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CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

CONSUMER MARKET DATA



OTTAWA
1940

Price 50 cents

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A P P E N D I X

Annual Statistics of Retail Trade

The Retail Trade statistics contained in the main section of this handbook relate to the year 1930 and were taken from the results of the Census of Merchandising and Service Establishments which form part of the Decennial Census of 1931. Comprehensive statistics on a similar scale broken down by counties, cities and towns are not available for more recent years since only one complete census of trading establishments has been made.

In order to provide the most accurate estimates possible of the total volume of retail trade in more recent years, the Bureau has conducted an annual survey of retail trade based on a sampling plan. Returns are secured annually from approximately 25,000 retail outlets and these reports are used in arriving at the trend in business since the Census year. The trend value thus determined is then applied to the total sales volume for 1930, as obtained from the results of the complete Census in order to give an estimate of the volume of business for the year in question. Tables presented in the Dominion Summary Report for 1938 are printed in the Appendix to this handbook.

It is, therefore, evident that figures presented for the years 1931 to 1938 are estimates based on indexes computed from returns from a sample number of firms. The chief factor which may not be reflected in the sales indexes is variation in trade due to changes in the number of stores in operation. No information is available to show the extent to which firms going out of business have been replaced by new stores of a similar nature. The natural tendency of the method is to underestimate the extent of the decline in business during a period of recession and likewise to underestimate the extent of the recovery when the cycle turns upward once more. This factor is of chief importance in certain kinds of business dealing chiefly in durable or luxury lines of merchandise such as automobile dealers, furniture stores, radio and music stores. In spite of the limitations attending the methods of calculation, it is believed that a fair degree of accuracy attends the results for the total retail trade as a whole and for most of the individual lines of business for which figures are shown.

CANADA - RETAIL MERCHANDISE TRADE, 1938

Table 1.—Summary of Retail Merchandise Trade, by Provinces, 1930 - 1938

Province	Total Net Sales			Indexes of Retail Sales (1930 = 100)									% of Change, 1938/37
	1930	(Estimated)		1930	1931	1932	1933	1934	1935	1936	1937	1938	
		1937	1938										
	\$	\$	\$										
CANADA, Total (1)	2,755,569,900	2,453,715,000	2,404,756,000	100.0	84.2	69.8	64.8	71.1	74.6	80.1	89.0	87.3	- 2.0
Prince Edward Island	13,773,700	11,748,000	11,122,000	100.0	83.8	67.4	64.7	70.3	71.9	82.4	85.3	80.7	- 5.3
Nova Scotia	99,519,900	99,336,000	95,819,000	100.0	90.3	75.1	69.2	77.2	81.6	88.7	99.8	96.3	- 3.5
New Brunswick	84,371,900	76,656,000	71,637,000	100.0	85.0	67.6	62.1	69.1	73.1	79.4	90.9	84.9	- 6.5
Quebec	651,138,500	565,921,000	561,192,000	100.0	86.4	71.5	64.9	69.0	71.3	76.5	86.9	86.2	- 0.8
Ontario	1,099,990,200	1,022,068,000	988,696,000	100.0	86.6	71.8	67.4	74.9	78.0	83.0	92.9	89.9	- 3.3
Manitoba	189,245,900	161,253,000	160,690,000	100.0	81.3	69.6	64.5	69.4	73.4	78.5	85.2	84.9	- 0.3
Saskatchewan	189,181,100	129,166,000	129,509,000	100.0	70.8	59.2	54.5	59.4	63.2	69.7	68.3	68.4	+ 0.1
Alberta	176,537,100	152,408,000	161,491,000	100.0	76.1	65.6	61.8	69.0	74.0	78.7	86.3	91.5	+ 6.0
British Columbia .	248,597,500	232,740,000	222,386,000	100.0	85.7	65.9	62.6	69.6	75.8	84.0	93.6	89.5	- 4.4

(1) Includes Yukon and Northwest Territories.

