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RETAIL MERCHANDISE TRADE

IN THE

PRAIRIE PROVINCES

CALENDAR YEAR

1937

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in the Prairie Provinces, 1937

The yearly improvement which has been evident in the retail trade of the Prairie Provinces since 1933 continued in 1937 when there was an increase of 5.6 per cent in dollar value compared with the previous year. Retail sales totalled \$442,827,000 in 1937 compared with \$419,329,000 in 1936, \$389,166,000 in 1935 and \$334,210,000 in 1933. Retail sales in 1930, the first year for which these trade statistics are available amounted to \$554,962,100. Annual indexes for the Prairie Provinces on the base 1930 equals 100 are as follows: 79.8 for 1937, 75.6 for 1936, 70.1 for 1935, 65.9 for 1934 and 60.2 for 1933. Direct comparison between 1933 and 1937 reveals a 32.6 per cent improvement although sales in the latter year were still 20.2 per cent below the 1930 level.

Results for individual provinces within the economic division of the country show that Manitoba sales were up 8.6 per cent compared with 1936, bringing the index of sales for this province (on the base 1930 equals 100) to 85.2. Saskatchewan sales, which had shown a substantial gain in 1936 were down by 2.1 per cent in 1937, the index falling to 68.3 as compared with 69.7 for 1936. Alberta sales advanced 9.8 per cent over 1936 bringing the sales index for the province to 86.3 as compared with 78.7 for the previous year.

The automotive group continued to lead in point of view of increased business, sales for the year amounting to \$80,566,000, an advance of 15.9 per cent over 1936 and more than twice the \$39,339,000 recorded for 1933. The sales index for the group stood at 102.3 for 1937, compared with 88.2 for 1936 and 49.9 for 1933. Motor vehicle dealers contributed largely to the gain in business for the group as a whole. Their sales totalled \$60,144,000 in 1937, an advance of 22.6 per cent over 1936 and 10 per cent more than the amount reported for 1930. Sales of filling stations were down 1.2 per cent. Due largely however to the gain of 10.6 per cent in 1936 the sales index for filling stations in 1937 stood at 100.3.

The advance since 1933 in the sales of the food group, while not so great as that of the automotive trade, has nevertheless been steady and well maintained. In 1937 sales of the food group amounted to \$64,826,000, an increase of 6.3 per cent over 1936. The sales index stood at 78.6 as compared with 74.0 in 1936 and 65.5 in 1933. Sales of restaurants, cafeterias and eating places were up 5.8 per cent, the furniture and household group 4.4 per cent, country general stores 3.9 per cent, the general merchandise group 0.7 per cent, and the building materials group 0.5 per cent. There was practically no change in the apparel group, sales in 1937 amounting to \$22,765,000 as compared with \$22,771,000 in 1936.

Chain Stores

There were 132 different chain store companies operating a total of 1,879 unit stores or branches in the Prairie Provinces in 1937. This is a decrease from 135 chain store companies operating 1,915 units in 1936. In 1937 the total sales of these chains amounted to \$67,059,200 or 15.1 per cent of the total annual sales of all stores including both chains and independents. In 1936 the total sales of chain stores amounted to \$65,853,700 or 15.7 per cent of the sales of both chains and independents. Government liquor stores are included in the chain store category. Figures submitted by the Alberta Liquor Control Board for 1936 and 1937 include an indeterminate amount of sales to licensees at wholesale prices whereas in earlier years only the sales of liquor stores were reported. This factor is responsible for the increase in chain store ratio from 14.9 per cent in 1935 to 15.7 per cent in 1936 and



15.1 per cent in 1937. When the Liquor Control Board figures for all provinces are excluded from both the chain and total sales the chain ratios for the Prairie Provinces as a group are 12.6 per cent for 1935, 12.7 per cent for 1936 and 12.2 per cent for 1937.

The sales of 13 grocery and combination store chain companies operating 348 unit stores amounted to \$16,495,100 in 1937 as compared with \$14,972,100 in 1936. The ratio of chain sales to total sales in this field increased from 35.9 per cent in 1936 to 37.2 per cent in 1937. The 32 companies dealing in lumber and building materials operated 779 units and reported sales of \$10,493,900 or 60.3 per cent of the total business of all retail lumber and building material dealers in the three provinces as compared with 34 companies operating 807 stores in 1936 and recording sales of \$10,903,900. Chains also transacted 12.3 per cent of the drug store business, 14.3 per cent of the business of women's apparel and accessories stores and continued to occupy the dominant position in the variety store field.

#### Manitoba

Retail sales in Manitoba in 1937 totalled \$161,253,000, up 8.6 per cent from the \$148,541,000 recorded for 1936 and exceeding by 32.1 per cent the sales of 1933. The 1937 index of sales for this province on the base 1930 equals 100 stands at 85.2 compared with 78.5 for 1936, 73.4 for 1935 and 64.5 for 1933.

Motor vehicle dealers reported sales 35.8 per cent in excess of the 1936 business. This marked increase is particularly noteworthy in view of the fact that 1936 sales exceeded those for 1935 by 17.5 per cent and 1935 in turn exceeded 1934 by 24.0 per cent. Substantial improvement was also shown in the builders supplies trade. Sales of lumber and building material dealers at \$4,740,000 were up 14.7 per cent and hardware store sales at \$3,676,000 were up 13.2 per cent. While gains in the furniture and household group were not as large they were quite substantial. Sales of household appliance stores exceeded by 13.3 per cent the 1936 figure, and furniture stores gained 10.3 per cent. Radio and music stores alone recorded a slight decline, sales being down by 0.6 per cent from 1936. It is well to note, however, that in this class the 1936 sales exceeded 1935 by 9.1 per cent and 1935 exceeded 1934 by 16.0 per cent.

