

63-D-28



**CANADA**  
**DOMINION BUREAU OF STATISTICS**  
**CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS**

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**RETAIL MERCHANDISE TRADE**  
**IN THE**  
**PRAIRIE PROVINCES**  
**1933**

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Published by Authority of the HON. R. B. HANSON, K.C., M.P.,  
Minister of Trade and Commerce.

OTTAWA  
1935

Published by Authority of the HON. R. B. HANSON, K.C., M.P.,  
Minister of Trade and Commerce.

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in the Prairie Provinces, 1930 - 1933

This report on Retail Merchandise Trade in the Prairie Provinces is one of a series presenting the results of the Census of Merchandising and Service Establishments, 1933. The first part of the report deals with the trade of the three Prairie Provinces as a whole, and tables are given presenting the principal retail trade statistics for this economic division. Provincial tables follow which analyze more fully the retail merchandise trade in Manitoba, Saskatchewan and Alberta.

The total retail merchandise trade in the Prairie Provinces during 1933 amounted to \$332,722,000 as compared with \$554,962,100 in 1930. Sales for the two intervening years 1931 and 1932 amounted to \$428,987,000 and \$359,922,000 respectively. Or, representing the total retail merchandise trade in 1930 by 100, indexes of the dollar volume of business for the following three years are 77.3 for 1931, 64.9 for 1932 and 60.0 for 1933.

The data for the basic year 1930 were secured in connection with the Census of Merchandising and Service Establishments, 1931. The figures for the following years have been derived from indexes of retail sales based upon reports secured in 1934 from all chain stores and the larger independent stores and covering the period from 1931 to 1933. Since all stores were not covered in the current Census, it is not possible to give the number of trading establishments in 1933. An explanation of the methods followed in preparing the tables presented in this bulletin will be found in the last section of this introduction.

The decline in retail merchandise trade from 1930 to 1933 varied considerably for the three provinces. The least decline is shown for Manitoba, where the index for 1933 was 63.6 compared with 100 for 1930. Saskatchewan showed the greatest decline with an index for 1933 of 55.0, while the decline in Alberta was intermediate between those of the other two provinces. The index in Alberta was 61.3 for 1933 as compared with 100 in 1930.

Upon comparing the business in each year with that of the year immediately preceding, it is found that for the Prairie Provinces as a whole the year-to-year decreases in retail merchandise trade were as follows: 1931, -22.7 per cent; 1932, -16.1 per cent; and 1933 compared with 1932 showed a decrease of 7.6 per cent. The year-to-year changes for the group and for each of the three provinces are as follows:



	<u>1931/1930</u>	<u>1932/1931</u>	<u>1933/1932</u>
Prairie Provinces .....	-22.7	-16.1	-7.6
Manitoba .....	-18.3	-15.1	-8.4
Saskatchewan .....	-27.2	-18.0	-7.9
Alberta .....	-22.7	-15.3	-6.4

It is thus seen that for the group as a whole and for each of the three provinces the greatest percentage decrease below the preceding year occurred in 1931 and the smallest in 1933. This is in contrast to all other provinces in the Dominion, where the greatest percentage decreases were found to occur in 1932 with smaller declines shown in 1931 and 1933.

When all stores are classified into the nine broad kind-of-business groups used in the Census of Merchandising, it is found that the decline in trade was least for the general merchandise group of stores and greatest for the automotive group. Indexes of retail sales for 1933 (1930 = 100) for several of the more important kind-of-business classifications are as follows: Department stores, 70.4; grocery and combination stores, 70.3; coal and wood yards, 68.3; drug stores, 65.2; women's apparel and accessories, 63.3; country general stores, 63.2; men's and boys' clothing and furnishings, 61.9; hardware stores, 57.7; filling stations, 55.8; meat markets, 49.5; lumber and building material dealers, 46.3; and motor vehicle dealers, 43.6.

Chain Stores and Sales.--In 1930, there were 2,350 chain units (exclusive of department store chains) in the Prairie Provinces with sales of \$81,080,600 or 14.6 per cent of the total retail trade in the same year. In 1933 the number of chain units had declined to 2,057 and chain sales amounted to \$51,644,400 or 15.5 per cent of the total retail business for that year. Chain ratios for the two intervening years were 14.8 per cent in 1931 and 15.1 per cent in 1932.

The chain figures given above include only data for groups of four or more stores owned or operated by one firm. Figures for voluntary chains are not included and, as already indicated, department store chains are also omitted from these computations.

Some of the more important kind-of-business classifications in which there were increases in chain ratios, together with the percentages for 1933 with 1930 figures in brackets, are as follows: Grocery and combination stores, 34.9 (32.2); variety, 5-and-10 and to-a-dollar stores, 93.2 (92.2); filling stations, 15.2 (8.0); shoe stores, 9.0 (3.0); household appliance stores, 53.8 (50.9); and lumber and building material dealers, 64.2 (61.8). The chain ratio for women's apparel and accessories stores decreased from 22.8 per cent in 1930 to 15.8 per cent in 1933. No change or slight variations in chain ratios took place in the following: Men's and boys' clothing and furnishings, 7.7 (7.7); restaurants, cafeterias, etc., 7.0 (6.6); and drug stores, 12.5 (12.2).

In Manitoba there was a slight decrease in the ratio of chain sales to total sales from 1930 to 1933, while increases were registered for each of the other two provinces. The ratios of chain sales to total sales in 1933, with the 1930 figures in brackets, are as follows: Manitoba, 11.3 (11.7); Saskatchewan, 19.9 (18.0); and Alberta, 15.9 (14.1).

Chain Stores and Sales Classified According to Type of Chain.--Chains have been classified as local, provincial, sectional, or national, depending upon the extent of territory covered by their branches. Local chains are confined to one town or city, while provincial chains may have branches located throughout one province. Sectional chains are defined as those having stores in two or three provinces, while national chains are taken to include those having stores in four provinces or more. Of the 2,057 chain units operating in the Prairie Provinces in 1933, 120 belonged to local chains and 836 to provincial chains. There were 567 units of sectional and 484 stores belonging to national organizations. Of the total chain sales, local chains accounted for 4.63 per cent; provincial chains, 38.38 per cent; sectional, 25.15 per cent; and national chains, 31.84 per cent.

