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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

WHOLESALE TRADE

IN

CANADA AND THE PROVINCES

1934

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Published by Authority of the Hon. W.D. Euler, M.P.,
Minister of Trade and Commerce.

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Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS - CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTSWholesale Trade in Canada, 1934.

Wholesale trade in Canada for the year 1934, according to calculations made by the Dominion Bureau of Statistics, amounted to \$1,023,296,000 compared with the revised total of \$900,496,000 for 1933. The increase in value of sales for the year was 13.6 per cent and brought the total above the level for 1932 and only 10 per cent below that of 1931. The index of wholesale sales on the base 1930 = 100 was 81.6 in 1931, 68.7 in 1932, 65.7 in 1933, and 74.7 in 1934.

The largest increases in sales in 1934 over 1933 were reported by dealers in industrial supplies and equipment which had suffered the most severe losses in trade between 1930 and 1933. The following are the percentage increases in 1934 for these trades:- Metals and metal work, 43.2 per cent; Waste materials, 32.7 per cent; Lumber and building materials, 31.5 per cent; Electrical, 30.3 per cent; Machinery, equipment and supplies, 29.1 per cent; Farm supplies, 24.4 per cent; Plumbing and heating equipment and supplies, 23.5 per cent; and Hardware, 21.5 per cent. Although large gains in sales were made by these trades, the decline in the preceding years had been so large that in the case of the plumbing, lumber and machinery groups sales in 1934 were still less than half the 1930 totals.

The gains reported by wholesale merchants in the staple trades were substantial. Sales in the Dry goods and apparel trade advanced 13.8 per cent, while the increase in the Food group was 11.8 per cent. In other important lines the following increases were recorded:- Automotive, 15.9 per cent; Tobacco and confectionery, 10.2 per cent; Petroleum, 7.8 per cent; and Drugs, 5.4 per cent.

Sales of coal and coke for the Dominion as a whole are shown for 1934 as slightly above the 1930 level. The largest increase took place in Ontario. Although the dollar value of sales as reported by wholesalers has increased markedly, the actual consumption has not recovered to the same extent. The chief reason for this discrepancy appears to have been the disorganized state of the bituminous market in 1930 and the stabilization of conditions in 1933 and 1934. As 1930 is used for the base period, the indexes on this base do not present an entirely accurate picture of movements in the coal trade in recent years.

The largest increase in trade was shown in the province of Ontario where sales in 1934 were \$374,288,000 or 15.2 per cent greater than in 1933. Wholesale trade in the Maritime Provinces increased 13.4 per cent and in Quebec, 13.2 per cent. An increase of 12.8 per cent is shown for British Columbia and 11.7 per cent for the Prairie Provinces. In all divisions sales in 1934 were well above the 1932 level.

Maritime Provinces.--Wholesale trade in the Maritime Provinces was \$71,044,000 in 1934 compared with \$92,302,000 in 1930. The index thus stood at 77.0 in 1934 and the indexes on the same base for the intervening years are 85.6 in 1931, 70.3 in 1932 and 67.9 in 1933. Increases in sales in the more important lines during 1934 were:- Groceries, 8.7 per cent; Meats and fish, 16.0 per cent; Petroleum products, 16.8 per cent; and Hardware, 18.9 per cent.

Quebec.--Sales at wholesale in Quebec province were \$288,417,000 in 1934 compared with \$254,696,000 in 1933, a gain of 13.2 per cent. On the base 1930 = 100 the indexes for recent years are 83.7 in 1931, 69.4 in 1932, 65.9 in 1933 and 74.7 in 1934.

Sales in the Food group in 1930 advanced 8.7 per cent but the chief factor in this rise was the Meats and fish for which an increase of 23.7 per cent is reported. Sales of Wholesale grocers were only 2.1 per cent higher but dealers in fruits and vegetables reported an increase of 14.4 per cent. Sales of wholesale dealers in dairy and poultry products declined 2.9 per cent but this was due chiefly to conditions in the export market.

Other important groups and their increases were:- Petroleum products, 15.6 per cent; Coal and coke, 15.6 per cent; Dry goods and apparel, 16.3 per cent; Hardware, 16.8 per cent; and Drugs and drug sundries, 1.9 per cent.

Ontario.--The wholesale trade in Ontario in 1934 amounted to \$374,288,000, an increase of 15.2 per cent over the level for 1933. Indexes of sales for recent years on the base 1930 = 100 are 84.4 in 1931, 70.9 in 1932, 68.9 in 1933, and 79.4 in 1934.

Sales for the Food group advanced 16.4 per cent over 1933; the gains ranged from 9.0 per cent for wholesale grocers to 29.2 per cent for Meats and fish. The Petroleum group, which is the second in importance in Ontario, showed an advance of only 3.7 per cent in value of sales, while the gains for other important groups were as follow:- Dry goods and apparel, 11.3 per cent; Coal and coke, 26.0 per cent; Tobacco and confectionery, 13.7 per cent; and Drugs and drug sundries, 9.6 per cent.

Among dealers in industrial goods the following increases in sales were reported:- Hardware, 21.9 per cent; Lumber and building materials, 39.4 per cent; and Machinery, equipment and supplies, 25.6 per cent.

Prairie Provinces.--Sales in 1934 in the Prairie Provinces amounted to \$195,416,000, a gain of 11.7 per cent over 1933. While the increase in the Prairie Provinces was less than in other divisions, this is due in part to the smaller proportion of wholesale trade in industrial lines in the Prairie Provinces compared with the country as a whole. The indexes of sales in the Prairies from 1930 to 1934 are:- 100 in 1930, 73.0 in 1931, 65.2 in 1932, 60.6 in 1933, and 67.7 in 1934.

