

first census of this kind related to business transacted for the year 1930 and similar censuses were taken for 1941, 1951 and 1961. Only the first classifications of retail trade (by provinces, counties or census divisions, and urban centres of 30,000 or more population) were available at the time of preparation of this Section (see Subsection 1). It is noteworthy that the scope of the data collected in 1961 was widened. Gross margin information was collected from retail stores and wholesalers; operating expense figures were collected from wholesalers and service businesses; and more information was sought about the operating characteristics of retailers and wholesalers. Reports giving detailed results of the census, classifying retail, wholesale and service establishments by geographic areas, kinds of business and types of operation—including such data as number of establishments, sales, employment and payrolls, and inventories and commodities for the retail and wholesale trades—are scheduled to begin appearing late in 1963.†

Census information is supplemented in intercensal years by monthly, quarterly and annual surveys on the more important phases of the retail, wholesale and service trades—sample surveys for some businesses and full coverage for others. The 1951 Census formed a new base for such surveys and certain improvements have been implemented for continuance during the 1951-61 intercensal period. Current information available on the distributive trades is given in Subsections 2, 3 and 4 and continues to project the 1951 base. Data related to the new 1961 base will be available early in 1965. Estimates for the years prior to 1951 have been revised in accordance with the census base.

Subsection 1.—1961 Census of Merchandising and Service Establishments

As stated above, the only results available from the 1961 Census of Merchandising and Service Establishments at the time of preparation of this Chapter were those of retail trade classified by counties or census divisions, by provinces and by incorporated urban centres of 30,000 or more population. The two latter classifications are given in Tables 1 and 2, respectively.

It should be noted that figures for 1961 are not directly comparable with 1951 Census information as summarized in the 1955 Year Book, pp. 953-977, since certain classifications were excluded from retail trade in 1961 and others added. Restaurants, lumber dealers, farm implement dealers and feed stores were included in 1951 but not in 1961; all automotive repair shops, radio and television repair and jewellery repair were included in 1961 as part of retail trade but in 1951 were considered service trades. It should also be noted that the total retail trade as reported by the census does not coincide with the total shown in Tables 4 and 5 of Subsection 3; the latter is estimated from sample surveys, whereas the census is a full-coverage survey.

† Vol. VI (Pt. 1) Census of Merchandising: Retail Trade (Series 6.1). Vol. VI (Pt. 2) Census of Merchandising: Wholesale Trade; Services (Series 6.2).

1.—Number of Retail Stores and Value of Sales and Inventory, by Province, Census 1961

Province or Territory	Stores	Sales	Inventory at Year-End
	No.	\$'000	\$'000
Newfoundland.....	4,747	285,568	49,948
Prince Edward Island.....	867	78,801	10,678
Nova Scotia.....	6,523	580,335	73,194
New Brunswick.....	5,215	435,806	55,350
Quebec.....	45,273	4,107,952	532,830
Ontario.....	52,157	6,206,685	733,955
Manitoba.....	6,575	766,711	100,022
Saskatchewan.....	7,591	734,492	118,265
Alberta.....	9,902	1,272,395	177,621
British Columbia.....	13,558	1,575,161	212,435
Yukon and Northwest Territories.....	212	29,044	7,600
Canada.....	152,620	16,072,950	2,071,898