

Subsection 2.—Retail Trade and Service Establishments.

As complete a review of the retail merchandising and service statistics as will appear in the Year Book from the Census of Merchandising and Service Establishments, 1931, was given at pp. 673-690 inclusive of the 1934-35 Year Book. This review gave detailed analyses of such trade, annual net sales and employees engaged, by provinces, business groups and kinds of business, and by manner of operation (*i.e.*, independents, two-store multiples, three-store multiples, voluntary and other types of chains, etc.). Since these statistics will stand until the next census is taken, it has been considered unnecessary to reprint them in this edition of the Year Book, especially as the available space has been used to better advantage in publishing new material, such as the review of retail trade 1923-30 and the annual estimates of such trade since 1930, which would not otherwise have been possible. In this edition, therefore, the only table reprinted, and this merely in part, is that showing the retail trade in Canadian cities, which appears now as Table 32. There is, however, additional new matter presented dealing with: (1) a review of retail trade, 1923-30; (2) total sales and indexes of sales by provinces and kinds of business 1930-34 (figures for 1930 being from the census and those for other years estimates based upon returns secured for the annual surveys); (3) the growth of the chain store; (4) the new monthly index of retail sales which has lately assumed permanent form and in which corrections have been made to allow for variations in number of business days and for seasonal changes; and (5) detailed statistics showing the importance of the motion picture industry, recently made available as a result of a special study of this field.

Retail Merchandise Trade of Canadian Cities.—The retail merchandise trade in Canadian cities of over 20,000 population is shown in Table 32.* The cities are arranged in descending order according to their 1931 census populations. A notable feature of these figures is the wide variation in different cities in the relationship between population and retail sales. In general, per capita sales are high for cities which form distributing centres for large or populous areas, while such sales are lowest in residential or industrial cities adjacent to larger centres, as in the case of Verdun, Outremont, Westmount and Hull.

* A similar table showing retail merchandise trade in cities of over 10,000 population was published at pp. 684-685 of the 1934-35 Year Book.

32.—Retail Merchandise Trade in Cities of 20,000 Population and Over, 1930.

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.	No.	No.	\$	\$	\$
Montreal, Que.	818,577	11,959	27,144	12,622	40,171,900	369,471,200	52,939,200
Toronto, Ont.	631,207	8,725	23,601	13,473	44,548,300	372,682,900	46,777,000
Vancouver, B.C.	246,593	3,845	7,911	4,288	13,516,200	122,830,900	18,660,700
Winnipeg, Man.	218,785	2,486	8,164	5,513	15,379,600	131,480,200	15,542,700
Hamilton, Ont.	155,547	2,117	3,831	2,082	6,528,500	68,512,800	9,605,200
Quebec, Que.	130,594	1,742	3,824	1,437	4,696,900	48,172,200	9,555,600
Ottawa, Ont.	126,872	1,525	3,896	1,978	6,205,700	59,702,200	10,449,800
Calgary, Alta.	83,761	1,136	2,686	1,262	4,809,600	43,389,800	7,143,100
Edmonton, Alta.	79,197	1,054	2,235	1,176	4,011,200	37,555,900	6,202,600
London, Ont.	71,148	1,074	2,135	985	3,426,300	35,596,000	4,883,600
Windsor, Ont.	63,108	903	1,938	615	3,300,600	30,122,400	4,539,000
Verdun, Que.	60,745	588	938	297	1,163,300	12,774,300	1,678,100
Halifax, N.S.	59,275	900	1,682	1,125	2,709,300	29,843,200	4,190,300
Regina, Sask.	53,209	569	2,016	951	3,407,200	33,105,600	5,555,800
Saint John, N.B.	47,514	822	1,465	846	2,160,100	21,435,100	3,233,700
Saskatoon, Sask.	43,291	546	1,536	760	2,639,500	25,364,200	4,277,200