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CANADA
DOMINION BUREAU OF STATISTICS
CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

WHOLESALE TRADE
IN
CANADA AND THE PROVINCES
1933

*Survey period
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NOTICE

This is one of a series of reports presenting the results of the Annual Census of Merchandising and Service Establishments for the year 1933. Other reports containing statistics of retail sales, chain stores and theatres are obtainable, on request, from the Dominion Bureau of Statistics.

A series of reports presenting detailed information on number of stores and amount of business for counties, cities and towns by kinds of business have been prepared from the returns for the decennial census. These printed reports may be obtained at a nominal price from the King's Printer, Ottawa.

DOMINION BUREAU OF STATISTICS - CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

WHOLESALE TRADE IN CANADA, 1930 - 1933

Wholesale trade in Canada for the year 1933, according to calculations by the Dominion Bureau of Statistics, amounted to \$887,002,000 compared with the census figures of \$1,361,580,600 for the year 1930. This represents a decline of 34.9 per cent in value of sales over the four-year period. This survey of wholesale trade for the period 1930 to 1933 covers, in the main, those types of wholesale establishments classified as Wholesalers Proper for the Census of Merchandising and Service Establishments, 1931.

Comparison of sales in 1933 with those in 1930 for the chief kind-of-business groups reveals that there are wide variations in the extent of the decline in dollar volume of business. Sales of wholesale dealers in chemicals and paints were only 7.7 per cent below the 1930 totals for this group, while the business of coal dealers was lower by 16.5 per cent. Sales for both groups, however, were lower in 1932 than in 1933. The dealers handling construction materials suffered the most serious losses in trade and the volume for these groups in 1933 was less than half the total for 1930. The following are the percentage declines for dealers in these kinds of business: Metals and metal work, 51.5 per cent; Electrical, 56.9 per cent; Machinery, equipment and supplies, 60.7 per cent; Plumbing and heating equipment and supplies, 63.5 per cent; and Lumber and building materials, 63.8 per cent.

Those kinds of business for which the loss in volume of sales was from 20 to 30 per cent are: All other trades, 21.4 per cent; Drugs and drug sundries, 21.9 per cent; Paper and paper products, 23.4 per cent; Leather and leather goods, 28.6 per cent; and Petroleum products, 29.5 per cent. Losses in sales volume from 30 to 40 per cent are recorded for Foods, Tobacco and confectionery, Waste materials, Jewellery and optical goods, General merchandise, Dry goods and apparel, and Automotive.

Hardware, Amusement, photographic and sporting goods, Furniture and house furnishings, and Farm supplies show losses ranging from 40 to 50 per cent in 1933 compared with 1930.

Retail and Wholesale Trade, by Provinces

The following tabulation shows the indexes of retail and wholesale trade for the period 1930 to 1933:

Comparison of Indexes of Retail and Wholesale Sales, 1930 - 1933

W - Wholesale R - Retail

District		1930	1931	1932	1933	Per Cent Change - Year to Year		
						31 /30	32 /31	33 /32
CANADA	W	100.0	81.5	68.4	65.1	18.5	16.1	4.8
	R	100.0	84.4	69.6	64.5	15.6	17.5	7.3
Maritime Provinces ..	W	100.0	85.4	69.8	67.3	14.6	18.3	3.6
	R	100.0	87.7	71.4	66.0	12.3	18.6	7.5
Quebec	W	100.0	83.3	68.6	64.9	16.7	17.6	5.4
	R	100.0	86.4	71.4	64.7	13.6	17.4	9.4
Ontario	W	100.0	84.0	70.3	67.8	16.0	16.3	3.6
	R	100.0	86.5	71.5	67.0	13.5	17.3	6.3
Prairie Provinces ...	W	100.0	73.4	66.0	61.3	26.6	10.1	7.1
	R	100.0	77.3	64.9	60.0	22.7	16.1	7.6
British Columbia	W	100.0	81.9	64.8	63.3	18.1	20.9	2.3
	R	100.0	83.2	65.2	61.8	16.8	21.6	5.2

For Canada as a whole, the index of retail sales in 1933 was 64.5 per cent and the wholesale 65.1 per cent. A year-to-year comparison shows that wholesale sales fell 18.5 per cent in 1930 while retail sales declined 15.6 per cent. In 1932, compared with 1931, wholesale sales were down 16.1 per cent while retail sales fell 17.5 per cent. In 1933 the drop was 4.8 per cent for wholesale trade and 7.3 per cent for retail. It will thus be seen that wholesale sales in this period tended to drop earlier than retail sales, but the decline was arrested sooner for wholesale sales than for retail. The chief reason for the difference lies in the relative price movements for wholesale and retail trade.

For all provinces, except the Prairies, the year-to-year changes in wholesale and retail sales show that the former dropped more in 1931, slightly less than the retail in 1932, and considerably less in 1933. In the Prairie Provinces, retail and wholesale sales for 1933 fell to about the same extent compared with 1932.

