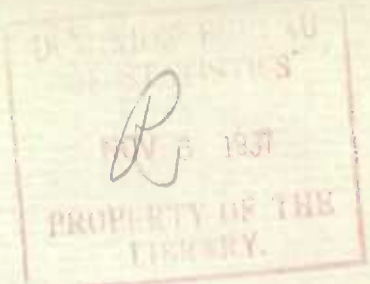


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DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

WHOLESALE TRADE

IN

CANADA AND THE PROVINCES

1936

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Wholesale Trade in Canada, 1936

Aggregate sales for wholesale trading houses in Canada in 1936 were \$1,181,543,000 or 9.3 per cent in excess of the \$1,080,742,000 recorded for 1935 according to calculations made for the Census of Merchandising and Service Establishments, Dominion Bureau of Statistics. Wholesale sales in Canada have shown an upward trend continually since 1933; they are now above the total reported for 1931 and are within 14 per cent of the 1930 figure, the index for 1936 on the 1930 base standing at 86.2. Indexes on the same base for earlier years are 81.6 for 1931, 68.7 for 1932, 65.7 for 1933, 74.7 for 1934 and 78.9 for 1935.

The largest increases in sales for 1936 over the preceding year were reported by dealers in industrial goods and reflect the general improvement in the construction industry, an improvement stimulated by financial facilities offered through the Dominion Housing Loan. Such increases appear in the following trades: electrical, 28.3 per cent; lumber and building materials, 24.1 per cent; plumbing and heating equipment and supplies, 20.2 per cent; machinery, equipment and supplies, 17.6 per cent; metals and metal work, 15.3 per cent, and hardware, 13.8 per cent. Changes in the value of wholesale sales from year to year reflect changes both in the volume of goods sold and also variations in price levels. The price index of building and construction materials increased by 5 per cent between 1935 and 1936. The hardware price index showed the opposite trend, declining by 1.4 per cent during the same interval. While these price indexes are not so constructed as to warrant their use in deflating the dollar value of wholesale sales, they do give a general indication of the effect of price movements on the dollar value of sales. A comparison of the percentage changes in value of sales for the construction materials group and the changes in the corresponding price indexes shows that the increased sales were due to increases in volume of goods sold rather than to changes in price levels. Further reference to the price factor as it affects the trend in dollar sales is made at a later stage in this report.

The only loss from 1935 revealed in the figures for Canada as a whole appears for the farm supplies group which eased off 6.0 per cent to give a total sales figure of \$10,483,000. The loss for this group is due to the inclusion therein of figures for a number of wholesale firms specializing in the sale of seeds, stocks and nursery products, and whose dollar sales fell off to a marked degree, following a steep decline in the price of clover and timothy seeds during 1936.

Staple lines of consumers' goods also registered considerable gains. Although these do not appear as large as those for producers' goods, they are quite substantial and show a better relative improvement than in the preceding year. The food group - which includes groceries, dairy and poultry products, fruits and vegetables, and meats and fish - rose from \$444,529,000 in 1935 to \$482,819,000 in 1936, an increase of 8.6 per cent. Increases for individual lines of trade within the group are as follows: groceries, 7.1 per cent; dairy and poultry products, 12.6 per cent; fruits and vegetables, 10.3 per cent, and meats and fish, 8.9 per cent. Other important increases in the staple lines of consumers' goods as reported to the Dominion Bureau of Statistics by the wholesale trade in 1936 are: jewellery and optical goods, 17.1 per cent; automotive, 11.6 per cent; chemicals and paints, 8.6 per cent; furniture and house furnishings, 8.1 per cent; drugs and drug sundries, 7.4 per cent; tobacco and confectionery, 7.4 per cent, and petroleum products, 6.1 per cent.

Note: This report covers that part of the wholesale trade transacted by full-function wholesale trading houses only. Limited-function wholesalers (manufacturers' sales branches, various types of agents, etc.) are not included.

Dominion totals for the coal and coke group show an increase in sales over 1935 of 6.7 per cent. With sales now reaching a total of \$55,748,000, the coal group presents an increase over the 1930 base of approximately 10.9 per cent. In this connection, it may be well to remember that, while the dollar value of sales as reported by the wholesale trades has increased rapidly, actual consumption has not recovered to the same extent. It would seem that the disorganized state of the bituminous market in 1930 and the stabilization of conditions in later years would account for this anomaly in the wholesale trade statistics. Since 1930 is used as the base figure, the indexes on this base do not present an entirely accurate picture of movements in the coal trade in recent years. This situation is revealed in the following table which shows a comparison of indexes of sales for firms in the wholesale coal trade with indexes of imports and domestic production of bituminous coal, indexes of imports of anthracite coal and indexes of wholesale coal prices (consumers' goods).

Indexes of Sales for Wholesale Coal Trade Compared With Indexes of Imports
and Domestic Production and Indexes of Wholesale Coal Prices
(1930 = 100)

Year	Bituminous, Imported and Domestic (tonnage)	Anthracite Imported (tonnage)	Prices (Consumers' goods)	Wholesale Coal Trade, Net Sales Reported
1930	100.0	100.0	100.0	100.0
1931	74.9	74.2	99.5	87.9
1932	69.0	73.6	96.5	83.9
1933	67.3	70.7	91.6	85.3
1934	78.1	81.2	91.7	101.6
1935	76.2	79.3	91.2	103.9
1936	83.7	80.1	91.2	110.9

Sales by Economic Divisions

All five economic divisions of the country shared about equally in the improvement in wholesale trade in 1936. In each case, a substantial gain is reported over the 1931 figures as well. Ontario reported the largest 1935-to-1936 increase at 9.9 per cent. In order, the Maritimes follow with 9.6 per cent, British Columbia with 9.2 per cent, Quebec with 9.0 per cent, and the Prairie Provinces with 8.8 per cent. In order of total amount of business, Ontario leads with sales of \$431,477,000, Quebec second with \$327,034,000, and the Prairies third with \$230,228,000. British Columbia and the Maritimes complete the picture with sales of \$111,532,000 and \$81,212,000 respectively.

