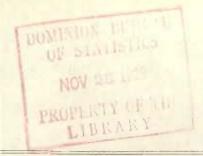
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CANADA

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DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

WHOLESALE TRADE

IN

CANADA AND THE PROVINCES

1938

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

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Wholesale Trade in Canada, 1938

Total sales of Canadian wholesale trading houses declined 4.2 per cent in 1938 from 1937 according to the Census of Merchandising and Service Establishments, Dominion Bureau of Statistics. After a four year period of substantial annual increases, sales of wholesale establishments declined from \$1,352,212,000 in 1937 to \$1,295,969,000 in 1938. Sales indexes on the 1930 base declined to 94.6 for 1938 after having reached the peak of 98.7 for 1937. Indexes for other years succeeding 1930 are: 81.6 for 1931, 68.7 for 1932, 65.7 for 1933, 74.7 for 1934, 78.9 for 1935 and 86.2 for 1936.

Only five groups increased in sales in 1938 over 1937. Amusement, photographic and sporting goods showed the largest increase, rising 10.0 per cent in 1938 over 1937 and reporting sales of \$\psi_4,25\psi_000\$ for 1938 against \$\psi_3,865,000\$ for 1937. Other groups registered the following increases: automotive, 5.5 per cent; tobacco and confectionery, 4.4 per cent; petroleum products, 2.4 per cent and drugs and drug sundries, 0.3 per cent. Except for these groups, downward trends were general. The industrial and building groups reported the following decreases: metals and metal work, 23.1 per cent, lumber and building materials, 14.0 per cent; plumbing and heating equipment and supplies, 9.1 per cent; machinery, equipment and supplies, 4.5 per cent and electrical, 3.0 per cent. The price index of building and construction materials on the 1930 base declined from 103.9 in 1937 to 98.1 in 1938, 5.6 per cent lower than in the preceding year. Just how much of the change in value of wholesale sales is due to the change in the wholesale price levels 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.

Staple lines of consumers goods decreased from 1937 as follows: leather and leather goods, 16.8 per cent; dry goods and apparel, 10.4 per cent; coal and coke, 9.0 per cent; furniture and house furnishings, 7.6 per cent; hardware, 6.5 per cent; jewellery and optical goods, 5.7 per cent; foods, 3.5 per cent and paper and paper products, 1.6 per cent.

The first table shows a decrease of 3.5 per cent in the sales of food wholesalers for 1938, the new index standing at 95.3. The whole group shows a general decline. Staple lines of groceries declined only 2.0 per cent while meats and fish decreased by 3.2 per cent. Dairy and poultry products showed the largest decline when the index fell from 99.8 in 1937 to 90.1 in 1938, a decrease of 9.7 per cent. Fruits and vegetables lost 4.6 per cent, the index receding from 92.7 in 1937 to 88.5 in 1938.

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	1938	Per cent Change, 1938/37
Wholesale Sales:	HAR									
Foods	100.0	83.4	70.6	69.8	78.1	82.2	89.3	98.7	95.3	- 3.5
Groceries	100.0	87.7	79.4	82.4	87.8	90.8	97.3	105.2	103.1	- 2.0
Dairy and poultry products	100.0	81.4	69.4	66.0	66.5	74.4	83.8	99.8	90.1	- 9.7
vegetables	100.0	83.5	70.1	63.7	72.9	76.2	84.0	92.7	88.5	- 4.6
fish	100.0	78.4	59.6	57.9	71.5	76.6	83.4	93.3	90.3	- 3.2
Wholesale Prices:										
Foods, beverages and tobacco	100.0	75.6	66.1	68.5	74.9	75.6	78.8	87.2	82.8	- 5.0

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 sales for food wholesalers 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. In 1938 the wholesale sales index dropped to 95.3, while the wholesale price index declined to 82.8. In this case, the dollar value of sales decreased 3.5 per cent while price levels declined by 5.0 per cent indicating that there was no appreciable change in the volume of goods sold.

Indexes of Total Sales, by Provinces

Division	1930	1931	1932	1933	1934	1935	1936	1937	1938	Per cer Change, 1938/37
Canada	100.0	81.6	68.7	65.7	74.7	78.9	86.2	98.7	94.6	- 4.2
Prince Edward Island Nova Scotia New Brunswick Quebec Ontario Manitoba Saskatchewan Alberta British Columbia	100.0 100.0 100.0 100.0 100.0 100.0 100.0	83.5 85.6 85.9 83.7 84.4 77.7 66.2 74.6 81.9		62.0 70.6 65.7 65.9 68.9 65.1 53.8 62.3	70.7 80.5 73.9 74.7 79.4 73.8 59.4 69.3 71.6	70.6 84.0 77.7 77.7 83.3 80.9 65.6 72.9 77.7	84.9 84.7 91.5	102.3 98.7 100.2 105.1 101.4 70.8 86.6	74.7 96.9 94.1 93.1 99.4 102.8 74.8 89.0 93.8	- 11.0 - 5.3 - 4.6 - 7.1 - 5.4 + 5.7 + 2.8 - 3.5

The above table shows the indexes and percentage changes in wholesale sales for Canada and the provinces since 1930. Increases are general in the Prairie

Provinces. Saskatchewan sales are \$67,459,000 for 1938, an increase of 5.7 per cent over 1937 when sales of \$63,838,000 were reported. Alberta shows the next largest increase, 1938 sales being 2.8 per cent higher than those of 1937 with total sales now reaching \$88,433,000. The increase in Manitoba is reported as 1.4 per cent in 1938 over 1937. The sales increases in the Prairie Provinces are largely affected by a decided increase in sales of farm machinery and the relative firmness of the food group.

