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DOMINION BUREAU OF STATISTICS - CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Variety Store Chains in Canada, 1936
(Preliminary)

The development of the variety store chain in the Canadian retail distributive system continues. Although the number of chain companies in this field has not altered in recent years, a slow but steady growth in the number of unit stores per chain has taken place resulting in the \$41,422,100 sales of 14 chains with 414 stores in 1936, exceeding by 5 per cent the amount recorded for 15 chains with 327 stores in 1930, the earliest year for which complete statistics are available. The increase in value of variety chain business over 1930 is due entirely to the expansion in number of outlets. Average sales per store last year were still 17 per cent lower than in the earlier period. A comparison between 1936 and 1935 reveals an increase of 9 per cent in value of variety chain sales, this increase being due partially to an increase in number of stores and also to a 4 per cent increase in average sales per store.

All provinces shared in the increase over 1935. The Maritime Provinces made the best showing in this respect with a gain of 16 per cent. British Columbia and Saskatchewan came next, each with a gain of 15 per cent. Other provinces, in order of percentage increases, are: Manitoba, 10 per cent; Ontario, 9 per cent; Quebec, 6 per cent, and Alberta, 3 per cent. Variety chain sales were higher last year than in 1930 in all provinces except Quebec, where they were still down by 8 per cent.

Store employees (including both full-time and part-time) numbered 1,370 male and 8,874 female for 1936 compared with 1,231 male and 7,582 female for 1935. Salaries and wages paid to these persons totalled \$5,331,300 last year, an increase of 9 per cent over the corresponding figure for 1935.

Stocks on hand in the retail stores were valued at \$5,880,900 at the end of 1936 compared with \$5,184,800 at the end of the preceding year.

Table I.--Number of Variety Chains, Stores and Total Sales, by Years,
1930 and 1933 - 1936

	1930	1933	1934	1935	1936
Number of chains	15	14	14	14	14
Number of stores -					
Maximum	327	356	372	390	414
Average(1)	313	348	360	377	396
Total sales	\$39,383,600	\$33,348,600	\$35,646,500	\$37,914,000	\$41,422,100
Chain sales index (1930 = 100)	100.0	84.7	90.5	96.3	105.2
Percentage change in sales from preceding year	-	-6.0	+6.9	+6.4	+9.3

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

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

		1930	1935	1936	Percentage Change in Sales, 1935 - 1936
CANADA, TOTAL -	Chains	15	14	14	
	Stores (maximum)	327	390	414	
	Sales	\$39,383,600	\$37,914,000	\$41,422,100	+ 9.3
British Columbia -	Chains	3	3	3	
	Stores (maximum)	21	22	22	
	Sales	\$ 2,769,700	\$ 2,583,800	\$ 2,958,400	+14.5
Alberta -	Chains	3	3	3	
	Stores (maximum)	8	9	9	
	Sales	\$ 1,708,900	\$ 1,676,900	\$ 1,731,700	+ 3.3
Saskatchewan -	Chains	3	3	3	
	Stores (maximum)	12	13	15	
	Sales	\$ 1,713,800	\$ 1,533,000	\$ 1,755,800	+14.5
Manitoba -	Chains	4	4	4	
	Stores (maximum)	9	10	10	
	Sales	\$ 1,434,800	\$ 1,341,800	\$ 1,475,100	+ 9.9
Ontario -	Chains	9	12	12	
	Stores (maximum)	152	195	210	
	Sales	\$18,408,300	\$18,476,400	\$20,067,900	+ 8.6
Quebec -	Chains	11	10	10	
	Stores (maximum)	101	106	109	
	Sales	\$ 9,949,700	\$ 8,658,100	\$ 9,198,200	+ 6.2
Maritime Provinces -	Chains	3	4	5	
	Stores (maximum)	24	35	39	
	Sales	\$ 3,398,400	\$ 3,644,000	\$ 4,235,000	+16.2

Table III.--Number of Chains, Stores, Employment and Wage Facts,
Sales and Stocks, 1936

Number of chains	14
Number of stores (maximum)	414
Store employees and wages (including part-time) -	
Male	1,370
Female	8,874
Salaries and wages	\$ 5,331,300
Total sales, 1936	\$41,422,100
Stocks on hand in retail stores, end of year, at cost	\$ 5,880,900



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