Maritime Provinces

The total wholesale trade in the Maritime Provinces showed an increase of 9.6 per cent in 1936 over 1935, the amount of sales being \$81,212,000. This is the largest amount since 1930 when sales were given as \$92,302,000. On the 1930 base, indexes of sales for the succeeding years are as follows: 85.6 in 1931, 70.3 in 1932, 67.9 in 1933, 77.0 in 1934, 80.3 in 1935, and 88.0 in 1936. The more important groups show the following increases in the 1935-1936 comparison: foods, 9.3 per cent; hardware, 13.5 per cent; lumber and building materials, 18.5 per cent, and petroleum products, 7.1 per cent.

Quebec

Sales at wholesale in Quebec during 1936 amounted to \$327,034,000, an increase of 9.0 per cent over the 1935 figure of \$299,999,000. Indexes for the last few years (taking 1930 equals 100) are: 83.7 in 1931, 69.4 in 1932, 65.9 in 1933, 74.7 in 1934, 77.7 in 1935, and 84.7 in 1936.

Sales in the general food group produced a 10.8 per cent increase over 1935 with sales amounting to \$135,935,000. Included in this group are dairy and poultry products which, due to a favourable export market, increased 15.4 per cent. Meats and fish added a substantial gain of 12.3 per cent. The increase registered by fruits and vegetables was 8.9 per cent and that by groceries, 7.3 per cent.

Other major groups show the following increases: dry goods and apparel, 5.1 per cent; electrical, 29.4 per cent; machinery, equipment and supplies, 17.1 per cent; plumbing and heating equipment and supplies, 20.9 per cent, and lumber and building materials, 19.8 per cent.

Ontario

Wholesale trade in 1936 in Ontario increased 9.9 per cent to \$431,477,000 over the previous year. Here also the best year since 1930 was registered and sales now stand only 8.5 per cent below the figure for that period. The indexes for subsequent years (1930 = 100) are: 1931, 84.4; 1932, 70.9; 1933, 68.9; 1934, 79.4; 1935, 83.3, and 1936, 91.5.

The food group, which accounted for more than one-third of all the sales in Ontario, rose 7.2 per cent, the amount reported totalling \$150,692,000. Gains were registered in each sub-food group and ranged from 5.1 per cent for general groceries to 12.1 per cent for fruits and vegetables. Second in importance of size comes the petroleum group with an increase of 7.9 per cent. Other groups of consumers' goods increased as follows: drugs and drug sundries, 11.4 per cent; dry goods and apparel, 1.7 per cent, and tobacco and confectionery, 7.0 per cent.

The groups concerned with producers' or industrial goods registered the largest gains and some of the more important are as follows: hardware, 16.8 per cent; lumber and building materials, 26.9 per cent; machinery, equipment and supplies, 18.0 per cent; electrical, 28.5 per cent, and metals and metal work, 21.2 per cent.

Prairie Provinces

Sales of wholesalers in the Prairie Provinces in 1936 amounted to \$230,288,000, an increase of 8.8 per cent over the 1935 sales figure of \$211,741,000. The slightly smaller increase in the Prairie Provinces compared with those for other divisions may be attributed to two causes. In the first instance, that portion of the wholesale trade of the Prairie Provinces which consists in the distribution of producers' goods is proportionately smaller than in other divisions of the country. Consequently the total wholesale trade of the Prairie Provinces has been influenced to a lesser degree by the more rapid improvement which has characterized the trend in sales of producers' goods in recent years. On the other hand, the farm supplies group which, as previously stated, suffered a considerable decline in value of sales in 1936, is proportionately of greater importance in the wholesale trade of the Prairie Provinces than in other parts and consequently exercised a greater weight in reducing the upward trend in sales for the wholesale trade as a whole in the Prairie Provinces than elsewhere.

Indexes of sales for the wholesale trade on the base 1930 equals 100 are as follows: 73.0 for 1931, 65.2 for 1932, 60.6 for 1933, 67.7 for 1934, 73.4 for 1935, and 79.8 for 1936.

The food group, which constitutes by far the largest proportion of the total sales, reported an increase of 8.3 per cent with a sales value of \$105,980,000. Within this group, increases ranging from 0.7 per cent for dairy and poultry products to 10.8 per cent for fruit and vegetables are registered.

Other important groups with their percentage increases over 1935 are as follows: petroleum products, 7.5 per cent; hardware, 9.3 per cent; machinery, equipment and supplies, 15.6 per cent, and dry goods and apparel, 9.6 per cent.

British Columbia

Wholesale trade in British Columbia amounted to \$111,532,000, an increase of 9.2 per cent over 1935, when the sales were \$102,171,000. On the base 1930 equals 100, indexes are as follows: 81.9 in 1931, 64.8 in 1932, 63.5 in 1933, 71.6 in 1934, 77.7 in 1935, and 84.9 in 1936.

The food group again registered a substantial gain of 7.1 per cent to give a sales total of \$46,796,000. Within the group, groceries led with a 9.5 per cent increase and were followed successively by dairy and poultry products at 7.4 per cent, meats and fish at 5.3 per cent, and fruits and vegetables at 2.6 per cent.

The more important increases in non-food products appear as follows: Lumber and building materials, 33.5 per cent; plumbing and heating equipment and supplies, 30.9 per cent; electrical, 27.2 per cent; hardware, 18.0 per cent, and petroleum products, 2.3 per cent.