A year-to-year comparison of sales for both lines of trade shows, with the exception of the Prairie Provinces, that the dollar volume of sales declined more in 1932 than in either 1931 or 1933. The Prairie Provinces show the largest losses in 1931 compared with 1930.

Sales by Provinces

The wholesale trade by provinces, in 1930 and 1933, is shown below:

District	Sales, 1930 \$	Sales, 1933 \$	Per Cent Change
CANADA	1,361,580,600	887,002,000	-34.9
Maritime Provinces	92,079,500	61,945,000	-32.7
Quebec	383,548,700	248,904,000	-35.1
Ontario	468,995,700	317,929,000	-32.2
Prairie Provinces	286,971,500	175,907,000	-38.7
British Columbia	129,985,200	82,317,000	-36.7

Ranked in order of the extent of the decline in sales, the provinces are as follow: Ontario, 32.2 per cent; Maritime Provinces, 32.7 per cent; Quebec, 35.1 per cent; British Columbia, 36.7 per cent; and Prairie Provinces, 38.7 per cent.

Maritime Provinces.--Wholesale trade in the Maritime Provinces was \$92,079,500 in 1930 and \$61,945,000 in 1933. Sales of wholesale dealers in groceries, dairy and poultry products, and general merchandise showed a slight increase in 1933 compared with 1932, but all other groups registered a decline.

Quebec.--Sales at wholesale in Quebec Province were \$248,904,000 in 1933 compared with \$383,548,700 in 1930, a decline of 35.1 per cent. An interesting movement in 1933 was the sharp increase in the sales of chemicals and paints, for which the index advanced from 77.8 in 1932 to 97.4 in 1933. Sales of groceries, meats and fish, and leather and leather goods showed slight increases in 1933 over 1932.

Ontario.--Sales in Ontario were \$468,995,700 in 1930 and \$317,929,000 in 1933, a decline of 32.2 per cent. Increases in sales in 1933 compared with 1932 are noted for chemicals and paints, coal and coke, and waste materials, while the sales of groceries remained at the same level.

Prairie Provinces.--While wholesale sales in the Prairie Provinces show the largest decline for any region for the period 1930 to 1933 - the volume of sales dropping from \$286,971,500 in 1930 to \$175,907,000 in 1933 - there are several striking features in the trends by kinds of business. For the Dominion as a whole, the index of sales for foods is 68.9 in 1933, while in the Prairie Provinces it is 71.6. For groceries, the Prairie index is 89.5 compared with 80.8 for the Dominion. In view of the large decrease in agricultural income in the Prairie Provinces, the maintenance of the sales of food products at such a high level is somewhat surprising. Two factors may have contributed toward this result. The first is a tendency toward greater purchasing through regular wholesale and retail channels during the past four years and, secondly, the considerable amounts spent by governmental agencies for relief purposes in the Prairie Provinces.

British Columbia.--Wholesale sales in British Columbia were \$82,317,000 in 1933 compared with \$129,985,200 in 1930, a decline of 36.7 per cent. Increases in sales in 1933 over 1932 are shown for chemicals and paints, dry goods and apparel, groceries, dairy and poultry products, hardware, machinery, equipment and supplies, and metals and metal work.

Comparison of Indexes of Wholesale Sales and Wholesale Prices

The total sales of wholesale establishments in Canada in each of the years 1930 to 1933 and the indexes of sales and prices are as follow:

Year	Sales	Indexes (1930 = 100)	
		Sales	Prices (Consumers' Goods)
	\$		
1930	1,361,580,600	100.0	100.0
1931	1,109,339,000	81.5	85.3
1932	930,975,000	68.4	79.8
1933	887,002,000	65.1	79.6

How much of the decrease in dollar volume of sales is due to the decline in price levels, and how much to a decrease in the quantity of goods distributed by wholesale establishments, cannot be definitely stated due to the absence of price indexes so constructed as to be strictly comparable with the sales of wholesale firms. Nevertheless, the table above shows that a considerable portion of the drop in dollar volume is due to price declines. The effect of changing prices is much more pronounced in some fields of trade than in others as the following table of price indexes shows:

Index Numbers of Wholesale Prices

(1930 = 100)

	1930	1931	1932	1933
Consumers' Goods, Total	100.0	85.3	79.8	79.6
Foods, beverages, tobacco	100.0	75.6	66.1	68.5
Coal	100.0	92.5	96.5	91.6
Drugs and pharmaceutical chemicals ..	100.0	91.6	83.5	70.9
Other Goods --				
Building and construction materials .	100.0	90.2	85.0	86.2
Chemicals and allied products	100.0	93.4	90.4	87.6
Hardware	100.0	97.9	96.0	94.2
Petroleum and its products	100.0	86.9	88.8	89.0

Probably the most comparable indexes are those for sales and prices of foods. In 1933 both the sales and price indexes stand at about the same level, 68.9 for sales and 68.5 for prices. In 1932 the respective indexes are 70.2 for sales and 66.1 for prices. This suggests that the actual quantities of food products distributed by wholesale establishments has not been greatly reduced since 1930. It also suggests that the slight rise in dollar volume of sales in 1933 over 1932, which occurred in some provinces, was due chiefly to the rise in wholesale prices.

