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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

VARIETY STORE CHAINS

IN

CANADA

1943



OTTAWA
1944

Price 25 cents



DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES BRANCH
OTTAWA, CANADA

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Series 1943
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VARIETY STORE CHAINS, 1943

Stable conditions in recent years in the variety chain field with little or no change in the number or identity of firms or stores or in the volume of business transacted constitutes the outstanding feature of the results of a survey of this trade compiled by the Merchandising and Services Branch of the Bureau of Statistics. There were 19 chain companies operating in Canada in 1943 and these had 521 stores with \$84,366,200 sales, a volume of business practically unchanged from the \$84,319,200 worth of business conducted by the same 19 companies through 523 outlets in 1942. Sales in 1943 were 13.8 per cent higher than in 1941 when there were 20 companies with 532 stores and \$74,179,100 sales. A marked expansion in the variety chain field characterized the decade prior to the beginning of the war, an expansion which was continued at even greater pace during 1940 and 1941. Sales in 1943 were more than double the volume of business transacted by this type of outlet in 1930, the first year for which figures are available.

Wages paid to store employees amounted to \$10,275,800 in 1943 compared with \$9,859,800 in 1942. Inventories held by variety chains were valued at \$11,755,900 at the end of 1943 and at \$11,612,100 at the close of the preceding year. The inventory figure as on December 31, 1943, consisted of store stocks valued at \$9,836,500 and warehouse inventories of \$1,919,400.

Variety chain sales in Prince Edward Island gained 15.6 per cent between 1942 and 1943 while an increase of 9.4 per cent was recorded in Alberta. The abnormal increase in the former province reflects the part year operation in 1942 of one of the three stores comprising the group of stores. The major portion of the Alberta increase may be attributed to Edmonton where a major gain of 17.3 per cent was recorded.

With the exceptions noted above the horizontal trend in variety chain sales between 1942 and 1943 extended to all parts of the country. British Columbia sales were 3.2 per cent lower in 1943 than in 1942 while Saskatchewan and Manitoba both reported minor gains of about 3 per cent. Sales in the other provinces in 1943 varied by less than two per cent from the volume of business transacted in 1942.

Hull, Quebec and Verdun were the only cities of 30,000 population or over in addition to Edmonton to record a gain of as much as 5 per cent in sales over 1942. Decreases ranging from 5 to 9 per cent were reported in Vancouver, Fort William, Hamilton, London, St. Catharines and Sherbrooke. Minor changes characterized the trend in the other larger urban centres.

The variety store field is predominantly an urban development with approximately 40 per cent of the total trade transacted in cities of 100,000 population or more. Another 23.7 per cent of the trade for 1943 was transacted in places of from 30,000 to 100,000 population, 21.7 per cent in places of from 10,000 to 30,000 and 14.4 per cent in places of less than 10,000 persons.

Variety chain outlets with annual sales of between \$100,000 and \$200,000 constitute the most common size class. Of the 521 stores operated by variety chains in 1943 there were 191 in this group and these accounted for 32.1 per cent of the total sales. There were 4 stores each having annual sales of \$1,000,000 or more and another 21 outlets with annual sales of between \$500,000 and \$1,000,000. Together these two groups accounted for 22.3 per cent of the total variety chain business. There were 47 stores each with annual sales of less than \$30,000. Some of these represent stores in operation for only part of the year.

Table I -- Number of Variety Chains, Stores and Total Sales, by years
1930, 1937 and 1941-1943

	1930	1937	1941	1942	1943
Number of Chains	15	14	20	19	19
Number of stores					
Maximum	327	437	532	523	521
Average (1)	313	422	(2)	521	520
Total sales (retail)	\$39,383,600	\$46,323,400	\$74,179,100	\$84,319,200	\$84,366,200
Chain Sales index (1930=100)	100.0	117.6	188.4	214.1	214.2
Percentage change in sales from preceding year	-	+ 11.8	+ 22.2	+ 13.7	+ 0.1

(1) Obtained by averaging the numbers at beginning, middle and end of year.
(2) not available.

