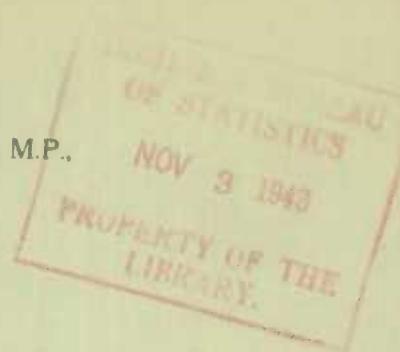


63-503 # prelim
1941

**NOT FOR LOAN
NE S'EMPRUNTE PAS**

Published by Authority of the Hon. James A. MacKINNON, M.P.,
Minister of Trade and Commerce.



CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

See 'R' file for 1940 ed.

**PRELIMINARY
CONSUMER MARKET DATA**

1941



**OTTAWA
1943**

Price 50 cents

Published by Authority of the HON. JAMES A. MacKINNON, M.P.,
Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA - CANADA

Dominion Statistician:	S. A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.
Chief, Internal Trade Branch:	Herbert Marshall, B.A., F.S.S.
Statistician:	A. C. Steedman, B.A.

CONSUMER MARKET DATA, 1941

INTRODUCTION

This bulletin brings together under one cover some of the main facts available regarding population and retail distribution for 1941 in a convenient form for use of the market investigator. A similar handbook was issued in 1940, the basic material in that instance having been drawn largely from the results of the Decennial Census of 1931. The figures on population and retail trade contained in this bulletin have been taken from the results of the Eighth Decennial Census for 1941. The population figures are final but the retail trade statistics are based on preliminary compilations and are subject to revision when the final tabulations are complete.

Figures are shown by provinces, by counties or census divisions and wherever possible for each incorporated place of 2,000 population or over. The material is divided into three main divisions. The first division deals with the population, presenting a comparison of the total population for 1931 and 1941, followed by an analysis of the 1941 population, first according to country of birth and secondly, according to the official language spoken. The second section gives a comparison of the total number of retail stores and value of sales for 1930 and 1941. This is followed by an analysis of the retail trade statistics for 1941, the total stores and sales for that year being broken down into a number of kind-of-business classifications.

It has been necessary to omit certain series of data which were shown in the earlier handbook. This is due to the fact that the information is not at present available or because the preparation of the material in a form suitable for inclusion would delay the publication of the report for some considerable time.

A revised handbook for 1941 may be published at a later date if differences between the preliminary and final retail trade statistics are sufficiently large to require this. In this event, the additional data shown in the earlier report and relating to households, dwellings, wholesale trade, farm values and production, etc., may be included.

Description of Individual Statistical Series

1. Population

The population figures are taken from the final counts recorded in the results of the Seventh Decennial Census of 1931 and the Eighth Decennial Census of 1941. Each person is shown in the tables in the locality in which he resides and not necessarily in the place where he may have happened to be when the enumerator called. This factor is

of considerable importance in the census of 1941. Members of the Armed Services have been assigned to their place of abode in civilian life rather than to the location of the stations to which they were posted on the census date.

The population figures for 1941 are subdivided, first into three groups according to country of birth and secondly, according to official language or languages spoken. The classification according to birthplace shows the number of persons born in Canada, the number born in all other British countries and the number born in foreign countries. In connection with the census, an inquiry was made as to whether each person spoke English, French, both English and French or **neither of these two official languages**. The results of this **analysis** are shown in the tables and should prove useful in determining the language in which advertising material should be placed for different sections of the country.

2. Retail Merchandise Trade --

The statistics for this series have been taken from the results of the Census of Merchandising and Service Establishments and they present a comparison of the number of stores and value of sales for 1930 and 1941. The first complete census of trading establishments to be taken in Canada formed part of the Decennial Census of 1931, the figures relating to the business operations in the preceding year. This part of the census was taken by mail, the information being secured on specially prepared schedules sent to all business firms listed on mailing lists prepared by the population census enumerators. A second census of trading establishments was taken as part of the Decennial Census of 1941. This work was also done by mail using a mailing list prepared by the population census enumerators. But in this instance the mailing of the census schedules was withheld until the beginning of 1942, when information was gathered covering the operations of the various business firms in the census year, 1941.

The Census of Merchandising is taken on the basis of establishments, a separate report being required for each store, station, or other place of business. Each unit of a chain is counted as a separate place of business. Likewise, departmentalized organizations such as department stores are each counted as one unit although a variety of businesses are carried on under the one roof. It should be noted that the business of a firm is allocated entirely to the locality in which the establishment is situated rather than spread over the territory from which that business is drawn. This is an important factor in the case of mail-order business. Separate reports were received for each mail-order house and for each mail-order office at which orders are taken. The entire mail-order business is attributed to the centres in which these offices or houses are located with the result that the sales of cities in which mail-order business is transacted are inflated in so far as local demand is concerned.

A similar caution is needed with regards to the per capita sales figures shown in this section of the report. The per capita sales figures are derived from the total business transacted in each locality and the population of that same locality, a population which will generally differ considerably from the population of the sales territory serviced by the city or town in question. The per capita sales figures must not therefore be confused with per capita consumption.

Some stores engage in both retail and wholesale business. Only stores, the greater proportion of whose business was transacted on a retail basis are here included. Some retail establishments are engaged in providing services rather than in retailing merchandise and some stores do both. Firms whose annual turnover for 1941 consisted of more than 50 per cent in revenue from services are considered as service rather than as merchandising establishments and are not included in the figures shown herein.

3. Retail Distribution by Groups --

The retail merchandising field is divided for census purposes into some 200 kind-of-business classifications. The kind of business to which each store is assigned is related in a general way to the type of commodities carried but is decided upon to a considerable degree by popular designation as grocery store, hardware store, drug store, etc. Grocery stores sell some items which cannot be considered as grocery products and on the other hand grocery products are sold in other than grocery stores, as for example in department stores. The same is true of drug stores, hardware stores and most other kinds of business; the sales for stores classified in a general way by kind of business cannot be considered as being synonymous with the sales of the chief commodities sold by these stores. Sales figures on a commodity basis were secured from the larger firms and tables will be included in the final reports of the merchandising census showing estimated sales figures for selected commodities through all types of retail outlets.

The individual kinds of business into which the retail trade is divided are combined into nine broad groups. Figures for these groups and for three selected kinds of business are shown in the tables.

Food Stores--Included in the food group of stores are those types of retail outlets which deal principally although not exclusively in food products. Grocery stores and combination stores (stores selling both grocery and meat products) form the most important classifications in this group. The group also includes candy and confectionery stores; fruit and vegetable markets, meat markets and retail bake shops or dairy products stores where manufacturing is not carried on. Manufacturing bakeries and dairies report to the Census of Industry rather than to the Census of Merchandising. Market stalls located on municipal markets were not included in the scope of the census and are therefore excluded from the figures shown under the food group.

Country General Stores--Country general stores are defined for census purposes as stores carrying a general line of merchandise and located in places of less than 2,000 population. Recent years have witnessed a development in this type of business consisting in the dropping of certain shopping goods previously carried and a tendency towards specializing more in grocery products. When a store sold grocery products to the extent of 80 per cent of its total annual turnover, it was classified in the food group rather than as a country general store even though clothing and other non-food commodities were carried.

General Merchandise Group--This group is made up of department stores, mail-order houses or offices, the well known variety store type of business and, in addition a classification of stores selling a general line of merchandise but which cannot be classified as country general stores by reason of the size of locality in which they are located and do not appear to have the qualifications of a department store. There are no clearly defined qualifications for a department store. Stores have been classified as department stores if they carried a general and complete line of men's and women's apparel and if house furnishings were also sold. Furniture is generally although not always sold by department stores. There may or may not be a food department. A size-of-business limit was also used, no store with annual sales below \$100,000 being classified as a department store.

Automotive Group--This group embraces those types of retail establishments engaged primarily in merchandising rather than servicing and catering to the needs of the automotive trade. The group includes motor vehicle dealers, filling stations, stores specializing in tires, batteries or other accessories and it also includes garages provided that the sale of merchandise forms at least 50 per cent of the total annual receipts. Garages in which receipts from repairs and services formed the main source of income were classified as service garages and were not included in the Merchandising Census.

Apparel Group--Included in this group are all stores whose stock-in-trade consists chiefly in clothing or shoes. Men's clothing or furnishings stores, women's apparel and accessories stores, family clothing stores and shoe stores are the main types of business included. Custom tailors and the shops operated by furriers are included in this group even though part of the activities of these stores are industrial rather than distributive in nature.

Building Materials Group--This group includes those lines of retail business generally thought of as being associated with the building trades: hardware stores, lumber and building material dealers, electrical shops, heating and plumbing shops, and paint and glass stores.

Furniture and Household Group--This group is comprised of stores engaged mainly in the retail distribution of furniture, house furnishings and related items. It includes furniture stores, household appliance stores, music and radio stores in addition to a number of less important classes of retail outlets such as stores specializing in china, glassware, crockery, etc., picture and picture framing shops and stores selling awnings, flags, window shades and tents.

Restaurant Group--The restaurant group includes those retail establishments engaged primarily in the preparation and serving of meals. It includes restaurants, cafeterias operated in connection with hotels, department stores, drug stores, etc., are not included. Receipts from such are included in the total sales of the main establishment of which the serving of meals forms but a supplementary or subsidiary part.

Other Retail Stores--Included under this heading are miscellaneous types of business which cannot be classified to any of the previous broad categories. Some of the more important classes included here are coal and wood yards, tobacco stores, government liquor stores, book stores and farm implement dealers.

Individual Kinds of Business

In addition to presenting figures for each of the major kind of business groups into which the retail trade is divided separate data are given for three of the individual kinds of business for which the demand for statistical information is greatest. These are grocery and combination stores, filling stations and drug stores.

Grocery stores are retail outlets engaged in the distribution of grocery products. Fresh meat may be sold in very limited quantities but if the sale of fresh meat amounts to as much as 20 per cent of the total business for small stores or 10 per cent of the total for large stores, the store was classified as a combination store. Grocery products are frequently carried by fruit and vegetable markets and some grocery products are carried by confectionery stores. In classifying

these stores it was frequently necessary to use the general description of the business as given by the proprietor rather than base the classification upon any detailed analysis of the commodities sold.

Filling stations selling gas and oil, may deal in parts and accessories, tires and tubes and may derive a certain amount of revenue from repairs and services. To be classified as a filling station, merchandise sales must form at least 75 per cent of the total annual business. An additional prerequisite for assignment to this category is that receipts from the sale of gas and oil must form at least 75 per cent of the total merchandise sales.

LIST OF TABLES

	<u>Page</u>
Table 1. Canada Summary	6
Table 2. Statistics by Counties, Cities and Towns:	
Nova Scotia	8
New Brunswick	13
Prince Edward Island	17
Quebec	19
Ontario	34
Manitoba	50
Saskatchewan	54
Alberta	58
British Columbia	62

APPENDIX

Table 1. CANADA--Retail Merchandise Trade, by Kinds of Business.

Comparison of Stores and Sales, 1930 and 1941, Payroll and Inventory, 1941.

Table 2. CANADA--Retail Merchandise Trade, by Types of Operation.

Comparison of Stores and Sales for 1930 and 1941, by Kinds of Business.

Table 3. CANADA--Retail Merchandise Trade, by Types of Operation.

Comparison of Stores and Sales for 1930 and 1941, by Provinces.

Table 11--CANADA--Summary of Consumer Market Data, by Provinces

	CANADA TOTAL (1)	Prince Edward Island	Nova Scotia
1. Population, 1931	10,376,785	88,038	512,846
POPULATION, 1941 --			
2. Persons, Total Number	11,506,655	95,047	577,962
3. Per cent of provincial total	100.0	0.83	5.02
4. Persons, (2) Canadian born	9,487,808	92,608	537,221
5. British born	1,003,171	895	25,535
6. Foreign born	1,014,133	1,543	15,159
Official language --			
7. English only	7,735,486	83,814	530,467
8. French only	2,181,746	955	6,800
9. English and French	1,474,009	10,262	40,253
10. Neither English nor French	115,414	16	442
RETAIL MERCHANDISE TRADE			
Retailing, 1930 --			
11. Number of stores, total	125,003	851	6,464
12. Total sales (Thousand \$)	2,755,567	13,774	99,520
Retailing, 1941 --			
13. Number of stores, total	131,475	834	6,532
14. Total sales (Thousand \$)	3,312,144	14,953	158,634
15. Per cent of provincial sales	100.0	0.50	3.61
16. Per capita sales (Dollars)	288	157	274
RETAIL DISTRIBUTION BY GROUPS			
17. Food Stores, Number	45,294	351	3,024
18. Sales (Thousand \$)	754,697	2,730	39,124
19. Country General Stores, Number	11,990	184	766
20. Sales (Thousand \$)	199,140	3,688	11,210
21. General Merchandise Group, Number	3,893	16	219
22. Sales (Thousand \$)	525,193	2,537	24,682
23. Automotive Group, Number	15,903	87	579
24. Sales (Thousand \$)	566,120	1,590	28,057
25. Apparel Group, Number	12,166	42	485
26. Sales (Thousand \$)	280,612	1,192	13,600
27. Building Materials Group, Number	5,742	17	161
28. Sales (Thousand \$)	166,398	704	6,729
29. Furniture-Household-Radio, Number	3,339	10	107
30. Sales (Thousand \$)	114,119	144	3,812
31. Restaurant Group, Number	8,547	29	424
32. Sales (Thousand \$)	122,628	457	5,221
33. Other Retail Stores, Number	24,601	98	767
34. Sales (Thousand \$)	583,323	1,912	26,199
Individual kinds of business included above.			
35. Grocery and combination stores, Number ..	26,485	284	2,216
36. Sales (Thousand \$)	550,844	2,312	33,789
37. Filling Stations, Number	9,581	48	342
38. Sales (Thousand \$)	148,915	497	6,633
39. Drug Stores, Number	3,905	23	154
40. Sales (Thousand \$)	98,090	530	4,277

(1) Includes Yukon and Northwest Territories.

(2) In addition there were 945 persons whose place of birth was not reported and 598 who were born at sea.

Table 1. CANADA--Summary of Consumer Market Data, by Provinces

New Brunswick	Quebec	Ontario	Manitoba	Sask- atchewan	Alberta	British Columbia	
408,219	2,874,255	3,431,683	700,139	921,785	731,605	694,263	1.
457,401	3,331,882	3,787,655	729,744	895,992	796,169	817,861	2.
3.98	28.96	32.92	6.34	7.79	6.92	7.11	3.
436,809	3,107,939	3,054,373	536,158	657,089	537,782	513,132	4.
10,247	91,857	448,962	82,935	73,382	86,416	182,155	5.
10,326	131,771	283,965	110,591	165,481	171,924	122,515	6.
291,023	410,721	3,425,266	647,010	822,899	738,582	777,860	7.
82,381	2,016,089	61,533	6,069	4,039	3,322	254	8.
83,660	892,984	283,195	54,636	46,906	37,057	23,525	9.
337	12,088	17,661	22,029	22,148	17,208	16,222	10.
4,434	34,286	43,045	6,859	10,841	8,592	9,501	11.
84,372	651,139	1,099,990	189,244	189,181	176,537	248,598	12.
4,774	37,940	45,453	6,891	9,536	8,758	10,658	13.
99,481	776,825	1,368,279	200,821	178,747	214,748	295,133	14.
3.06	23.63	39.92	6.87	6.87	6.41	9.02	15.
217	233	361	275	199	269	361	16.
2,153	16,565	13,366	2,057	2,014	2,195	3,560	17.
21,123	228,705	305,283	32,487	24,663	33,246	67,115	18.
587	2,961	2,483	1,063	1,899	1,351	684	19.
9,785	44,905	43,545	16,878	29,054	25,248	13,692	20.
157	1,678	1,268	116	120	118	199	21.
19,802	104,918	207,365	61,425	22,690	28,298	52,472	22.
502	2,738	6,844	1,006	1,490	1,368	1,287	23.
15,787	103,762	258,961	29,294	34,827	42,859	50,931	24.
329	3,888	4,910	449	369	545	1,145	25.
7,612	79,794	120,479	10,192	10,100	13,566	24,026	26.
107	994	2,002	361	960	677	460	27.
3,817	29,204	67,170	10,591	15,897	17,698	14,538	28.
74	894	1,468	102	151	189	344	29.
2,562	33,023	51,442	3,394	2,454	6,274	10,589	30.
299	1,662	3,523	484	489	701	930	31.
2,572	25,992	58,887	7,019	6,338	9,791	14,300	32.
566	6,560	9,589	1,253	2,044	1,614	2,044	33.
16,422	126,522	263,146	29,539	3,272	37,769	47,469	34.
1,710	8,745	7,999	1,331	1,127	1,234	1,835	35.
18,562	158,766	227,950	24,293	17,980	23,496	43,593	36.
344	1,688	4,312	577	754	714	802	37.
4,604	29,004	74,319	6,852	6,950	8,755	11,301	38.
112	717	1,698	242	344	313	299	39.
3,487	17,475	48,080	5,829	4,717	5,912	7,740	40.

Table 2.--NOVA SCOTIA--Consumer Market Data by Counties and Towns

	PROVINCE TOTAL	ANNA- POLIS County	ANTIG- ONISH County	CAPE BRETON County
1. Population, 1931	512,846	16,297	10,073	92,419
POPULATION, 1941 --				
2. Persons, Total Number	577,962	17,692	10,545	110,703
3. Per cent of provincial total	100.0	3.06	1.83	19.15
4. Persons, (1) Canadian born	537,221	16,750	10,152	96,305
5. British born	25,535	388	131	9,908
6. Foreign born	15,159	554	262	4,487
Official language --				
7. English only	530,467	17,411	8,537	106,610
8. French only	6,800	4	37	109
9. English and French	40,253	273	1,960	3,875
10. Neither English nor French.	442	4	11	109
RETAIL MERCHANDISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	6,464	218	101	1,115
12. Total sales (Thousand \$)	99,520	2,094	1,572	18,288
Retailing, 1941 --				
13. Number of stores, total	6,532	243	106	1,232
14. Total sales (Thousand \$)	158,634	2,707	2,595	31,383
15. Per cent of provincial sales	100.0	1.71	1.64	19.78
16. Per capita sales (Dollars)	274	153	246	283
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores, Number	3,024	82	38	733
18. Sales (Thousand \$)	39,124	494	448	10,256
19. Country General Stores; Number	766	45	14	34
20. Sales (Thousand \$)	11,210	551	183	385
21. General Merchandise Group, Number	219	12	7	60
22. Sales (Thousand \$)	24,682	256	259	5,900
23. Automotive Group, Number	579	26	9	70
24. Sales (Thousand \$)	28,057	600	758	4,898
25. Apparel Group, Number	485	19	7	102
26. Sales (Thousand \$)	13,600	122	209	2,628
27. Building Materials Group, Number	161	8	2	30
28. Sales (Thousand \$)	6,729	122	(x)	1,583
29. Furniture-Household-Radio, Number	107	6	-	22
30. Sales (Thousand \$)	3,812	137	-	879
31. Restaurant Group, Number	424	8	8	64
32. Sales (Thousand \$)	5,221	32	79	867
33. Other Retail Stores, Number	767	37	21	117
34. Sales (Thousand \$)	26,199	394	536	3,988
Individual kinds of business included above.				
35. Grocery and combination stores, Number ..	2,216	56	26	493
36. Sales (Thousand \$)	33,789	412	365	9,385
37. Filling stations, Number	342	17	5	41
38. Sales (Thousand \$)	6,633	257	69	1,083
39. Drug stores, Number	154	6	4	25
40. Sales (Thousand \$)	4,277	95	42	681

(1) In addition there were 47 persons whose place of birth was not reported.

Table 2.--NOVA SCOTIA--Consumer Market Data by Counties and Towns

CAPE BRETON				COLCHESTER			CUMBERLAND			DIGBY	
Glace Bay	New Waterford	North Sydney	Sydney Mines	County	Truro	County	Amherst	Spring hill	County		
20,706	7,745	6,139	23,089	7,769	25,051	7,901	36,366	7,450	6,355	18,353	1.
25,147	9,302	6,836	28,305	8,198	30,124	10,272	39,476	8,620	7,170	19,472	2.
4.35	1.61	1.18	4.90	1.42	5.21	1.78	6.83	1.49	1.24	3.37	3.
21,934	7,979	5,308	23,778	7,190	28,689	9,618	37,398	8,147	6,613	18,723	4.
2,323	735	1,390	2,956	847	766	358	1,107	299	338	195	5.
890	588	138	1,570	161	669	296	971	174	219	553	6.
24,661	8,267	6,649	27,188	8,129	29,706	10,014	37,497	7,358	7,035	10,728	7.
5	39	3	28	1	7	2	48	34	2	1,939	8.
464	992	184	1,035	67	407	255	1,922	1,228	132	6,790	9.
17	4	-	54	1	4	1	9	-	1	15	10.
232	114	101	340	83	294	145	471	133	83	243	11.
4,268	1,494	1,414	8,137	1,529	5,370	3,814	5,547	2,331	1,312	1,675	12.
287	114	92	347	88	322	170	432	124	91	260	13.
6,583	2,383	2,310	15,152	2,015	10,181	7,951	9,085	4,318	2,415	2,508	14.
4.15	1.50	1.46	9.55	1.27	6.42	5.01	5.73	2.72	1.52	1.58	15.
261	256	338	535	246	338	774	230	501	337	129	16.
184	69	38	167	56	111	56	182	52	47	107	17.
2,405	919	716	4,486	458	2,068	1,673	2,270	849	937	535	18.
-	-	-	-	-	44	-	58	-	-	59	19.
-	-	-	-	-	1,103	-	1,019	-	-	561	20.
16	5	8	11	9	8	5	15	5	7	6	21.
1,320	349	449	2,061	833	686	663	1,399	789	563	197	22.
11	5	8	27	5	50	21	42	12	7	23	23.
798	122	393	3,287	101	2,538	2,137	1,965	1,158	453	743	24.
30	10	14	40	6	26	24	36	12	12	12	25.
542	337	266	1,324	(x)	930	(x)	654	436	129	104	26.
3	8	4	10	3	9	8	15	4	6	8	27.
401	238	(x)	747	124	164	(x)	303	201	70	71	28.
7	1	3	10	1	5	5	7	3	2	3	29.
192	(x)	(x)	560	(x)	171	171	123	58	(x)	9	30.
8	5	7	34	3	30	20	24	11	2	14	31.
115	(x)	40	637	30	328	282	169	102	(x)	18	32.
28	11	10	48	5	39	31	53	25	8	28	33.
810	356	372	2,048	250	2,193	1,936	1,183	725	202	270	34.
134	36	27	116	40	75	42	142	46	37	76	35.
2,166	763	668	4,262	394	1,722	1,456	2,002	790	836	461	36.
4	4	5	12	4	33	10	25	5	2	13	37.
100	120	102	503	68	793	522	345	182	(x)	117	38.
5	2	2	12	2	8	6	10	3	2	4	39.
139	(x)	(x)	387	(x)	319	(x)	237	124	(x)	38	40.

