DOMINION BUREAU OF STATISTICS
CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

## RETAIL MERCHANDISE TRADE

IN THE<br>PRAIRIE PROVINCES

1934

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## CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in the Prairie Provinces, 1934
Retail trade for the three Prairie provincas combined amounted to $\$ 361,960,000$ in 1934 according to calculations made by the Bureau of Statistics and based upon reports received for the annual census of Merchandising and Service Establishments. This figure represents an increase of 8.8 per cent in value of sales over 1933 and it is also one per cent higher than the amount recorded for 1932. For Manitoba the increase in value of sales in 1934 over that in the preceding year was 7.2 per cent; for Saskatchewan the increase was 8.3 per cent, and for Alberta, 11.1 per cent. Representing the value of sales in the thrəe prairie provinces for 1930 by 100, indexes of sales for the years following are 76.2 for 1931, 64.6 for 1932, 60.0 for 1933 , and 65.2 for 1934.

While increases in trade were recorded for practically all lines of business, the greatest gain over 1933 was exporienced by motor vehicle dealers. The total business of these establishments for 1934, including the sale of both new and used vehicles, amounted to ${ }^{(133,241,000 \text {, an increase }}$ of 39.5 per cent over the figure reported for 1933 and only slightly lower than the value of sales for 1931. Sales of grocery and combination stores for the three provinces in 1934 were $\$ 38,299,000$ or 3.1 per cent higher than in the preceding year. Sales of meat markets for 1934 were $\$ 8,229,000$ or 10.8 per cent higher than in 1933. Value of sales for country general stores showed an increase over 1933 of 9.7 per cent. For department stores the increase was 3.2 per cent; for hardware stores, 12.6 per cent; for lumber and building material dealers, 21.3 per cent, and for drug stores, 3.4 per cent.

Chain Store Sales.--In 1934 chain stores in the prairie provinces had sales valued at $\$ 56,460,100$ or 15.6 per cent of the total business of all stores for that year. In 1933 the ratio of chain store sales to total sales was 15.5 per cent and in 1930, the first year for which figures are available, the ratio was $14 . \hat{0}$ per cent. These chain store figures include the sales for the Prairie Provinces of all retail organizations operating four or more units, exclusive only of department stores. For the census of Merchandising, all department stores have been treated as independent establishments so that data for ownership groups of department stores are not included in the chain store figures mentioned here.

Of the total sales of all grocery and combination stores in the Prairie Provinces in 1934 amounting to $\mathbb{\#} 38,299,000$, chain store sales were $\$ 13,435,500$ or 35.1 per cent. In 1933 the corresponding ratio of chain store sales to total sales was 34.9 per cent, while in 1930 it was 32.2 per cent. Drug store chains did 12.4 per cent of the total business of all drug stores in 1934 as compared with 12.1 per cent in 1933. The values of chain store sales compared with total sales for certain selected kinds of business for each year from 1930 to 1934 are shown in Table 2.

Scope of Census.--This report on retall trade in the prairie provinces is based upon returns received from all chain store companies and from a representative number of independent stores operating in the varions Ines of business, for which data are shown in the attached tables. In all, In including both chain stores and independent stores, returns were secured cuvering approximately 5,800 establishments in the prairie provinces and it

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is estimated that these transacted about 70 per cent of the total business for ail stores in these provinces, The reports which have been secured have been used. to determine the most probable value of sales for those units which do not report to the anwual census. The figures given in this report are, therefere, the most accurate estimates possible of the tota? ?etail trade for all stores ari do not relate to the business of the reporting ifms only.

Taile 1 shows the value of sales for each year from 1930 to 1934 in the prairie provinces fior ell. retail trade as a whole, for stores grouped according to broad kind-of゙-business groupings, and for a number of selected kinds of business, Inderes of sales (igo a loo) are also shown tovether with the percontoge change in soles between 2033 and 2934 . In Table 2 a comparison is mede as between chain store sales and total sales. Table 3 presents $\varepsilon$ comparison of sales by vomodity gronvs for depariment stores for 1933 anc l.get. More detailed tables thea follow fiving value of saies by kinde of busthess gor sach of the three provinces. Suppicmentary tables are in course of preparation showing employment and wage figures, gross margin percentages and valuc of inventory on hand at the alose of the year. A detajled analysis classifying employees engagen in retail trade on the basis of weer.ly wage payments is also being prepared.

