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**CANADA**  
**DOMINION BUREAU OF STATISTICS**  
**CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS**

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**RETAIL CHAINS**  
**IN**  
**CANADA**  
**1933**

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

RETAIL CHAINS IN CANADA, 1930 - 1933

The proportion of the total retail trade of the Dominion transacted by chain store organizations varied but slightly during the period from 1930 to 1933 according to the results of the Census of Merchandising and Service Establishments, 1933. In 1933 there were 461 different chain store companies in Canada (exclusive of department store chains) and these operated 8,230 stores and had sales of \$328,736,700 or 18.5 per cent of the total trade of all retail stores in that year. In 1930 there were 518 chain companies (exclusive of department store chains) with 8,504 stores, and chain sales in that year amounted to \$487,336,000 or 17.7 per cent of the total business of all retail units. The increase in chain ratio over the period 1930 to 1933 is thus seen to be slightly less than one per cent. The ratios of chain sales to total sales for the intervening years are 18.7 per cent for 1931 and 18.8 per cent for 1932.

For the Census of Merchandising and Service Establishments, the term "chain" is taken to mean a group of four or more stores under the same ownership and management and carrying on the same or similar kinds of business. Figures for groups of stores combined for buying and/or advertising purposes and termed "voluntary chains" are not included in the data given in the preceding paragraph, but a separate section dealing with these voluntary chains will be found further on in this report.

It must be remembered that changes in the number of chain store companies from year to year are due not only to the total disappearance of some firms and to the formation of new companies but are also due to the variations in the number of stores of continuing firms above or below the four-store limit. Of the 518 chain companies in operation in 1930, 55 went out of business altogether prior to 1933 and 80 more reduced the number of their units below the four-store limit so that they could no longer be classified as chains. During the same interval (1930 to 1933), 23 new chain store companies were formed and, in addition, 55 chains developed through the expansion of individual stores or two- or three-store multiples into full-fledged chains.

Variations in Chain Store Ratios

Throughout this report the percentage of chain store sales to total sales is designated "chain ratio", and for all kinds of business combined it has been stated that the chain ratio increased from 17.7 per cent in 1930 to 18.5 per cent in 1933. For five kinds of business, there were increases of considerable extent in chain ratios during the period 1930 to 1933. The kinds of business in which

these increases occurred, together with chain ratios for 1933 and 1930, are shown below:

<u>Kind of Business</u>	<u>Chain Ratio</u> <u>1933</u>	<u>Chain Ratio</u> <u>1930</u>
Grocery and combination stores .....	33.2	29.5
Filling stations .....	29.4	22.4
Family clothing stores .....	21.3	11.3
Shoe stores .....	27.1	21.5
Lumber and building material dealers	32.4	28.1

The increase in chain ratio for family clothing stores is largely due to the inclusion in the 1933 figures of a firm which, in 1930, operated only three stores but which, in 1933, increased the number of its units and has thus been classified as a chain.

Slight increases in chain ratios took place in the three kinds of business shown below:

<u>Kind of Business</u>	<u>Chain Ratio</u> <u>1933</u>	<u>Chain Ratio</u> <u>1930</u>
Bakery products stores .....	13.1	11.3
Hardware stores .....	7.1	6.0
Drug stores .....	19.3	18.2

Kinds of business in which practically no variations or decreases in chain ratios occurred are as follows:

<u>Kind of Business</u>	<u>Chain Ratio</u> <u>1933</u>	<u>Chain Ratio</u> <u>1930</u>
Candy and confectionery .....	10.9	10.1
Meat and fish markets .....	9.5	9.7
Motor vehicle dealers .....	7.3	7.6
Men's and boys' clothing and furnishings .....	12.1	13.7
Women's apparel .....	9.0	12.3
Furniture stores .....	18.7	22.8
Household appliances .....	57.5	57.8
Radio and music stores .....	8.0	21.0
Restaurants, cafeterias, etc. ....	17.1	17.7
Tobacco stores and stands .....	25.3	25.4

#### Chain Stores and Sales for Selected Kinds of Business

Grocery and Combination Store Chains.--In 1933 there were 75 grocery or combination store chains in Canada and these operated 2,132 stores having sales of \$98,606,500 or 33.2 per cent of the total business of all grocery and combination stores. In 1930 there were 66 different chain companies with 2,004 stores and sales amounting to \$119,498,600 or 29.5 per cent of the total grocery and combination store business in that year.

Of the 75 chains reported for 1933 and mentioned above, 46 may be classified as grocery chains and 29 as combination store chains. The 46 grocery chains operated 790 stores and had sales amounting to \$37,135,000. A chain has been classified as a combination store chain if at least 25 per cent of its business is conducted



in stores of the combination type. The 29 combination store chains reported in 1933 operated a total of 1,342 units and, of this number, 604, or 45 per cent, were straight grocery stores. These grocery stores had sales of \$17,176,300. The remaining 738 stores, or 55 per cent of the total, sold both groceries and meats and sales of these units in 1933 amounted to \$44,295,200.

Variety Store Chains.--The number of stores operated by the 14 variety store chains in Canada during 1933 was 348 and these 14 chains had total sales of \$33,348,600 or 89.5 per cent of the total business of all variety stores. In 1930 there were 15 variety store chains in operation and these accounted for 89.1 per cent of the total variety store business in that year.

Filling Stations.--Chain ratio for filling stations has increased from 22.4 per cent in 1930 to 29.4 per cent in 1933. In the latter year there were 30 different filling station chains which operated 738 stations and had total sales of \$14,071,100. In 1930 there were 28 chain companies which operated 646 stations and had retail sales of \$14,875,300. The figures for both years include only data for stations directly operated by the companies involved. Stations owned by the various firms but operated by independent proprietors as leased stations have not been included. Part of the increase in the number of chain units reported may be due to a transfer of units from the leased station type to the direct control of the oil companies.

Shoe Store Chains.--Sales made by shoe store chains in 1933 amounted to \$7,114,800 or 27.1 per cent of the total sales of all shoe stores during the year. These sales were made by 22 different organizations which operated 257 stores. In 1930 the number of chain companies was 17; the number of chain stores, 193; the value of chain sales, \$7,702,700; and the proportion of chain sales to total sales was 21.5 per cent.

Drug Store Chains.--The 23 drug store chains operated 297 stores in 1933 and did a business amounting to \$11,001,300 or 19.3 per cent of the total sales of all drug stores. In 1930 there were 31 chains which operated 284 stores and had sales of \$13,971,300 or 18.2 per cent of the total drug store business for that period.

Men's and Boys' Clothing and Furnishings Chains.--In this field there were 14 chains which operated 125 stores in 1933 and these had sales of \$5,405,200 or 12.1 per cent of the business conducted by all such stores. In 1930 there were 22 chains with 176 stores and chain sales in that year amounted to \$9,866,800 or 13.7 per cent of the total.

Women's Apparel and Accessories Chains.--In 1933 there were 15 chains which operated 144 stores and had sales of \$4,029,400. In 1930 there were 28 chains with 183 stores and sales of \$8,584,800. The chain store ratio for 1933 was 9.0 per cent as compared with 12.3 per cent for 1930.

Lumber and Building Material Dealers.--These firms, confined almost entirely to the Prairie Provinces, declined in number of organizations from 46 in 1930 to 42 in 1933. The 42 companies operating in 1933 had 868 yards with sales of \$9,505,700 or 32.4 per cent of the total sales of all lumber and building material dealers. The 46 companies operating in 1930 had 1,018 yards with sales of \$18,597,500 or 28.1 per cent of the total business in that year.

### Geographical Distribution of Chains

Of the 8,230 chain store units operating in Canada during 1933, 3,210, or 39.0 per cent, were located in Ontario and 1,668, or 20.3 per cent, were in Quebec. In number of units, Saskatchewan was third in importance with 1,046 stores or 12.7 per cent of the total number.

Of the total chain store sales volume for 1933, amounting to \$328,736,700, Ontario accounted for \$150,997,700 or 45.9 per cent, and Quebec for \$73,398,300 or 22.3 per cent. British Columbia, while fourth in number of chain units, was third in volume of chain sales, the business transacted by chains in this province amounting to \$32,150,000 or 9.8 per cent of the sales volume of all chains for the year.

The geographical distribution of chain units and sales for 1933 does not differ materially from that obtaining in 1930. The provinces arranged in descending order according to number of chain units in 1933, with percentages of chain units in each province to total chain units and with 1930 figures in brackets, are as follows: Ontario, 39.0 (38.5); Quebec, 20.3 (20.0); Saskatchewan, 12.7 (14.5); British Columbia, 9.1 (8.1); Alberta, 7.7 (8.0); Manitoba, 4.5 (5.1); Nova Scotia, 3.4 (2.7); New Brunswick, 2.3 (2.0); and Prince Edward Island, .1 (.1). When arranged in order of chain store sales for 1933, the provinces, together with the percentage of provincial chain sales to total Dominion chain sales, with 1930 percentages in brackets, are as follows: Ontario, 45.9 (44.0); Quebec, 22.3 (24.0); British Columbia, 9.8 (9.8); Saskatchewan, 6.3 (7.1); Alberta, 5.3 (5.1); Manitoba, 4.1 (4.5); Nova Scotia, 3.6 (2.5); New Brunswick, 2.3 (2.5); and Prince Edward Island, .1 (.1).