Sales of grocery and combination stores in 1937 were up 5.8 per cent, country general stores 12.7 per cent, meat markets 10.3 per cent, the apparel group 4.7 per cent, government liquor stores 19.6 per cent, farmers' supply stores 16.2 per cent, book stores 13.0 per cent and office, school and store supplies and equipment dealers 10.7 per cent.

The ratio of chain to total sales remained unchanged from 1936 and 1935 at 11.2 per cent. There were 63 chain store companies with 331 stores in Manitoba in 1937 as compared with 66 chain companies and 355 stores in 1936. Chain sales totalled \$18,027,800 in 1937 as compared with \$16,677,300 in 1936 and \$15,630,600 in 1935.

#### Saskatchewan

The improvement in the retail trade in all other provinces in 1937 was not maintained in Saskatchewan. In this province retail sales of \$129,166,000 were 2.1 per cent below the 1936 figure of \$131,935,000. The index of sales on the base 1930 equals 100 stood at 68.3 for 1937 compared with 69.7 for 1936, 63.2 for 1935 and 54.5 for 1933.

Losses were recorded in many kinds of business and outstanding gains were lacking. Sales of motor vehicle dealers, noted for marked gains in other provinces, were up only 8.8 per cent above the 1936 figure. This is partly compensated for and perhaps is partly explained by the marked increase in the previous two years, 1936 sales exceeding 1935 by 31.4 per cent and 1935 sales exceeding 1934 by 33.7 per cent. The sales index of motor vehicle dealers on the base 1930 equals 100 stood at 90.5 for 1937. Sales of filling stations were down 17.1 per cent and garages 5.0 per cent. Losses were general in the building material group. Sales of lumber and building materials dealers were down 13.7 per cent, the sales index standing at 51.3 as compared with 59.5 the previous year. Hardware store sales were down 12.1 per cent, the sales index standing at 60.9 as compared with 69.3 in 1936. The furniture and household group likewise recorded losses. Furniture stores were down 6.2 per cent, the index falling to 76.5 from 81.6 in 1936. Radio and music stores were down 1.7 per cent with



an index of 42.3 as compared with 43.0 in 1936. A slight gain of 0.7 per cent was recorded by household appliance stores.

Country general stores hardly held their own, falling off 0.8 per cent. The general merchandise group was also down 4.1 per cent and the apparel group 8.6 per cent. Grocery and combination stores on the other hand were up 5.9 per cent and fruit and vegetable stores 9.6 per cent.

There were 82 chain companies in Saskatchewan in 1937 operating 983 unit stores with sales of \$22,717,400. The ratio of chain sales to total sales was 17.6 as compared with 18.2 for 1936 and 19.1 for 1935.

#### Alberta

Retail sales in Alberta totalled \$152,408,000 in 1937, an increase of 9.8 per cent over the previous year. Most lines of business shared in the increased sales. Sales of motor vehicle dealers were up 24.3 per cent as compared with 4.6 per cent the previous year. The index of sales on the base 1930 equals 100 stood at 110.6. Filling stations were down 2.7 per cent.

Sales of hardware stores were up 7.8 per cent; lumber and building materials dealers 7.5 per cent; furniture stores 4.8 per cent; radio and music stores 13.7 per cent; office, school and store supplies and equipment dealers 20.7 per cent; book stores 14.4 per cent; restaurants, cafeterias and eating places 9.4 per cent; government liquor stores 7.0 per cent.

Ratio of chain to total sales decreased from 17.4 in 1936 to 17.3 in 1937. In 1937 there were 79 chain companies operating 565 unit stores with sales of \$26,314,000 as compared with 81 chain companies in 1936 operating 574 unit stores and recording \$24,189,500 sales.

#### Scope of Report

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 7,600 establishments in the Prairie Provinces and it is estimated that these transacted about 74 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, 1937

