

## RETAIL MERCHANDISE TRADE

IN THE

## MARITIME PROVINCES

CALENDAR YEAR

1940

Published by Authority of the Hon. James A. MacKinnon, M.P., Minster of Trade and Commerce.


OTTAWA

Price 10 cents

Published by Authority of the HON. JAMES A. MacKINNON, M. P., Minister of Trade and Commerce

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

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

Herbert Marshall, B.A., F.S.S.
A. C. Steedman, B.A.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in the Maritime Provinces, 1940

The marked expansion in consumer purchasing which has taken place in the Maritime Provinces aince the beginning of the war is reflected in retail trade statistics for the year 1940. Sales for the three Maritime Provinces for that year are estimated at $\$ 217,077,000$, up 18 per cent over 1939 and 10 per cent above the volume of busineas transacted in 1930, the first year for which comparable sales figures are available. Indexes of sales on the base 1930 equals 100 stand at 109.8 for 1940, 93.4 for 1939, 90.3 for 1938, compared with 65.8 for 1933.

Nova Scotia lead in point of view of increased sales with a 20 per cent gain over 1939. New Brunswick came second with an increase of 16 per cent, while a much smaller increase of 5 per cent was recorded in Prince Edward. Island.

The increase in retail purchasing extended to all lines of trade, with gaine for stores specializing in furniture or house furnishings and equipment exceeding those for other types of business. Furniture stores transecis: 31 per cent more dollar business in 1940 than in 1939, while stores specializing in redios or musical instruments recorded an advance of 27 per cent. Anticipation of higher prices resulting from new taxation schedules put into effect towards the close of the year, was a stimulatins faotor affecting the business of these stores. The apparel group of retail establishmente also registered marked increases. Men's and boys' clothing stores increased their sales by 27 per cent, while an only slightly smaller increase of 25 per cent was registered by stores specializing in the sale of women's clothing or apparel. Motor vehicle dealers increased their agsregate business by 16 per cent, this increase being based on the aggregate business of all firms engaged in the sale of motor vehicles and including not only recelpts from the sole of motor vehicles, but alco recelpts from subsidiary activities such as the sale of gas and 011 and recelpts from repaira or services performod. Excluding deliveries to the government for war purposes, there were 10,941 new motor vehicles sold in the Maritime Provinces for $\$ 12,090,211$ in 1940, up 17 per cent in number and 22 per cent in value over the preceding year. Included in these totals are 7.899 new passenger cars which sold for $\$ 8,692,036$, gains of 13 per cent in number and 19 per cent in value over 1939. There were also 3,042 new commercial models which sold for $\$ 3,398,175$, u 28 per cent in number and 33 per cent in value over the preceding year. Department atores in the Maritime Provinces gained 20 per cent in 1940 over 1939, while increases for some other trades were 12 per cent for grocery and combination atores, 15 per cent for meat market日, 15 per cent for hardware stores, 16 per cent for coal and wood yarde and 15 per cent for drug stores.

## Chain Storee

There were 65 chain store campanies which operated a total of 506 stores in the Maritime Provinces in 1940. These stores had sales of $\$ 41,967,000$, or 19.3 per cent of the total business of all retail establishments, including both chains and independents. In 1939 there were 68 chain companies with 518 stores and these transacted 18.1 per cent of the total retall trade, while ratios of chain to total sales for earlier years standa at 17.6 per cent for $1938,16.4$ per cent for 1937 and 12.5 per sent for 1930.

Included in the total figures mentioned above are 12 chains specializing in grocery or meat products and these operated 115 stores with sales of $\$ 6,539,800$, or 18.3 per cent of the total business of all stores specializing in the sale of groceries or grocerles and meats. Seven varlety chains operated 53 stores with $\$ 7,858,800$ salen, while 3 drus chain companies had 23 stores with sales of $\$ 857,000$ or 14 per cent of the
total businesa of all drug stores.
The proportion of retail trade transacted by chains is considerably smaller in Prince Edward Island than in any other province of the country. In 1940 there were only 10 chain companies in Prince Edward Island and each of these operated only one store in that province. The aggregate sales of the 10 stores amounted to $\$ 554,800$, or 4.6 per cent of the total retall trade. In Nova Scotia there were 49 chain companies with 284 stores and $\$ 118,660,000$ salos, an omount which formed 20.9 per oent of the total retail trade of the province. New Brunswick had 45 chain companies with 212 chain stores and these transactod business to the value of $\$ 16,588,900$, or 19.2 per cent of the total retail business of this province.