Table II -- Number of Chains, Stores, Total Sales, Average Sales per store,
Salaries and Wages and Stocks, 1942 and 1943

	1942	1943
Number of chains	19	19
Number of Stores -		
Maximum	523	521
Average	521	520
Total Sales (retail)	\$84,319,200	\$84,366,200
Average sales per store	\$ 161,841	\$ 162,243
Per cent change from preceding year	+ 16.07	+ 0.25
Salaries and wages paid to store employees	\$ 9,859,800	\$10,275,800
Stocks on hand, end of year, at cost -		
In stores	\$ 9,584,900	\$ 9,836,500
In warehouses	\$ 2,027,200	\$ 1,919,400
Total stocks on hand	\$11,612,100	\$11,755,900

Table III - Variety chains, Maximum Number of Stores and Sales by Provinces
1930 and 1941 - 1943

		1930	1941	1942	1943	Percent Change in Sales 1942-1943
Canada, total	Chains	15	20	19	19	
	Stores	327	532	523	521	
	Sales	\$39,383,600	\$74,179,100	\$84,319,200	\$84,366,200	+ 0.1
British Columbia	Chains	3	3	3	3	
	Stores	21	22	22	22	
	Sales	\$ 2,769,700	\$ 4,161,500	\$ 4,703,400	\$ 4,553,400	- 3.2
Alberta	Chains	3	5	5	5	
	Stores	8	13	13	13	
	Sales	\$ 1,708,900	\$ 3,453,800	\$ 3,649,300	\$ 3,993,800	+ 9.4
Saskatchewan	Chains	3	3	3	3	
	Stores	12	17	17	17	
	Sales	\$ 1,713,800	\$ 2,598,500	\$ 2,806,500	\$ 2,900,400	+ 3.3
Manitoba	Chains	4	5	5	5	
	Stores	9	15	15	15	
	Sales	\$ 1,434,800	\$ 2,426,300	\$ 2,986,100	\$ 3,066,400	+ 2.7
Ontario	Chains	9	16	15	15	
	Stores	152	275	270	270	
	Sales	\$18,408,300	\$33,784,300	\$37,703,000	\$37,170,000	- 1.4
Quebec	Chains	11	13	13	13	
	Stores	101	131	127	125	
	Sales	\$ 9,949,700	\$17,688,600	\$21,144,000	\$21,345,300	+ 1.0
New Brunswick	Chains	3	7	7	7	
	Stores	6	24	24	24	
	Sales	(x)	\$ 3,593,200	\$ 3,977,800	\$ 3,966,600	- 0.3
Nova Scotia	Chains	2	5	5	5	
	Stores	16	32	32	32	
	Sales	(x)	\$ 6,030,900	\$ 6,922,400	\$ 6,877,000	- 0.7
Prince Edward Island	Chains	2	3	3	3	
	Stores	2	3	3	3	
	Sales	(x)	\$ 442,000	\$ 426,700	\$ 493,300	+ 15.6

(x) indicates that figures are withheld to avoid disclosing individual operations,
but these are included in the totals)

Table IV -- Variety Chain Stores and Sales by Provinces and Principal Cities, 1942 and 1943

