## CANADA

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS MERCHANDISING AND SERVICES STATISTICS

# RETAIL MERCHANDISE TRADE 

IN

## CANADA AND THE PROVINCES

1945

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RETAIL MBRCHANDISE TRADE IN CANADA AND THE PROVINCES, 1945

Retail stores in Canada transacted uusiness to the extent of $\$ 4,591,985,000$ in 1945, ccording to estimates recently completed by the Merchandising and Services Section of the Bureau of Statistics. This volume of dollar sales was 11 per cent higher than that for 1944, when sales totalled $\$ 4,123,151,000$, and stood 33 per cent above total sales of $\$ 3,440,902,000$ in the census year, 2941 .

The last complete census of retail trading estublishments was taken in 1941 and all figures for that year quoted in this report are taken from the census results. Sales for the intervening years are estimates derived for the most part from sales trends for sample of reporting chain companies and independent merchants.

Chief among the influences which affected retail merchandising during 1945 was the elimination or modification of controls on the production and distribution of certain materials and commodities which took place as hostilities drew to a close. These factors had a very limited effect on prevailing ales tronds in the trades associated with the distribution of staple consumer needs, while, on the other hand, they did have noticeable effect on sales trends for durable goods and luxury trades. Thus, food, department, variety, country general and the apparel trades enjoyed sales expansions in 1945 which closely approximated the overall incruase of 11 per cent, whereas higher-than-average sales increases wore experienced by líquar, automotive and durable household goods stores.

The Bureau of Statistics maintains come 120 individual classifications for retaif stores and the business done in each of these is measured when complete merchandising censuses are taken. It is not possible to obtain intercensal estimates for all kinds of business. For convenience in compiling and presenting the current results, therefore, the adopted system involves the publication of results for groupings of trades having a certain degree of homogeneity. Separate totals for selected kinds of business are given where the volume of sales justifies doing 80 .

The food group constitutes the largest from the standpoint of consumer expenditures on merchandise. Sales in those stores which comprise this group totalled $\$ 1,110,314,000$ in 1945 , an amount which exceeds by 9 per cent the 1944 seles figure of $\$ 1,017,541,000$.

Country general stores have experienced more pronounced expansion in sales since 1941 than has been the case with most other trades, the margin between the census year and 1345 being 65 per cent. Their total sales volume was $\$ 354,684,000$ in 1945,10 per cent hipher than the 1044 figure, $\$ 321,308,000$.

Socond largest among the groups is that for stores handinp a general line of merchandise. Sales for this group totalled $722,804,000$ in 1945, a gain of 10 per cent over the 1944 sales figure. Department stores, which dominate this group, had sales totalling $\$ 516,141,000$ in 1945 , or more than 70 per cent of the group total.

Rosults for the automotive group, including motor vehicle dealers, filling stations and garages, are shown in total. Measurements of trends in commodity sales, appropriately weighted in accordance with cormodity distribution of sales in 1941, provide the basic material from which the automotive series is prepared. Sales for the entire group were estimated at $\$ 424,301,000$ in 1945, an increase of 21 per cent over 1944 and was among the largest of the gains recorded by the various groups. The level of trading in the automotive field as a whole continues low, however, relative to that prevailing in earlier yoars, sales being down almost 30 per cent in 1945 below sales in 1941. Production of new vehicles was on a very restricted scale in 1945 and this had a controlline inflidence on revenue increases for motor servicing estoblishments.

Impetus was given to the business of apparel stores during the latter part of 1945 when service personnel began to return to civil life in increasing numbers. Sales for the group as a whole aggregated $\$ 435,894,000$, up 10 per cent compared with 1944 volume of $\$ 397,458,000$. Increases recorded by the four component trades of this group were fairly uniform.

Further increases in the availability of buildine materials and hardware items in 1945 contributed towards an increase of 14 per cent for the lumber and building materials group whose sales totalled $\$ 281,418,000$ in 1945 compared with $\$ 247.723 .000$ in 1944.

Increased supplies of durable consumer goods, particularly radios and household appliances, brought about a fairly large expansion in sales for stores specializing in the distribution of these merchandise items. The furniture-household radio group recorded an increase of 15 per cent in 1945 over 1944 , sales being $\$ 123,520,000$ in 1945 and $\$ 107,056,000$ in 1944. Volume remains low in relation to earlier years and sales in 1945 were only 4 per cent hipher than 1941 sales for this group of stores. Increases for the two chief components of this series, between 1944 and 1945 , were 13 per cent in the case of houschold appliance and radio stores and 13 per cent for furniture stores.