Apart from the food group, the comparison of indexes of sales and prices leads to the conclusion that there have been reductions in quantities of goods wholesaled, particularly marked in the case of construction and building materials and allied trades.

Comparability With 1930 Census

In constructing an annual index of wholesale sales, the chief objective has been to derive the most representative measure of wholesale trade and particularly of the pre-retail business. For this reason it was necessary to make some alterations in the classifications used in the earlier census and to omit certain groups. As has already been mentioned, this annual index of wholesale trade is confined to Wholesalers Proper, with the exception of the classifications "Meats and Fish" and "Petroleum", which are discussed in detail below. Wholesalers Proper are mainly wholesale merchants, importers, exporters and supply and machinery distributors. From this group are excluded such distributors as agents and brokers, manufacturers' sales branches and other types of specialized distributors. The changes that have been made in the kind-of-business classifications are outlined as follows:

Classifications Omitted

1. Farm Products (not elsewhere specified).--This group has been omitted with the exception of the class Flowers, Seeds and Nursery Stock, which has been added to the Farm Supplies group. The major class in the Farm Products group was Hides, Skins and Furs, the sales of which have fluctuated widely during the depression on account of changes in quantity handled and also in prices. The products handled were mainly unprocessed goods which re-entered trade after manufacture and thus were more or less a duplication of sales.

2. Forest Products (except lumber).--This group has been excluded for the same reasons as are given for Farm Products.

Classifications Changed

1. Automotive.--The class Automobiles and Other Motor Vehicles has been omitted as changes in methods of distribution seriously affected sales for this class. The other classifications in this group remain unchanged.

2. Chemicals, Drugs and Allied Products.--This group is now divided into two parts, Chemicals and Paints in one division and the remainder of the group classed as Drugs and Drug Sundries. The sales of the Drug and Drug Sundries group in the Prairie Provinces have been increased by \$868,000 for 1930 on the basis of revised figures submitted.

3. Farm Supplies.--This group now includes Flowers, Seeds and Nursery Stock. The figures for 1930 have been revised to allow for an addition of \$363,000 in sales in the Prairie Provinces.

4. Foods.--This group includes the old classification Groceries and Food Specialties and all of the group, Food Products (n.e.s.), with the exception of Confectionery and Soft Drinks, which are grouped with Tobacco.

There has been a considerable revision in the figures for Meats. The 1930 census included the wholesale branches of packing houses as well as wholesale merchants. In order to secure a more comprehensive figure for meat sales, the total domestic sales of the packing companies have now been taken, irrespective of whether the sales were made from the plant or distributing warehouse. The inclusion of plant sales has raised the total for Meats and Fish from \$103,807,700 in 1930 to \$169,109,700 for the same year. Owing to the fluctuations in the export sales of meats only the domestic sales have been taken.

5. Petroleum Products.--In the Census of 1930, Bulk Tank Stations were classified under Other Wholesalers. Although these wholesale outlets are largely controlled by refining companies, their sales are made, in the main, to retail outlets. For the annual census, therefore, the entire group of dealers handling petroleum products has been included with Wholesalers Proper. The sales figures for this group have also been revised on the basis of more complete information. Sales in 1930, as published in the Census reports, were \$220,375,500; the revised figure for the same year is \$230,169,200.

6. Tobacco and Confectionery.--In this group the old classifications Tobacco and Tobacco Products and Confectionery and Soft Drinks have been combined.

7. Waste Materials.--This group was called Iron and Steel Scrap and Other Waste Materials in the earlier census.

Groups Unchanged

1. Amusement, Photographic and Sporting Goods
2. Coal and Coke
3. Dry Goods and Apparel
4. Electrical
5. Furniture and House Furnishings
6. General Merchandise
7. Hardware
8. Jewellery and Optical Goods
9. Leather and Leather Goods
10. Lumber and Building Materials
11. Machinery, Equipment and Supplies
12. Metals and Metal Work
13. Paper and Paper Products
14. Plumbing and Heating Equipment and Supplies
15. All Other.

Method of Constructing Index of Wholesale Sales

The index of wholesale sales has been constructed from reports secured from the larger wholesale firms operating throughout the period 1930 to 1933 and is based on the results of the Census of Merchandising and Service Establishments, 1931. While the earlier census included in its scope every wholesale establishment in Canada, the census for 1933 covered only those Wholesalers Proper who reported sales of \$200,000 or more for the decennial census (this limit has now been lowered to \$100,000). For the Dominion as a whole, this meant that more than 70 per cent of the volume of sales of Wholesalers Proper was covered by the Census of 1933. From the reports received, and using the year 1930 as the base period, indexes of wholesale sales for each of the years 1931 to 1933 have been computed. These indexes have then been applied to the total sales of Wholesalers Proper in 1930 in order to arrive at estimates of the volume of sales for 1931, 1932 and 1933.