	Number of Stores (Maximum)		Value of Sales (Retail)		Per cent of change 1942-1943
	1942	1943	1942	1943	
			\$	\$	
CANADA, Total	523	521	84,319,200	84,366,200	+ 0.1
Places 30,000 and over	219	217	54,037,100	53,939,400	- 0.2
Places under 30,000	304	304	30,282,100	30,426,800	+ 0.5
British Columbia	22	22	4,703,400	4,553,400	- 3.2
Places 30,000 and over	12	12	3,493,400	3,343,600	- 4.3
Vancouver	9	9	2,548,200	2,389,300	- 6.2
Victoria	3	3	945,200	954,300	+ 1.0
Places under 30,000	10	10	1,210,000	1,209,800	- 0.02
Alberta	13	13	3,649,300	3,993,800	+ 9.4
Places 30,000 and over	7	7	2,820,100	3,114,800	+ 10.4
Calgary	3	3	1,100,500	1,098,200	- 0.2
Edmonton	4	4	1,719,600	2,016,600	+ 17.3
Places under 30,000	6	6	829,200	879,000	+ 6.0
Saskatchewan	17	17	2,806,500	2,900,400	+ 3.3
Places 30,000 and over	6	6	1,595,100	1,614,800	+ 1.2
Regina	3	3	894,800	917,500	+ 2.5
Saskatoon	3	3	700,300	697,300	- 0.4
Places under 30,000	11	11	1,211,400	1,285,600	+ 6.1
Manitoba	15	15	2,986,100	3,066,400	+ 2.7
Places over 30,000	6	6	2,213,900	2,262,900	+ 2.2
Winnipeg	6	6	2,213,900	2,262,900	+ 2.2
Places under 30,000	9	9	772,200	803,500	+ 4.1
Ontario	270	270	37,703,000	37,170,000	- 1.4
Places over 30,000	101	101	23,051,000	22,586,900	- 2.0
Brantford	4	4	838,300	821,200	- 2.0
Fort William	4	4	689,900	641,600	- 7.0
Hamilton	9	9	3,072,600	2,828,500	- 7.9
Kingston	4	4	932,000	927,500	- 0.5
Kitchener	5	5	938,900	904,100	- 3.7
London	4	4	1,689,200	1,595,400	- 5.6
Ottawa	13	13	3,815,400	3,847,000	+ 0.8
St. Catherines	4	4	1,129,000	1,033,400	- 8.5
Sudbury	3	3	912,600	923,400	+ 1.2
Toronto	46	46	7,241,500	7,269,500	+ 0.4
Windsor	5	5	1,791,600	1,795,300	+ 0.2
Places under 30,000	169	169	14,652,000	14,583,100	- 0.5
Quebec	127	125	21,144,000	21,345,300	+ 1.0
Places over 30,000	78	76	16,070,900	16,333,300	+ 1.2
Hull	3	3	271,800	287,500	+ 5.8

Table IV -- Variety Chain Stores and Sales by Provinces and Principal Cities,
1942 and 1943 - (Concluded)

	Number of Stores (Maximum)		Value of Sales (Retail)		Per cent of change 1942-1943
	1942	1943	1 9 4 2	1 9 4 3	
Quebec - (Concluded)			\$	\$	
Montreal	49	48	9,443,400	9,560,400	+ 1.2
Quebec	13	12	3,742,000	3,967,400	+ 6.0
Sherbrooke	4	4	1,082,400	1,020,400	- 5.7
Three Rivers	5	5	1,034,100	995,100	- 3.8
Verdun	4	4	497,200	502,500	+ 6.5
Places under 30,000	49	49	5,073,100	5,012,000	- 1.2
Maritime Provinces	59	59	11,326,900	11,336,900	+ 0.1
Places over 30,000	9	9	4,792,700	4,683,100	- 2.3
Saint John	4	4	1,599,100	1,594,200	- 0.3
Halifax	5	5	3,193,600	3,088,900	- 3.3
Places under 30,000	50	50	6,534,200	6,653,800	+ 1.8

Table Va -- Variety Store Chains 1942, Stores and Sales Classified by Provinces and Size of Locality