Table 2.--NOVA SCOTIA--Consumer Market Data by Counties and Towns--(Cont'd)

	GUYS-BORO	HALIFAX		
	County	County	Dartmouth	Halifax
1. Population, 1931	15,443	100,204	9,100	59,275
POPULATION, 1941 --				
2. Persons, Total Number	15,461	122,656	10,847	70,488
3. Per cent of provincial total	2.68	21.22	1.88	12.80
4. Persons, Canadian born	15,100	111,081	9,802	62,254
5. British born	180	8,508	774	6,163
6. Foreign born	181	3,046	270	2,059
Official language --				
7. English only	14,212	116,357	10,447	66,065
8. French only	178	73	6	46
9. English and French	1,068	6,176	385	4,354
10. Neither English nor French	3	50	9	23
RETAIL MERCHANDISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	166	1,322	146	900
12. Total sales (Thousand \$)	1,419	34,913	3,412	29,843
Retailing, 1941 --				
13. Number of stores, total	169	1,334	144	866
14. Total sales (Thousand \$)	1,591	58,639	5,983	49,699
15. Per cent of provincial sales	1.00	36.96	3.77	31.33
16. Per capita sales (Dollars)	103	478	552	705
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores, Number	73	62	72	385
18. Sales (Thousand \$)	320	12,368	2,084	8,979
19. Country General Stores, Number	61	81	-	-
20. Sales (Thousand \$)	929	932	-	-
21. General Merchandise Group, Number	1	26	5	20
22. Sales (Thousand \$)	(x)	(x)	227	12,117
23. Automotive Group, Number	11	93	15	48
24. Sales (Thousand \$)	103	8,097	1,727	5,956
25. Apparel Group, Number	5	109	13	96
26. Sales (Thousand \$)	(x)	5,346	573	4,973
27. Building Materials Group, Number	-	28	2	23
28. Sales (Thousand \$)	-	2,659	(x)	2,417
29. Furniture-Household-Radio, Number	1	24	2	22
30. Sales (Thousand \$)	(x)	(x)	(x)	1,674
31. Restaurant Group, Number	4	149	10	105
32. Sales (Thousand \$)	8	2,938	103	2,687
33. Other Retail Stores, Number	13	203	25	167
34. Sales (Thousand \$)	216	12,193	1,153	10,896
Individual kinds of business included above.				
35. Grocery and combination stores, Number ...	52	461	51	282
36. Sales (Thousand \$)	273	10,843	1,781	7,918
37. Filling stations, Number	4	48	6	21
38. Sales (Thousand \$)	29	1,719	306	1,140
39. Drug stores, Number	1	48	5	41
40. Sales (Thousand \$)	(x)	1,770	(x)	1,511

Table 2.--NOVA SCOTIA--Consumer Market Data by Counties and Towns--(Cont'd)

Table 2--NOVA SCOTIA--Consumer Market Data by Counties and Towns--Concl'd)

	SHEL-BURNE	VICTORIA	YARMOUTH	
	County	County	County	Yarmouth
1. Population, 1931	12,485	8,009	20,939	7,055
POPULATION, 1941 --				
2. Persons, Total Number	13,251	8,028	22,415	7,790
3. Per cent of provincial total	2.29	1.39	3.88	1.35
4. Persons, Canadian born	12,892	7,646	21,460	7,362
5. British born	108	255	251	157
6. Foreign born	250	127	703	271
Official language --				
7. English only	13,117	7,918	13,745	6,222
8. French only	10	-	1,168	14
9. English and French	124	71	7,495	1,551
10. Neither English nor French .	-	39	7	3
RETAIL MERCHANDISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	167	98	288	169
12. Total sales (Thousand \$)	1,285	505	3,636	3,023
Retailing, 1941 --				
13. Number of stores, total	166	90	311	144
14. Total sales (Thousand \$)	1,609	436	4,352	3,638
15. Per cent of provincial sales	1.01	0.28	2.74	2.29
16. Per capita sales (Dollars)	121	54	194	467
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores, Number	85	53	158	56
18. Sales (Thousand \$)	461	134	1,174	771
19. Country General Stores, Number	38	24	24	-
20. Sales (Thousand \$)	648	190	152	-
21. General Merchandise Group, Number	4	1	12	11
22. Sales (Thousand \$)	92	(x)	696	(x)
23. Automotive Group, Number	16	7	30	12
24. Sales (Thousand \$)	243	91	654	541
25. Apparel Group, Number	4	1	25	25
26. Sales (Thousand \$)	22	(x)	672	672
27. Building Materials Group, Number	2	-	6	4
28. Sales (Thousand \$)	(x)	-	127	(x)
29. Furniture-Household-Radio, Number	-	-	3	3
30. Sales (Thousand \$)	-	-	105	105
31. Restaurant Group, Number	7	2	19	11
32. Sales (Thousand \$)	45	(x)	106	94
33. Other Retail Stores, Number	9	2	34	22
34. Sales (Thousand \$)	78	(x)	664	636
Individual kinds of business included above.				
35. Grocery and combination stores, Number ..	70	46	105	33
36. Sales (Thousand \$)	412	106	821	557
37. Filling stations, Number	9	4	19	5
38. Sales (Thousand \$)	111	12	205	101
39. Drug stores, Number	3	-	5	4
40. Sales (Thousand \$)	(x)	-	133	(x)

Table 2.--NEW BRUNSWICK--Consumer Market Data by Counties and Towns

PROVINCE	TOTAL	ALBERT	CAR-	CHARLOTTE
		County	LETON	County
1. Population, 1931	408,219	7,679	20,796	21,337
POPULATION, 1941 --				
2. Persons, Total Number	457,401	8,421	21,711	22,728
3. Per cent of provincial total	100.0	1.84	4.75	4.97
4. Persons, (1) Canadian born	436,809	8,109	20,053	21,256
5. British born	10,247	178	874	423
6. Foreign born	10,326	134	781	1,049
Official language --				
7. English only	291,023	8,342	21,305	22,098
8. French only	82,381	10	15	18
9. English and French	83,660	68	326	611
10. Neither English nor French.	337	1	65	1
RETAIL MERCHANDISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	4,434	62	207	280
12. Total sales (Thousand \$)	84,372	626	3,892	4,092
Retailing, 1941 --				
13. Number of stores, total	4,774	71	216	286
14. Total sales (Thousand \$)	99,481	817	3,522	5,075
15. Per cent of provincial sales	100.0	0.82	3.54	5.10
16. Per capita sales (Dollars)	217	97	162	225
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores, Number	2,153	33	62	98
18. Sales (Thousand \$)	21,123	151	617	1,508
19. Country General Stores, Number	587	17	34	28
20. Sales (Thousand \$)	9,785	468	615	613
21. General Merchandise Group, Number	157	-	5	16
22. Sales (Thousand \$)	19,802	-	233	314
23. Automotive Group, Number	502	12	39	40
24. Sales (Thousand \$)	15,787	115	868	1,019
25. Apparel Group, Number	329	-	13	27
26. Sales (Thousand \$)	7,612	-	310	394
27. Building Materials Group, Number	107	1	10	8
28. Sales (Thousand \$)	3,817	(x)	187	183
29. Furniture-Household-Radio, Number	74	-	6	7
30. Sales (Thousand \$)	2,562	-	81	112
31. Restaurant Group, Number	299	3	15	18
32. Sales (Thousand \$)	2,572	(x)	69	124
33. Other Retail Stores, Number	566	5	32	44
34. Sales (Thousand \$)	16,422	19	452	806
Individual kinds of business included above.				
35. Grocery and combination stores, Number ..	1,710	27	55	80
36. Sales (Thousand \$)	18,562	122	567	1,407
37. Filling Stations, Number	344	8	28	25
38. Sales (Thousand \$)	4,604	88	205	288
39. Drug Stores, Number	112	3	7	8
40. Sales (Thousand \$)	3,487	18	187	193

(1) In addition there were 19 persons whose place of birth was not reported.

Table 2.--NEW BRUNSWICK--Consumer Market Data by Counties and Towns--Cont'd

	CLOU- CESTER County	KENT County	KINGS County	MADA- WASKA County
1. Population, 1931	41,914	23,478	19,807	24,527
POPULATION, 1941 --				
2. Persons, Total Number	49,913	25,817	21,573	28,176
3. Per cent of provincial total	10.91	5.65	4.72	6.16
4. Persons, Canadian born	49,519	25,340	19,972	27,265
5. British born	114	93	1,083	50
6. Foreign born	279	384	517	861
Official language --				
7. English only	5,482	4,814	21,196	835
8. French only	28,612	11,913	34	18,647
9. English and French	15,809	9,058	331	8,689
10. Neither English nor French.	10	32	12	5
RETAIL MERCHANDISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	316	213	201	244
12. Total sales (Thousand \$)	3,018	1,347	2,589	2,689
Retailing, 1941 --				
13. Number of stores, total	457	192	221	307
14. Total sales (Thousand \$)	4,691	1,898	3,307	3,922
15. Per cent of provincial sales	4.72	1.91	3.32	3.94
16. Per capita sales (Dollars)	94	73	153	139
RETAIL DISTRIBUTION BY GROUPS -				
17. Food Stores, Number	240	99	99	160
18. Sales (Thousand \$)	808	260	799	994
19. Country General Stores, Number	121	59	26	35
20. Sales (Thousand \$)	1,532	1,085	391	390
21. General Merchandise Group, Number	11	2	7	20
22. Sales (Thousand \$)	875	(x)	666	354
23. Automotive Group, Number	21	11	38	20
24. Sales (Thousand \$)	527	353	690	782
25. Apparel Group, Number	12	1	7	17
26. Sales (Thousand \$)	236	(x)	126	472
27. Building Materials Group, Number	5	-	6	7
28. Sales (Thousand \$)	59	-	111	247
29. Furniture-Household-Radio, Number	4	-	-	5
30. Sales (Thousand \$)	55	-	-	86
31. Restaurant Group, Number	12	12	17	15
32. Sales (Thousand \$)	78	29	173	81
33. Other Retail Stores, Number	31	8	21	28
34. Sales (Thousand \$)	521	154	352	515
Individual kinds of business included above.				
35. Grocery and combination stores, Number ..	193	81	84	103
36. Sales (Thousand \$)	679	200	731	920
37. Filling stations, Number	16	6	27	7
38. Sales (Thousand \$)	164	126	299	141
39. Drug Stores, Number	4	1	4	5
40. Sales (Thousand \$)	59	(x)	93	114

Table 2.--NEW BRUNSWICK--Consumer Market Data by Counties and Towns--Cont'd

Table 2.--NEW BRUNSWICK--Consumer Market Data by Counties and Towns--Concl'd

	WESTMORLAND	YORK	
	County	Moncton	County Fredericton
1. Population, 1931	57,506	20,689	32,454
POPULATION, 1941 --			8,830
2. Persons, Total Number	64,486	22,763	36,447
3. Per cent of provincial total	14.10	4.98	7.97
4. Persons, Canadian born	61,652	21,562	34,560
5. British born	1,509	606	1,103
6. Foreign born	1,323	593	783
Official language --			
7. English only	36,713	14,819	35,728
8. French only	7,275	520	14
9. English and French	20,478	7,421	699
10. Neither English nor French	20	3	6
RETAIL MERCHANDISE TRADE			
Retailing, 1930 --			
11. Number of stores, total	512	302	384
12. Total sales (Thousand \$)	23,830	20,751	6,752
Retailing, 1941 --			
13. Number of stores, total	661	301	391
14. Total sales (Thousand \$)	25,988	21,657	9,880
15. Per cent of provincial sales	26.13	21.77	9.93
16. Per capita sales (Dollars)	403	951	271
RETAIL DISTRIBUTION BY GROUPS			
17. Food Stores, Number	282	116	146
18. Sales (Thousand \$)	3,904	2,671	2,118
19. Country General Stores, Number	43	-	54
20. Sales (Thousand \$)	694	-	910
21. General Merchandise Group, Number	25	12	12
22. Sales (Thousand \$)	(x)	(x)	851
23. Automotive Group, Number	86	34	55
24. Sales (Thousand \$)	3,344	2,497	2,519
25. Apparel Group, Number	52	39	35
26. Sales (Thousand \$)	1,377	1,237	773
27. Building Materials Group, Number	16	8	11
28. Sales (Thousand \$)	(x)	(x)	840
29. Furniture-Household-Radio, Number	11	8	9
30. Sales (Thousand \$)	523	463	424
31. Restaurant Group, Number	60	26	25
32. Sales (Thousand \$)	649	528	273
33. Other Retail Stores, Number	86	58	44
34. Sales (Thousand \$)	3,657	3,038	1,172
Individual kinds of business included above,			
35. Grocery and combination stores, Number ..	231	93	122
36. Sales (Thousand \$)	3,550	2,445	1,788
37. Filling stations, Number	65	22	42
38. Sales (Thousand \$)	1,077	673	540
39. Drug stores, number	20	15	9
40. Sales (Thousand \$)	601	496	312

Table 2.--PRINCE EDWARD ISLAND--Consumer Market Data, by Counties and Towns

	PROVINCE TOTAL	KINGS	PRINCE	
		County	County	Summer-side
1. Population, 1931	88,038	19,147	31,500	3,759
POPULATION, 1941 --				
2. Persons, Total Number	95,047	19,415	34,490	5,034
3. Per cent of provincial total	100.0	20.43	36.29	5.30
4. Persons (1) Canadian born	92,608	18,874	33,790	4,907
5. British born	895	172	170	61
6. Foreign born	1,543	368	530	65
Official language --				
7. English only	83,814	18,991	26,116	3,814
8. French only	955	10	910	10
9. English and French	10,262	413	7,463	1,201
10. Neither English nor French	16	1	1	-
RETAIL MERCHANTISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	851	179	272	61
12. Total sales (Thousand \$)	13,774	1,726	5,118	2,816
Retailing, 1941 --				
13. Number of stores, total	834	160	252	67
14. Total sales (Thousand \$)	14,953	1,748	5,338	3,150
15. Per cent of provincial sales	100.0	11.69	35.70	20.93
16. Per capita sales (Dollars)	157	90	154	621
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores, Number	351	72	100	26
18. Sales (Thousand \$)	2,730	243	894	507
19. Country General Stores, Number	184	50	63	-
20. Sales (Thousand \$)	3,688	1,205	1,431	-
21. General Merchandise Group, Number	16	2	6	4
22. Sales (Thousand \$)	2,537	(x)	(x)	1,827
23. Automobile Group, Number	87	13	26	9
24. Sales (Thousand \$)	1,590	54	481	342
25. Apparel Group, Number	42	5	6	3
26. Sales (Thousand \$)	1,192	22	59	53
27. Building Material Group, Number	17	3	2	1
28. Sales (Thousand \$)	70	12	(x)	(x)
29. Furniture-Household-Ratio, Number	10	2	3	1
30. Sales (Thousand \$)	144	(x)	14	(x)
31. Restaurant Group, Number	29	1	15	7
32. Sales (Thousand \$)	457	(x)	157	97
33. Other Retail Stores, Number	98	12	31	16
34. Sales (Thousand \$)	1,91	66	462	294
Individual kinds of business included above.				
35. Grocery and combination stores, Number ..	28	58	80	15
36. Sales (Thousand \$)	2,612	199	764	399
37. Filling stations, Number	48	7	13	3
38. Sales (Thousand \$)	497	37	141	54
39. Drug stores, Number	23	3	8	3
40. Sales (Thousand \$)	530	27	231	84

(1) In addition there was one person whose place of birth was not reported.

Table 2.—PRINCE EDWARD ISLAND—Consumer Market Data, by Counties and Towns—Concl'd

	QUEENS	
	County	Charlottetown
1. Population, 1931	37,391	12,361
POPULATION, 1941 —		
2. Persons, Total Number	41,142	14,821
3. Per cent of provincial total	43.28	15.59
4. Persons, Canadian born	39,944	14,252
5. British born	553	298
6. Foreign born	645	271
Official language —		
7. English only	38,707	14,170
8. French only	35	6
9. English and French	2,386	645
10. Neither English nor French	14	-
RETAIL MERCHANDISE TRADE		
Retailing, 1930 —		
11. Number of stores, total	400	221
12. Total sales (Thousand \$)	6,930	5,824
Retailing, 1941 —		
13. Number of stores, total	422	244
14. Total sales (Thousand \$)	7,867	6,466
15. Per cent of provincial sales	52.61	43.24
16. Per capita sales (Dollars)	191	436
RETAIL DISTRIBUTION BY GROUPS		
17. Food Stores, Number	179	104
18. Sales (Thousand \$)	1,593	1,328
19. Country General Stores, Number	71	-
20. Sales (Thousand \$)	952	-
21. General Merchandise Group, Number	8	8
22. Sales (Thousand \$)	679	679
23. Automotive Group, Number	48	26
24. Sales (Thousand \$)	1,055	900
25. Apparel Group, Number	31	30
26. Sales (Thousand \$)	1,110	(x)
27. Building Materials Group, Number	12	10
28. Sales (Thousand \$)	(x)	683
29. Furniture-Household-Radic, Number	5	5
30. Sales (Thousand \$)	(x)	(x)
31. Restaurant Group, Number	13	11
32. Sales (Thousand \$)	(x)	286
33. Other Retail Stores, Number	55	50
34. Sales (Thousand \$)	1,384	1,364
Individual kinds of business included above.		
35. Grocery and combination stores, Number ..	146	80
36. Sales (Thousand \$)	1,348	1,123
37. Filling stations, Number	28	13
38. Sales (Thousand \$)	320	191
39. Drug stores, number	12	12
40. Sales (Thousand \$)	271	271

Table 2.--QUEBEC--Consumer Market Data, by Counties and Towns

	PROVINCE TOTAL	ABITIBI	ARGENTEUIL	
		County	County	Lachute
1. Population, 1931	2,874,255	23,692	18,976	3,906
POPULATION, 1941 --				
2. Persons, Total Number	3,331,882	67,689	22,670	5,310
3. Per cent of provincial total	100.0	2.03	0.68	0.16
4. Persons (1) Canadian born	3,107,939	64,313	21,663	5,076
5. British born	91,857	298	615	136
6. Foreign born	131,771	3,076	392	98
Official language --				
7. English only	410,721	5,999	6,530	889
8. French only	2,016,089	47,656	7,974	2,101
9. English and French	892,984	12,364	8,158	2,319
10. Neither English nor French	12,088	1,670	8	1
RETAIL MERCHANDISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	34,286	207	240	82
12. Total sales (Thousand \$)	651,139	2,105	2,708	1,408
Retailing, 1941 --				
13. Number of stores, total	37,940	719	284	94
14. Total sales (Thousand \$)	776,825	11,251	4,207	1,835
15. Per cent of provincial sales	100.0	1.45	0.54	0.24
16. Per capita sales (Dollars)	233	166	186	346
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores, Number	16,565	263	121	42
18. Sales (Thousand \$)	228,705	3,094	1,240	653
19. Country General Stores, Number	2,961	121	44	-
20. Sales (Thousand \$)	44,905	1,943	742	-
21. General Merchandise Group, Number	1,678	31	16	8
22. Sales (Thousand \$)	104,918	1,000	456	214
23. Automotive Group, Number	2,738	69	34	11
24. Sales (Thousand \$)	103,762	1,395	720	336
25. Apparel Group, Number	3,888	50	19	9
26. Sales (Thousand \$)	79,794	1,174	178	116
27. Building Materials Group, Number	961	26	2	-
28. Sales (Thousand \$)	29,204	712	(x)	-
29. Furniture-Household-Radio, Number	894	13	5	3
30. Sales (Thousand \$)	33,023	323	(x)	103
31. Restaurant Group, Number	1,662	38	12	3
32. Sales (Thousand \$)	25,992	328	99	56
33. Other Retail Stores, Number	6,560	108	31	18
34. Sales (Thousand \$)	126,522	1,283	433	356
Individual kinds of business included above.				
35. Grocery and combination stores, Number ..	8,745	196	53	23
36. Sales (Thousand \$)	158,766	2,798	719	515
37. Filling stations, Number	1,688	36	20	5
38. Sales (Thousand \$)	29,004	365	336	164
39. Drug stores, Number	717	26	3	2
40. Sales (Thousand \$)	17,475	310	58	(x)

(1) In addition there were 315 persons whose place of birth was not reported.

Table 2.--QUEBEC--Consumer Market Data, by Counties and Towns

	ARTHABASKA	VICTORIA-VILLE	BAGOT	BEAUCE
	County		County	County
1. Population, 1931	27,159	6,213	16,914	44,793
POPULATION, 1941 --				
2. Persons, Total Number	30,039	8,516	17,642	48,073
3. Per cent of provincial total	0.90	0.26	0.53	1.44
4. Persons, Canadian born	29,402	8,290	17,277	47,774
5. British born	19	13	6	13
6. Foreign born	617	213	359	286
Official language --				
7. English only	135	61	24	41
8. French only	26,499	6,984	15,902	40,246
9. English and French	3,403	1,471	1,715	7,780
10. Neither English nor French.	2	-	1	6
RETAIL MERCHANDISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	274	108	216	425
12. Total sales (Thousand \$)	3,194	1,946	1,091	3,269
Retailing, 1941 --				
13. Number of stores, total	329	150	188	443
14. Total sales (Thousand \$)	4,509	2,838	1,624	4,519
15. Per cent of provincial sales	0.58	0.37	0.21	0.58
16. Per capita sales (Dollars)	150	333	92	94
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores, Number	126	54	76	166
18. Sales (Thousand \$)	984	587	400	678
19. Country General Stores, Number	45	-	39	95
20. Sales (Thousand \$)	738	-	498	1,642
21. General Merchandise Group, Number	26	17	12	14
22. Sales (Thousand \$)	323	286	253	213
23. Automotive Group, Number	31	15	15	50
24. Sales (Thousand \$)	1,216	1,100	226	1,136
25. Apparel Group, Number	27	21	9	36
26. Sales (Thousand \$)	340	308	49	292
27. Building Materials Group, Number	11	5	4	12
28. Sales (Thousand \$)	189	145	8	113
29. Furniture-Household-Radio, Number	13	9	4	13
30. Sales (Thousand \$)	265	234	18	207
31. Restaurant Group, Number	8	7	3	14
32. Sales (Thousand \$)	44	(x)	4	40
33. Other Retail Stores, Number	42	22	26	43
34. Sales (Thousand \$)	409	(x)	169	197
Individual Kinds of business included above.				
35. Grocery and combination stores, Number ..	85	35	17	85
36. Sales (Thousand \$)	812	486	102	386
37. Filling stations, Number	19	8	8	27
38. Sales (Thousand \$)	308	185	79	171
39. Drug stores, Number	5	2	5	8
40. Sales (Thousand \$)	44	(x)	13	45

Table 2.--QUEBEC--Consumer Market Data by Counties and Towns--Cont'd

BEAUHARNOIS		BELLE-CHASSE	BER-THIER	BONA-VENTURE	BROME	CHAMBLEY			CHAMPLAIN		
County	Valley-field	County	County	County	County	County	Longueuil	St. Lambert	County	Cap-de-la-Madeleine	
25,163	11,411	22,006	19,506	32,432	12,433	26,801	5,407	6,075	59,935	8,748	1.
30,269	17,052	23,676	21,233	39,196	12,485	32,454	7,087	6,417	68,057	11,961	2.
0.91	0.51	0.71	0.64	1.18	0.37	0.97	0.21	0.19	2.04	0.36	3.
29,020	16,237	23,439	20,780	38,963	11,321	28,071	6,509	5,001	66,800	11,662	4.
572	429	4	11	77	587	3,158	374	1,124	234	43	5.
677	386	233	442	156	577	1,225	204	292	1,023	256	6.
1,711	919	5	37	6,506	6,116	8,646	1,182	3,313	600	81	7.
19,151	10,494	22,377	18,359	23,680	2,580	12,662	2,999	566	52,861	8,648	8.
9,404	5,638	1,287	2,835	8,872	3,776	11,108	2,900	2,538	14,469	3,232	9.
3	1	7	2	138	13	38	6	-	127	-	10.
288	162	220	245	301	149	323	93	55	690	107	11.
5,130	3,883	1,098	1,978	1,801	1,294	4,122	1,495	1,375	5,837	805	12.
345	208	244	269	380	132	321	86	57	754	120	13.
7,855	6,028	1,507	1,912	2,899	1,273	6,009	2,639	1,610	8,126	1,817	14.
1.01	0.78	0.19	0.25	0.37	0.16	0.77	0.34	0.21	1.05	0.23	15.
260	354	64	90	74	102	185	372	250	119	152	16.
144	80	109	131	143	47	143	41	20	363	69	17.
2,636	1,881	349	640	390	366	2,374	897	799	3,148	647	18.
9	-	68	41	169	37	24	-	-	61	-	19.
231	-	803	390	1,942	491	443	-	-	900	-	20.
22	18	6	22	-	1	9	4	3	45	9	21.
1,044	982	11	201	-	(x)	184	(x)	117	492	171	22.
24	6	17	17	26	18	38	9	7	48	13	23.
752	550	197	142	327	199	1,385	867	188	1,228	803	24.
42	33	13	14	13	2	19	9	3	68	1	25.
656	568	48	126	105	(x)	179	92	46	752	(x)	26.
9	8	7	6	6	1	16	4	5	19	3	27.
656	(x)	14	66	35	(x)	262	119	103	247	41	28.
11	9	3	1	1	3	3	1	1	16	1	29.
353	(x)	(x)	(x)	(x)	15	26	(x)	(x)	233	(x)	30.
12	6	1	11	5	4	18	7	2	28	4	31.
97	48	(x)	(x)	(x)	19	161	111	(x)	132	(x)	32.
72	48	20	26	17	19	51	11	16	106	20	33.
1,431	1,091	70	299	78	156	996	491	337	993	118	34.
62	34	49	46	117	29	67	20	12	178	38	35.
1,978	1,340	145	327	335	275	1,863	719	659	2,434	549	36.
11	1	13	13	17	10	23	5	4	34	10	37.
160	(x)	130	114	102	104	813	508	115	942	690	38.
5	4	1	3	1	1	6	3	3	13	1	39.
158	(x)	(x)	34	(x)	(x)	152	78	74	83	(x)	40.

