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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
1940



OTTAWA
1941

Price 25 cents

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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, 1940

Customers spent more money in retail trading establishments in Canada in 1940 than in any other year since 1930 according to calculations made for the annual survey of retail trade made by the Internal Trade Branch of the Dominion Bureau of Statistics. Sales for 1940 are estimated at \$2,736,868,000, up 12 per cent from 1939, 53 per cent above the low point reached in 1933 and within one per cent of the \$2,755,569,900 recorded for 1930. Indexes of sales on the 1930 base stand at 99.3 for 1940, 88.8 for 1939, 87.3 for 1938, and 64.8 for 1933.

The sales figure of \$2,755,569,900 quoted for 1930 in the preceding paragraph is the total recorded in the results of the first complete census of all trading establishments taken in connection with the decennial census of 1931. Indexes of sales for subsequent years are derived from the aggregates of sales figures submitted annually by a large sample of retail firms. Estimates of dollar sales for years following 1930 are obtained by applying to the dollar volume for that year the trend value as derived from the annual sample. The \$2,736,868,000 estimate now made for 1940 differs but little from the preliminary estimate of \$2,729,000,000 made early in the year and computed from the annual averages of monthly index numbers⁽¹⁾ based on sales figures reported monthly by a smaller sample of retail stores.

A marked increase in sales of stores specializing in household furniture or equipment constitutes the outstanding feature of the retail trade for 1940. Sales of stores specializing in radios or electrical appliances increased but little during the first few months of the war, the underlying trend for the last four months of 1939 standing only 3 per cent above the level of the twelve-month period terminating at the end of August, 1939. But as industrial production got under way and employment and wage levels rose, more purchasing power became available for the purchase of commodities of higher unit value and a definite upward trend in the sales of radio and electrical stores took place during the first part of the year under review. This upward trend continued until the month of June when heavy demand for radios following the outbreak of hostilities on the Western Front, together with fear of higher prices resulting from anticipated new taxation schedules in the June budget combined to effect a major peak. The trend value of sales for June as measured by the seasonally adjusted index in the monthly series stood 63 per cent above the pre-war level.

(1) Monthly Indexes of Retail Sales. Annual subscription, \$1.00.

Subsequent months witnessed a return to more normal levels, the underlying trend moving downward until the month of December, when a second major peak in purchasing of electrical equipment and supplies was recorded. The War Exchange Conservation Act introduced at the beginning of December provided for a 25 per cent excise tax on the manufacturers' prices of radios, radio tubes, phonographs, gas and electrical household appliances. The tax did not apply to stocks in dealers' hands. A brisk Christmas trade and forward buying to take advantage as far as possible of tax exempt merchandise already in retail stocks resulted in a peak in sales exceeding that of June, the seasonally adjusted index standing 64 per cent above the average for the twelve-month period ending with the outbreak of the war. Annual sales for stores specializing chiefly in electrical appliances were 24 per cent higher in 1940 than in 1939; radio and musical instrument store sales gained 23 per cent, while furniture stores registered an increase of 20 per cent.

incl tax
Motor vehicle dealers transacted 16 per cent more business in 1940 than in 1939, sales for 1940 standing at \$351,041,000. This represents the increase in total annual business of firms engaged in the sale of motor vehicles and including not only gross receipts from the sale of motor vehicles but also receipts from all subsidiary activities carried on by these dealers such as the sale of gas, oil, accessories and receipts from services and repairs. Monthly figures covering dealers' deliveries of new motor vehicles are reported to the Bureau of Statistics by the Canadian manufacturers and by the Canadian distributors of imported makes. Deliveries to the government for war purposes are not included. Aggregates of these monthly statements show that there were 130,552 new motor vehicles sold in Canada for \$148,845,278 in 1940, up 14 per cent in number and 18 per cent in value compared with the preceding year. Included in these totals are 101,789 new passenger models which retailed for \$114,928,833, up 13 per cent in number and 18 per cent in value over 1939. There were also 28,763 new commercial vehicles sold for \$33,916,445 in 1940, gains of 17 per cent in number and 18 per cent in value being recorded.

