## CANADA

## DOMINION EUREAU OF STATISTICS

## CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

## CHAIN STORE OPERATIONS

IN

## CANADA

## 1930

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS, 1931.
CHAIN STORE OPERATIONS IN CANADA DURING 1930

Summary
In the retail merchandising field, 523 chains were reported operating B,573 stores and having total net sales during 1930 of $\$ 543,185,259$. Of the total number, 201 were local chains with 1,333 units and net sales of $\$ 67,670,372$. Provincial chains were almost equal in number, but had over twice as many units and more than three times the volume of sales. These 203 provincial chains had 2,922 stores and net sales of $\$ 205,839,447$. The 60 sectional chains had 1,696 units and $\$ 102,324,533$ sales, while national chains, numbering 59 and operating 2,622 units, had total net sales of \$169,350,907.

Thirty-six manufacturer-controlled chains operated 449 stores and had net sales during 1930 of $\$ 37,260,569$ or 6,79 per cent of the total sales made by all chains. Twenty-six of these manufacturer-controlled chains, having 376 units, were national in extent and had sales of $\$ 31,750,527$.
General Merchandise Chains. - In addition to department and general stores, this group includes dry goods store and variety store chains. In the variety store classification, in addition to the popular 5 -and-10 chain stores, there have been included the chain systems which deal in higher priced lines of merchandise and which occupy an intermediate position between the 5 -and-10 and to-a-dollar stores on the one hand and the full-fledged department stores on the other A number of the larger department stores operated by multiple organizations, and situated in the larger centres, were considered as independent establishments for the general retail reports and have, therefore, been excluded from this summary. There vere 52 chains in the general merchandise group, operating 611 stores and having net sales during 1930 of $\$ 107,077,192$.

Of the 52 chains, 27 were department or general store chains operating 189 stores and having net sales during 1930 of $\$ 63,900,706$. Fifteen variety chains operated 327 stores and did a total business of $\$ 39,393,379$, while 10 dry goods chains had 95 stores and total sales of $\$ 3,793,107$.
Apparel Chains.-- There were 81 chains operating in the apparel field during 1930, with 660 stores and doing a total business of $\$ 31,075,260$. Of the total number, there were 14 women's apparel chains, ? millinery, 3 furrier, and 4 chains specializing in women's accessories. These 28 chains operated 203 stores and had total. sales of $\$ 8,584,799$. There vere 22 chains selling men's and boys' wear only and doing a business of $\$ 9,966,766$ through 191 stores. Thirteen family clothing chains operated 58 stores and had total sales of $\$ 4,746,729$, and 18 shoe store chains did a total business of $\$ 7,376,966$ through their 208 stores.
Furniture and Household Group. The 37 chains in this group operated 481 stores and had total net sales of $\$ 29,404,176$ There were 8 furniture chains with 96 stores and $\$ 9,367,372$ sales, while the 7 radio chains, radio and electrical chains, and radio and musical chains operated 75 stores and did a total business of $\# 8,722,991$. This amount, of course, does not represent the total sales of radios and musical
instrunents made through chain stores since these commodities are also sold in many other kinds of stores, particularly department stores and furniture stores. There were 19 houschold appliance chains operating 237 stores and having totel net sales of $\$ 10,281,902$. Included in this number are 13 chains owned by public utility companies and selling chiefly gas and electrical appliances. These 13 chains operated 128 of the stores and had sales of $\$ 3,610,004$ or approximately 35 per cent of the business done by all chains in the household appliance field.
Food Group. - In number of chains, number of stores, and total net sales, the food group was the most important in the chain store field. Altogether, 120 chains operated 2,669 units and did a total business of $\$ 137,398,785$. There were 23 combination (grocery with meat department) store chains, having 1,379 stores and total net sales of $\$ 74,800,139$. It must be borne in mind, however, that these chains operated a great many straight grocery stores in addition to those units selling both groceries and meats, and the figures given for combination chains cover all stores operated by these comanies irrespective of the kind of business carried on by each unit. In this report, a chain has been classified as a combination chain if 25 per cent or more of its total business was conducted in stores of the combination type.

There were also 44 grocery chains operating 749 stores and having net sales of $\$ 45,043,653$, and 21 meat or fish market chains with 225 stores and $\$ 3,447$, 632 sales. Fourteen candy, nut and confectionery chains operated 169 stores and did a total business of $\mathbf{4}, 448,221$, while 114 units belonging to 12 bakery chains (other than manufacturing bakeries) had total net sales of $\$ 1,247,517$. Lumber and Building Group.- This group included two main business classifications, hardware chains, and lumber and building material chains. Altogether, 62 organizations in this group operated 1,122 units and did a total business of $\$ 23,919,411$. The lumber and building material chains, operating almost exclusively in the Prairie Provinces, had total sales of $\$ 18,597,431$. These sales were made through 1,035 branches belonging to 46 different companies. The 13 hardware chains reported a total business of $\$ 4,217,927$ done through their 70 stores. Restaurant Group. - The 21 chains in this group operated 290 units and did a total business of $\$ 14,293,226$. Six kind-of-business classifications are included, of which restaurant chains (those providing their patrons with full table service but without lunch counter service) were most important.
Automotive Group. - In the automotive field, a total of 42 different organizations operated 841 units and did a total business of $\$ 34,708,474$. Ten motor vehicle dealer chains, with 78 individual establishments, had sales of $\$ 19,174,965$. Many other automobile dealers throughout the country act as agents for one particular make of car, but these have been classified as independent establishments and are not included with the chains. Twenty-eight filling station chains were reported operating 743 units and doing a total business of $\$ 14,875,440$. These chains have been classified under three headings, depending upon the sunplementary activities carried on in addition to the sale of gas and oil. Here, again, all the individual units in every given chain could not be classified alike, so that each chain was classified according to the kind of business which constituted its main activity.

In addition to the filling stations operated by the multiple gasoline com panies, and which have been included in this report, there were approximately 1,400 stations owned by the various companies but operated as leased stations by independent ojerators. Details regarding these stations were obtained from the operators or lessees, and such stations have been classified as independent establishments. Other Kinds of Chains. - The 31 drug store chains which were in operation during 1930 had 292 stores and did a total business of $\$ 13,971,087$. Chains also did a substantial proportion of the total business in the office and store mechanical apliance field. The 12 organizations in this classification operated 142 stores and had total net sales of $\$ 3,360,254$. Other classifications in which chains were found operating in 1930 include cigar and tobacco stores, fur trading posts, coal, wood and ice
dealers, brewers' warehouses, jewellery stores, and dealers in office, store and school fur iture.

Retail stores operated by government liquor commissions have been classified as chains for this census, the total retail sales reported amounting to $\$ 100,394,009$. Sales made through government mail order departments and warehouses were separately repo ted and havt not been included in this report.

## Services

In the service field, chain organizations were less important a factor than in the retail merchandising. However, 63 multiple concerns, each operating four or more establishments, were revorted doing a total business of $\$ 34,369,468$. Chains were most imortant in the motion picture industry, where 16 different chains, operating 168 theatres, had total receists of $\$ 15,135,148$. Chains in the service yroup have also been classified as to type of operation, approximately 56 per cent of the total receipts being made through 16 national chains operating 167 establishments.

## Description of Methods Used

The information contained in this report was obtained in connection with the Census of Merchandising and Service Establishments, which formed a part of the Seventh Decennial Census of Canada. Statistics were compiled from returns received from all retail chain organizations operating in Canada during 1930 and cover their trading operations during that year.

This bulletin is intended to give a general summary of the chain store business in Canada during 1930. More detailed analyses will be available for the most important chain groups, such as grocery chains, drug chains, etc. For each field in which chains were operating, information is here given regarding the number of chains, number of units, employment and wage facts, rentals paid, other operating expenses, stocks on hand at end of the year and net sales. No attempt has been made, however, to classify the chains of any given kind of business into groups based upon number of units operated or total sales volume, or to present operating expense ratios other than for each kind of business classification in its entirety. Chains have been classified according to type of operation, and tables have been included giving details regarding number of chains, stores and sales by provinces, credit and instalment sales, and dates of opening of chain store units. In some cases, where the number of chains was small, it has been necessary to combine the figures for more than one kind of business classification in order to avoid disclosing the operations of any individual company. When this was done, an effort was made to grou: businesses of a somewhat similar nature.

## What Constitutes a Chain

In this report, chain systems include four stores and uwwards. Organizations operating two or three stores of the same or similar kinds of business are classified as two- or three-store multiples - not as chains - and are reported under these headings in the city, provincial and Dominion retail reports. The Preliminary Summary of Retail Trade in Canada (1930), issued by the Dominion Bureau of Statistics, reported over 3,400 units of two-store multiples which did a total business in 1930 of over $\$ 150,000,000$. More than 1,200 stores belonging to three-store multiples pere also reported, which had total sales of almost $\$ 66,000,000$. These stores are not included in this report.

So called voluntary chains, in which the stores are individually owned and operated, but are grouped for buying and/or advertising purposes, are excluded from this remort. A mroximately 4,500 stores, belonging to thirty different grouns, wer operating on this basis during 1930 and did a total business of almost $\$ 115,000,000$

Not all chain store companies overate a warehouse or warehouses from which the individual stores are stocked. Some form of central buying, however, is a fundamental feature of chain store oneration, for, mithout this feature, the advantages to be gained from bulk purchasing would not be obtained. In a number of ceses, branches have grown us around a prrent store, from which the individual stores draw their stock. Such organizations should more properly be classified as local branch systems rather than chains, but the information received regarding the method followed in supplying the different stores was usually inadequate to permit this classification to be used. All retail organizations operating at leust four stores carrying on the same or similar kinds of business ure, therefore, classified as chains.

