NUREAU NUREAU SISS

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

FOOD CHAINS IN CANADA

CALENDAR YEAR

1938

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

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DOMINION BUREAU OF STATISTICS - CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Food Chains in Canada, 1938

Notwithstanding a reduction in the number of stores in operation, food chains maintained their position in the total food retailing trade last year. There were 91 food chain companies in Canada in 1938, including grocery chains, combination store chains and meat market chains, and these operated 2,212 unit stores with annual sales of \$121,371,500 or 29.4 per cent of the total annual turnover of all similar stores including both chains and independents. In 1937 there were 89 chain companies with 2,287 stores whose annual sales totalled \$121,054,800 or 29.3 per cent of the total food store business. Ratios of chain sales to total sales for earlier years are 28.9 per cent for 1936, 28.5 per cent for 1935, 28.9 per cent for 1931, and 26.1 per cent for 1930.

Although aggregate food chain sales for the country varied but little in 1938 from the preceding year, results for individual provinces reveal mixed trends of varying proportions. Chain sales in Alberta, Saskatchewan and the Maritime Provinces were maintained close to the 1937 level. There were 14 food chain companies in British Columbia in 1938 and these operated 28.1 unit stores within the province whose annual sales of \$11,199,-600 were down by 6 per cent from the volume of business transacted by chains in the preceding year. Total sales of all food stores in this province also declined but to a smaller degree with the result that the ratio of chain to total sales declined from 38.0 per cent in 1937 to 36.6 per cent in 1938. Food chains transacted 8 per cent less business in Manitoba in 1938 than in the preceding year while the ratio of chain to total sales declined from 29.3 per cent to 27.2 per cent. Ontario chains secured a greater proportion of the food store business in 1938 than in 1937. In 1938 there were 48 chain companies operating 1,076 stores in this province and these had sales totalling \$68,503,400 or 39.5 per cent of the total business of all food stores. In 1937 there were 45 companies with 1,101 stores and \$66,561,000 sales, an amount which formed 38.2 per cent of the total sales of all food stores in-cluding both chains and independents. Nine chain companies operated 358 stores in Quebec province in 1938 and these had sales of \$19,031,600 or 15.8 per cent of the total food store business. In the preceding year a like number of chains operated 389 stores and these transacted 16.4 per cent of the total business.

Figures given in the preceding paragraphs relate to the operations of corporate chains only; that is, groups of four or more units under the same ownership or management and engaged in the retail distribution of groceries, meats or meats and groceries together. Voluntary chains are not included. While information regarding the annual turnover of voluntary chains is not available, statistics furnished by the affiliated wholesale firms give some indication of the development in this type of merchandising. There were 39 voluntary chains in the food retailing field in Canada last year and these were comprised of 7,158 individual stores whose annual purchases from affiliated wholesalers at wholesale prices totalled \$29,435,200 or an average of \$4,112 per store. In 1937 there were 37 voluntary chain groups with 6,949 members whose annual purchases at wholesale prices from affiliated wholesalers amounted to \$28,417,700 or an average of \$4,089 per store. Thus it is apparent that the number of stores retailing food products and belonging to voluntary chains greatly exceeds the number of corperate chain units. The relatively small figure of \$4,112 for average purchases per store for voluntary chains may require a word of explanation.

Many of these voluntary chains include a great number of country general stores whose affiliation in the group is restricted to their grocery departments. Purchases of other than food products are normally made from wholesalers not connected with the voluntary chain. It should also be noted that there is great variation in the degree to which members of voluntary chains restrict their purchases of food products to the affiliated wholesale houses. For these reasons the figure of \$4,112 cannot be taken to give any indication of the average annual turnover of stores in these voluntary chains.

