

information on the censuses of merchandising and service establishments may be found in *Trends in Canadian Marketing*, one of a series of Census Monographs commissioned by the Dominion Bureau of Statistics following the 1961 Census.* This study attempts to identify and explain long-run changes in Canada's distribution system as revealed by DBS data.

Each census of merchandising and service establishments forms a new base for intercensal monthly, quarterly and annual surveys, which are sample surveys for some businesses and full coverage for others. Because of the need for more frequent survey bases, it was considered advisable to take a less detailed census every five years instead of every ten, and to place more emphasis on the sample surveys during the intercensal period for the collection of detail such as commodity content of sales to retailers, gross margin data and the analysis of sales by type of buyer. The first quinquennial census was taken in 1966, data from which will become available about mid-1968. The principal statistics derived from that census will be included in the 1969 Year Book. This Section contains current intercensal information on the distributive trades.

Retail Trade

The trend of retail trade is one of the best general indicators of the economic condition of the country. It is through retail stores that most goods are ultimately sold and such sales reflect the financial strength of the consumer except in times of short supply. The value of retail sales, estimated from intercensal sample surveys, increased by 29 p.c. during the period 1963-67. Estimates, by province and by kind of business, for 1963-67, not adjusted for price changes, are shown in Table 1.

* By G. Snyder, Director, Merchandising and Services Division, DBS, in collaboration with Prof. M. S. Moyer, York University. Queen's Printer, Ottawa. \$4. 322 p. (Catalogue No. 99-543/1967).

1.—Retail Trade, by Province and by Kind of Business, 1963-67

Province and Kind of Business	1963 ¹	1964 ¹	1965 ¹	1966	1967 ²
	\$'000,000	\$'000,000	\$'000,000	\$'000,000	\$'000,000
Province					
Atlantic Provinces.....	1,502	1,602	1,743	1,799	1,895
Quebec.....	4,764	5,108	5,515	5,708	6,107
Ontario.....	6,903	7,299	7,951	8,437	8,870
Manitoba.....	837	887	937	1,005	1,084
Saskatchewan.....	837	912	967	1,024	1,060
Alberta.....	1,422	1,503	1,599	1,736	1,870
British Columbia ¹	1,850	2,040	2,242	2,399	2,548
Canada²	18,116	19,351	20,954	22,108	23,434
Kind of Business					
Grocery and combination stores.....	4,095	4,356	4,655	4,918	5,219
All other food stores.....	672	718	767	796	824
Department stores.....	1,750	1,923	2,054	2,201	2,372
General stores.....	650	670	700	770	817
Variety stores.....	419	463	550	598	676
Motor vehicle dealers.....	3,163	3,379	3,847	3,915	3,955
Service stations and garages.....	1,686	1,788	1,903	1,974	2,106
Men's clothing stores.....	292	315	333	344	354
Women's clothing stores.....	311	363	385	409	434
Family clothing stores.....	256	269	288	302	324
Shoe stores.....	215	226	244	250	273
Hardware stores.....	316	328	344	387	415
Furniture, TV, radio and appliance stores.....	612	643	701	747	794
Fuel dealers.....	381	357	362	393	420
Drug stores.....	505	538	586	615	664
Jewellery stores.....	164	180	194	202	218
All other stores.....	2,600	2,834	3,041	3,287	3,569

¹ Includes the Yukon and Northwest Territories, because of rounding.

² Totals are not the exact addition of the components