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RETAIL MERCHANDISE TRADE
IN
CANADA AND THE PROVINCES
1944



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RETAIL MERCHANDISE TRADE IN CANADA AND THE PROVINCES, 1944.

Sales through retail stores in Canada exceeded the four billion dollar mark in 1944 according to revised estimates recently completed in the Merchandising and Services Branch of the Bureau of Statistics. The revised estimate for 1944 stands at \$4,124,200,000, up 8.9 per cent from the 1943 estimate of \$3,785,840,000 and compares with \$3,649,041,000 for 1942 and \$3,440,901,700 for the census year 1941.

The figure quoted above for 1941 is taken from the final results of the complete census of all trading establishments made for that year in connection with the Eighth Decennial Census. Figures for the more recent years 1942 to 1944 are estimates obtained, in the main, by applying to the 1941 census figure, trend values based on reports secured from a sample number of stores.

The year 1944 witnessed high employment and income levels. That the volume of retail trading was not even higher may be attributed of course to the shortness of supply prevailing in the case of many consumer goods. This was particularly true in the case of the automotive group of establishments, sales of new motor vehicles being restricted to releases to high priority users from the reserve bank of vehicles established when production for civilian use was discontinued early in 1942. Complete curtailment of radio production and drastically reduced production of electrical household equipment were factors adversely affecting the sales trend for stores specializing in these commodities. Some improvement in the supply situation with respect to hardware items lead to a moderate expansion in the business of retail hardware stores.

Sales of the food group of stores (stores specializing in the sale of food products, and including such types of business as grocery stores, meat markets, grocery and meat stores, confectionery stores and fruit and vegetable markets) had total sales in excess of one billion dollars in 1944. The estimate for that year stands at \$1,017,541,000, up 7 per cent compared with 1943 and 29 per cent above the level obtaining in 1941. Various factors combined to produce the increase in the retail grocery and meat trade. Meat rationing was discontinued as from March 1 and was not re-introduced until September of the following year. Tea and coffee rations were increased on May 1, 1944 while in September the rationing of these commodities was discontinued altogether. Lifting of restrictions on the sale of canned fruits and vegetables imposed in the autumn of 1943 to permit fresh fruit and vegetables to move into the market was a factor stimulating the grocery trade in 1944.

Country general store sales were valued at \$321,308,000 in 1944, up 11 per cent over the preceding year and about 50 per cent above the 1941 level. Cash income from the sale of farm products was 28 per cent higher in 1944 than in the preceding year and was almost 100 per cent higher than in 1941. Restricted automobile travel discouraging rural residents from making purchases in urban centres and the fact that many country general stores had on hand stocks of merchandise in short supply in city stores were other factors tending to promote the business of these rural merchants.

Department store sales totalled \$464,880,000 in 1944, up 9.7 per cent compared with the preceding year and 23 per cent above the volume of business transacted in 1941. The increases for department store sales in 1944 over 1943 and 1941 were similar to the corresponding increases for the total retail trade as a whole.

Sales of the automotive group of establishments including motor vehicle dealers, filling stations, accessory and tire shops and garages combining the rendering of services and repairs with the sale of merchandise, are estimated at \$351,942,000 for 1944, up 13 per cent over the preceding year but about 40 per cent below the volume of business transacted in 1941.

All branches of the clothing trades reported minor gains ranging from 6 per cent to 8 per cent in 1944 over 1943. Sales for the group as a whole are estimated at \$397,458,000 for 1944, up 6.7 per cent over 1943 and 34.6 per cent above 1941.

Increased residential construction and improvement in the supply situation with respect to certain hardware items are reflected in the results for the building materials group. Sales for this group are estimated at \$247,723,000 for 1944, a gain of 18 per cent over 1943 and 42 per cent above the 1941 level.

