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Published by Authority of the Hon. James A. MacKINNON, M.P.,
Minister of Trade and Commerce.

CANADA
DOMINION BUREAU OF STATISTICS
CENSUS OF MERCHANDISE AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE
IN
CANADA
CALENDAR YEAR
1939



OTTAWA
1940

Price 25 cents

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Minister of Trade and Commerce

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

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in Canada, 1939

Retail merchandise trade in Canada is estimated at \$2,447,658,000 for 1939, up 2 per cent from the preceding year and approximately on a par with the level obtaining in 1937. Annual figures for 1939 represent the net resultant of the reversal in trend in consumer purchasing which took place at the outbreak of the war; they do not reveal the marked upward movement during the last four months of the year. Results of monthly surveys of retail trade conducted by the Bureau indicate that after making allowance for usual seasonal differences, sales in the last four months of the year averaged 8 per cent above the level of the preceding eight-month period.

All provinces recorded increases over 1938. Increased income in Saskatchewan, resulting from the greatly improved crop conditions in that province, was effective in producing a 12 per cent gain in retail purchasing in 1939. Increases over 1938 were slight in other provinces, being 4 per cent for New Brunswick, 3 per cent for Nova Scotia and Prince Edward Island, 2 per cent for Alberta, and only 1 per cent for each of the other provinces.

The relative position occupied by chains in 1939 increased slightly from 1938. There were 446 chain store companies in Canada last year and these operated a total of 7,595 individual stores with annual sales of \$432,026,100 or 17.7 per cent of the total sales of all stores including both chains and independents. In 1938, there were 457 chain companies with 7,692 stores and these accounted for 17.2 per cent of the total annual retail business. Ratios of chain to total sales for earlier years were 16.9 per cent for 1937, 17.9 per cent for 1936, and 17.7 per cent for 1935. The ratio was 17.7 per cent for 1930, the earliest year for which these figures are available.

Grocery and combination store chains form the most important group in point of view of number of chain companies, number of individual branch stores and volume of annual turnover. There were 73 such chains in Canada last year and these operated 1,887 stores with sales of \$123,826,200 or 35 per cent of the total business of all grocery and combination stores. The chain ratio was up slightly from 1938 when it stood at 33.7 per cent.

There were 16 variety store chains with 489 stores and \$51,416,000 sales, an amount which forms more than 30 per cent of the total annual turnover in this field. Ratios of chain store sales to total sales in 1939 for some of the other lines of business in which chains are of importance are as follows: (Ratios for 1938 are shown in brackets). Shoe stores, 36.4 per cent (34.2 per cent); lumber and building material

dealers, 29.7 per cent (29.7 per cent); drug stores, 20.5 per cent (20.7 per cent); furniture stores, 15.0 per cent (13.4 per cent). It should be noted that these figures relate to stores classified according to kind of business and not to sales of individual commodities. No information is available to show the ratio in which chains and independents share in the trade in any individual commodity.

Results for individual lines of business show but slight changes in dollar volume of trading in 1939 compared with the preceding year. Sales of the food group of stores at \$524,146,000 for 1939 were practically unchanged from the preceding year. Grocery and combination store sales were also maintained at an only slightly higher level than in 1938, sales for the year under review estimated at \$351,410,000 exceeding by 1 per cent the amount calculated for the earlier period.

Country general store sales were estimated at \$192,188,000 for 1939, down by 2 per cent from the preceding year, slight increases in Prince Edward Island, New Brunswick and Saskatchewan being more than offset by reductions ranging up to four per cent in other provinces.

Stores in the general merchandise group did 4 per cent more business in 1939 than in 1938. Department stores and variety stores form the two most important classifications in this division. Department store sales at \$289,887,000 for 1939 were up by 4 per cent from the preceding year, results for various regions of the country showing gains of 6 per cent in the Maritime Provinces, 5 per cent in the Prairie Provinces, 4 per cent in Ontario, 3 per cent in Quebec, and 2 per cent in British Columbia. Variety store sales increased by 9 per cent from \$52,556,000 in 1938 to \$57,027,000 in 1939.

