

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 factor in the food and apparel groups. On the other hand, the prices of more

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

No	Province or Group and Kind of Business.	Total Sales.		
		1930.	1933.	1934.
		\$'000	\$'000	\$'000
1	Prince Edward Island.....	13,774	8,905	9,684
2	Nova Scotia.....	99,520	68,839	76,818
3	New Brunswick.....	84,372	52,375	58,333
4	Quebec.....	651,138	422,297	449,327
5	Ontario.....	1,099,990	741,630	824,034
6	Manitoba.....	189,244	122,045	131,390
7	Saskatchewan.....	189,181	103,091	112,314
8	Alberta.....	176,537	109,074	121,839
9	British Columbia.....	248,598	155,747	172,927
10	Yukon and Northwest Territories.....	3,216	1,765	2,088
	Canada.....	2,755,570	1,785,768	1,958,754
	Food Group.			
11	Bakery product stores (manufacturing bakeries not included).....	11,028	7,727	8,343
12	Candy and confectionery stores.....	54,176	33,010	33,880
13	Dairy product dealers (other than manufacturing dairies).....	37,174	26,451	28,607
14	Fruit and vegetable stores.....	16,293	12,394	13,076
15	Grocery and combination stores.....	405,403	297,307	307,478
16	Meat markets (including sea foods).....	83,026	50,090	55,578
17	Other food stores.....	8,376	5,039	5,233
	Totals, Food Group.....	615,476	432,018	452,195
18	Country General Stores.....	228,804	151,233	167,216
	General Merchandise Group.			
19	Department stores.....	355,259	241,850	254,001
20	Dry goods stores.....	31,708	21,000	23,006
21	General merchandise stores.....	20,366	13,217	14,729
22	Variety stores.....	44,212	37,256	40,041
	Totals, General Merchandise Group.....	451,543	313,323	331,777
	Automotive Group.			
23	Motor vehicle dealers.....	253,608	129,889	179,139
24	Accessories, tires, and batteries.....	10,956	7,200	7,068
25	Filling stations.....	66,449	58,428	65,321
26	Garages.....	47,560	30,230	31,640
27	Other automotive establishments (including motorcycles, bicycles, and supplies).....	3,386	1,899	2,141
	Totals, Automotive Group.....	381,959	227,646	285,309

* Revised since the publication of the 1938 Year Book.