CANADA - RETAIL MERCHANDISE TRADE, 1938

Table 2.—Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, (Estimated)		Indexes of Retail Sales (1930=100)						% of Change, 1938/37
	Number of Stores	Total Net Sales \$	1937	1938	1930	1934	1935	1936	1937	1938	
			\$	\$							
Total, All Stores .	125,003	2,755,569,900	2,453,715,000	2,404,756,000	100.0	71.1	74.6	80.1	89.0	87.3	- 2.0
Food Group	44,665	615,476,100	519,354,000	518,893,000	100.0	73.5	75.5	78.8	84.4	84.3	- 0.1
Bakery product stores (manufacturing ba- keries not included)	1,213	11,027,600	9,967,000	9,759,000	100.0	75.7	80.6	83.6	90.4	88.5	- 2.1
Candy and confection- ery stores	8,981	54,176,100	39,598,000	38,863,000	100.0	62.5	65.0	67.8	73.1	71.7	- 1.9
Dairy product dealers (other than manu- facturing dairies) .	3,483	37,173,900	35,844,000	37,062,000	100.0	77.0	83.5	88.5	96.4	99.7	+ 3.4
Fruit and vegetable stores	1,515	16,293,400	14,983,000	14,690,000	100.0	80.3	82.0	88.1	92.0	90.2	- 2.0
Grocery and combina- tion stores	23,328	405,403,400	347,752,000	346,397,000	100.0	75.8	77.0	80.2	85.8	85.4	- 0.4
Meat markets (in- cluding sea foods) .	5,379	83,026,200	64,865,000	65,895,000	100.0	66.9	70.7	73.0	78.1	79.4	+ 1.6
Other food stores	766	8,375,500	6,345,000	6,227,000	100.0	62.5	66.6	71.1	75.8	74.3	- 1.9
Country General Stores	11,915	228,803,800	198,480,000	195,866,000	100.0	73.1	75.4	79.9	86.7	85.6	- 1.3
General Merchandise Group	2,974	451,542,500	384,571,000	373,953,000	100.0	73.5	75.3	79.9	85.2	82.8	- 2.8
Department stores	148	355,258,600	288,096,000	278,539,000	100.0	71.5	72.8	76.9	81.1	78.4	- 3.3
Dry-goods stores	1,899	31,705,600	26,627,000	25,928,000	100.0	72.6	73.7	77.7	84.0	81.8	- 2.6
General merchandise stores	414	20,366,100	18,263,000	16,980,000	100.0	72.3	75.8	81.3	89.7	83.1	- 7.3
Variety stores	513	44,212,200	51,585,000	52,556,000	100.0	90.6	95.9	104.7	116.7	118.9	+ 1.9
Automotive Group ..	13,194	381,959,300	458,939,000	441,977,000	100.0	74.7	85.2	96.5	120.2	115.7	- 3.7
Motor vehicle dealers. Accessories, tires and batteries	2,736	253,607,900	332,742,000	311,026,000	100.0	70.6	85.8	101.4	131.2	122.6	- 6.5
Filling stations (1) .	5,503	66,449,300	77,132,000	80,310,000	100.0	98.3	100.6	101.0	116.1	120.9	+ 4.1

(1) See footnotes on Page 84

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CANADA - RETAIL MERCHANDISE TRADE, 1938

Table 2.—Total Net Sales and Sales Indexes, by Kinds of Business--(Cont'd)

Kind of Business	Stores and Sales, 1930		Total Net Sales, (Estimated)		Indexes of Retail Sales (1930 = 100)						% of Change 1938/37	
	Number of Stores	Total Net Sales	1937	1938	1930	1934	1935	1936	1937	1938		
Automotive Group—(Con.)		\$	\$	\$								
Garages	4,140	47,559,800	36,908,000	37,807,000	100.0	66.5	66.8	70.9	77.6	79.5	+ 2.4	
Other automotive estab- lishments (including motor-cycles, bicycles and supplies)	283	3,386,500	2,825,000	3,049,000	100.0	63.2	70.3	75.2	83.4	90.0	+ 7.9	
Apparel Group	10,474	219,968,600	187,312,000	176,962,000	100.0	72.7	75.4	79.7	85.2	80.4	- 5.5	
Men's and boys' clothing and furnishings (In- cludes custom tailors)..	3,969	72,110,500	61,289,000	56,543,000	100.0	69.2	73.7	78.9	85.0	78.4	- 7.7	
Family clothing stores .	1,149	42,144,100	43,452,000	40,559,000	100.0	84.4	89.5	95.4	103.1	96.2	- 6.7	
Women's apparel and accessories stores	5,715	69,806,000	52,318,000	50,572,000	100.0	68.0	68.1	71.2	74.9	72.4	- 3.3	
Shoe stores	1,641	35,908,000	30,253,000	29,288,000	100.0	75.2	76.4	79.6	84.3	81.6	- 3.2	
Building Materials Group	6,035	162,237,100	124,115,000	123,572,000	100.0	58.5	62.0	69.0	76.5	76.2	- 0.4	
Hardware stores	3,001	70,891,700	59,741,000	59,978,000	100.0	67.6	70.6	76.1	84.3	84.6	+ 0.4	
Lumber and building material dealers	1,825	66,200,700	46,399,000	45,321,000	100.0	51.8	55.7	63.9	70.1	68.5	- 2.3	
Other building materials (including roofing materials)	183	9,596,800	6,360,000	6,647,000	100.0	42.2	46.8	57.5	66.3	69.3	+ 4.5	
Electrical shops (with- out radio)												
Heating and plumbing shops	1,026	15,547,900	11,615,000	11,626,000	100.0	55.7	58.7	65.6	74.7	74.8	+ 0.1	
Paint and glass stores)												