The sales in the Food group, which form almost half the total trade in the Prairies, were 10.9 per cent higher in 1934 than in 1933. Wholesale grocers showed a gain of 6.7 per cent in sales, while sales of Fruits and vegetables and Meats and fish increased 13.5 and 19.7 per cent respectively.

Dealers in Petroleum products had sales 5.5 per cent larger than in 1933, while the increase for the Hardware group was 22.0 per cent and for Dry goods and apparel, 13.6 per cent.

British Columbia.--Wholesale trade in British Columbia amounted to \$94,131,000 in 1934 compared with \$83,418,000 in 1933. The increase in 1934 was, therefore, 12.8 per cent. Based on 1930 as 100 the indexes for succeeding years are:- 81.9 in 1931, 64.8 in 1932, 63.5 in 1933, and 71.6 in 1934.

Sales in the Food group in British Columbia rose 8.9 per cent in value in 1934. Wholesale grocers reported an increase of 5.4 per cent, while Fruits and vegetables and Meats and fish were higher by 9.2 per cent and 16.4 per cent, respectively.

Dealers in Petroleum products had an increase of 9.9 per cent in value of sales. The gains for other important groups were:- Hardware, 29.3 per cent; Tobacco and confectionery, 10.2 per cent; and Drugs and drug sundries, 6.4 per cent.

Comparison of Indexes of Wholesale Sales and Wholesale Prices.

In the period 1930 to 1934 the dollar value of wholesale sales was affected not only by changes in the physical volume of goods distributed but also by changes in the prices of commodities. The measurement of the influence of these two factors cannot be made accurately as sales are reported by kinds of business and not by commodities and also because comparable price indexes are not available. Nevertheless, the general trends in wholesale prices and dollar volume of sales give some indication of the relative movements in the physical volume of goods handled. The total sales of wholesale firms and the indexes of value of sales and of prices for the period 1930 to 1934 are as follow:-

Year	Sales	Indexes (1930 = 100)	
		Sales	Prices
		(Consumers' Goods)	
\$			
1930	1,370,066,000	100.0	100.0
1931	1,118,364,000	81.6	85.3
1932	940,658,000	68.7	79.8
1933	900,496,000	65.7	79.6
1934	1,023,296,000	74.7	83.0

A somewhat clearer indication of relative movements in price and volume is given by price indexes in some of the leading lines of wholesale trade.

Index Numbers of Wholesale Prices
(1930 = 100)

	1930	1931	1932	1933	1934
Consumers' Goods, Total	100.0	85.3	79.8	79.6	83.0
Foods, beverages, tobacco	100.0	75.6	66.1	68.5	74.9
Coal	100.0	99.5	96.5	91.6	91.7
Drugs and pharmaceutical chemicals ..	100.0	91.6	83.5	70.9	72.9
Other Goods --					
Building and construction materials ..	100.0	90.2	85.0	86.2	90.9
Chemicals and allied products	100.0	93.4	90.4	87.6	87.5
Hardware	100.0	97.9	96.0	94.2	94.9
Petroleum and its products	100.0	86.9	88.8	89.0	90.8

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 pre-retail business. For this reason it has been necessary to make some alterations in the classifications used in the decennial census and to omit certain groups from the annual survey. In the main, the current census is confined to Wholesalers Proper with the exception of dealers in meats and petroleum products. In the case of meats the sales of packing houses as well as of wholesale branches are now included and the entire group of petroleum products is now taken. A detailed description of the classifications now used will be found in the census report for 1930. In compiling the data for 1934 the figures for the preceding years have been carefully reviewed and in a few cases the value of sales in 1930 and the indexes for the intervening years have been revised on the basis of fuller information secured for the earlier years. The more important revisions made in the 1930 figures were for Drugs and drug sundries (Maritimes and Prairies), Groceries (Ontario, Prairies and British Columbia), Fruits and vegetables (Prairies), Plumbing and heating equipment and supplies (Quebec and Prairies).

Method of Constructing Index of Wholesale Sales

The index of wholesale sales is based on the results of the Census of Merchandising and Service Establishments, 1931, which covered all wholesale establishments operating in Canada during the year 1930. The annual census is more limited in scope and includes only the Wholesalers Proper with sales of \$100,000 or more in 1930 together with some large firms which have commenced operations since that year.

The index of sales for the years 1931, 1932 and 1933 is based on the reports of firms operating throughout the period, while the index for 1934 is based on the reports of firms operating throughout 1933 and 1934. These indexes have been applied to the total sales of Wholesalers Proper in 1930 in order to derive estimates of the dollar volume of trade in the period.

While it is believed that approximately 90 per cent of the regular wholesale trade is covered by the returns of reporting establishments, it must be borne in mind that the disappearance of old firms and the rise of new concerns are not fully reflected in the index.

Table 1.--Summary of Wholesale Trade by Economic Divisions and Kinds of Business, 1930-1934