The rapid expansion in restaurant sales which cane about during the war was noticeably curtailed in 1945 when sales increased only 4 per cent above the 1944 volume. Dollar sales for the restaurant group amounted to $\$ 210,465,000$ in 1945.

A number of retail trades which do not come within the groupings reviewed above are combined under the heading "Other Retail Stores". The sales for this miscellaneous group of trades totalled $\$ 928,485,000$ in 1945 , up 13 per cent over the $\$ 822,706,000$ sales recorded in 1944. Included in this group are Government Liquor Stores whose increase of 32 per cent in 1945 over 1944 surpassed gains recorded by any of the other individual trade classifications. Removal of restrictions on manufacturers' sales of liquor enabled provincial Liquor Boards to increase the ration allowance to consumers and the effect was apparent in substantial
sales increases in 1945 over 1944. Retail sales of liquor stores reached an estimated $\$ 218,134,000$ in 1945 as compared with sales of $\$ 165,677,000$ in the preceding yer. Sales for these liquor outlets stand 93 per cent higher in 1945 than in 1941.

## REGIOMAL TRENDS

The averaja pain in sales for Canada of 11 per cent between 1944 and 1945 was approached or exceeded in all sections of the country, increases ranging within limits of 9.7 per cent for the Maritime Provinces to 12.4 per cent for British Columbia. The varying influences of early war developments had altered the pattern of provincial sales distribution between 1939 and 1941, with the result that Ontario, Quebec and the Maritime Provinces had increased their sales between these two years more than had other provinces. This must be taken into account in interpreting the provincial trends for the period from 1941 onwards. The largest gains between 1941 and 1945 are to be found in the western provinces. Saskatchewan sales increased 49 per cent; Alberta sales, 45 per cent and British Columbia sales, 42 per cent. Manitoba and the Maritime Provinces had identical increases of 39 per cent for the same period and were closely followed by a 37 per cent sales increase for Quebec. Ontario results showed the greatest deviation from the general trend, the sales increase for that province amounting to 24 per cent in 1945 over 1941.

## CHAIN STORES

Chain stores captured a sliphtly lareer share of the total trade in 1945 than they obtained in 1344. The proportion of chain store sales to total sales increased from 18.8 per cent in 1944 to 19.1 per cent in 1945 . There were 426 chain companies operating 6,725 stores in Canada in 1245 and these had sales of $\$ 877,895,900$, whereas 1944 totals showed 435 companies with 6,829 stores and dollar sales of $\$ 774,088,400$. Included in these chain figures are all retail organizations operating four or more retail outlets, excluding department stores which are classified as independents regardloss of the number of stores which they operate.

Table $l_{0}$ - Retail Store Sales by Kind-of-Business Groups and for Selected Kinds of Businese, Canada, $1941=1945$ (Group totals may include classifications for which separate figures are not shown)

