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

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**FOOD CHAINS**  
**IN**  
**CANADA**  
**1934**

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

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

FOOD CHAINS IN CANADA, 1934

Introduction

This report, based upon returns received for the annual Census of Merchandising and Service Establishments, presents a summary of the business transacted by food chains in Canada during 1934, together with comparative figures for earlier years. The food chains included here are grocery chains, combination store chains (those selling both groceries and meats), and meat market chains.

There were 86 food chain companies in Canada in 1934 operating 2,395 stores with sales of \$104,912,800. In 1933 there were 91 food chain companies with 2,398 stores and \$103,638,500 sales while in 1930, the earliest year for which data are available, there were 87 food chains with 2,352 stores and \$127,582,500 sales. Thus, while the value of chain sales for 1934 was still 17.8 per cent below the 1930 level, it was 1.2 per cent higher than the amount reported for 1933.

A comparison of chain store sales with total retail sales shows that the 86 food chain companies operating in 1934 transacted 28.9 per cent of the business of all similar stores, including both chains and independents, for that year. Ratios of chain store sales to total sales for earlier years are 29.8 per cent for 1933, 29.7 per cent for 1932, 29.0 per cent for 1931, and 26.1 per cent for 1930. As there are comparatively few strictly meat market chains in Canada these ratios of chain store sales to total sales are considerably lower than they would be if figures for all meat markets, including chains and independents, were excluded from the calculations. When grocery and combination stores only are considered, the ratio of chain store sales to total sales was 32.8 per cent for 1934 as compared with 33.3 per cent for 1933 and 29.5 per cent for 1930. It should be understood, of course, that all comparisons between chain store sales and total sales refer to the total business of the stores in question and not to the sales of specified commodities. Many stores, in addition to the three kinds of food stores analyzed in this report, sell food products. Thus, while it is shown that food chains transacted 28.9 per cent of the total business of all similar stores in 1934, no information is available to show what proportion of the total sale of food products through all retail channels of distribution is made by chains. A comparison of food chain sales and total food store sales is given in the following table which shows the ratio of chain sales to the total trade for grocery, combination store and meat markets combined, and then for grocery and combination stores only.

Comparison of Food Chain Store Sales with Total Food Store Sales, by Years

Year	Grocery Stores, Combination Stores and Meat Markets			Grocery Stores and Combination Stores		
	All Stores, Total Sales	Chain Store Sales	Chain Ratio	All Stores, Total Sales	Chain Store Sales	Chain Ratio
	\$	\$		\$	\$	
1930 .....	488,429,600	127,582,500	26.1	405,403,400	119,498,600	29.5
1933 .....	347,397,000	103,638,500	29.8	297,307,000	98,862,100	33.3
1934 .....	363,056,000	104,912,800	28.9	307,478,000	100,874,900	32.8

For the Census of Merchandising and Service Establishments a chain store system 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. Voluntary chains, in which the different stores are individually owned and operated, but are grouped for buying and advertising purposes, are not included with the company chains but reference to these chains is made in a later section of this report and their activities are summarized in Table 2.

The 86 food chains operating in 1934 included 40 grocery chains with 746 stores and \$37,390,600 sales. There were also 34 combination store chains operating 1,493 stores with \$63,484,300 sales. A great many units belonging to these combination store chains sold groceries only but no information is available to show the number or value of sales of combination store units as distinguished from those of the purely grocery type. In addition to the grocery store chains and combination store chains there were also 12 meat market chains with 156 stores and these had sales of \$4,037,900.

Employment and Wages in Food Chains.--The 86 food chains operating in 1934 required the services of 10,542 male and 1,872 female employees to whom \$7,958,200 were paid in salaries and wages. These figures relate to all store employees, part-time as well as full-time, but they do not include head office or warehouse employees or payroll. A comparison of the sales figures, employment and wage data for the two years 1933 and 1934, shows that while the value of food chain sales increased in 1934 by slightly more than one per cent over the amount recorded for 1933, the average number of full-time and part-time store employees increased by 8.5 per cent while the amount paid in salaries and wages decreased slightly by .2 per cent below the 1933 figure.

