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CANADA
DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Vol. 5

No. 12

RETAIL CHAINS
IN
CANADA
1937

Published by Authority of the HON. W.D. EULER, M.P.
Minister of Trade and Commerce.

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OTTAWA

1938

Price 25 cents

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Chains in Canada, 1937

According to the results of the annual Census of Merchandising and Service Establishments, there were 447 chain store companies operating 7,815 unit stores in Canada in 1937 with sales totalling \$414,133,300 compared with 457 chain companies operating 8,124 unit stores in 1936 with sales for that year amounting to \$394,935,000. Included in these figures are the operations of 8 government liquor chains with 608 unit stores in 1937 whose sales totalled \$74,305,200 compared with 610 unit stores in 1936 with sales of \$65,908,000. In spite of the decrease in the number of chain companies as well as the number of unit stores in operation there was a sales increase of approximately 5.0 per cent in 1937 compared with the previous year.

Chain stores transacted 16.9 per cent of the total retail trade of the Dominion in 1937 compared with 17.9 per cent in 1936. The decline in chain ratio is due in part to the decreased number of chain filling stations many of which are being leased by their parent organizations and thereby removed from the chain category. With the business of filling stations eliminated, the ratio of chain sales to total retail sales was 17.8 in 1936 compared with 17.1 in 1937.

Thirty-seven of the chain store companies included in the chain count for 1936 either went out of business in that year or reduced the number of their stores below the four-store limit necessary for inclusion in the chain store category and were therefore eliminated from the 1937 figures. On the other hand, twenty-seven new firms were included in the returns for 1937. These were either old companies whose expansion from two or three-store organizations to four stores or over brought them within the category of the chain stores, or were altogether new formations of four or more stores. There was, therefore, a net decrease in 1937 compared with 1936 of ten in the number of chain store companies in operation.

Although the number of chain companies as well as the number of unit stores being operated by them decreased in 1937 from the 1936 figures, nevertheless salaries and wages paid to store employees increased from \$38,603,000 in 1936 to \$39,289,500 in 1937. These figures relate to store employees only, and do not include wages to head office or warehouse employees. Stocks on hand at the end of 1937 totalled \$60,830,700, of which goods carried in the stores were valued at \$48,550,700 and warehouse stocks at \$12,280,000. Customers' accounts outstanding on the books of retail chains at the end of 1937 were valued at \$33,526,200. This figure includes the unpaid balance of instalment accounts or that portion of the instalment payments still outstanding at the year's end.

Scope of Report

Information covering the operations of chains within each province is to be found in the provincial reports on retail trade which have already been published. In addition, a special report, "Food Chains in Canada, 1937", has been issued. The present report provides a summary of the activities of the retail chains in Canada during 1937 together with comparative figures for previous years, but it does not give all the detail shown in the provincial reports nor does it give the details regarding food chains to be found in the special report. The firms whose activities are summarized here include all organizations operating four or more retail units, exclusive only of department stores. All department stores are considered as independents irrespective of the number of units under the same ownership. Voluntary chains, in which the various stores are individually owned and operated but which are grouped for buying or advertising purposes, are not included with the corporate chains. There were, however, 49 of these voluntary groups in Canada in 1937 with 8,310 members. While their total annual sales is not known, their purchases from affiliated wholesalers on a cooperative basis amounted to \$35,006,804 or an average of \$4,213 per store. In the preceding year 44 of these voluntary groups were reported with 7,982 members whose purchases from affiliated wholesalers totalled

\$32,852,510 or \$4,116 per store. In 1937, of this voluntary group of 49 chains 37 were food chains with 6,949 members and purchases from affiliated wholesalers totalling \$28,417,699. In the preceding year 32 of the voluntary chains reporting were food chains, with 6,670 members whose purchases totalled \$27,336,202.

Variations in Chain Ratios by Kinds of Business

The decline in the ratio of chain sales to total retail sales in 1937 was evident in several lines of business. There was a decrease of 2.1 per cent for family clothing stores, 2.0 per cent for lumber and building material dealers, 1.0 per cent for restaurants and 0.9 per cent for tobacco stores and stands. On the other hand, certain lines of business showed increases. A comparison of chain ratios for 1937 and 1936 for these lines of business in which chains are of most importance reveals the differences shown below:

<u>Kind of Business</u>	<u>Chain Ratio</u>		
	<u>1936</u>	<u>1937</u>	<u>Changes</u>
Candy and Confectionery stores	11.1	10.9	- 0.2
Grocery and Combination stores	33.0	33.5	+ 0.5
Fish and Meat markets	6.9	7.2	+ 0.3
Variety stores	89.5	89.8	+ 0.3
Men's and Boys' Clothing and Furnishings ..	12.2	11.9	+ 0.3
Family Clothing stores	21.9	19.8	- 2.1
Womens' Apparel and Accessories stores ...	11.1	11.9	+ 0.8
Shoe stores	32.6	33.4	+ 0.8
Hardware stores	8.8	9.1	+ 0.3
Lumber and Building Material Dealers	30.5	28.5	- 2.0
Furniture stores	12.8	15.0	+ 2.2
Radio and Music stores	11.7	12.7	+ 1.0
Restaurants	14.3	13.3	- 1.0
Drug stores	20.1	20.6	+ 0.5
Office, school and store supplies and equipment dealers	55.6	57.4	+ 1.8
Tobacco stores and stands	23.8	22.9	- 0.9

Variations in Chain Ratios by Provinces

Three provinces recorded slight increases in the ratio of chain sales to total retail sales in 1937 compared with 1936. Five provinces recorded decreases, while one province showed no change. A comparison of the chain ratios for the several provinces for 1936 and 1937 is given below:

