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DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN THE

PRAIRIE PROVINCES

CALENDAR YEAR

1940

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Dominion Statistician:	R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Chief, Internal Trade Branch:	Herbert Marshall, B.A., F.S.S.
Statistician:	A. C. Steedman, B.A.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in the Prairie Provinces, 1940

Retail sales in the three Prairie Provinces are estimated at \$516,270,000 for 1940, up 10 per cent from 1939, 55 per cent higher than the low point reached in 1933 and 7 per cent below the dollar volume of business transacted in 1930, the first year for which comparable sales figures are available. Indexes of sales on the base 1930 equals 100 stands at 93.0 for 1940, 84.8 for 1939, 81.4 for 1938 compared with 60.2 for 1933.

Gains over 1939 were general for the three Prairie Provinces and for individual trades within each province. Saskatchewan led in point of view of increased business with sales in 1940, 12 per cent above 1939, but still 14 per cent below the 1930 level. Manitoba sales increased 9 per cent during the year under review, sales for 1940 standing 7 per cent below the 1930 figure. The 8 per cent increase between 1939 and 1940 in Alberta brought the dollar volume of business for the latter year to a point slightly above that recorded in the base period.

Increases for retail establishments specializing in hardware, lumber and building materials, or furniture and household furnishings exceeded those for other trades. Dealers in lumber and building materials did 21 per cent more business in 1940 than in 1939, part of this increase reflecting the expansion in elevator or other storage construction necessary on account of the deferred marketing of a portion of the 1940 wheat crop. Hardware store sales were up 11 per cent, furniture store sales gained 15 per cent, while sales of stores specializing in radios and musical instruments increased by a similar amount. Sales for the food group of stores as a whole gained 7 per cent; the general merchandise group, comprised chiefly of department stores and variety stores, increased 9 per cent. The automotive group of establishments, including motor vehicle dealers, garages, filling stations and other types of retail establishment catering to the automotive trade stood 13 per cent higher in 1940 than in 1939. The increase for country general stores at 4 per cent was considerably lower than that for other trades, a result which may be attributed in considerable measure to the lower farm income in Manitoba and Saskatchewan in 1940 compared with the preceding year arising from the deferred marketings of the 1940 grain crop.

Chain Stores

There were 130 chain store companies in the Prairie Provinces in 1940 and these operated a total of 1,846 stores or branches with total sales of \$84,997,700 or 16.5 per cent of the total retail trade including both chains and independents. In the preceding year there were 129 chain companies with 1,878 branches or stores whose sales of \$74,134,800 formed 15.8 per cent of the total retail business, while ratios of chain to total sales for earlier years stands at 15.0 per cent for 1938, 15.1 per cent for 1937 and 14.6 per cent for 1930, the first year for which comparable figures are available.

Included in the total chain store figures mentioned above are 12 grocery chains which operated 316 stores in the Prairie Provinces in 1940 and whose sales amounted to \$20,355,500 or 41.6 per cent of the total sales of all grocery and combination stores including both chains and independents. In 1939 the ratio of chain to total sales for this trade was 39.0 per cent, while ratios for earlier years stand at 36.4 per cent for 1938, 37.2 per cent for 1937, and 32.2 per cent in 1930.

For the purposes of these annual surveys the line lumber yards operating in the Prairie Provinces are classified as chains in all instances where four yards or more are operated by the same company. There were 29 such companies in the Prairie Provinces in 1940 with a total of 739 yards whose sales amounted to \$14,224,400, forming 60.6 per cent of the total business of all lumber yards including both the chains and independents. The ratio of chain to total business for this trade has remained relatively

constant over the 11 year period for which data are available, proportions of chain to total sales for years immediately prior to 1940 standing at 62.3 per cent for 1939, 61.2 per cent for 1938, and 60.3 per cent for 1937.

Manitoba

Retail sales in Manitoba totalled \$176,505,000 in 1940, an increase of 9 per cent over the previous years sales of \$161,835,000 and 45 per cent higher than the volume of business transacted in 1933. Indexes of sales on the base 1930 equals 100 stands at 93.3 for 1940, 85.5 for 1939, and 84.9 for 1938.

Conforming with the results for other sections of the country, increases registered by stores specializing in furniture, household appliances or radios and musical instruments exceeded those registered by other lines of retail business. Furniture store sales were up 16 per cent, radio and music stores gained 27 per cent, while the increase for stores specializing in household appliances amounted to 31 per cent. Anticipation of higher prices, resulting from the imposition of new taxation schedules, was a stimulating factor affecting the trend in business for these stores.

Motor vehicle dealers transacted 14 per cent more dollar business in 1940 than in 1939, this increase representing the change in the total revenue of these firms and including not only the sale of new and used motor vehicles but also the sale of gasoline and accessories in addition to receipts from repairs or services carried on as subsidiary activities by these firms. There were 7,717 new motor vehicles sold in Manitoba for \$8,562,617 in 1940, up 14 per cent in number and 18 per cent in value compared with the preceding year. In the passenger field alone there were 5,819 new models sold for \$6,439,292 in 1940, gains of 10 per cent in number and 14 per cent in value over the earlier period.