Comparison of Indexes of Retail Sales and Cost of Living Indexes.--The total sales of all retail establishments in the Prairie Provinces from 1930 to 1933 and indexes of sales (1930 = 100) are as follows:

<u>Year</u>	<u>Total Sales</u> \$	<u>Index of Sales</u> (1930 = 100)
1930 .....	554,962,100	100.0
1931 .....	428,987,000	77.3
1932 .....	359,922,000	64.9
1933 .....	332,722,000	60.0

How much of the decrease in dollar volume of sales is due to the decline in price levels and how much to a decrease in the quantity of goods consumed cannot be definitely stated due to the absence of price indexes so constructed as to be strictly comparable. Nevertheless, it is well established that a considerable portion of the drop in dollar volume is due to price declines. While cost of living index numbers are not constructed in such a way as to warrant their use as a correction for price changes in these index numbers of retail sales, they do give some indication of the order of magnitude of the price trends. The Bureau's Cost of Living Indexes for the period under review are given below and, for comparison purposes, have been adjusted to make the 1930 figure equal 100.

Index Numbers of Retail Prices, Rents and Costs of Services, Canada

(1930 = 100)

<u>Year</u>	<u>Total Index</u>	<u>Food Index</u>	<u>Fuel Index</u>	<u>Rent Index</u>	<u>Clothing Index</u>	<u>Sundries Index</u>	<u>Retail Price Index</u> (Foods, fuel, clothing, household requirements)
1930 ..	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1931 ..	90.3	78.4	98.4	97.3	87.5	98.0	85.3
1932 ..	82.1	65.2	95.5	89.4	77.5	95.2	75.2
1933 ..	78.3	64.6	91.6	80.4	72.3	93.3	72.8

Separate price indexes are shown for food, fuel, rent and clothing. The sundries index indicates the price changes in a miscellaneous group of commodities, together with the variations in costs of certain services, such as theatre costs, insurance, doctors' and dentists' fees, hospital charges and laundry. The total index given in the second column of the table is an average of the figures in the following five columns, each weighted in proportion to the consumption of the items



involved. The last column, "Retail Price Index", is also a weighted average but omits the rental figures and includes only the merchandising items in the sundries index. From this column, it is seen that the retail price level for the Dominion as a whole in 1933 was 72.8 per cent of that in 1930 or that there was a decrease during the period of 27.2 per cent. The indexes of retail sales already given show that the decrease in dollar volume of sales in the Prairie Provinces over the same period was 40 per cent or almost 13 per cent greater than the Dominion drop in price levels.

Description of Methods Used in Constructing Indexes of Retail Sales.---As already mentioned in this report, the figures for the basic year 1930 were secured for the Census of Merchandising and Service Establishments, 1931. The data for the following years were secured for an annual Census of Merchandising, arising out of the Decennial Census and in which sales figures were obtained for each of the years 1931, 1932 and 1933. While the Decennial Census included in its scope every retail establishment, the annual census includes all chain stores and those independent stores which reported sales for 1930 over a specified amount. The independent stores from which reports were secured were those with an annual turnover of \$30,000 or more in 1930 (\$20,000 or more in the case of food stores and country general stores) and which continued in business throughout the period. This means that over two-thirds of the retail business of the Dominion is covered in the annual census. From the reports thus received, and using the year 1930 as the base period, indexes of retail sales for each of the years 1931 to 1933 have been computed. These indexes have then been applied to the total sales of all stores in 1930 in order to arrive at estimates of the total annual business of all retail establishments in each of the following years.

While a large portion of retail trade has been covered in the current census, it is clear that the figures presented in this report for the years 1931, 1932 and 1933 are estimates based on indexes computed from the returns of the establishments reporting. The chief factor which may not be reflected in the sales indexes is a decline in the number of stores in certain kinds of business. No information is available to show the extent to which firms going out of business have not been replaced by new stores of a similar character. The possibility, therefore, of the sales of the surviving stores covered by this Census not reflecting completely the trend in retail trade during the period from 1930 to 1933 must be noted. However, it is believed that for the retail trade as a whole the figures may be taken as approximately correct and for certain kind-of-business groups as being more accurate than for others. Among the kind-of-business classifications which are believed to be most accurate are included: Grocery and combination stores, meat markets, department stores, variety stores, automobile dealers, coal and wood yards, drug stores, and restaurants and other eating places.

