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DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN THE

PRAIRIE PROVINCES

CALENDAR YEAR

1938

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in the Prairie Provinces, 1938

There was an increase of 2.0 per cent over 1937 in the dollar value of the retail trade of the Prairie Provinces in 1938, compared with an increase of 5.6 per cent in 1937 over 1936 and an increase of 7.8 per cent in 1936 over 1935. The value of retail sales amounted to \$451,490,000 in 1938 compared with \$442,827,000 in 1937, \$419,329,000 in 1936 and \$389,166,000 in 1935. Retail sales for 1930, the first year for which these trade figures are available, amounted to \$554,962,100. Annual indexes for the Prairie Provinces on the base 1930 equals 100 are as follows: 81.4 for 1938, 79.8 for 1937, 75.6 for 1936, 70.1 for 1935, 65.9 for 1934 and 60.2 for 1933. Although sales in 1938 were 18.6 per cent below the 1930 level they were nevertheless an improvement of 35.2 per cent on the nadir of 1933.

This improvement in retail sales was not shared throughout the Prairie Provinces, however, but was practically confined to Alberta, the change over the previous year's sales being negligible in Manitoba and Saskatchewan. Manitoba sales, which had recorded substantial gains in the four previous years, declined 0.3 per cent in 1938, the index falling to 84.9 compared with 85.2 for 1937. Saskatchewan sales, on the other hand, which had declined in 1937, improved 0.1 per cent, the index rising from 68.3 to 68.4. Alberta sales advanced 6.0 per cent over 1937 bringing the sales index for that province to 91.5 compared with 86.3 for the previous year.

Although none of the gains were large the automotive group continued to lead in point of view of increased business, their sales for the year amounting to \$85,200,000, an advance of 5.8 per cent over 1937. The sales index for the automotive group stood at 108.2 for 1938, compared with 102.3 for 1937, 88.2 for 1936 and 49.9 for 1933. Motor vehicle dealers again contributed largely to the gain in business for the group as a whole. Their sales totalled \$63,710,000, an advance of 5.9 per cent over the previous year and 16.6 per cent more than the amount reported for 1930. Sales of filling stations which in 1937 were below the 1936 level were up 4.0 per cent in 1938 over the previous year, the index standing at 104.2.

With the exception of the furniture and household group in which there was a negligible decline of 0.4 per cent and the general merchandise group in which there was a decline of 2.1 per cent all groups showed improvement over the previous year. Sales of the building materials group were up 3.2 per cent with an index of 70.1; sales of the apparel group were up 1.7 per cent; the food group, 0.8 per cent; country general stores, 0.6 per cent; and restaurants, cafeterias and eating places, 0.2 per cent. Sales of establishments classified as "other retail stores" were up 5.0 per cent.

Chain Stores

There were 133 different chain store companies operating 1,864 unit stores in the Prairie Provinces in 1938. This was an increase from the 132 chain companies operating in 1937 but a decrease from the 1,879 unit stores then being operated. In 1938 the sales of these chains amounted to \$67,508,200 or 15.0 per cent of the total sales of all retail stores including both chains and independents. In 1937 the chain store sales of \$67,059,200, although lower in dollar value than in 1938, nevertheless amounted to 15.1 per cent of the total sales of all retail stores. Government liquor stores are included in the chain store category. Figures submitted by the Alberta

Liquor Control Board for 1936, 1937 and 1938 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 the chain store ratio from 14.9 per cent in 1935 to 15.7 per cent in 1936, 15.1 per cent in 1937 and 15.0 per cent in 1938. 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, 12.2 per cent for 1937 and 11.8 per cent for 1938.

The sales of 13 grocery and combination store chain companies operating 342 unit stores amounted to \$16,137,000 in 1938, compared with \$16,495,100 in 1937 and \$14,972,100 in 1936. The ratio of chain sales to the total sales of grocery and combination retail stores decreased from 37.2 per cent in 1937 to 36.4 per cent in 1938.

There were 32 chain companies dealing in lumber and building materials operating 771 units with sales amounting to \$10,922,100 in 1938. This was 61.2 per cent of the sales of all dealers in lumber and building materials, a slight increase over the previous year, both in dollar volume and in percentage of total sales. Chains also transacted 12.7 per cent of the drug store business, 9.1 per cent of the business of men's and boys' clothing and furnishing stores, 8.9 per cent of the women's apparel and accessories stores, 5.1 per cent of the business of restaurants, cafeterias and eating places and continued to occupy the dominant position in the variety store field with 94.2 per cent of the total sales of all variety stores.

Manitoba

Retail sales in Manitoba in 1938 totalled \$160,690,000, a decrease of 0.3 per cent from the previous year's sales of \$161,253,000 but exceeding by 31.7 per cent the sales of 1933. The index of sales for Manitoba on the base 1930 equals 100 stands at 84.9 compared with 85.2 for 1937, 78.5 for 1936, 73.4 for 1935 and 64.5 for 1933.

Sales of the automotive group for 1938 were 5.5 per cent in excess of the previous year. Sales for 1937 were 27.1 per cent in excess of 1936 and for 1936 were 13.8 per cent in excess of 1935. The index of sales for the automotive group for Manitoba stands at 135.8 for 1938, 128.7 for 1937, 101.3 for 1936 and 56.7 for 1933. Although there has been general improvement in sales since 1933 throughout the group, the sales of motor vehicle dealers and filling stations are primarily responsible for the advance made. In 1938 there were 7,792 new motor vehicles sold in Manitoba, valued at \$8,431,385 compared with 8,462 new motor vehicles valued at \$8,586,744 sold in 1937, or a decline of 7.9 per cent in number and 1.8 per cent in value. Of the new motor vehicles sold in 1938, 5,575 valued at \$6,008,260 were passenger cars while 2,217 valued at \$2,423,125 were trucks or buses. The sale of cars, however, fluctuates more widely than the sale of services, equipment and allied lines which make up the business of motor vehicle dealers. The total sales of motor vehicle dealers taking these into account amounted to \$19,375,000 in 1938 compared with \$18,505,000 in 1937, an increase of 4.7 per cent. The index of sales for motor vehicle dealers stands at 142.6 for 1938, 136.2 for 1937, 100.3 for 1936 and 45.6 for 1933. The index of sales for filling stations stands at 154.5 for 1938, 141.0 for 1937, 126.2 for 1936 and 92.1 for 1933. Compared with other lines of trade the recovery in sales of the automotive group has been outstanding.

