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## CANADA



## DOMINION BUREAU OF STATISTICS

 CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS
## FOOD CHAINS

## IN

## CANADA

1943


OTTAWA 1944

# Published by Authority of the HON. JAMES A. MackINNON, M. P., Minister of Trade and Commerce 

## DREPARTMENT OF TRADE AND CONAERCE <br> DOMINION BUREAU OF STATISTICS <br> MERCHANDISING AND SERVICES BRANCH <br> OTTANA, CANADA

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FOOD CIMINS IN CANADA, 1943

## SUMAARY

A moderate declinc in the total sales of food chains from the alltime hich level attained in 1342, a slight decrease in the number of outlets used, and a shift in chain sales to mediun-sized stores were the principal features of the food chain trade in 1343 accordine to a survey compiled by the lierchandising and Services Branch of the Bureau of Statistics. Total sales made in the 1,394 units of the 69 food chains in 2943 amounted to $\$ 185,974,600$ which compares with sules of $\$ 193,48 \varepsilon, 500$ which were made in the 1,431 outlets of 70 food chains in 1942 . Although the drop in the number of stores operated conforins wi th the trend to the utilization of fewer out lets which has been apparent since 2934, the decrease of 3.9 per cent in sales constitutes the first contraction in dollar volume which has occurred since that year.

In spite of the closure of 276 out lets during 1942, total sales of the food chains were 9,1 per cent greater than in 1941. This inc rease in the dollar volume of business was principally the rosult of an upwerd movement in prices, the Bureau's Retail Food Price Index for cha in stores ris ine to 124.9 in 1942, almost 9 per cent above the index fisure of 1149 for 1341 . The decrease in sales during 1343 of 3.3 per cent from the level of the previous year however was due to a somewhat lareer decline in the physical volume of sales vecause the same index rose to 127.6 in 1343, about 2 per cent above the average for 1942. This of course is principally a reflection of rationine controls and short supplies of merchandise which Secane increasingly severe durins the latter period.

Percentage changes from 1942 in tie total volume of business transacted by cheins in the different provinces variel widely from the decrease of 3.9 ner cont recorded for the Dominion as a whole. Total sales of food chains operating in the provinces of Ontario, quebec, British Colunbia and Lunitoba in 1943 were below the levels prevailing in the previous jear, the decreases anounting to 6.6 per cent, 3.2 per cont, 0.7 per cont, and 0.5 per cent, respectively. Sales of food chains in the provinces of Jaskatchewan, the liaritime Provinces and ilberta on the other hand expanded during 1943, recording respective increuses of 3.3 per cent, 1.7 per cent and 1.5 per cent. Although declines in sales volume varied considerably between the larger cities, eia in food stores situated in contres havine populations of more than 30,000 persons tonded to suffor more than similur outlets in tix smaller places, the percentasc decreases amount ine to 4.4 per cent for the former and 3.0 per cont for the latter group of loculities.

A noticeable shift in the distribution of the total sales of the food chains to stores having individual sales volume between $\$ 50,000$ and $\$ 300,000$ per year also featured merchandising operations during 1943. Generally, when stores and sales are classified according to amount of annual turnover per store there is a natural tendency for stores to move downard in the sales size classifications with a decrease in total sales. The larger stores then account for a smaller share of the total trade while increased proportions of stores and sales are found in the smaller sales size categories. During 1943 the intermediate sales size groups of stores gained principally at the expense of the two largest sizes of stores, while the smaller outlets obtained only a slichtly smaller proportion of the total trade in 1943 than in 1942. This is evidenced by the fact that outlets with individual sales of more than $\$ 00,000$ per year transacted 44.3 per cent of the total trade in 1942 against 37.6 per cent in 1943 whilo units with annual sales of less than $\$ 50,000$ accounted for 8.8 per cent of total sales in 1942 and 8.2 per cent of the dollar volume in 1943. Restrictions on the use of gasoline probably narrowed the area previously served by the larger units, thereby diverting at least some of this trade to the more local chain stores.

