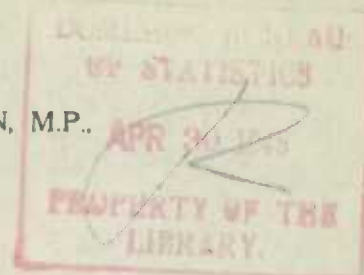


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Published by Authority of the Hon. James A. MacKINNON, M.P.,
Minister of Trade and Commerce



CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL CHAINS

IN

CANADA

1943



OTTAWA
1945

Price 25 cents

Report of the Department of the Interior
Bureau of Land Management

CANADA

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1963



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1964

Printed by the Queen's Printer

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

Dominion Statistician:	S. A. Cudmore, M. A. (Oxon.) F.S.S., F.R.S.C.
Chief, Merchandising and Services Branch:	A. C. Steedman, B. A.
Statistician:	A. M. Chipman, M.B.A.

Series, 1943
No. 10

Price: 25 cents

RETAIL CHAINS IN CANADA, 1943

SUMMARY

Considerable decreases from 1941 in the numbers of retail chain companies and chain stores in operation in conjunction with gains in the dollar volume of business featured the operations of retail chains in 1942 and 1943 according to results of a survey compiled by the Merchandising and Services Branch of the Dominion Bureau of Statistics. Thus the number of chains, that is, firms operating four or more retail outlets, declined from 533 concerns in 1941 to 459 and 448 in the two following years. Reductions in the number of firms were probably due in principal part to the closure of one or more stores by small multiple concerns, the number of their remaining stores not being sufficient to warrant the classification of these concerns as chain companies. Decreases in the number of chain units from 8,012 in 1941 to 7,193 and 7,074 in 1942 and 1943 were accompanied by expansions in total sales, the turnover rising from \$642,636,700 in the census year to \$692,188,700 in 1942 and to \$708,249,100 in 1943 and representing gains of about 8 per cent in sales in 1942 over 1941 and a smaller expansion of about 2 per cent in sales in 1943 over the preceding year.

Trends in Sales for Different Kinds of Chains

Although the sales of all retail chains increased in each of the years under review, the dollar volume for individual kinds of chains varied considerably from the changes reflected in the national totals. This is clearly indicated in Table 2 which presents summary figures for seventeen selected kinds of business. Both candy and confectionery and meat market chains recorded consistent increases but the sales of grocery and combination chain stores after showing an increase in 1942 receded somewhat in 1943. Sales of grocery and combination store chains were curtailed by the rationing of food products and the reduced supplies of still other lines of merchandise. An additional factor is revealed by the Bureau's monthly indexes of retail sales which indicated an expansion in the dollar volume of independent grocery and combination stores during 1942 and 1943, and contrasts with the decline in the sales of the same kinds of chains during the latter period. Meat market chain units, likewise characterized by comparatively small sales volumes, shared with independent grocery and combination stores the partial shift of consumer demand to these retail outlets.

Variety chains experienced a sharp gain in turnover in 1942 but failed to continue this advance through the succeeding year. Price factors probably represented one major reason for the increase and the subsequent levelling out of sales volume. Prices of many items of merchandise sold in variety stores, moving upward during the most

of 1941, were arrested late in that year by the inception of the price ceiling policy. Retail prices for such merchandise in all of 1942 were therefore on the average somewhat higher than for 1941 but probably remained fairly steady during 1943, the year in which variety chain sales recorded no further gains. Shortages of supplies of many hard lines may also have been a factor of considerable importance in this flattening out of sales. On the other hand, the four kinds of chains included in the apparel group recorded continued increases in sales in each of the two years, a probable reflection of the greater activity of the working population, its enhanced purchasing power and the tendencies for consumers with greater purchasing power to "trade-up" in buying apparel items of merchandise.

