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**CANADA**

**DOMINION BUREAU OF STATISTICS**

**CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS**

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**RETAIL MERCHANDISE TRADE**

**IN**

**PRINCE EDWARD ISLAND**

**CALENDAR YEAR**

**1941**

**FINAL REPORT**



**OTTAWA  
1944**

Price 25 cents

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DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
OTTAWA, CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE IN PRINCE EDWARD ISLAND, 1941  
(Final Report)

Final compilations for the Census of Merchandising and Service Establishments, 1941, show that there were 863 retail stores in Prince Edward Island in the census year and that these had annual sales of \$15,935,500, including \$1,192,700 worth of instalment business. These stores required the services of 1,733 employees including 1,425 persons engaged on a full-time basis and 308 persons on a part-time basis. In addition there were 859 proprietors who devoted the major portion of their time to the management of their retail businesses. Salaries and wages paid to employees during the year amounted to \$1,135,200; inventories on hand at the end of the year (exclusive of chain warehouse inventories) were valued at \$3,495,100, while accounts outstanding on retailers' books on the same date were valued at \$1,907,400.

The Census of Merchandising and Service Establishments forms part of the Decennial Census of 1941 and is the second complete survey of retail trade to be taken in Canada. The previous census related to the year 1930 when retail sales in Prince Edward Island were valued at \$13,773,700. Dollar sales in 1941 were 15.7 per cent higher than in the earlier period.

The scope of the 1941 Census of Merchandising varied slightly from that of 1930, figures for the earlier year including certain minor types of business not included in the regular retail tables of the 1941 census. The types of business omitted in 1941 consist chiefly of producer-distributors of milk products and certain agencies having no established place of business. On excluding figures for these types from the 1930 totals, an increase of 13 per cent is recorded in the number of retail outlets while the increase in dollar volume of business is only slightly changed at 16.4 per cent.

Size of Business

Retail stores range widely in the scale of their operations as measured in terms of the annual volume of business transacted. An analysis of the 863 retail stores operating in Prince Edward Island in 1941 shows that 41 per cent of these stores had annual sales of less than \$5,000 each and that these accounted for only 4.5 per cent of the total dollar volume of business transacted by all stores. On the other hand, there were 29 stores or 3.3 per cent of the total number of retail outlets that had annual sales of \$100,000 or over and these accounted for nearly 39 per cent of the total annual retail business.

The merchandising census was taken by mail, the mailing lists for the project having been prepared by the population census enumerators who were instructed to list the name and address of each business establishment in their respective enumeration areas including those retail firms which commenced operations between the beginning of the year and the census date. The inclusion of part-year reports from such firms is a factor to be considered in the interpretation of the analysis of retail stores according to sales volume.

### Personnel

Each firm was asked to report the average number of paid employees required to carry on business during the year, separate figures to be given for male and for female employees and a distinction to be made between those employees on a full-time and on a part-time basis. Data were also secured relating to annual payroll and to the number of proprietors who took an active part in the management of their retail business.

Answers to these inquiries show a total of 2,592 persons engaged, either full-time or part-time, in retail merchandising in 1941. Included in these totals are 845 full-time male and 580 full-time female employees to whom \$1,070,900 was paid in salaries and wages during the year. Included also in the totals are 182 part-time male and 126 part-time female employees with an annual payroll of \$64,300. The third component included in the totals consists of active proprietors of whom there were 859 including 775 male and 84 female persons.

An analysis of the retail stores of the province, according to the number of paid employees in each store, indicates that there were 431 stores or 50 per cent of the total number in which there were no employees, the operations of these retail outlets being carried on by the proprietors alone. Twenty-two per cent of the total stores had one employee each 8.5 per cent had two employees, 6 per cent had three employees, and about another 4 per cent had four employees each. There were 83 stores each with 5 or more employees. This group comprised 9.6 per cent of the total number of stores, included 63.3 per cent of the total number of employees, paid out 71.9 per cent of the total annual payroll and transacted 53.8 per cent of the total volume of retail business.

### Cash, Credit and Instalment Sales

All stores were not able to report the proportions of their total business transacted on cash and credit bases. Information on cash and credit sales secured from 592 stores which accounted for 84 per cent of the total volume of retail business indicated that credit sales (including instalment sales) formed 32.6 per cent of the total annual turnover while 67.4 per cent of the business was transacted on a cash basis. Assuming that the proportions of cash and credit sales were similar for the reporting and non-reporting stores, the total volume of retail credit business may be estimated at \$5,194,900 in 1941. Ratios of credit to total sales for stores classified broadly according to kind of business stand at 28.8 per cent for food stores, 26.3 per cent for country general stores and 37.4 per cent for the general merchandise group. Ratios of credit to total sales for other groups stand at 42.8 per cent for the automotive group, 26.1 for the apparel group, 69.6 per cent for the building materials group, 37.7 per cent for the furniture-household-radio group and 29.2 per cent for the "other retail stores" group.



Included in the total credit business were instalment sales reported at \$1,192,700, or 7.5 per cent of the total volume of retail sales. Firms were instructed to include in the instalment sales reported the total volume of goods sold on the instalment plan including the down payment, the value of any trade-ins accepted as part payment in addition to the amount of the original unpaid balance. All instalment sales were to be reported irrespective of whether the paper was discounted with a finance company or carried on the retailers' own books.