The remainder of the provinces reported decreased sales. Prince Edward Island reported the greatest percentage decline, sales of \$5,614,000 for 1938, being 11.0 per cent below the 1937 figure. Quebec, which reported sales of \$386,953,000 in 1937, dropped to \$359,637,000 in 1938, a decrease of 7.1 per cent. Ontario, which experienced a large increase in 1937, declined 5.4 per cent in 1938 from 1937, and now reports sales of \$468,781,000. Nova Scotia is next with sales of \$45,010,000 in 1938, 5.3 per cent lower than in 1937, when sales were \$47,516,000. New Brunswick decreased 4.6 per cent in 1938 over 1937 with sales declining to \$36,067,000. British Columbia reports the smallest decrease in sales in 1938 where \$123,239,000 are shown, a loss of 3.5 per cent from the preceding year.

Maritime Provinces

Sales of wholesale trading houses in the Maritime Provinces are \$86,691,000, for 1938, a decrease of 5.4 per cent over 1937, when sales were reported at \$91,629,000. Only three of the more important groups registered gains: the automotive group with sales in 1938 of \$1,564,000, farm supplies with \$814,000 and tobacco and confectionery with \$1,471,000 rose 4.3 per cent, 3.4 per cent and 1.0 per cent respectively in 1938 over 1937. Except for these gains, declines were general. The dry goods and apparel group decreased from \$3,082,000 in 1937 to \$2,697,000 in 1938, a change of 12.5 per cent. Hardware, now reporting sales of \$6,179,000, dropped 11.9 per cent. Petroleum products decreased 8.6 per cent over 1937 with sales of \$19,299,000 in that year to \$17,639,000 in 1938. The food group reported sales of \$46,849,000 in 1938 against \$48,027,000 in 1937, a decline of 2.5 per cent.

Quobec

Quebec, after registering the largest percentage gain in 1937 over the preceding year for any province, dropped 7.1 per cent in 1938 when sales of \$359,637,000 are shown. Although there was a general tendency in most groups to fall below the 1937 peak, five groups showed increases. The petroleum products group was relatively stable, posting an increase of 0.8 per cent over 1937 and now reaching a total of \$40,322,000. Tobacco and confectionery had a substantial gain of 7.4 per cent with sales in 1938 of \$9,222,000 against \$8,587,000 in 1937. The automotive group, which reported sales of \$3,126,000 in 1937, rose 5.6 per cent to \$3,300,000 in 1938.

Still within 3.0 per cent of the 1930 base figure, the food group reported sales of \$147,173,000 in 1938, a decrease of 5.6 per cent from the preceding year. Within the group the following declines were registered: dairy and poultry products, 13.5 per cent with 1938 sales of \$31,873,000; fruit and vegetables, 6.9 per cent and sales of \$23,228,000; staple groceries, 3.4 per cent and sales of \$45,284,000. Meats and fish showed the smallest decrease when sales declined 1.1 per cent to a 1938 sales figure of \$46,788,000. Other important groups which showed marked declines in 1938 over 1937 are: metals and metal work, 29.1 per cent; machinery, equipment and supplies, 18.3 per cent; plumbing and heating equipment and supplies, 17.5 per cent; electrical, 12.6 per cent; dry goods and apparel, 10.6 per cent; coal and coke, 9.1 per cent and hardware, 7.1 per cent.

Ontario

Wholesale sales in Ontario dropped from \$495,682,000 in 1937 to \$468,781,000 in 1938, a decrease of 5.4 per cent, and now within 1.0 per cent of the 1930 figure which stood at \$471.618,000. Indexes for the intervening years are: 84.4 for 1931, 70.9 for 1932, 68.9 for 1933, 79.4 for 1934, 83.3 for 1935, 91.5 for 1936 and 105.1 for 1937.

Increases were registered in some groups as follows: amusement, photographic and sporting goods, 10.0 per cent; automotive, 4.3 per cent; drugs and drug sundries, 1.9 per cent; electrical, 1.6 per cent; petroleum products, 1.4 per cent and tobacce and confectionery, 4.0 per cent.

The food group declined 3.5 per cent from sales of \$162,051,000 in 1937 to sales of \$156,435,000 in 1938. Dairy and poultry products showed an increase of 6.5 per cent over 1937. Otherwise decreases were general, fruits and vegetables declining 5.5 per cent, meats and fish, 5.2 per cent and groceries, 2.1 per cent.

Other groups which suffered substantial losses together with percentage declines from 1937 are lumber and building materials, 22.1 per cent; metals and metal work, 19.3 per cent; machinery, equipment and supplies, 12.9 per cent; dry goods and apparel, 10.2 per cent; coal and coke, 8.9 per cent and hardware, 8.6 per cent.

Prairie Provinces

Continuing the generally upward trend prevalent since the depression year of 1933, the Prairie Provinces reported an increase in sales in 1938 of 3.0 per cent over 1937. Sales now stand at \$257,621,000 for 1938 compared with \$250,228,000 in 1937.

The food group presented very little change, declining only 0.9 per cent in 1938 over 1937. The total sales of this group are \$113,486,000 or nearly half the total sales of all groups. Within the group, yearly increases were registered as follows: dairy and poultry products, 1.4 per cent and fruits and vegetables, 0.8 per cent. Meats and fish declined 3.3 per cent and groceries eased off 0.5 per cent to \$63,263,000 in 1938.

