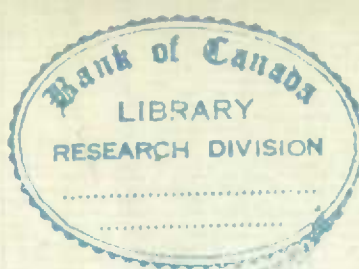


63-D-28

3



CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN THE

PRAIRIE PROVINCES

1935

Published by Authority of the Hon. W.D. Euler, M.P.,
Minister of Trade and Commerce.

OTTAWA

1936

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

DOMINION BUREAU OF STATISTICS - CANADA

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

Internal Trade Branch
Chief: H. Marshall, B.A., F.S.S.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in the Prairie Provinces, 1935

Retail sales in the Prairie Provinces for 1935 totalled almost \$385,000,000, an increase of 6 per cent over 1934 and 16 per cent higher than the amount recorded for 1933, according to the results of the annual Census of Merchandising and Service Establishments. The index of sales for 1935 stands at 69.4 on the base 1930 equals 100, indicating that the value of retail trade was still 30 per cent below the level of the base year. Relative improvement over 1934 was about equal for each of the three Prairie Provinces, varying little from the average increase of 6 per cent recorded for the economic division as a whole. Manitoba and Alberta have also about the same standing relative to 1930, sales in both provinces being approximately 27 per cent below the level of that year, as reflected in the index numbers of 72.7 for the former province and 72.6 for the latter. The index for Saskatchewan for 1935 stands at 63.0, the lower figure being due, of course, to the much greater decline in trade in this province during the interval 1930 to 1933.

Consistent with the results for other sections, the greatest improvement in 1935 over 1934 in the Prairie Provinces was reported by automotive establishments, house furnishing dealers and by dealers in hardware or other building supplies. Much smaller gains were recorded by food stores, country general stores and the general merchandise group of stores, kinds of business which experienced a smaller reduction in business during the depression years. Aggregate sales of the automotive group of establishments for the Prairie Provinces as a whole, and including the business of motor vehicle dealers, garages, service stations, etc., showed an increase of 18 per cent; the furniture and household group was up by 13 per cent, while the building materials group was up by 8 per cent. Grocery and combination store sales increased by 4 per cent; country general store sales were up by 3 per cent, and department store sales increased by 3 per cent.

Chain Store Sales.--The ratio of chain store business to total business has remained practically constant throughout the period 1930 to 1935, indicating that the trend in chain store business has closely followed that for the total retail trade as a whole. There were 145 chain companies in the Prairie Provinces in 1935 and these operated 1,979 stores with \$58,637,000 sales, this amount forming 15.2 per cent of the total trade. In the preceding year, there were 146 chain companies with 2,029 units and \$56,105,500 sales and the chain ratio was 15.5 per cent. In 1930, there were 171 chain companies and these accounted for 14.6 per cent of the total retail business in that year.

In the grocery and combination store field, 14 chain companies operated a total of 344 stores with \$14,292,000 sales or 35.9 per cent of the total business of all such stores. The corresponding ratios were 35.1 for 1934, 34.9 for 1933, and 32.2 for 1930.

Lumber and building material dealers operating four or more yards, while differing materially from regular chains in many respects, are classified as such for this census. There were 34 different chains of this type in the Prairie Provinces in 1935. These operated a total of 804 yards and had \$9,629,400 sales, this amount forming 61.5 per cent of the total business of all lumber and building material dealers.

Scope of Census.--This report is based upon returns received from all chain store companies and from a representative number of independent stores operating in the various lines of business for which data are shown in the attached tables. The reports which have been secured have been used in determining the most probable value of sales for those units which do not report to the annual census so that the sales figures given here relate to the total retail trade and not to the business transacted by the reporting

firms only. Since reports are not received from all stores for this annual census, it is not possible to state the total number of trading establishments operating during years subsequent to 1930. In all, including both chain and independent stores, returns were received covering approximately 6,000 establishments in the Prairie Provinces and it is estimated that these transacted 70 per cent of the total retail trade.

It should 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. Drug stores are not restricted to the sale of drugs and medicines. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores. Country general stores and department stores are especially active in some districts in the sale of these commodities.

Table 1 presents a summary of retail trade for the Prairie Provinces as a whole and shows, first, the number of stores and value of sales for 1930; second, total estimated sales for each of the years 1933 to 1935, and, third, indexes of sales from 1930 to 1935 and the percentage change between the last two years of the period under review. Table 2 presents a comparison of chain sales and total sales, first, for the total retail trade as a whole and, then, for a number of kinds of business in which chains are of considerable importance. Table 3 presents a comparison of sales by commodity groups for department stores for 1934 and 1935. More detailed tables then follow giving value of sales by kinds of business for each of the three provinces.

Manitoba

Retail sales in Manitoba in 1935 totalled \$137,533,000, an increase of 6 per cent over 1934 and 13 per cent in excess of the amount recorded for 1933. The index of sales for this province on the base 1930 equals 100 stands at 72.7.

Motor vehicle dealers reported the greatest improvement over the preceding year with a gain of 24 per cent; office, school and store supplies and equipment dealers came next with an increase of 18 per cent; radio and music stores were up 16 per cent, and household appliance stores, 15 per cent. Much smaller gains were recorded by dealers handling chiefly necessities and stable lines. Grocery and combination store sales were up by 3 per cent, while country general store sales showed an increase of only one per cent.