Comparison of Indexes of Wholesale Sales and Wholesale Prices

In the period 1930 to 1936 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 1936 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
1935 ...	1,080,742,000	78.9	82.4
1936 ...	1,181,543,000	86.2	83.7

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	1935	1936
Consumers' Goods, Total	100.0	85.3	79.8	79.6	83.0	82.4	83.7
Foods, beverages, tobacco	100.0	75.6	66.1	68.5	74.9	75.6	78.8
Coal	100.0	99.5	96.5	91.6	91.7	91.2	91.2
Drugs and pharmaceutical chemicals.	100.0	91.6	83.5	70.9	72.9	71.7	72.7
Other Goods --							
Building and construction materials	100.0	90.2	85.0	86.2	90.9	89.4	93.9
Chemicals and allied products	100.0	93.4	90.4	87.6	87.5	85.2	84.1
Hardware	100.0	97.9	96.0	94.2	94.9	95.1	93.8
Petroleum and its products	100.0	86.9	88.8	89.0	90.8	89.2	87.4

Comparability With 1930 Census

In constructing an annual index of wholesale sales, the chief objective has been to derive the most representative measure of the trend from year to year in wholesale trade and particularly in 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. Certain adjustments in the figures shown in the results of the decennial census have also been necessary to bring the data for subsequent years to a comparable basis. 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), and plumbing and heating equipment and supplies (Quebec and Prairies).

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 used in the annual census will be found in the census report for 1933.

Method of Constructing Indexes of Wholesale Sales

The figures for 1930 shown in this report are taken from the results of the complete Census of Merchandising and Service Establishments taken in 1931 in connection with the Seventh Decennial Census, for which returns were received from all trading establishments in the country giving details regarding the business transacted in the preceding year. While the census of 1931 covered every firm, the annual census is more limited in its scope and includes only those wholesalers proper with sales of \$100,000 or more in 1930 together with some large firms which have commenced operations since that year. The reports received for the annual census are used in determining the trend in wholesale business from year to year. The trend value is then applied to the total sales for the base year 1930 in order to arrive at the most probable value of total business for each year. It should, therefore, be clearly understood that the sales figures shown in this report for years subsequent to 1930 do not refer only to those establishments from which reports are annually secured but are the most accurate estimates possible of the total wholesale trade, including both contributing and non-contributing firms. The method makes no allowance for contraction or expansion in the total number of firms operating in the wholesale field. While the figures shown herein are believed to closely approximate actual conditions, it must be borne in mind that the disappearance of old firms and the use of new concerns are not fully reflected in the indexes.

Table 1.--Summary of Wholesale Trade by Economic Divisions and Kinds of Business, 1930 - 1936

Division and Kind of Business	Total Net Sales				Indexes of Sales (1930 = 100.0)							Per cent Change 1936/35
	1930 (Actual)	(Estimated)			1930	1931	1932	1933	1934	1935	1936	
		1933	1935	1936								
Maritime Provinces	92,302,000	62,666,000	74,101,000	81,212,000	100.0	85.6	70.3	67.9	77.0	80.3	88.0	+ 9.6
Quebec	386,229,000	254,696,000	299,999,000	327,034,000	100.0	83.7	69.4	65.9	74.7	77.7	84.7	+ 9.0
Ontario	471,618,000	324,828,000	392,730,000	431,477,000	100.0	84.4	70.9	68.9	79.4	83.3	91.5	+ 9.9
Prairie Provinces	288,503,000	174,888,000	211,741,000	230,228,000	100.0	73.0	65.2	60.6	67.7	73.4	79.8	+ 8.8
British Columbia	131,414,000	83,418,000	102,171,000	111,532,000	100.0	81.9	64.8	63.5	71.6	77.7	84.9	+ 9.2
CANADA, TOTAL	1,370,066,000	900,496,000	1,080,742,000	1,181,543,000	100.0	81.6	68.7	65.7	74.7	78.9	86.2	+ 9.3
Amusement, photographic and sporting goods	4,278,000	2,464,000	2,933,000	3,354,000	100.0	82.9	67.7	57.6	64.0	68.6	78.4	+14.4
Automotive	20,990,000	13,473,000	16,913,000	18,875,000	100.0	84.3	65.3	64.2	74.4	80.6	89.9	+11.6
Chemicals and paints	8,387,000	7,743,000	9,852,000	10,702,000	100.0	84.1	74.7	92.3	108.0	117.5	127.6	+ 8.6
Drugs and drug sundries	27,973,000	22,139,000	24,814,000	26,644,000	100.0	96.3	85.2	79.1	83.4	88.7	95.2	+ 7.4
Coal and coke	50,252,000	42,881,000	52,227,000	55,748,000	100.0	87.9	83.9	85.3	101.6	103.9	110.9	+ 6.7
Dry goods and apparel	102,358,000	64,396,000	75,450,000	79,122,000	100.0	79.0	65.3	62.9	71.6	73.7	77.3	+ 4.9
Electrical	22,982,000	9,973,000	14,940,000	19,170,000	100.0	78.4	52.2	43.4	56.6	65.0	83.4	+28.3
Farm supplies	16,037,000	8,719,000	11,153,000	10,483,000	100.0	87.2	64.8	54.4	67.6	69.5	65.4	- 6.0
Foods	540,820,000	377,670,000	444,529,000	482,819,000	100.0	83.4	70.6	69.8	78.1	82.2	89.3	+ 8.6
Furniture and house furnishings	13,632,000	7,293,000	9,404,000	10,163,000	100.0	76.7	58.0	53.5	64.2	69.0	74.6	+ 8.1
General merchandise	13,478,000	8,668,000	11,097,000	12,886,000	100.0	78.1	69.0	64.3	76.1	82.3	95.6	+16.1
Hardware	65,943,000	38,025,000	49,260,000	56,075,000	100.0	76.5	59.4	57.7	70.1	74.7	85.0	+13.8
Jewellery and optical goods	10,858,000	6,935,000	9,711,000	11,374,000	100.0	85.8	67.8	63.9	77.3	89.4	104.8	+17.1
Leather and leather goods	7,377,000	5,325,000	6,512,000	6,854,000	100.0	76.8	67.2	72.2	80.9	88.3	92.9	+ 5.3
Lumber and building materials	51,872,000	18,912,000	27,584,000	34,234,000	100.0	73.8	44.1	36.5	47.9	53.2	66.0	+24.1
Machinery, equipment and supplies	59,321,000	21,739,000	33,757,000	39,696,000	100.0	55.1	40.7	36.7	47.4	56.9	66.9	+17.6
Metals and metal work	14,059,000	6,817,000	11,122,000	12,821,000	100.0	71.2	52.0	48.5	69.4	79.1	91.2	+15.3
Paper and paper products	22,462,000	17,263,000	20,103,000	21,287,000	100.0	92.7	82.3	76.9	85.2	89.5	94.8	+ 5.9
Petroleum products	230,169,000	163,315,000	178,367,000	189,272,000	100.0	83.8	78.0	71.0	76.5	77.5	82.2	+ 6.1
Plumbing and heating equipment and supplies	14,512,000	5,508,000	7,554,000	9,078,000	100.0	75.5	44.1	38.0	46.9	52.1	62.6	+20.2
Tobacco and confectionery	45,870,000	32,165,000	38,568,000	41,403,000	100.0	89.1	76.5	70.1	77.3	84.1	90.3	+ 7.4
Waste materials	10,118,000	6,335,000	9,721,000	12,824,000	100.0	78.7	52.3	62.6	83.1	96.1	126.7	+31.9
All other	16,318,000	12,688,000	15,171,000	16,659,000	100.0	86.2	79.6	77.8	85.7	93.0	102.1	+ 9.8

