

DOMINION BUREAU OF STATISTICS - CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS, 1934.

VARIETY-STORE CHAINS IN CANADA, 1934

This report, presenting preliminary figures for the Census of Merchandising and Service Establishments, shows that there were 14 variety-store chains operating in Canada in 1934. These 14 chain companies operated 372 stores and had total net sales of \$35,646,500. In 1933 there were also 14 chains which operated 356 stores with total sales of \$33,348,600. Thus, while the number and identity of the chains remained the same during the two years, there was a slight increase in the number of stores operated, while total chain sales in 1934 increased by 6.89 per cent over the 1933 figure.

Part of the increase in chain sales in 1934 over 1933 is due, of course, to the increase in number of stores. Average sales per store in 1933, based upon the total sales and average number of units operated throughout the year, were \$95,829. Average sales per store in 1934 were \$99,018, or an increase of 3.32 per cent over the 1933 average.

Comparative figures are also given for each of the years from 1930 to 1934 and show that if variety chain sales for 1930 be represented by 100 the total chain sales in the following years may be represented by 98.79 for 1931, 90.08 for 1932, 84.68 for 1933, and 90.51 for 1934. Variety chain sales in 1934 were thus slightly above the 1932 level.

Increases in variety chain sales in 1934 over 1933 occurred in all provinces or divisions for which figures are shown. The greatest percentage increase (16.33 per cent) took place in the Maritime Provinces and the smallest (3.14 per cent) in Quebec. As might be expected, the greatest percentage increase occurred in the division in which the decline during the preceding years had been greatest, variety chain sales in the Maritime Provinces for 1933 being 24.25 per cent below the figure reported for 1930. The various divisions or provinces arranged in order of percentage increases in sales in 1934 over 1933, together with these percentage increases, are as follows: Maritime Provinces, 16.33 per cent; Manitoba, 8.40 per cent; Ontario, 7.75 per cent; Saskatchewan, 6.33 per cent; British Columbia, 4.58 per cent; Alberta, 4.33 per cent; and Quebec, 3.14 per cent.

The 14 chains with 372 stores operating in 1934 required the services of 7,483 employees, of whom 1,166 were male and 6,317 were female. Total salaries and wages paid to these employees amounted to \$3,908,100, but, since both those engaged on a full-time and part-time basis are included, these figures do not provide a basis for obtaining the average earnings of either a full-time or part-time employee.

Table I.--Number of Chains, Stores and Total Sales, by Years, 1930 - 1934

	1930	1931	1932	1933	1934
Number of chains.	15	14	14	14	14
Number of stores-					
Maximum.	327	340	348	356	372
Average.	313	329	339	348	360
Total Sales	\$39,383,600	38,906,700	35,474,800	33,348,600	35,646,500
Chain sales index (1930 = 100) ..	100.00	98.79	90.08	84.68	90.51
Percentage change in sales from preceding year.	-	- 1.21	- 8.82	- 5.99	+ 6.89

Table II.--Chains, Stores and Sales, by Provinces,
1930, 1933 and 1934 Compared

	1930	1933	1934	Percentage Change in Sales 1933 - 1934
CANADA, Chains.....	15	14	14	
TOTAL -- Stores(maximum)	327	356	372	
Sales	\$39,383,600	33,348,600	35,646,500	+ 6.89
British Columbia- Chains	3	3	3	
Stores(maximum)	21	21	21	
Sales	\$ 2,769,700	2,301,300	2,406,600	+ 4.58
Alberta - Chains	3	3	3	
Stores(maximum)	8	9	9	
Sales	\$ 1,708,900	1,557,200	1,624,700	+ 4.33
Saskatchewan - Chains	3	3	3	
Stores(maximum)	12	12	13	
Sales	\$ 1,713,800	1,379,900	1,467,200	+ 6.33
Manitoba - Chains	4	4	4	
Stores(maximum)	9	9	9	
Sales	\$ 1,434,800	1,191,400	1,291,500	+ 8.40
Ontario - Chains	9	12	12	
Stores(maximum)	152	176	181	
Sales	\$18,408,300	15,917,900	17,151,100	+ 7.75
Quebec - Chains	11	9	10	
Stores(maximum)	101	105	109	
Sales	\$ 9,949,700	8,280,600	8,541,000	+ 3.14
Maritime Provinces- Chains	3	3	4	
Stores(maximum)	24	24	30	
Sales	\$ 3,398,400	2,720,300	3,164,400	+16.33