Division	Total Net Sales					Indexes of Sales (1930 = 100.0)					Per cent Change 1933-34	
	1930 (Actual)	(Estimated)				1930	1931	1932	1933	1934		
		1931	1932	1933	1934							
Maritime Provinces	92,302,000	78,968,000	64,880,000	62,666,000	71,044,000	100.0	85.6	70.3	67.9	77.0	+13.4	
Quebec	386,229,000	323,269,000	267,905,000	254,696,000	288,417,000	100.0	83.7	69.4	65.9	74.7	+13.2	
Ontario	471,618,000	397,832,000	334,559,000	324,828,000	374,288,000	100.0	84.4	70.9	68.9	79.4	+15.2	
Prairie Provinces	288,503,000	210,683,000	188,212,000	174,888,000	195,416,000	100.0	73.0	65.2	60.6	67.7	+11.7	
British Columbia	131,414,000	107,612,000	85,102,000	83,418,000	94,131,000	100.0	81.9	64.8	63.5	71.6	+12.8	
CANADA, TOTAL	1,370,066,000	1,118,364,000	940,658,000	900,496,000	1,023,296,000	100.0	81.6	68.7	65.7	74.7	+13.6	
Amusement, photographic and sporting goods	4,278,000	3,545,000	2,897,000	2,464,000	2,739,000	100.0	82.9	67.7	57.6	64.0	+11.2	
Automotive	20,990,000	17,691,000	13,715,000	13,473,000	15,618,000	100.0	84.3	65.3	64.2	74.4	+15.9	
Chemicals and paints	8,387,000	7,052,000	6,265,000	7,743,000	9,061,000	100.0	81.1	74.7	92.3	108.0	+17.0	
Drugs and drug sundries	27,973,000	26,941,000	23,831,000	22,139,000	23,340,000	100.0	96.3	85.2	79.1	83.4	+5.4	
Coal and coke	50,252,000	44,151,000	42,142,000	42,881,000	51,047,000	100.0	87.9	83.9	85.3	101.6	+19.0	
Dry goods and apparel	102,353,000	80,908,000	66,823,000	64,396,000	73,283,000	100.0	79.0	65.3	62.9	71.6	+13.8	
Electrical	22,932,000	18,013,000	11,993,000	9,973,000	12,997,000	100.0	78.4	52.2	43.4	56.6	+30.3	
Farm supplies	16,037,000	13,977,000	10,383,000	8,719,000	10,849,000	100.0	87.2	64.8	54.4	67.6	+24.4	
Foods	540,820,000	451,227,000	381,745,000	377,670,000	422,162,000	100.0	83.4	70.6	69.8	78.1	+11.8	
Furniture and house furnishings	13,632,000	10,453,000	7,908,000	7,293,000	8,751,000	100.0	76.7	58.0	53.5	64.2	+20.0	
General merchandise	13,478,000	10,523,000	9,302,000	8,668,000	10,256,000	100.0	78.1	69.0	64.3	76.1	+18.3	
Hardware	65,943,000	50,450,000	39,195,000	38,025,000	46,209,000	100.0	76.5	59.4	57.7	70.1	+21.5	
Jewellery and optical goods	10,858,000	9,313,000	7,358,000	6,935,000	8,397,000	100.0	85.8	67.8	63.9	77.3	+21.1	
Leather and leather goods	7,377,000	5,668,000	4,961,000	5,325,000	5,965,000	100.0	76.8	67.2	72.2	80.9	+12.0	
Lumber and building materials	51,872,000	38,261,000	22,885,000	18,912,000	24,869,000	100.0	73.8	44.1	36.5	47.9	+31.5	
Machinery, equipment and supplies	59,321,000	32,681,000	24,141,000	21,789,000	28,121,000	100.0	55.1	40.7	36.7	47.4	+29.1	
Metals and metal work	14,052,000	10,010,000	7,314,000	6,817,000	9,761,000	100.0	71.2	52.0	48.5	69.4	+43.2	
Paper and paper products	22,462,000	20,832,000	18,488,000	17,263,000	19,140,000	100.0	92.7	82.3	76.9	85.2	+10.9	
Petroleum products	230,169,000	192,821,000	179,546,000	163,315,000	176,097,000	100.0	83.8	78.0	71.0	76.5	+7.8	
Plumbing and heating equipment and supplies	14,512,000	10,953,000	6,400,000	5,508,000	6,803,000	100.0	75.5	44.1	38.0	46.9	+23.5	
Tobacco and confectionery	45,870,000	40,862,000	35,091,000	32,165,000	35,447,000	100.0	89.1	76.5	70.1	77.3	+10.2	
Waste materials	10,118,000	7,964,000	5,290,000	6,335,000	8,404,000	100.0	78.7	52.3	62.6	83.1	+32.7	
All other	16,318,000	14,060,000	12,982,000	12,688,000	13,980,000	100.0	86.2	79.6	77.8	85.7	+10.2	

