

63-D-32

312:658.86 (91)

OF STATISTICS

DEC 12 1938

PROPERTY OF THE  
LIBRARY.

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

WHOLESALE TRADE

IN

CANADA AND THE PROVINCES

1937



Published by Authority of the HON. W.D. EULER, M.P.

Minister of Trade and Commerce.

+++

OTTAWA

1938

Price 10 cents

Published by Authority of the HON. W. D. EULER, M.P.,  
Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
INTERNAL TRADE BRANCH  
OTTAWA, CANADA

Dominion Statistician:	R. H. Coats, LL.D., F.R.S.O., F.S.S. (Hon.)
Chief, Internal Trade Branch:	Herbert Marshall, B.A., F.S.S.
Statistician:	A. G. Steadman, B.A.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Wholesale Trade in Canada, 1937

According to the Census of Merchandising and Service Establishments, Dominion Bureau of Statistics, sales of wholesale trading houses recorded a greater annual increase in 1937 than in any year since the beginning of the upswing in 1933. Sales in 1937 for all kinds of business combined amounted to \$1,352,212,000, an increase of 14.4 per cent over 1936, when sales were \$1,181,543,000. Wholesale sales for 1937 are within 2 per cent of the amount reported for the Decennial Census of 1930, which year has been used as a base for all subsequent calculations. Sales indexes for Canada reached 98.7 for 1937 (1930 = 100), as against 86.2 for 1936, 78.9 for 1935, 74.7 for 1934, 65.7 for 1933, 68.7 for 1932, and 81.6 for 1931.

In continuation of the steady recovery in evidence since the spring of 1933, all groups averaged higher in 1937 than in the preceding year. Farm supplies registered the best improvement, with a gain of 42.7 per cent, this large recovery being due to the increase in sales made by seed wholesalers in the export field. The financing facilities offered by The Dominion Housing Act and The Home Improvement Loan contributed to general increases in the industrial and building group. Substantial gains over 1936 were registered in this group as follows: Metals and metal work, 39.3 per cent; machinery equipment and supplies, 36.3 per cent; electrical, 34.5 per cent; plumbing and heating equipment and supplies, 28.9 per cent; lumber and building materials, 22.6 per cent. Price changes, as well as variations in the physical volume of goods sold, are reflected in the increase in dollar sales for these industrial groups. The price index of building and construction materials rose to 103.9 in 1937 (1930 = 100), 3.9 per cent higher than 1930 and 10.7 per cent higher than 1936. The hardware price index, which had declined 1.4 per cent in 1936 from 1935, rose 4.3 per cent in 1937. Just how much of the change in value of wholesale sales is due to the change in the wholesale price index cannot be readily determined. Further reference to the price factor as it affects the trend in dollar sales will be made later on in this report.

Consumers' goods groups recorded substantial increases over 1936. Foods gained 10.6 per cent in 1937 as compared with 8.6 per cent in 1936, resulting in an index of 98.7 for 1937. Other staple lines increased from 1936 as follows: Furniture and house furnishings, 20.6 per cent; jewellery and optical goods, 19.2 per cent; hardware, 17.9 per cent; leather and leather goods, 16.1 per cent; petroleum products, 15.4 per cent; amusement, photographic and sporting goods, 15.2 per cent; tobacco and confectionery, 13.9 per cent; paper and paper products, 13.2 per cent; automotive, 12.6 per cent; and drugs and drug sundries, 10.9 per cent.

The following table shows that the wholesale food index rose to 98.7 in 1937, within 2 per cent of the 1930 base and up 10.6 per cent from 1936. Within the general group, dairy and poultry products led with a generous increase of 19.1 per cent. Meats and fish were second with a 11.9 per cent gain. Fruits and vegetables registered an increase over 1936 of 10.4 per cent. The grocery group, most stable of the four subdivisions, rose 5.2 per cent over 1930, and registered an increase of 8.2 per cent over 1936.

Note: This report is restricted to regular wholesale merchants and does not include the business of such types as manufacturers' agents, manufacturers' sales branches, commission agents, brokers, etc., which would be included in wholesale trade in its broader sense.



Food Group--Comparison of Indexes of Sales and Prices  
(1930=100)

Kind of Business	1930	1931	1932	1933	1934	1935	1936	1937	Per cent Change, 1937/36
<u>Wholesale Sales:</u>									
Foods .....	100.0	83.4	70.6	69.8	78.1	82.2	89.3	98.7	+ 10.6
Groceries .....	100.0	87.7	79.4	82.4	87.8	90.8	97.3	105.2	+ 8.2
Dairy & poultry products .....	100.0	81.4	69.4	66.0	66.5	74.4	83.8	99.8	+ 19.1
Fruits & vege- tables .....	100.0	83.5	70.1	63.7	72.9	76.2	84.0	92.7	+ 10.4
Meats & fish .....	100.0	78.4	59.6	57.9	71.5	76.6	83.4	93.3	+ 11.9
<u>Wholesale Prices:</u>									
Foods, beverages & tobacco .....	100.0	75.6	66.1	68.5	74.9	75.6	78.8	87.2	+ 10.7

While the commodity content of the sales and price indexes is not identical, the price index does give some idea of the extent to which variations in the dollar value of sales are due to price changes. During the period, 1930 - 1933, the dollar value of wholesale sales declined approximately 30 per cent, the index of sales for the latter year on the 1930 base standing at 69.8. The wholesale price index declined 31.5 per cent during the same period, indicating that the drop in dollar value was largely due to price movements. On the other hand, dollar sales increased 41.4 per cent in 1937 over the low point reached in 1933, whereas the index of prices rose only 27.3 per cent, thus indicating a considerable expansion in the physical volume of goods sold. All this expansion took place during the interval, 1933 - 1936, the percentage increase in dollar sales in 1937 over 1936 just paralleling the gain in wholesale prices.