The apparel group of stores increased their business by 8 per cent, gains in individual trades within the group standing at 12 per cent for men's clothing stores, 14 per cent for family clothing stores, 6 per cent for shoe stores and 2 per cent for stores specializing in women's apparel. Grocery and combination store sales increased 11 per cent; country general store sales were up 4 per cent; the general merchandise group, consisting chiefly of department stores and variety stores, was up 6 per cent; hardware stores gained 10 per cent; drug stores, 10 per cent; while jewellery stores registered a more substantial increase of 19 per cent.

Saskatchewan

Retail trade in Saskatchewan was estimated at \$162,228,000 for 1940, 12 per cent higher than in 1939, 57 per cent above the depression low reached in 1933, but still 14 per cent below the level of business transacted in 1930, the first year for which comparable data are available. Indexes of sales on the 1930 base stand at 85.8 for 1940, 76.4 for 1939, 68.4 for 1938, and 54.5 for 1933.

Increased sales in 1940 over 1939 were general for all lines of business in Saskatchewan but varied for different trades. Country general stores are estimated to have transacted \$28,166,000 worth of business in 1940, a gain of only 2 per cent over the preceding year and a result which must be interpreted in view of the lower farm income received during the year under review on account of the deferred marketing of a portion of the 1940 wheat crop until the spring of 1941. On the other hand, the marked increase amounting to 26 per cent in the sales of firms specializing in lumber and building materials may be attributed to the erection of additional space in which to store the 1940 crop until it could be marketed.

The marked gain in motor vehicle sales constitutes another outstanding feature of the retail trade in Saskatchewan in the year under review. There were 11,599 new motor vehicles retailed for \$12,597,406 in 1940, increases of 30 per cent in number and 35 per cent in value compared with 1939. The increase for commercial vehicles exceeded that for passenger models. There were 4,663 commercial vehicles sold for \$5,043,060 in 1940, gains of 57 per cent in number and 62 per cent in value over the preceding year. Passenger models increased 16 per cent in number and 21 per cent in value, 6,936 new passenger cars being sold for \$7,554,346 in 1940. The aggregate business of motor vehicle dealers in Saskatchewan, and including not only the sale of new and used cars, but also their receipts from repairs and services and the sale of gasoline or accessories, gained 22 per cent in the year under review.

The general merchandise group of stores consisting chiefly of department stores and variety stores increased their sales 15 per cent, while gains for some other important lines of retail trade were as follows: grocery and combination stores,

6 per cent; the apparel group of stores, 4 per cent; furniture stores, 12 per cent; household appliance stores, 19 per cent; radio and music stores, 9 per cent; drug stores, 9 per cent; and jewellery stores, 15 per cent.

Alberta

Retail sales in Alberta totalled \$177,537,000 in 1940, an increase of 8 per cent compared with the preceding year, and bringing the level of retail purchasing practically equal to that of the year 1930, the earliest period for which comparable data are available. Indexes of sales on the 1930 base stands at 100.6 for 1940, 93.0 for 1939, 91.5 for 1938, compared with 61.8 for the mid-depression year of 1933.

All individual lines of business for which separate figures are available reported increased sales in 1940 over 1939, with gains for stores in the building materials group and household and furniture group exceeding those for other trades. Furniture stores transacted 15 per cent more business in 1940 than in 1939, while stores specializing in household appliances reported a greater increase amounting to 24 per cent. Hardware store sales were up 11 per cent, while firms dealing in lumber and building materials increased their business 18 per cent.

Conforming with the results of other parts of the country, jewellery stores experienced a marked increase in business, with sales for 1940 standing 16 per cent above 1939. Stores specializing in farmers' supplies gained 15 per cent, while results for most other kinds of business did not differ greatly from the 8 per cent increase registered in the retail trade of the province as a whole. Increases over 1939 for some of the more important lines of business are as follows: 6 per cent for grocery and combination stores; 5 per cent for country general stores; 9 per cent for the general merchandise group of stores, consisting chiefly of department stores and variety stores; 6 per cent for the apparel group; 3 per cent for drug stores and 6 per cent for tobacco stores.

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 66 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, 1940