A significant development in chain store operation in the food retailing field during recent years is the shift towards larger stores, the proportion of total food chain business transacted by stores with annual sales of \$100,000 or more almost doubling since 1934. In that year there were 152 chain units with annual sales of \$100,000 or more and these transacted 21.7 per cent of the annual food chain business. In 1935 there were 164 stores in this category and these transacted 23.9 per cent of the total chain business; in 1936 there were 180 large stores with 26.3 per cent of the sales; in 1937 there were 225 stores with 32.7 per cent of the total business, while 1938 witnessed a continuation of the same trend. In that year there were 263 stores each with annual sales of \$100,000 or more and these accounted for 39.1 per cent of the total food chain business. This transition has naturally been accompanied by a reduction in the proportion of the total business transacted by the smaller stores. Stores with annual sales of between \$20,000 and \$100,000 transacted 71.3 per cent of the total food chain business in 1934; in 1938 the proportion for the same range had declined to 56.3 per cent. Nevertheless, a considerable number of relatively small chain units are still in operation. There were 445 chain units in operation in 1938, each with annual sales of less than \$20,000. But included in this were a considerable number of stores which were opened in the year under review and which had less than a twelve-month period on which to report.

Food chains analyzed in this report are divided into three main types: grocery chains, combination store chains (selling both groceries and meats) and meat market chains. There were 31 grocery chains in Canada in 1938 and these operated 484 stores and had \$19.655,500 sales. There were 46 combination store chains with 1,570 unit stores and \$97,194,300 sales and 14 meat market chains with 158 stores and \$4,521,700 sales.

The 46 combination store chains were not comprised exclusively of stores of the combination type. These chains operated 635 units of the purely grocery type in addition to 927 units in which both groceries and meats were sold. They also operated 8 units engaged almost exclusively in the sale of meat products.

Salaries and wages paid to store employees engaged in food chains were reported at \$9,080,800 for 1938, down slightly from the \$9,138,800 reported for 1937. Stocks on hand in the retail outlets were valued at \$6,238,100 at the close of 1938 while warehouse stocks were valued at another \$3,349,000 making a total inventory of \$9,587,100. Total stocks at the end of the preceding year were valued at \$10,114,400.

Customers' accounts outstanding were valued at \$1,601,400 at the end of 1938, up slightly from the \$1,351,900 reported at the end of 1937 but forming only 1.3 per cent of the annual sales.

Table 1 .-- Summary of Food Chain Stores in Canada, 1938

	Total Food Chains	Grocery Store Chains	Combination Store Chains	Meat Market Chains
Number of chains	91 2,093 2,212		46 1,478 1,570	14 155 158
Store sales	\$121,371,500 \$123,230,300		\$97,194,300 \$97,807,600	\$4,521,700 \$4,521,700
In retail stores In warehouses	\$ 6,238,100 \$ 3,349,000	\$ 1,300,900 \$ 592,000	\$ 4,828,400 \$ 2,752,700	\$ 108,800 \$ 4,300
Salaries and wages	\$ 9,080,800	\$ 1,322,600	\$ 7,261,500	\$ 496,700
Total accounts outstanding, Dec. 31: Amount Per cent of total sales	\$ 1,601,400 1.3	\$ 345,400	\$ 1,107,500	\$ 148,500 3.3

⁽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 1937 and 1938.

Size of Chain	Number	Total T	Jnits (1)	Groce	ry Units	Combination Units		
	Chains	Number	Sales	Number	Sales	Number	Sales	
			\$		\$		\$	
			1937		,		Ė	
All Combination Store								
Chains, Total	44	1,627	96,222,000	642	23,321,800	968	72,529,600	
Chains having	33	100	11,608,500	35	1,595,500	149	9,920,200	
Less than 10 units . 10 - 99 units	6		4,265,300	38	1,122,800	75	2,959,000	
100 units and over .	5		80,348,200	569	20,603,500	744	59,650,400	
			1938		l g		!	
All Combination Store		3 670	07 104 700	635	22,192,200	927	74,775,200	
	AC I							
Chains, Total	46	1,570	97,194,300	633	22,132,200	727		
Chains, Total						146		
	34 7		12,668,100	42 56	1,963,700 1,513,800	Continu	10,575,700 3,678,300 60,521,200	

Table 3. -- Principal Statistics of Food Chains by Provinces, 1930, 1933 and 1936-1938.