Table 1.--Total Net Sales and Sales Indexes for Kind of Business Groups and Selected Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated(2)			Indexes of Retail Sales (1930 = 100)							% of Change, 1937/36
	Number(1) of Stores	Total Net Sales	1933	1936	1937	1930	1932	1933	1934	1935	1936	1937	
Total, All Stores .....	26,292	554,832,100	334,210,000	419,329,000	442,827,000	100.0	64.8	60.2	65.9	70.1	75.6	79.8	+ 5.6
Food group .....	6,448	82,426,200	53,985,000	60,999,000	64,826,000	100.0	70.9	65.5	68.0	70.9	74.0	78.6	+ 6.3
Country General Stores .....	3,693	82,009,600	51,824,000	61,114,000	63,520,000	100.0	66.6	63.2	69.3	71.4	74.5	77.5	+ 3.9
General Merchandise Group .....	251	107,644,900	76,409,000	86,563,000	87,201,000	100.0	73.4	71.0	73.7	76.3	80.4	81.0	+ 0.7
Automotive Group .....	3,255	78,774,300	39,339,000	69,506,000	80,566,000	100.0	52.7	49.9	65.8	77.4	88.2	102.3	+ 15.9
Apparel Group .....	1,294	30,916,800	19,707,000	22,771,000	22,765,000	100.0	69.6	63.7	68.7	71.5	73.7	73.6	- 0.0
Building Materials Group .....	2,455	50,359,600	25,731,000	34,083,000	34,240,000	100.0	58.2	51.1	57.2	61.9	67.7	68.0	+ 0.5
Furniture and Household Group .....	399	13,181,700	7,054,000	9,325,000	9,737,000	100.0	62.0	53.5	58.1	65.4	70.7	73.9	+ 4.4
Restaurants, Cafeterias and Eating Places	1,327	17,101,600	8,697,000	9,815,000	10,388,000	100.0	59.2	50.9	52.6	55.2	57.4	60.7	+ 5.8
Other Retail Stores .....	7,170	22,547,400	51,464,000	65,153,000	69,584,000	100.0	61.5	55.6	59.2	62.4	70.4	75.2	+ 6.8
Grocery and combination stores .....	3,114	52,803,600	37,133,000	41,656,000	44,339,000	100.0	76.4	70.3	72.5	75.3	78.9	84.0	+ 6.4
Meat markets (including sea foods) .....	1,183	14,581,500	7,426,000	8,744,000	9,236,000	100.0	55.0	50.9	56.4	59.5	60.0	63.3	+ 5.6
Department stores .....	24	96,588,600	67,936,000	76,152,000	76,295,000	100.0	73.0	70.3	72.6	75.5	78.3	79.0	+ 0.2
Variety stores .....	39	5,270,900	4,430,000	5,331,000	5,588,000	100.0	86.2	84.0	89.3	92.8	101.1	106.0	+ 4.8
Motor vehicle dealers .....	912	54,632,900	23,830,000	49,058,000	60,144,000	100.0	45.2	43.6	60.8	77.7	89.8	110.1	+ 22.6
Filling stations(3) .....	1,066	12,371,200	9,195,000	12,551,000	12,403,000	100.0	73.9	74.3	93.7	91.8	101.5	100.3	- 1.2
Men's and boy's clothing and furnishing stores (includes custom tailors) .....	616	9,902,600	6,051,000	7,523,000	7,622,000	100.0	64.9	61.1	67.0	73.1	76.0	77.0	+ 1.3
Women's apparel and accessories stores .	398	9,937,500	6,286,000	6,941,000	7,009,000	100.0	69.4	63.3	68.7	68.0	69.8	70.5	+ 1.0
Shoe stores .....	153	3,626,500	2,436,000	2,816,000	2,848,000	100.0	75.7	67.2	71.9	74.5	77.7	78.5	+ 1.1
Hardware stores .....	1,044	20,401,400	11,772,000	14,505,000	14,594,000	100.0	63.5	57.7	65.0	67.7	71.1	72.5	+ 0.6
Lumber and building material dealers ...	1,272	27,241,000	12,623,000	17,503,000	17,415,000	100.0	54.1	46.3	51.6	57.5	64.3	63.9	- 0.5
Furniture stores .....	125	4,314,000	2,369,000	3,604,000	3,700,000	100.0	68.2	66.5	70.2	78.5	83.5	85.8	+ 2.7
Radio and music stores .....	142	5,356,600	2,346,000	2,902,000	2,982,000	100.0	53.1	43.8	45.1	50.5	54.2	55.7	+ 2.8
Coal and wood yards .....	387	11,749,200	8,136,000	8,850,000	8,745,000	100.0	73.1	69.2	64.7	69.8	75.3	74.4	- 1.2
Drug stores .....	883	14,525,600	9,818,000	11,243,000	11,719,000	100.0	75.2	67.6	69.9	73.1	77.4	80.7	+ 4.2

(1) The number of stores is 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, 1937

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

	1930	1933	1936	1937
<b>ALL STORES, TOTAL -</b>				
Chains .....	171	149	135	132
Stores (maximum) ..	2,350	2,057	1,915	1,879
Chain sales .....	\$ 81,080,600	\$ 51,644,400	\$ 65,853,700	\$ 67,059,200
Total sales .....	\$554,962,100	\$334,210,000	\$419,329,000	\$442,827,000
%, chains to total	14.6	15.5	15.7	15.1
<b>Grocery and Combination Stores -</b>				
Chains .....	16	15	12	13
Stores (maximum) ..	364	344	337	348
Chain sales .....	\$ 17,015,000	\$ 12,973,900	\$ 14,572,100	\$ 16,455,100
Total sales .....	\$ 52,003,600	\$ 37,133,000	\$ 41,656,000	\$ 44,339,000
%, chains to total	32.2	34.9	35.9	37.2
<b>Variety Stores -</b>				
Chains .....	4	4	4	4
Stores (maximum) ..	29	30	34	35
Chain sales .....	\$ 4,357,500	\$ 4,120,500	\$ 4,962,600	\$ 5,257,600
Total sales .....	\$ 5,270,900	\$ 4,430,000	\$ 5,331,000	\$ 5,500,000
%, chains to total	92.2	93.2	93.1	94.1
<b>Men's and Boys' Clothing and Furnishings Stores (includes custom tailors) -</b>				
Chains .....	4	3	5	5
Stores (maximum) ..	16	13	17	21
Chain sales .....	\$ 765,000	\$ 475,000	\$ 624,000	\$ 690,200
Total sales .....	\$ 9,902,600	\$ 6,051,000	\$ 7,523,000	\$ 7,622,000
%, chains to total	7.7	7.8	8.3	9.1
<b>Women's Apparel and Accessories Stores -</b>				
Chains .....	8	3	4	4
Stores (maximum) ..	36	20	24	24
Chain sales .....	\$ 2,262,400	\$ 993,400	\$ 1,065,200	\$ 1,003,400
Total sales .....	\$ 9,937,500	\$ 6,206,000	\$ 6,941,000	\$ 7,009,000
%, chains to total	22.8	15.8	15.3	14.3
<b>Restaurants, Cafeterias and Eating Places -</b>				
Chains .....	7	6	6	6
Stores (maximum) ..	35	32	31	31
Chain sales .....	\$ 1,127,000	\$ 605,200	\$ 622,100	\$ 647,300
Total sales .....	\$ 17,101,600	\$ 8,697,000	\$ 9,815,000	\$ 10,388,000
%, chains to total	6.6	7.0	6.3	6.2
<b>Drug Stores -</b>				
Chains .....	7	6	6	6
Stores (maximum) ..	37	36	36	36
Chain sales .....	\$ 1,770,600	\$ 1,103,000	\$ 1,374,200	\$ 1,436,000
Total sales .....	\$ 14,525,600	\$ 9,818,000	\$ 11,243,000	\$ 11,719,000
%, chains to total	12.2	12.1	12.2	12.3
<b>Lumber and Building Material Dealers -</b>				
Chains .....	41	36	34	32
Yards (maximum) ..	1,009	660	607	779
Chain sales .....	\$ 16,329,300	\$ 8,101,200	\$ 10,903,900	\$ 10,493,900
Total sales .....	\$ 27,241,000	\$ 12,623,000	\$ 17,503,000	\$ 17,415,000
%, chains to total	61.8	64.2	62.3	60.3