The machinery, equipment and supplies group made an important gain of 20.2 per cent with sales in 1938 of \$18,825,000. This was largely due to the large increase in sales of farm machinery which rose 38.6 per cent in 1938 over 1937. Other prominent groups which registered increases were: automotive, 11.6 per cent; petroleum products, 10.5 per cent; lumber and building materials, 9.7 per cent; drugs and drug sundries, 5.6 per cent and tobacco and confectionery, 4.2 per cent. The following groups reported declines as follows: dry goods and apparel, 9.2 per cent; leather and leather goods, 8.3 per cent and hardware, 0.1 per cent.

British Columbia

Wholesale sales in British Columbia decreased 3.5 per cent in 1938 over 1937. Sales in 1937 were \$127,720,000 while those in 1938 were \$123,239,000. Indexes for the years subsequent to 1930 are: 81.9 for 1931, 64.8 for 1932, 63.5 for 1933, 71.6 for 1934, 77.7 for 1935, 84.9 for 1936, 97.2 for 1937 and 93.8 for 1938.

The food group, with sales of \$53,347,000 in 1937 and \$51,203,000 in 1938, declined an even 4.0 per cent. Decreases within the group are general with the maximum decline coming in the fruit and vegetable section, which dropped 9.4 per cent. Meats and fish, groceries and dairy and poultry products declined 3.7 per cent, 2.7 per cent and 2.0 per cent respectively.

Some of the more important groups recording declines are as follows: dry goods and apparel, 11.9 per cent; machinery, equipment and supplies, 10.6 per cent; automotive, 4.6 per cent; lumber and building materials, 3.5 per cent and drugs and drug sundries, 1.8 per cent. Tobacco and confectionery with its gain of 2.5 per cent, plumbing and heating equipment and supplies with 1.9 per cent and petroleum products with 1.8 per cent registered the prominent increases within the province.

Comparison of Indexes of holesale Sales and Wholesale Prices

In the period 1930 to 1938 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 the weighting of price indexes constructed is based on total estimated consumption rather than on the proportions of different commodities sold through wholesale trading houses. 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 1938 are as follows:

		Indexe	s (1930 - 100)
Year	Sales	Sales	Prices (Consumers' Goods)
	₹: *		Harris (1948)
1930	1,370,066,000 1,118,364,000 940,658,000 900,496,000 1,023,296,000 1,080,742,000 1,181,543,000 1,352,212,000 1,295,969,000	100.0 81.6 68.7 65.7 74.7 78.9 86.2 98.7 94.6	100.0 85.3 79.8 79.6 83.0 82.4 83.7 89.1 86.5

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	1938
Consumers' Goods, Total Foods, beverages, tobacco Coal Drugs and pharmaceutical chemicals			79.8 66.1 96.5 83.5	79.6 68.5 91.6 70.9	91.7	91.2	83.7 78.8 91.2 72.7	87.2 90.1	86.5 82.8 92.6 72.8
Other Goods - Buidling and construction materials	100.0 100.0 100.0 100.0	90.2 93.4 97.9 86.9	85.0 90.4 96.0 88.8	86.2 87.6 94.2 89.0	90.9 87.5 94.9 90.8	89.4 85.2 95.1 89.2	93.9 84.1 93.8 87.4	103.9 87.8 97.8 88.2	98.1 86.1 97.9 86.0

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 Wholosalers 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 sensus will be found in the comsus 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 Sorvice 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 salus for the base year 1930 in order to arrive at the most probable value of total business for each year. It should, therefore, be 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, with the result that the indexes cannot fully reflect the total extent of the fluctuation in sales from year to year.