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

Kind of Business	Total Net Sales (Estimated)					Indexes of Sales (1930 = 100.0)					Per cent Change 1933-34
	1930 (Actual)	1931	1932	1933	1934	1930	1931	1932	1933	1934	
		\$	\$	\$	\$	100.0	81.6	68.7	65.7	74.7	
Total	1,370,066,000	1,118,364,000	940,658,000	900,496,000	1,023,296,000	100.0	81.6	68.7	65.7	74.7	+13.6
Amusement, photographic and sporting goods .	4,278,000	3,545,000	2,897,000	2,464,000	2,739,000	100.0	82.9	67.7	57.6	64.0	+11.2
Automotive	20,990,000	17,691,000	13,715,000	13,473,000	15,618,000	100.0	84.3	65.3	64.2	74.4	+15.9
Automotive equipment and parts	18,953,000	15,896,000	12,303,000	11,894,000	13,864,000	100.0	83.9	64.9	62.8	73.1	+16.6
Tires	2,037,000	1,795,000	1,412,000	1,579,000	1,754,000	100.0	88.1	69.3	77.5	86.1	+11.1
Chemicals and paints	8,387,000	7,052,000	6,265,000	7,743,000	9,061,000	100.0	84.1	74.7	92.3	108.0	+17.0
Drugs and drug sundries	27,973,000	26,941,000	23,831,000	22,139,000	23,340,000	100.0	96.3	85.2	79.1	83.4	+5.4
Coal and coke	50,252,000	44,154,000	42,142,000	42,881,000	51,047,000	100.0	87.9	83.9	85.3	101.6	+19.0
Dry goods and apparel	102,358,000	80,908,000	66,823,000	64,396,000	73,283,000	100.0	79.0	65.3	62.9	71.6	+13.8
Clothing and furnishings (including millinery and shoes)	24,451,000	20,407,000	17,712,000	16,703,000	18,533,000	100.0	83.5	72.4	68.3	75.8	+11.0
Dry goods (including notions and piece goods)	77,907,000	60,501,000	49,111,000	47,693,000	54,750,000	100.0	77.7	63.0	61.2	70.3	+14.8
Electrical	22,982,000	18,013,000	11,993,000	9,973,000	12,997,000	100.0	78.4	52.2	43.4	56.6	+30.3
Farm supplies	16,037,000	13,977,000	10,386,000	8,719,000	10,849,000	100.0	87.2	64.8	54.4	67.6	+24.4
Foods	540,820,000	451,227,000	381,745,000	377,670,000	422,162,000	100.0	83.4	70.6	69.8	78.1	+11.8
Groceries	223,838,000	196,208,000	177,738,000	184,436,000	196,503,000	100.0	87.7	79.4	82.4	87.8	+6.5
Dairy and poultry products	48,771,000	39,696,000	33,856,000	32,185,000	32,436,000	100.0	81.4	69.4	66.0	66.5	+0.8
Fruits and vegetables	99,102,000	82,739,000	69,437,000	63,176,000	72,266,000	100.0	83.5	70.1	63.7	72.9	+14.4
Meats and fish	169,109,000	132,584,000	100,714,000	97,873,000	120,957,000	100.0	78.4	59.6	57.9	71.5	+23.6
Furniture and house furnishings	13,632,000	10,458,000	7,908,000	7,293,000	8,751,000	100.0	76.7	58.0	53.5	64.2	+20.0
General merchandise	13,478,000	10,523,000	9,302,000	8,668,000	10,256,000	100.0	78.1	69.0	64.3	76.1	+18.3
Hardware	65,943,000	50,450,000	39,195,000	38,025,000	46,209,000	100.0	76.5	59.4	57.7	70.1	+21.5
Jewellery and optical goods	10,858,000	9,313,000	7,358,000	6,935,000	8,397,000	100.0	85.8	67.8	63.9	77.3	+21.1
Jewellery	8,078,000	6,700,000	4,893,000	4,430,000	5,533,000	100.0	82.9	60.6	54.8	68.5	+24.9
Optical goods	2,780,000	2,613,000	2,465,000	2,505,000	2,864,000	100.0	94.0	88.7	90.1	103.0	+14.3
Leather and leather goods	7,377,000	5,668,000	4,961,000	5,325,000	5,965,000	100.0	76.8	67.2	72.2	80.9	+12.0
Lumber and building materials	51,872,000	38,261,000	22,885,000	18,912,000	24,869,000	100.0	73.8	44.1	36.5	47.9	+31.5
Machinery, equipment and supplies	59,321,000	32,681,000	24,141,000	21,789,000	28,121,000	100.0	55.1	40.7	36.7	47.4	+29.1
Commercial and service equipment and supplies	6,710,000	5,253,000	4,237,000	3,521,000	4,344,000	100.0	78.3	63.1	52.5	68.3	+14.9
Farm machinery and equipment	14,305,000	3,002,000	3,086,000	2,698,000	3,851,000	100.0	21.0	21.6	18.9	26.9	+42.7
Professional equipment and supplies	7,810,000	7,125,000	6,024,000	5,849,000	6,487,000	100.0	91.2	77.1	74.9	83.1	+10.9
All other machinery, equipment and supplies	30,496,000	17,301,000	10,794,000	9,721,000	13,739,000	100.0	56.7	35.4	31.9	45.1	+41.3
Metals and metal work	14,059,000	10,010,000	7,314,000	6,817,000	9,761,000	100.0	71.2	52.0	48.5	69.4	+43.2
Paper and paper products	22,462,000	20,832,000	18,488,000	17,263,000	19,140,000	100.0	92.7	82.3	76.9	85.2	+10.9
Petroleum products	230,169,000	192,821,000	179,546,000	163,315,000	176,097,000	100.0	83.8	78.0	71.0	76.5	+7.8
Plumbing and heating equipment and supplies.	14,512,000	10,953,000	6,400,000	5,508,000	6,803,000	100.0	75.5	44.1	38.0	46.9	+23.5
Tobacco and confectionery	45,870,000	40,862,000	32,091,000	32,165,000	35,447,000	100.0	89.1	76.5	70.1	77.3	+10.2
Waste materials	10,118,000	7,964,000	5,290,000	6,335,000	8,404,000	100.0	78.7	52.3	62.6	83.1	+32.7
All other	16,318,000	14,060,000	12,982,000	12,688,000	13,980,000	100.0	86.2	79.6	77.8	85.7	+10.2