<u>Province</u>	<u>Chain Ratio</u>		
	<u>1936</u>	<u>1937</u>	<u>Change</u>
British Columbia	19.7	20.0	+ 0.3
Alberta	17.4	17.3	- 0.1
Saskatchewan	18.2	17.6	- 0.6
Manitoba	11.2	11.2	-
Ontario	19.9	18.1	- 1.8
Quebec	16.0	14.7	- 1.3
New Brunswick	16.1	16.8	+ 0.7
Nova Scotia	16.9	17.5	+ 0.6
Prince Edward Island	4.4	4.3	- 0.1

In Alberta figures for both years include an indeterminate amount of wholesale liquor business. When all the figures for the Alberta Liquor Control Board are excluded both from the chain and the total figures, the ratio of chain sales to total sales for that province remains unchanged at 12.6 per cent for 1935, 1936 and 1937

Summary by Kinds of Business

The 447 corporate chain companies operating in Canada in 1937 included 109 in the food group of which 44 were combination store chains dealing in both groceries and meats, 31 were exclusively grocery chains, 14 were meat market chains, and the balance was devoted to bakery products, confectionery and other foods. A maximum of 2,587 unit food stores were operated during the year by these 109 reporting companies, net sales amounting to \$128,736,200 or 37.9 per cent of the total chain sales. To this amount

the 1,627 units of combination store chains contributed net sales of \$96,222,000, while 498 grocery stores contributed net sales of \$20,167,700.

There were 27 country general store chains with 164 unit stores and these had net sales of \$8,926,600 or 2.6 per cent of the total chain sales. Twenty-two general merchandise chains including dry goods and variety stores, but exclusive of department stores, operated 514 units and had net sales of \$48,985,200 or 14.4 per cent of the total. Twenty-nine chains in the automotive group, including dealers, accessories and filling station chains, operated 491 units and recorded net sales amounting to \$13,055,600 or 3.9 per cent of the total. This was a considerable decrease from the 1936 sales of \$23,789,600 and was due to some extent to the policy of the chain filling station companies of leasing unit stations which, of course, removed them from the chain category. Seventy-four wearing apparel chains operating 784 units recorded net sales of \$32,189,800 or 9.5 per cent of the total. In the building materials group including hardware, lumber and building materials and paint and glass stores, 51 chains operated 905 stores and recorded net sales of \$19,638,500 or 5.8 per cent of total chain sales. Summary statistics showing the number of chains, chain stores and sales, together with ratios of chain to total sales are given in the following tables.

Instalment Sales of Chain Stores

The instalment sales of all chains exclusive of government liquor stores amounted to \$24,518,000 in 1937 or 7.2 per cent of the total. This figure represents the full selling price of the merchandise sold during the year on the instalment plan, including the cash payments as well as the amount financed. The most substantial contribution to this volume of instalment sales came from the furniture and household group, of whose total sales of \$19,007,800 there were instalment sales amounting to \$15,119,600. Within this group the household appliance chain stores recorded instalment sales of \$7,840,000 out of a total of \$10,052,200; the instalment sales of radio and music chains amounted to \$2,428,900 out of a total of \$2,785,200, while furniture chains with total sales of \$5,658,000 recorded instalment sales of \$4,519,500.

Instalment sales were reported by companies in practically all lines, but the inclusion of a firm in any one category does not necessarily mean that its sales were confined to commodities of that category. For example, filling station chains reported instalment sales of \$33,700. The commodities usually sold by filling stations such as gas, oil, grease and parts do not lend themselves to instalment selling. It may be assumed, therefore, that the instalment sales reported by filling stations were sales of "side-line" commodities such as automobiles or goods such as a filling station might handle in connection but not as a part of the regular business.

Chain Organization

A chain store company may confine its operations to a single city or it may establish unit stores throughout the Dominion; A classification of the 447 chain companies operating in Canada in 1937 shows that 157 companies confined their activities to one locality. There were 181 chains with 2,622 unit stores operating throughout the province in which they were located, while 60 chains with 1,413 units operated sectionally and 49 chains with 2,267 units maintained Dominion-wide organizations. Sales per unit store for provincial chains amounted to \$66,124 compared with \$58,462 per unit store for national chains, \$47,117 per unit store for local chains and \$41,778 for sectional chains. The average sales per unit for all types amounted to \$56,375 in 1937 compared with \$52,047 in 1936.

A classification of chains according to the number of units each company operated shows that in 1937 there were 177 chains each operating less than 6 stores with a sales average of \$54,676 per store. There were 135 chains operating 6 to 10 units, with a sales average of \$60,058 per store; 79 chains with 11 to 25 units and a sales average of \$52,604 per store; 31 chains with 26 to 50 units and a sales average of \$40,649 per store; 13 chains with 51 to 100 units and a sales average of \$66,493 per store. Approximately one-third of the total amount of sales of all chains was made by 12 companies each with more than 100 units with a sales average of \$60,882 per store.

Chain Store Gross Margins

The term "gross margin" is used here to represent the amount remaining after deducting from net sales the net cost of goods sold. The net cost of goods sold is calculated from the net cost of goods purchased during the year and from the inventory values at the beginning and close of the period. The net cost of goods purchased includes the invoice value less all returns, allowances and discounts, plus inward freight,

cartage to warehouse, duty, insurance in transit, and other expenses incidental to receipt of merchandise. Warehousing charges and costs of transportation from warehouse to stores are not included in the purchase price and all operating expenses of the stores are, of course, excluded. Transportation costs of goods shipped directly from wholesalers, manufacturers or factory to the retail stores were included in the value of purchases.

Most of the larger chain store companies, in addition to performing the duties of retailers, carry on the functions of wholesalers in so far as the physical handling of merchandise is concerned. A number of chain companies also indicated that their warehouses conducted a certain amount of wholesale business with other retailers in addition to supplying their own stores. The gross margin figures shown herein are calculated from the difference between the total value of purchases and total sales, including any wholesale sales in addition to the retail store transactions. These figures, therefore, represent the gross margin applicable to the combined retailing and wholesaling functions of chains.