			Total Net Sa					Inde	xes of	Sales				Per cent
Province and Kind of Business	1930		ted in 000 c	of Dollars)					30 = 10					Change
	(Actual)	1933	1937	1938	1930	1931	1932	1933	1934	1935	1936	1937	1938	1938/193
	\$	\$	\$	\$								1	-//-	-//-/-//
Prince Edward Island	7,518,000	4,662	6,308	5,614	100.0	83.5	57.2	62.0	70.7	70.6	83.8	83.9	74.7	- 11.0
Nova Scotia	46,464,000	32,812	47,516	45,010	100.0	85.6	73.5	70.6	80.5	84.0		102.3		- 5.3
New Brunswick	38,320,000	25,192	37,805	36,067	100.0	85.9	68.9	65.7	73.9	77.7	84.9	98.7	94.1	- 4.6
Quebec	386,229,000	254,696	386,953	359,637	100.0	83.7	69.4	65.9	74.7	77.7		100.2		- 7.1
Ontario	471,618,000	324,828	495,682	468,781	100.0	84.4	70.9	68.9	79.4	83.3		105.1	99.4	- 5.4
Manitoba	98,960,000	64,461	100,367	101,729	100.0	77.7	68.5	65.1	73.8	80.9		101.4	102.8	+ 1.4
Saskatchewan	90,210,000	48,555	63,838	67,459	100.0	66.2	59.5	53.8	59.4	65.6	70.9	70.8	74.8	+ 5.7
Alberta	99,333,000	61,872	86,023	88,433	100.0	74.6	67.2	62.3	69.3	72.9	79.3	86.6	89.0	+ 2.8
British Columbia	131,414,000	83,418	127,720	123,239	100.0	81.9	64.8	63.5	71.6	77.7	84.9	97.2	93.8	- 3.5
CANADA, TOTAL	1,370,066,000	900,496	1,352,212	1,295,969	100.0	81.6	68.7	65.7	74.7	78.9	86.2	98.7	94.6	- 4.2
Amusement, photo. & sport. goods		2,464	3,865	4,251	100.0	82.9	67.7	57.6	64.0	68.6	78.4	90.3	99.4	+ 10.0
Automotive	20,990,000	13,473	21,256	22,426	100.0	84.3	65.3	64.2	74.4	80.6		101.3		+ 5.5
Chemicals and paints	8,387,000	7,743	11,695	10,554	100.0	84.1	74.7	,		1	127.6			- 9.8
Drugs and drug sundries	27,973,000	22,139	29,554	29,645	100.0	96.3	85.2	79.1	83.1	88.7		1	106.0	+ 0.3
Coal and coke	50,252,000	42,881	59,836	54,449	100.0	87.9	83.9		-		110.9	1	108.4	- 9.0
Dry goods and apparel	102,358,000	64,396	86,822	77,793	100.0	79.0	65.3	62.9	71.6	73.7	77.3		76.0	- 10.4
Electrical	22,982,000	9,973	25,775	25,001	100.0	78.4	52.2	43.4	56.6	65.0		112.2	108.8	- 3.0
Farm supplies	16,037,000	8,719	14,955	13,207	100.0	87.2	64.8	54.4	67.6	69.5	65.4	93.3	82.4	- 11.7
Foods	540,820,000	377,670	533,948	515,146	100.0	83.4	70.6	69.8	78.1	82.2	89.3	98.7	95.3	- 3.5
Furniture and house furnishings.	13,632,000	7,293	12,255	11,319	100.0	76.7	58.0	53.5	64.2	69.0	74.6	89.9	83.0	- 7.6
General merchandise	13,478,000	8,668	15,023	14,801	100.0	78.1	69.0	64.3	76.1	82.3		111.5		- 1.5
Hardware	65,943,000	38,025	66,118	61,852	100.0	76.5	59.4	57.7	70.1	74.7		100.3		- 6.5
Jewellery and optical goods	10,858,000	6,935	13,561	12,782	100.0	85.8	67.8	63.9	77.3		104.8			- 5.7
Leather and leather goods	7,377,000	5,325	7,956	6,620	100.0	76.8	67.2	72.2	80.9	88.3		107.8	89.7	- 16.8
Lumber and building materials	51,872,000	18,912	41.982	36,114	100.0	73.8	44.1	36.5	47.9	53.2	66.0	80.9	69.6	- 14.0
Machinery, equipment & supplies.	59,321,000	21,789	54,101	51,678	100.0	55.1	40.7	36.7	47.4	56.9	66.9	91.2	87.1	
Metals and metal work	14,059,000	6,817	17,861	13.728	100.0	71.2	52.0	48.5	69.4	79.1		127.0	97.6	- 4.5
Paper and paper products	22,462,000	17.263	24,103	23,715	100.0	92.7	82.3	76.9	85.2	89.5		107.3		- 23.1 - 1.6
Petroleum products	230,169,000	163,315	218,419	223,711	100.0	83.8	78.0	71.0	76.5	77.5	82.2	94.9	97.2	- 1
Plumb. & heat. equip. & supplies	14,512,000	5,508	11,704	10,638	100.0	75.5	44.1	38.0	46.9	52.1	62.6	80.7	73.3	
Tobacco and confectionery	45.870,000	32,165	47,167	49,247	100.0	89.1	76.5	70.1	77.3	84.1		,		- 9.1
Waste materials	10,118,000	6,335	14,936	8,758	100.0	78.7	52.3	62.6	83.1				107.4	+ 4.4
All other	16,318,000	12,688	19,320	18,534	100.0	86.2	79.6	77.8	85.7	96.1	126.7		86.6	- 41.4
			- / / /				.,		7.1	7,00	TOWAT	TTO.4	117.0	- 4.1