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, 1940/30
	Number(1) of Stores	Total Net Sales \$	Estimated Sales(2)		1930	1933	1934	1935	1936	1937	1938	1939	1940	
			1939	1940										
		\$	\$	\$										
Total, All Stores	26,292	554,962,100	470,523,000	516,270,000	100.0	60.2	65.9	70.1	75.6	79.8	81.4	84.8	93.0	+ 9.7
Food Group	6,448	82,426,200	66,794,000	71,584,000	100.0	65.5	68.0	70.9	74.0	78.6	79.2	81.0	86.8	+ 7.2
Country General Stores	3,693	82,009,600	63,142,000	65,423,000	100.0	63.2	69.3	71.4	74.5	77.5	77.9	77.0	79.8	+ 3.6
General Merchandise Group	251	107,614,900	90,153,000	98,037,000	100.0	71.0	73.7	76.3	80.4	81.0	79.3	83.8	91.1	+ 8.7
Automotive Group	3,255	78,774,300	91,222,000	103,428,000	100.0	49.9	65.8	77.4	88.2	102.3	108.2	115.8	131.3	+ 13.4
Apparel Group	1,294	30,916,800	24,632,000	26,105,000	100.0	63.7	68.7	71.5	73.7	73.6	74.9	79.7	84.4	+ 8.0
Building Materials Group	2,455	50,359,600	37,117,000	43,567,000	100.0	51.1	57.2	61.9	67.7	68.0	70.1	73.7	83.5	+ 17.4
Furniture and Household Group	399	13,181,700	10,219,000	11,981,000	100.0	53.5	58.1	65.4	70.7	73.9	73.5	77.5	90.9	+ 17.2
Restaurants, Cafeterias & Eating Places	1,327	17,101,600	10,557,000	11,522,000	100.0	50.9	52.6	55.2	57.4	60.7	60.9	61.7	67.4	+ 9.1
Other Retail Stores	7,170	92,547,400	76,687,000	84,623,000	100.0	55.6	59.2	62.4	70.4	75.2	79.0	82.9	91.4	+ 10.3
Grocery and combination stores	3,114	52,803,600	45,449,000	48,935,000	100.0	70.3	72.5	75.3	78.9	84.0	84.0	86.1	92.8	+ 7.8
Meat markets (including fish markets)	1,183	14,581,500	9,794,000	10,059,000	100.0	50.9	56.4	59.5	60.0	63.3	65.9	67.2	69.0	+ 2.7
Department stores	24	96,588,600	72,223,000	84,555,000	100.0	70.3	72.6	75.0	78.8	79.0	76.8	81.0	87.5	+ 8.1
Variety stores	39	5,270,900	6,457,000	7,593,000	100.0	84.0	89.3	92.8	101.1	106.0	109.7	122.5	144.1	+ 17.6
Motor vehicle dealers	912	54,632,900	68,361,000	77,641,000	100.0	43.6	60.8	77.7	89.8	110.1	116.6	125.1	142.1	+ 13.6
Filling stations(3)	1,066	12,371,200	13,733,000	15,989,000	100.0	74.3	93.7	91.8	101.5	100.3	104.2	111.0	129.2	+ 16.4
Men's and boys' clothing and furnish- ing stores (including custom tailors)	616	9,902,600	8,206,000	8,659,000	100.0	61.1	67.0	73.1	76.0	77.0	79.7	82.9	87.4	+ 5.5
Women's apparel and accessories stores	398	9,937,500	7,630,000	8,125,000	100.0	63.3	68.7	68.0	69.8	70.5	71.7	76.8	81.8	+ 6.5
Shoe stores	153	3,626,500	3,042,000	3,175,000	100.0	67.2	71.9	74.5	77.7	78.5	82.4	83.9	87.5	+ 4.4
Hardware stores	1,044	20,401,400	15,549,000	17,176,000	100.0	57.7	65.0	67.7	71.1	71.5	74.1	76.2	84.2	+ 10.5
Lumber and building material dealers	1,272	27,241,000	19,334,000	23,458,000	100.0	46.3	51.6	57.5	64.3	63.9	65.5	71.0	86.1	+ 21.3
Furniture stores	125	4,314,000	4,115,000	4,710,000	100.0	66.5	70.2	78.5	83.5	85.8	89.6	95.4	109.2	+ 14.5
Radio and music stores	142	5,356,600	2,885,000	3,328,000	100.0	43.8	45.1	50.5	54.2	55.7	52.0	53.9	62.1	+ 15.4
Coal and wood yards	387	11,749,200	8,255,000	8,544,000	100.0	69.2	64.7	69.8	75.3	74.4	70.8	70.3	72.7	+ 3.5
Drug stores	883	14,525,600	12,554,000	13,442,000	100.0	67.6	69.9	73.1	77.4	80.7	83.0	86.4	92.5	+ 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.