More than 46 per cent of the total volume of instalment business was reported by motor vehicle dealers whose instalment sales totalled \$555,000 or 53.4 per cent of the total annual sales for this classification. Stores specializing in furniture, household appliances, radios and musical instruments or a combination of these items had instalment sales of \$52,700, while stores specializing in men's or women's apparel reported time-payment sales of \$6,600.

#### Types of Operation

In addition to being classified according to kind of business each store was assigned to a type of operation, depending chiefly upon whether the store was independently owned and operated or whether it belonged to a chain company or some other multiple form of organization.

The 863 retail stores operating in Prince Edward Island in 1941 were comprised of 841 independent stores whose sales formed 93.1 per cent of the total retail trade, 17 units of chain companies which accounted for 6.4 per cent of the total retail sales and 5 stores assigned to other types and accounting for the remaining 0.5 per cent of the total trade.

LIST OF TABLES--PRINCE EDWARD ISLAND

	<u>PAGE</u>
Table 1.--Comparison of Stores and Sales for 1930 and 1941, by Kind-of-Business Groups and for Selected Kinds of Business .....	4
Table 2.--Retail Merchandise Trade, 1941, by Kinds of Business .....	6
Table 3.--Retail Merchandise Trade, 1941, by Size of Business .....	10
Table 4.--Retail Merchandise Trade, 1941, Classified by Number of Employees .....	18
Table 5.--Retail Merchandise Trade, 1941, Credit Sales, Instalment Sales and Accounts Outstanding .....	20
Table 6.--Retail Merchandise Trade, by Types of Operation, 1930 and 1941 .....	24

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Table 1.--Comparison of Stores and Sales for 1930 and 1941 by Kind-of-Business Groups and for Selected Kinds of Business

	Number of Stores		Sales		
	1930	1941	1930	1941	% Change
Total, All Stores .....	851	863	\$ 13,773,700	\$ 15,935,500	+ 15.7
Total, Comparable Stores (1) .....	758	855	13,635,700	15,870,800	+ 16.4
Food Group .....	316	363	2,132,100	2,616,400	+ 22.7
Candy and confectionery stores .....	33	22	141,700	106,100	- 25.1
Grocery stores (without fresh meat) .....	204	267	1,415,900	1,634,600	+ 15.4
Combination stores (groceries and meat) .....	20	26	231,700	509,200	+119.8
Meat market (including sea food) .....	48	37	328,400	310,700	- 5.4

(1) Excludes milk dealers and farm implement agents.

Table 1.--Comparison of Stores and Sales for 1930 and 1941  
by Kind-of-Business Groups and for Selected Kinds of Business  
(Concl'd)

	Number of Stores		Sales		% Change
	1930	1941	1930	1941	
			\$	\$	
Country General Stores ..	168	185	3,253,200	3,886,600	+ 19.5
General Merchandise Group	8	16	2,304,900	2,846,900	+ 23.5
Automotive Group .....	76	88	1,960,700	1,844,300	- 5.9
Motor vehicle dealers .....	21	11	1,608,800	1,039,800	- 35.4
Garages .....	29	22	175,000	169,700	- 3.0
Filling stations .....	23	52	165,400	622,600	+276.4
Apparel Group .....	52	40	1,298,600	1,204,800	- 7.2
Men's and Boys' clothing and furnishings stores .....	33	14	248,300	237,100	- 4.5
Family clothing stores .....	6	4	797,500	567,200	- 28.9
Women's apparel and accessory stores .....	8	14	58,600	179,000	+205.5
Shoe stores .....	5	8	194,200	221,500	+ 14.1
Building Materials Group.	11	17	429,600	700,900	+ 63.2
Hardware stores .....	4	8	85,300	497,800	+483.6
Lumber and building material dealers	3	3	244,400	137,500	- 43.7
Furniture--Household-- Radio Group .....	13	11	406,200	144,500	- 64.4
Furniture stores .....	1	2	(x)	(x)	(x)
Household appliance or radio dealers .....	7	6	124,900	(x)	(x)
Restaurant Group .....	19	29	141,900	436,200	+207.4
Other Retail Stores .....	185	106	1,840,800	2,203,500	+ 19.7
Drug stores .....	20	23	352,600	447,400	+ 26.9
Jewellery stores	9	10	97,600	125,500	+ 28.6
Tobacco stores and stands ...	3	9	13,700	48,000	+250.4
Second-Hand Group .....	3	8	5,700	51,400	+801.8

(1) Excludes milk dealers and farm implement agents.



