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Food Chains in Canada, 1937.
Paragraph 2, Line 3--"In the previous yoar the same numbor of
companies oporated 2,234 storas and had salos of $311,511,900 . "$

## Should Read

"In the previcus year the samo number of companios operated 2.334 stores and had sales of $\$ 111,511,900.1$

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## CENSUS OF NERCHKNDISING AND SERVICE EST،BLISHNENTS

## Food Gbains in Canada, 1937

The term "food chains" for purposes of this report includes only grocery chains, combination store chains and meat market chains, and does not take into account the operations of bakery products chains, candy store chains or other types which might, with a broader viow, be included. In addition to the chains dealt with In the present report there were 8 bakery products chains, (not manufacturing bakeries), 10 candy chains and 2 other so called "food" chains operating in Canrda in 1937. Information concerning these may be found in a companion report entitled "Retail Chains in Canada, 1937" which provides a summery of the activities of all retril chains during the year, together with comparative figures for previous years, but does not give tho details rogarding food chains to bo found in tho presont bullotin.

There were 89 food chain store companies, within the moaning of tho term as outlined above, operating 2,287 unit stores in Canadia in 1937 with total sales of $\$ 121,054,800$. In the provious year the same number of companios oporated $2,2342,334$ storos and had sales of $\$ 111,511,900$. Thore was, therofore, a yoer-to-yoar gain of 8.6 per cent in tho dollar volume of solos in spito of a roduction in tho number of stores in oporation. The indox of food chain selos stood at 94.9 in 1937 (on the beso 1930 oquals 100) compared with 87.4 for 1936. In 1930, the first year for which those statistics are availablo, thero wore 87 food chains oporating 2,352 unit stores with a seles volume totalling $\$ 127,582,500$.

The food chains whoso activitios aro shown hore includo all companies in the grocery, combination store, and moat markot fiolds and oparating four or moro retail units. Voluntary chains, in which tho various storos aro individually ownod and oporatod but which aro bandod togothor for buying or advortising purposos, aro not ineludod with the corporato chains. Summary statistics for voluntary food chains ero presontod soparatoly in this roport.

Food chains atores transactod 29.3 por cont of the total grocory, combination and meat storo business in Cnnrde in 1937. From tralo numbor 3, which follows, it will be seen that this is en increase from the 26.1 por cont of tho total business transactod in 1930 and compares with 28.9 per cont for 1936, 28.5 por cont for 1935 and 29.8 per cont for 1933.

From both the standpoint of number of stores as well as volume of business the chains of the strictly meat market type are of relatively minor importance. When all straight meat markets are excluded from the calculations and grocery and combination stores only are considered the ratio of chain to total sales stands at 33.5 per cent for 1937 compared with 33.0 per cent for 1936, 32.5 per cent for 1935, 33.3 per cent for 1933 and 29.5 per cent for 1930.

The relative importance of chains in the retail lood trade increased in most of the nine provinces in 1937 compared with 1936. The Quebec ratio declined from 17.5 per cent to 16.4 per cent. In Ontario the ratio of chain sales to the total was 38.2 per cent for 1937 compared with 36.9 per cent for 1936. Corresponding chain

Satios for other provinces for 1937 with 1936 figures in brackets are as follows: British Columbia, 38.0 per cent ( 37.0 per cent); Alberta, 30.9 per cent ( 29.9 per cent); Saskatchewan, 34.2 per cent ( 33.2 per cent); Manitoba, 29.3 per cent ( 28.3 per cent); Nova $S_{\text {cotia, }} 22.1$ per cont (21.7 per cent); New Brunswick 12.9 per cent (14.1 per cent). Figures for Prince Edward Island, Yukon and Northivest Territories aro not given separately, but ere included in the Canada totel.

The 89 food chains operating in 1937 and covered by this report include 31 grocery chains operating 498 unit stores with sales of $\$ 20,167,700,44$ combination store chains operating 1,627 unit stores with salos of $996,222,000$ and 14 meat market chains operating 162 unit stores with sales of $84,665,100$.

