

63-D-33

658(11)



CANADA  
DOMINION BUREAU OF STATISTICS  
CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

WHOLESALE TRADE  
IN  
CANADA AND THE PROVINCES  
1939

-----+ + +-----  
Published by Authority of the Hon. James A. MacKinnon, M.P.,  
Minister of Trade and Commerce.

+ + +

OTTAWA

1940

Price 10 cents

Published by Authority of the HON. JAS. A. MACKINNON, 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.C., F.S.S. (Hon.)
Chief, Internal Trade Branch:	Herbert Marshall, B.A., F.S.S.
Statistician:	A. C. Steedman, B.A.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Wholesale Trade in Canada, 1939

Annual sales of wholesale trading houses were 6 per cent higher in 1939 than in 1938 and were at a higher level than in any year since 1929, according to calculations based on reports secured for the annual Census of Merchandising Establishments. Sales totalled \$1,375,550,000 for 1939 compared with \$1,295,969,000 for 1938, indexes of sales on the base 1930=100 standing at 100.4 and 94.6 for the two years. These figures represent the total annual turnover of regular wholesale merchants including the bulk tank station of the various petroleum companies. They do not include the business of such types as manufacturers' agents, manufacturers' sales branches, commission agents, brokers and some other forms of enterprise which would be included in the wholesale trade if considered in its broader sense.

The 6 per cent increase in 1939 over 1938 represents the result of the marked stimulus in trading which occurred after the outbreak of the war, due partially to increased consumer demand but more particularly to heavy inventory buying on the part of the retail trades. Results of monthly surveys, more limited in scope than the annual reports, and restricted to nine lines of business, show that while sales for the first eight months of 1939 were only maintained at the level of the corresponding period of 1938, sales during the last four months of 1939 were 18 per cent above the corresponding four-month interval of the preceding year.

All provinces reported higher sales in 1939 than in 1938, percentage gains standing at 10 per cent for the Maritime Provinces, 6 per cent for Quebec, 5 per cent for Ontario, 6 per cent for the Prairie Provinces and 7 per cent for British Columbia. The gain in Saskatchewan was 11 per cent.

Increased sales from 1938 were general for most lines of business, only 3 of the 32 different kind-of-business classes for which figures are shown in the attached tables showing declines. Dealers in waste materials (chiefly scrap iron) reported the largest percentage increase with a gain of 25 per cent while wholesalers of chemicals and paints and dealers in metals and metal work both reported increases of 23 per cent. The increases for other lines were more moderate, gains for some of the more important groups standing at 6 per cent for food products, 11 per cent for dry goods and apparel, 9 per cent for coal and coke, 6 per cent for drugs, 7 per cent for hardware, 4 per cent for machinery, equipment and supplies, 2 per cent for petroleum products, and 6 per cent for tobacco and confectionery.

Changes in the dollar volume of sales from year to year represent the resultant effect of variations in the physical volume of goods sold and changes in price levels. An increase of 6 per cent in dollar sales of wholesalers in the food group is associated with a decline of 4 per cent in the wholesale price index for foods, beverages and tobacco. While the indexes of sales and prices are not compiled on a strictly comparable basis, they are sufficiently comparable to show that the increase in dollar sales represented a considerably greater increase in the volume of goods which these wholesalers handled. A comparison of the indexes of wholesale prices and of sales, for the food group as a whole and for each of the four components of which it is composed, is shown in the following table.

---

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	1939	Per Cent Change, 1939/38
<u>Wholesale Sales:</u>											
Foods .....	100.0	83.4	70.6	69.8	78.1	82.2	89.3	98.7	95.3	100.8	+ 5.8
Groceries .....	100.0	87.7	79.4	82.4	87.8	90.8	97.3	105.2	103.1	110.8	+ 7.5
Dairy and poultry products .....	100.0	81.4	69.4	66.0	66.5	74.4	83.8	99.8	90.1	94.2	+ 4.6
Fruits and vegetables .....	100.0	83.5	70.1	63.7	72.9	76.2	84.0	92.7	88.5	95.5	+ 7.9
Meats and fish .....	100.0	78.4	59.6	57.9	71.5	76.6	83.4	93.3	90.3	92.5	+ 2.5
<u>Wholesale Prices:</u>											
Foods, beverages and tobacco .....	100.0	75.6	66.1	68.5	74.9	75.6	78.8	87.2	82.8	79.4	- 4.1

Maritime Provinces

Wholesale sales in the Maritime Provinces are estimated at \$95,724,000 for 1939, up 10 per cent from 1938 and 4 per cent above the 1930 level. Increases for each of the three provinces stand at 16 per cent for Prince Edward Island, 14 per cent for Nova Scotia, and 5 per cent for New Brunswick. All lines of business, excepting dealers in farmers' supplies and in dairy and poultry products, shared in the increase. Sales for the food group as a whole were up by 10 per cent, petroleum products were up 14 per cent, dry goods and apparel, 18 per cent; hardware, 10 per cent; and drugs and drug sundries, 7 per cent.

Quebec

Wholesale sales in Quebec province gained 6 per cent in 1939 over the preceding year, but failed to recover the ground lost between 1937 and 1938. Total sales are estimated at \$381,767,000 for 1939, \$359,637,000 for 1938, and \$386,953,000 for 1937, while indexes of sales on the 1930 base stand at 98.8 for 1939, 93.1 for 1938, and 100.2 for 1937.

Sales for the food group at \$154,237,000 were 5 per cent above the 1938 level, results for the four components of the group revealing increases of 5 per cent for groceries, 10 per cent for dairy and poultry products, 5 per cent for fruits and vegetables, and 1 per cent for meats and fish. Sales for wholesalers specializing in dry goods and apparel were up by 13 per cent; coal and coke was up 14 per cent; drugs and drug sundries, 5 per cent; and hardware, 8 per cent. Wholesale sales of petroleum products were down by 4 per cent.