The Coal and Coke Group

Dominion totals for the coal and coke group show an increase in sales over 1936 of 7.3 per cent. With sales now reaching a total of \$59,836,000, the coal group presents an increase over the 1930 base of approximately 19.1 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 or 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
1937 .....	91.0	81.5	90.1	119.1

INDEXES OF TOTAL SALES BY ECONOMIC DIVISIONS

Division ..	1930	1931	1932	1933	1934	1935	1936	1937	Per Cent Change, 1937/36
CANADA .....	100.0	81.6	68.7	65.7	74.7	78.9	86.2	98.7	+ 14.4
Maritime Provinces ..	100.0	85.6	70.3	67.9	77.0	80.3	88.0	99.3	+ 12.8
Quebec .....	100.0	83.7	69.4	65.9	74.7	77.7	84.7	100.2	+ 18.3
Ontario .....	100.0	84.4	70.9	68.9	79.4	83.3	91.5	105.1	+ 14.9
Prairies .....	100.0	73.0	65.2	60.6	67.7	73.4	79.8	86.7	+ 8.7
British Columbia ....	100.0	81.9	64.8	63.5	71.6	77.7	84.9	97.2	+ 14.5

All five economic divisions show increases for 1937. Quebec leads with an increase of 18.3 per cent over 1936, total sales now amounting to \$386,953,000. Ontario is in second place with a gain of 14.9 per cent over 1936, and sales of \$495,682,000. Sales in these provinces exceed those of the 1930 base figures by .2 per cent and 5.1 per cent respectively. British Columbia has gained 14.5 per cent and reports annual sales of \$127,720,000. The Maritime Provinces have almost reached the 1930 figure, sales for 1937 being recorded as \$91,629,000. The Prairie Provinces sales have risen, with an 8.7 per cent increase, to \$250,228,000.

Maritime Provinces

The total wholesale trade in the Maritime Provinces rose from \$81,212,000 in 1936 to \$91,629,000 in 1937, showing the largest yearly increase since 1934. The largest increase came in the lumber and building materials group which registered a gain of 27.0 per cent. In 1937, sales for this group stand at \$1,163,000 as against \$916,000 in 1936 and \$1,544,000 in 1930. The food group now shows sales of \$48,027,000 as against \$43,416,000 in 1936, an increase of 10.6 per cent, and is now within 3 per cent of sales reported in 1930 at \$49,380,000. Other important groups which show major increases are: Machinery equipment and supplies, 18.3 per cent; petroleum products, 18.4 per cent; and furniture and house furnishings, 16.4 per cent.

Quebec

Quebec, registering the largest percentage gain over 1936 of any of the five economic divisions of Canada, reports sales of \$386,953,000, 0.2 per cent better than 1930 when sales were \$386,229,000 and 18.3 per cent better than 1936 with sales of \$327,034,000. Indexes of sales since 1930 are: 83.7 in 1931, 69.4 in 1932, 65.9 in 1933, 74.7 in 1934, 77.7 in 1935, 84.7 in 1936, and 100.2 in 1937.



The general food group increased 14.7 per cent. Sales reported in 1937 amounted to \$155,966,000 as against \$135,935,000 in 1936. In this instance, both volume of sales and price indexes are responsible to a marked degree. Within the group, dairy and poultry products show the largest gain with 19.3 per cent; fruits and vegetables came second in the upward trend with 17.6 per cent. Meats and fish and groceries showed increases of 13.2 per cent and 11.5 per cent respectively.

Other groups which made substantial gains are: Automotive, 17.3 per cent; coal and coke, 12.6 per cent; electrical, 43.7 per cent; farm supplies, 41.6 per cent; hardware, 24.3 per cent; lumber and building materials, 33.6 per cent; machinery equipment and supplies, 46.0 per cent; and plumbing and heating equipment and supplies, 35.6 per cent.

#### Ontario

Wholesale sales in Ontario in the year under review are reported at \$495,682,000, up 14.9 per cent from 1936 and 5.1 per cent better than in 1930. Sales in Ontario, which declined 31.1 per cent between 1930 and 1933 have made consistent yearly advances and now stand higher than any of the other economic divisions in relation to 1930.

The food group rose 7.5 per cent in 1937 and now reports sales of \$162,051,000 as compared with \$150,692,000 in 1936. Within the group, increases in sales are as follows: Groceries, 4.5 per cent; dairy and poultry products, 17.4 per cent; fruits and vegetables, 5.6 per cent; and meats and fish, 11.5 per cent.

Groups of producers' goods continued to show the most substantial gains in 1937 over 1936. Some of these are as follows: Electrical, 40.2 per cent; hardware, 21.9 per cent; lumber and building materials, 25.6 per cent; machinery, equipment and supplies, 30.3 per cent; plumbing and heating equipment and supplies, 26.5 per cent.

Some of the more important increases for consumers' goods groups are: Dry goods and apparel, 10.7 per cent; farm supplies, 50.2 per cent; jewellery and optical goods, 26.1 per cent; and petroleum products, 19.9 per cent.