Not all units of combination store chains are of the combination type selling both grocerios and meats but the proportion of the total numbor which are of this typo continues to grow. Of tho 1,627 units of combination storo chaine oporating in 1937, 968 or 59.5 per cont were combination units and these transected 75.4 por cent of the total businoss. In 1936, 55.6 por cont of tho storos woro of the combination type and thoir sales formed 70.0 per cent of the wholo.

Of the 44 combination otoro chains oporating in 1937 tho bulk of tho businoss was in tho hands of 5 large companios, ach with 100 or more rotail outlots. These oporated 1,315 of the 1,627 stores and thoir sales wore $380,348,200$ or 83.5 per cent of the total for the group. Of the 1,315 unit stores oporated by the so large organizations, 569 or 43.3 per cont were grocory units and 744 or 56.7 per cent wero of the combination store type in which both groceries and meats wero sold. Of the total sales of $\$ 80,348,200$ obtained by this group, straight grocery units accountod for $\$ 20,603,500$ or 25.6 per cent while the combination units accounted for $\$ 59,650,400$ or 74.4 per cent.

Salaries and wages paid in 1937 to both full-timo and part-time male and fomale employeos, but exclusive of warahouse and othar overhoad staff, amounted to \$9,138,800 compared with $\$ 8,441,900$ in 1936. Store employees of grocory store chains were paid $\$ 1,360,800$, combination store chains $\$ 7,281,700$ and meat market chains $\$ 496,300$. In provious years records wore kopt of tho number of employeos but as it has been difficult to classify full-time and part-time omployees satisfactorily it is folt that the volumo of salarios and wagos paid may sorvo as s. moro accurate basis for year to year comparison. Tho payroll for 1937 was 9.2 por cont gruator than that for 1936.

Stocks on hand in the food chain unit stores were velued at $86,435,000$ at the ond of 1937 compared with $\vee 6,474,300$ at the ond of 1936. In addition warehouso stocks were valued at $\$ 3,679,400$ compared with $84,534,000$ the provious year. The credit business done by focd chains is of small proportions. Customors' recounts outstanding at the ond of 1937 amounted to 21,351,900, approximatoly 1.1 por cont of the annual seles. Accounts of the grocery store chrins outstanding at the ond of the year amounted to 1.3 por cent of annual salos, combination store chains 1.0 por cent - and maat markot chains 3.3 por cont.

The sales of the 2,287 units of food chains operating in Canadr in 1937 incroased by 8.6 per cont cvor tho provious yoar. Tho 1,318 units locatod in contros of population of 30,000 and ovor shoved os salos increase of 7.3 per cent while the 969 units located in centres of less then 30,000 pcpulation rocorded an increase of 10.4 per cent. Geins in food chain salos in 1937 over 1936 for some of the larger cities were as follows (gains for 1936 over 1935 shown in brackets): Vancouver, 6.8 per cont ( 7.9 per cent); Victorin, 54.6 (minus 18.4 por cont); Calgary, 6.4 per cent (minus 0.4 per cont); Edmonton 13.9 por cunt ( 24.9 per cent); Winnipeg 13.8 per cent ( 4.3 per cent); Hamilton 9.3 per cent ( 8.2 per cent); Ottawa, 8.9 per cent ( 7.6 per cent); Toronto, 9.9 por cent ( 7.2 par cent; biontreal, minus 0.9 per cent (2.3 per cent).

Gross margin formed 16.6 per cont of scles for grocery chains in 1937 compared with 16.4 per cent in 1936 and 16.0 por cont in 1935 . Whon chains are classified according to size, the gross margin ratio is low or at 15.2 per cent for the group of 11 chains aach with fewer than six stores comparod with 16.0 per cent for an intermediate size group and 16.9 per cont for 12 chains oach with more than 10 unit stores.

Gross margin for combination chains formed 19.2 per cent of sales in 1937 compared with 20.5 per cent in 1936 and 20.0 per cent in 1935 . Weat market chains operated on a gross margin of 22.5 in 1937 compared with 22.9 in 1936 and 23.6 in 1935.

