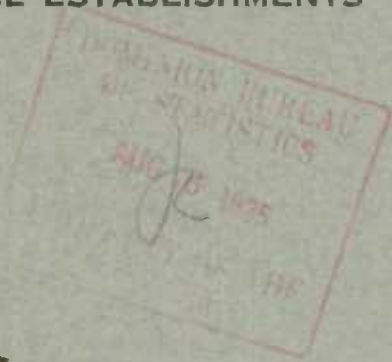


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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS



DRUG RETAILING
IN
CANADA
1930

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS, 1931.

DRUG RETAILING IN CANADA, 1930

Table of Contents

	<u>Page</u>
Introduction --	
Number and Sales of Drug Stores	3
Per Capita Sales	3
Distribution of Stores and Sales by Provinces and by Size of Locality	4
Distribution of Drug Stores and Sales by Types of Operation (Chains and Independents)	5
Distribution by Economic Divisions, Types of Operation and Size of Locality	5
Distribution of Stores and Sales According to Amount of Annual Sales	6
Distribution by Economic Divisions, Size of Locality, and Size of Business	6
Credit Business	7
Employment and Wage Facts and Stocks on Hand	8
Operating Expenses of Drug Stores	9
Age of Drug Stores	11
Average Capital Investment (Independent Stores)	11
Commodities Sold in Drug Stores	12
Sales of Drugs, Drug Sundries, Toilet Articles and Preparations	13
Comparison of Approximate Sales of Drugs, Patent Medicines, etc., in Drug Stores and in Other Kinds of Stores, by Provinces	13

	<u>Page</u>
Sales of Drugs, Drug Sundries, Toilet Articles and Preparations (Cont'd.)	
Comparison of Approximate Sales of Toilet Articles and Preparations in Drug Stores and in Other Kinds of Stores, by Provinces	13

Tables --

1. Number of Drug Stores and Drug Store Sales, by Provinces and by Size of Locality	14
2. Distribution of Drug Stores and Sales by Types of Operation	15
3. Distribution of Drug Stores and Sales by Economic Divisions, Types of Operation and Size of Locality	16
4. Distribution of Drug Stores and Sales by Economic Divisions, Size of Locality and Size of Business	18
5. Proportion of Cash and Credit Business (Independent Stores Only)	20
6. Proportion of All-Cash and Cash-Credit Stores, by Provinces	20
7. Drug Stores, Operating Expenses --	
A. Comparison by Provinces	21
B. All Stores Classified According to Size of Business	21
C. Independent Stores Classified According to Size of Business	22
D. Chain Stores Classified According to Size of Business	22
E. Comparison by Economic Divisions and Size of Locality	23
8. Drug Stores Classified According to Type of Operation, Age, and Size of Business	25
9. Commodities Sold in Drug Stores	26
10. Comparison of Sales of Drugs, Drug Sundries, Toilet Articles and Preparations in Drug Stores and in Other Kinds of Stores	26
11. Comparison of Approximate Sales of Drugs and Drug Sundries in Drug Stores and in Other Kinds of Stores, by Provinces	27
12. Comparison of Approximate Sales of Toilet Articles and Preparations in Drug Stores and in Other Kinds of Stores, by Provinces	27

DRUG RETAILING IN CANADA, 1930

Introduction

This report brings together in one bulletin much of the available information on the trading operations of drug stores in Canada during 1930. It also summarizes the total sales of drugs, patent medicines, toilet articles and preparations, and allied products, in all retail merchandising establishments irrespective of the kinds of stores in which such sales are made. The data herein presented were obtained from the results of the Census of Merchandising and Service Establishments, 1931, for which reports were secured from all retail and wholesale trading establishments operating in 1930.

Number of Stores and Sales.---There were 3,553 drug stores operating in Canada during 1930 and these had total sales amounting to \$76,848,900. Drug stores formed 2.85 per cent of the total number of retail trading establishments in 1930 and sales of these stores formed 2.79 per cent of the total retail trade of the country for that year.

Sales of drugs, patent medicines and compounds, etc., through all retail merchandising establishments amounted to \$51,178,000 and of this amount 85.3 per cent may be attributed to drug stores and 14.7 per cent to other retail stores. This sales figure does not include estimates for the value of medicines sold by physicians from their own dispensaries or by hospitals or other institutions.

The total sales of toilet articles and preparations in 1930 are estimated at \$18,925,000 and this amount may be about equally divided as between drug stores and other kinds of business. According to the figures available, it is estimated that drug stores accounted for 49.3 per cent of the total amount, while 50.7 per cent of the sales of these commodities may be attributed to stores in other lines of business.

Per Capita Sales.---Per capita drug store sales for the country as a whole in 1930 amounted to \$7.41 and varied from a minimum of \$4.01 in Prince Edward Island to a maximum of \$10.26 in Ontario. If, rather than the total sales made by drug stores, the sales of drugs and drug sundries through all retail establishments are considered, it is found that per capita sales of these commodities for the Dominion amounted to \$4.93 and varied from a minimum of \$2.73 in Prince Edward Island to a maximum of \$6.17 in British Columbia.

Per capita sales of drugs and drug sundries vary directly with the degree of urban concentration of population in the several provinces. Those provinces having the lowest proportions of urban populations have the lowest per capita sales of drugs through retail stores, while those provinces in which the proportions of urban population are greatest have the highest per capita sales of the same commodities. The Quebec figures, however, do not conform to the relationship existing for the other provinces, the per capita sales of drugs in this province falling much below the normal value corresponding to its degree of urban concentration. Per capita sales of drugs and drug sundries for each province, together with the percentage of the provincial population in places of more than 10,000 inhabitants, are as follows:

Province	Per Capita Sales Drugs and Drug Sundries	Per cent of Population in Places of more than 10,000
	\$	%
CANADA, TOTAL(1)	4.93	37.31
Prince Edward Island	2.73	14.04
Nova Scotia	4.22	20.10
New Brunswick	3.90	16.71
Quebec	4.19	44.98
Ontario	5.89	44.74
Manitoba	5.47	36.02
Saskatchewan	3.73	12.78
Alberta	4.59	25.53
British Columbia	6.17	43.67

(1) Includes Yukon and Northwest Territories.

DISTRIBUTION OF STORES AND SALES BY PROVINCES AND BY SIZE OF LOCALITY

Of the 3,559 drug stores operating in Canada during 1930, 1,464, or 41.14 per cent, were located in Ontario and 658, or 18.49 per cent, were in Quebec. Saskatchewan came next with 10.51 per cent, followed by Alberta with 8.12 per cent. Of the total drug store sales amounting to \$76,848,900, Ontario accounted for 45.81 per cent and Quebec for 19.33 per cent. British Columbia was third in volume of sales with a drug store business of \$6,530,400 or 8.50 per cent of the total. The provincial allocation of stores and sales is as follows:

Drug Stores and Sales by Provinces

Province	Per cent of Total Population	Stores		Sales	
		Number	Per cent	\$	Per cent
CANADA, TOTAL(1)	100.00	3,559	100.00	76,848,900	100.00
Prince Edward Island85	20	.56	352,600	.46
Nova Scotia	4.94	147	4.13	3,015,500	3.92
New Brunswick	3.93	115	3.23	2,331,000	3.03
Quebec	27.70	658	18.49	14,851,500	19.33
Ontario	33.07	1,464	41.14	35,207,500	45.81
Manitoba	6.75	220	6.18	4,294,000	5.59
Saskatchewan	8.88	374	10.51	4,988,000	6.49
Alberta	7.05	289	8.12	5,243,600	6.82
British Columbia	6.69	268	7.53	6,530,400	8.50

(1) Includes Yukon and Northwest Territories.

When classified according to size of locality, it is found that 41.42 per cent of all drug stores in the country were located in places of more than 30,000 population and that these stores accounted for 56.19 per cent of the total drug store business. Stores numbering 1,697, or 47.68 per cent of the total, were located in places of less than 10,000 and these transacted 30.66 per cent of the total drug store sales. Table 1 shows drug stores and sales classified both by provinces and also according to size of locality.

DISTRIBUTION OF DRUG STORES AND SALES BY TYPES OF OPERATION

(CHAINS AND INDEPENDENTS)

A group of four stores or more under the same ownership or management and carrying on the same or similar kinds of business has been classified as a chain. Groups of two or three stores owned and operated by one proprietor or firm have been classified as two- or three-store multiples and not as chains. So-called voluntary chains, in which the stores are individually owned and operated but are grouped for buying and/or advertising purposes, are not considered as chains, but figures for these stores are classified separately as "Voluntary Chains". Chains have been classified as local, provincial, sectional and national, depending upon the extent of territory in which their branches are situated. Local chains are located entirely, or almost so, within the same town or city. Provincial chains are located within one province. The units of sectional chains are spread over two or three provinces, while national chains have stores in four provinces or more.