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



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1937

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

	1930	1933	1934	1935	1936	1937
Prairie Provinces - Number of chains .	171	149	146	144	135	132
Stores (maximum) .	2,350	2,057	2,029	1,973	1,915	1,879
Chain sales .....	\$ 81,080,600	\$ 51,644,400	\$ 56,105,500	\$ 58,075,800	\$ 65,853,700	\$ 67,059,200
Total sales .....	\$554,962,100	\$334,210,000	\$365,543,000	\$389,166,000	\$419,329,000	\$442,827,000
%, chains to total	14.6	15.5	15.3	14.9	15.7	15.1
Manitoba - Number of chains .	91	73	70	72	66	63
Stores (maximum) .	434	374	364	370	355	331
Chain sales .....	\$ 22,105,800	\$ 13,619,700	\$ 14,942,100	\$ 15,630,600	\$ 16,677,300	\$ 18,027,800
Total sales .....	\$189,243,900	\$122,045,000	\$131,390,000	\$138,947,000	\$148,541,000	\$161,253,000
%, chains to total	11.7	11.2	11.4	11.2	11.2	11.2
Saskatchewan - Number of chains .	101	90	88	88	82	82
Stores (maximum) .	1,234	1,046	1,038	1,009	986	983
Chain sales .....	\$ 34,056,300	\$ 20,755,200	\$ 22,104,000	\$ 22,788,800	\$ 23,986,900	\$ 22,717,400
Total sales .....	\$189,181,100	\$103,091,000	\$112,314,000	\$119,586,000	\$131,935,000	\$129,166,000
%, chains to total	18.0	20.1	19.7	19.1	18.2	17.6
Alberta(1) - Number of chains .	104	93	92	87	81	79
Stores (maximum) .	682	637	627	594	574	565
Chain sales .....	\$ 24,918,500	\$ 17,269,500	\$ 19,059,400	\$ 19,656,400	\$ 24,189,500	\$ 26,314,000
Total sales .....	\$176,537,100	\$109,074,000	\$121,839,000	\$130,633,000	\$138,853,000	\$152,408,000
%, chains to total	14.1	15.8	15.6	15.0	17.4	17.3

(1) Figures for 1936 and 1937 for Alberta include an indeterminate amount of sales at wholesale prices by the Alberta Liquor Control Board.

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1937

Table 4.---Comparison of Department Store Sales by Commodity Groups for 1936 and 1937

Department	Sales in 1936	Sales in 1937	% of Change
Total Sales, All Departments .....	76,152,000	76,295,000	+ 0.2
Women's dresses, coats and suits (including sports wear and house dresses) .....	5,631,000	5,481,400	- 2.7
Girls' and infants' wear .....	2,280,600	2,323,600	+ 1.9
Hosiery and gloves .....	3,634,000	3,708,500	+ 2.1
Lingerie and corsets (including negligees and robes, knit underwear, nurses' and maids' uniforms) .....	3,470,000	3,430,300	- 1.1
Millinery .....	839,100	840,100	+ 0.1
Women's, girls' and infants' apparel and accessories, total (Sum of above) .....	15,854,700	15,783,900	- 0.4
Men's and boys' clothing and furnishings .....	10,093,800	9,960,800	- 1.3
Drugs and toilet articles and preparations (including cameras and photographic supplies) .....	2,697,100	2,703,300	+ 0.2
Piece goods (silks, woolens, cottons, linens), patterns, linens and bedding .....	6,035,500	5,922,200	- 1.9
Small wares - laces, handkerchiefs, neckwear, ribbons, buttons, thread, yarns .....	2,909,400	2,888,600	- 0.7
Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables). Do not include restaurant receipts .....	10,840,600	10,739,700	- 0.9
Furniture (including mattresses, springs) .....	2,932,000	3,081,400	+ 5.1
Home furnishings - draperies, curtains, floor coverings, china, glassware, pictures, window shades .....	3,300,900	3,403,800	+ 3.1
Household appliances and electrical supplies - washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps .....	1,376,200	1,562,400	+13.5
Hardware and kitchen utensils (including paints, wallpaper) .....	2,269,400	2,317,100	+ 2.1
Radios, musical instruments and supplies .....	1,317,900	1,233,800	- 6.4
Shoes and other footwear (men's, women's and children's) ..	5,991,400	6,000,600	+ 0.2
Stationery, books and magazines .....	1,176,300	1,233,600	+ 4.9
Jewellery and optical goods (including clocks, watches, silverware, plated ware) .....	1,632,400	1,645,200	+ 0.8
All other departments, total .....	7,724,400	7,818,600	+ 1.2
(Difference between sum of individual items and grand totals)			