## Voluntary Chains

In adaition to the 89 corporate food chains in Canada in 1937 there were also 37 voluntary groups with 6,949 individual members, and while thelr total annual sales is not known, their purchases from affiliated grocery wholesalers on a cooperative basis amounted to $\$ 2,417,700$ or an average of $\$ 4,089$ per store. In the preceding year 32 of these voluntary groups were reported and these had 6,670 members whose purchases from affiliated wholesalers totalled $\$ 27,336,200$ or $\$ 4,098$ per store.

(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,-FKinds of Stores Operated by Combination Store Chains in 1936 and 1937


1

| All Combination Store |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Chains, Total ..... | 44 | 1,627 | $96,222,000$ | 642 | $23,321,800$ | 968 | $72,529,600$ |
| Chains having.- |  |  |  |  |  |  |  |
| Less than 10 units ... | 33 | 189 | $11,608,500$ | 35 | $1,595,500$ | 149 | $9,920,200$ |
| $10-99$ units ....... | 6 | 123 | $4,265,300$ | 38 | $1,122,800$ | 75 | $2,959,000$ |
| 100 units and over .. | 5 | 1,315 | $80,348,200$ | 569 | $20,603,500$ | 744 | $59,650,400$ |

(1) These figures include a few stores othor then grocery and combination stores.

