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

Internal Trade Branch

Chief: H. Marshall, B.A., F.S.S.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Sales of Manufacturers' Outlets, 1935

In connection with the Census of Merchandising and Service Establishments, returns are secured each year from retail merchants, from regular wholesale houses and also from those manufacturers which maintain sales branches or distributing warehouses from which sales are made to retailers or direct to industrial or other large consumers. A series of reports for 1935 on retail trade and on the business transacted by regular wholesale dealers have already been published. This bulletin supplements the report on wholesale trade (Wholesale Trade in Canada and the Provinces, 1935) and shows the trend in sales between 1934 and 1935 for those manufacturing firms maintaining sales branches and which may be considered to enter definitely into the wholesale field. While the sales figures shown in this report do not cover the entire production in the lines which are listed, they are sufficiently large in most instances to indicate the general trend in sales.

Table 1 shows the changes in the value of sales between 1934 and 1935 for a number of leading kinds of business, first, for all reporting firms as a whole and, then, whenever possible, for each of the five economic divisions of the country. In some instances, it has been necessary to show sales under the heading "head office and export". This item covers sales not distributed by provinces in addition to export sales. Conforming with results shown for retail and regular wholesale trade, gains in sales of manufacturers' outlets in 1935 over 1934, while significant, were less pronounced than in the comparison of 1934 with 1933. Percentage changes by kinds of business from 1934 ranged from a decrease of 2.9 per cent for sugar to an increase of 16.1 per cent for flour and feed. Substantial gains over 1934 for other lines of business were as follows: electrical, 12.0 per cent; house furnishings, 9.6 per cent; chemicals and paints, 9.6 per cent; tires (including rubber goods), 8.4 per cent, and clothing, furnishings and textiles, 8.2 per cent.

Provincial distribution of sales of wholesale dealers and manufacturers of farm machinery and equipment is shown in Table 2 for the period 1930 to 1935. Sales were \$26,582,300 in 1935 compared with \$18,650,800 in 1934 but were still 44 per cent below the level of 1930. The increases in 1935 compared with 1934 ranged from 20.7 per cent in the Maritime Provinces to 71.0 per cent in Saskatchewan.

The distribution of sales of manufacturers reporting their trade with different types of purchasers is shown in Table 3. The figures for total sales in this table do not always agree with Table 1 as figures are not for the same firms in every case. This table is of interest in illustrating the various channels which are employed by manufacturers in distributing their products. The distribution for 1935 varies but little from that shown in a corresponding report for 1934.

Sales of marketers of petroleum products are analyzed in Table 4 to show the percentage distribution through various channels. Approximately one-half the total sales in 1935 were made to retail dealers, including retail stations operated directly by the distributing companies. Sales to jobbers formed 17.7 per cent of the total trade. Sales to farmers and other primary producers were 11.6 per cent of the total for the Dominion as a whole but the ratio varied from 2.8 per cent for Quebec to 34.7 per cent for the Prairie Provinces. "Other wholesale sales", including sales for commercial trucks and other industrial uses, were 13.9 per cent of the total while sales at retail prices formed another 4.3 per cent. A comparison with a corresponding analysis for 1934 shows a slight reduction in the proportion of the total trade with jobbers (17.7 per cent in 1935 compared with 20.0 per cent in 1934) accompanied by slight increases in the proportions for farmers and other primary producers and export sales.

