,900	13,200,000	14,217,000	100.0	65.1	62.6	67.3	69.7	73.6	79.3	70.7	76.1	+ 7.7
Automotive Group	451	11,697,800	12,613,000	12,908,000	100.0	52.0	44.0	60.1	76.5	93.5	121.4	107.8	110.3	+ 2.3
Motor vehicle dealers	113	8,970,900	9,527,000	9,841,000	100.0	43.5	37.2	56.3	75.2	94.4	124.1	106.2	109.7	+ 3.3
Filling stations(3)	188	1,489,300	1,839,000	1,806,000	100.0	87.9	72.8	81.9	90.7	100.4	124.0	123.5	121.3	+ 1.8
Garages	136	1,108,400	1,161,000	1,177,000	100.0	72.1	58.8	62.3	71.0	80.8	102.2	104.7	106.2	+ 1.4
Apparel Group	307	6,373,300	4,921,000	5,122,000	100.0	70.3	64.1	68.6	71.1	76.0	83.2	77.2	80.4	+ 4.1
Men's and boys' clothing and furnishings (includes custom tailors)	114	1,858,900	1,342,000	1,402,000	100.0	61.0	59.9	66.8	72.0	74.3	79.5	72.2	75.4	+ 4.5
Family clothing stores	54	2,291,000	2,000,000	2,116,000	100.0	72.6	69.0	76.1	78.2	87.1	96.2	87.3	92.4	+ 5.8
Women's apparel and accessories stores .	100	1,341,600	824,000	854,000	100.0	74.0	58.9	58.1	56.1	58.6	64.5	61.4	63.7	+ 3.6
Shoe stores	39	881,800	755,000	750,000	100.0	78.4	68.4	68.8	73.8	77.6	86.1	85.6	85.1	+ 0.7
Building Materials Group	115	3,359,000	2,926,000	3,196,000	100.0	59.8	53.0	66.5	67.7	75.8	95.7	87.1	95.1	+ 9.2
Hardware stores	47	1,553,100	1,424,000	1,571,000	100.0	69.5	61.5	70.7	73.9	84.3	98.2	91.7	101.2	+10.3
Lumber and building material dealers ...	13	830,800	488,000	536,000	100.0	37.9	38.6	50.6	48.3	51.4	75.8	58.7	64.5	+ 9.8

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

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1939

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

Kind of Business	1 9 3 0		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)									% of Change, 1939/8
	Number(1) of Stores	Total Net Sales	1938	1939	1930	1932	1933	1934	1935	1936	1937	1938	1939	
Furniture and Household Group	87	2,592,300	1,985,000	1,971,000	100.0	53.9	44.2	59.6	63.8	74.5	85.8	76.6	76.0	- 0.7
Furniture stores	35	1,678,000	1,299,000	1,347,000	100.0	57.9	49.3	61.3	66.2	78.2	88.4	77.4	80.3	+ 3.7
Radio and music stores	22	460,600	155,000	164,000	100.0	44.9	28.7	35.0	32.8	31.0	34.7	33.7	35.6	+ 5.8
Restaurants, Cafeterias and Eating Places	174	1,204,300	1,066,000	1,149,000	100.0	70.2	66.4	71.7	75.6	80.5	89.2	88.5	95.4	+ 7.8
Other Retail Stores(4)	641	8,445,000	7,125,000	7,386,000	100.0	81.1	71.3	75.3	74.3	77.4	85.3	84.4	87.5	+ 3.7
Farmers' supply stores	40	759,100	690,000	690,000	100.0	72.7	68.8	76.8	75.1	76.4	88.4	90.9	90.9	0.0
Book stores	15	350,500	276,000	253,000	100.0	63.9	59.9	64.2	67.0	71.3	79.6	78.7	72.2	- 8.3
Coal and wood yards	53	2,426,100	1,827,000	1,942,000	100.0	84.0	75.9	79.2	75.7	73.8	75.2	75.3	80.1	+ 6.3
Drug stores	115	2,331,000	2,396,000	2,485,000	100.0	94.3	80.4	83.8	85.6	91.5	104.2	102.8	106.6	+ 3.7
Jewellery stores	37	502,900	413,000	463,000	100.0	64.2	56.3	65.2	68.8	75.4	81.3	82.1	92.1	+12.1
Office, school and store supplies and equipment dealers	11	297,600	245,000	232,000	100.0	43.0	39.3	52.4	56.1	65.2	85.0	82.3	78.0	- 5.3
Tobacco stores and stands	43	608,500	443,000	467,000	100.0	87.1	74.8	70.2	66.2	70.7	74.9	72.8	76.7	+ 5.4
Miscellaneous kinds of business (includes secondhand stores)	310	967,000	692,000	709,000	100.0	69.6	60.0	64.8	60.9	66.9	77.1	71.6	73.3	+ 2.5
Government liquor stores	37	4,801,600	3,525,000	3,715,000	100.0	57.8	44.9	47.5	49.5	56.0	73.6	73.4	77.4	+ 5.4

(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.

(4) Government liquor stores not included.

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

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