Meat markets (including fish markets) and shoe stores also recorded improvements, the index of the former standing at 75.9 in 1938 compared with 74.4 in 1937, while the index of the latter stands at 85.2 in 1938 compared with 81.9 for 1937. Sales of the building materials group were up 6.6 per cent; office and school supply stores, 4.6 per cent; jewellery stores, 2.0 per cent and drug stores, 1.8 per cent. In the furniture and household group sales of furniture stores were also up 4.2 per cent although sales for the group as a whole were down. Sales of government liquor stores were up 13.1 per cent in 1938. In reporting to the Census of Merchandising the provinces gave their liquor store sales figures for the calendar year 1938, whereas the 1937 figure with which the comparison is made covered their fiscal year ending April 30, 1937.

Decreases were recorded in many lines of business. Retail sales of the general merchandise group in 1938 amounted to \$48,341,000, a decrease of 5.1 per cent from the 1937 sales of \$50,938,000. The index for the group stands at 75.1 for 1938 compared with 79.2 for 1937, 79.0 for 1936 and 71.0 for 1933. Sales of grocery and combination stores amounting to \$15,806,000 were a decrease of 1.3 per cent from the 1937 sales of \$16,017,000. The apparel group with sales of \$7,720,000 recorded a decline of 2.0 per cent from the previous year. In this group sales of men's and boys' clothing and furnishings declined 2.8 per cent; family clothing stores, 4.3 per cent and women's apparel and accessories stores, 2.2 per cent. Sales of the furniture group were down 4.2 per cent largely due to the decline of 10.5 per cent in the sales of radio and music stores. Sales of coal and wood yards were down 7.1 per cent and tobacco and news stands 1.4 per cent.

There was little change in the food group as a whole, the 1938 sales amounting to \$22,648,000 being only 0.7 per cent below the 1937 sales of \$22,804,000. Likewise there was little change recorded in the sales of household appliance stores, book stores or florists.

The ratio of chain to total sales declined slightly from 11.2 per cent in 1937 to 11.1 per cent in 1938. There were only 62 chain store companies in Manitoba in 1938 with 323 unit stores compared with 63 chain companies with 331 unit stores doing business in the previous year. Chain sales amounted to \$17,797,300 in 1938 compared with \$18,027,800 in 1937.

Saskatchewan

Retail sales for Saskatchewan in 1938 amounted to \$129,309,000, an improvement of 0.1 per cent over the 1937 sales of \$129,166,000. The index of sales on the base 1930 equals 100 stands at 68.4 for 1938, 68.3 for 1937, 69.7 for 1936, 63.2 for 1935 and 54.5 for 1933.

Sales of the food group amounted to \$17,815,000 in 1938 compared with \$17,839,000 in the previous year, a decline of 0.1 per cent. Of these amounts grocery and combination stores contributed sales of \$12,189,000 in 1938 compared with \$12,328,000 in 1937, a decline of 1.1 per cent. Sales of meat markets (including fish markets) increased 5.7 per cent from \$2,678,000 in 1937 to \$2,831,000 in 1938, while sales of fruit and vegetable stores also increased 6.7 per cent. Retail sales of country general stores remained unchanged at \$27,477,000. The index of sales for country general stores stood at 72.9.

The automotive group has not recorded the recovery in Saskatchewan which has distinguished it in most parts of Canada. Sales for the group as a whole declined 3.0 per cent in 1938 from the previous year, the index standing at 80.5 compared with 83.0 for 1937, 80.8 for 1936, 63.7 for 1935 and 41.6 for 1933. Sales of motor vehicle dealers, the dollar value of which make up over three fourths of the volume of the automotive group as a whole, declined 4.7 per cent from \$16,889,000 in 1937 to \$16,095,000 in 1938. The index stands at 86.2 for 1938, 90.5 for 1937, 83.2 for 1936 and 36.3 for 1933. One of the principal items handled by motor vehicle dealers is new motor vehicles. In 1938 there were 5,750 new motor vehicles sold in Saskatchewan valued at \$6,125,415 compared with 7,101 new motor vehicles valued at \$7,013,125 sold in 1937 or a decline of 12.7 per cent in value. Of the new motor vehicles sold in 1938 (1937 comparable figures in brackets) there were 3,753 (5,704) passenger cars valued at \$3,965,847 (\$5,651,996) and 1,997 (1,397) trucks and buses valued at \$2,159,568 (\$1,361,129). A moderate improvement was shown in the sales of filling stations and garages.

There was an improvement of 2.2 per cent in the retail sales of the apparel group in 1938 compared with the previous year. Sales of men's and boys' clothing and furnishings stores (including custom tailors) were up 8.5 per cent and shoe stores 6.3 per cent. Sales of family clothing stores and women's apparel and accessory stores were down 1.9 per cent and 3.7 per cent respectively. Sales of the building materials group were down 4.3 per cent from \$12,449,000 in 1937 to \$11,916,000 in 1938. Sales of the furniture and household group were also down 5.0 per cent.

Among the lines of business recording increased sales in 1938 over the previous year were farmers' supply stores up 3.5 per cent, florists up 3.6 per cent, jewellery stores up 18.9 per cent and government liquor stores up 1.3 per cent. Among lines of business with declined sales were restaurants and eating places down 2.8 per cent, book stores down 3.3 per cent, tobacco stores and stands down 4.5 per cent and office, school and store supplies and equipment dealers down 1.7 per cent. There was little change in the sale of hardware stores, coal and wood yards or drug stores.