Ontario

Wholesale sales in Ontario increased 5 per cent in 1939 over 1938, returning almost to the 1937 figure and standing 4 per cent above the 1930 base. Total sales are estimated at \$492,124,000 for 1939 compared with \$468,781,000 for 1938 and \$495,682,000 for 1937.

Sales of the food group at \$162,949,000 were 4 per cent above the 1938 figure. The grocery trade was up by 8 per cent, fruits and vegetables, 4 per cent; meat and fish, 2 per cent; while wholesalers in dairy and poultry products reported an average decline of 8 per cent. The dry goods and apparel trade reported 13 per cent more business in 1939 than in the preceding year, coal and coke was up by 6 per cent; and hardware, 6 per cent.

Wholesale sales of petroleum products at \$87,755,000 were down by 3 per cent from the preceding year; farm supplies were down by 4 per cent; and the electrical group was down by 1 per cent.

### Prairie Provinces

Wholesale sales in the Prairie Provinces are estimated at \$274,187,000 for 1939, up 6 per cent from 1938 and higher than the amount recorded for any year since 1930. Indexes of sales on the 1930 base stand at 95.0 for 1939, 89.3 for 1938, and 86.7 for 1937. Sales in Manitoba increased by 5 per cent in 1939 over 1938, the index for 1939 on the 1930 base standing at 107.9. Sales in Alberta also increased by 5 per cent, the 1939 index standing at 93.5. Saskatchewan sales increased by 11 per cent, the lower index of 82.7 for 1939 reflecting the lower level to which trade in this province had fallen during the depression years.

Excepting only three lines of business, all trades for which separate figures are compiled showed increased sales in 1939 over 1938. Sales of the food group as a whole at \$121,246,000 were up by 7 per cent, results for individual lines of business within the group revealing increases of 6 per cent for groceries, 15 per cent for fruits and vegetables, 3 per cent for meats and fish and a decline of 3 per cent for dairy and poultry products. Percentage increases for other lines of trade included a gain of 2 per cent for the dry goods and apparel trade, 6 per cent for the hardware trade, 5 per cent for petroleum products, 3 per cent for machinery, equipment and supplies and 8 per cent for tobacco and confectionery.

### British Columbia

Sales of wholesale houses in British Columbia are estimated at \$131,748,-000 for 1939, up 7 per cent from 1938, and approximately on a par with the 1930 level. The index of sales on the 1930 base stands at 100.3 for 1939, 93.8 for 1938, and 97.2 for 1937. Sales for the food trade as a whole are estimated at \$55,082,000 or 8 per cent above 1938, results for individual lines of business within the group revealing increases of 13 per cent for groceries and 12 per cent for fruits and vegetables and declines of 17 per cent and 2 per cent for dairy and poultry products and for meat and fish respectively.

Lumber and building materials declined by 6 per cent and the plumbing and heating equipment and supplies group was down by 6 per cent. All other lines of business reported increases most of which came within narrow limits of the 7 per cent gain for the trade as a whole.

### 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 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.

Table 1.--Summary of Wholesale Trade by Provinces and Kinds of Business, 1930 - 1939  
(In thousands of dollars)

