

# Section V: Internal Trade

**Mel. S. Moyer, York University**

The data of this section are in three parts. Series VI-331 contain statistics on retail trade, series V332-409 on wholesale trade and series V410-448 on service establishments.

The published sources of data in this section are all publications of Statistics Canada. Accordingly, in the following list of published sources the name of the author, Statistics Canada or its predecessor, the Dominion Bureau of Statistics, is not repeated with each publication. The name of the printer is also omitted except on decennial census publications.

## **General historical note on Internal Trade**

The collection of data on internal merchandising and services in Canada, in common with many countries, began at a relatively late date. A first attempt at obtaining such data was made by the Dominion Bureau of Statistics in 1924 to cover retail and wholesale trade in 1923. The list of establishments to whom questionnaires were mailed was based upon information collected in the decennial census of 1921 and enlarged from other sources (see the note for the decennial census of merchandising and services below). The number of returns received, however, was not large enough to provide reliable results for the whole of retail and wholesale trade. No further attempt was made to collect internal trade data until the decennial census of 1931, though estimates of retail trade were later made for the period back to 1923.

Regular collection of data on wholesale and retail trade and on some services began for 1930.

In the past, the decennial census of merchandising and services was taken in two parts. At the time of the decennial population census enumeration, at the beginning of June in the census year, the census enumerators compiled lists of wholesale, retail and service establishments in their census areas with relevant information for a later questionnaire survey. The lists prepared by census enumerators were supplemented by information from trade associations, trade directories, and other such sources. When the lists were complete, questionnaires were mailed to the businesses listed. The usual procedure of checking with delinquents by correspondence and, if necessary, through regional offices of Statistics Canada was followed in order to obtain as complete a coverage as possible. The tabulations based on the returned questionnaires formed benchmark data for the annual and monthly series. The years covered by the complete censuses are 1930, 1941, 1951, 1961, 1966 and 1971.

Annual figures on wholesale and retail sales have been prepared from data collected annually and/or monthly from samples, in the main, of wholesalers, independent retailers, most of the large department stores and chain stores. For chain stores the annual survey has been based on complete coverage from the beginning.

The annual surveys were first taken for wholesale and retail trade and retail chain stores for 1933. At the same time, data for 1931 and 1932 were obtained from the same respondents. Thereafter until 1939 such surveys were taken yearly.

Monthly surveys on a sample basis of retail trade began in the early 1930s. Their coverage included department stores, chain stores and some independents.

For wholesale trade, the monthly sample survey of wholesalers began in late 1934. The annual survey was distinct from the monthly survey, covered a larger sample, and in the case of retail trade obtained more information than gathered in the monthly reports, which were confined to sales.

With the outbreak of war the annual surveys of both wholesale and retail trade were discontinued (except the complete annual survey of retail chain stores, which was continued). Annual data were compiled from the monthly trade reports. Special efforts were made after the end of each year to complete the returns of all businesses in the monthly sample for that year, checking being done by correspondence and through the regional offices.

The system of obtaining annual intercensal sales data from monthly returns for both wholesale and retail trade was continued until 1957 for retail trade and until 1960 for wholesale trade.

In 1957, an annual survey of retail trade, as distinct from the monthly surveys, was begun again.

The size of the sample of independent retail stores was 3,000 for the monthly in 1935, 7,200 in 1945, 9,000 in 1955, 10,000 in 1960 and 16,000 in 1975. The sample of department stores has always included the larger department stores. It has always had a high proportion of coverage, and in recent years that coverage has been 100 per cent of known department stores. Annual retail chain store sales are based on complete annual coverage though monthly sales are obtained for a sample. The total number of retail stores in 1930 was 125,000; in 1941 it was 137,000; in 1951 it was 152,000; in 1961 it was 153,000; in 1966 it was 154,000; and in 1971 it was 157,000.

For retail trade, the data obtained in the annual and monthly surveys have been used to estimate total retail sales by the application of the annual results to the data of census benchmark years. The method used was to 'chain' from year to year using a link-relative approach. During the later 1940s, 1950s and 1960s, adjustments were made to the annual sales to take account of births and deaths of retail stores. The deaths were obtained from a continuing group carried through from sample surveys in particular areas taken in connection with the Labour Force Survey.

In 1958, a complete census of wholesale trade proper was taken based on lists in the employers' index of the Unemployment Insurance Commission.

The total number of wholesale locations in 1930 was 13,000; in 1941 it was 25,000; in 1951 it was 26,000; and in 1961 it was 31,000. The total number of wholesale establishments in 1966 was 31,000.

The wholesale series were not adjusted for births and deaths before 1951. However, the sample was adjusted at times to take account of changes in the size of wholesalers' scale of operations. An estimate of total annual wholesale sales, apart from the complete census, has been available only for 1930 to 1939 and from 1951 onward. For 1939 to 1951 the annual series on wholesale sales are in the form of indexes. These indexes cover only some categories of wholesale trade. They are formed by linking each year to the preceding year. These indexes are available back to 1935. Revisions have been made in intercensal data, based on new data of the latest census.

The foregoing data relate mainly to sales. In addition, since 1938, Statistics Canada has collected periodically on a sample basis data on operating statistics and financial structure of retail concerns. The 1938 survey was taken with the regular annual census of retail trade. Since the end of the war these surveys have generally been taken biennially. This program was discontinued in the mid-1960s and begun again in the mid-1970s. The surveys have dealt with employment, payrolls, costs of materials, trade margins, inventories, and the like. The sample sizes are given in the reports.

Retail sales include, in addition to the sales of retailers proper, sales of retail units, if a distinct entity, of businesses engaged in other activities. Thus retail sales branches of manufacturers are included, as are sales units of electrical utilities selling electrical appliances. The statistics do not include: door-to-door sales of any kind; retail sales of wholesalers and service establishments; retail sales by manufacturing bakeries, manufacturing dairies and purchasing co-operatives; sales of meals, beverages and tobacco by hotels; line elevator sales; retail sales of manufacturers other than through separate retail units; nor sales of businesses with more than 50 per cent of their receipts coming from repair work.

Trading concerns engaged in both wholesale and retail trade are classified to the sector which makes the greatest contribution to total gross profit. For example, a hardware store may sell \$50,000 of merchandise, 60 per cent wholesale and 40 per cent retail. Assume the gross margin in selling hardware at wholesale is 18.1 per cent and at retail 28.9 per cent. The hardware store would be classified as a retail establishment even though more than half of its total sales were made at wholesale.

Annual wholesale sales are, in the main, for wholesalers proper. However, sales of petroleum products bulk tank stations and packing houses were included in the annual survey for 1930 to 1939. Beginning in the census year 1961, trade by commission agents, brokers, assemblers, manufacturers' sales branches and the like are excluded.

In 1947, Statistics Canada began a series showing operating statistics and financial structure of wholesale concerns. Its history has paralleled that of the retail trade series.

Descriptions of the collection of data on service trades are given in the notes on individual tables in the remainder of the text, since methods differ somewhat among the service trades.

## **Retail Trade (Series V1-331)**

### **V1-24. Retail sales, by kind of business, 1930 to 1975**

SOURCE: for 1969 to 1971, 1972 to 1974, and 1975, *Retail Trade*, January 1972, June 1975, and March 1976, respectively, (Catalogue 63-005); for 1966 to 1968, *Retail Trade, Revisions to 1966-1970 Postcensal Estimates*, (Catalogue 63-519); for 1961 to 1965, *Retail Trade, Revisions to 1961-1966 Intercensal Estimates*, (Catalogue 63-517); for 1931 to 1960 (excluding census years), *Retail Trade, 1930-1961, Revisions to 1951-61 Intercensal Estimates*, (Catalogue 63-510); for 1951, *Census of Canada, 1952*, vol. VII, *Distribution, Retail Trade*; for 1941, *Census of Canada, 1941*, vol. X, *Merchandising and Services, part 1*; for 1930, *Census of Canada, 1931*, vol. X, *Merchandising and Services, part 1*. For alcoholic beverage data, *Retail Chain Stores*, (Catalogue 63-210), various issues; for 1931 to 1950, excluding census years, estimates derived from *Retail Trade*, for series V3, 4, 5 and 23.

For the general method of obtaining these data see the general note to Section V.

'Retail Trade', is currently defined as 'the aggregate sales made through retail locations (outlets)'.

A 'retail location', as defined by Statistics Canada, is a 'business location (usually a store) in which the principal activity is the sale of merchandise and related services to the general public, for household or personal consumption'.

Retail trade estimates do not include any form of direct selling which bypasses the retail store. Excluded, therefore, are direct door-to-door selling; sales made through automatic vending machines; sales of newspapers or magazines sold directly by printers or publishers; and sales made by book and record clubs. The only exception is the mail-order and catalogue sales activities of department store businesses; they have been classified to the 'general merchandise store' category. In addition, retail trade excludes: retail sales through ancillary units, e.g., warehouses, head offices, etc.; sales of contractors whose major activity is not retailing; and retail transactions between individuals.

'Total net sales' include sales of merchandise and receipts from related services, such as repairs, equipment rental, and food serving, less returns, adjustments and discounts. Total net sales also include: trade-in allowances; withdrawals of goods for personal use (at retail); and commissions earned from sales of goods owned by others. Non-trading revenues, bad debts recovered and sales taxes are excluded. For further information on this subject, see the general historical note on Internal Trade.

## Classification

### Kind of Business<sup>1</sup>

Estimates of retail trade are stratified by geographical area and by kind of business. These groupings are based on the Standard Industrial Classifications and the retail kind-of-business categories employed in the 1971 Census of Merchandising and Services.

The monthly retail trade survey is a 'location' survey. Therefore, each individual retail location of a firm is assigned a kind-of-business code based on its major activity or on the type of commodities sold.

For 1931 to 1940, sales of meat markets (series V4), garages and filling stations (series V10) and all other retail (series V24) were not given in *Retail Trade, 1930-1961*, (Catalogue 63-510). Further, alcoholic beverage outlets (series V3) and other food stores (series V5) were included in all other retail (series V24). They were estimated as follows:

To obtain meat market sales, 1931 to 1940, the ratio of meat store sales to sales of grocery and combination stores was calculated for each of the complete census years 1930 and 1941 and the arithmetic average taken. This average was then applied to the annual sales of grocery and combination stores, 1931 to 1940, to estimate meat store sales.

For garages and filling stations, the ratios of their sales to new motor vehicle sales were calculated for each of 1930 and 1941, and the arithmetic average taken. This average was then applied to new motor vehicle sales 1931 to 1940 to estimate garage and filling station sales for these years.

With calculation of the above two series for 1931 to 1941, and with the total of retail sales being given, the figures for all other retail were calculated as a residual to fill in these years in the source table.

Sales of alcoholic beverage outlets were estimated by taking the ratio of sales of these outlets, as shown in the complete censuses, to the sales of outlets reporting annually to the bureau in these census years. Intercensal estimates were made by applying the average ratio of the terminal years in each of the intercensal periods to the annual sales of alcoholic beverage outlets reporting to the bureau. (These outlets do not include taverns, lounges and bars.)

Sales of other food stores (series V5) were calculated in two parts. The sales of other food chains were taken from the annual survey of chain stores. For other independent food stores the ratio of their sales to the entire all other retail item was calculated for the census years. The average of these ratios is applied to the entire all other retail group.

The estimates in series VI-24 cover sales of independent stores, retail chain stores and department stores. For retail sales not included see the general note to Section V.

Beginning in 1951, scientific and medical instrument dealers, milk dealers, and optometrists are excluded from retail trade.

Beginning in 1961, caterers, bars and night clubs, cocktail lounges, taverns, beverage rooms and public houses, and refreshment booths and stands are excluded from retail trade. Beverage stores were reclassified to the all other stores category.

Beginning in 1961, TV sales and service shops and TV, radio, piano and music stores are excluded from furniture, TV and appliance stores, but are included in the all other category.

Beginning in 1961, other building material dealers, farm implement dealers, feed stores, farm supply stores, harness shops, and heating and plumbing equipment dealers are excluded from retail trade.

Beginning in 1961, bicycle repair shops, previously contained in the service sector, are included with sporting goods stores, in the all other category of retail trade.

Beginning in 1961, garages, previously contained in the service sector, are included in the garages kind of business in the retail sector.

Beginning in 1961, paint and body shops, car washes, other specialty (auto) repair shops, auto establishments n.e.s., previously contained in the service sector, are included in the all other category in the retail sector.

Beginning in 1961, lumber and building material dealers and restaurants were transferred from retail trade to wholesale trade.

Beginning in 1961, restaurants were transferred from retail trade to the service trades.

Beginning in 1966, only sales of actual department store locations are included in the department store kind of business. Excluded from the department store kind of business are sales data on the other kinds of businesses which may be operated by department store organizations. These ancillary businesses, such as general stores, appliance stores, etc., have been classified to the kind of business category that is most appropriate in view of their respective commodity mixes. The mail-order and catalogue sales offices of department stores are included with general merchandise stores, which in table VI-24 are included under all other category. Sales of concessions are generally included in the total business of department stores in which they are located.

Beginning in 1972, confectionery stores are excluded from other food stores and are included with grocery, confectionery and sundries stores, which are included in column 2 of table VI-24.

Beginning in 1972, electrical supply stores, which were previously classified to the all other category, are included in the furniture, TV, radio and appliance stores kind of business.

Beginning in 1972, patent medicine, cosmetic and perfume stores and proprietary stores, which were previously classified to the all other category, are included in the drug stores kind of business.

Beginning with 1971, fuel dealers were transferred from retail trade to wholesale trade.

For a comparison of the new retail trade survey kinds of business for 1972 and later years, with the old retail trade survey kinds of business for years prior to 1972, consult *Retail Trade*, June 1975, monthly, (Catalogue 63-005), pages x and xi.

For kind of business composition, refer to the above mentioned publication pages 54 and 55.

#### **V25-34. Retail sales, by kind of business, 1923 to 1933**

SOURCE: for 1931 to 1933, *Retail Trade, 1930-1961 Revisions to 1951-1961 Intercensal Estimates*, occasional, (Catalogue 63-510); for 1930, *Census of Canada, 1941*, vol. X, *Merchandising and Services, part 1*; for 1923 to 1929, *A Decade of Retail Trade, 1923 to 1933* (Catalogue 63-D-54).

The data of these series were calculated in Statistics Canada in 1934 and 1935. The figures for 1930 were taken from the complete census for that year. Those for 1931 to 1933 were estimated from the survey of a sample of retail stores for 1933 which also covered sales of these stores for 1931 and 1932 (see the general historical note to Section V) and which was the first of the annual censuses of retail trade. Data for the period 1923 to 1929 were estimated in a variety of ways which are described in the first edition of *The Historical Statistics of Canada*. See that source for the description methods on which the following notes are based.

The kinds of retail trade covered are the same as for series VI-24 though the classifications differ (see the notes to series VI-24 and the general historical note to Section V).

#### **V35-52. Retail sales, by kind of business, and number of chains and stores, chain stores, 1930 to 1975**

SOURCE: same as series VI-24. Also, for number of chains and average number of stores and kind of business data, for 1931 to 1960, excluding census years, *Retail Chain Stores*, annual, (Catalogue 63-210), various issues.

Beginning in 1966, series V48 excludes all other home furnishing stores.

The average number of chains are not available by province for any year.

A chain organization is currently defined as an organization operating four or more retail outlets in the same kind of business under the same legal ownership. Exceptions to this definition are department stores, which are treated statistically as chains even though they may fail to meet the criteria of operating four retail outlets. By implication, this definition excludes franchise operations. On the other hand, because of the use of the term 'legal ownership', this definition of a chain organization has tended to include as more than one chain those organizations which operate retail outlets in two or more provinces, are provincially incorporated and meet the chain definition in each province in which they operate stores.

The classifications are the same as those used for total retail trade, series VI-24.

In addition to sales figures given here the source reports include data on numbers employed (in earlier years), salaries and wages, inventories and accounts outstanding at year end. These data are given for various classes of chain stores.

### **V53-88. Retail sales and number of chains and stores, chain stores, by province, 1930 to 1975**

SOURCE: *Retail Chain Stores*, annual, (Catalogue 63-210), various issues; for 1951, *Census of Canada, 1951*, vol. VII, *Distribution, Retail Trade*; for 1941, *Census of Canada, 1941*, vol. X, *Merchandising and Services, part 1*; for 1930, *Census of Canada, 1931*, vol. X, *Merchandising and Services, part 1*.