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

Kind of Business	Total Net Sales				Indexes of Sales							Per cent Change 1936/35
	1930 (Actual)	(Estimated)			(1930 = 100.0)							
		1933	1935	1936	1930	1931	1932	1933	1934	1935	1936	
	\$	\$	\$	\$								
Total	1,370,066,000	900,496,000	1,080,742,000	1,181,543,000	100.0	81.6	68.7	65.7	74.7	78.9	86.2	+ 9.3
Amusement, photographic and sporting goods	4,278,000	2,464,000	2,933,000	3,354,000	100.0	82.9	67.7	57.6	64.0	68.6	78.4	+14.4
Automotive	20,990,000	13,473,000	16,913,000	18,875,000	100.0	84.3	65.3	64.2	74.4	80.6	89.9	+11.6
Automotive equipment and parts	18,953,000	11,894,000	14,921,000	16,809,000	100.0	83.9	64.9	62.8	73.1	78.7	88.7	+12.7
Tires	2,037,000	1,579,000	1,992,000	2,066,000	100.0	88.1	69.3	77.5	86.1	97.8	101.4	+ 3.7
Chemicals and paints	8,387,000	7,743,000	9,852,000	10,702,000	100.0	84.1	74.7	92.3	108.0	117.5	127.6	+ 8.6
Drugs and drug sundries	27,973,000	22,139,000	24,814,000	26,644,000	100.0	96.3	85.2	79.1	83.4	88.7	95.2	+ 7.4
Coal and coke	50,252,000	42,881,000	52,227,000	55,748,000	100.0	87.9	83.9	85.3	101.6	103.9	110.9	+ 6.7
Dry goods and apparel	102,358,000	64,396,000	75,450,000	79,122,000	100.0	79.0	65.3	62.9	71.6	73.7	77.3	+ 4.9
Clothing and furnishings (including millinery and shoes)	24,451,000	16,703,000	19,677,000	20,859,000	100.0	83.5	72.4	68.3	75.8	80.5	85.3	+ 6.0
Dry goods (including notions and piece goods)	77,907,000	47,693,000	55,773,000	58,263,000	100.0	77.7	63.0	61.2	70.3	71.6	74.8	+ 4.5
Electrical	22,982,000	9,973,000	14,940,000	19,170,000	100.0	78.4	52.2	43.4	56.6	65.0	83.4	+28.3
Farm supplies	16,037,000	8,719,000	11,153,000	10,483,000	100.0	87.2	64.8	54.4	67.6	69.5	65.4	+ 6.0
Foods	540,820,000	377,670,000	444,529,000	482,819,000	100.0	83.4	70.6	69.8	78.1	82.2	89.3	+ 8.6
Groceries	223,838,000	184,436,000	203,245,000	217,713,000	100.0	87.7	79.4	82.4	87.8	90.8	97.3	+ 7.1
Dairy and poultry products	48,771,000	32,185,000	36,273,000	40,860,000	100.0	81.4	69.4	66.0	66.5	74.4	83.8	+12.6
Fruits and vegetables	99,102,000	63,176,000	75,480,000	83,236,000	100.0	83.5	70.1	63.7	72.9	76.2	84.0	+10.3
Meats and fish	169,109,000	97,873,000	129,531,000	141,010,000	100.0	78.4	59.6	57.9	71.5	76.6	83.4	+ 8.9
Furniture and house furnishings	13,632,000	7,293,000	9,404,000	10,163,000	100.0	76.7	58.0	53.5	64.2	69.0	74.6	+ 8.1
General merchandise	13,478,000	8,668,000	11,097,000	12,886,000	100.0	78.1	69.0	64.3	76.1	82.3	95.6	+16.1
Hardware	65,943,000	38,025,000	49,260,000	56,075,000	100.0	76.5	59.4	57.7	70.1	74.7	85.0	+13.8
Jewellery and optical goods	10,858,000	6,935,000	9,711,000	11,374,000	100.0	85.8	67.8	63.9	77.3	89.4	104.8	+17.1
Jewellery	8,078,000	4,430,000	6,559,000	7,890,000	100.0	82.9	60.6	54.8	68.5	81.2	97.7	+20.3
Optical goods	2,780,000	2,505,000	3,152,000	3,484,000	100.0	94.0	88.7	90.1	103.0	113.4	125.3	+10.5
Leather and leather goods	7,377,000	5,325,000	6,512,000	6,854,000	100.0	76.8	67.2	72.2	80.9	88.3	92.9	+ 5.3
Lumber and building materials	51,372,000	18,912,000	27,584,000	34,234,000	100.0	73.8	44.1	36.5	47.9	53.2	66.0	+24.1
Machinery, equipment and supplies	59,321,000	21,789,000	33,757,000	39,696,000	100.0	55.1	40.7	36.7	47.4	56.9	66.9	+17.6
Commercial and service equipment and supplies	6,710,000	3,521,000	4,550,000	4,984,000	100.0	78.3	63.1	52.5	60.3	67.8	74.3	+ 9.5
Farm machinery and equipment	14,305,000	2,698,000	5,975,000	6,848,000	100.0	21.0	21.6	18.9	26.9	41.8	47.9	+14.6
Professional equipment and supplies ...	7,810,000	5,849,000	6,907,000	7,392,000	100.0	91.2	77.1	74.9	83.1	88.4	94.6	+ 7.0
All other machinery, equipment and supplies	30,496,000	9,721,000	16,325,000	20,472,000	100.0	56.7	35.4	31.9	45.1	53.5	67.1	+25.4
Metals and metal work	14,059,000	6,817,000	11,122,000	12,821,000	100.0	71.2	52.0	48.5	69.4	79.1	91.2	+15.3
Paper and paper products	22,462,000	17,263,000	20,103,000	21,287,000	100.0	92.7	82.3	76.9	85.2	89.5	94.8	+ 5.9
Petroleum products	230,169,000	163,315,000	178,367,000	189,272,000	100.0	83.8	78.0	71.0	76.5	77.5	82.2	+ 6.1
Plumbing and heating equipment and supplies	14,512,000	5,508,000	7,554,000	9,078,000	100.0	75.5	44.1	38.0	46.9	52.1	62.6	+20.2
Tobacco and confectionery	45,870,000	32,165,000	38,568,000	41,403,000	100.0	89.1	76.5	70.1	77.3	84.1	90.3	+ 7.4
Waste materials	10,118,000	6,335,000	9,721,000	12,824,000	100.0	78.7	52.3	62.6	83.1	96.1	126.7	+31.9
All other	16,318,000	12,688,000	15,171,000	16,659,000	100.0	86.2	79.6	77.8	85.7	93.0	102.1	+ 9.8