|  | 1941(Census results) |  | Estimated Retail Sales |  | Indexes of Sales $(1941=100)$ |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{array}{\|c} \hline \text { No. } \\ \text { Stores } \\ \hline \end{array}$ | Sales | 1944 (1) | 1945 | 1941 | 1943 | 1944 (1) | 1945 |
| Total, All Stores | 137,331 | $\frac{8}{3,440,901,700}$ | $4,123,151,000$ | $4,591,885,000$ | 100.0 | 110.0 | 119.8 | 133.5 |
| Food Group | 48.468 | 786.247 .300 | $1,017,541,000$ | $1,110,314,000$ | 100.0 | 120.9 | 129.4 | 141.2 |
| Grocery, combination and meat markets | उ2.778 | $650.630 .700$ | $842.336 .000$ | $918.744 .000$ | 100.0 | 120.9 | 129.5 | 141.2 |
| Cowntry General Stores | 11.917 | 214,747,800 | 321,308,000 | 354,684,000 | 100.0 | 134.8 | 149.6 | 165.2 |
| General Merchandise Group | 3.794 | 525,971.000 | 654,954,000 | 722,804,000 | 100.0 | 114.5 | 124.5 | 137.4 |
| Department stores ....... | 504 | 3\%7.806.100 | $464.880 .000$ | 516,141,000 | 100.0 | 112.1 | 123.0 | 136.6 |
| Veriety stores | 1.085 | 85,177,000 | 102,857,000 | 111,573,000 | $100.0$ | 115.1 | $120.8$ | $131.0$ |
| Automotive Group | 16.867 | 594,719,500 | 351.942,000 | 424,301,000 | 100.0 | 52.3 | 59.2 | 71.3 |
| Apparel Group | 12,601 | 295,211,600 | 397,458,000 | 435,894,000 | 100.0 | 126.2 | 134.6 | 147.7 |
| furnishines stores ....... | 3,485 | 79,873,300 | 102,814,000 | 112,711,000 | 100.C | 120.6 | 128.7 | 141.1 |
| Family clothing stores .............. | 1.934 | 73.778,900 | 98,760,000 | 108.987.000 | 100.0 | 126.7 | 133.9 | 147.7 |
| Women's apparel accessories stores. | 5,508 | 97,522,100 | 136,253,000 | 147,766,000 | 100.0 | 129.8 | 139.7 | 151.5 |
| Shoe Stores | 1,674 | 44,037,300 | 59,631,000 | 66,430,000 | 100.0 | 127.4 | 135.4 | 150.8 |
| Building Materials Group | 5,8011 | 174,203,400 | 247,723,000 | 291, 118,000 | 100.0 | 120.5 | 142.2 | 161.5 |
| Furniture-Household-Radio Group | 3,498 | 118,356,900 | 107,056,000 | 123,520,000 | 100.0 | 85.6 | 90.5 | 104.4 |
| Furniture Stores ..................... | 1,337 | 64,057,000 | 65,766,000 | 74,500,000 | 100.C | 93.5 | 102.7 | $116 . \overline{3}$ |
| Household appliance or radio dealers. | 1.648 | 45,294,600 | 33,965,000 | 40,487,000 | 180.0 | 75.0 | 74.0 | 88.2 |
| Restaurants | 8,821 | 131.181,000 | 202.463.000 | 210,465,000 | 100.0 | 144.1 | 154.3 | 160.4 |
| Other Retail Stores (includine second-hand) |  |  |  |  |  |  |  |  |
| (including second-hand) $\ldots \ldots$. coal and wood yards (ice dealer | 25,564 | 600,263,200 | 822,706,000 | 928,485,000 | $\frac{100.0}{100.0}$ | $\frac{126.5}{129.6}$ | 137.1 | 154.7 |
| Drug stores. | 3,956 | 101,027,400 | 139,104.000 | 149,928,000 | 100.0 | 127.4 | 137.7 | 148.4 |
| Jewellery stores | 1,692 | 38,453,800 | $56,228,000$ | 64,850,000 | 100.0 | 127.6 | 146.2 | 168.6 |
| Government liquor stores ............ | 618 | 112,834,600 | 165,677,000 | 218,134,000 | 100.0 | 135.7 | 146.8 | 193.3 |

(I) Yevised.

Table 2. - Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941-1945 (Figures for 1341 are from the colisus. Figares for subsequent years are estimates.)