Gains in motor vehicle sales in 1940 over 1939 were due to marked increases in the first half of the year rather than to a continuous upward trend throughout the entire period. The number of new motor vehicles sold in the first six months of 1940 exceeded by 27 per cent the number sold in the corresponding period of 1939, passenger model sales increasing 28 per cent and commercial models 25 per cent. Marked gains in the early months of 1940 over the corresponding months of 1939 must be interpreted in the light of conditions prevailing in the earlier period, sales during the first part of 1939 standing materially below the levels of previous years. A pronounced increase amounting to 42 per cent in sales for June, 1940 over June, 1939, reflects anticipation of higher prices of motor vehicles following the June budget in which an excise tax, ranging from 10 per cent upwards according to value and based on the manufacturers' price or on the duty paid value of imported makes was provided. These excise taxes were revised upwards in December, the rate of taxation on lower priced models being increased from 10 per cent to 20 per cent.

Country general store sales are estimated at \$203,652,000 for 1940, an increase of only 6 per cent over the preceding year. Increases in country general store sales in New Brunswick and Quebec exceeded those recorded in other provinces. On the other hand, only minor increases of 4 per cent and 2 per cent were recorded in Manitoba and Saskatchewan, the smaller gains in these instances being due in part to the lower cash income from the sale of farm products in these provinces arising from the deferred marketing of a portion of the 1940 wheat crop until the early months of the new year.

Stores specializing in the sale of food products are estimated to have transacted business to the value of \$569,686,000 in 1940, up 9 per cent from the preceding year. Grocery stores, including grocery stores having meat departments, form the most important classification of retail trade in the food group and the increase for this trade was similar to that for the group as a whole. Part of the increase in food store sales must be attributed to price changes. The Bureau's retail price index for food products averaged 5.5 per cent higher in 1940 than in 1939. Although the price indexes are not so constructed as to warrant their use as an exact measure in deflating the retail sales figures, they do give some indication of the extent to which increased dollar volume of retail food store sales may be attributed to changes in price levels.

Department store sales totalled \$324,973,000 in 1940, up 12 per cent from the preceding year. Annual sales by departments furnished by a large sample of the department store trade indicates that sales of departments specializing in furniture, household appliances and electrical supplies and home furnishings increased to a greater extent than did departments specializing in other commodities. Sales of household appliances and electrical supplies in department stores increased 23 per cent between 1939 and 1940. Furniture sales increased 20 per cent and home furnishings 18 per cent. The radio and musical instrument department was up 15 per cent; hardware and kitchen utensils also gained 15 per cent, while smaller increases ranging from 6 per cent for the food department to 13 per cent for women's and children's apparel were registered for other departments for which separate details are available.(1)

The variety store continues to expand in Canada, sales of \$66,780,000 in 1940 exceeding by 17 per cent the volume of business transacted in the preceding year and 51 per cent higher than the sales reported for 1930, the earliest year for which comparable figures are available. Two factors contribute to the increase in dollar sales of variety stores. In the first instance, this type of business is popular with the class of wage earners whose incomes have been rising most rapidly since the beginning of the war. The effect of price changes is another factor to be considered. The chain type of distribution continues to predominate in the variety store field. There were 16 variety chain companies in Canada in 1940 with 504 stores and \$60,718,600 sales. In the preceding year there were also 16 companies with 489 stores and \$51,416,000 sales, while in 1940 there were 15 companies, 327 unit stores, and \$39,383,600 sales.

Sales of stores specializing in clothing and apparel gained 13 per cent between 1939 and 1940. A considerable portion of this increase may be attributed to price changes which, according to the Bureau's index of retail clothing prices increased by 8.4 per cent during the same interval. Sales of men's and boys' clothing stores gained 12 per cent; family clothing store sales increased 15 per cent; women's clothing store sales gained 13 per cent, while shoe store sales were up 10 per cent.

Hardware stores transacted 10 per cent more dollar business in 1940 than in the preceding year. Sales of retail lumber and building material dealers averaged 7 per cent higher in the year under review. Increases for this type of business were much greater in the Prairie Provinces than elsewhere, amounting to 19 per cent in Manitoba, 26 per cent in Saskatchewan and 18 per cent in Alberta. The more pronounced increases in the Western Provinces reflects in part the demand for these commodities in the latter part of the year in order to provide storage facilities for that portion of the 1940 wheat crop whose marketing was deferred in accordance with government policy until the spring of 1941.

(1) Changes in department store sales by departments between 1939 and 1940 are contained in the January, 1941 issue of "Monthly Indexes of Retail Sales" available from the Dominion Bureau of Statistics.