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1940

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

	1930	1933	1939	1940
ALL STORES, TOTAL -				
Chains	171	149	129	130
Stores (maximum)	2,350	2,057	1,878	1,846
Chain sales	\$ 81,080,600	\$ 51,644,400	\$ 74,134,800	\$ 84,997,700
Total sales	\$554,962,100	\$334,210,000	\$470,523,000	\$516,270,000
%, chains to total ..	14.6	15.5	15.8	16.5
Grocery and Combination Stores -				
Chains	16	15	11	12
Stores (maximum)	364	344	331	316
Chain sales	\$ 17,015,000	\$ 12,973,900	\$ 17,737,500	\$ 20,355,500
Total sales	\$ 52,803,600	\$ 37,133,000	\$ 45,449,000	\$ 48,985,000
%, chains to total ..	32.2	34.9	39.0	41.6
Variety Stores -				
Chains	4	4	5	5
Stores (maximum)	29	30	45	46
Chain sales	\$ 4,857,500	\$ 4,128,500	\$ 6,102,400	\$ 7,195,300
Total sales	\$ 5,270,900	\$ 4,430,000	\$ 6,457,000	\$ 7,593,000
%, chains to total ..	92.2	93.2	94.5	94.8
Men's and Boys' Clothing and Furnishings Stores (inc. custom tailors) -				
Chains	4	3	4	4
Stores (maximum)	16	13	20	19
Chain sales	\$ 765,000	\$ 475,000	\$ 709,900	\$ 713,300
Total sales	\$ 9,902,600	\$ 6,051,000	\$ 8,206,000	\$ 8,659,000
%, chains to total ..	7.7	7.8	8.7	8.2
Women's Apparel and Accessories Stores -				
Chains	8	3	5	5
Stores (maximum)	36	20	26	29
Chain sales	\$ 2,262,400	\$ 993,400	\$ 684,200	\$ 889,100
Total sales	\$ 9,937,500	\$ 6,286,000	\$ 7,630,000	\$ 8,125,000
%, chains to total ..	22.8	15.8	9.0	10.9
Restaurants, Cafeterias and Eating Places				
Chains	7	6	6	6
Stores (maximum)	35	32	30	33
Chain sales	\$ 1,127,800	\$ 605,200	\$ 539,000	\$ 634,200
Total sales	\$ 17,101,600	\$ 8,697,000	\$ 10,557,000	\$ 11,522,000
%, chains to total ..	6.6	7.0	5.1	5.5
Drug Stores -				
Chains	7	6	6	6
Stores (maximum)	37	36	35	37
Chain sales	\$ 1,778,600	\$ 1,183,800	\$ 1,536,200	\$ 1,633,000
Total sales	\$ 14,525,600	\$ 9,818,000	\$ 12,554,000	\$ 13,442,000
%, chains to total ..	12.2	12.1	12.2	12.1
Lumber and Building Material Dealers -				
Chains	41	38	29	29
Yards (maximum)	1,009	860	769	739
Chain sales	\$ 16,829,300	\$ 8,101,200	\$ 12,044,700	\$ 14,224,400
Total sales	\$ 27,241,000	\$ 12,623,000	\$ 19,334,000	\$ 23,458,000
%, chains to total ..	61.8	64.2	62.3	60.6

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

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1940

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

	1930	1933	1936	1937	1938	1939	1940
Prairie Provinces -							
Number of chains	171	149	135	132	133	129	129
Stores (maximum)	2,350	2,057	1,915	1,879	1,864	1,878	1,846
Chain sales	\$ 81,080,600	\$ 51,644,400	\$ 65,853,700	\$ 67,059,200	\$ 67,508,200	\$ 74,134,800	\$ 84,997,700
Total sales	\$554,962,100	\$334,210,000	\$419,329,000	\$442,827,000	\$451,490,000	\$470,523,000	\$516,290,000
%, chains to total	14.6	15.5	15.7	15.1	15.0	15.8	16.5
Manitoba -							
Number of chains	91	73	66	63	62	61	62
Stores (maximum)	434	374	355	331	323	327	309
Chain sales	\$ 22,105,800	\$ 13,619,700	\$ 16,677,300	\$ 18,027,800	\$ 17,797,300	\$ 18,617,100	\$ 22,121,900
Total sales	\$189,243,900	\$122,045,000	\$148,541,000	\$161,253,000	\$160,690,000	\$161,835,000	\$176,505,000
%, chains to total	11.7	11.2	11.2	11.2	11.1	11.5	12.5
Saskatchewan -							
Number of chains	101	90	82	82	83	83	82
Stores (maximum)	1,234	1,046	986	933	977	979	945
Chain sales	\$ 34,056,300	\$ 20,755,200	\$ 23,986,900	\$ 22,717,400	\$ 22,290,100	\$ 26,199,900	\$ 29,465,800
Total sales	\$189,181,100	\$103,091,000	\$131,935,000	\$129,166,000	\$129,309,000	\$144,477,000	\$162,228,000
%, chains to total	18.0	20.1	18.2	17.6	17.2	18.1	18.2
Alberta(1) -							
Number of chains	104	93	81	79	81	82	84
Stores (maximum)	682	637	574	565	564	572	582
Chain sales	\$ 24,918,500	\$ 17,269,500	\$ 24,189,500	\$ 26,314,000	\$ 27,420,800	\$ 29,317,800	\$ 33,410,000
Total sales	\$176,537,100	\$109,074,000	\$138,853,000	\$152,408,000	\$161,491,000	\$164,211,000	\$177,537,000
%, chains to total	14.1	15.8	17.4	17.3	17.0	17.9	18.8

(1) Figures for 1936, 1937 to 1940 for Alberta include an indeterminate amount of sales at wholesale prices by the Alberta Liquor Control Board.