|  | Census Results |  | Estimated Sales |  | Indexes of Sales$(1941=100)$ |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Stores | Sales | $1944{ }^{(1)}$ | 1945 | 1941 | 1943 | 1944 | 1945 |
| MARITIME PROVINCES <br> Total, All Stores..... | 12,641 | 282,812,300 | 359,566,000 | $\$$ <br> $394,297,000$ | 100.0 | 114.8 | 127.1 | 139.4 |
| Food group | 5,832 | 65,860,700 | 89,966,000 | 96,354,000 | 100.0 | 127.1 | 136.6 | 146.3 |
| Country gerieral stores ............ | 1,566 | 26,775,600 | 44,126,000 | 48,276,000 | 100.0 | 144.5 | 164.8 | 180.3 |
| General merchandise group | 405 | 48,462,200 | 64,549,000 | 69,538,000 | 100.0 | 120.5 | 133.2 | 143.6 |
| Automotive group | 1,216 | 46,819,000 | 26,874,000 | 33,616,000 | 100.0 | 47.8 | 57.4 | 71.8 |
| Apparel group .... | 857 | 23,028,700 | 34,946,000 | 38,503,000 | 100.0 | 139.8 | 151.7 | 167.2 |
| Building, materials group | 274 | 10,621,800 | 14,241,000 | 16,401,000 | 100.0 | 111.9 | 134.1 | 154.4 |
| Furniture-household-radio group ... | 210 | 6,590,100 | 7.533,000 | 8,532,000 | 100.0 | 103.0 | 114.3 | 129.5 |
| Restaurants ...................... | 750 | 7,880,900 | 10,947,000 | 11,199,000 | 100.0 | 134.0 | 138.9 | 142.1 |
| Other retail stores | 1,531 | 46,773,300 | 66,384,000 | 71,818,000 | 100.0 | 128.5 | 141.9 | 153.5 |
| QUFBEC |  |  |  |  |  |  |  |  |
| Total, All Storos | 39,712 | 818,671,100 | 1,001,963,000 | 1,117,363,000 | 100.0 | 113.8 | 122.4 | 136.5 |
| Food group ........................... | 17,969 | 240,481,900 | 315,512,000 | 348,699,000 | 100.0 | 125.4 | 131.2 | 145.0 |
| Country general stores | 2,343 | 49,290,600 | 75,316,000 | 84,040,000 | 100.0 | 137.6 | 152.8 | 170.5 |
| Gencral merchandise group ........ | 1,558 | 104,145,900 | 135,238,000 | 150,904,000 | 100.0 | 119.9 | 129.3 | 144.9 |
| Automotive group | 2,986 | 113,06 9,200 | 70,103,000 | 89,551,000 | 100.0 | 53.0 | 62.0 | 79.2 |
| Apparel group | 4,164 | 85,743,800 | 109,092,000 | 116,795,000 | 100.0 | 122.4 | 127.2 | 136.2 |
| Building materials group .......... | 1,000 | 32,844,800 | 41,406,000 | 48.800,000 | 100.0 | 106.5 | 126.1 | 148.6 |
| Furniture-household-radio group ... | 328 | 34,346,400 | 31, 744,000 | 36,585,000 | 100.0 | 86.0 | 92.4 | 106.5 |
| Restaurants ......................... | 1,677 | 28,542,100 | 40,844,000 | 44,697,000 | 100.0 | 132.2 | 143.1 | 156.6 |
| Other retail stores .............. | 6,487 | 130,206.400 | 182,708,000 | 197,292,000 | 100.0 | 130.6 | 140.3 | 151.5 |

(1) Revised.

Table 2。-Retail Store Sales for Kind-of-Pusiness Groups, by Provinces, 1941-1945 (Continued)
(Figures for 1941 are from the census. Figures for subsequent ycars arc estimates.)

|  | Censu | $\begin{aligned} & 1941 \\ & \text { s Yesults } \end{aligned}$ | Estimatec sal es |  | Indexos of 3ales$(1941=100)$ |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{aligned} & \text { No. } \\ & \text { Stores } \\ & \hline \end{aligned}$ | Sales | $1944{ }^{(1)}$ | 1945 | 1941 | 1943 | $\begin{array}{r} 1944 \\ (1) \\ \hline \end{array}$ | 1945 |
| Total, All Stores | 47.055 | 1.,406,976,700 | 1,558,510,000 | 1,742,409,000 | 100.0 | 103.0 | 110.8 | 123.8 |
| Food group | 14.019 | 314,628,700 | 389,510,000 | 420,344,000 | 100.0 | 114.6 | 123.8 | 133.6 |
| Country general stores | 2,350 | 44,274,600 | 58,133,000 | 64,597,000 | 100.0 | 125.1 | 131.3 | 145.9 |
| General merchandise group | 1,252 | 206,533,300 | 236,871.000 | 264,339,000 | 100.0 | 107.7 | 114.7 | 128.0 |
| Automotive group | 7,119 | 266,443,700 | 140,149.000 | 163,064,000 | 100.0 | 47.6 | 52.6 | 61.2 |
| Apparel group | 5,068 | 125,663,300 | 161,884,000 | 181,360,000 | 100.0 | 120.2 | 128.8 | 144.3 |
| Building materials proup | 2,026 | 70,020,400 | 85,743,000 | 103,327,000 | 100.0 | 104.9 | 122.5 | 147.6 |
| Furniture-household-radio group | 1,515 | 52,836,100 | 42,272,000 | 49,497,000 | 100.0 | 78.5 | 80.0 | 93.7 |
| Restaurants | 3,663 | 54,372,500 | 85,963,000 | 836,887,000 | 100.0 | 145.3 | 158.1 | 159.8 |
| Other retail stores | 10,043 | 272.204.100 | 357,985,000 | 408, 394,000 | 100.0 | 124.7 | 131.5 | 150.3 |
| Total, All Stares | 7,219 | 210,833.400 | 264.982,000 | 292,735.000 | 100.0 | 113.6 | 125.7 | 138.8 |
| Food rroup ........................ | 2,248 | $33.804,200$ | 43,506,000 | 48,002,000 | 100.0 | 119.7 | 128.7 | 142.0 |
| Cauntry general stores ............ | 1,000 | 16,.997,900 | 24.919.000 | 26,024,000 | 100.0 | 137.5 | 146.5 | 153.1 |
| General merchandise roup ......... | 111 | 61,200,000 | 76,878,000 | $84,258,000$ | 100.0 | 111.3 | 125.5 | 137.7 |
| Automotive group | 1,052 | 30,639,900 | 20,927,000 | 24,543.000 | 100.0 | 53.5 | 68.3 | 80.1 |
| Apparel group | 457 | 11,224,500 | 15,799,000 | 17,488,000 | 100.0 | 126.7 | 140.8 | 155.8 |
| Building naterials group .. | 356 | 11,831,600 | 21,299,000 | 22,244,000 | 100.0 | 155.3 | 180.0 | 188.0 |
| Furniture-household-radio group ... | 130 | 4,290,800 | 4,761,000 | 5,482,000 | 100.0 | 28. 2 | 111.0 | 127.8 |
| Restaurants | 506 | 7.991,500 | 11,939,000 | 12,858,000 | 100.0 | 137.3 | 143.4 | 150.9 |
| Other retail stores | 1.349 | 32,844,000 | 44,354,000 | 51,836,000 | 100.0 | 126.2 | 136.9 | 157.8 |