The geographical distribution of chain units and chain sales for 1933 and 1930 is shown in the table given below:

### Geographical Distribution of Chain Stores and Sales

Province	1 9 3 3				1 9 3 0			
	Total Chain Units	Per cent of total chain units	Total Chain Sales	Per cent of total chain sales	Total Chain Units	Per cent of total chain units	Total Chain Sales	Per cent of total chain sales
			\$				\$	
CANADA, TOTAL .....	8,230	100.0	328,736,700	100.0	8,504	100.0	487,336,000	100.0
British Columbia .....	740	9.1	32,150,000	9.8	692	8.1	47,375,300	9.8
Alberta .....	637	7.7	17,263,500	5.3	682	8.0	24,918,500	5.1
Saskatchewan .....	1,046	12.7	20,755,200	6.3	1,234	14.5	34,056,300	7.1
Manitoba .....	374	4.5	13,619,700	4.1	434	5.1	22,105,300	4.5
Ontario .....	3,210	39.0	150,997,700	45.9	3,276	38.5	214,391,300	44.0
Quebec .....	1,668	20.3	73,398,300	22.3	1,698	20.0	117,100,400	24.0
New Brunswick .....	190	2.3	7,581,300	2.3	168	2.0	11,958,700	2.5
Nova Scotia .....	283	3.4	11,715,500	3.6	227	2.7	12,163,300	2.5
Prince Edward Island ..	8	.1	350,900	.1	12	.1	678,700	.1
Yukon and Northwest Territories .....	74	.9	398,600	.3	81	1.0	2,087,700	.4



# Ratios of Chain Sales to Total Sales by Provinces

(All Kinds of Business Combined)

The term "chain ratio" has already been defined as the proportion that chain sales bear to the total business of all stores whether chain or independent. While for the Dominion as a whole chain store sales in 1933 formed 18.5 per cent of the total retail trade of the country (or the chain ratio was 18.5), wide variations in chain ratios are observed for the different provinces. In 1933 British Columbia had the highest chain ratio (20.9) and Ontario was second with a ratio of 20.5. In 1930 these two provinces were reversed in order of chain ratios, Ontario having the highest (19.5) and British Columbia the second highest (19.3). The provinces arranged in descending order of chain ratios for 1933, together with 1933 ratios and 1930 figures in brackets, are as follows: British Columbia, 20.9 (19.3); Ontario, 20.5 (19.5); Saskatchewan, 19.9 (18.0); Quebec, 17.4 (18.0); Nova Scotia, 16.9 (12.2); Alberta, 15.9 (14.1); New Brunswick, 14.5 (14.2); Manitoba, 11.3 (11.7); and Prince Edward Island, 4.0 (4.9). It is thus seen that decreases in ratios of chain sales to total sales over the period from 1930 to 1933 occurred in Quebec, Manitoba and Prince Edward Island, while increases in chain ratios took place in each of the other six provinces. The large increase in Nova Scotia is largely due to the fact that government liquor stores (classified as chains) were in operation in that province for only the latter part of 1930, but the 1933 report included a full year's operations:

## Comparison of Chain Ratios by Provinces for 1933 and 1930

(All Kinds of Business)

Province	Chain Ratio			Order of Chain Ratios	
	1933	1930	Change	1933	1930
British Columbia .....	20.9	19.3	+1.6	1	2
Ontario .....	20.5	19.5	+1.0	2	1
Saskatchewan .....	19.9	18.0	+1.9	3	3
Quebec .....	17.4	18.0	-0.6	4	4
Nova Scotia .....	16.9	12.2	+4.7	5	7
Alberta .....	15.9	14.1	+1.8	6	6
New Brunswick .....	14.5	14.2	+0.3	7	5
Manitoba .....	11.3	11.7	-0.4	8	8
Prince Edward Island .....	4.0	4.9	-0.9	9	9

## Ratios of Chain Sales to Total Sales by Provinces

(Grocery, Combination Store, Meat and Fish Markets Combined)

For the combined kinds of business mentioned in the above heading, the chain store ratio in 1933 was highest for Ontario (37.8) and second highest for British Columbia (35.2). In order to avoid disclosing the operations of individual companies, it is not possible to publish the figures for chains in each of the Maritime Provinces carrying on the selected kinds of business mentioned above. When figures for the three Maritime Provinces are grouped, the various provinces or divisions, arranged in descending order of 1933 chain ratios with 1933 ratios and figures for 1930 in brackets, are as follows: Ontario, 37.8 (34.2); British Columbia, 35.2 (27.2); Saskatchewan, 31.9 (32.1); Manitoba, 30.3 (25.6); Alberta, 28.7

(23.8); Maritime Provinces, 19.8 (12.8); and Quebec, 19.6 (16.9).

These ratios, together with variations over the three-year period, are given in the following table:

Comparison of Chain Ratios by Provinces for 1933 and 1930

(Grocery, Combination Store, Meat and Fish Markets)

Province	Chain Ratio			Order of Chain Ratios	
	1933	1930	Change	1933	1930
Ontario .....	37.8	34.2	+3.6	1	1
British Columbia .....	35.2	27.2	+8.0	2	3
Saskatchewan .....	31.9	32.1	-0.2	3	2
Manitoba .....	30.3	25.6	+4.7	4	4
Alberta .....	28.7	23.8	+4.9	5	5
Maritime Provinces .....	19.8	12.8	+7.0	6	7
Quebec .....	19.6	16.9	+2.7	7	6

Chains Classified According to Size

Chains have been classified according to size in two ways: first, according to the number of stores operated, and, second, according to the total annual sales volume of the various organizations. In the analysis according to number of stores, a chain has been assigned to a size class on the basis of the average number of stores which it operated during the year rather than on the basis of the maximum number that it may have had during any one month or week.

Chains Classified According to Number of Stores

When analyzed according to number of stores, it is found that of the 461 chains operating in 1933 there were 194 each of which had an average of less than 6 stores during the year. These 194 chains operated 806 stores and had sales of \$34,605,300 or 10.53 per cent of the total chain store business. At the other extreme in size, there were 13 chains each of which had more than 100 stores and this group had total sales of \$126,053,600 or 38.35 per cent of total business of all chains for the year. The accompanying tables also give corresponding data for chains in four intermediate size classes.

In addition to giving the number of chains, number of stores, and value of sales for each size class, the tables also show the average sales per store for each group. As compared with an average sales per store of \$41,612 for all chains, the highest average (\$52,831) was obtained by the group of 13 chains each having more than 100 units and the lowest (\$31,605) by a group of 21 chains each of which operated from 51 to 100 units.

Comparative figures for 1930 show that, of the 518 chains operating in that year, 246 were in the smallest-size class and these accounted for 11.51 per cent of the business of all chains as compared with 10.53 per cent in 1933. In 1930 there were 14 chains each operating more than 100 stores and these had total sales of \$172,417,700 or 35.39 per cent of the total chain sales. This compares with 38.35



per cent for the same size class in 1933. Average sales per chain store unit in 1930 amounted to \$60,187 as compared with \$41,612 in 1933, and the average varied from \$44,436 for chains having from 26 to 50 stores to \$67,403 for organizations having more than 100 stores.

In comparing the figures for the two years, it should be remembered that two independent classifications have been made and, since the number of units in the different chains may have varied considerably during the three-year period, organizations included in one size class in 1933 may be included in another size class in the earlier year.

Food Chains (Grocery, Combination, Meat and Fish Markets).--An analysis of the 91 chains operating in these kinds of business in 1933 shows that there were 41 organizations, each of which had an average of less than 6 stores, and that these accounted for 7.11 per cent of the total sales of all food chains. There were 6 chains each of which operated more than 100 units, and these did a total business of \$64,858,800 or 62.73 per cent of the total. In comparison with an average sales per store of \$44,930 for all food chains, the 6 largest companies had the highest figure (\$49,624) and a group of 9 firms, each operating between 11 and 25 units, had the lowest average or \$32,035 per store.

In 1930 there were 41 chains each having less than 6 stores and there were 5 chains each of which operated more than 100 units. The five large firms had total sales of \$64,611,100 or 50.64 per cent of the business of the entire group for the year. When all food chains having more than 50 units are considered, it is found that there were 10 such organizations in 1933 and that these transacted 73.42 per cent of the total food chain business. In 1930 there were also 10 chains having more than 50 stores and these accounted for 72.27 per cent of the total food chain business in that year.

The 87 chains in 1930 had an average sales figure per store of \$57,521 and the average varied from \$72,418 for chains having from 51 to 100 stores to \$43,302 for organizations having less than 6 stores.

Shoe Store Chains.--Eight of the 22 chains operating in 1933 had less than 6 stores, while there were 3 firms each of which had more than 25 units. The 8 small chains transacted 12.17 per cent of the total business of the group, while the three largest companies accounted for 46.57 per cent. Average sales per store were fairly uniform for all sizes of chains, varying from \$26,171 for chains of from 11 to 25 stores to \$30,521 for organizations of from 6 to 10 units. The average for all shoe store chains in 1933 was \$27,684.

In 1930 there were 6 chains out of the total of 17 which had fewer than 6 units and only 2 firms with more than 25 stores. The 6 small chains accounted for 13.77 per cent of the total business of the group, while 3 chains all having more than 11 units accounted for 53.71 per cent. Average sales per store amounted to \$39,278 and varied but slightly for chains in the various size classes.

Filling Station Chains.--Of the 30 filling station chains operating in 1933, there were 13 which had fewer than 6 stations and these accounted for 11.09 per cent of the business of the entire group. Six companies, each operating more than 25 retail outlets, transacted 68.93 per cent of the business of all filling station chains. In this field the chains with fewest units had the highest average sales figure per station as reflected in the average of \$33,211 for chains of less than 6 stations and \$15,796 for chains of from 11 to 25 units. Chains having more than 25 stations had average sales per unit of \$18,905, while the average for all



filling station chains was \$19,067.

In 1930 there were 9 small chains, each having fewer than 6 units, and these accounted for 7.51 per cent of the total chain sales as compared with 11.09 per cent for the same size class in 1933. There were 7 chain companies each of which operated more than 25 stations and these transacted 73.85 per cent of the total sales of the group. This compares with 68.93 per cent for the same size class in 1933. In comparison with an average sales figure per station of \$23,027 for all chains, the 9 smallest chains (according to number of units) had the highest average, or \$34,891, while 3 firms each having from 11 to 25 stations had the lowest average per station or \$20,112.

Drug Store Chains.--Of the 29 drug store chains operating in 1933, there were 12 each of which had less than 6 stores and these accounted for 10.80 per cent of the total sales of all drug chains. In order to avoid disclosing the operations of individual concerns, it has been necessary to combine the figures for all chains having more than 10 stores. There were 7 such organizations and these transacted 67.16 per cent of the total drug chain business. Average sales per store for all chains were \$37,041 and varied from \$23,286 for chains having less than 6 stores to \$43,725 for organizations of more than 10 units.

In 1930 there were 31 drug store chains and of this number 15 had fewer than 6 stores and accounted for 17.44 per cent of the total business of the group as compared with 10.80 per cent for the same size class in 1933. Five chains, each having more than 10 units, transacted 58.18 per cent of the drug chain business for the year. Average sales per store for all drug chains amounted to \$49,195 and varied from \$37,842 for chains of from 6 to 10 stores to \$62,532 for organizations operating more than 10 retail outlets.

