

forming 86.9 p.c. of the total. Whereas the relative position of grocery chain stores declined in the intercensal period, there was a marked expansion in both the number and sales of combination stores (groceries and fresh meats). The increase may be attributed to the development of many retail chain outlets from grocery to combination stores through the addition of a meat department. The importance of chain filling stations declined sharply to make way for independently operated units, resulting from a change in policy of the large petroleum distributors. Many filling stations formerly owned and operated by wholesale distributors, were leased to individual proprietors.

Retail Merchandise Trade in Urban Centres.—The greatest proportion of retail trade in 1941 was transacted in the urban centres, having populations of 100,000 or over. While these cities formed 23 p.c. of Canada's population, their sales amounted to 40 p.c. of the retail sales transacted in the census year. At the other end of the scale, the small villages and rural areas, places of less than 1,000 population, accounted for 49 p.c. of the population and only 17 p.c. of the retail trading. Urban centres falling in the 1,000 to 30,000 size-of-locality grouping and representing 20 p.c. of the population derived 29 p.c. of the retail sales. Cities of the 30,000 to 100,000 population class, housed 8 p.c. of the persons in Canada and transacted 14 p.c. of the sales. It should be pointed out that sales are attributed to the centres where the purchases are made, rather than to the areas from which that business is drawn. Thus it becomes apparent that many urban centres act as distributing points for surrounding areas, and that the business attributed to these cities does not necessarily reflect the consumer demand within the city.

The intercensal expansion of population, stores, and sales for all cities of over 10,000 population in 1941 is given at pp. 611-612 of the 1945 Year Book.

Miscellaneous Analyses of Retail Data.—An analysis of retail stores classified according to sales volume revealed that 31.6 p.c. of total stores operating in 1941 had annual sales of less than \$5,000 but these stores transacted only 2.9 p.c. of the total business; 40.3 p.c. of the stores with sales ranging between \$5,000 and \$20,000 did 17.2 p.c. of the retail trading; stores in the \$20,000 to \$50,000 size-of-business class did 23.4 p.c. of the business and operated 19.2 p.c. of the total number of stores; 5.5 p.c. of the stores with sales of between \$50,000 and \$100,000 transacted 14.8 p.c. of the business; and the remaining 3.4 p.c. of the stores, each with annual sales exceeding \$100,000, accounted for 41.7 p.c. of the total retail sales.

When grouped according to the number of paid employees utilized in the business during the year, retail stores varied widely. More than 41 p.c. of the stores operated without the aid of paid employees and these transacted 9 p.c. of the retail business; 45 p.c. of the stores employed from 1 to 4 persons and their sales formed 33 p.c. of the total; 12 p.c. employed between 5 and 19 employees and accounted for 30 p.c. of the business; 1 p.c. had from 20 to 49 employees with 11 p.c. of the total sales volume; considerably less than 1 p.c. of the stores employed over 50 persons but these accounted for 17 p.c. of the retail sales in 1941.

Not all stores were able to report data concerning the extent to which their sales were made on credit, but those stores from which such information was secured reported that 28 p.c. of their total business was transacted on some type of credit basis. Credit sales are largest in stores dealing in durable goods, such sales, to a great extent, being payable on an instalment plan, but credit business is also an important factor in the clothing trades.