Only minor changes occurred betwoen 1942 and 1943 in the distribution of the total sules of the food chains when stores and sales were classified by size of locality. Places with 100,000 or more persons accounted for the same proportions of the total trade in both years. On the other hand chain outlets located in centers having populations between 1,000 and 9,993 persons transacted a slightly larger share of the food chain trade in 1943 than in 1942, thus gaining relatively at the expense of chain units situated in cities having populations between 10,000 and 99,999 persons.

Combination store chains retained their predominance in 1943, accounting for 80.8 per cent of all food chain sales, afainst 15.9 per cent obtained by the Erocery, and 3.3 per cent by the meat market chains. The share of the total trade transacted by combination chains, however, has declined steadily since 1940 when these systems made 85.5 per cent of the total sales of the three kinds of chains. Nost of this loss in trade was obtained by the erocery chains which accounted for only 11.0 per cent of all chain sales made in the earlier period.

(Grocery, combination and meat market chains combinod)


Table a.-- Irincipal Statistics of Food Chains by Provinces - (Concl'd)
(Grocery, combination and mat market chains combined)

(1) Includes Yukon and Northwest Territories.

Table 3.-- Frincipal Statistics of Food Chains Classified by Kind of Business, 1943.



|  | All <br> food store chains | Grocery store chains | Combination store chains | Meat market chains |
| :---: | :---: | :---: | :---: | :---: |
| No. of chains No. of stores (maximum) <br> 1930 - Value of chain sales <br> Per cent of all food chain sales Average sales per store | $\begin{array}{r} 87 \\ 2,352 \\ \$ 127,582,500 \\ 100.0 \\ \$ 54,244 \end{array}$ | 43 748 $\$ 44,698,400$ 35,0 $\$ 59,757$ | $\begin{array}{r} 23 \\ 1,379 \\ \$ 74,800,200 \\ 58.6 \\ 354,242 \end{array}$ | 21 225 $\$ 8,083,900$ 6.4 $\$ 35,929$ |

Table 4,--Kinds of Stores Operated by Combination Store Chains, 1941, 1842, 1943.

(Grocery, combination and meat market chains combined)

(frocery, combination ans meat market choins combined)


Table 7.- Food Clain Units Elassiried by Size of Business, 1942 and 1943
(Grocery, combination and meat market chains combined)

|  | 1942 |  |  |  | 1943 |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Annual Sales | Number | Sales | Fer cent of total | Cunulative per cent | Number | Sales | Per cent of total | Cumulative per cent |
|  |  | § |  |  |  | \$ |  |  |
| A11 food chains, Total | 1431 | 193,488,500 | 1000 | - | 1,394 | 185,974,600 | 100.0 | - |
| \$1,000,000 and over ...... | - | - | - | - | - | - | - | - |
| \$ 500,000-\$999,999 .... | 51 | 31,899,700 | 165 | - | 33 | 20:271,900 | 10.9 | - |
| \$ 300,000-\$499,999 ... | 140 | $53,747,200$ | 27.8 | 44.3 | 132 | 49,709,600 | 26.7 | 37.6 |
| \$ 200,000-\$299,999 $\ldots$ | 134 | 32,499,800 | 16.8 | 61.1 | 149 | 36,277,300 | 19.5 | 57.1 * |
| \$ 100,000-\$139,999 $\ldots$ | 242 | 35,096,700 | 18.1 | 79.2 | 275 | 39,817,600 | 21.4 | 78.5 |
| \$ 50,000-\$99,999 | 338 | $23,303,900$ | 12.0 | 91.2 | 353 | 24,825,200 | 13.3 | 91.8 |
| \$ 30,000-\$49,993. | 328 | 12,944, 300 | 6.7 | 97.9 | 296 | 11,853,600 | 6.4 | 98.2 |
| \$ $20,000-\$ 29,999 \ldots$ | 119 | 2,997,600 | 1. 5 | 99.4 | 98 | 2,550,600 | 1.4 | 99.6 |
| \$ 10,000-\$19,399 ... | 57 | 885,000 | 0.5 | 99.9 | 36 | 565,500 | 0.3 | 99.9 |
| $\$ 5,000-\$ 9,999 \ldots$ | 11 | 89,400 | 0.1 | 100:0 | 12 | 81,700 | 0.1 | 100.0 |
| Less than $\$ 5,000$ | 11 | 24,900 |  |  | 10 | 21,600 | ) |  |

