

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

FOOD CHAINS IN CANADA

1935

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DOMINION BUREAU OF STATISTICS - CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

FOOD CHAINS IN CANADA, 1935

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 in 1935, together with comparative figures for earlier years. The food chains included here are grocery store chains, combination store chains (those selling both groceries and meats) and meat market chains.

There were 86 food chain companies in Canada in 1935 with 2,309 stores and \$105,635,900 sales compared with a like number of chains with 2,395 stores and \$104,912,800 sales in 1934. These figures show but slight variations from those given in a preliminary bulletin issued earlier in the year. A decline in the number of food chain firms due to the removal of seven companies from the field was offset by the introduction of seven new concerns, leaving the total number of food chains in 1935 unchanged from 1934. During the one-year interval, a total of 176 unit stores were removed from the field while 90 new units were added, resulting in a net decrease of 86 stores. In spite of this reduction in number of units, a slight increase in aggregate sales over the preceding year was recorded, indicating a more substantial increase in business on the part of the continuing stores. The 86 food chains included 38 grocery store chains with 611 stores and \$23,870,900 sales. There were 35 combination store chains with 1,540 stores and \$77,547,500 sales. Of course, a great many of these combination store chains operate many straight grocery units in addition to those of the combination type. Of the 1,540 stores operated by combination chains, 681 were straight grocery units and these had total sales of \$25,710,500 or an average of \$37,754 each; the remaining 839 stores sold both groceries and fresh meats and these had total sales of \$51,377,900 or an average of \$61,237 each. An analysis of the types of stores operated by these chains and given in Table 2 shows that units of the smaller combination store chains are practically all of the combination type while the units of the five largest companies are about equally divided between combination and purely grocery units. In all cases, however, average sales per store are greater for the combination stores than for the straight grocery units.

There were also 13 meat market chains with 158 stores and \$4,217,500 sales.

A comparison of chain sales and total food store sales for 1935 indicates a slight reduction in the proportion of total business transacted by chains. The 86 food chains transacted 28.5 per cent of the total business of all grocery and combination stores and meat markets in 1935; corresponding chain ratios for earlier years are 28.9 per cent for 1934, 29.8 per cent for 1933 and 26.1 per cent for 1930. Since there are comparatively few strictly meat market chains in Canada, these ratios of chain sales to total sales are considerably smaller 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 sales to total sales was 32.5 per cent in 1935 compared with 32.8 per cent in 1934, 33.3 per cent in 1933 and 29.5 per cent in 1930. It must be remembered that all comparisons between chain and total sales are based on the total sales of these stores and not upon the sales of selected commodities. Many stores, in addition to the three types of stores analyzed in this report, sell food products. Thus,

while it is true that food chains transacted 28.5 per cent of the total business of all similar stores in 1935, 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 and combination stores 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 and Combination Stores and Meat Markets			Grocery 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
1935	370,909,000	105,635,900	28.5	312,197,000	101,418,400	32.5

Employment and Wages in Food Chains.--The 86 food chains operating in 1935 required the services of 10,544 male and 1,722 female employees, to whom \$8,094,500 were paid in salaries and wages. These figures relate to all store employees, both part-time and full-time, but they do not include head office or warehouse employees or payroll. A comparison of sales, employment and wages for 1934 and 1935 shows that, while sales increased by .7 per cent, the average number of employees declined slightly by 1.2 per cent and the total store wage bill increased by 1.7 per cent.

Trends in Food Chain Sales by Provinces.--Increases of almost 10 per cent in food chain sales in 1935 over 1934 were reported in British Columbia, Alberta and Saskatchewan, but these were largely offset by decreases in New Brunswick and Quebec, resulting in a net increase of only .7 per cent for the Dominion as a whole. The different provinces, together with the corresponding percentage changes in food chain sales between the two years, are as follows: Alberta, + 9.9 per cent; British Columbia, + 9.9 per cent; Saskatchewan, + 9.4 per cent; Nova Scotia, + 4.2 per cent; Manitoba, - 1.7 per cent; Quebec, - 4.8 per cent, and New Brunswick, - 9.2 per cent.