Note: The departmental groupings shown above have been revised from those used in earlier reports.



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1937

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, 1937/36
	Number(1) of stores	Total Net Sales	1933	1936	1937	1930	1932	1933	1934	1935	1936	1937	
Total, All Stores .....	6,859	189,243,900	122,045,000	148,541,000	161,253,000	100.0	69.6	64.5	69.4	73.4	78.5	85.2	+ 8.6
Food Group .....	2,249	27,410,900	19,048,000	21,354,000	22,804,000	100.0	76.4	69.5	71.4	74.1	77.9	83.2	+ 6.8
Candy and confectionery stores .....	353	3,480,100	2,342,000	2,519,000	2,733,000	100.0	72.6	67.3	65.3	69.1	72.4	78.5	+ 8.5
Grocery and combination stores .....	1,327	18,915,700	13,733,000	15,119,000	16,017,000	100.0	80.0	72.6	74.2	76.1	80.0	84.7	+ 5.8
Meat markets (including sea foods) ....	275	3,309,500	1,747,000	2,233,000	2,463,000	100.0	58.9	52.8	59.6	65.0	67.5	74.4	+ 10.3
Country General Stores .....	852	15,542,700	9,963,000	11,872,000	13,380,000	100.0	66.6	64.1	69.7	70.7	76.4	86.1	+ 12.7
General Merchandise Group ...	87	64,344,000	45,674,000	50,826,000	50,938,000	100.0	73.7	71.0	73.1	76.4	79.0	79.2	+ 0.2
Automotive Group .....	758	20,605,500	11,684,000	20,864,000	26,521,000	100.0	58.8	56.7	77.3	89.0	101.3	128.7	+ 27.1
Motor vehicle dealers .....	163	13,587,300	6,200,000	13,626,000	18,505,000	100.0	47.7	45.6	68.8	85.3	100.3	136.2	+ 35.6
Filling stations (3) .....	288	3,871,500	3,566,000	4,886,000	5,459,000	100.0	89.9	92.1	114.8	116.7	126.2	141.0	+ 11.7
Garages .....	273	2,683,500	1,632,000	1,980,000	2,160,000	100.0	67.6	60.8	66.5	70.1	73.8	80.5	+ 9.1
Apparel Group .....	432	9,597,200	6,376,000	7,518,000	7,874,000	100.0	71.1	66.4	72.9	75.2	78.3	82.0	+ 4.7
Men's and boy's clothing and furnish- ings (includes custom tailors) .....	201	2,750,000	1,620,000	2,055,000	2,202,000	100.0	64.1	59.2	65.3	69.5	74.7	80.1	+ 7.2
Family clothing stores .....	38	1,794,600	1,335,000	1,592,000	1,625,000	100.0	77.5	74.4	78.3	84.1	88.7	90.5	+ 2.1
Women's apparel and accessories stores.	152	3,713,800	2,507,000	2,823,000	2,950,000	100.0	72.1	67.5	76.6	75.9	76.1	79.4	+ 4.3
Shoe stores .....	41	1,330,800	906,000	1,043,000	1,097,000	100.0	74.1	67.7	71.4	72.9	77.9	81.9	+ 5.2
Building Materials Group ....	417	12,173,400	6,306,000	8,740,000	9,936,000	100.0	57.9	51.8	58.6	63.2	71.8	81.6	+ 13.7
Hardware stores .....	186	4,070,500	2,520,000	3,247,000	3,676,000	100.0	67.4	61.9	72.3	72.5	79.8	90.3	+ 13.2
Lumber and building material dealers ..	176	6,430,200	2,951,000	4,132,000	4,740,000	100.0	51.8	45.9	50.5	57.2	64.3	73.7	+ 14.7
Electrical, heating and plumbing, paint and glass shops .....	48	514,900	235,000	370,000	372,000	100.0	58.7	45.6	50.9	60.4	71.9	72.2	+ 0.6
Furniture and Household Group	101	3,740,800	2,043,000	2,840,000	2,896,000	100.0	68.8	54.6	63.3	68.5	75.9	80.1	+ 5.5
Furniture stores .....	32	674,300	402,000	546,000	602,000	100.0	60.2	59.6	64.5	72.5	81.0	89.3	+ 10.3
Household appliance stores .....	15	1,100,800	(4)	777,000	880,000	100.0	57.2	(4)	53.5	61.5	70.6	79.9	+ 13.3
Radio and music stores .....	40	1,782,300	982,000	1,394,000	1,386,000	100.0	79.2	55.1	61.8	71.7	78.2	77.8	+ 0.6