Sales in the automotive group were maintained at the 1938 level, gains in the servicing trades--filling stations and merchandise garages--offsetting a decline of 3 per cent in the total annual business of motor vehicle dealers. Sales of motor vehicle dealers were estimated at \$302,889,000 in 1939 and \$311,026,000 in 1938. These figures represent the total annual turnover of the firms in question including not only the sales of new and used motor vehicles but also receipts from the sale of parts and accessories, gas and oil, together with receipts from repairs and service operations. The decline in new motor vehicle sales alone was somewhat greater than that recorded for the motor vehicle dealer business as a whole. There were 114,747 new motor vehicles sold for \$125,967,521 in Canada last year, down 5 per cent in number and 7 per cent in value from the 121,165 units which sold for \$135,011,908 in 1938.

Increased demand for textile products following the outbreak of the war resulted in a considerable gain in business for stores in the clothing trades. But these gains little more than offset losses sustained earlier in the year with the result that sales for the apparel group as a whole were only 3 per cent higher in 1939 than in 1938. Total sales for the group were estimated at \$182,111,000 for 1939. Results for individual kinds of business varied but little from the group average. Sales of men's clothing stores were up by 3 per cent; family clothing store sales gained 4 per cent; women's apparel stores, 4 per cent; while shoe store sales remained unchanged from the preceding year.

Sales in the lumber and building materials group and the furniture and household group registered slight increases over 1938. Hardware store sales were up by 1 per cent, lumber and building material dealers, 8 per cent; and furniture stores, 3 per cent. Household appliance store sales were off by 3 per cent.

Drug store sales at \$69,643,000 were 2 per cent higher in 1939 than in the preceding year. Sales of retail fuel dealers were up by 8 per cent while jewellery store sales registered a similar increase. The increase in jewellery store sales coincides with a pronounced increase in marriages in the latter half of the year under review. Tobacco stores did 3 per cent more business in 1939 than in 1938 while government liquor store sales were up by 5 per cent.

Comparison of Indexes of Retail Sales
and Cost of Living Indexes

A comparison of the movements in the dollar value of consumer purchases and retail prices has formed part of this annual survey of retail trade for some years. While the Bureau's Retail Price Index is not constructed in such a way as to warrant its use in deflating the dollar value of sales yet comparison of the two series does give some indication of the extent to which the dollar figures reflect price movements rather than changes in the physical volume of goods sold. Comparison of indexes of dollar value of retail sales and the Bureau's Retail Price Index (Equated to the year 1930 = 100) is given below.

<u>Year</u>	<u>Total Retail Sales</u>	<u>Index of Sales</u>	<u>Retail Price Index</u>
	\$		
1930	2,755,569,900	100.0	100.0
1931	2,320,963,000	84.2	85.3
1932	1,922,066,000	69.8	75.1
1933	1,785,768,000	64.8	72.5
1934	1,958,754,000	71.1	76.2
1935	2,054,897,000	74.6	76.6
1936	2,208,142,000	80.1	78.4
1937	2,453,715,000	89.0	81.2
1938	2,404,756,000	87.3	82.0
1939	2,447,658,000	88.8	80.9

Comparison of the two sets of indexes clearly indicates that a large portion of the decline in dollar sales in the depression years was due to price movements. Part of the recovery since 1933 in dollar sales must also be attributed to price changes. While some increase in prices was evident in the last quarter of 1939, these increases failed to offset the downward trend in the first half of the year, the average retail price index for 1939 standing 1 per cent below the 1938 level. It is evident, therefore, that the moderate increase of 2 per cent in dollar sales between 1938 and 1939 must be attributed to an increase in the volume of goods purchased rather than to a change in price levels.