Province and Kind of Business	Total Net Sales (Estimated)				Indexes of Sales (1930 = 100.0)								Per Cent Change 1939/1938		
	1930 (Actual)	1933	1938	1939	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	
Prince Edward Island .....	\$ 7,518	\$ 4,662	\$ 5,614	\$ 6,629	100	83.5	57.2	62.0	70.7	70.6	83.8	83.9	74.7	86.8	+ 16.3
Nova Scotia .....	46,464	32,812	45,010	51,263	100	85.6	73.5	70.6	80.5	84.0	91.2	102.3	96.9	110.3	+ 13.9
New Brunswick .....	38,320	25,192	36,067	37,832	100	85.9	68.9	65.7	73.9	77.7	84.9	98.7	94.1	98.7	+ 4.9
Quebec .....	386,229	254,696	359,637	381,767	100	83.7	69.4	65.9	74.7	77.7	84.7	100.2	93.1	98.8	+ 6.2
Ontario .....	471,618	324,828	468,781	492,124	100	84.4	70.9	68.9	79.4	83.3	91.5	105.1	99.4	104.3	+ 5.0
Manitoba .....	98,960	64,461	101,729	106,781	100	77.7	68.5	65.1	73.8	80.9	88.3	101.4	102.8	107.9	+ 5.0
Saskatchewan .....	90,210	48,555	67,459	74,563	100	66.2	59.5	53.8	59.4	65.6	70.9	70.8	74.8	82.7	+ 10.5
Alberta .....	99,333	61,872	88,433	92,843	100	74.6	67.2	62.3	69.3	72.9	79.3	86.6	89.0	93.5	+ 5.0
British Columbia .....	131,414	83,418	123,239	131,748	100	81.9	64.8	63.5	71.6	77.7	84.9	97.2	93.8	100.3	+ 6.9
CANADA, TOTAL .....	1,370,066	900,496	1,295,969	1,375,550	100	81.6	68.7	65.7	74.7	78.9	86.2	98.7	94.6	100.4	+ 6.1
Amusement, photo. & sport goods .....	4,273	2,464	4,251	4,421	100	82.9	67.7	57.6	64.0	68.6	78.4	90.3	99.4	99.7	- 0.7
Automotive .....	20,990	13,473	22,426	24,368	100	84.3	65.3	54.2	74.4	80.6	89.9	101.3	100.8	116.1	+ 8.7
Chemicals and paints .....	8,387	7,743	10,554	12,984	100	84.1	74.7	92.3	108.0	117.5	127.6	139.4	125.8	154.8	+ 23.0
Drugs and drug sundries .....	27,973	22,139	29,645	31,363	100	96.3	85.2	79.1	83.4	88.7	95.2	105.7	106.0	112.1	+ 5.8
Coal and coke .....	50,252	42,881	54,449	59,313	100	87.9	83.9	85.3	101.6	103.9	110.9	119.1	108.4	118.0	+ 8.9
Dry goods and apparel .....	102,358	64,396	77,793	86,650	100	79.0	65.3	62.9	71.6	73.7	77.3	84.8	76.0	84.7	+ 11.4
Electrical .....	22,982	9,973	25,001	25,738	100	78.4	52.2	43.4	56.6	65.0	83.4	112.2	108.8	112.0	+ 2.9
Farm supplies .....	16,037	8,719	13,207	12,054	100	87.2	64.8	54.4	67.6	69.5	65.4	93.3	82.4	75.2	- 8.7
Foods .....	540,820	377,670	515,146	545,021	100	83.4	70.6	69.8	78.1	82.2	89.3	98.7	95.3	100.8	+ 5.8
Furniture and house furnishings .....	13,632	7,293	11,319	11,933	100	76.7	58.0	53.5	64.2	69.0	74.6	89.9	83.0	87.5	+ 5.4
General merchandise .....	13,478	8,668	14,801	16,463	100	78.1	69.0	64.3	76.1	82.3	95.6	111.5	109.8	122.1	+ 11.2
Hardware .....	65,943	38,025	61,852	66,149	100	76.5	59.4	57.7	70.1	74.7	85.0	100.3	93.8	100.3	+ 6.9
Jewellery and optical goods .....	10,858	6,935	12,782	14,502	100	85.8	67.8	63.9	77.3	89.4	104.8	124.9	117.7	133.6	+ 13.5
Leather and leather goods .....	7,377	5,325	6,620	7,701	100	76.8	67.2	72.2	80.9	88.3	92.9	107.8	89.7	104.4	+ 16.3
Lumber and building materials .....	51,872	18,912	36,114	39,170	100	73.8	44.1	36.5	47.9	53.2	66.0	80.9	69.6	75.5	+ 8.5
Machinery, equipment & supplies .....	59,321	21,789	51,678	53,879	100	55.1	40.7	36.7	47.4	56.9	66.9	91.2	87.1	90.8	+ 4.3
Metals and metal work .....	14,059	6,817	13,728	16,841	100	71.2	52.0	48.5	69.4	79.1	91.2	127.0	97.6	119.8	+ 22.7
Paper and paper products .....	22,462	17,263	23,715	25,323	100	92.7	82.3	76.9	85.2	89.5	94.8	107.3	105.6	112.7	+ 6.8
Petroleum products .....	230,169	163,315	223,711	227,493	100	83.8	78.0	71.0	76.5	77.5	82.2	94.9	97.2	98.8	+ 1.7
Plumb. & heat. equip. & supplies .....	14,512	5,508	10,638	11,767	100	75.5	44.1	38.0	46.9	52.1	62.6	80.7	73.3	81.1	+ 10.6
Tobacco and confectionery .....	45,870	32,165	49,247	52,274	100	89.1	76.5	70.1	77.3	84.1	90.3	102.8	107.4	114.0	+ 6.1
Waste materials .....	10,118	6,335	8,758	10,951	100	78.7	52.3	62.6	83.1	96.1	126.7	147.6	86.6	108.2	+ 25.0
All other .....	16,318	12,608	18,534	19,392	100	86.2	79.6	77.8	85.7	93.0	102.1	118.4	113.6	118.8	+ 4.6

Table 2.—CANADA — Total Sales and Sales Indexes by Kinds of Business  
(In thousands of dollars)