Table 2.--Retail Merchandise Trade, by Kinds of Business

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Kind of Business	Number of Stores	Sales 1941	Stocks on hand, end of year (at cost)
		\$	\$
1. Total, All Stores (1941 .....	863	15,935,500	3,495,100
(1930 .....	851	13,773,700	3,359,400
2. Food Group .....	363	2,616,400	338,000
3. Bakery products stores .....	3	3,200	100
4. Candy and confectionery stores .....	22	106,100	13,300
5. Dairy products dealers .....	3	33,500	900
6. Fruit and vegetable stores .....	4	(x)	(x)
7. Grocery stores (without fresh meat) .....	267	1,634,600	274,800
8. Combination stores (groceries and meats) ..	26	509,200	38,500
Meat markets (including sea foods) --			
9. Meat markets .....	34	307,700	2,200
10. Fish markets .....	3	3,000	100
11. Other food stores .....	1	(x)	
12. Country General Stores .....	185	3,886,600	1,100,900
13. General Merchandise Group .....	16	2,846,900	763,300
14. Department stores and mail order houses or offices .....	4)		
15. General merchandise and dry goods stores ..	8)	2,846,900	763,300
16. Variety stores .....	4)		
17. Automotive Group .....	88	1,844,300	248,700
18. Motor vehicle dealers .....	11	1,039,800	197,500
19. Accessory, tire and battery shops .....	3	18,200	3,900
20. Garages .....	22	169,700	25,200
21. Filling stations .....	32	622,600	22,100
22. Apparel Group .....	40	1,204,800	352,600
Men's and boys' clothing and furnishings stores --			
23. Men's clothing or clothing and furnishings stores .....	2	204,100	51,300
24. Custom tailors and made-to-measure clothing .....	6	33,000	3,800
25. Family clothing stores .....	4	567,200	139,600
Women's apparel and accessories stores --			
26. Women's ready-to-wear stores .....	10	143,400	31,200
27. Other women's apparel stores .....	4	35,600	7,900
28. Shoe stores .....	6	231,500	118,800
29. Building Materials Group .....	17	700,900	234,700

Table 2.--Retail Merchandise Trade, by Kinds of Business

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Proprietors		Employment and Wage Facts						
		Full-time employees			Part-time employees			
Male	Female	Male	Female	Salaries and wages	Male	Female	Salaries and wages	
				\$			\$	
775	24	845	580	1,070,900	182	126	64,300	1.
872	77	732	395	874,400	125	57	46,200	
317	50	103	61	89,800	44	24	13,200	2.
3	-	-	-	-	-	-	-	3.
19	3	3	7	5,500	2	2	500	4.
3	-	2	1	3,000	1	-	200	5.
(x)	-	(x)	-	(x)	-	-	-	6.
225	47	48	39	45,500	20	16	7,400	7.
25	-	26	13	20,900	9	3	2,400	8.
35	-	23	1	14,600	10	1	2,700	9.
3	-	-	-	-	2	-	500	10.
(x)	-	-	-	-	-	-	-	11.
177	10	162	100	179,300	42	14	11,600	12.
3	1	164	161	283,200	2	53	7,600	13.
3	1	164	161	283,200	2	53	7,600	14.
3	1	164	161	283,200	2	53	7,600	15.
3	1	164	161	283,200	2	53	7,600	16.
96	1	133	7	109,700	46	6	12,000	17.
15	-	36	5	57,400	14	-	2,300	18.
4	-	1	-	500	-	-	-	19.
24	-	22	2	18,300	18	1	5,700	20.
55	1	50	-	33,500	14	5	4,000	21.
27	10	48	76	97,300	8	10	4,100	22.
8	-	12	1	10,800	2	-	1,200	23.
5	-	2	-	3,100	-	1	100	24.
4	-	24	49	57,400	1	3	500	25.
4	6	-	10	6,100	-	3	800	26.
1	4	2	2	3,900	1	3	600	27.
5	-	8	14	16,000	4	-	800	28.
15	-	21	16	84,000	1	-	300	29.



Table 2.--Retail Merchandise Trade, by Kinds of Business--(Cont'd)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Kind of Business	Number of Stores	Sales, 1941	Stocks on hand, end of year (at cost)
1. Hardware stores .....	8	\$ 497,800	\$ 182,900
2. Lumber and building material dealers ..	3	137,500	32,300
3. Other building materials .....	1)		
4. Electrical supply stores .....	1)		
5. Heating and plumbing equipment dealers.	3)	65,600	19,500
6. Paint, glass and wallpaper stores .....	1)		
7. Furniture--Household--Radio Group..	11	144,500	32,400
8. Furniture stores .....	2	(x)	(x)
9. Household appliance or radio dealers ..	3	56,200	12,900
10. Radio and music stores .....	3	31,700	9,400
11. Other home furnishings and appliance stores .....	3	(x)	(x)
12. Restaurant Group .....	29	436,200	10,500
13. Restaurants, cafeterias and eating places .....	20	391,500	9,400
14. Eating places with other merchandise ..	6)		
15. Refreshment booths and stands .....	1)	44,700	1,100
16. Other Retail Stores .....	106	2,203,500	404,400
17. Farm implement dealers .....	6	40,200	14,200
18. Farmers' supplies .....	8	285,200	48,500
19. Harness shops .....	3	16,800	4,600
20. Book and stationery stores .....	3	92,300	36,100
Coal and wood yards (ice dealers) --			
21. Coal and wood yards (including ice)	17	685,000	33,500
22. Ice dealers .....	4	6,000	200
Drug stores --			
23. Drug stores without soda fountain .	19	345,900	121,200
24. Drug stores with soda fountain ....	4	101,500	34,200
25. Jewellery stores .....	10	125,500	43,200
26. Opticians and optometrists .....	4	28,500	10,400
27. Tobacco stores and stands .....	9	48,000	4,700
28. Miscellaneous kinds of business .....	19	427,600	53,600
29. Second-Hand Group .....	8	51,400	9,600