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

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1937

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, 1937/36
	Number(1) of Stores	Total Net Sales	1933	1936	1937	1930	1932	1933	1934	1935	1936	1937	
Restaurants, Cafeterias and Eating Places .....	338	5,553,300	2,682,000	2,857,000	3,031,000	100.0	60.3	48.3	48.4	49.5	51.4	54.6	+ 6.1
Other Retail Stores .....	1,625	30,276,100	18,269,000	21,670,000	23,773,000	100.0	69.6	60.3	62.7	65.9	71.6	78.5	+ 9.7
Farmer's supply stores .....	232	2,753,700	1,597,000	1,932,000	2,245,000	100.0	63.1	58.0	67.6	67.1	70.2	81.5	+ 16.2
Book stores .....	18	801,400	354,000	407,000	460,000	100.0	55.3	44.2	45.3	46.8	50.8	57.4	+ 13.0
Coal and wood yards .....	159	7,181,300	4,862,000	5,343,000	5,407,000	100.0	75.7	67.7	63.0	67.8	74.4	75.3	+ 1.2
Drug stores .....	220	4,294,000	3,070,000	3,563,000	3,848,000	100.0	81.0	71.5	72.5	77.0	83.0	89.6	+ 8.0
Florists .....	28	688,700	378,000	482,000	511,000	100.0	65.3	54.9	55.5	62.9	70.0	74.2	+ 6.1
Jewellery stores .....	59	1,600,000	856,000	1,260,000	1,425,000	100.0	57.9	53.5	71.6	78.4	78.8	89.1	+ 13.1
Office, school and store supplies and equipment dealers .....	39	1,658,500	700,000	1,077,000	1,192,000	100.0	52.0	42.2	46.9	55.2	64.9	71.9	+ 10.7
Tobacco stores and stands .....	73	981,100	751,000	869,000	930,000	100.0	88.0	76.5	80.6	80.9	88.6	94.8	+ 7.0
Government liquor stores .....	15	3,927,500	2,214,000	2,634,000	3,151,000	100.0	75.6	56.4	57.8	59.3	67.1	80.2	+ 19.6
Miscellaneous kinds of business (in- cluding secondhand stores) .....	782	6,389,900	3,487,000	4,103,000	4,604,000	100.0	61.2	54.6	58.8	60.0	64.2	72.1	+ 12.2

(1) The number of stores is 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, 1937

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 1937/36	
	Number(1) of Stores	Total Net Sales												
			1933	1936	1937	1930	1932	1933	1934	1935	1936	1937		
		\$	\$	\$	\$									
Total, All Stores .....	10,841	189,181,100	103,091,000	131,935,000	129,166,000	100.0	59.2	54.5	59.4	63.2	69.7	68.3	- 2.1	
Food Group .....	2,046	25,877,700	15,464,000	17,119,000	17,839,000	100.0	65.0	59.8	60.7	63.0	66.2	68.9	+ 4.2	
Candy and confectionery stores .....	386	2,810,800	1,459,000	1,613,000	1,602,000	100.0	54.1	51.9	50.0	51.4	57.4	57.0	- 0.7	
Fruit and vegetable stores .....	31	354,900	248,000	301,000	330,000	100.0	75.8	69.9	74.4	72.7	84.8	93.0	+ 9.6	
Grocery and combination stores .....	889	16,944,300	10,726,000	11,640,000	12,328,000	100.0	69.5	63.3	63.6	65.6	68.7	72.8	+ 5.9	
Meat markets (including sea foods) .....	483	4,746,200	2,383,000	2,733,000	2,678,000	100.0	53.4	50.2	54.6	56.9	57.6	56.4	- 2.0	
Country General Stores .....	1,641	37,710,000	23,083,000	27,699,000	27,477,000	100.0	64.5	61.2	67.5	70.1	73.5	72.9	- 0.8	
General Merchandise Group ....	71	20,102,400	13,968,000	16,891,000	16,191,000	100.0	71.0	69.5	73.5	73.2	84.0	80.5	- 4.1	
Automotive Group .....	1,382	27,048,700	11,259,000	21,866,000	22,452,000	100.0	45.8	41.6	53.0	63.7	80.8	83.0	+ 2.7	
Motor vehicle dealers .....	421	18,666,000	6,776,000	15,526,000	16,889,000	100.0	38.9	36.3	47.3	63.3	83.2	90.5	+ 8.8	
Filling stations(3) .....	391	4,004,200	2,415,000	3,592,000	2,979,000	100.0	69.0	60.3	80.2	76.7	89.7	74.4	- 17.1	
Garages .....	534	3,909,600	1,830,000	2,515,000	2,389,000	100.0	53.4	46.8	52.4	54.7	64.3	61.1	- 5.0	
Apparel Group .....	373	10,231,900	5,990,000	7,326,000	6,693,000	100.0	67.2	58.5	62.7	68.0	71.6	65.4	- 8.6	
Men's and bo. s' clothing and furnishings (includes custom tailors) .....	182	3,073,600	1,898,000	2,623,000	2,342,000	100.0	66.3	61.8	69.4	78.2	85.3	76.2	- 10.7	
Family clothing stores .....	38	3,959,800	2,356,000	2,701,000	2,447,000	100.0	69.4	59.5	62.9	67.5	68.2	61.8	- 9.4	
Women's apparel and accessories stores .	110	2,294,500	1,241,000	1,353,000	1,266,000	100.0	66.3	54.1	53.1	55.3	59.0	55.2	- 6.4	
Shoe stores .....	43	904,000	495,000	649,000	638,000	100.0	63.2	54.8	63.4	67.6	71.8	70.6	- 1.7	
Building Materials Group ....	1,276	22,612,200	10,784,000	14,331,000	12,449,000	100.0	55.6	47.7	51.9	57.7	63.4	55.1	- 13.1	
Hardware stores .....	526	8,829,000	4,821,000	6,120,000	5,379,000	100.0	60.9	54.6	59.4	65.6	69.3	60.9	- 12.1	
Lumber and building material dealers ...	717	13,473,100	5,820,000	8,013,000	6,915,000	100.0	52.0	43.2	47.0	52.4	59.5	51.3	- 13.7	