Chain stores transacted 11.8 per cent of the total retail trade of the province in 1935 as compared with 11.6 per cent in 1934 and 11.2 per cent in 1933. For grocery and combination stores the ratio of chain store sales to total sales was 33.4 per cent in 1935, 34.9 per cent in 1934 and 34.2 per cent in 1933.

Saskatchewan

Retail sales in Saskatchewan for 1935 totalled \$119,137,000, an increase of approximately 7 per cent over the \$111,637,000 recorded for 1934 and 16 per cent in excess of the 1933 figure. The index of sales for this province for 1935 on the base 1930 equals 100 stands at 63.0.

Motor vehicle dealers increased their business over 1934 by 34 per cent. Other lines of business reporting substantial increases were: office, school and store supplies and equipment dealers, 22 per cent; household appliance stores, 21 per cent, and furniture stores, 16 per cent. Grocery and combination store sales were up by 3 per cent, while country general stores increased their business by 4 per cent. Government liquor store sales showed a decline of 17 per cent, the large decrease in this case arising from the opening during the year of beverage rooms and the consequent diversion of trade from the liquor stores.

Chain store sales were \$22,788,800 in 1935, this amount forming 19.2 per cent of the total retail trade. In 1934, the corresponding ratio was 19.8 per cent and in 1933, 20.1 per cent. Chains in the grocery and combination store field did 41.0 per cent of the business of all such stores in 1935, 37.9 per cent in 1934 and 38.1 per cent in 1933.

Alberta

Retail sales in Alberta in 1935 totalled \$128,202,000, an increase of 6.5 per cent over 1934 and 18 per cent in excess of the 1933 figure. The index of sales for this province for 1935 stands at 72.6 (1930 = 100).

Motor vehicle dealers increased their sales by 18.4 per cent, this percentage being based upon the total business of the firms in question, including sales of new and used vehicles, sales of accessories, gas and oil, and receipts from repairs. Government liquor store sales were up by 16 per cent; office, school and store supplies and equipment dealers were up by 15 per cent; household appliance stores, 15 per cent, and radio and music stores, 13 per cent. Grocery and combination store sales showed an improvement of 6 per cent while country general stores were up by 3 per cent.

Chain sales in Alberta in 1935 totalled \$19,656,400 or 15.3 per cent of the total retail trade of the province. In 1934, the corresponding ratio was 16.0 per cent and in 1933 it was 15.9 per cent. Chains operating in the grocery and combination store field transacted 34.5 per cent of the business of all stores classified as grocery or combination stores. In 1934, the corresponding ratio was 33.1 per cent - unchanged from the preceding year.

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1935

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

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated ⁽²⁾			Indexes of Retail Sales (1930 = 100)						% of Change, 1934-1935
	Number(1) of Stores	Total Net Sales										
			1933	1934	1935	1930	1931	1932	1933	1934	1935	
		\$	\$	\$	\$							
Total, All Stores	26,292	554,962,100	332,706,000	361,897,000	384,872,000	100.0	76.2	64.6	60.0	65.2	69.4	+ 6.3
Food Group	6,448	82,426,200	53,985,000	56,031,000	58,434,000	100.0	82.3	70.9	65.5	68.0	70.9	+ 4.3
Country General Stores	3,693	82,009,600	51,824,000	56,863,000	58,564,000	100.0	76.0	66.6	63.2	69.3	71.4	+ 3.0
General Merchandise Group	251	107,644,900	76,409,000	79,299,000	82,106,000	100.0	84.5	73.4	71.0	73.7	76.3	+ 3.5
Automotive Group	3,255	78,774,300	37,835,000	48,183,000	56,701,000	100.0	66.3	51.2	48.0	61.2	72.0	+ 17.7
Apparel Group	1,294	30,916,800	19,707,000	21,225,000	22,100,000	100.0	82.2	69.6	63.7	68.7	71.5	+ 4.1
Building Materials Group	2,455	50,359,600	25,731,000	28,805,000	31,180,000	100.0	70.1	58.2	51.1	57.2	61.9	+ 8.2
Furniture and Household Group	399	13,181,700	7,054,000	7,656,000	8,619,000	100.0	81.0	62.0	53.5	58.1	65.4	+ 12.6
Restaurants, Cafeterias and Eating Places ..	1,327	17,101,600	8,697,000	9,002,000	9,448,000	100.0	76.8	59.2	50.9	52.6	55.2	+ 5.0
Other Retail Stores	7,170	92,547,400	51,464,000	54,833,000	57,720,000	100.0	70.5	61.5	55.6	59.2	62.4	+ 5.3
Grocery and combination stores	3,114	52,803,600	37,133,000	38,299,000	39,787,000	100.0	85.9	76.4	70.3	72.5	75.3	+ 3.9
Meat markets (including sea foods)	1,183	14,581,500	7,426,000	8,229,000	8,672,000	100.0	73.1	55.0	50.9	56.4	59.5	+ 5.4
Department stores	24	96,588,600	67,936,000	70,132,000	72,436,000	100.0	84.2	73.0	70.3	72.6	75.0	+ 3.3
Variety stores	39	5,270,900	4,430,000	4,708,000	4,891,000	100.0	95.9	86.2	84.0	89.3	92.8	+ 3.9
Motor vehicle dealers	912	54,632,900	23,830,000	33,241,000	41,233,000	100.0	61.5	45.2	43.6	60.8	75.5	+ 24.0
Filling stations	1,066	12,371,200	7,691,000	7,952,000	8,256,000	100.0	81.4	68.9	62.2	64.3	66.7	+ 3.8
Men's and boys' clothing and furnishing stores (includes custom tailors)	616	9,902,600	6,051,000	6,635,000	7,235,000	100.0	76.6	64.9	61.1	67.0	73.1	+ 9.0
Women's apparel and accessories stores ..	398	9,937,500	6,286,000	6,823,000	6,754,000	100.0	86.5	69.4	63.3	68.7	68.0	- 1.0
Shoe stores	153	3,626,500	2,436,000	2,609,000	2,701,000	100.0	87.7	75.7	67.2	71.9	74.5	+ 3.5
Hardware stores	1,044	20,401,400	11,772,000	13,252,000	13,817,000	100.0	73.3	63.5	57.7	65.0	67.7	+ 4.3
Lumber and building material dealers	1,272	27,241,000	12,623,000	14,051,000	15,668,000	100.0	66.6	54.1	46.3	51.6	57.5	+ 11.5
Furniture stores	125	4,314,000	2,869,000	3,029,000	3,386,000	100.0	83.9	68.2	66.5	70.2	78.5	+ 11.8
Radio and music stores	142	5,356,600	2,346,000	2,415,000	2,706,000	100.0	85.1	58.1	43.8	45.1	50.5	+ 12.0
Coal and wood yards	387	11,749,200	8,136,000	7,607,000	8,197,000	100.0	84.5	78.1	69.2	64.7	69.8	+ 7.8
Drug stores	883	14,525,600	9,818,000	10,154,000	10,616,000	100.0	84.9	75.2	67.6	69.9	73.1	+ 4.5