#### Chains Classified According to Total Sales Volume

Of the 461 chains in 1933, there were 104 each of which had a total sales volume of less than \$100,000 and there were 11 companies each doing more than \$5,000,000 worth of business. The 104 small chains accounted for only 1.81 per cent of the total chain store business for the year, while the 11 large firms transacted 39.95 per cent of the total.

When all chains are classified according to total sales volume, it is found that the average sales per store increase as the size of the chain increases. In comparison with an average sales figure per store of \$41,612 for all chains in 1933, the average for the group of smallest-size chains was \$11,029 and for the largest-size chains it was \$77,158. This tendency for the average sales per store to increase with the size of the chain is much less evident when the size of chain is determined by the number of units operated.

Comparative figures for 1930 show that 93 of the chains operating in that year had total sales of less than \$100,000 and these transacted only 1.23 per cent of the total chain store business as compared with 1.81 per cent in 1933. There were 14 companies each of which had sales exceeding \$5,000,000 in value and these accounted for 42.33 per cent of the total chain business. This compares with 39.95 per cent for the same size class in 1933. Average sales per store for all chains were \$60,187 and varied from \$13,494 for firms in the smallest-size class to \$101,275 for the 14 largest organizations.

Food Chains (Grocery, Combination Store, Meat Markets).--In 1933 there were 91 chains operating in these kinds of business and, of this number, 11 had total sales of less than \$100,000 while 5 did a business in excess of \$5,000,000. Of the total sales of \$103,382,900 for the 91 firms, the 11 smallest concerns accounted for .79 of one per cent and the 5 largest for 60.61 per cent. Average sales per store varied from \$18,541 for the 11 smallest chains to \$59,795 for a group of 3 firms each having a total business of between \$2,500,000 and \$5,000,000. The average sales per store figure for the 5 largest chains were \$52,535, while the average for all food chains was \$44,930.

In 1930 there were 10 food chains having total sales of less than \$100,000 and 5 large firms each doing a business for that year in excess of \$5,000,000. The 10 smallest firms accounted for .50 of one per cent of the total food chain business, while the 5 largest organizations accounted for 61.07 per cent. Average sales per store in 1930 amounted to \$57,521 for all chains, \$13,767 for the group of smallest firms and \$67,407 for the 5 largest organizations.

Shoe Store Chains.--Of the 22 shoe store chains in 1933, there were 4 which had total sales of less than \$100,000 and these accounted for 3.89 per cent of the total shoe chain business. There were 3 firms each having sales exceeding \$500,000 and these transacted 46.58 per cent of the total business of all shoe store chains.

Average sales per store amounted to \$27,684 and varied from \$19,786 for the smallest organizations to \$35,635 for a group of 5 chains each doing a total business of between \$250,000 and \$500,000.

The tables give corresponding figures for 1930 and show that the average sales per store in that year for all chains were \$39,910 and varied from \$26,941 for a group of 6 firms having sales of less than \$250,000 to \$52,163 for three companies, each of which had a total sales volume in excess of \$500,000.

Filling Station Chains.--Of the 30 filling station chains in 1933 with total sales of \$14,071,100, there were 5 chain companies which did a total retail business of less than \$100,000 and there were 4 large chains each doing more than \$1,000,000 worth of business through their retail outlets. The 5 smallest chains accounted for 1.61 per cent of the total chain business and the 4 largest firms for 57.03 per cent.

When the basis of classification is the total sales volume of the organizations concerned, it is found that in the filling station field the highest average sales per station were obtained by firms in the middle-sized class. The average sales per station for all chains were \$19,067 and varied from \$13,318 for chains of less than \$100,000 annual business to \$25,004 for chains whose total retail sales lay between \$250,000 and \$500,000.

In 1930 there were 28 filling station chain companies, of which 5 were small firms having sales of less than \$100,000, while there were 6 organizations each having sales of more than \$1,000,000. The average sales per station for all chains amounted to \$23,027 and varied from \$16,688 for the group of smallest-size chains to \$26,966 for organizations whose total sales volume lay between \$250,000 and \$500,000.

Drug Store Chains.--In 1933 there were 29 drug store chains with total sales of \$11,001,300 and of this number 6 organizations did an annual business of less than \$100,000 and 4 others each had total sales exceeding \$500,000. The 6



small firms accounted for 3.49 per cent of the total drug chain business for the year and the 4 large firms accounted for 59.81 per cent of the same total.

In the drug chain field, average sales per store vary directly with the size of chain, ranging from \$15,344 per store for the group of 6 small chains to \$48,382 for the 4 largest organizations. The average sales per store for all drug chains amounted to \$37,041.

In 1930 there were 4 chains out of the 31 in operation that year which did a total business of less than \$100,000 and there were 5 whose annual sales exceeded \$500,000. The former group accounted for 2.40 per cent of the total drug chain business as compared with 3.49 per cent in 1933 and the latter group accounted for 60.10 per cent as compared with 59.81 per cent in 1933. Average sales per store for all chains amounted to \$49,195 and varied from \$20,963 for the group of 4 small chains to \$68,267 for the 5 largest organizations.

#### Ownership Groups of Department Stores

As already intimated in the first paragraph of this report, data for groups of four or more department stores under the same ownership are not included in the chain figures presented here or in the accompanying tables. For the Census of Merchandising and Service Establishments, 1931, some of the larger department stores operated by multiple organizations and situated in the larger centres were considered as independent stores and were not included in the chain figures published for that census. It is not possible in all cases to distinguish those department stores belonging to multiple organizations and possessing the features of regular chain systems (central merchandising and control, etc.) from those under the same ownership but operated as independent concerns. In order to secure greater homogeneity in the types of operation included, figures relating to all department stores operated by these ownership groups have been omitted from the chain store data given in this report. The 1930 chain store figures shown here have been revised to make allowance for this factor and a number of other revisions in the 1930 figures have also been necessary to allow for changes in the classifications of some other firms as between chains and independents.

In 1930 there were 5 groups of department stores with 68 stores having sales of \$288,235,300 or 10.46 per cent of the total retail trade of the country. In 1933 the number of ownership groups had declined to 4, the number of stores to 61 and the value of sales to \$195,066,200. This amount formed 10.98 per cent of the total retail business for that year. Combined sales of chains and ownership groups of department stores for 1930 amounted to \$775,571,300 or 28.2 per cent of the business transacted by all retail stores. In 1933 the corresponding sales figure was \$523,802,900 and this formed 29.5 per cent of the total business for that year. The corresponding ratios for the two intervening years are equal, each being 29.6 per cent of the total business transacted in 1931 and 1932.

#### Voluntary Chains

For the purposes of the Census of Merchandising Establishments, groups of independent retailers formed into organizations for buying and/or advertising purposes have been classified as voluntary chains. These retailers may sell a wide range of commodities, and their co-operative buying activities may function only for particular lines such as groceries. Trends in the total sales made by members of these groups would not, therefore, be a true indication of the growth of the volun-

tary chain system in Canada. A better measure of the development of these voluntary chains is obtained from a comparison of the yearly purchases made upon a co-operative basis by the different members.

In 1930 there were 4,485 members of some 24 different voluntary chain systems in Canada and these purchased goods valued at \$22,783,372 or an average of \$5,080 per store. In 1933 the number of chains had increased to 32, the number of members to 6,689, and the value of purchases made upon a co-operative basis at wholesale prices amounted to \$28,625,065 or 125.6 per cent of the 1930 figure. If allowance were made for the decline in the wholesale prices of the goods purchased, the percentage increase in the actual volume of goods purchased by these voluntary chains would, of course, be much greater.

While a number of voluntary chains have been formed by dealers in drugs, hardware, and shoes, most of them have developed for the purchasing of groceries and allied products. Of the 32 voluntary chains in operation in 1933, food chains numbered 27. These had 6,025 out of the total of 6,689 members, and purchases at wholesale prices by these voluntary food chains amounted to \$26,725,418.

Voluntary food chains have been classified into two types. The first (indicated in the tables as Type A) consists of a group of stores more or less closely connected with a single wholesaler or group of wholesalers who service the individual members. The store fronts are uniform in design and all the individual stores carry the name of the group to which they belong.

The second type (Type B) consists of small groups of merchants, usually in the same locality, who have formed group buying organizations in order to secure some of the benefits of bulk purchasing. In some cases, orders are placed through a secretary appointed by the organization, while in other instances one of the members becomes responsible for the purchase of a consignment of goods for the group.

Of the 27 voluntary food chains in operation in Canada in 1933, 19 belonged to Type A and 8 to Type B. Those in Type A had 5,554 members in 1933 and purchases by these members from the wholesalers servicing the groups amounted to \$25,250,771. The average purchases per store, therefore, amounted to \$4,546. The 8 chains in Type B had 471 members and the value of purchases at wholesale prices amounted to \$1,474,647, giving average purchases per store of \$3,131.

Wholesalers servicing voluntary chains of Type A do not confine their sales to members of these groups but also sell to other retail merchants. Upon comparing sales made to voluntary chains with the total business of the wholesalers interested, it is found that the percentage that the former bears to the latter has increased from 28.01 per cent in 1930 to 34.19 per cent in 1933. The percentages of sales made to voluntary chains to the total sales of the wholesalers for 1931 and 1932 were 31.00 and 33.11 respectively.

#### Forms of Tables

Table 1.--Number of Chains, Chain Stores, Personnel, Payroll, Sales and Stocks

In addition to reporting the maximum number of stores operated during the year 1933, each firm indicated the number of units in operation at the beginning, middle, and end of the year. These latter three figures for each chain were averaged and the total of all such averages is shown in Table 1, in addition to the maximum number of stores in operation during the year. The table shows that, while the



maximum number of stores reported for 1933 was 8,230, the average number for the year was 7,900. The 461 chains employed a total of 43,423 store employees and, of this number, 28,952 were male and 14,471 were female employees. When a distinction is made as between full-time and part-time employees, it is found that, of the 43,423 reported, 34,756 were reported as being on a full-time basis and 8,667 on a part-time basis. The total wage bill for the year amounted to \$38,820,600. These employment and wage facts refer to store employees only, the reporting firms having been asked to omit all head office, warehouse, or other overhead staff from the employment and wage statistics given.