Manufacturer-controlled chains are operated primarily to distribute the products of the manufacturing plants of the parent company. In most cases, data regarding laid-down cost of merchandise at the retail branches were not available so that figures for such kind-of-business classifications as household appliance stores and office appliance stores which are operated largely by manufacturing plants are omitted from the tables giving gross margin figures. Many of the candy and confectionery chains indicated that they manufactured the goods which were sold by their branches and figures for these also have been excluded from the tables.

Gross Margins for Selected Kinds of Business

Grocery Chains--The gross margin for grocery chains in 1937 was 16.6 per cent of net sales compared with 16.37 per cent in 1936 and 15.98 per cent in 1935. An analysis of gross margins of grocery chains will be found in the special report, "Food Chains in Canada, 1937."

Combination Store Chains--The gross margin of combination stores was 19.2 per cent of net sales in 1937, compared with 20.50 per cent in 1936 and 19.99 per cent in 1935. A special analysis of combination store chains is also found in the special report, "Food Chains in Canada, 1937."

Meat Market Chains--The gross margin for meat market chains in 1937 was 22.5 per cent of gross sales compared with 22.92 per cent in 1936 and 23.58 per cent in 1935.

Variety Store Chains--The gross margin for variety store chains in 1937 was 36.8 per cent of net sales compared with 36.48 per cent in 1936 and 36.34 per cent in 1935.

Details of the gross margins for other kinds of business will be found in Tables 7 to 12.

(Table 1.--Summary of Retail Chains in Canada, 1937--(Continued) -
(Number of Chains, Stores, Sales, Instalment Sales, Accounts Outstanding, Salaries and Wages and Stocks.)

Kind of Business	Number of Chains	Number of Stores 1937		Net Sales, 1937			Instalment Sales	Customers' Accounts Outstanding, Dec. 31, 1937	Salaries & Wages (Store employees only)	Stocks on Hand, End of Year, At Cost	
		Average	Maximum	Amount	% of total chain sales	% of (2) total chain sales				Stores	Warehouses
				\$			\$	\$	\$	\$	\$
Building Materials Group, Total	51	892	905	19,638,500	4.74	5.78	1,406,800	9,778,700	1,763,000	6,355,100	269,500
Hardware store chains	13	68	68	5,422,600	1.31	1.60	327,100	784,600	468,000	1,411,400	-
Lumber and building material dealer chains	35	796	809	13,221,100	3.19	3.89	1,079,700	8,896,000	1,176,100	4,724,100	269,500
Paint and glass store chains .	3	28	28	994,800	.24	.29	-	98,100	118,900	219,600	-
Furniture and Household Group, Total	31	402	413	19,007,800	4.59	5.59	15,119,600	11,867,200	3,398,300	3,227,000	376,300
Furniture store chains	7	69	72	5,658,000	1.37	1.66	4,519,500	2,014,500	464,100	802,600	194,700
Household appliance store chains	16	289	296	10,052,200	2.43	2.96	7,840,000	7,549,100	2,282,500	1,928,200	125,600
Radio and music store chains .	5	32	32	2,785,200	.67	.82	2,428,900	2,144,900	516,000	433,400	-
Other home furnishing store chains	3	12	13	512,400	.12	.15	331,200	158,700	135,700	62,800	56,000
Restaurant Chains, Total	13	181	203	6,891,900	1.66	2.03	-	2,200	1,573,900	103,600	52,400
Other Retail Chains, Total	91	1,723	1,754	136,701,700	33.01	18.36	4,387,200	6,285,600	10,778,500	15,416,200	5,642,400
Coal and wood (including ice) dealer chains	3	19	19	2,428,400	.59	.72	-	273,900	159,700	197,600	-
Drug store chains	31	320	332	14,163,300	3.42	4.17	8,000	150,800	1,909,100	2,582,300	551,900
Gifts, novelties, toys and camera store chains	1	6	6)	8,800,800	2.13	2.59	1,842,900	1,923,300	1,166,000	2,109,600	-
Jewellery store chains	4	36	37)								
Office, school and store supplies and equipment dealer chains	12	142	147	10,675,000	2.58	3.14	2,403,700	2,534,700	2,459,900	1,878,700	693,900
Opticians & optomitrists chains	3	14	15	196,200	.04	.06	18,400	6,700	56,000	9,400	6,300
Tobacco store chains	9	212	215	6,097,300	1.47	1.79	-	113,300	652,100	533,500	109,000
Government liquor stores	8	603	608	74,305,200	17.94	-	-	-	2,744,400	4,982,200	3,602,900
Brewers' Warehouse chains	6	39	39	5,045,000	1.22	1.48	-	-	484,900	565,600	-
Unclassified kinds of business	14	332	336	14,990,500	3.62	4.41	114,200	1,282,900	1,146,400	2,557,300	678,400

(1) Group totals may include figures for classifications which cannot be shown separately.

- (1) Group totals may include figures for classifications which cannot be shown separately without disclosing individual operations.
(2) In computing the percentages in this column, the sales of Government liquor stores have been omitted from the total chain figures.
(3) Exclusive of manufacturing bakeries. (X) Indicates that figures are withheld to avoid disclosing individual operations.

Table 2.--Principal Statistics of Retail Chains for Selected Kinds of Business, by Years, 1930, 1933, 1936 and 1937.