While a large portion of wholesale trade has been covered in the current census, it is clear that the figures presented in this report for the years 1931, 1932 and 1933 are estimates based on indexes computed from the returns of the establishments reporting. The chief factor which may not be reflected in the sales indexes is a decline in the number of establishments in certain kinds of business. No information is available to show the extent to which firms going out of business have not been replaced by new stores of a similar character. The possibility, therefore, of the sales of the surviving firms covered by this census not reflecting completely the trend in wholesale trade during the period from 1930 to 1933 must be noted. Changes in the number of firms are not thought to be as influential a factor in the wholesale field as in the retail as greater stability exists among wholesale establishments. It is believed that for the provincial wholesale trade as a whole the figures may be taken as approximately correct and for certain kind-of-business groups as being more accurate than for others. In certain lines of trade the annual census embraces more than 90 per cent of the sales volume.

Table 1.—Summary of Wholesale Trade by Economic Divisions and Kinds of Business, 1930 - 1933

Division	Total Net Sales				Indexes of Sales				Per Cent Change
	1930 (Actual)	(Estimated)			(1930 - 100.0)				
		1931	1932	1933	1930	1931	1932	1933	
	\$	\$	\$	\$					1930/1933
Maritime Provinces	92,079,500	78,660,000	64,277,000	61,945,000	100.0	85.4	69.8	67.3	-32.7
Quebec	383,548,700	319,418,000	263,178,000	248,904,000	100.0	83.3	68.6	64.9	-35.1
Ontario	468,995,700	394,106,000	329,910,000	317,929,000	100.0	84.0	70.3	67.8	-32.2
Prairie Provinces	286,971,500	210,744,000	189,444,000	175,907,000	100.0	73.4	66.0	61.3	-38.7
British Columbia	129,985,200	106,411,000	84,166,000	82,317,000	100.0	81.9	64.8	63.3	-36.7
CANADA, TOTAL	1,361,580,600	1,109,339,000	930,975,000	887,002,000	100.0	81.5	68.4	65.1	-34.9
Amusement, photographic and sport- ing goods	4,277,700	3,535,000	2,875,000	2,459,000	100.0	82.6	67.2	57.5	-42.5
Automotive	20,989,700	17,357,000	13,189,000	12,842,000	100.0	82.7	62.8	61.2	-38.8
Chemicals and paints	8,387,000	7,052,000	6,265,000	7,743,000	100.0	84.1	74.7	92.3	- 7.7
Drugs and drug sundries	27,628,300	26,533,000	23,310,000	21,576,000	100.0	96.0	84.4	78.1	-21.9
Coal and coke	50,252,100	43,538,000	41,367,000	41,937,000	100.0	86.6	82.3	83.5	-16.5
Dry goods and apparel	102,358,100	80,832,000	66,705,000	64,285,000	100.0	79.0	65.2	62.8	-37.2
Electrical	22,981,600	17,983,000	11,945,000	9,903,000	100.0	78.3	52.0	43.1	-56.9
Farm supplies	16,036,900	13,815,000	10,054,000	8,329,000	100.0	86.1	62.7	51.9	-48.1
Foods	535,467,300	445,461,000	375,712,000	369,199,000	100.0	83.2	70.2	68.9	-31.1
Furniture and house furnishings ..	13,632,600	10,458,000	7,909,000	7,294,000	100.0	76.7	58.0	53.5	-46.5
General merchandise	13,478,100	10,466,000	9,214,000	8,536,000	100.0	77.7	68.4	63.7	-36.3
Hardware	65,942,600	50,451,000	39,195,000	38,000,000	100.0	76.5	59.4	57.6	-42.4
Jewellery and optical goods	10,857,500	9,460,000	7,492,000	7,115,000	100.0	87.1	69.0	65.5	-34.5
Leather and leather goods	7,377,400	5,630,000	4,933,000	5,268,000	100.0	76.3	66.9	71.4	-28.6
Lumber and building materials	51,872,100	38,182,000	22,731,000	18,769,000	100.0	73.6	43.8	36.2	-63.8
Machinery, equipment and supplies.	59,320,700	33,849,000	26,040,000	23,323,000	100.0	57.1	43.9	39.3	-60.7
Metals and metal work	14,059,100	10,009,000	7,315,000	6,813,000	100.0	71.2	52.0	48.5	-51.5
Paper and paper products	22,461,600	20,810,000	18,444,000	17,204,000	100.0	92.6	82.1	76.6	-23.4
Petroleum products	230,169,200	192,647,000	179,055,000	162,324,000	100.0	83.7	77.8	70.5	-29.5
Plumbing and heating equipment and supplies	11,725,000	8,773,000	4,999,000	4,280,000	100.0	74.8	42.6	36.5	-63.5
Tobacco and confectionery	45,870,200	40,312,000	33,682,000	30,260,000	100.0	87.9	73.4	66.0	-34.0
Waste materials	10,118,100	8,062,000	5,399,000	6,669,000	100.0	79.7	53.4	65.9	-34.1
All other	16,317,700	14,124,000	13,147,000	12,824,000	100.0	86.6	80.6	78.6	-21.4