Table 2.--QUEBEC--Consumer Market Data by Counties and Towns--Cont'd

	CHAMPLAIN-- Cont'd		CHARLE- VOIX	CHATEAU- GUAY
	Grand- mere	La Tuque	County	County
1. Population, 1931	6,461	7,871	22,940	13,125
POPULATION, 1941 --				
2. Persons, Total Number	8,608	7,919	25,662	14,443
3. Per cent of provincial total	0.26	0.24	0.77	0.43
4. Persons, Canadian born	8,265	7,688	25,537	13,908
5. British born	87	53	40	303
6. Foreign born	256	178	85	232
Official language --				
7. English only	164	196	111	2,416
8. French only	6,052	5,151	24,133	8,188
9. English and French	2,390	2,566	1,384	3,839
10. Neither English nor French.	2	6	34	-
RETAIL MERCHANDISE TRADE				
Retailing, 1930 --				
11. Number of stores, Total	97	98	227	170
12. Total sales (Thousand \$)	1,390	1,631	1,595	1,375
Retailing, 1941 --				
13. Number of stores, total	117	102	364	177
14. Total sales (Thousand \$)	2,016	1,702	2,528	2,005
15. Per cent of provincial sales	0.26	0.22	0.33	0.26
16. Per capita sales (Dollars)	234	215	99	139
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores, Number	45	43	160	73
18. Sales (Thousand \$)	687	850	581	543
19. Country General Stores, Number	-	-	54	27
20. Sales (Thousand \$)	-	-	489	651
21. General Merchandise Group, Number	9	8	27	8
22. Sales (Thousand \$)	152	49	545	14
23. Automotive Group, Number	7	4	38	24
24. Sales (Thousand \$)	184	52	447	261
25. Apparel Group, Number	19	17	12	4
26. Sales (Thousand \$)	362	260	87	12
27. Building Materials Group, Number	9	3	10	6
28. Sales (Thousand \$)	164	29	129	51
29. Furniture-Household-Radio, Number	4	5	9	3
30. Sales (Thousand \$)	126	51	66	9
31. Restaurant Group, Number	3	7	4	5
32. Sales (Thousand \$)	33	45	6	20
33. Other Retail Stores, Number	21	15	50	27
34. Sales (Thousand \$)	310	368	179	443
Individual kinds of business included above.				
35. Grocery and combination stores, Number ..	23	29	81	28
36. Sales (Thousand \$)	522	756	337	292
37. Filling stations, Number	5	3	29	19
38. Sales (Thousand \$)	102	43	130	229
39. Drug stores, number	4	3	6	1
40. Sales (Thousand \$)	34	36	20	(x)

Table 2.—QUEBEC—Consumer Market Data by Counties and Towns—Cont'd

CHICOUTIMI				COMP-TON	DEUX-MONTAGNES	DOR-CHESTER	DRUMMOND			
County	Chic-outimi	Jcn-cuière	Keno-gami	County	Count,	County	County	Drummond-ville	St. Joseph-de-Grantham	
55,724	11,877	9,448	4,500	21,917	14,284	27,994	26,179	6,609	2,812	1.
78,881	16,040	13,769	6,579	22,957	16,746	29,869	36,683	10,555	5,556	2.
2.37	0.48	0.41	0.20	0.69	0.50	0.90	1.10	0.32	0.17	3.
77,783	15,920	13,677	6,280	21,858	16,299	29,710	35,179	9,842	5,425	4.
250	11	12	132	479	284	9	337	248	5	5.
848	109	80	167	619	163	150	1,167	465	126	6.
1,056	34	27	337	5,361	984	151	1,478	528	18	7.
68,225	13,800	12,340	4,836	11,473	13,018	27,499	28,998	7,114	4,916	8.
9,560	2,204	1,402	1,403	6,116	2,662	2,213	6,203	2,912	622	9.
40	2	-	3	7	82	6	4	1	-	10.
436	136	83	52	247	141	239	253	107	15	11.
7,059	2,960	1,659	746	2,262	1,542	1,699	3,800	2,763	137	12.
577	149	120	50	204	187	296	389	174	54	13.
16,788	5,570	4,799	1,611	2,232	1,791	2,036	6,570	4,293	721	14.
2.16	0.72	0.62	0.21	0.29	0.23	0.26	0.85	0.55	0.09	15.
213	347	349	245	97	107	68	179	407	130	16.
296	71	60	25	72	80	120	140	48	24	17.
5,835	1,485	1,536	849	621	474	303	1,873	1,064	390	18.
42	-	-	-	45	26	87	34	-	-	19.
491	-	-	-	703	393	1,301	877	-	-	20.
48	13	11	4	11	6	11	32	16	8	21.
2,406	1,081	574	207	179	(x)	31	512	378	117	22.
38	11	6	4	19	26	22	40	18	3	23.
2,096	1,235	641	71	207	483	189	987	832	10	24.
41	14	13	8	14	9	11	47	32	10	25.
1,436	635	385	249	78	27	40	624	480	117	26.
13	6	3	-	4	6	4	18	10	3	27.
951	237	342	-	64	50	9	546	520	(x)	28.
22	6	6	3	9	2	6	19	14	1	29.
1,496	505	465	162	38	(x)	23	495	465	(x)	30.
16	8	6	-	5	7	3	8	6	-	31.
175	69	(x)	-	30	20	4	81	77	-	32.
61	20	15	6	25	25	32	51	30	5	33.
1,903	323	(x)	72	313	333	137	574	478	57	34.
195	53	44	15	42	33	50	74	29	16	35.
5,014	1,300	1,390	692	396	256	140	1,405	946	271	36.
28	6	5	2	15	17	13	27	11	3	37.
597	271	151	(x)	171	101	88	292	208	10	38.
10	3	2	-	2	4	2	5	3	1	39.
395	118	(x)	-	(x)	21	(x)	166	(x)	(x)	40.

Table 2.--QUEBEC--Consumer Market Data by Counties and Towns--(Cont'd)

	FRONT- ENAC	GASPE	HULL		HUNT- INGDON
	County	County	County	Hull	County
1. Population, 1931	25,681	46,617	63,870	29,433	12,345
POPULATION, 1941 --					
2. Persons, Total Number	28,596	55,208	71,188	32,947	12,394
3. Per cent of provincial total	0.86	1.66	2.14	0.99	0.37
4. Persons, Canadian born	28,196	54,922	69,634	32,364	11,570
5. British born	68	93	675	186	288
6. Foreign born	332	192	878	396	535
Official language --					
7. English only	333	6,137	9,273	1,127	5,136
8. French only	25,095	40,108	33,480	16,638	2,949
9. English and French	3,148	8,959	28,327	15,137	4,165
10. Neither English nor French	20	4	108	45	144
RETAIL MERCHANDISE TRADE					
Retailing, 1930 --					
11. Number of stores, total	264	399	790	443	136
12. Total sales (Thousand \$)	1,839	3,151	10,639	7,777	1,720
Retailing, 1941 --					
13. Number of stores, total	242	564	731	381	134
14. Total sales (Thousand \$)	3,064	4,588	12,210	8,350	1,764
15. Per cent of provincial sales	0.39	0.59	1.57	1.07	0.23
16. Per capita sales (Dollars)	107	83	172	253	142
RETAIL DISTRIBUTION BY GROUPS					
17. Food Stores, Number	89	204	405	220	47
18. Sales (Thousand \$)	659	639	4,845	3,883	327
19. Country General Stores, Number	59	238	50	-	28
20. Sales (Thousand \$)	979	3,220	1,071	-	601
21. General Merchandise Group, Number	15	7	22	10	3
22. Sales (Thousand \$)	218	53	1,142	591	27
23. Automotive Group, Number	23	34	65	29	13
24. Sales (Thousand \$)	328	222	1,317	723	363
25. Apparel Group, Number	17	18	35	31	7
26. Sales (Thousand \$)	205	128	539	498	56
27. Building Materials Group, Number	10	7	8	6	7
28. Sales (Thousand \$)	165	96	(x)	331	94
29. Furniture-Household-Radio, Number	5	2	7	5	3
30. Sales (Thousand \$)	65	(x)	(x)	254	45
31. Restaurant Group, Number	6	15	39	17	7
32. Sales (Thousand \$)	35	(x)	291	211	63
33. Other Retail Stores, Number	18	39	100	63	19
34. Sales (Thousand \$)	409	164	2,368	1,858	187
Individual kinds of business included above.					
35. Grocery and combination stores, Number ..	36	154	126	96	20
36. Sales (Thousand \$)	394	493	3,817	3,104	185
37. Filling stations, Number	13	26	48	23	9
38. Sales (Thousand \$)	64	151	716	414	187
39. Drug stores, Number	3	3	11	9	2
40. Sales (Thousand \$)	24	6	(x)	209	(x)

Table 2.--QUEBEC--Consumer Market Data by Counties and Towns--(Cont'd)

IBER-VILLE	JOLIETTE		KANOUR-ASKA	LABELLE	LAC ST-JEAN		LA-PRAIRIE	L'ASSOMP-TION	LEVIS
County	County	Joliette	County	County	County	St.Joseph d'Alma	County	County	County
9,402	27,585	10,765	23,954	20,140	50,253	3,970	13,491	15,323	35,656 1.
10,273	31,713	12,749	25,535	22,974	64,306	6,449	13,730	17,543	38,119 2.
0.31	0.95	0.38	0.77	0.69	1.93	0.19	0.41	0.53	1.14 3.
9,904	31,008	12,311	25,221	22,718	63,747	6,364	13,266	17,170	37,723 4.
50	56	26	15	34	152	14	197	114	61 5.
319	649	412	299	222	406	71	267	259	335 6.
103	240	131	10	98	348	42	2,133	255	107 7.
7,700	27,353	9,863	24,100	20,447	60,684	5,737	8,532	14,990	31,222 8.
2,467	4,115	2,752	1,425	2,412	3,046	666	2,965	2,286	6,786 9.
3	5	3	-	17	228	4	100	12	4 10.
88	361	174	246	222	422	51	129	183	413 11.
918	4,761	3,490	1,236	1,688	3,690	541	1,461	1,461	4,664 12.
85	415	209	221	249	513	59	149	202	421 13.
1,077	6,404	4,869	1,525	2,346	6,806	1,626	1,189	2,127	5,199 14.
0.14	0.82	0.63	0.20	0.30	0.88	0.21	0.15	0.27	0.67 15.
105	202	382	60	102	106	252	87	121	136 16.
38	191	79	90	113	229	27	77	91	200 17.
448	1,747	1,015	339	529	2,134	581	335	703	2,174 18.
10	20	-	58	60	105	-	11	23	16 19.
177	347	-	844	886	1,697	-	182	682	157 20.
1	25	17	3	14	18	5	10	4	15 21.
(x)	459	443	15	286	422	192	196	5	408 22.
15	30	17	18	18	37	4	17	25	36 23.
132	1,146	1,067	118	318	567	76	207	279	552 24.
3	45	36	21	13	39	9	3	16	40 25.
15	775	760	76	163	944	305	3	76	630 26.
2	16	9	4	3	12	3	4	4	17 27.
(x)	573	485	(x)	35	166	46	33	78	208 28.
-	11	11	1	4	18	3	-	3	16 29.
-	212	212	(x)	39	333	120	-	34	344 30.
1	16	10	3	6	7	-	8	9	5 31.
(x)	94	81	13	18	40	-	18	39	20 32.
15	61	30	23	18	48	8	19	27	76 33.
185	1,050	805	96	72	503	306	216	232	705 34.
17	86	44	51	54	132	18	33	28	117 35.
277	1,281	845	227	309	1,718	527	117	346	1,607 36.
12	17	7	13	8	23	2	13	15	27 37.
106	286	218	59	52	210	(x)	88	117	291 38.
1	2	2	1	4	10	2	1	2	9 39.
(x)	(x)	(x)	(x)	7	111	(x)	(x)	(x)	126 40.

Table 2.—QUEBEC—Consumer Market Data by Counties and Towns—(Cont'd)

	LEVIS (Cont'd)		L'ISLET	LOT-BINIÈRE
	Lauzon	Levis	County	County
1. Population, 1931	7,084	11,724	19,404	23,034
POPULATION, 1941 —				
2. Persons, Total Number	7,877	11,991	20,589	26,669
3. Per cent of provincial total	0.24	0.36	0.62	0.80
4. Persons, Canadian born	7,788	11,891	20,414	26,359
5. British born	9	9	1	9
6. Foreign born	80	91	174	296
Official language --				
7. English only	14	30	7	135
8. French only	6,210	9,323	19,351	24,422
9. English and French	1,653	2,636	1,230	2,106
10. Neither English nor French.	-	2	1	1
RETAIL MERCHANTISE TRADE				
Retailing, 1930 —				
11. Number of stores, total	73	151	178	271
12. Total sales (Thousand \$)	763	2,614	852	1,356
Retailing, 1941 —				
13. Number of stores, total	73	135	214	278
14. Total sales (Thousand \$)	922	2,809	1,156	1,410
15. Per cent of provincial sales	0.12	0.36	0.15	0.18
16. Per capita sales (Dollars)	117	234	56	53
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores, Number	42	54	91	110
18. Sales (Thousand \$)	380	1,018	289	324
19. Country General Stores, Number	-	-	50	65
20. Sales (Thousand \$)	-	-	472	629
21. General Merchandise Group, Number	4	6	3	5
22. Sales (Thousand \$)	(x)	279	21	4
23. Automotive Group, Number	2	11	17	21
24. Sales (Thousand \$)	(x)	350	179	164
25. Apparel Group, Number	11	13	17	10
26. Sales (Thousand \$)	344	218	85	(x)
27. Building Materials Group, Number	3	6	3	13
28. Sales (Thousand \$)	16	151	15	56
29. Furniture-Household-Radio, Number	-	10	2	10
30. Sales (Thousand \$)	-	(x)	(x)	44
31. Restaurant Group, Number	3	2	1	1
32. Sales (Thousand \$)	(x)	(x)	(x)	(x)
33. Other Retail Stores, Number	8	33	30	43
34. Sales (Thousand \$)	125	479	90	167
Individual kinds of business included above.				
35. Grocery and combination stores, Number ..	27	27	46	42
36. Sales (Thousand \$)	266	775	174	116
37. Filling stations, Number	2	7	9	15
38. Sales (Thousand \$)	(x)	129	51	101
39. Drug Stores, Number	1	5	3	-
40. Sales (Thousand \$)	(x)	107	8	-

Table 2.--QUEBEC--Consumer Market Data by Counties and Towns--(Cont'd)

MASKIN- ONGE	MATANE	MEGANTIC		MONTCALM	MONTMOR- ENCY	MONTREAL				Montreal North
	County	County	Thetford Mines	County	County	County	Montreal	Lachine		
16,039	45,272	35,492	10,701	13,865	16,955	1,020,018	818,577	18,630	4,519	1.
18,206	55,414	40,357	12,716	15,208	18,602	1,138,431	903,007	20,051	6,152	2.
0.55	1.66	1.21	0.38	0.46	0.56	34.17	27.10	0.60	0.18	3.
17,951	54,942	39,602	12,405	14,888	18,491	971,459	777,151	17,033	5,561	4.
15	22	67	46	95	33	74,463	48,597	1,928	353	5.
240	450	688	265	225	78	92,211	77,198	1,090	238	6.
30	152	1,491	217	389	88	278,310	196,960	4,917	791	7.
16,435	51,977	33,051	9,697	13,152	16,726	390,051	327,561	5,825	3,014	8.
1,572	3,284	5,811	2,800	1,629	1,788	465,923	374,663	9,279	2,337	9.
169	1	4	2	38	-	4,147	3,823	30	10	10.
185	455	347	126	174	173	13,729	11,959	274	42	11.
1,074	3,280	3,537	1,940	958	922	407,368	369,471	5,185	375	12.
223	553	425	192	188	198	14,258	12,302	267	57	13.
1,991	4,947	5,185	3,365	1,203	1,518	426,344	379,573	5,512	638	14.
0.26	0.64	0.67	0.43	0.15	0.20	54.88	48.86	0.71	0.08	15.
109	89	128	265	79	82	375	420	275	104	16.
100	256	178	83	95	104	6,335	5,422	124	33	17.
691	1,326	1,500	893	468	529	126,802	106,300	2,365	326	18.
27	75	32	-	23	15	18	-	-	-	19.
239	1,023	339	-	382	510	411	-	-	-	20.
12	39	28	15	6	2	564	483	17	4	21.
112	370	703	532	14	(x)	71,056	68,359	685	9	22.
16	37	35	18	14	16	725	572	13	3	23.
201	937	816	677	139	134	52,464	44,241	467	131	24.
21	44	39	20	6	11	1,979	1,794	22	4	25.
211	447	700	552	(x)	(x)	46,980	43,646	426	15	26.
9	9	11	4	8	3	345	294	8	3	27.
217	125	251	212	60	9	14,370	11,774	252	51	28.
6	13	20	13	2	5	288	255	7	-	29.
64	131	352	268	(x)	13	17,150	16,050	164	-	30.
7	6	13	10	9	8	889	797	9	-	31.
27	21	45	39	17	116	19,178	18,220	71	-	32.
25	74	69	29	25	34	3,115	2,685	67	10	33.
230	567	430	194	94	165	77,934	70,983	1,082	106	34.
52	171	98	49	49	47	3,157	2,716	66	14	35.
499	977	1,002	659	272	264	84,896	69,485	1,845	257	36.
12	28	21	8	10	9	434	334	9	2	37.
80	301	201	108	111	84	12,226	9,615	217	(x)	38.
3	5	6	4	2	-	350	286	5	1	39.
20	46	90	(x)	(x)	-	11,347	9,491	123	(x)	40.

