



Retail Merchandising.—The total sales made by 121,942 retail merchandising establishments in Canada in 1930 were \$2,805,075,800. In addition to the sales made by these stores, the manufacturing bakeries and dairies reported retail sales of \$81,310,588, not included in the figures of Table 32, showing retail merchandising by provinces. The province of Ontario led in amount of business with 39.68 p.c. of the total sales, although only 33.08 p.c. of the population of the Dominion resided in this province in 1931. On a per capita basis, retail merchandise sales show wide differences between provinces. The average for Canada on the basis of the 1931 population was \$270.32, but the per capita sales in Prince Edward Island were \$153.98, and in British Columbia \$359.40. It should be noted, however, that in these figures no allowance is made for the mail order or other sales outside the province.

32.—Retail Merchandise Trade in Canada, by Provinces, 1930.

NOTE.—Figures are preliminary and subject to revision.

Province.	Stores.		Em- ploy- ees.	Salaries and Wages.	Net Sales.	Proportion of Total Net Sales.	Stocks on Hand, End of Year (at Cost).
	No.	Proportion of Total Stores.					
Prince Edward Island.....	794	0.65	1,394	1,144,200	13,556,700	0.48	3,283,000
Nova Scotia.....	6,183	5.07	10,060	8,760,000	104,140,900	3.71	19,086,100
New Brunswick.....	4,294	3.52	8,121	7,357,600	85,006,300	3.03	14,780,200
Quebec.....	33,078	27.13	78,768	75,750,100	667,173,500	23.78	124,971,500
Ontario.....	42,388	34.76	122,886	127,455,600	1,112,733,300	39.68	181,877,400
Manitoba.....	6,646	5.45	21,091	22,092,400	192,620,100	6.87	28,851,400
Saskatchewan.....	10,728	8.80	17,942	18,211,100	192,902,900	6.89	44,749,000
Alberta.....	8,420	6.90	17,125	18,924,200	184,257,000	6.57	37,890,600
British Columbia.....	9,281	7.60	26,673	28,586,900	249,523,600	8.88	39,984,200
Yukon and Northwest Ter- ritories.....	130	0.12	394	349,500	3,161,500	0.11	1,716,600
Canada.....	121,942	100.00	304,454	308,631,600	2,805,075,800	100.00	497,190,000