Table 2.--CANADA - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales				Indexes of Sales (1930 = 100.0)			
	1930	(Estimated)			1930	1931	1932	1933
	(Actual)	1931	1932	1933				
	\$	\$	\$	\$				
Total	1,361,580,600	1,109,339,000	930,975,000	887,002,000	100.0	81.5	68.4	65.1
Amusement, photographic and sporting goods	4,277,700	3,535,000	2,875,000	2,459,000	100.0	82.6	67.2	57.5
Automotive	20,989,700	17,357,000	13,189,000	12,842,000	100.0	82.7	62.8	61.2
Automotive equipment and parts	18,952,600	15,763,000	11,982,000	11,550,000	100.0	83.2	63.2	60.9
Tires	2,037,100	1,594,000	1,207,000	1,292,000	100.0	78.2	59.3	63.4
Chemicals and paints	8,387,000	7,052,000	6,265,000	7,743,000	100.0	84.1	74.7	92.3
Drugs and drug sundries	27,628,300	26,533,000	23,310,000	21,576,000	100.0	96.0	84.4	78.1
Coal and coke	50,252,100	43,538,000	41,367,000	41,937,000	100.0	86.6	82.3	83.5
Dry goods and apparel	102,358,100	80,832,000	66,705,000	64,285,000	100.0	79.0	65.2	62.8
Clothing and furnishings (including millinery and shoes)	24,450,700	20,367,000	17,647,000	16,642,000	100.0	83.3	72.2	68.1
Dry goods (including notions and piece goods)	77,907,400	60,464,000	49,058,000	47,643,000	100.0	77.6	63.0	61.2
Electrical	22,981,600	17,983,000	11,945,000	9,903,000	100.0	78.3	52.0	43.1
Farm supplies	16,036,900	13,815,000	10,054,000	8,329,000	100.0	86.1	62.7	51.9
Foods	535,467,300	445,461,000	375,712,000	369,199,000	100.0	83.2	70.2	68.9
Groceries	221,216,000	193,097,000	174,405,000	178,787,000	100.0	87.3	78.8	80.8
Dairy and poultry products	48,771,000	39,871,000	34,031,000	32,352,000	100.0	81.8	69.8	66.3
Fruits and vegetables	96,370,600	79,911,000	66,562,000	60,187,000	100.0	82.9	69.1	62.5
Meats and fish	169,109,700	132,582,000	100,714,000	97,873,000	100.0	78.4	59.6	57.9
Furniture and house furnishings	13,632,600	10,458,000	7,909,000	7,294,000	100.0	76.7	58.0	53.5
General merchandise	13,478,100	10,466,000	9,214,000	8,586,000	100.0	77.7	68.4	63.7
Hardware	65,942,600	50,451,000	39,195,000	38,000,000	100.0	76.5	59.4	57.6
Jewellery and optical goods	10,857,500	9,460,000	7,492,000	7,115,000	100.0	87.1	69.0	65.5
Leather and leather goods	7,377,400	5,630,000	4,933,000	5,268,000	100.0	76.3	66.9	71.4
Lumber and building materials	51,872,100	38,182,000	22,731,000	18,769,000	100.0	73.6	43.8	36.2
Machinery, equipment and supplies	59,320,700	33,849,000	26,040,000	23,323,000	100.0	57.1	43.9	39.3
Commercial and service equipment and supplies	6,709,500	5,127,000	4,050,000	3,227,000	100.0	76.4	60.4	48.1
Farm machinery and equipment	14,305,000	4,520,000	5,490,000	4,885,000	100.0	31.6	38.4	34.2
Professional equipment and supplies	7,810,200	7,181,000	6,125,000	5,959,000	100.0	92.0	78.4	76.3
All other machinery, equipment and supplies	30,496,000	17,018,000	10,373,000	9,250,000	100.0	55.8	34.0	30.3
Metals and metal work	14,059,100	10,009,000	7,315,000	6,813,000	100.0	71.2	52.0	48.5
Paper and paper products	22,461,600	20,810,000	18,444,000	17,204,000	100.0	92.6	82.1	76.6
Petroleum products	230,169,200	192,647,000	179,053,000	162,324,000	100.0	83.7	77.8	70.5
Plumbing and heating equipment and supplies	11,725,000	8,773,000	4,999,000	4,280,000	100.0	74.8	42.6	36.5
Tobacco and confectionery	45,870,200	40,312,000	33,682,000	30,260,000	100.0	87.9	73.4	66.0
Waste materials	10,118,100	8,062,000	5,399,000	6,669,000	100.0	79.7	53.4	65.9
All other	16,317,700	14,124,000	13,147,000	12,824,000	100.0	86.6	80.6	78.6