Trends in Food Chain Sales by Provinces.--While for the Dominion as a whole food chain sales were 1.23 per cent higher in 1934 than in the preceding year, considerable variations from this average occurred in the several provinces. Five of the eight provinces for which figures can be shown reported an increase in food chain sales in 1934 over 1933 while a decrease in the value of sales was reported by three. The different provinces, together with the corresponding percentage changes in chain sales between the two years, are as follow: Alberta, +5.71 per cent; Manitoba, +4.21 per cent; British Columbia, +3.42 per cent; Nova Scotia, +2.86 per cent; Ontario, +2.01 per cent; Saskatchewan, -.22 per cent; Quebec, -3.41 per cent, and New Brunswick, -5.19 per cent.

It should be remembered that variations in the value of chain sales as recorded from year to year reflect the net composite effect of changes in the number of chain companies, variations in the number of stores operated by continuing firms and also variations in the value of sales of individual units. It should also be

remembered that variations in the number of chains shown from year to year are due not only to the total disappearance of old companies and to the introduction of new firms but also to changes in size of existing firms. Some firms which previously operated two or three stores have increased the number of their units to four or more and are now included with the chains. Other firms decreased the number of units operated below the four-store limit and are no longer classified as chains.

Comparison of Chain Store Sales and Total Sales by Provinces.--The ratio of chain store sales to total sales in the grocery, combination and meat market field was not uniform in 1934 for all provinces. In comparison with the Dominion average of 28.9 per cent, the ratio of chain store sales to total food store sales was greatest in Ontario and, with the exception of Prince Edward Island where only one chain unit was operating, it was lowest in New Brunswick. The several provinces, arranged in descending order of chain ratios for 1934, together with these percentages of chain store sales to total sales for that year are as follow: Ontario, 36.5 per cent; British Columbia, 35.6 per cent; Saskatchewan, 31.2 per cent; Manitoba, 30.6 per cent; Alberta, 27.9 per cent; Nova Scotia, 22.8 per cent; Quebec, 18.5 per cent, and New Brunswick, 14.4 per cent. A comparison of chain store ratios by provinces for 1933 and 1934 shows that, excepting only Manitoba where a slight increase took place, chains in the food store field transacted a smaller proportion of the total food store business in all provinces during 1934 than in the preceding year. Table 3 presents a summary of food chain business in Canada by provinces for each year from 1930 to 1934 and shows, for each province and year, the number of chain companies, number of chain units, value of chain sales, total food store sales and ratios of chain store sales to total sales. Indexes of chain sales on the base (1930 = 100) are also shown.

Distribution of Chain Stores and Sales by Provinces and by Size of Locality, 1934.--Of the 2,395 units of food chains operating in Canada during 1934, 1,086 were located in Ontario and 483 were in Quebec. There were 305 units in British Columbia, 370 in the Prairie Provinces and 149 in the Maritimes. Of the \$104,912,800 sales made by these chains, the Ontario stores accounted for \$56,563,500 or 53.91 per cent and the Quebec stores for 18.83 per cent. The proportions of the total chain store business attributable to the other provinces are as follow: British Columbia, 8.74 per cent; Manitoba, 4.67 per cent; Alberta, 4.55 per cent; Saskatchewan, 3.97 per cent; Nova Scotia, 3.77 per cent; and New Brunswick, 1.37 per cent.

In addition to giving the distribution by provinces, Table 4 presents a more detailed analysis of stores and sales by size of locality and shows that 47.15 per cent of the total value of sales for food chains in 1934 may be attributed to cities of 100,000 population or more. The proportions of the total business transacted in the other size-of-locality classes shown in the table are as follow: All places of 30,000 to 100,000 population combined, 13.16 per cent; all places of 10,000 to 30,000 population combined, 15.91 per cent; all places of 1,000 to 10,000 population combined, 18.20 per cent, and all unincorporated localities and places of less than 1,000 population, 5.58 per cent. In 1930 a slightly smaller proportion, or 44.64 per cent of the total food chain business, was transacted in the largest size-of-population class while 5.11 per cent was transacted in the smallest size class.

A comparison of the distribution of food chain stores by size of locality for 1934 as shown in Table 4 with a similar analysis (1) for 1930 reveals, in the main, only minor changes. For the Dominion as a whole there were slight increases in the number of stores in all size-of-locality classes excepting only the middle size group consisting of those places of from 10,000 to 30,000 population. Figures for British Columbia show 46 more stores in Vancouver in 1934 than in the earlier year. No significant changes in the distribution of stores occurred in Alberta or in Manitoba.

(1) Food Chains in Canada, 1930. Page 11 (Revised Figures).