Table 2.--Retail Merchandise Trade, 1941, by Kinds of Business--(Cont'd)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Proprietors		Employment and Wage Facts						
		Full-time employees			Part-time employees			
Male	Female	Male	Female	Salaries and wages	Male	Female	Salaries and wages	
				\$			\$	
7	-	47	13	59,000	1	-	300	1.
3	-	15	3	15,600	-	-	-	2.
								3.
								4.
5	-	9	-	9,400	-	-	-	5.
								6.
8	2	7	3	10,100	5	1	1,200	7.
(x)	-	(x)	(x)	(x)	(x)	-	(x)	8.
2	-	5	2	7,800	-	1	500	9.
3	-	1	-	700	1	-	100	10.
(x)	(x)	-	-	-	(x)	-	(x)	11.
30	4	23	100	55,700	2	11	4,500	12.
21	-	18	92	51,200	1	9	4,000	13.
								14.
9	4	5	8	4,500	1	2	500	15.
93	5	130	54	158,300	24	6	8,100	16.
7	-	3	-	1,900	-	-	-	17.
8	-	10	5	15,200	-	-	-	18.
4	-	4	-	3,500	4	2	-	19.
-	2	6	5	12,200	1	-	1	20.
14	1	31	5	44,300	4	4	1,700	21.
4	-	14	-	1,800	2	-	300	22.
17	1	19	15	29,200	4	3	3,100	23.
4	-	4	7	5,600	3	2	1,000	24.
3	-	9	10	16,500	3	2	1,100	25.
4	-	3	1	4,600	-	-	-	26.
8	1	4	2	3,000	1	-	100	27.
15	-	23	4	20,500	6	1	700	28.
7	1	4	2	3,500	1	1	500	29.

Table 3.--Retail Merchandise Trade, 1941, by Size of Business  
(Sales are shown in thousands of dollars)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Kind of Business	TOTALS		Less than \$1,000	
	Number of Stores	Sales	Number of Stores	Sales
1. Total, All Stores	843	15,936	85	49
2. Per cent of total stores and sales	100.0	100.0	9.8	.3
3. Food Group .....	363	2,818	31	29
4. Bakery products stores .....	3	3	2	(x)
5. Candy and confectionery stores .....	22	102	3	(x)
6. Dairy products dealers .....	3	34	-	-
7. Fruit and vegetable stores .....	4	(x)	1	(x)
8. Grocery stores (without fresh meat) .....	267	1,635	37	21
9. Combination stores (groceries and meats) ..	26	509	1	(x)
10. Meat markets (including sea foods) .....	37	311	4	3
11. Other food stores .....	1	(x)	-	-
12. Country General Stores .....	185	3,637	2	(x)
13. General Merchandise Group .....	15	2,347	-	-
14. Automotive Group .....	83	1,344	5	3
15. Motor vehicle dealers .....	11	1,049	-	-
16. Accessory, tire and battery shops .....	3	12	1	(x)
17. Garages .....	22	170	1	(x)
18. Filling stations .....	32	623	3	(x)
19. Apparel Group .....	40	1,205	4	2
20. Men's and boys' clothing and furnishings stores .....	14	237	2	(x)
21. Family clothing stores .....	4	367	-	-
22. Women's apparel and accessories stores ...	14	129	2	(x)
23. Shoe stores .....	8	222	-	-
24. Building Materials Group .....	17	701	2	(x)
25. Hardware stores .....	3	498	1	(x)
26. Lumber and building materials dealers ....	3	138	1	(x)
27. Other building materials .....	6	66	-	-
28. Furniture--Household--Radio Group ....	11	145	2	(x)
29. Furniture stores .....	2	(x)	-	-
30. Household appliance or radio dealers .....	3	88	-	-
31. Other home furnishings and appliance stores	3	(x)	2	(x)