## Manitoba

Retajl trade in Manitoba for 1934 anounted to $\$ 129,968,000$, an increase of 7.2 per cent cver the sales figure of $\$ 2.21,224,000$ for 1933 and less than one per cent belov: the value of retail trade in $29 \% 2$. Represeniing the amount of retail business in 2930 by 100 , indexes of sales icr the following years are 81.4 for 1931, 69.2 for 1932, 64.1 for 1933, and 68.7 for 1934.

Value of sales for grocery and combination stores increased in 1934 over 1933 by 2.3 per cent; for country general stores the increuse was 8.8 per cent; for motor vehicle dealons, 50.8 per cent; for hardware stores, 16.8 per cent, and for lumber and builining materjal dealevs, 10.0 per cent.

Chain stores transacted 21.62 per cent of the total retail ivade of the province in 1934 as compared with 12.24 per cent in 1933 and 11.58 per cent in 1930. For grocery and combination stores the ratio oi chain store sales to total sales was 34.9 per cent in 1934 as compared with 34.2 por cent in 1933 and 28.8 per cent in 1930 .

## Saskatchewan

Retail trade in saskatchewan for the year 1934 amounted to I $_{3} 111$, 569,000 , an increase of 8.3 per cent over the 1933 figure and approximately equal to the value of retail sales in l93z. Indexes of sales for this province for years subsequent to 1930 (1920 = 100) are as follows: 70.8 for 1931, 59.2 for 1932, 54.5 for 1933 , and 59.0 for 1934.

Value of sales for automobile dealer esteblishments increased by 30.4 per cent over the 1933 figure. For country general stores the increase was 10.2 per cent; for hardware stores, 8.8 per cent, and for lumber and building material deulers: 8.7 per cent. For grocery and combination stores there was a slicht increase of .5 per cent, while value of sales for meat marketi increaseu by 8.7 per cent.

Chain stores accounted for 29.8 per cont of the total business of all retail stores in this province in 1934. In 1933 the ratio of chain store sales to total sales was 20 nl per cent, while in 1930 it was 18.0 per cent. Chains in the grocery and combination store field dic 37.9 per cent of the total business of all grocery and combination stores in 1934 as compared with 38.1 per cent in 2933 and 10.3 per cent in 193 .

Alberta
Retail trade in Alberta for 1934 amounted to ${ }^{2} 120,423,000$, an increase or 11.1 per cent over the 1933 figure and 4.5 per cent higher - than the amount recorded ror 1932. Representing the value of sales in 1930 by 100, indexes of retail trade for the following years are 76.5 for 1931, 65.3 for $1932,61.4$ for 1933, and 68.2 for 1934.

Value of sales for automobile dealers increased in 1934 by 38.7 per cent over the 1933 sales figure. For country general stores the increase was 9.6 per cent; for hardware stores, 14.2 per cent, and for lumber and building material dealers, 16.2 per cent. Sales of grocery and combination stores increased in value by 6.3 per cent, while meat market sales increased by 11.2 per cent.

Sales made by chain stores in 1934 formed 10.0 per cent of the total retail trade of the province. In 1933 the ratio or chain store sales to total sales was 15.9 per cent, while in 1930 it was 14.1 per cent. Of the total business of all grocery and combination stores in i934, chain stores accounted for 33.1 per cent. In 1933 the corresponding ratio was also 33.1 per cent, while in 1930 it was 28.0 per cent.