Province	ALL LOCALITIES			Stores and sales in places with population of --					
	Stores	Sales		Stores	Sales	% of total chain sales	30,000-100,000		
		Value	Per cent				Stores	Sales	% of total chain sales
CANADA, Total .	523	\$ 84,319,200	100.0	150	\$ 33,868,600	40.2	69	\$ 20,170,700	23.9
British Columbia .	22	4,703,400	100.0	9	2,548,200	54.2	3	945,200	20.1
Alberta	13	3,643,300	100.0	-	-	-	7	2,820,100	77.3
Saskatchewan	17	2,806,500	100.0	-	-	-	6	1,595,100	56.8
Manitoba	15	2,986,100	100.0	6	2,213,900	74.1	-	-	-
Ontario	270	37,703,000	100.0	73	15,921,100	42.2	28	7,132,100	18.9
Quebec	127	21,144,000	100.0	62	13,185,400	62.4	16	2,885,500	13.6
New Brunswick	24	3,977,800	100.0	-	-	-	4	1,599,100	40.2
Nova Scotia	32	6,922,400	100.0	-	-	-	5	3,193,600	46.1
Prince Edward Is..	3	426,700	100.0	-	-	-	-	-	-
Province	Stores and sales in places with population of --								
	10,000-30,000			Less than 10,000					
	Stores	Sales	% of total chain sales	Stores	Sales	% of total chain sales			
CANADA, Total .	127	\$ 18,222,200	21.6	177	\$ 12,057,700	14.3			
British Columbia .	3	(x)	(x)	7	(x)	(x)			
Alberta	4	(x)	(x)	2	(x)	(x)			
Saskatchewan	4	(x)	(x)	7	(x)	(x)			
Manitoba	2	(x)	11.9	7	417,000	14.0			
Ontario	63	8,940,500	23.7	106	5,703,300	15.2			
Quebec	36	4,088,100	19.3	13	985,000	4.7			
New Brunswick	6	1,341,800	33.7	14	1,036,900	26.1			
Nova Scotia	7	1,406,900	20.3	20	2,321,900	33.6			
Prince Edward Island	2	(x)	(x)	1	(x)	(x)			

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Table Vb -- Variety Store Chains 1943, Stores and Sales Classified by Provinces and Size of Locality

Province	ALL LOCALITIES			Stores and sales in places with population of --					
	Stores	Sales		Stores	Sales	% of total chain sales	30,000-100,000		
		Value	Per cent				Stores	Sales	% of total chain sales
CANADA, Total .	521	\$ 84,366,200	100.0	148	\$ 33,920,300	40.2	69	\$ 20,026,300	23.7
British Columbia ..	22	4,553,400	100.0	9	2,389,300	52.5	3	954,300	21.0
Alberta	13	3,993,800	100.0	-	-	-	7	3,114,800	78.0
Saskatchewan	17	2,900,400	100.0	-	-	-	6	1,614,800	55.7
Manitoba	15	3,066,400	100.0	6	2,262,900	73.8	-	-	-
Ontario	270	37,170,000	100.0	73	15,740,300	42.4	28	6,853,800	18.4
Quebec	125	21,345,300	100.0	60	13,527,800	63.4	16	2,805,500	13.2
New Brunswick	24	3,966,600	100.0	-	-	-	4	1,594,200	40.2
Nova Scotia	32	6,877,000	100.0	-	-	-	5	3,088,900	44.9
Prince Edward Is. .	3	493,300	100.0	-	-	-	-	-	-

Province	Stores and sales in places with population of --					
	10,000-30,000			Less than 10,000		
	Stores	Sales	% of total chain sales	Stores	Sales	% of total chain sales
CANADA, Total .	127	\$ 18,242,400	21.7	177	\$ 12,177,200	14.4
British Columbia ..	3	(x)	(x)	7	(x)	(x)
Alberta	4	(x)	(x)	2	(x)	(x)
Saskatchewan	4	(x)	(x)	7	(x)	(x)
Manitoba	2	(x)	11.3	7	455,600	14.9
Ontario	63	8,859,600	23.8	106	5,716,300	15.4
Quebec	36	4,041,200	18.9	13	970,800	4.5
New Brunswick	6	1,398,300	35.3	14	974,100	24.5
Nova Scotia	7	1,374,100	20.0	20	2,414,000	35.1
Prince Edward Is. .	2	(x)	(x)	1	(x)	(x)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

