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CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

## RETAIL MERCHANDISE TRADE

IN THE

PRAIRIE PROVINCES

1936

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Minister of Trade and Commerce.

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in the Prairie Provinces, 1936

Reflecting increased agricultural revenue and consistent with results for other regions, retail trade in the Prairie Provinces continued upward during 1936, resulting in a 7.1 per cent increase over 1935. Retail sales totalled \$415,684,000 in 1936 compared with \$387,968,000 in 1935 and \$554,962,100 in 1930, the first year for which these trade statistics are available. Annual indexes of sales for the Prairie Provinces on the 1930 base are as follows: 74.9 for 1936, 69.9 for 1935, 65.9 for 1934, and 60.2 for 1933. Direct comparison between 1933 and 1936 reveals a 24.4 per cent improvement although sales in the latter year were still 25 per cent below the 1930 level.

Results for individual provinces within the group show that Manitoba sales were up 6.9 per cent compared with 1935, bringing the index of sales for this province on the 1930 base to 78.5. Alberta sales advanced 2.5 per cent over 1935. A more substantial increase of 9.2 per cent in Saskatchewan helped to bring the level of retail trade relative to the 1930 base more in line with that for other regions. The index of sales for Saskatchewan stands at 69.0 for 1936, still considerably lower than corresponding indexes for the other Prairie Provinces.

The increase in the total retail trade of the Prairie Provinces in 1936 was due less than in the preceding two years to the rapid expansion in the automotive trade following the low level to which it had declined in 1932 and 1933, and rather to a more uniform extension of the general recovery to many lines of business. Lumber and building material dealers reported 11.7 per cent more business than in 1935, an increase reflecting heightened activity in the construction industry. Motor vehicle dealers reported an increase of 10.1 per cent in value of annual business, including receipts from all sources - sales of parts, gas and oil, and receipts from repairs and services in addition to the sale of new and used vehicles. New motor vehicle sales alone increased 10.9 per cent in number and 12.3 per cent in value over 1935, another series of reports showing that 18,424 new motor vehicles sold for \$18,376,773 in 1936 compared with 16,907 vehicles for \$16,359,180 in 1935. Radio and music store sales were up 7.2 per cent; department stores gained 5.1 per cent; grocery and combination stores, 4.7 per cent, and country general stores, 4.4 per cent.

Chain Stores.--There were 135 different chain store companies operating a total of 1,915 unit stores or branches in the Prairie Provinces in 1936. Sales of these totalled \$65,853,700 or 15.8 per cent of the total annual sales of all stores including both chains and independents. In 1935 there were 144 chains with 1,973 stores and \$58,075,800 sales, the ratio of chain to total sales in this instance being 15.0 per cent. In this connection it should be pointed out that Government liquor store sales are included in the chain store category. Figures submitted by the Alberta Liquor Control Board for 1936 include sales of beer at wholesale prices to licensees whereas in earlier years liquor store sales only were reported. This factor is largely responsible for the increase in chain store ratio from 15.0 per cent in 1935 to 15.8 per cent in 1936. When the Liquor Control Board figures are excluded from both the chain and total sales for both years, the chain ratio for the Prairie Provinces as a group varied from 12.6 per cent in 1935 to 12.8 per cent in 1936.

Chains in the grocery and combination store field transacted business to the value of \$14,972,100 in the Prairie Provinces during the year under review, the ratio of chain sales to total sales in this field being 35.9 per cent, unchanged from the preceding year. Thirty-four lumber and building material dealers, each with four or more yards and included in the chain store group, had sales valued at \$10,903,900 or 62.3 per cent of the total business of all retail lumber and building material dealers in the three provinces. Chains also transacted 12.2 per cent of the drug store business, 15.3 per cent of the business of women's specialty shops, and they continued to occupy the dominant position in the variety store field.



### Manitoba

Retail sales in Manitoba in 1936 reached a total figure of \$148,541,000, exceeding by 6.9 per cent the \$138,947,000 recorded for 1935. The index of sales for this province on the base 1930 equals 100 stands at 78.5.

Motor vehicle dealers reported 17.5 per cent more business than in 1935. Marked improvement was also shown in the builders' supply trades; hardware store sales were up 10.0 per cent, while retail lumber yards advanced 12.4 per cent. The furniture and household group likewise registered substantial gains. Household appliance store sales were up 14.8 per cent; furniture store sales, 11.7 per cent, and radio and music store sales, 9.1 per cent.

Gains for kinds of business dealing in more staple lines of merchandise are 5.1 per cent for grocery and combination stores, 8.0 per cent for country general stores, 9.8 per cent for coal and wood yards, and 7.8 per cent for drug stores.

The ratio of chain to total sales remained unchanged from the preceding year at 11.2 per cent. There were 66 chain store companies with 355 stores in Manitoba in 1936 compared with 72 chain companies and 370 stores in 1935. Chain sales totalled \$16,677,300 in 1936 compared with \$15,630,600 in the preceding year.

### Saskatchewan

Retail sales in Saskatchewan totalled \$130,621,000 in 1936, exceeding by 9.2 per cent the amount recorded for the preceding year and bringing the dollar value of sales to within 31 per cent of the 1930 level. The index of sales for this province on the base 1930 equals 100 stands at 69.0 for 1936.