In addition to giving the details mentioned above for all chains combined, similar information is given for the various kinds of business in which chains are found to operate. Two columns of percentages are also shown. The first shows the proportion that the sales of chains in each kind of business bear to the total sales of all chains, and the second shows the corresponding proportions when government liquor store figures are omitted from the total chain store sales. Since sales of government liquor stores amount to 16.7 per cent of the total chain store business, the omission of these figures makes a considerable difference in the percentages shown in the two columns. For example, sales of grocery and combination store chains together amount to 30.0 per cent of the total sales of all chains when government liquor store sales are included. When these sales are excluded from the total chain business, the percentage attributable to grocery and combination store chains is increased to approximately 36 per cent.

Table 2.—Number of Chains, Chain Stores, Value of Chain Sales and Chain Ratios,  
1930 - 1933

For all kinds of retail trade combined and for those kinds of business in which chains are of most importance, Table 2 gives the principal chain store statistics for each of the years 1930 to 1933. It should be noted that in this table the number of chain stores shown refers to the average number as based upon the number reported at the beginning, middle, and end of each year.

Table 3.—Chain Stores and Sales Classified According to Type of Chain

Chains have been classified as local, provincial, sectional and national, depending upon the extent of territory covered by their branches. Local chains are confined to one town or city, while provincial chains have stores located in more than one locality but confined to one province. Sectional chains are defined as those having units in two or three provinces, while national chains have stores in four provinces or more.

In Table 3 all chains and those in selected kinds of business are classified according to type, and a comparison is made as between 1930 and 1933. The table shows that the proportion of chain stores and the proportion of total chain sales attributable to each type of chain has remained comparatively constant over the three-year period.

Table 4.—Geographical Distribution of Chain Stores and Sales

Table 4 gives the geographical distribution of chains in Canada as existing in 1933, both for all chains as a whole and also for different kinds of business, arranged in broad classification groups. The number of chain stores and the value of

chain sales may be added across 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.

Due to the way in which the various firms reported the number of stores located in each province, Table 4 shows the maximum number of chain stores operating in 1933 and not the average.

Table 5.--Principal Statistics of Retail Chains by Provinces, 1930 - 1933

Table 5 shows the trends in chain ratios in each province during the period from 1930 to 1933, first, for all kinds of business combined and, then, for grocery, combination store and meat market chains and for drug chains.

Table 6.--Chains Classified According to Number of Stores Operated

This table classifies the various chains according to the number of stores operated and shows, for each size class, the number of chains, number of stores, value of sales, proportion of sales to total chain sales and the average sales per store for the group. Chains have been classified upon the basis of the average number which they operated throughout the year and not according to the maximum number which they may have had at any one time. In addition to classifying all chains according to number of stores operated, corresponding data are also given for chains in four selected kinds of business - food chains, filling station chains, shoe store chains and drug chains.

Table 7.--Chains Classified According to Total Annual Sales Volume

In this table the basis of classification is the total sales volume of the organizations instead of the number of stores operated. Figures are given, first, for all chains combined and, second, for chains operating in the four fields mentioned above.

Table 8.--Voluntary Chains in Canada - Number of Chains, Stores,

Value of Purchases and Average Purchases per Store

This table indicates the extent to which the **voluntary** chain system was operative in Canada during 1933 and also gives comparative figures for each of the three preceding years.



Table 1.--Number of Chains, Stores, Personnel, Payroll, Sales and Stocks, 1933

Kind of Business		Number of Chains	Number of Stores 1933	
			Average	Maximum
1	ALL CHAINS, TOTAL <sup>(2)</sup> .....	461	7,900	8,230
2	All chains less government liquor stores .....	453	7,311	7,635
3	Food Group, Total .....	115	2,598	2,707
4	Bakery products chains <sup>(3)</sup> .....	11	108	113
5	Candy and confectionery chains .....	8	160	167
6	Grocery chains .....	46	790	821
7	Combination store chains .....	29	1,342	1,400
8	Meat market chains (including sea foods) .....	16	169	177
9	Country General Store Chains, Total .....	18	109	113
10	General Merchandise Group, Total .....	27	450	461
11	Dry goods store chains .....	11	92	95)
12	General merchandise store chains .....	2	10	10)
13	Variety, 5-and-10, and to-a-dollar chains .....	14	348	356
14	Automotive Group, Total .....	37	803	903
15	Automobile dealer chains .....	7	65	66
16	Filling station chains .....	30	738	837
17	Apparel Group, Total .....	63	588	620
18	Men's and boys' clothing and furnishings chains (including custom tailors) .....	14	125	135
19	Family clothing chains .....	12	62	63
20	Women's apparel and accessories chains .....	15	144	148
21	Shoe store chains .....	22	257	274
22	Building Materials Group, Total .....	58	955	971
23	Hardware chains .....	14	75	76
24	Lumber and building materials .....	42	868	883
25	Furniture and Household Group, Total .....	31	370	380
26	Furniture chains .....	9	84	84
27	Household appliance chains (gas or electric) .....	16	250	255
28	Radio and music chains .....	4	25	30
29	Restaurant Chains, Total .....	17	216	240
30	Other Retail Stores, Total .....	95	1,811	1,835
31	Book store chains .....	2	12	12)
32	News dealer chains .....	2	39	43)
33	Drug store chains .....	29	297	301
34	Florists .....	3	13	13
35	Gifts, novelties, toys and cameras .....	2	12	12)
36	Jewellery store chains .....	3	28	29)
37	Office, school and store supplies and equipment dealers ...	11	142	144
38	Tobacco store chains .....	9	232	234
39	Government liquor stores .....	8	589	595
40	Brewers' warehouse chains .....	6	40	40
41	Unclassified kinds of business .....	20	407	412

(1) In computing the percentages in this column, the sales of government liquor stores have been omitted from the total chain figures.

Table 1.—Number of Chains, Stores, Personnel, Payroll, Sales and Stocks, 1933

Net Chain Sales, 1933 \$	Per cent of total chain sales	Per cent of total chain sales(1)	Stocks on Hand, End of Year (at cost) \$	Employment and Wage Facts (Store employees only)					
				Male	Female	Full-time	Part-time	Salaries and wages \$	
328,736,700	100.00	-	43,995,100	28,952	14,471	34,756	8,667	34,820,600	1
273,864,000	-	100.00	39,889,900	27,175	14,404	32,975	8,604	32,080,800	2
109,809,200	33.40	40.10	6,389,100	10,021	2,860	9,541	3,340	8,925,500	3
995,600	.30	.36	18,200	113	188	269	32	201,300	4
3,568,500	1.08	1.30	64,600	212	710	763	154	575,200	5
37,135,000	11.30	13.56	2,715,400	2,457	1,131	2,645	943	2,348,100	6
61,471,500	18.70	22.45	3,409,600	6,430	719	5,120	2,029	5,100,300	7
4,776,400	1.45	1.75	96,500	668	41	537	172	527,600	8
4,766,600	1.45	1.74	1,572,600	402	154	550	6	434,100	9
36,557,800	11.12	13.35	5,819,100	1,206	7,502	4,854	3,854	4,437,000	10
3,209,200	.98	1.17	1,022,500	197	420	520	97	404,600	11
33,348,600	10.14	12.18	4,796,600	1,009	7,082	4,334	3,757	4,032,400	12
23,525,700	7.16	8.59	2,364,100	3,323	57	3,259	121	3,628,300	13
9,454,600	2.88	3.45	1,778,000	925	54	970	9	1,410,100	14
14,071,100	4.28	5.14	586,100	2,398	3	2,289	112	2,218,200	15
23,271,400	7.08	8.50	5,322,400	1,574	1,064	2,204	434	2,366,800	16
5,405,200	1.64	1.97	889,300	471	67	467	71	607,300	17
6,722,000	2.05	2.46	1,686,800	309	393	620	82	653,300	18
4,029,400	1.23	1.47	590,000	41	491	426	106	353,100	19
7,114,800	2.16	2.60	2,156,300	753	113	691	175	747,100	20
12,842,300	3.91	4.69	5,477,400	1,538	64	1,564	38	1,607,500	21
3,024,500	.92	1.10	1,164,200	308	39	339	8	340,000	22
9,505,700	2.89	3.47	4,236,600	1,193	18	1,182	29	1,212,200	23
11,084,900	3.37	4.05	3,071,600	2,591	380	2,747	224	2,686,700	24
4,317,400	1.31	1.58	1,168,800	423	57	462	18	523,200	25
5,299,700	1.61	1.93	1,319,000	1,854	263	1,949	168	1,743,400	26
1,070,300	.33	.39	510,000	246	56	264	38	327,400	27
7,129,300	2.17	2.60	187,000	1,529	1,344	2,565	308	1,759,300	28
99,749,500	30.34	16.38	13,791,800	6,768	1,046	7,472	342	8,974,800	29
1,052,700	.32	.38	314,300	246	53	277	22	231,800	30
11,001,300	3.35	4.02	2,021,500	1,278	293	1,460	111	1,497,700	31
346,300	.10	.13	34,400	49	10	58	1	55,100	32
5,754,800	1.75	2.10	1,967,700	679	307	943	43	802,100	33
5,332,100	1.62	1.94	1,575,600	1,012	137	1,147	2	1,548,600	34
5,446,200	1.66	1.99	506,100	517	52	561	8	602,600	35
54,872,700	16.69	-	4,105,200	1,777	67	1,781	63	2,733,800	36
4,555,900	1.39	1.66	270,900	186	37	203	20	242,200	37
11,387,500	3.46	4.16	2,996,100	1,024	90	1,042	72	1,254,900	38
									39
									40
									41

(2) Group totals may include kind-of-business classifications which cannot be shown separately without disclosing the operations of individual firms.

(3) Exclusive of manufacturing bakeries.



Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, 1930-1933

Kind of Business	1930(1)	1931	1932	1933
All Stores, Total --				
Chains (number) .....	518	506	486	461
Stores (average number) ...	8,097	8,188	8,066	7,900
Chain sales .....	\$ 487,336,000	434,015,200	360,630,100	328,736,700
Total sales .....	\$2,755,569,900	2,325,732,000	1,917,219,000	1,776,884,000
Percentage, chains to total	17.7	18.7	18.8	18.5
Candy and Confectionery Stores--				
Chains (number) .....	14	15	10	8
Stores (average number) ...	163	183	168	160
Chain sales .....	\$ 5,448,300	4,781,500	4,068,800	3,568,500
Total sales .....	\$ 54,176,100	43,922,000	36,619,000	32,855,000
Percentage, chains to total	10.1	10.9	11.1	10.9
Grocery and Combination Stores--				
Chains (number) .....	66	69	71	75
Stores (average number) ...	2,004	2,098	2,151	2,132
Chain sales .....	\$ 119,498,600	117,099,500	104,442,600	98,606,500
Total sales .....	\$ 405,403,400	360,872,000	315,825,000	297,306,000
Percentage, chains to total	29.5	32.4	33.1	33.2
Fish and Meat Markets --				
Chains (number) .....	21	21	19	16
Stores (average number) ...	214	212	196	169
Chain sales .....	\$ 8,083,900	6,468,500	5,196,500	4,776,400
Total sales .....	\$ 83,026,200	65,980,000	53,535,000	50,036,000
Percentage, chains to total	9.7	9.8	9.7	9.5
Variety Stores --				
Chains (number) .....	15	14	14	14
Stores (average number) ...	313	329	339	348
Chain sales .....	\$ 39,383,600	38,906,700	35,474,800	33,348,600
Total sales .....	\$ 44,212,200	43,565,000	39,629,000	37,257,000
Percentage, chains to total	89.1	89.3	89.5	89.5
Filling Stations --				
Chains (number) .....	28	27	26	30
Stations (average number) .	646	686	703	738
Chain sales .....	\$ 14,875,300	15,552,200	14,705,800	14,071,100
Total sales .....	\$ 66,449,300	60,195,000	54,091,000	47,842,000
Percentage, chains to total	22.4	25.8	27.2	29.4
Family Clothing Stores --				
Chains (number) .....	13	13	12	12
Stores (average number) ...	55	55	57	62
Chain sales .....	\$ 4,746,600	4,425,100	3,873,700	6,722,000
Total sales .....	\$ 42,144,100	36,976,000	31,845,000	31,593,000
Percentage, chains to total	11.3	12.0	12.2	21.3

(1) Figures for 1930 have been revised to provide for the reclassification of some stores by type of operation.

Table 2.—Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, 1930-1933 (Cont'd.) —

Kind of Business	1930 <sup>(1)</sup>	1931	1932	1933
<b>Men's and Boys' Clothing and Furnishings (including custom tailors) —</b>				
Chains (number) .....	22	22	19	14
Stores (average number) ...	176	179	148	125
Chain sales .....	\$ 9,866,800	8,253,600	5,784,700	5,405,200
Total sales .....	\$ 72,110,500	58,759,000	46,876,000	44,520,000
Percentage, chains to total	13.7	14.0	12.3	12.1
<b>Women's Apparel and Accessories —</b>				
Chains (number) .....	28	25	19	15
Stores (average number) ...	183	186	164	144
Chain sales .....	\$ 8,584,800	6,828,100	5,093,700	4,029,400
Total sales .....	\$ 69,806,000	61,236,000	49,405,000	44,688,000
Percentage, chains to total	12.3	11.2	10.3	9.0
<b>Shoe Stores —</b>				
Chains (number) .....	17	18	19	22
Stores (average number) ...	193	212	230	257
Chain sales .....	\$ 7,702,700	7,687,500	7,094,800	7,114,800
Total sales .....	\$ 35,908,000	32,259,000	27,802,000	26,284,000
Percentage, chains to total	21.5	23.8	25.5	27.1
<b>Hardware Stores —</b>				
Chains (number) .....	13	14	14	14
Stores (average number) ...	70	72	75	75
Chain sales .....	\$ 4,218,100	4,001,700	3,162,300	3,024,500
Total sales .....	\$ 70,891,700	59,321,000	47,346,000	42,745,000
Percentage, chains to total	6.0	6.7	6.7	7.1
<b>Lumber and Building Material Dealers —</b>				
Chains (number) .....	46	48	45	42
Stores (average number) ...	1,018	971	911	868
Chain sales .....	\$ 18,597,500	13,077,000	10,989,500	9,505,700
Total sales .....	\$ 66,200,700	48,356,000	34,810,000	29,332,000
Percentage, chains to total	28.1	27.0	31.6	32.4
<b>Furniture Stores —</b>				
Chains (number) .....	8	9	9	9
Stores (average number) ...	90	88	92	84
Chain sales .....	\$ 9,367,900	7,558,600	5,038,200	4,317,400
Total sales .....	\$ 41,016,500	34,964,000	25,930,000	23,074,000
Percentage, chains to total	22.8	21.6	19.4	18.7

(1) Figures for 1930 have been revised to provide for the reclassification of some stores by type of operation.



Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage of Chain Store Sales to Total Sales, 1930 - 1933 (Cont'd.) -

Kind of Business	1930(1)	1931	1932	1933
Household Appliance Stores --				
Chains (number) .....	19	17	17	16
Stores (average number) ...	283	269	260	250
Chain sales .....	\$ 10,232,000	7,682,400	6,216,300	5,299,700
Total sales .....	\$ 17,798,200	14,247,000	10,886,000	9,209,000
Percentage, chains to total	57.8	53.9	57.1	57.5
Radio and Music Stores --				
Chains (number) .....	7	7	6	4
Stores (average number) ...	73	53	39	25
Chain sales .....	\$ 7,104,100	4,695,900	2,344,800	1,070,300
Total sales .....	\$ 33,894,200	26,195,000	16,913,000	13,439,000
Percentage, chains to total	21.0	17.9	13.9	8.0
Restaurant Group --				
Chains (number) .....	21	20	17	17
Stores (average number) ...	252	243	224	216
Chain sales .....	\$ 13,438,600	11,011,700	8,262,600	7,129,300
Total sales .....	\$ 75,377,100	62,040,000	47,673,000	41,666,000
Percentage, chains to total	17.7	17.7	17.3	17.1
Drug Stores --				
Chains (number) .....	31	32	32	29
Stores (average number) ...	284	299	305	297
Chain sales .....	\$ 13,971,300	13,584,600	12,520,000	11,001,300
Total sales .....	\$ 76,848,900	70,510,000	63,318,000	57,068,000
Percentage, chains to total	18.2	19.3	19.6	19.3
Office, School and Store Supplies and Equipment --				
Chains (number) .....	16	14	14	11
Stores (average number) ...	171	160	157	142
Chain sales .....	\$ 11,134,200	8,443,800	6,237,100	5,332,100
Total sales .....	\$ 19,829,900	15,373,000	11,465,000	10,003,000
Percentage, chains to total	56.1	54.9	54.4	53.3
Tobacco Stores and Stands --				
Chains (number) .....	9	9	10	9
Stores (average number) ...	210	219	232	232
Chain sales .....	\$ 7,300,700	6,984,700	6,223,400	5,446,200
Total sales .....	\$ 30,702,800	27,157,000	23,864,000	21,505,000
Percentage, chains to total	25.4	25.7	26.1	25.3
Government Liquor Stores --				
Chains (number) .....	8	8	8	8
Stores (average number) ...	612	614	589	589
Chain sales .....	\$100,394,000	86,366,000	67,030,900	54,872,700
Total sales .....	\$100,394,000	86,366,000	67,030,900	54,872,700
Percentage, chains to total	100.0	100.0	100.0	100.0

(1) Figures for 1930 have been revised to provide for the reclassification of some stores by type of operation.

Table 3.—Chains Classified According to Type of Operation, 1930 and 1933 Compared

	1930(1)				1933			
	Number of Chains	Number of Stores (average)	Sales \$	Per Cent of Total Chain Sales	Number of Chains	Number of Stores (average)	Sales \$	Per Cent of Total Chain Sales
ALL CHAINS, TOTAL .....	518	8,097	487,336,000	100.00	461	7,900	328,736,700	100.00
Local .....	200	1,257	64,465,200	13.23	181	1,261	44,660,500	13.59
Provincial .....	202	2,802	208,365,900	42.76	169	2,626	125,571,600	38.20
Sectional .....	57	1,577	72,373,400	14.85	64	1,573	56,618,500	17.22
National .....	59	2,461	142,131,500	29.16	47	2,440	101,886,100	30.99
Grocery, Combination and Meat Market Chains .....	87	2,218	127,582,500	100.00	91	2,301	103,332,900	100.00
Local .....	54	388	17,296,600	13.56	53	441	17,083,600	16.33
Provincial .....	23	553	37,951,400	29.75	28	582	29,886,000	28.91
Sectional .....	10	1,277	72,334,500	56.69	10	1,278	56,413,300	54.76
National .....	31	284	13,971,300	100.00	29	297	11,001,300	100.00
Drug Chains .....	24	171	6,696,800	47.93	23	171	4,998,100	45.43
Local .....	7	113	7,274,500	52.07	6	126	6,003,200	54.57
Provincial .....	28	646	14,875,300	100.00	30	738	14,071,100	100.00
Sectional .....	9	53	1,617,900	10.88	11	55	1,560,000	11.09
National .....	11	141	3,025,600	20.34	9	159	2,617,500	18.60
Filling Station Chains .....	5	144	3,044,900	20.47	6	191	3,676,300	26.13
Local .....	3	308	7,186,900	48.31	4	333	6,217,300	44.18
Provincial .....								
Sectional .....								
National .....								

(1) Figures for 1930 have been revised to provide for the reclassification of some stores by type of operation.