Table 3.—MARITIME PROVINCES - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales				Indexes of Sales (1930 = 100.0)			
	1930	(Estimated)			1930	1931	1932	1933
	(Actual)	1931	1932	1933				
	\$	\$	\$	\$				
Total	92,079,500	78,660,000	64,277,000	61,945,000	100.0	85.4	69.8	67.3
Automotive	1,609,200	1,218,000	993,000	966,000	100.0	75.7	61.7	60.0
Drugs and drug sundries	1,889,600	1,759,000	1,582,000	1,331,000	100.0	93.1	83.7	70.5
Coal and coke	561,100	532,000	489,000	448,000	100.0	94.9	87.2	79.9
Dry goods and apparel	3,665,100	2,880,000	2,287,000	2,171,000	100.0	78.6	62.4	59.2
Farm supplies	791,900	655,000	494,000	461,000	100.0	82.7	62.4	58.2
Foods	49,379,900	41,955,000	34,761,000	34,852,000	100.0	85.0	70.4	70.6
Groceries	27,281,700	23,542,000	21,017,000	21,717,000	100.0	86.3	77.0	79.6
Dairy and poultry products	1,857,400	1,220,000	1,220,000	1,250,000	100.0	65.7	65.7	67.3
Fruits and vegetables	7,217,500	5,752,000	4,309,000	4,049,000	100.0	79.7	59.7	56.1
Meats and fish	13,023,300	11,441,000	8,215,000	7,836,000	100.0	87.9	63.1	60.2
Furniture and house furnishings	983,700	891,000	622,000	563,000	100.0	90.6	63.2	57.2
General merchandise	1,330,400	955,000	753,000	788,000	100.0	71.8	56.6	59.2
Hardware	8,081,700	6,789,000	4,865,000	4,582,000	100.0	84.0	60.2	56.7
Jewellery and optical goods	306,300	268,000	225,000	220,000	100.0	87.3	73.3	71.7
Lumber and building materials	1,543,800	1,301,000	644,000	512,000	100.0	84.3	41.7	33.2
Machinery, equipment and supplies	1,785,300	1,113,000	829,000	627,000	100.0	62.3	46.4	35.1
Paper and paper products	924,000	811,000	698,000	619,000	100.0	87.8	75.5	67.0
Petroleum products	15,640,800	14,515,000	12,716,000	11,684,000	100.0	92.8	81.3	74.7
Tobacco and confectionery	1,627,600	1,390,000	1,034,000	859,000	100.0	85.4	63.5	52.8
All other	1,959,100	1,628,000	1,285,000	1,262,000	100.0	83.1	65.6	64.4

Table 4.—QUEBEC - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales				Indexes of Sales (1930 = 100.0)			
	1930 (Actual)	(Estimated)			1930	1931	1932	1933
		1931	1932	1933				
	\$	\$	\$	\$				
Total	383,548,700	319,418,000	263,178,000	248,904,000	100.0	83.3	68.6	64.9
Amusement, photographic and sporting goods.	787,000	721,000	665,000	571,000	100.0	91.6	84.5	72.5
Automotive	3,689,900	2,934,000	2,196,000	2,133,000	100.0	79.5	59.5	57.8
Chemicals and paints	4,150,000	3,586,000	3,229,000	4,042,000	100.0	86.4	77.8	97.4
Drugs and drug sundries	9,159,400	8,500,000	7,228,000	6,557,000	100.0	92.8	78.9	71.6
Coal and coke	26,711,600	22,304,000	21,102,000	19,900,000	100.0	83.5	79.0	74.5
Dry goods and apparel	45,568,400	36,090,000	28,910,000	27,700,000	100.0	79.2	63.4	60.8
Electrical	5,934,900	4,896,000	3,341,000	2,748,000	100.0	82.5	56.3	46.3
Farm supplies	4,958,900	4,151,000	3,189,000	2,846,000	100.0	83.7	64.3	57.4
Foods	151,570,500	128,611,000	108,715,000	106,234,000	100.0	84.9	71.7	70.1
Groceries	49,991,300	43,363,000	37,344,000	37,807,000	100.0	86.7	74.7	75.6
Dairy and poultry products	37,018,000	30,466,000	26,024,000	24,432,000	100.0	82.3	70.3	66.0
Fruits and vegetables	23,193,400	20,202,000	17,302,000	15,122,000	100.0	87.1	74.6	65.2
Meats and fish	41,367,800	34,580,000	28,045,000	28,923,000	100.0	83.6	67.8	69.9
Furniture and house furnishings	5,661,100	4,410,000	3,278,000	2,882,000	100.0	77.9	57.9	50.9
General merchandise	4,740,000	3,422,000	2,825,000	2,455,000	100.0	72.2	59.6	51.8
Hardware	15,213,200	12,323,000	9,356,000	8,687,000	100.0	81.0	61.5	57.1
Jewellery and optical goods	3,427,300	3,141,000	2,612,000	2,328,000	100.0	91.7	76.2	67.9
Leather and leather goods	3,054,600	2,257,000	1,762,000	1,799,000	100.0	73.9	57.7	58.9
Lumber and building materials	13,440,300	9,692,000	5,482,000	4,271,000	100.0	72.1	40.8	31.8
Machinery, equipment and supplies	14,766,500	9,242,000	5,414,000	4,739,000	100.0	62.6	36.7	32.1
Metals and metal work	8,423,600	5,905,000	4,490,000	4,178,000	100.0	70.1	53.3	49.6
Paper and paper products	6,008,800	5,528,000	4,759,000	4,405,000	100.0	92.0	79.2	73.3
Petroleum products	37,398,500	35,566,000	31,789,000	28,273,000	100.0	95.1	85.0	75.6
Plumbing and heating equipment and supplies	2,750,400	2,132,000	1,262,000	1,070,000	100.0	77.5	45.9	38.9
Tobacco and confectionery	8,292,300	7,248,000	5,622,000	4,818,000	100.0	87.4	67.8	58.1
All other	7,841,500	6,759,000	5,952,000	6,218,000	100.0	86.2	75.9	79.3

