

40.—Retail Merchandise Trade in Cities of 10,000 Population and Over, 1930
—concluded.

City.	Popula- tion, 1931.	Estab- lish- ments.	Full-Time Employees.			Net Sales.	Stocks on Hand, End of Year (at Cost).
			Male.	Female.	Salaries and Wages.		
			No.	No.	\$		
Lévis, Que.....	11,724	151	222	39	220,900	2,614,200	573,200
Valleyfield, Que.....	11,411	162	225	77	242,400	3,882,900	871,100
Woodstock, Ont.....	11,395	194	359	165	510,000	5,731,400	981,100
St-Jean, Que.....	11,256	190	244	72	280,000	3,402,100	753,200
Cornwall, Ont.....	11,126	208	323	112	435,700	4,870,800	889,600
Joliette, Que.....	10,765	174	274	69	261,500	3,490,100	791,300
Sandwich, Ont.....	10,715	87	83	27	112,900	1,765,700	191,000
Welland, Ont.....	10,709	195	278	94	397,500	5,372,100	1,001,800
Thetford Mines, Que.....	10,701	126	117	66	152,600	1,939,700	492,700
Granby, Que.....	10,587	144	134	41	146,500	2,168,800	531,500
Sorel, Que.....	10,320	184	137	71	162,600	2,565,700	552,900
Medicine Hat, Alta.....	10,300	152	256	95	392,200	4,532,500	872,900
Walkerville, Ont.....	10,105	109	171	66	275,000	3,094,100	406,600

Retail Sales, by Commodities.—The calculation of the value of sales by commodities presents tremendous difficulties, as so few stores keep any records of their sales in various lines of merchandise. On the basis of the information returned for the Census of Merchandising and Service Establishments, Table 41 has been constructed to show the value of retail sales for broad commodity groups. It should be understood, however, that the figures are estimates only. The table includes retail sales by hotels, manufacturing bakeries and dairies, as well as the commodity sales of retail merchandising and service establishments. The sale of food and kindred products forms the largest single commodity group, as the value of goods sold is 29 p.c. of the total commodity sales.

41.—Estimated Retail Sales and Percentages of Total, by Commodities, 1930.

Commodity.	Estimated Sales.	Per cent of Total.
	\$	p.c.
Apparel, women's, misses' and children's (except shoes).....	196,958,000	6.90
Automobiles and accessories.....	235,504,000	8.25
Beverages, alcoholic (including sale of beer and wine in hotels).....	164,436,000	5.76
Building materials.....	75,207,000	2.63
Clothing and furnishings, men's and boys'.....	142,959,000	5.01
Drugs and drug sundries.....	51,180,000	1.79
Dry goods and notions.....	74,977,000	2.63
Farm and garden equipment and supplies (including feeds).....	57,504,000	2.01
Food and kindred products.....	828,260,000	29.01
Fuel and ice.....	107,219,000	3.76
Furniture and home furnishings and supplies (including antiques).....	145,351,000	5.09
Gasolene, oils and greases.....	111,475,000	3.91
Hardware, paints, wallpaper, etc.....	82,875,000	2.90
Household equipment (including electrical and gas appliances, heating and plumbing, and stoves).....	43,107,000	1.51
Jewellery and optical goods.....	30,175,000	1.06
Radios and musical instruments.....	45,997,000	1.61
Shoes and other footwear.....	81,391,000	2.85
Sporting goods (including bicycles, motorcycles and games).....	18,241,000	0.64
Stationery, books, magazines and newspapers.....	33,509,000	1.17
Toilet articles and preparations.....	18,926,000	0.66
All other merchandise (including tobacco).....	201,424,000	7.05
Receipts from sale of meals.....	108,615,000	3.80
Totals, All Commodities	2,855,290,000	100.00