Comparison of Chain Stores and Sales for Principal Cities,
by Years, 1934 and 1935

In Table 4 comparative figures for 1934 and 1935 are summarized to show the number of food chain stores and value of sales for each city of 30,000 population or more as well as for all places of lesser size combined within each province or division. Percentage change in chain store sales as shown for the various cities reflect changes both in the amount of business done by continuing stores and also in the number of units operating in the two years. For this reason, changes in chain sales cannot be taken as representative of trends in total food store sales. Also, since many of these stores were opened or closed during the years for which figures are shown, too much significance cannot be placed upon changes in average sales per store as derived from the total number of stores and value of sales shown in the table.

Increases in food chain sales were greatest in Edmonton, Saskatoon, Victoria and Vancouver, while smaller increases were reported in other five cities of 30,000 population or more. Due to the removal of two companies from the chain store field, a pronounced decrease in chain sales was recorded in Quebec City. A large decline of 19.27 per cent was also reported for St. John, while smaller decreases were reported in nine other cities. Food chain sales in all places of 30,000 population as a whole were 1.08 per cent lower in 1935 than in 1934 while in smaller localities sales were up by 3.31 per cent.

GROSS MARGINS FOR FOOD CHAINS

Gross margin for all food chains as a whole formed 19.22 per cent of sales in 1935 compared with a slightly lower figure or 18.91 per cent in 1934. The gross margin percentage in 1935 was 15.98 per cent for grocery chains, 19.99 per cent for combination store chains and 23.58 per cent for meat market chains.

For the second consecutive year, data relating to gross margin have been secured from chain and independent concerns. 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 are, of course, excluded. Transportation costs of goods shipped directly from wholesalers or manufacturers 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. 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 represents the gross margin for the entire organization rather than that margin or profit which might be considered applicable to the retailing function only. In a few instances, food chains indicated that their warehouse carried on a small amount of wholesale business in addition to supplying their own stores. Since the value of purchases included both goods bought for their own stores and also for resale at wholesale, the gross margin percentages shown herein are based upon the aggregate sales through retail stores together with any sales at wholesale direct from the warehouse to other retailers.

Grocery Chains.--Gross margin for grocery store chains formed 15.98 per cent of net sales in 1935 compared with 17.57 per cent in 1934. An accurate comparison between the two years is not valid, however, on account of the reclassification of firms as between grocery chains and combination store chains in the two years. A classification of the grocery chains according to type of operation shows that gross margin was 15.58 per cent of sales for local chains in 1935 and 16.37 per cent for provincial and sectional chains. When classified according to number of stores, gross margin varied from 14.35 per cent for the smaller companies with fewer than six stores to 17.42 per cent for a group of three chain companies each with more than 40 units. A further classification according to amount of annual sales also shows the smaller concerns to operate on a smaller gross margin than the larger firms. It must be remembered in this connection that the smaller chains are retailers only, while the larger companies perform the functions of retailers and, to some extent, those of wholesalers also.

Combination Store Chains.--Gross margin for all combination store chains formed 19.99 per cent of net sales in 1935 compared with 19.38 per cent in 1934. All combination store chains do not carry on the same proportions of grocery and meat business and gross margin percentage is normally higher for meat than for grocery sales. On account of this lack of homogeneity in the various companies, an exact relationship between size of chain and gross margin percentage is not to be expected. In spite of this lack of homogeneity, however, Table 6 reveals a fairly definite tendency for gross margin to increase as the size of chain increases.

Meat Market Chains.--Gross margin for meat market chains averaged 23.58 per cent of net sales in 1935 compared with 23.90 per cent in 1934. The ratio was 23.01 per cent for local chains and 24.04 per cent for provincial and sectional chains; it was 23.54 per cent for chains of less than \$200,000 and approximately the same figure or 23.59 per cent for

chains doing an annual business of more than \$200,000. Meat market chains, irrespective of size, perform the functions of wholesalers to but a very limited extent. For this reason, an increase in gross margin percentage of net sales as the size of chain increases was not to be expected.