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

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1937

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, 1937/36
	Number(1) of Stores	Total Net Sales	1933	1936	1937	1930	1932	1933	1934	1935	1936	1937	
Furniture and Household Group.	142	4,087,300	1,950,000	2,728,000	2,660,000	100.0	56.1	47.7	51.5	58.4	66.7	65.1	- 2.5
Furniture stores .....	42	1,188,100	778,000	969,000	909,000	100.0	72.5	65.5	65.7	76.3	81.6	76.5	- 6.2
Household appliance stores .....	47	1,009,600	480,000	940,000	947,000	100.0	57.0	47.5	61.5	74.2	93.1	93.8	+ 0.7
Radio and music stores .....	42	1,793,200	646,000	771,000	758,000	100.0	44.9	36.0	36.6	38.1	43.0	42.3	- 1.7
Restaurants, Cafeterias and Eating Places .....	506	5,551,900	2,759,000	3,224,000	3,272,000	100.0	55.2	49.7	52.2	55.2	58.1	58.9	+ 1.5
Other Retail Stores .....	3,404	35,959,000	17,834,000	20,751,000	20,133,000	100.0	54.0	49.6	52.6	54.1	57.7	56.0	- 3.0
Farmers' supply stores .....	903	4,281,900	1,875,000	2,473,000	2,756,000	100.0	51.1	43.8	47.5	51.5	57.8	64.4	+ 11.4
Book stores .....	10	423,300	187,000	223,000	214,000	100.0	55.3	44.2	45.4	49.1	52.7	50.6	- 4.0
Coal and wood yards .....	147	3,678,300	2,582,000	2,771,000	2,644,000	100.0	81.2	70.2	63.9	68.7	75.3	71.9	- 4.6
Drug stores .....	374	4,988,000	3,098,000	3,616,000	3,587,000	100.0	68.8	62.1	66.0	68.5	72.5	71.9	- 0.8
Florists .....	15	297,000	163,000	192,000	194,000	100.0	65.3	54.9	55.6	62.0	64.6	65.3	+ 1.0
Jewellery stores .....	108	1,103,300	541,000	739,000	676,000	100.0	49.0	49.0	52.9	60.0	67.0	61.3	- 8.5
Office, school and store supplies and equipment dealers .....	30	956,400	421,000	632,000	574,000	100.0	63.3	44.0	48.8	59.4	66.1	60.0	- 9.2
Tobacco stores and stands .....	89	945,900	587,000	653,000	671,000	100.0	74.2	62.1	62.4	64.7	69.0	70.9	+ 2.8
Government liquor stores .....	224	9,226,800	4,824,000	4,216,000	3,670,000	100.0	51.9	52.3	56.4	46.9	45.7	39.8	- 13.0
Miscellaneous kinds of business (includ- ing secondhand stores) .....	1,504	10,058,100	3,556,000	5,236,000	5,147,000	100.0	37.2	35.4	40.1	47.2	52.1	51.2	- 1.7

(1) The number of stores is 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 estimated from data on gasoline consumption and retail prices.