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 1.—Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales				Index of Retail Sales (1930 = 100)			
	1930	(Estimated)			1930	1931	1932	1933
		1931	1932	1933				
	\$	\$	\$	\$				
All Stores, Total .....	554,962,100	428,987,000	359,922,000	332,722,000	100.0	77.3	64.9	60.0
Food group .....	82,426,200	67,888,000	53,470,000	54,007,000	100.0	82.4	70.9	65.5
Country general stores .....	82,009,600	62,345,000	54,608,000	51,824,000	100.0	76.0	66.6	63.2
General merchandise group .....	107,644,900	90,977,000	79,036,000	76,268,000	100.0	84.5	73.4	70.9
Automotive group .....	78,774,300	51,959,000	39,679,000	37,138,000	100.0	66.0	50.4	47.1
Apparel group .....	30,916,800	25,493,000	21,706,000	13,853,000	100.0	82.5	70.2	64.2
Building materials group .....	50,359,600	35,240,000	28,951,000	25,342,000	100.0	70.0	57.5	50.3
Furniture and household group .....	13,181,700	10,624,000	8,120,000	7,005,000	100.0	80.6	61.6	53.1
Restaurants, cafeterias and eating places .	17,101,600	13,135,000	10,126,000	8,697,000	100.0	76.8	59.2	50.9
Other retail stores .....	92,547,400	71,326,000	59,227,000	52,587,000	100.0	77.1	64.0	56.8
Grocery and combination stores .....	52,803,600	45,364,000	40,362,000	37,133,000	100.0	85.9	76.4	70.3
Meat markets (including sea foods) .....	14,581,500	10,548,000	7,857,000	7,223,000	100.0	72.3	53.9	49.5
Department stores .....	96,588,600	81,369,000	70,522,000	67,962,000	100.0	84.2	73.0	70.4
Motor vehicle dealers .....	54,632,900	33,598,000	24,689,000	23,830,000	100.0	61.5	45.2	43.6
Filling stations .....	12,371,200	9,693,000	7,843,000	6,899,000	100.0	78.4	63.4	55.8
Men's and boys' clothing and furnishings (including custom tailors) .....	9,902,600	7,632,000	6,515,000	6,134,000	100.0	77.1	65.8	61.9
Women's apparel and accessories stores ..	9,937,500	8,592,000	6,894,000	6,286,000	100.0	86.5	69.4	63.3
Hardware stores .....	20,401,400	14,960,000	12,957,000	11,772,000	100.0	73.3	63.5	57.7
Lumber and building material dealers ....	27,241,000	18,143,000	14,740,000	12,623,000	100.0	66.6	54.1	46.3
Coal and wood yards .....	11,749,200	9,880,000	9,098,000	8,027,000	100.0	84.1	77.4	68.3
Drug stores .....	14,525,600	12,189,000	10,652,000	9,470,000	100.0	83.9	73.3	65.2



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 2.--Comparison of Chain Sales and Total Sales, All Stores, and Selected Kinds of Business

	1930 <sup>(1)</sup>	1931	1932	1933
	\$	\$	\$	\$
All Stores, Total Sales .....	554,962,100	428,988,000	359,923,000	332,722,000
Chain sales .....	81,080,600	63,550,500	54,484,000	51,644,400
Percentage, chains to total .	14.6	14.8	15.1	15.5
Grocery and Combination Stores, Total .	52,803,600	45,364,000	40,362,000	37,133,000
Chain sales .....	17,015,000	16,207,800	14,630,800	12,973,900
Percentage, chains to total .	32.2	35.7	36.2	34.9
Variety, 5-and-10, and to-a-dollar Stores, Total .....	5,270,900	5,054,000	4,543,000	4,430,000
Chain sales .....	4,857,500	4,694,200	4,227,400	4,128,500
Percentage, chains to total .	92.2	92.9	93.1	93.2
Filling Stations, Total .....	12,371,200	9,693,000	7,843,000	6,899,000
Chain sales .....	984,100	964,100	952,600	1,046,500
Percentage, chains to total .	8.0	9.9	12.1	15.2
Men's and Boys' Clothing and Furnish- ings (including custom tailors), Total .....	9,902,600	7,632,000	6,515,000	6,134,000
Chain sales .....	765,000	554,200	430,800	475,000
Percentage, chains to total .	7.7	7.3	6.6	7.7
Women's Apparel and Accessories Stores, Total .....	9,937,500	8,592,000	6,894,000	6,286,000
Chain sales .....	2,262,400	1,845,600	1,156,200	993,400
Percentage, chains to total .	22.8	21.5	16.8	15.8
Shoe Stores, Total .....	3,626,500	3,258,000	2,811,000	2,487,000
Chain sales .....	107,900	243,100	236,700	223,700
Percentage, chains to total .	3.0	7.5	8.4	9.0
Household Appliance Stores, Total .....	2,967,400	2,050,000	1,774,000	1,542,000
Chain sales .....	1,511,800	871,600	926,100	829,400
Percentage, chains to total .	50.9	42.5	52.2	53.8
Restaurants, Cafeterias and Eating Places, Total .....	17,101,600	13,135,000	10,126,000	8,697,000
Chain sales .....	1,127,800	911,800	708,300	605,200
Percentage, chains to total .	6.6	6.9	7.0	7.0
Drug Stores, Total .....	14,525,600	12,189,000	10,652,000	9,470,000
Chain sales .....	1,778,600	1,360,400	1,242,900	1,183,800
Percentage, chains to total .	12.2	11.2	11.7	12.5
Lumber and Building Material Dealers, Total .....	27,241,000	18,143,000	14,740,000	12,623,000
Chain sales .....	16,829,300	10,640,200	9,151,700	8,101,200
Percentage, chains to total .	61.8	58.6	62.1	64.2

(1) Figures for 1930 have been revised to provide for the reclassification of some stores by type of operation and the use of sales figures by firms instead of individual units.

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1930 - 1933

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

	1930(1)	1931	1932	1933
Prairie Provinces, All Stores, Total	\$	\$	\$	\$
Chain sales .....	554,962,100	428,988,000	359,923,000	332,722,000
Percentage, chains to total .	14.6	14.8	15.1	15.5
Manitoba, All Stores, Total	189,243,900	154,690,000	131,415,000	120,322,000
Chain sales .....	22,105,800	18,853,100	16,155,400	13,619,700
Percentage, chains to total .	11.7	12.2	12.3	11.3
Saskatchewan, All Stores, Total	189,181,100	137,793,000	112,929,000	104,123,000
Chain sales .....	34,056,300	24,409,300	20,750,700	20,755,200
Percentage, chains to total .	18.0	17.7	18.4	19.9
Alberta, All Stores, Total	176,537,100	136,505,000	115,579,000	108,277,000
Chain sales .....	24,918,500	20,288,100	17,577,900	17,269,500
Percentage, chains to total .	14.1	14.9	15.2	15.9

Table 4.—Chain Stores and Sales Classified by Types of Operation

	1930(1)			1933		
	Stores		Sales	Stores		Sales
	Number	%	Amount	Number	%	Amount
All Chains, Total	2,350	100.00	81,080,600	2,057	100.00	51,644,400
Local chains	109	4.64	3,768,700	120	5.83	2,390,300
Provincial chains	1,065	45.32	35,388,100	886	43.07	19,819,400
Sectional chains	652	27.74	15,604,100	567	27.57	12,989,100
National chains	524	22.30	26,319,700	484	23.53	16,445,600

(1) Figures for 1930 have been revised to provide for the reclassification of some stores by type of operation and the use of sales figures by firms instead of individual units.