(1) Revisod.

Table 2. - Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941-1945 (Continued)
(Figires for 1941 are from the consus. Figures for subsequent years are estimates.)

|  | Census hesults |  | Estimated Sales |  | $\begin{aligned} & \text { Indexes of Sales } \\ & (1941=100) \end{aligned}$ |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{aligned} & \text { No. } \\ & \text { Stores } \end{aligned}$ | Sales | 1944 (1) | 1945 | 1941 | 1943 | $\begin{array}{r} 1944 \\ (1) \end{array}$ | 1945 |
| Total, All Stores | 10,088 | 186, 885.800 | 248.031,000 | 277,466,000 | 100.0 | 114.1 | 132.7 | 148.5 |
| Food group | 2,244 | 26,502,400 | 37,507,000 | 41,370,000 | 100.0 | 125.2 | 141.9 | 156.1 |
| Country ceneral stores | 1,929 | 32,589,600 | 50,767,000 | 56,815,000 | 100.0 | 135.8 | 155.3 | 173.8 |
| General merchandise group | 126 | 22,549,000 | 30,246,000 | 32,542,000 | 100.0 | 114.2 | 133.5 | 144.1 |
| Automotive group | 1.519 | 37,138,300 | 25,105,000 | 31,493,000 | 100.0 | 60.1 | 67.6 | 84.8 |
| Apparel proup.. | 367 | 10,999,800 | 17,805,000 | 18,734,000 | 100.0 | 141.9 | 151.9 | 170.3 |
| Building materials group | 982 | 16.836.700 | 32,206,000 | 33,673,000 | 100.0 | 154.4 | 191.3 | 200.0 |
| Furniture-household-radio group .. | 159 | 2,977,200 | 3.158 .000 | 3,487,000 | 100.0 | 94.5 | 109.8 | 121.2 |
| Restaurants | 523 | 6,847,300 | 11,188,000 | 11,784,000 | 100.0 | 147.3 | 163.4 | 172.1 |
| Other retail stores | 2.139 | 30,345,500 | $39.949,000$ | $47.468,000$ | 100.0 | 109.2 | 131.6 | 156.4 |
| Total, All Stores | 9.222 | 221,071,400 | 292.622.000 | 321,250,000 | 100.0 | 119.4 | 132.4 | 145.3 |
| Food group | 2,329 | 35,312,500 | 50,391,000 | $54,310,000$ | 100.0 | 130.9 | 142.7 | 153.8 |
| Country poneral stores | 1.377 | 27,217,100 | 42,159,000 | 45,616,000 | 100.0 | 136.7 | 154.9 | 167.6 |
| General merchandise group | 135 | 29,329,900 | 41,010,000 | 44,081,000 | 100.0 | 130.4 | 139.8 | 150.3 |
| Automotive croup | 1,497 | 46,618.200 | 34,497,000 | 41,210,000 | 100.0 | 66.2 | 74.0 | 88.4 |
| Apparel p,roup ..................... | 540 | 13,270,900 | 20,943,000 | 22,196,000 | 100.0 | 149.0 | 157.8 | 167.3 |
| Building materials froup .......... | 693 | 18.029,200 | 29,370,000 | 31,155,000 | 100.0 | 141.5 | 162.9 | 172.8 |
| Furniture-household-radio rroup ... | 189 | 5,914.700 | 6,234.000 | 6.876,000 | 100.0 | 100.5 | 105.4 | 116.3 |
| Restaurants | 733 | 10.448.800 | 15.830,000 | 16,102,000 | 100.0 | 149.7 | 151.5 | 154.1 |
| Other retall stores | 1.729 | 34,930,100 | 52,188,000 | 59,704,000 | 100.0 | 127.6 | 149.4 | 170.9 |