Motor vehicle dealers reported an increase in business of 20.3 per cent over that for 1935 which, in turn, was 33.7 per cent better than in 1934. The lumber and building materials group shared in the improvement recorded by dealers in this group in all sections of the country. Hardware store sales advanced 5.6 per cent while sales of retail lumber yards were up 13.4 per cent. The furniture and household group as a whole reported 14.3 per cent more business than in 1935, individual lines of business within the group showing gains of 25.4 per cent for household appliance stores, 12.7 per cent for radio and music stores, and 7.0 per cent for furniture stores.

Country general store sales increased 4.8 per cent and grocery and combination stores reported a like improvement. Variety store sales increased 14.0 per cent while stores in the apparel group averaged 5.3 per cent more business than in 1935. Coal and wood yards were up 9.6 per cent; drug stores, 5.9 per cent, and farmers' supply stores, 12.1 per cent. Government liquor store sales declined 2.5 per cent.

There were 82 different chain companies in Saskatchewan in 1936, with 986 unit stores or branches and \$23,986,900 sales. The ratio of chain sales to total sales was 18.4 per cent for 1936 compared with 19.1 per cent for the preceding year.

### Alberta

Retail sales of \$128,861,000 in 1936 compare with \$125,709,000 in 1935, revealing a minor increase of 2.5 per cent during the period under review. These sales figures cover the total retail merchandise trade of the province exclusive of sales of the Provincial Liquor Control Board. Prior to 1936 sales reported by the Alberta Liquor Control Board included Government liquor store sales only. Figures available for 1936 include both retail sales of the liquor stores and also sales of beer at wholesale prices to licensees. Total sales including the Liquor Control Board figures were \$136,522,000 for 1936 compared with \$129,435,000 for the preceding year, the more pronounced gain of 5.5 per cent from these totals being due to the incomparability of the data for the Alberta Liquor Board.

In contrast with results for other provinces, motor dealers reported a slight decrease in total business from 1935, a decline of 1.4 per cent being recorded. New motor vehicle sales alone increased slightly during the same period, 7,244 new vehicles retailing for \$7,253,587 in 1936 compared with 7,187 vehicles for \$7,041,836 in 1935.



Lumber and building material dealers reported an increase of 8.8 per cent; furniture store sales were up 4.9 per cent; grocery and combination stores advanced 4.2 per cent, while country general stores reported 1.9 per cent more business than in 1935.

Ratio of chain to total sales increased slightly from 1935. Excluding the Alberta Liquor Control Board figures from the calculations, the ratio of chain sales to total sales increased from 12.3 per cent in 1935 to 12.8 per cent in 1936.

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 6,600 establishments in the Prairie Provinces and it is estimated that these transacted about 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.



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1936

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, 1936/35	
	Number(1) of Stores	Total Net Sales												
			1933	1935	1936	1930	1931	1932	1933	1934	1935	1936		
		\$	\$	\$	\$									
Total, All Stores .....	26,292	554,962,100	334,210,000	387,968,000	415,684,000	100.0	76.1	64.8	60.2	65.9	69.9	74.9	+ 7.1	
Food Group .....	6,448	82,426,200	53,985,000	58,434,000	60,999,000	100.0	82.3	70.9	65.5	68.0	70.9	74.0	+ 4.4	
Country General Stores .....	3,693	82,009,600	51,824,000	58,564,000	61,114,000	100.0	76.0	66.6	63.2	69.3	71.4	74.5	+ 4.4	
General Merchandise Group .....	251	107,644,900	76,409,000	82,106,000	86,563,000	100.0	84.5	73.4	71.0	73.7	76.3	80.4	+ 5.4	
Automotive Group .....	3,255	78,774,300	39,339,000	59,797,000	65,861,000	100.0	65.2	52.7	49.9	65.8	75.9	83.6	+10.1	
Apparel Group .....	1,294	30,916,800	19,707,000	22,100,000	22,771,000	100.0	82.2	69.6	63.7	68.7	71.5	73.7	+ 3.0	
Building Materials Group .....	2,455	50,359,600	25,731,000	31,160,000	34,083,000	100.0	70.1	58.2	51.1	57.2	61.9	67.7	+ 9.3	
Furniture and Household Group .....	399	13,181,700	7,054,000	8,619,000	9,325,000	100.0	81.0	62.0	53.5	58.1	65.4	70.7	+ 8.2	
Restaurants, Cafeterias and Eating Places .....	1,327	17,101,600	8,697,000	9,448,000	9,815,000	100.0	76.8	59.2	50.9	52.6	55.2	57.4	+ 3.9	
Other Retail Stores .....	7,170	92,547,400	51,441,000	57,720,000	65,153,000	100.0	70.5	61.5	55.6	59.2	62.4	70.4	+12.9	
Grocery and combination stores .....	3,114	52,803,600	37,133,000	39,787,000	41,656,000	100.0	85.9	76.4	70.3	72.5	75.3	78.9	+ 4.7	
Meat markets (including sea foods) ..	1,183	14,581,500	7,426,000	8,572,000	8,744,000	100.0	73.1	55.0	50.9	56.4	59.5	60.0	+ 0.8	
Department stores .....	24	96,588,600	67,936,000	72,436,000	76,152,000	100.0	84.2	73.0	70.3	72.6	75.0	78.8	+ 5.1	
Variety stores .....	39	5,270,900	4,430,000	4,891,000	5,331,000	100.0	95.9	86.2	84.0	89.3	92.8	101.1	+ 9.0	
Motor vehicle dealers .....	912	54,632,900	23,830,000	41,233,000	45,413,000	100.0	61.5	45.2	43.6	60.8	75.5	83.1	+10.1	
Filling stations(3) .....	1,066	12,371,200	9,195,000	11,352,000	12,551,000	100.0	74.3	78.9	74.3	93.7	91.8	101.5	+10.6	
Men's and boys' clothing and furnish- ing stores (includes custom tailors)	616	9,902,600	6,051,000	7,235,000	7,523,000	100.0	76.6	64.9	61.1	67.0	73.1	76.0	+ 4.0	
Women's apparel and accessories stores	398	9,937,500	6,286,000	6,754,000	6,941,000	100.0	86.5	69.4	63.3	68.7	68.0	69.8	+ 2.6	
Shoe stores .....	153	3,626,500	2,436,000	2,701,000	2,816,000	100.0	87.7	75.7	67.2	71.9	74.5	77.7	+ 4.3	
Hardware stores .....	1,044	20,401,400	11,772,000	13,817,000	14,505,000	100.0	73.3	63.5	57.7	65.0	67.7	71.1	+ 5.0	
Lumber and building material dealers	1,272	27,241,000	12,623,000	15,668,000	17,503,000	100.0	66.6	54.1	46.3	51.6	57.5	64.3	+11.7	
Furniture stores .....	125	4,314,000	2,869,000	3,386,000	3,604,000	100.0	83.9	68.2	66.5	70.2	78.5	83.5	+ 6.4	
Radio and music stores .....	142	5,356,600	2,346,000	2,706,000	2,902,000	100.0	85.1	58.1	43.8	45.1	50.5	54.2	+ 7.2	
Coal and wood yards .....	387	11,749,200	8,136,000	8,197,000	8,850,000	100.0	84.5	78.1	69.2	64.7	69.8	75.3	+ 8.0	
Drug stores .....	883	14,525,600	9,818,000	10,616,000	11,243,000	100.0	84.9	75.2	67.6	69.9	73.1	77.4	+ 5.9	