### **V89-99. Retail sales, by province, 1923 to 1975**

SOURCE: same as VI-24. Also, for 1923 to 1933, *A Decade of Retail Trade, 1923 to 1933*, (Catalogue 63-D-54).

Movements of sales within provinces are based upon data in the decennial censuses and the annual sample returns from each province. Adjustments to intercensal and postcensal estimates were made whenever a new census appeared. However, this was not done for the 1967 to 1970 period using the 1971 Census data. Sales of mail-order houses in 1930 were attributed to the province in which the store was located. In 1941, 1961, 1966 and 1971, mail-order sales made through local ordering offices were attributed to the province in which the office was located, but mail-order sales arising from orders sent in directly by customers were attributed to the province in which the store was located. In 1951 all mail-order sales were allocated to the province of the customer. In the revision of intercensal data from 1941 to 1951 adjustments were made to put the data on the 1951 basis (see, *Retail Trade, 1930-1951*, p. 11) but apparently no adjustment was made for 1930 to 1941. The provincial data are carried forward from 1951 on the 1951 Census basis.

For methods of allocating sales to provinces in 1923 to 1929 see, *A Decade of Retail Trade, 1923-1933*. The division of sales among provinces in 1930 provided the main basis for the division in earlier years.

See the general note to series VI-24 for kinds of retail sales included and excluded.

### **V100-129. Retail trade, gross profit margins by kind of business, 1938 to 1960**

SOURCE: series V100-104, for 1954 to 1960, *Operating Results and Financial Structure, Retail Food Stores*, 1960, tables 1, 6, 11, 16 and 21; for 1938 to 1952, same title but for the year 1952, p. K-8; series V105-112, for 1954 to 1960, *Operating Results and Financial Structure, Retail Clothing Stores*, 1960, tables 1, 9, 16 and 23; for 1941 to 1950, same title but for the year 1952, p. L-8; for 1938, *Operating Results of Independent Clothing and Shoe Stores in Canada*, 1938, pp. 2-3; series V113-118, for 1952 to 1959, *Operating Results and Financial Structure, Retail Hardware, Furniture, Appliance, Radio and Television Stores*, 1959, tables 1, 9 and 15; for 1948 and 1950, same title (word 'television' omitted), but for year 1950, pp. M10, M15 and M17; for 1938 to 1948, same title but for 1948, p. 11, series V119-120, for 1952 to 1959, *Operating Results and Financial Structure of Filling Stations and Garages*, 1959, tables 1 and 6; for 1938 to 1950, individual reports of the same title but for the particular year for which the data apply; series V121, for 1954 to 1960, *Operating Results and Financial Structure, Independent General Stores*, 1960, table 1, p. 4; for 1950 to 1952, same title but for 1952, pp. 1-9; for 1945 to 1948, *Operating Results and Financial Structure, Miscellaneous Retail Stores*, 1948, table 1, p. 12; for earlier years, *Operating Results of Country General and Dry Goods Stores*; series V122-129, for 1952 and later years, separately published reports for each category under the general title *Operating Results and Financial Structure*, with the following subtitles: *Independent Restaurants*, 1959; *Independent Fuel Dealers*, 1959; *Independent Drug Stores*, 1959; *Independent Jewellery Stores*, 1959; and *Independent Tobacco Stores*, 1956; for 1938 to 1950, *Operating Results and Financial Structure, Miscellaneous Retail Stores*, reports for the years to which the data apply, for chain stores, series V100-102, *Operating Results of Chain Food Stores*, 1959, table 3, p. 7, table 5, p. 9; same title for 1957, table 8, p. H-14; same title for 1947, table 1, p. 12; series V106-112, *Operating Results of Chain Clothing Stores*, 1959; series V116, *Operating Results of Chain Furniture Stores*, 1959, table 1, p. 4; series V126, *Operating Results of Chain Drug Stores*, 1959, table 1, p. 4.

See the general historical note to Section V for a description of the manner in which these data are obtained.

In 1952 a sample of 17,000 independent stores (originally selected in 1944) was canvassed and about 10,000 usable returns were obtained (see DBS, *History, Function, Organization*, 1952, pp. 76-7, (Catalogue 12-D-52)). The numbers reporting in the various categories are given in the reports.

The data on retail chain stores, for the years covered, were obtained at the same time that the annual survey was taken.

Gross profit margin is the ratio of the difference between net sales and cost of goods sold to net sales. Cost of goods sold is obtained by adding the beginning inventory to net purchases of goods and deducting the ending inventory.

The gross profit margins of chain variety stores (which did not fit in with any category of independent stores) as a percentage of net sales from 1947 to 1959 were as follows: 1947 (37.7), 1949 (37.5), 1951 (37.8), 1953 (37.8), 1955 (38.3), 1957 (38.6) and 1959 (38.7). See *Operating Results of Chain Variety Stores*, 1959, table 1, p. 4.

The reports also give details of operating costs and balance sheet data by size classes for the various categories of stores.

### **V130-131. Retail sales, by commodity, 1968 and 1974**

SOURCE: for 1974, *Retail Commodity Survey, 1974*, (Catalogue 63-526); for 1968, *Retail Commodity Survey, 1968*, (Catalogue 63-518).

It will be noted that the total retail commodity figure from this table does not always match the total retail trade figure in series VI-24. It is important to realize that the survey from which data for table V130-131 was obtained, represents an activity study of the businesses surveyed. As such, it raised the problem for most businesses of reporting data not readily available under normal accounting practices. Many businesses reviewed purchase invoices or examined inventory movements for the information required; others used their best estimates. Despite these problems of reporting, the overall response rate exceeded 73 per cent of business surveyed. For known chains and department stores which were all surveyed, the response rate was 100 per cent.

A stratified simple random sample of 43,000 retail establishments was selected without replacement from among 115,000 establishments classified to the retail sector on a central file of employers maintained by Statistics Canada.

Statistics on merchandising and services businesses are presented under two concepts, 'location' and 'establishment'. Location statistics show every separate place of business in its own kind of business classification, while establishment statistics comprise the accounting entity, which measures the sales activities in one or more business locations, not necessarily all in the same industrial sector (i.e. retail trade) or kind of business. A retail establishment is classified in total to the kind of business which comprises its major activity. The data reported by establishments having more than one trading location may therefore include business activities in more than one kind of business, possibly in more than one province and in other economic activities as well. Liquor, wine and beer stores were excluded from the retail commodity survey. They accounted for \$1.765 billion in 1974. For these reasons, the results of the 1968 and 1974 Retail Commodity Surveys, which are based on the establishment, will not necessarily be comparable, at the kind of business level nor at the provincial level, with the results by location-based surveys of retail trade.

### **V132-142. Number and sales of shopping centres, by province, 1956 to 1973**

SOURCE: number of shopping centres: for 1966 to 1973, *Shopping Centres in Canada, 1973*, annual, (Catalogue 63-214); for 1961 to 1965, *Shopping Centres in Canada, 1972*, annual, (Catalogue 63-214); for 1959 and 1960, *Retail Trade, 1960*, annual, (Catalogue 63-209); for 1958, *Retail Trade, 1959*, annual, (Catalogue 63-209); for 1957, *Retail Trade, 1958*, annual, (Catalogue 63-209); for 1956, *Shopping Centres in Canada, 1951-1973, Research Paper No. 1*, (Catalogue 63-527), Retail Sales in Shopping Centres: for 1972 and 1973, *Shopping Centres in Canada, 1973*, annual, (Catalogue 63-214); for 1969 and 1970, *Shopping Centres in Canada, 1970*, annual, (Catalogue 63-214); for 1961 and 1968, *Shopping Centres in Canada, 1968*, annual, (Catalogue 63-214); for 1967, *Shopping Centres in Canada, 1966-67*, annual, (Catalogue 63-214); for 1956, 1959 and 1964, *Shopping Centres in Canada, 1951-1973, Research Paper No. 1*, (Catalogue 63-527); sales for Canada: for 1956 to 1968, *Shopping Centres in Canada, 1968*, annual, (Catalogue 63-214).

It is important to note that the addition of a shopping centre in a specific year does not necessarily mean that the centre was newly constructed and began operating during that year. The shopping complex may have been in operation in earlier years but did not meet all the requirements of the definition of a 'shopping centre'. For the purpose of this table a shopping centre is defined as:

"A group of stores which are planned, developed and designed as a unit, containing a minimum of five retail establishments (or four retail establishments and a restaurant) in operation during any part of the current year. The centre must have a minimum of 20,000 square feet of usable parking area adjacent to it, and the parking facilities must be free of charge to customers. For shopping centres with paved parking areas of 20,000-50,000 square feet, the ratio of parking area to gross floor area must be 1.5 to one, or better. The merchandising development must contain either a grocery and combination store (i.e. a grocery store with sales of fresh meat accounting for 20 to 40 per cent of total sales), a department store, or a chain variety store. While a shopping centre is usually designed as a single project, all establishments do not necessarily have to be leased from a single (private or collective) ownership. A retail establishment may own the building and the land on which it is situated and still be fully integrated with the centre. A shopping centre usually bears a name and, as a rule, matters of common interest to the tenants, such as children's playgrounds, community activities, parking, etc., originate from one authority."

This definition excludes most downtown malls and a number of multi-store, multi-level shopping plazas because they do not provide free parking, or fail to meet the requirements of the foregoing definition in some other way.

### **V143-146. Shopping centres in Canada, by type, 1956 to 1973**

SOURCE: number of shopping centres: for 1973, *Shopping Centres in Canada, 1973*, annual, (Catalogue 63-214); for 1961 to 1972, *Shopping Centres in Canada, 1972*, annual, (Catalogue 63-214); for 1960, *Retail Trade, 1960*, annual, (Catalogue 63-209); for 1956 and 1959, *Shopping Centres in Canada, 1951-1973, Research Paper No. 1*, (Catalogue 63-527); for 1957 and 1958, *Retail Trade, 1958*, annual, (Catalogue 63-209). Retail sales in shopping centres: for 1964, 1968, 1969, 1970, 1972 and 1973, *Shopping Centres in Canada*, annual, (Catalogue 63-214), 1965, 1968, 1969, 1970, 1972 and 1973 respectively; for 1966 and 1967, *Shopping Centres in Canada, 1966-67*, annual, (Catalogue 63-214); for 1961 to 1963, *Shopping Centres in Canada, 1961-63*, annual, (Catalogue 63-214); for 1959 and 1960, *Retail Trade*, annual, (Catalogue 63-209), 1959 and 1960 respectively; for 1957 and 1958, *Retail Trade, 1958*, annual, (Catalogue 63-209); for 1956, *Shopping Centres in Canada, 1956, Reference Paper 87*, (Catalogue 63-504). Total sales, for 1956 to 1968, *Shopping Centres in Canada, 1968*, annual, (Catalogue 63-214).

Regular shopping centres are stratified on the basis of the number of retail outlets and/or restaurants (see definition above) operating within the centre: type A, 5 to 15 outlets; type B, 16 to 30 outlets; type C, over 30 outlets.

The number of outlets operating within certain shopping centres may change slightly from year to year. These centres, therefore, may be reclassified to a different type in any one year.

Total retail sales in shopping centres for the years 1956 to 1967 are revised figures which exclude the receipts of restaurants located in shopping centres (see *Shopping Centres in Canada*, 1968, annual).

For the years 1956 to 1967, retail sales, excluding restaurant receipts, in shopping centres, by type A, B and C have been prorated using the distribution of sales including restaurants, by type A, B and C, given in various annual publications (see sources) 1956 to 1967.

#### **V147-162. Shopping centre sales, by kind of business, 1956 to 1973**

SOURCE: for 1973, *Shopping Centres in Canada*, 1973, annual, (Catalogue 63-214); for 1967 to 1972, *Shopping Centres in Canada*, 1972, annual, (Catalogue 63-214); for 1964, 1965 and 1966, *Shopping Centres in Canada*, annual, (Catalogue 63-214), 1964, 1965 and 1966 respectively; for 1961 to 1963, *Shopping Centres in Canada*, 1961-63, annual, (Catalogue 63-214); for 1956, 1957, 1958, 1959 and 1960, *Retail Trade*, annual, (Catalogue 63-209), 1956, 1958, 1959 and 1960 respectively.

See V1-24 for changes in retail trade kinds of business (these changes also apply to shopping centre kinds of business) and for a description of the old Retail Trade Survey kind-of-business categories shown in this table.

#### **V163-177. Receipts of service trades in shopping centres, 1967 to 1973**

SOURCE: for 1970 to 1973, *Shopping Centres in Canada* 1973, annual, (Catalogue 63-214); for 1967, 1968 and 1969: *Shopping Centres in Canada*, annual, (Catalogue 63-214), 1966-67, 1969 and 1970 respectively.

For additional data on service outlets located in shopping centres, see source publications.

#### **V178-190. Number and sales of vending machines, by province, 1958 to 1975**

SOURCE: number of machines: for 1973, 1974 and 1975, *Vending Machine Operators*, annual, (Catalogue 63-213), 1973, 1974 and 1975 respectively; for 1960 to 1972, *Vending Machine Operators*, 1974, annual, (Catalogue 63-213); for 1958 and 1959, *Vending Machine Operators*, 1959, annual, (Catalogue 63-213). Sales: for 1958 and 1959, 1960, 1961 to 1969, 1970 to 1974 and 1975, *Vending Machine Operators*, annual, (Catalogue 63-213), 1959, 1961, 1972, 1974 and 1975 respectively.

Up to and including 1971 the statistics cover those vending machine operators who operated one or more vending machines on premises other than their own. From 1972 only vending machine operators operating a minimum of 10 fullsize vending machines or 200 bulk confectionery machines or reporting total sales of at least \$20,000 were included in the survey. At the same time the clause concerning the necessity of operating on other than their own (operators) premises was eliminated.

For the purposes of this table a vending machine is defined as a device which automatically dispenses merchandise after a requisite amount of money is inserted into the device. The merchandise vended includes tobacco products, beverages and food products as well as non-food products such as pens, hosiery, batteries, toiletry goods, books, etc. Excluded are gasoline and newspapers as well as services such as music, amusements, laundry and dry cleaning, photographs and photocopies, shoeshines. etc.

#### **V191-214. Sales through vending machines, by commodity, 1958 to 1975**

SOURCE: for all years, *Vending Machine Operators*, annual, (Catalogue 63-213), 1959, 1961, 1972, 1973, 1974 and 1975 respectively.

Beginning in 1973, sales through vending machines were reported by type of machine; prior to 1973 sales through vending machines were reported by product. Table V191-214 was completed making the best possible matching of the two sets of data (1958 to 1972 and 1973 to 1975). The user is advised to utilize the table with extreme caution as the two sets of data are not strictly comparable.

#### **V215-218. Retail sales, by type of store, 1930 to 1975**

SOURCE: same as V1-24. Also, *Retail Chain Stores*, annual, (Catalogue 63-210), various issues.

For 1931 to 1960 (excluding census years), the data were derived as follows: Total all stores (series V1-24) minus chain stores (series V35-52) minus department stores equals independent stores. For department stores, see *Retail Trade, 1930-1961, Revisions to 1951-61 Intercensal Estimates*, (Catalogue 63-510), occasional.

**V219-229. Retail sales, by type of store, by province, selected years, 1930 to 1971.**

SOURCE: for 1971, *Retail Trade*, January 1972, (Catalogue 63-005); for 1966, *Retail Trade, Revisions to 1966-1970 Postcensal Estimates*, (Catalogue 63-519); for 1961, *Retail Trade, Revisions to 1961-1966 Intercensal Estimates*, (Catalogue 63-517); for 1951, *Census of Canada, 1951*, vol. VII, *Distribution, Retail Trade*; for 1941, *Census of Canada, 1941*, vol. X, *Merchandising and Services, part 1*; for 1930, *Census of Canada, 1931*, vol. X, (Merchandising and Services, Part 1.)

In the case of chain stores for 1966, the provincial data will not add to the Canada total because the sales of department stores are included with chain store sales for three provinces.

In the case of independent stores for 1930 and 1941, the sales of department stores must be added to the appropriate sales of independent stores for each of Quebec, Ontario and British Columbia, before the provincial data will add to the Canada total.

**V230-248. Sales of retail chain stores, by kind of business, selected years, 1930 to 1971**

SOURCE: same as series V219-229.

For a description of the kind of business categories shown in this table please refer to the source publications. Changes in the composition of various kinds of business have occurred from one census year to the next.

**V249-267. Sales of independent retail stores, by kind of business, selected years, 1930 to 1971**

SOURCE: same as series V219-229.