[^0]|  | 1930 | 1233 | 1935 | 1936 | 1937 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Canada, Total (1) |  |  |  |  |  |
| Number of cheins | 87 | 91 | 86 | 89 |  |
| No. of stores (maximum) | 2,352 | 2,398 | 2,309 | 2,334 | ,287 |
| Net chain sales, amount | \$127,582,500 | \$103,638,500 | 405,635,900 | 1111,511,900 | ,121,054,800 |
| Index, $1930-100$ | 100,00 | 81.23 | 82.80 | 87.40 |  |
| Total salo | \$488,429,600 | \$347,397,000 | .370,909,000 | -385,840,000 | ,412,617,000 |
| \%, chains to tot | 26.1 | 29.8 | 28.5 | 28.9 | 29.3 |
| British Columbia -- |  |  |  |  |  |
| Number of chains | 19 | 17 | 17 | 16 |  |
| No. of stores (maximum) | 244 | 282 | 295 | 298 | 292 |
| Net chain sales, amount | (10,117,100 | - 8,862,400 | \} 10,069,200 | \% 10,699,600 | \% 11,888,200 |
| Index, $1930=100 \ldots$ | 100.00 | 87.60 | 99.53 | 105,76 | 117.51 |
| tal sales | i 37,196,100 | is $24,455,000$ | \% 27,788,000 | - $28,890,000$ | , 31,308,000 |
| \%, chains to tota | 27.2 | 36.2 | 36.2 | 37.0 | 8.0 |
| Alberta -.. |  |  |  |  |  |
| Number of chains |  | 11 | 11 | 10 |  |
| No. of stores (maxim | 120 | 127 | 130 | 131 |  |
| Net chain sales, amount | 587,000 | 19:200, | ( 5,250,900 | ,585,200 | ,200,700 |
| Index, 1930 | 100.00 | 80.89 | 93.98 | 99.97 | 110.98 |
| Total sales | ,469,400 | - 15,970,000 | - 18,096,000 | - 18,655,000 | - 20,089,000 |
| \%, chains to total | 23.8 | 28.3 | 29.0 | 29.9 | 0.9 |
| Saskatchewan --. |  |  |  |  |  |
| Number of chains | 10 |  |  |  |  |
| No. of stores (naxim | 165 | 138 | 131 | 125 | 127 |
| Net chain sales, amount | ,969,300 | 177,600 | \% 4,558,500 | 7,300 | 35,900 |
| Index, 1930 | 100.00 | 59.94 | 65.41 | 68.40 | 73.69 |
| Total sales | - $21,690,500$ | 23,109,000 | , 13,808,000 | $\checkmark 14,373,000$ | - 15,006,000 |
| \% chains to to | 32.1 | 31.9 | 33.0 | 33.2 | 34.2 |
| Manitoba -- |  |  |  |  |  |
| Number of chains |  |  |  | 4 |  |
| No. of stores (maximum) | 121. | 10 | 106 | 104 |  |
| Net chain sales, amount | 689,100 | 7,600 | 3,800 | - 4,908,600 | 14,300 |
| Index, $1930=100$ | 100.00 | $82.57$ | $84.61$ | $86.28$ | $95.17$ |
| Total sales | - 22,225,200 | $\checkmark 15,480,000$ | \% 16,555,000 | - 17,372,000 | 18,480,000 |
| $\%$, chains to total | 25.6 | 30.3 | 29.1 | 28.3 | 29.3 |
| Ontario - |  |  |  |  |  |
| Number of chains | 37 | 37 | 37 | 42 |  |
| No. of stores (maximum) | 1,107 | 1,113 | 1,075 | 1,095 | 1,101 |
| Net chain sales, amount | - 70,769,300 | - 55,450,700 | - 56,515,600 | - 60,149,700 | - 66,561, 000 |
| Index, $1930=100$ | 100,50 | 78.35 | 79.86 | 84.99 | 94.05 |
| Total sales ...... | 236,749,300 | 246,528,000 | 156,730,000 | -163,219,000 | ,274,393,000 |
| \%, chains to total Quebec -- | 34.2 | 37.8 | 36.1 | 36.9 | . 2 |
| Number of chains |  | 12 | 11 | 3 |  |
| No. of stores (maximum) | 495 | 472 | 425 |  | 389 |
| Net chain salea, amount | -23,708,403 | (2),456,500 | - 18,809,403 | \% 19,595,300 | 602,500 |
| Index, $1930=100$ | 100.00 | 86.28 | 79.34 | 82.65 | 82,68 |
| Total sales | $\|140,527,500\|$ |  | $107,634,000$ | -111,831,000 | \%19,267,000 |
| \%, chains to total | $16.9$ | $19.6$ | $17.5$ | $17.5$ | $16.4$ |
| New Brunswick -- |  |  |  |  |  |
| Number of chains |  |  |  |  |  |
| No. Of stores (maximum) |  |  |  |  |  |
| Net chain sales, mnount | 267,300 | $\cdots 1,519,900$ | $\checkmark 1,308,400$ | 98,900 | 80,300 |
| Index, $1930=100$ | 100.00 | 119.93 | 103.24 | 118.28 | 116.35 |
| otal sales | 13,117,200 | - 9,630,000 | \% 10,301,000 | \% 10,603,000 | - 11,461,000 |
| \%, chains to total | 9.7 | 15.8 | 12.7 | 14.1 | 12.9 |
| Nova Scotia |  |  |  |  |  |
| Number of chains |  | 14 |  | 13 |  |
| No. of stores (maximum) |  | 113 | 108 | 111 | 100 |
| Net chain sales, anount | 189,100 | 844,703 | - 4,120,900 | ,091,230 | ,535,000 |
| Index, $1930=100 \ldots$ | 100.00 | 120.56 | 129.22 | 128.29 | 142.23 |
| Total sales | 21,240,900 | \& 16,313,000 | - 18,075,000 | - 18,874,000 | 20,490,000 |
| \%, chains to total | 15.0 | 23.6 | 22.3 | 22. 7 | 22.1 |

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

Table 4.-- Food Chain Stores and Saies or Frovinces and Principal Cities, 1936 and 1937

