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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHNENTS, 1935.

## Variety-Store Chains in Canada, 1935 <br> (Preliminary)

The upward trend in variety chain store business, in evidence since the spring of 1933, was continued in 1935 when 14 chain companies with 390 individual stores had aggregate sales of $\$ 37,914,000$. This amount represents an increase of 6.4 per cent in value over the $\$ 35,646,500$ recorded for 1934 and is only 3.7 per cent below the amount of business transacted by variety-store chains in 1930, the first year for which complete data are available. Although the number of variety chain companies has remained constant at 14 for several years, a moderate but continuous expansion in the number of units operated has taken place, especially among the smaller firms. There were 327 units of variety-store chains operating in 1930; by 1934 the number had increased to 372 , and in 1935 there was a further increase to 390 stores. Expansion in number of chain units occurred chiefly in Ontario and in the Maritime Provinces. A slight decrease in number was registered in Quebec while in the other provinces there was ifttle change.

All provinces recorded increased sales in 1935 as compared With the preceding year, the increases ranging from 2.4 per cent in Quebec to 15.2 per cent in the Maritime Provinces. Increased sales in the Maritime Provinces were due entirely to an increase in number of stores, a slight decrease in average sules per store being recorded.

Ten of the fourteen chains confined their operations to either Ontario or Quebec or to these two pravinces together; only four companies operated in the Western or Maritime Provinces.

Store employees (including both full-time and those on a parttime basis) averaged 8,813 in 1935 and, of this number, 1, 231 were maie and 7,582 were female. Salaries and wages paid these employees amounted to $\$ 4,889,300$. Corresponding data for 1934 show that in that year there were 1,166 male and 6,317 female employees to whom $\$ 3,908,100$ were paid in salaries and wages.

Stocks on hand in the stores at the end of 1935 (at cost or replacement value) amounted to $\$ 5,184,800$ as compared with $\$ 4,659,600$ at the close of the preceding year.

|  | 1930 | 1932 | 1933 | 1934 | 1935 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Number of chains. | 15 | 14 |  |  |  |
| Number of stores-- | 15 | 14 | 14 | 14 | 14 |
| Maximum . .... | 327 | 348 | 356 | 372 | 390 |
| Total Average(1) ... | 313 $\$ 39,383,600$ | [ 45,439 | 348 | 360 | 377 |
| Chain sales index | \$39,383,600 | 35,474,800 | 33,348,600 | 35,646,500 | 37,914,000 |
| (1930 $=100$ ). | 100.0 | 90.1 | 84.7 | 90.5 |  |
| Percentage change |  |  | 84.7 | 90.5 | 96.3 |
| in sales from |  |  |  |  |  |
| preceding year. | - | - 8.8 | - 6.0 | + 6.9 | $+6.4$ |

(1) Obtained by averaging the numbers at beginning, middle and end of year.

Table II.--Chains, Stores and Sales, by Provinces and Yeaxs

|  |  | 1930 | 1934 | 1935 | Percentage Change in Sales, 1934-1935 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| CANADA, TOTAL - - | Chains ....... <br> Stores (maximum) <br> Sales | $\begin{array}{r} 15 \\ 327 \\ 339,383,600 \\ \hline \end{array}$ | $\begin{array}{r} 14 \\ 372 \\ 35,646,500 \\ \hline \end{array}$ | $\begin{array}{r} 14 \\ 390 \\ 37,914,000 \\ \hline \end{array}$ | $\begin{array}{r}1 \\ +6.4 \\ \hline\end{array}$ |
| British Columbia | Chains ........ Stores(maximum) Sales ......... | [2,769,700 ${ }^{3}$ | 2, $408,80{ }^{2}{ }^{3}$ | 2,583,800 | $+7.4$ |
| Alberta - | Chains ........ Stores(maximum) Sales ......... | $\begin{array}{r} 3 \\ 8 \\ \$ 1,708,900 \end{array}$ | $\begin{array}{r} 3 \\ 9 \\ 1,624,700 \end{array}$ | $\begin{array}{r} 3 \\ 9 \\ 1,676,900 \end{array}$ | $+3.2$ |
| Saskatohewan | - Chains ........ Stores (maximum) Sales | $\begin{array}{r} 3 \\ 12 \\ 12,713,800 \end{array}$ | $\begin{array}{r} 3 \\ 13 \\ 1,467,200 \end{array}$ | $\begin{array}{r} 3 \\ 13 \\ 1,533,000 \end{array}$ | $+4.5$ |
| Manitoba - | Chains ........ <br> Stores (maximum) <br> Sales $\qquad$ | $\begin{array}{r} 4 \\ 9 \\ \$ 1,434,800 \end{array}$ | $\begin{array}{r} 4 \\ 9 \\ 1,291,500 \end{array}$ | $1,341,800^{10}$ | $+3.9$ |
| Ontario - | Chains ........ Stores (maximum) Sales | $\$ 18,408,300^{9}$ | $\begin{array}{r} 12 \\ 181 \\ 17,151,100 \end{array}$ | $\begin{array}{r} 12 \\ 195 \\ 18,476,400 \end{array}$ | $+7.7$ |
| Quebeo - | Chains ........ Stores (maximum) Sales | $\begin{array}{r} 11 \\ \$ 9,949,700 \end{array}$ | $\begin{array}{r} 10 \\ 109 \\ 8,541,000 \end{array}$ | $\begin{array}{r} 10 \\ 106 \\ 8,658,100 \end{array}$ | $+2.4$ |
| Maritime Provinces | Chains ........ <br> Stores (maximum) <br> Sales | $\$ 3,398,400^{3}$ | $3,164,400$ | $3,644,000$ | +15.2 |

Table III.--Number of Chains, Stores, Employment and Wage Facts, Sales and Stocks, 1935

| Number of chains | 14 |
| :---: | :---: |
| Number of stores (maximum) | 390 |
| Store employees and wages (including part-time) -- |  |
| Male | 1,23I |
| Female ........... | 7,582 |
| Total Salaries and wages | \$ $4,889,300$ |
| Total Sales, 1935 | \$37, 914,000 |
| Stocks on hand in retail stores, end of year, at cost | ${ }_{4}^{2} 5,184,800$ |