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1936

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

	1930	1933	1934	1935	1936
ALL STORES, TOTAL -					
Chains .....	171	149	146	144	135
Stores (maximum) ..	2,350	2,057	2,029	1,973	1,915
Chain sales .....	\$ 81,080,600	\$ 51,644,400	\$ 56,105,500	\$ 58,075,800	\$ 65,853,700
Total sales .....	\$554,962,100	\$334,210,000	\$365,543,000	\$387,968,000	\$415,684,000
%, chains to total	14.6	15.5	15.3	15.0	15.8
Grocery and Combination Stores -					
Chains .....	16	15	12	14	12
Stores (maximum) ..	364	344	341	344	337
Chain sales .....	\$ 17,015,000	\$ 12,973,900	\$ 13,435,500	\$ 14,292,000	\$ 14,972,100
Total sales .....	\$ 52,803,600	\$ 37,133,000	\$ 38,299,000	\$ 39,787,000	\$ 41,656,000
%, chains to total	32.2	34.9	35.1	35.9	35.9
Variety Stores -					
Chains .....	4	4	4	4	4
Stores (maximum) ..	29	30	31	32	34
Chain sales .....	\$ 4,857,500	\$ 4,128,500	\$ 4,383,400	\$ 4,551,700	\$ 4,962,600
Total sales .....	\$ 5,270,900	\$ 4,430,000	\$ 4,708,000	\$ 4,891,000	\$ 5,331,000
%, chains to total	92.2	93.2	93.1	93.1	93.1
Men's and Boys' Clothing and Furnishings Stores (includes custom tailors) -					
Chains .....	4	3	4	4	5
Stores (maximum) ..	16	13	15	16	17
Chain sales .....	\$ 765,000	\$ 475,000	\$ 538,800	\$ 597,900	\$ 624,000
Total sales .....	\$ 9,902,600	\$ 6,051,000	\$ 6,635,000	\$ 7,235,000	\$ 7,523,000
%, chains to total	7.7	7.8	8.1	8.3	8.3
Women's Apparel and Accessories Stores -					
Chains .....	8	3	3	4	4
Stores (maximum) ..	36	20	20	24	24
Chain sales .....	\$ 2,262,400	\$ 993,400	\$ 976,400	\$ 1,066,200	\$ 1,065,200
Total sales .....	\$ 9,937,500	\$ 6,286,000	\$ 6,823,000	\$ 6,754,000	\$ 6,941,000
%, chains to total	22.8	15.8	14.3	15.8	15.3
Restaurants, Cafeterias and Eating Places -					
Chains .....	7	6	6	6	6
Stores (maximum) ..	35	32	32	32	31
Chain sales .....	\$ 1,127,800	\$ 605,200	\$ 575,700	\$ 580,800	\$ 622,100
Total sales .....	\$ 17,101,600	\$ 8,697,000	\$ 9,002,000	\$ 9,448,000	\$ 9,815,000
%, chains to total	6.6	7.0	6.4	6.1	6.3
Drug Stores -					
Chains .....	7	6	6	6	6
Stores (maximum) ..	37	36	37	37	36
Chain sales .....	\$ 1,778,600	\$ 1,183,800	\$ 1,263,700	\$ 1,350,900	\$ 1,374,200
Total sales .....	\$ 14,525,600	\$ 9,818,000	\$ 10,154,000	\$ 10,616,000	\$ 11,243,000
%, chains to total	12.2	12.1	12.4	12.7	12.2
Lumber and Building Material Dealers -					
Chains .....	41	38	39	34	34
Yards (maximum) ..	1,009	860	855	804	807
Chain sales .....	\$ 16,829,300	\$ 8,101,200	\$ 9,241,200	\$ 9,629,400	\$ 10,903,900
Total sales .....	\$ 27,241,000	\$ 12,623,000	\$ 14,051,000	\$ 15,668,000	\$ 17,503,000
%, chains to total	61.8	64.2	65.8	61.5	62.3