(Grocery, Combination and Meat Market Chains Combined)

	1930	1933	1936	1937	1938
CANADA, Total(1)	1 100000	and considerable from the second			
Number of chains	87			2	
No. of stores (maximum)	2,352	2,398	2,334	2,287	2,212
Net chain sales, amount		\$103,638,500	\$111,511,900	3121,054,800	\$5121,371,300
Index, 1930=1.00	100,00	81.23	87.40	94.88	95.13
			\$385,840,000 28.9	29.3	29.4
%, chains to total	26 L	29,8	20.5	23.0	23.4
British Columbia Number of chains	19	17	16	15	14
No. of stores (maximum)		282			28]
Net chain sales, amount	\$ 10.117.100	8.862,400			\$ 11,199,600
Index. 1930=100	100.00	87.50	105.76	117,01	110.70
Total sales	\$ 37,196,100	\$ 24,455,000	\$ 28,890,000	\$ 31,308,000	\$ 30,575,000
%, chains to total	27.2	36.2	37.0	38.0	36.6
Alberta					
Number of chains	8		10	9	8
No. of stores (maximum)	120	\$ 4,519,100	\$ 5,585,200	\$ 6,200,700	\$ 6,296,500
Net chain sales, amount		80.89	99.97	110,98	112.70
Index, 1930=100	100.00	4 15 000 000	\$ 18,655,000		
Total sales		28.3	29.9	30.9	30.5
%, chains to total	23 . 9	20.0	6000		
Saskatchewan Number of chains	10	8	5	5	(
No. of stores (maximum)	165			127	130
			\$ 4,767,300		
Net chain sales, amount Index, 1930=100	100.00	59.94	68.40	73.69	74.52
Total sales	\$ 21,690,500	\$ 13,109,000	\$ 14,373,000		\$ 15,020,000
% chains to total	32,1	31.9	33.2	34.2	
Manitoba	027,52	02.00			
Number of chains	8	6	4	5	
No. of stores (maximum)	121	110	104	111	109
Net chain sales, amount	\$ 5,689,100	\$ 4,697,600	\$ 4,908,600	\$ 5,414,300	\$ 4,974,500
Index, 1930=100	100.00	82.57	86,28		87,44
Total sales	\$ 22,225,200	\$ 15,480,000	\$ 17,372,000	\$ 18,480,000	\$ 18,318,000
%, chains to total		30.3	28.3	29.3	27.2
Ontario			=16161		
Number of chains	37	37	42	45	
No. of stores (maximum)	1,107	1,113	1,095	1,101	1,076
Net chain sales, amount	\$ 70,769,300	\$ 55,450,700	\$ 60,149,700	\$ 66,561,000	
Index, 1930=100					96.80
Total sales	\$206,749,300	\$146,528,000	\$192,819,000	38.2	39.5
%, chains to total	34 . 2	37.0	36.9	00.2	09.0
Number of chains	72	12	10		
No. of stores (maximum)	195				358
Net chain sales, amount					
Index, 1930=100					80.27
Total sales	\$140.527.500	\$104.204.000	\$111 831 000	\$119.267 000	
%, chains to total	16.9	19-6	17.5	76-4	15.8
New Brunswick					2000
Number of chains	5	5	6	5	
No. of stores (maximum)	30			36	
Net chain sales, amount	\$ 1,267,300	\$ 1,519,900	\$ 1,498,900	\$ 1,480,800	\$ 1,408,100
Index, 1930=100			118.28		111.11
Total sales	\$ 13,117,200	\$ 9,638,000	\$ 10,608,000	\$ 11,461,000	\$ 11,169,000
%, chains to total		15.8	14.1	12.9	12.6
Nova Scotia					
Number of chains	9	14	13	1.5	12
No. of stores (maximum)	66	113	111	100	95
Net chain sales, amount					
Index. 1930=100	100.00	120.56	128.29	142.23	142.09
Total sales	\$ 21,240,900	\$ 16,313,000	\$ 18,874,000	\$ 20,490,000	\$ 20,303,000
%. chains to total	15.0	23.6	21.7	22.1	22.3