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

Kind of Business	Total Net Sales				Indexes of Sales							Per cent Change 1936/35
	1930 (Actual)	(Estimated)			(1930 = 100.0)							
		1933	1935	1936	1930	1931	1932	1933	1934	1935	1936	
Total	92,302,000	62,666,000	74,101,000	81,212,000	100.0	85.6	70.3	67.9	77.0	80.3	88.0	+ 9.6
Automotive	1,609,000	975,000	1,207,000	1,336,000	100.0	75.3	62.7	60.6	65.4	75.0	83.0	+10.7
Drugs and drug sundries	2,112,000	1,445,000	1,542,000	1,636,000	100.0	92.6	82.5	68.4	72.4	73.0	77.5	+ 6.1
Coal and coke	561,000	448,000	479,000	509,000	100.0	94.9	87.2	79.9	82.4	85.4	90.7	+ 6.3
Dry goods and apparel	3,665,000	2,171,000	2,627,000	2,791,000	100.0	78.6	62.4	59.2	67.0	71.7	76.2	+ 6.2
Farm supplies	792,000	576,000	642,000	734,000	100.0	88.7	75.4	72.7	87.3	81.0	92.7	+14.3
Foods	49,380,000	34,685,000	39,721,000	43,416,000	100.0	84.6	70.0	70.2	78.0	80.4	87.9	+ 9.3
Groceries	27,282,000	21,717,000	24,154,000	26,195,000	100.0	86.3	77.0	79.6	86.6	88.5	96.0	+ 8.4
Dairy and poultry products ...	1,857,000	1,083,000	1,304,000	1,351,000	100.0	56.3	56.3	58.3	60.5	70.2	72.8	+ 3.6
Fruits and vegetables	7,218,000	4,049,000	4,850,000	5,587,000	100.0	79.7	59.7	56.1	65.1	67.2	77.4	+15.2
Meats and fish	13,023,000	7,836,000	9,413,000	10,283,000	100.0	67.9	63.1	60.2	69.8	72.3	79.0	+ 9.2
Furniture and house furnishings.	984,000	563,000	703,000	760,000	100.0	90.6	63.2	57.2	69.7	71.4	77.2	+ 8.1
General merchandise	1,330,000	870,000	1,057,000	1,274,000	100.0	76.1	63.2	65.4	74.6	79.5	95.7	+20.5
Hardware	8,082,000	4,607,000	5,455,000	6,191,000	100.0	84.0	60.2	57.0	67.8	67.5	76.6	+13.5
Jewellery and optical goods	307,000	221,000	270,000	289,000	100.0	87.3	73.3	72.0	83.7	87.9	94.1	+ 7.0
Lumber and building materials ..	1,544,000	512,000	773,000	916,000	100.0	84.3	41.7	33.2	47.7	50.1	59.3	+18.5
Machinery, equipment and supplies	1,786,000	701,000	964,000	1,187,000	100.0	64.9	49.8	39.2	52.2	54.0	66.5	+23.1
Paper and paper products	924,000	678,000	783,000	838,000	100.0	90.2	80.3	73.4	84.6	84.7	90.7	+ 7.0
Petroleum products	15,641,000	11,918,000	15,219,000	16,300,000	100.0	93.2	82.4	76.2	89.0	97.3	104.2	+ 7.1
Tobacco and confectionery	1,628,000	1,053,000	1,158,000	1,283,000	100.0	89.1	72.7	64.7	71.0	71.1	78.8	+10.8
All other	1,957,000	1,243,000	1,501,000	1,752,000	100.0	83.0	64.8	63.5	70.8	76.7	89.5	+16.7

