

20.—Total Known Retail Merchandise Trade, 1941

Item	Amount	P.C. of Total	Item	Amount	P.C. of Total
	\$			\$	
Retail stores.....	3,354,499,100	91.46	Sales of farmers' supplies by co-operative associations and line elevators.....	21,304,200	0.58
Hotel sales of meals, alcoholic beverages, tobacco, etc.....	109,022,100	2.98	Sales by itinerant operators.....	13,286,500	0.36
Retail sales by wholesalers..	60,265,300	1.64	Merchandise sales by service establishments.....	10,347,200	0.28
Retail sales by manufacturing bakeries and dairies....	93,049,700	2.54	Other known retail sales....	5,941,500	0.16
			Total Known Retail Merchandise Trade....	3,667,715,600	100.00

Retail Stores and Sales.—The remainder of this section is confined to an analysis of the operations of retail stores as considered in the broader sense to include not only stores but also filling stations, restaurants, lumber yards and all other types of outlets engaged chiefly in the sale of merchandise at retail. Including all such types, there were 137,331 retail outlets recorded in the 1941 Census. These required the services of 297,047 full-time and 95,561 part-time employees to whom \$314,438,000 was paid in salaries and wages. In addition, there were 131,823 proprietors of unincorporated firms working on their own account. Annual sales totalled \$3,440,902,000 and year-end stocks were valued at \$540,864,000.

21.—Summary of Retail Merchandise Trade, by Provinces, 1941

Province or Territory	Stores	Proprietors	Employees		Salaries and Wages	Sales	Stocks at Dec. 31, 1941
			Full-time	Part-time			
	No.	No.	No.	No.	\$'000	\$'000	\$'000
Prince Edward Island.....	863	859	1,425	308	1,135	15,936	3,495
Nova Scotia.....	6,790	6,250	13,357	3,938	12,959	165,034	23,776
New Brunswick.....	4,988	4,629	9,004	2,058	8,335	101,843	17,209
Quebec.....	39,712	38,574	74,562	22,187	72,380	818,671	138,807
Ontario.....	47,055	44,891	121,042	44,800	134,731	1,406,977	206,163
Manitoba.....	7,219	7,058	20,387	5,069	20,215	210,833	30,020
Saskatchewan.....	10,088	9,644	14,641	4,611	14,550	186,886	37,262
Alberta.....	9,222	9,186	16,760	4,639	18,817	221,071	37,511
British Columbia.....	11,253	10,658	25,649	7,920	30,964	309,573	44,953
Yukon and N.W. Territories..	141	74	220	31	353	4,078	1,664
Canada.....	137,331	131,823	297,047	95,561	314,438	3,440,902	540,864

Retail Trends, 1930-41.—The scope of the 1941 Census varied slightly from that of 1930. On reducing the results of the two surveys to a comparable basis increases of 14.8 p.c. in the number of retail outlets and 25.6 p.c. in the dollar volume of business transacted were recorded between the two census periods.

The 25.6 p.c. gain in dollar sales between 1930 and 1941 under-estimates the increase in the physical quantity of goods sold because prices were lower in the latter than in the former period, the Bureau's retail price index averaging 8 p.c. lower in 1941 than in 1930. Although the method used in constructing the retail price indexes does not warrant their use in deflating the dollar sales figures, it is apparent that the increase in the physical volume of goods purchased in 1941 compared with 1930 exceeded the 25.6 p.c. increase in dollar volume.