

30.—Retail Merchandise Trade in Cities of 20,000 Population or Over, 1930—concl.

City.	Population, 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.	\$	\$	\$
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
Victoria, B.C.....	39,082	809	1,790	914	2,944,900	27,108,500	4,998,900
Three Rivers, Que.....	35,450	456	719	312	960,100	10,079,700	1,857,200
Kitchener, Ont.....	30,793	399	725	343	1,211,300	13,770,500	2,005,700
Brantford, Ont.....	30,107	451	809	375	1,230,300	13,966,900	1,937,100
Hull, Que.....	29,433	443	645	133	663,800	7,776,900	1,319,300
Sherbrooke, Que.....	28,933	428	737	258	977,400	10,959,900	2,050,600
Outremont, Que.....	28,641	129	365	45	455,100	4,306,700	487,900
Fort William, Ont.....	26,277	333	544	300	830,300	10,003,300	1,723,000
St. Catharines, Ont.....	24,753	437	802	383	1,328,500	14,664,800	2,340,200
Westmount, Que.....	24,235	128	504	116	727,500	6,330,100	600,500
Kingston, Ont.....	23,439	376	858	328	1,214,500	12,873,200	2,079,000
Oshawa, Ont.....	23,439	278	584	159	802,900	8,498,500	1,192,900
Sydney, N.S.....	23,089	340	445	258	637,100	8,136,700	1,483,900
Sault Ste. Marie, Ont.....	23,082	357	436	231	682,400	9,984,500	1,783,400
Peterborough, Ont.....	22,327	383	688	317	969,500	11,132,500	1,706,600
Moose Jaw, Sask.....	21,299	308	611	248	993,100	9,688,400	1,574,600
Guelph, Ont.....	21,075	309	497	241	792,200	9,194,400	1,388,200
Gloucester, Ont.....	20,706	232	200	156	277,300	4,268,100	680,000
Moncton, N.B.....	20,689	302	920	699	1,621,700	20,751,400	2,290,700

Annual Retail Statistics.—As in the case of wholesale merchandising, annual statistics of retail sales are based on the complete census covering 1930, supplemented by an annual survey of all the more important retail establishments, such establishments having accounted for over two-thirds of the total value of sales in 1930. In Table 31, therefore, the figures for 1930 are the results of the comprehensive census, while the figures for later years are estimates calculated from the annual surveys.

It is impossible to measure accurately the effect of the general decline in prices as a factor in the decrease in the total sales from 1930 to 1933. It probably was the principal factor in the food and apparel groups. On the other hand, the prices of more durable goods have not declined so much as food prices, so that the greater reduction in sales of groups handling durable goods is, no doubt, due much more to reduced volume.

The improvement in retail trade, evident in Canada since the spring months of 1933, was continued in 1935 when the value of sales was 5 p.c. greater than in the preceding year and 15 p.c. greater than in 1933. The index of retail sales for 1935 on the base 1930 equals 100 stands at 73.9. Increases over 1934 were recorded in all provinces, these increases ranging from 2.5 p.c. in Prince Edward Island to 9.1 p.c. in British Columbia.