## Prince Edward Island

Retail sales in Prince Edward Island are estimated at $\$ 12,018,000$ for 1940 , up 5 per cent over the precoding year, but still 13 per cent below the level of 1930, Indexes of sales on the 1930 base standing at 87.3 for $1940,83.0$ for $1939,80.7$ for 1938 compared with 64.7 for 1933.

Conforming with results for other sections of the country, the furniture and household group of stores led in point of view of increased business, sales for this group as a whole atanding 30 per cent above the level of 1939. The apparel group of stores inoreased their business by 11 per cent, country general store sales gained 4 per cent and drug store sales were up 5 per cont. The general merchandise group, consisting chiefly of department stores and variety stores, increased their business 4 per cent, while a decrease of one per cent was rocorded by grocery and combination stores.

## Nova Scotia

The marked increase which has characterized retall buying in Nova Scotia since the beginning of tho war was continued throughout 1940 with estimated annual sales of $\$ 118,660,000$ standing 20 per cent above 1939 and 19 per cent highor thon the volume of business recorded for 1930, the first year for which figures are avallable. Indexes of sales on the 1930 base stand at 119.2 for $1940,99.3$ for $1939,96.3$ for 1938 , and 69.2 for 1933.

With the exception of country general stores, whose sales were only 4 per cent higher in 1940 than in 1939, increases of major proportions were recorded by all classes of retail business. Higher purchasing power and, in some instances, anticipation of further price movements were stimulating factors affecting the retail trade of this province. The furniture and household group of stores increased their business by 28 per cent in the year under review, gains of 33 per cent for furniture stores and 27 per cent for stores specializing in radios and malcal instruments being recorded, The apparel group of stores also registered a marked increase of 25 per cont, results for individual classifications within this group reflecting increases of 34 per cent for atores specializing in men's clothing or furnishings, 17 per cent for fomily clothing stores, 27 per cent for women's apparel stores and 18 per cont for shoe stores.

The general merchandise group of establishments, consisting chiofly of department stores and varlety stores, transacted 30 per cont more business in 1940 than In the preceding year, the gain for varlety stores alone amounting to 34 per oent. Sales of grocery and combination stores (stores selling both groceries and meats) are estimated at $\$ 22,087,000$ for 1940 , an 1ncrease of 13 per cent over the preceding yoer, while meat market sales increased 16 per cent in the same period. Total sales of motor vehicle dealers are estimated at $\$ 14,200,000$ for 1940, an increase of 15 per cent over the $\$ 12,402,000$ rocorded for 1939. Hardware store sales were up 18 per cent; restaurants, cafeterias and other public eating placos increased their business 33 per cent; drug store sales advanced 17 per cent, while a pronounced increase of 53 per cent was recorded in the results for jewellery stores.

A 16 per cent increase in retail trading took place in New Brunswick between 1939 and 1940, estimated sales of $\$ 74,276,000$ for the eariler year comparing with $\$ 86,399,000$ for the year under review. Indoxes of ales on the 1930 base for this province stand at 102.4 for $1940,88.0$ for $1939,84.9$ for 1938 , compared with 62.1 for 1933.

Conforming with the trend in most otier sections of the country, increases In the sale of houschold furniture, equipment and supplies exceoded those for other comodities. Furniture stores in New Brunswick transactod 29 per cent more bueinese ir. 1940 than in the preceding Jear, while the gain for evores spocializing in radios and musical instruments was oven greater at 32 per cent. The apparel group of stores transacted 16 per cent more business in 1940 than in the proceding yoar, results for individual trades within the group reflecting increases of 12 per cent for men's clothing stores, 18 per cent for family clothing atoros, 23 per cent for women's apparel stores and 14 per cent for shoe stores.

The general merchandise group of stores, consifting chiefly of department stores and variety stores, registered an increase of 25 per cont, while country general store sale日 ostimated at $\$ 12,816,000$ for 1940 wore 12 pei cent higher than in 1939.