Table 2.--QUEBEC--Consumer Market Data by Counties and Towns--Cont'd

	MONTREAL--(Cont'd)			
	Outre-mont	St. Laurent	Verdun	Westmount
1. Population, 1931	28,641	5,348	60,745	24,235
POPULATION, 1941 --				
2. Persons, Total Number	30,751	6,242	67,349	26,047
3. Per cent of provincial total	0.92	0.19	2.02	0.78
4. Persons, Canadian born	23,801	5,604	52,568	19,756
5. British born	1,789	367	12,308	4,048
6. Foreign born	5,161	271	2,465	2,234
Official language --				
7. English only	11,498	922	30,847	15,848
8. French only	3,675	2,994	9,301	620
9. English and French	15,497	2,325	27,115	9,564
10. Neither English nor French	81	1	86	15
RETAIL MERCHANDISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	129	70	588	128
12. Total sales (Thousand \$)	4,307	1,311	12,774	6,330
Retailing, 1941 --				
13. Number of stores, total	162	55	633	128
14. Total sales (Thousand \$)	4,944	987	18,120	6,289
15. Per cent of provincial sales	0.64	0.13	2.3	0.81
16. Per capita sales (Dollars)	161	158	269	241
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores, Number	83	31	286	42
18. Sales (Thousand \$)	3,146	567	7,236	3,026
19. Country General Stores, Number	-	-	-	-
20. Sales (Thousand \$)	-	-	-	-
21. General Merchandise Group, Number	5	3	27	2
22. Sales (Thousand \$)	98	46	1,392	(x)
23. Automotive Group, Number	10	6	22	11
24. Sales (Thousand \$)	502	125	2,919	1,393
25. Apparel Group, Number	13	2	102	19
26. Sales (Thousand \$)	231	(x)	2,141	341
27. Building Materials Group, Number	3	2	16	4
28. Sales (Thousand \$)	(x)	(x)	1,373	169
29. Furniture-Household-Radio, Number	1	-	17	4
30. Sales (Thousand \$)	(x)	-	757	(x)
31. Restaurant Group, Number	6	-	25	9
32. Sales (Thousand \$)	52	-	337	287
33. Other Retail Stores, Number	41	11	138	37
34. Sales (Thousand \$)	867	206	1,965	950
Individual kinds of business included above.				
35. Grocery and combination stores, Number ..	45	12	146	20
36. Sales (Thousand \$)	2,580	333	5,182	2,435
37. Filling stations, Number	6	4	12	6
38. Sales (Thousand \$)	199	66	441	166
39. Drug stores, Number	13	2	16	9
40. Sales (Thousand \$)	442	(x)	414	438

Table 2.--QUEBEC--Consumer Market Data by Counties and Towns--(Cont'd)

Table 2.--QUEBEC--Consumer Market Data by Counties and Towns--(Cont'd)

	RIMOUSKI		ROU-	SAG-
	County	Rimouski	VILLE	UEENAY
1. Population, 1931	33,151	5,589	13,776	21,754
POPULATION, 1941 --				
2. Persons, Total Number	44,233	7,009	15,842	29,419
3. Per cent of provincial total	1.33	0.21	0.48	0.88
4. Persons, Canadian born	43,843	6,928	15,300	29,100
5. British born	17	7	205	199
6. Foreign born	373	74	337	120
Official language --				
7. English only	82	16	658	2,056
8. French only	40,304	5,524	12,132	20,560
9. English and French	3,840	1,469	3,047	2,492
10. Neither English nor French.	7	-	5	4,311
RETAIL MERCHANDISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	332	83	200	169
12. Total sales (Thousand \$)	2,899	1,135	1,295	2,684
Retailing, 1941 --				
13. Number of stores, total	456	108	197	210
14. Total sales (Thousand \$)	5,280	3,201	2,100	2,888
15. Per cent of provincial sales	0.68	0.41	0.27	0.37
16. Per capita sales (Dollars)	119	457	133	98
RETAIL DISTRIBUTION BY GROUPS				
17. Feed Stores, Number	198	38	65	85
18. Sales (Thousand \$)	1,307	686	494	457
19. Country General Stores, Number	62	-	27	77
20. Sales (Thousand \$)	694	-	353	1,549
21. General Merchandise Group, Number	25	13	8	2
22. Sales (Thousand \$)	934	778	57	(x)
23. Automotive Group, Number	25	9	27	3
24. Sales (Thousand \$)	709	581	551	26
25. Apparel Group, Number	45	16	10	4
26. Sales (Thousand \$)	412	289	98	28
27. Building Materials Group, Number	16	4	9	1
28. Sales (Thousand \$)	191	74	226	(x)
29. Furniture-Household-Radic, Number	11	6	5	3
30. Sales (Thousand \$)	253	207	32	7
31. Restaurant Group, Number	6	3	10	5
32. Sales (Thousand \$)	71	42	75	59
33. Other Retail Stores, Number	68	19	36	30
34. Sales (Thousand \$)	708	545	215	513
Individual kinds of business included above.				
35. Grocery and combination stores, Number ..	121	25	22	50
36. Sales (Thousand \$)	1,030	620	158	363
37. Filling stations, Number	16	5	19	3
38. Sales (Thousand \$)	158	50	191	26
39. Drug stores, Number	9	4	1	1
40. Sales (Thousand \$)	74	48	(x)	(x)

Table 2.--QUEBEC--Consumer Market Data by Counties and Towns--(Cont'd)

Table 2. QUEBEC--Consumer Market Data by Counties and Towns--(Cont'd)

	ST. MAURICE		TEMISKA-MINGUE	
	County	Shawinigan Falls	Trois Rivières	County
1. Population, 1931	69,095	15,345	35,450	20,609
POPULATION, 1941 —				
2. Persons, Total Number	80,352	20,325	42,007	40,471
3. Per cent of provincial total	2.41	0.61	1.26	1.21
4. Persons, Canadian born	77,670	19,562	40,380	37,714
5. British born	710	256	420	536
6. Foreign born	1,971	507	1,206	2,221
Official language --				
7. English only	1,445	460	922	6,681
8. French only	60,171	14,025	29,930	22,318
9. English and French	18,698	5,814	11,146	11,206
10. Neither English nor French.	38	26	9	266
RETAIL MERCHANTISE TRADE				
Retailing, 1930 —				
11. Number of stores, total	830	187	456	248
12. Total sales (Thousand \$)	14,474	3,538	10,080	3,411
Retailing, 1941 —				
13. Number of stores, total	941	226	545	443
14. Total sales (Thousand \$)	20,206	5,983	13,292	9,354
15. Per cent of provincial sales	2.60	0.77	1.71	1.20
16. Per capita sales (Dollars)	251	294	316	231
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores Number	405	79	232	173
18. Sales (Thousand \$)	5,649	1,969	3,314	3,077
19. Country General Stores, Number	22	-	-	46
20. Sales (Thousand \$)	215	-	-	863
21. General Merchandise Group, Number	70	21	44	18
22. Sales (Thousand \$)	2,479	530	1,912	765
23. Automotive Group, Number	66	16	38	44
24. Sales (Thousand \$)	2,849	791	1,975	1,274
25. Apparel Group, Number	107	32	65	47
26. Sales (Thousand \$)	2,870	89	1,941	1,125
27. Building Materials Group, Number	23	11	11	13
28. Sales (Thousand \$)	833	(x)	479	503
29. Furniture-Household-Radio, Number	33	14	19	11
30. Sales (Thousand \$)	1,360	584	776	302
31. Restaurant Group, Number	40	11	28	16
32. Sales (Thousand \$)	455	(x)	313	189
33. Other Retail Stores, Number	175	42	108	75
34. Sales (Thousand \$)	3,496	726	2,582	1,256
Individual kinds of business included above.				
35. Grocery and combination stores, Number ..	244	57	128	96
36. Sales (Thousand \$)	4,116	1,797	2,865	2,631
37. Filling stations, Number	41	9	23	20
38. Sales (Thousand \$)	851	343	441	264
39. Drug stores, Number	16	5	10	9
40. Sales (Thousand \$)	414	(x)	248	225

Table 2.—QUEBEC—Consumer Market Data by Counties and Towns—(Concl'd)

TE'IESKA- MINGUE-Cont'd	TEMISCOUTA		TERREBONNE		VAUD- REUIL	VER- CERES	WOLFE	YAMASKA
Rouyn	County	Rivière du Loup	County	St. Jerome	County	County	County	County
3,225	50,294	8,499	38,611	8,967	12,015	12,603	16,911	16,820 1.
8,808	57,675	8,713	46,864	11,329	13,170	14,214	17,492	16,516 2.
0.26	1.73	0.26	1.41	0.34	0.39	0.43	0.52	0.50 3.
7,893	57,117	8,596	45,297	11,202	12,724	13,861	17,109	16,245 4.
102	24	7	533	21	293	183	47	1 5.
813	534	110	1,034	106	152	170	336	270 6.
1,503	75	32	1,865	93	1,003	368	480	2 7.
3,286	49,380	4,938	34,806	9,000	8,207	11,649	14,706	15,257 8.
3,967	8,204	3,741	10,158	2,235	3,957	2,187	2,302	1,257 9.
52	16	2	35	1	3	10	4	— 10.
62	558	159	522	143	155	153	163	160 11.
1,227	4,634	2,300	5,232	1,918	1,212	936	1,079	1,201 12.
178	633	142	704	200	170	154	167	173 13.
4,742	6,322	2,910	8,796	3,696	1,528	1,567	1,417	1,383 14.
0.61	0.81	0.37	1.13	0.48	0.20	0.20	0.18	0.18 15.
538	110	334	188	326	116	110	81	84 16.
67	269	51	326	78	65	75	73	78 17.
1,504	1,287	609	3,450	1,429	415	514	497	317 18.
—	95	—	40	—	27	16	38	27 19.
—	1,260	—	700	—	486	373	560	698 20.
6	39	12	45	17	2	9	5	9 21.
495	627	145	558	245	(x)	154	72	24 22.
20	44	12	54	17	28	15	22	14 23.
696	1,216	921	1,009	463	315	396	140	121 24.
28	53	25	60	27	7	14	5	7 25.
822	662	378	847	518	43	52	29	(x) 26.
7	17	3	21	9	4	4	2	5 27.
222	208	103	476	222	53	27	(x)	40 28.
6	17	9	19	9	1	3	2	3 29.
166	256	208	329	263	(x)	6	(x)	28 30.
10	16	8	31	7	4	3	2	2 31.
155	38	23	154	63	274	3	(x)	(x) 32.
34	83	22	108	36	32	15	18	28 33.
683	768	524	1,273	494	163	44	91	137 34.
33	175	35	159	43	22	30	49	23 35.
1,278	1,006	506	2,482	1,108	214	320	406	109 36.
9	23	5	29	9	15	8	14	6 37.
112	206	68	374	139	124	59	104	40 38.
3	9	4	12	2	2	3	—	4 39.
(x)	76	70	184	(x)	(x)	7	—	3 40.

Table 2.—ONTARIO—Consumer Market Data by Counties and Towns

	PROVINCE TOTAL	ALGOMA		BRANT
		County	Sault Ste. Marie	County
1. Population, 1931	3,431,683	46,444	23,082	53,476
POPULATION, 1941 --				
2. Persons, Total Number	3,787,655	52,002	25,794	56,695
3. Per cent of provincial total	100.0	1.37	0.68	1.50
4. Persons, (1) Canadian born	3,054,373	42,478	19,973	45,209
5. British born	448,962	2,791	1,983	8,345
6. Foreign born	283,965	6,731	3,838	3,141
Official language --				
7. English only	3,425,266	44,787	23,381	55,942
8. French only	61,533	243	33	10
9. English and French	283,195	6,449	2,188	683
10. Neither English nor French	17,661	523	192	60
RETAIL MERCHANDISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	43,045	602	357	663
12. Total sales (Thousand \$)	1,099,990	13,199	9,985	16,824
Retailing, 1941 --				
13. Number of stores, total	45,453	555	324	678
14. Total sales (Thousand \$)	1,368,279	15,466	12,738	21,125
15. Per cent of provincial sales	100.0	1.13	0.93	1.54
16. Per capita sales (Dollars)	361	297	493	372
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores, Number	13,366	185	108	199
18. Sales (Thousand \$)	305,283	4,245	3,764	4,975
19. Country General Stores, Number	2,483	58	-	19
20. Sales (Thousand \$)	43,545	1,054	-	241
21. General Merchandise Group, Number	1,268	26	18	28
22. Sales (Thousand \$)	207,365	1,707	1,479	1,880
23. Automotive Group, Number	6,844	57	29	108
24. Sales (Thousand \$)	258,961	2,090	1,749	5,051
25. Apparel Group, Number	4,910	53	43	77
26. Sales (Thousand \$)	120,479	1,379	1,304	2,576
27. Building Materials Group, Number	2,002	27	17	32
28. Sales (Thousand \$)	67,170	2,098	1,872	1,050
29. Furniture-Household-Radio, Number	1,468	21	17	24
30. Sales (Thousand \$)	51,442	496	471	1,023
31. Restaurant Group, Number	3,523	45	25	51
32. Sales (Thousand \$)	58,887	445	366	637
33. Other Retail Stores, Number	9,589	83	67	140
34. Sales (Thousand \$)	263,146	1,952	1,734	3,692
Individual kinds of business included above.				
35. Grocery and combination stores, Number ...	7,999	109	64	107
36. Sales (Thousand \$)	227,950	3,471	3,105	3,479
37. Filling stations, Number	4,312	42	19	67
38. Sales (Thousand \$)	74,319	886	589	1,296
39. Drug stores, Number	1,698	16	13	19
40. Sales (Thousand \$)	48,080	574	508	538

(1) In addition there were 355 persons whose place of birth was not reported.

Table 2.—ONTARIO—Consumer Market Data by Counties and Towns—Cont'd

BRANT- Cont'd	BRUCE		CARLETON			COCHRANE		DUF- FERIN	DUNDAS	
Brant- ford	County	Kincar- dine	County	East- view	Ottawa	County	Timmins	County	County	
30,107	42,286	2,465	170,040	6,686	126,872	58,033	14,200	14,892	16,098	1.
31,948	41,680	2,507	202,520	7,966	154,951	80,730	28,790	14,075	16,210	2.
0.84	1.10	0.07	5.35	0.21	4.09	2.13	0.76	0.37	0.43	3.
24,253	39,749	2,299	178,548	7,493	135,569	65,935	23,126	13,320	15,416	4.
5,573	1,236	175	15,940	241	12,597	4,478	1,848	643	527	5.
2,122	694	33	7,981	230	6,738	10,305	3,809	111	267	6.
31,398	41,523	2,493	134,419	1,752	100,467	45,460	17,785	13,990	15,454	7.
9	4	-	8,851	1,844	5,676	9,572	1,226	-	114	8.
506	129	14	59,092	4,360	48,665	24,494	9,574	77	642	9.
35	24	-	158	10	143	1,204	205	8	-	10.
451	621	59	1,904	69	1,525	546	159	185	235	11.
13,967	7,418	863	63,905	792	59,702	14,813	6,271	2,627	2,804	12.
448	619	63	1,907	82	1,527	743	276	195	251	13.
17,515	8,869	1,177	86,809	1,050	81,058	24,330	12,964	3,204	4,247	14.
1.28	0.65	0.09	6.35	0.08	5.92	1.78	0.95	0.23	0.31	15.
548	212	469	428	131	523	301	450	227	261	16.
137	143	16	707	38	572	299	112	36	55	17.
4,238	1,934	323	18,399	550	16,771	8,255	4,490	544	627	18.
-	78	-	54	-	-	65	-	24	41	19.
-	1,141	-	1,083	-	-	1,558	-	323	804	20.
18	30	8	37	5	28	27	7	6	7	21.
1,687	624	216	15,266	54	15,158	2,204	962	192	111	22.
46	103	9	217	8	139	57	21	48	38	23.
4,017	1,955	271	11,705	145	10,354	3,562	2,245	723	991	24.
63	46	8	206	1	202	78	37	16	16	25.
2,141	414	68	8,039	(x)	8,008	2,721	1,784	178	162	26.
24	46	2	60	2	51	18	7	10	9	27.
814	668	(x)	3,389	(x)	2,819	1,166	518	195	218	28.
17	19	4	45	-	44	16	10	5	10	29.
918	256	45	2,755	-	2,754	640	573	53	119	30.
37	26	3	168	11	121	66	27	7	18	31.
511	119	(x)	3,052	44	2,716	813	487	42	96	32.
106	128	13	413	17	370	117	55	43	57	33.
3,189	1,759	216	23,121	175	22,479	3,411	1,905	954	1,118	34.
75	85	7	399	24	320	213	81	16	26	35.
3,025	1,374	201	14,060	443	12,719	7,316	3,895	327	420	36.
24	54	4	116	7	81	26	11	28	24	37.
844	598	57	2,937	143	2,305	684	359	122	273	38.
13	23	3	79	2	72	32	12	8	6	39.
453	266	32	2,399	(x)	2,290	942	459	107	64	40.

Table 2.--ONTARIO--Consumer Market Data by Counties and Towns--(Ccnt'd)

	DURHAM		ELGIN	
	County	Pct Hope	County	St. Thomas
1. Population, 1931	25,782	4,723	43,436	15,430
POPULATION, 1941 --				
2. Persons, Total Number	25,215	5,055	46,150	17,132
3. Per cent of provincial total	0.67	0.13	1.22	0.45
4. Persons, Canadian born	22,267	4,246	39,158	13,937
5. British born	2,210	618	4,530	2,562
6. Foreign born	738	191	2,457	633
Official language --				
7. English only	24,974	4,989	45,532	16,835
8. French only	3	-	5	3
9. English and French	192	65	570	292
10. Neither English nor French	46	1	43	2
RETAIL MERCHANDISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	362	109	590	286
12. Total sales (Thousand \$)	4,821	2,100	10,826	7,550
Retailing, 1941--				
13. Number of stores, total	326	101	617	271
14. Total sales (Thousand \$)	6,085	2,619	14,250	9,267
15. Per cent of provincial sales	0.44	0.19	1.04	0.68
16. Per capita sales (Dollars)	241	518	308	540
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores, Number	78	22	150	64
18. Sales (Thousand \$)	1,392	624	3,357	2,290
19. Country General Stores, Number	29	-	36	-
20. Sales (Thousand \$)	392	-	753	-
21. General Merchandise Group, Number	9	6	14	8
22. Sales (Thousand \$)	314	200	1,282	1,128
23. Automotive Group, Number	65	17	132	41
24. Sales (Thousand \$)	1,712	614	2,966	1,748
25. Apparel Group, Number	26	13	62	41
26. Sales (Thousand \$)	510	(x)	1,215	977
27. Building Materials Group, Number	19	6	40	15
28. Sales (Thousand \$)	437	151	995	482
29. Furniture-Household-Radic, Number	5	2	23	16
30. Sales (Thousand \$)	53	(x)	586	496
31. Restaurant Group, Number	22	6	36	17
32. Sales (Thousand \$)	1,1	60	463	320
33. Other Retail Stores, Number	73	29	124	69
34. Sales (Thousand \$)	1,134	626	2,633	1,825
Individual kinds of business included above.				
35. Grocery and combination stores, Number	58	16	88	37
36. Sales (Thousand \$)	1,182	559	2,442	1,802
37. Filling stations, Number	39	10	80	24
38. Sales (Thousand \$)	466	167	1,000	476
39. Drug Stores, Number	11	4	20	11
40. Sales (Thousand \$)	228	102	435	294

Table 2.--ONTARIO--Consumer Market Data by Counties and Towns--(Cont'd)

ESSEX		FRONTENAC		GLEN-	GREN-		GREY		HALDI-	HALI-	HALTON
County	Windsor	County	King- ston	GARRY	VILLE	County	Owen- scound	MAND	FURTON	County	
159,780	98,179	45,756	23,439	18,666	16,327	57,699	12,839	21,428	5,997	26,558	1.
174,230	105,311	53,717	30,126	18,732	15,989	57,160	14,002	21,854	6,695	28,515	2.
4.60	2.78	1.42	0.80	0.49	0.42	1.51	0.37	0.58	0.18	0.75	3.
133,548	77,062	47,204	25,451	18,168	14,793	54,220	12,894	19,678	6,327	22,720	4.
17,620	13,574	4,645	3,415	293	690	2,027	833	1,332	247	4,382	5.
23,049	14,666	1,864	1,256	271	506	911	274	844	121	1,410	6.
142,347	90,282	52,050	28,994	9,143	15,489	56,855	13,841	21,656	6,633	28,157	7.
1,107	168	24	12	1,451	18	1	1	1	-	1	8.
20,157	14,585	1,587	1,101	8,135	479	274	158	163	52	326	9.
519	276	56	19	3	3	30	2	34	10	31	10.
1,882	1,239	537	376	201	279	743	249	321	53	361	11.
18,292	38,216	14,224	12,873	2,019	3,698	10,937	5,716	4,519	532	5,757	12.
2,001	1,297	541	378	210	240	758	236	324	78	378	13.
66,762	54,184	19,221	17,404	2,684	3,565	13,222	6,581	6,003	936	7,851	14.
4.88	3.96	1.40	1.27	0.20	0.26	0.97	0.48	0.44	0.07	0.57	15.
383	514	357	577	143	222	231	470	274	139	275	16.
653	447	148	101	60	63	200	76	69	15	98	17.
17,159	13,916	4,342	4,105	508	749	3,026	1,723	1,160	76	2,235	18.
29	-	50	-	43	32	85	-	33	33	14	19.
390	-	952	-	670	669	1,200	-	458	553	157	20.
63	37	14	14	10	6	29	9	11	1	15	21.
7,220	6,190	2,280	2,280	224	163	1,117	653	396	(x)	433	22.
333	179	83	41	28	40	139	33	66	13	83	23.
12,827	10,266	3,486	3,059	304	526	3,360	1,558	1,634	185	2,018	24.
199	144	51	51	8	14	67	30	23	1	36	25.
6,646	5,850	1,765	1,765	87	210	1,299	944	291	(x)	559	26.
96	59	16	14	8	10	39	7	23	2	23	27.
3,430	1,879	(x)	1,176	120	187	651	322	581	(x)	496	28.
72	51	18	16	4	11	26	14	15	1	8	29.
4,151	3,717	(x)	540	8	85	387	252	212	(x)	90	30.
171	121	40	33	9	15	23	12	21	7	29	31.
2,430	2,002	754	723	37	111	278	194	236	16	198	32.
375	259	121	108	40	49	150	55	63	5	72	33.
12,451	10,704	3,867	3,757	727	865	1,903	935	1,035	55	1,665	34.
383	246	103	73	37	36	134	55	46	11	54	35.
13,781	11,272	3,487	3,316	339	557	2,309	1,356	898	38	1,679	36.
229	120	54	20	15	23	80	19	32	7	43	37.
4,051	2,855	954	719	177	177	1,034	453	344	41	494	38.
74	59	25	23	3	6	28	10	13	2	15	39.
2,563	2,195	838	795	27	101	434	227	269	(x)	323	40.

Table 2.--ONTARIO--Consumer Market Data by Counties and Towns--(Cont'd)

	HASTINGS			HURON
	County	Belle-ville	Trenton	County
1. Population, 1931	58,846	13,790	6,276	45,180
POPULATION, 1941 --				
2. Persons, Total Number	63,322	15,710	8,323	43,742
3. Per cent of provincial total	1.67	0.41	0.22	1.15
4. Persons, Canadian born	58,272	13,726	7,436	41,445
5. British born	3,513	1,526	620	1,594
6. Foreign born	1,536	457	267	702
Official language --				
7. English only	61,915	15,352	8,088	42,870
8. French only	41	10	5	10
9. English and French	1,280	342	230	856
10. Neither English nor French	86	6	-	6
RETAIL MERCHANTISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	775	246	113	692
12. Total sales (Thousand \$)	14,568	7,884	2,477	7,613
Retailing, 1941 --				
13. Number of stores, total	807	263	132	708
14. Total sales (Thousand \$)	20,979	10,990	4,437	10,049
15. Per cent of provincial sales	1.53	0.80	0.32	0.73
16. Per capita sales (Dollars)	331	699	533	229
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores, Number	203	64	39	141
18. Sales (Thousand \$)	4,217	2,222	1,019	1,883
19. Country General Stores, Number	84	-	-	85
20. Sales (Thousand \$)	1,239	-	-	1,232
21. General Merchandise Group, Number	27	8	7	29
22. Sales (Thousand \$)	1,548	1,061	254	681
23. Automotive Group, Number	159	42	20	131
24. Sales (Thousand \$)	5,236	2,447	984	2,619
25. Apparel Group, Number	68	35	16	55
26. Sales (Thousand \$)	2,285	1,473	613	597
27. Building Materials Group, Number	35	10	5	43
28. Sales (Thousand \$)	1,106	532	296	701
29. Furniture-Household-Radic, Number	33	16	7	34
30. Sales (Thousand \$)	831	504	242	336
31. Restaurant Group, Number	48	18	9	24
32. Sales (Thousand \$)	686	431	142	200
33. Other Retail Stores, Number	150	17	29	166
34. Sales (Thousand \$)	3,831	2,320	888	1,800
Individual kinds of business included above.				
35. Grocery and combination stores, Number ..	143	43	28	72
36. Sales (Thousand \$)	3,230	1,649	780	1,141
37. Filling stations, Number	90	19	9	70
38. Sales (Thousand \$)	1,421	637	195	676
39. Drug Stores, Number	25	8	6	22
40. Sales (Thousand \$)	668	253	229	270

Table 2.—ONTARIO--Consumer Market Data by Counties and Towns--Cont'd

KENORA		KENT		LAMBERTON		LANARK		LEEDS		LFNNOX & ADDINGTON	
County	Kenora	County	Chatham County	Sarnia	County	Smith's Falls	County	Brockville	County		
25,919	6,766	62,865	14,569	54,674	18,191	32,856	7,108	35,157	9,736	18,883	1.
33,372	7,745	66,346	17,369	56,925	18,734	33,143	7,159	36,042	11,342	18,469	2.
0.88	0.20	1.75	0.46	1.50	0.49	0.88	0.19	0.95	0.30	0.49	3.
25,648	5,763	56,048	14,242	50,062	15,555	31,005	6,525	32,730	9,992	17,509	4.
2,682	827	4,102	1,831	3,838	2,033	1,581	456	2,402	983	701	5.
5,033	1,152	6,186	1,292	3,023	1,145	557	178	906	366	259	6.
26,661	7,156	60,288	16,563	55,786	18,274	32,556	7,004	34,995	10,876	18,319	7.
19	3	216	9	13	3	15	2	71	6	-	8.
1,544	549	5,710	777	1,006	434	561	149	958	460	150	9.
5,148	37	132	20	120	23	11	4	18	-	-	10.
226	98	857	276	697	262	471	142	490	153	216	11.
4,923	2,770	17,270	8,634	12,849	7,969	7,367	2,897	9,375	5,449	3,402	12.
259	90	900	325	718	270	454	142	499	164	223	13.
7,540	3,603	23,001	13,132	15,474	8,911	8,217	3,093	11,860	6,408	3,929	14.
0.55	0.26	1.68	0.96	1.13	0.65	0.60	0.23	0.87	0.47	0.29	15.
225	465	346	756	271	475	247	432	329	564	212	16.
67	26	233	95	185	76	126	42	119	38	57	17.
1,964	1,156	4,629	2,374	3,513	2,074	2,260	871	3,034	1,475	661	18.
32	-	47	-	51	-	27	-	60	-	39	19.
702	-	929	-	1,044	-	373	-	803	-	663	20.
6	3	28	10	26	9	18	8	20	9	7	21.
402	(x)	2,203	1,606	1,319	924	798	355	996	705	322	22.
35	10	212	64	143	34	63	17	97	21	48	23.
1,312	624	5,976	3,437	4,108	1,963	1,426	613	2,255	1,178	957	24.
22	15	82	40	62	43	60	20	35	25	9	25.
786	449	1,786	1,316	1,199	1,081	877	240	987	759	215	26.
17	5	52	14	46	12	16	5	34	10	9	27.
553	334	2,276	1,017	1,015	420	294	81	559	292	175	28.
6	4	29	13	36	22	17	5	21	9	4	29.
204	(x)	754	581	794	674	242	87	404	244	52	30.
23	9	56	25	31	14	24	8	27	11	10	31.
258	129	634	399	296	234	139	41	353	219	95	32.
51	18	161	64	138	60	103	37	86	41	40	33.
1,359	599	3,814	2,404	2,186	1,540	1,809	806	2,470	1,536	789	34.
49	17	137	51	108	43	88	30	75	23	32	35.
1,789	1,049	3,314	1,676	2,687	1,668	1,672	655	2,424	1,219	465	36.
19	6	138	32	95	21	32	10	67	9	35	37.
227	128	1,554	591	1,246	425	529	158	642	191	399	38.
9	4	32	12	24	11	18	6	11	6	5	39.
294	166	674	410	416	295	342	128	394	238	127	40.