### Retail Merchandise Trade in Manitoba, 1930 - 1933

The total retail merchandise trade in Manitoba during 1933 is estimated at \$120,322,000 as compared with \$189,243,900 in 1930. Sales for the two intervening years are estimated at \$154,690,000 for 1931 and \$131,415,000 for 1932. Or, representing the total retail trade in 1930 by 100, indexes of sales for the three following years are 81.7 for 1931, 69.4 for 1932 and 63.6 for 1933.

When a comparison is made according to the nine broad kind-of-business groups used in the Census of Merchandising, it is found that the 1933 index of retail sales is highest for the general merchandise group of stores (70.7) and lowest for the restaurant group of establishments (48.3). The 1933 indexes for the groups, arranged in descending order of indexes, are as follows: General merchandise group, 70.7; food group, 69.7; country general stores, 64.1; apparel group, 62.1; other retail stores, 60.9; furniture and household group, 54.0; automotive group, 51.8; building materials group, 48.9; and restaurant group, 48.3

Food Group.—In 1933, sales of all stores included in the food group amounted to \$19,102,000 as compared with \$27,410,900 made by the same kinds of stores in 1930. The amounts quoted do not, of course, include the total sales of food commodities since sales of food are made in other kinds of stores, especially in department stores and country general stores.

Grocery and combination stores (stores selling both groceries and meats) form the most important classification in the food group. Sales of these stores in 1933 amounted to \$13,733,000 or 72.6 per cent of the amount reported in 1930. Indexes of sales for the intervening years are 87.0 for 1931 and 80.0 for 1932. Sales made by meat markets declined from \$3,309,500 in 1930 to 52.8 per cent of that amount, or \$1,747,000, in 1933. The 1933 business of candy and confectionery stores amounted to \$2,342,000 or 67.3 per cent of the 1930 figure.

Country General Stores.—In 1930, the business transacted by country general stores amounted to \$15,542,700. In 1933 the sales volume of this kind of business declined to 64.1 per cent of the 1930 figure or \$9,963,000. Indexes of sales for the intervening years are 78.1 for 1931 and 66.6 for 1932.

General Merchandise Group.—For this group as a whole, the value of retail sales declined from \$64,344,000 in 1930 to 70.7 per cent of that amount, or \$45,507,000, in 1933. The various kind-of-business classifications included in this group are department stores, dry goods stores, general merchandise stores and variety stores.

Automotive Group.—Sales of motor vehicle dealers declined from \$13,587,500 in 1930 to 45.6 per cent of that amount, or \$6,200,000, in 1933. Indexes based upon the 1930 business for the years 1931 and 1932 are 63.2 and 47.7 respectively. The 1933 business of filling stations is estimated at \$2,300,000 or 59.4 per cent of the 1930 amount.

Apparel Group.—As compared with the 1933 index of sales of 62.1 for this group as a whole, indexes of sales for the four classifications within the group are as follows: Men's clothing and furnishings stores, 52.9; family clothing stores, 60.7; women's apparel and accessories stores, 67.5; and shoe stores, 67.7.

Building Materials Group.--The two most important classifications within this group are hardware stores and lumber and building material dealers. The 1933 index of sales for the former was 61.9 and for the latter 45.9.

Furniture and Household Group.--The principal classifications within this group with the 1933 indexes of sales (1930 = 100) are as follows: Furniture stores, 59.6; household appliance stores, 50.7; and radio and music stores, 55.1.

Restaurants, Cafeterias and Eating Places.--Receipts in all establishments included in this group declined from \$5,553,300 in 1930 to 48.3 per cent of that amount, or \$2,682,000, in 1933. Indexes of receipts for the two intervening years are 78.0 for 1931 and 60.3 for 1932.

Other Retail Stores.--The more important classifications within this group, together with the 1933 indexes of sales, are as follows: Coal and wood yards, 67.7; drug stores, 68.0; jewellery stores, 75.5; and retail sales of Government liquor stores, 56.4.



MANITOBA - RETAIL MERCHANDISE TRADE, 1930 - 1933

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

Kind of Business	Total Net Sales			Index of Retail Sales (1930 = 100)			
	1930	(Estimated)		1930	1931 1932 1933		
		1931	1932		1931	1932	1933
All Stores, Total .....	\$ 189,243,900	\$ 154,690,000	\$ 131,415,000	100.0	81.7	69.4	65.6
Food Group .....	27,410,900	23,437,000	20,971,000	100.0	85.5	76.5	69.7
Bakery products stores (manufacturing bakeries not included) .....	322,800	259,000	222,000	100.0	80.1	68.9	63.8
Candy and confectionery stores .....	3,480,100	2,957,000	2,526,000	100.0	85.0	72.6	67.3
Dairy products dealers (other than manufacturing dairies) .....	772,700	730,000	605,000	100.0	94.5	78.3	80.8
Fruit and vegetable stores .....	393,400	401,000	350,000	100.0	101.9	89.1	79.6
Grocery and combination stores .....	18,915,700	16,457,000	15,133,000	100.0	87.0	80.0	72.6
Meat markets (including sea foods) .....	3,309,500	2,432,000	1,949,000	100.0	73.5	58.9	52.8
Other food stores .....	216,700	200,000	185,000	100.0	92.5	85.3	63.3
Country General Stores .....	15,542,700	12,139,000	10,351,000	100.0	78.1	66.6	64.1
General Merchandise Group .....	64,344,000	54,578,000	47,387,000	100.0	84.8	73.6	70.7
Automotive Group .....	20,605,500	14,269,000	11,275,000	100.0	69.2	54.7	51.8
Motor vehicle dealers .....	13,587,300	8,591,000	6,484,000	100.0	63.2	47.7	45.6
Accessories, tires and batteries .....	261,600	207,000	229,000	100.0	79.3	87.6	68.9
Filling stations .....	3,871,500	3,151,000	2,420,000	100.0	81.4	62.5	59.4
Garages .....	2,683,500	2,179,000	2,031,000	100.0	81.2	75.7	70.6
Other automotive establishments (including motorcycles, bicycles and supplies) ....	201,600	140,000	111,000	100.0	69.5	54.8	52.3
Apparel Group .....	9,597,200	7,971,000	6,455,000	100.0	83.1	67.3	62.1
Men's and boys' clothing and furnishings stores (includes custom tailors) .....	2,750,000	1,969,000	1,611,000	100.0	71.6	58.6	52.9
Family clothing stores .....	1,794,600	1,502,000	1,174,000	100.0	83.7	65.4	60.7
Women's apparel and accessories stores ...	3,713,800	3,350,000	2,678,000	100.0	90.2	72.1	67.5
Shoe stores .....	1,338,800	1,150,000	992,000	100.0	85.9	74.1	67.7