Diverse trends in sales are apparent among the five kinds of chains handling durable goods. Lumber and building material chains, in spite of reduced civilian supplies of lumber and wartime controls in the building industry, recorded substantial increases in the dollar volume of business in both years. In contrast with the usual geographical distribution of chain store sales, over 70 per cent of the trade of lumber and building material chains was revealed by the 1941 Census of Merchandising to be concentrated in the three Prairie Provinces. Here a high level of farm purchasing power coinciding with the need for various types of farm repairs resulting in part from expanded farm production no doubt contributed to the sharp increase in the sales of lumber and building materials. Hardware chains recorded a considerable gain in dollar volume during 1942 and only a minor gain in the following year, - results which are particularly striking because of the high content of metallic commodities in the merchandise such stores generally handle. Reductions in inventories, the retailing of merchandise not formerly carried and the handling of substitute products are probably the principal methods by which the hardware chains maintained their turnover at a high level during 1943. Of the three remaining kinds of chains handling durable products, both furniture, and household appliance, radio and music store chains recorded sharp contractions in sales volume in 1942 and 1943. Supply difficulties associated with restrictions on new residential construction are probably the main reasons for these decreases. Office, school and store supply and equipment dealer chains, however, experienced an increase in turnover in 1942 but a decline in the following year carried sales to a level well below that obtaining in 1941. As indicated by their kind of business designation, these chains deal principally with the commercial and industrial market which demanded substantial quantities of new equipment during the earlier phase of the war effort.

Chains of restaurants, drug stores, tobacco stores and stands, and government liquor stores, in response to the continued expansion in purchasing power, all showed progressive gains in turnover in the two years under review. In addition, the increased population of the larger urban areas, a factor common to many of the chain systems covered in this section of the report, likewise exerted an expansive influence upon the sales volume of these four kinds of retail chains.

Comparisons by Kind of Business, 1943

Reports have already been issued on the operations of the drug, food and variety chains in 1943 which presented detailed statistics for these kinds of chains. This report therefore summarizes the more outstanding facts in connection with the operations of all retail chains during 1942 and 1943. Comparative data are presented in Table 1A by individual kinds of business on the number of chain systems, the stores they operated and their total retail sales in 1943 while Table 1B gives the salaries and wages, customers' accounts outstanding at December 31, 1943, and store and warehouse stocks of merchandise on hand at the year-end.

"Other" kinds of retail chains formed the most important group from the

standpoint of sales with total sales of \$253,599,900 in 1943, a figure which includes government liquor store sales of \$148,178,900 and drug chain sales of \$21,511,600. Food chains ranked second with a total turnover of \$196,737,100 of which \$150,335,800 represented the sales of the combination and \$29,497,700 the dollar volume of the grocery chains. General merchandise chains, dominated by the variety systems, stood third with a total turnover of \$92,368,300 being followed in order by apparel chains, the lumber and building materials dealer group which includes the hardware chains, the furniture-household-radio group, and the restaurant, automotive, and country general store groups of chain concerns.

Types of Chain Operations

Geographically, chains may be classified according to whether they confine their merchandising activities to a particular locality or operate retail outlets on either a provincial, or on a sectional and national basis. A classification of the 448 chains appearing in Table 4 shows that in 1943 a total of 145 firms operating 915 stores restricted their activities to local areas and accounted for slightly over 9 per cent of the total chain sales of \$708,249,100 for that year. There were 196 concerns with their 2,822 stores concentrated principally within the boundaries of the different provinces which had a total turnover of \$329,453,500 or about 47 per cent of the Dominion total. The 107 systems having units in two or more provinces and classified as sectional and national chains were slightly larger than the preceding group in respect of stores operated with a total of 3,337 outlets, but their total sales were slightly smaller than those obtained by the provincial chains. Stores operated by the provincial chains on average were somewhat larger than either of the other two types, having average sales of \$116,744 per store in 1943 which compares with \$94,000 per store for the sectional and national group and \$71,100 per unit for the local systems. No marked changes in the relative positions of the three groups are apparent when their sales statistics for 1942 and 1943 are compared with corresponding figures for 1941.