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



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1936

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

		1930	1931	1932	1933	1934	1935	1936
Prairie Provinces -	Number of chains .	171	159	150	149	146	144	135
	Stores (maximum) .	2,350	2,242	2,104	2,057	2,029	1,973	1,915
	Chain sales .....	\$ 81,080,600	\$ 63,550,500	\$ 54,484,000	\$ 51,644,400	\$ 56,105,500	\$ 58,075,800	\$ 65,853,700
	Total sales .....	\$554,962,100	\$422,223,000	\$359,606,000	\$334,210,000	\$365,543,000	\$387,968,000	\$415,684,000
	%, chains to total	14.6	14.6	15.2	15.5	15.3	15.0	15.8
Manitoba -	Number of chains .	91	84	77	73	70	72	66
	Stores (maximum) .	434	404	393	374	364	370	355
	Chain sales .....	\$ 22,105,800	\$ 18,853,100	\$ 16,155,400	\$ 13,619,700	\$ 14,942,100	\$ 15,630,600	\$ 16,677,300
	Total sales .....	\$189,243,900	\$153,892,000	\$131,675,000	\$122,045,000	\$131,390,000	\$138,947,000	\$148,541,000
	%, chains to total	11.7	12.3	12.3	11.2	11.4	11.2	11.2
Saskatchewan -	Number of chains .	101	100	92	90	88	88	82
	Stores (maximum) .	1,234	1,176	1,074	1,046	1,038	1,009	986
	Chain sales .....	\$ 34,056,300	\$ 24,409,300	\$ 20,750,700	\$ 20,755,200	\$ 22,104,000	\$ 22,788,800	\$ 23,986,900
	Total sales .....	\$189,181,100	\$133,996,000	\$112,025,000	\$103,091,000	\$112,314,000	\$119,586,000	\$130,621,000
	%, chains to total	18.0	18.2	18.5	20.1	19.7	19.1	18.4
Alberta <sup>(1)</sup> -	Number of chains .	104	98	91	93	92	87	81
	Stores (maximum) .	682	662	637	637	627	594	574
	Chain sales .....	\$ 24,918,500	\$ 20,288,100	\$ 17,577,900	\$ 17,269,500	\$ 19,059,400	\$ 19,656,400	\$ 24,189,500
	Total sales .....	\$176,537,100	\$134,335,000	\$115,906,000	\$109,074,000	\$121,839,000	\$129,435,000	\$136,522,000
	%, chains to total	14.1	15.1	15.2	15.8	15.6	15.2	17.7

(1) Figures for 1936 for this province include an indeterminate amount of sales at wholesale prices by the Alberta Liquor Control Board. When total Liquor Control Board sales (including both retail and wholesale) are excluded from both the chain and total sales figures, the chain ratio becomes 12.8 per cent for 1936 compared with a corresponding figure of 12.3 per cent for 1935.



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1936

Table 4.--Comparison of Department Store Sales by Commodity Groups for 1935 and 1936

Department	Sales <sup>(1)</sup> in 1935 \$	Sales in 1936 \$	% of Change
Total Sales, All Departments .....	72,436,000	76,152,000	+ 5.1
Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.) .....	14,949,000	15,347,000	+ 2.7
Automotive supplies (including tires, batteries, auto- motive parts) .....	440,000	420,000	- 4.5
Cafeterias and restaurants (including fountain and lunch rooms) .....	1,009,000	1,098,000	+ 8.8
Clothing and furnishings, men's and boys' (including hats and caps) .....	9,665,000	10,343,000	+ 7.0
Drugs and toilet articles and preparations (including cameras and photographic supplies) .....	2,752,000	2,974,000	+ 8.1
Dry goods and notions (including piece goods) .....	11,935,000	12,622,000	+ 5.8
Home furnishings (draperies, curtains, china, window shades, floor coverings) .....			
Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.) .....	1,118,000	1,354,000	+21.1
Food and kindred products (groceries, meats, provisions, candies, fruits, vegetables) .....	11,054,000	11,130,000	+ 0.7
Furniture (including mattresses, springs) .....	2,580,000	2,967,000	+15.0
Hardware and kitchen utensils (including paints, wall- paper) .....	2,324,000	2,349,000	+ 1.1
Household appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps, etc.) .....	1,134,000	1,413,000	+24.6
Jewellery and optical goods (including clocks, watches, silverware, plated ware) .....	1,332,000	1,455,000	+ 9.2
Leather goods and travelling goods (including purses and hand-bags) .....	752,000	653,000	-13.2
Millinery .....	822,000	824,000	+ 0.2
Radios, musical instruments and supplies .....	1,155,000	1,360,000	+17.7
Shoes and other footwear (men's, women's and children's)	5,794,000	5,939,000	+ 2.5
Sporting goods (including bicycles, toys, games) .....	925,000	1,046,000	+13.1
Stationery, books and magazines .....	1,081,000	1,162,000	+ 7.5
Receipts from repair or service departments, not inclu- ded elsewhere (such as hairdressing, electrical contracting, fur storage, interior decorating) .....	524,000	562,000	+ 7.3
Miscellaneous merchandise .....	1,091,000	1,134,000	+ 3.9

(1) Figures shown above for 1935 have been revised slightly from those published in the corresponding table last year.