#### Prairie Provinces

The Prairie Provinces report sales of \$250,228,000 in 1937 compared with \$230,288,000 in 1936 and \$288,503,000 in 1930. The index stands at 86.7, or within 14 per cent of the 1930 level. The index for this division dropped to 60.6 in 1933, but the constant and regular gains are gradually restoring the Prairie Provinces to normal wholesaling levels. The smaller increase in the Prairie Provinces may, be accounted for in part by the lack of any extensive distribution of producers' goods which, in recent years, has tended to increase other divisions more rapidly.

The farm supplies group gained markedly in 1937 with a 46.9 per cent increase. Sales were largely influenced by a decided upturn in the export market for clover and grass seeds.

The food group, which contributes nearly half the total sales in this division, rose 8.1 per cent to \$114,557,000. Dairy and poultry products made the largest gain of 19.3 per cent. Meats and fish, fruits and vegetables and groceries contributed increases of 13.1 per cent, 9.6 per cent and 5.3 per cent respectively.

Other groups which registered important increases are: Machinery equipment and supplies, 43.5 per cent, plumbing and heating equipment and supplies, 13.3 per cent; tobacco and confectionery, 7.1 per cent; and petroleum products, 4.3 per cent.

#### British Columbia

Wholesale sales in British Columbia were reported at \$127,720,000 in 1937, an increase of 14.5 per cent over 1936 when sales were \$111,532,000. Indexes for the preceding years were 81.9 per cent for 1931, 64.8 for 1932, 63.5 for 1933, 71.6 for 1934, 77.7 for 1935, 84.9 for 1936, and 97.2 for 1937.

The food group now reports sales at \$53,347,000, a gain of 14.0 per cent over 1936. This increase is the net resultant of a gain of 16.6 per cent in groceries, 22.6 per cent in dairy and poultry products, 13.0 per cent in fruits and vegetables, and 9.2 per cent in meats and fish.

Other groups which show important increases are: Hardware, 25.9 per cent; machinery, equipment and supplies, 22.4 per cent; metals and metal work, 38.4 per cent; plumbing and heating equipment and supplies, 35.6 per cent.

### Comparison of Indexes of Wholesale Sales and Wholesale Prices

In the period 1930 to 1937 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. Accurate measurement of the relative influences of these two factors cannot be made because sales are reported by kinds of business and not by commodities and also because strictly 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 1937 are as follows:

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
1937 .....	1,352,212,000	98.7	89.1

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	1937
Consumers' Goods, Total.....	100.0	85.3	79.8	79.6	83.0	82.4	83.7	89.1
Foods, beverages, tobacco .....	100.0	75.6	66.1	68.5	74.9	75.6	78.8	87.2
Coal .....	100.0	99.5	96.5	91.6	91.7	91.2	91.2	90.1
Drugs and pharmaceutical chemicals .....	100.0	91.6	83.5	70.9	72.9	71.7	72.7	74.1
Other Goods --								
Building and construction materials .....	100.0	90.2	85.0	86.2	90.9	89.4	93.9	103.9
Chemicals and allied products ..	100.0	93.4	90.4	87.6	87.5	85.2	84.1	87.8
Hardware .....	100.0	97.9	96.0	94.2	94.9	95.1	93.8	97.8
Petroleum and its products .....	100.0	86.9	88.8	89.0	90.8	89.2	87.4	88.2



### 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 adjustment 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 introduction of new concerns may not be fully reflected in the indexes.

Table 1.--Summary of Wholesale Trade by Economic Divisions and Kinds of Business, 1930 - 1937