CANADA - RETAIL MERCHANDISE TRADE, 1938

Table 2.—Total Net Sales and Sales Indexes, by Kinds of Business—(Cont'd)

Kind of Business	Stores and Sales, 1930		Total Net Sales, (Estimated)		Indexes of Retail Sales (1930 = 100)						% of Change, 1938/37
	Number of Stores	Total Net Sales	1937	1938	1930	1934	1935	1936	1937	1938	
			\$	\$							
Furniture and House- hold Group	3,188	101,665,900	83,187,000	78,213,000	100.0	57.9	64.0	70.8	81.8	76.9	- 6.0
Furniture stores	1,101	41,016,500	37,824,000	35,656,000	100.0	65.3	71.3	78.6	92.2	86.9	- 5.7
Household appliance stores. Other home furnishings (including floor cover- ings, curtains, etc.) ...	590	17,798,200	15,752,000	15,164,000	100.0	60.4	70.0	75.4	88.5	85.2	- 3.7
Radio and music stores	938	33,894,200	21,961,000	20,328,000	100.0	45.8	51.7	57.8	64.8	60.0	- 7.4
Restaurants, cafeterias and Eating Places	5,609	75,977,100	51,940,000	50,176,000	100.0	58.0	60.3	64.2	68.4	66.0	- 3.4
Other Retail Stores	26,949	517,939,500	445,817,000	445,144,000	100.0	70.4	72.4	77.8	86.1	85.9	- 0.2
Farmers' supply stores	2,951	45,760,600	45,320,000	43,024,000	100.0	74.8	77.2	83.7	99.0	94.0	- 5.1
Book stores	358	8,837,500	7,035,000	7,031,000	100.0	63.6	66.7	71.1	79.6	79.6	- 0.1
Coal and wood yards	2,071	86,046,800	78,840,000	77,060,000	100.0	83.3	84.2	88.3	91.6	89.6	- 2.3
Drug stores	3,559	76,848,900	68,724,000	68,164,000	100.0	77.4	79.8	83.4	89.4	88.7	- 0.8
Florists	689	9,264,700	7,114,000	6,950,000	100.0	63.7	65.8	69.6	76.8	75.0	- 2.3
Jewellery stores	1,532	26,662,600	21,943,000	21,382,000	100.0	63.1	68.4	74.5	82.3	80.2	- 2.6
Office, school and store supplies and equipment dealers	395	19,829,900	18,599,000	17,953,000	100.0	61.9	69.3	79.0	93.8	90.5	- 3.5
Tobacco stores and stands .	2,420	30,702,800	26,605,000	26,640,000	100.0	73.4	75.3	79.8	86.7	86.8	+ 0.1
Government liquor stores (2)	651	100,694,600	74,305,000	77,298,000	100.0	55.8	56.4	65.5	73.8	76.8	+ 4.0
Unclassified kinds of business	12,323	113,291,100	97,332,000	99,642,000	100.0	70.3	72.1	75.8	85.9	88.0	+ 2.4

(1) Figures for years subsequent to 1930 have been estimated on basis of gallonage data and retail gasoline prices.

(2) Due to changes in method of reporting exact comparisons of figures for various years are not valid.

NOTE: The number of stores is shown only for 1930. Sales figures for later years are calculated from the sampling principle. The total number of stores for these years is not known.