Tabla 1.-Total Not Salos and Sales Indexes, by Kinds of Business


Table 2.--Comparison of Chain Store Sales and Total Salas, by Yoars

|  | 1930 | 1931 | 1932 | 1933 | 1934 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| ALL STORES, Total Sales .. Chain salos ....... \%, chains to total | $\begin{gathered} 554,962,100 \\ 81,080,600 \\ 14.6 \\ \hline \end{gathered}$ | 423,105,000 <br> $63,550,500$ <br> 15.0 | $\begin{gathered} 358,370,000 \\ 54,484,000 \\ 15.2 \\ \hline \end{gathered}$ | $\begin{gathered} 332,706,000 \\ 51,644,400 \\ 15.5 \\ \hline \end{gathered}$ | $\begin{gathered} 362,131,000 \\ 56,460,100 \\ 15.6 \\ \hline \end{gathered}$ |
| Grocery and Combination Stores, 'otal Salos .... Chain sales ...... $\%$, chains to twal | $\begin{gathered} 52,80 j, 600 \\ 37,015,000 \\ 32.2 \end{gathered}$ | $\begin{gathered} 45,364,000 \\ 16,207,800 \\ 35.7 \end{gathered}$ | $\begin{gathered} 4 C, 362,000 \\ 14,630,800 \\ 36.2 \end{gathered}$ | $\begin{gathered} 37,133,000 \\ 12,973,900 \\ 34.9 \end{gathered}$ | $\begin{gathered} 38,299,000 \\ 13,435,500 \\ 35.1 \end{gathered}$ |
| Variety, 5-and-10, mad to-a-dollar Stores, Total Sales ..................... Chain sales $\%$, chains to total | $\begin{array}{cc} 5,270,900 \\ 4,857,500 \\ 92.2 \end{array}$ | $\begin{gathered} 5,054,000 \\ 4,694,200 \\ 92.9 \end{gathered}$ | $\begin{gathered} 4,543,000 \\ 4,227,400 \\ 93.1 \end{gathered}$ | $\begin{gathered} 4,430,000 \\ 4,128,500 \\ 93.2 \end{gathered}$ | $\begin{gathered} 4,708,000 \\ 4,383,400 \\ 93.1 \end{gathered}$ |
| Filling Stations, Total Sales .... Chain sales ...... \%, chains to total | $\begin{gathered} 12,371,200 \\ 984,100 \\ 8.0 \end{gathered}$ | $\begin{gathered} 10,075,000 \\ 964,100 \\ 9.6 \end{gathered}$ | $\begin{gathered} 8,528,000 \\ 952,600 \\ 11.2 \end{gathered}$ | $\begin{gathered} 7,691,000 \\ 1,046,500 \\ 13.6 \end{gathered}$ | $\begin{aligned} & 7,952,000 \\ & 1,020,900 \\ & 12.8 \end{aligned}$ |