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1940

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, 1940/39
	Number(1) of stores	Total Net Sales			1930	1933	1934	1935	1936	1937	1938	1939	1940		
			1939	1940											
		\$	\$	\$											
Total, All Stores	6,859	189,243,900	161,835,000	176,505,000	100.0	64.5	69.4	73.4	78.5	85.2	84.9	85.5	93.3	+ 9.1	
Food Group	2,249	27,410,900	23,319,000	25,451,000	100.0	69.5	71.4	74.1	77.9	83.2	82.6	85.1	92.9	+ 9.1	
Candy and confectionery stores	353	3,480,100	2,706,000	2,966,000	100.0	67.3	65.3	69.1	72.4	78.5	77.4	77.8	85.2	+ 9.6	
Grocery and combination stores	1,327	18,915,700	16,526,000	18,274,000	100.0	72.6	74.2	76.1	80.0	84.7	83.6	87.4	96.6	+ 10.6	
Meat markets (including fish markets)	275	3,309,500	2,449,000	2,447,000	100.0	52.8	59.6	65.0	67.5	74.4	75.9	74.0	73.9	- 0.1	
Country General Stores ...	852	15,542,700	12,870,000	13,398,000	100.0	64.1	69.7	70.7	76.4	86.1	86.4	82.8	86.2	+ 4.1	
General Merchandise Group.	87	64,344,000	50,467,000	53,700,000	100.0	71.0	73.1	76.4	79.0	79.2	75.1	78.4	83.5	+ 6.4	
Automotive Group	758	20,605,500	27,059,000	30,104,000	100.0	56.7	77.3	89.0	101.3	128.7	135.8	131.3	146.1	+ 11.5	
Motor vehicle dealers	163	13,587,300	18,154,000	20,768,000	100.0	45.6	68.8	85.3	100.3	136.2	142.6	133.6	152.8	+ 14.4	
Filling stations(3)	288	3,871,500	6,238,000	6,472,000	100.0	92.1	114.8	116.7	126.2	141.0	154.5	161.1	167.2	+ 3.8	
Garages	273	2,683,500	2,245,000	2,404,000	100.0	60.8	66.5	70.1	73.8	80.5	82.7	83.7	89.6	+ 7.1	
Apparel Group	432	9,597,200	8,088,000	8,716,000	100.0	66.4	72.9	75.2	78.3	82.0	80.4	84.3	90.8	+ 7.8	
Men's and boys' clothing and furnish- ings (including custom tailors) ...	201	2,750,000	2,206,000	2,473,000	100.0	59.2	65.3	69.5	74.7	80.1	77.8	80.2	89.9	+ 12.1	
Family clothing stores	38	1,794,600	1,592,000	1,816,000	100.0	74.4	78.3	84.1	88.7	90.5	86.6	88.7	101.2	+ 14.1	
Women's apparel and accessories stores	152	3,713,800	3,070,000	3,134,000	100.0	67.5	76.6	75.9	76.1	79.4	77.7	82.7	84.4	+ 2.1	
Shoe stores	41	1,338,800	1,220,000	1,293,000	100.0	67.7	71.4	72.9	77.9	81.9	85.2	91.1	96.6	+ 6.0	
Building Materials Group .	417	12,173,400	10,084,000	11,898,000	100.0	51.8	58.6	63.2	71.8	81.6	87.0	82.8	97.7	+ 18.0	
Hardware stores	186	4,070,500	3,581,000	3,939,000	100.0	61.9	72.3	72.5	79.8	90.3	93.4	88.0	96.8	+ 10.0	
Lumber and building material dealers.	176	6,430,200	5,020,000	5,969,000	100.0	45.9	50.5	57.2	64.3	73.7	80.7	78.1	92.8	+ 18.9	
Electrical, heating and plumbing, paint and glass shops	48	514,900	332,000	336,000	100.0	45.6	50.9	60.4	71.9	72.2	77.9	64.5	65.3	+ 1.2	

(1), (2) and (3): See footnotes on page 8.

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1940

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, 1940/30	
	Number(1) of stores	Total Net Sales			1930	1931	1932	1933	1934	1935	1936	1937	1938	1939		1940
			1939	1940												
		\$	\$	\$												
Furniture & Household Group	101	3,740,800	2,866,000	3,587,000	100.0	54.6	63.3	68.5	75.9	80.1	76.7	76.6	95.9	+ 25.2		
Furniture stores	32	674,300	663,000	772,000	100.0	59.6	64.5	72.5	81.0	89.3	93.0	98.3	114.5	+ 16.4		
Household appliance stores	15	1,100,800	897,000	1,172,000	100.0	50.8	53.5	61.5	70.6	79.9	79.4	81.5	106.5	+ 30.7		
Radio and music stores	40	1,782,300	1,172,000	1,493,000	100.0	55.1	61.8	71.7	78.2	77.8	69.6	65.8	83.8	+ 27.4		
Restaurants, Cafeterias and Eating Places	338	5,553,300	3,043,000	3,265,000	100.0	48.3	48.4	49.5	51.4	54.6	54.6	54.8	58.8	+ 7.3		
Other Retail Stores	1,625	30,276,100	24,039,000	26,386,000	100.0	60.3	62.7	65.9	71.6	78.5	79.5	79.4	86.8	+ 9.8		
Farmers' supply stores	232	2,753,700	2,083,000	2,400,000	100.0	58.0	67.6	67.1	70.2	81.5	77.2	75.6	87.2	+ 15.2		
Book stores	18	801,400	474,000	531,000	100.0	44.2	45.3	46.8	50.8	57.4	56.9	59.1	66.3	+ 12.0		
Coal and wood yards	159	7,181,300	4,877,000	5,057,000	100.0	67.7	63.0	67.8	74.4	75.3	69.9	67.9	70.4	+ 3.7		
Drug stores	220	4,294,000	3,972,000	4,353,000	100.0	71.5	72.5	77.0	83.0	89.6	91.2	92.5	101.4	+ 9.6		
Florists	28	688,700	514,000	523,000	100.0	54.9	55.5	62.9	70.0	74.2	74.3	74.6	75.9	+ 1.8		
Jewellery stores	59	1,600,000	1,563,000	1,854,000	100.0	53.5	71.6	78.4	78.8	89.1	90.8	97.7	115.9	+ 18.6		
Office, school and store supplies and equipment dealers	39	1,658,500	1,205,000	1,392,000	100.0	42.2	46.9	55.2	64.9	71.9	75.2	72.7	83.9	+ 15.5		
Tobacco stores and stands	73	981,100	934,000	1,009,000	100.0	76.5	80.6	80.9	88.6	94.8	93.5	95.2	102.8	+ 8.0		
Government liquor stores	15	3,927,500	3,637,000	3,904,000	100.0	56.4	57.8	59.3	67.1	80.2	90.8	92.6	99.4	+ 7.3		
Miscellaneous kinds of business (including secondhand stores)	782	6,389,900	4,780,000	5,363,000	100.0	54.6	58.8	60.0	64.2	72.1	75.9	74.8	83.9	+ 12.2		