			al Net Sale					Inde	exes of	Sales	3		-	Per cen
Kind of Business	1930	(Estimate	d in 000 of	dollars)				(19	30 = 1	100.0)				Charg
	(Actual)	1933	1937	1938	1930	1931	1932	1933	1934	1935	1936	1937	1938	1935/3
	3	\$	9	\$				1						1
Total	1,370,066,000	900,496	1,352,212	1,295,969	100.0	81.6	68.7	65.7	74.7	78.9	86.2	98.7	94.6	- 4.
Amusement, photographic & sporting goods	4,278,000	2,464	3,865	4,251	100.0	82.9	67.7	57.6	64.0	68.6	78.4	1	1	
Automotive	20,990,000	13,473	21,256	22,426	100.0	84.3	65.3	64.2	74.4	80.6			106.8	
Automotive equipment and parts	18,953,000	11,894	18,793	20,082	100.0				73.1	78.7	88.7		106.0	
Tires	2,037,000	1,579	2,463	2,344	100.0	88.1	69.3	177.5	86.1	97.8			115.1	
Chemicals and paints	8,387,000	7,743	11,695	10,554	100.0	84.1	74.7	192.3	108.0	117.5			125.8	
Drugs and drug sundries	27,973,000	22,139	29,554	29,645	100.0	96.3	85.2	179.1	83.4	88.7	95.2	105.7	1106.0	+ 0.
Coal and coke		42,881	59,836	54,449	100.0				101.6	103.9			1108.4	
Dry goods and apparel	102,358,000	64,396	86,822	77,793	100.0				71.6	73.7	77.3	84.8	176.0	- 10.
Clothing & furnish. (inc. mill. & shoes). Dry goods (inc. notions & piece goods)	24,451,000 77,907,000	16,703	22,480	20,343	100.0	83.5	72.4	68.3	75.8	80.5	85.3			- 9.
Electrical	22,982,000		64,342	57,450	100.0				70.3	71.6	74.8			- 10.
Farm supplies	16,037,000	9,973	25,775	25,001 13,207	100.0	87 2	52.2	142.4	56.6	65.0	83.4			
Foods	540,820,000	377,670	533,948	515,146	100.0		70.6		67.6	69.5	65.4			
Groceries	223,838,000	184,436	235,515	230,748	100.0	87.7	79.4	82.1	87.8	90.8	89.3	98.7	95.3	- 3.
Dairy and poultry products	18.771.000	32,185	48,658	43,928	100.0				66.5	74.4	83.8	99.8	90.1	1 - 9.
Fruits and vegetables	99,102,000	63,176	91,916	87,723	100.0	83.5	70.1	63.7	72.9	76.2	84.0			- 4.
Meats and fish	169,109,000	97,873	157,859	152,747	100.0	78.4	59.6	57.9	71.5	76.6	83.4	93.3	90.3	- 3.
Furniture and house furnishings	13,632,000	7,293	12,255	11,319	100.0	76.7	58.0	53.5	64.2	69.0	74.6			1 -
Hardware	13,478,000 65,943,000	8,668 38,025	15,023	14,801	100.0	76.1	69.0	64.3	76.1	82.3			109.8	
Jewellery and optical goods	10,858,000	6,935	13,561	61,852	100.0	10.5 RE R	57.4	21.1	70.1	74.7	85.0	100.3	93.8	
Jewellery	8,078,000	4,430	9,478	8,905	100.0				68.5	81.2		121.9		- 5
Optical goods	2,780,000	2,505	4.083	3,877	100.0				103.0			117.3		- 6.
Leather and leather goods	7,377,000	5,325	7,956	6,620	100.0				80.9	88.3		107.8		- 1c.
umber and building materials	51,872,000	18,912	41,982	36,114	100.0				47.9	53.2	66.0			- 144.
achinery, equipment and supplies	59,321,000	21,789	54,101	51,678	100.0				47.4	56.9	66.9	91.2		- 4.
Commercial & service equip. & supplies	6,710,000	3,521	5.968	5,160	100.0			52.5	60.3	67.8	74.3	88.9	76.9	- 13.
Farm machinery and equipment		2,698	9,954	13,347	100.0		21.6	18.9	26.9	41.8	47.9	69.6		+ 34.
Professional equipment and supplies	7,810,000	5,849	8,172	7,971	100.0	91.2	77.1	74.9	83.1	88.4	94.6	104.6		- 2.
All other machinery, equipment & supplies	30,496,000	9,721	30,007	25,200	100.0	56.7	35.4	31.9	45.1	53.5	67.1	98.4		- 16.
detals and metal work	14,059,000	6,817	17,861	13,728	100.0	71.2	52.0	48.5	69.4	79.1				- 23.
etroleum products	22,462,000	17,263	24,103	23,715	100.0				85.2	89.5			105.6	
Plumbing & heating equipment & supplies	14,512,000	5,508		223,711	100.0				76.5	77.5	82.2		1	+ 2.
Cobacco and confectionery	45,870,000	32,165	11,704	10,638	100.0				46.9	52.1	62.6		73.3	- 9.
laste materials	10,118,000		47,167	49,247	100.0				77.3	84.1			107.4	+ 400
ll other		6,335	14,936	8,758	100.0				83.1			147.6		
ATT ANTIGE	16,318,000	12,688	19,320	18,534	100.0	86.2	19.6	11.8	85.7	93.0	102.1	118.4	113.6	- 4.1

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

			tal Net Sa					Inde	exes of	Sales	3			Per cent	
Kind of Business	1930			of Dollars)				(19	30 = 1	100.0)				Change,	
	(Actual)	1933	1937	1938	1930	1931	1932	1933	1934	1935	1936	1937	1938	1938/193	
A THE STATE OF THE	\$	\$	\$	\$											-
Total	92,302,000	62,666	91,629	86,691	100.0	85.6	70.3	67.9	77.0	80.3	88.0	99.3	93.9	- 5.4	Y
Automotive	1,609,000	975	1,499	1,564	100.0	75.3	62.7	60.6	65.4	75.0	83.0	93.2	97.2	+ 4.3	
Drugs and drug sundries	2,112,000	1,445	1,860	1,765	100.0	92.6	82.5	68.4	72.4		77.5	88.1	83.6	- 5.1	
Coal and coke	561,000	448	533	490	100.0	94.9	87.2	79.9	82.4			95.0	87.3	- 8.1	
Dry goods and apparel	3,665,000	2,171	3,082	2,697	100.0	78.6	62.4		67.0	71.7	76.2	84.1	73.6	- 12.5	
Farm supplies	792,000	576	787	814	100.0	88.7	75.4	72.7	87.3	81.0	92.7		102.8	+ 3.4	
Foods	49,380,000	34,685	48,027	46,849	100.0	84.6	70.0	70.2	78.0	80.4	87.9	97.3		- 2.5	
Groceries		21,717	29,048	28,411	100.0	86.3	77.0	79.6	86.6				1 - 1 -	- 2.2	
Dairy and poultry products		1,083	1,591	1,398	100.0	56.3	56.3	58.3	60.5	70.2		85.7	75.3	- 12.1	
Fruits and vegetables	7,218,000	4,049	6,051	5,900	100.0	79.7	59.7	56.1	65.1	67.2	77.4	83.8	81.7	- 2.5	
Meats and fish		7,836	11,337	11,140	100.0	87.9	63.1	60.2	69.8	72.3		87.1	85.5	- 1.7	
Furniture and house furnishings	984,000	563	885	833	100.0	90.6		57.2	69.7	71.4	77.2	89.9	84.7	- 5.9	
General merchandise		870	1,291	1,232	100.0	76.1	63.2	65.4	74.6	79.5	95.7	97.1	92.6	- 4.6	
Hardware		4,607	7,014	6,179	100.0	84.0	60.2		67.8	67.5	76.6	86.8	76.5	- 11.9	
Jewellery and optical goods	307,000	221	332	324	100.0	87.3	73.3	72.0	83.7	87.9		108.1	4 40	- 2.4	
Lumber and building materials	1,544,000	512	1,163	923	100.0	84.3	41.7	33.2	47.7	50.1	59.3	75.3	59.8	- 20.6	
Machinery, equipment and supplies .	1,786,000	701	1,410	1,190	100.0	64.9	49.8	39.2	52.2	54.0	66.5	78.9	66.6	- 15.6	
Paper and paper products	924,000	678	934	936	100.0	90.2	80.3	73.4	84.6	84.7		101.1		+ 0.2	
Petroleum products	15,641,000	11,918	19,299	17,639	100.0	93.2	82.4	76.2	89.0		104.2			- 8.6	
Tobacco and confectionery	1,628,000	1,053	1,456	1,471	100.0	89.1	72.7	64.7	71.0	71.1	78.8			+ 1.0	
All other	1,957,000	1,243	2,057	1,785	100.0	83.0	64.8	63.5	70.8	76.7			91.2	- 13.2	
											1		/	-)	

