

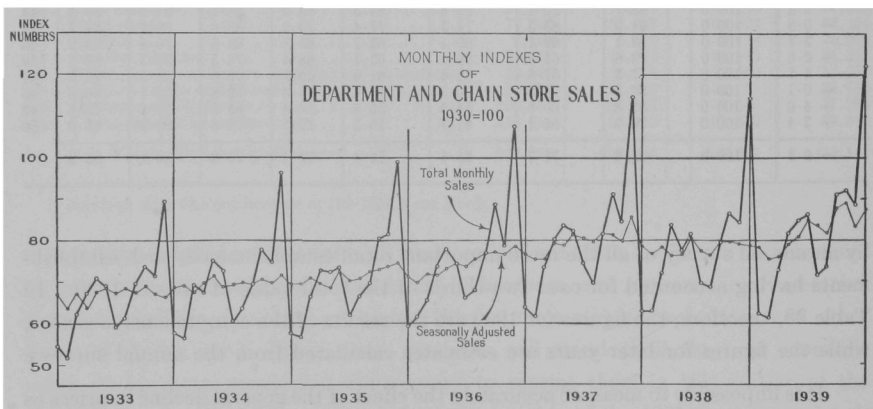
Retail trade was relatively well maintained in 1938, dollar volume of business for the year standing only 2 p.c. below the 1937 level. Sales in Manitoba and Saskatchewan were practically unchanged in 1938 from the preceding year; Alberta sales increased by 6 p.c. while all other provinces reported decreases ranging from 0.8 p.c. in Quebec to 6.5 p.c. in New Brunswick.

### 29.—Retail Merchandise Trade, by Provinces, 1930.

Province.	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.	\$		
Prince Edward Island..	88,088	851	732	395	874,400	13,773,700	3,359,400
Nova Scotia .....	512,846	6,464	5,415	2,811	7,006,300	99,519,900	18,506,700
New Brunswick .....	408,219	4,434	4,516	2,338	6,224,300	84,371,900	14,806,700
Quebec .....	2,874,255	34,286	45,085	17,815	59,778,200	651,138,500	119,843,700
Ontario .....	3,431,683	43,045	64,127	30,057	101,636,800	1,099,990,200	177,112,500
Manitoba .....	700,139	6,859	11,440	6,366	18,945,300	189,243,900	28,253,700
Saskatchewan .....	921,785	10,841	10,158	2,939	14,170,600	189,181,100	43,153,400
Alberta .....	731,605	8,592	9,638	3,439	14,947,000	176,537,100	35,800,500
British Columbia .....	694,263	9,501	14,675	6,513	23,465,100	248,597,500	41,055,300
Yukon and N.W.T. ....	13,953	130	215	9	322,500	3,216,100	1,735,600
<b>Canada .....</b>	<b>10,376,786</b>	<b>125,003</b>	<b>166,001</b>	<b>72,682</b>	<b>247,370,500</b>	<b>2,753,569,900</b>	<b>483,627,500</b>

**Retail Merchandise Trade by Cities.**—Data similar to those given in Table 29 for provinces are published for cities of 20,000 population or over at p. 609 of the 1939 Year Book.

**Chain Stores.**—During the past decade the chain store has come to occupy an important place in the field of distribution. The Dominion Bureau of Statistics classifies as chains all retail organizations (with the exception of departmental



concerns) operating four or more branches. The number of chains reported in any year thus depends not only on the appearance or disappearance of firms but also on the number of units operated. As a minimum of four stores is required before a firm is classified as a chain, the reduction in branches below this number automatically removes a firm from the chain store group.