(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, 1940

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
	Number(1) of Stores	Total Net Sales			1930	1933	1934	1935	1936	1937	1938	1939	1940	1940/39	
			1939	1940											
		\$	\$	\$											
Total, All Stores	10,841	189,181,100	144,477,000	162,228,000	100.0	54.5	59.4	63.2	69.7	68.3	68.4	76.4	85.8	+ 12.3	
Food Group	2,046	25,877,700	18,599,000	19,787,000	100.0	59.8	60.7	63.0	66.2	68.9	68.8	71.9	76.5	+ 6.4	
Candy and confectionery stores	386	2,810,800	1,643,000	1,870,000	100.0	51.9	50.0	51.4	57.4	57.0	54.5	58.5	66.5	+ 13.8	
Fruit and vegetable stores	31	354,900	369,000	399,000	100.0	69.9	74.4	72.7	84.8	93.0	99.2	104.0	112.4	+ 8.1	
Grocery and combination stores	889	16,944,300	12,703,000	13,467,000	100.0	63.3	63.6	65.6	68.7	72.8	71.9	75.0	79.5	+ 6.0	
Meat markets (including fish markets)	483	4,746,200	2,975,000	3,076,000	100.0	50.2	54.6	56.9	57.6	56.4	59.6	62.7	64.8	+ 3.4	
Country General Stores	1,541	37,710,000	27,614,000	28,166,000	100.0	61.2	67.5	70.1	73.5	72.9	71.9	73.2	74.7	+ 2.0	
General Merchandise Group	71	20,102,400	18,100,000	20,728,000	100.0	69.5	73.5	73.2	84.0	80.5	81.8	90.0	103.1	+ 14.5	
Automotive Group	1,382	27,048,700	28,009,000	34,899,000	100.0	41.6	53.0	63.7	80.8	83.0	80.5	103.6	129.0	+ 24.6	
Motor vehicle dealers	421	18,666,000	21,487,000	26,171,000	100.0	36.3	47.3	63.3	83.2	90.5	86.2	115.1	140.2	+ 21.8	
Filling stations(3)	391	4,004,200	3,455,000	5,254,000	100.0	60.3	80.2	76.7	89.7	74.4	76.1	86.3	131.2	+ 52.1	
Garages	534	3,909,600	2,843,000	3,187,000	100.0	46.8	52.4	54.7	64.3	61.1	62.3	72.7	81.5	+ 12.1	
Apparel Group	373	10,231,900	7,873,000	8,211,000	100.0	58.5	62.7	68.0	71.6	65.4	66.8	76.9	80.2	+ 4.3	
Men's and Boys' clothing and furnish- ings (including custom tailors) ...	182	3,073,600	2,912,000	3,008,000	100.0	61.8	69.4	78.2	85.3	76.2	82.7	94.7	97.9	+ 3.3	
Family clothing stores	38	3,959,800	2,905,000	2,998,000	100.0	59.5	62.9	67.5	68.2	61.8	60.6	73.4	75.7	+ 3.2	
Women's apparel and accessories stores	110	2,294,500	1,304,000	1,432,000	100.0	54.1	53.1	55.3	59.0	55.2	53.1	56.8	62.4	+ 9.8	
Shoe stores	43	904,000	752,000	773,000	100.0	54.8	63.4	67.6	71.8	70.6	75.0	83.2	85.5	+ 2.8	
Building Materials Group	1,276	22,612,200	14,061,000	1,676,800	100.0	47.7	51.9	57.7	63.4	55.1	52.7	62.2	74.1	+ 19.3	
Hardware stores	526	8,829,000	6,206,000	6,864,000	100.0	54.6	59.4	65.6	69.3	60.9	61.2	70.3	77.7	+ 10.6	
Lumber and building material dealers.	717	13,473,100	7,711,000	9,724,000	100.0	43.2	47.0	52.4	59.5	51.3	47.2	57.2	72.2	+ 26.1	