Table 2.--ONTARIO--Consumer Market Data by Counties and Towns--Cont'd

	LINCOLN County	ST. CATHERINE	MANI- TOULIN County	MIDDLE- SEX County
1. Population, 1931	54,199	24,753	10,734	118,241
POPULATION, 1941 --				
2. Persons, Total Number	65,066	30,275	10,841	127,166
3. Per cent of provincial total	17.2	0.80	0.29	3.36
4. Persons, Canadian born	48,291	21,925	10,528	104,332
5. British born	9,313	5,266	185	17,152
6. Foreign born	7,457	3,081	128	5,665
Official language --				
7. English only	63,507	29,410	10,172	125,322
8. French only	13	4	3	14
9. English and French	1,284	795	172	1,740
10. Neither English nor French.	262	66	494	90
RETAIL MERCHANDISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	755	437	110	1,578
12. Total sales (Thousand \$)	18,776	14,665	1,421	41,564
Retailing, 1941 --				
13. Number of stores, total	791	440	130	1,583
14. Total sales (Thousand \$)	26,037	20,430	1,589	46,087
15. Per cent of provincial sales	1.90	1.49	0.12	3.37
16. Per capita sales (Dollars)	400	674	146	362
RETAIL DISTRIBUTION BY GROUPS				
17. Feed Stores, Number	244	128	32	413
18. Sales (Thousand \$)	6,361	4,527	323	10,214
19. Country General Stores, Number	16	-	32	93
20. Sales (Thousand \$)	298	-	653	1,408
21. General Merchandise Group, Number	16	10	4	30
22. Sales (Thousand \$)	2,138	1,905	68	4,374
23. Automotive Group, Number	122	50	27	292
24. Sales (Thousand \$)	5,452	4,480	291	9,481
25. Apparel Group, Number	78	64	4	176
26. Sales (Thousand \$)	2,498	2,343	(x)	5,294
27. Building Materials Group, Number	34	22	7	59
28. Sales (Thousand \$)	1,694	1,257	85	1,482
29. Furniture-Household-Fabric, Number	25	22	3	51
30. Sales (Thousand \$)	1,396	1,371	(x)	3,004
31. Restaurant Group, Number	76	29	6	103
32. Sales (Thousand \$)	1,049	761	19	1,681
33. Other Retail Stores, Number	180	115	15	366
34. Sales (Thousand \$)	5,152	3,785	123	9,149
Individual kinds of business included above.				
35. Grocery and combination stores, Number ..	156	83	17	283
36. Sales (Thousand \$)	5,035	3,761	247	7,768
37. Filling stations, Number	81	29	15	197
38. Sales (Thousand \$)	1,447	938	128	3,066
39. Drug stores, Number	28	19	4	51
40. Sales (Thousand \$)	887	676	73	1,366

Table 2.—ONTARIO—Consumer Market Data by Counties and Towns—(Cont'd)

MIDDLE- SEX	US- KOKA	NIPISSING		NORFOLK		NORTHUMBER- LAND		ONTARIO			
		Lenden County	County	North Bay	County	Sincoe	County	Ce- bourg	County	Oshawa	Whitby
71,148	20,985	41,207	15,528	31,359	5,226	31,452	5,834	59,667	23,439	5,016	1.
78,264	21,835	43,315	15,599	35,611	6,037	30,786	5,973	65,718	26,813	5,904	2.
2,07	0.58	1.14	0.41	0.94	0.16	0.81	0.16	1.74	0.71	0.16	3.
61,406	19,286	39,890	13,536	28,214	5,123	27,921	5,035	54,204	20,531	4,635	4.
12,970	1,869	1,755	1,234	2,318	722	2,252	767	7,672	3,804	887	5.
3,885	677	1,661	820	5,073	191	609	167	3,837	2,474	381	6.
76,896	20,920	21,685	11,770	34,958	5,995	30,442	5,873	64,538	26,230	5,799	7.
13	24	6,438	190	10	2	—	—	41	5	5	8.
1,313	875	15,101	3,609	526	40	340	99	817	309	94	9.
42	6	91	30	117	—	4	1	322	269	6	10.
1,074	272	406	205	397	129	436	119	702	278	61	11.
35,596	4,829	9,522	6,884	6,735	3,688	5,241	2,089	13,541	8,499	1,129	12.
1,057	221	383	197	495	143	444	110	769	219	67	13.
39,059	6,224	10,215	7,350	8,865	4,826	6,047	2,245	21,783	14,719	2,256	14.
2,85	0.45	0.75	0.54	0.65	0.35	0.44	0.16	1.59	1.08	0.16	15.
499	285	235	471	248	799	196	375	331	548	382	16.
312	82	132	50	107	26	97	24	212	110	16	17.
9,095	1,655	2,887	1,859	1,993	1,076	1,386	539	5,311	3,782	511	18.
—	16	25	—	50	—	48	—	60	—	—	19.
—	360	728	—	626	—	496	—	747	—	—	20.
20	16	12	7	10	4	20	5	16	8	4	21.
4,168	1,004	1,011	789	432	279	422	182	1,670	1,513	84	22.
335	93	46	21	121	23	96	13	131	31	17	23.
7,747	1,553	2,047	1,659	2,076	1,243	1,341	376	5,495	2,870	1,049	24.
163	27	44	31	50	27	35	16	66	43	7	25.
5,137	271	1,131	922	1,102	866	116	277	1,728	1,482	(x)	26.
31	13	13	8	32	8	23	8	44	14	4	27.
1,086	127	438	397	716	212	282	118	969	579	82	28.
42	3	12	7	21	15	17	7	24	19	1	29.
2,812	13	318	286	378	255	134	54	793	685	(x)	30.
77	29	34	21	27	9	26	8	61	20	6	31.
1,497	295	343	270	277	157	182	107	634	383	74	32.
277	42	65	52	77	31	82	29	155	74	12	33.
7,517	645	1,314	1,167	1,263	738	1,382	593	4,527	3,425	312	34.
221	57	88	28	66	15	63	11	126	64	11	35.
7,014	1,272	2,578	1,686	1,450	837	994	372	3,839	2,723	451	36.
92	62	31	13	92	13	64	7	83	15	10	37.
2,122	708	731	566	765	206	633	142	1,419	643	141	38.
39	9	11	9	14	5	12	3	23	8	2	39.
1,234	264	317	(x)	334	199	200	71	709	494	(x)	40.

Table 2. ONTARIO--Consumer Market Data by Counties and Towns--Cont'd.

		OXFORD		PARRY SOUND
	County	Inger-sell	Wood-stock	County
1. Population, 1931	47,825	5,233	11,395	25,900
POPULATION, 1941 --				
2. Persons, Total Number	50,974	5,782	12,161	30,083
3. Per cent of provincial total	1.35	0.15	0.33	0.79
4. Persons, Canadian born	43,661	4,851	10,006	27,428
5. British born	5,021	759	1,939	1,360
6. Foreign born	2,291	172	515	1,295
Official language --				
7. English only	50,293	5,744	12,323	27,154
8. French only	31	-	2	151
9. English and French	524	36	125	2,722
10. Neither English nor French.	126	2	11	56
RETAIL MERCHANDISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	689	123	194	292
12. Total sales (Thousand \$)	13,110	2,290	5,731	4,241
Retailing, 1941 --				
13. Number of stores, total	738	122	205	330
14. Total sales (Thousand \$)	17,695	2,978	6,965	7,067
15. Per cent of provincial sales	1.29	0.22	0.51	0.52
16. Per capita sales (Dollars)	345	515	558	234
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores, Number	152	28	47	92
18. Sales (Thousand \$)	3,310	705	1,568	1,482
19. Country General Stores, Number	56	-	-	76
20. Sales (Thousand \$)	926	-	-	1,561
21. General Merchandise Group, Number	21	5	6	9
22. Sales (Thousand \$)	1,391	182	778	893
23. Automotive Group, Number	142	21	24	64
24. Sales (Thousand \$)	4,371	802	1,510	1,354
25. Apparel Group, Number	77	15	32	19
26. Sales (Thousand \$)	1,522	319	812	346
27. Building Materials Group, Number	44	6	7	14
28. Sales (Thousand \$)	1,193	277	299	469
29. Furniture-Household-Radio, Number	40	8	12	8
30. Sales (Thousand \$)	633	164	241	141
31. Restaurant Group, Number	34	6	15	14
32. Sales (Thousand \$)	453	79	245	231
33. Other Retail Stores, Number	172	33	62	34
34. Sales (Thousand \$)	3,776	449	1,511	991
Individual kinds of business included above.				
35. Grocery and combination stores, Number ..	76	15	26	95
36. Sales (Thousand \$)	2,395	504	1,227	1,127
37. Filling stations, Number	90	15	15	38
38. Sales (Thousand \$)	1,131	174	310	536
39. Drug stores, number	22	5	7	5
40. Sales (Thousand \$)	367	65	177	123

Table 2.--ONTARIO--Consumer Market Data by Counties and Towns--(Cont'd)

PAPY SOUND		PEEL		PERTH		PETERBOROUGH		PRESCOTT		PRINCE EDWARD		RATNY RIVER
Parry Sound	County	Bramp- ton	County	Strat- ford	County	Peter- borough	County	Hawkes- bury	County	County	County	
3,512	28,156	5,532	51,392	17,742	43,958	22,327	24,596	5,177	16,693	17,359	1.	
5,765	31,539	6,020	49,694	17,038	47,392	25,350	25,261	6,263	16,750	19,132	2.	
0.15	0.83	0.16	1.31	0.45	1.25	0.67	0.67	0.17	0.44	0.51	3.	
5,170	25,418	4,759	45,081	14,192	42,086	21,586	24,880	6,073	15,199	14,465	4.	
354	4,795	1,107	3,570	2,362	4,338	3,040	158	81	1,209	1,038	5.	
241	1,315	152	1,041	482	967	723	222	109	341	3,629	6.	
5,177	31,026	5,967	49,312	16,795	46,666	24,812	2,364	326	16,636	17,262	7.	
53	-	-	1	1	5	3	11,142	2,366	8	18	8.	
531	422	50	363	238	709	523	10,741	3,569	104	1,402	9.	
4	80	3	18	4	12	12	14	2	2	450	10.	
64	374	108	662	270	561	383	323	109	157	205	11.	
1,595	5,985	2,674	13,428	7,869	13,004	11,133	2,755	1,082	2,300	3,804	12.	
84	400	111	678	248	542	350	281	96	121	208	13.	
3,877	8,004	3,329	14,980	7,942	15,567	13,246	3,911	1,975	4,071	4,434	14.	
0.28	0.58	0.24	1.09	0.58	1.14	0.97	0.29	0.14	0.30	0.32	15.	
672	253	553	301	266	328	522	154	315	243	231	16.	
22	115	24	136	59	148	90	99	37	48	65	17.	
1,020	2,097	849	2,956	1,702	3,545	2,959	883	613	937	1,079	18.	
-	24	-	58	-	36	-	48	-	17	33	19.	
-	235	-	908	-	600	-	1,066	-	287	615	20.	
8	7	6	19	10	17	14	11	10	7	8	21.	
(x)	416	(x)	1,213	945	1,591	1,548	276	(x)	355	343	22.	
14	97	17	142	51	90	47	40	11	36	27	23.	
725	3,044	1,088	3,757	2,061	2,546	1,984	626	283	1,010	952	24.	
16	19	13	62	32	69	56	17	10	6	12	25.	
309	229	140	1,253	810	1,783	1,674	419	385	112	258	26.	
4	21	9	44	11	26	15	7	2	14	13	27.	
311	625	(x)	980	422	1,356	1,243	54	(x)	396	338	28.	
5	8	3	31	12	18	17	5	2	5	4	29.	
(x)	95	54	576	355	786	(x)	120	(x)	59	76	30.	
7	40	14	27	15	26	21	20	7	13	14	31.	
285	308	126	293	185	427	(x)	88	41	93	129	32.	
8	69	25	159	58	112	90	34	17	35	32	33.	
325	955	107	2,046	1,463	2,933	2,647	380	281	823	639	34.	
10	66	15	86	43	100	64	41	18	34	50	35.	
770	1,535	702	2,297	1,430	2,925	2,484	527	391	737	990	36.	
3	68	7	81	31	58	24	25	7	21	16	37.	
99	987	130	1,180	598	916	601	248	118	332	178	38.	
2	13	5	18	6	17	14	3	1	7	4	39.	
(x)	268	98	390	230	481	441	51	(x)	161	118	40.	

Table 2.--ONTARIO--Consumer Market Data by Counties and Towns--(Cont'd)

	RAINY RIVER	RENFREW		
	Fort Frances	County	Pembroke	Renfrew
1. Population, 1931	5,470	52,227	9,368	5,296
POPULATION, 1941 --				
2. Persons, Total Number	5,897	54,720	11,159	5,511
3. Per cent of provincial total	0.16	1.44	0.29	0.15
4. Persons, Canadian born	4,289	52,074	10,474	5,203
5. British born	339	1,168	340	176
6. Foreign born	1,269	1,476	345	132
Official language --				
7. English only	5,347	49,308	9,069	5,002
8. French only	8	112	28	20
9. English and French	533	5,083	2,048	1,86
10. Neither English nor French	9	217	14	3
RETAIL MERCHANDISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	94	604	148	89
12. Total sales (Thousand \$)	2,415	8,495	3,025	1,709
Retailing, 1941 --				
13. Number of stores, total	90	646	157	101
14. Total sales (Thousand \$)	2,793	12,176	4,935	2,343
15. Per cent of provincial sales	0.20	0.89	0.36	0.17
16. Per capita sales (Dollars)	473	222	442	425
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores, Number	30	203	48	40
18. Sales (Thousand \$)	762	2,828	1,217	595
19. Country General Stores, Number	-	84	-	-
20. Sales (Thousand \$)	-	1,228	-	-
21. General Merchandise Group, Number	5	15	6	4
22. Sales (Thousand \$)	330	1,113	713	(x)
23. Automotive Group, Number	10	105	18	12
24. Sales (Thousand \$)	691	2,580	1,002	634
25. Apparel Group, Number	12	54	18	13
26. Sales (Thousand \$)	258	1,161	526	381
27. Building Materials Group, Number	4	20	5	5
28. Sales (Thousand \$)	(x)	629	214	146
29. Furniture-Household-Fabric, Number	3	17	6	5
30. Sales (Thousand \$)	(x)	267	152	(x)
31. Restaurant Group, Number	9	47	17	6
32. Sales (Thousand \$)	97	286	187	32
33. Other Retail Stores, Number	17	101	39	16
34. Sales (Thousand \$)	429	2,083	927	265
Individual kinds of business included above.				
35. Grocery and combination stores, Number	23	136	36	24
36. Sales (Thousand \$)	719	2,020	853	444
37. Filling stations, Number	3	66	6	6
38. Sales (Thousand \$)	(x)	979	230	163
39. Drug stores, number	2	17	6	4
40. Sales (Thousand \$)	(x)	399	177	100

Table 2.--ONTARIO--Consumer Market Data by Counties and Towns--(Cont'd)

RUSSELL			SIMCOE				STAFFORD		SUDBURY		THUNDER BAY	
County	County	Barrie	Collingwood	Midland	Orillia	County	Cornwall	County	Sudbury	County		
18,487	83,667	7,776	5,809	6,920	8,183	32,524	11,126	58,251	18,518	65,118	1.	
17,448	87,057	9,725	6,270	6,800	9,798	40,905	14,117	80,815	32,203	85,200	2.	
0.46	2,30	0.26	0.17	0.18	0.26	1.08	0.37	2.13	0.85	2.25	3.	
17,179	78,978	8,535	5,481	6,298	8,768	38,102	12,685	67,842	26,493	58,302	4.	
129	6,007	892	647	388	833	1,623	826	3,297	1,537	8,363	5.	
140	2,066	296	142	114	196	1,178	546	9,670	4,169	18,530	6.	
2,978	79,312	9,478	6,119	5,971	9,530	24,279	9,179	47,717	20,812	79,539	7..	
8,168	693	4	-	6	7	2,612	363	7,984	1,776	60	8.	
6,301	6,910	218	150	821	260	13,867	4,571	24,266	9,444	3,728	9.	
1	142	25	1	2	1	147	4	788	171	1,873	10.	
172	1,146	166	130	83	167	418	208	499	236	782	11.	
1,777	18,965	4,425	2,071	2,370	4,416	6,879	4,871	15,764	10,885	21,765	12.	
176	1,231	189	104	105	198	480	232	756	348	917	13.	
2,352	25,256	7,099	3,067	2,860	5,563	10,527	7,273	27,792	20,134	32,286	14.	
0.17	1.85	0.52	0.22	0.21	0.41	0.77	0.53	2.03	1.47	2.36	15.	
134	290	730	489	421	568	257	515	344	625	379	16.	
68	310	31	35	24	41	177	63	282	105	344	17.	
409	6,288	1,444	848	946	1,265	2,775	1,663	6,410	4,413	6,942	18.	
32	92	-	-	-	-	28	-	66	-	63	19.	
907	1,175	-	-	-	-	603	-	2,688	-	1,528	20.	
4	36	5	3	6	6	14	13	22	9	22	21.	
(x)	1,651	473	193	329	386	917	(x)	2,789	2,133	5,655	22.	
20	262	39	14	21	36	60	23	79	-31	91	23.	
430	5,376	1,671	476	380	1,445	1,630	1,071	4,576	3,946	6,144	24.	
7	105	22	15	13	34	51	45	69	56	81	25.	
60	2,251	680	353	387	661	1,261	1,232	2,491	2,291	2,760	26.	
4	60	11	4	5	9	20	10	21	10	31	27.	
22	1,826	503	262	159	106	555	341	1,762	1,538	1,717	28.	
2	39	9	4	5	10	15	13	16	12	15	29.	
(x)	807	207	174	71	282	461	(x)	959	953	114	30.	
3	97	24	6	8	17	30	15	67	39	103	31.	
9	1,120	451	99	117	256	245	132	991	832	1,562	32.	
36	230	48	23	23	45	85	50	134	86	167	33.	
449	4,763	1,672	662	473	863	2,082	1,480	5,127	4,029	5,564	34.	
26	201	20	22	16	31	109	42	189	68	207	35.	
239	4,727	1,158	539	789	1,063	2,367	1,492	5,863	4,128	5,592	36.	
9	181	25	4	12	20	38	11	51	16	49	37.	
54	1,941	473	63	122	331	537	286	930	493	872	38.	
1	49	9	5	6	7	8	6	32	17	26	39.	
(x)	1,114	340	129	179	209	284	238	824	524	930	40.	