(1) The numbers of stores are shown only for 1930. Since total sales figures for later years are calculated from returns secured from a sample of the firms operating, the total numbers of establishments for these years are not known.

(2) In a few instances, figures for 1933 and 1934 have been revised.

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1935

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

	1930	1932	1933	1934	1935
ALL STORES, TOTAL -					
Chains	171	150	149	146	145
Stores (maximum) ...	2,350	2,104	2,057	2,029	1,979
Chain sales	\$ 81,080,600	54,484,000	51,644,400	56,105,500	58,637,000
Total sales	\$554,962,100	358,376,000	332,706,000	361,897,000	384,872,000
%, chains to total ..	14.6	15.2	15.5	15.5	15.2
Grocery and Combination Stores -					
Chains	16	16	15	12	14
Stores (maximum) ...	364	358	344	341	344
Chain sales	\$ 17,015,000	14,630,800	12,973,900	13,435,500	14,292,000
Total sales	\$ 52,803,600	40,362,000	37,133,000	38,299,000	39,787,000
%, chains to total ..	32.2	36.2	34.9	35.1	35.9
Variety, 5-and-10, and to-a-dollar Stores -					
Chains	4	3	4	4	4
Stores (maximum) ...	29	29	30	31	32
Chain sales	\$ 4,857,500	4,227,400	4,128,500	4,383,400	4,551,700
Total sales	\$ 5,270,900	4,543,000	4,430,000	4,708,000	4,891,000
%, chains to total ..	92.2	93.1	93.2	93.1	93.1
Gasoline Filling Stations -					
Chains	4	5	9	7	8
Stations (maximum) ..	66	72	93	100	75
Chain sales	\$ 984,100	952,600	1,046,500	1,020,900	580,000
Total sales	\$ 12,371,200	8,528,000	7,691,000	7,952,000	8,256,000
%, chains to total ..	8.0	11.2	13.6	12.8	7.0
Men's and Boys' Clothing and Furnishings (includes custom tailors) -					
Chains	4	2	3	4	4
Stores (maximum) ...	16	11	13	15	16
Chain sales	\$ 765,000	(X)	475,000	538,800	597,900
Total sales	\$ 9,902,600	6,425,000	6,051,000	6,635,000	7,235,000
%, chains to total ..	7.7	(X)	7.8	8.1	8.3
Women's Apparel and Accessories Stores -					
Chains	8	3	3	3	4
Stores (maximum) ...	36	20	20	20	24
Chain sales	\$ 2,262,400	1,156,200	993,400	976,400	1,066,200
Total sales	\$ 9,937,500	6,894,000	6,286,000	6,823,000	6,754,000
%, chains to total ..	22.8	16.8	15.8	14.3	15.8
Restaurants, Cafeterias and Eating Places -					
Chains	7	5	6	6	7
Stores (maximum) ...	35	32	32	32	38
Chain sales	\$ 1,127,800	708,300	605,200	575,700	1,142,000
Total sales	\$ 17,101,600	10,126,000	8,697,000	9,002,000	9,448,000
%, chains to total ..	6.6	7.0	7.0	6.4	12.1
Drug Stores -					
Chains	7	6	6	6	6
Stores (maximum) ...	37	35	36	37	37
Chain sales	\$ 1,778,600	1,242,900	1,183,800	1,263,700	1,350,900
Total sales	\$ 14,525,600	10,917,000	9,818,000	10,154,000	10,616,000
%, chains to total ..	12.2	11.4	12.1	12.4	12.7
Lumber and Building Material Dealers -					
Chains	41	40	38	39	34
Yards (maximum)	1,009	900	860	855	804
Chain sales	\$ 16,829,300	9,151,700	8,101,200	9,241,200	9,629,400
Total sales	\$ 27,241,000	14,740,000	12,623,000	14,051,000	15,668,000
%, chains to total ..	61.8	62.1	64.2	65.8	61.5