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

nd of Business Total	1930 (Actual)	(Estimated	in 000 o						exes of					Per c
Total	(Actual)	1933	1937					(1)	30 = 1	(00)				Chan
Total	\$		1 -//1	1938	1930	1931	1932	1933		1935	1936	1 1937	1938	
Total		100	\$	\$				-///	-/)-4	-///	1//0	1 +771	1770	1938/
	386,229,000	254,696	386,953	359,637	100.0	83.7	69.4	65.9	74.7	77.7	84.7	100.2	93.1	- 7
sement, photographic & sporting goods	787.000	491	796	862	100.0	88.5	70.0							
comotive	3 690 000	2,140	3,126	3,300	100.0			62.4	70.2	72.9		101.1		4
micals and paints	1 150 000	4.042	6,526	5,808	100.0	79.8	59.3	58.0	60.4	61.1	72.2	84.7	89.4	
igs and drug sundries	9.159.000	6,869	8,337	8,154	100.0	86.4			121.8	130.7		157.3		
and coke	26.712 000	20,835	26,359	23,960	100.0	93.7	81.4		76.4	79.8			1	- 2
goods and apparel	45.569.000	27,701	39,231	35,085	100.0	85.8	81.9	78.0	90:2	87.2	87.6	1	89.7	- 9
ectrical	5.935.000	2,748	7,383	6,453	100.0	82.5	63.4	60.8	70.7	74.0	77.8	86.1	77.0	
m supplies	4.959.000	3,099	5,474	5,605	100.0	85.7	56.3	46.3	62.8	66.9	86.6	124.4	108.7	- 12
ds	151.570.000	107,397	155,966	147,173	100.0	85.1	72.3	62.5	70.4	72.6		110.4		+ 2
roceries	19.991.000	37,807	46,881	45,284	100.0	86.7	74.7	70.9	77.0	80.9		102.9	1 - 1	- 5
airy and poultry products	37 018 000	24,432	36,847	31,873	100.0	82.3	70.3	75.6	77.2	78.4	84.1	93.8	90.6	1
ruits and vegetables	23.193.000	16,235	24,950	23,228	100.0	88.9	78.1	70.0	64.1	72.3	83.4	1		- 13
eats and fish	1 41.368.000	28,923	47,288	46,788	100.0	83.6	67.8	69.9	80.1	84.0	91.5	107.6	100.2	- 6
niture and house furnishings	5.661.000	2,881	5,582	5,202	100.0	77.9	57.9	50.9	86.5			114.3	!	- 1
eral merchandise	4.740.000	2,455	3,849	3,522	100.0	72.2	59.6	51.8	63.9	70.3	76.6	98.6	91.9	- 6
dware	15,213,000	8,687	14,984	13,920	100.0	81.0	61.5	57.1	59.8	60.0	66.8	81.2	74.5	- 8.
ellery and optical goods	3 /127 000	2,167	3,487	3,229	100.0	87.5	72.9	63.2	73.9	70.0	79.2	98.5	91.5	- 7.
ther and leather goods	3.05/1.000	1,909	2,981	2,221	100.0	76.2	61.4	62.5	66.6	83.0		101.8	94.2	- 7.
ber and building materials	13.1110 000	4,271	9,395	8,243	100.0	72.1	40.8	- 1	41.8	75.2	76.3	97.6	72.7	- 25.
hinery, equipment and supplies	14,767,000	5,323	12,591	10,282	100.0		40.3			43.7	52.3		61.3	- 12.
als and metal work	8.7.21.000	4,178	9,551	6,781	100.0				44.5	49.8	58.4	85.3	69.6	- 18.
er and paper products	6.009.000	4,405	6,379	6,245	1		79.2			73.6		113.4	80.5	- 29.
roleum products	37.398 000 1	28,759	40,002	40,322					82.4	87.7	91.8		103.9	- 2.
mbing and heating equipment & supplies	5.1.31 000	2,113	4,532	3,739					47.3	85.2		107.0		+ 0.
acco and confectionery	8.292.000	5,804	8,587	9,222	1	-	- 1	70.0	72.4	50.9	61.5		68.8	- 17.
other	7,842,000	6,422	11,835	10,309							87.0		111.2	+ 7.
				,	2000	0)01	17.1	01.9	77.4	107.4	12/.0	150.9	131.5	- 12.