There were 83 chain store companies in Saskatchewan in 1938 operating 977 unit stores compared with 82 chain companies operating 933 stores the previous year. Chain sales for the year amounted to \$22,290,100 compared with \$22,717,400 in 1937. The ratio of chain sales to total sales in 1938 was 17.2 compared with 17.6 in 1937 and 18.2 in 1936.

Alberta

Retail sales in Alberta have improved consistently and steadily since 1933. In 1938 they amounted to \$161,491,000, an improvement of 6.0 per cent over the previous year. The index stands at 91.5 for 1938, 86.3 for 1937, 78.7 for 1936, 74.0 for 1935, 69.0 for 1934 and 61.8 for 1933.

Over a fifth of the total retail sales of Alberta in 1938 were made by the automotive group. These amounted to \$35,434,000, an increase of 12.2 per cent over the previous year. Improvement in sales of the automotive trade in Alberta in general has lagged about a year behind the rest of Canada, the index standing at 113.9 for 1938, 101.5 for 1937, 86.0 for 1936 and 52.7 for 1933. Within this group the sales of motor vehicle dealers have made the greatest contribution to the improvement, amounting to \$28,240,000 in 1938, an advance of 14.1 per cent over 1937. The index for motor vehicle dealers stands at 126.2 for 1938, 110.6 for 1937, 88.9 for 1936 and 48.5 for 1933. Included in the sales of motor vehicle dealers in Alberta in 1938 are 10,535 new motor vehicles valued at \$11,489,388, compared with 8,944 new motor vehicles valued at \$9,063,605 sold in 1937, an increase of 17.8 per cent in number and 26.8 per cent in value. Of the total new motor vehicles sold there were 7,543 passenger cars valued at \$8,069,625 compared with 6,811 passenger cars valued at \$6,861,696 sold in the previous year. There were also 2,992 trucks and buses sold valued at \$3,419,763 compared with 2,133 sold in 1937 valued at \$2,201,909. Sales of garages improved 13.5 per cent in 1938 while sales of filling stations dropped 2.5 per cent.

There was an improvement of 2.8 per cent in the retail sales of the food group in 1938, the dollar volume of sales amounting to \$24,853,000 compared with \$24,183,000 in 1937. The index of the group as a whole stands at 85.3 for 1938, 83.0 for 1937, 77.3 for 1936 and 66.8 for 1933. Advances were general within the group. Sales of grocery and combination stores, amounting to \$16,378,000, increased 2.4 per cent, meat markets, including fish markets, were up 4.1 per cent, fruit and vegetable stores, 6.5 per cent and candy and confectionery stores, 3.9 per cent. Sales of country general stores totalled \$22,980,000 compared with \$22,663,000 in 1937, an advance of 1.4 per cent. Sales of the general merchandise group were up 2.8 per cent from \$20,072,000 in 1937 to \$20,632,000 in 1938. The sales of the apparel group were up 4.9 per cent, the only members of the group recording a decline being the family clothing stores. All members of the building materials group and the furniture and household group recorded increases, the percentages for these two groups as a whole being 8.2 per cent and 5.3 per cent respectively.

Among other retail businesses in Alberta recording increased sales in 1938 compared with 1937 were restaurants, cafeterias and eating places, up 2.7 per cent, farmers' supply stores, 5.9 per cent, book stores, 8.9 per cent, drug stores, 5.9 per cent, jewellery stores, 8.5 per cent, office, school and store supplies and equipment dealers, 4.6 per cent, tobacco stores and stands, 1.9 per cent and government liquor stores, 5.5 per cent. Sales of coal and wood yards declined 4.2 per cent.

For the second consecutive year there was a slight decline in the ratio of chain to total sales. In 1938 the ratio of chain to total sales was 17.0 per cent compared with 17.3 per cent in 1937 and 17.4 per cent in 1936. In 1938 there were 81 chain store companies operating 564 unit stores with sales amounting to \$27,420,800 compared with 79 chain companies operating 565 unit stores in 1937 with sales of \$26,314,000.

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 6,500 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, 1938