In Saskatchewan decreases occurred in all size-of-locality classes; Ontario reported decreases in the three largest size-of-locality groups and minor increases in the two smaller ones. In Quebec slight increases occurred in both the largest and the smallest size groups, while fewer stores were operating in the three middle classes in 1934 than in the earlier period. In the Maritime Provinces increases were reported for all localities reflecting the expansion of chain stores in that economic division in recent years.

Comparison of Chain Stores and Sales for Principal Cities, by Years, 1930 and 1934.--In Table 5 comparative figures for 1930 and 1934 are summarized to show the number of food chain stores and value of sales, firstly, for each province or economic division as a whole, secondly, for all cities of 30,000 population or more combined within each province or division, thirdly, for each individual city of 30,000 population or more, and, fourthly, for all places of lesser size combined. The percentage changes in value of sales between 1930 and 1934 are also given and show that for the Dominion as a whole and for all provinces, except Ontario and the Maritimes, the declines in food chain sales were greater in places of less than 30,000 population than in the larger cities and towns. For Ontario the decline in value of chain sales was 21.18 per cent for all places of 30,000 population or over combined as compared with 18.67 per cent for the group of smaller localities. In New Brunswick and Nova Scotia an increase of 43.3 per cent in value of chain sales was recorded for the larger population class while a smaller increase of 6.21 per cent was reported for the group of smaller places.

Wide differences are found in the percentage changes in value of chain store sales over the period 1930 to 1934 as shown for the 20 cities mentioned in Table 5, the total variation ranging from an increase of 66.58 per cent in the case of Halifax to a decrease of 55.75 per cent in the case of Saskatoon. Chain store sales were higher in 6 of the 20 cities in 1934 than in 1930 and were lower in 14. A decrease of less than 25 per cent was reported by 8 of the 14 cities registering declines in chain store sales, while decreases in the other 6 cities were in excess of that amount. These changes in the value of sales refer only to the business transacted by chain stores and cannot be taken as indicative of the business trends of all food stores. Table 5 also shows the maximum number of stores in each city and locality in 1930 and 1934. Since a considerable number of these stores were open for only part of the year, too much significance cannot be placed upon changes in average sales per store for different places as derived from the number of stores and value of sales shown in the table.

Gross Margins for Food Chains.--Gross margin for grocery chains in 1934 formed 17.57 per cent of total net sales for the same period. The gross margin ratio for combination store chains was 19.38 per cent of net sales while for meat markets it was 23.90 per cent.

The term "gross margin" is used here to represent the amount remaining after deducting the net cost of goods sold from net sales. 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 warehouses 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 or manufacturers or factory to the retail stores were to be included in the value of purchases.

Most of the larger chain store companies, in addition to performing the duties of retailers, carry on the work of wholesalers in so far as the physical handling of merchandise is concerned. To what extent the various chains perform the functions of wholesalers in addition to those of retailers it is difficult to say. An attempt was made to classify the different chain store companies according to the proportions of goods which they bought direct from manufacturers, but due to inadequate records in some cases and to the difficulty met by other firms in always distinguishing as between wholesalers and manufacturers this classification was not completed. It should be noted that the difference between the cost of goods sold and the value of net sales as reported by any chain company for the Census of Merchandising Establishments represents the gross margin for the entire organization rather than that margin or profit which might be considered applicable to the retailing function only. It should be stated, however, that several of the larger chain store companies which do not operate central warehouses in connection with their business are closely allied with a wholesale firm from which the stores are stocked. Gross margin figures reported by such chains relate to the retailing functions only and do not include the margin or profit applicable to the servicing wholesale companies.

Grocery Chains.—Gross margin for grocery store chains, as determined from the aggregate figures of the reporting firms, amounted to 17.57 per cent of net sales. When classified according to type of operation, it is found that gross margin for local chains (all units located within one town or city) formed 15.12 per cent of net sales as compared with 18.77 per cent for provincial and sectional chains. When the chains are classified according to the number of stores operated, those firms with less than 6 units were found to have a gross margin of 14.98 per cent of net sales. Gross margin was 16.42 per cent for chains with from 6 to 10 stores, 18.14 per cent for chains with from 11 to 50 stores, and 17.80 per cent for chains operating more than 50 stores. When classified according to total sales volume, chains having annual sales of less than \$200,000 operated on a gross margin of 14.66 per cent of net sales as compared with 15.84 per cent for chains with annual sales of from \$200,000 to \$1,000,000 and 18.21 per cent for the larger chains with annual sales exceeding that amount. Generally speaking then, gross margin as a percentage of net sales increases as the size of chain increases. This result is, of course, consistent with the tending of the larger chains to assume the functions of wholesalers to a greater degree than the smaller organizations.