Total sales of motor vohicle dealers anc ostimated at $\$ 11,780,000$, up 20 per cent over the preceding year, while increases fow some other important lines of retall trade include the following: 11 per cent for grocery and combination stores, 15 per cent for meat markets, 11 per cent for hardwaro gtores, 13 per cent for drug stores and a major gain of 43 per cent for jewellery stores.

## Scope of Report

The figures for 1930 given in this repont are taken from the results of the Census of Merchendising and Service Establishmonts which was taken in connection With the Decennial Census of 1931. Indexes of sales for years 1931 to 1940 have been computed from annual surveys of retail trade for which returns are received from all chain atore companies and from a representative number of independent stores. Including chains and independents, reports were secured from 2,600 stores in the Maritime Provineas and it is estimated that these transactod 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 lator yeass. It should, therefore, be underatood that the sales fisures given in this report for yoars subsequent to 1930 are ostimates of the total trade and do not relate to the business of oniy wease atores in cluded in the aample covered each year.

It should also be clearly undergtrod that all retail sales figures given in this report relate to stores grouped according to kind of 3 usiness and not to conmodity sales. Grocery stores sell a number of lines of goods in addition to atrictly gracery items. On the other hend, groceries are sold in many kinds of stores in addition to those units classified as grocery stores.

Table 1.--Total Not Sales and Sales Indexes, for Kinds of Business Groups and Selected Kinds of Business

 of firms. The total number of stores in operation in these later years is not known.
(2) In some instences, figures for years subsequent to 1930 have been revised.
(3) Sales figures for filling atation for years aubsequent to 1930 have been eatimated from data on gasoline consumption and retail prices.

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

|  | 1930 | 1933 | 1939 | 1940 |
| :---: | :---: | :---: | :---: | :---: |
| ALL STORES, TOTAL |  |  |  |  |
| Chatns ...... | 65 | 64 | 68 | 65 |
| Stores (maximum) | 407 | 481 | 518 | 506 |
| Chain sales | \$ 24,800, 700 | \$ 19,647,700 | \$ 33, 428,400 | \$ 41,967,000 |
| Total sales | \$197,665,500 | \$130,119,000 | \$184,571,000 | \$217,077,000 |
| \%, chains to total | 12.5 | 15.1 | 18.1 | 19.3 |
| Grocery and Combination Storea - |  |  |  |  |
| Chains ................... | 12 | 17 | 15 | 12 |
| Stores (maximum) | 98 | 156 | 133 | 115 |
| Chain sales | \$ 4,664,500 | \$ 5,474,600 | \$ 6,396,300 | \$ 6,539,800 |
| Total sales ................. <br> \%, chains to total | \$ 33,515,700 13.9 | \$ 25,779,000 21.2 | $\begin{gathered} \$ 31,866,000 \\ 20.1 \end{gathered}$ | $\begin{gathered} \$ 35,662,000 \\ 18.3 \end{gathered}$ |
| Varlety Storos - |  |  |  |  |
| Chains .... |  |  | 7 | 7 |
| Stores (maximum) ......... |  |  |  | 53 |
| Chain sales | \$ 3,398,400 | \$ 2,720,300 | \$ 6,067,800 | \$ 7,858,800 |
| Total salos $\qquad$ <br> \%, chains to total ........ | $\$ 3,655,600$ | $\begin{gathered} \$ \quad 2,937,000 \\ 92.6 \end{gathered}$ | \$ 6,293,000 96.4 | \$ 8,162,000 |
| Drug Stcres - |  |  |  |  |
| Chains. |  | 4 | 3 |  |
| Stores (marimum) .......... |  |  |  |  |
| Chain sales | \$ 793,100 | \$ 638,000 | \$ 748,300 | \$ 857,009 |
| Total saies | \$ 5,699,100 | \$ 4,198,000 | \$ 5,343,000 | \$ 6,135,000 |
| \%, Chains to total | 13.9 | 15.2 | 14.0 | 14.0 |