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

Kind of Business	Total Net Sales (Estimated)					Indexes of Sales (1930 = 100.0)					Per cent Change 1933-34
	1930 (Actual)	1931	1932	1933	1934	1930	1931	1932	1933	1934	
		\$	\$	\$	\$						
Total	92,302,000	78,968,000	64,880,000	62,666,000	71,044,000	100.0	85.6	70.3	67.9	77.0	+13.4
Automotive	1,609,000	1,212,000	1,009,000	975,000	1,052,000	100.0	75.3	62.7	60.6	65.4	+ 7.9
Drugs and drug sundries	2,112,000	1,956,000	1,742,000	1,445,000	1,529,000	100.0	92.6	82.5	68.4	72.4	+ 5.8
Coal and coke	561,000	533,000	489,000	448,000	462,000	100.0	94.9	87.2	79.9	82.4	+ 3.1
Dry goods and apparel	3,665,000	2,880,000	2,287,000	2,171,000	2,455,000	100.0	78.6	62.4	59.2	67.0	+13.1
Farm supplies	792,000	703,000	597,000	576,000	691,000	100.0	88.7	75.4	72.7	87.3	+20.0
Foods	49,380,000	41,780,000	34,586,000	34,685,000	38,528,000	100.0	84.6	70.0	70.2	78.0	+11.1
Groceries	27,282,000	23,541,000	21,017,000	21,717,000	23,616,000	100.0	86.3	77.0	79.6	86.6	+ 8.7
Dairy and poultry products	1,857,000	1,045,000	1,045,000	1,083,000	1,123,000	100.0	56.3	56.3	58.3	60.5	+ 3.7
Fruits and vegetables	7,218,000	5,752,000	4,309,000	4,049,000	4,699,000	100.0	79.7	59.7	56.1	65.1	+16.1
Meats and fish	13,023,000	11,442,000	8,215,000	7,836,000	9,090,000	100.0	87.9	63.1	60.2	69.8	+16.0
Furniture and house furnishings ...	984,000	891,000	622,000	563,000	686,000	100.0	90.6	63.2	57.2	69.7	+21.8
General merchandise	1,330,000	1,012,000	841,000	870,000	992,000	100.0	76.1	63.2	65.4	74.6	+14.0
Hardware	8,082,000	6,788,000	4,865,000	4,607,000	5,480,000	100.0	84.0	60.2	57.0	67.8	+18.9
Jewellery and optical goods	307,000	268,000	225,000	221,000	257,000	100.0	87.3	73.3	72.0	83.7	+16.3
Lumber and building materials	1,544,000	1,301,000	644,000	512,000	736,000	100.0	84.3	41.7	33.2	47.7	+43.8
Machinery, equipment and supplies ..	1,786,000	1,159,000	890,000	701,000	933,000	100.0	64.9	49.8	39.2	52.2	+33.1
Paper and paper products	924,000	833,000	742,000	678,000	782,000	100.0	90.2	80.3	73.4	84.6	+15.3
Petroleum products	15,641,000	14,577,000	12,888,000	11,918,000	13,920,000	100.0	93.2	82.4	76.2	89.0	+16.8
Tobacco and confectionery	1,628,000	1,451,000	1,184,000	1,053,000	1,156,000	100.0	89.1	72.7	64.7	71.0	+ 9.8
All other	1,957,000	1,624,000	1,269,000	1,243,000	1,385,000	100.0	83.0	64.8	63.5	70.8	+11.4

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

Kind of Business	Total Net Sales (Estimated)					Indexes of Sales (1930 = 100.0)					Per cent Change 1933-34
	1930 (Actual)	1931	1932	1933	1934	1930	1931	1932	1933	1934	
Total	386,229,000	323,269,000	267,905,000	254,696,000	288,417,000	100.0	83.7	69.4	65.9	74.7	+13.2
Amusement, photographic and sporting goods.	787,000	696,000	620,000	491,000	552,000	100.0	88.5	78.8	62.4	70.2	+12.4
Automotive	3,690,000	2,944,000	2,189,000	2,140,000	2,227,000	100.0	79.8	59.3	58.0	60.4	+4.1
Chemicals and paints	4,150,000	3,586,000	3,229,000	4,042,000	5,055,000	100.0	86.4	77.8	97.4	121.8	+25.1
Drugs and drug sundries	9,159,000	8,582,000	7,455,000	6,869,000	6,997,000	100.0	93.7	81.4	75.0	76.4	+1.9
Coal and coke	26,712,000	22,919,000	21,877,000	20,835,000	24,094,000	100.0	85.8	81.9	78.0	90.2	+15.6
Dry goods and apparel	45,569,000	36,090,000	28,910,000	27,701,000	32,213,000	100.0	79.2	63.4	60.8	70.7	+16.3
Electrical	5,935,000	4,896,000	3,341,000	2,748,000	3,727,000	100.0	82.5	56.3	46.3	62.8	+35.6
Farm supplies	4,959,000	4,250,000	3,402,000	3,099,000	3,491,000	100.0	85.7	68.6	62.5	70.4	+12.6
Fooda	151,570,000	129,026,000	109,523,000	107,397,000	116,694,000	100.0	85.1	72.3	70.9	77.0	+8.7
Groceries	49,291,000	43,363,000	37,345,000	37,807,000	38,600,000	100.0	86.7	74.7	75.6	77.2	+2.1
Dairy and poultry products	37,018,000	30,466,000	26,024,000	24,432,000	23,729,000	100.0	82.3	70.3	66.0	64.1	+2.9
Fruits and vegetables	23,193,000	20,619,000	18,114,000	16,235,000	18,578,000	100.0	88.9	78.1	70.0	80.1	+14.4
Meats and fish	41,368,000	34,580,000	28,045,000	28,923,000	35,787,000	100.0	83.6	67.8	69.9	86.5	+23.7
Furniture and house furnishings	5,661,000	4,410,000	3,278,000	2,881,000	3,617,000	100.0	77.9	57.9	50.9	63.9	+25.5
General merchandise	4,740,000	3,422,000	2,825,000	2,455,000	2,835,000	100.0	72.2	59.6	51.8	59.8	+15.5
Hardware	15,213,000	12,323,000	9,356,000	8,687,000	10,147,000	100.0	81.0	61.5	57.1	66.7	+16.8
Jewellery and optical goods	3,427,000	3,000,000	2,498,000	2,167,000	2,531,000	100.0	87.5	72.9	63.2	73.9	+16.8
Leather and leather goods	3,054,000	2,327,000	1,875,000	1,909,000	2,034,000	100.0	76.2	61.4	62.5	66.6	+6.5
Lumber and building materials	13,440,000	9,691,000	5,481,000	4,271,000	5,616,000	100.0	72.1	40.8	31.8	41.8	+31.5
Machinery, equipment and supplies	14,767,000	9,562,000	5,949,000	5,323,000	6,564,000	100.0	64.8	40.3	36.0	44.5	+23.3
Metals and metal work	8,424,000	5,905,000	4,490,000	4,178,000	5,770,000	100.0	70.1	53.3	49.6	68.5	+38.1
Paper and paper products	6,009,000	5,528,000	4,759,000	4,405,000	4,951,000	100.0	92.0	79.2	73.3	82.4	+12.4
Petroleum products	37,398,000	35,678,000	32,087,000	28,759,000	33,247,000	100.0	95.4	85.8	76.9	88.9	+15.6
Plumbing and heating equipment and supplies	5,431,000	4,209,000	2,493,000	2,113,000	2,569,000	100.0	77.5	45.9	38.9	47.3	+21.6
Tobacco and confectionery	8,292,000	7,546,000	6,377,000	5,804,000	6,003,000	100.0	91.0	76.9	70.0	72.4	+3.4
All other	7,842,000	6,677,000	5,886,000	6,422,000	7,483,000	100.0	85.1	75.1	81.9	95.4	+16.5