The Bureau's Cost of Living Indexes for the period under review are given below and, for comparison purposes, have been adjusted to make the 1930 figure equal 100.

Index Numbers of Retail Prices, Rents
and Costs of Services, Canada
(1930=100)

Year	TOTAL Index	Food Index	Fuel Index	Rent Index	Clothing Index	Sundries Index	Retail Price In- dex (Foods, fuel, clothing, household requirements)
1930	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1931	90.3	78.4	98.4	97.3	87.5	98.0	85.3
1932	82.0	65.2	95.5	89.4	77.0	95.2	75.1
1933	78.1	64.6	91.6	80.4	71.5	93.2	72.5
1934	79.2	70.4	91.6	75.6	74.2	92.7	76.2
1935	79.7	71.4	90.7	76.8	74.4	92.8	76.6
1936	81.5	74.4	90.3	79.0	75.1	93.5	78.4
1937	83.4	78.4	88.7	82.1	77.4	94.0	81.2
1938	84.8	79.1	88.9	84.8	78.1	94.7	82.0
1939	84.4	77.0	88.7	85.0	77.8	94.9	80.9

Separate price indexes are shown for food, fuel, rent and clothing. The sundries index indicates the price changes in a miscellaneous group of commodities, together with the variations in costs of certain services, such as theatre costs, insurance, doctors' and dentists' fees, hospital charges and laundry. The total index given in the second column of the table is an average of the figures in the following five columns, each weighted in proportion to the consumption of the items involved. The last column "Retail Price Index" is also a weighted average but omits the rental figures and includes only the merchandising items in the sundries index.

In comparing the indexes of retail sales for the period 1930 to 1939 with the Retail Price Indexes shown in the last column of the above table, it should be remembered that figures for certain kinds of business are included in the former which are not included in the latter. In particular, automobile dealer establishments have considerable weight in determining the indexes of retail sales but commodities sold by these establishments are not included in the price indexes. It must also be remembered that the whole weighting system used in computing the Bureau's indexes of retail prices is based on an estimated aggregate consumption in Canada, including a proportion which does not pass through the channels of distribution covered by the Census of Merchandising.

Description of Method Used in Constructing Indexes
of Retail Sales

Figures for the basic year 1930, as shown in this report, were secured for the Census of Merchandising and Service Establishments, 1931, when returns were sent in by every retail firm in the country. Total sales figures for years subsequent to 1930 are computed from the 1930 figures as base, together with trends in sales derived from returns secured each year from all chain stores and from a representative number of independent establishments. In all, including both chains and independents, reports have been received from about 26,000 retail stores and it is

estimated that these transacted approximately 64 per cent of the total retail trade of the country in 1939. The reports which have been secured have been used in determining the most probable value of sales of those firms which do not report to the annual Census. The sales figures given in this bulletin, therefore, relate to the total estimated retail trade of the country and not only to those units from which returns have been secured.

It is, therefore, evident that figures presented in this report for the years 1931 to 1939 are estimates based on indexes computed from returns from a sample number of firms. The chief factor which may not be reflected in the sales indexes is variation in trade due to changes in the number of stores in operation. No information is available to show the extent to which firms going out of business have been replaced by new stores of a similar nature. The natural tendency of the method is to underestimate the extent of the decline in business during a period of recession and likewise to underestimate the extent of the recovery when the cycle turns upward once more. This factor is of chief importance in certain kinds of business dealing chiefly in durable or luxury lines of merchandise such as automobile dealers, furniture stores, radio and music stores. There is evidence to show that the total number of gasoline filling stations has increased during recent years. For this reason, the trend in sales for gasoline filling stations has been re-computed on the basis of gallonage figures as reported to the provincial governments and retail gasoline prices rather than on the basis of the business of those stations reporting to the annual survey of retail trade. In spite of the limitations attending the methods of calculation, it is believed that a fair degree of accuracy attends the results for the total retail trade as a whole and for most of the individual lines of business for which figures are shown.