Sales for the group of stores specializing in one or some combination of such commodities as furniture, household appliances, radios or house furnishings are estimated at \$107,056,000 for 1944. This represents a minor increase of 5.7 per cent compared with 1943 but a level some 10 per cent lower than that prevailing in 1941. Furniture stores and household appliance or radio dealers are the two most important classifications in this group. Sales of furniture stores gained 9.8 per cent from \$59,909,000 in 1943 to \$65,766,000 in 1944. On the other hand, sales for stores specializing in household appliances or radios continued the downward trend evidenced in the immediately preceding years and declined slightly from \$34,407,000 in 1943 to \$33,365,000 in 1944.

The marked upward trend which has characterized the restaurant trade since the beginning of the war was continued in 1944 although at a lesser rate than in the immediately preceding years. Sales for this category are estimated at \$202,463,000 for 1944, up 7.1 per cent from 1943 and about 54 per cent above the 1941 level.

Sales of the residual group of non-related trades totalled \$823,755,000 in 1944 compared with \$759,525,000 in the preceding year. Increases over 1943 for some of the more important trades included here are 8.1 per cent for drug stores, 14.6 per cent for jewellery stores and 8.2 per cent for government liquor stores. Reduced quantities of coal available for domestic consumption together with a shift to fuel of lower quality and price resulted in a 7.8 per cent decline in the dollar volume of business transacted by retail fuel dealers.

REGIONAL TRENDS

While all provinces shared in the increased volume of retail trade in 1944 compared with 1943, the percentage increase varied in different regions. Saskatchewan

came first in point of view of increased business with a gain of 16.3 per cent. The more substantial increase recorded here than elsewhere may be attributed in large measure to the marked gain in cash income from the sale of farm products in this province which rose by no less than 61 per cent from 327.5 millions of dollars in 1943 to 527.2 millions in 1944. Increases of 10 or 11 per cent in retail trading were recorded in the Maritime Provinces, in Manitoba, Alberta and British Columbia while sales in both Quebec and Ontario were up by 8 per cent.

Compared with the volume of business transacted in the census year 1941, sales for 1944 show the largest increase in Saskatchewan with a gain of 32.7 per cent. The Alberta increase was similar at 32.4 per cent followed by 27.1 per cent for the Maritime Provinces, 26.2 per cent for British Columbia, 25.7 per cent for Manitoba, 22.5 per cent for Quebec and 10.8 per cent for Ontario. The minor increase over the three year period in Ontario may be attributed to the fact that in this province much of the heightened activity resulting in higher employment levels and purchasing power had already taken place prior to the census year with which the 1944 comparison is made.

CHAIN STORES

The proportion of the total retail trade transacted by chain stores remained unchanged in 1944 from the preceding year at 18.7 per cent. There were 434 chain companies in operation in 1944 and these operated a total of 6,817 stores and had \$772,739,500 sales. In the preceding year there were 448 chain companies and these operated 7,074 stores with \$708,249,000 sales. Included in these chain figures are all retail organizations operating four or more retail outlets with the exception of department stores. All department stores are classified as independents irrespective of the number operated by any one firm.

The ratio of chain sales to total sales varied but slightly between 1943 and 1944 for the various kind-of-business classifications in which chains play an important role. The ratios for a selected number of trades for 1944 with corresponding ratios for 1943 in brackets are as follows: grocery stores, combination stores and meat markets, 24.3 per cent (22.9 per cent); men's and boys' clothing and furnishings, 10.1 per cent (10.4 per cent); women's apparel and accessories, 12.2 per cent (12.0 per cent); shoe stores, 34.7 per cent (35.0 per cent) and drug stores, 16.5 per cent (16.7 per cent).