Of the 3,559 drug stores operating in Canada during 1930, 2,817 were single store independents and 20 were single store independents connected with voluntary chains. There were 423 units belonging to two- and three-store multiples. There were 173 units of local chains, 73 units of provincial chains, 6 units of sectional chains (representing one organization) and 37 units of national chains.

Of the total drug store business amounting to \$76,848,900, the single stores, including those connected with voluntary chains, accounted for 67.15 per cent. Two- and three-store multiples were of considerable importance in the drug store field, the 423 stores belonging to these types accounting for 13.99 per cent of the total sales of all drug stores. Local chains transacted 8.89 per cent of the total drug store business, while provincial, sectional and national chains together accounted for another 9.68 per cent. Table 2 analyzes the drug stores according to type of operation and shows for each type the number of stores, number of employees, amount of wages, net sales and per cent of total drug store sales.

DISTRIBUTION BY ECONOMIC DIVISIONS, TYPES OF OPERATION AND SIZE OF LOCALITY

In Table 3 all drug stores have been classified into two broad groups - chains and independents - the former including all chains (local, provincial, sectional and national) while all other types of operation are included with the independents. The stores and sales are then further analyzed according to geographic location and size of locality.

Of the 3,559 drug stores in Canada during 1930, 289, or 8.12 per cent, were chains and these accounted for 18.57 per cent of the total drug store business. The remainder of the stores, or 91.88 per cent of the total, transacted 81.43 per cent of the total sales of all drug stores.

The ratio of chain store sales to total sales was not uniform for all economic divisions but varied from a minimum of 12.24 per cent in the Prairie Provinces to a maximum of 31.66 per cent in British Columbia. When further analyzed according to size of locality, it is found that, for the country as a whole and for each of the five economic divisions indicated in the tables, the ratio of chain sales to total sales was greatest for places having a population of 30,000 or more and least in places of less than 10,000 population.

DISTRIBUTION OF STORES AND SALES ACCORDING TO AMOUNT OF ANNUAL SALES

Slightly less than 10 per cent of all drug stores operating in 1930 had annual sales of less than \$5,000 and these transacted 1.2 per cent of the total drug store business for the year. The average sales per unit for this group of small stores was \$2,638. At the other extreme in size, there were 6 large stores each doing a business of more than \$200,000 and this group accounted for 3.8 per cent of the total sales of all drug stores. Approximately 35 per cent of all drug stores in 1930 did a business of between \$10,000 and \$19,999 and this group accounted for 24.02 per cent of the total drug store business. A table showing the number of stores, value of sales, per cent of total drug store sales and average sales per store for each size class is given below:

Drug Stores and Sales by Size of Business

Amount of Annual Sales	Stores		Net Sales		Average Sales Per Store
	Number	p.c.	Amount \$	p.c.	
Total, All Stores Analyzed(1)	3,504	100.00	74,754,000	100.00	21,334
Less than \$5,000	340	9.70	897,000	1.20	2,638
\$5,000 - \$9,999	575	16.41	4,309,000	5.76	7,494
\$10,000 - \$19,999	1,229	35.07	17,957,000	24.02	14,611
\$20,000 - \$29,999	747	21.32	18,157,000	24.29	24,307
\$30,000 - \$49,999	423	12.07	15,739,000	21.05	37,208
\$50,000 - \$99,999	144	4.11	9,689,000	12.96	67,285
\$100,000 - \$199,999	40	1.14	5,171,000	6.92	129,275
\$200,000 or more	6	.18	2,835,000	3.80	472,500

(1) In a few instances chain store companies gave total sales figures for all units operating in a given locality but did not give separate details for each store. Such groups of stores have been omitted from this table.

DISTRIBUTION BY ECONOMIC DIVISIONS, SIZE OF LOCALITY, AND SIZE OF BUSINESS

Of the 3,504 drug stores which could be classified according to amount of annual sales, 915, or 26.11 per cent of the total number, had sales of less than \$10,000 and these transacted 6.96 per cent of the total drug store business. There were 190 drug stores, or 5.42 per cent of the total number, each of which did an annual business of more than \$50,000 and these accounted for 23.67 per cent of the sales of all drug stores.

When further classified according to size of locality, it is found that of the 1,424 stores located in places of more than 30,000 population, 162, or 11.38 per cent of the total, had annual sales of less than \$10,000, while 144 establishments, or 10.11 per cent, had sales in excess of \$50,000. For all places of less than 10,000 population combined, it is found that 42.31 per cent of the drug stores had sales of less than \$10,000 each, while only 20 stores, or 1.18 per cent of the total number, had annual sales of more than \$50,000.

Of the 383 drug stores located in places of from 10,000 to 30,000 population, 35, or 9.14 per cent, had sales of less than \$10,000, while 26 units, or 6.79 per cent of the total, did a business of more than \$50,000.

In Table 4 the drug stores operating in Canada in 1930 are classified, first, into the five economic divisions used in this Census, then according to the three size-of-locality classes already mentioned. The stores in each size-of-locality class are then further analyzed according to amount of annual sales.

CREDIT BUSINESS

For the purposes of the Census of Merchandising, credit sales are all sales made on any basis other than strictly cash. Not all independently-operated stores indicated in their reports whether they extended credit or not. Chain store companies, while showing the total amount of their credit business, did not show the credit sales of each individual store. It has, therefore, been necessary to construct the credit tables given in the census reports from the returns of those independent establishments which furnished the necessary data.

There were 2,591 independent drug stores with total sales of \$50,551,000, which indicated whether they extended credit or not and, if selling for credit, showed the amount of their credit sales. Of this number, 1,081, or 41.72 per cent, with total sales of \$21,551,000, indicated that they sold only for cash. Credit sales of the remaining stores amounted to \$4,215,000 or 8.34 per cent of the total sales of the 2,591 stores which indicated whether they sold for credit or not.

Of the 31 chain store organizations operating in Canada during 1930, there were 13 having total sales of \$8,355,600 which reported that they sold only for cash. There were 10 chain companies with total sales of \$2,599,900 which reported that they extended credit to the extent of \$299,600 or 2.7 per cent of the total business of the 23 chains reporting their credit activities.

Assuming that these two percentages (8.34 per cent and 2.73 per cent) are representative of the credit ratios of all independent stores and all chain stores respectively, the total credit business of all drug stores in Canada during 1930 may be estimated at \$4,774,500 or 6.21 per cent of all drug store sales.

The independent stores which supplied the necessary data are classified in Table 5 according to the degree of credit extended and the volumes of cash and credit sales for each group are shown. As already stated, 41.72 per cent of the stores which could be classified indicated that they sold entirely for cash. Stores whose credit business amounted to less than 10 per cent of their annual turnover formed another 35.24 per cent of the total number of establishments. Only 39 stores, or 1.51 per cent of the total, indicated that their credit business formed more than half their total sales.

In Table 6 the independent stores which indicated their credit activities

are classified by provinces, showing the number selling for cash only and those selling on both a cash and credit basis. The percentage of all cash stores to total stores is highest in Ontario (47.57 per cent) and slightly lower in Quebec (46.67 per cent). The table shows that the percentages of all cash stores to total stores are considerably lower than these figures for both the Maritime and the Western Provinces.

EMPLOYMENT AND WAGE FACTS AND STOCKS ON HAND

The 3,559 drug stores required the services of 7,325 full-time employees and 1,076 part-time employees. Of the 7,325 full-time employees, 5,916 were male and 1,409 were female. Salaries and wages paid to these full-time employees amounted to \$7,301,800. Of the part-time employees, 895 were male and 181 were female, and wages paid to these employees amounted to \$306,600.

In addition to the employees mentioned above, there were 3,297 proprietors reported as devoting their entire time to their retail business. Of this number, 1,045 reported that they drew stated salaries, such withdrawals amounting to \$2,321,200. The remaining 2,252 proprietors reported that they were not upon the payroll.