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		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)									% of Change, 1938/7
	Number(1) of Stores	Total Net Sales												
			1937	1938	1930	1931	1932	1933	1934	1935	1936	1937	1938	
		\$	\$	\$										
Total, All Stores	26,292	554,962,100	442,827,000	451,490,000	100.0	76.1	64.8	60.2	65.9	70.1	75.6	79.8	81.4	+ 2.0
Food Group X.....	6,448	82,426,200	64,826,000	65,316,000	100.0	82.3	70.9	65.5	68.0	70.9	74.0	78.6	79.2	+ 0.8
Country General Stores	3,693	82,009,600	63,520,000	63,891,000	100.0	76.0	66.6	63.2	69.3	71.4	74.5	77.5	77.9	+ 0.6
General Merchandise Group	251	107,644,900	87,201,000	85,412,000	100.0	84.5	73.4	71.0	73.7	76.3	80.4	81.0	79.3	- 2.1
Automotive Group	3,255	78,774,300	80,566,000	85,200,000	100.0	65.2	52.7	49.9	65.8	77.4	88.2	102.3	108.2	+ 5.8
Apparel Group X.....	1,294	30,916,800	22,765,000	23,160,000	100.0	82.2	69.6	63.7	68.7	71.5	73.7	73.6	74.9	+ 1.7
Building Materials Group X.....	2,455	50,359,600	34,240,000	35,327,000	100.0	70.1	58.2	51.1	57.2	61.9	67.7	68.0	70.1	+ 3.2
Furniture and Household Group X.....	399	13,181,700	9,737,000	9,695,000	100.0	81.0	62.0	53.5	58.1	65.4	70.7	73.9	73.5	- 0.4
Restaurants, Cafeterias and Eating Places	1,327	17,101,600	10,388,000	10,409,000	100.0	76.8	59.2	50.9	52.6	55.2	57.4	60.7	60.9	+ 0.2
Other Retail Stores	7,170	92,547,400	69,584,000	73,080,000	100.0	70.5	61.5	55.6	59.2	62.4	70.4	75.2	79.0	+ 5.0
Grocery and combination stores	3,114	52,803,600	44,339,000	44,373,000	100.0	85.9	76.4	70.3	72.5	75.3	78.9	84.0	84.0	+ 0.1
Meat markets (including fish markets) ..	1,183	14,581,500	9,236,000	9,606,000	100.0	73.1	55.0	50.9	56.4	59.5	60.0	63.3	65.9	+ 4.0
Department stores	24	96,588,600	76,295,000	74,200,000	100.0	84.2	73.0	70.3	72.6	75.0	78.8	79.0	76.8	- 2.7
Variety stores	39	5,270,900	5,588,000	5,784,000	100.0	95.9	86.2	84.0	89.3	92.8	101.1	106.0	109.7	+ 3.5
Motor vehicle dealers	912	54,632,900	60,144,000	63,710,000	100.0	61.5	45.2	43.6	60.8	77.7	89.8	110.1	116.6	+ 5.9
Filling stations(3).....	1,066	12,371,200	12,403,000	12,894,000	100.0	74.3	78.9	74.3	93.7	91.8	101.5	100.3	104.2	+ 4.0
Men's and boys' clothing and furnishing stores (includes custom tailors) ...	616	9,902,600	7,622,000	7,895,000	100.0	76.6	64.9	61.1	67.0	73.1	76.0	77.0	79.7	+ 3.6
Women's apparel and accessories stores.	398	9,937,500	7,009,000	7,124,000	100.0	86.5	69.4	63.3	68.7	68.0	69.8	70.5	71.7	+ 1.6
Shoe stores	153	3,626,500	2,848,000	2,989,000	100.0	87.7	75.7	67.2	71.9	74.5	77.7	78.5	82.4	+ 5.0
Hardware stores	1,044	20,401,400	14,594,000	15,123,000	100.0	73.3	63.5	57.7	65.0	67.7	71.1	71.5	74.1	+ 3.6
Lumber and building material dealers ..	1,272	27,241,000	17,415,000	17,849,000	100.0	66.6	54.1	46.3	51.6	57.5	64.3	63.9	65.5	+ 2.5
Furniture stores	125	4,314,000	3,700,000	3,866,000	100.0	83.9	68.2	66.5	70.2	78.5	83.5	85.8	89.6	+ 4.5
Radio and music stores	142	5,356,600	2,982,000	2,787,000	100.0	85.1	58.1	43.8	45.1	50.5	54.2	55.7	52.0	- 6.5
Coal and wood yards	387	11,749,200	8,745,000	8,319,000	100.0	84.5	78.1	69.2	64.7	69.8	75.3	74.4	70.8	- 4.9
Drug stores	883	14,525,600	11,719,000	12,061,000	100.0	84.9	75.2	67.6	69.9	73.1	77.4	80.7	83.0	+ 2.9

(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, 1938

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

	1930	1933	1937	1938
ALL STORES, TOTAL -				
Chains	171	149	132	133
Stores (maximum) ..	2,350	2,057	1,879	1,864
Chain sales	\$ 81,080,600	\$ 51,644,400	\$ 67,059,200	\$ 67,508,200
Total sales	\$554,962,100	\$334,210,000	\$442,827,000	\$451,490,000
%, chains to total	14.6	15.5	15.1	15.0
Grocery and Combination Stores -				
Chains	16	15	13	13
Stores (maximum) ..	364	344	348	342
Chain sales	\$ 17,015,000	\$ 12,973,900	\$ 16,495,100	\$ 16,137,000
Total sales	\$ 52,803,600	\$ 37,133,000	\$ 44,339,000	\$ 44,373,000
%, chains to total	32.2	34.9	37.2	36.4
Variety Stores -				
Chains	4	4	4	5
Stores (maximum) ..	29	30	35	40
Chain sales	\$ 4,857,500	\$ 4,128,500	\$ 5,257,600	\$ 5,446,500
Total sales	\$ 5,270,900	\$ 4,430,000	\$ 5,588,000	\$ 5,784,000
%, chains to total	92.2	93.2	94.1	94.2
Men's and Boys' Clothing and Furnishings Stores (includes custom tailors) -				
Chains	4	3	5	5
Stores (maximum) ..	16	13	21	20
Chain sales	\$ 765,000	\$ 475,000	\$ 690,200	\$ 719,800
Total sales	\$ 9,902,600	\$ 6,051,000	\$ 7,622,000	\$ 7,895,000
%, chains to total	7.7	7.8	9.1	9.1
Women's Apparel and Accessories Stores -				
Chains	8	3	4	4
Stores (maximum) ..	36	20	24	21
Chain sales	\$ 2,262,400	\$ 993,400	\$ 1,003,400	\$ 635,000
Total sales	\$ 9,937,500	\$ 6,286,000	\$ 7,009,000	\$ 7,124,000
%, chains to total	22.8	15.8	14.3	8.9
Restaurants, Cafeterias and Eating Places -				
Chains	7	6	6	6
Stores (maximum) ..	35	32	31	31
Chain sales	\$ 1,127,800	\$ 605,200	\$ 647,300	\$ 527,500
Total sales	\$ 17,101,600	\$ 8,697,000	\$ 10,388,000	\$ 10,409,000
%, chains to total	6.6	7.0	6.2	5.1
Drug Stores -				
Chains	7	6	6	6
Stores (maximum) ..	37	36	36	36
Chain sales	\$ 1,778,600	\$ 1,183,800	\$ 1,436,000	\$ 1,530,200
Total sales	\$ 14,525,600	\$ 9,818,000	\$ 11,719,000	\$ 12,061,000
%, chains to total	12.2	12.1	12.3	12.7
Lumber and Building Material Dealers -				
Chains	41	38	32	32
Yards (maximum) ...	1,009	860	779	771
Chain sales	\$ 16,829,300	\$ 8,101,200	\$ 10,493,900	\$ 10,922,100
Total sales	\$ 27,241,000	\$ 12,623,000	\$ 17,415,000	\$ 17,849,000
%, chains to total	61.8	64.2	60.3	61.2

