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**CANADA**

**DOMINION BUREAU OF STATISTICS**

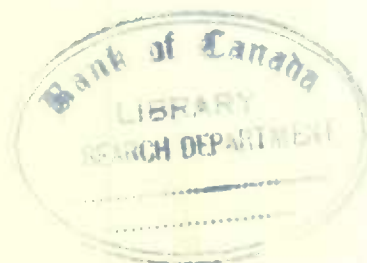
**CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS**

**VARIETY STORE CHAINS**

**IN**

**CANADA**

**1944**



**OTTAWA  
1945**

**Price 25 cents**



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

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Series 1944  
No. 6

Price 25 cents.

VARIETY STORE CHAINS, 1944

Improvement in the supply situation with respect to at least some commodities sold by variety store chains is reflected in results of the annual survey of this field for 1944 conducted by the Merchandising and Services Branch of the Bureau of Statistics. There were 18 chain companies (four stores or more under the same ownership are considered as chains) operating in Canada in 1944 and these had 515 stores and \$88,568,800 sales, an increase of 5.0 per cent over the volume of business transacted by 19 chain companies operating 521 stores in 1943. Variety chain store sales were 72 per cent higher in 1944 than in 1939 and were 125 per cent higher than in 1930, the earliest year for which these data are available.

Wages paid to store employees totalled \$10,737,600 in 1944 compared with \$10,275,800 in 1943 and \$9,859,800 in 1942. Inventories on hand at the end of 1944 totalled \$10,397,000, of which \$8,885,500 represented store stocks and \$1,511,500 represented warehouse inventories. Corresponding total inventories for earlier years were \$11,755,900 for 1943 and \$11,612,100 for 1942.

Variety chain sales in Saskatchewan were 10.6 per cent higher in 1944 than in 1943. Trends between the two years for all other provinces were fairly uniform ranging from a 2.6 per cent increase in British Columbia to a gain of 6.8 per cent in Manitoba.

Sales statistics for individual cities of 30,000 population or over reveal no pronounced trends. All cities recorded increased sales but in only four instances did the increase amount to as much as 10 per cent. Kingston sales were up 13.9 per cent; 11.6 per cent gains were recorded by both Fort William and Sherbrooke while sales in Saskatoon were up by 10.1 per cent. Combined sales for all cities of 30,000 population or over were 5.4 per cent higher in 1944 than in 1943 while the corresponding increase for the smaller localities was quite similar at 4.3 per cent.

Almost 24 per cent of the business of all variety chain stores in 1944 was transacted by 28 large outlets, each having annual sales in excess of \$500,000. Annual sales per store ranging between \$100,000 and \$199,999 was common in the variety chain store field in 1944. There were 186 individual stores in this size class in 1944 and these had sales of \$26,710,600 or 30.2 per cent of the total for the trade.

Table 1 -- Number of Variety Chains, Stores and Total Sales, by Years  
1930 and 1941-1944

	1 9 3 0	1 9 4 1	1 9 4 2	1 9 4 3	1 9 4 4
Number of chains .....	15	20	19	19	18
Number of stores -					
Maximum .....	327	532	523	521	515
Average (1) .....	313	(2)	521	520	514
Total sales (retail) ....(\$)	39,383,600	74,179,100	84,319,200	84,366,200	88,568,800
Chain sales index (1930=100)	100.0	188.4	214.1	214.2	224.9
Percentage change in sales from preceding year .....	-	+22.2	+13.7	+ 0.1	+ 5.0

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

(2) Not available.

Table 11 -- Number of Chains, Stores, Total Sales, Average Sales Per Store  
Salaries and Wages and Stocks, 1942, 1943 and 1944

	1 9 4 2	1 9 4 3	1 9 4 4
Number of chains .....	19	19	18
Number of stores -			
Maximum .....	523	521	515
Average .....	521	520	514
Total sales (retail) .....	\$84,319,200	\$84,366,200	\$88,568,800
Average sales per store .....	\$ 161,841	\$ 162,243	\$ 172,313
Per cent change from preceding year .....	+16.07	+0.25	+6.21
Salaries and wages paid to store employees .	\$ 9,859,800	\$10,275,800	\$10,737,600
Stocks on hand, end of year, at cost -			
In stores .....	\$ 9,584,900	\$ 9,836,500	\$ 8,885,500
In warehouses .....	\$ 2,027,200	\$ 1,919,400	\$ 1,511,500
Total stocks on hand .....	\$11,612,100	\$11,755,900	\$10,397,000



Table 111 -- Variety Chains, Maximum Number of Stores and Sales by Provinces  
1930 and 1942 - 1944

