

*Chain Stores.*—For census purposes, chains are taken to mean all groups of four or more stores (except department stores) under the same ownership and management and carrying on the same kind of business. All department stores are considered as independents irrespective of the number of stores operated by any one company.

The 532 chain companies operating 8,011 stores transacted 18.7 p.c. of the total retail trade in the census year. Variety stores were operated chiefly on a chain basis, variety chain-store sales forming 86.9 p.c. of the total.

**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 had 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 grouping and representing 20 p.c. of the population transacted 29 p.c. of the total 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.

**Commodity Distribution of Consumer Dollar.**—In 1941 food products came first in point of view of dollar sales accounting for 26.8 p.c. of the total expenditure. Automotive products, including not only purchases of new and used motor-vehicles but also gasoline and oil, tires and tubes, parts and accessories, came second forming 15.2 p.c. of the total. Clothing and shoes came third with 14.6 p.c. followed by household effects with 8.3 p.c. Sales of alcoholic beverages amounted to 6.6 p.c.; building materials, 4.7 p.c.; receipts from the sale of meals, 4.2 p.c.; fuel, 3.1 p.c.; drugs, drug sundries and toilet goods, 2.3 p.c.; piece goods, notions and smallwares, 1.8 p.c.; and other merchandise, 12.4 p.c.

**Miscellaneous Analyses.**—Retail data are also analysed by size of business, number of employees, etc. These analyses are outlined at p. 611 of the 1946 Year Book but are given in greater detail at pp. 604-615 of the 1945 edition and in the 1941 Census Volume X.

### 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.