An (X) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1935

Table 3.--Sales by Commodity Groups for Department Stores, 1934 and 1935

Department	Sales in 1934 \$	Sales in 1935 \$	% of Change
Total Sales, All Departments	70,132,000	72,436,000	+ 3.3
Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.)	14,267,000	14,932,000	+ 4.7
Automotive supplies (including tires, batteries, automo- tive parts)	436,000	441,000	+ 1.1
Cafeterias and restaurants (including fountain and lunch rooms)	959,000	1,011,000	+ 5.4
Clothing and furnishings, men's and boys' (including hats and caps)	9,171,000	9,649,000	+ 5.2
Drugs and toilet articles and preparations (including cameras and photographic supplies)	2,898,000	2,753,000	- 5.0
Dry goods and notions, including piece goods - silks, woollens, cottons, linens (other than bed or table linens) - ribbons, laces, embroideries, buttons, thread, patterns, yarns	8,184,000	8,447,000	+ 3.2
Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.)	1,148,000	1,120,000	- 2.4
Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables)	11,280,000	11,001,000	- 2.5
Furniture (including mattresses, springs)	2,486,000	2,583,000	+ 3.9
Hardware and kitchen utensils (including paints, wall- paper)	2,140,000	2,283,000	+ 6.7
Home furnishings - draperies, curtains, bedding (includ- ing bed linen, blankets), table linen, china, glass- ware, pictures, window shades, floor coverings	3,231,000	3,540,000	+ 9.6
Household appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps)	904,000	1,137,000	+ 25.8
Jewellery and optical goods (including clocks, watches, silverware, plated ware)	1,261,000	1,335,000	+ 5.9
Leather goods and travelling goods (including purses and hand-bags)	748,000	781,000	+ 4.4
Millinery	836,000	824,000	- 1.4
Radios, musical instruments, and supplies	985,000	1,158,000	+ 17.6
Shoes and other footwear (men's, women's and children's)	5,755,000	5,808,000	+ 0.9
Sporting goods (including bicycles, toys, games)	857,000	927,000	+ 8.2
Stationery, books and magazines	1,023,000	1,084,000	+ 6.0
Receipts from repair or service departments, not includ- ed elsewhere (such as hairdressing, electrical con- tracting, fur storage, interior decorating)	521,000	525,000	+ 0.8
Miscellaneous merchandise	1,042,000	1,097,000	+ 5.3

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1935

Table 4.--MANITOBA - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated ⁽²⁾			Indexes of Retail Sales (1930 = 100)						% of Change, 1934-1935
	Number(1) of Stores	Total Net Sales										
			1933	1934	1935	1930	1931	1932	1933	1934	1935	
		\$	\$	\$	\$							
Total, All Stores	6,859	189,243,900	121,224,000	129,847,000	137,533,000	100.0	81.4	69.2	64.1	68.6	72.7	+ 5.9
Food Group	2,249	27,410,900	19,048,000	19,560,000	20,315,000	100.0	85.4	76.4	69.5	71.4	74.1	+ 3.9
Bakery product stores (manufacturing bakeries not included)	40	322,800	206,000	222,000	233,000	100.0	80.2	68.8	63.8	68.8	72.2	+ 4.8
Candy and confectionery stores	353	3,480,100	2,342,000	2,274,000	2,406,000	100.0	85.0	72.6	67.3	65.3	69.1	+ 5.8
Dairy product dealers (other than manufac- turing dairies)	182	772,700	549,000	553,000	586,000	100.0	94.0	76.5	71.0	71.6	75.8	+ 5.9
Fruit and vegetable stores	48	393,400	320,000	340,000	370,000	100.0	96.8	89.2	81.3	86.4	94.1	+ 8.8
Grocery and combination stores	1,327	18,915,700	13,733,000	14,043,000	14,404,000	100.0	87.0	80.0	72.6	74.2	76.1	+ 2.6
Meat markets (including sea foods)	275	3,309,500	1,747,000	1,973,000	2,151,000	100.0	73.5	58.9	52.8	59.6	65.0	+ 9.0
Other food stores	24	216,700	151,000	155,000	165,000	100.0	85.4	76.6	69.7	71.5	76.1	+ 6.5
Country General Stores	852	15,542,700	9,963,000	10,840,000	10,993,000	100.0	78.1	66.6	64.1	69.7	70.7	+ 1.4
General Merchandise Group	87	64,344,000	45,674,000	47,009,000	49,134,000	100.0	84.8	73.7	71.0	73.1	76.4	+ 4.5
Automotive Group	758	20,605,500	10,863,000	14,383,000	16,920,000	100.0	69.4	55.7	52.7	69.8	82.1	+ 17.6
Motor vehicle dealers	163	13,587,300	6,200,000	9,350,000	11,594,000	100.0	63.2	47.7	45.6	68.8	85.3	+ 24.0
Accessories, tires and batteries	16	261,600	180,000	206,000	191,000	100.0	79.1	87.5	68.8	78.7	73.0	- 7.2
Filling stations	288	3,871,500	2,745,000	2,901,000	3,104,000	100.0	86.7	73.1	70.9	74.9	80.2	+ 7.0
Garages	273	2,683,500	1,632,000	1,785,000	1,880,000	100.0	74.9	67.6	60.8	66.5	70.1	+ 5.3
Other automotive establishments (including motorcycles, bicycles and supplies)	18	201,600	106,000	141,000	151,000	100.0	69.4	55.6	52.6	69.9	74.9	+ 7.1
Apparel Group	432	9,597,200	6,376,000	7,001,000	7,215,000	100.0	85.2	71.1	66.4	72.9	75.2	+ 3.1
Men's and boys' clothing and furnishings (includes custom tailors)	201	2,750,000	1,628,000	1,796,000	1,910,000	100.0	75.4	64.1	59.2	65.3	69.5	+ 6.3
Family clothing stores	38	1,794,600	1,335,000	1,405,000	1,509,000	100.0	89.4	77.5	74.4	78.3	84.1	+ 7.4
Women's apparel and accessories stores	152	3,713,800	2,507,000	2,844,000	2,820,000	100.0	90.2	72.1	67.5	76.6	75.9	- 0.8
Shoe stores	41	1,338,800	906,000	956,000	976,000	100.0	85.9	74.1	67.7	71.4	72.9	+ 2.1

