

modities at wholesale and retail and of the agencies through which services are performed. This census will include questions on capital employed, employees, wages, sales and expenses, etc.

Subsection 1.—Census of Trading Establishments.

A first and limited inquiry of this nature was made in 1924. It comprised about two-thirds of the wholesale and retail stores of the Dominion representing sales amounting to a somewhat higher percentage. Summarized results of this census of trading establishments were presented at pp. 629-635 of the 1929 Year Book, while more detailed figures were given in the "Census of Trading Establishments, 1924" obtainable from the Dominion Statistician.

Grand Total of Capital, Purchases and Sales.—The grand total amount of the capital invested in the 66,814 stores reporting for 1924 was shown by their inventories to be \$1,580,123,723, including \$914,990,830 in 60,181 retail stores, \$476,559,544 in 3,782 wholesale stores and \$188,573,349 in 2,851 stores doing both a wholesale and retail business. The total purchases of merchandise were \$2,321,078,297, including \$1,225,016,362 by retail stores, \$812,139,031 by wholesale stores and \$283,922,904 by wholesale-retail stores. The aggregate of sales was \$3,030,663,185, including \$1,642,103,468 by retail stores, \$1,021,920,931 by wholesale stores and \$366,638,786 by wholesale-retail stores.

Subsection 2.—Survey of Chain Stores.

Chain stores have become in recent years an increasingly important factor in the distribution of commodities of various kinds to the ultimate consumer. No picture of the relative importance of chains and independents will be available until the census of 1931, but the Bureau made a partial survey of the chain store field in 1929. Returns were received from 210 out of some 350 chains, the former including practically all large stores. The salient features of the survey follow.

Numbers of Chains and Stores.—Of the 210 chains from which returns were received, grocery chains led in point of numbers with 42 chains and 1,699 stores; 18 general, department and variety chains had 354 stores; 29 drug chains, 260 stores; 9 meat chains, 186 stores; 4 tobacco chains, 173 stores; 17 boot and shoe chains, 157 stores; 11 restaurant chains, 131 stores; and 12 bakery chains, 121 stores. Other chain systems varied from 12 to 108 stores as shown in Table 28.

Sales.—Total sales in 1929 for the 210 reporting chain systems amounted to \$256,130,000. This was equivalent to \$68,889 per store, and taking the estimated population of the Dominion in 1929 as 9,796,800 it worked out at over \$26 per capita. Sales by provinces were largest in Ontario where they reached \$137,383,000, or more than 50 p.c. of the total for all the provinces as reported by the 210 chain systems.

Even if allowance be made for chains which were missed and those from which information could not be obtained for this year's inquiry, it is evident