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1936

Table 5.--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, 1936/35	
	Number(1) of Stores	Total Net Sales												
			1933	1935	1936	1930	1931	1932	1933	1934	1935	1936		
		\$	\$	\$	\$									
Total, All Stores .....	6,859	189,243,900	122,045,000	138,947,000	148,541,000	100.0	81.3	69.6	64.5	69.4	73.4	78.5	+ 6.9	
Food Group .....	2,249	27,410,900	19,048,000	20,315,000	21,354,000	100.0	85.4	76.4	69.5	71.4	74.1	77.9	+ 5.1	
Candy and confectionery stores .....	353	3,480,100	2,342,000	2,406,000	2,519,000	100.0	85.0	72.6	67.3	65.3	69.1	72.4	+ 4.7	
Grocery and combination stores .....	1,327	18,915,700	13,733,000	14,404,000	15,139,000	100.0	87.0	80.0	72.6	74.2	76.1	80.0	+ 5.1	
Meat markets (including sea foods) ....	275	3,309,500	1,747,000	2,151,000	2,233,000	100.0	73.5	58.9	52.8	59.6	65.0	67.5	+ 3.8	
Country General Stores .....	852	15,542,700	9,963,000	10,993,000	11,872,000	100.0	78.1	66.6	64.1	69.7	70.7	76.4	+ 8.0	
General Merchandise Group ...	87	64,344,000	45,674,000	49,134,000	50,826,000	100.0	84.8	73.7	71.0	73.1	76.4	79.0	+ 3.4	
Automotive Group .....	758	20,605,500	11,684,000	18,334,000	20,864,000	100.0	69.0	58.8	56.7	77.3	89.0	101.3	+13.8	
Motor vehicle dealers .....	163	13,587,300	6,200,000	11,594,000	13,626,000	100.0	63.2	47.7	45.6	68.8	85.3	100.3	+17.5	
Filling stations (3) .....	288	3,871,500	3,566,000	4,518,000	4,886,000	100.0	84.5	89.9	92.1	114.8	116.7	126.2	+ 8.1	
Garages .....	273	2,683,500	1,632,000	1,880,000	1,980,000	100.0	74.9	67.6	60.8	66.5	70.1	73.8	+ 5.3	
Apparel Group .....	432	9,597,200	6,376,000	7,215,000	7,518,000	100.0	85.2	71.1	66.4	72.9	75.2	78.3	+ 4.2	
Men's and boys' clothing and furnish- ings (includes custom tailors) .....	201	2,750,000	1,628,000	1,910,000	2,055,000	100.0	75.4	64.1	59.2	65.3	69.5	74.7	+ 7.6	
Family clothing stores .....	38	1,794,600	1,335,000	1,509,000	1,592,000	100.0	89.4	77.5	74.4	78.3	84.1	88.7	+ 5.5	
Women's apparel and accessories stores.	152	3,713,800	2,507,000	2,820,000	2,828,000	100.0	90.2	72.1	67.5	76.6	75.9	76.1	+ 0.3	
Shoe stores .....	41	1,338,800	906,000	976,000	1,043,000	100.0	85.9	74.1	67.7	71.4	72.9	77.9	+ 6.9	
Building Materials Group ....	417	12,173,400	6,306,000	7,693,000	8,740,000	100.0	79.4	57.9	51.8	58.6	63.2	71.8	+13.6	
Hardware stores .....	186	4,070,500	2,520,000	2,952,000	3,247,000	100.0	79.8	67.4	61.9	72.3	72.5	79.8	+10.0	
Lumber and building material dealers ..	176	6,430,200	2,951,000	3,677,000	4,132,000	100.0	78.8	51.8	45.9	50.5	57.2	64.3	+12.4	
Electrical, heating and plumbing, paint and glass shops .....	48	514,900	235,000	311,000	370,000	100.0	82.9	58.7	45.6	50.9	60.4	71.9	+19.0	

(1), (2) and (3): See footnotes on page 9.