Stocks on hand at the end of the year at cost or replacement value amounted to \$23,366,400 or 30.4 per cent of the value of sales. Since the stocks on hand at the end of the year may not be representative of the average stock carried throughout the period, and also due to the different value bases, it is apparent that the ratio of stocks to sales cannot be used in determining the turnover rate. The table given below shows the employment and wage facts, stocks on hand and ratio of stocks to sales, first for the country as a whole and also for each of the three size-of-locality divisions which have been used in this report. The table shows that, while for the country as a whole the ratio of stocks on hand to sales was 30.41 per cent, this ratio varied from 24.05 per cent for places of more than 30,000 population to 40.66 per cent for places of less than 10,000:

Employment and Wage Facts and Stock-Sales Ratios, by Size of Locality

	Canada, Total	All Places Having Population Of -		
		More than 30,000	10,000 - 30,000	Less than 10,000
Number of stores	3,559	1,474	388	1,697
Number of proprietors --				
Not on payroll	2,252	707	224	1,321
On payroll	1,045	508	151	386
Proprietors' salaries	\$ 2,321,200	1,221,000	329,600	770,600
Full-time employees --				
Male	5,916	3,807	786	1,323
Female	1,409	770	170	469
Salaries and wages	\$ 7,301,800	4,746,000	973,400	1,582,400
Part-time employees --				
Male	895	532	68	295
Female	181	66	13	102
Salaries and wages	\$ 306,600	185,800	22,400	98,400
Net sales, 1930	\$76,848,900	43,179,200	10,104,200	23,565,500
Stocks on hand, at cost, December				
31, 1930	\$23,366,400	10,382,600	3,402,000	9,581,800
Stock-sales ratio, per cent	30.41	24.05	33.67	40.66

OPERATING EXPENSES OF DRUG STORES

Before stating the operating expense ratios obtained for drug stores, some remarks regarding the methods followed in computing these figures may be of assistance to the reader.

In addition to the amounts paid in salaries and wages and rental costs, each store was asked to report all other operating expenses necessary for the conduct of the business. Included in this figure were such items as taxes, insurance, repairs, advertising, stationery and supplies, cost of delivery to the purchaser, and any other operating expenses. Interest on money borrowed for current business operations was to be included, but interest on the firms' own invested capital was to be excluded. Cost of goods and inward freight were to be excluded.

The amounts paid in salaries and wages were reported by those stores which had paid employees, and rental costs were reported by stores in leased premises. But not all stores kept records from which all other operating expense figures could be derived. It was necessary, therefore, to base the various operating expense tables given in the Census reports on the returns of those stores which furnished complete data.

In the smaller stores the value of proprietors' services forms a large portion of the total operating expenses. The census schedules asked that proprietors drawing a fixed salary should indicate these amounts, but, since many proprietors did not report such withdrawals, it has been necessary to estimate the value of their services. Different methods of making these estimates give considerable variations in the total operating expense ratios obtained.

The value of all proprietors' services might be estimated upon the basis of the average salary of a full-time employee in the same kind of business. This method tends to lower the total operating expense ratio since only the clerk value of proprietors' services is considered and no provision is made for managerial costs. Or, one might attribute to all proprietors an amount equivalent to the average salary of those proprietors reporting fixed salaries in the same kind of business. But, since the value of proprietors' services was reported by the larger stores more frequently than by the smaller firms, this method would give too high an average operating expense ratio for all stores.

Probably the result which most closely approaches actual conditions will be obtained from a combination of the above two methods. First, the amounts given might be taken for those proprietors reporting the value of their fixed salaries; secondly, the value of the services of those proprietors who did not report a fixed salary might be computed at the same rate as the average full-time employee's salary in the same kind of business and in the same province.

For this report, special tabulations have been made in which those stores reporting operating expenses have been classified according to amount of annual sales and the operating expenses for each size-of-business class determined. In this case, the value of the services of all proprietors in stores of each size class has been determined on the basis of those proprietors reporting salaries in the same size-of-business class. Operating expense ratios for all stores, as obtained by this method, are somewhat higher than those derived by the method outlined in the preceding paragraph.

Four operating expense tables are given in this report. The first shows a comparison of operating expenses by provinces, and the second, according to size of business. The third table makes a distinction between independent stores and chains,

while the fourth shows the operating expenses of stores classified, first, according to the five economic divisions into which the country has been divided and, then, according to size of locality in each division.

For the table showing operating expenses by provinces, the value of proprietors' services includes the amounts reported by those proprietors receiving a stated salary together with an estimated figure for the remaining proprietors based upon the average full-time employee's salary in the same province. The method of obtaining the value of proprietors' salaries in the tables analyzing operating expenses according to size of business has already been explained. A similar method was followed in determining the value of proprietors' services in the table showing operating expenses for stores classified according to type of operation. That is to say, the stores in each type were first analyzed according to amount of annual sales, and all proprietors in each size class were assigned an amount equivalent to the average salary per proprietor as reported for the same size class. The value of proprietors' services for chain organizations does not form an appreciable part of the total operating expense figure since such salary figures were reported only by unincorporated chain companies. When reported, these amounts have been included in the tables. Since chain systems operate stores with wide variations in annual sales, it is not feasible to assign the value of proprietors' salaries to any one size of business. Such salaries have been included in the totals for all chains and in the totals for chain units having annual sales of \$10,000 or more.

In the tables analyzing operating expenses by economic divisions and by size of locality, the value of proprietors' services has been obtained in a manner similar to that followed in the provincial analysis. Those proprietors reporting no fixed salary have been assigned an amount equivalent to the average salary per full-time employee in the same kind of business, in the same size of locality and in the same economic division. To these figures, the amounts reported by proprietors on a fixed salary have been added.

As already intimated, differences in the operating expense figures given in the tables are due to the various methods which have been used in computing the total value of proprietors' services.

Table 7(A) - Comparison of Operating Expenses by Provinces.--For the Dominion as a whole, operating expenses of drug stores amounted to 26.90 per cent of sales; payroll (including the value of proprietors' services) amounted to 15.72 per cent of sales and other operating expenses (including rent) accounted for the remainder or 11.18 per cent. Rental costs formed 5.30 per cent of sales made in leased premises. Total operating expense ratios ranged from a minimum of 24.31 per cent in Nova Scotia to a maximum of 29.08 per cent in Alberta. Other data regarding operating expenses by provinces are given in Table 7(A).

Table 7(B) - All Drug Stores Classified According to Amount of Annual Sales.--In the table classifying all stores according to size of business, the total operating expense ratio for all stores is stated as 29.02 per cent of sales as compared with 26.90 as given in the preceding section. The difference is due, of course, to the different methods of computing proprietors' salaries already outlined.

Operating expenses of all stores having sales of less than \$10,000 amounted to 37.98 per cent of sales, while all stores having sales of \$10,000 or more had an operating expense ratio of 28.44 per cent of sales. The expense ratio varied from 30.99 per cent for stores having sales of from \$10,000 to \$19,999 to 23.22 per cent for stores doing an annual business of more than \$200,000.

Table 7(C) - Independent Stores Classified According to Amount of Annual Sales.--Total operating expenses of all independently operated drug stores amounted to

29.77 per cent of sales. Payroll cost amounted to 18.86 per cent and other operating costs, including rent, 10.91 per cent. Rent in leased premises formed 5.03 per cent of sales made in such premises. The total operating expense ratio for all stores having sales of less than \$10,000 was 37.85 per cent, while for all stores doing a business in excess of that amount it was 29.09 per cent. The latter operating expense ratio varied from 30.99 per cent for stores doing an annual business of from \$10,000 to \$19,999 to 23.22 per cent for a group of 6 stores each having sales in excess of \$200,000.

Table 7(D) - Chain Stores Classified According to Amount of Annual Sales.-- Operating expenses of all chain stores amounted to 26.26 per cent of sales. Payroll costs amounted to 14.12 per cent and other operating expenses, including rent, formed another 12.14 per cent. Rental costs in chain stores amounted to 6.26 per cent of sales made in rented premises. Operating expenses for chain stores varied from a maximum of 30.98 per cent for stores having sales of from \$10,000 to \$19,999 to a minimum of 23.24 per cent for a group of 25 stores each doing a business of between \$100,000 and \$200,000.

Table 7(E) - Operating Expenses of Drug Stores. Stores Classified by Economic Divisions and Size of Locality.--For the country as a whole, operating expenses of drug stores were lowest in places of less than 10,000 population, where they formed 24.66 per cent of sales, and they were highest in places of more than 30,000 population, where the operating expense ratio was 28.00 per cent. Table 7(E) shows that in the Maritime Provinces the highest operating expense ratios were found in places of between 10,000 and 30,000 population, while in each of the other economic divisions the highest expenses in proportion to sales were found in those places having a population of more than 30,000.

AGE OF DRUG STORES

The census schedules asked that the date of present ownership be given of each establishment listed by the enumerators in 1931. Not all reports contained this information so that Table 8 has been constructed from the replies of those firms which indicated the date when they commenced business in the location listed by the enumerators. A distinction has been made between independent stores and chain stores, and both groups have been further analyzed upon the basis of annual sales during 1930.

Of the 2,995 independent drug stores whose ages could be determined, 248, or 8.28 per cent, were opened in 1930 and 236, or 7.88 per cent, were opened in 1929. Of the total number, 1,912, or 63.84 per cent, had been under the same ownership for more than five years and 479, or approximately 20 per cent, had been under the same ownership for more than 20 years.