Division and Kind of Business	Total Net Sales				Indexes of Sales								Per cent Change 1937/36
	1930 (Actual)	(Estimated in 000 of Dollars)			(1930 = 100.0)								
		1933	1936	1937	1930	1931	1932	1933	1934	1935	1936	1937	
	\$	\$	\$	\$									
Maritime Provinces.....	92,302,000	62,666	81,212	91,629	100.0	85.6	70.3	67.9	77.0	80.3	88.0	99.3	+ 12.8
Quebec.....	386,229,000	254,696	327,034	386,953	100.0	83.7	69.4	65.9	74.7	77.7	84.7	100.2	+ 18.3
Ontario.....	471,618,000	324,828	431,477	495,682	100.0	84.4	70.9	68.9	79.4	83.3	91.5	105.1	+ 14.9
Prairie Provinces.....	288,503,000	174,888	230,228	250,228	100.0	73.0	65.2	60.6	67.7	73.4	79.8	86.7	+ 8.7
British Columbia.....	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
CANADA, TOTAL.....	1,370,066,000	900,496	1,181,543	1,352,212	100.0	81.6	68.7	65.7	74.7	78.9	86.2	98.7	+ 14.4
Amusement, photographic and sporting goods.....	4,278,000	2,464	3,354	3,865	100.0	82.9	67.7	57.6	64.0	68.6	78.4	90.3	+ 15.2
Automotive.....	20,990,000	13,473	18,875	21,256	100.0	84.3	65.3	64.2	74.4	80.6	89.9	101.3	+ 12.6
Chemicals and paints.....	8,387,000	7,743	10,702	11,695	100.0	84.1	74.7	92.3	108.0	117.5	127.6	139.4	+ 9.3
Drugs and drug sundries.....	27,973,000	22,139	26,644	29,554	100.0	96.3	85.2	79.1	83.4	88.7	95.2	105.7	+ 10.9
Coal and coke.....	50,252,000	42,881	55,748	59,836	100.0	87.9	83.9	85.3	101.6	103.9	110.9	119.1	+ 7.3
Dry goods and apparel.....	102,358,000	64,396	79,122	86,822	100.0	79.0	65.3	62.9	71.6	73.7	77.3	84.8	+ 9.7
Electrical.....	22,982,000	9,973	19,170	25,775	100.0	78.4	52.2	43.4	56.6	65.0	83.4	112.2	+ 34.5
Farm supplies.....	16,037,000	8,719	10,483	14,955	100.0	87.2	64.8	54.4	67.6	69.5	65.4	93.3	+ 42.7
Foods.....	540,820,000	377,670	482,819	533,948	100.0	83.4	70.6	69.8	78.1	82.2	89.3	98.7	+ 10.6
Furniture and house furnishings.....	13,632,000	7,293	10,163	12,255	100.0	76.7	58.0	53.5	64.2	69.0	74.6	89.9	+ 20.6
General merchandise.....	13,478,000	8,668	12,886	15,023	100.0	78.1	69.0	64.3	76.1	82.3	95.6	111.5	+ 16.6
Hardware.....	65,943,000	38,025	56,075	66,118	100.0	76.5	59.4	57.7	70.1	74.7	85.0	100.3	+ 17.9
Jewellery and optical goods.....	10,858,000	6,935	11,374	13,561	100.0	85.8	67.8	63.9	77.3	89.4	104.8	124.9	+ 19.2
Leather and leather goods.....	7,377,000	5,325	6,854	7,956	100.0	76.8	67.2	72.2	80.9	88.3	92.9	107.8	+ 16.1
Lumber and building materials.....	51,872,000	18,912	34,234	41,982	100.0	73.8	44.1	36.5	47.9	53.2	66.0	80.9	+ 22.6
Machinery, equipment and supplies....	59,321,000	21,789	39,696	54,101	100.0	55.1	40.7	36.7	47.4	56.9	66.9	91.2	+ 36.3
Metals and metal work.....	14,059,000	6,817	12,821	17,861	100.0	71.2	52.0	48.5	69.4	79.1	91.2	127.0	+ 39.3
Paper and paper products.....	22,462,000	17,263	21,287	24,103	100.0	92.7	82.3	76.9	85.2	89.5	94.8	107.3	+ 13.2
Petroleum products.....	230,169,000	163,315	189,272	218,419	100.0	83.8	78.0	71.0	76.5	77.5	82.2	94.9	+ 15.4
Plumbing and heating equipment and supplies.....	14,512,000	5,508	9,078	11,704	100.0	75.5	44.1	38.0	46.9	52.1	62.6	80.7	+ 28.9
Tobacco and confectionery.....	45,870,000	32,165	41,403	47,167	100.0	89.1	76.5	70.1	77.3	84.1	90.3	102.8	+ 13.9
Waste materials.....	10,118,000	6,335	12,824	14,936	100.0	78.7	52.3	62.6	83.1	96.1	126.7	147.6	+ 16.5
All other.....	16,318,000	12,688	16,659	19,320	100.0	86.2	79.6	77.8	85.7	93.0	102.1	118.4	+ 16.0