Drug store sales in Canada are estimated at \$75,473,000 for 1940, up 8 per cent from 1939, while jewellery store sales gained 22 per cent from \$23,044,000 in 1939 to \$28,090,000 in 1940. Book store sales gained 9 per cent, retail coal and wood yards 7 per cent and tobacco stores and stands 11 per cents.

Chain Stores

The proportion of the total retail trade transacted by chains increased slightly between 1939 and 1940. During the year under review there were 451 chain store companies which operated a total of 7,522 stores and had sales of \$508,553,900, or 18.6 per cent of the total trade of all retail stores including both chains and independents. The chain store figures herein quoted refer to corporate chains only and including the operations of groups of four or more stores under the same ownership or management. Voluntary chains are not included in these figures, but for census purposes voluntary chains are considered as independents. It should also be noted that all department stores are classified as independents, irrespective of the number of units operated by any one company.

In 1939, there were 446 chain companies and these operated 7,595 stores whose sales of \$432,026,100 formed 17.7 per cent of the total retail trade for that year. The ratio of chain to total sales for earlier years are 17.2 per cent for 1938, 16.9 per cent for 1937, 18.4 per cent for 1933, and 17.7 per cent for 1930. For the eleven-year period for which figures are available, the ratio of chain to total sales has varied from 16.9 per cent in 1937 to 18.8 per cent in 1932.

There were 66 grocery chain companies in Canada in 1940, consisting of firms operating either grocery stores or grocery stores with meat departments. These 66 companies operated a total of 1,650 individual stores whose sales amounted to \$140,805,700, or 36.7 per cent of the total figure estimated for all similar stores, including both chains and independents. In 1939 the ratio of chain to total sales for this trade was 35.2 per cent, 73 chain companies operating 1,877 stores and having sales of \$123,826,200.

Chains are of growing importance in the shoe retailing field, the number of chain companies increasing from 17 in 1930 to 31 in 1940. In the latter year, the 31 chain companies operated 420 stores with sales of \$12,408,500, or 38.5 per cent of all stores specializing in the sale of shoes and classified for census purposes as shoe stores. In 1939 the ratio was 36.4 per cent, in 1938 it was 34.2 per cent while in 1930 it was 21.5 per cent.

Drug chains numbered 32 in 1940 and these operated 354 stores with \$15,613,000 sales, an amount which formed 20.7 per cent of the total business of all drug stores. Ratios of chain to total sales for drug stores for earlier years are 20.5 per cent for 1939, 20.7 per cent for 1938, and 18.2 per cent for 1930, in which year 31 chain companies operated 292 stores with sales of \$13,971,300.

Ratios of chain to total sales in 1940 for other lines of business in which the chain store type of distribution is important, with figures for 1939 in brackets, are as follows: men's and boys' clothing stores, 11.0 per cent (11.0 per cent); family clothing stores, 21.5 per cent (21.1 per cent); women's clothing stores, 13.9 per cent (11.5 per cent); lumber and building material dealers, 32.5 per cent (29.7 per cent); furniture stores, 22.7 per cent (15.0 per cent); restaurants, 14.6 per cent (14.4 per cent); and tobacco stores, 21.6 per cent (22.1 per cent).

The proportion of total retail trade transacted by chains was largest in 1940 in British Columbia, amounting to 23.8 per cent and it was lowest in Prince Edward Island at only 4.6 per cent. Ratios for other provinces fell between these limits and were as follows: Manitoba, 12.5 per cent; Quebec, 15.2 per cent; Saskatchewan, 18.2 per cent; Alberta, 18.8 per cent; New Brunswick, 19.2 per cent; Ontario, 20.0 per cent; Nova Scotia, 20.9 per cent. The Prince Edward Island ratio of chain to total sales for 1940 was practically unchanged from 1939, while in each of the other provinces a slight increase in the proportion of chain to total business was recorded.