Of the 256 units of chain stores whose ages could be determined, 23, or 8.98 per cent, were opened in 1930 and 36, or 14.06 per cent, were opened in 1929. Approximately 60 per cent of all chain units had come into the possession of the operating companies prior to 1926.

AVERAGE CAPITAL INVESTMENT (INDEPENDENT STORES)

Not all firms were able to furnish information regarding the amount of capital which they had invested in their business, but the table given below is based upon the returns of those independent stores which gave the necessary figures. Included in the amounts reported under "Capital Invested" are the following items: (a) Present value of land, buildings, fixtures and equipment; (b) Inventory value of merchandise and supplies; and, (c), Cash, trading and operating accounts and bills receivable. Borrowed money, as well as the firm's own investments, were to be included.

The table is divided into two sections: the first shows the average capital invested in rented stores, while the second gives corresponding figures for firms operating in their own premises. In each section the following data are given for each province: (a) Number of independent stores which reported their capital investment, (b) the average annual sales of these stores, and, (c), the average capital investment of the same establishments. The table shows that for the Dominion as a whole the average capital investment in rented stores was \$9,243, while for stores in owned premises it was \$12,197. Corresponding figures for each province are also shown in the table:

Average Capital Investment (Independent Stores)

Province	Stores in Rented Premises			Stores in Owned Premises		
	Number of stores reporting capital	Average annual sales	Average capital investment	Number of stores reporting capital	Average annual sales	Average capital investment
		\$	\$		\$	\$
<u>DRUG STORES</u>						
Canada, Total(1) ...	1,753	21,088	9,243	807	13,424	12,197
Prince Edward Island	10	19,760	10,960	6	14,450	13,300
Nova Scotia	55	20,478	9,733	28	16,554	13,814
New Brunswick	65	19,720	8,891	19	17,058	16,311
Quebec	287	23,412	9,605	107	12,559	11,230
Ontario	787	22,710	9,486	303	15,671	14,011
Manitoba	101	18,240	7,643	53	11,743	10,542
Saskatchewan	160	14,493	8,211	152	9,229	9,755
Alberta	130	17,475	9,492	105	12,177	10,824
British Columbia	156	21,330	9,171	34	16,562	12,997

(1) Includes Yukon and Northwest Territories.

COMMODITIES SOLD IN DRUG STORES

Not all stores were able to give a breakdown of their sales by commodity classes as outlined upon the census forms. From the reports of those firms supplying the necessary data, commodity tables have been prepared for each province showing the percentage that the sales of each commodity bear to the total sales of all stores reporting. These percentages have then been applied to the total sales of all stores in the respective provinces in order to arrive at provincial sales of each commodity. These provincial figures have been totalled to give the Dominion figures given in Table 9 in this report.

Of the total sales of all drug stores, amounting to approximately \$76,849,000, sales of drugs, patent medicines, etc., amounted to \$30,373,000 or 39.5 per cent. This figure does not include sales of prescriptions through drug stores which were separately reported and which are estimated at \$8,142,000 or 10.6 per cent of the total drug store sales.

Toilet articles and preparations were sold in drug stores to the value of \$12,020,000 and this amount forms 12.2 per cent of the total drug store business for the year. The sales of other commodities sold in drug stores, together with the percentage that each bears to the total, will be found in Table 9.

SALES OF DRUGS, DRUG SUNDRIES, TOILET ARTICLES AND PREPARATIONS

The total sales through retail trading establishments of all drugs and drug sundries, including prescriptions, patent medicines, etc., and of toilet articles and preparations, are estimated at \$51,178,000 and, of this amount, it is estimated that drug stores accounted for 75.6 per cent and department stores for 12.0 per cent. The remainder was sold in variety stores, country general stores and stores specializing in patent medicines and remedies. For the Census of Merchandising and Service Establishments, separate reports were secured for the separately incorporated drug departments of department stores. These separately incorporated drug departments have been classified as drug stores and their sales have been included with those of drug stores rather than with those of department stores. This factor has considerable bearing upon the proportions of the sales of drugs which have been attributed to drug and to department stores, particularly in Ontario.

Total sales of toilet articles and preparations through all retail stores are estimated at \$18,925,000 and, of this amount, drug stores accounted for 49.3 per cent and department stores for 23.4 per cent. Variety stores were next in importance with sales of \$3,365,000 or 17.8 per cent of the total.

An analysis of the sales of drugs and toilet articles and preparations according to the kinds of stores in which such sales are made will be found in Table 10.

Comparison of Approximate Sales of Drugs, Patent Medicines, Etc., in Drug Stores and Other Kinds of Stores, by Provinces

Table 11 shows the total sales of drugs and patent medicines made through retail merchandising establishments in each province during 1930 and further classifies the provincial figures between sales made in drug stores and in other kinds of stores. The factor mentioned in the preceding section regarding the sales of drugs by department stores is of considerable importance in the case of the Ontario figures and decreases the proportion of drugs sold through department stores in that province.

Comparison of Approximate Sales of Toilet Articles and Preparations in Drug Stores and Other Kinds of Stores, by Provinces

In Table 12 the sales of toilet articles and preparations are classified according to provinces and the provincial figures are then divided between sales made in drug stores and sales made in other kinds of stores.

Of the total Dominion sales of these commodities amounting to \$18,925,000, it is estimated that drug stores accounted for \$9,339,000 or 49.3 per cent and that other kinds of stores accounted for the remaining 50.7 per cent. The percentage of toilet articles and preparations sold through drug stores to total provincial sales varied from a minimum of 36.4 per cent in Manitoba to a maximum of 90.9 per cent in Prince Edward Island.

Table 1.--Number of Drug Stores and Drug Store Sales, by Provinces and by Size of Locality

Province	Total, All Localities		Stores and Sales in Places With a Population Of -					
			30,000 or over		10,000 - 30,000		Less than 10,000	
	Stores	Sales \$	Stores	Sales \$	Stores	Sales \$	Stores	Sales \$
Canada, Total	3,559	76,848,900	1,474	43,179,200	388	10,104,200	1,697	23,565,500
Per cent	100.00	100.00	41.42	56.19	10.90	13.15	47.68	30.66
Prince Edward Island	20	352,600	-	-	9	232,300	11	120,300
Per cent	100.00	100.00	-	-	45.00	65.88	55.00	34.12
Nova Scotia	147	3,015,500	38	921,400	17	332,400	92	1,761,700
Per cent	100.00	100.00	25.85	30.56	11.56	11.02	62.59	58.42
New Brunswick	115	2,331,000	36	906,200	14	303,400	65	1,121,400
Per cent	100.00	100.00	31.31	38.88	12.17	13.02	56.52	48.10
Quebec	658	14,851,500	397	11,302,900	78	1,969,400	183	1,579,200
Per cent	100.00	100.00	60.33	76.11	11.86	13.26	27.81	10.63
Ontario	1,464	35,207,500	643	19,993,800	230	6,210,900	591	9,002,800
Per cent	100.00	100.00	43.92	56.79	15.71	17.64	40.37	25.57
Manitoba	220	4,294,000	101	2,609,900	10	264,400	109	1,419,700
Per cent	100.00	100.00	45.91	60.78	4.55	6.16	49.54	33.06
Saskatchewan	374	4,988,000	52	1,445,300	8	203,000	314	3,339,700
Per cent	100.00	100.00	13.90	28.98	2.14	4.07	83.96	66.95
Alberta	289	5,243,600	72	2,109,400	13	339,300	204	2,794,900
Per cent	100.00	100.00	24.91	40.23	4.50	6.47	70.59	53.30
British Columbia	268	6,530,400	135	3,890,300	9	249,100	124	2,391,000
Per cent	100.00	100.00	50.37	59.57	3.36	3.82	46.27	36.61
Yukon and Northwest Territories ..	4	34,800	-	-	-	-	4	34,800
Per cent	100.00	100.00	-	-	-	-	100.00	100.00

Table 2.--Distribution of Drug Stores and Sales by Types of Operation

Type of Operation	Number of stores	Full-time Employees			Net Sales (1930) \$	Per cent of total
		Male	Female	Salaries and wages \$		
Canada, Total	3,559	5,916	1,409	7,301,800	76,848,900	100.00
Single store independents	2,817	3,619	894	4,057,500	51,113,700	66.51
Single stores (in voluntary chains)	20	45	3	39,000	488,800	.64
Two-store multiples	319	777	181	935,300	7,859,600	10.23
Three-store multiples	104	308	65	408,800	2,887,300	3.76
Local chains (4 stores and over)	173	651	140	897,300	6,834,400	8.89
Provincial chains	73	502	118	939,600	7,439,200	9.68
Sectional chains	6					
National chains	37					
Leased concessions and departments	10	14	8	24,300	225,900	.29