A classification of chains according to number of stores operated presented in Table 5 showed 169 systems in 1943 operating less than 6 outlets per firm with a sales average of \$79,000 per store and in total accounting for only 8.3 per cent of the total chain turnover. The intermediate groups of concerns having 6 to 10, 11 to 25, 26 to 50, and 51 to 100 units per chain each accounted for between 11 and 15 per cent of the total trade, while the sales averages for these groups fluctuated narrowly between a low of \$74,200 per store for the first group and a high of \$81,800 per outlet recorded on average by chains operating between 26 and 50 units during 1943. There was thus no apparent tendency for average sales per store to vary with the number of units operated in these five categories of retail chains. Eleven companies having 100 or more units and operating a total of 1,614 outlets in 1943, however, obtained a sales average of \$172,900 per store and accounted for 39.4 per cent of the total business in 1943.

The proportions of the total chain store trade secured by each of the six size classes varied but slightly during the period 1941 to 1943. The most noticeable change occurred in average sales per store, concerns with 100 or more units increasing their average sales from \$119,800 per store in 1941 to \$167,300 and \$172,900 per store in 1942 and 1943.

Sales Volume of Retail Chains

Chains may also be grouped according to the total volume of business which they obtain. Such a classification presented in Table 6 indicates that 25 of the 448 concerns each made sales of \$5,000,000 or more during 1943 and operating 2,244 out of the 7,074 units accounted for 59.6 per cent of the chain trade. Indeed many concerns in

this category were considerably larger than the lower sales limit of \$5,000,000 indicates, the average turnover amounting to about \$16,899,100 per chain in 1943. A total of 88 concerns with 2,129 stores were included in the \$1,000,000 to \$4,999,999 sales-size class and their sales comprised 24.2 per cent of the total. At the other end of the scale, there were 42 firms with 248 outlets which had individual sales volumes under \$100,000 while 84 companies with 535 stores comprised the group having turnovers ranging between \$100,000 and \$199,999 in 1943. These two groups obtained 0.4 per cent and 1.8 per cent of all chain sales, the remainder of the trade being distributed fairly evenly between 134 concerns with 989 stores in the \$200,000 to \$499,999 sales category and the 75 companies operating 929 outlets which comprised the group with annual turnovers between \$500,000 and \$999,999.

Although the relative positions of the six sales-size groups remained fairly steady when the proportionate shares in 1943 were contrasted with results for the two preceding years, some changes are apparent. Chains having annual sales volumes of \$5,000,000 or more increased their proportionate share of total sales from 54.5 per cent in 1941 to 58.2 per cent and 59.6 per cent in the two following years. During 1942 this group gained relatively from the four smallest groups of chains which also lost percentagewise to chains in the \$1,000,000 to \$4,999,999 sales bracket. Chains in the largest category continued to enlarge their share of the total trade during 1943 but most of this gain was scored at the relative expense of companies with annual sales volumes between \$1,000,000 and \$4,999,999, the four smaller groups for the most part maintaining their respective positions. These changes are of course natural ones during periods of expanding business, the sales increases of some of the firms being sufficient to transfer them to higher sales-size categories.

It is also interesting to note that average sales per store in each of the three years rose steadily as the sales size of the different groups of chains increased. In other words the sales-size of the larger chains was due not only to the greater number of stores operated but also to the substantially larger sales volumes which on the average such stores obtained. Development of these larger outlets in turn reflects the combined influences over a period of aggressive merchandising policies, the modernization of store properties, the establishment of new stores on favourable locations and the closure of low volume and unprofitable units. The policy of closing such stores has been in effect for some time but reduction in the number of chain firms and the movement of some chains from lower to higher sales sizes during 1942 and 1943 makes it difficult to determine the size categories in which the closures were most numerous.

Table 1.A.--Summary of Retail Chains in Canada, 1943
(Number of chains, stores, value of sales)