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1936

Table 5.--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, 1936/35
	Number(1) of Stores	Total Net Sales											
			1933	1935	1936	1930	1931	1932	1933	1934	1935	1936	
		\$	\$	\$	\$								
Furniture and Household Group.	101	3,740,800	2,043,000	2,564,000	2,840,000	100.0	84.5	68.8	54.6	63.3	68.5	75.9	+10.8
Furniture stores .....	32	674,300	402,000	489,000	546,000	100.0	70.1	60.2	59.6	64.5	72.5	81.0	+11.7
Household appliance stores .....	15	1,100,800	(4)	677,000	777,000	100.0	72.9	57.2	(4)	53.5	61.5	70.6	+14.8
Radio and music stores .....	40	1,782,300	982,000	1,278,000	1,394,000	100.0	97.1	79.2	55.1	61.8	71.7	78.2	+ 9.1
Restaurants, Cafeterias and Eating Places .....	338	5,553,300	2,682,000	2,747,000	2,857,000	100.0	78.0	60.3	48.3	48.4	49.5	51.4	+ 4.0
Other Retail Stores .....	1,625	30,276,100	18,269,000	19,952,000	21,670,000	100.0	80.0	69.6	60.3	62.7	65.9	71.6	+ 8.6
Farmers' supply stores .....	232	2,753,700	1,597,000	1,849,000	1,932,000	100.0	71.0	63.1	58.0	67.6	67.1	70.2	+ 4.5
Book stores .....	18	801,400	354,000	375,000	407,000	100.0	68.8	55.3	44.2	45.3	46.8	50.8	+ 8.5
Coal and wood yards .....	159	7,181,300	4,862,000	4,866,000	5,343,000	100.0	83.4	75.7	67.7	63.0	67.8	74.4	+ 9.8
Drug stores .....	220	4,294,000	3,070,000	3,305,000	3,563,000	100.0	91.6	81.0	71.5	72.5	77.0	83.0	+ 7.8
Florists .....	28	688,700	378,000	433,000	482,000	100.0	85.7	65.3	54.9	55.5	62.9	70.0	+11.3
Jewellery stores .....	59	1,600,000	856,000	1,254,000	1,260,000	100.0	78.7	57.9	53.5	71.6	78.4	78.8	+ 0.5
Office, school and store supplies and equipment dealers .....	39	1,658,500	700,000	916,000	1,077,000	100.0	63.6	52.0	42.2	46.9	55.2	64.9	+17.6
Tobacco stores and stands .....	73	981,100	751,000	794,000	869,000	100.0	96.0	88.0	76.5	80.6	80.9	88.6	+ 9.4
Government liquor stores .....	15	3,927,500	2,214,000	2,329,000	2,634,000	100.0	92.3	75.6	56.4	57.8	59.3	67.1	+13.1
Miscellaneous kinds of business (includ- ing secondhand stores) .....	782	6,389,900	3,487,000	3,831,000	4,103,000	100.0	67.5	61.2	54.6	58.8	60.0	64.2	+ 7.1

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

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

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



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1936

Table 6.--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 1936/35	
	Number(1) of Stores	Total Net Sales	Total Net Sales, Estimated(2)			1930	1931	1932	1933	1934	1935	1936		
			1933	1935	1936									
		\$	\$	\$	\$									
Total, All Stores .....	10,841	189,181,100	103,091,000	119,586,000	130,621,000	100.0	70.8	59.2	54.5	59.4	63.2	69.0	+ 9.2	
Food Group .....	2,046	25,877,700	15,464,000	16,298,000	17,119,000	100.0	79.6	65.0	59.8	60.7	63.0	66.2	+ 5.0	
Candy and confectionery stores .....	386	2,810,800	1,459,000	1,446,000	1,613,000	100.0	63.0	54.1	51.9	50.0	51.4	57.4	+11.5	
Fruit and vegetable stores .....	31	354,900	248,000	258,000	301,000	100.0	89.6	75.8	69.9	74.4	72.7	84.8	+16.7	
Grocery and combination stores .....	889	16,944,300	10,726,000	11,107,000	11,640,000	100.0	83.1	69.5	63.3	63.6	65.6	68.7	+ 4.8	
Meat markets (including sea foods) .....	483	4,746,200	2,383,000	2,701,000	2,733,000	100.0	74.9	53.4	50.2	54.6	56.9	57.6	+ 1.2	
Country General Stores .....	1,641	37,710,000	23,083,000	26,430,000	27,699,000	100.0	75.0	64.5	61.2	67.5	70.1	73.5	+ 4.8	
General Merchandise Group ....	71	20,102,400	13,968,000	14,723,000	16,891,000	100.0	82.2	71.0	69.5	73.5	73.2	84.0	+14.7	
Automotive Group .....	1,382	27,048,700	11,259,000	17,235,000	20,552,000	100.0	60.8	45.8	41.6	53.0	63.7	76.0	+19.2	
Motor vehicle dealers .....	421	18,666,000	6,776,000	11,814,000	14,212,000	100.0	55.8	38.9	36.3	47.3	63.3	76.1	+20.3	
Filling stations(3) .....	391	4,004,200	2,415,000	3,071,000	3,592,000	100.0	78.4	69.0	60.3	80.2	76.7	89.7	+17.0	
Garages .....	534	3,909,600	1,830,000	2,139,000	2,515,000	100.0	65.2	53.4	46.8	52.4	54.7	64.3	+17.6	
Apparel Group .....	373	10,231,900	5,990,000	6,957,000	7,326,000	100.0	78.8	67.2	58.5	62.7	68.0	71.6	+ 5.3	
Men's and boys' clothing and furnishings (includes custom tailors) .....	182	3,073,600	1,898,000	2,404,000	2,623,000	100.0	77.1	66.3	61.8	69.4	78.2	85.3	+ 9.1	
Family clothing stores .....	38	3,959,800	2,356,000	2,672,000	2,701,000	100.0	76.6	69.4	59.5	62.9	67.5	68.2	+ 1.1	
Women's apparel and accessories stores .	110	2,294,500	1,241,000	1,270,000	1,353,000	100.0	85.3	66.3	54.1	53.1	55.3	59.0	+ 6.5	
Shoe stores .....	43	904,000	495,000	611,000	649,000	100.0	77.7	63.2	54.8	63.4	67.6	71.8	+ 6.2	
Building Materials Group .....	1,276	22,612,200	10,784,000	13,037,000	14,331,000	100.0	64.0	55.6	47.7	51.9	57.7	63.4	+ 9.9	
Hardware stores .....	526	8,829,000	4,821,000	5,793,000	6,120,000	100.0	70.7	60.9	54.6	59.4	65.6	69.3	+ 5.6	
Lumber and building material dealers ...	717	13,473,100	5,820,000	7,066,000	8,013,000	100.0	59.2	52.0	43.2	47.0	52.4	59.5	+13.4	

(1), (2) and (3): See footnotes on page 11.