## How Chains are Classified

For the ceneral retail renorts, each individual store has been classified according to the kind of business which it carried on. The kind-of-business classification to which each store was assigned is related fenerally to the popular designation \& given the establishment or to the lines of merchandise which are carried. In this report, however, each chain must be classified in its entirety. In the great majority of cases, all the individual stores in any given chain could be classified alike as to kind of business, and the classification to which the chain was assigned is the same as that of each store. There are a number of chains, however, in which all the unit stores could not be classified alike, although their overations were sufficiently simils in nature to be included in the chain. For instance, a number of the so-called combination chains, 0 erating grocery stores with meat departments, also operate a consicierable number of urely grocery stores. A chain was classified as a combination store chain if a substantial portion of its business was conducted in stores of the combination type, even althoush the same comany also oper ted stores selling groceries only. A similar situation exists in the case of filling station chains, where three kind-or-business classifications were used, depending upon the suplementary activities carrierl on in acidition to the sale of gas and oil. Several chains oporeted stations which could not all be classified alike, so that, in classifying the chain, 311 that could be done vas to use the kind-ofLusiness classification which most closely represented the activities of the chain as a whole.

## Tyjes of Chains

Chains have been classified as locul, rovincial, sectional and rational, de vending upon the extent of territory in which their branches were situated, Local chains are locuted entirely, or almost so, viithin the same town or city. Provincial chains, as their name imlies, are located within one province. The units of sectional chains are spred over two or three urovinces, while national chains have stores in four provinces or more. While these definitions provided a working basis upon which to clas sify the different chains, in a number of border-line cases it was necessary to use some discretion in the way in which they nere applied. For instonce, a chain operating a large number of stores was classified as a provincial chain even if one or two units were siltuated outside the main province, and a chain was considered a local organization although some of the branches were situated in adjoining centres. The number of these border-line cases was relatively small, so that the definitions may be taken as fairly accurate.

Manufecturer-controlled chains are operated 10 distribute at retail the pro uuats of a manufacturing concern which ows and operates the stores. These chains are interested in promoting the sale of a predetermined article rather than in studying the customer preferences of the community and in su_ziving a stock of merchandise to suit these reçuirements. Chains of this type are found onerating chiefly in the store and office appliance field, though they are also found with other lines of merchandise. Manufecturer-controlled chains have also been classified according to territory covered It will be noted that most of these organizations are national in extent.

## Forms of Tables

Each table consists of two parts, in each case the first part having to do with rotail merchandise trade as distinct from the onerations of retail service chains. While the business done by all retail service chains is relatively small in comparison to the total retail service figures, for some fields - such as theatres and advertising services - they do a substantial proportion of the total business.
Table I
Number of Chains, Stores, Personnel. Pay-Roll, Stocks and Sales
The number of stores show in the tables is the total number which were operating during all or part of the year 1930. The net sales figure shown is the actual sales volume of the chains for the year, and the salaries and wages shown are the actual amounts paid as revorted in the returns received.

The table also shows the number of full-time employees and part-time employees by sex. Part-time employees are taken to mean those who are employed only part of the normal working day or part of the week, and they must not be confused with those who were employed on full time for only part of the year. The latter are considered as full-time employees. When branches of a company were opened during the year of the report, the total wage bill reported covered the salaries and wages of employees who were on the pay roll for part of the year only. In order that the average yearly salary of employees might be obtained from the tables, the number of employees used in each case is the average number for the year based upon the number of months of operation. For instance, if a chain opened one new store in the middle of the year, employing four clerks for the six months of operation, two employees only were attributed to that store in computing the average yearly number for the chain.
Stocks on Hand. - The figures given in this column are the values of the store inventories at the end of 1930, based upon the replacement cost of merchandise. This cannot be used to indicate the rate of stock turn, first, because of the different value bases, and, secondly, because the inventory value stated may not be reresentative of the average stock carried throughout the year.
Table II
Chain Store Operating Ex enses
In addition to reporting salaries and wages paid during the year, each chain was asked to state the amount paid for leased premises and to indicate all other operatIng expenses. "All Other Expenses" include taxes, insurance, maintenance, delivery from stores, stationery and supplies, light, heat and power, interest on money borrowed for current business operations, and any other operating expenses. The cost of goods purchased for re-sale was to be excluded, as well as any items on capital account. Central Office Expenses. - Partial information only was received regarding head office salaries and wages and other overhead expenses, although the forms sent out asked that these data be separately reported. When received, this overhead expense was prorated over the individual stores on the basis of sales. Later on, a questionnaire was sent to those companies which did not indicate what had been done with this item, and from the replies received it would appear that all overhead had been incorporated in the returns sent in. An exception to the above rule was made in the case of multivle gasoline ostablishments operating both bulk tank stations and retail filling stations. Here, head office expenses were attributed to the wholesale functions of the company only and have been omitted altogether from the retail rejorts. Chain store warehouses were considered as wholesale establishments for this census, and they are included in the wholesale reports. Expenses in connection with these warehouses are not included in the retail figures.

For each kind of business, rental cost has been shown as a percentage of sales made in leased premises and total operating expense has been shown as a percentage of total sales. Where wide discrepancies were found to exist in individual returns, the expense items were checked in order to avoid including any items which would materially affect the results. Due to the lack of uniformity in accounting practices, these
perating expense ratios should only be considered as indicative of the costs of operation of merchandising chains.

## Table III

Chains Classified According to Type of Operation
In this table all chains have been classified according to type of operation, using the classifications (local, provincial, sectional and national) already defined. Similar analyses have been given for chains operating in the chief kind-of-business fields, and also for manufacturer-controlled chains. The number of chains and number of stores have been given in each case, but, in order to avoid disclosing individual overations, it has sometimes been necessary to groul the sales and stocks for more than one type of operation.
Table IV
Chains, Stores and Sales, by Provinces and Territories
In this table the geographical distribution of chains, stores and sales is given by provinces and territories, both for all chains as a whole and also for different kinds of business, arranged in broad classification groups. The number of stores and net sales may be added across in each case to give the Dominion totals, but, since many of the chains have units located in more than one province and the figures in each column are, consequently, not mutually exclusive, this cannot be done in the case of chains.
of the $(8,573)$ units of retail merchandising chains, Ontario contains 3,317 or 38.69 per cent. Quebec comes next with 1,698 units or 19.31 per cent, followed by Sakatchewan with 1,238 or 14.44 per cent. Of the total sales volume of all merchandising chains, Ontario accounts for 42.42 per cent and Quebec for 21.39 per cent. British Columbia, while fourth among the provinces in number of units, was third in volume of sales, doing 10.97 per cent of the total business. Table IV gives a corresponding analysis for service chains, showing out of the 458 units reported, Ontario led with 181 and Quebec was second with 96 . While Ontario leads in number of chains, number of stores and net sales for most kind of bus iness groups, an important exception is found in the lumber and building group, where chains are most active in Saskatchewan.
Table V

## Cash and Credit Sales for Selected Kinds of Business

Not all chains reported whether they sold on credit or not. Table $V$ shows the number reporting credit sales and also the number reporting that they sold only for cash. The difference between the sum of these two figures and the total number of chains for each kind of business, as given in Table I, represents thase which failed to report their credit activities. While credit sales were small during 1930 in grocery and combination (grocery with meat) chains, they formed a large proportion of the total sales in furniture chains, household appliance chains, and office furniture and appliance chains.
Table VI
Chain Units Classified According to Age, by Kinds of Business and Geographic Divisions
Of the 3,018 units of retail merchandising chains whose ages could be determined, 984 or 12.3 per cent were established in 1930. During the preceding four years, 1926 to 1929 inclusive, 38.7 per cent of the total number were opened, while 49 per cent were in operation previous to the year 1926.

Dates of opening have also been given for kind of business groups, and it will be noted that in practically all cases the greatest number of units were added either during 1929 or 1930. In the groxp "All Other Chains", it will be noted that 169 units were opened during 1927, of which 97 were situated in Ontario. The controlling factor in this case was the opening of 85 new government liquor stores which have been included in this group.

Dates of opening have also been given for the units of service chatns, but, due to the incompleteness of the returns received in this particular, the information is considered to be of less value.

Note:- If a comparison is made of the information given in this report on the operations of chain stores and the figures presented in the preliminary summary revorts for retail stores by types of operation, certain differences will be found. It is felt that some explanation of these apparent discre:ancies should be given.

In order to decrease the amount of labour in connection with the preliminary retail reports by limiting the number of classifications used, all establishments were classified as single stores, two- or three-store multiples, or as chains. Included in the latter class were a large number of establishments which, while resembling chains in some respects, are sufficiently different in their modes of operation to require a separate classification for the final tabulations. In the Western Provinces, approximately 1,060 grain elevators belonging to a number of different companies carry on a retail business in the sale of coal and feed, Sales of these commodities during 1930 amounted to more than $\$ 2,077,000$. These establishments were classified as chains for the preliminary retail reports but are not included in this bulletin, except as a footnote to Table I, and will appear as a separate grou: in the final general retail reports.