Table 2.—ONTARIO—Consumer Market Data by Counties and Towns—(Cont'd)

	THUNDER BAY	TEMIS-KAMING	VICTORIA
	Fort William	Port Arthur	County
1. Population, 1931	26,277	19,818	37,043
POPULATION, 1941 --			25,844
2. Persons, Total Number	30,585	24,426	50,604
3. Per cent of provincial total	0.81	0.64	1.34
4. Persons, Canadian born	21,434	16,765	41,711
5. British born	3,882	2,827	3,455
6. Foreign born	5,265	4,823	5,436
Official language --			308
7. English only	29,198	23,185	38,985
8. French only	15	6	1,626
9. English and French	1,018	967	9,850
10. Neither English nor French.	354	268	123
RETAIL MERCHANDISE TRADE			4
Retailing, 1930 --			
11. Number of stores, total	333	27	431
12. Total sales (Thousand \$)	10,003	9,007	9,739
Retailing, 1941 --			5,970
13. Number of stores, total	332	281	584
14. Total sales (Thousand \$)	13,907	12,869	16,102
15. Per cent of provincial sales	1.02	0.94	1.18
16. Per capita sales (Dollars)	455	527	318
RETAIL DISTRIBUTION BY GROUPS			265
17. Food Stores, Number	134	106	200
18. Sales (Thousand \$)	3,573	2,270	5,171
19. Country General Stores, Number	-	-	22
20. Sales (Thousand \$)	-	-	426
21. General Merchandise Group, Number	7	10	18
22. Sales (Thousand \$)	2,338	(x)	1,383
23. Automotive Group, Number	28	26	86
24. Sales (Thousand \$)	2,426	2,823	2,767
25. Apparel Group, Number	39	32	67
26. Sales (Thousand \$)	1,429	1,169	1,329
27. Building Materials Group, Number	10	13	28
28. Sales (Thousand \$)	490	977	1,981
29. Furniture-Household-Fabric, Number	9	5	15
30. Sales (Thousand \$)	326	(x)	353
31. Restaurant Group, Number	28	35	38
32. Sales (Thousand \$)	667	611	393
33. Other Retail Stores, Number	77	54	110
34. Sales (Thousand \$)	2,660	2,097	2,299
Individual kinds of business included above:			1,065
35. Grocery and combination stores, Number ..	76	65	146
36. Sales (Thousand \$)	2,927	1,700	4,554
37. Filling stations, Number	13	13	56
38. Sales (Thousand \$)	302	413	669
39. Drug stores, Number	9	11	30
40. Sales (Thousand \$)	284	366	634

Table 2.--ONTARIO--Consumer Market Data by Counties and Towns--(Cont'd)

VIC-TORIA	WATERLOO					WELLAND					
	Lindsay	County	Galt	Kit-chener	Preston	Water-loo	County	Fort Erie	Niagara Falls	Port Colborne	Thorold
7,500	89,852	14,006	30,793	6,280	8,095	82,731	5,904	19,046	6,503	5,092	1.
8,403	98,720	15,346	35,657	6,704	9,025	93,836	6,595	20,589	6,993	5,305	2.
0.22	2.61	0.41	0.94	0.18	0.24	2.48	0.17	0.54	0.18	0.14	3.
7,610	83,467	11,467	29,709	5,316	7,905	67,448	4,816	14,418	4,824	3,593	4.
632	7,314	3,124	1,553	803	358	11,229	876	3,542	590	700	5.
161	7,932	755	4,391	585	761	15,155	873	2,629	1,579	1,011	6.
8,313	97,541	15,105	35,192	6,612	8,913	90,090	6,498	20,006	6,727	5,089	7.
1	15	8	6	—	—	328	—	6	1	2	8.
87	953	189	396	82	85	2,984	95	554	249	174	9.
2	211	44	63	10	27	434	2	23	16	40	10.
136	1,153	225	399	97	98	1,229	107	343	107	86	11.
4,043	27,655	5,406	13,771	1,947	2,270	29,165	3,235	10,550	3,295	1,796	12.
146	1,258	234	470	108	102	1,294	99	334	125	78	13.
4,709	35,393	7,710	17,830	2,020	2,684	38,198	3,244	13,980	3,324	1,896	14.
0.34	2.59	0.56	1.30	0.15	0.20	2.79	0.24	1.02	0.24	0.14	15.
560	359	502	500	301	298	407	492	679	475	357	16.
44	343	72	134	32	32	394	32	87	39	34	17.
1,163	8,818	2,284	4,116	746	710	10,081	1,041	3,211	972	623	18.
—	35	—	—	—	—	22	—	—	—	—	19.
—	662	—	—	—	—	349	—	—	—	—	20.
7	38	7	14	6	3	46	6	12	14	3	21.
629	3,428	689	2,299	192	97	2,804	296	1,055	447	(x)	22.
23	195	27	59	15	16	183	8	38	10	6	23.
1,051	6,427	1,117	3,101	324	618	8,321	424	3,519	332	106	24.
18	175	41	90	15	10	133	9	45	19	9	25.
446	4,091	1,079	2,570	197	86	3,424	142	1,594	277	131	26.
11	54	13	13	4	6	59	9	13	9	5	27.
360	2,231	563	896	60	372	2,846	367	669	354	390	28.
3	56	10	30	3	5	58	7	22	7	2	29.
119	1,911	365	1,278	99	92	2,054	144	880	275	(x)	30.
7	83	17	30	9	6	152	8	40	10	4	31.
79	1,010	233	502	57	73	1,468	49	463	79	57	32.
33	279	47	100	24	24	247	20	77	17	15	33.
863	6,815	1,380	3,069	345	635	6,851	782	2,590	588	434	34.
25	185	46	71	20	13	256	21	54	29	23	35.
740	5,722	1,563	2,717	534	384	8,226	794	2,733	854	502	36.
14	119	15	35	9	11	115	4	19	7	4	37.
267	2,012	240	850	134	258	2,182	165	663	120	96	38.
5	35	7	12	4	5	48	5	17	3	3	39.
91	945	233	422	56	118	1,796	211	791	130	74	40.

Table 2.—ONTARIO—Consumer Market Data by Counties and Towns—(Cont'd)

	WELLAND	WELLINGTON		WENT-WORTH
		Welland	County	
1. Population, 1931	10,709	58,164	21,075	190,019
POPULATION, 1941 --				
2. Persons, Total Number	12,500	59,453	23,273	206,721
3. Per cent of provincial total	0.33	1.57	0.61	5.46
4. Persons, Canadian born	8,524	51,738	18,278	146,691
5. British born	1,648	5,373	3,425	41,230
6. Foreign born	2,327	2,342	1,570	18,789
Official language --				
7. English only	11,011	58,721	22,892	202,861
8. French only	259	5	1	67
9. English and French	1,136	657	326	3,446
10. Neither English nor French.	94	70	54	347
RETAIL MERCHANDISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	195	803	309	2,448
12. Total sales (Thousand \$)	5,372	15,134	9,194	72,505
Retailing, 1941 --				
13. Number of stores, total	215	813	333	2,378
14. Total sales (Thousand \$)	9,826	19,540	11,400	91,436
15. Per cent of provincial sales	0.72	1.43	0.83	6.68
16. Per capita sales (Dollars)	786	329	490	442
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores, Number	50	215	111	751
18. Sales (Thousand \$)	2,091	4,392	2,851	19,141
19. Country General Stores, Number	-	56	-	21
20. Sales (Thousand \$)	-	798	-	333
21. General Merchandise Group, Number	6	25	8	45
22. Sales (Thousand \$)	810	1,268	849	14,192
23. Automotive Group, Number	34	142	41	345
24. Sales (Thousand \$)	2,786	3,974	2,477	19,133
25. Apparel Group, Number	38	85	47	269
26. Sales (Thousand \$)	1,191	2,230	1,763	9,081
27. Building Materials Group, Number	5	35	8	75
28. Sales (Thousand \$)	379	1,694	182	3,260
29. Furniture-Household-Radic, Number	9	28	15	84
30. Sales (Thousand \$)	539	790	614	4,090
31. Restaurant Group, Number	26	40	22	209
32. Sales (Thousand \$)	398	431	316	3,434
33. Other Retail Stores, Number	47	187	81	579
34. Sales (Thousand \$)	1,632	3,964	2,349	18,972
Individual kinds of business included above.				
35. Grocery and combination stores, Number ..	37	115	59	449
36. Sales (Thousand \$)	1,729	3,020	1,933	12,724
37. Filling stations, Number	15	97	22	234
38. Sales (Thousand \$)	389	1,330	631	4,940
39. Drug stores, Number	9	30	11	97
40. Sales (Thousand \$)	328	595	350	3,544

Table 2.--ONTARIO--Consumer Market Data by Counties and Towns--(Cont'd)

WENTWORTH- Cont'd		YORK									
Dundas	Hamilton	County	Toronto	Forest Hill	Lea- side	Long Branch	Mimico	New Toronto	Swan- sea	Weston	
5,026	155,547	856,955	631,207	5,207	-	3,962	6,800	7,146	5,031	4,723	1.
5,276	166,337	951,549	667,457	11,757	6,183	5,172	8,070	9,504	6,988	5,740	2.
0.14	4.39	25.12	17.62	0.31	0.16	0.14	0.21	0.25	0.18	0.15	3.
4,162	114,755	664,285	457,766	8,756	4,758	3,671	5,925	6,616	5,286	4,397	4.
890	35,138	202,009	138,220	1,676	1,163	1,314	1,760	1,789	1,326	1,161	5.
224	16,424	85,130	71,420	1,314	262	187	385	1,041	376	182	6.
5,192	163,024	927,034	648,807	11,203	6,006	4,968	7,906	9,073	6,819	5,658	7.
-	63	173	115	2	1	-	2	30	-	1	8.
82	2,993	21,575	16,011	549	171	203	161	334	168	73	9.
2	257	2,767	2,524	.3	5	1	1	67	1	8	10.
82	2,117	10,590	8,725	9	(a)	58	56	71	10	85	11.
1,858	68,513	401,344	372,683	381	(a)	642	1,238	1,714	153	2,737	12.
83	1,996	11,301	9,104	64	52	66	66	104	16	89	13.
2,707	84,604	442,186	394,772	2,043	1,836	1,086	1,786	4,211	806	3,675	14.
0.20	6.18	32.32	28,85	0.15	0.13	0.08	0.13	0.31	0.06	0.27	15.
513	509	463	591	174	298	.210	221	443	115	640	16.
27	639	3,513	2,715	16	17	30	30	34	9	29	17.
808	17,465	82,845	71,453	853	266	478	628	1,509	559	1,049	18.
-	-	88	-	-	-	-	-	-	-	-	19.
-	-	1,256	-	-	-	-	-	-	-	-	20.-
4	41	254	200	-	2	3	4	4	-	2	21.
121	14,071	110,138	109,004	-	(x)	32	23	263	-	(x)	22.
11	236	1,132	717	15	5	9	7	15	1	16	23.
529	17,465	71,530	60,087	547	144	207	(x)	887	(x)	1,358	24.
6	262	1,655	1,546	5	7	3	3	12	3	8	25.
115	8,952	34,685	33,179	16	76	59	19	368	28	196	26.
6	61	438	318	2	1	5	3	3	1	4	27.
(x)	2,403	13,095	9,341	(x)	(x)	77	10	166	(x)	185	28.
3	80	339	304	2	1	1	-	4	1	4	29.
(x)	4,042	15,656	15,064	(x)	(x)	(x)	-	106	(x)	176	30.
3	153	1,092	951	-	7	4	2	9	-	5	31.
16	2,712	20,972	19,726	-	214	13	(x)	99	-	(x)	32.
23	524	2,790	2,353	24	12	11	17	23	1	21	33.
891	17,495	86,010	76,918	542	427	(x)	676	813	(x)	534	34.
14	380	1,954	1,433	10	7	18	17	17	8	17	35.
576	12,625	61,181	47,808	773	660	390	392	1,220	547	828	36.
8	143	710	416	10	5	6	4	7	1	10	37.
155	3,943	20,458	14,997	470	144	169	126	154	(x)	151	38.
2	92	544	436	11	5	4	6	5	1	3	39.
77	3,413	17,438	14,373	394	206	131	173	185	(x)	132	40.

Table 2.—MANITOBA—Consumer Market Data by Census Divisions

	PROVINCE TOTAL	Division No. 1	Division No. 2	Division No. 3
1. Population, 1931	700,139	22,817	38,810	26,753
POPULATION, 1941 --				
2. Persons, Total Number	729,744	27,813	41,426	24,781
3. Per cent of provincial total	100.0	3.81	5.68	3.40
4. Persons, (1) Canadian born	536,158	22,150	35,531	20,287
5. British born	82,935	292	828	2,231
6. Foreign born	110,591	5,371	5,067	2,263
Official language --				
7. English only	647,010	19,090	31,963	20,693
8. French only	6,069	989	1,276	600
9. English and French	54,636	5,534	5,005	3,353
10. Neither English nor French	22,029	2,200	3,182	135
RETAIL MERCHANDISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	6,859	143	319	276
12. Total sales (Thousand \$)	189,244	1,174	3,953	3,400
Retailing, 1941 --				
13. Number of stores, total	6,891	221	330	270
14. Total sales (Thousand \$)	200,821	2,119	4,768	3,146
15. Per cent of provincial sales	100.0	1.06	2.37	1.57
16. Per capital sales (Dollars)	275	76	115	126
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores, Number	2,057	72	56	47
18. Sales (Thousand \$)	32,487	221	409	426
19. Country General Stores, Number	1,063	95	84	63
20. Sales (Thousand \$)	16,878	1,026	1,554	1,210
21. General Merchandise Group, Number	116	-	2	1
22. Sales (Thousand \$)	61,425	-	(x)	(x)
23. Automotive Group, Number	1,006	27	70	52
24. Sales (Thousand \$)	29,294	470	984	501
25. Apparel Group, Number	449	1	5	8
26. Sales (Thousand \$)	10,192	(x)	71	39
27. Building Materials Group, Number	361	7	36	24
28. Sales (Thousand \$)	10,591	(x)	812	496
29. Furniture-Household-Radio, Number	102	-	4	3
30. Sales (Thousand \$)	3,394	-	(x)	(x)
31. Restaurant Group, Number	484	-	11	9
32. Sales (Thousand \$)	7,019	-	74	58
33. Other Retail Stores, Number	1,253	19	62	53
34. Sales (Thousand \$)	29,539	131	840	377
Individual kinds of business included above.				
35. Grocery and combination stores, Number	1,331	55	30	13
36. Sales (Thousand \$)	24,293	181	269	203
37. Filling stations, Number	577	7	31	24
38. Sales (Thousand \$)	6,852	21	274	148
39. Drug stores, Number	242	2	9	10
40. Sales (Thousand \$)	5,829	(x)	112	96

(1) In addition there were 60 persons whose place of birth was not reported.

Table 2.--MANITOBA--Consumer Market Data by Census Divisions--(Cont'd).

DIVISION No. 4	DIVISION No. 5		DIVISION No. 6			DIVISION No. 7	DIVISION No. 8	
Division	Division	Trans- scona	Division	Winnipeg	Portage la Prairie	St. Boniface	Branden	Division
18,253	46,288	5,747	283,828	212,785	6,597	16,305	17,082	19,846
15,699	48,124	5,495	295,342	221,960	7,187	18,157	17,383	17,803
2,15	6,64	0.75	40,46	30,42	0.98	2,19	2,38	2,44
12,650	33,202	3,538	200,637	144,437	5,747	12,776	12,355	14,088
1,815	3,868	823	46,602	38,734	724	1,950	3,070	2,548
1,232	11,352	1,133	48,074	38,766	715	2,421	1,947	1,166
15,112	44,173	4,855	266,538	212,023	6,899	9,754	17,017	16,972
32	152	6	1,764	103	6	427	2	28
516	2,357	553	24,761	8,042	200	7,922	312	690
39	1,742	81	2,279	1,792	82	54	46	113
256	283	54	2,036	2,486	107	121	229	245
3,124	3,321	980	139,059	131,480	2,367	2,062	7,323	3,509
205	358	44	2,931	2,376	88	131	221	220
2,817	4,555	1,106	140,641	130,669	3,111	2,871	9,249	3,213
1,40	2,27	0.55	70.04	65.07	1.55	1.43	1.61	1.60
179	94	201	476	588	432	158	532	180
30	127	14	1,087	892	21	68	60	42
395	1,370	475	21,788	18,525	829	1,338	1,468	598
37	102	-	56	-	-	-	-	42
780	1,156	-	828	-	-	-	-	831
2	5	4	59	45	7	5	8	2
(x)	305	(x)	58,075	57,624	347	(x)	(x)	(x)
43	50	4	362	260	13	18	24	42
480	640	136	19,037	17,330	161	331	232	596
6	13	6	315	291	10	5	25	13
87	(x)	27	7,823	7,426	204	45	(x)	147
21	12	5	82	54	3	8	11	23
341	616	199	3,984	2,738	(x)	524	625	461
3	2	-	53	48	2	2	4	4
(x)	(x)	-	2,948	2,859	(x)	(x)	145	(x)
9	19	5	299	258	10	7	24	13
94	139	(x)	5,041	4,631	227	(x)	650	91
54	28	6	618	528	22	18	55	39
613	279	128	21,112	19,534	711	1,37	1,708	434
18	93	11	746	603	15	51	37	15
280	1,084	411	16,562	13,755	721	1,147	1,165	359
23	31	3	234	164	7	14	18	22
129	274	(x)	4,327	3,514	85	251	261	136
7	6	2	125	111	3	4	6	11
85	94	(x)	3,986	3,707	(x)	81	229	173

Table 2.—MANITOBA—Consumer Market Data by Census Divisions—(Cont'd)

	DIVISION No. 9	DIVISION No. 10	DIVISION No. 11	DIVISION No. 12
	Division	Division	Division	Division
1. Population, 1931	45,414	17,916	28,100	24,344
POPULATION, 1941 --				
2. Persons, Total Number	47,277	19,562	26,637	25,387
3. Per cent of provincial total	6.48	2.68	3.65	3.48
4. Persons, Canadian born	32,935	15,483	21,113	18,264
5. British born	8,411	1,848	3,093	810
6. Foreign born	5,929	2,229	2,429	6,313
Official language --				
7. English only	45,050	18,805	25,306	21,281
8. French only	42	9	107	299
9. English and French	1,606	480	899	2,273
10. Neither English nor French.	579	268	325	1,534
RETAIL MERCHANDISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	407	227	320	163
12. Total sales (Thousand \$)	4,865	2,090	3,776	1,850
Retailing, 1941 --				
13. Number of stores, total	369	189	299	203
14. Total sales (Thousand \$)	5,710	2,536	3,390	2,129
15. Per cent of provincial sales	2.84	1.26	1.69	1.06
16. Per capita sales (Dollars)	120	129	127	83
RETAIL DISTRIBUTION BY GROUPS				
17. Feed Stores, Number	141	40	66	48
18. Sales (Thousand \$)	2,107	310	673	163
19. Country General Stores, Number	49	49	65	95
20. Sales (Thousand \$)	743	714	1,068	1,572
21. General Merchandise Group, Number	4	6	2	-
22. Sales (Thousand \$)	53	(x)	(x)	-
23. Automotive Group, Number	54	32	60	33
24. Sales (Thousand \$)	746	526	669	283
25. Apparel Group, Number	11	5	6	-
26. Sales (Thousand \$)	175	101	43	-
27. Building Materials Group, Number	18	14	32	1
28. Sales (Thousand \$)	800	320	374	(x)
29. Furniture-Household-Radio, Number	3	1	4	4
30. Sales (Thousand \$)	77	(x)	(x)	(x)
31. Restaurant Group, Number	27	7	9	6
32. Sales (Thousand \$)	180	70	54	18
33. Other Retail Stores, Number	59	35	55	16
34. Sales (Thousand \$)	825	1,315	440	53
Individual kinds of business included above.				
35. Grocery and combination stores, Number ..	102	18	33	33
36. Sales (Thousand \$)	1,656	186	480	118
37. Filling stations, Number	36	19	35	18
38. Sales (Thousand \$)	338	150	244	84
39. Drug stores, Number	12	6	14	4
40. Sales (Thousand \$)	315	66	138	(x)

Table 2.--MANITOBA--Consumer Market Data by Census Divisions--(Cont'd)

DIVISION No. 13	DIVISION No. 14	DIVISION No. 15	DIVISION No. 16	
Division	Division	Division	Division	
24,263	25,978	10,008	30,669	1.
26,033	26,613	12,059	38,219	2.
3.57	3.65	1.65	5.24	3.
20,139	20,625	8,803	32,113	4.
1,206	1,498	878	1,598	5.
4,686	4,490	2,378	4,503	6.
21,467	25,377	10,931	29,209	7.
433	7	51	74	8.
2,613	348	913	1,937	9.
1,520	881	164	6,999	10.
193	174	122	239	11.
2,626	1,864	1,167	3,943	12.
232	220	111	296	13.
4,402	2,426	1,300	6,105	14.
2.19	1.21	0.65	3.04	15.
169	91	108	159	16.
49	58	22	64	17.
487	330	223	1,109	18.
66	79	27	107	19.
862	1,230	481	2,035	20.
9	-	1	13	21.
627	-	(x)	632	22.
35	27	19	11	23.
815	322	224	241	24.
11	3	6	14	25.
377	8	36	179	26.
13	13	10	16	27.
418	275	138	419	28.
5	3	3	6	29.
8	6	(x)	117	30.
16	11	6	10	31.
220	73	38	145	32.
28	26	17	55	33.
584	187	150	1,225	34.
31	35	13	40	35.
312	203	152	840	36.
17	18	6	4	37.
124	92	23	28	38.
4	7	4	7	39.
98	82	54	182	40.

Table 2.—SASKATCHEWAN—Consumer Market Data by Census Divisions

	PROVINCE TOTAL	DIVISION No. 1	DIVISION No. 2	
		Division	Division	Weyburn
1. Population, 1931	921,785	41,544	42,831	5,002
POPULATION, 1941 —				
2. Persons, Total Number	895,992	34,171	36,120	6,179
3. Per cent of provincial total	100.0	3.81	4.03	0.69
4. Persons (1) Canadian born	657,089	26,036	25,520	4,254
5. British born	73,382	3,095	2,418	714
6. Foreign born	165,481	5,036	8,171	1,211
Official language --				
7. English only	822,899	30,937	34,277	5,898
8. French only	1,039	233	90	1
9. English and French	46,906	2,841	1,652	274
10. Neither English nor French.	22,148	160	121	6
RETAIL MERCHANDISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	10,841	497	585	76
12. Total sales (Thousand \$)	189,181	6,391	7,085	2,104
Retailing, 1941 --				
13. Number of stores, total	9,536	377	424	62
14. Total sales (Thousand \$)	178,747	5,004	5,846	2,545
15. Per cent of provincial sales	100.0	2.80	3.27	1.42
16. Per capita sales (Dollars)	199	146	161	411
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores, Number	2,014	67	64	12
18. Sales (Thousand \$)	24,663	680	706	357
19. Country General Stores, Number	1,899	91	94	—
20. Sales (Thousand \$)	29,054	1,394	1,201	—
21. General Merchandise Group, Number	120	6	5	3
22. Sales (Thousand \$)	22,690	168	276	(x)
23. Automotive Group, Number	1,490	66	75	9
24. Sales (Thousand \$)	34,827	1,084	1,168	574
25. Apparel Group, Number	369	8	9	4
26. Sales (Thousand \$)	10,100	177	180	172
27. Building Materials Group, Number	960	47	54	5
28. Sales (Thousand \$)	15,897	619	688	191
29. Furniture-Household-Radio, Number	151	3	6	3
30. Sales (Thousand \$)	2,454	8	13	(x)
31. Restaurant Group, Number	489	17	10	3
32. Sales (Thousand \$)	6,338	176	129	67
33. Other Retail Stores, Number	2,044	72	107	23
34. Sales (Thousand \$)	3,272	698	1,485	905
Individual kinds of business included above:				
35. Grocery and combination stores, Number	1,127	32	36	7
36. Sales (Thousand \$)	17,980	454	522	297
37. Filling stations, Number	754	30	40	4
38. Sales (Thousand \$)	6,950	254	241	49
39. Drug stores, number	344	16	14	4
40. Sales (Thousand \$)	4,717	172	151	65

(1) In addition there were 40 persons whose place of birth was not reported.