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

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1935

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

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated ⁽²⁾			Indexes of Retail Sales (1930 = 100)						% of Change, 1934-1935
	Number(1) of Stores	Total Net Sales										
			1933	1934	1935	1930	1931	1932	1933	1934	1935	
		\$	\$	\$	\$							
Building Materials Group	417	12,173,400	6,306,000	7,130,000	7,693,000	100.0	79.4	57.9	51.8	58.6	63.2	+ 7.9
Hardware stores	186	4,070,500	2,520,000	2,943,000	2,952,000	100.0	79.8	67.4	61.9	72.3	72.5	+ 0.3
Lumber and building material dealers	176	6,430,200	2,951,000	3,246,000	3,677,000	100.0	78.8	51.8	45.9	50.5	57.2	+ 13.3
Other building materials (including roofing materials)	7	1,157,800	600,000	679,000	753,000	100.0	79.4	57.9	51.8	58.6	65.0	+ 10.9
Electrical shops (without radio)												
Heating and plumbing shops	48	514,900	235,000	262,000	311,000	100.0	82.9	58.7	45.6	50.9	60.4	+ 18.5
Paint and glass stores												
Furniture and Household Group	101	3,740,800	2,043,000	2,247,000	2,564,000	100.0	84.5	68.8	54.6	63.3	68.5	+ 14.1
Furniture stores	32	674,300	402,000	435,000	489,000	100.0	70.1	60.2	59.6	64.5	72.5	+ 12.4
Household appliance stores	15	1,100,800	(3)	589,000	677,000	100.0	72.9	57.2	(3)	53.5	61.5	+ 15.0
Other home furnishings (including floor coverings, curtains, etc.)	14	183,400	100,000	121,000	120,000	100.0	84.5	68.7	54.5	66.0	65.4	- 0.9
Radio and music stores	40	1,782,300	982,000	1,102,000	1,278,000	100.0	97.1	79.2	55.1	61.8	71.7	+ 16.0
Restaurants, Cafeterias and Eating Places	338	5,553,300	2,682,000	2,688,000	2,747,000	100.0	78.0	60.3	48.3	48.4	49.5	+ 2.2
Other Retail Stores	1,625	30,276,100	18,269,000	18,989,000	19,952,000	100.0	80.0	69.6	60.3	62.7	65.9	+ 5.1
Farmers' supply stores	232	2,753,700	1,597,000	1,862,000	1,849,000	100.0	71.0	63.1	58.0	67.6	67.1	- 0.7
Book stores	18	801,400	354,000	363,000	375,000	100.0	68.8	55.3	44.2	45.3	46.8	+ 3.4
Coal and wood yards	159	7,181,300	4,862,000	4,526,000	4,866,000	100.0	83.4	75.7	67.7	63.0	67.8	+ 7.5
Drug stores	220	4,294,000	3,070,000	3,112,000	3,305,000	100.0	91.6	81.0	71.5	72.5	77.0	+ 6.2
Florists	28	688,700	378,000	382,000	433,000	100.0	85.7	65.3	54.9	55.5	62.9	+ 13.4
Jewellery stores	59	1,600,000	856,000	1,146,000	1,254,000	100.0	78.7	57.9	53.5	71.6	78.4	+ 9.4
Office, school and store supplies and equipment dealers	39	1,658,500	700,000	778,000	916,000	100.0	63.6	52.0	42.2	46.9	55.2	+ 17.7
Tobacco stores and stands	73	981,100	751,000	791,000	794,000	100.0	96.0	88.0	76.5	80.6	80.9	+ 0.4
Government liquor stores	15	3,927,500	2,214,000	2,269,000	2,329,000	100.0	92.3	75.6	56.4	57.8	59.3	+ 2.6
Unclassified kinds of business	782	6,389,900	3,487,000	3,760,000	3,831,000	100.0	67.5	61.2	54.6	58.8	60.0	+ 1.9

(1) The numbers of stores are shown only for 1930. Since figures for later years are based on returns secured from a sample number of firms, the total numbers of establishments for these years are not known.