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

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1938

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

	1930	1933	1935	1936	1937	1938
Prairie Provinces - Number of chains .	171	149	144	135	132	133
Stores (maximum) .	2,350	2,057	1,973	1,915	1,879	1,864
Chain sales	\$ 81,080,600	\$ 51,644,400	\$ 58,075,800	\$ 65,853,700	\$ 67,059,200	\$ 67,508,200
Total sales	\$554,962,100	\$334,210,000	\$389,166,000	\$419,329,000	\$442,827,000	\$451,490,000
%, chains to total	14.6	15.5	14.9	15.7	15.1	15.0
Manitoba - Number of chains .	91	73	72	66	63	62
Stores (maximum) .	434	374	370	355	331	323
Chain sales	\$ 22,105,800	\$ 13,619,700	\$ 15,630,600	\$ 16,677,300	\$ 18,027,800	\$ 17,797,300
Total sales	\$189,243,900	\$122,045,000	\$138,947,000	\$148,541,000	\$161,253,000	\$160,690,000
%, chains to total	11.7	11.2	11.2	11.2	11.2	11.1
Saskatchewan - Number of chains .	101	90	88	82	82	83
Stores (maximum) .	1,234	1,046	1,009	986	983	977
Chain sales	\$ 34,056,300	\$ 20,755,200	\$ 22,788,800	\$ 23,986,900	\$ 22,717,400	\$ 22,290,100
Total sales	\$189,181,100	\$103,091,000	\$119,586,000	\$131,935,000	\$129,166,000	\$129,309,000
%, chains to total	18.0	20.1	19.1	18.2	17.6	17.2
Alberta(1) - Number of chains .	104	93	87	81	79	81
Stores (maximum) .	682	637	594	574	565	564
Chain sales	\$ 24,918,500	\$ 17,269,500	\$ 19,656,400	\$ 24,189,500	\$ 26,314,000	\$ 27,420,800
Total sales	\$176,537,100	\$109,074,000	\$130,633,000	\$138,853,000	\$152,408,000	\$161,491,000
%, chains to total	14.1	15.8	15.0	17.4	17.3	17.0

(1) Figures for 1936, 1937 and 1938 for Alberta include an indeterminate amount of sales at wholesale prices by the Alberta Liquor Control Board.

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1938

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

Kind of Business	Stores and Sales, 1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1938/7
	Number(1) of stores	Total Net Sales	1937	1938	1930	1931	1932	1933	1934	1935	1936	1937	1938		
		\$	\$	\$											
Total, All Stores	6,859	189,243,900	161,253,000	160,690,000	100.0	81.3	69.6	64.5	69.4	73.4	78.5	85.2	84.9	- 0.3	
Food Group	2,249	27,410,900	22,804,000	22,648,000	100.0	85.4	76.4	69.5	71.4	74.1	77.9	83.2	82.6	- 0.7	
Candy and confectionery stores	353	3,480,100	2,733,000	2,695,000	100.0	85.0	72.6	67.3	65.3	69.1	72.4	78.5	77.4	- 1.4	
Grocery and combination stores	1,327	18,915,700	16,017,000	15,806,000	100.0	87.0	80.0	72.6	74.2	76.1	80.0	84.7	83.6	- 1.3	
Meat markets (including fish markets) ..	275	3,309,500	2,463,000	2,512,000	100.0	73.5	58.9	52.8	59.6	65.0	67.5	74.4	75.9	+ 2.0	
Country General Stores	852	15,542,700	13,380,000	13,434,000	100.0	78.1	66.6	64.1	69.7	70.7	76.4	86.1	86.4	+ 0.4	
General Merchandise Group	87	64,344,000	50,938,000	48,341,000	100.0	84.8	73.7	71.0	73.1	76.4	79.0	79.2	75.1	- 5.1	
Automotive Group	758	20,605,500	26,521,000	27,990,000	100.0	69.0	58.8	56.7	77.3	89.0	101.3	128.7	135.8	+ 5.5	
Motor vehicle dealers	163	13,587,300	18,505,000	19,375,000	100.0	63.2	47.7	45.6	68.8	85.3	100.3	136.2	142.6	+ 4.7	
Filling stations(3)	288	3,871,500	5,459,000	5,981,000	100.0	84.5	89.9	92.1	114.8	116.7	126.2	141.0	154.5	+ 9.6	
Garages	273	2,683,500	2,160,000	2,218,000	100.0	74.9	67.6	60.8	66.5	70.1	73.8	80.5	82.7	+ 2.7	
Apparel Group	432	9,597,200	7,874,000	7,720,000	100.0	85.2	71.1	66.4	72.9	75.2	78.3	82.0	80.4	- 2.0	
Men's and boys' clothing and furnish- ings (including custom tailors)	201	2,750,000	2,202,000	2,140,000	100.0	75.4	64.1	59.2	65.3	69.5	74.7	80.1	77.8	- 2.8	
Family clothing stores	38	1,794,600	1,625,000	1,555,000	100.0	89.4	77.5	74.4	78.3	84.1	88.7	90.5	86.6	- 4.3	
Women's apparel and accessories stores ..	152	3,713,800	2,950,000	2,885,000	100.0	90.2	72.1	67.5	76.6	75.9	76.1	79.4	77.7	- 2.2	
Shoe stores	41	1,338,800	1,097,000	1,140,000	100.0	85.9	74.1	67.7	71.4	72.9	77.9	81.9	85.2	+ 3.9	
Building Materials Group	417	12,173,400	9,936,000	10,588,000	100.0	79.4	57.9	51.8	58.6	63.2	71.8	81.6	87.0	+ 6.6	
Hardware stores	186	4,070,500	3,676,000	3,801,000	100.0	79.8	67.4	61.9	72.3	72.5	79.8	90.3	93.4	+ 3.4	
Lumber and building material dealers ..	176	6,430,200	4,740,000	5,186,000	100.0	78.8	51.8	45.9	50.5	57.2	64.3	73.7	80.7	+ 9.4	
Electrical, heating and plumbing, paint and glass shops	48	514,900	372,000	401,000	100.0	82.9	58.7	45.6	50.9	60.4	71.9	72.2	77.9	+ 7.8	
Furniture and Household Group	101	3,740,800	2,996,000	2,871,000	100.0	84.5	68.8	54.6	63.3	68.5	75.9	80.1	76.7	- 4.2	
Furniture stores	32	674,300	602,000	627,000	100.0	70.1	60.2	59.6	64.5	72.5	81.0	89.3	93.0	+ 4.2	
Household appliance stores	15	1,100,800	880,000	874,000	100.0	72.9	57.2	50.8	53.5	61.5	70.6	79.9	79.4	- 0.7	
Radio and music stores	40	1,782,300	1,386,000	1,240,000	100.0	97.1	79.2	55.1	61.8	71.7	78.2	77.8	69.6	-10.5	
Restaurants, Cafeterias and Eating Places	338	5,553,300	3,031,000	3,034,000	100.0	78.0	60.3	48.3	48.4	49.5	51.4	54.6	54.6	+ 0.1	