Table 4.--Geographical Distribution of Chain Stores and Sales, 1933

		CANADA	British Columbia	Alberta	
1	ALL CHAINS, TOTAL .	Chains (number) .....	461	81	93
		Stores (maximum number) ...	8,230	740	637
		Chain sales .....	\$ 328,736,700	32,150,000	17,269,500
		Total sales .....	\$1,776,884,000	153,719,000	108,277,000
		Percentage, chains to total	18.5	20.9	15.9
2	General Merchandise Group	Chains (number) .....	27	3	4
		Stores (maximum number) ...	461	21	12
		Chain sales .....	\$ 36,557,800	2,301,300	1,643,700
		Total sales .....	\$ 313,258,000	34,010,000	16,793,000
		Percentage, chains to total	11.7	6.8	9.8
3	Country General Stores	Chains (number) .....	18	-	3
		Stores (maximum number) ...	113	-	14
		Chain sales .....	\$ 4,766,600	-	446,900
		Total sales .....	\$ 151,233,000	11,563,000	18,778,000
		Percentage, chains to total	3.2	-	2.4
4	Apparel Group	Chains (number) .....	63	10	8
		Stores (maximum number) ...	620	40	17
		Chain sales .....	\$ 23,271,400	1,204,500	1,371,000
		Total sales .....	\$ 147,085,000	10,874,000	7,943,000
		Percentage, chains to total	15.8	11.1	17.3
5	Furniture and Household Group	Chains (number) .....	31	6	5
		Stores (maximum number) ...	380	22	13
		Chain sales .....	\$ 11,084,900	939,900	528,300
		Total sales .....	\$ 50,634,000	4,127,000	3,042,000
		Percentage, chains to total	21.9	22.8	17.4
6	Food Group	Chains (number) .....	115	20	14
		Stores (maximum number) ...	2,707	338	138
		Chain sales .....	\$ 109,809,200	9,015,400	4,726,200
		Total sales .....	\$ 431,165,000	31,262,000	19,421,000
		Percentage, chains to total	25.5	23.8	24.3
7	Lumber and Building Group	Chains (number) .....	58	2	23
		Stores (maximum number) ...	971	9	261
		Chain sales .....	\$ 12,842,300	(X)	3,001,100
		Total sales .....	\$ 82,797,000	5,710,000	8,611,000
		Percentage, chains to total	15.5	(X)	34.9

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

Table 4.--Geographical Distribution of Chain Stores and Sales, 1933

Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	Yukon and Northwest Territories
30	73	217	147	41	50	5	4)
1,046	374	3,210	1,668	190	283	8	74)
20,755,200	13,619,700	150,997,700	73,398,300	7,581,300	11,715,500	350,900	898,600) 1
104,123,000	120,322,000	737,000,000	421,141,000	52,445,000	69,349,000	8,742,000	1,766,000)
19.9	11.3	20.5	17.4	14.5	16.9	4.0	50.9)
3	5	17	17	3	2	2	- )
12	10	228	154	6	16	2	- )
1,379,900	1,205,500	17,564,800	9,737,300	963,800	(X)	(X)	- ) 2
13,968,000	45,507,000	124,024,000	57,000,000	11,869,000	8,585,000	1,503,000	- )
9.9	2.6	14.2	17.1	8.1	(X)	(X)	- )
5	-	1	6	3	2	-	- )
20	-	7	47	18	7	-	- )
420,000	-	(X)	1,415,800	913,300	(X)	-	- ) 3
23,083,000	9,963,000	33,310,000	33,207,000	8,529,000	10,174,000	2,180,000	446,000)
1.8	-	(X)	4.3	10.7	(X)	-	- )
7	7	39	30	5	4	-	- )
14	13	338	176	13	9	-	- )
2,457,900	908,400	10,362,600	6,310,200	390,500	266,300	-	- ) 4
5,953,000	5,957,000	64,022,000	40,995,000	4,088,000	6,284,000	962,000	7,000)
41.3	15.2	16.2	15.4	9.6	4.2	-	- )
6	3	19	14	4	3	-	- )
36	6	124	157	16	6	-	- )
521,700	182,100	5,410,300	3,141,000	283,400	78,200	-	- ) 5
1,944,000	2,019,000	22,887,000	13,430,000	1,157,000	1,809,000	218,000	2,000)
26.8	9.0	23.6	23.4	24.5	4.3	-	- )
9	8	51	16	5	14	1	- )
140	126	1,282	527	41	113	2	- )
4,287,300	5,159,900	58,656,300	22,483,900	(X)	3,844,700	(X)	- ) 6
15,484,000	19,102,000	181,518,000	132,682,000	10,795,000	19,070,000	1,611,000	219,000)
27.7	27.0	32.3	16.9	(X)	20.2	(X)	- )
28	10	9	7	1	2	-	- )
549	81	39	23	1	8	-	- )
4,645,000	942,200	2,251,600	1,371,900	(X)	(X)	-	- ) 7
10,772,000	5,959,000	32,759,000	14,506,000	1,733,000	2,460,000	204,000	85,000)
43.1	15.8	6.9	9.5	(X)	(X)	-	- )



Table 4.--Geographical Distribution of Chain Stores and Sales, 1933 (Cont'd.) -

		CANADA	British Columbia	Alberta
1 Restaurant Group ....	Chains (number) .....	17	6	4
	Stores (maximum number) ...	240	25	18
	Chain sales .....	\$ 7,129,300	(X)	351,800
	Total sales .....	\$ 41,666,000	5,220,000	3,256,000
	Percentage, chains to total	17.1	(X)	10.8
2 Automotive Group ....	Chains (number) .....	37	7	5
	Stores (maximum number) ...	903	59	42
	Chain sales .....	\$ 23,525,700	920,100	447,400
	Total sales .....	\$218,484,000	18,587,000	15,381,000
	Percentage, chains to total	10.8	5.0	2.9
3 Drug Stores .....	Chains (number) .....	29	3	4
	Stores (maximum number) ...	301	39	17
	Chain sales .....	\$ 11,001,300	1,367,500	547,900
	Total sales .....	\$ 57,068,000	4,434,000	3,650,000
	Percentage, chains to total	19.3	30.8	15.0
4 Office Appliances and Office, Store and School Equipment and Supplies	Chains (number) .....	11	9	11
	Stores (maximum number) ...	144	11	17
	Chain sales .....	\$ 5,332,100	326,300	262,700
	Total sales .....	\$ 10,003,000	490,000	418,000
	Percentage, chains to total	53.3	66.7	62.8
5 All Other Chains ....	Chains (number) .....	55	15	12
	Stores (maximum number) ...	1,390	176	88
	Chain sales .....	\$ 83,416,100	15,172,300	3,937,500
	Total sales .....	\$273,490,000	27,442,000	10,983,000
	Percentage, chains to total	30.5	55.3	35.9

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

Table 4.--Geographical Distribution of Chain Stores and Sales, 1933 (Cont'd.) -

Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	Yukon and Northwest Territories
2	4	10	8	2	1	-	- )
7	7	117	58	6	2	-	- )
(X)	(X)	3,024,900	2,749,100	(X)	(X)	-	- )
2,759,000	2,682,000	17,008,000	8,809,000	800,000	982,000	95,000	56,000) 1
(X)	(X)	17.8	31.2	(X)	(X)	-	- )
5	9	20	16	5	6	1	- )
22	34	487	183	30	43	3	- )
709,200	527,600	13,150,600	5,955,100	917,400	(X)	(X)	- )
11,077,000	10,630,000	106,358,000	41,835,000	5,021,000	8,659,000	886,000	- ) 2
6.4	4.9	12.4	14.2	18.3	(X)	(X)	- )
2	2	13	5	1	4	1	- )
7	12	156	45	5	19	1	- )
(X)	(X)	6,163,800	1,648,200	(X)	433,200	(X)	- )
2,899,000	2,921,000	27,462,000	11,317,000	2,037,000	2,066,000	253,000	24,000) 3
(X)	(X)	22.4	14.6	(X)	21.0	(X)	- )
11	11	11	10	7	7	-	- )
16	12	50	20	8	10	-	- )
264,400	334,100	2,774,900	1,182,800	78,100	108,300	-	- )
421,000	700,000	5,255,000	2,313,000	117,000	272,000	17,000	- )
62.8	47.7	52.8	51.1	66.8	39.8	-	- )
12	14	27	18	5	5	-	4)
223	73	382	278	46	50	-	74)
5,769,800	3,770,000	31,125,500	17,398,000	2,273,300	3,071,100	-	898,600) 5
15,763,000	14,832,000	122,398,000	65,046,000	6,302,000	8,989,000	807,000	928,000)
36.6	25.4	25.4	26.7	36.1	34.2	-	96.8 )



Table 5.--Principal Statistics of Retail Chains by Provinces, 1930 - 1933

A. All Kinds of Business

	1930(1)	1931	1932	1933
CANADA.				
Chains (number) .....	518	506	486	461
Stores (maximum number) ...	8,504	8,557	8,398	8,230
Chain sales .....	\$ 487,336,000	434,015,200	360,630,100	328,736,700
Total sales .....	\$2,755,569,900	2,325,732,000	1,917,219,000	1,776,384,000
Percentage, chains to total	17.7	18.7	18.8	18.5
British Columbia				
Chains (number) .....	92	91	84	81
Stores (maximum number) ...	692	704	699	740
Chain sales .....	\$ 47,875,300	40,675,700	32,660,400	32,150,000
Total sales .....	\$ 243,597,500	206,807,000	162,179,000	153,719,000
Percentage, chains to total	19.3	19.7	20.1	20.9
Alberta				
Chains (number) .....	104	98	91	93
Stores (maximum number) ...	632	662	637	637
Chain sales .....	\$ 24,918,500	20,288,100	17,577,900	17,269,500
Total sales .....	\$ 176,537,100	136,505,000	115,573,000	108,277,000
Percentage, chains to total	14.1	14.9	15.2	15.9
Saskatchewan				
Chains (number) .....	101	100	92	90
Stores (maximum number) ...	1,234	1,176	1,074	1,046
Chain sales .....	\$ 34,056,300	24,409,300	20,750,700	20,755,200
Total sales .....	\$ 189,181,100	137,792,000	112,929,000	104,123,000
Percentage, chains to total	18.0	17.7	18.4	19.9
Manitoba				
Chains (number) .....	91	84	77	73
Stores (maximum number) ...	434	404	393	374
Chain sales .....	\$ 22,105,800	18,853,100	16,155,400	13,619,700
Total sales .....	\$ 189,243,900	154,690,000	131,415,000	120,322,000
Percentage, chains to total	11.7	12.2	12.3	11.3
Ontario				
Chains (number) .....	250	239	230	217
Stores (maximum number) ...	3,276	3,314	3,237	3,210
Chain sales .....	\$ 214,391,300	195,362,900	163,814,600	150,997,700
Total sales .....	\$1,099,990,200	951,288,000	786,859,000	737,000,000
Percentage, chains to total	19.5	20.5	20.8	20.5

(1) Figures for 1930 have been revised to provide for the reclassification of some stores by type of operation.