Several manufacturing and packing companies operate a number of retail stores, - mainly for the benefit of their own employees. For the preliminary reports, approximately 80 such units, having total sales during 1930 of almost $\$ 2,000,000$, were classified as chains. These are not included in this revort, and for the final retail reports will be classified as "Industrial Stores". Included in the chain store classification for the preliminary reports, and omitted here, are approximately 500 establishments affiliated with co-operative organizations and having retail sales of almost $\$ 4,500,000$. The reclassification of establishments, as between wholesale and retail, chains and three-store multiples, chains and other thees of oseration, has removed 36 additional establishment with sales of $\$ 1,454,000$ from the chain store type.

The number of stores and total sales for selecteu kinds of business, as herein reported, are also not directiy comparable with the figures given in the preliminary reports. In the latter, each store was classified as to the kind of business which it carried on, while in this report each chain is classified as a whole. For instance, a number of general store chains also operate several grocery stores, In the preliminary report, the grocery units wer thissified as grocery stores and those seling general merchandise as general stores, but in

In the retail service field the differences between the filures chains.

 notseceived in fime to be included in the preliminary reportstons of service chains were not received in time to be included in the preliminary reports but are included here. number of units revorted in the thus far will account for most of the differences in the differences will be found in the value of sales ary reports and the for chain stores, es given in the preliminamination, it will be found the figure now presented for chain store organizations. On exreport, is somewhat less than that already shown in the credited to chain stores, in this ences in sales values arise out of the methods which have been followed in preparing the two series of reports.
the year 1930 , and, consequently, the cases branches of chain stores were opened during panies for these articular units covererating statement furnished by the chain store comunder their direction. In many cases, chain stores urchased during the year indenches were going concerns for which may cases, chain stores, urchased during the year ind ependent the year prior to their inclusion in the chain For this reason, it was belqeved that a more accurater for twelve yonthsioperations. tn ousiness of stores opening during the year was projected for timive monthsioperations In other words, the figures given for part-year business were onerations. In so far as chain stores alone are oncerned, this method tends fuli year's
 an indication of the amount of business which would have been handled bya eha results give every unit had operated for twelve months. They also give a more accurate picture of the total retain trade transacted whether by chain or independent storas. mitted by chain stores, covering ther is bire operations during the year. An at statements subin this report to show the actual business handled by durng tore year. An attempt is made as distinguished from the urvose of the reliminary summaries, whichanizations during 1930
 ns the reports have been constructed for two dissimilar entire country. between them should be accapted as indicating the various uses to phrposes, the differences between the be put and accopted as indicatig the various uses to which the figures in each series may be put and not as contradictory conclusions. For those who wish to analyze the most helpful. For those, however, who seek to determine the present series will be found all channels. the summary revorts will be found to cone the extent of retail trade through turing the whole field.

## CHAIN STORE OPERATIONS

TABLE I.

$x$ In addition, 16 grain elevator companies with 1,060 units, had retail sales of coal and feed, amounting to \$2,077,412. Stocks on hand at, end of the year were a.proximately $\$ 441,600$.

## RETAIL MERCHANDISING

PERSONNET, PAY-ROLL, STOCKS AND SALES

| Stocks on hand, end of year (at cost.) | Employment and wage facts |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Full-time employees |  |  | Part-time employees |  |  |  |
|  | Male | Female | Salaries | Male | Female | Salaries |  |
| $\begin{gathered} \$ \\ 70,075 \times 594 \end{gathered}$ | 31,135 | 192211 | $56,335,691$ | 4.560 | 5,096 | $\begin{gathered} \$ \\ 2,341,448 \end{gathered}$ |  |
| 18,780,216 | 4.406 | -11. 581 | 12.569 .940 | 196 | 3,825 | 720,250 | 2 |
| 12,099,195 | 3,322 | 3,807 | 7,957,024 | 98 | 292 | 186,717 | 3 |
| 1,395,579 | 186 | 603 | 432,730 | 44 | 229 | 22,698 | 4 |
| 5,295,442 | 998 | 7,171 | 4,179,186 | 54 | 3,304 | 510,835 | 5 |
| $6,690,445$ | 1.445 | 1. 039 | 3,313,733 | 525 | 302 | 224.811 | 6 |
| 498, 379 | 283 | 11 | 436,207 | 93 | 1 | 31,385 | 7 |
| 293,761 | 46 | 5 | 72,084 | 30 | 3 | 5,075 | 8 |
| 1,081,205 | 203 | 56 | 428,557 | 66 | 14 | 21,067 | 9 |
| 73,074 | 31 | 3 | 46,044 | 8 |  | 577 | 10 |
| 685,620 | 62 | 416 | 497,111 |  | 64 | 11,739 | 11 |
| 198,211 | 11 | 71 | 106,601 |  | 24 | 4,213 | 12 |
| 47,873 | 5 | 92 | 66,382 |  | 32 | 8,412 | 13 |
| 490,752 | 74 | 93 | 268,721 | 5 | 15 | 13,455 | 14 |
| 1,420,152 | 212 | 274 | 570,524 | 29 | 106 | 57,778 | 15 |
| 1,901,418 | 518 | 68 | 821,502 | 294 | 43 | 71,110 | 16 |
| 6,364,345 | 3.829 | 679 | 6.195 .204 | 249 | 36 | 97.564 | 17 |
| 2,712,395 | 714 | 114 | 1,291,346 | 30 | 8 | 15,241 | 18 |
| 1,252,948 | 1,819 | 292 | 2,597,358 | 40 |  | 40,773 | 19 |
| 876,723 | 377 | 70 | 552,630 | 144 | 22 | 33,768 | 20 |
| 1,286,704 | 701 | 190 | 1,407,338 | 29 | 6 | 5,934 | 21 |
| 235,575 | 218 | 13 | 346,532 | 6 |  | 1,348 | 22 |
| $7 \times 793,760$ | 1,900 | 130 | 2. 923,453 | 339 | 15 | 99,391 | 23 |
| 1,364,786 | 309 | 12 | 442,552 | 18 | 1 | 8,237 | 24 |
| 6,297,087 | 1,463 | 75 | 2,298,153 | 321 | 14 | 91,154 | 25 |
| 1.36,897 | 123 | 13 | 197,748 |  |  | - | 26 |

## CHAIN STORE OPERATIONS.

TABLE I--Continued
NUMBER OF CHAINS, STORES

Kind of Business

1 Food group, total
2 Bakery shop chains
3 Candy, nut and confectionery chains
4 Grocery chains
5 Combination (grocery with meat dent.) chains
6 Meat market chains
Fish market chains
Dairy roducts chains
7 Fruit and veretable chains
Coffee, tea and spice chains
3 Restaurant group, total
9 Cafeteria chains
10 Restaurant chains
Lunch room chains
Sandwich shop chains
Lunch counter chains
Refreshment booth chains
12 Automotive group, total
13 Motor vehicle dealer chains
Tire shop chains
Garage chains
15 Filling station chains (gas, oil and fuel oil) Filling station chains (tires, accessories, washing and polishing)
16 Filling station chains (candy, lunch counter, other merchandise)

17 Other chains, total
18 Brevers' warehouse chains
19 Coal, wood and ice dealer chains
20 Drug store chains
Farm implement chains
21 Machinery chains
22 Feed store chains


| Number chains | $\left[\begin{array}{c} \text { Number } \\ \text { of } \\ \text { stores } \end{array}\right.$ | $\begin{gathered} \text { Net sales } \\ (1930) \end{gathered}$ |
| :---: | :---: | :---: |
| 120 | 2.669 | $137,393,785$ |
| 12 | 114 | 1,247,517 |
| 14 | 169 | 5,443,221 |
| 44 | 749 | 45,043,653 |
| 23 | 2,379 | 74,800,139 |
| 20 1 | 221) | 8,447,682 |
| 2 | 14) |  |
| 2 | 10) | 2,411,573 |
| 2 | 9) |  |
| 21 | 290 | 14,283,226 |
| 5 | 27 | 2,887,496 |
| 5 | 33 | 3,951,987 |
| 3 | 27) |  |
| 2 | 54) |  |
| 4 | 140) | 7,443,743 |
| 2 | 9) |  |
| 42 | 841 | 34,708,474 |
| 10 | 78 | 19,174,965 |
| 1 | 5) | 658,069 |
| 3 | 15) | 653,065 |
| 15 | 486 | 10,091,633 |
| 12 | 246) |  |
|  |  | 4,783,807 |
| 1 | 11) |  |
| 108 | 1,899 | 270,318,735 |
| 6 | 40 | 6,380,578 |
| 6 | 43 | 5,265,159 |
| 31 | 292 | 13,971, 087 |
| 3 | 15) |  |
| 1 | 4) | 1,665,055 |
| 3 | 46 | 7,771,015 |