Combination Store Chains.—Gross margin for all combination store chains as a whole formed 19.38 per cent of net sales. Gross margins for combination store chains are shown in Table 7, in which the various chain companies are classified in a manner similar to that outlined for the grocery firms. In interpreting the figures given for these combination store chains, however, a number of factors should be kept in mind. In the first place, gross margin percentage of net sales is normally higher for meat markets than for grocery stores. The combination store chains analyzed here operated varying proportions of straight grocery stores and combination stores. In addition, all combination units did not sell similar proportions of grocery and meat products. Gross margin data for combination store chains are affected by these factors to such an extent that when the various companies are classified according to size no definite relationship can be observed as between size of chain and gross margin percentage of net sales.

In comparison with the average gross margin of 19.23 per cent of net sales for all combination store chains the ratio was 20.29 per cent for local chains, 20.10 per cent for provincial chains, and 19.23 per cent for sectional and national chains. When classified according to size the larger chains were found to operate upon a slightly lower gross margin percentage of net sales than that reported by the smaller

Meat Market Chains.--Gross margin for the 12 meat market chains operating in 1934 averaged 23.90 per cent of net sales. In comparison with this figure the gross margin for local chains was 23.36 per cent while for provincial and sectional chains it was 24.27 per cent. When classified according to size of business, the gross margin for 6 chains each having annual sales of less than \$200,000 averaged 24.78 per cent of sales as compared with 23.73 per cent for the remaining 6 companies, each of which had annual sales for 1934 exceeding \$200,000.

Non-Weighted Average Gross Margins.--The average gross margin percentages mentioned in the preceding sections and shown in Tables 6, 7 and 8 were derived from the aggregate net sales and aggregate cost of goods sold as reported by the various firms. These averages are therefore influenced by the inclusion of data for the larger organizations and they may not be typical of average operating results. In order to obtain an average that would not be thus weighted the percentage of gross margin to net sales was computed for each company. These percentages were arranged in an array in ascending order and after omitting the lower and upper quarters of the figures the average of the middle half of the array was found. Using this method, average gross margin for grocery chains was found to be 16.1 per cent of net sales as compared with 17.57 per cent as obtained by the weighted method. The unweighted gross margin for combination store chains was 20.00 per cent as compared with 19.38 per cent and for meat market chains the unweighted average was 23.80 per cent as compared with 23.90 per cent.

Voluntary Chains.--The chains analyzed in the preceding sections are company operated organizations under the control of a central management. Reports were secured for the Census of Merchandising to show that there were also 23 voluntary food chains with 5,659 members in Canada during 1934. While the total value of sales for the members of voluntary chains is not known, information was received to show that the value of purchases made upon a co-operative basis from the affiliated wholesalers at wholesale prices was \$26,842,228. In 1933 there were 27 voluntary food chains with 6,025 members and purchases upon a co-operative basis at wholesale prices for that year were valued at \$26,725,418. Thus while there were fewer voluntary chains and 366 fewer members, the value of purchases made upon a co-operative basis increased by \$116,810 indicating a corresponding increase in average purchases per store. A summary showing the number of voluntary food chains, number of members and value of purchases by years, from 1930 to 1934, is presented in Table 2.



Table 1.--Summary of Food Chain Stores in Canada, 1934

	Total, Food Chains	Grocery Chains	Combination Store Chains	Meat Market Chains
Number of chains .....	86	40	34	12
Number of stores, average(1) .....	2,310	719	1,440	151
Number of stores, maximum .....	2,395	746	1,493	156
Net sales, 1934 .....	\$104,912,800	\$37,390,600	\$63,484,300	\$4,037,900
Stocks on hand, end of year, at cost --				
In retail stores .....	\$ 5,894,500	\$ 2,249,400	\$ 3,568,900	\$ 76,200
In warehouses .....	\$ 3,185,700	\$ 1,957,600	\$ 1,216,600	\$ 11,500
Gross margin, amount .....	\$ 19,840,400	\$ 6,570,800	\$12,304,700	\$ 964,900
Per cent of net sales .....	18.91	17.57	19.38	23.90
Average number of store employees (includes full-time and part-time) --				
Male .....	10,542	2,464	7,537	541
Female .....	1,872	1,076	772	24
Salaries and wages .....	\$ 7,958,200	\$ 2,206,100	\$ 5,310,800	\$ 441,300

(1) Derived from number of units at beginning, middle and end of the year.

