

CENSUS OF MERCHANDISIIVG AND SERVICE ESTABLISHLENTS.
Sales of Manufacturers Outlets, 1936
Introduction
Reports are secured annually for the Census of Merchandising and Service Establishments from retail merchants, from full-function wholesalers and also from certain types of manufacturers which have set up sales branches or distributing warehouses and Which thus perform at least part of the function of regular wholesale merchants. Sales of such firms are made partly to retailers, partly to wholesalers or jobbers and partly to industrial or other large consumers. Reports for 1936 covering the retail trade and that of regular wholesalers have already been published (2). This bulletin supplements the wholesale trade report and shows the trend in sales between 1935 and 1936 for those manufacturins firms in certain industries which operate sales branches or distributing warehouses. While the figures shown hersin are not all inclusive even for those industries represented, they are sufficiently complete to indicate the general trend in sales over the two-year period.

## Summary

Comparison oi sales for 1935 and 1936 for firms comins within the scope of this survey reveal increases generally in excess of those recorded in the 1934-1935 comparison. The slectrical group shows the greatest relative improveinent with a ain of 25.3 per cent compared with an increase of 12.0 per cent in the preceding year. The food specialties group comes second with a 19.4 per cent improverent compared with a 6.9 per cent increase in 1935 over 1934. Percentage changes between 1935 and 1936 for other groups with increases between 1934 and 1935 in brackets are as follows: house furnishings, 15.5 (9.6); flour and feed, 15.0 (16.1); hardware and pluinbing, 13.6 (5.0); milk products, 13.1 (7.9); chemicals and paints, 12.1 (9.6); biscuits and confectionery, 11.0 (6.6); footwear, 8.3 (1.5); tires (including rubber goods), 7.5 (8.4); clothing, furnishinga and textiles, $4.4(0.2)$, and sugar, $1.5(-2.9)$.

Sales of deaiers and manufacturers of farm machinery and equipaent are shown in Table 2. Percentage gains in 1936 over 1935 of 43 per cent in the Haritime Provinces, 31 per cent in British Columbia and 23 per cent in vuebec were modified by smaller increases of 12 per cent for Ontario, no change in Saskatchewan and declines of 8 per cent and 1 per cent for Manitoba and Alberta, resulting in a net gain of 5 per cent for the country as a whole.

Distribution of sales of manufacturers' outlets to various types of purchasers is shown in Table 3 for firms in a number of seiected industries and able to give this analysis of their business. Two groups - chemicals and paints, and clothing, furnishings and textiles - have beon added to the classifications for which this analysis was made in previous years. The distribution of sales for the ocher groups as shown in rable 3 differs but little from the corresponding proportions for 1935 and 1934.

The distribution of sales of marketers of petroleum products for 1936 is shown in Table 4. Of the total sales reported, $83,552,300$, slightly more than 50 per cent wes made with retailers including retail stations operated by the distributing companies. Sales to jobbers amounted to 16.1 per cent of the total and sales to farmers and other primary producers accounted for another 10.5 per cent. The proportion of the total sales made with farmers and other primary producers was lowest in quebec at 3.0 per cent and Was highest in the Prairis Provinces at 29.4 per cent. In the liaritime Provinces the ratio was also comparatively high at 9.1 per cent.

In addition to sales to jobbers and to retailers "other wholesale sales" of marketers of petroleum products anounted to 14.2 per cent of the total. Includsd in this group are sales for commercial vehicles and industrial uses.
(1) Retail Herchandise Trade in Canada, 1936.
(2) Wholesale Trade in Canada and the Provinces, 1936.