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1936

Table 6.--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, 1936/35
	Number(1) of Stores	Total Net Sales											
			1933	1935	1936	1930	1931	1932	1933	1934	1935	1936	
Furniture and Household Group.	142	4,087,300	1,950,000	2,386,000	2,728,000	100.0	75.8	56.1	47.7	51.5	58.4	66.7	+14.3
Furniture stores .....	42	1,188,100	778,000	906,000	969,000	100.0	89.8	72.5	65.5	65.7	76.3	81.6	+ 7.0
Household appliance stores .....	47	1,009,600	480,000	749,000	940,000	100.0	63.5	57.0	47.5	61.5	74.2	93.1	+25.4
Radio and music stores .....	42	1,793,200	646,000	684,000	771,000	100.0	73.4	44.9	36.0	36.6	38.1	43.0	+12.7
Restaurants, Cafeterias and Eating Places .....	506	5,551,900	2,759,000	3,065,000	3,224,000	100.0	75.5	55.2	49.7	52.2	55.2	58.1	+ 5.2
Other Retail Stores .....	3,404	35,959,000	17,834,000	19,455,000	20,751,000	100.0	62.1	54.0	49.6	52.6	54.1	57.7	+ 6.7
Farmers' supply stores .....	903	4,281,900	1,875,000	2,206,000	2,473,000	100.0	56.4	51.1	43.8	47.5	51.5	57.8	+12.1
Book stores .....	10	423,300	187,000	208,000	223,000	100.0	68.7	55.3	44.2	45.4	49.1	52.7	+ 7.2
Coal and wood yards .....	147	3,678,300	2,582,000	2,528,000	2,771,000	100.0	85.1	81.2	70.2	63.9	68.7	75.3	+ 9.6
Drug stores .....	374	4,988,000	3,098,000	3,415,000	3,616,000	100.0	79.6	68.8	62.1	66.0	68.5	72.5	+ 5.9
Florists .....	15	297,000	163,000	184,000	192,000	100.0	85.5	65.3	54.9	55.6	62.0	64.6	+ 4.3
Jewellery stores .....	108	1,103,300	541,000	662,000	739,000	100.0	63.5	49.0	49.0	52.9	60.0	67.0	+11.6
Office, school and store supplies and equipment dealers .....	30	956,400	421,000	568,000	632,000	100.0	65.8	63.3	44.0	48.8	59.4	66.1	+11.3
Tobacco stores and stands .....	89	945,900	587,000	612,000	653,000	100.0	81.9	74.2	62.1	62.4	64.7	69.0	+ 6.7
Government liquor stores .....	224	9,226,800	4,824,000	4,325,000	4,216,000	100.0	62.6	51.9	52.3	56.4	46.9	45.7	- 2.5
Miscellaneous kinds of business (includ- ing secondhand stores) .....	1,504	10,058,100	3,556,000	4,742,000	5,236,000	100.0	43.8	37.2	35.4	40.1	47.2	52.1	+10.3

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

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



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1936

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

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated <sup>(2)</sup>			Indexes of Retail Sales (1930 = 100)							% of Change, 1936/35
	Number <sup>(1)</sup> of Stores	Total Net Sales											
			1933	1935	1936	1930	1931	1932	1933	1934	1935	1936	
Total, All Stores .....	8,592	176,537,100	109,074,000	129,435,000	136,522,000	100.0	76.1	65.6	61.8	69.0	73.3	77.3	+ 5.5
Subtotal - Liquor Control Board Sales Excluded .....	8,558	171,859,200	106,376,000	125,709,000	128,861,000	100.0	76.1	65.7	61.9	69.0	73.1	75.0	+ 2.5
Food Group .....	2,153	29,137,600	19,473,000	21,821,000	22,526,000	100.0	81.7	70.9	66.8	71.2	74.9	77.3	+ 3.2
Candy and confectionery stores .....	473	3,732,300	2,176,000	2,282,000	2,316,000	100.0	70.7	60.1	58.3	59.8	61.1	62.1	+ 1.5
Fruit and vegetable stores .....	49	286,700	224,000	234,000	268,000	100.0	92.1	83.0	78.1	83.0	81.6	93.5	+14.5
Grocery and combination stores .....	898	16,943,600	12,674,000	14,276,000	14,877,000	100.0	87.5	79.4	74.8	79.5	84.3	87.8	+ 4.2
Meat markets (including sea foods) .....	425	6,525,800	3,296,000	3,820,000	3,778,000	100.0	71.5	54.3	50.5	56.2	58.5	57.9	+ 1.1
Country General Stores .....	1,200	28,756,900	18,778,000	21,141,000	21,543,000	100.0	76.3	69.3	65.3	71.6	73.5	74.9	+ 1.9
General Merchandise Group ....	93	23,198,500	16,767,000	18,249,000	18,846,000	100.0	85.7	74.9	72.3	75.5	78.7	81.2	+ 3.3
Department stores .....	10	18,845,000	13,152,000	14,148,000	14,530,000	100.0	85.3	73.5	69.8	72.4	75.1	77.1	+ 2.7
Variety stores .....	14	1,844,200	1,636,000	1,768,000	1,826,000	100.0	98.3	89.0	88.7	92.8	95.9	99.0	+ 3.3
Automotive Group .....	1,115	31,120,100	16,396,000	24,228,000	24,445,000	100.0	66.5	54.7	52.7	69.3	77.8	78.6	+ 0.9
Motor vehicle dealers .....	328	22,379,600	10,854,000	17,825,000	17,575,000	100.0	65.2	48.9	48.5	67.3	79.6	78.5	- 1.4
Filling stations <sup>(3)</sup> .....	387	4,495,500	3,214,000	3,763,000	4,073,000	100.0	61.9	78.2	71.5	87.7	83.7	90.6	+ 8.2
Garages .....	355	3,515,700	1,923,000	2,176,000	2,287,000	100.0	79.5	60.3	54.7	60.8	61.9	65.1	+ 5.1
Apparel Group .....	489	11,087,700	7,341,000	7,928,000	7,927,000	100.0	82.6	70.5	66.2	70.4	71.5	71.5	---
Men's and boys' clothing and furnishings (includes custom tailors) .....	233	4,079,000	2,525,000	2,921,000	2,845,000	100.0	76.9	64.3	61.9	66.3	71.6	69.7	- 2.6
Family clothing stores .....	51	1,695,800	1,243,000	1,229,000	1,198,000	100.0	83.0	77.7	73.3	74.5	72.5	70.6	- 2.5
Women's apparel and accessories stores .	136	3,929,200	2,538,000	2,664,000	2,760,000	100.0	83.6	68.6	64.6	70.2	67.8	70.2	+ 3.6
Shoe stores .....	69	1,383,700	1,035,000	1,114,000	1,124,000	100.0	96.0	85.5	74.8	78.1	80.5	81.2	+ 0.9
Building Materials Group .....	762	15,574,000	8,641,000	10,450,000	11,012,000	100.0	71.6	62.1	55.5	63.8	67.1	70.7	+ 5.4
Hardware stores .....	332	7,501,900	4,431,000	5,072,000	5,138,000	100.0	72.9	64.5	59.1	67.5	67.6	68.5	+ 1.3
Lumber and building material dealers ...	379	7,337,700	3,852,000	4,925,000	5,358,000	100.0	69.5	60.0	52.5	61.0	67.1	73.0	+ 8.8