(Grocery, combination and neat market cikins combined)

(Grocery, combination and meet narket chains combined)

| Province | All Localities |  |  |  | Over 100,000 |  | 30,000-100,000 |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | No. of stores | $\frac{\text { Total Chein }}{\text { Value }}$ | 1es | $\begin{aligned} & \text { No. of } \\ & \text { Stores } \end{aligned}$ | $\begin{aligned} & \text { Value of } \\ & \text { sales } \end{aligned}$ | Per cent of total chain seles | No. of Stores | Value of sales | ```Per cent of total chain seles``` |
| CANADA, Totel | 1,394 | $185,974,600$ | 100.0 | 536 | $8 \dot{5}, 585,100$ | 44.4 | 205 | $33,721,700$ | 18.1 |
| Yukon and Northwest $\ldots$.... |  |  |  |  |  |  |  |  |  |
| British Columbia | ¿29 | ¿1, '364,500 | 100.0 | 111 | 10,704,100 | 50.1 | 11 | 2,218,100 | 10.4 |
| hlberta ..... | E9 | 9,71E,900 | 100.0 | - |  | - | 58 | 6,808,100 | 70.0 |
| Saskatchewen | 94 | ع,177,600 | 100.0 |  |  | - | 31 | 4,064,400 | 49.7 |
| Nanitoba | 60 | 9,¢23,500 | 100.0 | 44 | (x) | (x) | - |  |  |
| Ontario | 654 | 96,69ぇ, 400 | 100.0 | 291 | 46,349,800 | 47.9 | 53 | 10,836,400 | 11.2 |
| Quebec | 171 | 31, 89C, 6C0 | 100.0 | 90 | $(\mathrm{x})$ | (x) | 27 | 6,120,200 | 19.2 |
| New Brunswick | 2\% | 1,658,900 | 100.0 | - |  | - | $\epsilon$ | (x) | $(\mathrm{x})$ |
| Nova Scotia | 75 | 7,248,200 | 100.0 | - | 1 - | - | 19 | (x) | $(x)$ - |
| Prince Edward Island |  |  |  |  |  | - | - |  |  |



Table 10.- Food Chains - Stores and Sales by Provinces and for Cities of 30,000 Population or Over, 1942, 1943