Table 1.--Sales of Manufacturers' Outlets, 1934 and 1935

	Sales Reported		Per Cent Change
	1934	1935	
	\$	\$	
Tires (including rubber goods)	32,911,900	35,679,600	+ 8.4
Head Office and Export	12,437,000	15,076,300	+ 21.2
Maritime Provinces	1,490,300	1,425,100	- 4.4
Quebec	4,183,800	4,084,000	- 2.4
Ontario	8,871,300	9,241,300	+ 4.2
Prairie Provinces	4,622,400	4,596,100	- 0.6
British Columbia	1,307,100	1,256,800	- 3.8
Chemicals and Paints (chiefly paints) ...	8,391,000	9,199,300	+ 9.6
Maritime Provinces	626,000	726,700	+ 16.1
Quebec	2,706,100	2,870,800	+ 6.1
Ontario	3,002,900	3,278,300	+ 9.2
Prairie Provinces	1,330,900	1,480,200	+ 11.2
British Columbia	725,100	843,300	+ 16.3
Clothing, Furnishings and Textiles	6,679,300	7,226,100	+ 8.2
Maritime Provinces	425,100	434,100	+ 2.1
Quebec	1,945,900	2,087,600	+ 7.3
Ontario	3,606,700	4,009,000	+ 11.2
Prairie Provinces	424,200	405,700	- 4.4
British Columbia	277,400	239,700	+ 4.4
Footwear (chiefly rubber)	6,414,300	6,509,800	+ 1.5
Head Office and Export	1,076,900	1,439,300	+ 33.7
Maritime Provinces	852,900	822,900	- 3.5
Quebec	1,794,500	1,555,700	- 13.3
Ontario	1,434,400	1,419,500	- 1.0
Prairie Provinces	866,500	894,900	+ 3.3
British Columbia	389,100	377,500	- 3.0
Electrical	36,268,600	40,628,800	+ 12.0
Maritime Provinces	2,014,200	2,145,000	+ 6.5
Quebec	11,837,800	11,800,000	- 0.3
Ontario	15,385,000	18,252,300	+ 18.6
Prairie Provinces	4,065,400	5,039,500	+ 24.0
British Columbia	2,966,200	3,392,000	+ 14.4
Biscuits and Confectionery	12,787,700	13,637,600	+ 6.6
Maritime Provinces	1,655,900	1,828,300	+ 10.4
Quebec	3,731,400	3,984,400	+ 6.8
Ontario	5,123,300	5,329,100	+ 4.0
Prairie Provinces	1,853,200	2,057,100	+ 11.0
British Columbia	423,900	438,700	+ 3.5
Flour and Feed	52,854,500	61,359,000	+ 16.1
Export sales	13,651,700	15,564,000	+ 14.0
Domestic sales	39,202,800	45,795,000	+ 16.8
Sugar	35,171,700	34,140,300	- 2.9
Food Specialties	16,969,300	18,145,200	+ 6.9
Milk Products	8,343,100	9,004,700	+ 7.9
House Furnishings	6,716,200	7,359,000	+ 9.6
Quebec and Maritime Provinces	2,552,400	2,682,800	+ 5.1
Ontario	2,692,300	2,992,400	+ 11.1
Prairie Provinces	929,700	1,109,800	+ 19.4
British Columbia	541,800	574,000	+ 5.9
Hardware and Plumbing	16,522,000	17,350,300	+ 5.0
Quebec and Maritime Provinces	5,587,500	5,609,600	+ 0.4
Ontario	7,360,600	7,732,800	+ 5.1
Prairie Provinces	2,559,000	2,836,800	+ 10.9
British Columbia	1,014,900	1,170,100	+ 15.3

Table 2.--Sales of Dealers⁽¹⁾ and Manufacturers⁽²⁾ of Farm Machinery and Equipment, by Provinces⁽³⁾, 1930 - 1935