(1), (2) and (3): See footnotes on page 10.

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1938

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

Kind of Business	Stores and Sales, 1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)									% of Change, 1938/7
	Number(1) of stores	Total Net Sales			1930	1931	1932	1933	1934	1935	1936	1937	1938	
			1937	1938										
		\$	\$	\$										
Other Retail Stores	1,625	30,276,100	23,773,000	24,064,000	100.0	80.0	69.6	60.3	62.7	65.9	71.6	78.5	79.5	+ 1.2
Farmer's supply stores	232	2,753,700	2,245,000	2,126,000	100.0	71.0	63.1	58.0	67.6	67.1	70.2	81.5	77.2	- 5.3
Book stores	18	801,400	460,000	456,000	100.0	68.8	55.3	44.2	45.3	46.8	50.8	57.4	56.9	- 0.9
Coal and wood yards	159	7,181,300	5,407,000	5,023,000	100.0	83.4	75.7	67.7	63.0	67.8	74.4	75.3	69.9	- 7.1
Drug stores	220	4,294,000	3,848,000	3,917,000	100.0	91.6	81.0	71.5	72.5	77.0	83.0	89.6	91.2	+ 1.8
Florists	28	688,700	511,000	512,000	100.0	85.7	65.3	54.9	55.5	62.9	70.0	74.2	74.3	+ 0.2
Jewellery stores	59	1,600,000	1,425,000	1,453,000	100.0	78.7	57.9	53.5	71.6	78.4	78.8	89.1	90.8	+ 2.0
Office, school and store supplies and equipment dealers	39	1,658,500	1,192,000	1,247,000	100.0	63.6	52.0	42.2	46.9	55.2	64.9	71.9	75.2	+ 4.6
Tobacco stores and stands	73	981,100	930,000	917,000	100.0	96.0	88.0	76.5	80.6	80.9	88.6	94.8	93.5	- 1.4
Government liquor stores	15	3,927,500	3,151,000	3,565,000	100.0	92.3	75.6	56.4	57.8	59.3	67.1	80.2	90.8	+13.1
Miscellaneous kinds of business (including secondhand stores)	782	6,389,900	4,604,000	4,848,000	100.0	67.5	61.2	54.6	58.8	60.0	64.2	72.1	75.9	+ 5.3

(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, 1938

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

Kind of Business	Stores and Sales, 1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)									% of Change, 1938/7
	Number(1) of Stores	Total Net Sales	1937	1938	1930	1931	1932	1933	1934	1935	1936	1937	1938	
		\$	\$	\$										
Total, All Stores	10,841	189,181,100	129,166,000	129,309,000	100.0	70.8	59.2	54.5	59.4	63.2	69.7	68.3	68.4	+ 0.1
Food Group	2,046	25,877,700	17,839,000	17,815,000	100.0	79.6	65.0	59.8	60.7	63.0	66.2	68.9	68.8	- 0.1
Candy and confectionery stores	386	2,810,800	1,602,000	1,533,000	100.0	63.0	54.1	51.9	50.0	51.4	57.4	57.0	54.5	- 4.3
Fruit and vegetable stores	31	354,900	330,000	352,000	100.0	89.6	75.8	69.9	74.4	72.7	84.8	93.0	99.2	+ 6.7
Grocery and combination stores	889	16,944,300	12,328,000	12,189,000	100.0	83.1	69.5	63.3	63.6	65.6	68.7	72.8	71.9	- 1.1
Meat markets (including fish markets) ..	483	4,746,200	2,678,000	2,831,000	100.0	74.9	53.4	50.2	54.6	56.9	57.6	56.4	59.6	+ 5.7
Country General Stores	1,641	37,710,000	27,477,000	27,477,000	100.0	75.0	64.5	61.2	67.5	70.1	73.5	72.9	72.9	+ 0.0
General Merchandise Group	71	20,102,400	16,191,000	16,439,000	100.0	82.2	71.0	69.5	73.5	73.2	84.0	80.5	81.8	+ 1.5
Automotive Group	1,382	27,048,700	22,452,000	21,776,000	100.0	60.8	45.8	41.6	53.0	63.7	80.8	83.0	80.5	- 3.0
Motor vehicle dealers	421	18,666,000	16,889,000	16,095,000	100.0	55.8	38.9	36.3	47.3	63.3	83.2	90.5	86.2	- 4.7
Filling stations(3)	391	4,004,200	2,979,000	3,047,000	100.0	78.4	69.0	60.3	80.2	76.7	89.7	74.4	76.1	+ 2.3
Garages	534	3,909,600	2,389,000	2,434,000	100.0	65.2	53.4	46.8	52.4	54.7	64.3	61.1	62.3	+ 1.9
Apparel Group	373	10,231,900	6,693,000	6,839,000	100.0	78.8	67.2	58.5	62.7	68.0	71.6	65.4	66.8	+ 2.2
Men's and boys' clothing and furnishings (includes custom tailors)	182	3,073,600	2,342,000	2,541,000	100.0	77.1	66.3	61.8	69.4	78.2	85.3	76.2	82.7	+ 8.5
Family clothing stores	38	3,959,800	2,447,000	2,401,000	100.0	76.6	69.4	59.5	62.9	67.5	68.2	61.8	60.6	- 1.9
Women's apparel and accessories stores ..	110	2,294,500	1,266,000	1,219,000	100.0	85.3	66.3	54.1	53.1	55.3	59.0	55.2	53.1	- 3.7
Shoe stores	43	904,000	638,000	678,000	100.0	77.7	63.2	54.8	63.4	67.6	71.8	70.6	75.0	+ 6.3
Building Materials Group	1,276	22,612,200	12,449,000	11,916,000	100.0	64.0	55.6	47.7	51.9	57.7	63.4	55.1	52.7	- 4.3
Hardware stores	526	8,829,000	5,379,000	5,406,000	100.0	70.7	60.9	54.6	59.4	65.6	69.3	60.9	61.2	+ 0.5
Lumber and building material dealers ...	717	13,473,100	6,915,000	6,362,000	100.0	59.2	52.0	43.2	47.0	52.4	59.5	51.3	47.2	- 8.0