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 65 per cent of the total retail trade of the country in 1940. 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 1940 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, 1940

Table 1.--Summary of Retail Merchandise Trade, by Provinces, 1930 - 1940

Province	Total Net Sales			Indexes of Retail Sales										% of Change, 1940/39
	(Estimated)			(1930 - 100)										
	1930	1939	1940	1930	1933	1934	1935	1936	1937	1938	1939	1940		
	\$	\$	\$											
CANADA, Total (1) ...	2,755,569,900	2,447,658,000	2,736,868,000	100.0	64.8	71.1	74.6	80.1	89.0	87.3	88.8	99.3	+ 11.8	
Prince Edward Island	13,773,700	11,431,000	12,018,000	100.0	64.7	70.3	71.9	82.4	85.3	80.7	83.0	87.3	+ 5.1	
Nova Scotia	99,519,900	98,864,000	110,660,000	100.0	69.2	77.2	81.6	88.7	99.8	96.3	99.3	119.2	+ 20.0	
New Brunswick	84,371,900	74,276,000	86,399,000	100.0	62.1	69.1	73.1	79.4	90.9	84.9	88.0	102.4	+ 16.3	
Quebec	651,138,500	564,537,000	623,189,000	100.0	64.9	69.0	71.3	76.5	86.9	86.2	86.7	95.7	+ 10.4	
Ontario	1,099,990,200	1,002,071,000	1,129,821,000	100.0	67.4	74.9	78.0	83.0	92.9	89.9	91.1	102.7	+ 12.7	
Manitoba	189,243,900	161,835,000	176,505,000	100.0	64.5	69.4	73.4	78.5	85.2	84.9	85.5	93.3	+ 9.1	
Saskatchewan	189,181,100	144,477,000	162,228,000	100.0	54.5	59.4	63.2	69.7	68.3	68.4	76.4	85.8	+ 12.3	
Alberta	176,537,100	164,211,000	177,537,000	100.0	61.8	69.0	74.0	78.7	86.3	91.5	93.0	100.6	+ 8.1	
British Columbia ...	248,597,500	223,769,000	248,333,000	100.0	62.6	69.6	75.8	84.0	93.6	89.5	90.0	99.9	+ 11.0	

(1) Includes Yukon and Northwest Territories.

CANADA--RETAIL MERCHANDISE TRADE, 1940

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, 1940/39
	Number of Stores	Total Net Sales \$	1939 \$	1940 \$	1930	1936	1937	1938	1939	1940	
Total, All Stores .	125,003	2,755,569,900	2,447,658,000	2,736,868,000	100.0	80.1	89.0	87.3	83.8	99.3	+ 11.8
✓ Food Group	44,865	615,476,100	524,146,000	569,686,000	100.0	78.8	84.4	84.3	85.2	92.6	+ 8.7
Bakery product stores (manufacturing ba- keries not included)	1,213	11,027,600	9,438,000	9,994,000	100.0	83.6	90.4	88.5	85.6	90.6	+ 5.9
Candy and confectionery stores	8,981	54,176,100	38,722,000	42,722,000	100.0	67.8	73.1	71.7	71.5	78.9	+ 10.3
Dairy product dealers (other than manu- facturing dairies)	3,483	37,173,900	37,654,000	41,032,000	100.0	88.5	96.4	99.7	101.3	110.4	+ 9.0
Fruit and vegetable stores	1,515	16,293,400	15,036,000	15,776,000	100.0	88.1	92.0	90.2	92.3	96.9	+ 4.9
Grocery and combina- tion stores	23,328	405,403,400	351,410,000	384,093,000	100.0	80.2	85.8	85.4	86.7	94.7	+ 9.3
Meat markets (including sea foods)	5,379	83,026,200	65,590,000	69,376,000	100.0	73.0	78.1	79.4	79.0	83.6	+ 5.8
Other food stores	766	8,375,500	6,296,000	6,693,000	100.0	71.1	75.8	74.3	75.2	79.9	+ 6.3
✓ Country General — Stores	11,915	228,803,800	192,138,000	203,652,000	100.0	79.9	86.7	85.6	84.0	89.0	+ 6.0
General Merchandise Group	2,974	451,542,500	390,027,000	439,687,000	100.0	79.9	85.2	82.8	83.4	97.4	+ 12.7
✓ Department stores	148	355,258,600	289,887,000	324,973,000	100.0	76.9	81.1	78.4	81.3	91.5	+ 12.1
Dry goods stores	1,899	31,705,600	26,018,000	29,123,000	100.0	77.7	84.0	81.3	82.1	91.9	+ 11.9
General merchandise stores	414	20,366,100	17,095,000	18,811,000	100.0	81.3	89.7	83.1	83.9	92.4	+ 10.0
Variety stores	513	44,212,200	57,027,000	66,780,000	100.0	104.7	116.7	118.9	129.0	151.0	+ 17.1
Automotive Group ..	13,194	381,959,300	441,246,000	501,091,000	100.0	96.5	120.2	115.7	115.5	131.2	+ 13.6
Motor vehicle dealers	2,736	253,607,900	302,889,000	351,041,000	100.0	101.4	131.2	122.6	119.4	138.4	+ 15.9
Accessories, tires and batteries	532	10,955,800	10,300,000	11,521,000	100.0	73.6	85.2	89.3	94.0	105.2	+ 11.9
Filling stations(1) ..	5,503	66,449,300	86,118,000	93,417,000	100.0	101.0	116.1	120.9	129.6	140.6	+ 8.5