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

Kind of Business	Total Net Sales				Indexes of Sales (1930 = 100.0)							Per cent Change 1936/35
	1930 (Actual)	(Estimated)			1930	1931	1932	1933	1934	1935	1936	
		1933	1935	1936								
	\$	\$	\$	\$								
Total	386,229,000	254,696,000	299,999,000	327,034,000	100.0	83.7	69.4	65.9	74.7	77.7	84.7	+ 9.0
Amusement, photographic and sporting goods .	787,000	491,000	574,000	737,000	100.0	88.5	78.8	62.4	70.2	72.9	93.6	+28.4
Automotive	3,690,000	2,140,000	2,254,000	2,664,000	100.0	79.8	59.3	58.0	60.4	61.1	72.2	+18.2
Chemicals and paints	4,150,000	4,042,000	5,424,000	6,015,000	100.0	86.4	77.8	97.4	121.8	130.7	144.9	+10.9
Drugs and drug sundries	9,159,000	6,869,000	7,309,000	7,470,000	100.0	93.7	81.4	75.0	76.4	79.8	81.6	+ 2.2
Coal and coke	26,712,000	20,835,000	23,293,000	23,409,000	100.0	85.8	81.9	78.0	90.2	87.2	87.6	+ 0.5
Dry goods and apparel	45,569,000	27,701,000	33,728,000	35,463,000	100.0	79.2	63.4	60.8	70.7	74.0	77.8	+ 5.1
Electrical	5,935,000	2,748,000	3,971,000	5,138,000	100.0	82.5	56.3	46.3	62.8	66.9	86.6	+29.4
Farm supplies	4,959,000	3,099,000	3,600,000	3,866,000	100.0	85.7	68.6	62.5	70.4	72.6	78.0	+ 7.4
Foods	151,570,000	107,397,000	122,645,000	135,935,000	100.0	85.1	72.3	70.9	77.0	80.9	89.7	+10.8
Groceries	49,991,000	37,807,000	39,188,000	42,054,000	100.0	86.7	74.7	75.6	77.2	78.4	84.1	+ 7.3
Dairy and poultry products	37,018,000	24,432,000	26,764,000	30,886,000	100.0	82.3	70.3	66.0	64.1	72.3	83.4	+15.4
Fruits and vegetables	23,193,000	16,235,000	19,482,000	21,216,000	100.0	88.9	78.1	70.0	80.1	84.0	91.5	+ 8.9
Meats and fish	41,368,000	28,923,000	37,211,000	41,779,000	100.0	83.6	67.8	69.9	86.5	90.0	101.0	+12.3
Furniture and house furnishings	5,661,000	2,881,000	3,980,000	4,334,000	100.0	77.9	57.9	50.9	63.9	70.3	76.6	+ 8.9
General merchandise	4,740,000	2,455,000	2,844,000	3,165,000	100.0	72.2	59.6	51.8	59.8	60.0	66.8	+11.3
Hardware	15,213,000	8,687,000	10,649,000	12,055,000	100.0	81.0	61.5	57.1	66.7	70.0	79.2	+13.2
Jewellery and optical goods	3,427,000	2,167,000	2,846,000	3,117,000	100.0	87.5	72.9	63.2	73.9	83.0	91.0	+ 9.5
Leather and leather goods	3,054,000	1,909,000	2,297,000	2,331,000	100.0	76.2	61.4	62.5	66.6	75.2	76.3	+ 1.5
Lumber and building materials	13,440,000	4,271,000	5,873,000	7,033,000	100.0	72.1	40.8	31.8	41.8	43.7	52.3	+19.8
Machinery, equipment and supplies	14,767,000	5,323,000	7,361,000	8,622,000	100.0	64.8	40.3	36.0	44.5	49.8	58.4	+17.1
Metals and metal work	8,424,000	4,178,000	6,200,000	7,018,000	100.0	70.1	53.3	49.6	68.5	73.6	83.3	+13.2
Paper and paper products	6,009,000	4,405,000	5,270,000	5,518,000	100.0	92.0	79.2	73.3	82.4	87.7	91.8	+ 4.7
Petroleum products	37,398,000	28,759,000	31,863,000	32,628,000	100.0	95.4	85.8	76.9	88.9	85.2	87.2	+ 2.4
Plumbing and heating equipment and supplies.	5,431,000	2,113,000	2,764,000	3,342,000	100.0	77.5	45.9	38.9	47.3	50.9	61.5	+20.9
Tobacco and confectionery	8,292,000	5,804,000	6,675,000	7,216,000	100.0	91.0	76.9	70.0	72.4	80.5	87.0	+ 8.1
All other	7,842,000	6,422,000	8,579,000	9,958,000	100.0	85.1	75.1	81.9	95.4	109.4	127.0	+16.1