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


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

| Kind of Business | 1930 |  | Estimated Sales(2) |  | Indexes of Retail Sales$(1930=100)$ |  |  |  |  |  |  |  |  | $\begin{aligned} & \text { \% of } \\ & \text { change, } \\ & 1940 / 39 \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | of Stores | Salea | 1939 | 1940 | 1939 | 19331 | 1934 | 1935 1 | 1936 | 1937 | 1938 | 1939 | 40 |  |
| Food Group <br> Grocery and combination atores Meat markets (includes fish markets)... <br> Country General Stores $\qquad$ <br> General Merchandise Group <br> Automotive Group $\qquad$ | 851 | $\begin{gathered} \$ \\ 13,773,700 \end{gathered}$ | $\begin{array}{\|c\|} \$ \\ 11,431,000 \\ \hline \end{array}$ | $\begin{gathered} \$ \\ 12,018,000 \\ \hline \end{gathered}$ | 100.0 | 64.7 | 70.3 | 71.9 | 82.4 | 85.3 | 80.7 | 83.0 | 87.3 | $+5.1$ |
|  | 316 | 2,132,100 | 1,930,000 | 1,953,000 | 100.9 | 75.7 | 82.8 | 86.3 | 90.6 | 92.4 | 89.8 | 90.5 | 91.6 | + 1.2 |
|  | $\begin{array}{r}224 \\ 48 \\ 168 \\ \hline\end{array}$ | $1,647,600$ 328,400 $3,253,200$ | $1,614,000$ 165,000 $2,748,000$ | $\begin{array}{r} 1,591,000 \\ 175,000 \\ 2,844,000 \end{array}$ | 100.0 100.0 100.0 | 81.8 46.9 67.0 | 91.0 44.5 70.8 | 93.4 53.0 70.7 | 98.8 52.7 85.0 | $\begin{array}{r}101.0 \\ 48.4 \\ 83.8 \\ \hline\end{array}$ | 97.8 48.1 83.9 | 98.0 50.2 84.5 | $\begin{aligned} & 96.5 \\ & 53.3 \\ & 87.5 \\ & \hline \end{aligned}$ | $\begin{array}{r} -1.4 \\ +6.1 \\ +3.6 \\ \hline \end{array}$ |
|  | 8 | 2,304,900 | 1,927,000 | 1,995,000 | 1200.0 | 65.3 | 69.2 | 72.2 | 84.9 | 86.1 | 82.0 | 83.6 | 86.6 | + 3.5 |
|  | 76 | 1,960,700 | 1,625,000 | 1,584,000 | 1100.9 | 47.6 | 54.5 | 59.61 | 75.7 | 87.8 | 75.1 | 82.9 | 80.8 | -2.5 |
| Motor vehicle dealers Filling stations (3) | 21 | 1,608,800 | 1,250,000 | 1,190,000 | 100.0 | 40.7 88.3 | 49.6 91.9 | 55.8 86.5 | 73.5 97.9 | 86.0 107.6 | 70.1 111.2 | 77.7 122.1 | $\begin{array}{r} 74.0 \\ 118.5 \end{array}$ | $\begin{aligned} & -4.8 \\ & -\quad 3.0 \end{aligned}$ |
|  | 23 52 | $\begin{array}{r}165,400 \\ 1,298,600 \\ \hline\end{array}$ | 202,000 $1,175,000$ | $\begin{array}{r}196,000 \\ 1,301,000 \\ \hline\end{array}$ | $1 \begin{aligned} & 100.9 \\ & 100.0\end{aligned}$ | 88.3 75.0 | 91.9 77.6 | 86.5 77.2 | 97.9 84.5 | 107.6 90.3 | 111.2 85.9 | $\begin{array}{r}12.1 \\ 90.5 \\ \hline\end{array}$ | $100.2$ | $+10.7$ |
| Men's and boys' clothing and furnishings (includes custom tallors) ........... Family clothing stores Shoe storea | 33 | 248,300 | 259,000 | 306,000 | 100.9 | 72.5 | 74.9 | 74.9 | 85.8 | 102.7 | 99.1 | 104.3 | 123.2 | +18.1 |
|  | 6 | 797,500 | 695,000 | 750,000 | 100.9 | 73.6 | 78.0 | 77.5 |  |  |  |  |  | 9 |
|  | 5 | 194,200 | 166,000 | 183,000 | 100.0 | 83.9 | 81 |  |  |  |  |  |  |  |
| Building Materials Group | 11 | 429,600 | 259,000 | 367,000 | 100.0 | 50.5 | 60.3 | 61.2 | 70.8 | 67.7 | 65.9 | 60.3 | 85.4 | $+41.7$ |
| Furniture and Household Group. | 13 | 406,200 | 397,000 | 516,000 | 100.0 | 52.9 | 76.1 | 79.8 | 89.9 | 105.4 | 92.6 | 97.7 | 127.0 | +30.0 |
| Restauranti, Cafeterias and Eating Places | 19 | 141,900 | 112,000 | 119.000 | 100.0 | 66.9 | 64.8 | 68.4 | 73.3 | 81.0 | 69.1 | 78.9 | 83.9 | $+6.3$ |
| Other Retail Stores | 188 | 1,846,500 | 1,258,000 | 1,339,000 | 100.0 | 63.5 | 69.5 | 67.2 | 72.7 | 72.6 | 67.4 | 68.1 | 72.5 | +6.4 |
| Coal and wood yards | 7 | 477,700 | 403,000 | 438,000 | 100.0 | 73.3 | 78.5 | 73.5 | 73.31 | 77.9 | 74. | 84.4 | 91.7 | $+8.7$ |
| Drus stores | 20 | 352,600 | 298,0001 | 314,000 | 100.0 | 73.2 | 74.6 | 73.7 | 77.7 | 83.9 | 82.5 | 84.5 | 89.1 | + 5.4 |
| Jewellery stores | 9 | 97,600 | 80,000! | 94,000 | \|100.0 | 53.3 | 57.4 | 58.4 | 71.7 | 70.7 | 74.8 | 82.0 | 96.3 | +17.5 |