Table 3.--Retail Merchandise Trade, 1941, by Size of Business

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

\$1,000- \$1,999		\$2,000- \$4,999		\$5,000- \$9,999		\$10,000- \$19,999		
Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	
	\$		\$		\$		\$	
82	112	187	363	194	1,360	145	2,033	1.
9.5	.7	21.7	3.3	22.5	8.5	16.2	12.5	2.
52	55	103	326	81	569	42	556	3.
-	-	1	(x)	-	-	-	-	4.
1	(x)	6	14	6	42	3	42	5.
-	-	1	(x)	1	(x)	-	-	6.
-	-	1	(x)	2	(x)	-	-	7.
45	50	84	254	55	380	31	402	8.
-	-	7	26	6	44	4	63	9.
4	(x)	9	24	11	76	4	44	10.
1	(x)	-	-	-	-	-	-	11.
4	3	24	79	53	402	56	335	12.
-	-	1	(x)	3	18	1	(x)	13.
7	10	21	62	18	137	15	215	14.
-	-	-	-	-	-	1	(x)	15.
1	(x)	-	-	-	-	1	(x)	16.
3	(x)	10	34	3	22	3	(x)	17.
3	4	11	28	15	115	11	139	18.
2	(x)	5	15	4	29	10	141	19.
1	(x)	2	(x)	1	(x)	3	39	20.
-	-	-	-	2	(x)	-	-	21.
1	(x)	3	(x)	1	(x)	3	40	22.
-	-	-	-	-	-	4	63	23.
3	4	4	10	1	(x)	2	(x)	24.
1	(x)	3	(x)	-	-	-	-	25.
-	-	-	-	1	(x)	-	-	26.
2	(x)	1	(x)	-	-	2	(x)	27.
1	(x)	1	(x)	-	-	5	72	28.
-	-	-	-	-	-	1	(x)	29.
-	-	1	(x)	-	-	4	(x)	30.
1	(x)	-	-	-	-	-	-	31.

Table 3.--Retail Merchandise Trade, 1941, by Size of Business  
(Sales are shown in thousands of dollars)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Kind of Business	\$20,000- \$29,999		\$30,000- \$49,999	
	Number of Stores	Sales	Number of Stores	Sales
		\$		\$
1. Total, All Stores .....	63	1,492	41	1,581
2. Per cent of total stores and sales..	7.3	9.4	4.8	9.9
3. Food Group .....	16	375	8	305
4. Bakery products stores .....	-	-	-	-
5. Candy and confectionery stores .....	-	-	-	-
6. Dairy products dealers .....	1	(x)	-	-
7. Fruit and vegetable stores .....	-	-	-	-
8. Grocery stores (without fresh meat) .....	9	214	4	(x)
9. Combination stores (groceries and meats) ..	2	(x)	4	(x)
10. Meat markets (including sea foods) .....	4	95	-	-
11. Other food stores .....	-	-	-	-
12. Country General Stores .....	24	567	16	707
13. General Merchandise Group .....	-	-	1	(x)
14. Automotive Group .....	6	138	5	184
15. Motor vehicle dealers .....	-	-	2	(x)
16. Accessory, tire and battery shops .....	-	-	-	-
17. Garages .....	1	(x)	1	(x)
18. Filling stations .....	5	(x)	2	(x)
19. Apparel Group .....	7	173	3	108
20. Men's and boys' clothing and furnishings stores .....	3	(x)	-	-
21. Family clothing stores .....	-	-	-	-
22. Women's apparel and accessories stores ....	3	78	1	(x)
23. Shoe stores .....	1	(x)	2	(x)
24. Building Materials Group .....	-	-	1	(x)
25. Hardware stores .....	-	-	-	-
26. Lumber and building material dealers .....	-	-	-	-
27. Other building materials .....	-	-	1	(x)
28. Furniture--Household--Radio Group .....	1	(x)	1	(x)
29. Furniture stores .....	-	-	1	(x)
30. Household appliance or radio dealers .....	1	(x)	-	-
31. Other home furnishings and appliance stores	-	-	-	-





Table 3.--Retail Merchandise Trade, 1941, by Size of Business--Cont'd  
(Sales are shown in thousands of dollars)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Kind of Business	TOTALS		Less than \$1,000	
	Number of Stores	Sales	Number of Stores	Sales
1. Restaurant Group .....	23	436	5	2
2. Restaurants, cafeterias and eating places ..	20	392	2	(x)
3. Eating places with other merchandise .....	3	(x)	2	(x)
4. Refreshment booths and stands .....	1	(x)	1	(x)
5. Other Rets. Stores .....	106	2,204	14	9
6. Farm implement dealers .....	6	40	1	(x)
7. Farmers' supplies .....	5	285	1	(x)
8. Book and stationary stores .....	3	92	1	(x)
9. Coal and wood yards (ice dealers) .....	21	692	7	4
10. Drug stores .....	23	447	-	-
11. Jewellery stores .....	10	136	-	-
12. Tobacco stores and stands .....	9	46	3	2
13. Miscellaneous kinds of business .....	26	472	1	(x)
14. Second-Hand Group .....	8	51	-	-

Table 3. - Retail Merchandise Trade, 1941, by Size of Business--Cont'd

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

\$1,000- \$1,999		\$2,000- \$4,999		\$5,000- \$9,999		\$10,000- \$19,999		
Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	
1	(x)	5	9	9	60	6	89	1.
-	-	3	9	6	43	4	(x)	2.
1	(x)	-	-	3	18	3	(x)	3.
-	-	-	-	-	-	-	-	4.
10	34	12	61	18	123	25	384	5.
1	(x)	-	-	2	(x)	2	(x)	6.
-	-	2	(x)	1	(x)	-	-	7.
-	-	-	-	-	-	1	(x)	8.
1	(x)	3	10	4	37	1	(x)	9.
2	(x)	1	(x)	4	29	9	141	10.
2	(x)	-	-	3	22	3	48	11.
-	-	3	11	1	(x)	2	(x)	12.
4	6	8	23	3	20	7	102	13.
3	5	2	(x)	2	(x)	-	-	14.