|  | Numbe | er of | Value of | Sales |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Province and City |  |  |  | 1943 |  |
|  | 1942 | 1943 | 1942 | 1943 | of chance |
| CANADA, Total | 1,431 | 1,394 | \$193,488,500 | \$185, 974,600 | - 3.9 |
| Flaces 30,00u and over, total | 754 | 734. | \$120,060,300 | \$114,728,000 | 4.4 |
| Flaces under 30,000, total | 677 | 660 | \$ $73,428,200$ | \$ $71,256,600$ | . |
| British Columbia, Total | 238 | 229 | \$ $21,520,500$ | \$ 21,364,500 | 0.7 |
| Places 30,000 and over, total. | 127 | 122 | \$13,181,200 | \$12,922,200 | 2.0 |
| Vancouver ..................... | 116 | 111 | \$ 10,726,300 | \$ 10,704,100 | -0.2 |
| Victoria | 11 | 11. | \$ 2,454,900 | \$ 2,218,100 | - 9.6 |
| Places under 30,000, total | 111 | 107 | \$ 8,339,300 | \$ 8,442,300 | $+1.2$ |
| Alberta Total | 90 | 89 | \$ 9,578,200 | 妙 9,718,900 | $\pm 1.5$ |
| Places 30,000 and over, tctal | 58 | 58 | $\$$ \$ $6,695,700$ | 10, 6,808,100 | $\pm 1.7$ |
| Calceary | 41 | 41 | \$ 4,280,400 | \$ 4,195,100 | -2.0 |
| Edmonton | 17 | 17 | \$ 2,415,300 | \$ 2,613,000 | $+8.2$ |
| Places under 30,000 , total | 32 | 31. | , 2,882,500 | \$ 2,910,800 | +1.0 |
| Saskatchewan, Total. | 100 | 94 | 2-7,917,400 | \$ 8, 177,600 | $+3.3$ |
| Places 30,000 and over, total | 37 | 31 | \$ $4,013,50 \mathrm{C}$ | 2, 4,064,400 | $+1.3$ |
| Regina | 25 | 20 | (x) | (x) | (x) |
| Saskatoon | 12 | 11 | (x) | (x) | (x) |
| Places under 30,000, total | 63 | 63 | 3,903,900 | \$ $4,113,200$ | + 5.4 |
| Nanitoba, Total.. | 60 | EO | \$ 9, 9,268,300 | 3, 9,223,500 | -0.5 |
| Places 30,000 and over, total | 44 | 44 | \$ 6,597,800 | \$ $6.569,300$ | -0. 4 |
| Winnipeg | 44 | 44 | (x) | (x) | (x) |
| Places under 30,000, total | 16 | 16 | (x) | (x) | (x) |
| Ontario, Total | C64. | 654 | 3103,499,2001 |  | 6.6 |
| Places 30,000 and over, total | 349 | 344 | 6 61,553,900 | \$ $57,186,200$ | -7.1 |
| Brentford | 11. | 11 | \$ 1,535,600 | \% 1,291,400 | -15.3 |
| Fort .illiam | 5 | 5 | ( x ) | (x) | (x) |
| Hamilton | 83 | 83 | \$ $8,177,700$ | \$ 7,296,300 | -10.8 |
| hingston | 4 | 4. | (x) | (x) | (x) |
| Kitchener | 4. | 4 | \$ 1,515,800 | \$ 1,356,200 | -10.5 |
| London | 11. | 11 | \$ 3,128,300 | \$ 2,840,600 | -9.2 |
| uttawa | 38 | 38. | \$ 6,778,500 | \$ 6,571,600 | - 3.1 |
| St. Catherines | 10. | 10. | \$ 2,238,500 | ₹ 1,986,100 | -11.3 |
| Sudbury | 8. | 8 | \$ 1,819,300 | \$ 1,542,400 | -15.2 |
| Toronto | 157 | 152 | \$ 29,885,000 | \$ 28,266,300 | - 5.4 |
| Windsor | 18 | 18. | \$ 4,589,600 | \$ 4,215,600 | -8.1 |
| Places under 30,000 , total | 315 | 3101 | -41,945,300 | \$ 39,506,200 | -5.8 |
| Quebec, Total | 180. | 172 | S 32, 946, 400 | S $31,890,600$ | 3.2 |
| Places 30,000 and over, total | 114 | 110 | fi 24,181,700 | - $23,503,100$ | 2.8 |
| Hull | 1 |  | (x) |  | (x) |
| Montreal | 90 | 87 | \$ $18,362,800$ | \$ $18,067.300$ | - 1.6 |

