

30.—Sales of Retail Chains for Selected Kinds of Business Compared with Total Sales, 1930, 1933, 1937, and 1938—concluded.

Kind of Business.	1930.	1933.	1937.	1938.
Men's and Boys' Clothing and Furnishings Stores (including custom tailors)—				
Chains.....No.	22	14	16	17
Stores ¹"	191	135	158	164
Chain sales.....\$	9,866,800	5,405,200	7,272,500	6,961,400
Total sales (all stores).....\$	72,110,500	44,435,000	61,289,000	56,543,000
P.C. of chain sales to total.....	13.7	12.2	11.9	12.3
Women's Apparel and Accessory Stores —				
Chains.....No.	28	15	19	20
Stores ¹"	203	148	194	213
Chain sales.....\$	8,584,800	4,029,400	6,216,600	6,198,700
Total sales (all stores).....\$	69,806,000	44,699,000	52,318,000	50,572,000
P.C. of chain sales to total.....	12.3	9.0	11.9	12.3
Shoe Stores —				
Chains.....No.	17	22	25	25
Stores ¹"	203	274	355	368
Chain sales.....\$	7,702,700	7,114,800	10,093,000	10,017,000
Total sales (all stores).....\$	35,908,000	25,959,000	30,253,000	29,288,000
P.C. of chain sales to total.....	21.5	27.4	33.4	34.2
Drug Stores —				
Chains.....No.	31	29	31	33
Stores ¹"	292	301	332	347
Chain sales.....\$	13,971,300	11,001,300	14,163,300	14,127,100
Total sales (all stores).....\$	76,848,900	57,253,000	68,724,000	68,164,000
P.C. of chain sales to total.....	18.2	19.2	20.6	20.7

¹ Maximum in operation during the year.

Retail Sales of New Motor Vehicles in Canada.*—Statistics on new motor vehicle sales in Canada are collected monthly from Canadian manufacturers and assemblers, and from manufacturers in the United States of vehicles made for sale in this country. The number of units sold and the retail value of sales are both reported. The retail value is the price paid by an individual purchaser at the Canadian point of manufacture and includes sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Freight charges from factory to place of purchase are excluded. Duty is included in the retail value of sales of imported cars.

The decline in the automotive trade that commenced in 1938 continued through^r out the spring and summer months of 1939, sales for the first 8 months of the year standing 11 p.c. below the corresponding period of 1938. Favourable comparison^s in the last four months of the year served to offset part of the losses previously recorded with the result that the total number of new vehicles sold in 1939 was only 5.3 p.c. below the 1938 figure. Improved economic conditions in Saskatchewan are reflected in an increase of 56 p.c. in new motor vehicle sales in 1939 compared with 1938. Sales in British Columbia were unchanged while other provinces reported declines.

* For statistics of numbers of motor vehicles registered in Canada and apparent consumption of motor vehicles, see pp. 665-666