Table 5.—Principal Statistics of Retail Chains by Provinces, 1930 - 1933 (Cont'd.) -

A. All Kinds of Business (Cont'd.) -

		1930(1)	1931	1932	1933
Quebec .....	Chains (number) .....	175	168	163	147
	Stores (maximum number) ...	1,698	1,772	1,764	1,668
	Chain sales .....	\$117,100,400	105,739,900	86,059,200	73,398,300
	Total sales .....	\$651,138,500	562,395,000	464,963,000	421,141,000
	Percentage, chains to total	18.0	18.8	18.5	17.4
New Brunswick.	Chains (number) .....	42	42	41	41
	Stores (maximum number) ...	168	171	181	190
	Chain sales .....	\$ 11,958,700	10,469,200	8,511,900	7,581,300
	Total sales .....	\$ 84,371,900	71,692,000	56,992,000	52,445,000
	Percentage, chains to total	14.2	14.6	14.9	14.5
Nova Scotia ..	Chains (number) .....	48	50	50	50
	Stores (maximum number) ...	227	262	276	283
	Chain sales .....	\$ 12,163,300	15,867,000	13,378,300	11,715,500
	Total sales .....	\$ 99,519,900	90,187,000	74,966,000	69,349,000
	Percentage, chains to total	12.2	17.6	17.8	16.9
Prince Edward Island ....	Chains (number) .....	7	7	8	5
	Stores (maximum number) ...	12	8	10	8
	Chain sales .....	\$ 673,700	475,500	433,800	350,900
	Total sales .....	\$ 13,773,700	11,466,000	9,141,000	8,742,000
	Percentage, chains to total	4.9	4.1	4.7	4.0
Yukon and Northwest Territories.	Chains (number) .....	6	5	4	4
	Stores (maximum number) ...	81	84	77	74
	Chain sales .....	\$ 2,087,700	1,874,500	1,287,900	893,600
	Total sales .....	\$ 3,216,100	2,910,000	2,197,000	1,766,000
	Percentage, chains to total	64.9	64.4	58.6	50.9

(1) Figures for 1930 have been revised to provide for the reclassification of some stores by type of operation.



Table 5.--Principal Statistics of Retail Chains by Provinces, 1930 - 1933 (Cont'd.) -

B. Grocery, Combination Store and Meat and Fish Markets

		1930(1)	1931	1932	1933
CANADA .....	Chains (number) .....	87	90	90	91
	Stores (maximum number) ...	2,352	2,410	2,436	2,398
	Chain sales .....	\$127,582,500	123,568,000	109,639,100	103,382,900
	Total sales .....	\$488,429,600	426,852,000	360,360,000	347,342,000
	Percentage, chains to total	26.1	28.9	29.7	29.3
British Columbia .....	Chains (number) .....	19	19	18	17
	Stores (maximum number) ...	244	249	268	232
	Chain sales .....	\$ 10,117,100	8,939,900	8,294,100	8,606,800
	Total sales .....	\$ 37,196,100	31,163,000	25,912,000	24,455,000
	Percentage, chains to total	27.2	28.8	32.0	35.2
Alberta .....	Chains (number) .....	8	9	10	11
	Stores (maximum number) ...	120	117	122	127
	Chain sales .....	\$ 5,587,000	5,356,200	4,877,000	4,519,100
	Total sales .....	\$ 23,469,400	19,397,000	16,827,000	15,767,000
	Percentage, chains to total	23.8	27.6	29.0	28.7
Saskatchewan ..	Chains (number) .....	10	10	9	8
	Stores (maximum number) ...	165	162	153	138
	Chain sales .....	\$ 6,969,300	6,307,800	4,963,700	4,177,600
	Total sales .....	\$ 21,690,500	17,636,000	14,310,000	13,109,000
	Percentage, chains to total	32.1	35.8	34.7	31.9
Manitoba .....	Chains (number) .....	8	8	8	6
	Stores (maximum number) ...	121	119	118	110
	Chain sales .....	\$ 5,689,100	5,436,600	5,432,100	4,697,600
	Total sales .....	\$ 22,225,200	18,399,000	17,032,000	15,480,000
	Percentage, chains to total	25.6	29.0	31.8	30.3
Ontario .....	Chains (number) .....	37	37	36	37
	Stores (maximum number) ...	1,107	1,109	1,114	1,113
	Chain sales .....	\$ 70,763,300	67,093,400	58,639,900	55,450,700
	Total sales .....	\$206,749,300	179,622,000	154,793,000	146,528,000
	Percentage, chains to total	34.2	37.4	37.2	37.8

(1) Figures for 1930 have been revised to provide for the reclassification of some stores by type of operation.

Table 5.--Principal Statistics of Retail Chains by Provinces, 1930 - 1933 (Cont'd.) -

B. Grocery, Combination Store and Meat and Fish Markets (Cont'd.) -

		1930(1)	1931	1932	1933
Quebec .....	Chains (number) .....	13	12	12	12
	Stores (maximum number) ...	495	523	515	472
	Chain sales .....	\$ 23,708,400	24,194,600	21,665,400	20,456,500
	Total sales .....	\$140,527,500	126,553,000	110,798,000	104,204,000
	Percentage, chains to total	16.9	19.1	19.6	19.6
New Brunswick.	Chains (number) .....	5	5	5	5
	Stores (maximum number) ...	30	37	39	41
	Chain sales .....	\$ 1,267,300	1,675,700	1,620,200	1,519,900
	Total sales .....	\$ 13,117,200	11,618,000	10,298,000	9,638,000
	Percentage, chains to total	9.7	14.4	15.7	15.8
Nova Scotia ..	Chains (number) .....	9	11	12	14
	Stores (maximum number) ...	66	92	105	113
	Chain sales .....	(X)	(X)	(X)	(X)
	Total sales .....	\$ 21,249,900	19,965,000	17,494,000	16,463,000
	Percentage, chains to total	(X)	(X)	(X)	(X)
Prince Edward Island .....	Chains (number) .....	1	1	1	1
	Stores (maximum number) ...	2	2	2	2
	Chain sales .....	(X)	(X)	(X)	(X)
	Total sales .....	\$ 1,976,000	1,805,000	1,645,000	1,502,000
	Percentage, chains to total	(X)	(X)	(X)	(X)
Yukon and Northwest Territories ..	Chains (number) .....	1	-	-	-
	Stores (maximum number) ...	2	-	-	-
	Chain sales .....	(X)	-	-	-
	Total sales .....	\$ 229,500	214,000	200,000	198,000
	Percentage, chains to total	(X)	-	-	-

(1) Figures for 1930 have been revised to provide for the reclassification of some stores by type of operation.

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



Table 5.--Principal Statistics of Retail Chains by Provinces, 1930 - 1933 (Cont'd.) -

C. Drug Stores

	1930(1)	1931	1932	1933
Chains (number) .....	31	32	32	29
Stores (maximum number) ...	292	306	313	301
CANADA ..... Chain sales .....	\$13,971,300	13,584,600	12,520,000	11,001,300
Total sales .....	\$76,848,900	70,510,000	63,818,000	57,068,000
Percentage, chains to total	18.2	19.3	19.6	19.3
Chains (number) .....	4	4	4	3
Stores (maximum number) ...	41	44	43	39
British Columbia . Chain sales .....	\$ 2,042,500	1,871,600	1,602,000	1,367,500
Total sales .....	\$ 6,530,400	5,799,000	4,937,000	4,434,000
Percentage, chains to total	31.3	32.3	32.4	30.8
Chains (number) .....	5	4	4	4
Stores (maximum number) ...	19	16	17	17
Alberta ..... Chain sales .....	\$ 880,600	594,900	547,500	547,900
Total sales .....	\$ 5,243,600	4,434,000	4,007,000	3,650,000
Percentage, chains to total	16.8	13.4	13.7	15.0
Chains (number) .....	2	2	2	2
Stores (maximum number) ...	7	6	7	7
Saskatchewan ..... Chain sales .....	(X)	(X)	(X)	(X)
Total sales .....	\$ 4,988,000	3,864,000	3,269,000	2,899,000
Percentage, chains to total	(X)	(X)	(X)	(X)
Chains (number) .....	2	2	2	2
Stores (maximum number) ...	11	10	11	12
Manitoba ..... Chain sales .....	(X)	(X)	(X)	(X)
Total sales .....	\$ 4,294,000	3,831,000	3,376,000	2,921,000
Percentage, chains to total	(X)	(X)	(X)	(X)

(1) Figures for 1930 have been revised to provide for the reclassification of some stores by type of operation.

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

Table 5.--Principal Statistics of Retail Chains by Provinces, 1930 - 1933 (Cont'd.) -

C. Drug Stores (Cont'd.) -

	1930 <sup>(1)</sup>	1931	1932	1933
Ontario .....				
Chains (number) .....	11	13	13	13
Stores (maximum number) ...	137	152	153	156
Chain sales .....	\$ 6,989,200	7,280,400	6,974,500	6,163,800
Total sales .....	\$35,207,500	33,201,000	30,490,000	27,462,000
Percentage, chains to total	19.9	21.9	22.9	22.4
Quebec .....				
Chains (number) .....	7	7	7	5
Stores (maximum number) ...	54	54	53	45
Chain sales .....	\$ 2,367,900	2,273,600	2,008,600	1,648,200
Total sales .....	\$14,851,500	13,901,000	12,861,000	11,317,000
Percentage, chains to total	15.9	16.4	15.6	14.6
New Brunswick ....				
Chains (number) .....	1	1	1	1
Stores (maximum number) ...	4	5	5	5
Chain sales .....	(X)	(X)	(X)	(X)
Total sales .....	\$ 2,331,000	2,461,000	2,292,000	2,037,000
Percentage, chains to total	(X)	(X)	(X)	(X)
Nova Scotia .....				
Chains (number) .....	4	4	4	4
Stores (maximum number) ...	18	18	18	19
Chain sales .....	\$ 560,800	547,900	469,200	433,200
Total sales .....	\$ 3,015,500	2,599,000	2,292,000	2,066,000
Percentage, chains to total	18.6	21.1	20.5	21.0
Prince Edward Island .....				
Chains (number) .....	1	1	1	1
Stores (maximum number) ...	1	1	1	1
Chain sales .....	(X)	(X)	(X)	(X)
Total sales .....	\$ 352,600	323,000	268,000	253,000
Percentage, chains to total	(X)	(X)	(X)	(X)

(1) Figures for 1930 have been revised to provide for the reclassification of some stores by type of operation.