Kind of Business	Total Net Sales				Indexes of Sales (1930 = 100.0)									Per Cent Change 1939/38	
	1930 (Actual)	(Estimated)			1930	1931	1932	1933	1934	1935	1936	1937	1938		
		\$	\$	\$											
Total .....	1,370,066	900,496	1,295,969	1,375,550	100	81.6	68.7	65.7	74.7	78.2	86.2	90.7	94.6	100.4	+ 6.1
Amusement, photographic & sporting goods	4,278	2,464	4,251	4,221	100	82.9	67.7	57.6	64.0	68.6	78.4	90.3	99.4	98.7	- 0.7
Automotive .....	20,990	13,473	22,426	24,368	100	84.3	65.3	64.2	74.4	80.6	89.9	101.3	106.8	116.1	+ 8.7
Automotive equipment and parts .....	18,953	11,894	20,082	21,626	100	83.9	64.9	62.8	73.1	78.7	88.7	99.2	106.0	114.1	+ 7.7
Tires .....	2,037	1,579	2,344	2,742	100	88.1	69.3	77.5	86.1	97.8	101.4	120.9	115.1	134.6	+ 17.0
Chemicals and paints .....	8,387	7,743	10,554	12,984	100	84.1	74.7	92.3	108.0	117.5	127.6	139.4	125.8	154.8	+ 23.0
Drugs and drug sundries .....	27,973	22,139	29,645	31,363	100	96.3	85.2	79.1	83.4	88.7	95.2	105.7	106.0	112.1	+ 5.8
Coal and coke .....	50,252	42,881	54,449	59,313	100	87.9	83.9	85.3	101.6	103.9	110.9	119.1	108.4	118.0	+ 8.9
Dry goods and apparel .....	102,358	64,396	77,793	86,650	100	79.0	65.3	62.9	71.6	73.7	77.3	84.8	76.0	84.7	+ 11.4
Clothing & furnish. (inc. mill. & shoes)	24,451	16,703	20,343	22,710	100	83.5	72.4	68.3	75.8	80.5	85.3	91.9	83.2	92.9	+ 11.6
Dry goods (inc. notions & piece goods).	77,907	47,693	57,450	63,940	100	77.7	63.0	61.2	70.3	71.6	74.8	82.6	73.7	82.1	+ 11.3
Electrical .....	22,982	9,973	25,001	25,738	100	78.4	52.2	43.4	56.6	65.0	83.4	112.2	108.8	112.0	+ 2.9
Farm supplies .....	16,037	8,719	13,207	12,054	100	87.2	64.8	54.4	67.6	69.5	65.4	93.3	82.4	75.2	- 8.7
Foods .....	540,820	377,670	515,146	535,021	100	83.4	70.6	69.8	78.1	82.2	89.3	98.7	95.3	100.8	+ 5.8
Groceries .....	223,838	184,436	230,748	247,966	100	87.7	79.4	82.4	87.8	90.8	97.3	105.2	103.1	110.8	+ 7.5
Dairy and poultry products .....	48,771	32,185	43,928	45,939	100	81.4	69.4	66.0	66.5	74.4	83.8	99.8	90.1	94.2	+ 4.6
Fruits and vegetables .....	99,102	63,176	87,723	94,626	100	83.5	70.1	63.7	72.9	76.2	84.0	92.7	88.5	95.5	+ 7.9
Meats and fish .....	169,109	97,873	152,747	156,490	100	78.4	59.6	57.9	71.5	76.6	83.4	93.3	90.3	92.5	+ 2.5
Furniture and house furnishings .....	13,632	7,293	11,319	11,933	100	76.7	58.0	53.5	64.2	69.0	74.6	89.9	83.0	87.5	+ 5.4
General merchandise .....	13,478	8,668	14,801	16,463	100	78.1	69.0	64.3	76.1	82.3	95.6	111.5	109.8	122.1	+ 11.2
Hardware .....	65,943	38,025	61,852	66,149	100	76.5	59.4	57.7	70.1	74.7	85.0	100.3	93.8	100.3	+ 6.9
Jewellery and optical goods .....	10,858	6,935	12,782	14,502	100	85.8	67.8	63.9	77.3	89.4	104.8	124.9	117.7	133.6	+ 13.5
Jewellery .....	8,078	4,430	8,905	9,853	100	82.9	60.6	54.8	68.5	81.2	97.7	117.3	110.2	122.0	+ 10.6
Optical goods .....	2,780	2,505	3,877	4,649	100	94.0	88.7	90.1	103.0	113.4	125.3	146.9	139.5	167.2	+ 19.9
Leather and leather goods .....	7,377	5,325	6,620	7,701	100	76.8	67.2	72.2	80.9	88.3	92.9	107.8	89.7	104.4	+ 16.3
Lumber and building materials .....	51,872	18,912	36,114	39,170	100	73.8	44.1	36.5	47.9	53.2	66.0	80.9	69.6	75.5	+ 8.5
Machinery, equipment and supplies .....	59,321	21,789	51,678	53,879	100	55.1	40.7	36.7	47.4	56.9	66.9	91.2	87.1	90.8	+ 4.3
Commercial & service equip. & supplies.	6,710	3,521	5,160	5,446	100	78.3	63.1	52.5	60.3	67.8	74.3	88.9	76.9	81.2	+ 5.5
Farm machinery and equipment .....	14,305	2,698	13,347	13,083	100	21.0	21.6	18.9	26.9	41.8	47.9	69.6	93.3	91.5	- 2.0
Professional equipment and supplies ...	7,810	5,849	7,971	8,462	100	91.2	77.1	74.9	83.1	88.4	94.6	104.6	102.1	108.3	+ 6.2
All other machinery, equipment & supplies	30,496	9,721	25,200	26,888	100	56.7	35.4	31.9	45.1	53.5	67.1	98.4	82.6	88.2	+ 6.7
Metals and metal work .....	14,059	6,817	13,728	16,841	100	71.2	52.0	48.5	69.4	79.1	91.2	127.0	97.6	119.8	+ 22.7
Paper and paper products .....	22,462	17,263	23,715	25,323	100	92.7	82.3	76.9	85.2	89.5	94.8	107.3	105.6	112.7	+ 6.8
Petroleum products .....	230,169	163,315	223,711	227,493	100	83.8	78.0	71.0	76.5	77.5	82.2	94.9	97.2	98.8	+ 1.7
Plumbing & heating equipment & supplies.	14,512	5,508	10,638	11,767	100	75.5	44.1	38.0	46.9	52.1	62.6	80.7	73.3	81.1	+ 10.6
Tobacco and confectionery .....	45,870	32,165	49,247	52,274	100	89.1	76.5	70.1	77.3	84.1	90.3	102.8	107.4	114.0	+ 6.1
Waste materials .....	10,118	6,335	8,758	10,951	100	78.7	52.3	62.6	83.1	96.1	126.7	147.6	86.6	108.2	+ 25.0
All other .....	16,318	12,688	18,534	19,392	100	86.2	79.6	77.8	85.7	93.0	102.1	118.4	113.6	118.8	+ 4.6

Table 3.--MARITIME PROVINCES - Total Sales and Sales Indexes by Kinds of Business  
(In thousands of dollars)