Table 3.--Retail Merchandise Trade, 1941, by Size of Business--Concl'd  
(Sales are shown in thousands of dollars)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Kind of Business	\$20,000- \$29,999		\$30,000- \$49,999	
	Number of Stores	Sales	Number of Stores	Sales
1. Restaurant Group .....	2	(x)	1	(x)
2. Restaurants, cafeterias and eating places .	2	(x)	1	(x)
3. Eating places with other merchandise .....	-	-	-	-
4. Refreshment booths and stands .....	-	-	-	-
5. Other Retail Stores .....	6	132	3	(x)
6. Farm implement dealers .....	-	-	-	-
7. Farmers' supplies .....	1	(x)	-	-
8. Book and stationery stores .....	-	-	-	-
9. Coal and wood yards (ice dealers) .....	-	-	1	(x)
10. Drug stores .....	3	67	1	(x)
11. Jewellery stores .....	1	(x)	1	(x)
12. Tobacco stores and stands .....	-	-	-	-
13. Miscellaneous kinds of business .....	1	(x)	-	-
14. Second-Hand Group .....	1	(x)	-	-



Table 3.--Retail Merchandise Trade, 1941, by Size of Business--Concl'd

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

\$50,000- \$99,999		\$100,000- \$199,999		\$200,000- \$499,999		\$500,000 and over		
Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	
1	(x)	1	(x)	-	-	-	-	1.
1	(x)	1	(x)	-	-	-	-	2.
-	-	-	-	-	-	-	-	3.
-	-	-	-	-	-	-	-	4.
6	364	6	732	1	(x)	-	-	5.
-	-	-	-	-	-	-	-	6.
2	(x)	1	(x)	-	-	-	-	7.
1	(x)	-	-	-	-	-	-	8.
-	-	3	315	1	(x)	-	-	9.
3	160	-	-	-	-	-	-	10.
-	-	-	-	-	-	-	-	11.
-	-	-	-	-	-	-	-	12.
-	-	2	(x)	-	-	-	-	13.
-	-	-	-	-	-	-	-	14.

Table 4.--Retail Merchandise Trade, 1941, Classified by Number of Employees

	Stores		Sales		All Employees		
	Number	Per Cent	Amount	Per Cent	TOTAL		Male
					Number	Per Cent	Number
1. Total, All Stores	863	100.0	\$ 15,935,500	100.0	1,733	100.0	1,027
Stores reporting --							
2. No employees ..	431	49.9	1,854,700	11.6	-	-	-
3. 1 employee .....	187	21.7	2,170,400	13.6	187	10.8	132
4. 2 employees .....	73	8.5	1,242,400	7.8	146	8.4	101
5. 3 employees .....	52	6.0	1,196,600	7.5	156	9.0	101
6. 4 employees .....	37	4.3	911,600	5.7	148	8.5	84
7. 5-9 employees .....	51	5.9	2,986,100	18.7	329	19.0	207
8. 10-19 employees .....	20	2.3	1,766,200	11.1	241	13.9	179
9. 20 employees or over.	12	1.4	3,207,500	24.0	525	30.4	223
Food Group --							
10. Total, All Stores	363	100.0	2,518,400	100.0	232	100.0	147
Stores reporting --							
11. No employees ...	246	67.8	844,100	32.2	-	-	-
12. 1 employee .....	70	19.3	811,600	23.4	70	30.2	47
13. 2 employees .....	20	5.5	101,900	7.7	40	17.2	25
14. 3 employees .....	11	3.0	240,000	9.2	33	14.2	21
15. 4 employees .....	7	1.9	204,700	7.8	28	12.1	17
16. 5 employees or over .....	9	2.5	614,100	19.7	61	26.3	37
Automotive Group --							
17. Total, All Stores	88	100.0	1,844,300	100.0	192	100.0	179
Stores reporting --							
18. No employees ...	34	38.6	184,900	10.0	-	-	-
19. 1 employee .....	23	26.1	201,000	10.9	23	12.0	23
20. 2 employees .....	7	8.0	90,200	4.9	14	7.3	14
21. 3-4 employees .....	10	11.4	190,900	10.4	32	16.7	26
22. 5-9 employees .....	9	10.2	759,900	41.2	63	32.8	59
23. 10-19 employees .....	5	5.7	417,400	22.6	60	31.2	57