|  | $\frac{\text { Sales }}{1935}$ | $\begin{gathered} \text { pted } \\ 1936 \end{gathered}$ | Per cient Change |
| :---: | :---: | :---: | :---: |
|  | * |  |  |
| Tires (including rubber goods) | 35,679,600 | 30,354,600 | + 7.5 |
| Head Uffice and ixport. | 15,075,300 | 16,360,900 | + 8.6 |
| Waritime Provinces | 2,425,100 | 1,560,200 | + 9.5 |
| zuebec ............................... | 4,154,000 | 4,532,700 | + 9.1 |
| Ontario | 9,208,300 | 9,770,800 | + 6.1 |
| Prairie Provinces | 4,559,100 | 4,753,800 | + 4.3 |
| British Columbia | 1,256,800 | 1,360,200 | +8.9 |
| Chemicals and Faints (chiefly paints) ... | 9,649,400 | 10,819,300 | $+12.1$ |
| Waritime Frovinces ................. | 726,700 | -801,800 | $+10.3$ |
| Quebec | 3,320,900 | 3,846,300 | $+15.8$ |
| Ontario | 3,278,300 | 3,601,800 | + 9.9 |
| Prairie Provinces | 1,480,200 | -, 604,500 | + 8.4 |
| British Colurbia .................... | 843,300 | 964,900 | $+14.4$ |
| Clothing, Furnishings and Textiles ...... | 7,226,100 | 7,541,900 | + 4.4 |
| Wiaritime Provinces .......................... | 434,100 | 471,600 | + 8.6 |
| Quebeo.. | 2,087,600 | 2,264,400 | +8.5 |
| Ontario | 4:009,000 | 4,048,900 | + 1.0 |
| Prairie Provinces | 405,700 | 424,000 | + 4.5 |
| British Celumbia | 28\%,700 | 333,000 | +14.9 |
| Footwear (chieily rubber) .o............. | 6,5?6,300 | 7,125,200 | + 8.3 |
| Head Office and Export ............. | 1,4.39,300 | 2,283,000 | +50.7 |
| Maritime Provinces .................. | 822,900 | 709,300 | -13.8 |
| quebec | 1,555,700 | 1,415,700 | - 9.0 |
| Untario | 1, 4.86,000 | 1,446,800 | - 2.6 |
| Prairie Provinces .o................. | 894,900 | 885,300 | - 1.1 |
| British Columbia .................... | 377,500 | 384,300 | + 1.8 |
| Electrical ...........................0.0.0. | 42,167,400 | 52,046,900 |  |
| haritime Provinces ................... | 2,226,100 | 2,725,200 | $+22.4$ |
| Quebec | 12,229,300 | 14,859,500 | +21.5 |
| Ontario | 18, 514,300 | 25:548,200 | +35.1 |
| Frairie Provinces .................... | 5,173,000 | 5,490,100 | +6.1 |
| British Columbia ................... | 3,62.4,700 | 4,223,900 | $+16.5$ |
| Biscuits and Confectionery ........0.0.0. | 13,4,6,400 |  | +11.0 |
| Naritime Provinces ................... | 1,687,100 | 1,323,400 | + 8.1 |
| Quebec | 3,984,400 | 4,814,800 | +20.8 |
| Ontario | 5,329,100 | 5,524,500 | + 3.7 |
| Prairie Provinces ................... | 2,057,100 | 2,313,200 | +12.4 |
| British Columbia .................... | 438,700 | 503,200 | +14.7 |
| Flour and Feed | 61,359,000 | 70,539,600 | +15.0 |
| Export Sales ........................ | 15,564,000 | 14,964,800 | - 3.8 |
| Domestic Sales ....................... | 45,795,000 | 55,624,800 | +21.5 |
| Sugar | 31,240,300 | 34,660,900 | + 1.5 |
| Food Specialties ........................ | 18,145,200 | 21,660,600 | $+19.4$ |
| Milk Products | 9,004,700 | 10,186,600 | +13.1 |
| House Furnishings ....................... | 7,359,000 | 8,502,500 | +15.5 |
| Queboc and liaritime Provincea ...... | 2:682,800 | 2,974,500 | $+10.9$ |
| Ontario .............................. | 2,992,400 | $\therefore, 451,300$ | +15.3 |
| Prairie Provinces ...............sesos | 1,109,800 | 2,334,500 | +20.2 |
| British Columbia ..........s.o....... | 574,000 | 74.2,200 | +29.3 |
| Hardware and Plumbing ................... | 17,350,300 | 19,702,300 | +13.6 |
| Quebec and laritime Provinces ...... | 5,609,600 | 6,270,700 | +11.8 |
| Ontario | 7,732,800 | 8,023,600 | +14.1 |
| Prairie Provinces ................... | 2,037,800 | 3,179,700 | +12.0 |
| British Columbia | 1,170,100 | 1,428,300 | +22.1 |

Taule 2.--Sales of Deaiersi1) and Manufacturess (2) of Farm jachinery and Equipment Dy Provinces (3) 1930-1936

(1) Includes practically all largo wholesale dealers.
(2) Includes manufacturers operating distributing branches in Canada.
(3) Sales are based on the location of eatablishments and are not necessarily identical with provincial sales.