## RETAIL MERCHANDISING

PERSONNEL, PAY-ROLL, STOCKS AND SALES

| Stocks on hand, end of year (at cost) | Employment and wage facts |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Full-time employees |  |  | Part-time employees |  |  |  |
|  | Male | Female | Salaries | Male | Female | Salaries |  |
| $6,773,684$ | 6, 842 | 2.653 | $\begin{gathered} \$ \\ 10,463,689 \end{gathered}$ | 2,299 | 714 | $638.798$ | 1 |
| 23,282 164,782 $2,775,545$ $3,474,744$ | 58 215 1,508 4,211 | 188 704 953 698 | 209,801 815,766 $2,420,048$ $5,902,500$ | 34 393 1,796 | 32 74 311 279 | 9,848 30,871 95,041 471,479 | 2 3 |
| 218,262 | 712 | 53 | 883,845 | 75 | 5 | 28,409 | 6 |
| 117,069 | 138 | 57 | 231,729 | 1 | 13 | 3,150 | 7 |
| 393,801 | 2.121 | 1,692 | $3,249,851$ | 3 | 150 | 91,359 | 8 |
| $\begin{aligned} & 86,441 \\ & 56,455 \end{aligned}$ | $\begin{aligned} & 456 \\ & 578 \end{aligned}$ | $\begin{aligned} & 338 \\ & 618 \end{aligned}$ | $\begin{aligned} & 752,524 \\ & 996,426 \end{aligned}$ | 1 | $\begin{aligned} & 46 \\ & 26 \end{aligned}$ | $\begin{array}{r} 17,193 \\ 6,085 \end{array}$ | 9 10 |
| 250,905 | 1,087 | 736 | 1,500,901 | 2 | 78 | 68,081 | 11 |
| 3, 518, 133 | 3.242 | 95 | 4,325,420 | 218 | - | 99,069 | 12 |
| 2,984,955 | 1,270 | 84 | 2,038,426 | 6 | - | 2,829 | 13 |
| 90,621 | 68 | 4 | 72,430 | - | - | - | 14 |
| 257,575 | 1,239 | 1 | 1,431,076 | 203 | - | 92,006 | 15 |
| 184,982 | 665 | 6 | 783,488 | 9 | - | 4,234 | 16 |
| 19,756,210 | 7.350 | 1,352 | 13,290,401 | 731. | 54 | 370,206 | 17 |
| 388,034 | 210 | 33 | 287,300 | 5 | -- | 1,050 | 18 |
| 331,187 | 327 | 21 | 469,806 | 177 | 2 | 140,098 | 19 |
| 2,510,904 | 1,145 | 255 | 1,801,588 | 22 | 30 | 21,185 | 20 |
| 1,358,741 | 115 | 13 | 247,160 | 10 | 2 | 4,817 | 21 |
| 970,480 | 292 | 30 | 413,489 | 3 | 1 | 2,300 | 22 |

## CHAIN STORE OPERATIONS

## TABLE I- Continued

## NUMBER OF CHAINS, STORES



## CHAIN STORE OPERATIONS

TABLE $I$.
NUMBER OF CHAINS, UNITS


RETAIL MERCHANDISING

PERSONNEL, PAY ROLL, STOCKS AND SALES

| Stocks onhand, endof year(at cost)$\$$19.756210 | Employment and wage facts |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Full-time emoloyees |  |  | Part-time emoloyees |  |  |  |
|  | Male | Female | Salaries | Male | Female | Salaries |  |
|  | $7 \times 350$ | 1.352 | 13.290, 401 | 731 | 54 | $370_{2} 206$ | 1 |
| $\begin{array}{r} 45,543 \\ 5,109,060 \end{array}$ | 46 2.234 | 19 202 | 3, $\begin{array}{r}71,923 \\ \hline\end{array}$ | 2 247 | 3 | 2,400 43,905 | 2 3 |
| 419,500 | 170 | 67 | 265,488 | 71 | 5 | 23,849 | 4 |
| 429,557 | 165 | 35 | 446, ? 42 | 2 | 2 | 625 | 5 |
| 1, 744:178 | ], 213 | 173 | 2,565,807 | 2 |  | 103 | 6 |
| $688 \cdot 604$ | 402 | 49 | 750,444 | 8 | 5 | 2,687 | 7 |
| $2,480,387$ | 380 | 432 | 1.123,666 |  |  | - | 8 |
| 3,280,015 | 651 | 29 | 860, 373 | 182 | 3 | 127,187 | 9 |

## RETAIL SERVICES

PERSONNEL, PAY-ROLL, STOCKS AND RECEIPTS


## CHAIN STORE OPERATIONS

TABLE I--Continued
NUMBER OF CHAINS, UNITS

Kind of Business

1 Advertising agency chains $\qquad$
Outdoor display and billbourd advertising chains
$\left[\begin{array}{c}\text { Number } \\ \text { of } \\ \text { chains }\end{array}\right.$

2 Handbills, showcard, novelty advertising Collection and credit agency chains
Business services -

Domestic services -
Cleaners and dyers chains $\qquad$
$\qquad$
$\qquad$
4 Educational services
Personal services -
Barber shop chains $\qquad$
Beauty parlour chains
.

Hairdressing shop chains
Shoe shine chains

$$
1
$$


ransfer services -
General transfer chains
2
6 Trucking and cartage, local .................................
Taxi and auto livery chains
Other services -
Auto storage chains
2
Boot and shoe repair chains
1
Business machine repair chains ..............................................
7 Funeral directors
1
Hemstitching, sewing chains ................................... 1
Photography chains ............................................... 1
Miscellaneous chains ................................................................


[^0]RETALL SERVICES
PERSONHEL, PAY-ROLL, STOCKS AND RECEIPTS

| Stocks on hand, end of year (at cost) | Employment and wage facts |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Full-time employees |  | Part-time emoloyees |  |  |  |
|  | Male | Salaries | Male | Female | Salaries |  |
|  | 218 | 961,414 | ..' |  |  | 1 |
| 42,890 | 261 | 450,988 | 36 | 2 | 14,016 | 2 |
| 27. 590 | 623 | 1,359,223 | 5 | 5 | 5,200 | 3 |
| 624 | 48 | 169,231 | 1 | - | 119 | 4 |
| 3,292 | 75 | 126,016 | 3 | - | 500 | 5 |
| 693 | 1,108 | 1,231,049 | 1.96 |  | 160,034 | 6 |
| 197,816 | 421 | 635,074 | 10 | - | 610 | 7 |

## CHAIN STORE OPERATIONS

TABLE II.
OPERATING EXPENSES AND RANTAL COST


## RETAIT MERCHANDISING

FOR CHAINS, BV KINDS OF BUSINESS

| A11 other reported exuenses (includes rent) | $\begin{gathered} \text { Net sales } \\ (1930) \end{gathered}$ | Total operating exnense Per cent to net sales | (Inclu <br> Number of stores in leased premises | Rental in "All Rent paid for leased premises | Cost other expen <br> m) $\qquad$ <br> Net sales of stores in leased premises | es" <br> Per cent of rent to sales in leased premises |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $60,604,846$ | $\begin{gathered} \$ \\ 548,185,259 \end{gathered}$ | 21.76 | 5.792 | $13,635,619$ | $434,276,354$ | $\begin{array}{r}3.14 \\ \hline\end{array}$ |  |
| 13.933.953 | 107,077.192 | 25.42 | 426 | 3,224,575 | $83,564.613$ | 3.86 |  |
| $\begin{array}{r} 8,121,935 \\ 519,508 \\ 5,292,510 \end{array}$ | $63,900,706$ $3,793,107$ $39,383,379$ | 25.45 25.70 25.35 | $\begin{array}{r} 78 \\ 78 \\ 270 \end{array}$ | $1,546,792$ 134,462 $1,543,321$ | $\begin{array}{r} 48,424,196 \\ 2,744,003 \\ 32,396,414 \end{array}$ | $\begin{aligned} & 3.19 \\ & 4.90 \\ & 4.76 \end{aligned}$ |  |
| 5.024 .943 | 31.075 .260 | 27. 56 | 642 | 1.833 .001 | 30, 284, 086 | 6.05 | 6 |
| 776,469 | 4,970,600 | 25.03 | 102 | 286,383 | 4,696,742 | 6.10 |  |
| 169, 313 | 908,433 | 27.13 | :20 | 85,753 | 908,433 | 9.44 |  |
| 630,052 | 3,548,683 | 30,42 | 48 | 194,643 | 3,537,906 | 5.50 |  |
| 108,728 | 439, 050 | 35. 38 | 13 | 59,249 | 439,050 | 13.49 | 10 |
| 911,224 | $5,435,161$ | 26.12 | 116 | 387,511 | 5,434,039 | 7.13 | 11 |
| 164,435 | 1.082,916 | 25.42 | 28 | 85,234 | 1,082,918 | 7.87 | 12 |
| 143, 393 | 537,706 | 40. 58 | 42 | 83, 359 | -537,706 | 15.50 | 13 |
| 367, 047 | 1,529,016 | 42.46 | 16 | 79,022 | 1,529,016 | 5.17 | 14 |
| 788,577 | 4,746,729 | 29.85 | 54 | 195,231 | 4,513,078 | 4.32 | 15 |
| 965,705 | 7,876,966 | 23. 59 | 203 | 376,616 | 7,605,198 | 4.95 | 16 |
| 5,325,285 | 29,404, 176 | 39.51 | 320 | 637.732 | 17,189,789 | 3.71 | 17 |
| 1, 544,917 | 9,367,872 | 30.44 | 40 | 161,924 | 4,194,060 | 3.86 | 18 |
| $1,344,213$ | 6,671,898 | 59.69 | 156 | 217,702 | 6,247,273 | 3.48 | 19 |
| 578,644 | 3,610,004 | 32.27 | 59 | 87,383 | 2,109,616 | 4.14 | 20 |
| 1,738,888 | 8,722,991 | 36. 3.4 | 44 | 147,685 | 3,874,614 | 3.81 | 21 |
| 118,623 | 1,031,411 | 45. 28 | 21 | 23,038 | 764,226 | 3.01 | 22 |
| $12,240,436$ | 137,398,785 | 16.99 | 2,421 | 3,337,773 | 123,237,652 | 2.71 | 23 |
| 154,960 | 1,247,517 | 30.03 | 107 | 82,031 | 1,105,584 | 7.42 | 24 |
| 1,120,141 | 5,448,221 | 36. 10 | 162 | 441,693 | 4,813,629 | 9.18 | 25 |
| 2,670,123 | 45, 043,653 | 11. 51 | 677 | 738,427 | 39,411,281 | 1.87 | 26 |
| 7.282,308 | 74,800,139 | 18.25 | 1,239 | 1,831,867 | 67,848,683 | 2.70 | 27 |
| 856,295 | 8,447,682 | 20.93 | 208 | 209,080 | 7,730,348 | 2.70 | 28 |
| 156,609 | 2,411,573 | 16.23 | 28 | 34,675 | 2,328,127 | 1.49 | 29 |
| 2,701,252 | R3, 919, 411 | 23.95 | 99 | 126.803 | 4,390,588 | 2.89 | 30 |
| $\begin{array}{r} 521,569 \\ 1,945,517 \end{array}$ | $\begin{array}{r} 4,217,927 \\ 18,597,431 \end{array}$ | $\begin{aligned} & 23.05 \\ & 23.25 \end{aligned}$ | $\begin{aligned} & 48 \\ & 34 \end{aligned}$ | $\begin{array}{r} 89,726 \\ 8.592 \end{array}$ | $\begin{aligned} & 2,152,270 \\ & 1,134,265 \end{aligned}$ | $\begin{array}{r} 4.17 \\ .76 \end{array}$ | $\begin{aligned} & 31 \\ & 32 \end{aligned}$ |
| 234,166 | 1,104,053 | 39.12 | 17 | 28,485 | 1,104,053 | 2.58 | 33 |