Kind of Business	1930	1933	1936	1937
ALL STORES, TOTAL --				
Chains (number)	518	461	457	447
Stores (maximum)	8,504	8,230	8,124	7,815
Chain sales	\$ 487,336,000	\$ 328,902,600	\$ 394,935,000	\$ 414,133,300
Total sales (all stores)	\$2,755,569,900	\$1,785,768,000	\$2,208,142,000	\$2,453,715,000
%, chains to total	17.7	18.4	17.9	16.9
Candy and Confectionery				
Stores --				
Chains (number)	14	8	10	10
Stores (maximum)	169	167	191	205
Chain sales	\$ 5,448,300	\$ 3,568,500	\$ 4,085,100	\$ 4,308,500
Total sales (all stores)	\$ 54,176,100	\$ 33,010,000	\$ 36,727,000	\$ 39,598,000
%, chains to total	10.1	10.8	11.1	10.9
Grocery and Combination				
Stores --				
Chains (number)	66	75	75	75
Stores (maximum)	2,127	2,221	2,172	2,125
Chain sales	\$ 119,498,600	\$ 98,862,100	\$ 107,345,900	\$ 116,389,700
Total sales (all stores)	\$ 405,403,400	\$ 297,307,000	\$ 325,261,000	\$ 347,752,000
%, chains to total	29.5	33.3	33.0	33.5
Fish and Meat Markets --				
Chains (number)	21	16	14	14
Stores (maximum)	225	177	162	162
Chain sales	\$ 8,083,900	\$ 4,776,400	\$ 4,166,000	\$ 4,665,100
Total sales (all stores)	\$ 83,026,200	\$ 50,090,000	\$ 60,579,000	\$ 64,865,000
%, chains to total	9.7	9.5	6.9	7.2
Variety Stores --				
Chains (number)	15	14	14	14
Stores (maximum)	327	356	414	437
Chain sales	\$ 39,383,600	\$ 33,348,600	\$ 41,422,100	\$ 46,323,400
Total sales (all stores)	\$ 44,212,200	\$ 37,256,000	\$ 46,281,000	\$ 51,585,000
%, chains to total	89.1	89.5	89.5	89.8
Men's and Boys' Clothing and Furnishings Stores (including custom tailors) --				
Chains (number)	22	14	16	16
Stores (maximum)	191	135	178	158
Chain sales	\$ 9,866,800	\$ 5,405,800	\$ 6,939,200	\$ 7,872,500
Total sales (all stores)	\$ 72,110,500	\$ 41,435,000	\$ 56,897,000	\$ 61,285,000
%, chains to total	13.7	12.2	12.2	11.9
Family Clothing Stores --				
Chains (number)	13	12	14	14
Stores (maximum)	58	63	79	77
Chain sales	\$ 4,746,600	\$ 6,722,000	\$ 8,790,400	\$ 8,607,700
Total sales (all stores)	\$ 42,144,100	\$ 31,582,000	\$ 40,208,000	\$ 43,452,000
%, chains to total	11.3	21.3	21.9	19.8
Women's Apparel and Accessories Stores --				
Chains (number)	28	15	21	19
Stores (maximum)	203	148	190	194
Chain sales	\$ 8,584,800	\$ 4,029,400	\$ 5,512,200	\$ 6,216,600
Total sales (all stores)	\$ 69,806,000	\$ 44,699,000	\$ 49,676,000	\$ 52,318,000
%, chains to total	12.3	9.0	11.1	11.9
Shoe Stores --				
Chains (number)	17	22	25	25
Stores (maximum)	203	274	334	355
Chain sales	\$ 7,702,700	\$ 7,114,800	\$ 9,331,600	\$ 10,093,000
Total sales (all stores)	\$ 35,908,000	\$ 25,989,000	\$ 28,592,000	\$ 30,253,000
%, chains to total	21.5	27.4	32.6	33.4

Continued on Page 8.

Table 2.--Principal Statistics of Retail Chains for Selected Kinds of Business, by Years, 1930, 1933, 1936 and 1937--(Continued) --

	1930	1933	1936	1937
Hardware Stores --				
Chains (number)	13	14	13	13
Stores (maximum)	70	76	69	68
Chain sales	\$ 4,218,100	\$ 3,024,500	\$ 4,768,400	\$ 5,422,600
Total sales (all stores)	\$ 70,891,700	\$ 42,732,000	\$ 53,972,000	\$ 59,741,000
%, Chains to total	6.0	7.1	8.8	9.1
Lumber and Building Material Dealers --				
Chains (number)	46	42	37	35
Yards (maximum)	1,035	883	835	809
Chain sales	\$ 18,597,500	\$ 9,505,700	\$ 12,905,100	\$ 13,221,100
Total sales (all stores)	\$ 66,200,700	\$ 29,331,000	\$ 42,306,000	\$ 46,399,000
%, chains to total	28.1	32.4	30.5	28.5
Furniture Stores --				
Chains (number)	8	9	6	7
Stores (maximum)	96	84	63	72
Chain sales	\$ 9,367,900	\$ 4,317,400	\$ 4,130,200	\$ 5,658,000
Total sales, (all stores)	\$ 41,016,500	\$ 23,073,000	\$ 32,231,000	\$ 37,824,000
%, chains to total	22.8	18.7	12.8	15.0
Radio and Music Stores --				
Chains (number)	7	4	5	5
Stores (maximum)	75	30	30	32
Chain sales	\$ 7,104,100	\$ 1,070,300	\$ 2,294,400	\$ 2,785,200
Total sales (all stores)	\$ 33,894,200	\$ 13,440,000	\$ 19,589,000	\$ 21,961,000
%, chains to total	21.0	8.0	11.7	12.7
Restaurants --				
Chains (number)	21	17	14	13
Stores (maximum)	262	240	209	203
Chain sales	\$ 13,438,600	\$ 7,129,300	\$ 6,954,700	\$ 6,891,900
Total sales (all stores)	\$ 75,977,100	\$ 41,667,000	\$ 48,762,000	\$ 51,940,000
%, chains to total	17.7	17.1	14.3	13.3
Drug Stores --				
Chains (number)	31	29	30	31
Stores (maximum)	292	301	320	332
Chain sales	\$ 13,971,300	\$ 11,001,300	\$ 12,871,600	\$ 14,163,300
Total sales (all stores)	\$ 76,848,900	\$ 57,253,000	\$ 64,055,000	\$ 68,724,000
%, chains to total	18.2	19.2	20.1	20.6
Office, School and Store Supplies and Equipment Dealers --				
Chains (number)	16	11	12	12
Stores (maximum)	173	144	146	147
Chain sales	\$ 11,134,200	\$ 5,332,100	\$ 8,707,200	\$ 10,675,000
Total sales (all stores)	\$ 19,829,900	\$ 10,003,000	\$ 15,656,000	\$ 18,599,000
%, chains to total	56.1	53.3	55.6	57.4
Tobacco Stores and Stands --				
Chains (number)	9	9	9	9
Stores (maximum)	215	234	222	215
Chain sales	\$ 7,800,700	\$ 5,446,200	\$ 5,833,100	\$ 6,097,300
Total sales (all stores)	\$ 30,702,800	\$ 21,586,000	\$ 24,501,000	\$ 26,605,000
%, chains to total	25.4	25.2	23.8	22.9
Liquor Stores --				
Chains (number)	9	8	8	8
Stores (maximum)	645	595	610	608
Chain sales	\$ 100,394,000	\$ 54,872,700	\$ 65,908,000	\$ 74,305,200