METHOD OF ESTIMATING

It has already been stated at the beginning of this report that the figures shown herein for 1941 represent the results of the complete Census of Merchandising and Service Establishments which was taken for that year in connection with the Decennial Census of 1941. It has also been noted that the figures for the years 1942-1944 are, in the main, estimates obtained by applying trend values obtained from various sources to the 1941 totals. A description of the methods followed in arriving at estimates for the various trade classifications follows:

As a general rule the estimates of annual sales are based upon the results of the complete census for 1941 and trend values derived from the monthly surveys of retail trade conducted by the Bureau. These monthly surveys entail the collection of reports showing the volume of business transacted from most of the departmental firms in the country, from 220 multiple companies operating 3,000 stores and from a sample of some 6,000 independent merchants. These surveys tend to reflect the trend in sales for a constant number of stores and do not give full significance to the changes in volume of business arising from variations in the total number of establishments in operation. During the summer of 1945 special projects were undertaken for

three retail trades for the purpose of arriving at more accurate estimates of 1944 sales than those obtainable from the monthly surveys. The three trades were grocery and combination stores, country general stores and drug stores. A brief outline of the procedure followed with respect to these trades follows:

Briefly stated, the procedure involved three steps. First it involved the elimination from the 1941 census count of stores and sales of the figures for those stores which were in operation in the census year but not in 1944. Secondly, it involved the preparation of estimated sales for 1944 for those stores which were operating in both 1941 and 1944. Finally it meant the securing of reports giving 1944 sales figures from those stores which were in operation in 1944 but not in the earlier period.

The first step in the process was the matching of two complete lists of establishments, one containing the names and addresses of all retail stores operating in 1941 and the other containing corresponding information for 1944. This was done for the purpose of discovering which stores had gone out of business during the three year period, which were new entries into business and which had continued in business throughout the interval. Sales figures for 1941 were then secured from the census results for the stores which had gone out of business. Total sales figures for this group were deducted from the census totals for the corresponding trade in the same province.

Estimated sales for 1944 for the continuing group of stores (in business in both 1941 and 1944) were arrived at by applying to the 1941 sales for the same group a trend value derived in the main from the results of the monthly surveys of retail trade conducted by the Bureau. The 1944 sales figures thus computed were then supplemented by sales figures for new entrants into business secured by a postal canvass of all such firms.

The annual averages of the monthly indexes of retail sales were used to obtain sales estimates for department and for variety stores. Monthly coverage of the total trade is quite high in both cases and it is felt that the estimates closely approximate the actual experience for these two trades.

A rather complicated procedure was necessary in dealing with sales estimates for the automotive group. It was impossible to obtain satisfactory estimates for the various trades comprising this group and estimates were prepared on a commodity basis for the group as a whole. Commodity trends were obtained from a number of sources and these were weighted in proportion to their respective importance in the 1941 Census results for the group.

The Department of Munitions and Supply was the source of data on the number of new motor vehicles sold in 1944, the Bureau of Statistics having discontinued its monthly surveys at the end of 1943. In the absence of actual dollar sales figures, the average price figures based on 1943 records were used to measure the dollar volume of business. Used motor vehicle sales were based on the trend in financing of motor vehicle sales (adjusted in a more or less arbitrary manner to make allowance for the greater proportion of cash business than in earlier years). Net gallonage sales of gasoline as reported to the various provincial governments were used in conjunction with retail gasoline prices as reported to the Bureau in arriving at the dollar value of gasoline sales. Sales of replacement parts and accessories were estimated from the trend in sales of wholesale distributors of these products.

Apparel group estimates are based on aggregate results for four sub-groupings of retail trades which, broadly speaking, reflect expenditures in men's

apparel, ladies' apparel, general clothing and shoe stores. The annual averages of the monthly indexes of retail sales provide the basic data for each of these four classifications.

Two major classifications compose the greater part of the building materials group, namely hardware stores and lumber and building material dealers. The monthly series of indexes was used in the case of hardware stores, while sales for a constant sample of chain store units reporting to the Bureau annually served to provide information with which to estimate sales for the latter of these two trades.