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CANADA--RETAIL MERCHANDISE TRADE, 1939

Table 1.—Summary of Retail Merchandise Trade, by Provinces, 1930 - 1939

Province	Total Net Sales			Indexes of Retail Sales										% of Change, 1939/38
	1930	(Estimated)		(1930 = 100)										
			1938	1939	1930	1932	1933	1934	1935	1936	1937	1938	1939	
	\$	\$	\$											
CANADA, Total (1) ...	2,755,569,900	2,404,756,000	2,447,658,000	100.0	69.8	64.8	71.1	74.6	80.1	89.0	87.3	88.8	+ 1.8	
Prince Edward Island	13,773,700	11,122,000	11,431,000	100.0	67.4	64.7	70.3	71.9	82.4	85.3	80.7	83.0	+ 2.8	
Nova Scotia	99,519,900	95,819,000	98,864,000	100.0	75.1	69.2	77.2	81.6	88.7	99.8	96.3	99.3	+ 3.2	
New Brunswick ...	84,371,900	71,637,000	74,276,000	100.0	67.6	62.1	69.1	73.1	79.4	90.9	84.9	88.0	+ 3.7	
Quebec	651,138,500	561,192,000	564,537,000	100.0	71.5	64.9	69.0	71.3	76.5	86.9	86.2	86.7	+ 0.6	
Ontario	1,099,990,200	988,696,000	1,002,071,000	100.0	71.8	67.4	74.9	78.0	83.0	92.9	89.9	91.1	+ 1.4	
Manitoba	189,243,900	160,690,000	161,835,000	100.0	69.6	64.5	69.4	73.4	78.5	85.2	84.9	85.5	+ 0.7	
Saskatchewan	189,181,100	129,309,000	144,477,000	100.0	59.2	54.5	59.4	63.2	69.7	68.3	68.4	76.4	+ 11.7	
Alberta	176,537,100	161,491,000	164,211,000	100.0	65.6	61.8	69.0	74.0	78.7	86.3	91.5	93.0	+ 1.7	
British Columbia	248,597,500	222,386,000	223,769,000	100.0	65.9	62.6	69.6	75.8	84.0	93.6	89.5	90.0	+ 0.6	

(1) Includes Yukon and Northwest Territories.