(1) See footnotes on Page 10.

CANADA - RETAIL MERCHANDISE TRADE, 1940

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

[illegible]

CANADA - RETAIL MERCHANDISE TRADE, 1940

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, 1940/39
	Number of Stores	Total Net Sales \$	1939 \$	1940 \$	1930	1936	1937	1938	1939	1940	
Furniture and Household Group	3,188	101,335,900	79,323,000	93,080,000	100.0	70.8	81.8	73.9	78.0	94.5	+ 21.1
Furniture stores	1,101	41,018,500	36,898,000	43,934,000	100.0	78.3	92.2	83.9	89.5	107.1	+ 19.7
Household appliance stores	590	17,798,200	14,791,000	18,315,000	100.0	75.4	88.5	85.2	83.1	102.9	+ 23.8
Other home furnishings (including floor coverings, curtains, etc.)	589	8,987,000	7,135,000	8,383,000	100.0	75.7	85.4	78.0	80.2	93.3	+ 16.7
Radio and music stores ...	938	33,894,200	20,652,000	25,448,000	100.0	57.8	64.3	60.0	60.9	75.1	+ 23.2
Restaurants, cafeterias and Eating Places	5,609	75,977,100	49,939,000	54,983,000	100.0	64.2	68.4	66.0	65.3	72.4	+ 10.0
Other Retail Stores	26,949	517,939,500	430,911,000	517,942,000	100.0	77.3	83.1	85.3	89.0	100.0	+ 12.4
Farmers' supply stores ...	2,951	45,760,300	40,078,000	44,158,000	100.0	83.7	99.0	94.0	87.5	93.5	+ 10.3
Book stores	358	8,837,500	7,122,000	7,746,000	100.0	71.1	79.6	79.3	80.3	87.6	+ 8.8
Coal and wood yards	2,071	36,043,800	33,134,000	39,271,000	100.0	83.3	91.6	89.3	93.3	103.7	+ 7.4
Drug stores	3,559	73,843,900	69,643,000	75,473,000	100.0	83.4	89.4	88.7	90.3	98.2	+ 8.4
Florists	689	9,234,700	6,772,000	7,011,000	100.0	69.3	73.8	75.0	73.1	75.7	+ 3.5
Jewellery stores	1,532	26,662,600	23,044,000	28,090,000	100.0	74.5	82.3	80.2	85.4	103.4	+ 21.9
Office, school and store supplies and equipment dealers	395	19,829,900	18,551,000	24,158,000	100.0	79.0	93.8	90.5	93.6	121.8	+ 30.2
Tobacco stores and stands.	2,420	30,702,800	27,323,000	30,427,000	100.0	79.8	86.7	86.8	89.0	99.1	+ 11.4
Government liquor stores(2)	351	100,694,600	81,227,000	93,238,000	100.0	65.5	73.8	76.8	80.7	92.6	+ 14.8
Unclassified kinds of business	12,323	113,291,100	104,056,000	118,340,000	100.0	75.8	85.9	83.0	91.8	104.5	+ 13.7