(1), (2) and (3): See footnotes on page 12.

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1938

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

Kind of Business	Stores and Sales, 1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)									% of Change, 1938/37
	Number(1) of Stores	Total Net Sales	1937	1938	1930	1931	1932	1933	1934	1935	1936	1937	1938	
Furniture and Household Group	142	4,087,300	2,660,000	2,527,000	100.0	75.8	56.1	47.7	51.5	58.4	66.7	65.1	61.8	- 5.0
Furniture stores	42	1,188,100	909,000	884,000	100.0	89.8	72.5	65.5	65.7	76.3	81.6	76.5	74.4	- 2.8
Household appliance stores	47	1,009,600	947,000	890,000	100.0	63.5	57.0	47.5	61.5	74.2	93.1	93.8	88.2	- 6.0
Radio and music stores	42	1,793,200	758,000	706,000	100.0	73.4	44.9	36.0	36.6	38.1	43.0	42.3	39.4	- 6.9
Restaurants, Cafeterias and Eating Places	506	5,551,900	3,272,000	3,180,000	100.0	75.5	55.2	49.7	52.2	55.2	58.1	58.9	57.3	- 2.8
Other Retail Stores	3,404	35,959,000	20,133,000	21,340,000	100.0	62.1	54.0	49.6	52.6	54.1	57.7	56.0	59.3	+ 6.0
Farmers' supply stores	903	4,281,900	2,756,000	2,853,000	100.0	56.4	51.1	43.8	47.5	51.5	57.8	64.4	66.6	+ 3.5
Book stores	10	423,300	214,000	207,000	100.0	68.7	55.3	44.2	45.4	49.1	52.7	50.6	48.9	- 3.3
Coal and wood yards	147	3,678,300	2,644,000	2,631,000	100.0	85.1	81.2	70.2	63.9	68.7	75.3	71.9	71.5	- 0.5
Drug stores	374	4,988,000	3,587,000	3,607,000	100.0	79.6	68.8	62.1	66.0	68.5	72.5	71.9	72.3	+ 0.6
Florists	15	297,000	194,000	201,000	100.0	85.5	65.3	54.9	55.6	62.0	64.6	65.3	67.7	+ 3.6
Jewellery stores	108	1,103,300	676,000	804,000	100.0	63.5	49.0	49.0	52.9	60.0	67.0	61.3	72.9	+ 18.9
Office, school and store supplies and equipment dealers	30	956,400	574,000	564,000	100.0	65.8	63.3	44.0	48.8	59.4	66.1	60.0	59.0	- 1.7
Tobacco stores and stands	89	945,900	671,000	641,000	100.0	81.9	74.2	62.1	62.4	64.7	69.0	70.9	67.8	- 4.5
Government liquor stores	224	9,226,800	3,670,000	3,717,000	100.0	62.6	51.9	52.3	56.4	46.9	45.7	39.8	40.3	+ 1.3
Miscellaneous kinds of business (including secondhand stores)	1,504	10,058,100	5,147,000	6,115,000	100.0	43.8	37.2	35.4	40.1	47.2	52.1	51.2	60.8	+ 18.8

(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.