Kind of Business	Number of Chains	Number of Stores		Sales (Retail)	
		Average	Maximum	Amount	% of total chain sales
Total, All Chains	448	6,833	7,074	\$ 708,249,100	100.0
Food Group, Total	91	1,684	1,710	196,737,100	27.8
Bakery product dealers	12	119	122	3,299,900	0.5
Candy and confectionery stores	8	173	180	5,978,300	0.8
Grocery stores	24	382	386	29,497,700	4.2
Combination stores	32	876	883	150,335,800	21.2
Meat markets	13	120	125	6,141,100	0.9
Other food stores	2	14	14	1,484,300	0.2
Country General Store Group	19	129	133	9,289,400	1.3
General Merchandise Group, Total	32	616	620	92,368,300	13.0
Dry goods and general merchandise stores	13	96	99	8,002,100	1.1
Variety, 5¢, 10¢, 15¢ to-a-dollar stores	19	520	521	84,366,200	11.9
Automotive Group, Total	32	354	474	14,863,400	2.1
Motor vehicle dealers	6	33	34	7,359,900	1.0
Filling stations	21	288	404	5,712,200	0.8
Other automotive accessories stores	5	33	36	1,791,300	0.3
Apparel Group, Total	92	919	935	61,325,600	8.7
Men's and boy's clothing and furnishings stores ..	15	127	132	10,030,500	1.4
Family clothing stores	17	99	100	16,513,000	2.3
Women's apparel and accessories stores	31	272	277	15,134,400	2.1
Shoe stores	29	421	426	19,647,700	2.9

Table 1A.--Summary of Retail Chains in Canada, 1943--(Concl'd)
(Number of chains, stores, value of sales)

Kind of Business	Number of Chains	Number of Stores		Sales (Retail)	
		Average	Maximum	Amount	% of total chain sales
Building Materials Group, Total	43	785	795	\$ 37,123,000	5.2
Hardware stores	7	37	37	4,210,700	0.6
Lumber and building material dealers	30	690	700	30,522,400	4.3
Other building material dealers (paint and glass stores)	6	58	58	2,389,900	0.3
Furniture-Household-Radio Group, Total	32	371	404	23,448,700	3.3
Furniture stores	13	120	120	13,674,800	2.0
Household appliance or radio dealers	19	251	284	9,773,900	1.3
Restaurant Group, Total	24	246	264	19,493,700	2.8
Other Retail Stores, Total	83	1,729	1,739	253,599,900	35.8
Drug stores	31	330	334	21,511,600	3.0
Jewellery stores	4	36	37	11,156,500	1.6
Office store and school furniture equipment and supplies dealers	13	147	148	17,767,300	2.5
Opticians and optometrists stores	4	18	18	331,300	0.1
Tobacco stores and stands	4	196	197	9,810,000	1.4
Liquor stores (government)	8	533	534	148,178,900	20.9
Wine stores	4	23	23	1,464,900	0.2
Miscellaneous kinds of business	15	446	448	43,379,400	6.1

Table 1B.--Summary of Retail Chains in Canada, 1943
(Salaries and wages, year-end accounts and stocks on hand)

Kind of business	Salaries and Wages	Customer's Accounts Outstanding, December 31, 1943	Stocks on hand, December 31, 1943	
			Stores	Warehouses
Total, All Chains	\$ 59,413,400	\$ 16,694,800	\$ 68,284,800	\$ 23,606,500
Food Group, Total	3,290,700	275,900	7,769,300	8,220,300
Bakery product dealers	566,500	8,500	12,300	24,100
Candy and confectionery stores	819,800	14,600	61,500	201,000
Grocery stores	1,994,200	93,400	1,551,500	1,035,100
Combination stores	9,227,800	46,200	6,037,700	6,802,000
Meat markets	611,800	100,600	80,100	6,200
Other food stores	70,600	12,600	26,200	151,900
Country General Store Group	574,300	738,900	2,111,700	-
General Merchandise Group, Total	11,168,000	219,600	11,043,000	1,934,600
Dry goods and general merchandise stores	892,300	210,900	1,206,500	15,200
Variety, 5¢, 10¢, 15¢ to-a-dollar stores	10,275,700	8,700	9,836,500	1,919,400
Automotive Group, Total	1,840,400	963,500	1,517,900	-
Motor vehicle dealers	712,400	672,000	1,211,000	-
Filling stations	850,300	143,500	186,900	-
Other automotive accessories stores	277,700	148,000	120,000	-
Apparel Group, Total	6,594,300	696,400	9,688,700	2,132,300
Men's and boy's clothing and furnishings stores ..	1,065,300	86,200	1,303,400	231,000
Family clothing stores	1,918,600	467,300	3,606,400	365,700
Women's apparel and accessories stores	1,291,800	123,600	1,182,300	560,400
Shoe stores	2,318,600	19,300	3,596,600	975,200