(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, 1940

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

	1930	1933	1939	1940
CANADA, Total (1) -				
Chains	518	461	446	451
Stores (maximum) ...	8,504	8,230	7,595	7,522
Chain sales	\$ 487,336,000	\$ 328,902,600	\$ 432,026,100	\$ 508,553,900
Total sales	\$2,755,569,900	\$1,785,768,000	\$2,447,658,000	\$2,736,868,000
%, chains to total .	17.7	18.4	17.7	18.6
Prince Edward Island -				
Chains	7	5	9	10
Stores (maximum) ...	12	8	9	10
Chain sales	\$ 678,700	\$ 350,900	\$ 537,400	\$ 554,800
Total sales	\$ 13,773,700	\$ 8,905,000	\$ 11,431,000	\$ 12,018,000
%, chains to total .	4.9	3.9	4.7	4.6
Nova Scotia -				
Chains	48	50	49	49
Stores (maximum) ...	227	283	290	284
Chain sales	\$ 12,163,300	\$ 11,715,500	\$ 19,580,000	\$ 24,823,300
Total sales	\$ 99,519,900	\$ 68,839,000	\$ 98,864,000	\$ 118,660,000
%, chains to total .	12.2	17.0	19.8	20.9
New Brunswick -				
Chains	42	41	46	45
Stores (maximum) ...	168	190	219	212
Chain sales	\$ 11,958,700	\$ 7,581,300	\$ 13,311,000	\$ 16,588,900
Total sales	\$ 84,371,900	\$ 52,375,000	\$ 74,276,000	\$ 86,399,000
%, chains to total .	14.2	14.5	17.9	19.2
Quebec -				
Chains	175	147	134	136
Stores (maximum) ...	1,698	1,668	1,344	1,299
Chain sales	\$ 117,100,400	\$ 73,398,300	\$ 82,048,600	\$ 94,922,500
Total sales	\$ 651,138,500	\$ 422,297,000	\$ 564,537,000	\$ 623,189,000
%, chains to total .	18.0	17.4	14.5	15.2
Ontario -				
Chains	250	217	233	237
Stores (maximum) ...	3,276	3,210	3,102	3,135
Chain sales	\$ 214,391,300	\$ 150,908,000	\$ 194,347,400	\$ 226,501,400
Total sales	\$1,099,990,200	\$ 741,630,000	\$1,002,071,000	\$1,129,821,000
%, chains to total .	19.5	20.3	19.4	20.0
Manitoba -				
Chains	91	73	61	62
Stores (maximum) ...	434	374	327	319
Chain sales	\$ 22,105,800	\$ 13,619,700	\$ 18,617,100	\$ 22,121,900
Total sales	\$ 189,243,900	\$ 122,045,000	\$ 161,835,000	\$ 176,505,000
%, chains to total .	11.7	11.2	11.5	12.5

(1) Includes Yukon and Northwest Territories

CANADA--RETAIL MERCHANDISE TRADE, 1940

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	1939	1940
Saskatchewan --				
Chains	101	90	83	82
Stores (maximum) ...	1,234	1,046	979	945
Chain sales	\$ 34,056,300	\$ 20,755,200	\$ 26,199,900	\$ 29,465,800
Total sales	\$ 189,181,100	\$ 103,091,000	\$ 144,477,000	\$ 162,228,000
%, chains to total .	18.0	20.1	18.1	18.2
Alberta --				
Chains	104	93	82	84
Stores (maximum) ...	682	637	572	582
Chain sales	\$ 24,918,500	\$ 17,269,500	\$ 23,317,800	\$ 33,410,000
Total sales	\$ 176,537,100	\$ 109,074,000	\$ 164,211,000	\$ 177,537,000
%, chains to total .	14.1	15.8	17.9	18.8
British Columbia --				
Chains	92	81	73	73
Stores (maximum) ...	692	740	692	673
Chain sales	\$ 47,875,300	\$ 32,405,600	\$ 46,868,700	\$ 59,039,500
Total sales	\$ 248,597,500	\$ 155,747,000	\$ 223,769,000	\$ 248,333,000
%, chains to total .	19.3	20.8	20.9	23.8