(2) In some instances, figures for 1933 and 1934 have been revised.

(3) Figures for this classification for 1933 are not considered sufficiently complete to warrant publishing. They are included, however, in the totals.

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1935

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

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)			Indexes of Retail Sales (1930 = 100)						% of Change, 1934-1935
	Number(1) of Stores	Total Net Sales										
			1933	1934	1935	1930	1931	1932	1933	1934	1935	
Total, All Stores	10,841	189,181,100	103,051,000	111,637,000	119,137,000	100.0	70.8	59.2	54.5	59.0	63.0	+ 6.7
Food Group	2,046	25,877,700	15,464,000	15,712,000	16,298,000	100.0	79.6	65.0	59.8	60.7	63.0	+ 3.7
Bakery product stores (manufacturing bakeries not included)	47	382,500	210,000	231,000	275,000	100.0	79.2	64.6	54.9	60.4	71.9	+ 19.0
Candy and confectionery stores	386	2,810,800	1,459,000	1,405,000	1,446,000	100.0	63.0	54.1	51.9	50.0	51.4	+ 2.9
Dairy product dealers (other than manufac- turing dairies)	194	506,200	359,000	362,000	425,000	100.0	94.0	76.5	70.9	71.5	84.0	+ 17.4
Fruit and vegetable stores	31	354,900	248,000	264,000	258,000	100.0	89.6	75.8	69.9	74.4	72.7	- 2.3
Grocery and combination stores	889	16,944,300	10,726,000	10,779,000	11,107,000	100.0	83.1	69.5	63.3	63.6	65.6	+ 3.0
Meat markets (including sea foods)	483	4,746,200	2,383,000	2,590,000	2,701,000	100.0	74.9	53.4	50.2	54.6	56.9	+ 4.3
Other food stores	16	132,800	79,000	81,000	86,000	100.0	79.8	64.8	59.5	61.0	64.8	+ 6.2
Country General Stores	1,641	37,710,000	23,083,000	25,438,000	26,430,000	100.0	75.0	64.5	61.2	67.5	70.1	+ 3.9
General Merchandise Group	71	20,102,400	13,968,000	14,770,000	14,723,000	100.0	82.2	71.0	69.5	73.5	73.2	- 0.3
Automotive Group	1,382	27,048,700	11,219,000	13,654,000	16,786,000	100.0	60.9	45.7	41.5	50.5	62.1	+ 22.9
Motor vehicle dealers	421	18,666,000	6,776,000	8,836,000	11,814,000	100.0	55.8	38.9	36.3	47.3	63.3	+ 33.7
Accessories, tires and batteries	35	445,000	228,000	223,000	198,000	100.0	71.7	58.7	51.2	50.1	44.5	- 11.2
Filling stations	391	4,004,200	2,375,000	2,534,000	2,622,000	100.0	79.3	68.3	59.3	63.3	65.5	+ 3.5
Garages	534	3,909,600	1,830,000	2,049,000	2,139,000	100.0	65.2	53.4	46.8	52.4	54.7	+ 4.4
Apparel Group	373	10,231,900	5,990,000	6,416,000	6,957,000	100.0	78.8	67.2	58.5	62.7	68.0	+ 8.4
Men's and boys' clothing and furnishings (includes custom tailors)	182	3,073,600	1,898,000	2,134,000	2,404,000	100.0	77.1	66.3	61.8	69.4	78.2	+ 12.7
Family clothing stores	38	3,959,800	2,356,000	2,490,000	2,672,000	100.0	76.6	69.4	59.5	62.9	67.5	+ 7.3
Women's apparel and accessories stores	110	2,294,500	1,241,000	1,219,000	1,270,000	100.0	85.3	66.3	54.1	53.1	55.3	+ 4.2
Shoe stores	43	904,000	495,000	573,000	611,000	100.0	77.7	63.2	54.8	63.4	67.6	+ 6.7