(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, 1937

Table 7.--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, 1937/36
	Number(1) of Stores	Total Net Sales	1933	1936	1937	1930	1932	1933	1934	1935	1936	1937	
Total, All Stores .....	8,592	176,537,100	109,074,000	138,853,000	152,408,000	100.0	65.6	61.8	69.0	74.0	78.7	86.3	+ 9.8
Subtotal - Liquor Control Board Sales excluded .....	8,558	171,859,200	106,376,000	131,192,000	144,214,000	100.0	65.7	61.9	69.0	73.8	76.3	83.9	+ 9.9
Food Group .....	2,153	29,137,600	19,473,000	22,526,000	24,183,000	100.0	70.9	66.8	71.2	74.9	77.3	83.0	+ 7.4
Candy and confectionery stores .....	473	3,732,300	2,176,000	2,316,000	2,411,000	100.0	60.1	58.3	59.8	61.1	62.1	64.6	+ 4.1
Fruit and vegetable stores .....	49	286,700	224,000	268,000	294,000	100.0	83.0	78.1	83.0	81.6	93.5	102.5	+ 9.6
Grocery and combination stores .....	898	16,943,600	12,674,000	14,877,000	15,994,000	100.0	79.4	74.8	79.5	84.3	87.8	94.4	+ 7.5
Meat markets (including sea foods) .....	425	6,525,800	3,296,000	3,778,000	4,095,000	100.0	54.3	50.5	56.2	58.5	57.9	62.8	+ 8.4
Country General Stores .....	1,200	28,756,900	18,778,000	21,543,000	22,663,000	100.0	69.3	65.3	71.6	73.5	74.9	78.8	+ 5.2
General Merchandise Group .....	93	23,198,500	16,767,000	18,846,000	20,072,000	100.0	74.9	72.3	75.5	76.7	81.2	84.5	+ 6.5
Automotive Group .....	1,115	31,120,100	16,396,000	26,776,000	31,593,000	100.0	54.7	52.7	69.3	81.7	86.0	101.5	+ 18.0
Motor vehicle dealers .....	328	22,379,600	10,854,000	19,906,000	24,750,000	100.0	48.9	48.5	67.3	85.0	88.9	110.6	+ 24.3
Filling stations(3) .....	387	4,495,500	3,214,000	4,073,000	3,965,000	100.0	78.2	71.5	87.7	83.7	90.6	88.2	+ 2.7
Garages .....	355	3,515,700	1,923,000	2,287,000	2,363,000	100.0	60.3	54.7	60.8	61.9	65.1	67.2	+ 3.3
Apparel Group .....	489	11,087,700	7,341,000	7,927,000	8,198,000	100.0	70.5	66.2	70.4	71.5	71.5	73.9	+ 3.4
Men's and boys' clothing and furnishings (includes custom tailors) .....	233	4,079,000	2,525,000	2,845,000	3,078,000	100.0	64.3	61.9	66.3	71.6	69.7	75.5	+ 8.2
Family clothing stores .....	51	1,695,800	1,243,000	1,198,000	1,214,000	100.0	77.7	73.3	74.5	72.5	70.6	71.6	+ 1.3
Women's apparel and accessories stores .....	136	3,929,200	2,538,000	2,760,000	2,793,000	100.0	68.6	64.6	70.2	67.8	70.2	71.1	+ 1.2
Shoe stores .....	69	1,383,700	1,035,000	1,124,000	1,113,000	100.0	85.5	74.8	78.1	80.5	81.2	80.4	+ 1.0
Building Materials Group .....	762	15,574,000	8,641,000	11,012,000	11,855,000	100.0	62.1	55.5	63.8	67.1	70.7	76.1	+ 7.7
Hardware stores .....	332	7,501,900	4,431,000	5,138,000	5,539,000	100.0	64.5	59.1	67.5	67.6	68.5	73.8	+ 7.8
Lumber and building material dealers .....	379	7,337,700	3,852,000	5,358,000	5,760,000	100.0	60.0	52.5	61.0	67.1	73.0	78.5	+ 7.5

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



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1937

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, 1937/36
	Number(1) of Stores	Total Net Sales	1933	1936	1937	1930	1932	1933	1934	1935	1936	1937	
Furniture and Household Group	156	\$ 5,353,600	\$ 3,061,000	\$ 3,757,000	\$ 4,081,000	100.0	61.6	57.2	61.7	68.5	70.2	76.2	+ 8.6
Furniture stores .....	51	2,451,600	1,689,000	2,089,000	2,189,000	100.0	68.3	68.9	74.0	81.2	85.2	89.3	+ 4.8
Household appliance stores .....	26	857,000	503,000	758,000	874,000	100.0	66.4	58.7	77.6	89.4	88.4	102.0	+ 15.3
Radio and music stores .....	60	1,781,100	718,000	737,000	838,000	100.0	50.2	40.3	36.9	41.8	41.4	47.0	+ 13.7
Restaurants, Cafeterias and Eating Places .....	483	5,996,400	3,256,000	3,734,000	4,085,000	100.0	61.9	54.3	57.0	60.6	62.3	68.1	+ 9.4
Other Retail Stores .....	2,141	26,312,300	15,361,000	22,732,000	25,678,000	100.0	62.4	58.4	64.4	69.6	86.4	97.6	+ 13.0
Farmers' supply stores .....	404	2,134,800	1,358,000	1,881,000	2,092,000	100.0	56.0	63.6	70.2	74.7	88.1	98.0	+ 11.2
Book stores .....	13	603,900	267,000	313,000	358,000	100.0	55.3	44.2	45.2	47.2	51.8	59.3	+ 14.4
Coal and wood yards .....	81	839,600	692,000	736,000	694,000	100.0	84.5	77.8	81.9	90.3	82.7	78.0	+ 5.7
Drug stores .....	289	5,243,600	3,650,000	4,064,000	4,284,000	100.0	76.4	69.6	71.5	74.3	77.5	81.7	+ 5.4
Florists .....	24	506,100	222,000	260,000	270,000	100.0	52.2	43.9	44.5	47.2	51.4	53.3	+ 3.7
Jewellery stores .....	93	1,367,200	756,000	962,000	1,052,000	100.0	54.3	55.3	63.0	70.0	70.4	76.9	+ 9.4
Office, school and store supplies and equipment dealers .....	38	1,089,100	418,000	628,000	758,000	100.0	49.7	38.4	43.7	50.0	57.7	69.6	+ 20.7
Tobacco stores and stands .....	102	1,119,400	728,000	709,000	747,000	100.0	69.9	65.0	64.5	64.0	63.3	66.7	+ 5.4
Government liquor stores .....	34	4,677,900	2,698,000	(4) 7,661,000	(4) 3,194,000	100.0	62.6	57.7	68.9	79.7	(X)	(X)	+ 7.0
Miscellaneous kinds of business (in- cluding secondhand stores) .....	1,063	8,600,700	4,572,000	5,518,000	7,229,000	100.0	56.1	52.7	59.6	63.9	63.6	83.3	+ 31.0

(1) The number of stores is 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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