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

Kind of Business	Total Net Sales				Indexes of Sales								Per cent Change
	1930 (Actual)	(Estimated in 000 of dollars)			(1930 = 100.0)								
		1933	1936	1937	1930	1931	1932	1933	1934	1935	1936	1937	
Total.....	1,370,066,000	900,496	1,181,543	1,352,212	100.0	81.6	68.7	65.7	74.7	78.9	86.2	98.7	+ 14.4
Amusement, photographic and sporting goods....	4,278,000	2,464	3,354	3,865	100.0	82.9	67.7	57.6	64.0	68.6	78.4	90.3	+ 15.2
Automotive.....	20,990,000	13,473	18,875	21,256	100.0	84.3	65.3	64.2	74.4	80.6	89.9	101.3	+ 12.6
Automotive equipment and parts.....	18,953,000	11,894	16,809	18,793	100.0	83.9	64.9	62.8	73.1	78.7	88.7	99.2	+ 11.8
Tires.....	2,037,000	1,579	2,066	2,463	100.0	88.1	69.3	77.5	86.1	97.8	101.4	120.9	+ 19.2
Chemicals and paints.....	8,387,000	7,743	10,702	11,695	100.0	84.1	74.7	92.3	108.0	117.5	127.6	139.4	+ 9.3
Drugs and drug sundries.....	27,973,000	22,139	26,644	29,554	100.0	96.3	85.2	79.1	83.4	88.7	95.2	105.7	+ 10.9
Coal and coke.....	50,252,000	42,881	55,748	59,836	100.0	87.9	83.9	85.3	101.6	103.9	110.9	119.1	+ 7.3
Dry goods and apparel.....	102,358,000	64,396	79,122	86,822	100.0	79.0	65.3	62.9	71.6	73.7	77.3	84.8	+ 9.7
Clothing and furnishings (including mil- linery and shoes).....	24,451,000	16,703	20,859	22,480	100.0	83.5	72.4	68.3	75.8	80.5	85.3	91.9	+ 7.8
Dry goods (including notions and piece goods)	77,907,000	47,693	58,263	64,342	100.0	77.7	63.0	61.2	70.3	71.6	74.8	82.6	+ 10.4
Electrical.....	22,982,000	9,973	19,170	25,775	100.0	78.4	52.2	43.4	56.6	65.0	83.4	112.2	+ 34.5
Farm supplies.....	16,037,000	8,719	10,483	14,955	100.0	87.2	64.8	54.4	67.6	69.5	65.4	93.3	+ 42.7
Foods.....	540,820,000	377,670	482,319	533,948	100.0	83.4	70.6	69.8	78.1	82.2	89.3	98.7	+ 10.6
Groceries.....	223,838,000	134,436	217,713	235,515	100.0	87.7	79.4	82.4	87.8	90.8	97.3	105.2	+ 8.2
Dairy and poultry products.....	48,771,000	32,185	40,860	48,658	100.0	81.4	69.4	66.0	66.5	74.4	83.8	99.8	+ 19.1
Fruits and vegetables.....	99,102,000	63,176	83,236	91,916	100.0	83.5	70.1	63.7	72.9	76.2	84.0	92.7	+ 10.4
Meats and fish.....	169,109,000	97,873	141,010	157,859	100.0	78.4	59.6	57.9	71.5	76.6	83.4	93.3	+ 11.9
Furniture and house furnishings.....	13,632,000	7,293	10,163	12,255	100.0	76.7	58.0	53.5	64.2	69.0	74.6	89.9	+ 20.6
General Merchandise.....	13,478,000	8,668	12,886	15,023	100.0	78.1	69.0	64.3	76.1	82.3	95.6	111.5	+ 16.6
Hardware.....	65,943,000	38,025	56,075	66,118	100.0	76.5	59.4	57.7	70.1	74.7	85.0	100.3	+ 17.9
Jewellery and optical goods.....	10,858,000	6,935	11,374	13,561	100.0	85.8	67.8	63.9	77.3	89.4	104.8	124.9	+ 19.2
Jewellery.....	8,078,000	4,430	7,890	9,478	100.0	82.9	60.6	54.6	68.5	81.2	97.7	117.3	+ 20.1
Optical goods.....	2,780,000	2,505	3,484	4,083	100.0	94.0	88.7	90.1	103.0	113.4	125.3	146.9	+ 17.2
Leather and leather goods.....	7,377,000	5,325	6,854	7,956	100.0	76.8	67.2	72.2	80.3	88.3	92.9	107.8	+ 16.1
Lumber and building materials.....	51,872,000	18,912	34,234	41,982	100.0	73.8	44.1	36.5	47.9	53.2	66.0	80.9	+ 22.6
Machinery, equipment and supplies.....	59,321,000	21,789	39,696	54,101	100.0	55.1	40.7	36.7	47.4	56.9	66.9	91.2	+ 36.3
Commercial and service equipment and supplies.	6,710,000	3,521	4,984	5,968	100.0	78.3	63.1	52.5	60.3	67.8	74.3	88.9	+ 19.7
Farm machinery and equipment.....	14,305,000	2,698	6,848	9,954	100.0	21.0	21.6	18.9	26.9	41.8	47.9	69.6	+ 45.4
Professional equipment and supplies.....	7,810,000	5,849	7,392	8,172	100.0	91.2	77.1	74.9	83.1	88.4	94.6	104.6	+ 10.6
All other machinery, equipment and supplies..	30,496,000	9,721	20,472	30,007	100.0	56.7	35.4	31.9	45.1	53.5	67.1	98.4	+ 46.6
Metals and metal work.....	14,059,000	6,517	12,821	17,861	100.0	71.2	52.0	48.5	69.4	79.1	91.2	127.0	+ 39.3
Paper and paper products.....	22,462,000	17,263	21,287	24,103	100.0	92.7	82.3	76.9	85.2	89.5	94.8	107.3	+ 13.2
Petroleum products.....	230,169,000	163,315	189,272	218,419	100.0	83.8	78.0	71.0	76.5	77.5	82.2	94.9	+ 15.4
Plumbing and heating equipment and supplies...	14,512,000	5,508	9,078	11,704	100.0	75.5	44.1	38.0	46.9	52.1	62.6	80.7	+ 28.9
Tobacco and confectionery.....	45,870,000	32,165	41,403	47,167	100.0	89.1	76.5	70.1	77.3	84.1	90.3	102.8	+ 13.9
Waste Materials.....	10,118,000	6,335	12,824	14,936	100.0	78.7	52.3	62.6	83.1	96.1	126.7	147.6	+ 16.5
All other.....	16,310,000	12,608	16,659	19,320	100.0	86.2	79.6	77.8	85.7	93.0	102.1	118.4	+ 16.0