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

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1940

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, 1940/30
	Number(1) of stores	Total Net Sales			1930	1933	1934	1935	1936	1937	1938	1939	1940		
			1939	1940											
		\$	\$	\$											
Furniture and Household Group ...	142	4,087,300	3,013,000	3,424,000	100.0	47.7	51.5	58.4	66.7	65.1	61.8	73.7	83.8	+ 13.6	
Furniture stores	42	1,188,100	1,040,000	1,169,000	100.0	65.5	65.7	76.3	81.6	76.5	74.4	87.5	98.4	+ 12.4	
Household appliance stores	47	1,009,600	1,104,000	1,309,000	100.0	47.5	61.5	74.2	93.1	93.8	88.2	109.4	129.7	+ 18.6	
Radio and music stores	42	1,793,200	821,000	892,000	100.0	36.0	36.6	38.1	43.0	42.3	39.4	45.8	49.7	+ 8.6	
Restaurants, Cafeterias and Eating Places	506	5,551,900	3,323,000	3,722,000	100.0	49.7	52.2	55.2	58.1	58.9	57.3	59.9	67.0	+ 12.0	
Other Retail Stores	3,404	35,959,000	23,885,000	26,523,000	100.0	49.6	52.6	54.1	57.7	56.0	59.3	66.4	73.8	+ 11.0	
Farmers' supply stores	903	4,281,900	3,038,000	3,424,000	100.0	43.8	47.5	51.5	57.8	64.4	66.6	70.9	80.2	+ 13.0	
Book stores	10	423,300	212,000	234,000	100.0	44.2	45.4	49.1	52.7	50.6	48.9	50.1	55.3	+ 10.4	
Coal and wood yards	147	3,678,300	2,715,000	2,799,000	100.0	70.2	63.9	68.7	75.3	71.9	71.3	73.8	76.1	+ 3.1	
Drug stores	374	4,988,000	3,950,000	4,309,000	100.0	62.1	66.0	68.5	72.5	71.0	72.3	79.2	86.4	+ 9.1	
Florists	15	297,000	220,000	253,000	100.0	54.9	55.6	62.0	64.6	65.3	67.7	74.1	85.2	+ 15.0	
Jewellery stores	108	1,103,300	915,000	1,055,000	100.0	49.0	52.9	60.0	67.0	61.3	72.9	82.9	95.6	+ 15.3	
Office, school and store supplies and equipment dealers	30	956,400	677,000	691,000	100.0	44.0	48.8	59.4	66.1	60.0	59.0	70.8	72.3	+ 2.1	
Tobacco stores and stands	89	945,900	684,000	753,000	100.0	62.1	62.4	64.7	69.0	70.9	67.8	72.3	79.6	+ 10.1	
Government liquor stores	224	9,226,800	4,430,000	5,014,000	100.0	52.3	56.4	46.9	45.7	39.8	40.3	48.0	54.3	+ 13.2	
Miscellaneous kinds of business (including secondhand stores)	1,504	10,058,100	7,044,000	7,981,000	100.0	35.4	40.1	47.2	52.1	51.2	60.8	70.0	79.3	+ 13.3	

(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 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, 1940

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, 1940/29
	Number(1) of Stores	Total Net Sales			1930	1933	1934	1935	1936	1937	1938	1939	1940		
			1930	1940											
Total, All Stores	8,592	\$ 176,537,100	\$ 164,211,000	\$ 177,537,000	100.0	61.8	69.0	74.0	78.7	86.3	91.5	93.0	102.0	+ 8.1	
Subtotal - Liquor Control Board Sales Excluded	8,558	171,859,200	154,845,000	166,784,000	100.0	61.9	69.0	73.8	76.3	83.9	88.9	90.1	97.0	+ 7.7	
Food Group	2,153	29,137,600	24,876,000	26,346,000	100.0	66.8	71.2	74.9	77.3	83.0	85.3	85.4	90.4	+ 5.9	
Candy and confectionery stores	473	3,732,300	2,560,000	2,714,000	100.0	58.3	59.8	61.1	62.1	64.6	67.1	68.6	72.7	+ 6.0	
Fruit and vegetable stores	49	286,700	328,000	355,000	100.0	76.1	85.0	81.6	93.5	102.5	109.2	114.0	123.8	+ 8.2	
Grocery and combination stores	898	16,943,600	15,220,000	1,724,400	100.0	74.8	79.5	84.3	87.8	94.4	96.7	95.7	101.7	+ 6.3	
Meat markets (including fish markets)	425	6,525,800	4,370,000	4,536,000	100.0	50.5	56.2	58.5	57.9	62.8	65.3	67.0	69.5	+ 3.8	
Country General Stores	1,200	28,756,900	22,658,000	23,859,000	100.0	65.3	71.6	73.5	74.9	78.8	79.9	78.8	83.0	+ 5.3	
General Merchandise Group	93	23,198,500	21,586,000	23,609,000	100.0	72.3	75.5	78.7	81.2	86.5	88.9	93.0	101.7	+ 9.4	
Automotive Group	1,115	31,120,100	36,154,000	38,400,000	100.0	52.7	69.3	81.7	86.0	101.5	113.9	116.2	125.5	+ 6.5	
Motor vehicle dealers	328	22,379,600	26,720,000	30,702,000	100.0	48.5	67.3	85.0	88.9	110.6	126.2	128.5	137.2	+ 6.9	
Filling stations(3)	387	4,495,500	4,040,000	4,263,000	100.0	71.5	87.7	83.7	90.6	88.2	86.0	89.9	94.8	+ 5.5	
Garages	355	3,515,700	2,722,000	2,771,000	100.0	54.7	60.8	61.9	65.1	67.2	76.3	77.4	78.8	+ 1.8	
Apparel Group	489	11,087,700	8,671,000	9,178,000	100.0	66.2	70.4	71.5	71.5	73.9	77.6	78.2	82.7	+ 5.8	
Men's and boys' clothing and furnish- ings (including custom tailors) ...	233	4,079,000	3,088,000	3,178,000	100.0	61.9	66.3	71.6	69.7	75.5	78.9	75.7	77.9	+ 2.9	
Family clothing stores	51	1,695,600	1,257,000	1,332,000	100.0	73.3	74.5	72.5	70.6	71.6	70.4	74.1	78.5	+ 6.0	
Women's apparel and accessories stores	136	3,929,200	3,256,000	3,559,000	100.0	64.6	70.2	67.8	70.2	71.1	76.9	82.9	90.6	+ 9.3	
Shoe stores	69	1,383,700	1,070,000	1,109,000	100.0	74.8	78.1	80.5	81.2	80.4	84.6	77.3	80.1	+ 3.6	
Building Materials Group	762	15,574,000	12,972,000	14,901,000	100.0	55.5	63.8	67.1	70.7	76.1	82.3	83.3	95.7	+ 14.9	
Hardware stores	332	7,501,900	5,762,000	6,375,000	100.0	59.1	67.5	67.6	68.5	73.8	78.9	76.8	85.0	+ 10.6	
Lumber and building material dealers.	379	7,337,700	6,603,000	7,765,000	100.0	52.5	61.0	67.1	73.0	78.5	85.9	90.0	105.8	+ 17.6	