Table 1B.--Summary of Retail Chains in Canada, 1943--(Concl'd)
(Salaries and wages, year-end accounts and stocks on hand)

Kind of business	Salaries and Wages	Customer's Accounts Outstanding, December 31, 1943	Stocks on hand, December 31, 1943	
			Stores	Warehouses
	\$	\$	\$	\$
Building Materials Group, Total	2,714,400	4,129,200	9,625,500	792,900
Hardware stores	412,100	353,500	744,400	714,000
Lumber and building material dealers	2,077,100	3,541,100	8,259,400	73,400
Other building material dealers (paint and glass stores)	225,200	234,600	621,700	5,500
Furniture-Household-Radio Group, Total.	3,368,800	4,617,000	4,919,100	1,788,500
Furniture stores	1,439,800	2,892,800	2,843,400	1,208,500
Household appliance or radio dealers	1,929,000	1,724,200	2,075,700	580,000
Restaurant Group, Total	4,341,300	-	358,300	182,000 ^A
Other Retail Stores, Total	15,521,200	5,054,300	21,251,300	8,555,900
Drug stores	2,849,900	93,300	2,873,800	734,100
Jewellery stores	1,231,700	785,100	1,920,800	-
Office store and school furniture equipment and supplies dealers	3,818,300	2,698,200	2,439,600	-
Opticians and optometrists stores	103,700	19,000	35,500	-
Tobacco stores and stands	973,400	78,600	703,800	291,800
Liquor stores (government)	3,910,100	13,400	9,388,100	6,082,000
Wine stores	147,400	-	121,800	-
Miscellaneous kinds of business	2,486,800	1,366,700	3,767,900	1,448,000

Table 2.--Principal Statistics of Retail Chains for Selected Kinds of Business,
1930, 1941 - 1943

Kind of business	1930	1941	1942	1943
Total, All Chains --				
Chains (number)	518	533	459	448
Stores (maximum)	8,504	8,012	7,193	7,074
Chain sales	\$487,336,000	\$642,636,700	\$692,188,700	\$708,249,100
Index of chain sales (1930=100) ..	100.0	131.8	142.0	145.3
Candy and confectionery stores --				
Chains (number)	14	8	8	8
Stores (maximum)	169	194	187	180
Chain sales	\$ 5,442,300	\$ 4,374,500	\$ 5,361,700	\$ 5,978,300
Index of chain sales (1930=100) ..	100.0	80.3	98.4	109.7
Grocery and combination stores --				
Chains (number)	66	62	56	56
Stores (maximum)	2,127	1,541	1,293	1,269
Chain sales	\$119,498,600	\$172,317,400	\$188,116,300	\$179,833,500
Index of chain sales (1930=100) ..	100.0	144.2	157.4	150.5
Meat markets --				
Chains (number)	21	17	14	13
Stores (maximum)	225	166	138	125
Chain sales	\$ 8,083,900	\$ 5,088,500	\$ 5,372,200	\$ 6,141,100
Index of chain sales (1930=100) ..	100.0	62.9	66.5	76.0
Variety stores --				
Chains (number)	15	20	19	19
Stores (maximum)	327	532	523	521
Chain sales	\$ 39,383,600	\$ 74,179,100	\$ 84,319,200	\$ 84,366,200
Index of chain sales (1930=100) ..	100.0	188.4	214.1	214.2
Men's and boys' clothing and furnishings stores (including custom tailors) --				
Chains (number)	22	18	15	15
Stores (maximum)	191	147	132	132
Chain sales	\$ 9,866,800	\$ 9,498,700	\$ 9,705,400	\$ 10,030,500
Index of chain sales (1930=100) ..	100.0	96.3	98.4	101.7
Family clothing stores --				
Chains (number)	13	19	17	17
Stores (maximum)	58	115	101	100
Chain sales	\$ 4,746,600	\$ 13,943,500	\$ 15,223,700	\$ 16,513,000
Index of chain sales (1930=100) ..	100.0	293.8	320.7	347.9
Women's apparel and accessories stores --				
Chains (number)	28	38	31	31
Stores (maximum)	203	318	281	277
Chain sales	\$ 8,584,800	\$ 12,438,300	\$ 14,186,900	\$ 15,134,400
Index of chain sales (1930=100) ..	100.0	144.9	165.3	176.3
Shoe stores --				
Chains (number)	17	35	31	29
Stores (maximum)	203	452	428	426
Chain sales	\$ 7,702,700	\$ 16,312,600	\$ 18,880,700	\$ 19,647,700
Index of chain sales (1930=100) ..	100.0	211.8	245.1	255.1