| Province and City | Number of Stores |  | Value of Sales |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | 1936 | 1937 | Per Cent of Change |
| Canada, Totel (1) ............. <br> Places 30,000 and over, total Places under 30,000 , total ...... <br> British Columbia, Total .... |  |  | \$ | \% |  |
|  | 2.334 | 2,287 | 111,511,900 | 121,054,800 | $\begin{array}{r} \\ +\quad 8.6 \\ \hline\end{array}$ |
|  | 1,355 | 1,318 | 65,383,300 | 70,130,500 | + 7.3 |
|  | 1, 979 | 969 | 46,128,600 | 50,924,300 | + 10.4 |
|  | 298 | 292 | 10,699,600 | 11,888,200 | + 11.1 |
| Places 30,000 and over, total ... | 195 | 188 | 6,684,500 | 7,365,100 | $+10.2$ |
| Vancouver .................. | 183 | 176 | 6,210,200 | 6,631,700 | + 6.8 |
| Victoria | 12 | 12 | 474,300 | 733,400 | + 54.6 |
| Places under 30,000 , total | 103 | 104 | 4,015,100 | 4,523,100 | + 12.7 |
| Alberta, Total | 131 | 128 | 5,585,200 | 6,200,700 | $+11.0$ |
| Places 30,000 and over, total ... | 80 | 80 | 3,533,600 | 3,850,400 | + 9.0 |
| Calgary . . . . . . . . . . . . . . . . | 54 | 54 | 2,319,900 | 2,468,600 | + 6.4 |
| Edmonton. | 26 | 26 | 1,213,700 | 1,381,800 | + 13.9 |
| Places under 30,000 , total | 51 | 48 | 2,051,600 | 2,350,300 | + 14.6 |
| Saskatchewan, Total | 125 | 127. | 4.767.300 | 5,135,900 | + 7.7 |
| Places 30,000 and over, total ... Regina | 34 21 | $\begin{aligned} & 37 \\ & 22 \end{aligned}$ | $\begin{aligned} & 1,706,900 \\ & (x) \end{aligned}$ | $1, \frac{931}{(x)}, 600$ | $+\frac{13.2}{(x)}$ |
| Saskatoon .................. | 13 | 15 | ( X ) | ( X ) | (X) |
| Places under 30,000 , total ...... Miqnitoba, Total ............. | 91 | 90 | 3,060,400 | 3,204,300 | + 4.7 |
|  | 104 | 111 | 4,908,600 | 5,414,300 | $+10.3$ |
| Places 30,000 and over, total Winnipeg(2) ................... | 82 | 92 19 | 3,694,200 |  | $+\quad 13.8$ $-\quad 0.2$ |
| Places under 30,000 , total ..... | 22 | 19 | 1,214,400 | 1,212,100 | - 0.2 |
| Ontaric, Total | 1,095 | 1,101 | 60.149 .700 | 66,561,000 | $+10.7$ |
| Places 30,000 and cver, total | 612 | 600 | 33,632,700 | 36,472,000 | + 8.4 |
| Brantford .............. | 14 | 13 | -946,500 | 991,500 | + 4.8 |
| Hamilton | 131 | 127 | 5,029,300 | 5,496,400 | + 9.3 |
| Kitchener | 6 | 6 | 583,200 | 655,900 | + 12.5 |
| Lond on | 27 | 27 | 1,596,400 | 1,807,400 | + 13.2 |
| Ottawa | 53 | 51 | 3,136,300 | 3,415,100 | + 8.9 |
| Toronto(3) | 307 | 305 | 19,242,100 | 21,145,600 | + 9.9 |
| Windsor. | 74 | 71 | 3,098,900 | 2,960,100 | - 4.5 |
| Places under 30,000, total | 483 | 501 | 26,517,000 | 30,089,000 | + 13.5 |
| Quebec, Total | 428 | 389 | 19,595,300 | 19,602,500 | $\begin{array}{r} \\ +\quad 0.0 \\ \hline\end{array}$ |
| Places 30,000 and over, total | 298 | 271 | 14,164,100 | 14,106,900 | - 0.4 |
| Nontreal (4). | 243 | 220 | 11,870,700 | 11,761,300 | - 0.9 |
| Quebec | 7 |  | ( X ) | (x) | (x) |
| Three Rivers ................... | 9 | 8 | ( X ) | ( X ) | (X) |
| Verdun | 39 | 36 | 1,709,000 | 1,717,300 | + 0.5 |
| Places under 30,000 , total ..... | 130 | 118 | 5,431,200 | 5,495,600 | + 1.2 |
| New Brunswick and Liova Scotia, Total ......... | 150 | 136 | 5,590,100 | 6,016,600 | + 7.7 |
| Places 30,000 and over, total ... | 54 | 50 | 1,967,300 | 2,202,300 | + 12.0 |
| Halifax ................ | 39 | 37 | 1,310,100 | 1,595,000 | + 21.8 |
| St. John | 15 | 13 | 657,200 | 607,300 | - 7.6 |
| Places under 30,000, totel | 96 | 86 | 3,622,800 | 3,814,300 | + 5.3 |

(1) Includes Prince Edward Island, Yukon \& Northwest Territories. (2) Includes suburbs.
(3) Toronto proper only. (4) Montreal proper only. (X) indicates that figures are withheld to noid dísclosing individusl operntions, but these are included in the totals.