Table 3.—Distribution of Drug Stores and Sales by Economic Divisions, Types of Operation and Size of Locality

Economic Division	All Localities		Stores and Sales in Places Having a Population Of -					
			30,000 or over		10,000 - 30,000		Less than 10,000	
	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
		\$		\$		\$		\$
Canada, Total(1)	3,559	76,848,900	1,474	43,179,200	388	10,104,200	1,697	23,565,500
Independents	3,270	62,575,300	1,230	30,581,200	362	8,885,300	1,678	23,108,800
Chains	289	14,273,600	244	12,598,000	26	1,218,900	19	456,700
Per cent, chains to total	8.12	18.57	16.55	29.18	6.70	12.06	11.20	1.94
Maritime Provinces	282	5,699,100	74	1,827,600	40	868,100	168	3,003,400
Independents	260	4,897,900	58	1,211,200	39	(X)	163	(X)
Chains	22	801,200	16	616,400	1	(X)	5	(X)
Per cent, chains to total	7.80	14.06	21.62	33.73	2.50	(X)	2.98	(X)
Quebec	658	14,851,500	397	11,302,900	78	1,969,400	183	1,579,200
Independents	604	12,394,800	345	8,979,800	76	1,835,800	183	1,579,200
Chains	54	2,456,700	52	2,323,100	2	133,600	-	-
Per cent, chains to total	8.21	16.54	13.10	20.55	2.56	6.78	-	-

An (X) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Table 3.—Distribution of Drug Stores and Sales by Economic Divisions, Types of Operation and Size of Locality

(Cont'd.) --

Economic Division	All Localities		Stores and Sales in Places Having a Population Of -					
			30,000 or over		10,000 - 30,000		Less than 10,000	
	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
		\$		\$		\$		\$
Ontario	1,464	35,207,500	643	19,993,800	230	6,210,900	591	9,002,800
Independents	1,329	28,037,500	533	13,830,000	208	5,249,400	588	8,958,100
Chains	135	7,170,000	110	6,163,800	22	961,500	3	44,700
Per cent, chains to total	9.22	20.36	17.11	30.83	9.57	15.48	.51	.50
Prairie Provinces	883	14,525,600	225	6,164,600	31	806,700	627	7,554,300
Independents	846	12,747,500	198	4,618,600	31	806,700	617	7,322,200
Chains	37	1,778,100	27	1,546,000	-	-	10	232,100
Per cent, chains to total	4.19	12.24	12.00	25.08	-	-	1.59	3.07
British Columbia	268	6,530,400	135	3,890,300	9	249,100	124	2,391,000
Independents	227	4,462,800	96	1,941,600	8	(X)	123	(X)
Chains	41	2,067,600	39	1,948,700	1	(X)	1	(X)
Per cent, chains to total	15.30	31.66	28.89	50.09	11.11	(X)	.81	(X)

(1) Includes Yukon and Northwest Territories.

An (X) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Table 4.--Distribution of Drug Stores and Sales by Economic

Economic Division and Size of Locality		Total, All Stores		Under \$10,000	
		Stores	Sales \$	Stores	Sales \$
1	CANADA, Total(1)	3,504	74,752,800	915	5,203,900
2	Per cent of total	100.00	100.00	26.11	6.96
3	30,000 population or over	1,424	41,323,100	162	1,075,500
4	Per cent of total	100.00	100.00	11.38	2.60
5	10,000 - 30,000 population	383	9,864,200	35	245,900
6	Per cent of total	100.00	100.00	9.14	2.49
7	Under 10,000 population	1,697	23,565,500	718	3,882,500
8	Per cent of total	100.00	100.00	42.31	16.48
9	Maritime Provinces	282	5,699,100	57	348,300
10	Per cent of total	100.00	100.00	20.21	6.11
11	30,000 population or over	74	1,827,600	15	100,600
12	Per cent of total	100.00	100.00	20.27	5.50
13	10,000 - 30,000 population	40	868,100	4	22,100
14	Per cent of total	100.00	100.00	10.00	2.55
15	Under 10,000 population	168	3,003,400	38	225,600
16	Per cent of total	100.00	100.00	22.62	7.51
17	Quebec	643	14,558,900	174	745,500
18	Per cent of total	100.00	100.00	27.06	5.12
19	30,000 population or over	382	11,010,300	42	282,700
20	Per cent of total	100.00	100.00	10.99	2.57
21	10,000 - 30,000 population	78	1,369,400	11	70,100
22	Per cent of total	100.00	100.00	14.10	3.56
23	Under 10,000 population	183	1,579,200	121	392,700
24	Per cent of total	100.00	100.00	66.12	24.87
25	Ontario	1,453	34,670,200	268	1,737,500
26	Per cent of total	100.00	100.00	18.44	5.01
27	30,000 population or over	637	19,696,500	58	409,600
28	Per cent of total	100.00	100.00	9.11	2.08
29	10,000 - 30,000 population	225	5,970,900	20	153,700
30	Per cent of total	100.00	100.00	8.39	2.57
31	Under 10,000 population	591	9,002,800	190	1,174,200
32	Per cent of total	100.00	100.00	32.15	13.04
33	Prairie Provinces	879	14,398,800	360	2,024,900
34	Per cent of total	100.00	100.00	40.95	14.06
35	30,000 population or over	221	6,037,800	23	161,400
36	Per cent of total	100.00	100.00	12.67	2.67
37	10,000 - 30,000 population	31	806,700	-	-
38	Per cent of total	100.00	100.00	-	-
39	Under 10,000 population	627	7,554,300	332	1,863,500
40	Per cent of total	100.00	100.00	52.95	24.67
41	British Columbia	243	5,391,000	54	337,700
42	Per cent of total	100.00	100.00	22.22	6.26
43	30,000 population or over	110	2,750,900	19	121,200
44	Per cent of total	100.00	100.00	17.27	4.40
45	10,000 - 30,000 population	9	249,100	-	-
46	Per cent of total	100.00	100.00	-	-
47	Under 10,000 population	124	2,391,000	35	216,500
48	Per cent of total	100.00	100.00	28.23	9.05

For the Atlantic Provinces and Northwest Territories

Divisions, Size of Locality and Size of Business

\$10,000 - \$19,999		\$20,000 - \$29,999		\$30,000 - \$49,999		\$50,000 or Over		
Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	
	\$		\$		\$		\$	
1,229	17,956,600	747	18,157,300	423	15,740,000	190	17,695,000	1
35.08	24.02	21.32	24.29	12.07	21.06	5.42	23.67	2
505	7,653,900	383	9,333,000	230	8,572,900	144	14,687,800	3
35.46	18.52	26.90	22.58	16.15	20.75	10.11	35.55	4
129	1,932,400	100	2,455,700	93	3,519,300	26	1,710,900	5
33.68	19.59	26.11	24.90	24.23	35.68	6.79	17.34	6
595	8,370,300	264	6,363,600	100	3,647,800	20	1,296,300	7
35.06	35.52	15.56	27.02	5.89	15.48	1.18	5.50	8
116	1,707,800	66	1,621,900	32	1,163,900	11	857,200	9
41.14	29.97	23.40	28.46	11.35	20.42	3.90	15.04	10
28	417,300	14	334,000	11	423,000	6	552,700	11
37.84	22.83	18.92	18.28	14.86	23.15	8.11	30.24	12
17	251,000	10	237,200	7	254,200	2	103,600	13
42.50	28.91	25.00	27.32	17.50	29.23	5.00	11.93	14
71	1,039,500	42	1,050,700	14	486,700	3	200,900	15
42.26	34.61	25.00	34.93	8.33	16.21	1.79	8.63	16
200	2,992,000	141	3,422,400	86	3,153,100	42	4,245,900	17
31.11	20.55	21.93	23.51	13.37	21.66	6.53	29.16	18
140	2,141,900	96	2,308,300	70	2,540,000	34	3,757,400	19
36.66	19.45	25.13	20.96	18.32	23.07	8.90	33.95	20
23	342,200	23	586,600	14	522,000	7	448,500	21
29.49	17.38	29.49	29.78	17.95	26.51	8.97	22.77	22
37	507,900	22	527,500	2	91,100	1	60,000	23
20.22	32.16	12.02	33.40	1.09	5.77	.55	3.80	24
535	7,837,000	348	8,440,200	206	7,720,100	96	8,935,400	25
36.82	22.60	23.95	24.35	14.13	22.27	6.61	25.77	26
212	3,194,200	131	4,698,100	101	3,817,800	75	7,578,800	27
33.28	16.22	29.93	23.85	15.96	19.38	11.77	38.47	28
71	1,075,800	58	1,412,100	61	2,310,400	15	1,018,900	29
31.56	18.02	25.78	23.65	27.11	38.70	6.66	17.06	30
252	3,567,000	99	2,330,000	44	1,591,900	6	339,700	31
42.64	39.63	16.75	25.88	7.44	17.68	1.02	3.77	32
271	3,828,600	150	3,635,700	74	2,743,500	24	2,166,100	33
30.83	26.60	17.07	25.25	8.42	19.05	2.73	15.04	34
72	1,102,000	64	1,547,600	38	1,401,400	19	1,825,400	35
32.58	18.25	28.96	25.64	17.19	23.21	8.60	30.23	36
12	173,500	8	198,900	10	383,200	1	51,100	37
38.71	21.51	25.81	24.66	32.26	47.50	3.22	6.33	38
187	2,553,100	78	1,889,200	26	958,900	4	289,600	39
29.82	33.80	12.44	25.01	4.15	12.69	.64	3.83	40
105	1,566,400	42	1,037,100	25	959,400	17	1,490,400	41
43.21	29.05	17.29	19.24	10.29	17.80	6.99	27.65	42
53	798,500	18	445,000	10	390,700	10	995,500	43
48.18	29.03	16.36	16.18	9.09	14.20	9.10	36.19	44
6	89,900	1	20,900	1	49,500	1	88,800	45
66.67	36.03	11.11	8.39	11.11	19.87	11.11	35.65	46
46	678,000	23	571,200	14	519,200	6	406,100	47
37.09	28.36	18.55	23.89	11.29	21.72	4.84	16.98	48