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

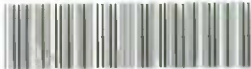
Kind of Business	Total Net Sales				Indexes of Sales (1930 = 100.0)							Per cent Change 1936/35
	1930 (Actual)	(Estimated)			1930	1931	1932	1933	1934	1935	1936	
		1933	1935	1936								
Total	471,618,000	324,828,000	392,730,000	431,477,000	100.0	84.4	70.9	68.9	79.4	83.3	91.5	+ 9.9
Amusement, photographic and sporting goods	2,764,000	1,553,000	1,805,000	1,976,000	100.0	82.0	65.5	56.2	60.8	65.3	71.5	+ 9.5
Automotive	8,414,000	5,690,000	7,318,000	7,982,000	100.0	89.9	68.8	67.6	80.4	87.0	94.9	+ 9.1
Chemicals and paints	2,951,000	2,626,000	3,146,000	3,398,000	100.0	80.8	71.8	89.0	95.6	106.6	115.1	+ 8.0
Drugs and drug sundries	9,194,000	8,181,000	9,819,000	10,938,000	100.0	102.4	91.4	89.0	97.5	106.8	119.0	+11.4
Coal and coke	17,156,000	18,220,000	24,224,000	27,252,000	100.0	93.6	92.1	106.2	133.8	141.2	158.8	+12.5
Dry goods and apparel	35,047,000	22,906,000	25,838,000	26,265,000	100.0	81.2	66.4	65.4	72.8	73.7	74.9	+ 1.7
Electrical	11,124,000	4,839,000	6,953,000	8,935,000	100.0	79.0	47.8	43.5	54.8	62.5	80.3	+28.5
Farm supplies	8,634,000	4,317,000	5,681,000	5,016,000	100.0	92.2	62.8	50.0	67.1	65.8	58.1	-11.7
Foods	167,966,000	116,770,000	140,605,000	150,692,000	100.0	84.2	71.1	69.5	80.9	83.7	89.7	+ 7.2
Groceries	65,111,000	55,590,000	61,705,000	64,857,000	100.0	88.2	81.9	85.4	93.1	94.8	99.6	+ 5.1
Dairy and poultry products	7,120,000	4,464,000	5,532,000	5,847,000	100.0	80.7	65.8	62.7	70.2	77.7	82.1	+ 5.7
Fruits and vegetables	32,456,000	22,362,000	26,387,000	29,580,000	100.0	82.5	73.9	68.9	79.9	81.3	91.1	+12.1
Meats and fish	63,279,000	34,354,000	46,981,000	50,408,000	100.0	81.4	59.2	54.3	70.1	74.2	79.7	+ 7.3
Furniture and house furnishings	4,517,000	2,593,000	2,873,000	3,278,000	100.0	75.2	59.8	57.4	60.7	63.6	72.6	+14.1
General merchandise	4,453,000	3,219,000	4,324,000	5,228,000	100.0	82.5	74.1	72.3	87.1	97.1	117.4	+20.9
Hardware	16,261,000	8,749,000	11,545,000	13,485,000	100.0	75.6	55.4	53.8	65.6	71.0	82.9	+16.8
Jewellery and optical goods	5,412,000	3,343,000	4,938,000	6,099,000	100.0	84.0	62.7	61.8	76.8	91.2	112.7	+23.5
Lumber and building materials	24,878,000	8,559,000	13,649,000	17,322,000	100.0	73.3	41.4	34.4	47.9	54.9	69.6	+26.9
Machinery, equipment and supplies	17,317,000	9,034,000	13,018,000	15,356,000	100.0	73.6	58.9	52.2	65.5	75.2	88.7	+18.0
Metals and metal work	4,602,000	1,997,000	3,829,000	4,641,000	100.0	68.5	48.8	43.4	65.5	83.2	100.8	+21.2
Paper and paper products	9,383,000	7,150,000	8,332,000	8,757,000	100.0	91.6	80.5	76.2	84.8	88.8	93.3	+ 5.1
Petroleum products	79,226,000	66,788,000	68,610,000	74,030,000	100.0	87.4	85.9	84.3	87.4	86.6	93.4	+ 7.9
Plumbing and heating equipment and supplies	4,669,000	2,003,000	2,871,000	3,408,000	100.0	85.5	50.2	42.9	55.6	61.5	73.0	+18.7
Tobacco and confectionery	22,271,000	15,657,000	19,487,000	20,851,000	100.0	93.0	79.5	70.3	79.9	87.5	93.6	+ 7.0
Waste materials	6,464,000	4,169,000	6,529,000	8,671,000	100.0	83.0	54.5	64.5	88.3	101.0	134.1	+32.8
All other	8,915,000	6,465,000	7,336,000	7,897,000	100.0	84.1	76.9	72.5	75.8	82.3	88.6	+ 7.6

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)							Per cent Change 1936/35
	1930 (Actual)	(Estimated)			1930	1931	1932	1933	1934	1935	1936	
		1933	1935	1936								
	\$	\$	\$	\$								
Total	288,503,000	174,888,000	211,741,000	230,288,000	100.0	73.0	65.2	60.6	67.7	73.4	79.8	+ 8.8
Automotive	5,239,000	3,436,000	4,666,000	5,148,000	100.0	83.1	67.1	65.6	79.2	89.1	98.3	+10.3
Chemicals and paints	398,000	210,000	263,000	266,000	100.0	64.8	54.6	52.6	63.0	66.0	66.8	+ 1.1
Drugs and drug sundries	4,098,000	3,000,000	3,205,000	3,455,000	100.0	91.3	81.2	73.2	74.1	78.2	84.3	+ 7.8
Coal and coke	5,705,000	3,298,000	4,148,000	4,492,000	100.0	79.7	68.2	57.8	60.5	72.7	78.7	+ 8.3
Dry goods and apparel	13,407,000	8,859,000	9,953,000	10,910,000	100.0	75.9	72.4	66.1	75.0	74.2	81.4	+ 9.6
Electrical	2,285,000	1,074,000	1,647,000	2,088,000	100.0	70.4	52.8	47.0	59.5	72.1	91.4	+26.8
Farm supplies	1,463,000	614,000	1,055,000	671,000	100.0	61.9	57.4	42.0	50.4	72.1	45.9	-36.4
Foods	113,932,000	81,173,000	97,852,000	105,980,000	100.0	80.8	71.4	71.2	79.0	85.9	93.0	+ 8.3
Groceries	54,970,000	49,171,000	56,104,000	60,404,000	100.0	88.2	86.3	89.5	95.4	102.1	109.9	+ 7.7
Dairy and poultry products	1,205,000	970,000	1,422,000	1,432,000	100.0	92.3	73.8	80.5	112.5	118.0	118.8	+ 0.7
Fruits and vegetables	26,711,000	14,825,000	17,656,000	19,563,000	100.0	83.9	65.0	55.5	63.0	66.1	73.2	+10.8
Meats and fish	31,046,000	16,207,000	22,670,000	24,581,000	100.0	64.4	50.3	52.2	62.5	73.0	79.2	+ 8.4
Furniture and house furnishings	1,277,000	596,000	716,000	729,000	100.0	63.2	50.4	46.7	54.5	56.1	57.1	+ 1.8
General merchandise	2,739,000	1,986,000	2,682,000	2,998,000	100.0	82.1	80.0	72.5	86.4	97.9	109.5	+11.8
Hardware	16,073,000	10,351,000	13,308,000	14,546,000	100.0	71.2	66.8	64.4	78.6	82.8	90.5	+ 9.3
Jewellery and optical goods	1,127,000	791,000	1,102,000	1,256,000	100.0	86.6	72.0	70.2	85.1	97.8	111.4	+14.0
Leather and leather goods	1,759,000	1,726,000	1,974,000	2,088,000	100.0	86.9	94.5	98.1	110.9	112.2	118.7	+ 5.8
Lumber and building materials	5,700,000	3,225,000	4,107,000	4,716,000	100.0	70.3	56.0	56.6	71.6	72.1	82.7	+14.8
Machinery, equipment and supplies ...	21,130,000	4,893,000	9,438,000	10,913,000	100.0	30.5	25.4	23.2	31.9	44.7	51.6	+15.6
Paper and paper products	3,527,000	2,927,000	3,322,000	3,601,000	100.0	92.5	90.2	83.0	90.3	94.2	102.1	+ 8.4
Petroleum products	75,078,000	38,365,000	42,269,000	45,439,000	100.0	69.6	64.0	51.1	53.9	56.3	60.5	+ 7.5
Plumbing and heating equipment and supplies	2,604,000	740,000	1,057,000	1,224,000	100.0	57.5	32.8	28.4	35.5	40.6	47.0	+15.8
Tobacco and confectionery	8,791,000	6,400,000	7,323,000	7,814,000	100.0	79.6	70.5	72.8	78.6	83.3	88.9	+ 6.7
All other	2,171,000	1,224,000	1,654,000	1,954,000	100.0	75.0	59.7	56.4	64.7	76.2	90.0	+18.1