Note: In some instances total sales figures for years previous to 1937 have been revised.

Table 1.--Summary of Retail Chains in Canada, 1937
(Number of Chains, Stores, Sales, Instalment Sales, Accounts Outstanding, Salaries and Wages and Stocks.)

Kind of Business	Number of Chains	Number of Stores 1937		Net Sales, 1937			Instalment Sales	Customers' Accounts Outstanding, Dec. 31, 1937	Salaries & Wages (Store employees only)	Stocks on Hand, End of Year, At Cost	
		Average	Maximum	Amount	% of total chain sales	% of (2) total chain sales				Stores	Warehouses
All Chains, Total (1)	447	7,346	7,815	414,133,300	100.00		24,518,000	33,526,200	39,289,500	48,550,700	12,280,000
All Chains Less Govern- ment Liquor Stores, Total	439	6,743	7,207	339,828,100		100.00	24,518,000	33,526,200	36,545,100	43,568,500	8,677,100
Food Group, Total	109	2,456	2,587	128,736,200	31.09	37.88	105,600	1,679,900	10,103,600	6,626,800	4,154,100
Bakery product chains (2)	8	76	80	(X)	(X)	(X)	-	(X)	(X)	11,200	11,200
Candy and confectionery store chains	10	186	205	4,308,500	1.04	1.27	-	98,800	653,000	76,500	169,700
Grocery store chains	31	482	498	20,167,700	4.87	5.94	-	274,100	1,360,800	1,422,800	735,600
Combination store chains	44	1,542	1,627	96,222,000	23.23	28.31	105,600	923,900	7,281,700	4,922,600	2,926,000
Meat market chains	14	155	162	4,665,100	1.13	1.37	-	153,900	496,300	89,600	17,800
Other food store chains	2	15	15	(X)	(X)	(X)	-	(X)	(X)	104,100	293,800
Country General Store Chains, Total	27	158	164	8,926,600	2.16	2.63	334,300	1,187,400	653,500	2,257,100	43,700
General Merchandise Group, Total	22	494	514	48,985,200	11.83	14.41	5,100	82,200	6,159,200	6,849,100	949,900
Dry goods store chains	7	62	67	2,661,800	.64	.78	5,100	78,800	327,200	615,000	3,000
General Merchandise store chains Variety, 5 and 10, and to-a-dol- lar store chains	14	422	437	46,323,400	11.19	13.63	-	3,400	5,832,000	6,234,100	946,900
Automotive Group, Total ...	29	307	491	13,055,600	3.15	3.85	1,923,900	1,345,500	1,509,600	1,224,300	28,800
Automobile dealer chains	4	29	30	5,154,400	1.24	1.52	1,639,400	912,500	554,000	942,300	-
Accessories, tires and battery store chains	3	23	26	910,100	.22	.27	250,800	126,900	124,800	71,000	26,000
Filling station chains	22	255	435	6,991,100	1.69	2.06	33,700	306,100	830,800	211,000	2,800
Apparel Group, Total	74	733	784	32,189,800	7.77	9.47	1,235,500	1,297,500	3,349,900	6,491,500	762,900
Men's and boys' clothing and furnishings store chains (in- cluding custom tailors)	16	147	158	7,272,500	1.76	2.14	114,600	188,200	790,700	1,254,800	219,900
Family clothing store chains	14	73	77	8,607,700	2.08	2.53	1,041,600	1,015,900	907,400	1,725,900	47,900
Women's apparel and accessories store chains	19	176	194	6,216,600	1.50	1.83	79,300	51,800	541,900	887,500	119,700
Shoe store chains	25	337	355	10,093,000	2.43	2.97	-	41,600	1,109,900	2,623,300	375,400

(1), (2) (3): See footnotes on Page 6.

Continued on Page 6.)