CANADA--RETAIL MERCHANDISE TRADE, 1939

Table 2.—Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, (Estimated)		Indexes of Retail Sales (1930 - 100)						% of Change, 1939/38
	Number of Stores	Total Net Sales	1938	1939	1930	1933	1936	1937	1938	1939	
		\$	\$	\$							
Total, All Stores ..	125,003	2,755,569,900	2,404,756,000	2,447,658,000	100.0	64.8	80.1	89.0	87.3	88.8	+ 1.8
Food Group	44,665	615,476,100	518,893,000	524,146,000	100.0	70.2	78.8	84.4	84.3	85.2	+ 1.0
Bakery product stores (manufacturing ba- keries not included).	1,213	11,027,600	9,759,000	9,438,000	100.0	70.1	83.6	90.4	88.5	85.6	- 3.3
Candy and confectionery stores	8,981	54,176,100	38,863,000	38,722,000	100.0	60.9	67.8	73.1	71.7	71.5	- 0.4
Dairy product dealers (other than manu- facturing dairies) .	3,483	37,173,900	37,062,000	37,654,000	100.0	71.2	88.5	96.4	99.7	101.3	+ 1.6
Fruit and vegetable stores	1,515	16,293,400	14,690,000	15,036,000	100.0	76.1	88.1	92.0	90.2	92.3	+ 2.4
Grocery and combina- tion stores	23,328	405,403,400	346,397,000	351,410,000	100.0	73.3	80.2	85.8	85.4	86.7	+ 1.4
Meat markets (in- cluding sea foods) ..	5,379	83,026,200	65,895,000	65,590,000	100.0	60.3	73.0	78.1	79.4	79.0	- 0.5
Other food stores	766	8,375,500	6,227,000	6,296,000	100.0	60.2	71.1	75.8	74.3	75.2	+ 1.1
Country General Stores	11,915	228,803,800	195,866,000	192,188,000	100.0	66.1	79.9	86.7	85.6	84.0	- 1.9
General Merchandise Group	2,974	451,542,500	373,953,000	390,027,000	100.0	69.4	79.9	85.2	82.8	86.4	+ 4.3
Department stores	148	355,258,600	278,539,000	289,887,000	100.0	68.1	76.9	81.1	78.4	81.6	+ 4.1
Dry goods stores	1,899	31,705,600	25,928,000	26,018,000	100.0	66.2	77.7	84.0	81.8	82.1	+ 0.3
General merchandise stores	414	20,366,100	16,930,000	17,095,000	100.0	64.9	81.3	89.7	83.1	83.9	+ 1.0
Variety stores	513	44,212,200	52,556,000	57,027,000	100.0	84.3	104.7	116.7	118.9	129.0	+ 8.5
Automotive Group .	13,194	381,959,300	441,977,000	441,246,000	100.0	59.6	96.5	120.2	115.7	115.5	- 0.2
Motor vehicle dealers .	2,736	253,607,900	311,026,000	302,889,000	100.0	51.2	101.4	131.2	122.6	119.4	- 2.6
Accessories, tires and batteries	532	10,955,800	9,785,000	10,300,000	100.0	65.7	73.6	85.2	89.3	94.0	+ 5.3
Filling stations (1) ..	5,503	66,449,300	80,310,000	86,118,000	100.0	87.9	101.0	116.1	120.9	129.6	+ 7.2

(1) See footnotes on Page 9.

CANADA - RETAIL MERCHANDISE TRADE, 1939

Table 2.--Total Net Sales and Sales Indexes, by Kinds of Business--(Cont'd.)

[illegible]

CANADA - RETAIL MERCHANDISE TRADE, 1939

Table 2.--Total Net Sales and Sales Indexes, by Kinds of Business--(Cont'd.)

Kind of Business	Stores and Sales, 1930		Total Net Sales, (Estimated)		Indexes of Retail Sales (1930 = 100)						% of Change, 1939/38
	Number of Stores	Total Net Sales	1938	1939	1930	1933	1936	1937	1938	1939	
Furniture and House- hold Group	3,188	101,665,900	78,213,000	79,326,000	100.0	49.9	70.8	81.8	76.9	78.0	+ 1.4
✓ Furniture stores	1,101	41,016,500	35,656,000	36,698,000	100.0	56.3	78.6	92.2	86.9	89.5	+ 2.9
Household appliance stores Other home furnishings (including floor cover- ings, curtains, etc.)	590	17,798,200	15,164,000	14,791,000	100.0	51.7	75.4	88.5	85.2	83.1	- 2.5
✓ Radio and music stores ..	559	8,957,000	7,065,000	7,185,000	100.0	55.9	75.7	85.4	78.9	80.2	+ 1.7
Restaurants, cafeterias and Eating Places	938	33,894,200	20,328,000	20,652,000	100.0	39.7	57.8	64.8	60.0	60.9	+ 1.6
Other Retail Stores ...	5,609	75,977,100	50,176,000	49,969,000	100.0	54.8	64.2	63.4	66.0	65.8	- 0.4
Farmers' supply stores ..	26,949	517,939,500	445,144,000	460,911,000	100.0	65.5	77.8	86.1	85.9	89.0	+ 3.5
Book stores	2,951	45,760,600	43,024,000	40,038,000	100.0	63.7	83.7	99.0	94.0	87.5	- 6.9
Coal and wood yards	358	8,837,500	7,031,000	7,122,000	100.0	61.2	71.1	79.6	79.6	80.6	+ 1.3
✓ Drug stores	2,071	86,046,800	77,060,000	83,135,000	100.0	81.8	88.3	91.6	89.6	96.6	+ 7.9
Florists	3,559	76,848,900	68,164,000	69,643,000	100.0	74.5	83.4	89.4	88.7	90.6	+ 2.2
Jewellery stores	689	9,264,700	6,950,000	6,772,000	100.0	60.1	69.6	76.8	75.0	73.1	- 2.6
Office, school and store supplies and equipment dealers	1,532	26,662,600	21,382,000	23,044,000	100.0	56.4	74.5	82.3	80.2	86.4	+ 7.8
Tobacco stores and stands	395	19,829,900	17,953,000	18,551,000	100.0	50.4	79.0	93.8	90.5	93.6	+ 3.3
Government liquor stores(2)	2,420	30,702,800	26,640,000	27,323,000	100.0	70.3	79.3	86.7	86.8	89.0	+ 2.6
Unclassified kinds of business	651	100,694,600	77,298,000	81,227,000	100.0	54.5	65.5	73.8	76.8	80.7	+ 5.1
	12,323	113,291,100	99,642,000	104,056,000	100.0	61.7	75.8	85.9	88.0	91.8	+ 4.4