Two main classes of stores predominate in the furniture-household-radio group also. Furniture stores and household appliance and radio dealers are the two classifications whose results are segregated in the tables of this report. Monthly indexes were used in each case to determine the volume of sales in the post-census period. Some adjustments were made to the indexes for radio and electrical stores as it existed, in order to give adequate representation to chain store sales volume.

Restaurant sales were estimated in accordance with the trend in monthly indexes of receipts.

Measurement of the volume of the retail fuel trade was derived from the Bureau's records on dealers' tonnage sales, month-end stocks and retail prices.

The results shown for jewellery stores were obtained by applying trends obtained from the monthly series of sales indexes to the 1941 Census total of sales. The estimates include the Federal tax introduced in June, 1942.

Government liquor store sales have been supplied by the various provincial governments. They relate to business transacted by government operated outlets only; they do not include retail purchases through hotels, taverns, brewers' retail stores and other licensed premises.

The tables of this report present results for the major kind-of-business groupings in the several provinces. In Table 1, however, Canada results are given for certain of the principal individual trades. In all cases there is a residual group which must be added to these results in order to obtain the group total but the method of estimating the sales for these additional trades has not been outlined here. Generally speaking the trends for these trades were assumed to be similar to those for related trades or to a combination of trades for which figures are available.

Table 1. - Retail Store Sales by Kind-of-Business Groups and for Selected Kinds of Business, Canada, 1941-1944.
(Group totals may include classifications for which separate figures are not shown)

	1941 (Census results)		Estimated Retail Sales		Indexes of Sales (1941 = 100)			
	No. Stores	Sales \$	1943 ⁽¹⁾ \$	1944 \$	1941	1942	1943 (1)	1944
Total, All Stores	137,331	3,440,901,700	3,785,840,000	4,124,200,000	100.0	106.0	110.0	119.9
Food Group	48,468	786,247,300	950,332,000	1,017,541,000	100.0	115.1	120.9	129.4
Grocery, combination & meat markets	32,778	650,630,700	726,311,000	842,336,000	100.0	115.1	120.9	129.5
Country General Stores	11,917	214,747,800	289,583,000	321,308,000	100.0	118.0	134.8	149.6
General Merchandise Group	3,794	525,971,000	602,204,000	654,954,000	100.0	112.9	114.5	124.5
Department stores	504	377,806,100	423,618,000	464,880,000	100.0	111.7	112.1	123.0
Variety stores	1,085	85,177,000	98,018,000	102,857,000	100.0	115.1	115.1	120.8
Automotive Group	16,867	594,719,500	311,330,000	351,942,000	100.0	61.3	52.3	59.2
Apparel Group	12,601	295,211,600	372,509,000	397,458,000	100.0	120.1	126.2	134.6
Men's and boys' clothing and furnishings stores	3,485	79,873,300	96,311,000	102,814,000	100.0	119.0	120.6	128.7
Family clothing stores	1,934	73,778,900	93,498,000	98,760,000	100.0	118.1	126.7	133.9
Women's apparel & accessories stores	5,508	97,522,100	126,583,000	136,253,000	100.0	121.9	129.8	139.7
Shoe stores	1,674	44,037,300	56,117,000	59,631,000	100.0	121.2	127.4	135.4
Building Materials Group	5,801	174,203,400	209,967,000	247,723,000	100.0	113.3	120.5	142.2
Furniture-Household-Radio Group	3,498	118,356,900	101,334,000	107,056,000	100.0	96.9	85.6	90.5
Furniture stores	1,337	64,057,000	59,909,000	65,766,000	100.0	100.6	93.5	102.7
Household appliance or radio dealers	1,648	45,894,600	34,407,000	33,965,000	100.0	91.9	75.0	74.0
Restaurants	8,821	131,181,000	189,056,000	202,463,000	100.0	119.7	144.1	154.3
Other Retail Stores								
(Including second-hand)	25,564	600,263,200	759,525,000	823,755,000	100.0	118.1	126.5	137.2
Coal and wood yards (ice dealers)	3,319	102,796,500	133,177,000	122,765,000	100.0	117.3	129.6	119.4
Drug stores	3,956	101,027,400	128,741,000	139,104,000	100.0	114.8	127.4	137.7
Jewellery stores	1,692	38,453,800	49,067,000	56,228,000	100.0	111.9	127.6	146.2
Government liquor stores	618	112,834,600	153,104,000	165,677,000	100.0	129.8	135.7	146.8

(1) Revised.