Table 3.--Principal Statistics of Retail Chains by Provinces,
1930, 1933, 1936 and 1937

	1930	1933	1936	1937
CANADA --				
Chains (number)	518	461	457	447
Stores (maximum)	8,504	8,230	8,124	7,815
Chain sales	\$ 487,336,000	\$ 328,902,600	\$ 394,935,000	\$ 414,133,300
Total sales (all stores)	\$2,755,569,900	\$1,785,768,000	\$2,208,142,000	\$2,453,715,000
%, chains to total	17.7	18.4	17.9	16.9
Index of chain sales ...	100.0	67.5	81.0	85.0
British Columbia --				
Chains (number)	92	81	76	77
Stores (maximum)	692	740	717	696
Chain sales	\$ 47,875,300	\$ 32,405,600	\$ 41,068,500	\$ 46,497,900
Total sales (all stores)	\$ 248,597,500	\$ 155,747,000	\$ 208,913,000	\$ 232,740,000
%, chains to total	19.3	20.8	19.7	20.0
Index of chain sales ...	100.0	67.7	85.8	97.1
Alberta --				
Chains (number)	104	93	81	79
Stores (maximum)	682	637	574	565
Chain sales	\$ 24,918,500	\$ 17,269,500	\$ 24,189,500	\$ 26,314,000
Total sales (all stores)	\$ 176,537,100	\$ 109,074,000	\$ 138,853,000	\$ 152,408,000
%, chains to total	14.1	15.8	17.4	17.3
Index of chain sales ...	100.0	69.3	97.1	105.6
Saskatchewan --				
Chains (number)	101	90	82	82
Stores (maximum)	1,234	1,046	986	983
Chain sales	\$ 34,056,300	\$ 20,755,200	\$ 23,986,900	\$ 22,717,400
Total sales (all stores)	\$ 189,181,100	\$ 103,091,000	\$ 131,935,000	\$ 129,166,000
%, chains to total	18.0	20.1	18.2	17.6
Index of chain sales ...	100.0	60.9	70.4	66.7
Manitoba --				
Chains (number)	91	73	66	63
Stores (maximum)	434	374	355	331
Chain sales	\$ 22,105,800	\$ 13,619,700	\$ 16,677,300	\$ 19,027,800
Total sales (all stores)	\$ 189,243,900	\$ 122,045,000	\$ 148,541,000	\$ 161,253,000
%, chains to total	11.7	11.2	11.2	11.2
Index of chain sales ...	100.0	61.6	75.4	81.6
Ontario --				
Chains (number)	250	217	227	230
Stores (maximum)	3,276	3,210	3,277	3,180
Chain sales	\$ 214,391,300	\$ 150,908,000	\$ 181,786,000	\$ 184,973,100
Total sales (all stores)	\$1,099,990,200	\$ 741,630,000	\$ 913,223,000	\$1,022,068,000
%, chains to total	19.5	20.3	19.9	18.1
Index of chain sales ...	100.0	70.4	84.8	86.3

Continued on Page 10

(1) Figures for 1936 and 1937 include an indeterminate amount of wholesale sales.
Note: In some instances total sales figures for years previous to 1937 have been revised.

Table 3.--Principal Statistics of Retail Chains by Provinces,
1930, 1933, 1936 and 1937--(Continued) --

	1930	1933	1936	1937
Quebec --				
Chains (number)	175	147	138	134
Stores (maximum)	1,698	1,668	1,628	1,481
Chain sales	\$ 117,100,400	\$ 73,398,300	\$ 79,895,000	\$ 83,442,500
Total sales (all stores)	\$ 651,138,500	\$ 422,297,000	\$ 498,143,000	\$ 565,921,000
%, chains to total	18.0	17.4	16.0	14.7
Index of chain sales ...	100.0	62.7	68.2	71.3
New Brunswick --				
Chains (number)	42	41	46	44
Stores (maximum)	168	190	211	205
Chain sales	\$ 11,958,700	\$ 7,581,300	\$ 10,791,100	\$ 12,878,800
Total sales (all stores)	\$ 84,371,900	\$ 52,375,000	\$ 66,965,000	\$ 76,656,000
%, chains to total	14.2	14.5	16.1	16.8
Index of chain sales ...	100.0	63.4	90.2	107.7
Nova Scotia --				
Chains (number)	48	50	50	49
Stores (maximum)	227	283	301	295
Chain sales	\$ 12,163,300	\$ 11,715,500	\$ 14,953,100	\$ 17,384,900
Total sales (all stores)	\$ 99,519,900	\$ 68,839,000	\$ 88,249,000	\$ 99,336,000
%, chains to total	12.2	17.0	16.9	17.5
Index of chain sales ...	100.0	96.3	122.9	142.9
Prince Edward Island --				
Chains (number)	7	5	7	7
Stores (maximum)	12	8	7	7
Chain sales	\$ 678,700	\$ 350,900	\$ 500,300	\$ 507,700
Total sales (all stores)	\$ 13,773,700	\$ 8,905,000	\$ 11,351,000	\$ 11,748,000
%, chains to total	4.9	3.9	4.4	4.3
Index of chain sales ...	100.0	51.7	73.7	74.8
Yukon and Northwest Territories --				
Chains (number)	6	4	4	4
Stores (maximum)	81	74	63	72
Chain sales	\$ 2,087,700	\$ 896,600	\$ 1,087,300	\$ 1,389,200
Total sales (all stores)	\$ 3,216,100	\$ 1,765,000	\$ 1,969,000	\$ 2,419,000
%, chains to total	64.9	50.9	55.5	57.4
Index of chain sales ...	100.0	43.0	52.1	66.5

Note: In some instances total sales figures for years previous to 1937 have been revised.