ACCOUNTS OUTSTANDING AT END OF YEAR

Accounts outstanding on the books of food chains on December 31, 1935, totalled \$1,177,000 or 1.1 per cent of the total annual sales. In addition to customers' accounts, this amount may represent, to some extent, money owing by municipalities on relief vouchers. The comparatively small amount outstanding on the books of these food chains is indicative of the restricted credit business carried on. Comparative figures for independent stores operating in the food store field show that the amount of customers' accounts outstanding on their books at the end of the year formed 7.9 per cent of their total annual business.

VOLUNTARY CHAINS

In connection with the annual Census of Merchandising, the Bureau of Statistics endeavours to secure information relating to the extent of the voluntary chain business in Canada. While no information is available to show the total amount of business transacted by the members of these voluntary chains, data are secured to show the value of sales at wholesale prices made by the affiliated wholesalers to these members. An exact statistical measurement of the trend in voluntary chains is rendered impossible by the indefinite nature of some groups and the difficulty in determining when others should be considered as voluntary chains. Some wholesalers which previously stated that they were affiliated with these buying groups now state that they now render the same concessions to all their clients.

According to the reports received, there were 29 different buying groups in Canada in 1935 with a total of 6,465 members, and purchases at wholesale prices from the affiliated companies totalled \$27,525,349. Comparative figures for earlier years are given in Table 8.

Table 1.--Summary of Food Chain Stores in Canada, 1935

	Total Food Chains	Grocery Chains	Combination Store Chains	Meat Market Chains
Number of chains	86	38	35	13
Number of stores, average(1)	2,241	592	1,498	151
Number of stores, maximum	2,309	611	1,540	158
Net sales, 1935:				
Store sales ..	\$105,635,900	\$23,870,900	\$77,547,500	\$4,217,500
Total sales(2)	\$106,531,600	\$24,385,900	\$77,928,200	\$4,217,500
Stocks on hand, end of year, at cost --				
In retail stores	\$ 6,046,900	\$ 1,683,100	\$ 4,255,000	\$ 108,800
In warehouses	\$ 3,530,600	\$ 743,700	\$ 2,777,400	\$ 9,500
Gross margin, amount	\$ 20,473,000	\$ 3,897,200	\$15,581,300	\$ 994,500
Per cent of total sales	19.22	15.98	19.99	23.58
Average number of store employees (in- cludes full-time and part-time) --				
Male	10,544	1,755	8,197	592
Female	1,722	670	1,025	27
Salaries and wages	\$ 8,094,500	\$ 1,633,500	\$ 6,005,200	\$ 455,800
Total accounts outstanding on December 31 --				
Amount	\$ 1,177,000	\$ 331,700	\$ 709,500	\$ 135,800
Per cent of total sales	1.1	1.4	.8	3.1

- (1) Derived from number of units at beginning, middle and end of year.
(2) Includes any sales at wholesale prices direct from warehouses.

Table 2.--Kinds of Stores Operated by Combination Store Chains in 1935

Size of Chain	Number of Chains	Total Units(1)		Grocery Units		Combination Units	
		Number	Sales \$	Number	Sales \$	Number	Sales \$
All Combination Store Chains, Total	35	1,540	77,547,500	681	25,210,500	839	51,377,900
Chains having --							
Less than 10 units.	23	134	5,901,000	9	181,700	116	5,484,200
10 to 99 units	7	199	8,063,900	70	2,313,900	119	5,551,000
100 units and over.	5	1,207	63,582,600	602	23,214,900	604	40,342,700

- (1) These figures include a few stores other than grocery and combination stores.

Table 3.--Principal Statistics of Food Chains by Provinces, 1930 - 1935
(Grocery, Combination and Meat Market Chains Combined)