Table 5.--Proportion of Cash and Credit Business (Independent Stores Only)

Degree of Credit Business	Stores		Sales		Cash	Credit
	Number	%	Amount	%	Sales	Sales
			\$		\$	\$
Total, All Stores Analyzed(1) ...	2,591	100.00	50,551,000	100.00	46,340,000	4,215,000
All cash stores	1,081	41.72	21,551,000	42.63	21,551,000	-
Up to 10 per cent credit	913	35.24	15,822,000	31.30	15,105,000	717,000
11 - 20 per cent credit	270	10.42	5,160,000	10.21	4,372,000	788,000
21 - 30 per cent credit	162	6.25	4,003,000	7.92	2,993,000	1,010,000
31 - 40 per cent credit	85	3.28	2,020,000	3.99	1,325,000	695,000
41 - 50 per cent credit	41	1.58	1,430,000	2.83	807,000	623,000
51 - 60 per cent credit	15	.58	275,000	.54	124,000	151,000
61 - 70 per cent credit	7	.27	92,000	.18	28,000	64,000
71 - 80 per cent credit	7	.27	85,000	.17	22,000	63,000
Over 80 per cent credit	10	.39	117,000	.23	13,000	104,000

(1) Includes only those independent stores which reported whether they sold for credit or not.

Table 6.--Proportion of All-Cash and Cash-Credit Stores, by Provinces

	Total Reporting Cash or Credit		All-Cash Stores		Cash-Credit Stores	
	Number	Sales	Number	Sales	Number	Sales
		\$		\$		\$
Canada, Total(1)	2,591	50,551,000	1,081	21,551,000	1,510	29,000,000
Per cent	100.00	100.00	41.72	42.63	58.28	57.37
Prince Edward Island	11	221,000	1	15,000	10	206,000
Per cent	100.00	100.00	9.09	6.79	90.91	93.21
Nova Scotia	100	2,050,000	26	411,000	74	1,639,000
Per cent	100.00	100.00	26.00	20.05	74.00	79.95
New Brunswick	80	1,658,000	21	632,000	59	1,026,000
Per cent	100.00	100.00	26.25	38.12	73.75	61.88
Quebec	480	9,991,000	224	4,564,000	256	5,427,000
Per cent	100.00	100.00	46.67	45.68	53.33	54.32
Ontario	1,070	23,127,000	509	11,267,000	561	11,860,000
Per cent	100.00	100.00	47.57	48.72	52.43	51.28
Manitoba	157	2,734,000	63	1,119,000	94	1,615,000
Per cent	100.00	100.00	40.13	40.93	59.87	59.07
Saskatchewan	303	3,982,000	106	1,358,000	197	2,624,000
Per cent	100.00	100.00	34.98	34.10	65.02	65.90
Alberta	218	3,538,000	71	1,257,000	147	2,281,000
Per cent	100.00	100.00	32.57	35.53	67.43	64.47
British Columbia	170	3,234,000	60	928,000	110	2,306,000
Per cent	100.00	100.00	35.29	28.70	64.71	71.30

(1) Includes Yukon and Northwest Territories.

Table 7.--Drug Stores, Operating Expenses

A. Comparison by Provinces

	Number of stores	Net Sales (1930)	Average sales per store	Operating Expenses						Rent per \$100 sales in leased premises
				Total expenses	Per \$100 sales	Payroll, including proprietors' services	Per \$100 sales	Other operating expenses, including rent	Per \$100 sales	
		\$	\$	\$		\$		\$		
Canada, Total(1)	2,879	66,460,700	23,085	17,881,100	26.90	10,452,700	15.72	7,428,400	11.18	5.30
Prince Edward Island .	18	341,600	18,978	87,200	25.53	55,400	16.22	31,800	9.31	2.41
Nova Scotia	109	2,399,700	22,016	583,400	24.31	351,200	14.63	232,200	9.68	3.64
New Brunswick	94	1,960,000	20,851	528,300	26.95	307,100	15.67	221,200	11.28	3.72
Quebec	463	12,044,200	25,681	3,339,500	27.73	1,900,000	15.78	1,439,500	11.95	5.75
Ontario	1,230	31,074,500	25,264	8,091,900	26.04	4,840,600	15.58	3,251,300	10.46	5.06
Manitoba	181	3,798,800	20,988	1,088,400	28.65	611,400	16.09	477,000	12.56	5.83
Saskatchewan	297	4,052,600	13,645	1,115,500	27.53	629,000	15.52	486,500	12.01	5.81
Alberta	254	4,829,200	19,013	1,404,100	29.08	814,000	16.86	590,100	12.22	6.04
British Columbia	225	5,950,100	26,445	1,638,700	27.54	942,000	15.83	696,700	11.71	5.75

B. All Stores Classified According to Size of Business

		\$	\$	\$		\$		\$		
All Stores, Total	2,879	66,460,700	23,085	19,284,900	29.02	11,856,400	17.84	7,428,500	11.18	5.30
Under \$10,000 annual sales	656	4,052,800	6,178	1,539,100	37.98	1,036,600	25.58	502,500	12.40	6.81
Total, over \$10,000 annual sales	2,223	62,407,900	28,074	17,745,800	28.44	10,819,800	17.34	6,926,000	11.10	5.23
\$10,000 - \$19,999 ...	994	14,554,100	14,642	4,510,900	30.99	2,909,600	19.99	1,601,300	11.00	5.34
\$20,000 - \$29,999 ...	629	15,324,000	24,362	4,489,400	29.30	2,835,600	18.51	1,653,800	10.79	5.04
\$30,000 - \$49,999 ...	366	13,648,300	37,290	3,692,600	27.06	2,254,100	16.52	1,438,500	10.54	4.91
\$50,000 - \$99,999 ...	136	9,180,100	67,501	2,424,300	26.41	1,392,200	15.17	1,032,100	11.24	5.65
\$100,000 - \$199,999 .	37	4,780,200	129,195	1,255,000	26.25	640,700	13.40	614,300	12.85	6.12
\$200,000 or over	6	2,835,100	472,516	658,200	23.22	348,400	12.29	309,800	10.93	2.49
Unclassified(2)	55	2,086,100	37,929	559,300	26.81	283,100	13.57	276,200	13.24	7.68

(1) Includes Yukon and Northwest Territories.

(2) Includes chain units which could not be classified separately as to amount of sales.