 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 figmee for filling atations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices. Note:-Group totals may include figwres for classifications not separately shown.

## MARITIME PROVINCES - RETATL MERCHANDISE TRADE, 1940

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

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

Table 5.-- NOVA SCOTIA - Total Net Sales ond Salee Indexes, by Kinds of Burinese--(Cont:d.)

 of firms. The total number of stores in operation in these later jears is not known.
(2) In some instances, figures for years subsequent to 1930 have been revised.
(3) Sales figures for filling atations for years aubsequent to 1930 have been estimated from data on gasoline conaumption and retail prices.
(4) Government ilquor stores not ineluded.

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

| Kind of Business | Number (1) | $\frac{930}{\text { Total Net }}$ | Estimated Sales(2) |  | Indexes of Retafl Soles$(1930=100)$ |  |  |  |  |  |  |  |  | \% of Change, 1.940/:3 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | of Stores | Sales | 1939 | 10 | 19301 | 1933 | 1934 | 19351 | 1936 | 1937 |  | 1939 | $0+0$ |  |
| Total, All Storea | 4,434 | $\begin{gathered} \$ \\ 84,371,900 \end{gathered}$ | $\begin{gathered} \$ \\ 74,276,000 \end{gathered}$ | \$ 399,00 | 100. | 62.1 | 69,1 | 3.1 | 9.4 | 90.9 | 84. 9 | 88.0 | 102. 4 | $+16.3$ |
| Food Group | 1,818 | 14,982,500 | 13,159,000 | 14,808,000 | 100.0 | 73.6 | 76.2 | 78.3 | 80.7 | 87.5 | 85.8 | 87.8 | 98.8 | + 12.5 |
| Candy and confectionery stores ........ Grocery and combination stores ........ Meat markets (includes fish markets).. | 236 | 975,500 | 965,000 | 1,214,000 | 100.0 | 77.0 | 77.3 | 76.5 | 77.8 | 88.8 | 92.2. | 98.9 | 124.4 | + 25.8 |
|  | 1,214 | 12,194,100 | 10,758,000 | 11,984,000 | 100.0 | 74.5 | 77.2 | 79.6 | 81.9 | 88.7 | 86.1 | 88.2 | 98.3 | $+11.4$ |
|  | 117 | 923,100 | 646,000 | 745,000 | 100.0 | 59.9 | 64.6 | 64.0 | 66.7 | 69.3 | 72.9 | 70.0 | 80.7 | $+15.3$ |
| Country General Stores | 706 | $12,236,200$ | 11,453,000 | 12,815,000 | 100.0 | 69.7 | 79.0 | 81.3 | 87.3 | 97.9 | 93.3 | 93.6 | 104.7 | $+11.9$ |
| Gencial Mexcinanise wrotep | 98 | $18,679,900$ | 14,217,000 | 16,319,000 | 100.0 | 62.6 | 67.3 | 69,7 | 73.6 | 79.3 | 70,7! | 76.1 | 87.4 | + 14, 8 |
| Automotive Group | 451 | 11,697,800 | 12,908,000 | $15.345,000$ | 100.0 | 4. 01 | 60.1 | 76.5 | 93.5 | 121.4. | 107.8 | 110.3 | 131.2 | +18.9 |
| Motor vehicle dealers .................... Filling stations(3) <br> Garages | 113 | 8,970,900 | 9,841,000 | 11,780,000 | 100.01 | 37.2 | 56.3 | 75.2 | 94.4 | 124.1 | 106.2 | 109.7 | 131.3 | $+19.7$ |