(1) Revised.

Table 2. - Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941-1945 (Concluded (Figures for 1941 are from the Census. Figures for subsequent years are estimates.)

(1) Revised.

Table 3. - Number of Chains, Chain Stores, Chain Sales, Estimated Total Sales and Percentage of Chain Store Sales to Motal Sales.
by Provinces, 1941,1344 \& 1945

|  | 1941 | $1944{ }^{(2)}$ | 1945 (3) |
| :---: | :---: | :---: | :---: |
| CANADA ${ }^{(1)}$ |  |  |  |
| Number of chains ........ | 533 | 435 | 426 |
| Number of stores ........ | 8,012 | 6,829 | 6,725 |
| Chain sales ............. | \$ 642,637,000 | \$ 7744,088,400 | \$ 877.895,900 |
| Total sales | \$3,440,902,000 | \$4,123,151,000 | \$4,591,885,000 |
| \% chain sales to total | 18.7 | 18.8 | 19.1 |
| MARITIME PROVINCES |  |  |  |
| Number of chains ........ | 75 | 66 | 66 |
| Number of stores ........ | 558 | 469 | 474 |
| Chain sales | \$ 52,999,000 | \$ 67,090,900 | \$ 73,197.700 |
| Total sales | ( 282,812,000 | \$ 359,566,000 | \$ 394,297,000 |
| \% chain sales to total | 18.7 | 18.7 | 18.6 |
| QUEPEC |  |  |  |
| Number of chains | 165 | 135 | 140 |
| Number of stores | 1,443 | 1.234 | 1.231 |
| Chain sales | \$ 132,325,000 | \$ 156,297,800 | \$ 175,739,300 |
| Total sales | \$ 818,671,000 | \$1,001,963,0c0 | \$1,1].7,363,000 |
| \% chain sales to total... | 16.2 | 15.6 | 15.7 |
| ONTARIO |  |  |  |
| Number of chains | 284 | 241 | 227 |
| Number of stores | 3,389 | 2,921 | 2,838 |
| Chain sales | \$ 295.823.000 | 啇 336,041,500 | \$ 384,492,600 |
| rotel sales | \$1.406,977,000 | \$1,558,510,000 | \$1.742.409.000 |
| \% chain sales to total... | 21.0 | - 21.6 | 22.1 |
| MANITOBA |  |  |  |
| Number of chains | 69 | 60 | 63 |
| Number of stores | 335 | 277 | 279 |
| Chain sales | \$ 27,438.000 | \$ 36,573,500 | \$ 42,496,600 |
| Total sales | $\$ 210,833.000$ | \$ 264,982,000 | \$ 292,735,000 |
| \% chain sales to total.. | $13.0$ | $13.8$ | $14.5$ |
| saskatctiman |  |  |  |
| Number of chains | 78 |  |  |
| Number of stores | 882 | 701 | 687 |
| Chain sales | \$ 32,524.000 | \$ 43,697,700 | ¢ 49,703,000 |
| Total sales | \$ 186,886,000 | \$ 248,031,000 | \$ 277,456,000 |
| \% chain sales to total.. | 17.4 | $17.6$ | $17.9$ |

(1) Includes Yukon and Northwest Territories. (2) Revised. (3) Preliminary.