Table 2.--Voluntary Food Chains in Canada, 1930 - 1934

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

Year	Number of Chains	Number of Stores	Total Purchases by Members (at Wholesale Prices)	Average Purchases Per Store	Index of Purchases (1930 = 100)
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

Table 3.--Principal Statistics of Food Chains by Provinces, 1930 - 1934

(Grocery, Combination and Meat Market Chains Combined)

	1930	1931	1932	1933	1934
<b>CANADA, Total(1) --</b>					
Number of chains .....	87	90	90	91	86
Number of stores (maximum) .....	2,352	2,410	2,436	2,398	2,395
Net chain sales .....	\$127,582,500	\$123,752,500	\$109,815,200	\$103,638,500	\$104,912,800
Index of chain sales, 1930 = 100	100.00	97.00	86.07	81.23	82.23
Total sales .....	\$488,429,600	\$426,908,000	\$369,420,000	\$347,397,000	\$363,056,000
Per cent, chains to total .....	26.1	29.0	29.7	29.8	28.9
<b>British Columbia --</b>					
Number of chains .....	19	19	18	17	18
Number of stores (maximum) .....	244	249	268	282	305
Net chain sales .....	\$ 10,117,100	\$ 9,174,400	\$ 8,470,200	\$ 8,862,400	\$ 9,165,300
Index of chain sales, 1930 = 100	100.00	90.68	83.72	87.60	90.59
Total sales .....	\$ 37,196,100	\$ 31,163,000	\$ 25,912,000	\$ 24,455,000	\$ 25,737,000
Per cent, chains to total .....	27.2	29.4	32.7	36.2	35.6
<b>Alberta --</b>					
Number of chains .....	8	9	10	11	10
Number of stores (maximum) .....	120	117	122	127	128
Net chain sales .....	\$ 5,587,000	\$ 5,356,200	\$ 4,877,000	\$ 4,519,100	\$ 4,777,300
Index of chain sales, 1930 = 100	100.00	95.87	87.29	80.89	85.51
Total sales .....	\$ 23,469,400	\$ 19,492,000	\$ 16,997,000	\$ 15,970,000	\$ 17,143,000
Per cent, chains to total .....	23.8	27.5	28.7	28.3	27.9
<b>Saskatchewan --</b>					
Number of chains .....	10	10	9	8	6
Number of stores (maximum) .....	165	162	153	138	133
Net chain sales .....	\$ 6,969,300	\$ 6,307,800	\$ 4,963,700	\$ 4,177,600	\$ 4,168,600
Index of chain sales, 1930 = 100	100.00	90.51	71.22	59.94	59.81
Total sales .....	\$ 21,690,500	\$ 17,636,000	\$ 14,310,000	\$ 13,109,000	\$ 13,369,000
Per cent, chains to total .....	32.1	35.8	34.7	31.9	31.2
<b>Manitoba --</b>					
Number of chains .....	8	8	8	6	5
Number of stores (maximum) .....	121	119	118	110	109
Net chain sales .....	\$ 5,689,100	\$ 5,486,600	\$ 5,432,100	\$ 4,697,600	\$ 4,895,200
Index of chain sales, 1930 = 100	100.00	96.44	95.48	82.57	86.04
Total sales .....	\$ 22,225,200	\$ 18,889,000	\$ 17,082,000	\$ 15,480,000	\$ 16,016,000
Per cent, chains to total .....	25.6	29.0	31.8	30.3	30.6

Table 3.--Principal Statistics of Food Chains by Provinces, 1930 - 1934 (Cont'd.) -

(Grocery, Combination and Meat Market Chains Combined)