Table 2. - Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941-1944.
(Figures for 1941 are from the Census. Figures for subsequent years are estimates)

	1941 Census Results		Estimated Sales		Indexes of Sales (1941 = 100)			
	No. Stores	Sales \$	1943 ⁽¹⁾ \$	1944 \$	1941	1942	1943 (1)	1944
<u>MARITIME PROVINCES</u>								
Total, All Stores	12,641	282,812,300	324,708,000	359,566,000	100.0	107.5	114.8	127.1
Food group	5,832	65,860,700	83,709,000	89,966,000	100.0	117.3	127.1	136.6
Country general stores	1,566	26,775,600	38,691,000	44,126,000	100.0	118.3	144.5	164.8
General merchandise group	405	48,462,200	58,381,000	64,549,000	100.0	114.3	120.5	133.2
Automotive group	1,216	46,819,000	22,379,000	26,874,000	100.0	56.2	47.8	57.4
Apparel group	857	23,028,700	32,191,000	34,946,000	100.0	124.6	139.8	151.7
Building materials group	274	10,621,800	11,888,000	14,241,000	100.0	109.2	111.9	134.1
Furniture-household-radio group	210	6,590,100	6,789,000	7,533,000	100.0	105.2	103.0	114.3
Restaurants	750	7,880,900	10,560,000	10,947,000	100.0	120.6	134.0	138.9
Other retail stores	1,531	46,773,300	60,120,000	66,384,000	100.0	121.0	128.5	141.9
<u>QUEBEC</u>								
Total, All Stores	39,712	818,671,100	931,388,000	1,003,012,000	100.0	109.5	113.8	122.5
Food group	17,969	240,481,900	301,564,000	315,512,000	100.0	117.8	125.4	131.2
Country general stores	2,943	49,290,600	67,824,000	75,316,000	100.0	121.0	137.6	152.8
General merchandise group	1,558	104,145,900	124,840,000	135,238,000	100.0	117.3	119.9	129.9
Automotive group	2,926	113,069,200	59,927,000	70,103,000	100.0	61.4	53.0	62.0
Apparel group	4,164	85,743,800	104,909,000	109,092,000	100.0	121.1	122.4	127.2
Building materials group	1,000	32,844,800	34,968,000	41,406,000	100.0	108.9	106.5	126.1
Furniture-household-radio group	928	34,346,400	29,551,000	31,744,000	100.0	97.3	86.0	92.4
Restaurants	1,677	28,542,100	37,733,000	40,844,000	100.0	114.4	132.2	143.1
Other retail stores	6,427	130,206,400	170,072,000	183,757,000	100.0	120.0	130.6	141.1

(1) Revised.

Table 2. - Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941-1944.- Continued
(Figures for 1941 are from the Census. Figures for subsequent years are estimates)