Table 5.... Gross Marsins for Grocer, Gnains, 1937
A. Chains Classified According to Type of Operation

|  | Number of Chains | Average Number of Stores(1) | Store Sales |  | Average Sales Per Store | Gross Margin |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  | \% of |
|  |  |  | Amount | $\begin{gathered} \% \text { of } \\ \text { Total } \\ \hline \end{gathered}$ |  | Amount | Total Sales(2) |
|  |  |  | \$ |  |  | $\varphi$ | \% |  |
| ALL CHAINS, Total | 31 | 482 | 20,167,700 | 100.0 | 41,842 | 3,428,200 | 16.6 |
| Local Chains .. | 20 |  |  |  |  |  |  |
| Provincial Chains | 11 | $\begin{aligned} & 1 / 3 \\ & 307 \end{aligned}$ | $11,255,800$ | 44.2 55.8 | $\begin{aligned} & 50,925 \\ & 36,664 \end{aligned}$ | $\begin{aligned} & 1,583,100 \\ & 1,845,100 \end{aligned}$ | $\begin{aligned} & 16.9 \\ & 16.4 \end{aligned}$ |

B. Chains Classified According to Number of Stores

| ALL CHAINS., Total | 31 | 482 | $20,167,700$ | 100.0 | $41,842$ | $3,428,200$ | 16.6 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |
| 6 - 10 stores ..... | 11 | 47 | 2,023,400 | 10.0 | 43,051 | 315,800 | 15.2 |
| 11 - 40 Stores | 8 | 54 | 2,588,400 | 12.8 | 47,933 | 418,800 | 16.0 |
| More than 40 stores | 2 | 157) | 15,555,900 | 77.1 | 40,829 | 2,693,600 | 16. |

C. Chains Classified According to Total Retail Sales Volume

| ALL GHAINS, Total ...... | 31 | 482 | $20,167,700$ | 100.0 | 41,842 | $3,428,200$ | 16.6 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Chains having sales of - $\quad$ - |  |  |  |  |  |  |  |
| Less than ${ }^{2} 200,000 \ldots . . . . .$. | 11 | 53 | 1,471,800 | 7.3 | 27,770 |  |  |
| 200,000-1,000,000 | 14 | 169 | 6,178,400 | 30.6 | 36,559 | 1,069,900 | 15.2 16.7 |
| More than $1,000,000 \ldots$ | 6 | 260 | 12,517,500 | 62.1 | 48,144 | 2,124,800 | 16.8 |

(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 otore sales and any wholesale sales made direct from warehouse.

Table 6.-- Gross Margins for Conbination Store Chains, 1937
A. Chains Classified According to Type of Operation

B. Chains Classified According to Number of Stores

| ALJ, CHAINS, Total ..... | 4.4 | $1 \times 5 \div 2$ | $26.222,000$ | 100 0 | $62,401$ | $18,584,300$ | 12.2 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Chains having -- |  |  |  |  |  |  |  |
| Less than 6 stores .........coe | 20 | 8 8. | 5,730,900 | 6.0 | 70,752 | 957,800 | 3.6. 4 |
| 6-10 stores. | 15 | 11.2 | 6,467,100 | 6.7 | 57,742 | 1,126,700 | 17.4 |
| 11-50 stores.................. | 3 | 41. | 1.687,500 | 1.8 | 41,159 | 300,900 | 17.8 |
| More than 50 stores $=\ldots . . . . .$. | 6 | 1,308 | 82,335,500 | 85.6 | 62,948 | 16,198,900 | 19.6 |