CANADA - RETAIL MERCHANDISE TRADE, 1938

Table 3.—Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Kinds of Business

	1930	1933	1937	1938
ALL STORES, TOTAL —				
Chains	518	461	447	457
Stores (maximum)	8,504	8,230	7,815	7,692
Stores (average)	8,097	7,900	7,347	7,356
Chain sales	\$ 487,336,000	\$ 328,902,600	\$ 414,133,300	\$ 414,448,300
Total sales	\$2,755,569,900	\$1,785,768,000	\$2,453,715,000	\$2,404,756,000
% , chains to total ..	17.7	18.4	16.9	17.2
Grocery and Combination Stores —				
Chains	66	75	75	77
Stores (maximum)	2,127	2,221	2,125	2,054
Chain sales	\$ 119,498,600	\$ 98,862,100	\$ 116,389,700	\$ 116,849,800
Total sales	\$ 405,403,400	\$ 297,307,000	\$ 347,752,000	\$ 346,397,000
% , chains to total ..	29.5	33.3	33.5	33.7
Variety, 5- and 10-cent, and to-a-dollar Stores —				
Chains	15	14	14	16
Stores (maximum)	327	356	437	468
Chain sales	\$ 39,383,600	\$ 33,348,600	\$ 46,323,400	\$ 47,256,700
Total sales	\$ 44,212,200	\$ 37,256,000	\$ 51,585,000	\$ 52,556,000
% , chains to total ..	89.1	89.5	89.8	89.9
Men's and Boys' Clothing and Furnishings (including custom tailors)—				
Chains	22	14	16	17
Stores (maximum)	191	135	158	164
Chain sales	\$ 9,866,800	\$ 5,405,200	\$ 7,272,500	\$ 6,961,400
Total sales	\$ 72,110,500	\$ 44,435,000	\$ 61,289,000	\$ 56,543,000
% , chains to total ..	13.7	12.2	11.9	12.3
Family Clothing Stores —				
Chains	13	12	14	17
Stores (maximum)	58	63	77	89
Chain sales	\$ 4,746,600	\$ 6,722,000	\$ 8,607,700	\$ 8,163,000
Total sales	\$ 42,144,100	\$ 31,582,000	\$ 43,452,000	\$ 40,559,000
% , chains to total ..	11.3	21.3	19.8	20.1
Women's Apparel and Accessories Stores —				
Chains	28	15	19	20
Stores (maximum)	203	148	194	213
Chain sales	\$ 8,584,800	\$ 4,029,400	\$ 6,216,600	\$ 6,198,700
Total sales	\$ 69,806,000	\$ 44,699,000	\$ 52,318,000	\$ 50,572,000
% , chains to total ..	12.3	9.0	11.9	12.3
Shoe Stores —				
Chains	17	22	25	25
Stores (maximum)	203	274	355	368
Chain sales	\$ 7,702,700	\$ 7,114,800	\$ 10,093,000	\$ 10,017,000
Total sales	\$ 35,908,000	\$ 25,989,000	\$ 30,253,000	\$ 29,288,000
% , chains to total ..	21.5	27.4	33.4	34.2

CANADA - RETAIL MERCHANDISE TRADE, 1938

Table 3.--Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Kinds of Business--(Concl'd)

	1930	1933	1937	1938
Lumber and Building Material Dealers -				
Chains	46	42	35	35
Yards (maximum)	1,035	883	809	804
Chain sales	\$18,597,500	\$ 9,505,700	\$13,221,100	\$13,464,300
Total sales	\$66,200,700	\$29,331,000	\$46,399,000	\$45,321,000
%, chains to total	28.1	32.4	28.5	29.7
Furniture Stores -				
Chains	8	9	7	7
Stores (maximum)	96	84	72	76
Chain sales	\$ 9,367,900	\$ 4,317,400	\$ 5,397,200	\$ 4,793,100
Total sales	\$41,016,500	\$23,073,000	\$37,824,000	\$35,656,000
%, chains to total	22.8	18.7	14.3	13.4
Restaurants, Cafeterias and Eating Places -				
Chains	21	17	13	14
Stores, (maximum)	262	240	203	210
Chain sales	\$13,438,600	\$ 7,129,300	\$ 6,891,900	\$ 6,917,400
Total sales	\$75,977,100	\$41,667,000	\$51,940,000	\$50,176,000
%, chains to total	17.7	17.1	13.3	13.8
Drug Stores -				
Chains	31	29	31	33
Stores (maximum)	292	301	332	347
Chain sales	\$13,971,300	\$11,001,300	\$14,163,300	\$14,127,100
Total sales	\$76,848,900	\$57,253,000	\$68,724,000	\$68,164,000
%, chains to total	18.2	19.2	20.6	20.7
Office, Store and School Supplies and Equipment Dealers -				
Chains	16	11	12	12
Stores (maximum)	173	144	147	152
Chain sales	\$11,134,200	\$ 5,332,100	\$10,675,000	\$10,571,800
Total sales	\$19,829,900	\$10,003,000	\$18,599,000	\$17,953,000
%, chains to total	56.1	53.3	57.4	58.9
Tobacco Stores and Stands -				
Chains	9	9	9	9
Stores (maximum)	215	234	215	217
Chain sales	\$ 7,800,700	\$ 5,446,200	\$ 6,097,300	\$ 6,047,400
Total sales	\$30,702,800	\$21,586,000	\$26,605,000	\$26,640,000
%, chains to total	25.4	25.2	22.9	22.7