Table 2.--Principal Statistics of Retail Chains for Selected Kinds of Business (Concl'd)
1930, 1941 - 1943

Kind of business	1930	1941	1942	1943
Hardware stores --				
Chains (number)	13	7	7	7
Stores (maximum)	70	38	37	3
Chain sales	\$ 4,218,100	\$ 3,849,700	\$ 4,167,300	\$ 4,210,700
Index of chain sales (1930=100) ..	100.0	91.3	98.8	99.8
Lumber and building material dealers --				
Chains (number)	46	31	30	30
Stores (maximum)	1,035	738	697	700
Chain sales	\$ 18,597,500	\$ 21,888,400	\$ 24,624,700	\$ 30,522,400
Index of chain sales (1930=100) ..	100.0	117.7	132.4	164.1
Furniture stores --				
Chains (number)	8	16	13	13
Stores (maximum)	96	127	121	120
Chain sales	\$ 9,367,900	\$ 15,484,200	\$ 14,209,900	\$ 13,674,800
Index of chain sales (1930=100) ..	100.0	165.3	151.7	146.0
Household appliances, radio and music stores --				
Chains (number)	26	27	21	19
Stores (maximum)	362	410	298	284
Chain sales	\$ 17,386,100	\$ 18,655,600	\$ 12,708,700	\$ 9,773,900
Index of chain sales (1930=100) ..	100.0	107.3	73.1	56.2
Restaurants --				
Chains (number)	21	28	25	24
Stores (maximum)	262	264	279	264
Chain sales	\$ 13,438,600	\$ 12,498,400	\$ 16,015,000	\$ 19,493,700
Index of chain sales (1930=100) ..	100.0	93.0	119.2	145.1
Drug stores --				
Chains (number)	31	35	31	31
Stores (maximum)	292	361	343	334
Chain sales	\$ 13,971,300	\$ 18,849,500	\$ 19,711,700	\$ 21,511,600
Index of chain sales (1930=100) ..	100.0	134.9	141.1	154.0
Office, school and store supplies and equipment dealers --				
Chains (number)	16	13	13	13
Stores (maximum)	173	147	148	148
Chain sales	\$ 11,134,200	\$ 20,192,600	\$ 21,000,900	\$ 17,767,300
Index of chain sales (1930=100) ..	100.0	181.4	188.6	159.6
Tobacco stores and stands --				
Chains (number)	9	6	4	4
Stores (maximum)	215	217	196	197
Chain sales	\$ 7,800,700	\$ 7,165,800	\$ 8,237,400	\$ 9,810,000
Index of chain sales (1930=100) ..	100.0	92.1	105.6	125.8
Liquor stores --				
Chains (number)	9	9	8	8
Stores (maximum)	645	615	533	534
Chain sales	\$100,394,000	\$112,397,800	\$134,617,100	\$148,178,900
Index of chain sales (1930=100) ..	100.0	112.0	134.0	147.6