Table 4 .-- Food Chain Stores and Sales by Provinces and Principal Cities, 1937 and 1938

Number of Value of Sales								
Province and City	Sto	res			Per Cent			
	1937	1938	1.937	1938	of Change			
			\$	\$	11187			
CANADA, Total(1)	2,297	2,819	121,054,800	121,371,500	+ 0.3			
Times 30 000 and over total	1,318	1,234	70,130,500	68,576,000	- 2.2			
Places 30,000 and over, total Places under 30,000, total	969	978	50,924,300	52,795,500	+ 3.7			
Flaces under 50,000, total	300		30,021,000	0.0,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,				
British Columbia, Total	292	281	11,888,200	11,199,600	- 5.8			
Places 30,000 and over, total	188	177	7,365,100	6,861,000	- 6.8			
Vancouver	176	154	6,631,700	5,848,900	- 11.8			
Victoria	12	13	733,400	.1,012,100	+ 38.0			
Places under 30,000, total	104	104	4,523,100	4,338,600	- 4.1			
Alberta, Total	128	124	6,200,700	6,296,500	+ 1.5			
Places 30,000 and over, total	80	76	3,850,400	3,922,400	+ 1.9 + 2.1			
Calgary	54 26	51 25	2,468,600	2,520,700	+ 2.1			
Places under 30,000, total	48	48	2,350,300	2,374,100	+ 1.0			
			5,135,900	5,193,700	+ 1.1			
Saskatchewan, Total	127	130	5,185,900					
Places 30,000 and over, total	37	42	1,931,600	2,117,900	+ 9.6			
Regina	22	27	(X)	(X)	(X)			
Saskatoon	15 90	15	(X) 3,204,300	(X) 3,075,800	- 4.0			
Places under 30,000, total	90	60	0,204,000	0,070,000	3.0			
Manitoba, Total	111	109	5,414,300	4,974,500	- 8.1			
Places 30,000 and over, Total	92	93	4,202,200	(X)	(X)			
Winnipeg(2)	93	93	4,202,200	(X)	(X)			
Places under 30,000, total	19	16	1,212,100	(X)	(X)			
Ontario, Total	1,101	1,076	66,561,000	68,503,400	+ 2.9			
Places 30,000 and over, total	600	563	36,472,000	36,311,800	- 0.4			
Brantford	13	13	991,500	980,800	- 1.1			
Hamilton	127	124	5,496,400	5,609,700	+ 2.1			
Kitchener	6	5	655,900	738,400	+ 12.6			
London	27	28	1,807,400	1,935,200	+ 7.1			
Ottawa	51	50 277	3,415,100	3,469,200 20,948,800	+ 1.6			
Toronto (3)	305 71	66	2,960,100	2,629,700	- 11.2			
Windsor Places under 30,000, total	501	513	30,069,000	32,191,600	+ 7.0			
A	389	359	19,602,500	19,031,600	- 2.9			
Quebec, Total			all the second s	1				
Places 30,000 and over, total	271	238	14,106,900	13,275,400	- 5.9			
Montreal (4)	220	1.97	(X)	(X)	(x)			
Quebec	8	6	(X)	(x)	(X)			
Verdun	36	31	1,717,300	1,741,600	+ 1.4			
Places under 30,000, total	118	120	5,495,600	5,756,200	+ 4.7			
	B B B							
New Brunswick and Nova Scotia, Total	136	131	6,016,600	5,939,500	- 1.3			
Places 30,000 and over, Total	50	45	2,202,300	2,137,000	- 3.0			
Halifax	37	33	1,595,000	1,554,200 582,800	- 2.6			
St. John	13	12 86	3,314,300	3,802,500	- 0.3			
Places under 30,000, total					ides suburbs			
/11 Includes Drings Edward Island Vi	ikan and	Morthag	est Territorie	s. (2) Inclu	ides suburbs			

