

Subsection 3.—Retail Service Establishments

The Census of Merchandising and Service Establishments included in its scope not only firms engaged in the retail and wholesale merchandise trades but also a large number of different types of service establishments in which the annual revenue represented receipts from services performed rather than from the sale of merchandise. A considerable number of firms overlap these two functions, being engaged partially in selling goods and partially in providing services. Establishments were assigned in their entirety to either the merchandising or service section of the census on the basis of their major activity as measured in terms of annual receipts.

There were altogether 49,271 service establishments coming within the scope of the 1941 Census which had annual receipts of \$254,678,000. These employed an average of 62,781 full-time and 21,647 part-time employees who received \$62,984,000 in salaries and wages. In addition there were 50,224 active proprietors.

A marked increase in the number of hairdressers or beauty parlours operating in Canada took place between 1930 and 1941. Results of the census for the former year show 2,385 beauty parlours with receipts of \$6,109,300. In 1941 there were 5,619 beauty parlours with receipts of \$12,844,000. Results of the 1941 Census also show 8,306 barber shops and 604 combined barber shops and beauty parlours with total annual receipts of \$17,719,000.

30.—Summary of Retail Service Establishments, by Provinces and by Kinds of Business, 1941

Province and Kind of Business	Estab- lishments	Pro- prieters	Employees		Salaries and Wages	Receipts
			Full-time	Part-time		
Province	No.	No.	No.	No.	\$'000	\$'000
Prince Edward Island.....	325	327	273	222	174	964
Nova Scotia.....	1,860	1,869	2,353	650	2,080	9,409
New Brunswick.....	1,484	1,519	1,261	580	1,120	5,626
Quebec.....	13,807	14,074	16,425	5,025	16,178	64,829
Ontario.....	17,612	18,058	27,226	9,390	28,157	110,422
Manitoba.....	2,977	2,999	4,308	1,667	4,092	15,426
Saskatchewan.....	3,704	3,740	2,111	959	1,901	10,180
Alberta.....	3,341	3,438	2,961	1,050	2,919	13,184
British Columbia.....	4,147	4,187	5,849	2,085	6,346	24,559
Canada¹.....	49,271	50,224	62,781	21,647	62,984	254,678
Kind of Business						
Amusement and Recreation Group—						
Bowling alleys and pool halls.....	1,463	1,525	1,723	2,032	1,672	7,857
Camp grounds and tourist camps.....	1,273	1,341	1,387	1,082	610	3,333
Motion-picture theatres.....	1,244	804	6,992	1,774	7,228	41,369
Other amusement and recreation places.....	974	824	1,919	4,829	2,201	8,786
Totals, Amusement and Recrea- tion Group.....	4,954	4,494	12,021	9,717	11,710	61,345
Business Services Group—						
Advertising services.....	703	608	2,735	494	4,813	11,734
Other business services.....	631	537	3,511	672	3,902	12,698
Totals, Business Services Group..	1,334	1,145	6,246	1,166	8,715	24,432

¹ Includes Yukon and the Northwest Territories.