

Annual Retail Statistics.—As in the case of wholesale merchandising, annual statistics of retail sales are based on the complete census covering 1930, supplemented by an annual survey of all the more important retail establishments, such establishments having accounted for over two-thirds of the total value of sales in 1930. In Table 32, therefore, the figures for 1930 are the results of the comprehensive census, while the figures for later years are estimates calculated from the annual surveys.

It is impossible to measure accurately the effect of the general decline in prices as a factor in the decrease in the total sales from 1930 to 1933. It probably was the principal

32.—Total Sales and Indexes of Sales of Retail Merchandise

No.	Province or Group and Kind of Business.	Total Sales.		
		1930.	1932.	1933.
		\$'000	\$'000	\$'000
1	Prince Edward Island ¹	13,774	9,286	8,905
2	Nova Scotia ¹	99,520	74,697	68,839
3	New Brunswick ¹	84,372	57,024	52,375
4	Quebec ¹	651,138	465,335	422,297
5	Ontario ¹	1,099,990	790,149	741,630
6	Manitoba ¹	189,244	131,675	122,045
7	Saskatchewan ¹	189,181	112,025	103,091
8	Alberta ¹	176,537	115,906	109,074
9	British Columbia ¹	248,598	163,771	155,747
10	Yukon and Northwest Territories ¹	3,216	2,198	1,765
	Canada¹.....	2,755,570	1,922,666	1,785,768
	Food Group.			
11	Bakery product stores (manufacturing bakeries not included).....	11,028	8,002	7,727
12	Candy and confectionery stores.....	54,176	36,661	33,010
13	Dairy product dealers (other than manufacturing dairies).....	37,174	28,317	26,451
14	Fruit and vegetable stores.....	16,293	13,346	12,394
15	Grocery and combination stores.....	405,403	315,825	297,307
16	Meat markets (including sea foods).....	83,026	53,595	50,090
17	Other food stores.....	8,376	5,481	5,039
	Totals, Food Group.....	615,476	461,227	432,618
18	Country General Stores.....	228,804	158,634	151,233
	General Merchandise Group.			
19	Department stores.....	355,259	253,831	241,850
20	Dry goods stores.....	31,706	22,976	21,000
21	General merchandise stores.....	20,366	14,071	13,217
22	Variety stores.....	44,212	39,627	37,256
	Totals, General Merchandise Group.....	451,543	330,505	313,323
	Automotive Group.			
23	Motor vehicle dealers.....	253,608	136,370	129,889
24	Accessories, tires and batteries.....	10,956	7,732	7,200
25	Filling stations ¹	66,449	61,769	58,428
26	Garages.....	47,560	34,208	30,230
27	Other automotive establishments (including motorcycles, bicycles and supplies).....	3,386	2,018	1,899
	Totals, Automotive Group¹.....	381,959	242,097	227,646

¹ Figures for filling stations for years subsequent to 1930 have been revised and are estimated on basis of gallonage data and retail gasoline prices. The changes affect the provincial totals and automotive group totals for the same years.