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, 1940

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

	1930	1935	1939	1940
ALL STORES, TOTAL --				
Chains	518	461	446	451
Stores (maximum)	8,504	8,230	7,595	7,522
Stores (average)	8,097	7,900	7,215	7,131
Chain sales	\$ 487,333,000	\$ 328,902,600	\$ 432,026,100	\$ 508,553,900
Total sales	\$2,755,569,900	\$1,785,768,000	\$2,447,658,000	\$2,736,868,000
%, chains to total ..	17.7	18.4	17.7	18.6
Grocery and Combination Stores --				
Chains	66	75	73	66
Stores (maximum)	2,127	2,221	1,887	1,650
Chain sales	\$ 119,498,600	\$ 98,862,100	\$ 123,826,200	\$ 140,805,700
Total sales	\$ 405,403,400	\$ 297,307,000	\$ 351,410,000	\$ 384,093,000
%, chains to total ..	29.5	33.3	35.2	36.7
Variety, 5 and 10, and to- a-dollar Stores --				
Chains	15	14	16	16
Stores (maximum)	327	356	489	504
Chain sales	\$ 39,383,600	\$ 33,348,600	\$ 51,416,000	\$ 60,718,600
Total sales	\$ 44,212,200	\$ 37,256,000	\$ 57,027,000	\$ 66,780,000
%, chains to total ..	89.1	89.5	90.2	90.9
Men's and Boys' Clothing and Furnishings (in- cluding custom tailors)				
Chains	22	14	14	13
Stores (maximum)	191	135	138	129
Chain sales	\$ 9,866,800	\$ 5,405,200	\$ 6,364,600	\$ 7,103,700
Total sales	\$ 72,110,500	\$ 44,435,000	\$ 58,058,000	\$ 64,848,000
%, chains to total ..	13.7	12.2	11.0	11.0
Family Clothing Stores --				
Chains	13	12	17	17
Stores (maximum)	58	63	93	94
Chain sales	\$ 4,746,600	\$ 6,722,000	\$ 8,900,500	\$ 10,410,100
Total sales	\$ 42,144,100	\$ 31,582,000	\$ 42,206,000	\$ 48,354,000
%, chains to total ..	11.3	21.3	21.1	21.5
Women's Apparel and Accessories Stores --				
Chains	28	15	19	24
Stores (maximum)	203	148	215	248
Chain sales	\$ 8,584,800	\$ 4,029,400	\$ 6,037,400	\$ 8,265,600
Total sales	\$ 69,806,000	\$ 44,699,000	\$ 52,520,000	\$ 59,560,000
%, chains to total ..	12.3	9.0	11.5	13.9
Shoe Stores --				
Chains	17	22	29	31
Stores (maximum)	203	274	399	420
Chain sales	\$ 7,702,700	\$ 7,114,800	\$ 10,664,600	\$ 12,408,500
Total sales	\$ 35,908,000	\$ 25,989,000	\$ 29,327,000	\$ 32,189,000
%, Chains to total ..	21.5	27.4	36.4	38.5

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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	1939	1940
Lumber and Building Material Dealers --				
Chains	46	42	31	31
Yards (maximum)	1,035	883	779	773
Chain sales	\$18,537,500	\$ 9,505,700	\$14,489,000	\$16,946,800
Total sales	\$66,200,700	\$29,331,000	\$48,716,000	\$52,119,000
%, chains to total	28.1	32.4	29.7	32.5
Furniture Stores --				
Chains	8	9	7	8
Stores (maximum)	96	84	81	90
Chain sales	\$ 9,367,900	\$ 4,317,400	\$ 5,492,800	\$ 9,961,000
Total sales	\$41,016,500	\$23,073,000	\$36,698,000	\$43,934,000
%, chains to total	22.8	18.7	15.0	22.7
Restaurants, Cafeterias and Eating Places --				
Chains	21	17	15	15
Stores (maximum)	232	240	213	222
Chain sales	\$13,438,600	\$ 7,129,300	\$ 7,180,700	\$ 8,049,000
Total sales	\$75,977,100	\$41,667,000	\$49,939,000	\$54,983,000
%, chains to total	17.7	17.1	14.4	14.6
Drug Stores --				
Chains	31	29	31	32
Stores (maximum)	292	301	345	354
Chain sales	\$13,971,300	\$11,001,300	\$14,251,800	\$15,613,000
Total sales	\$76,848,900	\$57,253,000	\$62,643,000	\$75,473,000
%, chains to total	18.2	19.2	20.5	20.7
Office, Store and School Supplies and Equipment Dealers --				
Chains	16	11	12	12
Stores (maximum)	173	144	155	158
Chain sales	\$11,134,200	\$ 5,332,100	\$10,986,800	\$14,318,600
Total sales	\$19,829,300	\$10,003,000	\$18,551,000	\$24,158,000
%, chains to total	56.1	53.3	59.2	59.3
Tobacco Stores and Stands --				
Chains	9	9	9	7
Stores (maximum)	215	234	217	210
Chain sales	\$ 7,800,700	\$ 5,446,200	\$ 6,029,000	\$ 6,573,600
Total sales	\$30,702,800	\$21,586,000	\$27,323,000	\$30,427,000
%, chains to total	25.4	25.2	22.1	21.6

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.