| Men's and Boys Clothing and Furnishings (includes custom tailors), Total Sales $\qquad$ Chain sulos ...... \%, chains to total | $\begin{gathered} 9,902,600 \\ 765,000 \\ 7.7 \end{gathered}$ | $\begin{gathered} 7,582,000 \\ 554,200 \\ 7.3 \end{gathered}$ | $\begin{gathered} 6,425,000 \\ 430,800 \\ 6.7 \end{gathered}$ | $\begin{gathered} 6.051,000 \\ 475,000 \\ 7.8 \end{gathered}$ | $\begin{gathered} 6,635,000 \\ 538,800 \\ 8.1 \end{gathered}$ |
| Women's Apparel and Accessorias Stores, Total Sales <br> Chain sales ..... <br> $\%$, chains to total | $\begin{array}{cc} \$ & 9,937,500 \\ \$ & 2,262,400 \\ 22.8 \end{array}$ | $\begin{gathered} 8,592,000 \\ 1,845,600 \\ 21.5 \end{gathered}$ | $\begin{gathered} 6,894,000 \\ 1,156,200 \\ 16.8 \end{gathered}$ | $\begin{gathered} 6,286,000 \\ 993,400 \\ 15.8 \end{gathered}$ | $\begin{gathered} 6,823,000 \\ 976,400 \\ 14.3 \end{gathered}$ |
| Restaurants, Cafoterias and Eating Places, Total Sales ..... Chain sales ...... \%, chains to total | $\begin{gathered} 17,101,600 \\ 1,127,800 \\ 6.6 \end{gathered}$ | $\begin{gathered} 13,135,000 \\ 911,800 \\ 6.9 \end{gathered}$ | $\begin{gathered} 10,126,000 \\ 708,300 \\ 7.0 \end{gathered}$ | $\begin{gathered} 8,697,000 \\ 605,200 \\ 7.0 \end{gathered}$ | $\begin{gathered} 9,002,000 \\ 575,700 \\ 6.4 \end{gathered}$ |
| Drug Stores, Total Sales . Chain salea ...... \%, chains to total | $\begin{gathered} 14,525,600 \\ 1,778,600 \\ 12.2 \end{gathered}$ | $\begin{gathered} 12,337,000 \\ 1,360,400 \\ 11.0 \end{gathered}$ | $\begin{gathered} 10,917,000 \\ 1,242,900 \\ 11.4 \end{gathered}$ | $\begin{gathered} 9,818,000 \\ 1,183,800 \\ 12.1 \end{gathered}$ | $\begin{gathered} 10,154,000 \\ 1,263,700 \\ 12.4 \end{gathered}$ |
| Lumber and Building Matorial Doclers, Totel Sales Chain sales ...... $\%$, chains to total | $\begin{gathered} \$ 27,241,000 \\ -16,829,300 \\ 61.8 \end{gathered}$ | $\begin{gathered} 18,143,000 \\ 10,640,200 \\ 58.6 \end{gathered}$ | $\begin{gathered} 14,740,000 \\ 9,151,700 \\ 62.1 \end{gathered}$ | $\begin{gathered} 12,623,000 \\ 3,101,200 \\ 64.2 \end{gathered}$ | $\begin{gathered} 14,051,000 \\ 9,241,200 \\ 65.8 \end{gathered}$ |