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



Table 6.—Chains Classified According to Number of Stores Operated

## A. All Chains

Size of Chain	1933					1930				
	Number of Chains	Number of Stores	Total Chain Sales	Per Cent of Total Chain Sales	Average Sales Per Store	Number of Chains	Number of Stores	Total Chain Sales	Per Cent of Total Chain Sales	Average Sales Per Store
			\$		\$			\$		\$
All Chains, Total .....	461	7,900	328,736,700	100.00	41,612	518	8,097	487,336,000	100.00	60,187
Chains having less than 6 stores .....	194	806	34,605,300	10.53	42,935	246	1,017	56,094,400	11.51	55,157
6 - 10 stores .....	117	884	33,170,400	10.09	37,523	135	1,020	66,486,600	13.64	65,183
11 - 25 stores .....	84	1,262	51,881,900	15.78	41,111	75	1,182	72,046,800	14.78	60,953
26 - 50 stores .....	32	1,118	37,338,500	11.37	33,442	32	1,214	53,945,500	11.07	44,456
51 - 100 stores .....	21	1,444	45,637,000	13.88	31,605	16	1,106	66,345,000	13.61	59,386
More than 100 stores ..	13	2,386	126,053,600	38.35	52,831	14	2,558	172,417,700	35.39	67,403

## B. Grocery, Combination, and Meat Market (Including Fish Market) Chains

			\$		\$			\$		\$
All Chains, Total .....	91	2,301	103,382,900	100.00	44,930	87	2,218	127,582,500	100.00	57,521
Chains having less than 6 stores .....	41	174	7,352,300	7.11	42,255	41	176	7,621,100	5.97	43,302
6 - 10 stores .....	23	169	6,653,100	6.44	39,367	21	146	6,970,900	5.46	47,746
11 - 25 stores .....	9	132	4,228,600	4.09	32,035	10	162	8,580,300	6.73	52,965
26 - 50 stores .....	8	251	9,239,300	8.94	36,810	5	190	12,208,000	9.57	64,253
51 - 100 stores .....	4	268	11,050,800	10.69	41,234	5	381	27,591,100	21.63	72,418
More than 100 stores ..	6	1,307	64,858,800	62.73	49,624	5	1,163	64,611,100	50.64	55,556

Table 6.—Chains Classified According to Number of Stores Operated (Cont'd.) -

## C. Filling Station Chains

Size of Chain	1933					1930				
	Number of Chains	Number of Stores	Total Chain Sales	Per Cent of Total Chain Sales	Average Sales Per Store	Number of Chains	Number of Stores	Total Chain Sales	Per Cent of Total Chain Sales	Average Sales Per Store
All Chains, Total .....	30	738	\$ 14,071,100	100.00	\$ 13,067	28	646	\$ 14,875,300	100.00	\$ 23,027
Chains having less than 6 stations .....	13	47	1,560,900	11.09	33,211	9	32	1,116,500	7.51	34,891
6 - 10 stations .....	-	-	-	-	-	9	67	1,727,500	11.61	25,784
11 - 25 stations .....	11	173	2,811,700	19.93	15,796	3	52	1,045,800	7.03	20,112
More than 25 stations .	6	513	9,698,500	68.93	13,905	7	495	10,985,500	73.85	22,133

## D. Shoe Store Chains

All Chains, Total .....	22	257	\$ 7,114,300	100.00	\$ 27,684	17	193	\$ 7,702,700	100.00	\$ 39,910
Chains having less than 6 stores .....	8	31	866,000	12.17	27,935	6	27	1,060,500	13.77	39,278
6 - 10 stores .....	6	43	1,312,400	18.45	30,521	3	64	2,505,100	32.52	39,142
11 - 25 stores .....	5	62	1,622,600	22.81	26,171	1	25)			
More than 25 stores ...	3	121	3,313,800	46.57	27,387	2	77)	4,137,100	53.71	40,560

## E. Drug Store Chains

All Chains, Total .....	29	297	\$ 11,001,300	100.00	\$ 37,041	31	284	\$ 13,371,300	100.00	\$ 49,195
Chains having less than 6 stores .....	12	51	1,187,600	10.80	23,236	15	64	2,436,400	17.44	38,069
6 - 10 stores .....	10	77	2,424,200	22.04	31,483	11	90	3,405,800	24.38	37,342
More than 10 stores ...	7	169	7,389,500	67.16	43,725	5	130	8,129,100	58.13	62,532



Table 7.--Chains Classified According to Total Sales Volume

## A. All Chains

Size of Chain	1933					1930				
	Number of Chains	Number of Stores	Total Chain Sales	Per Cent of Total Chain Sales	Average Sales Per Store	Number of Chains	Number of Stores	Total Chain Sales	Per Cent of Total Chain Sales	Average Sales Per Store
			\$		\$			\$		\$
All Chains, Total .....	461	7,900	323,736,700	100.00	41,612	518	8,097	487,336,000	100.00	60,187
Chains having sales of --										
Less than \$100,000 .....	104	539	5,944,800	1.81	11,029	93	443	5,977,800	1.23	13,494
\$100,000 - \$250,000 ....	166	1,281	27,259,900	8.29	21,280	168	965	28,066,200	5.76	29,084
\$250,000 - \$500,000 ....	82	930	27,816,600	8.46	29,910	108	396	37,822,100	7.76	37,974
\$500,000 - \$1,000,000 ..	46	1,022	31,755,400	9.66	31,072	56	855	39,144,700	8.03	45,783
\$1,000,000 - \$2,500,000.	39	1,552	58,600,400	17.83	37,758	58	1,595	92,970,500	19.08	58,289
\$2,500,000 - \$5,000,000.	13	874	46,037,200	14.00	52,674	21	1,206	77,056,900	15.81	63,895
More than \$5,000,000 ...	11	1,702	131,322,400	39.95	77,158	14	2,037	206,297,800	42.33	101,275

## B. Grocery, Combination and Meat Market (Including Fish Market) Chains

			\$		\$			\$		\$
All Chains, Total .....	91	2,301	103,382,900	100.00	44,930	87	2,218	127,582,500	100.00	57,521
Chains having sales of --										
Less than \$100,000 .....	11	44	815,800	.79	18,541	10	46	633,300	.50	13,767
\$100,000 - \$250,000 ....	32	183	5,311,100	5.14	29,022	32	158	5,348,500	4.19	33,851
\$250,000 - \$500,000 ....	25	194	7,723,800	7.47	39,813	22	162	8,034,200	6.30	49,594
\$500,000 - \$1,000,000 ..	6	129	4,039,000	3.91	31,310	4	52	2,706,100	2.12	52,040
\$1,000,000 - \$2,500,000.	9	380	12,175,600	11.78	32,041	9	285	14,352,000	11.64	52,112
\$2,500,000 - \$5,000,000.	3	178	10,643,500	10.30	59,795	5	359	18,086,200	14.18	50,379
More than \$5,000,000 ...	5	1,193	62,674,100	60.61	52,535	5	1,156	77,922,200	61.07	67,407

Table 7.—Chains Classified According to Total Sales Volume (Cont'd.)

## C. Filling Station Chains

Size of Chain	1935					1930				
	Number of Chains	Number of Stores	Total Chain Sales	Per Cent of Total Chain Sales	Average Sales Per Store	Number of Chains	Number of Stores	Total Chain Sales	Per Cent of Total Chain Sales	Average Sales Per Store
			\$		\$			\$		\$
All Chains, Total .....	30	738	14,071,100	100.00	19,067	28	646	14,875,300	100.00	23,027
Chains having sales of --										
Less than \$100,000 ....	5	17	226,400	1.61	13,318	5	17	283,700	1.91	16,688
\$100,000 - \$250,000 ...	14	138	2,357,800	16.76	17,086	12	78	2,096,000	14.09	26,872
\$250,000 - \$500,000 ...	4	47	1,175,200	8.35	25,004	4	56	1,510,100	10.15	26,966
\$500,000 - \$1,000,000 .	3	164	2,286,700	16.25	13,943	1	34)			
More than \$1,000,000 ..	4	372	8,025,000	57.03	21,573	6	461)	10,985,500	73.85	22,193

## D. Shoe Store Chains

			\$		\$			\$		\$
All Chains, Total .....	22	257	7,114,800	100.00	27,684	17	193	7,702,700	100.00	39,910
Chains having sales of --										
Less than \$100,000 ....	4	14	277,000	3.89	13,786	2	9)			
\$100,000 - \$250,000 ...	10	70	1,671,000	23.49	23,871	4	23)	862,100	11.19	26,941
\$250,000 - \$500,000 ...	5	52	1,853,000	26.04	35,635	8	78	2,511,100	32.60	32,194
More than \$500,000 ....	3	121	3,313,800	46.58	27,387	3	83	4,329,500	56.21	52,163

## E. Drug Store Chains

			\$		\$			\$		\$
All Chains, Total .....	29	297	11,001,300	100.00	37,041	31	284	13,971,300	100.00	49,195
Chains having sales of --										
Less than \$100,000 ....	6	35	383,600	3.49	15,344	4	16	335,400	2.40	20,963
\$100,000 - \$250,000 ...	14	90	2,283,100	20.75	25,367	14	83	2,479,300	17.75	29,871
\$250,000 - \$500,000 ...	5	46	1,754,700	15.95	38,146	8	62	2,759,800	19.75	44,512
More than \$500,000 ....	4	136	6,579,900	59.81	48,382	5	123	8,396,800	60.10	68,267





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Table 3.—Number of Voluntary Chains, Stores, Value of Purchases  
and Average Purchases Per Store

A. All Voluntary Chains

Year	Number of Chains	Number of Stores	Total Purchases at Wholesale Prices	Average Purchases Per Store	Index of Purchases (1930 = 100)
			\$	\$	
1930 .....	24	4,485	22,783,372	5,080	100.0
1931 .....	29	5,456	25,220,327	4,622	110.7
1932 .....	30	6,207	26,364,548	4,248	115.7
1933 .....	32	6,689	28,625,065	4,279	125.6

B. All Voluntary Food Chains

			\$	\$	
1930 .....	23	4,472	22,720,502	5,081	100.0
1931 .....	26	5,198	23,626,795	4,545	104.0
1932 .....	26	5,790	25,433,064	4,392	111.9
1933 .....	27	6,025	26,725,418	4,436	117.6

C. Voluntary Food Chains - Type A

			\$	\$	
1930 .....	16	4,180	21,721,851	5,197	100.0
1931 .....	18	4,807	22,209,172	4,620	102.2
1932 .....	18	5,355	23,968,558	4,476	110.3
1933 .....	19	5,554	25,250,771	4,546	116.3

D. Voluntary Food Chains - Type B

			\$	\$	
1930 .....	7	292	998,651	3,420	100.0
1931 .....	8	391	1,417,623	3,626	142.0
1932 .....	8	435	1,464,506	3,367	146.7
1933 .....	8	471	1,474,647	3,131	147.7