	1941 Census Results		Estimated Sales		Indexes of Sales (1941 = 100)			
	No. Stores	Sales	1943(1)	1944	1941	1942	1943 (1)	1944
<u>ONTARIO</u>								
Total, All Stores	47,055	1,406,976,700	1,449,638,000	1,558,510,000	100.0	102.5	103.0	110.8
Food group	14,019	314,628,700	360,565,000	389,510,000	100.0	112.1	114.6	123.8
Country general stores	2,350	44,274,600	55,388,000	58,133,000	100.0	115.1	125.1	131.3
General merchandise group	1,252	206,533,300	222,481,000	236,871,000	100.0	109.9	107.7	114.7
Automotive group	7,119	266,443,700	126,827,000	140,149,000	100.0	59.9	47.6	52.6
Apparel group	5,068	125,663,300	151,049,000	161,884,000	100.0	116.9	120.2	128.8
Building materials group	2,026	70,020,400	73,425,000	85,743,000	100.0	107.6	104.9	122.5
Furniture-household-radio group	1,515	52,836,100	41,454,000	42,272,000	100.0	93.7	78.5	80.0
Restaurants	3,663	54,372,500	79,003,000	85,963,000	100.0	119.9	145.3	158.1
Other retail stores	10,043	272,204,100	339,446,000	357,985,000	100.0	115.6	124.7	131.5
<u>MANITOBA</u>								
Total, All Stores	7,219	210,833,400	239,403,000	264,982,000	100.0	106.9	113.6	125.7
Food group	2,248	33,804,200	40,464,000	43,506,000	100.0	112.6	119.7	128.7
Country general stores	1,000	16,997,900	23,372,000	24,919,000	100.0	120.6	137.5	146.6
General merchandise group	111	61,209,000	68,116,000	76,878,000	100.0	109.3	111.3	125.6
Automotive group	1,062	30,639,900	18,231,000	20,927,000	100.0	64.4	59.5	68.3
Apparel group	457	11,224,500	14,217,000	15,799,000	100.0	115.9	126.7	140.8
Building materials group	356	11,831,600	18,376,000	21,299,000	100.0	125.4	155.3	180.0
Furniture-household-radio group	130	4,290,800	4,214,000	4,761,000	100.0	101.4	98.2	111.0
Restaurants	506	7,991,500	10,972,000	11,939,000	100.0	112.0	137.3	149.4
Other retail stores	1,349	32,844,000	41,441,000	44,954,000	100.0	118.7	126.2	136.9

(1) Revised.

Table 2.- Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941-1944.- Continued.
(Figures for 1941 are from the Census. Figures for subsequent years are estimates)

	1941 Census Results		Estimated Sales		Indexes of Sales (1941 = 100)			
	No. Stores	Sales	1943(1)	1944	1941	1942	1943 (1)	1944
<u>SASKATCHEWAN</u>								
Total, All Stores	10,088	186,885,800	213,311,000	248,031,000	100.0	104.6	114.1	132.7
Food group	2,244	26,502,400	33,181,000	37,607,000	100.0	110.6	125.2	141.9
Country general stores	1,929	32,689,600	44,392,000	50,767,000	100.0	118.0	135.8	155.3
General merchandise group	126	22,649,000	25,866,000	30,246,000	100.0	110.8	114.2	133.5
Automotive group	1,619	37,138,300	22,320,000	25,105,000	100.0	64.7	60.1	67.6
Apparel group	367	10,999,800	15,605,000	17,805,000	100.0	120.4	141.9	161.9
Building materials group	982	16,836,700	25,997,000	32,206,000	100.0	123.8	154.4	191.3
Furniture-household-radio group	159	2,877,200	2,720,000	3,158,000	100.0	94.7	94.5	109.8
Restaurants	523	6,847,300	10,086,000	11,188,000	100.0	121.9	147.3	163.4
Other retail stores	2,139	30,345,500	33,144,000	39,949,000	100.0	109.8	109.2	131.6
<u>ALBERTA</u>								
Total, All Stores	9,222	221,071,400	263,930,000	292,622,000	100.0	108.0	119.4	132.4
Food group	2,329	35,312,500	46,224,000	50,391,000	100.0	119.3	130.9	142.7
Country general stores	1,377	27,217,100	37,206,000	42,159,000	100.0	118.2	136.7	154.9
General merchandise group	135	29,329,900	38,252,000	41,010,000	100.0	115.9	130.4	139.8
Automotive group	1,497	46,618,200	30,861,000	34,497,000	100.0	68.7	66.2	74.0
Apparel group	540	13,270,900	19,776,000	20,943,000	100.0	121.9	149.0	157.8
Building materials group	693	18,029,200	25,505,000	29,370,000	100.0	120.1	141.5	162.9
Furniture-household-radio group	189	5,914,700	5,952,000	6,234,000	100.0	102.9	100.6	105.4
Restaurants	733	10,448,800	15,642,000	15,830,000	100.0	118.5	149.7	151.5
Other retail stores	1,729	34,930,100	44,572,000	52,188,000	100.0	120.5	127.6	149.4