	1930	1932	1933	1934	1935
CANADA, Total(1) --					
Number of chains	87	90	91	86	86
No. of stores (maximum)	2,352	2,436	2,398	2,395	2,309
Net chain sales, amount	\$127,582,500	\$109,815,200	\$103,638,500	\$104,912,800	\$105,635,900
Index, 1930 = 100 ...	100.00	86.07	81.23	82.23	82.80
Total sales	\$488,429,600	\$369,420,000	\$347,397,000	\$363,056,000	\$370,909,000
%, chains to total	26.1	29.7	29.8	28.9	28.5
British Columbia --					
Number of chains	19	18	17	18	17
No. of stores (maximum)	244	268	282	305	295
Net chain sales, amount	\$ 10,117,100	\$ 8,470,200	\$ 8,862,400	\$ 9,165,300	\$ 10,069,200
Index, 1930 = 100 ...	100.00	83.72	87.60	90.59	99.53
Total sales	\$ 37,196,100	\$ 25,912,000	\$ 24,455,000	\$ 25,737,000	\$ 27,788,000
%, chains to total	27.2	32.7	36.2	35.6	36.2
Alberta --					
Number of chains	8	10	11	10	11
No. of stores (maximum)	120	122	127	128	130
Net chain sales, amount	\$ 5,587,000	\$ 4,877,000	\$ 4,519,100	\$ 4,777,300	\$ 5,250,900
Index, 1930 = 100 ...	100.00	87.29	80.89	85.51	93.98
Total sales	\$ 23,469,400	\$ 16,997,000	\$ 15,970,000	\$ 17,143,000	\$ 18,096,000
%, chains to total	23.8	28.7	28.3	27.9	29.0
Saskatchewan --					
Number of chains	10	9	8	6	6
No. of stores (maximum)	165	153	138	133	131
Net chain sales, amount	\$ 6,969,300	\$ 4,963,700	\$ 4,177,600	\$ 4,168,600	\$ 4,558,500
Index, 1930 = 100 ...	100.00	71.22	59.94	59.81	65.41
Total sales	\$ 21,690,500	\$ 14,310,000	\$ 13,109,000	\$ 13,369,000	\$ 13,808,000
%, chains to total	32.1	34.7	31.9	31.2	33.0
Manitoba --					
Number of chains	8	8	6	5	5
No. of stores (maximum)	121	118	110	109	106
Net chain sales, amount	\$ 5,689,100	\$ 5,432,100	\$ 4,697,600	\$ 4,895,200	\$ 4,813,800
Index, 1930 = 100 ...	100.00	95.48	82.57	86.04	84.61
Total sales	\$ 22,225,200	\$ 17,082,000	\$ 15,480,000	\$ 16,016,000	\$ 16,555,000
%, chains to total	25.6	31.8	30.3	30.6	29.1
Ontario --					
Number of chains	37	36	37	36	37
No. of stores (maximum)	1,107	1,114	1,113	1,086	1,075
Net chain sales, amount	\$ 70,769,300	\$ 58,639,900	\$ 55,450,700	\$ 56,563,500	\$ 56,515,600
Index, 1930 = 100 ...	100.00	82.86	78.35	79.93	79.86
Total sales	\$206,749,300	\$154,793,000	\$146,528,000	\$154,842,000	\$156,730,000
%, chains to total	34.2	37.9	37.8	36.5	36.1
Quebec --					
Number of chains	13	12	12	12	11
No. of stores (maximum)	495	515	472	483	425
Net chain sales, amount	\$ 23,708,400	\$ 21,665,400	\$ 20,456,500	\$ 19,759,700	\$ 18,809,400
Index, 1930 = 100 ...	100.00	91.38	86.28	83.34	79.34
Total sales	\$140,527,500	\$110,798,000	\$104,204,000	\$106,708,000	\$107,634,000
%, chains to total	16.9	19.6	19.6	18.5	17.5
New Brunswick --					
Number of chains	5	5	5	6	5
No. of stores (maximum)	30	39	41	43	36
Net chain sales, amount	\$ 1,267,300	\$ 1,620,200	\$ 1,519,900	\$ 1,441,000	\$ 1,308,400
Index, 1930 = 100 ...	100.00	127.85	119.93	113.71	103.24
Total sales	\$ 13,117,200	\$ 10,298,000	\$ 9,638,000	\$ 10,014,000	\$ 10,301,000
%, chains to total	9.7	15.7	15.8	14.4	12.7
Nova Scotia --					
Number of chains	9	12	14	12	13
No. of stores (maximum)	66	105	113	105	108
Net chain sales, amount	\$ 3,189,100	\$ 4,004,000	\$ 3,844,700	\$ 3,954,700	\$ 4,120,900
Index, 1930 = 100 ...	100.00	125.55	120.56	124.01	129.22
Total sales	\$ 21,248,900	\$ 17,385,000	\$ 16,313,000	\$ 17,372,000	\$ 18,075,000
%, chains to total	15.0	23.0	23.6	22.8	22.8

