

## Subsection 3.—Retail Merchandising Establishments

## CENSUS STATISTICS

Final results of the Census of Merchandising for 1941 show that there were operating in Canada that year 137,343 retail stores whose annual sales totalled \$3,449,247,500, an increase of 25.2 p.c. in dollar volume compared with the \$2,755,569,900 sales reported by 125,003 stores in the earlier census for 1930. The scope and form of presentation of the Census of Merchandising Report for 1941 varied slightly from that for 1930, results for the earlier period including producer-distributors of dairy products, line elevators doing a small retail business and itinerant operators having no established place of business—types of enterprise not included in the regular retail tables for 1941. On excluding data for these types from the 1930 totals, an increase of 14.8 p.c. in number of stores and 25.8 p.c. in value of sales is recorded.

## 16.—Summary of Retail Merchandise Trade, by Provinces, 1930 and 1941

Province or Territory	Stores		Total Sales			P.C. of Sales for Canada	
	1930	1941	1930	1941	P.C. Change 1930-41	1930	1941
	No.	No.	\$'000	\$ 000			
Prince Edward Island.....	851	863	13,774	15,936	+15.7	0.5	0.5
Nova Scotia.....	6,464	6,790	99,520	165,034	+65.8	3.6	4.8
New Brunswick.....	4,434	4,988	84,372	101,843	+20.7	3.1	3.0
Quebec.....	34,286	39,712	651,139	818,671	+25.7	23.6	23.7
Ontario.....	43,045	47,055	1,099,990	1,406,977	+27.9	39.9	40.8
Manitoba.....	6,859	7,219	189,244	210,833	+11.4	6.9	6.1
Saskatchewan.....	10,841	10,097	189,181	191,184	+1.1	6.9	5.5
Alberta.....	8,592	9,225	176,537	225,119	+27.5	6.4	6.5
British Columbia.....	9,501	11,253	248,597	309,573	+24.5	9.0	9.0
Yukon and N.W. Territories	130	141	3,216	4,078	+26.8	0.1	0.1
<b>Canada.....</b>	<b>125,003</b>	<b>137,343</b>	<b>2,755,570</b>	<b>3,449,248</b>	<b>+25.2</b>	<b>100.0</b>	<b>100.0</b>

**Retail Merchandise Trade by Kinds of Business.**—For census purposes retail stores are divided into ten broad groups and each group is further subdivided into individual kind-of-business classifications, these classifications depending partly upon popular designation and partly upon the kind of commodities handled. These kind-of-business classifications should not be confused with commodity sales. Grocery stores carry items that cannot be classified as grocery products and, on the other hand, grocery products are sold by country general stores, department stores