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

Kind of Business	2070		l Net Sa					Inde	exes o	f Sale	S			10
Mana of Bustiloss	1930	(Estimated		of Dollars)					30 =		0			Per cer
	(Actual)	1933	1937	1938	1930	1931	1932	1933			1936	1937	1 1028	Change
	· 10	18	\$	\$						-177	1770	1 2771	1990	1938/37
Total	471,618,000	324,828	495,682	468,781	100.0	84.4	70.9	68.9	79.4	83.3	91.5	105 1	90 1	
Amusement, photographic & sporting goods Automotive Chemicals and paints Drugs and drug sundries Coal and coke Dry goods and apparel Electrical Farm supplies Foods Groceries Dairy and poultry products Fruits and vegetables Meats and fish Furniture and house furnishings General merchandise Hardware Jewellery and optical goods Lumber and building materials Machinery, equipment and supplies Metals and metal work Paper and paper products Petroleum products Plumbing & heating equipment & supplies Tobacco and confectionery Waste materials All other	2,764,000	1,553 5,690 2,626 8,181 18,220 22,906 4,839 4,317 116,770 55,590 4,464 22,362 34,354 2,593 3,219 8,749 3,343 8,559 9,034 1,997 7,150 66,788 2,003 15,657 4,169 6,465	2,318 9,195 3,796 12,207 28,151 29,072 12,527 7,534 162,051 67,764 6,864 31,236 56,187 3,835 6,357 16,438 7,692 21,750 20,013 6,725 9,887 88,762 4,311 24,020 10,266 8,775	2,550 9,587 3,428 12,439 25,646 26,104 12,727 5,477 156,435 66,346 7,310 29,518 53,261 3,536 6,541 15,024 7,138 16,945 17,423 5,427 9,462 90,005 4,070 24,981 5,616	100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0	82.0 89.9 80.8 102.4 93.6 81.2 79.0 92.2 84.2 88.2 80.7 82.5 81.4 75.2 82.5 75.6 84.0 73.3 73.6 68.5 91.6 87.4 85.5 93.0 83.0	65.5 68.8 71.8 91.4 92.1 66.4 47.8 62.8 71.1 81.9 65.8 73.9 59.2 59.8 74.1 55.4 58.9 48.8 80.5 85.9 50.2 79.5 54.5	56.2 67.6 89.0 89.0 106.2 65.4 43.5 50.0 69.5 85.4 72.3 53.8 61.8 42.9 70.3 64.5	60.8 80.4 95.6 97.5 133.8 72.8 54.8 67.1 80.9 93.1 70.2 79.9 70.1 65.6 79.9 65.5 84.8 87.4 55.6 79.9 88.3	87.0 106.6 106.8 141.2 73.7 62.5 65.8 83.7 94.8 77.7 81.3 74.2 63.6 97.1 71.0 91.2 54.9 75.2 88.8 86.6 61.5 87.5	71.5 94.9 115.1 119.0 158.8 74.9 80.3 58.1 89.7 99.6 82.1 91.1 79.7 72.6 117.4 82.9 112.7 69.6 88.7 100.8 93.4 73.0 93.6 134.1	109.3 128.6 132.8 164.1 83.0 112.6 87.3 96.5 104.1 96.4 96.2 88.8 84.9 142.8 101.1 142.1 87.4 115.6 146.1 105.4 112.0 92.3 107.9	92.3 113.9 116.2 135.3 149.5 74.5 114.4 63.4 93.1 101.9 102.7 90.9 84.2 78.3 146.9 92.4 131.9 68.1 100.6 117.9 100.8 113.6 87.2	- 5.4 + 10.0 + 4.3 - 9.7 + 1.9 - 10.2 + 1.6 - 27.3 - 2.1 - 2.1 - 5.2 - 7.8 - 2.1 - 12.9 - 12.9 - 12.9 - 13.3 + 1.4 - 45.3 - 45.3