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

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1940

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

Kind of Business	Stores and Sales, 1930				Indexes of Retail Sales (1930 = 100)										% of Change, 1940/29
	Number(1) of Stores	Total Net Sales	Estimated Sales(2)		1930	1933	1934	1935	1936	1937	1938	1939	1940		
			1939	1940											
		\$	\$	\$											
Furniture and Household Group	156	5,353,600	4,340,000	4,970,000	100.0	57.2	61.7	68.5	70.2	76.2	80.3	81.1	92.9	+ 14.5	
Furniture stores	51	2,451,600	2,412,000	2,769,000	100.0	68.9	74.0	81.2	85.2	89.3	96.1	98.4	112.9	+ 14.8	
Household appliance stores	26	857,000	848,000	1,048,000	100.0	58.7	77.6	89.4	88.4	102.0	107.1	98.9	122.2	+ 23.6	
Radio and music stores	60	1,781,100	892,000	943,000	100.0	40.3	36.9	41.8	41.4	47.0	47.2	50.1	52.9	+ 5.7	
Restaurants, Cafeterias and Eating Places	483	5,996,400	4,191,000	4,535,000	100.0	54.3	57.0	60.6	62.3	68.1	70.0	69.9	75.6	+ 8.2	
Other Retail Stores	2,141	26,312,300	28,763,000	31,714,000	100.0	58.4	64.4	69.6	86.4	97.6	105.2	109.3	120.5	+ 10.2	
Farmers' supply stores	404	2,134,800	2,328,000	2,670,000	100.0	63.6	70.2	74.7	88.1	98.0	103.8	109.1	125.1	+ 14.7	
Book stores	13	603,900	362,000	375,000	100.0	44.2	45.2	47.2	51.8	59.3	64.6	59.9	72.1	+ 3.6	
Coal and wood yards	81	889,600	663,000	688,000	100.0	77.8	81.9	90.3	82.7	78.0	74.3	74.5	77.3	+ 3.8	
Drug stores	289	5,243,600	4,632,000	4,780,000	100.0	69.6	71.5	74.3	77.5	81.7	86.5	88.3	91.2	+ 3.2	
Florists	24	506,100	278,000	287,000	100.0	43.9	44.5	47.2	51.4	53.3	53.7	54.9	56.7	+ 3.2	
Jewellery stores	93	1,367,200	1,176,000	1,364,000	100.0	55.3	63.0	70.0	70.4	76.9	83.5	86.0	99.8	+ 16.0	
Office, school and store supplies and equipment dealers	38	1,089,100	879,000	943,000	100.0	38.4	43.7	50.0	57.7	69.6	72.8	80.7	86.6	+ 7.3	
Tobacco stores and stands	102	1,119,400	773,000	817,000	100.0	65.0	64.5	64.0	63.3	66.7	68.0	69.1	73.0	+ 5.7	
Government liquor stores	34	4,677,900	(4) 9,366,000	10,753,000	100.0	57.7	68.9	79.7	(x)	(x)	(x)	(x)	(x)	+ 14.8	
Miscellaneous kinds of business (including secondhand stores)	1,063	3,680,700	8,306,000	9,037,000	100.0	52.7	59.6	63.9	63.6	83.3	95.1	95.7	104.1	+ 8.8	

(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.

(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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