Table 3.--Principal Statistics of Retail Chains by Provinces, 1930, 1941 - 1943

	1930	1941	1942	1943
Total, All Chains --				
Chains (number)	518	533	459	448
Stores (maximum)	8,504	8,012	7,193	7,074
Chain sales	\$487,336,000	\$642,636,700	\$692,188,700	\$708,249,100
Index of chain sales (1930=100) ..	100.0	131.8	142.0	145.3
British Columbia --				
Chains (number)	92	91	78	73
Stores (maximum)	692	765	693	663
Chain sales	\$ 47,875,300	\$ 63,925,100	\$ 72,346,100	\$ 70,684,900
Index of chain sales (1930=100) ..	100.0	133.5	151.1	147.6
Alberta --				
Chains (number)	104	89	77	76
Stores (maximum)	682	578	521	518
Chain sales	\$ 24,918,500	\$ 36,110,600	\$ 40,988,000	\$ 46,989,500
Index of chain sales (1930=100) ..	100.0	144.9	164.5	188.6
Saskatchewan --				
Chains (number)	101	78	67	65
Stores (maximum)	1,234	882	722	709
Chain sales	\$ 34,056,300	\$ 32,523,600	\$ 34,015,800	\$ 38,026,200
Index of chain sales (1930=100) ..	100.0	95.5	99.9	111.7
Manitoba --				
Chains (number)	91	69	61	60
Stores (maximum)	434	335	288	284
Chain sales	\$ 22,105,800	\$ 27,437,500	\$ 31,217,100	\$ 32,336,000
Index of chain sales (1930=100) ..	100.0	124.1	141.2	146.3
North West Territories and the Yukon --				
Chains (number)	6	5	5	4
Stores (maximum)	81	62	58	55
Chain sales	\$ 2,087,700	\$ 1,493,600	\$ 1,737,500	\$ 2,590,400
Index of chain sales (1930=100) ..	100.0	71.5	83.2	124.1

Table 3.--Principal Statistics of Retail Chains by Provinces, 1930, 1941 - 1943-

	1930	1941	1942	1943
Ontario --				
Chains (number)	250	284	257	24
Stores (maximum)	3,276	3,389	3,129	3,0
Chain sales	\$214,391,300	\$295,823,000	\$315,789,700	\$310,227,6
Index of chain sales (1930=100) ..	100.0	138.0	147.3	144
Quebec --				
Chains (number)	175	165	138	1
Stores (maximum)	1,698	1,443	1,269	1,2
Chain sales	\$117,100,400	\$132,325,000	\$136,578,300	\$146,584,7
Index of chain sales (1930=100) ..	100.0	113.0	116.6	125
New Brunswick --				
Chains (number)	42	48	44	
Stores (maximum)	168	217	206	2
Chain sales	\$ 11,958,700	\$ 19,827,600	\$ 21,365,800	\$ 22,008,5
Index of chain sales (1930=100) ..	100.0	165.8	178.7	184
Nova Scotia --				
Chains (number)	48	57	51	
Stores (maximum)	227	324	292	2
Chain sales	\$ 12,163,300	\$ 32,142,700	\$ 37,507,100	\$ 38,044,6
Index of chain sales (1930=100) ..	100.0	264.3	308.4	312
Prince Edward Island --				
Chains (number)	7	10	10	
Stores (maximum)	12	17	15	
Chain sales	\$ 678,700	\$ 1,028,000	\$ 643,300	\$ 756,7
Index of chain sales (1930=100) ..	100.0	151.5	94.8	111

Table 4.--Chains Classified According to Type of Operation, 1941, 1942 and 1943

Type of Operation	1941					1942		
	Number of Chains	Number of Stores	Chain Sales			Number of Chains	Number of Stores	Chain Sales
			Amount	Per cent of total	Average per store			Amount
Total, All Chains	533	8,014	\$ 642,731,700	100.0	\$ 80,200	459	7,193	\$ 692,188,700
Local chains	176	1,092	60,888,300	9.5	55,800	152	978	64,210,300
Provincial chains	234	3,160	287,495,000	44.7	91,000	200	2,916	317,246,000
Sectional and National chains .	123	3,762	294,348,400	45.8	78,200	107	3,299	310,732,400

Type of Operation	1942 (Concl'd)		1943				
	Chain Sales		Number of Chains	Number of Stores	Chain Sales		
	Per cent of total	Average per store			Amount	Per cent of total	Average per store
Total, All Chains	100.0	\$ 96,231	448	7,074	\$ 708,249,100	100.0	\$ 100,120
Local chains	9.3	65,700	145	915	65,054,300	9.2	71,100
Provincial chains	45.8	108,794	196	2,822	329,453,500	46.5	116,700
Sectional and National chains .	44.9	94,200	107	3,337	313,741,300	44.3	94,000