Province	Sales						Indexes of Sales (1930 = 100.0)						Per Cent Change, 1934-1935
	1930	1931	1932	1933	1934	1935	1930	1931	1932	1933	1934	1935	
	\$	\$	\$	\$	\$	\$							
CANADA, Total	47,325,700	16,655,200	16,124,200	14,298,500	18,650,800	26,582,300	100.0	35.2	34.1	30.2	39.4	56.2	+ 42.5
Maritime Provinces .	1,337,100	811,800	505,700	470,300	588,600	710,800	100.0	60.7	37.8	35.2	44.0	53.2	+ 20.7
Quebec	3,536,800	2,749,200	1,717,600	1,434,000	1,783,900	2,159,300	100.0	77.7	48.6	40.5	50.4	61.1	+ 21.0
Ontario	8,976,000	5,065,000	3,439,700	3,450,600	4,743,100	6,838,300	100.0	56.4	38.3	38.4	52.8	76.2	+ 44.2
Manitoba	6,582,300	1,744,300	1,941,800	1,898,200	2,855,000	4,173,300	100.0	26.5	29.5	28.8	43.4	63.4	+ 46.2
Saskatchewan	15,185,000	2,596,600	4,175,900	3,276,500	3,839,600	6,566,300	100.0	17.1	27.5	21.6	25.3	43.2	+ 71.0
Alberta	11,050,200	3,226,700	4,079,300	3,496,000	4,418,300	5,586,100	100.0	29.2	36.9	31.6	40.0	50.6	+ 26.4
British Columbia ...	658,300	461,600	264,200	272,900	422,100	548,200	100.0	70.1	40.1	41.5	64.1	83.3	+ 29.9

(1) Includes practically all large wholesale dealers.

(2) Includes manufacturers operating distributing branches in Canada.

(3) Sales are based on the location of establishments and are not necessarily identical with provincial sales.

Table 3.--Distribution of Sales of Manufacturers' Outlets⁽¹⁾, 1935

Group	Sales of Firms Reporting 1935	Percentage Distribution of Total Sales --							
		Manufacturers or industrial users		Jobbers or other wholesalers	Chain (other than volun- tary) or department stores	Other retailers, institutions or professions	Sales at retail prices	Export	Other
		as materials	as supplies or equipment						
Electrical	\$ 39,961,400	6.4	44.0	27.5	3.5	14.2	0.6	3.8	-
Food products --									
Biscuits and confectionery	13,637,600	0.2	-	33.6	18.9	38.7	8.1	0.5	(2)
Flour and feed ⁽³⁾	61,359,000	40.8	-	27.6	2.1	4.7	0.1	24.7	-
Sugar	34,140,300	21.1	-	64.0	11.4	3.0	-	0.5	-
All other groceries	18,145,200	6.1	-	24.8	13.3	24.7	-	31.1	-
Furniture and house furnishings	7,359,000	8.6	1.4	6.3	29.6	44.8	7.8	1.4	0.1
Hardware and plumbing	17,350,300	32.6 ⁽⁴⁾		16.8	7.4	39.3	2.4	1.5	-
Rubber footwear	6,509,800	2.0	0.6	13.3	20.6	42.5	-	20.9	0.1
Tires and rubber goods	35,679,600	19.8	4.5	12.9	5.3	32.8	1.1	23.2	0.4

(1) Chiefly manufacturers with general sales offices or sales branches.

(2) Less than .1 per cent.

(3) Established on basis of available figures. (4) Percentage of total sales made to industrial users as materials, supplies or equipment.

Table 4.--Distribution of Sales of Marketers⁽¹⁾ of Petroleum Products, 1935

Economic Division	Sales of Firms Reporting 1935	Percentage of Total Sales to --						
		Jobbers	(2) Retailers	Farmers and other primary producers	Other wholesale sales	Sales at retail prices	(3) Export sales	All other
CANADA, Total	\$ 172,555,500	17.7	49.9	11.6	13.9	4.3	2.2	0.4
Maritime Provinces	14,866,700	15.7	64.3	9.0	5.5	2.7	2.1	0.7
Quebec	31,292,800	19.4	53.3	2.8	17.1	5.1	2.0	0.3
Ontario	65,204,700	17.1	57.4	4.3	12.3	5.2	3.4	0.3
Prairie Provinces	41,119,000	17.8	37.4	34.7	8.4	0.5	0.9	0.3
British Columbia	20,072,300	18.3	35.2	4.1	31.8	8.4	1.2	1.0

(1) Includes marketing organizations of refining companies as well as jobbers.

(2) Includes company-owned filling stations.

(3) Export sales are attributed to offices reporting such sales.

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