Table 2.--SASKATCHEWAN--Consumer Market Data by Census Divisions

DIVISION No. 3	DIVISION No. 4	DIVISION No. 5	DIVISION NO. 6	DIVISION NO. 7	DIVISION NO. 8			
Division	Division	Division	Division	Regina	Division	McClellan	Division	Swift Current
46,881	28,126	53,948	109,906	53,209	63,230	21,299	49,361	5,296
38,648	22,300	51,022	108,816	58,245	53,852	20,753	42,845	5,594
4,31	2,49	5,69	12,14	6,50	6,01	2,32	4,78	0,62
28,887	15,278	38,813	80,664	42,203	38,839	14,726	30,394	4,056
2,417	1,638	4,078	12,398	8,214	6,599	3,809	3,052	705
7,337	5,383	8,131	15,750	7,828	8,414	2,218	9,299	833
31,273	19,885	48,724	103,960	56,360	51,993	20,295	41,741	5,507
978	189	67	144	10	37	2	9	1
6,205	1,988	1,384	4,043	1,707	1,168	423	557	77
192	238	847	669	168	654	33	528	9
719	371	595	1,193	569	790	308	677	110
6,851	5,909	7,103	39,145	33,106	14,625	9,688	11,509	3,569
477	284	508	1,130	568	588	256	506	78
5,715	4,753	6,834	43,112	37,893	13,960	11,101	9,768	3,900
3,20	2,66	3,82	24,12	21,20	7,81	6,21	5,46	2,18
147	213	133	396	651	259	535	227	697
74	51	107	305	187	138	88	95	10
609	420	824	5,825	5,050	2,311	2,008	1,079	398
119	55	91	116	-	91	-	86	-
1,787	1,027	2,078	2,000	-	1,196	-	1,609	-
4	1	13	11	7	5	5	7	6
28	(x)	452	12,515	12,512	1,764	1,764	898	(x)
89	56	83	159	54	102	35	92	14
1,453	1,343	1,423	7,856	6,888	2,657	2,106	2,457	954
15	11	11	67	62	30	24	12	4
60	92	47	4,304	4,277	1,025	1,012	207	(x)
52	34	62	88	23	52	13	62	4
640	475	766	2,006	1,431	1,176	(x)	1,115	167
5	3	10	18	13	11	9	10	6
3	(x)	52	455	436	293	(x)	142	114
21	18	24	86	68	28	22	25	9
157	186	221	1,322	1,242	625	600	404	260
98	55	107	280	154	131	60	117	25
978	1,182	97	6,829	6,058	2,914	2,470	1,858	981
37	29	50	177	121	75	46	55	5
432	275	459	4,452	3,983	1,752	1,566	81	246
38	21	38	93	29	58	22	34	6
354	158	321	1,179	658	597	385	320	106
17	9	19	44	27	19	7	16	4
104	130	194	844	702	327	257	261	123

Table 2.—SASKATCHEWAN—Consumer Market Data by Census Divisions—(Cont'd)

	DIVISION No. 9		DIVISION No. 10	DIVISION No. 11
	Division	Yerktan	Division	Division
1. Population, 1931	60,539	5,027	41,890	87,976
POPULATION, 1941 --				
2. Persons, Total Number	62,334	5,577	42,207	80,012
3. Per cent of provincial total	6.96	0.62	4.82	8.93
4. Persons, Canadian born	45,394	4,106	30,979	56,713
5. British born	2,266	519	2,772	10,154
6. Foreign born	14,673	951	9,453	13,141
Official language --				
7. English only	57,123	5,450	41,555	77,541
8. French only	13	-	4	28
9. English and French	478	55	651	2,151
10. Neither English nor French.	4,720	72	997	292
RETAIL MERCHANDISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	511	87	415	1,130
12. Total sales (Thousand \$)	6,547	2,313	4,375	32,202
Retailing, 1941 --				
13. Number of stores, total	643	90	374	993
14. Total sales (Thousand \$)	8,515	2,700	4,114	25,619
15. Per cent of provincial sales	4.76	2.07	2.30	14.33
16. Per capita sales (Dollars)	136	663	95	320
RETAIL DISTRIBUTION BY GROUPS				
17. Feed Stores, Number	156	19	76	242
18. Sales (Thousand \$)	1,259	540	444	4,581
19. Country General Stores, Number	161	-	106	76
20. Sales (Thousand \$)	19,010	-	1,727	1,165
21. General Merchandise Group, Number	12	10	1	18
22. Sales (Thousand \$)	591	(x)	(x)	3,921
23. Automotive Group, Number	82	15	58	149
24. Sales (Thousand \$)	1,414	642	708	4,223
25. Apparel Group, Number	21	9	6	87
26. Sales (Thousand \$)	352	(x)	49	2,302
27. Building Materials Group, Number	58	7	41	80
28. Sales (Thousand \$)	784	327	539	2,118
29. Furniture-Household-Radic, Number	6	4	2	32
30. Sales (Thousand \$)	110	(x)	(x)	771
31. Restaurant Group, Number	29	7	12	66
32. Sales (Thousand \$)	497	325	150	979
33. Other Retail Stores, Number	118	19	72	243
34. Sales (Thousand \$)	1,607	951	483	5,560
Individual kinds of business included above,				
35. Grocery and combination stores, Number ..	102	15	44	137
36. Sales (Thousand \$)	974	489	231	3,453
37. Filling stations, Number	38	7	36	89
38. Sales (Thousand \$)	341	(x)	192	1,023
39. Drug stores, Number	15	4	14	46
40. Sales (Thousand \$)	205	(x)	119	890

Table 2. SASKATCHEWAN--Consumer Market Data by Census Divisions--(Concl'd)

Table 2. ALBERTA--Consumer Market Data by Census Divisions

PROVINCE TOTAL	DIVISION NO. 1		DIVISION No. 2	
	Division	Medicine Hat	Division	Division
1. Population, 1931	731,605	22,849	10,300	57,186
POPULATION, 1941 --				
2. Persons, Total Number	796,169	29,595	10,571	58,563
3. Per cent of provincial total	100.0	3.72	1.33	7.36
4. Persons, (1) Canadian born	537,782	19,002	7,029	38,156
5. British born	86,416	2,628	1,610	6,167
6. Foreign born	171,924	7,963	1,932	14,229
Official language --				
7. English only	738,582	28,997	10,344	56,059
8. French only	3,322	8	-	16
9. English and French	37,057	358	168	1,466
10. Neither English nor French.	17,208	232	59	1,022
RETAIL MERCHANDISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	8,592	397	152	767
12. Total sales (Thousand \$)	176,537	7,617	4,533	17,253
Retailing, 1941 --				
13. Number of stores, total	8,758	343	150	676
14. Total sales (Thousand \$)	214,748	8,798	6,488	20,498
15. Per cent of provincial sales	100.0	4.10	3.02	9.54
16. Per capita sales (Dollars)	269	297	613	350
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores, Number	2,195	81	39	195
18. Sales (Thousand \$)	33,246	1,638	1,189	3,580
19. Country General Stores, Number	1,351	37	-	39
20. Sales (Thousand \$)	25,248	504	-	1,353
21. General Merchandise Group, Number	118	7	5	11
22. Sales (Thousand \$)	28,298	726	(x)	1,565
23. Automotive Group, Number	1,368	66	20	105
24. Sales (Thousand \$)	42,859	2,126	1,572	4,406
25. Apparel Group, Number	545	29	27	69
26. Sales (Thousand \$)	13,566	718	682	2,259
27. Building Materials Group, Number	677	30	5	51
28. Sales (Thousand \$)	17,698	926	601	1,733
29. Furniture-Household-Padic, Number	189	8	7	18
30. Sales (Thousand \$)	6,274	307	(x)	1,097
31. Restaurant Group, Number	701	25	14	59
32. Sales (Thousand \$)	9,791	507	397	908
33. Other Retail Stores, Number	1,614	60	32	129
34. Sales (Thousand \$)	37,769	1,346	1,091	3,598
Individual kinds of business included above.				
35. Grocery and combination stores, Number ..	1,234	60	26	111
36. Sales (Thousand \$)	23,496	1,396	1,010	2,625
37. Filling stations, Number	714	38	7	56
38. Sales (Thousand \$)	8,755	575	143	848
39. Drug stores, Number	313	12	6	25
40. Sales (Thousand \$)	5,912	248	181	581

(1) In addition there were 47 persons whose place of birth was not reported.

Table 2. ALBERTA--Consumer Market Data by Census Divisions

DIVISION No. 2	DIVISION No. 3	DIVISION No. 4	DIVISION No. 5	DIVISION NO. 6	DIVISION No. 7	DIVISION No. 8	DIVISION No. 9
Leth- bridge	Division	Division	Division	Division	Calgary	Division	Division
13,489	15,066	29,067	26,651	140,624	83,761	38,106	61,016
14,612	15,518	29,383	18,926	146,990	88,904	33,285	67,630
1,841	1,95	2,69	2,38	18,16	11,17	4,18	8,49
9,489	9,386	20,180	12,363	95,829	57,705	22,675	16,225
2,589	1,168	2,716	2,026	26,482	19,499	3,339	6,000
2,532	4,964	6,486	4,537	24,616	11,689	7,269	15,404
14,367	15,043	22,668	12,587	142,333	86,390	32,139	65,569
-	3	3	1	41	7	44	24
229	290	525	239	3,550	2,265	995	1,212
16	182	187	99	1,066	212	107	825
211	179	444	328	1,876	1,136	484	762
8,482	2,355	6,616	3,575	54,053	43,390	6,539	12,149
221	184	390	215	1,846	1,152	423	756
10,430	2,789	5,816	3,056	64,850	52,250	5,957	17,820
4,86	1,30	2,71	1,42	30,20	24,33	2,77	8,30
713	179	197	161	441	587	178	263
53	32	88	50	549	411	81	134
1,424	325	1,192	518	11,215	9,101	939	2,565
-	42	56	53	87	-	77	101
-	950	1,140	1,063	2,064	-	1,627	2,142
5	2	4	2	34	27	1	25
151	(x)	90	-	10,674	10,328	(x)	1,744
27	35	73	31	305	150	82	140
2,456	664	1,339	691	12,452	10,389	1,468	4,053
45	4	21	3	180	144	19	40
1,844	30	162	(x)	5,441	4,880	102	697
12	24	39	16	101	70	60	90
852	350	767	221	4,002	2,767	911	2,064
12	3	6	2	56	41	3	19
1,062	(x)	33	(x)	2,502	2,296	(x)	224
21	18	35	19	165	102	27	68
417	167	294	138	3,389	2,653	206	628
46	21	62	41	369	237	73	139
1,825	256	794	370	12,110	9,826	620	3,493
27	15	53	29	271	205	39	60
1,033	226	905	374	7,747	6,334	602	1,891
8	18	39	12	175	90	39	78
304	143	536	100	2,640	1,778	372	736
7	8	20	6	66	40	19	32
262	79	222	69	622	373	215	694

Table 2.--ALBERTA--Consumer Market Data by Census Divisions--(Concl'd)

	DIVISION No. 10	DIVISION NO. 11	DIVISION No. 12	
	Division	Division	Edmonton	
			Division	
1. Population, 1931	58,049	126,832	79,197	13,815
POPULATION, 1941 --				
2. Persons, Total Number	58,807	149,193	93,817	17,431
3. Per cent of provincial total	7.39	18.74	11.78	2.19
4. Persons, Canadian born	41,629	102,126	63,777	10,381
5. British born	3,935	19,761	16,245	1,779
6. Foreign born	13,242	27,296	13,786	5,271
Official language --				
7. English only	53,823	138,230	88,429	16,766
8. French only	28	432	77	-
9. English and French	1,022	9,273	5,110	455
10. Neither English nor French.	3,934	1,258	201	210
RETAIL MERCHANDISE TRADE				
Petailing, 1930 --				
11. Number of stores, total	587	1,416	1,054	137
12. Total sales (Thousand \$)	7,132	41,957	37,556	1,790
Petailing, 1941 --				
13. Number of stores, total	605	1,529	1,094	172
14. Total sales (Thousand \$)	7,718	54,047	49,023	2,418
15. Per cent of provincial sales	3.59	25.17	22.83	1.13
16. Per capita sales (Dollars)	131	362	522	138
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores, Number	138	488	380	37
18. Sales (Thousand \$)	1,114	7,711	7,053	416
19. Country General Stores, Number	134	118	-	56
20. Sales (Thousand \$)	2,099	1,785	-	1,026
21. General Merchandise Group, Number	3	23	23	2
22. Sales (Thousand \$)	18	13,267	13,267	(x)
23. Automotive Group, Number	88	213	141	23
24. Sales (Thousand \$)	1,482	9,425	8,359	340
25. Apparel Group, Number	15	115	106	10
26. Sales (Thousand \$)	101	3,712	3,648	47
27. Building Materials Group, Number	66	85	54	12
28. Sales (Thousand \$)	1,208	3,643	3,013	158
29. Furniture-Household-Radic, Number	11	34	30	1
30. Sales (Thousand \$)	111	1,815	1,799	(x)
31. Restaurant Group, Number	25	138	114	12
32. Sales (Thousand \$)	245	2,320	2,222	48
33. Other Retail Stores, Number	125	315	246	19
34. Sales (Thousand \$)	1,340	10,372	9,663	343
Individual kinds of business included above.				
35. Grocery and combination stores, Number	74	303	244	24
36. Sales (Thousand \$)	675	5,455	5,026	316
37. Filling stations, Number	35	123	84	11
38. Sales (Thousand \$)	320	1,771	1,486	36
39. Drug stores, Number	19	56	45	4
40. Sales (Thousand \$)	215	339	1,210	46

Table 2.--ALBERTA--Consumer Market Data by Census Divisions--(Concl'd)

DIVISION No. 13	DIVISION No. 14	DIVISION No. 15	DIVISION No. 16	DIVISION No. 17	
Division	Division	Division	Division	Division	
24,936	39,508	13,664	27,945	5,788	1.
33,172	47,899	17,484	30,349	9,712	2.
4.17	6.02	2.20	3.81	1.22	3.
24,869	31,865	13,498	20,373	8,495	4.
1,015	2,739	774	2,282	221	5.
7,286	13,293	3,211	7,693	996	6.
23,243	40,901	12,476	28,501	6,058	7.
1,197	323	857	173	168	8.
6,252	5,173	3,407	1,151	945	9.
2,480	1,502	744	524	2,541	10.
200	302	139	346	33	11.
1,817	3,243	1,515	5,402	339	12.
287	462	175	315	83	13.
3,039	5,268	2,147	4,894	851	14.
1.41	2.45	1.00	2.28	0.40	15.
92	109	122	161	87	16.
68	103	30	56	5	17.
217	481	172	596	17	18.
100	187	64	89	35	19.
1,722	2,752	891	1,663	343	20.
-	3	2	1	-	21.
-	14	(x)	(x)	-	22.
37	49	24	45	2	23.
324	944	(x)	1,100	(x)	24.
5	6	5	11	-	25.
21	16	26	113	-	26.
12	26	6	33	1	27.
166	124	(x)	459	(x)	28.
6	9	4	7	-	29.
14	46	19	(x)	-	30.
16	19	15	23	6	31.
89	133	91	173	35	32.
43	60	25	50	34	33.
457	457	403	693	422	34.
45	62	22	34	3	35.
168	291	140	441	6	36.
20	15	13	15	1	37.
142	141	(x)	152	(x)	38.
5	13	6	9	2	39.
51	124	(x)	110	(x)	40.

Table 2.—BRITISH COLUMBIA—Consumer Market Data by Census Divisions

	PROVINCE TOTAL	DIVISION NO. 1	DIVISION NO. 2	
		Division	Division	Nelson
1. Population, 1931	694,263	22,566	40,455	5,992
POPULATION, 1941 --				
2. Persons, Total Number	817,861	21,345	48,266	5,912
3. Per cent of provincial total	100.0	2.61	5.90	0.72
4. Persons, (1) Canadian born	513,132	13,339	31,959	3,928
5. British born	182,155	3,599	7,102	1,084
6. Foreign born	122,515	4,407	9,202	900
Official language --				
7. English only	777,860	20,625	45,026	5,687
8. French only	254	8	4	1
9. English and French	23,525	607	1,087	172
10. Neither English nor French	16,222	105	2,149	52
RETAIL MERCHANDISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	9,501	322	568	136
12. Total sales (Thousand \$)	248,598	7,287	13,157	4,173
Retailing, 1941 --				
13. Number of stores, total	10,653	286	566	114
14. Total sales (Thousand \$)	295,123	6,334	13,909	4,016
15. Per cent of provincial sales	100.0	2.15	4.71	1.36
16. Per capita sales (Dollars)	361	297	288	679
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores, Number	3,560	77	193	35
18. Sales (Thousand \$)	67,115	1,593	3,961	832
19. Country General Stores, Number	684	36	65	-
20. Sales (Thousand \$)	12,692	578	792	-
21. General Merchandise Group, Number	199	10	11	3
22. Sales (Thousand \$)	52,472	1,247	2,024	443
23. Automotive Group, Number	1,287	49	62	11
24. Sales (Thousand \$)	50,931	1,170	2,429	1,069
25. Apparel Group, Number	1,145	20	51	15
26. Sales (Thousand \$)	24,026	217	875	320
27. Building Materials Group, Number	460	19	34	5
28. Sales (Thousand \$)	14,538	324	920	307
29. Furniture-Household-Fabric, Number	344	9	23	10
30. Sales (Thousand \$)	10,589	149	587	333
31. Restaurant Group, Number	930	20	41	8
32. Sales (Thousand \$)	14,300	279	566	143
33. Other Retail Stores, Number	2,014	36	86	27
34. Sales (Thousand \$)	47,469	767	1,755	570
Individual kinds of business included above.				
35. Grocery and combination stores, Number ..	1,835	45	111	25
36. Sales (Thousand \$)	43,593	1,133	2,748	661
37. Filling stations, Number	802	25	26	-
38. Sales (Thousand \$)	11,301	265	283	-
39. Drug Stores, Number	299	8	16	3
40. Sales (Thousand \$)	7,740	184	321	86

(1) In addition there were 59 persons whose place of birth was not reported.

Table 2.--BRITISH COLUMBIA--Consumer Market Data by Census Divisions

DIVISION No. 2	DIVISION NO. 3			DIVISION NO. 4				North Vancouver
	Trail	Division	Kelowna	Vernon	Division	Vancouver	New Westminster	
7,573	40,523	4,655	3,937	379,858	246,593	17,524	8,510	1.
9,392	51,605	5,118	5,209	449,376	275,353	21,967	8,914	2.
1.15	6.31	0.63	0.64	54.95	33.67	2.69	1.09	3.
6,042	34,391	3,341	3,184	276,876	167,094	14,794	5,419	4.
1,753	8,067	1,004	933	109,989	72,463	4,384	2,821	5.
1,596	9,143	772	792	62,478	35,781	2,788	673	6.
9,124	49,114	4,864	5,046	429,746	264,494	21,030	8,670	7.
	19	3	2	175	50	5	3	8.
193	1,292	216	109	13,219	7,696	678	234	9.
75	1,180	35	52	6,236	3,113	254	7	10.
117	519	91	84	5,283	3,845	288	117	11.
4,182	12,545	3,019	2,555	151,112	122,831	10,084	1,512	12.
131	636	98	126	5,967	4,096	364	127	13.
5,508	13,740	2,732	3,611	176,282	140,524	12,424	2,772	14.
1.86	4.66	0.93	1.22	59.72	47.61	4.21	0.94	15.
586	266	534	693	392	510	566	311	16.
48	188	24	34	2,096	1,406	132	47	17.
1,548	3,497	648	8,862	40,462	28,454	3,425	10,560	18.
	44	-	-	121	-	-	-	19.
	1,051	-	-	2,479	-	-	-	20.
5	18	5	6	105	67	9	1	21.
1,238	744	185	400	36,111	34,561	794	(x)	22.
14	109	16	19	701	391	41	16	23.
936	3,064	581	764	29,437	22,871	2,591	418	24.
16	66	14	16	695	560	54	11	25.
353	1,189	390	270	15,336	13,024	1,473	131	26.
7	38	6	8	234	139	14	7	27.
300	1,213	204	414	6,615	3,452	1,177	(x)	28.
7	20	7	4	201	149	18	8	29.
193	341	119	99	7,126	5,842	801	217	30.
11	52	8	15	519	390	29	11	31.
286	644	156	189	9,208	7,939	553	143	32.
23	101	18	24	1,295	994	67	26	33.
654	1,999	449	612	29,507	24,382	1,610	583	34.
25	106	15	19	997	640	57	25	35.
997	2,473	494	541	25,554	16,892	2,665	779	36.
3	56	6	9	497	261	27	10	37.
86	500	(x)	103	7,260	4,606	508	51	38.
4	17	3	3	184	129	9	4	39.
94	452	105	129	4,838	3,756	305	87	40.

Table 2.--BRITISH COLUMBIA--Consumer Market Data by Census Divisions--(Cont'd)

	DIVISION NO. 5			DIVISION NO. 6
	Division	Nanaimo	Victoria	Division
1. Population, 1931	120,933	6,745	39,082	30,025
POPULATION, 1941 --				
2. Persons, Total Number	150,407	6,635	44,068	30,710
3. Per cent of provincial total	18.39	0.81	5.38	3.75
4. Persons, Canadian born	91,036	3,977	25,427	21,494
5. British born	41,130	1,956	13,816	4,643
6. Foreign born	18,230	702	4,820	4,571
Official language --				
7. English only	142,178	6,416	40,947	29,335
8. French only	25	-	7	5
9. English and French	4,657	110	1,352	812
10. Neither English nor French	3,547	109	1,762	558
RETAIL MERCHANTISE TRADE				
Retailing, 1930 --				
11. Number of stores, total	1,756	177	809	374
12. Total sales (Thousand \$)	42,385	4,327	27,109	7,417
Retailing, 1941 --				
13. Number of stores, total	2,018	166	858	401
14. Total sales (Thousand \$)	60,381	5,590	36,730	7,397
15. Per cent of provincial sales	20.46	1.89	12.45	2.51
16. Per capita sales (Dollars)	401	843	833	241
RETAIL DISTRIBUTION BY GROUPS				
17. Food Stores, Number	727	56	278	105
18. Sales (Thousand \$)	13,185	1,026	6,145	1,445
19. Country General Stores, Number	121	-	-	87
20. Sales (Thousand \$)	2,988	-	-	1,294
21. General Merchandise Group, Number	31	7	9	9
22. Sales (Thousand \$)	9,154	1,010	7,505	1,068
23. Automotive Group, Number	242	18	85	56
24. Sales (Thousand \$)	12,532	1,529	7,665	1,033
25. Apparel Group, Number	219	19	117	23
26. Sales (Thousand \$)	5,060	464	3,568	116
27. Building Materials Group, Number	71	5	30	20
28. Sales (Thousand \$)	3,451	296	2,152	622
29. Furniture-Household-Radio, Number	58	6	37	14
30. Sales (Thousand \$)	1,784	188	1,325	140
31. Restaurant Group, Number	185	20	84	42
32. Sales (Thousand \$)	2,634	249	1,735	430
33. Other Retail Stores, Number	364	35	218	45
34. Sales (Thousand \$)	9,793	828	6,635	950
Individual kinds of business included above.				
35. Grocery and combination stores, Number ..	392	23	119	71
36. Sales (Thousand \$)	8,582	606	3,718	996
37. Filling stations, Number	146	10	47	34
38. Sales (Thousand \$)	2,535	239	1,305	361
39. Drug stores, Number	48	4	22	7
40. Sales (Thousand \$)	1,345	111	768	175

Table 2.—BRITISH COLUMBIA—Consumer Market Data by Census Divisions—(Concl'd)

DIVISION No. 6	DIVISION No. 7	DIVISION No. 8	DIVISION NO. 9		DIVISION No. 10	
Kamloops	Division	Division	Division	Prince Rupert	Division	
6,167	12,658	21,534	18,698	6,350	7,013	1.
5,959	14,344	25,276	18,051	6,714	8,481	2.
0.73	1.75	3.09	2.21	0.82	1.04	3.
3,913	9,093	17,436	11,888	3,998	5,620	4.
1,199	2,081	2,569	2,260	1,332	715	5.
846	3,170	5,266	3,902	1,383	2,146	6.
5,714	13,591	23,581	17,061	6,439	7,603	7.
2	1	11	2	—	4	8.
159	285	727	508	266	331	9.
84	467	957	480	9	543	10.
141	78	260	266	136	75	11.
3,622	2,837	4,450	6,269	3,589	1,139	12.
143	124	303	233	116	119	13.
3,530	2,666	5,573	6,969	3,896	1,882	14.
1.20	0.90	1.89	2.36	1.32	0.64	15.
592	186	220	386	580	222	16.
39	25	72	59	37	18	17.
787	375	1,173	1,331	1,176	96	18.
—	39	67	59	—	45	19.
—	800	1,700	1,079	—	932	20.
5	4	4	5	4	2	21.
379	(x)	80	1,378	(x)	(x)	22.
19	15	34	8	3	11	23.
554	172	715	232	205	348	24.
17	14	25	29	24	3	25.
322	112	232	584	535	5	26.
9	7	22	11	9	4	27.
534	99	593	642	(x)	48	28.
10	4	5	6	6	4	29.
118	185	48	220	220	10	30.
18	2	27	22	13	10	31.
275	(x)	197	249	221	(x)	32.
26	14	47	34	20	22	33.
561	271	834	1,254	866	338	34.
28	13	53	37	22	10	35.
550	224	934	919	832	32	36.
8	5	10	1	—	2	37.
151	32	58	(x)	—	(x)	38.
3	3	9	5	2	2	39.
100	(x)	181	147	(x)	(x)	40.