(1) Revised.

Table 2. - Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941-1944.- Concluded.
(Figures for 1941 are from the Census. Figures for subsequent years are estimates)

	1941 Census Results		Estimated Sales		Indexes of Sales (1941 = 100)			
	No. Stores	Sales	1943(1)	1944	1941	1942	1943 (1)	1944
		\$	\$	\$				
<u>BRITISH COLUMBIA</u>								
Total, All Stores	11,253	309,572,600	355,788,000	390,584,000	100.0	110.3	114.9	126.2
Food group	3,818	69,472,200	84,339,000	90,800,000	100.0	118.1	121.4	130.7
Country general stores	728	16,057,400	20,329,000	23,765,000	100.0	112.8	126.6	148.0
General merchandise group	206	53,545,800	64,126,000	70,038,000	100.0	118.1	119.8	130.8
Automotive group	1,366	53,939,600	30,746,000	34,252,000	100.0	61.5	57.0	63.5
Apparel group	1,143	25,254,700	34,716,000	36,950,000	100.0	128.9	137.5	146.3
Building materials group	467	13,969,500	19,731,000	23,387,000	100.0	123.8	141.2	167.4
Furniture-household-radio group	367	11,501,600	10,654,000	11,354,000	100.0	101.6	92.6	98.7
Restaurants	962	15,000,300	24,885,000	25,606,000	100.0	132.4	165.9	170.7
Other retail stores	2,196	50,831,500	66,262,000	74,432,000	100.0	125.1	130.4	146.4

(1) Revised.

Table 3. - Number of Chains, Chain Stores, Chain Sales, Estimated Total Sales and Percentage of Chain Store Sales to Total Sales, by Provinces, 1941, 1943 & 1944.

	1941	1943 ⁽²⁾	1944
CANADA⁽¹⁾			
Number of chains	533	448	434
Number of stores	8,012	7,074	6,817
Chain sales	\$ 642,637,000	\$ 708,249,000	\$ 772,739,500
Total sales	\$3,440,902,000	\$3,785,840,000	\$4,124,200,000
% chain sales to total	18.7	18.7	18.7
MARITIME PROVINCES			
Number of chains	75	69	66
Number of stores	558	504	469
Chain sales	\$ 52,999,000	\$ 60,810,000	\$ 67,051,800
Total sales	\$ 282,812,000	\$ 324,708,000	\$ 359,566,000
% chain sales to total	18.7	18.7	18.6
QUEBEC			
Number of chains	165	140	134
Number of stores	1,443	1,264	1,222
Chain sales	\$ 132,325,000	\$ 146,585,000	\$ 155,929,900
Total sales	\$ 818,671,000	\$ 931,388,000	\$1,003,012,000
% chain sales to total	16.2	15.7	15.5
ONTARIO			
Number of chains	284	249	241
Number of stores	3,389	3,077	2,921
Chain sales	\$ 295,823,000	\$ 310,228,000	\$ 335,368,600
Total sales	\$1,406,977,000	\$1,449,638,000	\$1,558,510,000
% chain sales to total	21.0	21.4	21.5
MANITOBA			
Number of chains	69	60	60
Number of stores	335	284	277
Chain sales	\$ 27,438,000	\$ 32,336,000	\$ 34,537,300
Total sales	\$ 210,833,000	\$ 239,403,000	\$ 264,982,000
% chain sales to total	13.0	13.5	13.0
SASKATCHEWAN			
Number of chains	78	65	61
Number of stores	882	709	701
Chain sales	\$ 32,524,000	\$ 38,026,000	\$ 43,662,900
Total sales	\$ 186,886,000	\$ 213,311,000	\$ 248,031,000
% chain sales to total	17.4	17.8	17.6

