

business groups, 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 results of the 1941 Census are available they are not reprinted in this edition of the Year Book. The following summary information is reproduced here, however, for the information of the general reader.

20.—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..	88,038	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
Canada.....	10,376,786	125,003	166,001	72,682	247,370,500	2,755,569,900	483,627,500

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

ANNUAL STATISTICS

Summary of Retail Merchandising.—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.

Customers spent 12 p.c. more money in retail trading establishments in 1940 than in 1939 and 53 p.c. more than in 1933. Dollar sales were estimated at \$2,736,868,000 for 1940 compared with \$2,447,658,000 for 1939 and within 1 p.c. of the \$2,755,569,900 recorded in the results of the complete census for 1930. Part of the increase in consumer expenditures revealed by these figures represented higher prices and part an increase in the volume of goods sold. The Bureau's retail prices index averaged 5.4 p.c. higher in 1940 than in 1939. While the retail prices indexes and the trend in dollar sales are not strictly comparable, they are sufficiently so to give some indication of the effect of price movements on the dollar turnover of retail business.

Marked increase in sales of stores specializing in furniture and household appliances, radios, or electrical appliances and supplies constituted an outstanding feature of the retail trade of 1940. Sales for stores specializing in household appliances gained 24 p.c. over 1939; sales for radio and musical-instrument stores were up 23 p.c., while furniture-store sales increased 20 p.c. compared with 1939. Increased purchasing power in consumers' hands and anticipation of price increases combined to produce a marked stimulus in this type of retail business.