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 1937/36
	1930 (Actual)	(Estimated in 000 of Dollars)			(1930 = 100)								
		1933	1935	1937	1930	1931	1932	1933	1934	1935	1936	1937	
Total.....	92,302,000	62,666	81,212	91,629	100.0	85.6	70.3	67.9	77.0	80.3	88.0	99.3	+ 12.8
Automotive.....	1,609,000	975	1,336	1,499	100.0	75.3	62.7	60.6	65.4	75.0	83.0	93.2	+ 12.2
Drugs and drug sundries.....	2,112,000	1,445	1,636	1,860	100.0	92.6	82.5	68.4	72.4	73.0	77.5	88.1	+ 13.7
Coal and coke.....	561,000	448	509	533	100.0	94.9	87.2	79.9	82.4	85.4	90.7	95.0	+ 4.7
Dry goods and apparel.....	3,665,000	2,171	2,791	3,082	100.0	78.6	62.4	59.2	67.0	71.7	76.2	84.1	+ 10.4
Farm supplies.....	792,000	576	734	787	100.0	88.7	75.4	72.7	87.3	81.0	92.7	99.4	+ 7.2
Foods.....	49,380,000	34,685	43,416	48,027	100.0	84.6	70.0	70.2	78.0	80.4	87.9	97.3	+ 10.6
Groceries.....	27,282,000	21,717	26,195	29,048	100.0	86.3	77.0	79.6	86.6	88.5	96.0	106.5	+ 10.9
Dairy and poultry products.....	1,857,000	1,083	1,351	1,591	100.0	56.3	56.3	58.3	60.5	70.2	72.8	85.7	+ 17.8
Fruits and vegetables.....	7,218,000	4,049	5,587	6,051	100.0	79.7	59.7	56.1	65.1	67.2	77.4	83.8	+ 8.3
Meats and fish.....	13,023,000	7,836	10,283	11,337	100.0	87.9	63.1	60.2	69.8	72.3	79.0	87.1	+ 10.2
Furniture and house furnishings...	984,000	563	760	885	100.0	90.6	63.2	57.2	69.7	71.4	77.2	89.9	+ 16.4
General Merchandise.....	1,330,000	870	1,274	1,291	100.0	76.1	63.2	65.4	74.6	79.5	95.7	97.1	+ 1.3
Hardware.....	8,082,000	4,607	6,191	7,014	100.0	84.0	60.2	57.0	67.8	67.5	76.6	86.8	+ 13.3
Jewellery and optical goods.....	307,000	221	289	332	100.0	87.3	73.3	72.0	83.7	87.9	94.1	108.1	+ 14.9
Lumber and building materials.....	1,544,000	512	916	1,163	100.0	84.3	41.7	33.2	47.7	50.1	59.3	75.3	+ 27.0
Machinery, equipment and supplies.	1,786,000	701	1,187	1,410	100.0	64.9	49.8	39.2	52.2	54.0	66.5	78.9	+ 18.8
Paper and paper products.....	924,000	678	838	934	100.0	90.2	80.3	73.4	84.6	84.7	90.7	101.1	+ 11.5
Petroleum products.....	15,641,000	11,918	16,300	19,299	100.0	93.2	82.4	76.2	89.0	97.3	104.2	123.4	+ 18.4
Tobacco and confectionery.....	1,628,000	1,053	1,283	1,456	100.0	89.1	72.7	64.7	71.0	71.1	78.8	89.4	+ 13.5
All other.....	1,957,000	1,243	1,752	2,057	100.0	83.0	64.8	63.5	70.8	76.7	89.5	105.1	+ 17.4



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

Kind of Business	Total Net Sales				Indexes of Sales (1930 = 100)								Per cent Change 1937/36
	1930 (Actual)	(Estimated in 000 of Dollars)			1930	1931	1932	1933	1934	1935	1936	1937	
	\$	\$	\$	\$									
Total.....	386,229,000	254,696	327,034	386,953	100.0	83.7	69.4	65.9	74.7	77.7	84.7	100.2	+ 18.3
Amusement, photographic and sporting goods.....	787,000	491	737	796	100.0	88.5	78.8	62.4	70.2	72.9	93.6	101.1	+ 8.0
Automotive.....	3,690,000	2,140	2,664	3,126	100.0	79.8	59.3	58.0	60.4	61.1	72.2	84.7	+ 17.3
Chemicals and paints.....	4,150,000	4,042	6,015	6,526	100.0	86.4	77.8	97.4	121.8	130.7	144.9	157.3	+ 8.5
Drugs and drug sundries.....	9,159,000	6,869	7,470	8,337	100.0	93.7	81.4	75.0	76.4	79.8	81.6	91.0	+ 11.6
Coal and coke.....	26,712,000	20,835	23,409	26,359	100.0	85.8	81.9	78.0	90.2	87.2	87.6	98.7	+ 12.6
Dry goods and apparel.....	45,569,000	27,701	35,463	39,231	100.0	79.2	63.4	60.8	70.7	74.0	77.8	86.1	+ 10.6
Electrical.....	5,935,000	2,748	5,138	7,383	100.0	82.5	56.3	46.3	62.8	66.9	86.6	124.4	+ 43.7
Farm supplies.....	4,959,000	3,099	3,866	5,474	100.0	85.7	68.6	62.5	70.4	72.6	78.0	110.4	+ 41.6
Foods.....	151,570,000	107,397	135,935	155,966	100.0	85.1	72.3	70.9	77.0	80.9	89.7	102.9	+ 14.7
Groceries.....	49,991,000	37,807	42,054	46,881	100.0	86.7	74.7	75.6	77.2	78.4	84.1	93.8	+ 11.5
Dairy and poultry products.....	37,018,000	24,432	30,886	36,847	100.0	82.3	70.3	66.0	64.1	72.3	83.4	99.5	+ 19.3
Fruits and vegetables.....	23,193,000	16,235	21,216	24,950	100.0	88.9	78.1	70.0	80.1	84.0	91.5	107.6	+ 17.6
Meats and fish.....	41,368,000	28,923	41,779	47,288	100.0	83.6	67.8	69.9	86.5	90.0	101.0	114.3	+ 13.2
Furniture and house furnishings.....	5,661,000	2,881	4,334	5,582	100.0	77.9	57.9	50.9	63.9	70.3	76.6	98.6	+ 20.8
General Merchandise.....	4,740,000	2,455	3,165	3,849	100.0	72.2	59.6	51.8	59.8	60.0	66.8	81.2	+ 21.6
Hardware.....	15,213,000	8,687	12,055	14,984	100.0	81.0	61.5	57.1	66.7	70.0	79.2	98.5	+ 24.3
Jewellery and optical goods.....	3,427,000	2,167	3,117	3,487	100.0	87.5	72.9	63.2	73.9	83.0	91.0	101.8	+ 11.9
Leather and leather goods.....	3,054,000	1,909	2,331	2,981	100.0	76.2	61.4	62.5	66.6	75.2	76.3	97.6	+ 27.9
Lumber and building materials.....	13,440,000	4,271	7,033	9,395	100.0	72.1	40.8	31.8	41.8	43.7	52.3	69.9	+ 33.6
Machinery, equipment and supplies.....	14,767,000	5,323	8,622	12,591	100.0	64.8	40.3	36.0	44.5	49.8	58.4	85.3	+ 46.0
Metals and metal work.....	8,424,000	4,178	7,018	9,551	100.0	70.1	53.3	49.6	68.5	73.6	83.3	113.4	+ 36.1
Paper and paper products.....	6,009,000	4,405	5,518	6,379	100.0	92.0	79.2	73.3	82.4	87.7	91.8	106.2	+ 15.6
Petroleum products.....	37,398,000	28,759	32,628	40,002	100.0	95.4	85.8	76.9	88.9	85.2	87.2	107.0	+ 22.6
Plumbing and heating equipment and supplies.....	5,431,000	2,113	3,342	4,532	100.0	77.5	45.9	38.9	47.3	50.9	61.5	83.4	+ 35.6
Tobacco and confectionery.....	8,292,000	5,804	7,216	8,587	100.0	91.0	76.9	70.0	72.4	80.5	87.0	103.6	+ 19.0
All other.....	7,842,000	6,422	9,958	11,835	100.0	85.1	75.1	81.9	95.4	109.4	127.0	150.9	+ 18.8