I N D E X M A P

showing

C O U N T I E S A N D C E N S U S D I V I S I O N S

There being no fixed political divisions in Manitoba, Saskatchewan, Alberta and British Columbia corresponding to counties in Eastern Canada, it has been found advisable to divide the western provinces for statistical purposes into census divisions. These census divisions maintain their identity in respect of political changes and thus permit of comparisons being made of statistical data for different periods. A map showing the boundaries of counties and census divisions, as organized at the Census of 1931, follows.

CENSUS OF CANADA, 1931

KEY TO INDEX MAP

Province	County	Number on Map	Province	County	Number on Map	Province	County	Number on Map
Prince Edward Island	Kings	1	Quebec-Con.	Chateauguay	14	Ontario	Addington	1
	Prince	2		Chicoutimi	15		Algoma	2
	Queens	3		Compton	16		Brant	3
Nova Scotia	Annapolis	1		Deux-Montagnes	17		Bruce	4
	Antigonish	2		Dorchester	18		Carleton	5
	Cape Breton	3		Drummond	19		Cochrane	6
	Colchester	4		Frontenac	20		Dufferin	7
	Cumberland	5		Gaspé	21		Dundas	8
	Digby	6		Hochelaga	22		Durham	9
	Guysborough	7		Hull	23		Elgin	10
	Halifax	8		Huntingdon	24		Essex	11
	Hants	9		Iberville	25		Frontenac	12
	Inverness	10		Joliette	26		Glengarry	13
	Kings	11		Kamouraska	27		Grenville	14
	Lunenburg	12		Labelle	28		Grey	15
	Pictou	13		Lac-St-Jean	29		Haldimand	16
	Queens	14		Laprairie	30		Haliburton	17
	Richmond	15		L'Assomption	31		Halton	18
	Shelburne	16		Laval	32		Hastings	19
	Victoria	17		Lévis	33		Huron	20
	Yarmouth	18		L'Islet	34		Kenora	21
New Brunswick	Albert	1		Lotbinière	35		Kent	22
	Carleton	2		Maskinongé	36		Lambton	23
	Charlotte	3		Matane	37		Lanark	24
	Gloucester	4		Mégantic	38		Leeds	25
	Kent	5		Missisquoi	39		Lennox	26
	Kings	6		Montcalm	40		Lincoln	27
	Madawaska	7		Montmagny	41		Manitoulin	28
	Northumberland	8		Montmorency	42		Middlesex	29
	Queens	9		Montreal Island	43		Muskoka	30
	Restigouche	10		Jesus Island	44		Nipissing	31
	St. John	11		Napierville	45		Norfolk	32
	Sunbury	12		Nicolet	46		Northumberland	33
	Victoria	13		Papineau	47	Ontario	34	
	Westmorland	14		Pontiac	48	Oxford	35	
	York	15		Portneuf	49	Parry Sound	36	
Quebec	Abitibi	1		Quebec	50	Peel	37	
	Argenteuil	2		Richelieu	51	Perth	38	
	Arthabaska	3		Richmond	52	Peterborough	39	
	Bagot	4		Rimouski	53	Prescott	40	
	Beauce	5		Rouville	54	Prince Edward	41	
	Beauharnois	6		Saguenay	55	Rainy River	42	
	Bellechasse	7		Shefford	56	Renfrew	43	
	Berthier	8		Sherbrooke	57	Russell	44	
	Bonaventure	9		Soulanges	58	Simcoe	45	
	Brome	10		Stanstead	59	Stormont	46	
	Chambly	11		St-Hyacinthe	60	Sudbury	47	
	Champlain	12		St-Jean	61	Thunder Bay	48	
	Charlevoix	13		St-Maurice	62	Timiskaming	49	
			Témiscouata	63	Victoria	50		
			Temiskaming	64	Waterloo	51		
			Terrebonne	65	Welland	52		
			Vaudreuil	66	Wellington	53		
			Verchères	67	Wentworth	54		
			Wolfe	68	York	55		
			Yamaska	69	District of Patricia	56		

Note:--The census division numbers of the Prairie Provinces and British Columbia are given on the map.

INDEX MAP
SHOWING
THE COUNTIES AND CENSUS DIVISIONS
as organized at the census of 1931