		1 9 3 0	1 9 4 2	1 9 4 3	1 9 4 4	Per cent Change in Sales 1943-1944
Canada, Total -	Chains	15	19	19	18	
	Stores	327	523	521	515	
	Sales	\$39,383,600	\$84,319,200	\$84,366,200	\$88,568,800	+ 5.0
British Columbia -	Chains	3	3	3	3	
	Stores	21	22	22	22	
	Sales	\$ 2,769,700	\$ 4,703,400	\$ 4,553,400	\$ 4,672,900	+ 2.6
Alberta -	Chains	3	5	5	5	
	Stores	8	13	13	13	
	Sales	\$ 1,708,900	\$ 3,649,300	\$ 3,993,800	\$ 4,110,000	+ 2.9
Saskatchewan -	Chains	3	3	3	3	
	Stores	12	17	17	17	
	Sales	\$ 1,713,800	\$ 2,806,500	\$ 2,900,400	\$ 3,206,400	+10.6
Manitoba -	Chains	4	5	5	5	
	Stores	9	15	15	15	
	Sales	\$ 1,434,800	\$ 2,986,100	\$ 3,066,400	\$ 3,275,900	+ 6.8
Ontario -	Chains	9	15	15	15	
	Stores	152	270	270	268	
	Sales	\$18,408,300	\$37,703,000	\$37,170,000	\$38,741,000	+ 4.2
Quebec -	Chains	11	13	13	13	
	Stores	101	127	125	125	
	Sales	\$ 9,949,700	\$21,144,000	\$21,345,300	\$22,649,400	+ 6.1
New Brunswick -	Chains	3	7	7	6	
	Stores	6	24	24	20	
	Sales	(x)	\$ 3,977,800	\$ 3,966,600	\$ 4,100,500	+ 3.4
Nova Scotia -	Chains	2	5	5	5	
	Stores	16	32	32	32	
	Sales	(x)	\$ 6,922,400	\$ 6,877,000	\$ 7,286,700	+ 6.0
Prince Edward Island -	Chains	2	3	3	3	
	Stores	2	3	3	3	
	Sales	(x)	\$ 426,700	\$ 493,300	\$ 526,000	+ 6.6

(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,  
1943 and 1944

	Number of Stores (Maximum)		Value of Sales (Retail)		Per cent of change 1943-1944
	1943	1944	1943	1944	
CANADA, Total .....	521	515	\$ 84,366,200	\$ 88,568,800	+ 5.0
Places 30,000 and over ...	217	217	53,939,400	56,834,400	+ 5.4
Places under 30,000 .....	304	298	30,426,800	31,734,400	+ 4.3
British Columbia .....	22	22	4,853,400	4,672,900	+ 2.6
Places 30,000 and over ...	12	12	3,343,600	3,376,000	+ 1.0
Vancouver .....	9	9	2,389,300	2,415,700	+ 1.1
Victoria .....	3	3	954,300	960,300	+ 0.6
Places under 30,000 .....	10	10	1,209,800	1,296,900	+ 7.2
Alberta .....	13	13	3,993,800	4,110,000	+ 2.9
Places 30,000 and over ...	7	7	3,114,800	3,177,300	+ 2.0
Calgary .....	3	3	1,098,200	1,150,000	+ 4.7
Edmonton .....	4	4	2,016,600	2,027,300	+ 0.5
Places under 30,000 .....	6	6	879,000	932,700	+ 6.1
Saskatchewan .....	17	17	2,900,400	3,206,400	+10.6
Places 30,000 and over ...	6	6	1,614,800	1,758,900	+ 8.9
Regina .....	3	3	917,500	991,500	+ 8.1
Saskatoon .....	3	3	697,300	767,400	+10.1
Places under 30,000 .....	11	11	1,285,600	1,447,500	+12.6
Manitoba .....	15	15	3,066,400	3,275,900	+ 6.8
Places over 30,000 .....	6	6	2,262,900	2,425,800	+ 7.2
Winnipeg .....	6	6	2,262,900	2,425,800	+ 7.2
Places under 30,000 .....	9	9	803,500	850,100	+ 5.8
Ontario .....	270	268	37,170,000	38,741,000	+ 4.2
Places over 30,000 .....	101	101	22,586,900	23,622,400	+ 4.6
Brantford .....	4	4	821,200	828,200	+ 0.9
Fort William .....	4	4	641,600	716,200	+11.6
Hamilton .....	9	9	2,828,500	2,907,100	+ 2.8
Kingston .....	4	4	927,500	1,056,200	+13.9
Kitchener .....	5	5	904,100	955,700	+ 5.7
London .....	4	4	1,595,400	1,647,600	+ 3.3
Ottawa .....	13	13	3,817,000	4,011,100	+ 4.3
St. Catherines .....	4	4	1,033,400	1,044,300	+ 1.1
Sudbury .....	3	3	923,400	955,800	+ 3.5
Toronto .....	46	46	7,261,500	7,615,300	+ 4.8
Windsor .....	5	5	1,795,300	1,884,900	+ 5.0
Places under 30,000 .....	169	167	14,583,100	15,118,600	+ 3.7