Kind of Business	Total Net Sales				Indexes of Sales (1930 = 100.0)									Per cent Change, 1939/1938	
	(Actual)	(Estimated)			1930	1931	1932	1933	1934	1935	1936	1937	1938		
		\$	\$	\$											
Total .....	92,302	62,666	86,691	95,724	100	85.6	70.3	67.9	77.0	80.3	88.0	99.3	93.9	103.7	+ 10.4
Automotive .....	1,609	975	1,564	1,677	100	75.3	62.7	60.6	65.4	75.0	83.0	93.2	97.2	104.2	+ 7.2
Drugs and drug sundries .....	2,112	1,445	1,765	1,887	100	92.6	82.5	68.4	72.4	73.0	77.5	88.1	83.6	89.3	+ 6.9
Coal and coke .....	561	448	490	529	100	94.9	87.2	79.9	82.4	85.4	90.7	95.0	87.3	94.3	+ 8.0
Dry goods and apparel .....	3,665	2,171	2,697	3,193	100	78.6	62.4	59.2	67.0	71.7	76.2	84.1	73.6	87.1	+ 18.4
Farm supplies .....	792	576	814	654	100	88.7	75.4	72.7	87.3	81.0	92.7	99.4	102.8	82.6	- 19.7
Foods .....	49,380	34,685	46,849	51,507	100	84.6	70.0	70.2	78.0	80.4	87.9	97.3	94.9	104.3	+ 9.9
Groceries .....	27,282	21,717	28,411	31,040	100	86.3	77.0	79.6	86.6	88.5	96.0	106.5	104.1	113.8	+ 9.3
Dairy and poultry products .....	1,857	1,083	1,398	1,183	100	56.3	56.3	58.3	60.5	70.2	72.8	85.7	75.3	63.7	- 15.4
Fruits and vegetables .....	7,218	4,049	5,900	6,366	100	79.7	59.7	56.1	65.1	67.2	77.4	83.8	81.7	88.2	+ 7.9
Meats and fish .....	13,023	7,836	11,140	12,918	100	87.9	63.1	60.2	69.8	72.3	79.0	87.1	85.5	99.2	+ 16.0
Furniture and house furnishings ...	984	563	833	855	100	90.6	63.2	57.2	69.7	71.4	77.2	89.9	84.7	86.9	+ 2.6
General merchandise .....	1,330	870	1,232	1,250	100	76.1	63.2	65.4	74.6	79.5	95.7	97.1	92.6	94.0	+ 1.5
Hardware .....	8,082	4,607	6,179	6,778	100	84.0	60.2	57.0	67.8	67.5	76.6	86.8	76.5	83.9	+ 9.7
Jewellery and optical goods .....	307	221	324	392	100	87.3	73.3	72.0	83.7	87.9	94.1	108.1	105.5	127.7	+ 21.0
Lumber and building materials .....	1,544	512	923	1,056	100	84.3	41.7	33.2	47.7	50.1	59.3	75.3	59.8	68.4	+ 14.4
Machinery, equipment and supplies ..	1,786	701	1,190	1,232	100	64.9	49.8	39.2	52.2	54.0	66.5	78.9	66.6	69.0	+ 3.5
Paper and paper products .....	924	678	936	1,003	100	90.2	80.3	73.4	84.6	84.7	90.7	101.1	101.3	108.5	+ 7.2
Petroleum products .....	15,641	11,918	17,639	20,144	100	93.2	82.4	76.2	89.0	97.3	104.2	123.4	112.8	128.8	+ 14.2
Tobacco and confectionery .....	1,628	1,053	1,471	1,571	100	89.1	72.7	64.7	71.0	71.1	78.8	89.4	90.4	96.5	+ 6.8
All other .....	1,957	1,243	1,785	1,996	100	83.0	64.8	63.5	70.8	76.7	89.5	105.1	91.2	102.0	+ 11.8

Table 4.--QUEBEC - Total Sales and Sales Indexes by Kinds of Business  
(In thousands of dollars)