Table 4.--Retail Merchandise Trade, 1941, Classified by Number of Employees

All Employees--(Cont'd)			Full-time Employees (Included in Totals)						
Female	Salaries and Wages		TOTAL		Male	Female	Salaries and Wages		
Number	Amount	Per Cent	Number	Per Cent	Number	Number	Amount	Per Cent	
	\$						\$		
706	1,135,300	100.0	1,426	100.0	845	580	1,070,900	100.0	1.
-	-	-	-	-	-	-	-	-	2.
55	94,600	8.3	136	9.5	24	42	82,600	7.7	3.
45	78,300	6.9	99	7.0	69	31	66,900	6.2	4.
55	64,100	7.4	120	8.4	78	42	76,700	7.2	5.
64	62,000	5.5	111	7.8	56	55	56,400	5.3	6.
123	237,700	20.9	299	20.9	178	111	225,300	21.0	7.
61	174,200	15.4	209	14.7	157	62	162,700	15.2	8.
303	403,800	35.6	461	32.3	214	247	394,300	36.6	9.
65	103,600	100.0	164	100.0	103	61	99,800	100.0	10.
-	-	-	-	-	-	-	-	-	11.
23	29,700	28.7	43	26.2	29	14	23,300	23.4	12.
15	13,600	13.1	21	12.8	14	7	10,800	11.0	13.
12	14,400	13.9	26	15.9	17	9	13,100	13.2	14.
11	11,800	11.4	21	12.8	13	9	10,800	10.9	15.
24	34,100	32.9	53	32.3	31	22	32,400	31.6	16.
13	121,700	100.0	140	100.0	132	7	109,700	100.0	17.
-	-	-	-	-	-	-	-	-	18.
-	10,400	8.5	15	10.7	15	-	8,100	7.4	19.
-	4,900	4.0	10	7.2	10	-	3,600	3.3	20.
6	13,800	11.4	19	12.9	16	3	10,700	9.7	21.
4	43,200	38.5	52	37.1	49	3	40,600	37.0	22.
3	49,400	43.6	43	32.1	43	3	45,700	42.6	23.



Table 5.--Retail Merchandise Trade, 1941, Credit Sales, Instalment Sales,  
and Accounts Outstanding

Kind of Business	All Stores		Stores not reporting proportion of cash and credit sales	
	Number of Stores	Sales	Number of Stores	Sales
		\$		\$
1. Total, All Stores .....	863	15,935,500	271	2,570,400
2. Food Group .....	363	2,616,400	106	466,800
3. Bakery products stores .....	3	3,200	2	2,600
4. Candy and confectionery stores .....	22	106,100	8	37,200
5. Dairy products dealers .....	3	33,500	1	9,000
6. Fruit and vegetable stores .....	4	(x)	2	9,500
7. Grocery stores (without fresh meat) ..	267	1,634,600	79	314,900
8. Combination stores (groceries and meats) .....	26	509,200	4	49,600
9. Meat markets (including sea foods) ..	37	310,700	11	44,000
10. Other food stores .....	1	(x)	-	-
11. Country General Stores .....	185	3,886,600	51	771,500
12. General Merchandise Group .....	16	2,846,900	5	174,000
13. Automotive Group .....	88	1,844,300	38	356,300
14. Motor vehicle dealers .....	11	1,039,800	1	34,100
15. Accessory, tire and battery shops ..	3	12,200	3	12,200
16. Garages .....	22	169,700	10	48,300
17. Filling stations .....	52	622,600	24	263,700
18. Apparel Group .....	40	1,204,800	9	77,300
19. Men's and boys' clothing and furnishings stores .....	14	237,100	4	37,000
20. Family clothing stores .....	4	567,200	1	7,100
21. Women's apparel and accessories stores .....	14	179,000	3	5,300
22. Shoe stores .....	8	221,500	1	27,900
23. Building Materials Group .....	17	700,900	8	57,600
24. Hardware stores .....	8	497,800	3	5,500
25. Lumber and building material dealers	3	137,500	2	7,500
26. Other building materials .....	6	65,600	3	44,600

Table 5.--Retail Merchandise Trade, 1941. Credit Sales, Instalment Sales, and Accounts Outstanding

Stores reporting all cash or proportion of cash and credit sales				Instalment (1) sales reported	Customers' Accounts Outstanding Dec. 31, 1941	
Number of Stores	Sales	Credit Sales				
		Amount	Per cent			
	\$	\$		\$	\$	
592	13,365,100	4,354,900	32.6	1,192,700	1,907,400	1.
257	2,149,600	618,400	28.8	-	153,600	2.
1	600	-	-	-	-	3.
14	68,900	2,900	4.2	-	2,000	4.
2	24,500	11,900	48.6	-	900	5.
2	8,100	2,800	34.6	-	100	6.
189	1,319,700	386,700	29.3	-	102,600	7.
22	459,600	125,600	27.3	-	28,900	8.
26	266,700	88,500	33.2	-	19,100	9.
1	(x)	-	-	-	-	10.
134	3,115,100	819,200	26.3	1,300	600,200	11.
11	2,672,900	1,000,900	37.4	531,300	286,800	12.
50	1,486,000	636,400	42.8	559,900	167,800	13.
10	1,005,700	544,700	54.2	555,000	115,500	14.
-	-	-	-	4,700	1,500	15.
12	121,400	49,000	40.4	-	28,700	16.
28	368,900	42,700	11.9	200	22,100	17.
31	1,127,500	294,100	26.1	6,600	91,200	18.
10	200,100	16,400	8.2	300	17,800	19.
3	560,100	220,800	39.4	2,500	43,200	20.
11	173,700	44,700	25.7	3,800	17,200	21.
7	193,600	12,200	6.3	-	13,000	22.
9	643,300	447,500	69.6	13,600	265,900	23.
5	492,300	317,700	64.5	13,600	210,100	24.
1	130,000	117,000	90.0	-	39,300	25.
3	21,000	12,800	61.0	-	16,500	26.