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

Kind of Business	Total Net Sales				Indexes of Sales							Per cent Change 1937/36	
	1930 (Actual)	(Estimated in 000 of dollars)			(1930 = 100.0)								
	1933	1936	1937	1930	1931	1932	1933	1934	1935	1936	1937		
Total.....	471,618,000	324,828	431,477	495,682	100.0	84.4	70.9	68.9	79.4	83.3	91.5	105.1	+ 14.9
Amusement, photographic and sporting goods.	2,764,000	1,553	1,976	2,318	100.0	82.0	65.5	56.2	60.8	65.3	71.5	83.9	+ 17.3
Automotive.....	8,414,000	5,690	7,982	9,195	100.0	89.9	68.8	67.6	80.4	87.0	94.9	109.3	+ 15.2
Chemicals and paints.....	2,951,000	2,626	3,398	3,796	100.0	80.8	71.8	89.0	95.6	106.6	115.1	128.6	+ 11.7
Drugs and drug sundries.....	9,194,000	8,181	10,938	12,207	100.0	102.4	91.4	89.0	97.5	106.8	119.0	132.8	+ 11.6
Coal and coke.....	17,156,000	18,220	27,252	28,151	100.0	93.6	92.1	106.2	133.8	141.2	158.8	164.1	+ 3.3
Dry goods and apparel.....	35,047,000	22,906	26,265	29,072	100.0	81.2	66.4	65.4	72.8	73.7	74.9	83.0	+ 10.7
Electrical.....	11,124,000	4,839	8,935	12,527	100.0	79.0	47.8	43.5	54.8	62.5	80.3	112.6	+ 40.2
Farm supplies.....	8,634,000	4,317	5,016	7,534	100.0	92.2	62.8	50.0	67.1	65.8	58.1	87.3	+ 50.2
Foods.....	167,966,000	116,770	150,692	162,051	100.0	84.2	71.1	69.5	80.9	83.7	89.7	96.5	+ 7.5
Groceries.....	65,111,000	55,590	64,857	67,764	100.0	88.2	81.9	85.4	93.1	94.8	99.6	104.1	+ 4.5
Dairy and poultry products.....	7,120,000	4,464	5,347	6,864	100.0	80.7	65.8	62.7	70.2	77.7	82.1	96.4	+ 17.4
Fruits and vegetables.....	32,456,000	22,362	29,580	31,236	100.0	82.5	73.9	68.9	79.9	81.3	91.1	96.2	+ 5.6
Meats and fish.....	63,279,000	34,354	50,408	56,187	100.0	81.4	59.2	54.3	70.1	74.2	79.7	88.8	+ 11.5
Furniture and house furnishings.....	4,517,000	2,593	3,278	3,835	100.0	75.2	59.8	57.4	60.7	63.6	72.6	84.9	+ 17.0
General Merchandise.....	4,453,000	3,219	5,228	6,357	100.0	82.5	74.1	72.3	87.1	97.1	117.4	142.8	+ 21.6
Hardware.....	16,261,000	8,749	13,485	16,438	100.0	75.6	55.4	53.8	65.6	71.0	82.9	101.1	+ 21.9
Jewellery and optical goods.....	5,412,000	3,343	6,099	7,692	100.0	84.0	62.7	61.8	76.8	91.2	112.7	142.1	+ 26.1
Lumber and building materials.....	24,878,000	8,559	17,322	21,750	100.0	73.3	41.4	34.4	47.9	54.9	69.6	87.4	+ 25.6
Machinery, equipment and supplies.....	17,317,000	9,034	15,356	20,013	100.0	73.6	58.9	52.2	65.5	75.2	88.7	115.6	+ 30.3
Metals and metal work.....	4,602,000	1,997	4,641	6,725	100.0	68.5	48.8	43.4	65.5	83.2	100.8	146.1	+ 44.9
Paper and paper products.....	9,383,000	7,150	8,757	9,887	100.0	91.6	80.5	76.2	84.8	88.8	93.3	105.4	+ 12.9
Petroleum products.....	79,226,000	66,788	74,030	83,762	100.0	87.4	85.9	84.3	87.4	86.6	93.4	112.0	+ 19.9
Plumbing and heating equipment and supplies	4,669,000	2,003	3,408	4,311	100.0	85.5	50.2	42.9	55.6	61.5	73.0	92.3	+ 26.5
Tobacco and confectionery.....	22,271,000	15,657	20,851	24,020	100.0	93.0	79.5	70.3	79.9	87.5	93.6	107.9	+ 15.2
Waste materials.....	6,464,000	4,169	8,671	10,266	100.0	83.0	54.5	64.5	88.3	101.0	134.1	158.8	+ 18.4
All other.....	8,915,000	6,465	7,897	8,775	100.0	84.1	76.9	72.5	75.8	82.3	88.6	98.4	+ 11.1



