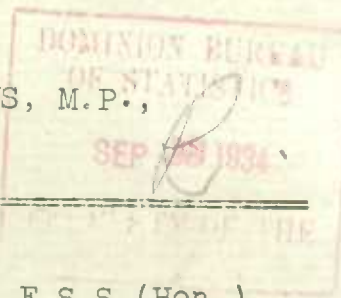


63-D-30
Published by Authority of the HON. H. H. STEVENS, M.P.,
Minister of Trade and Commerce.



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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS, 1933.

Variety-Store Chains in Canada, 1930-1933

This report is one of a series presenting preliminary figures for the Census of Merchandising and Service Establishments, 1933. The basic figures for the year 1930 were secured from the Census taken in 1931, and the data for the period 1931 to 1933 have been furnished for the Census just concluded.

The preliminary figures of the retail sales of variety chains relate only to chain store organizations and do not cover the business of all stores classified as variety stores. But the results of the Census taken in 1931 show that almost 94 per cent of the total sales of all variety stores during 1930 were made by units of chain organizations so that the present report gives a fairly accurate picture of the trend in business of all variety stores.

A group of stores has been considered as a chain only when four or more stores are under the same ownership or management and carry on the same or similar kinds of business. In 1930, there were 15 variety-store chains located in Canada. These operated 327 stores and had total retail sales during that year of \$39,383,600. In 1933, there were 14 chains of this type and these operated a maximum of 354 stores and had sales of \$32,463,300, or a decrease of 17.57 per cent of the 1930 figure. Representing the total retail sales of variety chains in 1930 by 100, the relative sales during the three succeeding years may be represented by 97.70, 88.50 and 82.43.

In Table II of this bulletin, the chains are analyzed by provinces, but separate figures for each of the Maritime Provinces are withheld in order to avoid revealing operations of individual companies. The greatest decrease in variety chain sales took place in the Maritime Provinces, where the 1933 figure was 75.75 per cent of that for 1930. The smallest decrease was in Alberta, where the 1933 sales were 87.15 per cent of those in 1930.

Of the 15 organizations in operation in 1930, 11 were still reported as chains in 1933. Two of the original 15 chains went out of business during the interval, but the stores were taken over by a going concern or else a new company was formed. The number of stores in the other two 1930 organizations decreased so that they could not be classified as chains in 1933, while two companies, each operating three stores in 1930, increased the number of their units so that they are included in this report.

In answer to an enquiry regarding the number of store employees and managers engaged in these variety stores, a total of 8,091 were reported, of which 1,009 were male and 7,082 were female employees. Of the total number, 4,334 were reported as being on a full-time basis, while the remaining 3,757 were part-time employees.

Variety Chains in Canada, 1930 - 1933

Table I.--Chains, Stores and Total Sales, by Years, 1930 - 1933

	1930	1931	1932	1933
Number of chains	15	14	14	14
Number of stores	327	340	348	354
Total Sales	\$39,383,600	\$38,478,700	\$34,853,500	\$32,463,300
Chain sales index, 1930 = 100	100.00	97.70	88.50	82.43

Table II.--Chains, Stores and Sales, by Provinces, 1930 and 1933 Compared

		1930	1933
Canada, Total -	Chains	15	14
	Stores	327	354
	Sales.	\$39,383,600	\$32,463,300
	Chain sales index, 1930 = 100	100.00	82.43
British Columbia --	Chains	3	3
	Stores	21	21
	Sales.	\$ 2,769,700	\$ 2,233,300
	Chain sales index, 1930 = 100	100.00	80.63
Alberta --	Chains	3	3
	Stores	8	9
	Sales.	\$ 1,708,900	\$ 1,489,300
	Chain sales index, 1930 = 100	100.00	87.15
Saskatchewan --	Chains	3	3
	Stores	12	12
	Sales.	\$ 1,713,800	\$ 1,366,400
	Chain sales index, 1930 = 100	100.00	79.73
Manitoba --	Chains	4	4
	Stores	9	9
	Sales.	\$ 1,434,800	\$ 1,150,600
	Chain sales index, 1930 = 100	100.00	80.19
Ontario --	Chains	9	12
	Stores	152	174
	Sales.	\$18,408,300	\$15,518,400
	Chain sales index, 1930 = 100	100.00	84.30
Quebec --	Chains	11	9
	Stores	101	105
	Sales.	\$ 9,949,700	\$ 8,131,000
	Chain sales index, 1930 = 100	100.00	81.72
Maritime Provinces --	Chains	3	3
	Stores	24	24
	Sales.	\$ 3,398,400	\$ 2,574,300
	Chain sales index, 1930 = 100	100.00	75.75

Table III.--Chains, Stores, Employment and Wage Facts, Sales and Stocks, During 1933

Number of chains	14
Number of stores	354
Store employees and wages (including part-time) --	
Male	1,009
Female	7,082
Wages	\$ 4,032,400
Total Sales, 1933	\$32,463,300
Stocks on hand, end of year, at cost	\$ 4,796,600



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