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

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1938

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

Kind of Business	Stores and Sales, 1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1938/7
	Number(1) of Stores	Total Net Sales													
			1937	1938	1930	1931	1932	1933	1934	1935	1936	1937	1938		
Total, All Stores	8,592	176,537,100	152,408,000	161,491,000	100.0	76.1	65.6	61.8	69.0	74.0	78.7	86.3	91.5	+ 6.0	
Subtotal - Liquor Control Board Sales excluded	8,558	171,859,200	144,214,000	152,845,000	100.0	76.1	65.7	61.9	69.0	73.8	76.3	83.9	88.9	+ 6.0	
Food Group	2,153	29,137,600	24,183,000	24,853,000	100.0	81.7	70.9	66.8	71.2	74.9	77.3	83.0	85.3	+ 2.8	
Candy and confectionery stores	473	3,732,300	2,411,000	2,505,000	100.0	70.7	60.1	58.3	59.8	61.1	62.1	64.6	67.1	+ 3.9	
Fruit and vegetable stores	49	286,700	294,000	313,000	100.0	92.1	83.0	78.1	83.0	81.6	93.5	102.5	109.2	+ 6.5	
Grocery and combination stores	898	16,943,600	15,994,000	16,378,000	100.0	87.5	79.4	74.8	79.5	84.3	87.8	94.4	96.7	+ 2.4	
Meat markets (including fish markets) ..	425	6,525,800	4,095,000	4,263,000	100.0	71.5	54.3	50.5	56.2	58.5	57.9	62.8	65.3	+ 4.1	
Country General Stores	1,200	28,756,900	22,663,000	22,980,000	100.0	76.3	69.3	65.3	71.6	73.5	74.9	78.8	79.9	+ 1.4	
General Merchandise Group	93	23,198,500	20,072,000	20,632,000	100.0	85.7	74.9	72.3	75.5	78.7	81.2	86.5	88.9	+ 2.8	
Automotive Group	1,115	31,120,100	31,593,000	35,434,000	100.0	66.5	54.7	52.7	69.3	81.7	86.0	101.5	113.9	+12.2	
Motor vehicle dealers	328	22,379,600	24,750,000	28,240,000	100.0	65.2	48.9	48.5	67.3	85.0	88.9	110.6	125.2	+14.1	
Filling stations(3)	387	4,495,500	3,965,000	3,866,000	100.0	61.9	78.2	71.5	87.7	83.7	90.6	88.2	86.0	- 2.5	
Garages	355	3,515,700	2,363,000	2,682,000	100.0	79.5	60.3	54.7	60.8	61.9	65.1	67.2	76.3	+13.5	
Apparel Group	489	11,087,700	8,198,000	8,601,000	100.0	82.6	70.5	66.2	70.4	71.5	71.5	73.9	77.6	+ 4.9	
Men's and boys' clothing and furnishings (including custom tailors)	233	4,079,000	3,078,000	3,217,000	100.0	76.9	64.3	61.9	66.3	71.6	69.7	75.5	78.9	+ 4.5	
Family clothing stores	51	1,695,800	1,214,000	1,193,000	100.0	83.0	77.7	73.3	74.5	72.5	70.6	71.6	70.4	- 1.7	
Women's apparel and accessories stores ..	136	3,929,200	2,793,000	3,020,000	100.0	83.6	68.6	64.6	70.2	67.8	70.2	71.1	76.9	+ 8.1	
Shoe stores	69	1,383,700	1,113,000	1,171,000	100.0	96.0	85.5	74.8	78.1	80.5	81.2	80.4	84.6	+ 5.2	
Building Materials Group	762	15,574,000	11,855,000	12,823,000	100.0	71.6	62.1	55.5	63.8	67.1	70.7	76.1	82.3	+ 8.2	
Hardware stores	332	7,501,900	5,539,000	5,916,000	100.0	72.9	64.5	59.1	67.5	67.6	68.5	73.8	78.9	+ 6.8	
Lumber and building material dealers ...	379	7,337,700	5,760,000	6,301,000	100.0	69.5	60.0	52.5	61.0	67.1	73.0	78.5	85.9	+ 9.4	

(1), (2) and (3): See footnotes on page 14.

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1938

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

Kind of Business	Stores and Sales, 1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)									% of Change, 1938/7
	Number(1) of Stores	Total Net Sales	1937	1938	1930	1931	1932	1933	1934	1935	1936	1937	1938	
		\$	\$	\$										
Furniture and Household Group	156	5,353,600	4,081,000	4,297,000	100.0	82.4	61.6	57.2	61.7	68.5	70.2	76.2	80.3	+ 5.3
Furniture stores	51	2,451,600	2,189,000	2,355,000	100.0	84.8	68.3	68.9	74.0	81.2	85.2	89.3	96.1	+ 7.6
Household appliance stores	26	857,000	874,000	918,000	100.0	70.7	66.4	58.7	77.6	89.4	88.4	102.0	107.1	+ 5.0
Radio and music stores	60	1,781,100	838,000	841,000	100.0	84.8	50.2	40.3	36.9	41.8	41.4	47.0	47.2	+ 0.4
Restaurants, Cafeterias and Eating Places	483	5,996,400	4,085,000	4,195,000	100.0	76.9	61.9	54.3	57.0	60.6	62.3	68.1	70.0	+ 2.7
Other Retail Stores	2,141	26,312,300	25,678,000	27,676,000	100.0	70.9	62.4	58.4	64.4	69.6	86.4	97.6	105.2	+ 7.8
Farmers' supply stores	404	2,134,800	2,092,000	2,215,000	100.0	72.1	56.0	63.6	70.2	74.7	88.1	98.0	103.8	+ 5.9
Book stores	13	603,900	358,000	390,000	100.0	68.7	55.3	44.2	45.2	47.2	51.8	59.3	64.6	+ 8.9
Coal and wood yards	81	889,600	694,000	665,000	100.0	90.7	84.5	77.8	81.9	90.3	82.7	78.0	74.8	- 4.2
Drug stores	289	5,243,600	4,284,000	4,537,000	100.0	84.6	76.4	69.6	71.5	74.3	77.5	81.7	86.5	+ 5.9
Florists	24	506,100	270,000	272,000	100.0	68.6	52.2	43.9	44.5	47.2	51.4	53.3	53.7	+ 0.7
Jewellery stores	93	1,367,200	1,052,000	1,141,000	100.0	68.1	54.3	55.3	63.0	70.0	70.4	76.9	83.5	+ 8.5
Office, school and store supplies and equipment dealers	38	1,089,100	758,000	793,000	100.0	64.1	49.7	38.4	43.7	50.0	57.7	69.6	72.8	+ 4.6
Tobacco stores and stands	102	1,119,400	747,000	761,000	100.0	76.8	69.9	65.0	64.5	64.0	63.3	66.7	68.0	+ 1.9
Government liquor stores	34	4,677,900	4,819,400	4,864,600	100.0	76.3	62.6	57.7	68.9	79.7	(x)	(x)	(x)	+ 5.5
Miscellaneous kinds of business (including secondhand stores)	1,063	8,680,700	7,229,000	8,256,000	100.0	58.3	56.1	52.7	59.6	63.9	63.6	83.3	95.1	+14.2

(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) 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.

(x) Not comparable.

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



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