

Chain Stores.—For census purposes chains are taken to mean all groups of four or more stores (except department stores) under the same ownership and management and carrying on the same kind of business. All department stores are considered as independents irrespective of the number of stores operated by any one company.

There were 533 chain companies operating in Canada in 1941 and these had 8,011 stores and \$643,000,000 sales, an amount which formed 18·7 p.c. of the total retail trade in the census year. In 1930 the corresponding ratio was 18·3 p.c. The proportion of the total retail trade transacted by chains increased between 1930 and 1941 for combination stores and shoe stores. The chain ratio for drug stores remained unchanged while marked decreases in the proportion of the total trade transacted by chains were recorded for grocery stores and for filling stations. The decrease in the former instance may be attributed to the development of many chain retail outlets from grocery to combination stores through the addition of a meat department. The decline in the importance of the chains in the filling-station trade resulted from the transition of many stations formerly operated by the large petroleum distributors to outlets of the leased-station type in which the premises were owned by the wholesale distributor but were operated by an independent proprietor.

Retail Merchandise Trade in Urban Centres.—The retail merchandise trade for 1930 and 1941 in urban centres of over 10,000 population, according to the 1941 Census, is shown in Table 25. A notable feature of these figures is the wide variation in different centres in the relationship between population and retail sales, per capita sales standing highest for cities that act as distributing centres for populous areas and lowest for industrial satellite cities adjacent to larger centres. In this connection it should be noted that, in the census, mail-order sales are attributed in whole to the city in which the mail-order office or house is located rather than being spread over the territory from which that mail-order business is drawn. This procedure has the effect of inflating the figures for certain cities in so far as per capita business is concerned.

25.—Retail Merchandise Trade in 1930 and 1941 in Urban Centres of Over 10,000 Population in 1941

| Urban Centre and Province | Population | | Stores | | Total Sales | | P.C. Change 1930-41 |
|--------------------------------|------------|--------|--------|-------|-------------|--------|---------------------------|
| | 1931 | 1941 | 1930 | 1941 | 1930 | 1941 | |
| | No. | No. | No. | No. | \$'000 | \$'000 | |
| Belleville, Ont. | 13,790 | 15,710 | 246 | 271 | 7,884 | 11,158 | +41·5 |
| Brandon, Man. | 17,082 | 17,383 | 229 | 227 | 7,323 | 9,367 | +27·9 |
| Brantford, Ont. | 30,107 | 31,948 | 451 | 453 | 13,967 | 17,504 | +25·3 |
| Brockville, Ont. | 9,736 | 11,342 | 153 | 167 | 5,449 | 6,598 | +21·1 |
| Calgary, Alta. | 83,761 | 88,904 | 1,136 | 1,181 | 43,390 | 51,814 | +19·4 |
| Cap-de-la-Madeleine, Que. | 8,748 | 11,961 | 107 | 123 | 805 | 1,906 | +136·7 |
| Charlottetown, P.E.I. | 12,361 | 14,821 | 221 | 247 | 5,824 | 6,787 | +16·5 |
| Chatham, Ont. | 14,569 | 17,369 | 276 | 336 | 8,634 | 13,282 | +53·8 |
| Chicoutimi, Que. | 11,877 | 16,040 | 136 | 153 | 2,960 | 6,718 | +127·0 |
| Cornwall, Ont. | 11,126 | 14,117 | 208 | 242 | 4,871 | 7,598 | +56·0 |
| Dartmouth, N.S. | 9,100 | 10,847 | 146 | 147 | 3,412 | 6,502 | +90·6 |
| Drummondville, Que. | 6,609 | 10,555 | 107 | 178 | 2,763 | 4,564 | +65·2 |
| Edmonton, Alta. | 79,197 | 93,817 | 1,054 | 1,126 | 37,556 | 47,931 | +27·6 |
| Forest Hill, Ont. | 5,207 | 11,757 | 9 | 63 | 381 | 1,987 | +422·2 |
| Fort William, Ont. | 26,277 | 30,585 | 333 | 348 | 10,003 | 15,230 | +52·3 |
| Fredericton, N.B. | 8,830 | 10,062 | 179 | 192 | 4,862 | 7,194 | +47·9 |
| Galt, Ont. | 14,008 | 15,346 | 225 | 237 | 5,406 | 8,149 | +50·7 |
| Glance Bay, N.S. | 20,706 | 25,147 | 232 | 293 | 4,268 | 7,230 | +69·4 |
| Granby, Que. | 10,587 | 14,197 | 144 | 219 | 2,169 | 4,263 | +96·5 |