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

Kind of Business	Total Net Sales (Estimated)					Indexes of Sales (1930 = 100.0)					Per cent Change 1933-34
	1930 (Actual)	1931	1932	1933	1934	1930	1931	1932	1933	1934	
		\$	\$	\$	\$						
Total	471,618,000	397,832,000	334,559,000	324,828,000	374,288,000	100.0	84.4	70.9	68.9	79.4	+15.2
Amusement, photographic and sporting goods .	2,764,000	2,266,000	1,810,000	1,553,000	1,681,000	100.0	82.0	65.5	56.2	60.8	+ 8.2
Automotive	8,414,000	7,566,000	5,790,000	5,690,000	6,765,000	100.0	89.9	68.8	67.6	80.4	+18.9
Chemicals and paints	2,951,000	2,384,000	2,118,000	2,626,000	2,821,000	100.0	80.8	71.8	89.0	95.6	+ 7.4
Drugs and drug sundries	9,194,000	9,412,000	8,403,000	8,181,000	8,964,000	100.0	102.4	91.4	89.0	97.5	+ 9.6
Coal and coke	17,156,000	16,058,000	15,801,000	18,220,000	22,955,000	100.0	93.6	92.1	106.2	133.8	+26.0
Dry goods and apparel	35,047,000	28,466,000	23,263,000	22,906,000	25,504,000	100.0	81.2	66.4	65.4	72.8	+11.3
Electrical	11,124,000	8,788,000	5,317,000	4,639,000	6,096,000	100.0	79.0	47.8	43.5	54.8	+26.0
Farm supplies	8,634,000	7,961,000	5,422,000	4,317,000	5,793,000	100.0	92.2	62.8	50.0	67.1	+34.2
Food	167,966,000	141,479,000	119,465,000	116,770,000	135,913,000	100.0	84.2	71.1	69.5	80.9	+16.4
Groceries	65,111,000	57,426,000	53,308,000	55,590,000	60,595,000	100.0	88.2	81.9	85.4	93.1	+ 9.0
Dairy and poultry products	7,120,000	5,746,000	4,685,000	4,464,000	4,998,000	100.0	80.7	65.8	62.7	70.2	+12.0
Fruits and vegetables	32,456,000	26,776,000	23,985,000	22,362,000	25,932,000	100.0	83.5	73.9	68.9	79.9	+16.0
Meats and fish	63,279,000	51,531,000	37,187,000	34,354,000	44,388,000	100.0	81.4	59.2	54.3	70.3	+29.2
Furniture and house furnishings	4,517,000	3,397,000	2,701,000	2,593,000	2,742,000	100.0	75.2	59.8	57.4	60.7	+ 5.7
General merchandise	4,453,000	3,673,000	3,299,000	3,219,000	3,879,000	100.0	82.5	74.1	72.3	87.1	+20.5
Hardware	16,261,000	12,291,000	9,009,000	8,749,000	10,667,000	100.0	75.6	55.4	53.3	65.6	+21.9
Jewellery and optical goods	5,432,000	4,544,000	3,392,000	3,343,000	4,157,000	100.0	84.0	62.7	61.8	76.3	+24.3
Lumber and building materials	24,878,000	18,239,000	10,292,000	8,559,000	11,929,000	100.0	73.3	41.4	34.4	47.7	+39.4
Machinery, equipment and supplies	17,317,000	12,743,000	10,196,000	9,034,000	11,348,000	100.0	73.6	58.9	52.2	65.5	+25.6
Metals and metal work	4,602,000	3,153,000	2,246,000	1,997,000	3,014,000	100.0	60.5	48.8	43.4	65.5	+50.9
Paper and paper products	9,383,000	6,595,000	7,554,000	7,150,000	7,957,000	100.0	91.6	80.5	76.2	84.8	+11.3
Petroleum products	79,226,000	69,244,000	68,055,000	66,788,000	69,244,000	100.0	87.4	85.9	84.3	87.4	+ 3.7
Plumbing and heating equipment and supplies	4,669,000	3,992,000	2,344,000	2,003,000	2,596,000	100.0	85.5	50.2	42.9	55.6	+29.6
Tobacco and confectionery	22,271,000	20,712,000	17,705,000	15,657,000	17,795,000	100.0	93.0	79.5	70.3	79.9	+13.7
Waste materials	6,464,000	5,365,000	3,523,000	4,169,000	5,708,000	100.0	83.0	54.5	64.5	88.3	+36.9
All other	8,915,000	7,501,000	6,854,000	6,465,000	6,760,000	100.0	84.1	76.9	72.5	75.8	+ 4.6

