

In 1951, there were 151,626 retail establishments engaged mainly in selling merchandise to household consumers, and they accounted for a total sales volume of \$10,652,779,800. This was an increase of 14,295 establishments since the previous count was made in 1941, and an increase of \$7,211,877,800 in terms of dollar sales volume. All provinces, except Saskatchewan, had more retail establishments in operation in 1951 than in 1941, and all shared in the greatly expanded dollar sales volume. Ontario, with one-third of Canada's retail stores, had sales of \$4,116,372,500 or almost 40 p.c. of the total retail trade in Canada. Quebec, with 43,572 stores, had sales of \$2,436,913,100 in 1951. Sales in British Columbia were also over \$1,000,000,000. Newfoundland's retail trade was measured for the first time in 1951 and showed 4,090 stores with sales of \$159,805,000. Table 7 gives summary figures of retail trade, by province.

7.—Summary of Retail Trade, by Province, 1951

Province or Territory	Stores	Sales	Stocks on Hand, Dec. 31 (at cost)	Working Proprietors	Paid Employees		Payroll
					Minimum	Maximum	
	No.	\$'000	\$'000	No.	No.	No.	\$'000
Newfoundland.....	4,090	159,805	30,558	4,135	7,070	9,911	11,281
Prince Edward Island.....	972	54,118	8,228	997	2,196	2,811	3,418
Nova Scotia.....	7,176	393,880	52,030	6,685	17,844	23,560	29,877
New Brunswick.....	5,430	285,814	44,597	5,076	12,916	17,513	23,525
Quebec.....	43,572	2,436,913	351,115	42,690	108,734	138,791	206,776
Ontario.....	50,119	4,116,372	523,016	50,103	181,563	239,053	369,301
Manitoba.....	7,432	609,284	84,769	7,687	27,798	39,971	57,665
Saskatchewan.....	9,585	653,816	108,282	9,925	20,782	28,705	41,656
Alberta.....	9,943	848,283	124,227	10,319	30,501	41,008	63,750
British Columbia.....	13,151	1,082,637	147,773	12,372	45,067	62,139	101,897
Yukon and N.W.T.....	156	11,858	3,528	100	323	429	896
Canada.....	151,626	10,652,780	1,478,123	150,089	454,794	603,891	910,042

Results of the Census showed that two of the 15 census metropolitan areas accounted for retail sales well in excess of \$1,000,000,000 each—Toronto metropolitan area had sales of \$1,244,003,100 and Montreal metropolitan area, \$1,211,676,300. The 15 census metropolitan areas had a total retail sales volume of \$5,104,414,300 in 1951, or nearly 48 p.c. of all retail sales in Canada. Retail sales in the Toronto metropolitan area represented about 30 p.c. of total Ontario retail sales, and the aggregate sales for the five Ontario metropolitan areas (Toronto, Hamilton, Ottawa, Windsor, and London) accounted for 49 p.c. of the provincial total. In comparison, retail stores in the Montreal metropolitan area had nearly 50 p.c. of the total sales for the Province of Quebec, and those for Quebec City another 8 p.c., making approximately 58 p.c. of the provincial total for the Province's two metropolitan areas. In British Columbia, Vancouver metropolitan area stores had 52.5 p.c., and those of Victoria metropolitan area, 9.4 p.c. of the Province's total sales.