|  | 188 | 1,489,300 | 1,806,000 | 2,111,000 | 100.0 | 72.8 | 81.9 | 90.7 | 100.4 | 124.0 | 123.5 | 121.3 | 141.7 | +16.9 |
|  | 136 | 1,108,400 | 1,177,000 | 1,346,000 | 100.0 | 58.8 | 62.3 | 71.0 | 80.8 | 102.2 | 104.7 | 106.2 | 121.4 | $+14.4$ |
| Apparel Group | 307 | $6,373,300$ | 5,122,000 | 5,952,000 | 100.0 | 64.1 | 68.6 | 71.1 | 76.0 | 83.2 | 77.2 | 80.4 | 93.4 | $+16.2$ |
| Men's and boys' clothing and fumishings (includes custom tailors)..... | 114 | 1,858,900 | 1,402,000 | 1,565,000 | 100.0 | 59.9 | 66.8 | 72.0 | 74.3 | 79.5 | 72.2 | 75.4 | 84.2 |  |
| Family clothing stores ................... Women's apparel and accessories stores. | 54 | 2,291,000 | 2,116,000 | 2,486,000 | 100.0 | 69.0 | 76.1 | 78.2 | 87.1 | 96.2 | 72.2 87.3 | 92.4 | 108.5 | +11.6 +17.5 |
|  | 100 | 1,341,600 | 854,000 | 1,050,000 | 100.0 | 58.91 | 58.1 | 56.1 | 58.6 | 64.5 | 61.4 | 63.7 | 18.3 | + 23.0 |
| Shoe stores | 39 | $881,800$ | 750,000 | 851,000 | 100.0 | 68.4 | 68.8 | 73.8 | 77.6 | 86.1 | 85.6 | 85.1 | 96.5 | +13.5 |
| Building Materials Group | 115 | 3,359,000 | 3,196,000 | $3,584,000$ | 100.0 | 53.0 | 66.5 | 67.7 | 75.8 | 95.7 | 87.1 | 95.1 | 106.7 | $+12.1$ |
| Hardware stores ......................Lumber and building material dealers .. | 47 | $\begin{array}{r} 1,553,100 \\ 830,800 \end{array}$ | $\begin{array}{r} 1,571,000 \\ 536,000 \end{array}$ | $\begin{array}{r} 1,742,000 \\ 614,000 \end{array}$ | $\left\|\begin{array}{l} 100.0 \\ 100.0 \end{array}\right\|$ | $\begin{aligned} & 61.5 \\ & 38.6 \end{aligned}$ | $\begin{aligned} & 70.7 \\ & 50.6 \end{aligned}$ | $\begin{aligned} & 73.9 \\ & 48.3 \end{aligned}$ | $\begin{aligned} & 84.3 \\ & 51.4 \end{aligned}$ | $\begin{aligned} & 98.2 \\ & 75.8 \end{aligned}$ | 91.758.7 | $\begin{array}{r} 101.2 \\ 64.5 \end{array}$ | $\begin{array}{r} 112.2 \\ 73.9 \end{array}$ | $\begin{aligned} & +10.9 \\ & +14.5 \end{aligned}$ |
|  | 13 |  |  |  |  |  |  |  |  |  |  |  |  |  |

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

# MARITIME PROVINCES - RETAIH MERCHANDISE TRADE, 1940 

Tajle 6. - NEW BRUNSWICK - Total Net Sales and Sales Indexce, by Klnds of Businese--(Contid)

 firms. The total number of stores in operation in these later jeara is not known
(2) In some instancea, figures for jears subsequent to 1930 have been revised.
(3) Sales figures for filling stations for years subsequent to 1930 have been eatimated from data on gasoline consumption and retail prices.
(4) Govermment 11 quor stores not included.

