

**Retail Stores and Sales.**—The remainder of this Section is confined to an analysis of the operations of retail stores as considered in the broader sense to include not only stores but also filling stations, restaurants, lumber yards and all other types of outlets engaged chiefly in the sale of merchandise at retail. Including all such types, there were 137,331 retail outlets recorded in the 1941 Census. These required the services of 297,047 full-time and 95,561 part-time employees to whom \$314,438,000 was paid in salaries and wages. In addition, there were 131,823 proprietors of unincorporated firms working on their own account. Annual sales totalled \$3,440,902,000 and year-end stocks were valued at \$540,864,000.

**16.—Summary of Retail Merchandise Trade, by Provinces, 1941**

Province or Territory	Stores	Pro- pri- etors	Employees		Salaries and Wages	Sales	Stocks at Dec. 31, 1941
			Full-time	Part-time			
	No.	No.	No.	No.	\$'000	\$'000	\$'000
Prince Edward Island.....	863	859	1,425	308	1,135	15,936	3,495
Nova Scotia.....	6,790	6,250	13,357	3,938	12,959	165,034	23,776
New Brunswick.....	4,988	4,629	9,004	2,058	8,335	101,843	17,209
Quebec.....	39,712	38,574	74,562	22,187	72,380	818,671	138,807
Ontario.....	47,055	44,891	121,042	44,800	134,730	1,406,977	206,162
Manitoba.....	7,219	7,058	20,387	5,069	20,215	210,833	30,020
Saskatchewan.....	10,088	9,644	14,641	4,611	14,550	186,886	37,262
Alberta.....	9,222	9,186	16,760	4,639	18,817	221,071	37,511
British Columbia.....	11,253	10,658	25,649	7,920	30,964	309,573	44,958
Yukon and N.W. Territories..	141	74	220	31	353	4,078	1,664
<b>Canada.....</b>	<b>137,331</b>	<b>131,823</b>	<b>297,047</b>	<b>95,561</b>	<b>314,438</b>	<b>3,440,902</b>	<b>540,864</b>

**Retail Trends, 1930-41.**—The scope of the 1941 Census varied slightly from that of 1930. On reducing the results of the two surveys to a comparable basis increases of 14.8 p.c. in the number of retail outlets and 25.6 p.c. in the dollar volume of business transacted were recorded between the two census periods. The 25.6 p.c. gain in dollar sales between 1930 and 1941 does not accurately reflect the increase in the physical volume of trading, prices in the latter year averaging 8 p.c. lower than in the former according to the Bureau's retail price index.

Sales results recorded in New Brunswick, Quebec, Ontario, Alberta and British Columbia deviated only slightly from the average 25.6 p.c. gain for Canada, while the increase in the number of stores in these provinces ranged from 12 p.c. in Ontario to 22 p.c. in British Columbia. While there was a gain of 3 p.c. in the number of stores operating in Saskatchewan, sales remained practically unchanged from 1930. Sales increased by 12 p.c. and 16 p.c. in Manitoba and Prince Edward Island, respectively, while the intense wartime activity in Nova Scotia resulted in a 67 p.c. gain in sales and a 10 p.c. increase in the number of stores.

Retail stores for census purposes are classified into 10 kind-of-business groups. The 25 p.c. gain in retail business between the intercensal years reflected a greater sales volume in 1941 than 1930 for each group except the second-hand group where sales declined 6 p.c. Sales increases ranged from 3 p.c. for country general stores to 73 p.c. in the restaurant group. Results analysed by particular kinds of business indicated varying trends between 1930 and 1941 for the individual trades. The shift in trading from grocery stores to stores selling both groceries and fresh meat and classified as combination stores was revealed in the 86 p.c. sales increase in combination stores as compared with a gain of 9 p.c. in grocery store sales. Filling stations were almost twice as numerous in 1941 as in 1930 while receipts were up 137 p.c. between the two years. Marked developments occurred both in the number and sales of variety stores. The sales volume of variety stores gained 93 p.c. in the