Table 5.--ONTARIO - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales				Indexes of Sales (1930 = 100.0)			
	1930 (Actual)	(Estimated)			1930	1931	1932	1933
		1931	1932	1933				
	\$	\$	\$	\$				
Total	468,995,700	394,106,000	329,910,000	317,929,000	100.0	84.0	70.3	67.8
Amusement, photographic and sporting goods.	2,763,700	2,228,000	1,738,000	1,462,000	100.0	80.6	62.9	52.9
Automotive	8,413,300	7,334,000	5,462,000	5,285,000	100.0	87.2	64.9	62.8
Chemicals and paints	2,950,600	2,384,000	2,118,000	2,626,000	100.0	80.8	71.8	89.0
Drugs and drug sundries	9,194,400	9,412,000	8,403,000	8,131,000	100.0	102.4	31.4	89.0
Coal and coke	17,155,900	16,058,000	15,801,000	18,220,000	100.0	93.6	92.1	106.2
Dry goods and apparel	35,047,700	28,466,000	23,263,000	22,906,000	100.0	81.2	66.4	65.4
Electrical	11,124,100	8,738,000	5,317,000	4,839,000	100.0	79.0	47.8	43.5
Farm supplies	8,634,400	7,961,000	5,422,000	4,317,000	100.0	92.2	62.8	50.0
Foods	165,343,100	138,343,000	115,902,000	110,901,000	100.0	83.7	70.1	67.1
Groceries	62,438,600	54,290,000	49,745,000	49,721,000	100.0	86.9	79.6	79.6
Dairy and poultry products	7,120,000	5,746,000	4,685,000	4,464,000	100.0	80.7	65.8	62.7
Fruits and vegetables	32,455,600	26,776,000	23,985,000	22,362,000	100.0	82.5	73.9	68.9
Meats and fish	63,278,900	51,531,000	37,487,000	34,354,000	100.0	81.4	59.2	54.3
Furniture and house furnishings	4,517,100	3,397,000	2,701,000	2,593,000	100.0	75.2	59.8	57.4
General merchandise	4,452,600	3,673,000	3,299,000	3,219,000	100.0	82.5	74.1	72.3
Hardware	16,261,400	12,294,000	9,009,000	8,749,000	100.0	75.6	55.4	53.8
Jewellery and optical goods	5,411,600	4,543,000	3,394,000	3,343,000	100.0	84.0	62.7	61.8
Lumber and building materials	24,877,800	13,239,000	10,292,000	8,560,000	100.0	73.3	41.4	34.4
Machinery, equipment and supplies	17,317,100	12,626,000	10,037,000	8,778,000	100.0	72.9	58.0	50.7
Metals and metal work	4,602,000	3,152,000	2,246,000	1,997,000	100.0	68.5	48.8	43.4
Paper and paper products	9,383,200	8,595,000	7,554,000	7,150,000	100.0	91.6	80.5	76.2
Petroleum products	79,226,200	69,244,000	68,055,000	66,788,000	100.0	87.4	85.9	84.3
Plumbing and heating equipment and supplies	4,669,500	3,950,000	2,209,000	1,849,000	100.0	84.6	47.3	39.6
Tobacco and confectionery	22,271,100	20,556,000	17,260,000	15,011,000	100.0	92.3	77.5	67.4
Waste materials	6,463,800	5,365,000	3,523,000	4,648,000	100.0	83.0	54.5	71.9
All other	8,915,100	7,498,000	6,905,000	6,507,000	100.0	84.1	77.5	73.0