Table 3.--Sales by Commodity Groups for Department Stores, 1933 and 2934



Table 4. --MANITOBA - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

| Kind of Business | Total Net Sales |  |  |  |  | Index of Retail Sales$(1930=100)$ |  |  |  |  | $\begin{gathered} \% \text { of } \\ \text { Change } \\ 1933-1234 \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1930 | (Estimated) |  |  |  |  |  |  |  |  |  |
|  |  | 1931 | 1932 | 1933 | 1934 | 1930 | 1931 | 2932 | 1933 | 2934 |  |
| Building Materials Group | $12,173,400$ | $9,661,000$ | \% $\%$ \% 047,000 | 6,306,000 | 7,130,000 | 100.0 | 79.4 | 57.9 | 51.8 | 58.6 | $\begin{array}{r} \\ +13.1 \\ \hline\end{array}$ |
| Hardware stores | 4,070,500 | 3,248,000 | 2,744,000 | 2,520,000 | 2,943,000 | 100.0 | 79.8 | 67.4 | 61.9 | 72.3 | +16.8 |
| Lumber and building material dealers | 6,430,200 | 5,067,000 | 3,331,000 | 2,951,000 | 3,246,000 | 100.0 | 78.8 | 51.8 | 45.9 | 50.5 | +10.0 |
| Other building materials (including roofing materials) | 1,157,800 | 919,000 | 670,000 | 600,000 | 679,000 | 100.0 | 79.4 | 57.9 | 51.8 | 58.6 | +13.2 |
| Electrical shops (without radio) .....................) |  |  |  |  |  |  |  |  |  |  |  |
| Heating and plumbing shops ............................ <br> Paint and glass stores .................................) | 514,900 | 427,000 | 302,000 | 235,000 | 262,000 | 100.0 | 82.9 | 58.7 | 45.6 | 50.9 | $+11.5$ |
| Furniture and Household Group | 3,740,800 | 3,162,000 | 2,574,000 | 2,043,000 | 2,368,000 | 100.0 | 84.5 | 68.8 | 54.6 | 63.3 | +15.9 |
| Furniture stores | 674,300 | 473,000 | 406,000 |  | 435,000 | 100.0 | 70.1 | 60.2 | 59.6 | 64.5 | $+8.2$ |
| Household appliance stores ............................ | 1,100,800 | 803,000 | 630,000 | 559,000 | 710,000 | 100.0 | 72.9 | 57.2 | 50.8 | 64.5 | +27.0 |
| Other home furnishings (including floor coverings, curtains, etc.) ........................................... | 183,400 | 155,000 | 126,000 | 100,000 | 121,000 | 100.0 | 84.5 | 68.7 | 54.5 | 66.0 | +21.0 |
| Radio and music stores ............................... | 1,782,300 | 1,731,000 | 1,412,000 | 982,000 | 1,102,000 | 100.0 | 97.1 | 79.2 | 55.1 | 61.8 | +12.2 |
| Restaurants, Cafeterias and Eating Places | $5.553,300$ | 4,332,000 | 3,349,000 | 2,682,000 | 2,688,000 | 100.0 | 78.0 | 60.3 | 48.3 | 48.4 | $\pm 0.2$ |
| Other Retail Stores | 30,276,100 | 24,215,000 | 21,078,000 | 18,269,000 | 18,989,000 | 100.0 | 80.0 | 69.6 | 60.3 | 62.7 | $\pm 3.9$ |
| Farmers' supply stores | 2,753,700 | 1,955,000 | 1,738,000 | 1,597,000 | 1,862,000 | 100.0 | 71.0 | 63.1 | 58.0 | 67.6 | +16.6 |
| Book stores | 801,400 | 551,000 | 443,000 | 354,000 | 363,000 | 100.0 | 68.8 | 55.3 | 44.2 | 45.3 | $+2.5$ |
| Coal and wood yards | 7,181,300 | 5,989,000 | 5,436,000 | 4,862,000 | 4,526,000 | 100.0 | 83.4 | 75.7 | 67.7 | 63.0 | -6.9 |
| Ice dealers | 33,800 | 30,000 | 26,000 | 23,000 | 23,000 | 100.0 | 88.8 | 76.9 | 68.0 | 68.0 | - |
| Drug stores | 4,294,000 | 3,933,000 | 3,478,000 | 3,070,000 | 3,112,000 | 100.0 | 91.6 | 81.0 | 71.5 | 72.5 | $+1.4$ |
| Florists | 688,700 | 590,000 | 450,000 | 378,000 | 382,000 | 100.0 | 85.7 | 65.3 | 54.9 | 55.5 | +1.1 |
| Jewellery stores | 1,600,000 | 1,259,000 | 926,000 | 856,000 | 1,146,000 | 100.0 | 78.7 | 57.9 | 53.5 | 71.6 | +33.9 |
| Office, school and store supplies and equipment dealers | 1,658,500 | 1,055,000 | 862,000 | 700,000 | 778,000 | 100,0 | 63.6 | 52.0 | 42.2 | 46.9 | +11.1 |
| Tobacco stores and stands | 981,100 | 942,000 | 863,000 | 751,000 | 791,000 | 100,0 | 96.0 | 88.0 | 76.5 | 80.6 | $+5.3$ |
| Government liquor stores | 3,927,500 | 3,627,000 | 2,970,000 | 2,214,000 | 2,269,000 | 100,0 | 92.3 | 75.6 | 56.4 | 57.8 | +2.5 |
| Unclassified kinds of business ...................... | 6,356,100 | 4,284,000 | 3,886,000 | 3,464,000 | 3,737,000 | 100.0 | 67.4 | 61.1 | 54.5 | 58.8 | + 7.9 |