Table 4.--Chains Classified According to Type of Operation

Type of Operation	1 9 3 6					1 9 3 7				
	Number of Chains	Number of Stores (Average)	Total Chain Sales	Per Cent of Total Chain Sales	Average Sales Per Store	Number of Chains	Number of Stores (Average)	Total Chain Sales	Per Cent of Total Chain Sales	Average Sales Per Store
All Chains, Total	457	7,588	394,935,000	100.00	52,047	447	7,346	414,133,300	100.00	56,375
Local chains	167	1,082	54,149,300	13.71	50,046	157	1,044	49,190,600	11.88	47,117
Provincial chains	187	2,658	154,574,700	39.14	58,155	181	2,622	173,377,200	41.87	66,124
Sectional chains	54	1,497	59,273,300	15.01	39,595	60	1,413	59,031,900	14.25	41,778
National chains	49	2,351	126,937,700	32.14	53,993	49	2,267	132,533,600	32.00	58,462

Table 5.--Chains Classified According to Number of Units Operated

Size of Chain	1 9 3 6					1 9 3 7				
	Number of Chains	Number of Stores (Average)	Total Chain Sales	Per Cent of Total Chain Sales	Average Sales Per Store	Number of Chains	Number of Stores (Average)	Total Chain Sales	Per Cent of Total Chain Sales	Average Sales Per Store
All Chains, Total	457	7,588	394,935,000	100.00	52,047	447	7,346	414,133,300	100.00	56,375
Chains having -										
less than 6 units	185	755	40,824,100	10.34	54,072	177	728	39,804,300	9.61	54,676
6 - 10 units	130	983	50,150,200	12.70	51,017	135	1,026	61,619,900	14.88	60,058
11 - 25 units	83	1,276	72,609,800	18.38	56,904	79	1,249	65,702,300	15.87	52,604
26 - 50 units	33	1,185	47,228,100	11.96	39,855	31	1,125	45,729,600	11.04	40,649
51 - 100 units	13	977	43,374,800	10.98	44,396	13	955	63,501,000	15.33	66,493
More than 100 units ...	13	2,412	140,748,000	35.64	58,353	12	2,263	137,776,200	33.27	60,882

Table 6.--Chains Classified According to Total Retail Sales Volume

Size of Chain	1936					1937				
	Number of Chains	Number of Units (Average)	Total Chain Sales	Per Cent of Total Chain Sales	Average Sales Per Unit	Number of Chains	Number of Units (Average)	Total Chain Sales	Per Cent of Total Chain Sales	Average Sales Per Unit
All Chains, Total	457	7,588	\$324,935,000	100.00	\$52,047	447	7,346	\$414,133,300	100.00	\$56,375
Chains having sales of -										
Less than \$100,000	88	419	5,878,000	1.49	14,029	72	354	4,851,400	1.17	13,705
\$100,000 - \$250,000 ...	141	944	23,448,200	5.94	24,839	131	830	21,980,500	5.30	26,483
\$250,000 - \$500,000 ...	98	1,046	34,171,800	8.65	32,669	107	1,094	37,630,200	9.09	34,397
\$500,000 - \$1,000,000 .	61	918	42,544,400	10.77	46,345	64	1,001	44,010,600	10.63	43,967
\$1,000,000 - \$2,500,000	40	1,282	61,474,200	15.57	47,952	42	1,083	61,779,600	14.92	57,045
\$2,500,000 - \$5,000,000	14	1,046	46,213,600	11.70	44,181	17	1,101	58,961,000	14.24	53,552
More than \$5,000,000 ..	15	1,933	181,204,800	45.68	93,743	14	1,883	184,920,000	44.65	98,205

Table 7.--Chain Store Gross Margins for Selected Kinds of Business, 1937.

Kind of Business	Number of Chains Reporting	(1) Net Chain Sales	Gross Margin	
			Amount	Per Cent of Total Sales
Grocery store chains	31	20,167,700	3,428,200	16.6
Combination store chains	44	96,222,000	18,584,300	19.2
Meat market chains (including sea foods)	14	4,665,100	1,047,700	22.5
Country general store chains	27	8,926,600	1,754,700	19.4
Dry goods store chains	7	2,235,600	663,900	29.5
Variety store chains	14	46,323,400	17,067,000	36.8
Men's and boys' clothing and furnishings store chains (2) .	12	2,895,500	1,247,300	40.7
Family clothing store chains	14	8,607,700	2,519,500	29.2
Women's apparel and accessories store chains (3)	15	5,852,400	1,951,100	33.3
Shoe store chains	25	10,093,000	3,011,000	29.7
Hardware store chains	13	5,422,600	1,355,500	25.0
Lumber and building material dealer chains	35	13,221,100	3,454,300	25.7
Furniture store chains	7	5,658,000	2,537,300	41.8
Radio and music store chains	5	2,785,200	1,370,100	47.1
Restaurant chains	13	6,891,900	3,478,700	50.1
Drug store chains	31	14,163,300	4,572,800	32.2
Coal and wood yard chains	3	2,428,400	438,400	18.1
Jewellery store chains	4	7,735,700	3,430,200	44.3
Tobacco store chains	9	6,097,300	1,742,900	24.8

(1) In some instances these figures include a small amount of wholesale business in addition to store sales.

(2) Hat and cap store chains and custom tailor chains not included.

(3) Millinery chains not included.

Table 8.--Variety Store Chain Gross Margins, 1937

A. Chains Classified According to Number of Stores.

Size of Chain	Number of Chains	(1) Number of Stores (Average)	Store Sales	Per Cent of Chain Sales	Average Sales Per Store	Gross Margin	
						Amount	Per Cent of Total Sales(2)
All Chains, Total	14	422	46,323,400	100.00	109,771	17,067,000	36.84
Chains having --							
Less than 10 stores	4	26	1,065,800	2.30	40,992	330,300	30.99
10 - 25 stores	6	101	9,070,800	19.58	89,810	2,768,700	30.52
More than 25 stores	4	295	36,186,800	78.12	122,667	13,968,000	38.60

B. Chains Classified According to Total Sales Volume.

All Chains, Total	14	422	46,323,400	100.00	109,771	17,067,000	36.84
Chains having sales of -							
Less than \$250,000	1	5)	2,614,200	5.64	39,609	818,000	31.29
\$250,000 - \$1,000,000	6	61)					
Over \$1,000,000	7	356	43,709,200	94.36	122,779	16,249,000	37.18

(1) The average number of stores was derived from the numbers reported at the beginning, middle and end of the year.