Kind of Business	Total Net Sales				Indexes of Sales (1930 = 100)										Per cent Change 1939/1938	
	1930 (Actual)	(Estimated)			1930	1931	1932	1933	1934	1935	1936	1937	1938	1939		
		\$	\$	\$												
Total .....	386,229	254,696	359,637	381,767	100	83.7	69.4	65.9	74.7	77.7	84.7	100.2	93.1	98.8	+ 6.2	
Amusement, photographic & sporting goods	787	491	862	809	100	88.5	78.8	62.4	70.2	72.9	93.6	101.1	109.5	102.8	+ 6.1	
Automotive .....	3,690	2,140	3,300	3,361	100	79.8	59.3	58.0	60.4	61.1	72.2	84.7	89.4	91.1	+ 1.8	
Chemicals and paints .....	4,150	4,042	5,808	7,028	100	86.4	77.8	97.4	121.8	130.7	144.9	157.3	140.0	169.3	+ 21.0	
Drugs and drug sundries .....	9,159	6,869	8,154	8,529	100	93.7	81.4	75.0	76.4	79.8	81.6	91.0	89.0	93.1	+ 4.6	
Coal and coke .....	26,712	20,835	23,960	27,219	100	85.8	81.9	78.0	90.2	87.2	87.6	98.7	89.7	101.9	+ 13.6	
Dry goods and apparel .....	45,569	27,701	35,085	39,745	100	79.2	63.4	60.8	70.7	74.0	77.8	86.1	77.0	87.2	+ 13.3	
Electrical .....	5,935	2,748	6,453	6,337	100	82.5	56.3	46.3	62.8	66.9	86.6	124.4	108.7	106.8	- 1.8	
Farm supplies .....	4,959	3,099	5,605	4,854	100	85.7	68.6	62.5	70.4	72.6	78.0	110.4	113.0	97.9	- 13.4	
Foods .....	151,570	107,397	147,173	154,237	100	85.1	72.3	70.9	77.0	80.9	89.7	102.9	97.1	101.8	+ 4.8	
Groceries .....	49,991	37,807	45,284	47,441	100	86.7	74.7	75.6	77.2	78.4	84.1	93.8	90.6	94.9	+ 4.8	
Dairy and poultry products .....	37,018	24,432	31,873	35,028	100	82.3	70.3	66.0	64.1	72.3	83.4	99.5	86.1	94.6	+ 9.9	
Fruits and vegetables .....	23,193	16,235	23,228	24,436	100	88.9	78.1	70.0	80.1	84.0	91.5	107.6	100.2	105.4	+ 5.2	
Meats and fish .....	41,368	28,923	46,788	47,332	100	83.6	67.8	69.9	86.5	90.0	101.0	114.3	113.1	114.4	+ 1.2	
Furniture and house furnishings .....	5,661	2,881	5,202	5,358	100	77.9	57.9	50.9	63.9	70.3	76.6	98.6	91.9	94.6	+ 3.0	
General merchandise .....	4,740	2,455	3,522	3,987	100	72.2	59.6	51.8	59.8	60.0	66.8	81.2	74.3	84.1	+ 13.2	
Hardware .....	15,213	8,687	13,920	15,006	100	81.0	61.5	57.1	66.7	70.0	79.2	98.5	91.5	98.6	+ 7.8	
Jewellery and optical goods .....	3,427	2,167	3,229	3,348	100	87.5	72.9	63.2	73.9	83.0	91.0	101.8	94.2	97.7	+ 3.7	
Leather and leather goods .....	3,054	1,909	2,221	2,723	100	76.2	61.4	62.5	66.6	75.2	76.3	97.6	72.7	89.2	+ 22.6	
Lumber and building materials .....	13,440	4,271	8,243	9,735	100	72.1	40.8	31.8	41.8	43.7	52.3	69.9	61.3	72.4	+ 18.1	
Machinery, equipment and supplies .....	14,767	5,323	10,282	10,633	100	64.8	40.3	36.0	44.5	49.8	58.4	85.3	69.6	72.0	+ 3.4	
Metals and metal work .....	8,424	4,178	6,781	8,097	100	70.1	53.3	49.6	68.5	73.6	83.3	113.4	80.5	96.1	+ 19.4	
Paper and paper products .....	6,009	4,405	6,245	6,495	100	92.0	79.2	73.3	82.4	87.7	91.8	106.2	103.9	108.1	+ 4.0	
Petroleum products .....	37,398	28,759	40,322	38,548	100	95.4	85.8	76.9	88.9	85.2	87.2	107.0	107.8	103.1	- 4.4	
Plumbing and heating equipment & supplies	5,431	2,113	3,739	4,206	100	77.5	45.9	38.9	47.3	50.9	61.5	83.4	68.8	77.4	+ 12.5	
Tobacco and confectionery .....	8,292	5,804	9,222	10,043	100	91.0	76.9	70.0	72.4	80.5	87.0	103.6	111.2	121.1	+ 8.9	
All other .....	7,842	6,422	10,309	11,469	100	85.1	75.1	81.9	95.4	109.4	127.0	150.9	131.5	146.3	+ 11.3	

Table 5.--ONTARIO - Total Sales and Sales Indexes by Kinds of Business  
(In thousands of dollars)

Kind of Business	Total Net Sales (Estimated)				Indexes of Sales (1930 = 100.0)										Per cent Change 1939/38
	1930 (Actual)				1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	
		\$	\$	\$	\$										
Total .....	471,618	324,828	468,781	492,124	100	84.4	70.9	68.9	79.4	83.3	91.5	105.1	99.4	104.3	+ 5.0
Amusement, photographic & sporting goods .	2,764	1,553	2,550	2,632	100	82.0	65.5	56.2	60.8	65.3	71.5	83.9	92.3	95.2	+ 3.2
Automotive .....	8,414	5,690	9,587	10,652	100	89.9	68.8	67.6	80.4	87.0	94.9	109.3	113.9	126.6	+ 11.1
Chemicals and paints .....	2,951	2,626	3,428	4,587	100	80.8	71.8	89.0	95.6	106.6	115.1	128.6	116.2	155.4	+ 33.8
Drugs and drug sundries .....	9,194	8,181	12,439	13,248	100	102.4	91.4	89.0	97.5	106.8	119.0	132.8	135.3	144.1	+ 6.5
Coal and coke .....	17,156	18,220	25,646	27,133	100	93.6	92.1	106.2	133.8	141.2	158.8	164.1	149.5	158.2	+ 5.8
Dry goods and apparel .....	35,047	22,906	26,104	29,425	100	81.2	66.4	65.4	72.8	73.7	74.9	83.0	74.5	84.0	+ 12.7
Electrical .....	11,124	4,839	12,727	12,625	100	79.0	47.8	43.5	54.8	62.5	80.3	112.6	114.4	113.5	- 0.8
Farm supplies .....	8,634	4,317	5,477	5,269	100	92.2	62.8	50.0	67.1	65.8	58.1	87.3	63.4	61.0	+ 3.8
Foods .....	167,966	116,770	156,435	162,949	100	84.2	71.1	69.5	80.9	83.7	89.7	96.5	93.1	97.0	+ 4.2
Groceries .....	65,111	55,590	66,346	71,311	100	88.2	81.9	85.4	93.1	94.8	99.6	104.1	101.9	109.5	+ 7.5
Dairy and poultry products .....	7,120	4,464	7,310	6,711	100	80.7	65.8	62.7	70.2	77.7	82.1	96.4	102.7	94.3	- 8.2
Fruits and vegetables .....	32,456	22,362	29,518	30,669	100	82.5	73.9	68.9	79.9	81.3	91.1	96.2	90.9	94.5	+ 3.9
Meats and fish .....	63,279	34,354	53,261	54,258	100	81.4	59.2	54.3	70.1	74.2	79.7	88.8	84.2	85.7	+ 1.9
Furniture and house furnishings .....	4,517	2,593	3,536	3,925	100	75.2	59.8	57.4	60.7	63.6	72.6	84.9	78.3	86.9	+ 11.0
General merchandise .....	4,453	3,219	6,541	7,058	100	82.5	74.1	72.3	87.1	97.1	117.4	142.8	146.9	158.5	+ 7.9
Hardware .....	16,261	8,749	15,024	15,971	100	75.6	55.4	53.8	65.6	71.0	82.9	101.1	92.4	98.2	+ 6.3
Jewellery and optical goods .....	5,412	3,343	7,138	8,406	100	84.0	62.7	61.8	76.8	91.2	112.7	142.1	131.9	155.3	+ 17.8
Lumber and building materials .....	24,878	8,559	16,945	18,204	100	73.3	41.4	34.4	47.9	54.9	69.6	87.4	68.1	73.2	+ 7.4
Machinery, equipment and supplies .....	17,317	9,034	17,423	18,708	100	73.6	58.9	52.2	65.5	75.2	88.7	115.6	100.6	108.0	+ 7.4
Metals and metal work .....	4,602	1,997	5,427	7,126	100	68.5	48.8	43.4	65.5	83.2	100.8	146.1	117.9	154.8	+ 31.3
Paper and paper products .....	9,383	7,150	9,462	10,172	100	91.6	80.5	76.2	84.8	88.8	93.3	105.4	100.8	108.4	+ 7.5
Petroleum products .....	79,226	66,788	90,005	87,755	100	87.4	85.9	84.3	87.4	86.6	93.4	112.0	113.6	110.8	- 2.5
Plumbing & heating equipment & supplies ..	4,669	2,003	4,070	4,587	100	85.5	50.2	42.9	55.6	61.5	73.0	92.3	87.2	98.2	+ 12.7
Tobacco and confectionery .....	22,271	15,657	24,981	26,205	100	93.0	79.5	70.3	79.9	87.5	93.6	107.9	112.2	117.7	+ 4.9
Waste materials .....	6,464	4,169	5,616	7,082	100	83.0	54.5	64.5	88.3	101.0	134.1	158.8	86.9	109.6	+ 26.1
All other .....	8,915	6,465	8,220	8,405	100	84.1	76.9	72.5	75.8	82.3	88.6	98.4	92.2	94.3	+ 2.3