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

Kind of Business	Total Net Sales				Index of Retail Sales (1930 = 100)			
	1930	(Estimated)			1930	1931	1932	1933
		1931	1932	1933				
	\$	\$	\$	\$				
Building Materials Group .....	12,173,400	9,688,000	6,786,000	5,959,000	100.0	79.6	55.7	48.9
Hardware stores .....	4,070,500	3,248,000	2,744,000	2,520,000	100.0	79.8	67.4	61.9
Lumber and building material dealers .....	6,430,200	5,067,000	3,331,000	2,951,000	100.0	78.8	51.8	45.9
Other building materials (including roofing materials) .....	1,157,800	992,000	411,000	219,000	100.0	85.7	35.5	18.9
Electrical shops (without radio) .....								
Heating and plumbing shops .....	514,900	381,000	300,000	269,000	100.0	74.0	58.3	52.2
Paint and glass stores .....								
Furniture and Household Group .....	3,740,800	3,155,000	2,535,000	2,019,000	100.0	84.4	67.8	54.0
Furniture stores .....	674,300	473,000	406,000	402,000	100.0	70.2	60.2	59.6
Household appliance stores .....	1,100,800	803,000	630,000	559,000	100.0	73.0	57.2	50.7
Other home furnishings (including floor coverings, curtains, etc.) .....	183,400	148,000	88,000	77,000	100.0	80.7	47.9	41.8
Radio and music stores .....	1,782,300	1,731,000	1,412,000	982,000	100.0	97.1	79.2	55.1
Restaurants, Cafeterias and Eating Places .....	5,553,300	4,332,000	3,349,000	2,682,000	100.0	78.0	60.3	48.3
Other Retail Stores .....	30,276,100	25,121,000	22,306,000	18,453,000	100.0	83.0	73.7	60.9
Farmers' supply stores .....	2,753,700	1,955,000	1,738,000	1,597,000	100.0	71.0	63.1	58.0
Book stores .....	801,400	566,000	471,000	370,000	100.0	70.7	58.7	46.2
Coal and wood yards (including ice) .....	7,181,300	5,989,000	5,436,000	4,862,000	100.0	83.4	75.7	67.7
Ice dealers .....	33,800	30,000	25,000	21,000	100.0	88.0	75.5	61.8
Drug stores .....	4,294,000	3,891,000	3,376,000	2,921,000	100.0	90.6	78.7	68.0
Florists .....	688,700	647,000	454,000	408,000	100.0	93.9	65.9	59.3
Jewellery stores .....	1,600,000	1,360,000	1,173,000	1,208,000	100.0	85.0	73.3	75.5
Office, school and store supplies and equipment dealers .....	1,658,500	1,055,000	862,000	700,000	100.0	63.6	52.0	42.2
Tobacco stores and stands .....	981,100	942,000	863,000	751,000	100.0	96.0	87.9	76.5
Government liquor stores .....	3,927,500	3,627,000	2,970,000	2,214,000	100.0	92.3	75.6	56.4
Unclassified kinds of business .....	6,356,100	5,060,000	4,939,000	3,401,000	100.0	79.6	77.7	53.5



Retail Merchandise Trade in Saskatchewan, 1930 - 1933

The total retail merchandise trade in Saskatchewan for the year 1933 is estimated at \$104,123,000 as compared with \$189,181,100 for 1930. The total retail trade for the years 1931 and 1932 amounted to \$137,792,000 and \$112,929,000 respectively. Representing the total retail merchandise trade in 1930 by 100, indexes of the dollar volume of business for the following three years are 72.8 for 1931, 59.7 for 1932 and 55.0 for 1933.

In this province, the general merchandise group of stores had the highest index of retail sales for 1933 (69.5) and the automotive group had the lowest (40.9). Indexes of sales for 1933 for the nine broad kind-of-business groups are as follows: General merchandise group, 69.5; country general stores, 61.2; food group, 59.8; apparel group, 58.2; other retail stores, 53.1; restaurant group, 49.7; building materials group, 47.6; furniture and household group, 47.6; and automotive group, 40.9.

Food Group.--As compared with the 1933 index of 59.8 for this group as a whole, indexes of sales for the same year for the more important kind-of-business classifications included are as follows: Grocery and combination stores, 63.3; meat markets, 50.2; and candy and confectionery stores, 51.9.

Country General Stores.--Sales of country general stores in 1930 amounted to \$37,710,000 as compared with 61.2 per cent of that amount, or \$23,083,000, in 1933. Indexes of retail sales for the two intervening years are 75.0 for 1931 and 64.5 for 1932.

General Merchandise Group.--Using the 1930 sales volume as base, the indexes of the dollar volume of sales of this group for the following three years are 82.2 for 1931, 71.0 for 1932 and 69.5 for 1933. The various classifications within the group, together with their indexes of sales for 1933 are as follows: Department stores, 69.4; dry goods stores, 67.0; general merchandise stores, 53.8; and variety stores, 80.5.