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

Kind of Business	Total Net Sales (Estimated)					Indexes of Sales (1930 = 100.0)					Per cent Change 1933-34
	1930 (Actual)	1931	1932	1933	1934	1930	1931	1932	1933	1934	
		\$	\$	\$	\$						
Total	288,503,000	210,683,000	188,212,000	174,888,000	195,416,000	100.0	73.0	65.2	60.6	67.7	+11.7
Automotive	5,239,000	4,355,000	3,514,000	3,436,000	4,148,000	100.0	83.1	67.1	65.6	79.2	+20.7
Chemicals and paints	398,000	258,000	218,000	210,000	251,000	100.0	64.8	54.6	52.6	63.0	+19.5
Drugs and drug sundries	4,098,000	3,741,000	3,328,000	3,000,000	3,037,000	100.0	91.3	81.2	73.2	74.1	+ 1.2
Coal and coke	5,705,000	4,547,000	3,891,000	3,298,000	3,452,000	100.0	79.7	68.2	57.8	60.5	+ 4.7
Dry goods and apparel	13,407,000	10,173,000	9,707,000	8,859,000	10,061,000	100.0	75.9	72.4	66.1	75.0	+13.6
Electrical	2,285,000	1,609,000	1,207,000	1,074,000	1,360,000	100.0	70.4	52.8	47.0	59.5	+26.6
Farm supplies	1,463,000	906,000	840,000	61,400	73,700	100.0	61.9	57.4	42.0	50.4	+20.0
Foods	113,932,000	92,006,000	81,319,000	81,173,000	90,047,000	100.0	80.8	71.4	71.2	79.0	+10.9
Groceries	54,970,000	48,497,000	47,442,000	49,171,000	52,457,000	100.0	88.2	86.3	89.5	95.4	+ 6.7
Dairy and poultry products	1,205,000	1,118,000	889,000	970,000	1,356,000	100.0	92.8	73.8	80.5	112.5	+39.8
Fruits and vegetables	26,711,000	22,411,000	17,362,000	14,825,000	16,828,000	100.0	83.9	65.0	55.5	63.0	+13.5
Meats and fish	31,046,000	19,980,000	15,626,000	16,207,000	19,406,000	100.0	64.4	50.3	52.2	62.5	+19.7
Furniture and house furnishings	1,277,000	807,000	644,000	596,000	696,000	100.0	63.2	50.4	46.7	54.5	+16.8
General merchandise	2,739,000	2,249,000	2,191,000	1,986,000	2,366,000	100.0	82.1	80.0	72.5	86.4	+19.1
Hardware	16,073,000	11,444,000	10,736,000	10,351,000	12,633,000	100.0	71.2	66.8	64.4	78.6	+22.0
Jewellery and optical goods	1,127,000	976,000	812,000	791,000	959,000	100.0	86.6	72.0	70.2	85.1	+21.2
Leather and leather goods	1,759,000	1,529,000	1,662,000	1,726,000	1,951,000	100.0	86.9	94.5	98.1	110.9	+13.0
Lumber and building materials	5,700,000	4,007,000	3,193,000	3,225,000	4,079,000	100.0	70.3	56.0	56.6	71.6	+26.5
Machinery, equipment and supplies	21,130,000	6,436,000	5,370,000	4,893,000	6,749,000	100.0	30.5	25.4	23.2	31.9	+37.9
Paper and paper products	3,527,000	3,262,000	3,181,000	2,927,000	3,185,000	100.0	92.5	90.2	83.0	90.3	+ 8.8
Petroleum products	75,078,000	52,254,000	48,050,000	38,365,000	40,467,000	100.0	69.6	64.0	51.1	53.9	+ 5.5
Plumbing and heating equipment and supplies	2,604,000	1,497,000	854,000	740,000	924,000	100.0	57.5	32.8	28.4	35.5	+24.9
Tobacco and confectionery	8,791,000	6,998,000	6,198,000	6,400,000	6,910,000	100.0	79.6	70.5	72.8	78.6	+ 8.0
All other	2,171,000	1,629,000	1,297,000	1,224,000	1,404,000	100.0	75.0	59.7	56.4	64.7	+14.7