(1) Figures for years subsequent to 1930 have been estimated on basis of gallonage data and retail gasoline prices.

(2) Due to changes in method of reporting exact comparisons of figures for various years are not valid.

NOTE: The number of stores is shown only for 1930. Sales figures for later years are calculated from the sampling principle. The total number of stores for these years is not known.

CANADA--RETAIL MERCHANDISE TRADE, 1939

Table 3.--Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Provinces

	1930	1933	1938	1939
CANADA, Total (1) -				
Chains	518	461	457	446
Stores (maximum) ..	8,504	8,230	7,692	7,595
Chain sales	\$ 487,336,000	\$ 328,902,600	\$ 414,448,300	\$ 2,447,658,000
Total sales	\$2,755,569,900	\$1,785,768,000	\$2,404,756,000	\$ 432,026,100
%, chains to total.	17.7	18.4	17.2	17.7
Prince Edward Island --				
Chains	7	5	8	9
Stores (maximum) ..	12	8	9	9
Chain sales	\$ 678,700	\$ 350,900	\$ 508,100	\$ 537,400
Total sales	\$ 13,773,700	\$ 8,905,000	\$ 11,122,000	\$ 11,431,000
%, chains to total.	4.9	3.9	4.6	4.7
Nova Scotia --				
Chains	48	50	49	49
Stores (maximum)...	227	283	293	290
Chain sales	\$ 12,163,300	\$ 11,715,500	\$ 18,148,300	\$ 19,580,000
Total sales	\$ 99,519,900	\$ 68,839,000	\$ 95,812,000	\$ 98,864,000
%, chains to total.	12.2	17.0	18.9	19.8
New Brunswick --				
Chains	42	41	46	46
Stores (maximum) ..	168	190	216	219
Chain sales	\$ 11,958,700	\$ 7,581,300	\$ 12,718,800	\$ 13,311,000
Total sales	\$ 84,371,900	\$ 52,375,000	\$ 71,637,000	\$ 74,276,000
%, chains to total.	14.2	14.5	17.8	17.9
Quebec --				
Chains	175	147	135	134
Stores (maximum) ..	1,698	1,668	1,416	1,344
Chain sales	\$ 117,100,400	\$ 73,398,300	\$ 82,738,300	\$ 82,048,600
Total sales	\$ 651,138,500	\$ 422,297,000	\$ 561,192,000	\$ 564,537,000
%, chains to total.	18.0	17.4	14.7	14.5
Ontario --				
Chains	250	217	235	233
Stores (maximum) ..	3,276	3,210	3,114	3,102
Chain sales	\$ 214,391,300	\$ 150,908,000	\$ 185,901,800	\$ 194,347,400
Total sales	\$1,099,990,200	\$ 741,630,000	\$ 988,696,000	\$1,002,071,000
%, chains to total.	19.5	20.3	18.8	19.4
Manitoba --				
Chains	91	73	62	61
Stores (maximum) ..	434	374	323	327
Chain sales	\$ 22,105,800	\$ 13,619,700	\$ 17,797,300	\$ 18,617,100
Total sales	\$ 189,243,900	\$ 122,045,000	\$ 160,690,000	\$ 161,835,000
%, chains to total.	11.7	11.2	11.1	11.5

(1) Includes Yukon and Northwest Territories.