Automotive Group.--For the group as a whole, indexes of sales (1930 = 100) are 60.6 for 1931, 45.3 for 1932, and 40.9 for 1933. Sales of motor vehicle dealers declined from \$18,666,000 in 1930 to 36.3 per cent of that amount, or \$6,776,000, in 1933. The 1933 index of sales for filling stations was 55.8 and for garages 46.8.

Apparel Group.--As compared with the 1933 index of retail sales of 58.2 for the group as a whole, indexes for the same year for the four classifications included are: Men's and boys' clothing and furnishings stores, 61.8; family clothing stores, 59.5; women's apparel and accessories, 54.1; and shoe stores, 50.6.

Building Materials Group.--The dollar volume of business transacted by retail hardware stores declined in 1933 to 54.6 per cent of the 1930 figure. A greater decrease in trade was experienced by lumber and building material dealers whose 1933 business formed 43.2 per cent of that transacted in 1930.

Furniture and Household Group.--The more important classifications within this group, together with indexes of sales for 1933 (1930 = 100), are as follows: Furniture stores, 65.5; household appliance stores, 47.5; and radio and music stores, 38.0.

Restaurant Group.--Indexes of receipts for this group are 75.5 for 1931, 55.2 for 1932, and 49.7 for 1933.

Other Retail Stores.--Some of the more important kind-of-business classifications included in this group, together with indexes of sales for 1933, are as follows: Coal and wood yards, 70.2; drug stores, 58.1; jewellery stores, 55.2; and Government liquor stores, 52.3.

SASKATCHEWAN - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 6.—Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales				Index of Retail Sales (1930 - 100)			
	1930	(Estimated)			1930	1931	1932	1933
		1931	1932	1933				
	\$	\$	\$	\$				
All Stores, Total .....	189,181,100	137,792,000	112,929,000	104,123,000	100.0	72.8	59.7	55.0
Food Group .....	25,877,700	20,659,000	16,847,000	15,484,000	100.0	79.8	65.1	59.8
Bakery products stores (manufacturing bakeries not included) .....	382,500	303,000	247,000	210,000	100.0	79.3	64.5	55.0
Candy and confectionery stores .....	2,810,800	1,771,000	1,521,000	1,459,000	100.0	63.0	54.1	51.9
Dairy products dealers (other than manufac- turing dairies) .....	506,200	504,000	380,000	374,000	100.0	99.6	75.1	73.9
Fruit and vegetable stores .....	354,900	322,000	276,000	248,000	100.0	90.8	77.7	69.9
Grocery and combination stores .....	16,944,300	14,081,000	11,776,000	10,726,000	100.0	83.1	69.5	63.3
Meat markets (including sea foods) .....	4,746,200	3,555,000	2,534,000	2,383,000	100.0	74.9	53.4	50.2
Other food stores .....	132,800	123,000	113,000	84,000	100.0	92.5	85.3	63.3
Country General Stores .....	37,710,000	28,265,000	24,329,000	23,083,000	100.0	75.0	64.5	61.2
General Merchandise Group .....	20,102,400	16,520,000	14,278,000	13,968,000	100.0	82.2	71.0	69.5
Department stores .....	16,305,500	13,385,000	11,499,000	11,313,000	100.0	82.1	70.5	69.4
Dry goods stores .....	609,800	500,000	417,000	409,000	100.0	82.0	68.3	67.0
General merchandise stores .....	1,195,200	747,000	681,000	643,000	100.0	62.5	57.0	53.8
Variety stores .....	1,991,900	1,888,000	1,681,000	1,603,000	100.0	94.8	84.4	80.5
Automotive Group .....	27,048,700	16,401,000	12,247,000	11,077,000	100.0	60.6	45.3	40.9
Motor vehicle dealers .....	18,666,000	10,416,000	7,261,000	6,776,000	100.0	55.8	38.9	36.3
Accessories, tires and batteries .....	445,000	319,000	261,000	228,000	100.0	71.7	58.6	51.2
Filling stations .....	4,004,200	3,103,000	2,627,000	2,234,000	100.0	77.5	65.6	55.8
Garages .....	3,909,600	2,549,000	2,083,000	1,830,000	100.0	65.2	53.4	46.8
Other automotive establishments (including motorcycles, bicycles and supplies) .....	23,900	14,000	11,000	10,000	100.0	59.2	44.8	40.6
Apparel Group .....	10,231,900	8,046,000	6,850,000	5,953,000	100.0	78.6	66.9	58.2
Men's and boys' clothing and furnishings stores (includes custom tailors) .....	3,073,600	2,371,000	2,039,000	1,898,000	100.0	77.2	66.3	61.8
Family clothing stores .....	3,959,800	3,033,000	2,748,000	2,356,000	100.0	76.6	69.4	59.5
Women's apparel and accessories stores ....	2,294,500	1,957,000	1,521,000	1,241,000	100.0	85.3	66.3	54.1
Shoe stores .....	904,000	684,000	541,000	457,000	100.0	75.7	59.9	50.6