⁽¹⁾ Includes Prince Edward Island, Yukon and Northwest Territories. (2) Includes suburbs. (3) Toronto proper only. (4) Montreal proper only. (X) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

CHAIN UNITS CLASSIFIED ACCORDING TO AMOUNT OF ANNUAL SALES, BY YEARS

Table 5.

(Grocery, Combination and Meat Markets)

Amount of		1 9 3	4			1 9 3	1936			1938						
Innual Sales	Number	Se	ales		Number Sales Number Sales						Number Sales					
and the state of t	Stores	Amount	70	%	of Stores	Amount	%	Cum.	of Stores	Amount	%	Gum.	of Stores	Amount	%	Cum.
\$	9 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	\$				\$				\$	der the latters through an			\$		1
300,600 499,999	1	302,700	0.29	0.29	9	2,925,200	2.62	2.62	14	4,959,800	4.10	4.10	23	7,667,800	6.32	5.52
200,000 - 299,999	24	5,639,700	5,38	5.67	30	7,026,100	6,30	8.92	54	12,874,600	10,64	14.74	62	15,166,200	12.50	18.82
00,000 - 199,999	127	16,843,900	16.06	21.73	141	19,322,700	1.7 .33	26 .25	157	21,721,100	17.94	32.63	179	24,618,600	20.28	39.10
50,000 - 99,999	566	38,138,600	35 .35	58.09	571	38,441,100	34 .47	60,72	612	41,514,500	34 .29	66.97	522	35,532,300	29.28	68.38
30,000 - 49,999	594	23,164,600	22.08	80.16	668	26,154,900	23.46	84.18	625	24,408,900	20.16	87.13	580	22,719,100	18.72	37.10
20,000 - 29,999	543	13,529,700	12.90	95 .06	478	11,923,800	10,69	94.87	414	10,268,700	8,48	95.61	402	10,013,400	8.25	95.35
10,000 - 19,999	413	6,631,300	6.32	99,38	319	5,027,300	4.51	99.38	289	4,584,000	3.79	99.40	314	4,881,700	4.02	99.37
5,000 - 9,999	69	506,800	0.48	99.86	76	580,900	0.52	99.90	73	570,600	0.47	99.87	82	629,500	0.52	99.89
ess than 5,000	58	155,500	0.14	100.00	42	109,900	0.10	100.00	49	152,600	0.13	100.00	49	142,900	0.11	100.00

Table 6.--Voluntary Food Chains in Canada, 1930 - 1938
(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	22,720,500	5,081	100.0
1931	26	5,198	23,626,800	4,545	104.0
1932	26	5,790	25,433,100	4,392	111.9
1933	27	6,025	26,725,400	4,436	117.6
1934	23	5,659	26,842,200	4,743	118.1
1935(1)	30	6,525	27,703,200	4,246	121.9
1936	32	6,670	27,336,200	4,098	120.3
1937	37	6,949	28,417,700	4,089	125.1
1938	39	7,158	29,435,200	4,112	129.6

⁽¹⁾ Revised figures.

LIST OF FOOD CHAINS IN CANADA

Grocery Store Chains

D.

Allan's Black and White Stores 10402 - 97th St.,
B. and K. Economy Cash Stores, Ltd. 1484 W. Broadway Vancouver, B. C.
Bassin's Food Stores 405 Jane St.
Carroll's Limited 1.9 Hughson St. S.
Charbonneau, L. A. 127 Hotel de Ville Quebec, Que.