## CHAIN STORE OPERATIONS

## TABLE JI --Continued

Kind of Business

1 Restaurant group, total
2 Cafeteria chains
3 Restaurant chains Lunch room chains
4 Sandwich shop chains Lunch counter chains Lunch counter chains ....

5 Automotive group, total
6 Motor vehicle dealer chains
Tire shop chains
Garage chains $\qquad$
8 Filling station chains (gas, oil and fuel oil) Filling station chains (tires, accessories, washing and polishing)
!
$\qquad$

## 。

Filling station chains (candy, lunch counter, other merchandise) $\qquad$
10 Other chains, total
11 Brewers' warehouse chains
12 Coal, wood and ice dealer chains $\qquad$
13 Drug store chains
Farm implement chains
$\qquad$
$\qquad$

Machinery chains
14 Machinery chains-16 Florist chains
17 Government liquor store chainsBooks and stationery chainsNews dealers, stationers and novelty store chains

19 Office, store and school furniture, equipment and supply chains $\qquad$Office and store mechanical appliance chainsTypewriter store chains11
Tobacco stand chainsTobacco store chains1
Camera and photographic supply chainsOptical goods chains$\frac{1}{2}$
Gift shop chains Jewellery chains3Fur companies trading stores chainsInstitutional stores chains

Luggage and leather goods chains

Patent medicine chains
Sporting goods chains
$\left.\begin{array}{|c|r|r|}\hline & & \\ \text { Number } \\ \text { of } \\ \text { chains } & \text { Number } & \text { of } \\ \text { stores }\end{array} \begin{array}{c}\text { Total } \\ \text { pay-roll } \\ \text { reported }\end{array}\right]$

RETAIL MERCHANDISING
FOR CHAJNS, BY KINDS OF BUSINESS.

| All other reported expenses (includes rent) | Net sales (1930) | Total <br> oper- <br> ating <br> ex- <br> pense <br> Per <br> cent <br> tonet <br> sales | Rental Cost <br> (Included in "All other expenses" column) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Number of stores in leased premises | Rent paid for leased oremises | Net sales of stores in leased premises | Per cent of rent to sales in leased premises |  |
| $\begin{gathered} \$ \\ 3,105,042 \end{gathered}$ | $14,283,226$ | -45.13 | 221 | $1,009,214$ | $11,582,538$ | premises 8.72 | 2 |
| 709,530 $1,026,762$ | $2,887,496$ $3,951,987$ | 51.23 51.35 | 26 29 | 230,148 <br> 280,916 | $2,881,099$ $3,683,255$ | $\begin{aligned} & 7.99 \\ & 7.63 \end{aligned}$ | 2 2 3 |
| 1,368,750 | 7,443,743 | 39.47 | 1.66 | 498,150 | 5,018,184 | 9.93 | 4 |
| 3.743, 380 | 34,708,474 | 23. 53 | 210 | 397,206 | 14, 306,694 | 2.78 | 5 |
| 2,025,441 | 19,174,965 | 21.21 | 38 | 225,464 | 10,448,650 | 2.16 | 6 |
| 55,397 | 658,069 | 19.42 | 15 | 20,249 | 599,528 | 3.37 | 7 |
| 1,137,956 | 10,091,633 | 26.37 | 90 | 92,706 | 1,958,093 | 4.73 | 8 |
| 524,586 | 4,783,807 | 27.43 | 67 | 58,787 | 1,300,423 | 4.52 | 9 |
| 14,530,555 | 1.70,318,735 | 16.55 | 12453 | 3,069,315 | $149,720,394$ | 2.05 | 10 |
| 263,545 | 6,880,578 | 8.02 | 38 | 62,782 | 6,101,558 | 1.03 | 11 |
| 416,161 | 5,265,159 | 19.49 | 15 | 22,558 | 2,010,552 | 1.12 | 12 |
| 1,690,044 | 13,971,087 | 25.14 | 282 | 845,163 | 13,589, 213 | 6.22 | 13 |
| 273,671 | 1,665,055 | 31.57 | 9 | 7,089 | 460,534 | 1.54 | 14 |
| 571,217 | 7,771,015 | 12.70 | 26 | 33,363 | 3,122,366 | 1.07 | 15 |
| 172,571 | 608,084 | 40,60 | 9 | 32,676 | 368,071 | 8.88 | 16 |
| 4,712,644 | 100,394,009 | 8.71 | 635 | 622,170 | 96,637,033 | . 64 | 17 |
| 200,057 | 1,209,023 | 40.78 | 17 | 78,035 | 1,209,023 | 6.45 | 18 |
| 492,481 | 2,774,011 | 33.88 | 20 | 65,053 | 2,021,088 | 3.22 | 19 |
| 1,321,579 | 8,360,254 | 46.50 | 119 | 190,831 | 7,990,328 | 2.39 | 20 |
| 1,168,853 | 7,800,763 | 24.64 | 210 | 680,422 | 7,379,284 | 9. 22 | 21 |
| 1,627,065 | 7,514,775 | 36.60 | 49 | 399,104 | 7,514,775 | 5.31 | 2.2 |
| $1,620,667$ | 6,104,922 | 42.72 | 24 | 30,069 | 1,316,569 | 2.29 | 2.3 |

## CHATN STORE OPERATIONS

TABJE II.
OPERATYNG EXPENSFS ANO RENTAS, COST

## Kind of Business

1. 

> All Chains, Total

Amusemert thains
2 Motior picture chains Billiards and pool cheins Bowling alley chains
Coricession chains
Golf scurse chains
Pusiness serpices -
4 Advertising agency chains Outdoor display and billboard advertising chains
5 Hardbills, showcard and novelty advorti=ing choins Collection and credit agemcy shains

Domestic services -
Cleaners and dyers chains
6 Leandry chains
Coat and towel supply chains
7 Educational service chains
Personal services -
Barber shop chains
. . . . . ...........................................
Beauty parlour chains
Hairdressing shop chains
Shoe shine chains
Transfer services
General transfer chains
9 Trucking and cartage, Jocal
Taxi and livery chains
Other services -
Auto storage chains
Boot and shoe repair chains
Business machine repair chains
Furieral directors
Hemstitching, sewing chains
Photogranhy chains
Miscellaneous chains

| Number <br> of chairis | $\begin{gathered} \text { Number } \\ \text { of } \\ \text { onits } \end{gathered}$ | $\begin{aligned} & \text { Total } \\ & \text { pay-roll } \\ & \text { reported } \end{aligned}$ |
| :---: | :---: | :---: |
| 63 | 458 | $\begin{gathered} \$ \\ 8.034,543 \end{gathered}$ |
| $\begin{array}{r} 16 \\ 1 \\ 1 \\ 1 \\ 1 \end{array}$ | 168 <br> 6) <br> 5) <br> 5) <br> 9) | $2,755,703$ 165,366 |
| $\begin{aligned} & 5 \\ & 3 \\ & 1 \\ & 1 \end{aligned}$ | 28 <br> 17) <br> 9) <br> 9) | 961,414 $465, ~ ก 01$ |
| $\begin{array}{r} 10 \\ 1 \\ 1 \end{array}$ | 54) <br> 6) <br> 9) | $1,364,423$ |
| 4 | 43 | 169,350 |
| $\begin{aligned} & 1 \\ & 1 \\ & 1 \\ & 1 \end{aligned}$ | 6) <br> 5) <br> 5) <br> 6) | 126,516 |
| $\begin{aligned} & 2 \\ & 2 \\ & 1 \end{aligned}$ | $\begin{aligned} & \text { 11) } \\ & \text { 10) } \\ & \text { 4) } \end{aligned}$ | 1. 391.083 |
| $\begin{aligned} & 2 \\ & 1 \\ & 1 \\ & 1 \\ & 1 \\ & 1 \\ & 1 \end{aligned}$ | 8) <br> 4) <br> 7) <br> 6) <br> 5) <br> 6) <br> 7) | 635,684 |