SASKATCHEWAN - RETAIL MERCHANDISE TRADE, 1930 - 1933

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

Kind of Business	Total Net Sales				Index of Retail Sales (1930 = 100)			
	1930	(Estimated)		1933	1930	1931	1932	1933
		1931	1932					
	\$	\$	\$	\$				
Building Materials Group .....	22,612,200	14,434,000	12,545,000	10,772,000	100.0	63.8	55.5	47.6
Hardware stores .....	8,829,000	6,242,000	5,377,000	4,821,000	100.0	70.7	60.9	54.6
Lumber and building material dealers .....	13,473,100	7,976,000	7,006,000	5,820,000	100.0	59.2	52.0	43.2
Other building materials (including roofing materials) .....	57,900	47,000	21,000	11,000	100.0	80.8	36.5	19.7
Electrical shops (without radio) .....								
Heating and plumbing shops .....	252,200	169,000	141,000	120,000	100.0	67.0	56.0	47.4
Paint and glass stores .....								
Furniture and Household Group .....	4,087,300	3,083,000	2,282,000	1,944,000	100.0	75.4	55.8	47.6
Furniture stores .....	1,188,100	1,067,000	861,000	773,000	100.0	89.8	72.5	65.5
Household appliance stores .....	1,009,600	641,000	575,000	480,000	100.0	63.5	57.0	47.5
Other home furnishings (including floor coverings, curtains, etc.) .....	96,400	59,000	40,000	40,000	100.0	60.9	41.5	41.5
Radio and music stores .....	1,793,200	1,316,000	805,000	646,000	100.0	73.4	44.9	36.0
Restaurants, Cafeterias and Eating Places .....	5,551,900	4,192,000	3,065,000	2,759,000	100.0	75.5	55.2	49.7
Other Retail Stores .....	35,959,000	26,193,000	20,487,000	19,083,000	100.0	72.8	57.0	53.1
Farmers' supply stores .....	4,281,900	2,415,000	2,188,000	1,875,000	100.0	56.4	51.1	43.8
Book stores .....	423,300	373,000	319,000	264,000	100.0	88.2	75.3	62.4
Coal and wood yards (including ice) .....	3,678,300	3,130,000	2,987,000	2,582,000	100.0	85.1	81.2	70.2
Ice dealers .....	115,800	100,000	85,000	76,000	100.0	86.8	73.1	65.6
Drug stores .....	4,988,000	3,864,000	3,263,000	2,899,000	100.0	77.5	65.5	58.1
Florists .....	297,000	227,000	170,000	165,000	100.0	76.4	57.1	55.7
Jewellery stores .....	1,103,300	749,000	609,000	609,000	100.0	67.9	55.2	55.2
Office, school and store supplies and equipment dealers .....	956,400	629,000	605,000	421,000	100.0	65.8	63.3	44.0
Tobacco stores and stands .....	945,900	826,000	775,000	695,000	100.0	87.4	82.0	73.5
Government liquor stores .....	9,226,800	5,774,000	4,787,000	4,824,000	100.0	62.6	51.9	52.3
Unclassified kinds of business(1) .....	9,942,300	8,103,000	4,693,000	4,673,000	100.0	81.5	47.2	47.0

(1) Includes secondhand stores.

Retail Merchandise Trade in Alberta, 1930 - 1933

Total retail sales in Alberta in 1933 amounted to \$108,277,000 as compared with \$176,537,100 in 1930. Sales for the two intervening years 1931 and 1932 amounted to \$136,505,000 and \$115,578,000 respectively. Representing the total business transacted in 1930 by 100, indexes of the dollar volume of sales for the following three years are 77.3 in 1931, 65.5 in 1932, and 61.3 in 1933.

In Alberta, as in the other two Prairie Provinces, the general merchandise group of stores had the highest index of sales for 1933 when compared with 1930 as a base period. The various broad kind-of-business groups, together with indexes of sales for 1933, are as follows: General merchandise group, 72.4; apparel group, 71.6; food group, 66.7; country general stores, 65.3; other retail stores, 57.2; furniture and household group, 56.8; building materials group, 55.3; restaurant group, 54.3; and automotive group, 49.4.

Food Group.--For the food group as a whole, indexes of sales are 81.7 for 1931, 70.9 for 1932 and 66.7 for 1933. Sales of grocery and combination stores in 1933 amounted to \$12,674,000 or 74.8 per cent of the dollar volume sold in 1930. Meat markets experienced a greater decline in dollar volume of sales over the three-year period, as reflected in their index of 47.4 as compared with 100 for 1930. Part of this greater decline is due, of course, to the greater drop in prices of meat as compared with grocery products. Sales of candy and confectionery stores declined in 1933 to 58.3 per cent of their 1930 business.

Country General Stores.--Indexes of sales for this group of stores are 76.3 for 1931, 69.3 for 1932, and 65.3 for 1933.

General Merchandise Group.--Indexes of sales for this group as a whole are 85.7 for 1931, 74.9 for 1932 and 72.4 for 1933. The various classifications within the group, together with sales indexes for 1933, are as follows: Department stores, 69.9; dry goods stores, 77.2; general merchandise stores, 79.6; and variety stores, 88.7.

Automotive Group.--Of all groups, the automotive, with an index for 1933 of 49.4, experienced the greatest decline in trade in the province. Sales of motor vehicle dealers declined to 48.5 per cent of the 1930 dollar volume, while the 1933 index of sales for filling stations is 52.6 and for garages 50.7.

Apparel Group.--As compared with an index for 1933 of 71.6 for this group as a whole, indexes for the various classifications included are as follows: Men's and boys' clothing and furnishings, 68.2; family clothing stores, 88.4; women's apparel, 64.6; and shoe stores, 81.2.

Building Materials Group.--Sales of hardware stores declined from \$7,501,900 in 1930 to 59.1 per cent of that amount, or \$4,431,000, in 1933. Lumber and building material dealers, with an index for 1933 of 52.5, experienced a somewhat greater decline in trade.

Furniture and Household Group.--The more important classifications in this group, together with indexes of sales for 1933, are: Furniture stores, 68.9; household appliance stores, 58.7; and radio and music stores, 40.3.

Restaurant Group.--Indexes of receipts for this group of establishments (1930 - 100) are 76.9 for 1931, 61.9 for 1932, and 54.3 for 1933.

Other Retail Stores.--Some of the more important kinds of business included in this group, together with indexes of sales for 1933, are as follows: Coal and wood yards, 65.5; drug stores, 69.6; jewellery stores, 68.5; and Government liquor stores, 57.7.