Table 6.--PRAIRIE PROVINCES - 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	
	1930 (Actual)	1933	1936	1937	1930	1931	1932	1933	1934	1935	1936	1937	1937/36
Total.....	288,503,000	174,888	230,288	250,228	100.0	73.0	65.2	60.6	67.7	73.4	79.8	86.7	+ 8.7
Automotive.....	5,239,000	3,436	5,148	5,454	100.0	83.1	67.1	65.6	79.2	89.1	98.3	104.1	+ 5.9
Chemicals and paints.....	398,000	210	266	290	100.0	64.8	54.6	52.6	63.0	66.0	66.8	72.9	+ 9.0
Drugs and drug sundries.....	4,098,000	3,000	3,455	3,593	100.0	91.3	81.2	73.2	74.1	78.2	84.3	87.7	+ 4.0
Coal and coke.....	5,705,000	3,298	4,492	4,708	100.0	79.7	68.2	57.8	60.5	72.7	78.7	82.5	+ 4.8
Dry goods and apparel.....	13,407,000	8,859	10,910	11,427	100.0	75.9	72.4	66.1	75.0	74.2	81.4	85.2	+ 4.7
Electrical.....	2,285,000	1,074	2,088	2,224	100.0	70.4	52.8	47.0	59.5	72.1	91.4	97.3	+ 6.5
Farm supplies.....	1,463,000	614	671	986	100.0	61.9	57.4	42.0	50.4	72.1	45.9	67.4	+ 46.9
Foods.....	113,932,000	81,173	105,980	114,557	100.0	80.8	71.4	71.2	79.0	85.9	93.0	100.5	+ 8.1
Groceries.....	54,970,000	49,171	60,404	63,608	100.0	88.2	86.3	89.5	95.4	102.1	109.9	115.7	+ 5.3
Dairy and poultry products.....	1,205,000	970	1,432	1,708	100.0	92.8	73.8	80.5	112.5	118.0	118.8	141.7	+ 19.3
Fruits and vegetables.....	26,711,000	14,825	19,563	21,441	100.0	83.9	65.0	55.5	63.0	66.1	73.2	80.3	+ 9.6
Meats and fish.....	31,046,000	16,207	24,581	27,800	100.0	64.4	50.3	52.2	62.5	73.0	79.2	89.5	+ 13.1
Furniture and house furnishings.....	1,277,000	596	729	759	100.0	63.2	50.4	46.7	54.5	56.1	57.1	59.4	+ 4.1
General Merchandise.....	2,739,000	1,986	2,998	3,295	100.0	82.1	80.0	72.5	86.4	97.9	109.5	120.3	+ 9.9
Hardware.....	16,073,000	10,351	14,546	15,346	100.0	71.2	66.8	64.4	78.6	82.8	90.5	95.5	+ 5.5
Jewellery and optical goods.....	1,127,000	791	1,256	1,334	100.0	86.6	72.0	70.2	85.1	97.8	111.4	118.4	+ 6.2
Leather and leather goods.....	1,759,000	1,726	2,088	2,276	100.0	86.9	94.5	98.1	110.9	112.2	118.7	129.4	+ 9.0
Lumber and building materials.....	5,700,000	3,225	4,716	5,037	100.0	70.3	56.0	56.6	71.6	72.1	82.7	88.4	+ 6.8
Machinery, equipment and supplies.....	21,130,000	4,893	10,913	15,659	100.0	30.5	25.4	23.2	31.9	44.7	51.6	74.1	+ 43.5
Paper and paper products.....	3,527,000	2,927	3,601	3,936	100.0	92.5	90.2	83.0	90.3	94.2	102.1	111.6	+ 9.3
Petroleum products.....	75,078,000	38,365	45,439	47,393	100.0	69.6	64.0	51.1	53.9	56.3	60.5	63.1	+ 4.3
Plumbing and heating equipment and supplies	2,604,000	740	1,224	1,387	100.0	57.5	32.8	28.4	35.5	40.6	47.0	53.3	+ 13.3
Tobacco and confectionery.....	8,791,000	6,400	7,814	8,369	100.0	79.6	70.5	72.8	78.6	83.3	88.9	95.2	+ 7.1
All other.....	2,171,000	1,224	1,954	2,198	100.0	75.0	59.7	56.4	64.7	76.2	90.0	101.2	+ 12.5

C.2

STATISTICS CANADA LIBRARY  
BIBLIOTHEQUE STATISTIQUE CANADA



1010370620