Note: In a number of cases figures for the years 1931 to 1933 have been revised.

PRAIRIS PROVINOES, RETAIL 1 ERCHANDISE TRADE, 1934
Table 5.--ShSKATGFilhil - Total IVot Salgs and Sales Indexes, by Kinds of Business

| Kind of Business | Total Not Salos . |  |  |  |  | Index of Retail Salos$(1930=100)$ |  |  |  |  | $\begin{gathered} \% \text { of } \\ \text { Change } \\ 1933-1934 \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1930 | 1931 | 1932 | $\underline{1933}$ | 1934 | 1930 | 1931 | 1932 | 1933 | 1934 |  |
| Total, All Stores | $189,181,100$ | $\begin{gathered} 134,032,000 \\ \hline \end{gathered}$ | $\downarrow$ <br> $111,997,000$ | $103,051,000$ | $111,569,000$ | 100.0 | 70.8 | 59.2 | 54.5 | 59.0 | +8.3 |
| Food Group | 25,877,700 | 20,610,000 | 16,820,000 | 15,464,000 | 15,712,000 | 100.0 | 79.6 | 65.01 | 59.8 | 60.7 | $\pm 1.6$ |
| Bakery product stores (manufacturing bakeries not included) | 382,500 | 303,000 | 247,000 |  |  | 100.0 100.0 | 79.2 63.0 | 64.6 54.1 | 54.9 51.9 | 60.4 50.0 | +10.0 +3.7 |
| Candy and confectionery stores .............. | 2,810,800 | 1,771,000 | 1,522,000 | 1,459,000 | 1,405,000 | 100.0 | 63.0 | 54.1 | 51.9 | 50.0 | + 3.7 |
| Dairy product doalers (other than manufacturinf dairies) | 506,200 | 476,000 | 387,000 | 359,000 | 362,000 | 100.0 | 94.0 | 70.5 | 70.9 | 71.5 74.4 | +0.8 +6.5 |
| Fruit and vagetable stores ................... | 354,900 $16,944,300$ | 318,000 $14,081,000$ | $\begin{array}{r} 269,000 \\ 11,776,000 \end{array}$ | 248,000 $10,726,000$ | 264,000 | 100.0 100.0 | 89.6 03.1 | 75.8 69.5 | 69.9 63.3 | 74.4 63.6 | $\begin{aligned} & +6.5 \\ & +0.5 \end{aligned}$ |
| Grocery and combination stores ................ | $16,944,300$ $4,746,200$ | $14,081,000$ $3,555,000$ | $11,776,000$ $2,534,000$ | $10,726,000$ $2,383,000$ | $10,779,000$ $2,590,000$ | 100.0 | 03.1 74.9 | 09.5 53.4 | 63.3 50.2 | 63.6 54.6 | $\begin{aligned} & +0.5 \\ & +8.7 \end{aligned}$ |
| Other food stores ................ | 132,800 | 106,000 | 86,000 | 79,000 | 81,000 | 100.0 | 79.0 | 64.8 | 59.5 | 61.0 | + 2.5 |
| Country General Stores | 37,710,000 | 28,265,000 | $24,329,000$ | 23,083,000 | 25,438,000 | 100.0 | 75.0 | 64.5 | 61.2 | 67.5 | +10.2 |
| General Merchandise Group | $20,102,400$ | $16,520,000$ | 14,278,000 | $13,968,000$ | 14,770,000 | 10 | 82.2 | 71.0 | 69.5 | 73.5 | $\pm 5.7$ |
| Automotive Group | 27,048,700 | 16,474,000 | 12,356,000 | 11,219,000 | 13,654,000 | 100.0 | 60.9 | 45.7 | 41.5 | 50.5 | $+21.7$ |
| Motor vehicle dealers | 18,666,000 | 10,416,000 | 7,261,000 | 6,776,000 | 8,836,000 | 100.0 | 55.8 | 38.9 | 36.3 | 47.3 | +30.4 |
| Accessories, tires and batteries | 445,000 | 312,000 | 261,000 | 228,000 | 223,000 | 100.0 | 71.7 | 58.7 | 51.2 | 50.1 | - 2.2 |
| Filling stations ............... | 4,004,200 | 3,175,000 | 2,735,000 | 2,375,000 | 2,534,000 | 100.0 | 79.3 | 68.3 | 59.3 | 63.3 | +6.7 |
| Garages ...... | 3,909,600 | 2,549,000 | 2,088,000 | 1,830,000 | 2,042,000 | 100.0 | 65.2 | 53.4 | 46.8 | 52.4 | +12. |
| Other automotive establishments (including motorcycles, bicycles and supplies) ......... | 23,900 | 15,000 | 11,000 | 10,000 | 12,000 | 100.0 | 62.8 | 46.0 | 41.8 | 50.2 | $+20.0$ |
| Apparel Group. | 10,231,900 | 8,063,000 | $6.879,000$ | 5,990,000 | $6,416,000$ | 100.0 | 78.8 | 67.2 | 58.5 | 62.7 | $+7.1$ |
| Lien's and boys' clothing and iurnishings stores (including custom tailora) ..... | 3,073,600 | 2,371,000 | 2,039,000 | 1,898,000 | 2,134,000 | 100.0 | 77.1 | 66.3 | 61.8 | 69.4 | +12.4 |
| Family clothing stores. | 3,959,800 | 3,033,000 | 2,748,000 | 2,356,000 | 2,490,000 | 100.0 | 76.6 | 69.4 | 59.5 | 62.9 | $+5.7$ |
| women's apparel and accessuries stores... | 2,294,500 | 1,957,000 | 1,521,000 | 1,241,000 | 1,219,000 | 100.0 | 85.3 | 66.3 | 54.1 | 53.1 | -1. |
| Shoe stores. | 904,000 | 702,000 | 571,000 | 495,000 | 573,000 | 100.0 | 77.7 | 63.2 | 54.6 | 63.4 | +15. |



Note: In a number of cases figures for the yaars 1931 to 1933 have boen revised.