C. Chains Classified According to Total Retail Sales Volume

| ALL CUMINS, Total | 44 | 1,542 | -2 26222,000 | 100: 0 | $62,401$ | 18,584,300 | 19.2 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Chains having sales of -- |  |  |  |  |  |  |  |
| Less than $200,000 \ldots . .$. | 12 | 53 | 1,728,000 | 1.8 | 32,604 | 285,200 | 15.6 |
| W200,000-61,000,000 | 24 | 169 | 10,030,300 | 10.4 | 59,351 | 1,766,600 | 17.6 |
| More than $81,000,000 \ldots .$. | 8 | 1,320 | 84,463,700 | 87.8 | 63,988 | 16,532,500 | 19.5 |

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

Tajle 7.--Gross jargins for Weat Market Chains, 1537
A. Chains Classified Áccording to Type of Operation

|  | Number of Chains | Average Number of Stores (1) | Store Sales |  | Average <br> Sales Per Store | -Gross Hargin |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  | $\%$ of |
|  |  |  |  | $\begin{aligned} & \text { \% of } \\ & \text { Total } \end{aligned}$ |  | Amount | Total Salos(2) |
|  |  |  |  |  |  |  |  |  |
| ALL CHAINS, Total | 14 | 155 | 4,665,100 | 100.0 | 30,097 | 1,047,700 | 22.5 |
| Local Chains | 10 | 59 | 2,298,400 | 49.3 | 38,956 | 520,400 | 22.6 |
| Provincial Chains |  | 14) | 2,366,700 | 50.7 | 24,653 | 527,300 | 22.3 |
| Sectional Chains. | 2 | 82) |  |  |  |  |  |

B. Chains Classified According to Total Retail Sules Volume

| ALL CHAINS, Total. | 14 | 155 | $4,665,100$ | 100.0 | $30,097$ | $1,041,700$ | 22.5 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Chains having sales of -- <br> Less than $\vee 200,000 \ldots . . . .$. <br> 8200,000-1,000,000 ............ | 8 | $\begin{array}{r} 38 \\ 117 \end{array}$ | $\begin{array}{r} 992,900 \\ 3,672,200 \end{array}$ | $\begin{aligned} & 21.3 \\ & 78.7 \end{aligned}$ | $\begin{array}{r} 26,129 \\ 31,386 \\ \hline \end{array}$ | $\begin{aligned} & 232,600 \\ & 815,100 \end{aligned}$ | $\begin{aligned} & 23.4 \\ & 22.2 \end{aligned}$ |

(1) The average number of stores was derived from the numbers roported 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 mede diroct from werehouses.

Table 8o-- Voluntary Food Chains in Canada, 1930-1931
(Number of Chains, Stores, Valuo of Purchesos And Avorage Purchases Per Store)

| Year |  | $\begin{aligned} & \text { Numbor } \\ & \text { of } \\ & \text { Chains } \end{aligned}$ | $\begin{aligned} & \text { Number } \\ & \text { of } \\ & \text { Stores } \\ & \hline \end{aligned}$ | Total Purchases by Mombers (at Wholesele Pricos) | Average Purchases Por Storo | $\begin{aligned} & \text { Index of } \\ & \text { Purcheses } \\ & (1930=100) \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  | 5,081 | 100.0 |
| 1930 | ...................... | 23 | 4,472 | 22,720,500 | 5,081 | 104.0 |
| 1931 |  | 26 | 5,198 | 23,626,800 | 4,392 | 111.9 |
| 1932 | .................... | 26 | 5,790 | 25,433,100 | 4,436 | 117.6 |
| 1933 | .................... | 27 | 6,025 | 26,725,400 | 4,743 | 118.1 |
| 1934 |  | 23 | 5,659 | 26,842,200 | 4,743 | 121.9 |
| 1935(1) | . . . . . . . . . . . . . . . . | 30 | 6,525 | 27,703,200 | 4,246 | 120.3 |
| 1936 |  | 32 | 6,670 6,949 | $27,336,200$ $28,417,700$ | 4,089 | 125.1 |
| 1937 | ....................... | 31 | 6,949 | 28,417,100 |  |  |

(1) Revisod figures.


[^0]:    (Grocery, Combination and Meat ilarket Chains Combined)