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)							Per cent Change 1936/35
	1930 (Actual)	(Estimated)			1930	1931	1932	1933	1934	1935	1936	
		1933	1935	1936								
	\$	\$	\$	\$								
Total	131,414,000	83,418,000	102,171,000	111,532,000	100.0	81.9	64.8	63.5	71.6	77.7	84.9	+ 9.2
Automotive	2,038,000	1,232,000	1,468,000	1,745,000	100.0	79.2	59.5	60.5	70.0	72.0	85.6	+18.9
Chemicals and paints	875,000	852,000	1,005,000	1,008,000	100.0	92.8	78.9	97.4	105.2	114.9	115.2	+ 0.3
Drugs and drug sundries	3,410,000	2,644,000	2,939,000	3,145,000	100.0	95.3	85.1	77.5	82.5	86.2	92.2	+ 7.0
Dry goods and apparel	4,670,000	2,759,000	3,304,000	3,693,000	100.0	70.6	56.9	59.1	65.3	70.7	79.1	+11.8
Electrical	3,415,000	1,205,000	2,196,000	2,793,000	100.0	74.5	58.5	35.3	49.0	64.3	81.5	+27.2
Foods	57,972,000	37,645,000	43,706,000	46,796,000	100.0	81.0	63.6	64.9	70.7	75.4	80.7	+ 7.1
Groceries	26,484,000	20,151,000	22,094,000	24,203,000	100.0	88.3	70.3	76.1	80.2	83.4	91.4	+ 9.5
Dairy and poultry products	1,571,000	1,236,000	1,251,000	1,344,000	100.0	84.1	77.2	78.7	78.3	79.6	85.6	+ 7.4
Fruits and vegetables	9,524,000	5,705,000	7,105,000	7,290,000	100.0	75.4	59.5	59.9	65.4	74.6	76.5	+ 2.6
Meats and fish	20,393,000	10,553,000	13,256,000	13,959,000	100.0	73.8	55.6	51.7	60.2	64.5	68.4	+ 5.3
Furniture and house furnishings	1,193,000	660,000	1,132,000	1,062,000	100.0	79.9	55.6	55.3	84.7	94.9	89.0	+ 6.2
Hardware	10,314,000	5,631,000	8,303,000	9,798,000	100.0	73.7	50.7	54.6	70.6	80.5	95.0	+18.0
Jewellery and optical goods	585,000	413,000	555,000	613,000	100.0	89.7	72.7	70.6	84.3	94.9	104.8	+10.5
Lumber and building materials	6,310,000	2,345,000	3,102,000	4,247,000	100.0	79.6	51.9	37.2	39.8	50.4	67.3	+33.5
Machinery, equipment and supplies	4,321,000	1,838,000	2,976,000	3,618,000	100.0	64.4	40.2	42.5	58.5	68.9	83.7	+21.6
Metals and metal work	867,000	552,000	929,000	994,000	100.0	94.9	56.6	63.6	99.3	107.2	114.6	+ 7.0
Paper and paper products	2,619,000	2,103,000	2,396,000	2,573,000	100.0	99.8	86.0	80.3	86.5	91.5	98.2	+ 7.4
Petroleum products	22,826,000	17,485,000	20,406,000	20,875,000	100.0	92.3	80.9	76.6	84.2	89.4	91.5	+ 2.3
Plumbing and heating equipment and supplies	1,209,000	412,000	619,000	810,000	100.0	64.5	34.4	34.1	38.9	51.2	67.0	+30.9
Tobacco and confectionery	4,888,000	3,251,000	3,925,000	4,239,000	100.0	85.0	74.2	66.5	73.3	80.3	86.7	+ 8.0
All other	3,902,000	2,391,000	3,130,000	3,523,000	100.0	72.7	56.6	61.3	78.1	80.2	90.3	+12.6



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