Table IV -- Variety Chain Stores and Sales by Provinces and Principal Cities,  
1943 and 1944 (Concluded)

	Number of Stores (Maximum)		Value of Sales (Retail)		Per cent of change 1943-1944
	1943	1944	1 9 4 3	1 9 4 4	
Quebec .....	125	125	\$ 21,345,300	\$ 22,649,400	+ 6.1
Places over 30,000 .....	76	76	16,333,300	17,535,400	+ 7.4
Hull .....	3	3	287,500	307,300	+ 6.9
Montreal .....	48	48	9,560,400	10,191,800	+ 6.6
Quebec .....	12	12	3,567,400	4,297,900	+ 8.3
Sherbrooke .....	4	4	1,020,400	1,139,200	+11.6
Three Rivers .....	5	5	995,100	1,053,000	+ 5.8
Verdun .....	4	4	502,500	546,200	+ 8.7
Places under 30,000 .....	49	49	5,012,000	5,114,000	+ 2.0
Maritime Provinces ..	59	55	11,336,900	11,913,200	+ 5.1
Places over 30,000 .....	9	9	4,683,100	4,938,600	+ 5.5
Saint John .....	4	4	1,594,200	1,685,900	+ 5.8
Halifax .....	5	5	3,088,900	3,252,700	+ 5.3
Places under 30,000 .....	50	46	6,653,800	6,974,600	+ 4.8



Table V -- Variety Chain Units Classified According to Amount of Annual Sales, 1943 and 1944

Size of Business	1943				1944			
	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 .....	521	\$ 84,366,200	100.00	-	515	\$ 83,563,800	100.00	
Chain units having sales of:--								
\$1,000,000 and over	4	} 18,815,700	22.30	22.30	4	} 21,176,700	23.91	23.91
\$ 500,000 to \$999,999 .	21				24			
\$ 300,000 to \$499,999 .	30	11,505,500	13.64	35.94	35	13,200,300	14.90	38.81
\$ 200,000 to \$299,999 .	62	15,194,100	18.01	53.95	64	15,719,100	17.75	56.56
\$ 100,000 to \$199,999 .	191	27,118,200	32.14	86.09	186	26,710,600	30.16	86.72
\$ 50,000 to \$ 99,999 .	121	9,072,000	10.75	96.84	123	9,385,900	10.60	97.32
\$ 30,000 to \$ 49,999 .	45	1,735,700	2.06	98.90	44	1,666,200	1.88	99.20
\$ 20,000 to \$ 29,999 .	25	665,100	0.79	99.69	20	514,400	0.58	99.78
\$ 10,000 to \$ 19,999 .	14	202,600	0.24	99.93	10	153,900	0.17	99.95
\$ 5,000 to \$ 9,999 .	6	50,900	0.06	99.99	5	41,700	0.05	100.00
\$ Less than \$ 5,000 .	2	6,400	0.01	100.00	-	-	-	-



LIST OF VARIETY STORE CHAINS IN CANADA  
1944

Beamish, The R.A. Stores Co.,	703 Bank Street,	Ottawa, Ontario.
Chainway Stores, Ltd.,	Fleet & Bathurst Sts.,	Toronto, Ont.
Federal 5-10-15 cent to \$1.00 Stores, Ltd.,	1181 St. Catherine St.,	
	W.,	Montreal, P.Q.
Grigg, The Co.,		Orangeville, Ont.
Kirby's Stores		Weston, Ont.
Kresge, S.S. Co., Ltd.,	35 Main Street,	
	Room 1300,	
	507 Place d'Armes,	Montreal, P.Q.
La Cie, J.D.T. Ltée.,	373 rue St. Paul, O.,	Montreal, P.Q.
McCool, A.W.	1606-1608 Gerrard St.,	Toronto, Ont.
Metropolitan Stores., Ltd.,	136 Dundas St.,	London, Ont.
Mirwin's Stores, Ltd.,	James Street,	Wallaceburg, Ont.
People's 5-10-15 cent to \$1.00 Stores, Ltd.,	1372 St. Catherines St.,	Montreal, P.Q.
The Regent 5 cent to \$1.00 Stores, Ltd.,	319 Notre Dame St., E.,	Montreal, P.Q.
Rosby, S. Inc.	3979 Ontario St., E.,	Montreal, P.Q.
Stedman Bros., Ltd.,	27 Wellington St.,	Toronto, Ont.
United 5 cent to \$1.00 Stores of Canada, Ltd.,		
Variety 5 cent to \$1.00 Stores, Ltd.,	3791 Notre Dame St., W.,	Montreal, P.Q.
Woolworth, F.W. Co., Ltd.,	4505 Papineau St.,	Montreal, P.Q.
Zeller's, Ltd.,	357 Bay Street,	Toronto, Ont.
	1253 McGill College Ave.,	Montreal, P.Q.



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