Charbonneau, I. A. 127 Hotel de 7411e Quebec, Que.

Curry's Grocery
The T. Faton Co., Ltd. (Ontario Groceterias)
Elliott's Staves Ltd.

Foster's Economy Stores
Cowmen, The Grocery
Cust. The S. E. Stores
Cowmen, The Grocery
Cust. The S. E. Stores
Cowmen, The Grocery
Cust. The S. E. Stores
Cowmen The Crocery
Cust. The S. E. Stores
Commen The Grocery
Cust. The S. E. Stores
Comminstion Store Chains

Combination Store Chains

Acadia Stores Limited

Adam and Co., Ltd.

Bailey's Warshouse Food Shops
Barker's Growery

Barker's Stores Ltd.

Boyle, H. J. Co., Ltd.

Buyel, Food Markets Ltd.

Campbolton's Cash and Carry Stores

Consumer's Cooperative Society Ltd.

Composition, The Stores

Curtis Markets Ltd.

David's Markets Ltd.

Commission Co., Ltd.

Boyle, H. J. Co., Ltd.

Buyell Food Markets Ltd.

Composition, The Stores

Consumer's Cooperative Society Ltd.

Composition, The Stores

Curtis Markets

Ld.

Curtis Markets

Ld.

Curtis Markets Ltd.

David's Markets Ltd.

David's Markets Ltd.

Commission Co., Ltd.

Restern Groceteries

Empire Meat Co., Ltd.

Great A., and P. Tes Co., Ltd., The

International Provisions Co., Ltd.

Kofman Brothers and Fine

Lokin's Ltd.

M. and P. Stores Ltd.

M. and P. Stores Ltd.

Mason's Groopery Stores

M

LIST OF FOOD CHAINS IN CANADA -- (Cont'd)

Combination Store Chains -- Cont'd.

Power Food, The Markets Progressive Trading Cooperative Ltd. 638 Queen St. W. Ray's Limited Safeway's Ltd. Shop-Easy Stores Limited Shoprite Stores Sobey, J. W. Wetmore, G. R.

Whyte Packing Company, The Ltd.

Worker's Cooperative of New Ontario Ltd.64-3rd. Ave.

Stelliarton, N.S.

Fort William, Ont.

Montreal, Que.

St. John, N.B.

Stratford, Ont.

Timming. Ont.

118 King St. E. 1105 Dominion Blug. 313 Pacific Ave. 1105 Dominion Bldg. 312 Confederation Life Bldg. Winnipeg, Man.

Toronto, Ont. Vancouver, B.C. Winnipeg, Man. 1502-12th Ave. W. Calgary, Alta. Stellarton, N.S.

Meat Market Chains

Brooker's Meat Market Buehler Bros. Limited Burns and Co., Ltd. Calvert, Willis Cooper, Joseph Ltd. Cross Stores Duff's Meat Stores and Master Meat Meat Markets Co. of Canada Gordon, D. K. Ltd. Poyntz, Arthur Pure Food Meat Markets Sterling Food Markets Ltd.
Swanwick, A.
Wilson Brog. Ital Wilson Bros. Ltd.

Talbot St. E. 2896 Dundas St. W.

1232 Dundas St. W. 475 Danforth Ave. 466 Queen St. W. 1310-1312 Douglas St. Victoria, B.C.

100 Vine St. 100 Vine St.
Bernardo Avenue
790 St. Clair Ave. W. 1505 Gerrard St. E. Toronto, Ont.
724 Vancouver Block Vancouver, B.C.
428 King St. W. Hamilton, Ont.

Leamington, Ont. Toronto, Ont. Calgary, Alta. Toronto, Ont.
Toronto, Ont. Toronto, Ont.

Hamilton, Ont. Kelowna, B. C. Toronto, Ont. Hamilton St. and 12th Ave. Regina, Sask.

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