For a description of the kind of business categories shown in this table please refer to the source publications. Changes in the composition of various kinds of business have occurred from one census year to the next.

**V268-290. Direct selling, by commodity, 1969 to 1975.**

SOURCE: for 1975, *Direct Selling in Canada*, 1975, annual, (Catalogue 63-218); for 1969 to 1974, *Direct Selling in Canada*, 1974, annual, (Catalogue 63-218).

Direct selling refers to the substantial volume of consumer goods sold to the household consumer for his personal use by other than the regular retail store outlet: department store, chain store or independent retail dealer. This occurs at all levels in the movement of goods from the primary producer or importer to the consumer: at the agricultural level by greenhouse and nursery operators and some market gardeners; at the manufacturing stage through sales exclusively to employees at company-operated on-premises stores, or through integrated sales divisions using mail-order or door-to-door canvassers; by some wholesalers and importers, by specialized direct sellers and through vending machine operators.

Statistics on these non-store retail sales supplement the regular retail trade statistics which are also compiled and published in the monthly retail trade report to form the principal basis of the 'personal expenditure on consumer goods and services' component of the National Accounts of Canada.

This table, however, covers only the direct sales made by some primary producers (greenhouses and nurseries, etc.), manufacturers and specialized direct sellers. It does not include foreign mail-order sales to Canadians, direct sales made by Canadian department stores' mail-order divisions, or direct sales made by wholesalers, vending machine operators and service establishments. Estimates of the value of some of these latter categories appear in the special table on the value of 'total known retail trade' published as part of the *1971 Census of Merchandising and Services*, vol. VII, (Catalogue 97-702).

**V291-313. Direct selling, by commodity, by province, 1971**

SOURCE: *Direct Selling in Canada*, 1971, (Catalogue 63-218).

**V314-319. Retail trade, by legal form of organization, selected years, 1930 to 1966**

SOURCE: for 1966, *Census of Canada, 1966*, vol. VI, *Retail Trade, Locations*, (Catalogue 97-606); for 1961, *Census of Canada, 1961*, vol. VI, Part 1, (Catalogue 97-504); for 1951, *Census of Canada, 1951*, vol. VII, *Distribution, Retail Trade*; for 1941, *Census of Canada, 1941*, vol. X, *Merchandising and Services, Part 1*; for 1930, *Census of Canada, 1931*, vol. X, *Merchandising and Services, Part 1*.

**V320-331. Summary statistics, census of retail trade, by province, selected years, 1930 to 1971.**

SOURCE: for 1971, *Census of Canada, 1971, Retail Trade*, (Catalogue 97-702); for 1966, *Census of Canada, 1966*, vol. VI, *Retail Trade, Locations*, (Catalogue 97-602); for 1961, *Census of Canada, 1961*, vol. VI, Part 1, (Catalogue 97-501); for 1951, *Census of Canada, 1951*, vol. VII, *Distribution Retail Trade*; for 1930 and 1941, *Census of Canada, 1941*, vol. X, *Merchandising and Services, Part 1*.



## Wholesale Trade (Series V332-409)

### V332-350. Estimated annual sales of wholesalers proper, by kind of business, 1951 to 1975

SOURCE: for 1972, 1973, 1974 and 1975, *Wholesale Trade*, monthly, December 1973, 1974 and 1975 respectively (Catalogue 63-008); for 1961 to 1971, *Wholesale Trade, 1961-1971*, (Catalogue 63-521); for 1951 to 1960, *Wholesale Trade, 1951-1968*, (Catalogue 63-515).

The surveys cover wholesalers proper who are described as middlemen between the producer and retailer or producer and business, industrial or institutional user. They hold inventories and buy and sell on their own account. Not included are agents and brokers, manufacturers' sales branches, assemblers of primary products, petroleum bulk stations and certain other types of operations not included in the survey but usually considered to perform wholesale functions.

It is important to note that in 1960 a major revision took place in the Standard Industrial Classification which affected wholesale trade in 1961. The composition of the wholesale merchant universe was affected by the addition of lumber and building material dealers, other building material dealers, farm implement dealers, feed and seed stores, farm supply stores and harness shops. These trades were formerly included in the retail trade sector of merchandising.

For example, as a result of the change, approximately \$651,000,000 was added to the trade group 'Other construction materials and supplies, including lumber'. Similar adjustments were made to the other trade groups affected.

In addition to the S.I.C. revisions of 1960, a number of changes in coding and concepts were implemented in the 1961 Census. For example, a 'value added' approach was used for the first time in determining the correct classification of retail and wholesale businesses. The 'location' and 'establishment' concepts also appeared at that time.

The implementation of the establishment concept is noticeable in comparing the 1961 figures with the amounts for the same trades in 1960. This concept has a tendency to increase the sales totals in some trades and decrease the sales totals in others. The establishment is the smallest accounting entity which can provide a full range of statistics.

The implementation of the 'value added concept' in classifying businesses between wholesale and retail accounts for a loss of an unknown amount of wholesale sales. For example, a hardware business with 51 per cent sales at wholesale would be included in prior censuses as wholesale. For 1961, the value added in retailing being larger than in wholesaling, this same business would be classed as retail.

For further details on these points, the user of these statistics is referred to the *Standard Industrial Classification Manual*, Revised 1960, (Catalogue 12-501), pp. 7-9.

The statistics in this table measure the net sales (gross sales less returns and allowances), including sales taxes collected and other trading revenues of all wholesaler merchants operating in Canada, whether Canadian or foreign and whether sales are domestic or abroad. Some duplication may exist where wholesalers sell to other wholesalers. Excluded from the table are statistics on manufacturers' sales branches, assemblers of primary products, agents and brokers, and petroleum bulk tank plants and truck distributors.

For a detailed description of the kind of business categories shown in the table please refer to *Wholesale Trade*, December 1975, (Catalogue 63-008).

Beginning in 1961, heating and plumbing equipment dealers, previously in the retail trade sector, are included in series V347 in this table.

### V351-360. Index numbers of sales of wholesalers proper, by selected kind of business, 1930 to 1975

SOURCE: for 1954 to 1975, same as V332-350; for 1950 to 1953, the index was calculated as the arithmetic average of the monthly indexes given in *Wholesale Trade*, (Catalogue 63-008), monthly issues to the end of 1954; for 1941 to 1949, *Wholesale Trade, 1949 Revised Indexes*, table 2, p. B-9, (Catalogue 63-D-32); for 1935 to 1940, *Summary Monthly Indexes of Wholesale Sales in Canada, 1935-1943*, (Catalogue 63-D-32); for 1930 to 1937 (basis 1930 = 100), *Wholesale Trade in Canada and the Provinces, 1939*, tables 1 and 2, pp. 5-7, (Catalogue 63-D-33). The method noted above of obtaining the indexes for 1950 to 1953 was that used by the bureau from 1935 to 1949.

The indexes for 1935 to 1953 were obtained as averages of monthly indexes based on the monthly surveys of a sample of wholesalers. The sample size was 200 from 1935 to 1939, became 300 in 1940, and 400 from 1944 to the end of the period covered. These indexes are for wholesalers proper (see the note to series V332-350 and the general note to Section V). Only nine trades are covered and the index of total sales is based on these nine trades only. The index of trade for each month was obtained by linking with the same month a year earlier on the basis of reported sales for each of the two months.

These estimates provide the only data on annual sales available for 1940 to 1950. They have been revised on the basis of information in the decennial censuses of 1941 and 1951.

The indexes for 1930 to 1937 (basis 1930 = 100) are from the annual survey of wholesale trade, which was conducted from 1933 to 1939, and from the decennial census of 1930. The annual survey was based on a larger sample than the monthly survey. It covered all branches of wholesale trade proper and in addition petroleum bulk tank stations and meat packing plant wholesale outlets. A classification similar to that of the 1930 Census but somewhat different from that of the monthly survey was used. For this table, items were selected to correspond as closely as possible to the categories of the monthly survey. The index for all kinds of business, series V351, has a considerably wider coverage than that obtained from the monthly survey.

The types of business covered in the monthly survey are best described by reference to the classification of wholesale trade by kinds of business, given in the 1930 Census of Wholesale Trade *Census of Canada*, 1931, vol. XI, Merchandising and Services, part 2, p. 483. A statement of what is included in the monthly indexes is given in *Current Trends in Wholesale Trade*, mimeographed, 1936 and in the indexes based on annual surveys in *Wholesale Trade in Canada and the Provinces*, 1933.

Because comparable annual data for sales of wholesalers proper are no longer available for the entire period 1930 to 1975, it has been necessary to establish new base years in 1935 and 1954.

### **V361-373. Wholesale sales, by kind of business and type of operation, selected years, 1930 to 1966**

SOURCE: for 1966, *Census of Canada, 1966, Wholesale Trade: Establishments*, (Catalogue 97-627); for 1961, *Census of Canada, 1961*, Bulletin 6.2-1, vol. VI, Part 2, (Catalogue 97-511) and Bulletin 6.2-4, vol. VI, Part 2, (Catalogue 97-514); for 1951, *Census of Canada, 1951*, vol. VIII, *Distribution, Wholesale Trade and Services*; for 1930 and 1941, *Census of Canada, 1941*, vol. XI, *Merchandising and Services, Part 2*.

Sales of wholesalers proper, within kinds of business, will differ from sales in V332-350 because of different kind of business composition. The reader should refer to source publications for the kind of business composition in each census year.

The data in this table include only the categories in which the largest values of sales were found. There were smaller amounts in a number of other categories. For total sales by the various categories of outlets and for sales of petroleum bulk tank stations see series V374-387.

The content of the various kinds of business and the nature of type of operation in the 1951 Census may be found in *Census of Canada, 1951*, vol. VIII, *Distribution, Wholesale Trade, Services*, appendix B and appendix A respectively. See also table 3 in the same volume.

Beginning in 1961, lumber and building material dealers, previously in the retail sector, are included in series V369 of this table.

A number of manufacturers' sales branches which reported sales, or for which sales were estimated, were included in wholesale trade in 1951 but were excluded in 1961 if they were not accounting entities able to report a full range of statistics. It is estimated that the sales through these 3,478 locations in 1961 exceeded \$4 billion.

The figures for 1930 include certain sales offices situated at the same location as the manufacturing plant which are omitted from the results for 1941.

Series V370 in 1961 reflects a lack of accounting entities able to report a full range of statistics.

Due to differences in scope and coverage, direct comparisons between the results for 1941 and 1930 in series V370 should be made with caution.

### **V374-387. Wholesale trade, by major type of operation, by province, selected years, 1930 to 1966**

SOURCE: for 1966, *Census of Canada, 1966, Wholesale Trade: Establishments*, (Catalogue 97-627); for 1961, *Census of Canada, 1961*, Bulletin 6.2-1, vol. VI, Part 2, (Catalogue 97-511); for 1941 and 1951, *Census of Canada, 1951*, vol. VII, *Distribution, Wholesale Trade and Services*; for 1930 *Census of Canada, 1941*, vol. XI, *Merchandising and Services, Part 2*.

According to certain common characteristics, each wholesale establishment is assigned to one of the following types of operations:

1. *Primary Product Dealers*. Establishments mainly engaged in purchasing primary products, such as grain, livestock, raw furs, fish, leaf tobacco, pulpwood, etc., directly from Canadian farmers, loggers, fishermen and trappers or acting as agents in such transactions. Co-operative marketing associations marketing primary products of their members are considered as primary product dealers.

2. *Wholesale Merchants*. Establishments primarily engaged in buying and selling goods on own account. Such a business may be described as export and/or import merchant, cash-and-carry wholesaler, drop shipper or desk jobber, mail-order wholesaler, truck distributor, rack jobber, etc.

3. *Agents and Brokers*. Establishments primarily engaged in buying and/or selling products for others on a commission basis. They may be known as auction companies, commission merchants, export and/or import agents or brokers, manufacturer's agents, purchasing agents or resident buyers, selling agents, etc. Not every agent or broker is classified to this type of operation. An agent dealing in primary products by buying directly from Canadian farmers is classified as a primary product dealer (type 1); agency-type wholesale operations by manufacturers as a manufacturers' sales branch (type 4); and agents dealing primarily in petroleum products as a petroleum bulk tank plant and truck distributors (type 5).

4. *Manufacturers' Sales Branches.* Businesses owned by manufacturing firms for marketing their own products. These may or may not be separately incorporated, and goods produced by others may also be sold. There are two exceptions to this rule: (a) manufacturers' sales branches which are owned by a firm that has a manufacturing plant(s) outside Canada only and (b) manufacturers' sales branches which are incorporated and sell less than 50 per cent of their parent manufacturers' products. These are classified not as manufacturers' sales branches but as wholesale merchants. It should be noted that exception (a) was not applied in the 1961 Wholesale Trade Census. Those manufacturers' sales branches which are not separate accounting entities but mere extensions of the manufacturing plant(s) and thus do not mark up their goods received from the parent plant nor are remunerated on a commission basis by the parent company are part of the manufacturing establishments and as such were considered to be out of scope for the census of wholesale trade.

5. *Petroleum Bulk Tank Plants and Truck Distributors.* Businesses primarily engaged in the wholesale distribution of petroleum products, such as salaried, independent or agency operated bulk tank plants and independent or agency-type truck distributors.

Where a wholesale establishment is engaged in more than one type of operation, it is classified to the primary type accounting for the largest part of its gross margin. In case of an agency or brokerage operation, the total amount of commission received represents the gross margin. For example, if a certain establishment is partly a wholesale merchant and partly an agent and earns \$20,000 gross margin on own account business and receives a revenue of \$30,000 from commissions, then as the commission income exceeds the margin earned on own account transactions, the establishment is classified to the Agents and Brokers type.

The 'establishment' concept is based primarily on the system of accounting used in business. The establishment is defined as the smallest unit which is a separate operating entity capable of reporting those elements of input and output necessary to the calculation of gross margin, as well as employment, wages and salaries. The only proviso imposed on this definition is that wholesale trade establishments were not to cross the boundaries of the five Canadian regions. (The Atlantic region comprises Newfoundland, Prince Edward Island, Nova Scotia and New Brunswick. Quebec and Ontario are independent regions. Manitoba, Saskatchewan and Alberta make up the Prairie region; British Columbia, the Yukon Territory and the Northwest Territories belong to the British Columbia region.) For multi-unit wholesale firms with business locations in more than one region, artificial establishments were created. The establishments for such firms were based on regional boundaries, regardless of their accounting entities.

The 'location' is defined as the physical outlet in which business activity takes place. The location is not necessarily dependent upon the availability of accounting-based data but has to be capable of providing a limited range of statistics even though these may have to be estimated. Where the accounting records are designed to measure the detailed business activity of a single location, the establishment and location coincide; otherwise two or more locations belong to a certain establishment.

Beginning in 1961, country grain elevators under contract to the Canadian Wheat Board are excluded from wholesale trade and from column V384 and are included in the storage industry.

The procedure followed in dealing with line elevator companies differed between 1930 and 1941. In the 1930 Census the selling function of these companies was stressed. Each company was considered as one unit and one report covering the activities of the head office and sales organization alone was filed. In the 1941 Census the assembling rather than the selling function of these elevators has been reflected in the table. The head office was omitted altogether but each local elevator was considered as a unit. The volume of business shown for line elevators represents payments to farmers at the local elevator points. This difference in procedure results in the showing of a greatly increased number of establishments for this classification in 1941 compared with 1930.

#### **V388-397. Wholesale trade, gross profit margins by kind of business biennially, 1947 to 1957**

SOURCE: *Operating Results of Food Wholesalers*, biennial, 1947 to 1957, each issue, table on summary of results, (Catalogue 63-419); *Operating Results of Automotive Parts and Accessories Wholesalers*, issues for 1953, 1955 and 1957, table 1, (Catalogue 63-416); *Operating Results of Hardware Wholesalers*, issues for 1953, 1955 and 1957, table 1, (Catalogue 63-421); *Operating Results of Plumbing and Heating Supplies Wholesalers*, issues for 1953, 1955 and 1957, table 1, (Catalogue 63-423); *Operating Results of Drug Wholesalers*, issues for 1949, p. E-7 and issue for 1951, p. 7, (Catalogue 63-D-42). The last-named publication contained data for wholesalers in automotive parts and accessories, hardware, plumbing and heating supplies and drugs, which became separate publications in 1953.

See the general note to Section V concerning the collection of data on operating results of retail and wholesale firms and the note to series V100-129 for a definition of gross profit margins.