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

Kind of Business	Total Net Sales (Estimated)					Indexes of Sales (1930 = 100.0)					Per cent Change 1933-34
	1930 (Actual)	1931	1932	1933	1934	1930	1931	1932	1933	1934	
		\$	\$	\$	\$						
Total	131,414,000	107,612,000	85,102,000	83,418,000	94,131,000	100.0	81.9	64.8	63.5	71.6	+12.8
Automotive	2,038,000	1,614,000	1,213,000	1,232,000	1,426,000	100.0	79.2	59.5	60.5	70.0	+15.7
Chemicals and paints	875,000	812,000	690,000	852,000	921,000	100.0	92.8	78.9	97.4	105.2	+ 8.1
Drugs and drug sundries	3,410,000	3,250,000	2,903,000	2,644,000	2,813,000	100.0	95.3	85.1	77.5	82.5	+ 6.4
Dry goods and apparel	4,670,000	3,299,000	2,656,000	2,759,000	3,050,000	100.0	70.6	56.9	59.1	65.3	+10.5
Electrical	3,415,000	2,544,000	1,998,000	1,205,000	1,673,000	100.0	74.5	58.5	35.3	49.0	+38.8
Foods	57,972,000	46,934,000	36,847,000	37,645,000	40,980,000	100.0	81.0	63.6	64.9	70.7	+ 8.9
Groceries	26,484,000	23,381,000	18,626,000	20,151,000	21,235,000	100.0	88.3	70.3	76.1	80.2	+ 5.4
Dairy and poultry products	1,571,000	1,321,000	1,213,000	1,236,000	1,230,000	100.0	84.1	77.2	78.7	78.3	- 0.5
Fruits and vegetables	9,524,000	7,181,000	5,667,000	5,705,000	6,229,000	100.0	75.4	59.5	59.9	65.4	+ 9.2
Meats and fish	20,393,000	15,051,000	11,341,000	10,553,000	12,286,000	100.0	73.8	55.6	51.7	60.2	+16.4
Furniture and house furnishings	1,193,000	953,000	663,000	660,000	1,010,000	100.0	79.9	55.6	55.3	84.7	+53.0
Hardware	10,314,000	7,601,000	5,229,000	5,631,000	7,282,000	100.0	73.7	50.7	54.6	70.6	+29.3
Jewellery and optical goods	585,000	525,000	431,000	413,000	493,000	100.0	89.7	73.7	70.6	84.3	+19.4
Lumber and building materials	6,310,000	5,023,000	3,275,000	2,345,000	2,509,000	100.0	79.6	51.9	37.2	39.8	+ 7.0
Machinery, equipment and supplies	4,321,000	2,781,000	1,736,000	1,638,000	2,527,000	100.0	64.4	40.2	42.5	58.5	+37.5
Metals and metal work	867,000	823,000	490,000	552,000	861,000	100.0	94.9	56.6	63.6	99.3	+56.0
Paper and paper products	2,619,000	2,614,000	2,252,000	2,103,000	2,265,000	100.0	99.8	86.0	80.3	86.5	+ 7.7
Petroleum products	22,826,000	21,068,000	18,466,000	17,485,000	19,219,000	100.0	92.3	80.9	76.6	84.2	+ 9.9
Plumbing and heating equipment and supplies	1,209,000	780,000	416,000	412,000	470,000	100.0	64.5	34.4	34.1	38.9	+14.1
Tobacco and confectionery	4,888,000	4,155,000	3,627,000	3,251,000	3,583,000	100.0	85.0	74.2	66.5	73.3	+10.2
All other	3,902,000	2,836,000	2,210,000	2,391,000	3,049,000	100.0	72.7	56.6	61.3	78.1	+27.5

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

Kind of Business	Total Net Sales (Estimated in 000 of dollars)				Indexes of Sales (1930 = 100.0)								Per cent change 1937/36
	1930 (Actual)	1933	1936	1937	1930	1931	1932	1933	1934	1935	1936	1937	
Total.....	131,414,000	83,418	111,532	127,720	100.0	81.9	64.8	63.5	71.6	77.7	84.9	97.2	+ 14.5
Automotive.....	2,038,000	1,232	1,745	1,982	100.0	79.2	59.5	60.5	70.0	72.0	85.6	97.3	+ 13.6
Chemicals and paints.....	875,000	852	1,008	1,067	100.0	92.8	78.9	97.4	105.2	114.9	115.2	121.9	+ 5.9
Drugs and drug sundries.....	3,410,000	2,644	3,145	3,557	100.0	95.3	85.1	77.5	82.5	86.2	92.2	104.3	+ 13.1
Dry goods and apparel.....	4,670,000	2,759	3,693	4,010	100.0	70.6	56.9	59.1	65.3	70.7	79.1	85.9	+ 8.6
Electrical.....	3,415,000	1,205	2,793	3,366	100.0	74.5	58.5	35.3	49.0	64.3	81.8	98.6	+ 20.5
Foods.....	57,972,000	37,645	46,796	53,347	100.0	81.0	63.6	64.9	70.7	75.4	80.7	92.0	+ 14.0
Groceries.....	26,484,000	20,151	24,203	28,214	100.0	88.3	70.3	76.1	80.2	83.4	91.4	106.5	+ 16.6
Dairy and poultry products.....	1,571,000	1,236	1,344	1,648	100.0	84.1	77.2	78.7	78.3	79.6	85.6	104.9	+ 22.6
Fruits and vegetables.....	9,524,000	5,705	7,290	8,238	100.0	75.4	59.5	59.9	65.4	74.6	76.5	86.5	+ 13.0
Meats and fish.....	20,393,000	10,553	13,959	15,247	100.0	73.3	55.6	51.7	60.2	64.5	60.4	74.8	+ 9.2
Furniture and house furnishings.....	1,193,000	660	1,062	1,194	100.0	79.9	55.6	55.3	84.7	94.9	89.0	100.1	+ 12.4
Hardware.....	10,314,000	5,631	9,798	12,336	100.0	73.7	50.7	54.6	70.6	80.5	95.0	119.6	+ 25.9
Jewellery and optical goods.....	505,000	413	613	716	100.0	89.7	73.7	70.6	84.3	94.9	104.8	122.4	+ 16.6
Lumber and building materials.....	6,310,000	2,345	4,247	4,637	100.0	79.6	51.9	37.2	39.0	50.4	67.3	73.5	+ 9.2
Machinery, equipment and supplies.....	4,321,000	1,038	3,618	4,428	100.0	64.4	40.2	42.5	58.5	68.9	83.7	102.5	+ 22.4
Metals and metal work.....	867,000	552	994	1,376	100.0	94.9	56.6	63.6	99.3	107.2	114.6	158.7	+ 38.4
Paper and paper products.....	2,619,000	2,103	2,573	2,967	100.0	99.8	86.0	80.3	86.5	91.5	98.2	113.3	+ 15.3
Petroleum products.....	22,326,000	17,485	20,875	22,963	100.0	92.3	80.9	76.6	84.2	89.4	91.5	100.6	+ 10.0
Plumbing and heating equipment and supplies	1,209,000	412	810	1,098	100.0	64.5	34.4	34.1	38.9	51.2	67.0	90.8	+ 35.6
Tobacco and confectionery.....	4,883,000	3,251	4,239	4,735	100.0	85.0	74.2	66.5	73.3	80.3	86.7	96.9	+ 11.7
All other.....	3,902,000	2,391	3,523	3,941	100.0	72.7	56.6	61.3	78.1	80.2	90.3	101.0	+ 11.9

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