Table 10.-~ Food Chains - Stores and Sales by Provinces and for Cities of 30,000 Population or Orex, 1942, 1943 - (Concl ${ }^{\circ}$ )

| Province and City | Number of Stores | Value of Sales |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | 1942 | 1943 | Per cent of change |
| Quebec, - (Concl'd) |  |  |  |  |
| Quebec ............. | 3 | (x) | (x) | (x) |
| Sherbrooke | 22 | (x) | (x) | (x) |
| Three Rivers | $3 \quad 3$ | (x) | (x) | (x) |
| Verdun | $15 \quad 14$ | \$ 3,000,600 | \$ 2,960,300 | - 1.7 |
| Places under 30,000 total | $66 . .61$ | \$ 8,764,700 | \$ 8,387,500 | - 4.3 |
| Maritime Provinces, Total | $99 \quad 97$ | \$ 8,758,500 | \$ 8,907,100 | $+1.7$ |
| Places 30,000 and over, total | $25-25$ | \$ 3,836,5001 | \$ 3,674,700 | - 4.2 |
| Halifax | $19 \quad 19$ | (x) | (x) | (x) |
| Suint John | 69 | (x) | (x) | (x) |
| Places under 30,000, total | $74 \quad 72$ | 3 4,92\%,0001 | \$ 5,232,400 | +6.3 |

## LIST OF FOOD CHIN STORE FIRNS IN CAN:DE2 1943

## Grocery Store Cheins

B.\& K. Economy Stores, Itd. .

Boyle, H. J. Co., Ltd.,
Butti, Sam (Curload Groceterias)
Carroll's Ltd.
Curry ${ }^{\text {i }}$ Grocery
Ford's Groceteria
Gownan, The Grocery
Hickman Stores, The
Jenkins ${ }^{\text { Groceteria, }}$ Ltḋ.
McEride's, Ltd..
Nodel Grocery, Ltd..
O.K. Economy Stores

Overwaitea, Ltd..
Pinch, The J. C. Sitores
Quality Food Stores
Quality Groceteria Co.,
Ray's Superior Stores, Itd...
Robertson, S. M.: Ltà.
Steinbere's Wholesale Groceterias, Ltd..
Tait, Harry Groceterias Itã. .
Thomson Groceries, Itd..
Toronto Grocery Stores Wilbee's Service Stores, Itd...
Ziebell Stores

1484 West Broedway
60 Funter śt., E.,
¿68 Ferguson St.,
19 Fiughson St., S., 6115 Fraser St.,
960 St. Paul St., W.,
181 Colborne St.,
843 Bank St.,
702-9th Ave., W., $133{ }^{3} 3$ Garnet St. 308-6th St. :

301 Ontario five.. 11El Richards St., 536 Queen St., E.

420 Bathurst St.,
71 Emerald St., S.,
207 West Hastines St. .
1430 overdale
IU012-101st hve.,
Rear of 302 Greenwood Ave. .
290 queen St., E., 6027 Fraser St.,
149 Perbroke St., W. .

Vancouver, B.C.
Peterborough, Unt.
Korth Bay, Ont.
Hemilton, Ont.
Vancouver, B.C.
liontreal, que.
Brantford, Unt.
Ottawa, Ont.
Calgary, filta.
Reeinu, Sask.
New Westminster, B.C.

Saskutoon, Sask.
Vancouver, B.C.
Seult Ste Marie. Ont.
Toronto, Ont. Hamilton, Ont.
Vancouver, B.C.
Shelburne, N.S.
liontreal, Que.
Edmonton, filta.
Toronto, Unt.
Toronto, Ont.
Vancouver, B.C.
Pembroke, Unt.