The surveys were made of all wholesalers proper in 10 trades which, in 1941, accounted for 35 per cent of sales of all wholesalers proper. The 10 trades covered were selected for their importance in the distribution of consumer goods to retailers and in most cases a very high proportion of sales was made to retailers. The piece goods trade was a notable exception, with the dominant sales being to other wholesalers and large users, and plumbing and heating supplies were sold predominantly to contractors. The companies covered for each trade included only those with a high proportion of their trade in the designated kind of business.

The operating ratios given in this table are for all wholesalers for whom tabulations were made. In addition, in each report, profit margins were given for identical firms in the year being covered and in the previous survey two years earlier. However, the number of identical firms changed between each pair of years for which comparisons were given, and for this reason their profit margins are not given here.

Descriptions of the detailed content of the various trades are not given in the sources. The descriptions of the trades covered in series V351-360 given in the notes to those series probably indicate the nature of the trades covered.

A good deal of additional information is given in the source. In general it is similar to that provided in kindred reports for retail trades (see the note to series V100-129). Some separate data are provided for incorporated companies only.

In 1953, 1955 and 1957, an additional trade *Household Appliance and Electrical Supply*, (Catalogue 63-422) was added. The gross profit margins were 19.67 per cent in 1953, 18.67 per cent in 1955 and 18.93 per cent in 1957.

#### **V398-409. Summary statistics, census of wholesale trade, by province, selected years, 1930 to 1966**

SOURCE: for 1966, *Census of Canada, 1966, Wholesale Trade: Establishments*, (Catalogue 97-627); for 1961, *Census of Canada, 1961*, vol. VI, Part 2, (Catalogue 97-511); for 1951, *Census of Canada, 1951*, vol. VIII, *Distribution, Wholesale Trade and Services*; for 1941, *Census of Canada, 1941*, vol. XI, *Merchandising and Services, Part 2*.

### **Service Establishments (Series V410-448)**

#### **V410-413. Power laundries, cleaning and dyeing plants, selected operating statistics, 1917 to 1974**

SOURCE: for 1973 and 1974, *Power Laundries, Dry Cleaning and Dyeing Plants*, 1974, annual, (Catalogue 63-205); for 1961 to 1972, *Power Laundries, Dry Cleaning and Dyeing Plants*, 1972, annual, (Catalogue 63-205); for 1930 to 1960, *Laundries, Cleaners and Dyers*, 1960, tables 5 and 13, (Catalogue 63-205); for 1917 to 1929, *Power Laundries and Cleaning and Dyeing Establishments in Canada*, 1939, table 7, p. 12 and table 20, p. 32, (Catalogue 63-205); for 1917 to 1926, *Report on the Dyeing, Cleaning and Laundry Industry in Canada*, 1928, p. 3, (Catalogue 63-205).

This table deals with the business activities of power operated laundries and dry cleaning and dyeing plants. Plants are classified as power laundries if the greater part of their revenue is derived from laundry work or if the greater part of their revenue is derived from rental services, where it is evidenced that the plant does its own laundry of the items rented. Plants are classified as dry cleaners and dyers if the greater part of their revenue is derived from cleaning and dyeing. This table does not include dyeing plants doing work on a commercial or industrial scale for textile plants, etc. There are inconsistent variations from year to year for power laundries and dry cleaning and dyeing plants due to the method of classification; however, the combined data for the two classifications do show consistent annual changes.

These data were collected as a part of the annual census of manufacturers from 1917 to 1936; thereafter they were collected annually by the Internal Trade Branch of the Industry and Merchandising Division later the Merchandising and Services Division of Statistics Canada.

The data for 1917 to 1926 are not strictly comparable with those for later years. They were not given separately for laundries and dyeing and cleaning establishments. Dyeing and finishing of textile goods was included in those years but excluded in the data for 1927 to 1960: in 1927 the value of work done on dyeing and finishing textiles was \$2,871,000; in 1928 it was \$3,074,000. Finally in 1921 to 1924 considerable numbers of hand laundries were included, affecting mainly the number of establishments.

Historically, the annual report covering this industry has been based upon a 100 per cent survey of all firms. In 1969, however, it was decided to attempt a sample survey, thus the number of plants data were not published. A full-coverage survey was reinstated for the 1970 survey and all data are completely comparable with previous years. The source provides other data not reported here.

#### **V414-416. Selected statistics of hotels, 1930, 1941 and 1949 to 1973**

SOURCE: for 1969 to 1973, *Traveller Accommodation Statistics*, annual, 1969 to 1973, (Catalogue 63-204); for 1961 to 1968, *Hotels*, annual, 1961 to 1968, (Catalogue 63-204); for 1949 to 1960, series V200 and V201 from *Hotels*, 1960, p. 7, for series V202 from each individual issue of *Hotels* for the year concerned, various tables, (Catalogue 63-204); for 1941, all data from *Hotel Statistics*, 1941, table 1, p. 4, (Catalogue 63-D-63); for 1930, all data from *Census of Canada, 1931*, vol. XI, pp. 1237-9.

The statistics in this table refer to all hotels in Canada: (1) full-year licensed, (2) full-year non-licensed, (3) seasonal licensed, (4) and seasonal non-licensed.

A hotel-type room is defined as a room contained in a main lodge or hotel, having access from a main lobby but with no direct access from the exterior of the building. A hotel-motel-type room is defined as a main lodge or hotel, having access from a main lobby as well as direct access from the exterior of the building. This type of room is equated to a hotel-type room for the purpose of our establishment classification.

The definition of 'full-year licensed' hotels includes establishments: (1) operating six or more hotel or hotel-motel-type rooms; (2) operating for at least 10 or more months during the year; (3) licensed to serve alcoholic beverages provided that receipts from room rentals are equal to or greater than 1 per cent of alcohol sales; (4) reporting that the sum of rooms, meals and alcohol receipts are equal to or greater than 2/3 of merchandise sales; (5) reporting that room receipts are primarily derived from catering to transient guests.

'Full-year, non-licensed'. Same as 'full-year licensed' above, except for criterion (3) which should read: not licensed to serve alcoholic beverages.

'Seasonal, licensed'. Same as 'full-year licensed' above, except for criterion (2) which should read: operating for less than 10 months during the year.

'Seasonal, non-licensed'. Same as 'full-year licensed' above, except for criteria (2) and (3) which should read: (2) operating for less than 10 months during the year; (3) not licensed to serve alcoholic beverages.

Above definitions as of 1973; consult source publications for possible changes in concepts or definitions.

Data on hotels have been collected in the decennial census, 1931 and 1941, and annually since 1949. All hotels are covered in each year. For the way in which lists of such establishments are obtained in decennial census years see the general note to Section V. The lists collected in the decennial census are supplemented by lists of licensed hotels provided by provincial governments.

The source provides other data not reported here.

#### **V417-419. Selected statistics of advertising agencies in Canada, 1941 and 1946 to 1974**

SOURCE: for 1965 to 1974, *Advertising Agencies*, 1974, annual, (Catalogue 63-201); for 1961 to 1964, *Advertising Agencies*, 1967, annual, (Catalogue 63-201); for 1941 and 1946 to 1963, *Advertising Agencies*, 1960, table 1, p. 2, (Catalogue 63-201).

The decennial census survey of advertising agencies in 1941 and the annual surveys since 1944 cover all businesses in this particular field.

The data are collected on the basis of business units and not by establishments.

These data pertain to businesses whose main activity is placing advertising in various media, principally publications, television or radio, on a commission or fee basis. Some market surveys and research and production work may be done. Business concerns whose activities are confined to preparing advertising copy, commercial art, printing or other production work are not included.

Due to a change in the questionnaire design commencing with the 1968 survey year, the gross revenue data for the years 1968 to 1974 are not comparable to those shown for the years prior to 1968.

The source provides other data not reported here.

Other data on advertising may be found in *Advertising Expenditures in Canada*, 1954, Reference Paper No. 67, 1956, in which data collected largely from various advertising media are given. It contains considerable detail on revenue of different advertising media, internal cost of advertisers, advertising costs in various industries and the like.

#### **V420-423. Selected statistics of motion picture and drive-in theatres, 1930 to 1974**

SOURCE: for 1965 to 1974, *Motion Picture Theatres and Film Distributors*, 1974, annual, (Catalogue 63-207); for 1961 to 1964, *Motion Picture Theatres and Film Distributors*, 1966, annual, (Catalogue 63-207); for 1940 to 1960, *Motion Picture Theatres and Film Distributors*, 1960, table 1, p. 7 and table 9, p. 12, (Catalogue 63-207); for 1930 to 1939, *Motion Picture Theatres, Exhibitors and Distributors*, 1955, table 1, p. R-7, (Catalogue 63-207).

**V420 and V421.** Series deal only with regular motion picture theatres and includes those using 16 mm. as well as theatres using 35 mm. projection equipment. For purposes of this table, establishments having more than one auditorium at one location were shown as single establishments.

**V422 and V423.** Series refer to drive-in theatres only.

A census of all motion picture theatres was first taken with the decennial census of 1931 for the year 1930. An annual census covering all such theatres has been taken regularly since 1933. The original list of motion picture theatres was obtained by the population census enumerators in 1931 (see the general note to Section V). Since then lists of licensed operators have been obtained each year from the various provincial licensing authorities.

The data for 1948 to 1960 are for regular motion picture theatres and drive-in theatres. They do not cover itinerant operators who show pictures in halls or community enterprises, such as churches, lodges, boards of trade and the like which show pictures in community halls on a non-profit basis. Prior to 1948, data for community enterprises are included. Information for itinerant operators and community enterprises has not been collected since 1957.

The data are collected on an establishment basis.

**V421 and V423.** Receipts from admissions are what the theatres receive and do not include amusement taxes. Revenue from sales of candy, drinks, cigarettes and the like, from rental revenue of vending machines, from revenue for showing commercial films and from other sources, provide additional receipts. Such revenue amounted to \$29,355,000 in 1974.

The source provides other data which are not reported here.

Material in other sections of this volume related to trade and service may be found in Section D on the labour force in distribution and services, in Section E on total wages and salaries by industry, in Section F on distribution of national product by industry, in Section G on external trade, in Section K on prices, in Section M on domestic disappearance of certain agricultural foodstuffs, in Section Q on sales of electricity and in Section T on expenditure for transportation.

#### **V424-436. Receipts of selected kinds of service establishments, 1961 to 1975**

SOURCE: Restaurant receipts: for 1970 to 1975, *Restaurant Statistics*, (Catalogue 63-011), December 1970 to 1975, respectively; for 1961 to 1969, *Restaurant Statistics*, February 1970, (Catalogue 63-011). Motels: for 1969, 1970, 1972, 1973 and 1974, *Traveller Accommodation Statistics*, annual, (Catalogue 63-204), 1969, 1970, 1972, 1973 and 1974 respectively. Power laundries, dry cleaning and dyeing plants: for 1961 to 1974, *Power Laundries, Dry Cleaning and Dyeing Plants*, annual, (Catalogue 63-205). Funeral directors: for 1972, *Funeral Directors*, 1972, (Catalogue 63-523); for 1968, *Funeral Directors*, 1968, (Catalogue 63-520); for 1964, *Funeral Directors*, 1964, (Catalogue 65-511); for 1966, *Census of Canada, 1966*, vol. VIII, *Services: Establishments*, (Catalogue 97-647). Hotels: for 1969 to 1974, *Traveller Accommodation Statistics*, annual, (Catalogue 63-204), 1969 to 1974 respectively; for 1961 to 1969, *Hotels*, annual, (Catalogue 63-204); 1961 to 1968. See also sources for series V414-416. Motion picture theatres: for 1968 to 1974, *Motion Picture Theatres and Film Distributors*, 1974, annual, (Catalogue 63-207); for 1961 to 1967, *Motion Picture Theatres and Film Distributors*, 1967, annual, (Catalogue 63-207). Computer services: for 1974, *Computer Service Industry*, 1974, annual, (Catalogue 63-222).

Data on restaurants include receipts from: (1) regular restaurants, (2) restaurants with merchandise, and (3) restaurants with alcoholic beverages. Both independent and chain restaurant locations are included as well as restaurants that operate under a franchise.

The statistics on motels refer to all motels in Canada both full-year and seasonal. As of 1973, definitions were as follows: 'A motel-type room is a room in a building sharing a common roof which has direct access from the exterior of the building but no access from a central lobby and which has adjacent parking.'

'Full-year' includes establishments: (1) operating three or more motel-type rooms and less than six hotel and/or motel-type rooms; (2) operating for at least 10 or more months during the year; (3) licensed or not licensed to serve alcoholic beverages; however, room rentals for licensed motels must be equal to or greater than 1 per cent of alcohol sales; (4) reporting that the sum of rooms, meals and alcohol receipts are equal to or greater than 2/3 of merchandise sales; (5) reporting that room receipts are primarily derived from catering to transient guests.

#### **V437-448. Summary statistics, census of service trades, by province, selected years, 1930 to 1971**

SOURCE: for 1971, *Census of Canada, 1971*, Services, unpublished worksheets, subject to revision; for 1966, *Census of Canada, 1966*, vol. VIII, *Services: Locations*, (Catalogue 97-643); for 1961, *Census of Canada, 1961*, vol. VI, *Part 2*, (Catalogue 97-517); for 1951, *Census of Canada, 1951*, vol. VIII, *Distribution, Wholesale Trade and Services*; for 1941, *Census of Canada, 1941*, vol. XI, *Merchandising and Services, Part 2*; for 1930, *Census of Canada, 1931*, vol. XI, *Merchandising and Services, Part 2*.

'Seasonal' is the same as 'full-year' above, except for criterion (2) which should read: (2) operating for less than 10 months during the year. Receipts of funeral directors include payments for funeral services, sale of vaults, and extra charges (cemetery and shipping charges, extra cars, newspaper notices, clothing, etc.).

Computer services refer to establishments in Canada primarily engaged in providing computer services as a major activity. 'Computer services' are defined to include processing services, input preparation, software and systems services, systems development and maintenance, other software and systems services, equipment maintenance services and other computer services (including computer-related education services, computer facility management, feasibility studies, etc.).