Table 3.--Distribution of Sales of Vianufacturers' Uutlets (1), 1936

| Group | Sales of Firms Roporting 1936 | $\begin{gathered} \text { industr } \\ \text { as } \\ \text { matorials } \end{gathered}$ | cturers or <br> ial users $\qquad$ <br> as suppiles <br> or equipment | rcentage Di <br> Jobbers or other wholesalers | tribution of to <br> Uhain (other than voluntary) or department $\qquad$ stores | al Sales -- <br> uther <br> retailers, institutions or professions | ```sales at retail prices``` | Export | Uther |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Chemicals and paints (chiefly paints) (2) | 10,290,500 | 20.1 | 5.2 | 16.1 | 7.5 | 45.0 | 4.0 | 0.6 | 0.7 |
| Clothing, furnishings and textiles ..... | 7,267,700 | 6.6 | 11.4 | 13.1 | 25.4 | 44.9 | 7.5 | 0.9 | 0.2 |
| Electrical | 50,288,000 | 6.1 | 47.6 | 16.4 | 4.0 | 20.5 | 2.5 | 2.9 | - |
| rood products -- <br> Biscuits and confectionery ......... | 14,979,100 | 0.2 | - | 35.9 | 18.6 | 44.9 | - | 0.3 | 0.1 |
| Dairy and poultry products(2) ........ | 10,186,600 | 15.5 | - | 47.0 | 8.3 | 18.0 | - | 11.2 | - |
| Flour and feed(2) | 70,589,600 | 35.1 | - | 23.3 | 7.6 | 13.0 | 0.1 | 20.9 | - |
| Sugar | 34,660,900 | 22.6 | (3) | 63.3 | 10.6 | 3.2 | - | 0.3 | - |
| All other groceries .................. | 23,107,400 | 6.5 | - | 23.2 | 13.3 | 26.6 | - | 30.4 | - |
| Furniture and house furnishings ........ | 8,502,500 | 8.2 | 1.9 | 5.5 | 30.0 | 44.6 | 8.2 | 1.5 | 0.1 |
| Hardware and plumbing ................... | 19,692,300 |  | .0(4) | 16.2 | 7.2 | 39.3 | 2.4 | 2.9 | - |
| Rubber footvear .......................... | 7,125,200 | 1.6 | 0.6 | 21.8 | 20.3 | 37.6 | - | 30.0 | 0.1 |
| Tires and rubber goods ................... | 38,354,600 | 19.6 | 4.4 | 11.0 | 6.6 | 31.5 | 1.3 | 25.2 | 0.4 |

(1) Chiefly manufacturers with sales offices or sales branches. (2) Astablished on basis of available fisures.
(3) Less than. 1 per cent.
(4) Percentage

Table 4.-=Distribution of Sales of Marketers (1) of Petrol eum Products, 1936

| Economic Division | Sales of Firms Reporting ... 1936 | Jobbers | (2) Rotailers | rcontage of ? <br> Farmers and other primary producers | otal Sales Uther wholesale seles | Sales at <br> retail <br> pricos | $\begin{array}{r} (3) \\ \text { Export } \\ \text { sales } \end{array}$ | All <br> other |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| CANADA, Total | 183,552,800 | 18.1 | 50.1 | 10.5 | 14.2 | 4.3 | 2.3 | 0.5 |
| Maritime Provinces ..... | 15,702,600 | 18.1 | 57.6 | 9.1 | 7.2 | 4.5 | 2.6 | 0.9 |
| vuebec .................. | 31,781,100 | 20.1 | 50.5 | 3.0 | 17.3 | 6.3 | 2.4 | 0.4 |
| Untario ............... | 69,817,300 | 17.0 | 55.4 | 4.0 | 14.5 | 5.2 | 3.5 | 0.5 |
| Prairio Provences | 45,538,800 | 17.8 | 46.1 | 29.4 | 5.3 | 0.3 | 0.6 | 0.3 |
| British Columbia | 20,633,000 | 19.6 | 34.3 | 3.4 | 33.3 | 7.2 | 1.2 | 1.0 |

(1) Includes rketing organizations of refining companies as well as jobbers.
(2) Includes company-owned filling stations.
(3) Export saies are attributed to offices reporting such sales.