## LIST OF FOOD CHADI STORE FIRLS IN CANGDA, 1943 - (CONCI 'd)

## Combination Store Chains

```
Acediz Stores, Ltd.,
Barkers Grocery
Barker's Stores, Ltd.,
Bassin's Food Markets
Carload Grocery (Bertrand Bros.)
The Consumers Cooperative Society Itd.,
Cosmopolitan, The Stores
Surtis Markets
David's Narket, Ltd..
Dionne Ltee
Dominion Stores, Itá.,
Fitzputrick & Geraghty, Itã.,
Five United Fisarkets, Ltd.,
Great A. & P. Tea Co., Itd.,
International Provision Co., Itd..,
Jewel stores, Itd..
Loblaw Groceterias Co., Ltd.,
Muson's Grocery Stores
Powell & Co., Lta..,
Power Food lizrkets
Progressive Tradine Cooperative Ltd.,
Ray's Limited
Safeway Stores, Ita..,
Salmo-Ymir Nieat Narket Ita..,
Shop-Easy Stores, Ita.,
```

Shoprite Stores
Shore's Chain Stores
J. W. Sobey

Thrift Stores, Itd..
welch, H. W., Lta..
Whyte Packine Co., The Itd.,
workers ' Cooperative of New Ontario, Ltd.,

## Meat Market Chains

Buekler Bros., Ltà.,
Burns \& Co., Ltd.,
Calvert - Willis
Len Collins, Ltd.,
Cooper, Joseph, Itd.,
Cross' Stores, Lta.,
Duff's Meat Stores and liester kieat kirkets
Co. of Cenada
O. K. Stores, Lta.,

Phillips Merkets, Itd.,
Poyntz, A.
Pure Food lieat Markets
Sterling Food Markets, Ltd.,
Swanwick, A.

245 Hollis St.,
100 Princess St.,
Provost St.,
41 Colborne St.,
634 Notre Dame St., 64-4th Ave.,
214 Townsend St. . 1028 Pape five.,
106 Townsend St.,
5005 Blvd. Decarie
3 Sulliven St.,
198 Rubiage st.,
37 Giles Blvà.,
135 Laughton Ave.,
6¿\& Barrineton St.
283 Stanley St.,
Fleet \& Bathurst Sts.,
429 Georee St.
King \& liain sts. 118 Kine St. E. ,
638 Queen Sit., W.,
1105 Dominion Blva.,
S1's Pacific Ave.,
204 Confederation Life Blag.,
1502-12th ive., W., Caleary, Alta. Liain St.

960 Outremont Ave., Deer Island
78 Linton Ave. 64-Jrd five.,

Halifax, N.S.
Saint John, N.B.
New Glasgow, N.S.
Toronto, Ont. Sudbury, Ont. Timmins, Ont. Sydney, N.S. Toronto, Ont. Sydiney, N.S. Nontreal, Que. Toronto, Unt.
Peterborouch, Unt.
Windsor, ont.
Toronto, Unt.
Liclifox, N.S.
Vinnipeg, Nan.
Toronto, Ont.
Peterborough, Ont.
Dundas, ont.
Toronto, Unt.
Toronto, Ont.
Vancouver, B.C.
Winnipeg, Man.
Salmo, B.C.
Winnipeg, Man. Glace Bay, N.S. Stellarton, N.S. liontreal, Que. Leonardville, N.B. Stratford, Ont. Timmins, Ont.

```
2926 Dundas St., W.,
1232 Dundas St., W.,
4 7 5 \text { Danforth ive.,}
2304 Bloor St.,W.,
1310 DOUElas St.,
```

100 Vine St., Hamilton, ont.
501 Dominion Bank Blde., Vancouver, B.C.
805 Foward five. 'indsor, Ont.
790 St. Clair ave., i.. , Toronto, Ont.
1505 Gerrard St., E. Toronto, Ont.
18 West Hastines it., Vancouver, B.C.
428 King St. in.,

Toronto, Ont.
Caleary, Alta.
Toronto, Ont.
Toronto, Ont.
Toronto, Ont.
Victoria, B.C.
Hamilton, Ont.
501 Dominion Bunk Blde. .Vancouver, B.C.
805 Foward tive. 'indsor, Ont.
790 St. Clair ave., ". ., Toronto, Or.t.
1505 Gerrard St., E. Toronto, Ont.
18 West Hastines it., Vancouver, B.C.
428 King St. in.
Hamilton, Unt.