**Series V1-24. Retail sales, by kind of business, 1930 to 1975**

(millions of dollars)

Year <sup>1</sup>	Total sales	Grocery and combination stores	Alcoholic beverage outlets	Meat markets	Other food stores	General stores	Department stores	Variety stores	Motor vehicle outlets	Garages and filling stations	Men's clothing stores	Family clothing stores
	1	2	3	4	5	6	7	8	9	10	11	12
1975	51,200	11,984	..	897		995	5,786	819	10,184	3,857	664	740
1974	44,569	10,263	2,058	870		887	5,055	772	8,303	3,595	606	643
1973	38,335	8,595	1,870	787		736	4,316	711	7,422	2,978	557	563
1972	34,107	7,721	1,717	719		673	3,714	673	6,240	2,687	516	469
1971	30,646	7,260	1,540	654		617	3,184	571	4,925	2,695	476	424
1970	28,034	6,849	1,352	640		575	2,852	553	4,197	2,531	446	398
1969	27,401	6,401	1,236	620		567	2,737	542	4,796	2,318	424	385
1968	25,711	5,986	1,117	581		572	2,445	513	4,714	2,180	398	381
1967	24,155	5,686	1,053	579		573	2,158	532	4,433	2,004	372	371
1966	22,686	5,352	931	554		558	1,974	494	4,338	1,874	357	338
1965	21,155	4,825	848	669		510	2,010	521	4,175	1,778	363	357
1964	19,493	4,481	759	647		530	1,892	442	3,612	1,695	336	320
1963	18,207	4,176	717	626		557	1,730	405	3,312	1,624	306	290
1962	17,137	3,914	684	612		580	1,629	389	2,957	1,582	278	263
1961	16,073	3,704	660	594		607	1,551	374	2,599	1,492	247	251
1960	17,390	3,581	612	728		598	1,495	353	2,650	1,211	247	242
1959	17,087	3,378	588	678		593	1,456	333	2,701	1,160	241	231
1958	16,139	3,201	556	646		592	1,375	317	2,485	1,083	230	232
1957	15,423	2,955	530	619		569	1,306	297	2,547	976	229	223
1956	14,774	2,685	528	571		547	1,262	277	2,598	851	225	219
1955	13,473	2,464	466	524		514	1,166	251	2,415	738	210	203
1954	12,317	2,303	433	520		503	1,072	234	2,055	646	205	194
1953	12,189	2,148	436	499		514	1,034	215	2,303	565	213	210
1952	11,567	2,047	420	503		537	994	214	2,105	511	212	210
1951	10,653	1,899	390	182	308	520	910	196	1,885	474	202	193
1950	9,617	1,615	396	165	243	480	880	175	1,505	459	175	174
1949 <sup>1</sup>	8,532	1,474	381	162	229	483	860	168	994	451	175	168
1948	7,835	1,368	364	156	232	455	796	159	803	415	167	165
1947	6,963	1,176	352	152	221	424	699	139	725	362	156	153
1946	5,787	999	327	129	205	377	606	127	475	240	138	135
1945	4,573	849	277	110	179	324	510	113	240	109	115	111
1944	4,093	768	217	102	104	298	460	104	201	94	105	100
1943	3,786	707	191	96	164	274	420	99	180	89	98	94
1942	3,619	663	177	92	155	245	419	98	217	116	96	88
1941	3,441	567	145	83	136	215	378	85	371	205	80	74
1940	2,935	469	119	68	124	194	327	70	340	189	68	61
1939	2,578	404	103	60	120	183	291	59	294	160	60	51
1938	2,530	396	97	60	122	187	280	54	302	153	59	47
1937	2,593	398	94	62	120	189	289	53	326	170	64	51
1936	2,289	352	83	57	115	173	274	47	254	130	59	47
1935	2,105	327	73	54	116	161	259	43	212	106	55	43
1934	1,984	317	74	54	117	155	254	40	175	85	51	39
1933	1,773	317	70	56	107	137	242	37	127	61	44	32
1932	1,908	316	85	57	128	144	254	40	133	63	47	32
1931	2,305	361	109	67	171	168	313	44	184	85	59	37
1930	2,756	405	127	83	127	208	355	44	254	114	72	42

Series V1-24. Retail sales, by kind of business, 1930 to 1975 (concluded)

(millions of dollars)

Year <sup>1</sup>	Women's clothing stores	Shoe stores	Hardware stores	Lumber and building material dealers	Furniture stores	Appliance and radio stores	Restaurants	Fuel dealers	Drug stores	Jewellery stores	Tobacco stores	All other retail
	13	14	15	16	17	18	19	20	21	22	23	24
1975	863	474	581	—	694	678	—	—	1,488	427		10,069 <sup>2</sup>
1974	745	425	529	—	590	620	—	—	1,304	385		6,919
1973	643	395	452	—	499	573	—	—	1,107	313		5,818
1972	639	367	433	—	450	503	—	—	1,027	261		5,296
1971	622	346	409	—	942		—	523	907	236		4,317
1970	561	328	383	—	847		—	473	840	219		3,990
1969	545	318	391	—	868		—	466	792	225		3,771
1968	502	306	392	—	816		—	471	737	214		3,386
1967	485	285	366	—	784		—	461	703	208		3,102
1966	435	252	356	—	740		—	475	650	192		2,816
1965	392	248	332	—	678		—	448	610	186		2,204
1964	369	230	320	—	627		—	421	555	174		2,083
1963	345	217	310	—	601		—	425	517	160		1,888
1962	334	211	301	—	587		—	412	487	152		1,764
1961	315	195	300	—	572		—	347	467	145		1,653
1960	305	192	299	644	620		767	349	450	144		1,905
1959	298	173	302	708	653		741	366	433	146		1,908
1958	286	162	297	666	628		689	348	408	141		1,797
1957	275	149	286	609	621		650	339	394	137		1,714
1956	262	139	278	616	632		606	326	345	136		1,671
1955	236	131	248	548	576		540	278	312	128		1,526
1954	229	126	241	470	510		505	257	290	119		1,406
1953	224	126	244	460	496		510	228	288	123		1,354
1952	212	120	230	389	453		486	237	269	116		1,301
1951	192	111	227	357	356		453 <sup>3</sup>	232	248	105	78	1,135
1950	166	103	221	348	142	193	390	220	223	99	71	1,175
1949 <sup>1</sup>	186	104	213	277	134	169	364	201	212	91	76	961
1948	171	97	199	251	135	139	330	196	197	84	74	880
1947	143	91	180	206	131	120	298	171	179	81	71	737
1946	129	82	156	143	112	80	270	144	168	82	62	603
1945	111	69	104	100	79	37	232	137	148	71	65	482
1944	102	62	89	97	69	31	216	131	138	60	59	427
1943	94	57	85	84	62	33	196	138	128	52	56	393
1942	87	54	81	82	66	42	158	123	115	44	49	352
1941	71	44	73	80	64	46	131 <sup>3</sup>	99	101	38	43	312
1940	55	34	65	66	57	43	87	87	84	32	36	260
1939	40	30	59	53	46	35	69	83	76	25	31	248
1938	35	30	59	49	44	35	71	77	74	23	30	246
1937	40	32	58	51	48	37	78	80	74	24	30	226
1936	34	30	53	45	38	32	66	77	67	21	26	210
1935	29	28	49	38	33	30	55	73	63	19	24	214
1934	29	27	47	36	29	26	49	72	61	17	23	207
1933	24	26	43	29	23	23	40	70	57	15	22	172
1932	28	27	47	35	26	28	46	71	64	16	24	197
1931	41	32	59	48	35	40	61	76	71	21	27	196
1930	49	36	71	66	41	52	76 <sup>3</sup>	86	77	27	31	313

<sup>1</sup> Includes Newfoundland beginning in 1949.

<sup>2</sup> Includes alcoholic beverage outlets.

<sup>3</sup> Includes refreshment booths and stands.



**Series V25-34. Retail sales, by kind of business, 1923 to 1933**

*(millions of dollars)*

Year	Total sales	Food group	Country general stores	General merchandise group	Automotive group	Apparel group	Building materials group	Furniture and household group	Restaurants and eating places	Other retail stores
	25	26	27	28	29	30	31	32	33	34
1933	1,773	480	137	313	218	147	83	51	42	302
1932	1,908	501	144	331	235	156	96	59	48	338
1931	2,305	599	168	401	298	189	129	82	62	377
1930	2,756	615	208	473	381	220	164	100	76	519
1929	3,158	668	259	495	488	268	207	120	83	570
1928	3,036	640	261	482	420	266	220	105	79	561
1927	2,783	609	255	444	366	244	207	92	75	490
1926	2,568	560	242	410	333	228	192	83	69	449
1925	2,304	514	229	380	241	205	177	73	64	421
1924	2,139	492	210	354	205	196	158	69	61	395
1923	2,179	500	205	344	222	203	168	71	62	405

Series V35-52. Retail sales, by kind of business, and number of chains and stores, chain stores, 1930 to 1975

(series V35-36 in numbers; series V37-52 in millions of dollars)

Year <sup>1</sup>	Number of chains	Average number of stores	Sales of all chain stores	Grocery and combination stores	Meat markets	Variety stores	Men's and boys' clothing stores	Family clothing stores	Women's apparel and accessories stores	Shoe stores	Hardware stores	Lumber and building material dealers	Furniture stores	Household appliance, radio and music stores	Restaurants	Drug stores	Tobacco stores and stands	Other chain stores
	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52
1975	..	..	15,966	7,110	..	620	179	320	451	266	91	—	144	206	—	333	..	6,246
1974	874	18,500	13,732	6,135	22	585	148	260	347	225	83	—	136	175	—	262	47	5,307
1973	834	17,239	11,342	4,997	18	547	127	223	278	210	71	—	101	168	—	197	40	4,365
1972	895	16,542	10,077	4,410	15	518	104	148	294	193	88	—	87	137	—	187	x	3,896
1971	833	15,976	8,550	3,868	13	479	70	114	222	168	74	—	164		—	139	x	3,239
1970	661	14,330	7,747	3,522	11	466	62	101	183	153	70	—	60	91	—	125	33	2,870
1969	649	13,515	7,021	3,101	12	463	56	91	168	142	68	—	65	92	—	112	33	2,618
1968	666	13,062	6,384	2,806	12	440	47	90	152	135	70	—	64	78	—	106	—	2,384
1967	713	12,865	6,019	2,611	16	465	47	73	147	130	63	—	63	77	—	96	33	2,198
1966	721	12,695 <sup>2</sup>	5,516	2,401	..	429	47	74 <sup>3</sup>	115	113	55	—	62	80	—	87	..	2,053
1965	602	10,677	4,836	2,249	19	455	63	113	97	119	50	—	57	73	—	91	32	1,418
1964	579	10,209	4,291	2,068	14	378	50	93	91	105	46	—	108		—	75	27	1,236
1963	559	9,718	3,906	1,890	11	340	41	76	90	99	42	—	103		—	69	23	1,122
1962	559	9,443	3,654	1,770	10	323	38	58	95	91	36	—	99		—	59	21	1,054
1961	580	9,434	3,495	1,711	9	313	28	56	97	82	28	—	36	67	—	56	19	993
1960	537	9,954	3,468	1,603	10	298	29	65	84	77	49	95	49	64	41	55	..	949
1959	507	9,491	3,280	1,481	8	283	30	50	81	70	49	103	54	73	41	53	..	904
1958	509	9,122	3,073	1,369	8	264	29	45	78	64	43	107	52	76	38	50	..	850
1957	493	8,822	2,842	1,242	8	247	28	40	71	58	39	97	53	74	36	45	..	804
1956	499	8,559	2,647	1,096	8	229	29	36	67	53	37	100	55	78	36	41	16	766
1955	496	8,274	2,354	963	8	208	27	33	62	48	20	92	48	69	35	37	15	689
1954	491	8,136	2,147	863	7	194	25	32	55	45	18	84	38	59	34	36	16	641
1953	466	7,835	2,048	773	6	188	25	36	49	43	14	91	44	53	34	35	17	640
1952	476	7,766	1,925	702	7	180	25	36	46	42	13	82	43	52	32	33	17	615
1951 <sup>1</sup>	..	8,094 <sup>2</sup>	1,776	610	7	164	25	42	42	38	17	76	33	42	31	31	17	601
1950	423	7,155	1,560	505	6	148	20	36	39	33	11	67	36	36	23	29	16	555
1949	381	6,839	1,420	434	6	142	18	34	37	32	9	59	35	29	21	27	16	521
1948	403	6,821	1,336	387	7	134	18	34	35	31	8	56	36	27	22	27	16	498
1947	422	6,716	1,177	302	8	118	17	30	29	29	6	51	33	23	21	27	15	499
1946	422	6,559	1,015	238	7	108	13	24	23	26	6	44	22	17	21	26	14	426
1945	429	6,580	876	214	7	96	11	20	19	24	5	39	18	12	20	24	13	354
1944	431	6,560	770	199	6	86	10	18	17	21	5	37	16	9	20	23	11	292
1943	444	6,780	704	180	6	84	10	17	15	20	4	31	14	10	19	22	10	262
1942	455	7,010	687	188	5	84	8	15	14	19	4	25	14	13	16	20	8	254
1941	..	8,011 <sup>2</sup>	643	173	5	74	10	14	13	16	4	20	15	19	15	19	7	239
1940	451	7,131	509	141	4	61	7	10	8	12	5	17	10	15	8	16	7	188
1939	446	7,215	432	124	4	51	6	9	6	11	5	14	5	3 <sup>4</sup>	7	14	6	167
1938	457	7,356	414	117	5	47	7	8	6	10	5	13	5	3 <sup>4</sup>	7	14	6	161
1937	447	7,346	414	116	5	46	7	9	6	10	5	13	5	3 <sup>4</sup>	7	14	6	162
1936	457	7,588	395	107	4	41	7	9	6	9	5	13	4	2 <sup>4</sup>	7	13	6	162
1935	445	7,666	364	101	4	38	7	8	5	8	4	11	5	2 <sup>4</sup>	7	12	6	146
1934	445	7,804	347	101	4	36	6	7	5	8	4	11	5	x	7	12	6	135
1933	461	7,900	329	99	5	33	5	7	4	7	3	10	4	1 <sup>4</sup>	7	11	5	128
1932	486	8,066	361	104	5	35	6	4	5	7	3	11	5	9	8	13	6	140
1931	506	8,188	434	117	6	39	8	4	7	8	4	13	8	12	11	14	7	176
1930	..	8,476 <sup>2</sup>	504	124	8	41	10	5	9	8	4	19	9	17	14	14	8	214

<sup>1</sup> Includes Newfoundland beginning in 1951.

<sup>2</sup> Maximum number of stores.

<sup>3</sup> Reclassified a number of stores to "General merchandise".

<sup>4</sup> Includes radio and music stores only.

Series V53-88. Retail sales and number of chains and stores, chain stores, by province, 1930 to 1975

(all series in numbers except 'Sales of all chain stores', in millions of dollars)

Year	Canada			Newfoundland			Prince Edward Island			Nova Scotia		
	Number of chains <sup>1</sup>	Maximum number of stores	Sales of all chain stores	Number of chains	Maximum number of stores	Sales of all chain stores	Number of chains	Maximum number of stores	Sales of all chain stores	Number of chains	Maximum number of stores	Sales of all chain stores
	53	54	55	56	57	58	59	60	61	62	63	64
1975	..	..	15,966	..	..	293	..	..	60	..	..	552
1974	874	19,695	13,732	53	232	243	28	60	56	101	697	472
1973	834	18,555	11,342	48	211	196	27	49	41	99	635	386
1972	895	17,269	10,078	51	221	169	26	51	37	94	583	351
1971	833	16,317	8,550	46	203	131	25	50	28	90	563	299
1970	661	15,156	7,747	43	200	117	20	45	26	82	546	266
1969	649	14,153	7,021	39	186	111	20	45	..	82	523	..
1968	666	13,728	6,384	37	185	106	20	42	..	79	530	..
1967	713	13,395	6,019	42	215	95	20	38	..	88	534	..
1966	721	12,695	5,516	31	197	87	13	35	..	75	516	..
1965	602	11,240	4,836	26	159	62	13	27	11	68	415	178
1964	579	10,703	4,291	24	140	49	13	25	10	65	388	154
1963	559	10,300	3,906	23	131	45	11	23	9	58	383	141
1962	559	9,986	3,654	19	112	39	12	24	9	58	376	129
1961	580	9,683	3,495	22	125	38	15	26	9	57	358	126
1960	537	10,594	3,468	28	131	37	14	28	8	56	358	116
1959	507	10,047	3,280	25	126	36	14	24	6	51	331	106
1958	509	9,604	3,073	20	111	24	14	24	6	51	331	105
1957	493	9,257	2,842	21	111	24	13	24	5	50	330	98
1956	499	9,046	2,647	20	109	15	14	24	5	52	329	90
1955	496	8,734	2,354	18	100	13	12	22	5	46	298	83
1954	491	8,468	2,147	18	103	14	13	24	5	43	306	73
1953	466	8,153	2,048	18	106	14	11	19	5	43	302	71
1952	476	8,047	1,925	17	110	14	11	18	5	43	307	70
1951	..	8,094	1,776	..	99	11	..	17	4	..	291	64
1950	423	7,483	1,560	-	-	-	10	15	3	50	289	58
1949	381	7,123	1,420	-	-	-	8	9	1	47	283	57
1948	403	7,152	1,336	-	-	-	7	8	1	49	287	55
1947	422	6,962	1,177	-	-	-	8	13	1	49	283	51
1946	422	6,743	1,015	-	-	-	8	13	1	46	275	50
1945	429	6,705	876	-	-	-	..	..	..	..	..	..
1944	431	6,774	770	-	-	-	..	..	1	..	..	42
1943	444	7,021	704	-	-	-	..	..	..	..	..	..
1942	455	7,139	687	-	-	-	..	..	1	..	..	38
1941	..	8,011	643	-	-	-	..	17	1	..	323	32
1940	451	7,522	509	-	-	-	..	..	..	..	..	..
1939 <sup>2</sup>	446	7,595	432	-	-	-	9	9	1	49	290	20
1938 <sup>2</sup>	457	7,692	414	-	-	-	8	9	1	49	293	18
1937	447	7,815	414	-	-	-	7	7	1	49	295	17
1936	457	8,124	395	-	-	-	7	7	1	50	301	15
1935	445	8,022	364	-	-	-	8	8	1	47	283	14
1934	445	8,210	347	-	-	-	7	8	1	47	274	13
1933	461	8,230	329	-	-	-	5	8	1	50	283	12
1932	486	8,398	361	-	-	-	8	10	1	50	276	13
1931	506	8,557	434	-	-	-	7	8	1	50	262	16
1930	..	8,476	504	-	-	-	..	12	1	..	221	13

**Series V53-88. Retail sales and number of chains and stores, chain stores, by province, 1930 to 1975 (continued)**

(all series in numbers except 'Sales of all chain stores', in millions of dollars)