	1930	1931	1932	1933	1934
<b>Ontario --</b>					
Number of chains .....	37	37	36	37	36
Number of stores (maximum) .....	1,107	1,109	1,114	1,113	1,086
Net chain sales .....	\$ 70,769,300	\$ 67,093,400	\$ 58,639,900	\$ 55,450,700	\$ 56,563,500
Index of chain sales, 1930 = 100	100.00	94.81	82.86	78.35	79.93
Total sales .....	\$206,749,300	\$179,622,000	\$154,793,000	\$146,528,000	\$154,842,000
Per cent, chains to total .....	\$ 34.2	37.4	37.9	37.8	36.5
<b>Quebec --</b>					
Number of chains .....	13	12	12	12	12
Number of stores (maximum) .....	495	523	515	472	483
Net chain sales .....	\$ 23,708,400	\$ 24,194,600	\$ 21,665,400	\$ 20,456,500	\$ 19,759,700
Index of chain sales, 1930 = 100	100.00	102.05	91.38	86.28	83.34
Total sales .....	\$140,527,500	\$126,553,000	\$110,798,000	\$104,204,000	\$106,708,000
Per cent, chains to total .....	16.9	19.1	19.6	19.6	18.5
<b>New Brunswick --</b>					
Number of chains .....	5	5	5	5	6
Number of stores (maximum) .....	30	37	39	41	43
Net chain sales .....	\$ 1,267,300	\$ 1,675,700	\$ 1,620,200	\$ 1,519,900	\$ 1,441,000
Index of chain sales, 1930 = 100	100.00	132.22	127.85	119.93	113.71
Total sales .....	\$ 13,117,200	\$ 11,618,000	\$ 10,298,000	\$ 9,638,000	\$ 10,014,000
Per cent, chains to total .....	9.7	14.4	15.7	15.8	14.4
<b>Nova Scotia --</b>					
Number of chains .....	9	11	12	14	12
Number of stores (maximum) .....	66	92	105	113	105
Net chain sales .....	\$ 3,189,100	\$ 4,288,400	\$ 4,004,000	\$ 3,844,700	\$ 3,954,700
Index of chain sales, 1930 = 100	100.00	134.47	125.55	120.56	124.01
Total sales .....	\$ 21,248,900	\$ 19,916,000	\$ 17,385,000	\$ 16,313,000	\$ 17,372,000
Per cent, chains to total .....	15.0	21.5	23.0	23.6	22.8

(1) Includes Prince Edward Island, Yukon and Northwest Territories.

Table 4.--Distribution of Food Chain Stores and Sales by Provinces and Size of Locality, 1934

(Grocery, Combination and Meat Market Chains Combined)

	All Localities			Stores and Sales in Places With Population Of -					
	Stores	Sales \$	Per cent of Dominion chain sales	100,000 or more			30,000 - 100,000		
				Stores	Sales \$	Per cent of Dominion and provincial totals	Stores	Sales \$	Per cent of Dominion and provincial totals
CANADA, Total ..	2,395	104,912,800	100.00	1,092	49,469,000	47.15	334	13,804,900	13.16
Northwest Territories and Yukon .....	2	(X)	(X)	-	-	-	-	-	-
British Columbia ....	305	9,165,500	8.74	188	5,217,000	56.92	13	518,600	5.66
Alberta .....	128	4,777,500	4.55	-	-	-	76	2,952,700	61.81
Saskatchewan .....	133	4,168,600	3.97	-	-	-	37	1,398,700	33.55
Manitoba .....	109	4,895,200	4.67	82	3,617,000	73.89	-	-	-
Ontario .....	1,086	56,563,500	53.91	490	26,361,100	46.60	101	4,904,900	8.67
Quebec .....	483	19,759,700	18.83	332	14,273,900	72.24	48	1,871,700	9.47
New Brunswick .....	43	1,441,000	1.37	-	-	-	17	680,200	47.20
Nova Scotia .....	105	3,954,700	3.77	-	-	-	42	1,478,100	37.38
Prince Edward Island.	1	(X)	(X)	-	-	-	-	-	-

  

	10,000 - 30,000			1,000 - 10,000			Less than 1,000		
	Stores	Sales \$	Per cent of Dominion chain sales	Stores	Sales \$	Per cent of Dominion and provincial totals	Stores	Sales \$	Per cent of Dominion and provincial totals
CANADA, Total ..	291	16,694,500	15.91	478	19,097,500	18.20	200	5,846,900	5.58
Northwest Territories and Yukon .....	-	-	-	-	-	-	2	(X)	(X)
British Columbia ....	12	536,000	5.85	50	1,737,400	18.96	42	1,156,300	12.61
Alberta .....	6	378,700	7.93	30	1,017,600	21.30	16	428,300	8.96
Saskatchewan .....	11	536,600	12.87	39	1,440,500	34.56	46	792,800	19.02
Manitoba .....	3	(X)	(X)	14	826,100	16.88	10	(X)	(X)
Ontario .....	194	12,283,500	21.72	240	10,348,600	18.30	61	2,665,400	4.71
Quebec .....	46	1,816,200	9.19	43	1,530,500	7.75	14	267,400	1.35
New Brunswick .....	4	(X)	(X)	20	603,100	41.85	2	(X)	(X)
Nova Scotia .....	14	730,200	18.46	42	1,593,700	40.30	7	152,700	3.86
Prince Edward Island.	1	(X)	(X)	-	-	-	-	-	-