Table 6.--PRAIRIE PROVINCES - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales				Indexes of Sales (1930 = 100.0)			
	1930 (Actual)	(Estimated)			1930	1931	1932	1933
		1931	1932	1933				
	\$	\$	\$	\$				
Total	286,971,500	210,744,000	189,444,000	175,907,000	100.0	73.4	66.0	61.3
Automotive	5,239,100	4,252,000	3,316,000	3,219,000	100.0	81.2	63.3	61.4
Chemicals and paints	398,500	258,000	218,000	210,000	100.0	64.9	54.6	52.6
Drugs and drug sundries	3,974,600	3,612,000	3,194,000	2,863,000	100.0	90.9	80.4	72.0
Coal and coke	5,705,400	4,547,000	3,891,000	3,298,000	100.0	79.7	68.2	57.8
Dry goods and apparel	13,406,900	10,173,000	9,707,000	8,860,000	100.0	75.9	72.4	66.1
Electrical	2,285,000	1,609,000	1,207,000	1,074,000	100.0	70.4	52.8	47.0
Farm supplies	1,462,900	891,000	824,000	592,000	100.0	60.9	56.3	40.5
Foods	112,630,700	90,875,000	80,494,000	80,593,000	100.0	80.7	71.5	71.6
Groceries	56,399,100	49,777,000	48,679,000	50,467,000	100.0	88.3	86.3	89.5
Dairy and poultry products	1,204,800	1,118,000	889,000	970,000	100.0	92.8	73.8	80.5
Fruits and vegetables	23,980,400	20,000,000	15,300,000	12,949,000	100.0	83.4	63.8	54.0
Meats and fish	31,046,400	19,980,000	15,626,000	16,207,000	100.0	64.4	50.3	52.2
Furniture and house furnishings	1,277,400	807,000	644,000	596,000	100.0	63.2	50.4	46.7
General merchandise	2,739,000	2,249,000	2,191,000	1,986,000	100.0	82.1	80.0	72.5
Hardware	16,072,500	11,444,000	10,736,000	10,351,000	100.0	71.2	66.8	64.4
Jewellery and optical goods	1,127,000	980,000	823,000	804,000	100.0	87.0	73.1	71.3
Leather and leather goods	1,758,900	1,528,000	1,662,000	1,726,000	100.0	86.9	94.5	98.1
Lumber and building materials	5,699,900	4,007,000	3,192,000	3,225,000	100.0	70.3	56.0	56.6
Machinery, equipment and supplies	21,130,400	7,998,000	7,880,000	7,200,000	100.0	37.8	37.3	34.1
Paper and paper products	3,526,800	3,262,000	3,181,000	2,927,000	100.0	92.5	90.2	83.0
Petroleum products	75,077,900	52,254,000	48,050,000	38,140,000	100.0	69.6	64.0	50.8
Plumbing and heating equipment and supplies	2,496,500	1,436,000	819,000	709,000	100.0	57.5	32.8	28.4
Tobacco and confectionery	8,791,500	6,998,000	6,198,000	6,400,000	100.0	79.6	70.5	72.8
All other	2,170,600	1,564,000	1,217,000	1,134,000	100.0	72.0	56.0	52.2

Table 7.--BRITISH COLUMBIA - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales				Indexes of Sales (1930 = 100.0)			
	1930 (Actual)	(Estimated)			1930	1931	1932	1933
		1931	1932	1933				
	\$	\$	\$	\$				
Total	129,985,200	106,411,000	84,166,000	82,317,000	100.0	81.9	64.8	63.3
Automotive	2,038,200	1,619,000	1,222,000	1,239,000	100.0	79.4	60.0	60.8
Chemicals and paints	874,800	812,000	690,000	852,000	100.0	92.9	78.9	97.4
Drugs and drug sundries	3,410,300	3,250,000	2,903,000	2,644,000	100.0	95.3	85.1	77.5
Dry goods and apparel	4,670,000	3,223,000	2,538,000	2,648,000	100.0	69.0	54.4	56.7
Electrical	3,414,700	2,520,000	1,960,000	1,147,000	100.0	73.8	57.4	33.6
Foods	56,543,100	45,677,000	35,840,000	36,569,000	100.0	80.8	63.4	64.7
Groceries	25,055,300	22,125,000	17,620,000	19,075,000	100.0	88.3	70.3	76.1
Dairy and poultry products	1,570,800	1,321,000	1,213,000	1,236,000	100.0	84.1	77.2	78.7
Fruits and vegetables	9,523,700	7,181,000	5,666,000	5,705,000	100.0	75.4	59.5	59.9
Meats and fish	20,393,300	15,050,000	11,341,000	10,553,000	100.0	73.8	55.6	51.7
Furniture and house furnishings	1,193,300	953,000	664,000	660,000	100.0	79.9	55.6	55.3
Hardware	10,313,800	7,601,000	5,229,000	5,631,000	100.0	73.7	50.7	54.6
Jewellery and optical goods	585,300	528,000	438,000	420,000	100.0	90.2	74.9	71.8
Lumber and building materials	6,310,300	4,943,000	3,121,000	2,201,000	100.0	78.3	49.5	34.9
Machinery, equipment and supplies	4,321,400	2,870,000	1,880,000	1,979,000	100.0	66.4	43.5	45.8
Metals and metal work	867,000	823,000	491,000	551,000	100.0	94.9	56.6	63.6
Paper and paper products	2,618,800	2,614,000	2,252,000	2,103,000	100.0	99.8	86.0	80.3
Petroleum products	22,825,800	21,068,000	18,443,000	17,439,000	100.0	92.3	80.8	76.4
Plumbing and heating equipment and supplies..	1,209,200	780,000	416,000	412,000	100.0	64.5	34.4	34.1
Tobacco and confectionery	4,887,700	4,120,000	3,568,000	3,172,000	100.0	84.3	73.0	64.9
All other	3,901,500	3,010,000	2,511,000	2,650,000	100.0	77.2	64.4	67.9

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