Table 7.--Drug Stores, Operating Expenses (Cont'd.) -

C. Independent Stores Classified According to Size of Business

	Number of stores	Net Sales (1930)	Average sales per store	Operating Expenses						Rent per \$100 sales in leased premises
				Total expenses	Per \$100 sales	Payroll, including proprietors' services	Per \$100 sales	Other oper- ating expen- ses, includ- ing rent	Per \$100 sales	
All Stores, Total	2,590	\$52,187,100	\$20,149	\$15,536,500	29.77	\$9,841,200	18.86	\$5,695,300	10.91	5.03
Under \$10,000 annual sales	654	4,040,200	6,178	1,529,300	37.85	1,033,600	25.58	495,700	12.27	6.75
Total, over \$10,000 annual sales	1,936	48,146,900	24,869	14,007,200	29.09	8,807,600	18.29	5,199,600	10.80	4.92
\$10,000 - \$19,999 ...	966	14,092,900	14,589	4,368,000	30.99	2,829,700	20.08	1,538,300	10.91	5.34
\$20,000 - \$29,999 ...	588	14,297,900	24,316	4,197,300	29.36	2,680,600	18.75	1,516,700	10.61	4.94
\$30,000 - \$49,999 ...	293	10,859,000	37,061	2,996,600	27.60	1,891,500	17.42	1,105,100	10.18	4.80
\$50,000 - \$99,999 ...	71	4,474,600	63,023	1,274,200	28.48	784,500	17.53	489,700	10.95	4.96
\$100,000 - \$199,999 .	12	1,587,400	132,283	512,900	32.31	272,900	17.19	240,000	15.12	6.12
\$200,000 or over	6	2,835,100	472,516	658,200	23.22	348,400	12.29	309,800	10.93	2.49

D. Chain Stores Classified According to Size of Business

		\$	\$	\$		\$		\$		
All Stores, Total(1) ..	289	14,273,600	49,390	3,748,400	26.26	2,015,200	14.12	1,733,200	12.14	6.26
Total, over \$10,000 annual sales	287	14,261,000	49,690	3,738,600	26.22	2,012,200	14.12	1,726,400	12.10	6.24
\$10,000 - \$19,999 ...	28	461,200	16,471	142,900	30.98	79,900	17.32	63,000	13.66	5.18
\$20,000 - \$29,999 ...	41	1,026,100	25,027	292,100	28.47	155,000	15.11	137,100	13.36	6.34
\$30,000 - \$49,999 ...	73	2,789,300	38,210	696,000	24.95	362,600	13.00	333,400	11.95	5.37
\$50,000 - \$99,999 ...	65	4,705,500	72,392	1,150,100	24.44	607,700	12.91	542,400	11.53	6.30
\$100,000 - \$199,999 .	25	3,192,800	127,712	742,100	23.24	367,600	11.52	314,300	11.72	6.13
Unclassified(2)	55	2,086,100	37,929	559,300	26.81	283,100	13.57	276,200	13.24	7.68

(1) Includes two stores having sales of less than \$2,000.

(2) Includes chain units which could not be classified separately as to amount of sales.

Table 7.—Drug Stores, Operating Expenses (Cont'd.) —

E. Comparison by Economic Divisions and Size of Locality

	Number of stores	Net Sales (1930)	Average sales per store	Operating Expenses					
				Total expenses	Per \$100 sales	Payroll, including proprietors' services	Per \$100 sales	Other oper- ating expen- ses, includ- ing rent	Per \$100 sales
		\$	\$	\$		\$		\$	
Canada, Total(1)	2,879	66,460,700	23,085	17,784,900	26.76	10,356,600	15.58	7,428,300	11.18
Places having population of-									
30,000 or over	1,231	38,078,500	30,933	10,663,600	28.00	6,046,000	15.88	4,617,600	12.12
10,000 - 30,000	323	8,790,000	27,214	2,289,800	26.05	1,349,200	15.35	940,600	10.70
Less than 10,000	1,325	19,592,200	14,787	4,831,500	24.66	2,961,400	15.12	1,870,100	9.54
Maritime Provinces, Total	221	4,701,300	21,273	1,201,400	25.55	716,300	15.23	485,100	10.32
Places having population of-									
30,000 or over	57	1,461,200	25,635	389,700	26.67	225,000	15.40	164,700	11.27
10,000 - 30,000	34	795,100	23,385	222,700	28.01	130,900	16.46	91,800	11.55
Less than 10,000	130	2,445,000	18,808	589,000	24.09	360,400	14.74	228,600	9.35
Quebec, Total	469	12,044,200	25,681	3,330,000	27.65	1,890,500	15.70	1,439,500	11.95
Places having population of-									
30,000 or over	310	9,403,400	30,334	2,628,400	27.95	1,467,200	15.60	1,161,200	12.35
10,000 - 30,000	58	1,520,300	26,212	388,500	25.55	232,300	15.28	156,200	10.27
Less than 10,000	101	1,120,500	11,094	313,100	27.94	191,000	17.04	122,100	10.90

(1) Includes Yukon and Northwest Territories.

Table 7.--Drug Stores, Operating Expenses (Cont'd.) -

E. Comparison by Economic Divisions and Size of Locality (Cont'd.) -

	Number of stores	Net Sales (1930) \$	Average sales per store \$	Operating Expenses					
				Total expenses \$	Per \$100 sales	Payroll, including proprietors' services \$	Per \$100 sales	Other oper- ating expen- ses, includ- ing rent \$	Per \$100 sales
Ontario, Total	1,230	31,074,500	25,264	8,026,200	25.83	4,774,900	15.37	3,251,300	10.46
Places having population of- 30,000 or over	550	18,043,000	32,805	4,862,800	26.95	2,838,400	15.73	2,024,400	11.22
10,000 - 30,000	195	5,497,000	28,190	1,399,800	25.46	826,500	15.03	573,300	10.43
Less than 10,000	485	7,534,500	15,535	1,763,600	23.41	1,110,000	14.73	653,600	8.68
Prairie Provinces, Total	732	12,680,600	17,323	3,584,800	28.27	2,031,200	16.02	1,553,600	12.25
Places having population of- 30,000 or over	193	5,484,700	28,418	1,709,500	31.17	921,600	16.80	787,900	14.37
10,000 - 30,000	28	749,400	26,764	231,500	30.39	134,900	18.00	96,600	12.89
Less than 10,000	511	6,446,500	12,615	1,643,800	25.50	974,700	15.12	669,100	10.38
British Columbia, Total	225	5,950,100	26,445	1,638,600	27.54	941,900	15.83	696,700	11.71
Places having population of- 30,000 or over	121	3,686,200	30,464	1,073,200	29.11	593,800	16.11	479,400	13.00
10,000 - 30,000	8	228,200	28,525	47,300	20.73	24,600	10.79	22,700	9.95
Less than 10,000	96	2,035,700	21,205	518,100	25.45	323,500	15.89	194,600	9.56

Table 3.—Drug Stores Classified According to Type of Operation, Age, and Size of Business

	Total	Stores	Stores Having Annual Sales Of -									
			Less than \$10,000		\$10,000 - \$19,999		\$20,000 - \$29,999		\$30,000 - \$49,999		\$50,000 or over	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
A. Independent Stores:												
Total, All Stores	3,270		913		1,201		706		350		100	
Less stores not classified by age	275		82		90		56		35		12	
Total stores classified by age	2,995	100.00	831	100.00	1,111	100.00	650	100.00	315	100.00	88	100.00
Stores opened in 1930	248	8.28	91	10.95	103	9.27	36	5.54	12	3.81	6	6.82
Stores opened in 1929	236	7.88	70	8.42	87	7.83	58	8.92	16	5.08	5	5.68
Stores opened in 1928	238	7.95	70	8.42	34	7.56	46	7.08	30	9.52	8	9.09
Stores opened in 1927	193	6.44	55	6.62	67	6.03	50	7.69	17	5.40	4	4.55
Stores opened in 1926	168	5.61	45	5.42	65	5.85	39	6.00	14	4.44	5	5.68
Total previous to 1926	1,912	63.84	500	60.17	705	63.46	421	64.77	226	71.75	60	68.18
Stores opened 1920 - 1925 .	834	27.85	191	22.98	318	28.63	216	33.23	92	29.21	17	19.32
Stores opened 1910 - 1919 .	599	20.00	170	20.46	206	18.54	117	18.00	79	25.08	27	30.68
Previous to 1910	479	15.99	139	16.73	181	16.29	88	13.54	55	17.46	16	18.18
B. Chain Stores:												
Total, All Stores	(1) 289		2		28		41		73		90	
Less stores not classified by age	33		1		2		2		4		6	
Total stores classified by age	256	100.00	1	100.00	26	100.00	39	100.00	69	100.00	84	100.00
Stores opened in 1930	23	8.98	-	-	7	26.92	5	12.82	6	8.69	5	5.96
Stores opened in 1929	36	14.06	-	-	2	7.69	4	10.26	13	18.84	8	9.52
Stores opened in 1928	19	7.42	-	-	4	15.39	2	5.13	4	5.80	7	8.33
Stores opened in 1927	13	5.08	-	-	-	-	3	7.69	4	5.80	4	4.76
Stores opened in 1926	12	4.69	-	-	3	11.54	1	2.56	1	1.45	7	8.33
Total previous to 1926	153	59.77	1	100.00	10	38.46	24	61.54	41	59.42	53	63.10

(1) Includes 55 chain store units which could not be classified according to size of business.