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

Table 4.--Food Chain Stores and Sales by Provinces and Principal Cities, 1934 and 1935

Province and City	Number of Stores		Value of Sales		Per Cent of Change
	1934	1935	1934	1935	
			\$	\$	
CANADA, Total(1)	2,335	2,309	104,912,800	105,635,900	+ .69
Places 30,000 and over, total ...	1,425	1,331	62,595,300	61,919,500	- 1.08
Places under 30,000, total	970	978	42,317,500	43,716,400	+ 3.31
British Columbia, Total	305	295	9,165,300	10,069,200	+ 9.86
Places 30,000 and over, total ...	201	188	5,735,600	6,335,100	+ 10.45
Vancouver	188	176	5,217,000	5,753,600	+ 10.29
Victoria	13	12	518,600	581,500	+ 12.13
Places under 30,000, total	104	107	3,429,700	3,734,100	+ 8.88
Alberta, Total	128	130	4,777,300	5,250,900	+ 9.91
Places 30,000 and over, total ...	76	78	2,952,700	3,300,100	+ 11.77
Calgary	57	54	2,180,600	2,328,400	+ 6.78
Edmonton	19	24	772,100	971,700	+ 25.85
Places under 30,000, total	52	52	1,824,600	1,950,800	+ 6.92
Saskatchewan, Total ...	133	131	4,168,600	4,558,500	+ 9.35
Places 30,000 and over, total ...	37	34	1,398,700	1,567,200	+ 12.05
Regina	25	21	(X)	(X)	(X)
Saskatoon	12	13	(X)	(X)	(X)
Places under 30,000, total	96	97	2,769,900	2,991,300	+ 7.99
Manitoba, Total	109	106	4,895,200	4,813,800	- 1.66
Winnipeg	82	81	3,617,000	3,541,600	- 2.08
Places under 30,000, total	27	25	1,278,200	1,272,200	- .47
Ontario, Total	1,086	1,075	56,563,500	56,515,600	- .08
Places 30,000 and over, total ...	614	593	32,066,500	31,281,400	- 2.45
Brantford	15	14	932,700	903,100	- 3.17
Hamilton	126	129	4,528,200	4,649,800	+ 2.69
Kitchener	7	6	596,300	560,500	- 6.00
London	21	22	1,217,400	1,246,800	+ 2.41
Ottawa	55	53	2,940,000	2,915,500	- .83
Toronto	307	294	18,719,800	17,943,600	- 4.15
Windsor	83	75	3,132,100	3,062,100	- 2.23
Places under 30,000, total	472	482	24,497,000	25,234,200	+ 3.01
Quebec, Total	483	425	19,759,700	18,809,400	- 4.81
Places 30,000 and over, total ...	356	305	14,666,500	13,853,500	- 5.54
Montreal	264	249	11,812,100	11,606,700	- 1.74
Quebec	41	7	(X)	(X)	(X)
Three Rivers	7	9	(X)	(X)	(X)
Verdun	44	40	1,611,800	1,674,100	+ 3.87
Places under 30,000, total	128	120	5,093,200	4,955,900	- 2.70
New Brunswick and Nova Scotia, Total	148	144	5,395,700	5,429,300	+ .62
Places 30,000 and over, total ...	59	52	2,158,300	2,040,600	- 5.45
Halifax	42	41	1,478,100	1,491,500	+ .91
St. John	17	11	680,200	549,100	- 19.27
Places under 30,000, total	89	92	3,237,400	3,388,700	+ 4.67

(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 5.--Gross Margins for Grocery Chains, 1935

A. Chains Classified According to Type of Operation

	Number of Chains	Average Number of Stores(1)	Store Sales		Average Sales Per Store	Gross Margin	
			Amount	Per Cent of Total		Amount	Per Cent of Total Sales(2)
ALL CHAINS, Total	38	592	23,870,900	100.00	40,322	3,897,200	15.98
Local Chains	25	263	11,515,000	48.24	43,783	1,871,100	15.58
Provincial and Sectional Chains	13	329	12,355,900	51.76	37,556	2,026,100	16.37

