

representative number of firms. Approximately 300 different wholesale companies now report to this service. The base used in computing these index numbers was formerly the average monthly sales in 1930, but, in order to conform with other series, the indexes have recently been recomputed using as a base the average monthly sales during the five-year period from 1935 to 1939. Since the monthly indexes are based upon a smaller coverage of sales than that secured for the annual census, these results cannot be expected to have the accuracy of the more exhaustive survey. The monthly indexes do, however, give a fair indication of the current trend in wholesale trade.

Dollar sales for the nine lines of business included in the monthly survey averaged 11 p.c. higher in 1940 than in 1939, sales for all months of 1940, excepting September, standing higher than in the corresponding periods of the previous year. Heavy inventory buying by the retail trades to replace stocks depleted by an exceptionally brisk Christmas business at the close of 1939 resulted in marked increases in wholesale sales in January and February, 1940. On the other hand, sales in September, 1940, averaged 16 p.c. below the high peak recorded in the first month of the War. Increases in the annual totals were general for all trades and for all regions of the country. The automotive equipment and hardware trades reported gains of 20 p.c. over 1939; the tobacco trade was up 15 p.c.; the clothing trade, 14 p.c.; and the footwear trade, 11 p.c. Gains for other lines of business included in the survey did not exceed 10 p.c.

### Subsection 2.—Retail Trade and Service Establishments\* CENSUS STATISTICS

**Retail Merchandise Trade by Provinces.**—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, is given at pp. 673-690, inclusive, of the 1934-35 Year Book. That review gives 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 those statistics will stand until the next census is taken, it has been considered unnecessary to reprint them in this edition of the Year Book. The following summary information is reproduced here, however, for the information of the general reader.

\* A review of retail trade for the period 1923-30 is given at pp. 637-639 of the 1936 Year Book. This was summarized from a special study report, "A Decade of Retail Trade", published in bulletin form in 1935 by the Internal Trade Branch of the Dominion Bureau of Statistics.

#### 22.—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.	No.	No.	\$	\$	\$
Prince Edward Island..	88,038	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>2,755,569,900</b>	<b>483,627,500</b>