(1) Included in Credit Sales.

Table 5.--Retail Merchandise Trade, 1941, Credit Sales, Instalment Sales,  
and Accounts Outstanding--(Cont'd)

Kind of Business	All Stores		Stores not reporting proportion of cash and credit sales	
	Number of Stores	Sales	Number of Stores	Sales
		\$		\$
1. Furniture--Household--Radio Group .....	11	144,500	1	2,000
2. Furniture stores .....	2	53,500	-	-
3. Household appliance or radio dealers ..	6	97,900	1	2,000
4. Other home furnishings and appliance stores .....	3	3,100	-	-
5. Restaurant Group .....	29	436,200	10	75,800
6. Restaurants, cafeterias and eating places .....	20	391,500	8	75,000
7. Eating places with other merchandise ..	3	(x)	1	(x)
8. Refreshment booths and stands .....	1	(x)	1	(x)
9. Other Retail Stores .....	106	2,203,500	38	565,200
10. Farm implement dealers .....	6	40,200	4	13,700
11. Farmers' supply stores .....	8	285,200	5	253,300
12. Book and stationery stores .....	3	92,300	2	91,400
13. Coal and wood yards (ice dealers) .....	21	692,000	9	29,800
14. Drug stores .....	23	447,400	6	130,900
15. Florists .....	2	(x)	-	-
16. Jewellery stores .....	10	125,300	2	17,800
17. Office, store and school furniture, equipment and supplies .....	1	(x)	-	-
18. Tobacco stores and stands .....	9	48,000	2	4,900
19. Miscellaneous kinds of business .....	23	453,900	8	23,400
20. Second-Hand Group .....	8	51,400	5	21,900



Table 5.--Retail Merchandise Trade, 1941, Credit Sales, Instalment Sales, and Accounts Outstanding--(Concl'd)

Stores reporting all cash or proportion of cash and credit sales				Instalment (1) sales reported	Customers' Accounts Outstanding Dec. 31, 1941	
Number of Stores	Sales	Credit Sales				
		Amount	Per cent			
	\$	\$		\$	\$	
10	142,500	53,700	37.7	52,700	12,900	1.
2	53,500	28,100	52.5	30,400	24,200	2.
5	85,900	24,800	28.9	22,300	18,400	3.
3	3,100	800	25.8	-	-	4.
19	330,400	-	-	-	-	5.
12	316,300	-	-	-	-	6.
7	43,900	-	-	-	-	7.
-	-	-	-	-	-	8.
68	1,638,300	478,000	29.2	26,900	295,500	9.
2	26,500	9,500	35.8	-	4,500	10.
3	31,900	13,800	43.3	-	40,500	11.
1	900	-	-	-	7,900	12.
12	662,200	359,400	54.3	-	158,400	13.
17	316,500	31,900	10.1	-	33,500	14.
2	(x)	9,200	72.4	-	2,400	15.
8	107,700	18,300	17.0	13,100	10,900	16.
1	(x)	4,700	74.6	-	500	17.
7	43,100	900	2.1	-	200	18.
15	430,500	30,300	28.2	13,800	16,800	19.
3	29,500	6,700	22.7	400	3,800	20.

(1) Included in Credit Sales.

Table 6.--Retail Merchandise Trade, by Types of Operation, 1930 and 1941

Type of Operation	Number of Stores		Sales		Per cent of sales		Stocks on hand, end of year (at cost)
	1930	1941	1930	1941	1930	1941	
			\$	\$			\$
Total, All Stores .....	851	863	13,773,700	15,935,500	100.0	100.0	3,495,100
Independents .....	816	841	13,042,500	14,832,700	94.7	93.1	3,373,300
Single-store independents .....	793	808	11,505,500	13,788,700	83.5	86.5	3,046,600
Single stores (in voluntary chains) .....	-	2	-	82,700	-	0.5	25,300
Two-store multiples .....	13	22	810,700	355,100	5.9	2.2	124,600
Two-store multiples (in voluntary chains) .....	-	2	-	342,800	-	2.2	90,600
Three-store multiples .....	10	6	726,300	198,600	5.3	1.3	60,600
Three-store multiples (in voluntary chains) .....	-	1	-	64,800	-	0.4	25,600
Chains .....	12	17	684,600	1,028,000	5.0	6.4	97,200
Local chains .....	-	4	-	24,800	-	0.1	4,800
Provincial chains .....	5	4	140,800	322,900	1.0	2.0	26,200
Sectional and national chains .....	6	7	532,500	637,200	3.9	4.0	58,300
Manufacturer-controlled chains .....	1	2	11,300	43,100	0.1	0.3	7,900
Other types .....	23	5	46,600	74,800	0.3	0.5	24,600
Industrial stores .....	-	-	-	-	-	-	-
Leased departments or concessions .....	-	5	-	74,800	-	0.5	24,600
Other types of operation (1) .....	23	-	46,600	-	0.3	-	-

(1) Figures for 1930 include producer-distributors of milk and itinerant operators. These types of business were not included in the regular tables of the 1941 census.

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