Table 6.--PRAIRIE PROVINCES - Total Sales and Sales Indexes by Kinds of Business  
 (In thousands of dollars)

Kind of Business	Total Net Sales				Indexes of Sales (1930 = 100.0)									Per cent Change 1939/1938	
	1930 (Actual)	(Estimated)			1930	1931	1932	1933	1934	1935	1936	1937	1938		
		\$	\$	\$											
Total .....	288,503	174,888	257,621	274,187	100	73.0	65.2	60.6	67.7	73.4	79.8	86.7	89.3	95.0	+ 6.4
Automotive .....	5,239	3,436	6,085	6,689	100	83.1	67.1	65.6	79.2	89.1	98.3	104.1	116.1	127.7	+ 9.9
Chemicals and paints .....	398	210	274	267	100	64.8	54.6	52.6	63.0	66.0	66.8	72.9	68.8	67.1	- 2.6
Drugs and drug sundries .....	4,098	3,000	3,794	4,014	100	91.3	81.2	73.2	74.1	78.2	84.3	87.7	92.6	98.0	+ 5.8
Coal and coke .....	5,705	3,298	4,298	4,371	100	79.7	68.2	57.8	60.5	72.7	78.7	82.5	75.3	76.6	+ 1.7
Dry goods and apparel .....	13,407	8,859	10,374	10,549	100	75.9	72.4	66.1	75.0	74.2	81.4	85.2	77.4	78.7	+ 1.7
Electrical .....	2,285	1,074	2,393	2,852	100	70.4	52.8	47.0	59.5	72.1	91.4	97.3	104.7	124.8	+ 19.2
Farm supplies .....	1,463	614	1,146	1,120	100	61.9	57.4	42.0	50.4	72.1	45.9	67.4	78.3	76.6	- 2.3
Foods .....	113,932	81,173	113,486	121,246	100	80.8	71.4	71.2	79.0	85.9	93.0	100.5	99.6	106.4	+ 6.8
Groceries .....	54,970	49,171	63,263	67,082	100	88.2	86.3	89.5	95.4	102.1	109.9	115.7	115.1	122.0	+ 6.0
Dairy and poultry products .....	1,205	970	1,732	1,677	100	92.8	73.8	80.5	112.5	118.0	118.8	141.7	143.7	139.2	- 3.2
Fruits and vegetables .....	26,711	14,825	21,613	24,833	100	83.9	65.0	55.5	63.0	66.1	73.2	80.3	80.9	93.0	+ 14.9
Meats and fish .....	31,046	16,207	26,878	27,654	100	64.4	50.3	52.2	62.5	73.0	79.2	89.5	86.6	89.1	+ 2.9
Furniture and house furnishings .....	1,277	596	747	760	100	63.2	50.4	46.7	54.5	56.1	57.1	59.4	58.5	59.5	+ 1.7
General merchandise .....	2,739	1,986	3,295	3,954	100	82.1	80.0	72.5	86.4	97.9	109.5	120.3	120.3	144.4	+ 20.0
Hardware .....	16,073	10,351	15,331	16,312	100	71.2	66.8	64.4	78.6	82.8	90.5	95.5	95.4	101.5	+ 6.4
Jewellery and optical goods .....	1,127	791	1,363	1,580	100	86.6	72.0	70.2	85.1	97.8	111.4	118.4	120.9	140.2	+ 15.9
Leather and leather goods .....	1,759	1,726	2,087	2,402	100	86.9	94.5	98.1	110.9	112.2	118.7	129.4	118.6	136.6	+ 15.1
Lumber and building materials .....	5,700	3,225	5,526	5,956	100	70.3	56.0	56.6	71.6	72.1	82.7	88.4	96.9	104.5	+ 7.8
Machinery, equipment and supplies .....	21,130	4,893	18,825	19,300	100	30.5	25.4	23.2	31.9	44.7	51.6	74.1	89.1	91.3	+ 2.5
Paper and paper products .....	3,527	2,927	4,093	4,531	100	92.5	90.2	83.0	90.3	94.2	102.1	111.6	116.0	128.5	+ 10.7
Petroleum products .....	75,078	38,365	52,369	55,145	100	69.6	64.0	51.1	53.9	56.3	60.5	63.1	69.8	73.5	+ 5.3
Plumbing & heating equipment & supplies.	2,604	740	1,430	1,597	100	57.5	32.8	28.4	35.5	40.6	47.0	53.3	54.9	61.3	+ 11.7
Tobacco and confectionery .....	8,791	6,400	8,720	9,452	100	79.6	70.5	72.8	78.6	83.3	88.9	95.2	99.2	107.5	+ 8.4
All other .....	2,171	1,224	1,985	2,090	100	75.0	59.7	56.4	64.7	76.2	90.0	101.2	91.4	96.3	+ 5.3