CANADA--RETAIL MERCHANDISE TRADE, 1939

Table 3.--Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Provinces--Concl'd)

	1930	1933	1938	1939
Saskatchewan --				
Chains	101	90	83	83
Stores (maximum) ...	1,234	1,046	977	979
Chain sales	\$ 34,056,300	\$ 20,755,200	\$ 22,290,100	\$ 26,199,900
Total sales	\$ 189,131,100	\$ 103,091,000	\$ 129,309,000	\$ 144,477,000
%, chains to total .	18.0	20.1	17.2	18.1
Alberta --				
Chains	104	93	81	82
Stores (maximum) ...	682	637	564	572
Chain sales	\$ 24,913,500	\$ 17,269,500	\$ 27,420,800	\$ 29,317,800
Total sales	\$ 176,537,100	\$ 109,074,000	\$ 161,491,000	\$ 164,211,000
%, chains to total .	14.1	15.8	17.0	17.9
British Columbia --				
Chains	92	81	77	73
Stores (maximum) ...	692	740	708	692
Chain sales	\$ 47,875,300	\$ 32,405,600	\$ 45,510,500	\$ 46,868,700
Total sales	\$ 248,597,500	\$ 155,747,000	\$ 222,386,000	\$ 223,769,000
%, chains to total .	19.3	20.8	20.5	20.9

Note: The chain store figures relate to corporate chains only; that is, groups of four or more stores (exclusive only of department stores) under the same ownership and management and carrying on the same or similar lines of business. All department stores are considered as independents.

CANADA—RETAIL MERCHANDISE TRADE, 1939

Table 4.—Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Kinds of Business

	1930	1933	1938	1939
ALL STORES, TOTAL —				
Chains	518	461	457	446
Stores (maximum) ...	8,504	8,230	7,692	7,595
Stores (average) ...	8,097	7,900	7,356	7,215
Chain sales	\$ 487,336,000	\$ 328,902,600	\$ 414,448,300	\$ 432,026,100
Total sales	\$2,755,569,900	\$1,785,768,000	\$2,404,756,000	\$2,447,658,000
%, chains to total .	17.7	18.4	17.2	17.7
Grocery and Combination Stores —				
Chains	66	75	77	73
Stores (maximum) ...	2,127	2,221	2,054	1,887
Chain sales	\$ 119,498,600	\$ 98,862,100	\$ 116,849,800	\$ 123,826,200
Total sales	\$ 405,403,400	\$ 297,307,000	\$ 346,397,000	\$ 351,410,000
%, chains to total .	29.5	33.3	33.7	35.2
Variety, 5-and-10, and to- a-dollar Stores —				
Chains	15	14	16	16
Stores (maximum) ...	327	356	468	489
Chain sales	\$ 39,383,600	\$ 33,348,600	\$ 47,256,700	\$ 51,416,000
Total sales	\$ 44,212,200	\$ 37,256,000	\$ 52,556,000	\$ 57,027,000
%, chains to total .	89.1	89.5	89.9	90.2
Men's and Boys' Clothing and Furnishings (in- cluding custom tailors)				
Chains	22	14	17	14
Stores (maximum) ...	191	135	164	138
Chain sales	\$ 9,866,800	\$ 5,405,200	\$ 6,961,400	\$ 6,364,600
Total sales	\$ 72,110,500	\$ 44,435,000	\$ 56,543,000	\$ 58,058,000
%, chains to total .	13.7	12.2	12.3	11.0
Family Clothing Stores —				
Chains	13	12	17	17
Stores (maximum) ...	58	63	89	93
Chain sales	\$ 4,746,600	\$ 6,722,000	\$ 8,163,000	\$ 8,900,500
Total sales	\$ 42,144,100	\$ 31,582,000	\$ 40,559,000	\$ 42,206,000
%, chains to total .	11.3	21.3	20.1	21.1
Women's Apparel and Accessories Stores —				
Chains	28	15	20	19
Stores (maximum) ...	203	148	213	215
Chain sales	\$ 8,584,800	\$ 4,029,400	\$ 6,198,700	\$ 6,037,400
Total sales	\$ 69,806,000	\$ 44,699,000	\$ 50,572,000	\$ 52,520,000
%, chains to total .	12.3	9.0	12.3	11.5
Shoe Stores —				
Chains	17	22	25	29
Stores (Maximum) ...	203	274	368	399
Chain sales	\$ 7,702,700	\$ 7,114,800	\$ 10,017,000	\$ 10,664,600
Total sales	\$ 35,908,000	\$ 25,989,000	\$ 29,288,000	\$ 29,327,000
%, Chains to total .	21.5	27.4	34.2	36.4