Table 5.--Chains Classified According to Number of Units Operated, 1941, 1942 and 1943

	1 9 4 1					1 9 4 2		
	Number of Chains	Number of Stores	Chain Sales			Number of Chains	Number of Stores	Chain Sales
			Amount	Per cent of total	Average per store			Amount
Total, All Chains	533	8,014	\$ 642,731,700	100.0	\$ 80,200	459	7,193	\$ 692,188,700
Less than 6 units	223	968	71,938,200	11.2	74,300.	169	748	54,451,200
6-10 units	166	1,261	80,730,000	12.6	64,000	148	1,120	82,100,300
11-25 units	79	1,281	82,439,200	12.8	64,400	79	1,271	96,348,900
26-50 units	36	1,272	80,859,700	12.6	63,600	34	1,144	89,956,300
51-100 units	16	1,155	77,879,500	12.1	67,400	18	1,291	98,471,300
100 or more units	13	2,077	248,865,100	38.7	119,800	11	1,619	270,860,700

	1 9 4 2 (Concl'd)		1 9 4 3				
	Chain Sales		Number of Chains	Number of Stores	Chain Sales		
	Per cent of total	Average per store			Amount	Per cent of total	Average per store
Total, All Chains	100.0	\$ 96,231	448	7,074	\$ 708,249,100	100.0	\$ 100,120
Less than 6 units	7.9	72,800	169	745	58,865,100	8.3	79,000
6-10 units	11.9	73,300	141	1,072	79,494,600	11.2	74,200
11-25 units	13.9	75,800	77	1,259	102,841,000	14.6	81,700
26-50 units	13.0	78,600	32	1,109	90,699,200	12.8	81,800
51-100 units	14.2	76,300	18	1,275	97,355,000	13.7	76,400
100 or more units	39.1	167,300	11	1,614	278,994,200	39.4	172,900

Table 6.--Chains Classified According to Amount of Annual Retail Sales, 1941, 1942 and 1943

Annual Sales Volume of Chain	1941					1942		
	Number of Chains	Number of Stores	Chain Sales			Number of Chains	Number of Stores	Chain Sales
			Amount	Per cent of total	Average per store			Amount
Total, All Chains	533	8,014	\$ 642,731,700	100.0	\$ 80,200	459	7,193	\$ 692,188,700
Under \$100,000	83	447	5,588,800	0.8	12,500	47	261	3,241,200
\$100,000 - \$199,999	104	607	15,290,900	2.4	25,200	86	520	12,647,500
\$200,000 - \$499,999	160	1,287	50,556,300	7.9	39,300	142	1,105	45,864,700
\$500,000 - \$999,999	84	1,022	60,805,700	9.5	59,500	72	858	50,983,800
\$1,000,000 - \$4,999,999 ..	79	2,405	159,941,600	24.9	66,500	89	2,266	176,278,700
\$5,000,000 and over	23	2,246	350,548,400	54.5	156,100	23	2,183	403,172,800

Annual Sales Volume of Chain	1942 (Concl'd)		1943				
	Chain Sales		Number of Chains	Number of Stores	Chain Sales		
	Per cent of total	Average per store			Amount	Per cent of total	Average per store
Total, All Chains	100.0	\$ 96,231	448	7,074	\$ 708,249,100	100.0	\$ 100,120
Under \$100,000	0.5	12,400	42	248	2,821,200	0.4	11,400
\$100,000 - \$199,999	1.8	24,300	84	535	12,568,500	1.8	23,500
\$200,000 - \$499,999	6.6	41,500	134	989	43,557,600	6.2	44,000
\$500,000 - \$999,999	7.4	59,400	75	929	55,516,200	7.8	59,800
\$1,000,000 - \$4,999,999 ..	25.5	77,600	88	2,129	171,308,300	24.2	80,500
\$5,000,000 and over	58.2	184,687	25	2,244	422,477,300	59.6	188,300