Table 9.--Commodities Sold in Drug Stores

Commodities Sold	Sales	
	Amount	Per cent
	\$	
All Commodities, Total	76,849,000	100.0
Bottled beverages	864,000	1.1
Cameras and photographic supplies	1,519,000	2.0
Candy, confectionery and nuts	3,643,000	4.7
Cigars, cigarettes, tobacco and smokers' supplies	7,647,000	10.0
Drugs and drug sundries --		
Prescriptions	8,142,000	10.6
Drugs, patent medicines, etc.	30,373,000	39.5
Rubber sundries	2,178,000	2.8
Drug sundries	2,946,000	3.8
Miscellaneous merchandise	455,000	.6
Miscellaneous services	16,000	-
Photo finishing (service)	540,000	.7
Professional and scientific instruments	281,000	.4
Radios and musical instruments	103,000	.1
Soda fountain sales (including sale of meals)	4,110,000	5.3
Stationery, books, magazines and supplies	4,114,000	5.4
Toilet preparations and cosmetics	7,206,000	10.3
Toilet articles	1,433,000	1.9
Surgical, dental and hospital supplies	609,000	.8

Table 10.--Comparison of Sales of Drugs, Drug Sundries, Toilet Articles and Preparations in Drug Stores and in Other Kinds of Stores

Kind of Business	Total		Drugs and Drug Sundries		Toilet Articles and Preparations	
	Sales	Per cent	Sales	Per cent	Sales	Per cent
	\$		\$		\$	
Total, All Stores ..	76,849,000	100.0	51,178,000	100.0	18,925,000	100.0
Drug stores	52,378,000	75.5	43,639,000	85.3	9,559,000	49.3
Department stores	8,434,000	12.0	4,011,000	7.8	4,423,000	23.4
Dry goods stores	50,000	.1	-	-	50,000	.3
General merchandise stores with food departments ..	134,000	.3	132,000	.3	62,000	.3
Variety stores	3,365,000	4.8	-	-	3,365,000	17.8
Country general stores ..	2,228,000	3.2	1,858,000	3.6	370,000	2.0
Women's ready-to-wear stores	26,000	-	-	-	26,000	.1
Jewellery stores	136,000	.2	-	-	136,000	.7
Patent medicines, remedies, perfumes, etc.	2,692,000	3.8	1,538,000	3.0	1,154,000	6.4

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Internal Trade Branch

Chief: H. Marshall, B.A., F.S.S.

July 24, 1935.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS, 1931.

A REVISION OF DRUG RETAILING, 1930.

Tables 9, 10 and 12 of the report "Drug Retailing in Canada, 1930" have been revised to permit of the correction of the figures for the sales of toilet articles and preparations in Prince Edward Island. The figures for other provinces remain unchanged.

Table 9.--Commodities Sold in Drug Stores

Commodities Sold	Sales	
	Amount	Per cent
All Commodities, Total	76,849,000	100.0
Bottled beverages	864,000	1.1
Cameras and photographic supplies	1,519,000	2.0
Candy, confectionery and nuts	3,643,000	4.7
Cigars, cigarettes, tobacco and smokers' supplies	7,647,000	10.0
Drugs and drug sundries --		
Prescriptions	8,142,000	10.6
Drugs, patent medicines, etc.	30,373,000	39.5
Rubber sundries	2,178,000	2.8
Drug sundries	2,946,000	3.8
Miscellaneous merchandise	742,000	1.0
Miscellaneous services	16,000	-
Photo finishing (service)	540,000	.7
Professional and scientific instruments	281,000	.4
Radios and musical instruments	103,000	.1
Soda fountain sales (including sale of meals)	4,110,000	5.3
Stationery, books, magazines and supplies	4,114,000	5.4
Toilet preparations and cosmetics	7,631,000	9.9
Toilet articles	1,391,000	1.9
Surgical, dental and hospital supplies	609,000	.8

Table 10.--Comparison of Sales of Drugs, Drug Sundries, Toilet Articles and Preparations in Drug Stores and in Other Kinds of Stores

Kind of Business	Total		Drugs and Drug Sundries		Toilet Articles and Preparations	
	Sales	Per cent	Sales	Per cent	Sales	Per cent
Total, All Stores ..	69,786,000	100.0	51,178,000	100.0	18,608,000	100.0
Drug stores	52,661,000	75.5	43,659,000	85.3	9,022,000	48.5
Department stores	8,434,000	12.1	4,011,000	7.8	4,423,000	23.8
Dry goods stores	50,000	.1	-	-	50,000	.3
General merchandise stores with food departments ...	194,000	.3	132,000	.3	62,000	.3
Variety stores,	3,565,000	4.8	-	-	3,365,000	18.1
Country general stores ...	2,228,000	3.2	1,258,000	3.6	370,000	2.0
Women's ready-to-wear stores	26,000	-.1	-	-	26,000	.1
Jewellery stores	136,000	.2	-	-	136,000	.7
Patent medicines, remedies, perfumes, etc.	2,692,000	3.8	1,538,000	3.0	1,154,000	6.2

Table 12.--Comparison of Approximate Sales of Toilet Articles and Preparations in Drug Stores and Other Kinds of Stores, by Provinces

Province	Total Sales of Toilet Articles and Preparations	Per cent of Canada Total	Amount Sold in Drug Stores		Amount Sold in All Other Stores	
			Amount	Per cent	Amount	Per cent
Canada, Total ...	18,608,000	100.0	9,022,000	48.5	9,586,000	51.5
Prince Edward Island ...	90,000	100.0	53,000	58.9	37,000	41.1
Nova Scotia	820,000	100.0	455,000	55.5	365,000	44.5
New Brunswick	631,000	100.0	282,000	44.7	349,000	55.3
Quebec	3,778,000	100.0	1,678,000	44.4	2,100,000	55.6
Ontario	8,204,000	100.0	3,832,000	46.8	4,366,000	53.2
Manitoba	1,192,000	100.0	434,000	36.4	758,000	63.6
Saskatchewan	1,173,000	100.0	718,000	61.2	455,000	38.8
Alberta	1,212,000	100.0	776,000	64.0	436,000	36.0
British Columbia	1,503,000	100.0	784,000	52.2	719,000	47.8
Yukon and Northwest Territories	5,000	100.0	4,000	80.0	1,000	20.0

Table 11.--Comparison of Approximate Sales of Drugs and Drug Sundries
in Drug Stores and Other Kinds of Stores, by Provinces

Province	Total Sales of Drugs and Drug Sundries \$	Per cent of Canada Total	Amount Sold in Drug Stores		Amount Sold in All Other Stores	
			Amount \$	Per cent	Amount \$	Per cent
Canada, Total ...	51,178,000	100.0	43,639,000	85.3	7,539,000	14.7
Prince Edward Island .	240,000	100.0	183,000	76.3	57,000	23.7
Nova Scotia	2,162,000	100.0	1,830,000	84.6	332,000	15.4
New Brunswick	1,592,000	100.0	1,163,000	73.1	429,000	26.9
Quebec	12,045,000	100.0	10,455,000	86.8	1,590,000	13.2
Ontario	20,205,000	100.0	19,082,000	94.4	1,123,000	5.6
Manitoba	3,830,000	100.0	2,097,000	54.5	1,743,000	45.5
Saskatchewan	3,442,000	100.0	2,708,000	78.7	734,000	21.3
Alberta	3,357,000	100.0	2,685,000	80.0	672,000	20.0
British Columbia	4,283,000	100.0	3,428,000	80.0	855,000	20.0
Yukon and Northwest Territories	22,000	100.0	18,000	81.8	4,000	18.2

Table 12.--Comparison of Approximate Sales of Toilet Articles and Preparations
in Drug Stores and Other Kinds of Stores, by Provinces

Province	Total Sales of Toilet Articles and Preparations \$	Per cent of Canada Total	Amount Sold in Drug Stores		Amount Sold in All Other Stores	
			Amount \$	Per cent	Amount \$	Per cent
Canada, Total	18,925,000	100.0	9,559,000	50.5	9,586,000	50.7
Prince Edward Island ..	407,000	100.0	370,000	90.9	37,000	9.1
Nova Scotia	820,000	100.0	455,000	55.5	365,000	44.5
New Brunswick	631,000	100.0	282,000	44.7	349,000	55.3
Quebec	3,778,000	100.0	1,678,000	44.4	2,100,000	55.6
Ontario	8,204,000	100.0	3,833,000	46.8	4,366,000	53.2
Manitoba	1,192,000	100.0	434,000	36.4	758,000	63.6
Saskatchewan	1,173,000	100.0	718,000	61.2	455,000	38.8
Alberta	1,212,000	100.0	776,000	64.0	436,000	36.0
British Columbia	1,503,000	100.0	784,000	52.2	719,000	47.8
Yukon and Northwest Territories	5,000	100.0	4,000	80.0	1,000	20.0

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