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

Table 5.—Food Chain Stores and Sales by Provinces and Principal Cities, 1930 and 1934

Province and City	Number of Stores		Value of Sales		Per Cent of Change
	1930	1934	1930	1934	
			\$	\$	
CANADA, Total(1) .....	2,352	2,393	127,582,500	104,912,800	-17.77
Places 30,000 and over, total .....	1,365	1,426	73,464,800	63,273,900	-13.87
Places under 30,000, total .....	985	967	54,117,700	41,568,400	-23.19
British Columbia, total ...	244	305	10,117,100	9,165,300	- 9.41
Places 30,000 and over, total .....	155	201	5,961,900	5,735,600	- 3.80
Vancouver .....	142	188	5,438,000	5,217,000	- 4.06
Victoria .....	13	13	523,900	518,600	- 1.01
Places under 30,000, total .....	89	104	4,155,200	3,429,700	-17.46
Alberta, total .....	120	128	5,587,000	4,777,300	-14.49
Places 30,000 and over, total .....	67	76	3,055,400	2,952,700	- 3.36
Calgary .....	46	57	2,042,100	2,180,600	+ 6.78
Edmonton .....	21	19	1,013,300	772,100	-23.80
Places under 30,000, total .....	53	52	2,531,600	1,824,600	-27.93
Saskatchewan, total .....	165	133	6,969,300	4,168,600	-40.19
Places 30,000 and over, total .....	48	37	2,197,100	1,398,700	-36.34
Regina .....	26	25	1,139,600	930,700	-18.33
Saskatoon .....	22	12	1,057,500	468,000	-55.75
Places under 30,000, total .....	117	96	4,772,200	2,769,900	-41.96
Manitoba, total .....	121	109	5,689,100	4,895,200	-13.95
Winnipeg .....	81	82	3,602,600	3,617,000	+ .40
Places under 30,000, total .....	40	27	2,086,500	1,278,200	-38.74
Ontario, total .....	1,107	1,086	70,769,300	56,563,500	-20.07
Places 30,000 and over, total .....	618	591	39,665,400	31,266,000	-21.18
Brantford .....	11	15	869,400	932,700	+ 7.28
Hamilton .....	104	126	5,270,200	4,528,200	-14.08
Kitchener .....	8	7	804,500	596,300	-25.88
London .....	23	21	1,825,200	1,217,400	-33.30
Ottawa .....	80	55	3,515,800	2,940,000	-16.38
Toronto .....	318	309	24,159,000	18,892,900	-21.80
Windsor .....	74	58	3,221,500	2,158,500	-33.00
Places under 30,000, total .....	489	495	31,103,900	25,297,500	-18.67
Quebec, total .....	495	483	23,708,400	19,759,700	-16.66
Places 30,000 and over, total .....	362	380	17,476,300	16,145,600	- 7.61
Montreal .....	274	291	13,586,700	13,370,300	- 1.53
Quebec .....	37	41	1,540,600	903,600	-41.35
Three Rivers .....	6	7	(X)	(X)	+48.17
Verdun .....	45	41	(X)	(X)	-27.71
Places under 30,000, total .....	133	103	6,232,100	3,614,100	-42.01
New Brunswick and Nova Scotia, total .....	96	148	4,456,400	5,395,700	+21.08
Places 30,000 and over, total .....	34	59	1,506,100	2,158,300	+43.30
Halifax .....	24	42	887,300	1,478,100	+66.58
St. John .....	10	17	618,800	680,200	+ 9.92
Places under 30,000, total .....	62	89	2,950,300	3,237,400	+ 9.73

(1) Includes Prince Edward Island, Yukon and Northwest Territories.  
An (X) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Table 6.—Gross Margins for Grocery Chains, 1934