(2) The gross margin percentage is based upon total sales, including store sales and any wholesale sales made direct from warehouses.

Table 9.--Shoe Store Chain Gross Margins, 1937

A. Chains Classified According to Number of Stores.

Size of Chain	Number of Chains	(1) Number of Stores (Average)	Store Sales	Per Cent of Chain Sales	Average Sales Per Store	Gross Margin	
		Amount				Per Cent of Total Sales(2)	
All Chains, Total	25	337	10,093,000	100.00	29,950	3,011,000	29.69
Chains having -							
Less than 6 stores	7	27	1,271,300	12.60	47,085	346,800	27.28
6 - 10 stores	9	69	1,964,600	19.46	28,472	529,000	26.93
11 - 25 stores	6	83	2,687,500	26.63	32,360	809,700	29.96
More than 25 stores	3	158	4,169,600	41.31	26,390	1,325,500	31.53

B. Chains Classified According to Total Sales Volume.

All Chains, Total	25	337	10,093,000	100.00	29,950	3,011,000	29.69
Chains having sales of -							
Less than \$100,000	1	4)	2,445,700	24.23	26,298	636,400	26.02
\$100,000 - \$250,000	13	89)					
\$250,000 - \$500,000	5	38	1,630,800	16.16	42,916	502,100	30.51
More than \$500,000	6	206	6,016,500	59.61	29,206	1,872,500	30.94

(1) The average number of stores was derived from the numbers reported at the beginning, middle and end of the year.

(2) The gross margin percentage is based upon total sales, including store sales and any wholesale sales direct from warehouses.

Table 10.--Lumber and Building Material Chain Gross Margins, 1937.

A. Chains Classified According to Number of Units.

Size of Chain	Number of Chains	(1) Number of Units (Average)	Yard Sales	Per Cent of Chain Sales	Average Sales Per Unit	Gross Margin	
		Amount				Per Cent of Total Sales(2)	
All Chains, Total	35	796	13,221,100	100.00	16,609	3,454,300	25.74
Chains having -							
Less than 6 units	8	36	2,331,200	17.63	64,756	696,900	27.57
6 - 10 units	7	60	1,216,000	9.20	20,267	269,200	22.14
11 - 25 units	10	173	2,137,200	16.17	12,354	576,800	26.99
26 - 50 units	7	235	3,607,000	27.28	15,349	965,600	26.77
More than 50 units	3	292	3,929,700	29.72	13,458	945,800	24.07

B. Chains Classified According to Total Sales Volume.

All Chains, Total	35	796	13,221,100	100.00	16,609	3,454,300	25.74
Chains having sales of -							
Less than \$100,000	8	53	456,200	3.45	8,608	101,000	22.14
\$100,000 - \$250,000	9	117	1,400,700	10.59	11,972	343,600	24.53
\$250,000 - \$500,000	10	194	3,224,600	24.39	16,622	810,400	25.13
More than \$500,000	8	432	8,139,600	61.57	18,842	2,199,300	26.38

(1) The average number of units was derived from the numbers reported at the beginning, middle and end of the year.

(2) The gross margin percentage is based upon total sales, including any wholesale business not passing directly through the retail yards.

Table 11.--Drug Store Chain Gross Margins, 1937

A. Chains Classified According to Number of Stores.

Size of Chain	Number of Chains	(1) Number of Stores (Average)	Store Sales	Per Cent of Chain Sales	Average Sales Per Store	Gross Margin	
						Amount	Per Cent of Total Sales(2)
All Chains, Total	31	329	14,163,300	100.00	44,260	4,522,100	31.88
Chains having -							
Less than 6 stores	11	43	1,625,900	11.48	37,812	489,400	30.10
6 - 10 stores	14	106	3,881,300	27.40	36,616	1,200,300	30.93
More than 10 stores	6	171	8,656,100	61.12	50,620	2,832,400	32.65

B. Chains Classified According to Total Sales Volume.

			\$		\$	\$	
All Chains, Total	31	329	14,163,300	100.00	44,260	4,522,100	31.88
Chains having sales of -							
Less than \$100,000	4	15	313,600	2.21	20,907	93,100	29.69
\$100,000 - \$250,000	13	72	2,200,300	15.54	30,560	664,200	30.19
\$250,000 - \$500,000	9	79	3,043,400	21.49	38,524	924,700	30.38
More than \$500,000	5	154	8,606,000	60.76	55,883	2,840,100	32.92

- (1) The average number of stores was derived from the numbers reported at the beginning, middle and end of the year.
- (2) The gross margin percentage is based upon total sales, including store sales and any wholesale sales made direct from warehouses.

Table 12.--Voluntary Chains in Canada, 1930 - 1937

(Number of Voluntary Chains, Stores, Value of Purchases and Average Purchases Per Store)

A. All Voluntary Chains.

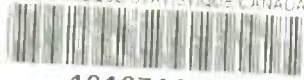
Year	Number of Chains	Number of Stores	Total Purchases at Wholesale Prices \$	Average Purchases Per Store \$	Index of Purchases, (1930 = 100)
1930	24	4,485	22,783,372	5,080	100.0
1931	29	5,456	25,220,327	4,622	110.7
1932	30	6,207	26,364,548	4,248	115.7
1933	32	6,689	28,625,065	4,279	125.6
1934	31	6,430	30,021,219	4,669	131.8
1935 (1)	38	7,361	31,231,500	4,243	137.1
1936	44	7,982	32,852,510	4,116	144.2
1937	49	8,310	35,006,804	4,213	153.7

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
1934	23	5,659	26,842,228	4,743	118.1
1935 (1)	30	6,525	27,703,216	4,246	121.9
1936	32	6,670	27,336,202	4,098	120.3
1937	37	6,949	28,417,699	4,089	125.1

(1) Figures for 1935 have been revised.

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