Year	New Brunswick			Quebec			Ontario			Manitoba		
	Number of chains	Maximum number of stores	Sales of all chain stores	Number of chains	Maximum number of stores	Sales of all chain stores	Number of chains	Maximum number of stores	Sales of all chain stores	Number of chains	Maximum number of stores	Sales of all chain stores
	65	66	67	68	69	70	71	72	73	74	75	76
1975	..	..	455	..	..	3,292	..	..	6,831	..	..	646
1974	99	487	382	312	4,277	2,821	447	8,771	5,934	122	695	548
1973	89	451	313	292	4,031	2,312	432	8,358	4,960	118	692	455
1972	81	426	296	296	3,761	2,023	435	7,606	4,427	123	687	408
1971	79	403	254	282	3,568	1,785	408	7,264	3,729	111	609	334
1970	77	401	218	227	3,195	1,612	325	6,751	3,389	99	558	313
1969	67	375	204	229	3,087	1,492	310	6,308	3,080	93	516	285
1968	59	361	201	226	2,949	1,293	319	6,083	2,826	85	480	250
1967	60	352	197	239	2,782	1,323	335	5,981	2,606	88	466	227
1966	49	327	168	230	2,622	1,149	333	5,660	2,407	81	475	212
1965	47	265	146	210	2,407	1,005	293	5,275	2,232	72	358	161
1964	42	257	123	199	2,324	890	291	5,051	2,001	71	339	150
1963	39	232	112	191	2,219	823	293	4,897	1,829	69	311	137
1962	39	226	106	189	2,135	790	288	4,712	1,695	69	323	130
1961	38	220	105	189	2,085	764	292	4,536	1,635	68	325	122
1960	42	228	94	174	2,124	713	264	4,566	1,579	72	469	142
1959	41	208	85	167	1,950	674	259	4,355	1,509	75	449	132
1958	40	202	80	163	1,795	620	266	4,228	1,451	74	427	121
1957	37	197	76	155	1,725	577	254	4,069	1,335	69	406	112
1956	39	201	75	162	1,698	541	247	3,919	1,230	68	399	101
1955	41	204	68	163	1,650	488	251	3,740	1,096	67	393	94
1954	44	213	63	159	1,615	447	247	3,611	1,000	69	387	87
1953	41	210	62	150	1,537	423	233	3,446	942	69	392	87
1952	39	198	60	151	1,523	398	227	3,404	875	68	367	85
1951	..	204	55	..	1,495	359	..	3,472	809	..	361	79
1950	39	179	44	138	1,396	318	223	3,176	723	76	361	73
1949	38	180	43	127	1,290	283	206	3,015	641	70	344	68
1948	39	181	43	129	1,286	271	212	3,008	596	70	343	63
1947	38	173	41	133	1,252	247	220	2,896	509	64	320	56
1946	38	176	37	136	1,185	202	220	2,839	435	62	290	50
1945	..	..	..	..	..	..	..	..	..	..	..	..
1944	..	..	24	..	..	156	..	..	335	..	..	37
1943	..	..	..	..	..	..	..	..	..	..	..	..
1942	..	..	21	..	..	135	..	..	314	..	..	31
1941	..	216	20	..	1,446	132	..	3,385	295	..	335	28
1940	..	..	..	..	..	..	..	..	..	..	..	..
1939	46	219	13	134	1,344	82	233	3,102	194	61	327	19
1938	46	216	13	135	1,416	83	235	3,114	186	62	323	18
1937	44	205	13	134	1,481	83	230	3,180	185	63	331	18
1936	46	211	11	138	1,628	80	227	3,277	182	66	355	17
1935	45	194	9	139	1,612	73	206	3,173	172	72	370	16
1934	42	195	8	142	1,680	73	213	3,223	162	70	364	15
1933	41	190	8	147	1,668	73	217	3,210	151	73	374	14
1932	41	181	9	163	1,764	86	230	3,287	164	77	393	16
1931	42	171	10	168	1,772	106	239	3,314	195	84	404	19
1930	..	165	12	..	1,698	120	..	3,269	223	..	433	23

**Series V53-88. Retail sales and number of chains and stores, chain stores, by province, 1930 to 1975 (concluded)**

(all series in numbers except 'Sales of all chain stores', in millions of dollars)

Year	Saskatchewan			Alberta			British Columbia <sup>2</sup>			Yukon Territory and Northwest Territories		
	Number of chains	Maximum number of stores	Sales of all chain stores	Number of chains	Maximum number of stores	Sales of all chain stores	Number of chains	Maximum number of stores	Sales of all chain stores	Number of chains	Maximum number of stores	Sales of all chain stores
	<b>77</b>	<b>78</b>	<b>79</b>	<b>80</b>	<b>81</b>	<b>82</b>	<b>83</b>	<b>84</b>	<b>85</b>	<b>86</b>	<b>87</b>	<b>88</b>
1975	..	..	588	..	..	1,319	..	..	..	..	..	..
1974	105	697	493	183	1,618	1,061	189	2,090	..	10	71	..
1973	103	654	389	172	1,449	860	179	1,963	..	9	62	..
1972	105	656	364	172	1,395	775	173	1,820	..	9	63	..
1971	97	628	304	154	1,212	633	166	1,817	1,054	..	..	..
1970	92	616	268	118	1,127	585	143	1,717	953	..	..	..
1969	84	581	253	113	974	523	131	1,558	815	..	..	..
1968	82	589	243	115	965	473	139	1,544	751	..	..	..
1967	84	587	232	114	923	436	145	1,517	678	..	..	..
1966	69	571	218	109	885	406	134	1,407	..	..	..	..
1965	60	456	167	90	721	350	111	1,157	524	..	..	..
1964	54	417	149	90	674	315	103	1,088	450	..	..	..
1963	57	414	134	90	647	284	104	1,043	393	..	..	..
1962	56	402	125	85	636	265	107	1,040	366	..	..	..
1961	56	386	117	85	613	244	111	1,009	337	..	..	..
1960	75	688	140	94	854	263	111	1,082	368	4	66	8
1959	76	699	137	93	812	246	105	1,030	342	4	63	8
1958	71	693	129	93	774	220	102	959	309	5	60	9
1957	67	682	119	88	714	198	99	943	289	4	56	8
1956	69	681	111	85	699	182	101	932	290	5	55	7
1955	66	685	102	79	678	161	98	910	238	4	54	6
1954	65	668	96	82	647	147	93	844	209	4	50	6
1953	66	657	95	75	626	144	87	808	200	4	50	5
1952	68	654	90	76	607	132	94	802	189	5	57	7
1951	..	670	83	..	605	121	..	821	183	..	59	8
1950	71	662	73	81	588	107	93	762	155	4	55	5
1949	64	655	72	72	543	97	84	745	152	4	59	5
1948	66	680	67	70	530	85	88	770	149	4	59	5
1947	64	663	63	72	539	73	90	769	131	4	54	5
1946	66	684	60	69	516	66	85	711	110	4	54	4
1945	..	..	..	..	..	..	..	..	..	..	..	..
1944	..	..	44	..	..	51	..	..	80	..	..	..
1943	..	..	..	..	..	..	..	..	..	..	..	..
1942	..	..	34	..	..	41	..	..	72	..	..	..
1941	..	883	33	..	577	36	..	767	64	..	62	..
1940	..	..	..	..	..	..	..	..	..	..	..	..
1939	83	979	26	82	572	29	73	692	47	..	..	..
1938	83	977	22	81	564	27	77	708	46	..	..	..
1937	82	983	23	79	565	26	77	696	46	4	72	1
1936	82	986	24	81	574	24	76	717	41	4	68	1
1935	88	1,009	23	87	594	20	76	704	37	5	75	1
1934	88	1,038	22	92	627	19	79	725	34	5	76	1
1933	90	1,046	21	93	637	17	81	740	32	4	74	1
1932	92	1,074	21	91	637	18	84	699	33	4	77	1
1931	100	1,176	24	98	662	20	91	704	41	5	84	2
1930	..	1,232	35	..	675	26	..	690	49	..	81	2

<sup>1</sup> The aggregate of chains (number) by province does not add to Canada total since many chains operate and are consequently counted in more than one province.

<sup>2</sup> Includes the Yukon Territory and the Northwest Territories from 1961 to 1971 inclusive.

Series V89-99. Retail sales, by province, 1923 to 1975

(millions of dollars)

Year	Total for Canada <sup>1</sup>	Newfoundland	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia <sup>2</sup>
	89	90	91	92	93	94	95	96	97	98	99
<i>From Retail Trade</i>											
1975	51,200	972	241	1,619	1,338	12,812	19,156	2,192	2,243	4,557	6,070
1974	44,569	843	208	1,445	1,141	11,201	16,564	1,989	1,904	3,734	5,540
1973	38,335	717	176	1,227	977	9,697	14,505	1,699	1,533	3,070	4,735
1972	34,107	638	156	1,102	892	8,612	13,058	1,496	1,363	2,728	4,062
1971	30,646	533	141	1,023	835	7,681	11,877	1,318	1,139	2,467	3,632
1970	28,034	493	132	930	740	7,074	10,885	1,227	1,018	2,274	3,260
1969	27,401	481	123	884	703	6,962	10,588	1,188	1,052	2,255	3,165
1968	25,711	464	122	862	687	6,565	9,885	1,118	1,082	2,067	2,859
1967	24,155	438	113	793	635	6,379	9,091	1,073	1,081	1,903	2,648
1966	22,686	406	108	753	595	5,882	8,625	1,006	1,047	1,758	2,507
1965	21,155	377	103	711	570	5,534	8,043	918	984	1,607	2,307
1964	19,493	342	95	664	515	5,120	7,366	873	924	1,508	2,086
1963	18,207	315	90	632	474	4,770	6,948	827	845	1,426	1,880
1962	17,137	297	83	602	447	4,486	6,526	801	776	1,368	1,751
1961	16,073	286	79	580	436	4,108	6,207	767	734	1,272	1,604
<i>Atlantic provinces<sup>1</sup></i>											
1960	17,390	..	1,421	..	4,213	6,751	907	919	1,424	1,755	
1959	17,087	..	1,356	..	4,114	6,615	870	933	1,405	1,793	
1958	16,139	..	1,287	..	3,854	6,271	801	902	1,318	1,705	
1957	15,423	..	1,233	..	3,710	5,943	763	846	1,245	1,683	
1956	14,774	..	1,209	..	3,463	5,734	732	807	1,188	1,640	
1955	13,473	..	1,125	..	3,109	5,296	694	745	1,057	1,447	
1954	12,317	..	1,024	..	2,868	4,762	655	756	980	1,274	
1953	12,189	..	1,004	..	2,793	4,666	684	812	990	1,241	
1952	11,567	..	971	..	2,658	4,409	653	746	941	1,190	
1951	10,653	160	54	394	286	2,437	4,116	609	654	848	1,095
1950	9,617	..	822	..	2,183	3,715	567	571	777	982	
1949	8,532	..	734	..	1,872	3,294	523	538	697	874	
1948	7,835	..	607	..	1,792	3,067	466	473	611	818	
1947	6,963	..	564	..	1,621	2,721	407	410	504	737	
1946	5,787	..	491	..	1,342	2,265	338	341	416	594	
1945	4,573	..	387	..	1,081	1,774	269	279	329	455	
1944	4,093	..	351	..	976	1,574	243	249	296	404	
1943	3,786	..	319	..	913	1,488	220	219	266	362	
1942	3,619	..	301	..	876	1,447	206	201	243	346	
1941	3,441	..	16	165	102	819	1,407	211	187	221	313
1940	2,935	..	235	..	683	1,191	182	174	198	273	
1939	2,578	..	196	..	602	1,039	166	154	180	242	
1938	2,530	..	188	..	598	1,026	164	136	177	240	
1937	2,593	..	199	..	605	1,068	165	136	165	255	
1936	2,289	..	170	..	518	941	150	138	147	225	
1935	2,105	..	157	..	473	875	139	124	137	200	
1934	1,984	..	147	..	454	833	131	115	125	179	
1933	1,773	..	129	..	419	735	121	103	109	157	
1932	1,908	..	140	..	462	783	131	112	115	165	
1931	2,305	..	172	..	558	945	153	133	134	210	
1930	2,756	..	14	100	84	651	1,100	189	189	177	252
<i>From A Decade of Retail Trade</i>											
1933	1,777	..	131	..	421	737	120	104	108	155	
1932	1,917	..	141	..	465	787	131	113	116	164	
1931	2,326	..	173	..	562	951	155	138	137	210	
1930	2,756	..	198	..	651	1,100	189	189	177	252	
1929	3,158	..	215	..	722	1,250	227	244	216	284	
1928	3,036	..	199	..	674	1,186	229	265	215	267	
1927	2,783	..	185	..	625	1,081	211	246	188	247	
1926	2,568	..	174	..	576	998	196	227	168	229	
1925	2,304	..	160	..	515	901	180	194	148	205	
1924	2,139	..	153	..	485	850	163	160	135	191	
1923	2,179	..	157	..	495	863	165	173	134	192	

<sup>1</sup> Includes Newfoundland beginning in 1949.

<sup>2</sup> Includes the Yukon Territory and the Northwest Territories.

Series V100-129. Retail trade, gross profit margins by kind of business, 1938 to 1960

(per cent of net sales)

Year	Retail food stores					Retail clothing stores				
	Grocery stores	Combination stores	Meat markets	Fruit and vegetable stores	Confec-tionery stores	Men's clothing stores		Women's clothing stores		
						Unincor-porated	Incor-porated	Unincor-porated	Incor-porated	
	100	101	102	103	104	105	106	107	108	
	Independent stores									
1960	15.35	15.36	20.25	19.67	19.91	28.8	31.5	29.9	32.5	
1959	—	—	—	—	—	—	—	—	—	
1958	15.07	15.07	19.07	19.00	19.15	28.6	30.9	28.8	31.9	
1956	14.76	15.40	19.61	19.39	18.98	28.2	30.8	28.3	31.8	
1954	14.38	15.09	18.90	18.42	17.57	27.0	29.8	27.4	31.2	
1952	13.88	14.50	17.78	17.74	18.93	26.4	29.2	26.8	29.8	
1950	14.4	14.9	16.1	17.5	18.2	26.8	29.8	26.8	29.0	
1948	14.0	14.6	16.6	17.5	19.1	25.9	28.6	25.8	28.5	
1946	14.3	15.1	17.2	16.1	18.9	26.9	30.5	27.1	29.2	
1945	14.1	14.9	16.9	16.0	20.7	27.5	31.5	27.7	30.5	
1944	14.2	15.2	17.1	16.4	19.5	27.2	—	27.9	—	
1941	15.2	16.9	—	—	—	27.7	—	27.5	—	
1938	16.0	17.4	22.4	—	—	28.7	—	29.7	—	
	Chain stores <sup>1</sup>									
1959	16.5	17.9	—	—	—	—	35.7	—	34.6	
1957	15.5	17.4	20.2	—	—	—	32.1	—	34.4	
1955	16.0	16.5	18.8	—	—	—	31.0	—	32.7	
1953	15.0	—	—	—	—	—	30.9	—	31.5	
1951	15.5	15.8	15.8	—	—	—	28.8	—	28.3	
1949	16.0	15.6	17.6	—	—	—	29.1	—	29.4	
1947	16.8	16.0	20.5	—	—	—	30.0	—	31.0	
Year	Retail clothing stores				Hardware, furniture, appliance stores					
	Family clothing stores		Family shoe stores		Hardware stores		Furniture stores		Appliance, radio and television stores	
	Unincor-porated	Incor-porated	Unincor-porated	Incor-porated	Unincor-porated	Incor-porated	Unincor-porated	Incor-porated	Unincor-porated	Incor-porated
	Independent stores									
1960	26.6	30.5	30.0	34.1	—	—	—	—	—	—
1959	—	—	—	—	27.0	27.9	27.2	26.3	29.7	25.3
1958	27.1	30.6	29.3	33.2	—	—	—	—	—	—
1956	26.5	30.3	29.4	33.5	25.8	26.9	26.1	28.0	25.6	25.5
1954	25.9	29.5	27.8	31.5	25.8	27.0	26.9	28.2	26.1	26.4
1952	24.5	29.7	27.2	30.1	25.9	27.3	27.8	—	26.4	—
1950	24.4	29.6	27.4	32.0	25.8	27.0	27.1	—	27.8	—
1948	23.4	28.8	26.6	32.1	24.7	26.2	26.7	—	27.4	—
1946	23.8	29.3	26.8	31.8	23.7	—	26.7	—	29.2	—
1945	24.8	29.1	27.3	31.9	24.6	—	28.0	—	36.4	—
1944	24.3	—	27.6	—	25.7	—	29.9	—	35.2	—
1941	—	—	26.3	—	25.7	—	—	—	—	—
1938	27.1	—	29.8	—	25.6	—	33.5	—	—	—
	Chain stores <sup>1</sup>									
1959	—	32.6	—	35.9	—	—	—	36.1	—	—
1957	—	33.0	—	34.0	—	—	—	36.7	—	—
1955	—	33.4	—	33.0	—	—	—	33.5	—	—
1953	—	31.0	—	31.6	—	—	—	31.8	—	—
1951	—	28.8	—	31.6	—	—	—	30.7	—	—
1949	—	30.2	—	30.8	—	—	—	35.1	—	—
1947	—	26.4	—	30.8	—	—	—	32.6	—	—