Table III.--Number of Chains, Stores, Employment and Wage Facts,
Sales and Stocks, 1934

Number of chains	14
Number of stores	372
Store employees and wages (including part-time) --	
Male	1,166
Female	6,317
Salaries and wages ...	\$ 3,908,100
Total Sales, 1934	\$35,646,500
Stocks on hand in retail stores, end of year, at cost .	\$ 4,659,600



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1971-1981	1982-1991	1992-2001	2002-2011	2012-2021	2022-2031
11	12	13	14	15	16
17	18	19	20	21	22
23	24	25	26	27	28
29	30	31	32	33	34
35	36	37	38	39	40
41	42	43	44	45	46
47	48	49	50	51	52
53	54	55	56	57	58
59	60	61	62	63	64
65	66	67	68	69	70
71	72	73	74	75	76
77	78	79	80	81	82
83	84	85	86	87	88
89	90	91	92	93	94
95	96	97	98	99	100

1971-1981	1982-1991	1992-2001	2002-2011	2012-2021	2022-2031
101	102	103	104	105	106
107	108	109	110	111	112
113	114	115	116	117	118
119	120	121	122	123	124
125	126	127	128	129	130
131	132	133	134	135	136
137	138	139	140	141	142
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149	150	151	152	153	154
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161	162	163	164	165	166
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221	222	223	224	225	226
227	228	229	230	231	232
233	234	235	236	237	238
239	240	241	242	243	244
245	246	247	248	249	250
251	252	253	254	255	256
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263	264	265	266	267	268
269	270	271	272	273	274
275	276	277	278	279	280
281	282	283	284	285	286
287	288	289	290	291	292
293	294	295	296	297	298
299	300	301	302	303	304
305	306	307	308	309	310
311	312	313	314	315	316
317	318	319	320	321	322
323	324	325	326	327	328
329	330	331	332	333	334
335	336	337	338	339	340
341	342	343	344	345	346
347	348	349	350	351	352
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359	360	361	362	363	364
365	366	367	368	369	370
371	372	373	374	375	376
377	378	379	380	381	382
383	384	385	386	387	388
389	390	391	392	393	394
395	396	397	398	399	400

1971-1981	1982-1991	1992-2001	2002-2011	2012-2021	2022-2031
401	402	403	404	405	406
407	408	409	410	411	412
413	414	415	416	417	418
419	420	421	422	423	424
425	426	427	428	429	430
431	432	433	434	435	436
437	438	439	440	441	442
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467	468	469	470	471	472
473	474	475	476	477	478
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521	522	523	524	525	526
527	528	529	530	531	532
533	534	535	536	537	538
539	540	541	542	543	544
545	546	547	548	549	550
551	552	553	554	555	556
557	558	559	560	561	562
563	564	565	566	567	568
569	570	571	572	573	574
575	576	577	578	579	580
581	582	583	584	585	586
587	588	589	590	591	592
593	594	595	596	597	598
599	600	601	602	603	604
605	606	607	608	609	610
611	612	613	614	615	616
617	618	619	620	621	622
623	624	625	626	627	628
629	630	631	632	633	634
635	636	637	638	639	640
641	642	643	644	645	646
647	648	649	650	651	652
653	654	655	656	657	658
659	660	661	662	663	664
665	666	667	668	669	670
671	672	673	674	675	676
677	678	679	680	681	682
683	684	685	686	687	688
689	690	691	692	693	694
695	696	697	698	699	700