B. Chains Classified According to Number of Stores

ALL CHAINS, Total	38	592	23,870,900	100.00	40,322	3,897,200	15.98
Chains having -							
Less than 6 stores	12	50	1,964,700	8.23	39,294	281,900	14.35
6 - 10 stores	12	82	4,039,000	16.92	49,256	655,300	16.20
11 - 40 stores	11	235	9,573,500	40.11	40,738	1,473,800	14.97
More than 40 stores	3	225	8,293,700	34.74	36,861	1,486,200	17.42

C. Chains Classified According to Total Sales Volume

ALL CHAINS, Total	38	592	23,870,900	100.00	40,322	3,897,200	15.98
Chains having sales of -							
Less than \$200,000	16	88	2,276,600	9.54	25,870	336,200	14.77
\$200,000 - \$1,000,000	14	170	5,521,900	23.13	32,482	871,300	15.30
More than \$1,000,000	8	334	16,072,400	67.33	48,121	2,689,700	16.38

(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 6.--Gross Margins for Combination Store Chains, 1935

A. Chains Classified According to Type of Operation

	Number of Chains	Average Number of Stores(1)	Store Sales		Average Sales Per Store	Gross Margin	
			Amount	Per Cent of Total		Amount	Per Cent of Total Sales(2)
ALL CHAINS, Total	35	1,498	\$ 77,547,500	100.00	\$ 51,767	\$ 15,581,300	19.99
Local Chains	12	72	3,603,700	4.65	50,051	634,700	17.61
Provincial Chains	16	259	21,176,600	27.31	81,763	4,389,200	20.53
Sectional and National Chains	7	1,167	52,767,200	68.04	45,216	10,557,400	19.94

B. Chains Classified According to Number of Stores

ALL CHAINS, Total	35	1,498	\$ 77,547,500	100.00	\$ 51,767	\$ 15,581,300	19.99
Chains having -							
Less than 6 stores	13	57	3,012,200	3.88	52,846	535,700	17.78
6 - 10 stores	11	81	3,190,400	4.12	39,388	601,300	18.76
11 - 50 stores	4	60	2,024,000	2.61	33,733	363,400	17.88
More than 50 stores	7	1,300	69,320,900	89.39	53,324	14,080,900	20.21

C. Chains Classified According to Total Sales Volume

ALL CHAINS, Total	35	1,498	\$ 77,547,500	100.00	\$ 51,767	\$ 15,581,300	19.99
Chains having sales of -							
Less than \$200,000	12	62	1,777,500	2.29	28,669	310,200	17.45
\$200,000 - \$1,000,000	15	115	5,409,500	6.98	47,039	993,500	18.21
More than \$1,000,000	8	1,321	70,360,500	90.73	53,263	14,277,600	20.20

(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 7.--Gross Margins for Meat Market Chains, 1935

A. Chains Classified According to Type of Operation

	Number of Chains	Average Number of Stores(1)	Store Sales		Average Sales Per Store	Gross Margin	
			Amount	Per Cent of Total		Amount	Per Cent of Total Sales(2)
ALL CHAINS, Total	13	151	\$ 4,217,500	100.00	\$ 27,930	\$ 994,500	23.58
Local Chains	8	51	1,881,600	44.61	36,894	433,000	23.01
Provincial and Sectional Chains	5	100	2,335,900	55.39	23,359	561,500	24.04

B. Chains Classified According to Total Sales Volume

ALL CHAINS, Total	13	151	\$ 4,217,500	100.00	\$ 27,930	\$ 994,500	23.58
Chains having sales of -							
Less than \$200,000	6	28	703,000	16.67	25,107	165,500	23.54
\$200,000 - \$1,000,000	7	123	3,514,500	83.33	28,573	829,000	23.59

(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 8.--Voluntary Food Chains in Canada, 1930 - 1935

(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
1935	29	6,465	27,525,349	4,258	121.1

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