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

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

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1935

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

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated ⁽²⁾			Indexes of Retail Sales (1930 = 100)						% of Change, 1934-1935
	Number(1) of Stores	Total Net Sales										
			1933	1934	1935	1930	1931	1932	1933	1934	1935	
		\$	\$	\$	\$							
Building Materials Group	1,276	22,612,200	10,784,000	11,733,000	13,037,000	100.0	64.0	55.6	47.7	51.9	57.7	+ 11.1
Hardware stores	526	8,829,000	4,821,000	5,247,000	5,793,000	100.0	70.7	60.9	54.6	59.4	65.6	+ 10.4
Lumber and building material dealers	717	13,473,100	5,820,000	6,328,000	7,066,000	100.0	59.2	52.0	43.2	47.0	52.4	+ 11.7
Other building materials (including roofing materials)	3	57,900	28,000	30,000	33,000	100.0	63.9	55.3	48.4	51.8	57.0	+ 11.0
Electrical shops (without radio)												
Heating and plumbing shops	30	252,200	115,000	128,000	145,000	100.0	82.9	58.7	45.6	50.8	57.5	+ 13.3
Paint and glass stores												
Furniture and Household Group	142	4,087,300	1,950,000	2,105,000	2,386,000	100.0	75.8	56.1	47.7	51.5	58.4	+ 13.3
Furniture stores	42	1,188,100	778,000	781,000	906,000	100.0	89.8	72.5	65.5	65.7	76.3	+ 16.0
Household appliance stores	47	1,009,600	480,000	621,000	749,000	100.0	63.5	57.0	47.5	61.5	74.2	+ 20.6
Other home furnishings (including floor cover- ings, curtains, etc.)	11	96,400	46,000	47,000	47,000	100.0	75.7	53.9	47.7	48.8	48.8	---
Radio and music stores	42	1,793,200	646,000	656,000	684,000	100.0	73.4	44.9	36.0	36.6	38.1	+ 4.2
Restaurants, Cafeterias and Eating Places	506	5,551,900	2,759,000	2,897,000	3,065,000	100.0	75.5	55.2	49.7	52.2	55.2	+ 5.8
Other Retail Stores	3,404	35,959,000	17,834,000	18,912,000	19,455,000	100.0	62.1	54.0	49.6	52.6	54.1	+ 2.9
Farmers' supply stores	903	4,281,900	1,875,000	2,035,000	2,206,000	100.0	56.4	51.1	43.8	47.5	51.5	+ 8.4
Book stores	10	423,300	187,000	192,000	208,000	100.0	68.7	55.3	44.2	45.4	49.1	+ 8.3
Coal and wood yards	147	3,678,300	2,582,000	2,352,000	2,528,000	100.0	85.1	81.2	70.2	63.9	68.7	+ 7.5
Drug stores	374	4,988,000	3,098,000	3,293,000	3,415,000	100.0	79.6	68.8	62.1	66.0	68.5	+ 3.7
Florists	15	297,000	163,000	165,000	184,000	100.0	85.5	65.3	54.9	55.6	62.0	+ 11.5
Jewellery stores	108	1,103,300	541,000	584,000	662,000	100.0	63.5	49.0	49.0	52.9	60.0	+ 13.4
Office, school and store supplies and equip- ment dealers	30	956,400	421,000	467,000	568,000	100.0	65.8	63.3	44.0	48.8	59.4	+ 21.6
Tobacco stores and stands	89	945,900	587,000	590,000	612,000	100.0	81.9	74.2	62.1	62.4	64.7	+ 3.8
Government liquor stores	224	9,226,800	4,824,000	5,204,000	4,325,000	100.0	62.6	51.9	52.3	56.4	46.9	- 16.9
Unclassified kinds of business	1,504	10,058,100	3,556,000	4,030,000	4,747,000	100.0	43.8	37.2	35.4	40.1	47.2	+ 17.8

(1) The numbers of stores are shown only for 1930. Since figures for later years are based on returns secured from a sample number of firms, the total numbers of establishments for these years are not known.

(2) In some instances, figures for 1933 and 1934 have been revised.

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1935

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

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated(2)			Indexes of Retail Sales (1930 = 100)						% of Change, 1934-1935
	Number(1) of Stores	Total Net Sales	1933	1934	1935	1930	1931	1932	1933	1934	1935	
Total, All Stores	8,592	176,537,100	108,431,000	120,413,000	128,202,000	100.0	76.5	65.3	61.4	68.2	72.6	+ 6.5
Food Group	2,153	29,137,600	19,473,000	20,759,000	21,821,000	100.0	81.7	70.9	66.8	71.2	74.9	+ 5.1
Bakery product stores (manufacturing bakeries not included)	57	432,200	261,000	276,000	298,000	100.0	77.5	65.7	60.4	63.9	68.9	+ 8.0
Candy and confectionery stores	473	3,732,300	2,176,000	2,233,000	2,282,000	100.0	70.7	60.1	58.3	59.8	61.1	+ 2.2
Dairy product dealers (other than manufac- turing dairies)	187	684,600	486,000	490,000	509,000	100.0	94.1	76.5	71.0	71.6	74.3	+ 3.9
Fruit and vegetable stores	49	286,700	224,000	238,000	234,000	100.0	92.1	83.0	78.1	83.0	81.6	- 1.7
Grocery and combination stores	898	16,943,600	12,674,000	13,477,000	14,276,000	100.0	87.5	79.4	74.8	79.5	84.3	+ 5.9
Meat markets (including sea foods)	425	6,525,800	3,296,000	3,666,000	3,820,000	100.0	71.5	54.3	50.5	56.2	58.5	+ 4.2
Other food stores	64	532,400	356,000	379,000	402,000	100.0	81.7	71.0	66.9	71.2	75.5	+ 6.1
Country General Stores	1,200	28,756,900	18,778,000	20,585,000	21,141,000	100.0	76.3	69.3	65.3	71.6	73.5	+ 2.7
General Merchandise Group	93	23,193,500	16,767,000	17,520,000	18,249,000	100.0	85.7	74.9	72.3	75.5	78.7	+ 4.2
Automotive Group	1,115	31,120,100	15,753,000	20,146,000	22,995,000	100.0	69.0	52.9	50.6	64.7	73.9	+ 14.1
Motor vehicle dealers	328	22,179,600	10,854,000	15,055,000	17,825,000	100.0	65.2	48.9	48.5	67.3	79.6	+ 18.4
Accessories, tires and batteries	34	633,900	357,000	376,000	399,000	100.0	74.9	61.7	56.3	59.3	62.9	+ 6.1
Filling stations	387	4,495,500	2,571,000	2,517,000	2,530,000	100.0	78.8	65.9	57.2	56.0	56.3	+ 0.5
Garages	355	3,515,700	1,923,000	2,137,000	2,176,000	100.0	79.5	60.3	54.7	60.3	61.9	+ 1.8
Other automotive establishments (including motorcycles, bicycles and supplies)	11	95,400	48,000	61,000	65,000	100.0	69.2	53.5	50.3	63.9	68.1	+ 6.6
Apparel Group	489	11,087,700	7,341,000	7,808,000	7,928,000	100.0	82.6	70.5	66.2	70.4	71.5	+ 1.5
Men's and boys' clothing and furnishings (includes custom tailors)	233	4,079,000	2,525,000	2,705,000	2,921,000	100.0	76.9	64.3	61.9	66.3	71.6	+ 8.0
Family clothing stores	51	1,695,800	1,243,000	1,263,000	1,229,000	100.0	83.0	77.7	73.3	74.5	72.5	- 2.7
Women's apparel and accessories stores	136	3,929,200	2,538,000	2,760,000	2,664,000	100.0	83.6	68.6	64.6	70.2	67.8	- 3.5
Shoe stores	69	1,383,700	1,035,000	1,080,000	1,114,000	100.0	96.0	85.5	74.8	78.1	80.5	+ 3.1