## RETAIL SERVICES

FOR CHATNS, BY KINDS OF BUSINESS


## CHAIN STORE OPERATIONS -- RETAIL MERCHANDISING

TABLE III。

## CHATNS CLASSIFIED ACCORDTNG TO TYPE OF OPERATION, BY KINDS OF BUSINESS

| Kind of Business | $\begin{gathered} \text { Number } \\ \text { of } \\ \text { chains } \end{gathered}$ | Number of stores | $\begin{gathered} \text { Net sales } \\ (1930) \end{gathered}$ | Per cent of total sales | Stocks on hand, end of year (at cost) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| All Chains, Total | -523 | 8, 573 | $548,185,259$ | 100.00 | $70,075,594$ |
| Local chains | 201 | 1,333 | 67,670,372 | 12.34 | 7,929,866 |
| Provincial chains | 203 | 2,922 | 208,839,447 | 38.10 | 2.3, 612,212 |
| Sectional chains | 60 | 1,696 | 102,324,533 | 18.67 | 13, 913,070 |
| National chains | 59 | 2.622 | $169,350,907$ | 30. 89 | 24.6?0,446 |
| Manufacturer-controlled chains (included in above), total | 36 | 449 | 37,260,569 | 100.00 | 7,580, 730 |
| Manufacturer-controlled, Provincial. | 4 | 31 | 3,410,130 | 9.15 | 600,139 |
| Manufacturer-controlled, Sectional. | 6 | 42 | 2,099,912 | 5.64 | 592,830 |
| Manufacturer-controlled, National .. | 26 | 376 | 31.750,527 | 85.21 | 6,387,761 |
| Dry goods store chains, total | 10 | 95 | 3,793,107 | 100.00 | 1,395.579 |
| Local chains | 6 | 31 | 1,525,674 | 40,22 | 555,289 |
| Provincial chains | 4 | 64 | 2,267,433 | 59.78 | 840,290 |
| Variety store chains, total | 15 | 327 | 39,353. 379 | 100.00 | 5,285,442 |
| Local chains | 2 | 17) | 3,470,931 | 8.13 | 553,201 |
| Provinct |  |  |  |  |  |
| Sectional chains National chains . | $\begin{aligned} & 1 \\ & 4 \end{aligned}$ | 22) | 35,912,448 | 91.87 | 4,732,241 |
| Men's and boys' apparel (including hat and cap chains), total | 22 | 191 | 9,866,766 | 100.00 | 1,946,419 |
| Local chains | 3 | 35 | 1,375,777 | 13.94 | 327,308 |
| Provincial chains | 9 | 62 | 3,242,300 | 32.86 | 940,636 |
| Sectional chains | 3 | $28)$ |  |  |  |
| National chains | 2 | 66 | 5,248,689 | 53.20 | 678.475 |
| Women's apparel (including women's accessory chains and furrier chains) total | 21 | 161 | 8,047,093 | 100,00 | 2,374,583 |
| Local chains | 5 | 30 | 918,519 | 11.41 | 208,217 |
| Provincial chains |  | 47 | 1,429,697 | 17.77 | 328,606 |
| Sectional chains | 6 |  |  |  |  |
| National chains | 2 | 56 | 5,698,877 | 70,92 | 8.37 .760 |

## CHAIN STORE OPERATIONS - RETAIL MERCHANDISING

TABLE III--Continued
CHATNS CLASSIFIEI ACCORDING TO TYPE OF OPERATION,
BY KINIDS OF BUSINESS

(a) Manufacturer controlled.
(b) Includes one manufacturer-controlled chain.

TABI,F III--Continuerl
CHAINS CLASSIFIED ACCORDING TO TYPE OF OPERATION, BY KINDS OF BUSINESS


CHAIN STORE OPERATIONS - RETAIL MERCHANDISING
TABLE III--Continued
CHAINS CLASSIFIED ACCORDING TO TYPE OF OPERATION, BY KINDS OF BUSINESS

| Kind of Business | Number of chains | $\begin{aligned} & \text { Number } \\ & \text { of } \\ & \text { stores } \end{aligned}$ | $\begin{gathered} \text { Net sales } \\ (1930) \end{gathered}$ | Per cent of total sales | Stocks on hand, end of year (at cost) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Restaurant group, total | 21 | 290 | $14,283,226$ | 100.00 | $\begin{gathered} \$ \\ 393,801 \end{gathered}$ |
| Local chains | 11 | 58 | 3,614,148 | 25,30 | 106,881 |
| Provincial chains | 4 | 24 | 2,002,933 | 14.02 | 74,090 |
| Sectional chains | 3 | 28 | 4,644,474 | 32.52 | 58,229 |
| National chains | 3 | 180 | 4,021,671 | 28.16 | 154,601 |
| Motor vehicle chains, total | 10 | 78 | $19,174,965$ | 100.00 | 2,985,276 |
| Local chains.... Provincial chains | $\begin{aligned} & 1 \\ & 5 \end{aligned}$ | $\begin{aligned} & \text { 4) } \\ & \text { 46) } \end{aligned}$ | 8,098,321 | 42.23 | 1,128,329 |
| Sectional chains (a) <br> National chains (a) | $\begin{aligned} & 1 \\ & 3 \end{aligned}$ | $\begin{array}{r} \text { 4) } \\ \text { 24) } \end{array}$ | 11,076,644 | 57.77 | 1,856,947 |
| Filling station chains, total | 28 | 743 | 14,875,440 | 100.00 | 442,557 |
| Local chains |  | 61 | 1,617,945 | 10.88 | 36,576 |
| Provincial chains ...................... | 11 | 161 | 3,025,699 | 20.34 | 148,737 |
| Sectional chains | 5 | 169) | 10,231,796 | 68.78 | 257,244 |
| Drug store chains, total | 31 | $352)$ 292 |  |  |  |
| Local chains | 24 | 174 | 6,696,634 | 47.93 | 1,395,245 |
| Provincial chains | 5 | 75) | 6,006,634 |  |  |
| Sectional chains <br> National chains | $\begin{aligned} & 1 \\ & 1 \end{aligned}$ | $\begin{array}{r} 6 \\ 37 \end{array}$ | 7,274,453 | 52.07 | 1,115,659 |
| office and store mechanical appliance chains office, store and school furniture, equipment and supplies chains |  |  |  |  |  |
| Sectional chains <br> National chains (b) | $\begin{array}{r} 1 \\ 15 \\ \hline \end{array}$ | $\begin{array}{r} \text { 4) } \\ 169) \end{array}$ | 11,134,265 | 100,00 | 2,173,755 |

TABLE III.

## CHAIN STORE OPERATIONS - RETAIL SERVICES

| Kind of Eusiness | Number <br> of <br> chains | $\left[\begin{array}{c} \text { Number } \\ \text { of } \\ \text { units } \end{array}\right.$ | $\begin{gathered} \text { Receipt.s } \\ (1930) \end{gathered}$ | $\begin{array}{c\|} \hline \text { per } \\ \text { cent } \\ \text { of to. } \\ \text { tal re } \\ \text { ceipts } \end{array}$ | Stocks on hand, end of year (at cost) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| All Chains, Total | 60 | 436 | $\begin{gathered} \$ \\ 34,369,468 \\ \hline \end{gathered}$ | 10000 | $\begin{array}{r} \$ \\ 282,905 \end{array}$ |
| Local chains | 20 | 128 | 5,847,203 | 17.01 | 5,711 |
| Provincial chains | 21 | 124 | 5,915,403 | 17, 27 | 60,628 |
| Sectioral chains | 6 | 39 | 3.209,100 | 3. 34 | 162,540 |
| National chains | 16 | 167 | 19, 396,762 | 56.44 | 54,026 |
| Theatre chains, total | 16 | 168 | 15,135,.148 | 100.00 | - |
| Local chains | 7 |  | 3,71.8,039 | 24.57 | - |
| Sectional chains | 1 <br> 1 | 112 | 11,417,109 | 75.43 | -- |

(a) Manufacturer-controlled. (b) Including 13 manufacturer-controlled chains.

TABLE IV.
CHAINS, STORES AND SALES


## CHATN STORE OPERATIONS

TABLE IV.
CHAINS, UNITS AND RECEIPTS

| All Chains, Total | 1 Chairs <br> 2 Units <br> 3 Receints |  | $\begin{array}{r} 63 \\ 458 \\ 369.468 \end{array}$ | $\begin{array}{r} 17 \\ 5.095330 \end{array}$ | $\begin{array}{r} 14 \\ 34 \\ 1,693,031 \end{array}$ | $\begin{array}{r} 9 \\ 19 \\ 668,286 \end{array}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Theatre chains | 4 Chains <br> 5 Units <br> 6 Roccipts |  | $\begin{array}{r} 30 \\ 168 \\ 135,148 \end{array}$ | $(\mathrm{x})^{2}$ | $\begin{array}{r} 3 \\ 7 \\ 949.712 \\ \hline \end{array}$ | (x) ${ }^{2}$ |

An (X) indicates that the information is witheld to avold disclosing the operations of any individual company. The amourts, howeser, are in iuded in the totals.