**Series V100-129. Retail trade, gross profit margins by kind of business, 1938 to 1960 (concluded)**

(per cent of net sales)

Year	Other retail outlets										
	Filling stations	Garages	General stores	Restaurants	Fuel dealers		Drug stores		Jewellery stores		Tobacco stores
					Unincorporated	Incorporated	Unincorporated	Incorporated	Unincorporated	Incorporated	
Independent stores											
1960	–	–	15.4	–	–	–	–	–	–	–	–
1959	22.3	33.2	–	40.3	22.4	23.7	31.6	33.0	42.0	41.1	–
1958	–	–	14.8	–	–	–	–	–	–	–	–
1956	20.8	33.6	14.8	40.8	21.1	22.1	30.3	32.8	40.8	44.2	18.7
1954	20.8	30.6	15.2	37.7	23.0	22.4	29.8	32.1	40.2	43.5	18.3
1952	20.1	29.9	14.9	38.9	20.4	22.0	29.1	34.1	39.5	41.8	16.5
1950	18.7	27.8	14.5	38.7	20.6	20.2	28.9	33.4	38.8	41.7	17.6
1948	19.0	26.2	15.1	37.1	20.4	19.9	28.4	33.1	39.1	40.8	16.5
1946	18.2	27.7	15.5	37.2	21.1	–	27.0	32.2	37.1	–	15.6
1945	17.9	27.9	15.4	36.8	20.1	–	27.2	33.9	38.6	39.8	15.9
1944	16.5	26.7	14.7	–	20.7	–	25.9	–	41.3	–	17.3
1941	17.2	–	16.0	35.8	21.2	–	27.4	–	38.9	–	–
1938	21.6	33.1	16.1	40.2	21.1	–	29.8	–	40.2	–	21.5
Chain stores <sup>1</sup>											
1959	–	–	–	–	–	–	–	33.9	–	–	–
1957	–	–	–	–	–	–	–	34.4	–	–	–
1955	–	–	–	–	–	–	–	34.9	–	–	–
1953	–	–	–	–	–	–	–	33.8	–	–	–
1951	–	–	–	–	–	–	–	33.7	–	–	–
1949	–	–	–	–	–	–	–	33.3	–	–	–
1947	–	–	–	–	–	–	–	34.2	–	–	–

<sup>1</sup> See text for gross profit margins of chain variety stores.



**Series V130-131. Retail sales, by commodity, 1968 and 1974**
*(millions of dollars)*

Commodity	1974	1968
	<b>130</b>	<b>131</b>
Total, all commodities	46,409.2	23,911.9
Food	10,101.7	5,540.9
Meat, fish and poultry	2,505.9	1,515.1
Fresh fruits and vegetables	1,082.0	577.3
Fresh bakery products	536.7	338.3
Dairy products and eggs	1,121.6	506.9
Canned goods	1,548.9	805.2
Frozen foods	748.3	930.5
Candy and confectionery	355.5	252.1
Tea, coffee and cocoa	307.9	182.5
Baby foods, all kinds	90.8	—
Dietetic foods, all kinds	42.1	—
All other grocery products	1,752.8	375.6
Beverages	444.0	245.8
Soft drinks	369.2	183.8
Brewed, fermented and distilled	70.6	—
Apparel and dry goods	5,792.8	3,593.8
Men's and boys' clothing and furnishings	1,699.9	999.6
Women's, misses' and children's clothing and furnishings	2,773.8	1,691.6
Footwear	717.6	539.2
Dry goods and notions	599.6	363.4
Automotive and allied products	14,306.5	6,863.7
Motor vehicles, parts, accessories and supplies	10,234.5	5,324.0
Recreational vehicles, accessories and supplies	222.0	—
Mobile homes and trailers, new and used	389.7	—
Automotive fuels and additives	3,460.3	1,539.7
Hardware, home furnishings and supplies	6,093.2	2,774.6
Household furniture	1,686.6	620.9
Home furnishings	1,011.8	583.4
Household appliances	941.2	501.0
Radios, record-players and television sets	801.2	343.0
Housewares, equipment and supplies	749.0	316.1 <sup>1</sup>
Hardware and building supplies	613.5	223.2
Paints, varnishes, glass and wallpaper	287.9	187.0
Drugs, drug sundries and health appliances	1,625.2	954.0
Drugs and drug sundries	924.7	650.9
Toilet articles, cosmetics and preparations, men's and women's	580.7	291.0
Health appliances	119.8	—
Sporting and recreational equipment and supplies	1,166.8	316.4
Sporting equipment and supplies	413.5	128.0 <sup>2</sup>
Recreational equipment and supplies	534.8	157.2
Other sporting and recreational equipment and supplies	218.4	31.2
Miscellaneous merchandise	6,879.1	3,622.7 <sup>3</sup>
Cameras and photographic equipment	420.6	122.0
Jewellery, silverware, clocks and watches	547.2	233.0
Luggage, brief-cases and leather goods	79.6	25.1
Paper products and related supplies	783.9	402.8
Tobacco products and supplies	1,079.3	518.0
Musical instruments, records and accessories	303.7	101.0
Antiques, all kinds	19.0	—
Handicrafts	47.2	—
Paintings, sculptures, carvings and artists' supplies	75.7	—
Stamps, coins, medals and related supplies and accessories	9.4	—
Toys, games and hobby supplies	380.8	187.1
Garden and farm equipment and supplies	521.8	29.4
Pets, pet foods, supplies and accessories	188.0	—
Wigs and hair-pieces	8.0	—
Office and store equipment and supplies	50.3	—
Professional and scientific instruments, equipment and supplies	8.0	—
Second-hand merchandise	31.7	—
Fuels and fuel oil	7.2	484.6
All other merchandise	177.4	—
Receipts from repairs and other services	2,140.2	897.0
Miscellaneous merchandise	—	—

<sup>1</sup> Electrical equipment and supplies added to Housewares, equipment and supplies.

<sup>2</sup> Arrived at by deducting "Recreational equipment and supplies" and "Other sporting goods and recreational equipment and supplies" from total "Sporting and recreational equipment and supplies".

<sup>3</sup> Arrived at by deducting the seven groups from grand total.

## Series V132-142. Number and sales of shopping centres, by province, 1956 to 1973

Year	Canada	Newfound- land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	132	133	134	135	136	137	138	139	140	141	142
Number of shopping centres											
1973	664	5	2	13	16	154	266	25	20	72	91
1972	599	3	1	9	10	143	247	23	19	64	80
1971	..	..	..	..	..	..	..	..	..	..	..
1970	541	2	1	8	8	127	228	20	19	59	69
1969	499	2	—	8	5	109	219	16	17	62	61
1968	480	2	—	8	4	102	217	15	17	55	60
1967	461	2	—	8	4	93	213	14	15	54	58
1966	420	1	—	8	4	85	188	14	15	52	53
1965	386	1	—	8	3	74	175	11	13	47	54
1964	369	1	—	8	2	68	170	11	12	46	51
1963	346	1	—	6	2	66	168	9	10	38	46
1962	305	1	—	5	2	57	147	7	10	32	44
1961	281	1	—	4	2	55	136	6	9	26	42
1960	231	1	—	3	2	43	113	4	5	26	34
1959	193	1	—	2	1	32	100	1	2	29	25
1958	125	—	—	2	—	19	71	—	2	18	13
1957	95	—	—	2	—	15	57	—	2	12	7
1956	64	—	—	1	—	10	41	—	—	7	5
Retail sales in shopping centres ( <i>millions of dollars</i> )											
1973	6,737	77		148	146	1,471	2,980	262	126	691	836
1972	5,467	46		100	96	1,172	2,489	211	143	573	636
1971	..	..	..	..	..	..	..	..	..	..	..
1970	3,866	168		..		832	1,772	156	87	401	450
1969	3,321	128		..		682	1,578	114	73	364	382
1968	2,873	106		..		574	1,399	94	65	304	332
1967	2,552	..	..	..	..	541	1,233	..	..	270	289
1966	2,100	..	..	..	..	..	..	..	..	..	..
1965	1,832	..	..	..	..	..	..	..	..	..	..
1964	1,560	..	..	..	..	303	799	72		158	173
1963	1,316	..	..	..	..	..	..	..	..	..	..
1962	1,150	..	..	..	..	..	..	..	..	..	..
1961	976	..	..	..	..	205	499	..	..	97	101
1960	782	..	..	..	..	..	..	..		..	..
1959	617	..	..	..	..	128	348	15		61	49
1958	461	..	..	..	..	..	..	..	..	..	..
1957	360	..	..	..	..	..	..	..	..	..	..
1956	234	..	..	..	..	45	154	..	..	..	..

**Series V143-146. Shopping centres in Canada, by type, 1956 to 1973**

Year	Total	Type A <sup>1</sup>	Type B <sup>2</sup>	Type C <sup>3</sup>	Year	Total	Type A <sup>1</sup>	Type B <sup>2</sup>	Type C <sup>3</sup>
	<b>143</b>	<b>144</b>	<b>145</b>	<b>146</b>		<b>143</b>	<b>144</b>	<b>145</b>	<b>146</b>
		Number of shopping centres				Retail sales in shopping centres ( <i>millions of dollars</i> )			
1973	664	417	146	101	1973	6,737	1,988	1,577	3,171
1972	599	390	125	84	1972	5,467	1,654	1,245	2,568
1971	..	..	..	..	1971	..	..	..	..
1970	541	371	107	63	1970	3,866	1,316	989	1,561
1969	499	343	107	49	1969	3,321	1,084	914	1,322
1968	480	335	99	46	1968	2,873	955	827	1,092
1967	461	323	95	43	1967	2,552	854	726	972
1966	420	301	84	35	1966	2,100	704	596	800
1965	386	281	73	32	1965	1,832	645	522	665
1964	369	270	70	29	1964	1,560	543	452	565
1963	346	250	72	24	1963	1,316	449	449	418
1962	305	212	67	26	1962	1,150	382	389	379
1961	281	191	67	23	1961	976	312	349	315
1960	231	158	54	19	1960	782	244	287	251
1959	193	142	36	15	1959	617	188	241	188
1958	125	84	32	9	1958	461	135	213	113
1957	95	62	27	6	1957	360	107	180	73
1956	64	37	21	6	1956	234	60	120	54

<sup>1</sup> 5 to 15 outlets.

<sup>2</sup> 16 to 30 outlets.

<sup>3</sup> Over 30 outlets.

**Series V147-162. Shopping centre sales, by kind of business, 1956 to 1973**

(millions of dollars)

Year	All stores	Grocery and combination stores	All other food stores	Department stores	General merchandise stores	Variety stores	Service stations and garages	Men's clothing stores	Women's clothing stores	Family clothing stores	Shoe stores	Hardware stores	Furniture, television, radio and appliance stores	Drug stores	Jewellery stores	All other stores
	147	148	149	150	151	152	153	154	155	156	157	158	159	160	161	162
1973	6,737	2,230	92	2,228	56	138	58	141	280	89	123	68	98	239	72	826
1972	5,467	1,793	76	1,844	54	121	52	110	243	69	108	68	69	204	52	605
1971 <sup>2</sup>	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
1970	3,866	1,309	53	1,213	36 <sup>1</sup>	113	40	78	160	48	76	56	54	153	33	444
1969	3,321	1,068	50	1,056	27 <sup>1</sup>	112	37	66	132	42	68	53	47	132	30	401
1968	2,873	954	45	867	27 <sup>1</sup>	110	33	56	113	37	60	51	43	117	27	333
1967	2,552	864	44	727 <sup>3</sup>	4 <sup>4</sup>	128	28	49	99	32	61	47	36	107	23	307
1966	2,100	778	33	554 <sup>3</sup>	4 <sup>4</sup>	111	20	43	71	38	46	40	29	88	18	231
1965	1,832	711	31	425	..	147	14	36	68	23	39	32	22	74	14	196
1964	1,560	635	95	345	..	87	11	29	59	18	34	27	22	65	11	120 <sup>5</sup>
1963	1,316	570	75	248	..	76	9	25	53	15	31	25	18	55	9	107
1962	1,150	513	63	213	..	70	7	21	47	11	27	25	15	47	8	82
1961	976	444	50	173	..	64	5	19	41	9	24	21	14	41	6	66
1960	782	369	41	127	..	50	4	15	32	7	20	18	11	34	5	49
1959	617	282	32	114	..	40	3	12	26	4	14	13	12	26	4	36
1958	461	214	23	84	..	30	3	9	20	3	10	11	7	19	3	26
1957	360	169	16	69	..	22	2	7	16	1	8	8	7	14	2	20
1956	234	105	5	56	..	14	1	5	11	1	6	6	4	9	1	10

<sup>1</sup> Includes both general merchandise store sales and sales through mail order catalogue sales offices. Excludes sales through mail order catalogue counters in department stores; these are included with department store sales data.

<sup>2</sup> 1971 data will not be available until final results of the 1971 Census of Merchandising and Services are tabulated.

<sup>3</sup> Includes sales through mail order catalogue sales offices in shopping centres.

<sup>4</sup> Included in "all other stores".

<sup>5</sup> Includes discount department stores.

**Series V163-177. Receipts of service trades in shopping centres, 1967 to 1973**

(thousands of dollars)

Year	All trades	Amusement and recreational group				Personal services group						Miscellaneous services <sup>1</sup>	Restaurant group		
		Movie theatres	Billiard parlours	Bowling alleys	Other amusement and recreation services	Barber shops	Beauty salons	Dry cleaning and laundries		Shoe repair shops	Other personal services		Restaurants	Take-out food shops	Other eating and drinking places
								Plant and pick-up offices	Self-service laundromats and laundrettes						
	<b>163</b>	<b>164</b>	<b>165</b>	<b>166</b>	<b>167</b>	<b>168</b>	<b>169</b>	<b>170</b>	<b>171</b>	<b>172</b>	<b>173</b>	<b>174</b>	<b>175</b>	<b>176</b>	<b>177</b>
1973	270,528	23,891	1,092	9,083	2,376	12,307	26,507	24,665	6,367	2,980	9,872	7,866	121,836	14,460	7,226
1972	226,468	13,019	1,466	8,011	2,120	10,405	23,310	21,729	4,881	3,378	6,590	3,586	107,704	10,252	10,018
1971	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
1970	162,927	10,199	1,091	5,810	1,539	8,743	18,963	19,176	4,149	2,085	3,522	1,564	75,063	5,600	5,422
1969	144,316	6,166	1,083	4,116	1,599	8,486	17,699	17,915	3,955	2,001	3,189	2,042	66,948	4,851	4,267
1968	126,264	5,007	972	3,654	1,502	7,298	15,981	16,747	3,743	1,905	2,651	4,288 <sup>2</sup>	55,573	3,274	3,668
1967	111,824	3,495	1,156	3,227	1,049	7,286	15,210	15,654	3,204	1,614	1,196	3,834 <sup>2</sup>	51,353	1,445	2,101

<sup>1</sup> Includes photographers, automobile and truck rentals, driving schools, etc.

<sup>2</sup> Includes business services (advertising, accounting), and repair services.