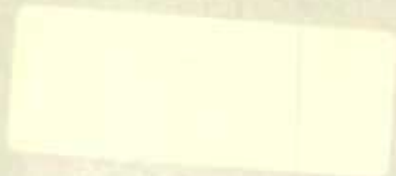
Table VI -- Variety Chain Units Classified According to Amount of Annual Sales, 1942 and 1943

Size of business	1 9 4 2				1 9 4 3			
	Number of Stores	Value of Sales	Per cent of total sales	Cumulative per cent	Number of Stores	Value of Sales	Per cent of total sales	Cumulative per cent
CANADA, Total	523	\$ 84,319,200	100.00	-	521	\$ 84,366,200	100.00	-
Chain units having sales of --								
\$1,000,000 and over	4	} 18,341,000	21.75	21.75	4	} 18,815,700	22.30	22.30
\$500,000 to \$999,999 ..	20				21			
\$300,000 to \$499,999 ..	33	12,656,900	15.01	36.76	30	11,505,500	13.64	35.94
\$200,000 to \$299,999 ..	64	15,613,400	18.52	55.28	62	15,194,100	18.01	53.95
\$100,000 to \$199,999 ..	181	25,418,200	30.15	85.43	191	27,118,200	32.14	86.09
\$50,000 to \$99,999 ..	124	9,468,700	11.23	96.66	121	9,072,000	10.75	96.84
\$30,000 to \$49,999 ..	44	1,711,000	2.03	98.69	45	1,735,700	2.06	98.90
\$20,000 to \$29,999 ..	31	822,100	0.97	99.66	25	665,100	0.79	99.69
\$10,000 to \$19,999 ..	16	243,800	0.29	99.95	14	202,600	0.24	99.93
\$5,000 to \$9,999 ..	5	41,400	0.05	100.00	6	50,900	0.06	99.99
\$Less than \$5,000 ..	1	2,700	(1)	-	2	6,400	0.01	100.00

(1) Less than .05 per cent.

LIST OF VARIETY STORE CHAINS IN CANADA.

Beamish, The R. A. Stores, Co.,	703 Bank St.,	Ottawa, Ontario.
Chainway Stores Ltd.,	Fleet & Bathurst	Toronto, Ont.
David, Joseph	61 Canada St.,	Edmunston, N.B.
Farmer, J.D., Magasins	373 rue St. Paul O.,	Montreal, Que.
Federal 5-10-15 cent to \$1.00 Stores, Ltd.,	1181 St. Catherine	Montreal, Que.
	St., W.,	
Grigg, The Co.,		Orangeville, Ont.
Kirby's Stores	35 Main St.,	Weston, Ont.
Kresge, S. S. Co., Ltd.,	Room 1300, 507	Montreal, Que.
	Place d'Armes	
McCool, A. W.	1606 & 1608 Gerrard	Toronto, Ont.
	St.	
Metropolitan Stores, Ltd.,	136 Dundas St.,	London, Ont.
Mirwin's Stores, Ltd.,	James St.,	Wallaceburg, Ont.
People's 5-10-15 cent to \$1.00 Stores, Ltd.,	1372 St. Catherine	Montreal, Que.
	St., W.,	
The Regent 5 cent to \$1.00 Stores, Ltd.,	319 Notre Dame St., E.	Montreal, Que.
Rossy, S. Inc.,	3979 Ontario St., E.,	Montreal, Que.
Stedman 5 cent to \$1.00 Stores	27 Wellington St.,	Toronto, Ont.
United 5 cent to \$1.00 Stores of Can. Ltd.,	3791 Notre Dame St., W.	Montreal, Que.
Variety 5 cent to \$1.00 Stores Ltd.,	4505 Papineau St.,	Montreal, Que.
Woolworth, F.W. Co., Ltd.,	357 Bay St.,	Toronto, Ont.
Zeller's, Ltd.,	1253 McGill College	Montreal, Que.
	Ave.,	



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