Table 3. - Number of Chains, Chain Stores, Chain Sales, Estimated Total Sales and Percentage of Chain Store Sales to Total Sales, by Provinces, 1941, 1943 & 1944.- Concluded.

	1941	1943 ⁽²⁾	1944
ALBERTA			
Number of chains	89	76	75
Number of stores	578	518	504
Chain sales	\$ 36,111,000	\$ 46,990,000	\$ 51,285,800
Total sales	\$ 221,071,000	\$ 263,990,000	\$ 292,622,000
% chain sales to total	16.3	17.8	17.5
BRITISH COLUMBIA			
Number of chains	91	73	77
Number of stores	765	663	666
Chain sales	\$ 63,925,000	\$ 70,685,000	\$ 79,597,000
Total sales	\$ 309,573,000	\$ 355,788,000	\$ 390,584,000
% chain sales to total	20.6	19.9	20.4

(1) Includes Yukon and Northwest Territories.

(2) Revised.

Table 4. - Number of Chains, Chain Stores, Chain Sales, Estimated Total Sales and Percentage of Chain Store Sales to Total Sales, by Kinds of Business, 1941, 1943 & 1944.

	1941	1943 ⁽¹⁾	1944
All Chains			
Number of chains	533	448	434
Number of stores	8,012	7,074	6,817
Chain sales	\$ 642,637,000	\$ 708,249,000	\$ 772,739,500
Total sales	\$ 3,440,902,000	\$ 3,785,840,000	\$ 4,124,200,000
% chain sales to total	18.7	18.7	18.7
Grocery and combination stores and meat markets			
Number of chains	62	56	67
Number of stores	1,541	1,269	1,364
Chain sales	\$ 172,317,000	\$ 179,834,000	\$ 204,852,500
Total sales	\$ 650,631,000	\$ 786,311,000	\$ 842,336,000
% chain sales to total	26.5	22.9	24.3

Table 4. - Number of Chains, Chain Stores, Chain Sales, Estimated Total Sales and Percentage of Chain Store Sales to Total Sales, by Kinds of Business, 1941, 1943 & 1944.- Concluded.

	1941	1943 ⁽¹⁾	1944
Men's and boys' clothing and furnishings			
Number of chains	18	15	12
Number of stores	147	132	117
Chain sales	\$ 9,499,000	\$ 10,031,000	\$ 10,377,000
Total sales	\$ 79,873,000	\$ 96,311,000	\$ 102,814,000
% chain sales to total	11.9	10.4	10.1
Women's apparel and accessories stores			
Number of chains	38	31	32
Number of stores	318	277	293
Chain sales	\$ 12,438,000	\$ 15,134,000	\$ 16,607,700
Total sales	\$ 97,522,000	\$ 126,583,000	\$ 136,253,000
% chain sales to total	12.8	12.0	12.2
Shoe stores			
Number of chains	35	29	29
Number of stores	452	426	432
Chain sales	\$ 16,313,000	\$ 19,648,000	\$ 20,663,900
Total sales	\$ 44,037,000	\$ 56,117,000	\$ 59,631,000
% chain sales to total	37.0	35.0	34.7
Drug stores			
Number of chains	35	31	29
Number of stores	361	334	323
Chain sales	\$ 18,850,000	\$ 21,512,000	\$ 23,004,500
Total sales	\$ 101,027,000	\$ 128,741,000	\$ 139,104,000
% chain sales to total	18.7	16.7	16.5

(1) Revised.

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