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

		Total	Net Sale	S	*			Inde	exes of	Sales	5			Per	cen
Kind of Business	1930	(Estimated							30 = 1					6	ange
	(Actual)	1933	1937	1938	1930	1931	1932				1936	1937	1938	1	8/37
	\$\frac{4}{3}	\$	\$	\$											
Total	288,503,000	174,888	250,228	257,621	100.0	73.0	65.2	60.6	67.7	73.4	79.8	86.7	89.3	+	3.0
atomotive	5,239,000	3,436	5,454	6,085	100.0	83.1	67.1	65.6	79.2	89.1	98.3	104.1	116.1	+	11.6
nemicals and paints		210	290	274	100.0	64.8	54.6	52.6	63.0	66.0	66.8			-	5.5
ugs and drug sundries		3,000	3,593	3,794	100.0	91.3	81.2	73.2	74.1	78.2	84.3		92.6	+	5.6
al and coke		3,298	4,708	4,298	100.0	79.7	68.2	57.8	60.5	72.7	78.7	82.5		-	8.
y goods and apparel		8,859	11,427	10,374	100.0	75.9	72.4	66.1	75.0	74.2	81.4	85.2	77.1	-	9.
ectrical		1,074	2,224	2,393	100.0	70.4	52.8	47.0	59.5	72.1	91.4	-	104.7	+	7.
rm supplies	1,463,000	614	986	1,146	100.0	61.9	57.4	42.0	50.4	72.1	45.9		78.3	+	16.
ods	113,932,000	81,173	114,557	113,486	100.0	80.8	71.4	71.2	79.0			100.5			0.
Groceries	54,970,000	49,171	63,608	63,263	100.0	88.2	86.3	89.5	95.4			115.7		-	0.
Dairy and poultry products	1,205,000	970	1,708	1,732	100.0	92.8	73.8	80.5				141.7		+	1.
Fruits and vegetables	26,711,000	14,825	21,441	21,613	100.0	83.9	65.0	55.5	63.0	66.1		80.3		1 +	0.
Meats and fish	31,046,000	16,207	27,800	26,878	100.0	64.4	50.3	52.2	62.5	73.0	79.2	89.5	86.6	-	3.
rniture and house furnishings	1,277,000	596	759	747	100.0	63.2	50.4	46.7	54.5	56.1	57.1	59.4	58.5	-	ĺ.
neral merchandise	2,739,000	1,986	3,295	3,295	100.0	82.1	50.0	72.5	86.4	97.9	109.5		120.3		
rdware	16,073,000	10,351	15,346	15,331	100.0	71.2	66.8	64.4	78.6	82.8	90.5	95.5	95.4	-	0.
wellery and optical goods	1,127,000	791	1,334	1,363	100.0	86.6	72.0	70.2	85.1	97.8	111.4	118.4		+	2.
ather and leather goods		1,726	2,276	2,087	100.0	86.9	94.5	98.1	110.9					-	ō.
mber and building materials	5,700,000	3,225	5,037	5,526	100.0	70.3	56.0	56.6	71.6	72.1	82.7	88.4		+	9.
chinery, equipment and supplies	21,130,000	4,893	15,659	18,825	100.0	30.5	25.4	23.2	31.9	44.7	51.6	74.1	89.1	+	20.
per and paper products		2,927	3,936	4,093	100.0	92.5	90.2	83.0	90.3	94.2	102.1	111.6	116.0	+	4.
troleum products	75,078,000	38,365	47,393	52,369	100.0	69.6	64.0	51.1	53.9	56.3	60.5	63.1	69.8		10.
umbing & heating equipment & supplies		740	1,387	1,430	100.0	57.5	32.8	28.4	35.5	40.6	47.0	53.3	54.9	+	3.
bacco and confectionery		6,400	8,369	8,720	100.0	79.6	70.5	72.8	78.6	83.3	88.9	95.2	99.2	+	4.
1 other	2,171,000	1,224	2,198	1,985	100.0	75.0	59.7	56.4	64.7	76.2		101.2		-	9.

⁽a) No change

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

Kind of Business			Net Sales d in 000	of Dollars)					exes of		S			Per Cent Change
	(Actual)	1933	1937	1938	1930	1931	1932	1933	1934	1935	1936	1937	1938	1938/37
	6	\$	\$	\$								-//		-770/71
Total	141,414,000	83,418	127,720	123,239	100.0	81.9	64.8	63.5	71.6	77.7	84.9	97.2	93.8	- 3.5
Automotive	2,038,000	1,232	1,982	1,890	100.0	79.2	59.5	60.5	70.0	72.0	85.6	07 %	92.7	- 4.6
Chemicals and paints	875,000	852	1,067	1,029	100.0	, , ,					115.2			
Drugs and drug sundries	3,410,000	2,644	3,557	3,493	100.0	95.3		77.5			92.2			- 3.6 - 1.8
Dry goods and apparel	4,670,000	2,759	4,010	3,533	100.0	70.6		59.1	-		79.1			
Electrical	3,415,000	1,205	3,366	3,161	100.0		1 -		49.0		81.8			- 11.9
Foods	57,972,000	37,645	53,347	51,203	100.0		, , ,	1	70.7		80.7			4.0
Groceries	26,484,000	20,151	28,214	27,444	100.0		70.3		80.2		91.4			2.7
Dairy and poultry products	1,571,000	1,236	1,648	1,615	100.0			78.7				104.9		- 2.0
Fruits and vegetables	9,524,000	5,705	8,238	7,464	100.0						76.5	86 5	78 1	- 9.4 5
Meats and fish	20,393,000	10,553	15,247	14,680	100.0		55.6					74.8		3.7
Furniture and house furnishings	1,193,000	660	1,194	1,001	100.0		55.6				1	100.1		. 16.2
Jewellery and optical goods		413	716	728	100.0	89.7	73.7		84.3		104.8			+ 3.7
Lumber and building materials	6,310,000	2,345	4,637	4,477	100.0		51.9		39.8	50.4		73.5		3.5
Machinery, equipment and supplies	4,321,000	1,838	4,428	3,958	100.0	64.4	40.2	42.5		68.9	_	102.5		
Metals and metal work	867,000	552	1,376	1,331	100.0	94.9	56.6	63.6			114.6			- 3.3
Paper and paper products		2,103	2,967	2,979	100.0	99.8	86.0	80.3	86.5	91.5		113.3		+ 0.4
Petroleum products	22,826,000	17,485	22,963	23,376	100.0	92.3	80.9	76.6	84.2	89.4			102.4	+ 1.8
Plumbing & heating equipment & supplies	1,209,000	412	1,098	1,119	100.0	64.5	34.4	34.1	38.9	51.2			92.0	+ 1.9
Tobacco and confectionery		3,251	4,735	4,853	100.0	85.0	74.2	66.5	73.3	80.3		96.9	99.3	+ 2.5
All other	14,216,000	8,022	16,277	15,108	100.0	73.4	52.3	56.4	72.7	80.4		114.5		- 7.2
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