## RETAIL MERCHANDISING

BY PROVINCES AND TERRITORIES

| Manitoba | Ontario | Quebec | New Bmunswick | Nova Scotia |  | Yukon and Northwest Territories |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 92 | 252 | 174 | 46 | 51 | 9 | 7 | 1 |
| 435 | 3,317 | 1,698 | 170 | 230 | 12 | 81 | 2 |
| 22,638,438 | 232,515,502 | 117,294,716 | 12,224,068 | 15,351,775 | 678,723 | 2,087,701 | 3 |
|  | 20 | 23 |  |  | 2 | - | 4 |
| 15 | 258 | 175 | 22 | 33 | $2^{2}$ |  | 5 |
| 2,078,141 | 36,675, 281 | 13,803,356 | 2,395,360 | (X) | (X) | - | 6 |
| 11 | - 49 | - 36 |  | 6 |  | - | 7 |
| 21 | 351 | 185 | 10 | 15 | - |  | 8 |
| $1,692,975$ | 15,063,575 | 9,522,548 | 368,600 | 502,759 | - |  | 9 |
| - 7 | 26 |  |  |  | 1 | - | 10 |
| 17 | 170 | 179 |  |  | 1 | - | 11 |
| 954,145 | 14,038,466 | 8,822,180 | (X) | (X) | (x) |  | 12 |
| 11 | 52 | 27 |  | 11 | 2 | 1 | 13 |
| - 1.39 | J. 258 | 556 |  | 67 |  | 2 | 14 |
| 6,429, 230 | $75,104,925$ | 26,709,712 | (X) | 3,534,518 | (x) | (x) | 15 |
| 11 |  | - 5 | 1 |  | - | - | 16 |
| 87 | $49$ | 16 |  | 7 | - |  | 17 |
| 2,067,544 | 3,673,501 | 1,844,817 | (x) | (X) |  |  | 18 |
| -5 | 12 | - 8 |  |  | 1 | - | 19 |
| 15 | 138 | 63 |  | 2 | 1 | - | 20 |
| (X) | 6,230,001 | 5,280,460 | (X) | (x) | (X) | - | 21 |
|  | 24 | 24 | 5 | 6 | - | - | 22 |
|  | 497 | 189 | 28 | 32 | - | $\cdots$ | 23 |
| 1., 281,586 | 15,221,77\% | 13,262.222 | 1,986,048 | 628,32.5 | - | - | 24 |
| - 2 |  |  |  | 4 | 1 |  | 25 |
| 11 | 137 | 54 | 4 | 18 | 1 | - | 26 |
| (X) | 6,989,233 | 2,367,885 | (X) | 560,770 | (x) | - | 27 |
| 14 | 1.5 | 15 | 9 | 8 | - |  | 28 |
| 15 | -62 | -23 | 9 | 10 | - | - | 29 |
| 844.264 | $4,954,4.85$ | 2,563,992 | 244,980 | 402,558 | - | - | 30 |
| 17 | 31 |  |  | 5 | 2 | 6 | 31 |
| - 88 | -. 397 | - 258 | -42 | 35 | 5 | 79 | 32 |
| 6,132,998 | 54,664,258 | 33,117,544 | 4,849,884 | 2,210,260 | (X) | (X) | 33 |

PETAIL SERVICES
PROVINCES AND TERRITORTES


TABLE V.
CASH AND CREDIT SALES, BY TYPES OF OPERATION AND KINDS OF BUSINESS

| Kind of Business | Number of chains reporting credit sales | Total net sales in chains revorting credit | Net credit sales reported (including instalment sales) | Ratio of credit sales to tota. . seles | Number of chains reporting that they sell only for cash | Total net sales of such chains |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| x)All Chains, Total | 223 | $216,479,069$ |  | 42.8 | 175 | $\begin{gathered} \$ \\ 278,553,391 \end{gathered}$ |
| Local chains | 65 | 23,023,249 | 12,334,597 | 53.5 | 90 | 29,899,784 |
| Provincial chains | 90 | 40,111,457 | $25,490,635$ | 63.5 | 58 | $147,195,677$ |
| Sectional chains | 35 | 73,988, 010 | 21,520,996 | 27.2 | 11 | 15,524,410 |
| National chains | 33 | $74,356,353$ | 33, 427,722 | 44.3 | 16 | $85,933,520$ |
| Department and general store chains | 17 | 59,541,998 | 12,814,548 | 21. 52 | 2 | 219,715 |
| Men's and boys" clothing chains (including custom tailors) | 3 | -537,286 | 343,002 | 63..84 | 4 | 4,147,095 |
| Family clothing chains (including fumishings) ......... | 8 | 3,950,291 | 2,014,602 | 50.99 | 4 | 615,662 |
| Women's apparel chains | 6 | 943,037 | 336,508 | 35.43 | 8 | 4,497,124 |
| Furniture chains | 6 | 5,181,092 | $4,425,293$ | 85.41 | -. |  |
| Household appliance chains | 6 | 6,671,898 | 5,564,099 | 83, 40 | - |  |
| Household appliance chains (owned by utility companies) | 11 | 3,032,426 | 2,693,309 | 88.83 | - |  |
| Radio chains, radio and electrical, radio and musical instruments chains |  |  |  |  |  |  |
| Grocery store chains | 12 | $8,722,991$ $3,195,529$ | $7,128,213$ 705,963 | 81.72 22.09 | 26 | 38,239,134 |
| Combination (grocery with meat) chains | 11 | 30,791,236 | 1,212,749 | 3.94 | 6 | $41,391,194$ |
| Meat market chains, fish market chains | 11 | 6,178,587 | 3,176,543 | 51.41 | 8 | 2,082,929 |
| Hardware chains | 11 | 4,026,459 | 2,786,772 | 69.21 | - |  |
| Lumber and building material chains | 31 | 13,084,694 | 9,596,306 | 73.34 | - |  |
| Automobile dealer chains | 8 | 18,371,279 | $11,277,333$ | 61. 39 | - |  |
| Filling station chains (gas, oil and fuel oil) ........ | 4 | 7,187,755 | 1, 004,576 | 13.98 | 1 | 155,238 |
| Filling station chains (tires, accessories, washing and polishing | 9 | 3,917,610 |  |  |  |  |
| Coal and ice dealer chains | 3 | 2,392,218 | 1, 362,772 | 82.05 |  |  |
| Drug store chains | 10 | 2,599,881 | -299,638 | 11.53 | 13 | $8,355,606$ |
| Office, store and school furniture, equipment \& supplies Office and store mechanical appliances and typewriter | 4 | 2,774,011 | 2,718,223 | 97.99 | - |  |
| chains ................... | 8 | 6,260,174 | 5,503,439 | 87.91 | - |  |
| (x) Manufncturer-controlled chains(included in Total). | 28 | 33,243,687 | 26,195,997 | 78.8 | 1 | 109,672 |

TABLE VI.
CHAIN UNITS CLASSIFIED ACCORDING TO AGE,
BY KINDS OF BUSINESS AND GEOGRAPHIC DIVISTONS

| Geographic Division and Kind of Business | Per cent of total units | Total units | Date of establishment of units |  |  |  |  |  | ```Number whose ages not deter- mined``` |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | 1930 | 1929 | 1923 | 1927 | 1926 | $\begin{gathered} \text { Pre- } \\ \text { vious } \\ \text { to } \\ 1926 \end{gathered}$ |  |
| All Chains, Canada, Total | 100.00 | 8,573 | 234 | 1,080 | 344 | 682 | 395 | 3, 933 | 555 |
| British Columbia | 8.18 | 701 | 83 | 89 | 68 | 52 | 33 | 329 | 47 |
| Alberta ... | 8.06 | 691 | 63 | 76 | 47 | 43 | 28 | 404 | 30 |
| Saskatchewan | 14,44 | 1,238 | 107 | 128 | 80 | 51 | 84 | 763 | 25 |
| Manitoba | 5,08 | 435 | 48 | 116 | 34 | 5 | 7 | 186 | 39 |
| Ontario | 38.69 | 3,317 | 401 | 430 | 480 | 331 | 135 | 1,361 | 179 |
| Quebec | 19.81 | 1,698 | 217 | 199 | 179 | 149 | 100 | 699 | 155 |
| New Brunswick | 1.98 | 170 | 19 | 19 | 12 | 41 | 3 | 65 | 11 |
| Nova Scotia .. | 2. 68 | 230 | 43 | 22 | 36 | 10 | 5 | 69 | 45 |
| Prince Edward Island .... | . 14 | 12 | 2 | 1 | 1 | - | - | 4 | 4 |
| Yukon and Northwest Territories | 94 | 81 | 1 | - | 7 | - | - | 53 | 20 |
| General merchandise groun, Canadu, total | 100.00 | 611. | 48 | 103 | 73 | 53 | 26 | 277 | 31 |
|  | 4.91 | 30 | 3 | 6 | 3 | 2 | - | 15 | 1 |
| Alberta .... | 7.04 | 43 | 3 | 3 | 3 | 3 | -- | 24 | 7 |
| Saskatchewan | 5.40 | 33 | 3 | 4 | - | 1 | 5 | 17 | 3 |
| Manitoba | 2.45 | 15 | - | 5 | - | - | - | 9 | 1 |
| Ontario | 42.23 | 258 | 14 | 61 | 48 | 28 | 7 | 95 | 5 |
| Quebec | 28.64 | 175 | 19 | 21 | 13 | 16 | 12 | 85 | 9 |
| New Brunswick | 3,60 | 22 | 1 | 2 | - |  | 1 | 18 |  |
| Nova Scotia . . . . . . | 5.40 | 33 | 5 | - | 6 | 3 | 1 | 13 | 5 |
| Prince Edward Island ...... | . 33 | 2 | 5 | 1 | -. | - | - | 1 | - |
| Yukon and Northvest Territories. |  | - | - | - | - |  | - | - | - |
| Apparel group, Canada, total | 100.00 | 660 | 138 | 106 | 60 | 43 | 17 | 261 | 35 |
| British Columbia | 5.91 | 39 | 8 | 9 | 6 | 2 | 1 | 13 | - |
| Alberta | 3.64 | 24 | 7 | 5 | - | 3 | - | 7 | 2 |
| Saskatchewan | 2.27 | 15 | 1 | 4 | - | 1 | - | 7 | 2 |
| Manitoba | 3.18 | 21 | 8 | 2 | -- | 3 | 1 | 7 | - |
| Ontario | 53.18 | 351 | 72 | 52 | 46 | 27 | 7 | 126 | 21 |
| Quebec.... | 28.03 | 185 | 35 | 26 | 3 | 7 | 8 | 91 | 10 |
| New Brunswick | 1.52 | 10 | 2 | 5 | - | - | - | 3 | - |
| Nova Scotia ........ | 2.27 | 15 | 5 | 3 | - | - | - | 7 | - |
| Prince Edward Island |  | - | - | - | - | - | - | - | - |
| Yukon and Northwest Territories ............ |  | - | - | - | - | - | - | - | - |