CANADA--RETAIL MERCHANDISE TRADE, 1939

Table 4.--Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Kinds of Business--(Concl'd)

	1930	1933	1938	1939
Lumber and Building Material Dealers -				
Chains	46	42	35	31
Yards (maximum)	1,035	883	804	779
Chain sales	\$18,597,500	\$ 9,505,700	\$13,464,300	\$14,489,000
Total sales	\$66,200,700	\$29,331,000	\$45,321,000	\$48,716,000
%, chains to total .	28.1	32.4	29.7	29.7
Furniture Stores -				
Chains	8	9	7	7
Stores (maximum) ...	96	84	76	81
Chain sales	\$ 9,367,900	\$ 4,317,400	\$ 4,793,100	\$ 5,492,800
Total sales	\$41,016,500	\$23,073,000	\$35,656,000	\$36,698,000
%, chains to total .	22.8	18.7	13.4	15.0
Restaurants, Cafeterias and Eating Places -				
Chains	21	17	14	15
Stores (maximum) ...	262	240	210	213
Chain sales	\$13,438,600	\$ 7,129,300	\$ 6,917,400	\$ 7,180,700
Total sales	\$75,977,100	\$41,667,000	\$50,176,000	\$49,969,000
%, chains to total .	17.7	17.1	13.8	14.4
Drug Stores -				
Chains	31	29	33	31
Stores (maximum) ...	292	301	347	345
Chain sales	\$13,971,300	\$11,001,300	\$14,127,100	\$14,251,800
Total sales	\$76,848,900	\$57,253,000	\$68,164,000	\$69,643,000
%, chains to total .	18.2	19.2	20.7	20.5
Office, Store and School Supplies and Equipment Dealers -				
Chains	16	11	12	12
Stores (maximum) ...	173	144	152	155
Chain sales	\$11,134,200	\$ 5,332,100	\$10,571,800	\$10,986,800
Total sales	\$19,829,900	\$10,003,000	\$17,953,000	\$18,551,000
%, chains to total .	56.1	53.3	58.9	59.2
Tobacco Stores and Stands -				
Chains	9	9	9	9
Stores (maximum)....	215	234	217	217
Chain sales	\$ 7,800,700	\$ 5,446,200	\$ 6,047,400	\$ 6,029,000
Total sales	\$30,702,800	\$21,586,000	\$26,640,000	\$27,323,000
%, chains to total .	25.4	25.2	22.7	22.1

Note: The chain store figures relate to corporate chains only; that is, groups of four or more stores (exclusive only of department stores) under the same ownership and management and carrying on the same or similar lines of business. All department stores are considered as independents.

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