Table 3. - Number of Chains, Chain Stores, Chain Sales, Estimated Total Sales and Percentage of Chain Store Sales to Total Sales, by Provinces, $1941,1944 \& 1945^{\circ}$ - (Concluded)

|  | 1941 | $1944^{(2)}$ |  | $1945^{(3)}$ |
| :---: | :---: | :---: | :---: | :---: |
| ALBERTA |  |  |  |  |
| Number of chains | 89 | 75 |  | 73 |
| Number of stores | 578 | 504 |  | 497 |
| Chair sales | \$ 36,111,000 | \$ 51,347.400 | * | 57,674,700 |
| Total sales ........... | \$221.071.000 | \$ 292,622,000 | \$ | 321,250,000 |
| \% chain sales to totel. | 16.3 | 17.5 |  | 18.0 |
| BRIVISH COLTMRIA |  |  |  |  |
| Number of chains | 91 | 77 |  | 80 |
| Number of stores | 765 | 666 |  | 663 |
| Chain sales | * 63,925,000 | -79.733.400 |  | 91,514,200 |
| Total sales | \$ 309,573,000 | \$ 390,584,000 | \$ | 438.838.000 |
| \% chain sales to total.. | 20.6 | 20.4 |  | 20.9 |

Table 4. . Number of Chains, Chain Stores, Chairı Sales, Estirneted Total Sales and Percentage of Chain Store Sales to Total Sales, by Kinds of Business, 1941, 1944 \& 1945

|  | 1941 | $1944^{(2)}$ | $1945^{(3)}$ |
| :---: | :---: | :---: | :---: |
| All Chains |  |  |  |
| Number of chains | 533 | 435 | 426 |
| Number of stores | 8,012 | 6,829 | 6.725 |
| Chain sales | - 642.637,000 | \$ 774,088,400 | * 877,895,900 |
| Total sales | \$3,440,902,000 | \$4,123,151,000 | \$4,591,885,000 |
| \% chain sales to total | -18.7 | , 18.8 | 19.1 |
| Grocery and combination stores and meat markets |  |  |  |
| Number of chains | 62 | 67 | 62 |
| Number of stores | 1,541 | 1,364 | 1,306 |
| Chain sales | \$ 172,317,000 | \$ 204,852,500 | \$ 218,968,700 |
| Total sales | \$ 650,631,000 | \$ 842,336,000 | \$ 918,744,000 |
| \% chain sales to total | 26.5 | 24.3 | 23.8 |

(2) Revised.
(3) Preliminary.

Table 4. - Number of Chains, Chain Stores, Chain Sales, Estimated Total Sales and Percentape of chain Store Sales to Total Sales,
by Kinds of Business, 1941, 1944 \& 1945 - (Concluded)

|  | 1941 | $1544{ }^{(2)}$ | $1945^{(3)}$ |
| :---: | :---: | :---: | :---: |
| Nen's and boys' clothing and furnishines |  |  |  |
| Number of chains ..... | 18 | 12 | 12 |
| Number of stores | 147 | 117 | 116 |
| Chain sales | - 9,499,000 | \$ 10,377,000 | \$ 11,219,000 |
| Total sales | \$ 79,873,000 | \$102,814.000 | \$112,711,000 |
| \% chain sales to total .. | 11.9 | 10.1 | 10.0 |
| Women's apparel and accessories stores |  |  |  |
| Number of chains ........ | 38 | 32 | 33 |
| Number of stores .. | 318 | 293 | 301 |
| Chain sales | \$ $12,438,000$ | \$ 16,607,700 | \$ 19,456,400 |
| Total sales.. | \$ 97.522,000 | \$136,253,000 | \$147.766,000 |
| \% chain sales to total.. | -12.8 | 12.2 | 13.2 |
| Shoe stores |  |  |  |
| Number of chains ........ | 35 | 29 | 30 |
| Number of stores ........ | 452 | 432 | 461 |
| Chain sales.. | ( 16,313,000 | \$ 20,663,900 | \$ 23,744,500 |
| Total sales ............. | \$ 44,037,000 | \$ 59,631,000 | $\$ 66,430,000$ |
| \% chain eales to total... | 37.0 | $\because \quad 34.7$ | $35.7$ |
| Drug stores |  |  |  |
| Number of chains | 35 | 29 | 27 |
| Number of stores | 361 | 323 | 309 |
| Chain sales | \$18,850,000 | \$ $23,004,500$ | \$ $24,126,300$ |
| Total sales ............ | \$101,027,000 | \$139,104,000 | \$149,928,000. |
| \% chain sales to total.. | 18.7 | 16.5 | 16.1 |

(2) Revised.
(3) Preliminary.