(1), (2) and (3): See footnotes on page 13.



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1936

Table 7.--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, 1936/35	
	Number(1) of Stores	Total Net Sales												
			1933	1935	1936	1930	1931	1932	1933	1934	1935	1936		
		\$	\$	\$	\$									
Furniture and Household Group.	156	5,353,600	3,061,000	3,669,000	3,757,000	100.0	82.4	61.6	57.2	61.7	68.5	70.2	+ 2.4	
Furniture stores .....	51	2,451,600	1,689,000	1,991,000	2,089,000	100.0	84.8	68.3	68.9	74.0	81.2	85.2	+ 4.9	
Household appliance stores .....	26	857,000	503,000	766,000	758,000	100.0	70.7	66.4	58.7	77.6	89.4	88.4	- 1.0	
Radio and music stores .....	60	1,781,100	718,000	744,000	737,000	100.0	84.8	50.2	40.3	36.9	41.8	41.4	- 0.9	
Restaurants, Cafeterias and Eating Places .....	483	5,996,400	3,256,000	3,636,000	3,734,000	100.0	76.9	61.9	54.3	57.0	60.6	62.3	+ 2.7	
Other Retail Stores .....	2,141	26,312,300	15,361,000	18,313,000	22,732,000	100.0	70.9	62.4	58.4	64.4	69.6	86.4	+24.1	
Farmers' supply stores .....	404	2,134,800	1,358,000	1,595,000	1,881,000	100.0	72.1	56.0	63.6	70.2	74.7	88.1	+17.9	
Book stores .....	13	603,900	267,000	285,000	313,000	100.0	68.7	55.3	44.2	45.2	47.2	51.8	+ 9.8	
Coal and wood yards .....	81	889,600	692,000	803,000	736,000	100.0	90.7	84.5	77.8	81.9	90.3	82.7	- 8.3	
Drug stores .....	289	5,243,600	3,650,000	3,896,000	4,064,000	100.0	84.6	76.4	69.6	71.5	74.3	77.5	+ 4.3	
Florists .....	24	506,100	222,000	239,000	260,000	100.0	68.6	52.2	43.9	44.5	47.2	51.4	+ 8.8	
Jewellery stores .....	93	1,367,200	756,000	957,000	962,000	100.0	68.1	54.3	55.3	63.0	70.0	70.4	+ 0.5	
Office, school and store supplies and equipment dealers .....	38	1,089,100	418,000	545,000	628,000	100.0	64.1	49.7	38.4	43.7	50.0	57.7	+15.2	
Tobacco stores and stands .....	102	1,119,400	728,000	716,000	709,000	100.0	76.8	69.9	65.0	64.5	64.0	63.3	- 1.0	
Government liquor stores .....	34	4,677,900	2,698,000	3,726,000	(4) 7,661,000	100.0	76.3	62.6	57.7	68.9	79.7	(x)	(x)	
Miscellaneous kinds of business (includ- ing secondhand stores) .....	1,063	8,680,700	4,572,000	5,551,000	5,518,000	100.0	58.3	56.1	52.7	59.6	63.9	63.6	- 0.6	

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

(4) This amount includes sales of beer at wholesale prices to licensed premises in addition to sales of beer, wine and liquor at retail prices through Government Liquor Stores. Figures shown for earlier years include sales at retail through Government Liquor Stores only.

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

(X) Not comparable.





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