CHAIN UNITS CLASSIFIED ACCORDING TO AGE, BY KINDS OF BUSINESS AND GEOGRAPHIC DIVISIONS

| Geographic Division and Kind of Business | Per cent of total units | Total units | Date of establishment of units |  |  |  |  |  | Number whose ages not determined |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | 1930 | 1929 | 1928 | 1927 | 1926 | $\begin{array}{\|c\|} \hline \text { Pre- } \\ \text { vious } \\ \text { to } \\ 1926 \\ \hline \end{array}$ |  |
|  | 100.00 | 481 | 52 | 34 | 19 | 23 | 5 | 242 | 106 |
|  | 5.61 | 27 | 1 | 2 | 1 | 4 | - | 14 | 5 |
|  | 3.53 | 17 | 2 | 1 | - | - |  | 9 | 5 |
|  | 8.94 | 43 | 17 | 9 | 2 | - | - | 13 | 2 |
|  | 3.53 | 17 | 4 | 4 | - | 1 | - | 8 | - |
|  | 35.34 | 170 | 13 | 13 | 12 | 12 | 4 | 93 | 23 |
|  | 37.22 | 179 | 14 | 5 | 4 | 5 | -- | 82 | 69 |
|  | 3.33 | 16 | 1 | - | - | - | 1 | 13 | 1 |
|  | 2.29 | 11 | -. | - | - | 1 | - | 9 | 1 |
|  | . 21 | 1 |  | - | - |  | - | 1 | - |
|  |  | 1 | - | - | - |  | - | 1 | - |
| Food grouis, Canada, total British Columbia | 100.00 | 2,669 | 379 | 502 | 384 | 269 | 130 | 863 | 142 |
|  | 11.73 | 313 | 52 | 53 | 44 | 27 | 8 | 117 | 12 |
| Alberta ......... | 5.02 | 134 | 16 | 36 | 8 | 11 | 7 | 49 | $7$ |
| Saskatchewan | 6.29 | 168 | 34 | 59 | 20 | 12 | 8 | 31 | 4 |
| Manitoba | 5.21 | 139 | 24 | 80 | 7 | - | 2 | 25 | 1 |
| Ontario | 47.13 | 1,258 | 142 | 170 | 186 | 114 | 76 | 510 | 60 |
| Quebec ...... | 20.83 | - 556 | 32 | 94 | 91 | 99 | 26 | 111 | 53 |
| New Brunswick | 1.12 | 30 | 11 | 3 | 6 | - | -- | 8 | 2 |
| Nova Scotia ..... | 2.51 | 67 | 17 | 7 | 21 | 6 | 3 | 10 | 3 |
| Prince Edward Island ..... | . 08 | 2 | 1 | - | 1 | - | - | - | - |
| Yukon and Northwest Territories | . 08 | 2 |  | - |  | - | - | 2 | - |
| Lumber and building group, Canada, total .......... (including hardware) <br> British Columbia | 100.00 | 1,122 | 67 | 80 | 76 | 58 | 25 | 805 | 11 |
|  | $\underline{100.00}$ | 1,122 | 67 | 80 | 76 | 5 | 25 | 805 | 11 |
| British Columbia <br> Alberta | .71 27.90 | 8 313 | $\overline{26}$ | 18 | 27 | 8 23 | 7 | 201 | - 1 |
| Saskatchewan | 27.90 57.13 | 641 | 19 | 43 | 23 | 21 | 4 | 522 | 9 |
| Manitoba | 7.75 | 87 | 9 | 11 | 19 | 21 | 2 | 46 | - |
| Ontario | 4.37 | 49 | 12 | 7 | 5 | 4 | - | 20 | 1 |
| Quebec.... | 1.43 | 16 | 1 | - | 2 | 1 | 1 | 11 | - |
| New Brunswick | . 09 | 1 | 1 | - | - | 1 | - | - | - |
| Nova Scotia ........ | . 62 | 7 | - | 1 | - | - | 1 | 5 | - |
| Prince Edward Island .. |  | - | - | - | - | - | 1 | 5 | - |
| Fukon and Northwest Territories. |  | - | - | - | - | - | - | - | - |

CHAIN UNITS CLASSIFIED ACCORDING TO AGE,
BY KINDS OF BUSINESS AND GEOGRAPHIC DIVISIONS

| Geographic Division and Kind of Business | Per cent of total units | Total units | Date of establishment of units |  |  |  |  |  | Number whose ages not determined |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | 1930 | 1929 | 1928 | 1927 | 1926 | $\begin{gathered} \text { Pre- } \\ \text { vious } \\ \text { to } \\ 1926 \\ \hline \end{gathered}$ |  |
|  | 100.00 | 290 | 32 | 25 | 33 | 8 | 16 | 160 | 16 |
|  | 12.76 | 37 | 7 | 3 | 2 | 1 | 2 | 18 | 4 |
|  | 5.86 | 17 | 1 | 1 | 1 | - | 1 | 10 | 3 |
|  | 3.10 | 9 | - | - | - | - | 1 | 8 | - |
|  | 5.17 | 15 | - | - | 2 | - | - | 3 | 5 |
|  | 47.59 | 138 | 21 | 7 | 21 | 4 | 5 | 76 | 4 |
|  | 21.72 | 63 | 3 | 13 | 7 | 3 | 7 | 30 | - |
|  | 2.76 | 8 |  | 1 | - |  |  | 7 | - |
|  | . 69 | 2 | - | 1 | - | - | - | 2 | - |
|  | .35 | 1 | - | - | -. | - | - | 1 | - |
|  |  | - |  | - | - | - | - | 1 | - |
| Automotive groun, Canada, tot | 100.00 | 841 | 197 | 129 | 145 | 42 | 32 | 252 | 44 |
|  | 2.02 | 17 | 8 | - | - | - | - | 8 | 1 |
| Alberta .... | 2.50 | 21 | 4 | 1 | 4 | 1 | 2 | 8 | 1 |
| Saskatchewan | 3.57 | 30 | 16 | 1 | 1 | 1 | 1 | 10 |  |
| Manitoba | 3.21 | 27 | 1 | 9 | 1 | 1 | - | 14 | 1 |
| Ontario | 59.10 | 497 | 108 | 83 | 99 | 34 | 20 | 130 | 23 |
| Quebec | 22.47 | 189 | 46 | 20 | 30 | 4 | 8 | 75 | 6 |
| New Brunswick | 3.33 | 28 | 2 | 6 | 4 | 1 | 1 | 6 | 8 |
| Nova Scotia ........... | 3.80 | 32 | 12 | 9 | 6 | - | - | 1 | 4 |
| Prince Edward Island ................ Yukon and Northwest Territories |  | - | - |  | - | _ | - | 1 | - |
| Yukon and Northwest Territories |  | - | - | - | - | - | - | - | - |
| Drug store chains, Canada, tot | 100.00 | 292 | 27 | 37 | 19 | 13 | 12 | 162 | 22 |
| British Columbia ........ | 14.04 | 41 |  | 5 | 2 | 1 | - | 14 | 17 |
| Alberta | 6.51 | 19 | 1 | 5 | 3 | - | 1 | 9 | - |
| Saskatchewan | 2.40 | 7 | 1 | 2 | - | 1 | - | 3 | - |
| Manitoba. | 3.77 | 11 | - | 2 | 1 | - | 1 | 7 | - |
| Ontario.. | 46.92 | 137 | 14 | 15 | 6 | 10 | 9 | 83 | - |
| Quebec | 19.49 | 54 | 5 | 4 | 4 | 1 | 1 | 34 | 5 |
| New Brunswick | 1.37 | 4 | 3 | 2 | 1 | - | - | 1 | - |
| Nova Scotia .... | 6.16 | 18 | 3 | 2 | 2 | - | - | 11 | - |
| Prince Edward Island ............ | . 34 | 1 | 1 | - | - | - | - | 11 | -. |
| Yukon and Northwest Territories. |  | - | - | - | -- | -. | - | - | - |

CHAIN UNITS CLASSIFIED ACCORDING TO AGE,
BY KINDS OF BUSINESS AND GEOGRAPHIC DIVISIONS

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BHLOTUEGUE STATISTIOUE CANAOA


1010367470


[^0]:    (a) Total sales value of advertising placed.