Table 7.--BRITISH COLUMBIA - Total Sales and Sales Indexes by Kinds of Business  
(In thousands of dollars)

Kind of Business	Total Net Sales				Indexes of Sales (1930 = 100.0)										Per Cent Change 1939/1938	
	1930 (Actual)	(Estimated)			1930	1931	1932	1933	1934	1935	1936	1937	1938	1939		
		\$	\$	\$												
Total .....	141,414	83,418	123,239	131,748	100	81.9	64.8	63.5	71.6	77.7	84.9	97.2	93.8	100.3	+ 6.9	
Automotive .....	2,038	1,232	1,890	1,989	100	79.2	59.5	60.5	70.0	72.0	85.6	97.3	92.7	97.6	+ 5.2	
Chemicals and paints .....	875	852	1,029	1,085	100	92.8	78.9	97.4	105.2	114.9	115.2	121.9	117.6	124.0	+ 5.4	
Drugs and drug sundries .....	3,410	2,644	3,493	3,685	100	95.3	85.1	77.5	82.5	86.2	92.2	104.3	102.4	108.1	+ 5.5	
Dry goods and apparel .....	4,670	2,759	3,533	3,738	100	70.6	56.9	59.1	65.3	70.7	79.1	85.9	75.7	80.0	+ 5.8	
Electrical .....	3,415	1,205	3,161	3,626	100	74.5	58.5	35.3	49.0	64.3	81.8	98.6	92.6	106.2	+ 14.7	
Foods .....	57,972	37,645	51,203	55,082	100	81.0	63.6	64.9	70.7	75.4	80.7	92.0	88.3	95.0	+ 7.6	
Groceries .....	26,484	20,151	27,444	31,092	100	88.3	70.3	76.1	80.2	83.4	91.4	106.5	103.6	117.4	+ 13.3	
Dairy and poultry products .....	1,571	1,236	1,615	1,340	100	84.1	77.2	78.7	78.3	79.6	85.6	104.9	102.8	85.3	- 17.0	
Fruits and vegetables .....	9,524	5,705	7,464	8,322	100	75.4	59.5	59.9	65.4	74.6	76.5	86.5	78.4	87.4	+ 11.5	
Meats and fish .....	20,393	10,553	14,680	14,328	100	73.8	55.6	51.7	60.2	64.5	68.4	74.8	72.0	70.3	- 2.4	
Furniture and house furnishings .....	1,193	660	1,001	1,035	100	79.9	55.6	55.3	84.7	94.9	89.0	100.1	83.9	86.8	+ 3.4	
Jewellery and optical goods .....	585	413	728	776	100	89.7	73.7	70.6	84.3	94.9	104.8	122.4	124.4	132.6	+ 6.6	
Lumber and building materials .....	6,310	2,345	4,477	4,219	100	79.6	51.9	37.2	39.8	50.4	67.3	73.5	71.0	66.9	- 5.8	
Machinery, equipment and supplies .....	4,321	1,838	3,958	4,006	100	64.4	40.2	42.5	58.5	68.9	83.7	102.5	91.6	92.7	+ 1.2	
Metals and metal work .....	867	552	1,331	1,392	100	94.9	56.6	63.6	99.3	107.2	114.6	158.7	153.5	160.6	+ 4.6	
Paper and paper products .....	2,619	2,103	2,979	3,122	100	99.8	86.0	80.3	86.5	91.5	98.2	113.3	113.7	119.2	+ 4.8	
Petroleum products .....	22,826	17,485	23,376	25,901	100	92.3	80.9	76.6	84.2	89.4	91.5	100.6	102.4	113.5	+ 10.8	
Plumbing & heating equip. & supplies ..	1,209	412	1,119	1,057	100	64.5	34.4	34.1	38.9	51.2	67.0	90.8	92.6	87.4	- 5.5	
Tobacco and confectionery .....	4,888	3,251	4,853	5,003	100	85.0	74.2	66.5	73.3	80.3	86.7	96.9	99.3	102.4	+ 3.1	
All other .....	14,216	8,022	15,108	16,032	100	73.4	52.3	56.4	72.7	80.4	93.7	114.5	106.3	112.8	+ 6.1	

STATISTICS CANADA LIBRARY  
BIBLIOTHÈQUE STATISTIQUE CANADA



1010370625

c. 2