(1) and (2): See footnotes on page 12.

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1935

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

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated(2)			Indexes of Retail Sales (1930 = 100)						% of Change, 1934-1935
	Number(1) of Stores	Total Net Sales										
			1933	1934	1935	1930	1931	1932	1933	1934	1935	
		\$	\$	\$	\$							
Building Materials Group	762	15,574,000	8,641,000	9,942,000	10,450,000	100.0	71.6	62.1	55.5	63.8	67.1	+ 5.1
Hardware stores	332	7,501,900	4,431,000	5,062,000	5,072,000	100.0	72.9	64.5	59.1	67.5	67.6	+ 0.2
Lumber and building material dealers	379	7,337,700	3,852,000	4,477,000	4,925,000	100.0	69.5	60.0	52.5	61.0	67.1	+ 10.0
Other building materials (including roofing materials)	5	227,100	126,000	145,000	161,000	100.0	71.8	62.1	55.5	63.8	70.9	+ 11.0
Electrical shops (without radio)												
Heating and plumbing shops	46	507,300	232,000	258,000	292,000	100.0	83.0	58.5	45.7	50.9	57.6	+ 13.1
Paint and glass stores												
Furniture and Household Group	156	5,353,600	3,061,000	3,304,000	3,669,000	100.0	82.4	61.6	57.2	61.7	68.5	+ 11.0
Furniture stores	51	2,451,600	1,689,000	1,813,000	1,991,000	100.0	84.8	68.3	68.9	74.0	81.2	+ 9.8
Household appliance stores	26	857,000	503,000	665,000	766,000	100.0	70.7	66.4	58.7	77.6	89.4	+ 15.2
Other home furnishings (including floor coverings, curtains, etc.)	19	263,900	151,000	169,000	168,000	100.0	82.2	61.8	57.2	64.0	63.7	- 0.6
Radio and music stores	60	1,781,100	718,000	657,000	744,000	100.0	84.8	50.2	40.3	36.9	41.8	+ 13.3
Restaurants, Cafeterias and Eating Places	483	5,996,400	3,256,000	3,417,000	3,636,000	100.0	76.9	61.9	54.3	57.0	60.6	+ 6.4
Other Retail Stores	2,141	26,312,300	15,361,000	16,932,000	18,313,000	100.0	70.9	62.4	58.4	64.4	69.6	+ 8.2
Farmers' supply stores	404	2,134,800	1,358,000	1,498,000	1,595,000	100.0	72.1	56.0	63.6	70.2	74.7	+ 6.5
Book stores	13	603,900	267,000	273,000	285,000	100.0	68.7	55.3	44.2	45.2	47.2	+ 4.4
Coal and wood yards	81	889,600	692,000	729,000	803,000	100.0	90.7	84.5	77.8	81.9	90.3	+ 10.2
Drug stores	289	5,243,600	3,650,000	3,749,000	3,896,000	100.0	84.6	76.4	69.6	71.5	74.3	+ 3.9
Florists	24	506,100	222,000	225,000	239,000	100.0	68.6	52.2	43.9	44.5	47.2	+ 6.2
Jewellery stores	93	1,367,200	756,000	861,000	957,000	100.0	68.1	54.3	55.3	63.0	70.0	+ 11.1
Office, school and store supplies and equipment dealers	38	1,089,100	418,000	476,000	545,000	100.0	64.1	49.7	38.4	43.7	50.0	+ 14.5
Tobacco stores and stands	102	1,119,400	728,000	722,000	716,000	100.0	76.8	69.9	65.0	64.5	64.0	- 0.8
Government liquor stores	34	4,677,900	2,698,000	3,224,000	3,726,000	100.0	76.3	62.6	57.7	68.9	79.7	+ 15.6
Unclassified kinds of business	1,063	8,680,700	4,572,000	5,175,000	5,551,000	100.0	58.3	56.1	52.7	59.6	63.9	+ 7.3

(1) The numbers of stores are shown only for 1930. Since figures for later years are based on returns secured from a sample number of firms, the total numbers of establishments for these years are not known.

(2) In some instances, figures for 1933 and 1934 have been revised.



1010732619