APPENDIX

CENSUS OF MERCHANTISING ESTABLISHMENTS, 1941. PRELIMINARY RESULTS.

The retail trade statistics for 1941 presented in the preceding pages were taken from the preliminary reports of the Census of Merchandising for that year and are shown only for stores classified according to broad kind-of-business groups. The complete Dominion summary tables giving comparative figures for 1930 and 1941 for the individual lines of business into which the retail trade is divided and also giving comparative figures for chain and independent stores are presented in this appendix.

For census purposes chain stores are taken to include all retail organizations operating four or more retail outlets exclusive only of department stores and mail-order houses or offices. All department stores and mail-order houses are classified for census purposes as independents irrespective of the number of units operated by any one firm. The chain store figures relate to corporate chains only. Voluntary chains in which the individual stores are independently owned and operated, although grouped for buying or advertising purposes are included with the independents rather than the chains.

The scope and form of presentation of the 1941 report varied slightly from that of 1930 so that exact comparisons of the results for individual classifications are not always valid. Nevertheless a number of major developments in the retail marketing structure of the country during the past decade are clearly depicted in the results of the two censuses. Some of the more important of these are the following:

1. A marked increase in the business of stores selling both groceries and fresh meat and classified as combination stores.
2. A pronounced development in the variety store type of business from 513 stores with \$44,212,000 sales in 1930 to 1,027 stores and \$85,012,500 sales in 1941.
3. A major increase in the automotive trade as a whole and in the filling station business in particular. The number of filling stations increased from 5,503 in 1930 to 9,581 in 1941.
4. A comparatively slight change in the proportion of the total retail trade transacted by chain stores, the overall ratio of chain to total sales increasing from 18.3 per cent in 1930 to 19.6 per cent in 1941.

Table 1. CANADA--Retail Merchandise Trade, by Kinds of Business

Comparison of Stores and Sales, 1930 and 1941. Payroll and Inventory, 1941

An (n.c.) placed after a classification indicates that figures for 1930 and 1941 are not comparable due to differences in the scope of the Census for the two years.

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory Dec. 31 1941
	1930	1941	1930	1941	% Change		
TOTAL, ALL STORES	125,003	131,474	\$ 2,755,569,900	\$ 3,311,143,300	+ 20.2	\$ 295,343,700	\$ 514,972,000
Total, Comparable Stores (1)	115,166	128,951	2,700,712,100	3,280,292,300	+ 21.5	294,436,000	511,583,800
Food Group	44,563	45,294	615,476,100	754,696,800	+ 22.6	45,564,400	57,234,700
Bakery products stores (2)	1,213	981	11,027,600	9,797,700	-	1,526,100	390,100
Candy and confectionery stores --							
Candy, nut stores	212	216	3,518,600	3,600,300		453,800	156,600
Confectionery stores	8,769	10,323	50,657,500	59,273,300	+ 16.1	3,550,700	4,956,100
Dairy products dealers --							
Dairy products stores (3)	179	628	5,280,600	20,296,000		2,867,600	625,300
Eggs and poultry stores	190	206	1,883,200	2,753,100		112,900	83,900
Milk dealers (n.c.) (4)	3,114	184	30,010,100	4,387,100		756,200	30,100
Fruit and vegetable stores	1,515	1,460	16,293,400	21,756,800	+ 33.5	1,069,900	949,400
Grocery stores (without fresh meats)	18,166	20,330	243,699,300	253,582,900	+ 4.1	10,953,200	28,325,300
Combination stores (groceries and meats)	3,182	6,155	161,704,100	297,261,300	+ 83.8	18,235,700	18,294,400
Meat markets (including sea foods) --							
Meat markets	5,017	4,221	78,292,200	73,525,000	- 6.1	5,094,100	2,262,200
Fish markets	362	245	4,734,000	2,912,000		250,500	113,200
Other food stores --							
Caterers	6	34	94,300	1,161,100		295,000	60,900
Coffee, tea and spice stores	132	73	2,527,900	1,075,900		109,300	204,300
Delicatessen stores	213	161	2,570,600	2,626,000		249,700	115,300
Food stores with non-food departments	148	21	1,884,700	305,600		13,700	109,600
Other food stores	267	56	1,298,000	402,700		26,000	58,000
Country General Stores	11,355	11,990	207,657,000	199,140,400	- 4.1	6,163,600	61,314,400
General Merchandise Group	3,534	3,892	472,689,300	524,192,600	+ 10.9	72,099,700	100,444,500
Mail-order offices	148	373	355,258,600	379,751,300	+ 6.9	57,649,800	68,475,300
Department stores	2,873	2,352	73,218,500	59,428,800	- 18.8	1,389,800	19,960,900
General merchandise and dry goods stores	513	1,027	44,212,200	85,022,500	+ 92.3	9,560,100	12,008,300
Variety stores	13,016	15,903	380,914,900	366,119,800	+ 48.6	4,366,600	56,380,200
Automotive Group							
Motor vehicle dealers --							
Automobile dealers							
Automobile dealers with wholesale car depts.							
Automobile dealers with farm implements							
Used car dealers							
Accessory, tire and battery shops							
Garages							
Filling stations							
Other automotive establishments --							
Motorcycle dealers							
Motorcycle and bicycle dealers							
Aircraft and accessories							
Boats, motorboats, canoes, yachts							
Boats (gas, oil, accessories and repairs)							
Apparel Group	10,474	12,166	219,968,600	280,612,000	+ 27.6	27,915,700	79,947,500
Men's and boys' clothing and furnishings stores --							
Men's clothing or clothing and furnishings stores							
Men's furnishings stores	1,603	1,714	46,810,600	53,712,200		4,620,600	18,253,400
Men's hat stores	582	328	8,976,000	6,427,400		460,900	2,193,800
Custom tailors and made-to-measure clothing	60	50	1,486,500	1,373,400		214,900	358,200
Family clothing stores	1,724	1,357	14,857,300	16,506,000		2,375,500	2,171,500
Women's apparel and accessories stores --							
Women's ready-to-wear stores							
Hosiery, lingerie and accessories stores							
Millinery stores	1,350	2,315	43,416,900	54,932,100		5,272,400	10,307,800
Purriers-fur shops	353	782	5,317,900	10,946,600		765,700	2,464,600
Infants' and children's wear stores	1,340	1,103	6,718,300	7,032,100	+ 33.8	936,500	861,700
Other women's apparel stores	339	452	11,694,500	16,621,200		2,308,400	4,467,100
Shoe stores --							
Men's shoe stores							
Women's shoe stores	93	166	722,400	1,385,200		106,800	555,700
Family shoe stores	240	491	1,906,000	2,242,700		328,100	480,300
	34	54	480,900	945,000		91,200	319,200
	32	68	1,534,800	2,239,300	+ 20.9	256,500	561,600
	1,575	1,540	33,892,300	60,223,300		3,925,800	14,029,800

(1) Excludes figures for milk dealers, farm implement dealers and grain elevators.

(2) Exclusive of manufacturing bakeries. Retail sales of manufacturing bakeries were reported at \$45,560,300 in 1941.

(3) Exclusive of manufacturing dairies. Retail sales of manufacturing dairies were reported at \$37,451,400 in 1941.

(4) Figures for 1930 include producer-distributors of milk. Such distributors are not included in the 1941 Census.

Table 1. CANADA-Retail Merchandise Trade, by Kinds of Business--(Cont'd)

Comparison of Stores and Sales, 1930 and 1941. Payroll and Inventory, 1941

An (n.c.) placed after a classification indicates that figures for 1930 and 1941 are not comparable due to differences in the scope of the Census for the two years.

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory Dec. 31 1941
	1930	1941	1930	1941	% Change		
Building Materials Group	6,144	5,742	\$ 164,111,700	\$ 166,398,200	+ 1.4	\$ 16,318,000	\$ 45,054,600
Hardware stores --							
Hardware stores	2,780	2,791	66,174,200	67,569,500	- 0.6	5,752,700	23,776,100
Hardware and farm implements	221	144	4,717,500	2,923,100		158,300	865,800
Lumber and building material dealers --							
Lumber and building materials	733	945	30,968,300	46,908,100	+ 7.9	5,034,900	9,967,200
Lumber and building materials, coal and wood	1,092	596	35,232,400	24,499,300	- 27.4	2,251,800	5,499,200
Other building materials	183	104	9,596,200	5,919,100	- 38.7	648,800	563,600
Electrical supply stores	236	411	5,252,000	6,814,500	+ 11.7	837,200	1,566,500
Heating and plumbing equipment dealers	611	328	8,761,100	4,754,400	- 45.4	683,600	753,300
Paint, glass and wallpaper stores	288	423	5,410,000	7,010,100	+ 22.7	950,700	2,062,900
Furniture-Household-Radio Group	3,079	3,339	\$ 99,791,300	\$ 114,118,600	+ 14.4	\$ 14,733,500	\$ 26,433,700
Furniture stores --							
Furniture stores	784	1,051	36,119,600	56,750,600	+ 48.9	5,866,300	12,835,400
Furniture and undertaker	317	196	4,896,900	4,312,900	- 13.3	338,500	1,249,500
Household appliance or radio dealers --							
Household appliance stores	590	789	17,798,200	22,154,300	+ 25.0	4,453,800	4,323,900
Household appliance stores with radios	341	365	9,132,900	16,744,400	+ 81.1	2,030,500	3,186,000
Radio and music stores --							
Radio specialty stores	220	314	4,394,900	2,392,800	- 44.4	189,700	477,700
Radio and music stores	377	61	20,366,400	2,580,600	- 88.0	439,300	756,300
Piano and music stores		66		976,000		148,600	350,300
Other home furnishings and appliance stores --							
Antique shops	89	106	1,219,300	791,300	- 35.3	130,200	559,000
Chin', glassware, kitchenware	128	125	2,155,800	8,573,900	+ 58.0	491,600	1,061,700
Floor coverings, curtains, interior decorations	95	167	2,300,500	4,210,400	+ 81.1	524,400	1,415,400
Pictures and picture framing stores	96	74	1,148,600	513,400	- 55.8	103,000	185,500
Other home furnishings stores	42	25	258,200	168,900	- 34.9	17,600	32,000
Restaurant Group	5,609	8,547	\$ 75,977,100	\$ 122,628,300	+ 61.4	\$ 17,575,400	\$ 3,995,200
Restaurants, cafeterias and eating places							
Eating places with other merchandise	[4,123]		[77,697,100]			11,683,400	2,030,100
Refreshment booths and stands	3,628		41,961,900			5,583,700	1,268,000
2,796			2,969,300			310,300	97,100
Other Retail Stores	25,521	22,967	\$ 307,171,300	\$ 572,863,700	+ 13.0	\$ 47,114,200	\$ 81,530,100
Farm implement dealers (n.c.) (5)	5,553	2,326	21,571,000	26,145,400	+ 22.0	1,131,100	3,161,700
Feed stores --							
Feed stores (flour, feed, grain and seed)	971	1,023	34,000,700	29,927,000	- 12.9	1,628,200	3,354,400
Farmers supply stores	209	322	6,530,300	7,713,500	+ 18.8	402,200	1,692,600
Grain elevators (retail feed and coal) (n.c.) (6)	1,170	13	3,276,700	319,000	- 90.0	25,400	96,400
Harness shops	601	186	1,902,300	824,300	- 56.8	57,000	340,600
Book and stationery stores	358	485	8,837,500	9,631,800	+ 9.0	1,288,900	2,689,000
Coal and wood yards (ice dealers) --							
Coal and wood yards (including ice)	2,071	2,298	86,046,800	87,044,700	- 1.1	7,670,900	8,535,300
Ice dealers	271	365	4,144,900	2,641,800	- 34.4	731,900	148,400
Drug stores --							
Drug stores without soda fountain or lunches	3,559	2,822	76,848,900	[60,935,500]	- 23.4	5,855,400	16,122,300
Drug stores with soda fountain or lunches	1,083		[37,154,900]	[8,125,100]	- 78.0	4,140,600	6,692,500
Florists	689	679	9,264,700			1,242,100	621,300
Gift, novelty and souvenir shops	286	468	2,750,900	3,469,200	+ 26.8	285,100	1,297,300
Camer and photographic supply stores	49	72	1,717,800	3,101,100	+ 80.0	392,400	513,200
Jewellery stores	1,532	1,668	26,662,600	37,842,300	+ 41.9	4,529,500	13,285,200
Luggage and leather goods stores	75	62	1,730,500	1,896,300	+ 10.0	229,100	471,600
Musical instrument stores--(without radios or pianos)	34	83	1,099,700	857,200	- 13.6	92,600	270,100
Newspaper	275	221	3,329,500	2,485,200	- 26.7	176,500	205,200
Newsmagazines and smallwares	295	112	3,095,100	1,141,200	- 64.0	56,600	198,700
Office, store and school furniture equipment supplies --							
Office, store and school furniture equipment and supplies	156	131	8,538,800	5,969,100	- 28.8	733,600	965,700
Office and store appliance dealers	239	201	11,291,100	19,655,800	+ 71.8	4,271,700	2,867,900
Opticians and optometrists	323	579	5,180,200	6,037,400	+ 17.6	863,800	916,600
Sporting goods stores --							
Bicycle specialty shop	178	302	1,044,400	2,674,000	+ 161.4	221,400	624,000
Other specialty shops	122	33	3,678,600	[175,500]	- 94.0	38,500	20,300
Sporting goods stores	155		[2,953,800]			291,000	384,600
Scientific and medical instruments	42	22	1,735,900	2,286,700	+ 31.8	131,700	175,500
Tobacco stores and stands	2,420	4,486	30,702,800	44,552,800	+ 45.1	2,463,400	4,483,400
Government liquor stores	651	623	100,821,100	119,590,200	+ 18.6	3,398,400	6,260,900
Unclassified kinds of business	3,342	2,127	53,368,500	47,712,900	- 13.4	4,765,200	4,593,900
Second-Hand Group	1,606	1,634	\$ 11,812,600	\$ 10,373,400	- 12.2	\$ 997,600	\$ 2,537,100

(5) Figures for 1930 include farmer agents. Figures for 1941 include only agents or dealers having an established place of business.

(6) Figures for 1930 include the retail business transacted by line elevators. These elevators and their sales are not included in the figures for 1941. Retail sales of line elevators amounted to \$4,239,387 in 1941.

Table 2. CANADA--Retail Merchandise Trade, by Types of Operation
Comparison of Stores and Sales for 1930 and 1941, by Kinds of Business

Kind of Business and Type of Operation	Number of Stores		Total Sales		Per cent of Sales	
	1930	1941	1930	1941	1930	1941
TOTAL, ALL STORES	125,003	131,474	\$ 2,755,569,900	\$ 3,311,143,000	100.0	100.0
Independent Stores	116,527	127,465	2,251,835,900	2,662,558,200	81.7	80.4
Chain Stores	8,476	8,009	503,684,000	643,605,600	18.3	19.6
Grocery Stores (without fresh meat)	18,166	20,330	243,699,300	253,582,900	100.0	100.0
Independent stores	16,766	19,604	174,160,200	214,543,800	71.5	84.5
Chain stores	1,400	726	69,539,100	39,039,100	28.5	15.4
Combination Stores (groceries and meats)	5,162	6,155	161,704,100	297,261,300	100.0	100.0
Independent stores	4,469	5,355	107,996,400	166,522,700	66.8	56.0
Chain stores	693	800	53,707,700	130,738,600	33.2	44.0
Grocery and Combination Stores	23,328	26,485	405,403,400	550,844,200	100.0	100.0
Independent stores	21,235	24,959	282,156,600	381,066,500	65.6	69.2
Chain stores	2,093	1,526	123,246,800	169,777,700	30.4	30.8
Meat and Fish Markets	5,379	4,466	83,026,200	76,437,000	100.0	100.0
Independent stores	(a)	4,309	(a)	71,639,800	(a)	93.7
Chain stores	(a)	157	(a)	4,797,200	(a)	6.3
Country General Stores	11,355	11,990	207,557,000	199,140,400	100.0	100.0
Independent stores	11,249	11,821	203,231,400	191,493,200	97.9	96.2
Chain stores	106	169	4,428,600	7,647,200	2.1	3.8
Variety Stores	513	1,027	14,212,200	35,012,500	100.0	100.0
Independent stores	187	499	2,830,700	10,923,700	6.4	12.8
Chain stores	326	528	11,381,500	24,088,800	93.6	87.2
Filling Stations	5,503	9,581	66,449,300	148,914,800	100.0	100.0
Independent stores	4,771	9,261	49,977,200	137,506,100	75.2	92.3
Chain stores	732	320	16,472,100	11,408,700	24.8	7.7
Men's and Boy's Clothing & Furnishings Stores	3,969	3,449	72,110,500	78,021,000	100.0	100.0
Independent stores	3,791	3,300	62,021,100	68,401,300	86.0	87.7
Chain stores	178	149	10,089,400	9,619,700	14.0	12.3
Family Clothing Stores	1,149	1,746	42,144,100	65,815,500	100.0	100.0
Independent stores	(a)	1,606	(a)	51,410,500	(a)	78.1
Chain stores	(a)	140	(a)	14,405,900	(a)	21.9
Women's Apparel and Accessories Stores	3,715	5,309	69,306,000	93,366,500	100.0	100.0
Independent stores	(a)	4,973	(a)	79,090,500	(a)	84.7
Chain stores	(a)	336	(a)	14,268,100	(a)	15.3
Shoe Stores	1,641	1,662	35,908,000	43,407,600	100.0	100.0
Independent stores	1,443	1,207	28,333,400	27,157,300	76.9	62.6
Chain stores	198	455	7,574,600	16,250,300	21.1	37.4
Hardware Stores	2,901	2,935	70,891,700	70,492,600	100.0	100.0
Independent stores	(a)	2,847	(a)	63,407,700	(a)	90.1
Chain stores	(a)	88	(a)	7,004,900	(a)	9.9
Lumber and Building Material Dealers	1,825	1,341	66,200,700	71,407,400	100.0	100.0
Independent stores	(a)	861	(a)	50,997,400	(a)	71.4
Chain stores	(a)	680	(a)	20,410,000	(a)	28.6
Furniture Stores	1,101	1,247	41,016,500	61,063,500	100.0	100.0
Independent stores	(a)	1,120	(a)	45,429,000	(a)	74.4
Chain stores	(a)	127	(a)	15,634,500	(a)	25.6
Household Appliance or Radio Dealers	1,528	1,595	51,692,400	44,798,100	100.0	100.0
Independent stores	(c)	1,233	(c)	27,825,500	(a)	62.1
Chain stores	(a)	362	(a)	16,972,600	(a)	37.9
Restaurants	5,079	7,751	74,102,800	119,659,000	100.0	100.0
Independent stores	4,839	7,165	60,391,700	106,023,100	81.5	88.6
Chain stores	231	286	13,711,100	13,655,900	18.5	11.4
Drug Stores	3,559	3,905	76,348,900	98,090,400	100.0	100.0
Independent stores	3,270	3,553	62,575,300	79,663,000	81.4	81.2
Chain stores	289	352	14,273,600	18,427,400	18.6	18.8
Tobacco Stores and Stands	2,420	4,436	30,702,800	44,552,800	100.0	100.0
Independent stores	(a)	4,283	(a)	37,800,700	(a)	84.8
Chain stores	(a)	203	(a)	6,752,100	(a)	15.2

(a) Distribution of stores and sales between chains and independents not available.

Table 3. CANADA--Retail Merchandise Trade, by Types of Operation

Comparison of Stores and Sales for 1930 and 1941, by Provinces

Kind of Business and Type of Operation	Number of Stores		Total Sales		Per cent of Sales	
	1930	1941	1930	1941	1930	1941
CANADA:			\$	\$		
TOTAL, ALL STORES (1).....	125,003	131,474	2,755,569,900	3,311,143,800	100.0	100.0
Independent Stores	116,527	123,465	2,251,885,900	2,662,538,200	81.7	80.4
Chain Stores	8,476	8,009	503,684,000	648,605,600	18.3	19.6
Prince Edward Island:						
Total, All Stores	851	834	13,773,700	14,952,600	100.0	100.0
Independent stores	840	827	13,100,400	14,467,700	95.1	96.8
Chain stores	11	7	673,300	484,900	4.9	3.2
Nova Scotia:						
Total, All Stores	6,464	6,532	99,519,900	158,634,400	100.0	100.0
Independent stores	6,243	6,214	86,919,100	127,986,200	87.5	80.7
Chain stores	221	318	12,600,800	30,648,200	12.7	19.3
New Brunswick:						
Total, All Stores	4,434	4,774	84,371,900	99,904,500	100.0	100.0
Independent stores	4,269	4,557	72,442,600	79,665,200	85.9	79.7
Chain stores	165	217	11,929,300	20,239,300	14.1	20.3
Quebec:						
Total, All Stores	34,286	37,940	651,138,500	776,824,900	100.0	100.0
Independent stores	32,588	36,511	530,916,800	644,607,000	81.5	83.0
Chain stores	1,698	1,429	120,221,700	132,217,900	18.5	17.0
Ontario:						
Total, All Stores	43,045	45,453	1,099,990,200	1,368,778,700	100.0	100.0
Independent stores	39,776	42,096	876,628,200	1,073,377,200	79.7	78.4
Chain stores	3,269	3,357	223,362,000	295,401,500	20.3	21.6
Manitoba:						
Total, All Stores	6,859	6,891	189,243,900	200,821,000	100.0	100.0
Independent stores	6,426	6,548	166,630,500	173,512,800	88.0	86.4
Chain stores	433	343	22,613,400	27,308,200	12.0	13.6
Saskatchewan:						
Total, All Stores	10,841	9,536	189,181,100	178,746,900	100.0	100.0
Independent stores	9,609	8,942	153,794,900	141,724,200	81.3	79.3
Chain stores	1,232	894	35,586,200	37,022,700	18.7	20.7
Alberta:						
Total, All Stores	8,592	8,758	176,537,100	214,748,200	100.0	100.0
Independent stores	7,917	8,168	150,872,700	174,168,500	85.5	81.1
Chain stores	675	590	25,664,400	40,579,700	14.5	18.9
British Columbia:						
Total, All Stores	9,501	10,653	248,597,500	295,132,700	100.0	100.0
Independent stores	8,811	9,858	199,463,500	231,841,900	80.2	78.6
Chain stores	690	795	49,134,000	63,290,800	19.8	21.4

(1) Includes Yukon and Northwest Territories.

INDEX MAP

showing

COUNTIES AND CENSUS

There being no fixed political boundaries in Alberta, Saskatchewan, Manitoba and British Columbia corresponding to the provinces of Canada, it has been found advisable to divide the country into census divisions. These divisions retain their identity irrespective of political changes. Comparisons being made of statistical data for different areas, it is necessary to show the boundaries of counties and census divisions. The map showing the boundaries of counties and census divisions for the Census of 1931, follows. The same census divisions are used in compiling the retail trade statistics for the various provinces.

— — — — — 00000 — — —

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010431281