

More detailed information concerning retail trade in 1941 is given at pp. 604-615 of the 1945 Year Book and in Volume X of the 1941 Census Report.

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 49,271 service establishments which came within the scope of the 1941 Census with receipts of \$254,678,000 as compared with 42,223 service establishments with receipts of \$249,455,900 in 1930. Service establishments in 1941 gave employment to 62,781 full-time employees and to 21,647 persons on a part-time basis and spent \$62,984,000 in salaries and wages.

There was a marked expansion both in the number and receipts of beauty parlours between 1930 and 1941. Results of the 1930 Census showed 2,385 beauty parlours with \$6,109,300 receipts as compared with 5,619 beauty parlours operating in 1941 and having receipts of \$12,884,400. Receipts of establishments in the photographic group increased from \$5,078,600 in 1930 to \$6,901,300 in 1941, revealing a major development in photographers' services. Results of the 1941 Census also showed an amount of \$43,329,800 spent for laundry and dry cleaning services while receipts for such services in 1930 amounted to \$33,944,500. Repair shops, including jewellery and watch repairs, automobile and bicycle repairs, blacksmith shops, and upholstery and furniture services, had receipts of \$37,512,100 in 1941.

Hotels.—Results of the Census of Hotels for 1941 showed 5,646 hotels in Canada with annual receipts of \$147,488,156, of which \$78,695,770 or 53 p.c. represented the sale of alcoholic beverages, \$57,706,350 or 39 p.c. was obtained from room rentals and the sale of meals while the remaining 8 p.c. represented receipts from miscellaneous sources. The 5,646 hotels included 4,844 establishments which were open for twelve months of the year with receipts of \$140,612,327, and 802 hotels which operated only during certain months, generally from May to September, with receipts of \$6,875,829.

There were 1,494 of the 4,844 full-time hotels with annual receipts of less than \$5,000 whose aggregate 1941 receipts amounted to \$2,897,800; 58 hotels had annual receipts of over \$200,000 with a gross revenue of \$31,142,900; 1,563 hotels each had annual receipts of between \$5,000 and \$19,999; 1,118 establishments had revenues ranging between \$20,000 and \$49,999; 442 hotels were in the \$50,000 to \$99,999 class; while 169 hotels had annual revenues of between \$100,000 and \$199,999.

Of the 4,844 full-time hotels, 1,939 or 40 p.c. had 10 rooms or less; 1,755 hotels had from 11 to 25 rooms; 776 from 26 to 50 rooms; and 280 from 51 to 100. Only 94 hotels had over 100 rooms and of this number 69 were in the 101 to 200 room class, 15 had from 201 to 500 rooms and 10 had more than 500 rooms.