ALBERTA - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 7.—Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales				Index of Retail Sales (1930 = 100)			
	1930	(Estimated)			1930	1931	1932	1933
		1931	1932	1933				
	\$	\$	\$	\$				
All Stores, Total .....	176,537,100	136,505,000	115,578,000	108,277,000	100.0	77.3	65.5	61.3
Food Group .....	29,137,600	23,792,000	20,652,000	19,421,000	100.0	81.7	70.9	66.7
Bakery products stores (manufacturing bakeries not included) .....	432,200	335,000	284,000	261,000	100.0	77.6	65.7	60.3
Candy and confectionery stores .....	3,732,300	2,639,000	2,243,000	2,176,000	100.0	70.7	60.1	58.3
Dairy products dealers (other than manufac- turing dairies) .....	684,600	680,000	649,000	660,000	100.0	99.4	94.8	96.4
Fruit and vegetable stores .....	286,700	272,000	234,000	210,000	100.0	94.8	81.8	73.4
Grocery and combination stores .....	16,943,600	14,826,000	13,453,000	12,674,000	100.0	87.5	79.4	74.8
Meat markets (including sea foods) .....	6,525,800	4,561,000	3,374,000	3,093,000	100.0	69.9	51.7	47.4
Other food stores .....	532,400	478,000	415,000	347,000	100.0	89.8	77.9	65.2
Country General Stores .....	28,756,900	21,941,000	19,928,000	18,778,000	100.0	76.3	69.3	65.3
General Merchandise Group .....	23,198,500	19,879,000	17,371,000	16,793,000	100.0	85.7	74.9	72.4
Department stores .....	18,845,000	16,067,000	13,847,000	13,178,000	100.0	85.3	73.5	69.9
Dry goods stores .....	749,100	592,000	536,000	578,000	100.0	79.1	71.6	77.2
General merchandise stores .....	1,760,200	1,406,000	1,347,000	1,401,000	100.0	79.9	76.5	79.6
Variety stores .....	1,844,200	1,813,000	1,641,000	1,636,000	100.0	98.3	89.0	88.7
Automotive Group .....	31,120,100	21,289,000	16,157,000	15,381,000	100.0	68.4	51.9	49.4
Motor vehicle dealers .....	22,379,600	14,591,000	10,944,000	10,854,000	100.0	65.2	48.9	48.5
Accessories, tires and batteries .....	633,900	461,000	371,000	333,000	100.0	72.8	58.5	52.6
Filling stations .....	4,495,500	3,439,000	2,796,000	2,365,000	100.0	76.5	62.2	52.6
Garages .....	3,515,700	2,732,000	1,997,000	1,782,000	100.0	77.7	56.8	50.7
Other automotive establishments (including motorcycles, bicycles and supplies) .....	95,400	65,000	49,000	47,000	100.0	68.1	51.5	49.1
Apparel Group .....	11,087,700	9,476,000	8,401,000	7,943,000	100.0	85.5	75.3	71.6
Men's and boys' clothing and furnishings stores (includes custom tailors) .....	4,079,000	3,292,000	2,865,000	2,781,000	100.0	80.7	70.2	68.2
Family clothing stores .....	1,695,800	1,475,000	1,562,000	1,499,000	100.0	87.0	92.1	88.4
Women's apparel and accessories stores .....	3,929,200	3,285,000	2,695,000	2,538,000	100.0	83.6	68.6	64.6
Shoe stores .....	1,383,700	1,424,000	1,278,000	1,124,000	100.0	102.9	92.4	81.2

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

Kind of Business	Total Net Sales				Index of Retail Sales (1930 = 100)			
	1930	(Estimated)			1930	1931	1932	1933
		1931	1932	1933				
	\$	\$	\$	\$				
Building Materials Group .....	15,574,000	11,118,000	9,620,000	8,611,000	100.0	71.4	61.8	55.3
Hardware stores .....	7,501,900	5,470,000	4,836,000	4,431,000	100.0	72.9	64.5	59.1
Lumber and building material dealers .....	7,337,700	5,100,000	4,403,000	3,852,000	100.0	69.5	60.0	52.5
Other building materials (including roofing materials) .....	227,100	127,000	92,000	55,000	100.0	56.1	40.6	24.4
Electrical shops (without radio) .....								
Heating and plumbing shops .....	507,300	422,000	289,000	272,000	100.0	83.1	56.9	53.7
Paint and glass stores .....								
Furniture and Household Group .....	5,353,600	4,386,000	3,303,000	3,042,000	100.0	81.9	61.7	56.8
Furniture stores .....	2,451,600	2,079,000	1,674,000	1,689,000	100.0	84.8	68.3	68.9
Household appliance stores .....	857,000	606,000	569,000	503,000	100.0	70.7	66.4	58.7
Other home furnishings (including floor coverings, curtains, etc.) .....	263,900	191,000	166,000	132,000	100.0	72.3	62.8	49.9
Radio and music stores .....	1,781,100	1,510,000	894,000	718,000	100.0	84.8	50.2	40.3
Restaurants, Cafeterias and Eating Places .....	5,996,400	4,611,000	3,712,000	3,256,000	100.0	76.9	61.9	54.3
Other Retail Stores .....	26,312,300	20,012,000	16,434,000	15,051,000	100.0	76.0	62.5	57.2
Farmers' supply stores .....	2,134,800	1,539,000	1,195,000	1,358,000	100.0	72.1	56.0	63.6
Book stores .....	603,900	480,000	404,000	337,000	100.0	79.4	66.9	55.9
Coal and wood yards (including ice) .....	889,600	761,000	675,000	583,000	100.0	85.6	75.9	65.5
Ice dealers .....	134,100	123,000	111,000	95,000	100.0	91.8	82.9	70.8
Drug stores .....	5,243,600	4,434,000	4,007,000	3,650,000	100.0	84.6	76.4	69.6
Florists .....	506,100	405,000	344,000	285,000	100.0	80.0	68.0	56.4
Jewellery stores .....	1,367,200	1,060,000	926,000	936,000	100.0	77.5	67.8	68.5
Office, school and store supplies and equipment dealers .....	1,089,100	698,000	541,000	418,000	100.0	64.1	49.7	38.4
Tobacco stores and stands .....	1,119,400	778,000	676,000	605,000	100.0	69.5	60.4	54.0
Government liquor stores .....	4,677,900	3,571,000	2,930,000	2,698,000	100.0	76.3	62.6	57.7
Unclassified kinds of business(1) .....	8,546,600	6,162,000	4,624,000	4,085,000	100.0	72.1	54.1	47.8

(1) Includes secondhand stores.



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