

shifts in population, the location of new areas of natural resources, the restoration of freer competition and the emergence of many new consumer goods on the shelves of distributors created needs for up-to-the-minute data. While monthly data on retail and wholesale trading had been gathered for several years prior to 1941, efforts have been made since 1945 to extend and improve these current series so as to provide the marketing information required by industry and government. For this reason, and because several of these revised or newly introduced series have stabilized, most of the space in this Section of the Year Book is given to recent data. The principal limitation of such information is the lack of detailed county-by-county and city-by-city figures on which marketing programs may depend, but further research will, in time, yield more and more adequate data for users of consumer expenditure data.

More detailed descriptions of census data may be found at pp. 596-621 of the 1945 Year Book and with slightly different emphasis at pp. 527-536 of the 1943-44 edition. Summaries of wholesale, retail and service establishments by type of operation, kind of business and region appear in this Section.

Subsection 1.—Results of the 1941 Census of Merchandising

Wholesale Trade.—As mentioned on p. 856, detailed tabulations of the operations of wholesalers, together with explanations of the terms used in describing the various classes of wholesale business, are given in Volume XI of the Census of 1941, and in briefer form in previous issues of the Year Book. Table 16 recapitulates these data regionally and by type of operation.

16.—Wholesale Trade, by Provinces and Major Types of Operation, 1941

Province and Type of Operation	Estab-lishments	Total Sales	Em-ployees	Salaries and Wages
Province	No.	\$	No.	\$
Prince Edward Island.....	100	13,192,800	441	440,900
Nova Scotia.....	681	152,600,900	4,013	5,659,700
New Brunswick.....	507	88,190,000	3,084	4,354,900
Quebec.....	5,075	1,726,520,500	32,634	54,695,600
Ontario.....	6,244	1,744,663,700	40,450	67,894,200
Manitoba.....	2,206	579,612,200	9,566	15,015,800
Saskatchewan.....	4,897	233,521,900	8,141	11,515,200
Alberta.....	3,336	323,138,100	8,147	12,252,700
British Columbia.....	1,708	379,126,700	10,994	17,615,800
Totals¹.....	24,758	5,290,750,500	117,471	189,449,100
Type of Operation				
Wholesalers proper.....	9,417	2,358,475,300	74,800	117,389,500
Manufacturers' sales branches and offices.....	1,622	1,206,993,800	20,782	40,034,400
Petroleum bulk tank stations.....	3,973	216,292,300	4,968	6,890,400
Agents and brokers.....	2,106	907,520,300	4,423	8,677,100
Assemblers of primary products.....	7,366	453,300,500	10,499	13,356,000
Other.....	274	148,168,300	1,999	3,101,700

¹ Includes Yukon and the Northwest Territories.

Retail Trade.—Volume X of the Census of 1941 contains detailed tabulations of the 1941 Census results for the retail trade. Table 17 is presented here for comparison with current data given in Subsection 2.