A. Chains Classified According to Type of Operation

	Number of Chains	Average Number of Stores(1)	Chain Sales		Average Sales Per Store	Gross Margin	
			Amount	Per Cent of Total		Amount	Per Cent of Sales
ALL CHAINS, Total .....	40	719	\$ 37,390,600	100.00	\$ 52,004	\$ 6,570,800	17.57
Local Chains .....	27	294	12,279,800	32.84	41,768	1,857,100	15.12
Provincial and Sectional Chains .....	13	425	25,110,800	67.16	59,084	4,713,700	18.77

B. Chains Classified According to Number of Stores

ALL CHAINS, Total .....	40	719	\$ 37,390,600	100.00	\$ 52,004	\$ 6,570,800	17.57
Chains having -							
Less than 6 stores .....	11	47	2,452,000	6.56	52,170	367,200	14.98
6 - 10 stores .....	14	98	3,439,100	9.20	35,093	564,700	16.42
11 - 50 stores .....	12	277	9,365,200	25.05	33,809	1,699,300	18.14
More than 50 stores .....	3	297	22,134,300	59.19	74,526	3,939,600	17.80

C. Chains Classified According to Total Sales Volume

ALL CHAINS, Total .....	40	719	\$ 37,390,600	100.00	\$ 52,004	\$ 6,570,800	17.57
Chains having sales of -							
Less than \$200,000 .....	15	85	2,185,600	5.85	25,713	320,500	14.66
\$200,000 - \$1,000,000 .....	17	197	6,750,100	18.05	34,264	1,068,900	15.84
More than \$1,000,000 .....	8	437	28,454,900	76.10	65,114	5,181,400	18.21

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

Table 7.--Gross Margins for Combination Store Chains, 1934

A. Chains Classified According to Type of Operation

	Number of Chains	Average Number of Stores(1)	Chain Sales		Average Sales Per Store	Gross Margin	
			Amount	Per Cent of Total		Amount	Per Cent of Sales
ALL CHAINS, Total .....	34	1,440	\$ 63,484,300	100.00	\$ 44,086	\$ 12,304,700	19.38
Local Chains .....	17	108	4,179,200	6.58	38,696	847,900	20.29
Provincial Chains .....	10	160	6,259,400	9.86	39,121	1,258,100	20.10
Sectional and National Chains .....	7	1,172	53,045,700	83.56	45,260	10,198,700	19.23

B. Chains Classified According to Number of Stores

ALL CHAINS, Total .....	34	1,440	\$ 63,484,300	100.00	\$ 44,086	\$ 12,304,700	19.38
Chains having -							
Less than 6 stores .....	13	54	2,504,500	3.95	46,380	551,700	22.03
6 - 10 stores .....	10	73	3,305,800	5.21	45,285	618,200	18.70
11 - 50 stores .....	5	99	3,823,800	6.02	38,624	722,800	18.90
More than 50 stores .....	6	1,214	53,850,200	84.82	44,358	10,412,000	19.34

C. Chains Classified According to Total Sales Volume

ALL CHAINS, Total .....	34	1,440	\$ 63,484,300	100.00	\$ 44,086	\$ 12,304,700	19.38
Chains having sales of -							
Less than \$200,000 .....	14	70	1,956,700	3.08	27,953	420,000	21.46
\$200,000 - \$1,000,000 .....	12	119	4,286,500	6.75	36,021	840,100	19.60
More than \$1,000,000 .....	8	1,251	57,241,100	90.17	45,756	11,044,600	19.29

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

Table 8.--Gross Margins for Meat Market Chains, 1934

A. Chains Classified According to Type of Operation

	Number of Chains	Average Number of Stores(1)	Chain Sales		Average Sales Per Store	Gross Margin	
			Amount	Per Cent of Total		Amount	Per Cent of Sales
			\$		\$	\$	
ALL CHAINS, Total .....	12	151	4,037,900	100.00	26,741	964,900	23.90
Local Chains .....	7	44	1,648,800	40.83	37,473	385,100	23.36
Provincial and Sectional Chains .....	5	107	2,389,100	59.17	22,328	579,800	24.27

B. Chains Classified According to Total Sales Volume

			\$		\$	\$	
ALL CHAINS, Total .....	12	151	4,037,900	100.00	26,741	964,900	23.90
Chains having sales of -							
Less than \$200,000 .....	6	29	645,300	15.98	22,252	159,900	24.78
\$200,000 - \$1,000,000 .....	6	122	3,392,600	84.02	27,808	805,000	23.73

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



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