

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. For 1930, the results 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. More detailed information on hotels is given at p. 612 of the 1946 Year Book.

Subsection 4.—Current Merchandising and Service Statistics

A complete census of all trading establishments is a major undertaking and it is not possible to survey the entire field annually. Measurements of the more significant post-census trends and developments are effected through the medium of a series of annual, monthly and special projects. The following paragraphs review results of the most recent analyses of various aspects of Canadian merchandising.

Wholesale Trade.—Current trends in wholesale trade are recorded by monthly indexes of sales based on reports from a representative sample of wholesale merchants in nine lines of consumer goods. The trades covered in this survey are automotive equipment, drugs, clothing, footwear, dry goods, fruits and vegetables, grocery, hardware, and tobacco and confectionery. Composite sales indexes for these kinds of business (on the base 1935-39=100,) averaged 141.9 for 1941, 156.2 for 1942, 168.2 for 1943, 185.9 for 1944 and 205.3 for 1945. Using 1941 as a base, the indexes indicate that the dollar sales volume of wholesalers in the nine lines covered by the survey was up 10.1 p.c. in 1942, 18.5 p.c. in 1943, 31.0 p.c. in 1944 and 44.7 p.c. in 1945. The upward trend continued in 1946, sales in the first ten months being 20 p.c. higher than in the corresponding period of 1945.

Retail Trade.—Total sales of retail stores in Canada for the year 1945 were estimated to be \$4,591,885,000, 11 p.c. above sales in 1944 and 33 p.c. greater than sales in the census year, 1941. Sales expansion since 1941 has been most pronounced in country general stores, hardware and building materials, restaurants, jewellery stores, alcoholic beverage outlets and tobacco stores, all of which had sales in 1945 exceeding 1941 figures by more than 60 p.c. More moderate increases were experienced by most other kinds of retail establishments during the same interval, although the automotive trades constituted an exception to this trend. Dollar sales for the combined automotive trades in 1945 were 28.9 p.c. below 1941 volume, the reduction from the census year resulting chiefly from the very