Series V178-190. Number and sales of vending machines, by province, 1958 to 1975

Year	Canada	Atlantic region	Newfoundland	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Prairie region	Manitoba	Saskatchewan	Alberta	British Columbia
	178	179	180	181	182	183	184	185	186	187	188	189	190
Number of machines													
1975	110,287	9,221	686	714	4,951	2,870	29,932	46,957	15,043	5,207	1,825	8,011	9,134
1974	106,278	9,510	..	..	..	..	29,162	45,773	13,637	..	..	..	8,196
1973	104,253	9,489	..	..	..	..	29,076	46,791	11,819	..	..	..	7,078
1972	106,758	..	..	..	..	..	..	..	..	..	..	..	..
1971	97,965	..	..	..	..	..	..	..	..	..	..	..	..
1970	103,751	..	..	..	..	..	..	..	..	..	..	..	..
1969	100,948	..	..	..	..	..	..	..	..	..	..	..	..
1968	95,867	..	..	..	..	..	..	..	..	..	..	..	..
1967	91,289	..	..	..	..	..	..	..	..	..	..	..	..
1966	84,154	..	..	..	..	..	..	..	..	..	..	..	..
1965	85,091	..	..	..	..	..	..	..	..	..	..	..	..
1964	75,392	..	..	..	..	..	..	..	..	..	..	..	..
1963	78,477	..	..	..	..	..	..	..	..	..	..	..	..
1962	73,397	..	..	..	..	..	..	..	..	..	..	..	..
1961	65,028	..	..	..	..	..	..	..	..	..	..	..	..
1960	47,770	..	..	..	..	..	..	..	..	..	..	..	..
1959	40,237	2,457	..	..	..	..	13,088	18,987	3,364	..	..	..	2,341
1958	34,464	1,540	..	..	..	..	12,263	15,935	2,562	..	..	..	2,164
Sales (thousands of dollars)													
1975	249,960	14,635	1,307	519	7,139	5,671	73,918	100,565	35,782	11,307	6,191	18,284	25,060
1974	227,445	13,908	1,128	458	6,812	5,510	67,854	91,730	30,614	9,754	4,328	16,532	23,340
1973	207,081	12,192	1,217	390	6,278	4,307	64,247	84,213	26,164	7,681	4,067	14,417	20,265
1972	178,909	10,896	1,208	262	5,217	4,209	54,929	72,645	22,275	6,299	4,081	11,895	18,165
1971	162,249	10,698	..	..	..	..	47,838	65,420	22,536	..	..	..	15,759
1970	156,822	9,494	..	..	..	..	51,659	62,146	19,620	..	..	..	13,904
1969	142,910	8,332	..	..	..	..	46,760	56,664	18,564	..	..	..	12,590
1968	127,059	8,028	..	..	..	..	43,416	48,176	16,615	..	..	..	10,823
1967	119,651	6,525	..	..	..	..	42,406	46,038	14,282	..	..	..	10,399
1966	107,540	5,332	..	..	..	..	37,006	43,435	11,712	..	..	..	10,054
1965	89,815	4,737	..	..	..	..	28,441	38,177	9,509	..	..	..	8,951
1964	78,562	3,795	..	..	..	..	26,119	33,069	7,922	..	..	..	7,657
1963	67,580	3,468	..	..	..	..	21,959	28,145	6,779	..	..	..	7,228
1962	57,799	3,099	..	..	..	..	18,704	24,210	5,461	..	..	..	6,326
1961	44,960	2,405	..	..	..	..	14,237	18,158	4,401	..	..	..	5,758
1960	38,711	1,514	..	..	..	..	11,929	16,900	3,582	..	..	..	4,786
1959	33,742	1,156	..	..	..	..	10,051	15,651	2,841	..	..	..	4,044
1958	26,331	769	..	..	..	..	7,481	13,266	1,930	..	..	..	2,885

**Series V191-214. Sales through vending machines, by commodity, 1958 to 1975**

(thousands of dollars)

Year	Total	Cigarettes	Beverage vending machines									Packaged milk and flavoured milk products	Other vending machines for beverages
			Coffee machines		Soft drink machines					Cup (pre-mix)			
			Instant/freeze dry	Fresh brew (single cups)	Bottled	Canned beverages (including juices)	Convertible can/bottle	Cup (post-mix)					
191	192	193	194	195	196	197	198	199	200	201			
1975	249,960	112,212	24,757	16,899	3,375	14,165	791	15,738	4,322	8,552	377		
1974	227,445	105,431	20,310	15,838	3,493	11,932	824	14,937	3,460	7,528	824		
1973	207,081	99,731	17,167	14,863	3,677	9,259	470	14,397	3,442	6,524	302		
1972	178,909	87,429		28,242		13,950			15,095	4,185	-		
1971	162,249	82,090		24,108		12,390			13,794	4,236	-		
1970	156,822	75,177		23,536		11,554			14,967	3,967	-		
1969	142,910	68,236		21,138		10,351			14,324	3,438	-		
1968	127,059	63,030		17,814		9,398			12,886	3,100	-		
1967	119,651	58,103		17,666		8,769			13,522	2,907	-		
1966	107,540	54,771		15,942		5,978			11,236	2,745	-		
1965	89,815	47,685		13,551		4,728			8,197	2,594	-		
1964	78,562	43,884		12,122		2,571			6,565	2,210	-		
1963	67,580	39,148		9,792		2,076			6,216	1,769	-		
1962	57,799	34,165		7,695		2,037			5,347	1,326	-		
1961	44,960	27,014		5,902		1,809			4,376	761	-		
1960	38,711	22,900		5,145		1,497			4,296	1,035	-		
1959	33,742	19,948		4,102		1,225			4,653	699	-		
1958	26,331	15,048		3,603		1,099			3,588	512	-		

  

Year	Vending machines for confections and foods										All other vending machines		
	Bulk confec-tionery	Packaged confec-tionery (excluding pastries)	Pastry only	Snack foods	Hot canned foods and soups	Ice cream	Fresh foods			Other vending machines for foods	Combi-nation food and non-food	Non-food (aspirins, combs, cosmetics, etc.)	All other (including amusement, laundry, etc.)
							Hot (casse-roles, hot dogs, etc.)	Cold (sand-wiches, salads, etc.)	Hot/cold combi-nation				
202	203	204	205	206	207	208	209	210	211	212	213	214	
1975	2,430	13,949	7,906	2,482	4,208	892	1,241	7,781	6,414	793	167	273	238
1974	2,004	12,345	7,172	1,665	4,077	840	1,684	6,742	5,563	154	352	183	86
1973	2,545	10,193	6,250	1,537	3,384	684	3,224	5,876	3,040	136	187	148	45
1972	1,608	8,129	7,453	-	2,779	433		9,311				295	
1971	1,576	7,022	6,784	-	2,290	401		7,290				268	
1970	1,537	7,302	6,637	-	2,159	326		9,322				339	
1969	1,552	5,874	7,259	-	1,827	290		8,472				149	
1968	1,483	4,942	6,040	-	1,440	330		6,358				238	
1967	1,244	4,694	6,080	-	1,373	502		4,545				246	
1966	1,256	4,423	4,550	-	1,335	228		4,914				163	
1965	1,256	3,499	3,006	-	1,010	242		3,888				161	
1964	1,644	3,295	2,218	-	883	190		2,890				90	
1963	1,471	2,763	1,611	-	735	258		1,715				25	
1962	1,331	2,105	1,824	-	606	121		1,217				25	
1961	1,175	1,419	1,017	-	455	120		713				199	
1960	955	1,242	697	-	400	<sup>1</sup>							
1959	1,015	913	597	-	340	<sup>1</sup>		376				167	
1958	869	806	401	-	233	<sup>1</sup>		199				50	
								149				22	

<sup>1</sup> Included in "Packaged milk and flavoured milk products".

**Series V215-218. Retail sales, by type of store, 1930 to 1975**

*(millions of dollars)*

Year	Total, all stores	Chain stores	Department stores	Independent stores	Year	Total, all stores	Chain stores	Department stores	Independent stores
	<b>215</b>	<b>216</b>	<b>217</b>	<b>218</b>		<b>215</b>	<b>216</b>	<b>217</b>	<b>218</b>
1975	51,200	15,966	5,786	29,448	1950	9,617	1,560	880	7,177
1974	44,569	13,732	5,055	25,782	1949	8,532	1,420	860	6,252
1973	38,335	11,342	4,316	22,677	1948	7,835	1,336	796	5,703
1972	34,107	10,077	3,714	20,316	1947	6,963	1,177	699	5,087
1971	30,646	8,550	3,184	18,912	1946	5,787	1,015	606	4,166
1970	28,034	7,747	2,852	17,435	1945	4,573	876	510	3,187
1969	27,401	7,021	2,737	17,644	1944	4,093	770	460	2,863
1968	25,711	6,384	2,445	16,881	1943	3,786	704	420	2,662
1967	24,155	6,019	2,158	15,978	1942	3,619	687	419	2,513
1966	22,686	5,516	1,974	15,197	1941	3,441	643	378	2,420
1965	21,155	4,836	2,010	14,309	1940	2,935	509	327	2,099
1964	19,493	4,291	1,892	13,310	1939	2,578	432	291	1,855
1963	18,207	3,906	1,730	12,571	1938	2,530	414	280	1,836
1962	17,137	3,654	1,629	11,854	1937	2,593	414	289	1,890
1961	16,073	3,495	1,551	11,027	1936	2,289	395	274	1,620
1960	17,390	3,468	1,495	12,427	1935	2,105	364	259	1,482
1959	17,087	3,280	1,456	12,351	1934	1,984	347	254	1,383
1958	16,139	3,073	1,375	11,691	1933	1,773	329	242	1,202
1957	15,423	2,842	1,306	11,275	1932	1,908	361	254	1,293
1956	14,774	2,647	1,262	10,865	1931	2,305	434	313	1,558
1955	13,473	2,354	1,166	9,953	1930	2,756	504	355	1,897
1954	12,317	2,147	1,072	9,098					
1953	12,189	2,048	1,034	9,107					
1952	11,567	1,925	994	8,648					
1951	10,653	1,776	910	7,967					



**Series V219-229. Retail sales, by type of store, by province, selected years, 1930 to 1971**

(millions of dollars)

Year	Canada	Newfound- land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	<b>219</b>	<b>220</b>	<b>221</b>	<b>222</b>	<b>223</b>	<b>224</b>	<b>225</b>	<b>226</b>	<b>227</b>	<b>228</b>	<b>229</b>
Total, all stores											
1971	30,646	533	141	1,023	835	7,681	11,877	1,318	1,139	2,467	3,632 <sup>1</sup>
1966	22,686	406	108	753	595	5,882	8,625	1,006	1,047	1,758	2,507 <sup>1</sup>
1961	16,073	286	79	580	436	4,108	6,207	767	734	1,272	1,604 <sup>1</sup>
1951	10,653	160	54	394	286	2,437	4,116	609	654	848	1,095 <sup>1</sup>
1941	3,441	–	16	165	102	819	1,407	211	187	221	310
1930	2,756	–	14	100	84	651	1,100	189	189	177	249
Chain stores											
1971	8,550	131	28	299	254	1,785	3,729	334	304	633	1,054
1966	5,516	86	21 <sup>2</sup>	239 <sup>2</sup>	168	1,149	2,407	211	218	406	994 <sup>2</sup>
1961	3,495	38	9	126	105	765	1,636	121	117	243	337
1951	1,776	11	4	64	55	359	809	79	83	121	191
1941	643	–	1	32	20	132	295	28	33	36	64
1930	504	–	1	13	12	120	223	23	35	26	49
Department stores											
1971	3,184	43	11	71	59	579	1,250	215	73	368	515
1966	1,974	22	–	–	26	377	745	155	53	212	–
1961	1,551	34	8	45	29	275	527	137	71	169	255
1951	910	17	5	30	19	165	309	93	51	86	135
1941	378	–	–	29	–	59	152	–	95	–	44
1930	355	–	–	24	–	55	140	–	97	–	38
Independent stores											
1971	18,912	359	102	653	522	5,318	6,899	769	762	1,466	2,063
1966	15,197	297	86	514	401	4,356	5,473	640	776	1,140	1,513
1961	11,027	214	62	410	302	3,068	4,044	509	547	860	1,012
1951	7,967	132	45	300	211	1,913	2,998	438	520	642	769
1941	2,797 <sup>2</sup>	–	15 <sup>2</sup>	133 <sup>2</sup>	82 <sup>2</sup>	628	960	183 <sup>2</sup>	154 <sup>2</sup>	185 <sup>2</sup>	202
1930	2,252 <sup>2</sup>	–	13 <sup>2</sup>	87 <sup>2</sup>	72 <sup>2</sup>	476	737	166 <sup>2</sup>	154 <sup>2</sup>	151 <sup>2</sup>	162

<sup>1</sup> Includes the Yukon Territory and the Northwest Territories.

<sup>2</sup> Includes department stores.

**Series V230-248. Sales of retail chain stores, by kind of business, selected years, 1930 to 1971**

(millions of dollars)

Year	Total, all stores	Grocery and combina- tion stores	All other food stores	Depart- ment stores	General merchan- dise stores	General stores	Variety stores	Motor vehicle dealers	Service stations and garages	Men's clothing stores	Women's clothing stores	Family clothing stores	Shoe stores	Hardware stores	Furniture, TV and appliance stores	Drug stores	Jewellery stores	Fuel dealers	All other stores
	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248
1971	11,734	3,868	48	3,184	740	104	479	77	171	70	222	115	168	74	164	139	90	83	1,939
1966	7,490	2,401	48	1,974	482	90	429	67	64	47	115	74	113	55	142	87	65	76	1,161
1961	5,046	1,711	41	1,551	..	25	313	35	9	28	97	56	82	29	102	56	38	41	832
1951	1,776	610	15	–	22	38	165	23	4	26	42	42	38	17	80	31	31	5	586
1941	643	173	..	–	..	7	74	..	14	10	13	14	16	..	34	19	..	..	269
1930	504	123	..	–	..	4	41	..	16	10	..	..	8	..	..	14	..	..	288
Percentage distribution of retail chain store sales																			
1971	100.0	33.0	0.4	27.1	6.3	0.9	4.1	0.7	1.5	0.6	1.9	1.0	1.4	0.6	1.4	1.2	0.8	0.7	16.5
1966	100.0	32.1	0.6	26.4	6.4	1.2	5.7	0.9	0.9	0.6	1.5	1.0	1.5	0.7	1.9	1.2	0.9	1.0	15.5
1961	100.0	33.9	0.8	30.7	–	0.5	6.2	0.7	0.2	0.6	1.9	1.1	1.6	0.6	2.0	1.1	0.8	0.8	16.5
1951	100.0	34.3	0.8	–	1.2	2.1	9.3	1.3	0.2	1.5	2.4	2.4	2.1	1.0	4.5	1.7	1.7	0.3	33.0
1941	100.0	26.9	–	–	–	1.1	11.5	–	2.2	1.6	2.0	2.2	2.5	–	5.3	3.0	–	–	41.8
1930	100.0	24.4	–	–	–	0.8	8.1	–	3.2	2.0	–	–	1.6	–	–	2.8	–	–	57.1

**Series V249-267. Sales of independent retail stores, by kind of business, selected years, 1930 to 1971**

(millions of dollars)

Year	Total, all stores	Grocery and combina- tion stores	All other food stores	Depart- ment stores	General merchan- dise stores	General stores	Variety stores	Motor vehicle dealers	Service stations and garages	Men's clothing stores	Women's clothing stores	Family clothing stores	Shoe stores	Hardware stores	Furniture, TV and appliance stores	Drug stores	Jewellery stores	Fuel dealers	All other stores
	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267
1971	18,912	3,392	607	–	199	513	92	4,847	2,524	405	400	309	178	335	778	768	146	440	2,979
1966	15,196	2,951	506	–	163	468	65	4,271	1,810	310	320	264	139	301	598	563	127	399	1,941
1961	11,027	1,993	553	–	..	582	61	2,564	1,484	219	218	195	113	271	470	411	107	306	1,481
1951	8,877	1,289	475	910	147	482	31	1,862	470	176	150	151	73	210	276	217	74	227	1,658
1941	2,798	394	..	378	..	208	11	..	191	70	58	60	28	..	76	82	..	..	1,242
1930	2,252	282	..	355	..	204	3	..	98	62	..	..	28	..	..	63	..	..	1,157
Percentage distribution of independent retail stores sales																			
1971	100.0	17.9	3.2	–	1.1	2.7	0.5	25.6	13.3	2.1	2.1	1.6	0.9	1.8	4.1	4.1	0.8	2.3	15.8
1966	100.0	19.4	3.3	–	1.1	3.1	0.4	28.1	11.9	2.0	2.1	1.7	0.9	2.0	3.9	3.7	0.8	2.6	12.8
1961	100.0	18.1	5.0	–	–	5.3	0.6	23.3	13.5	2.0	2.0	1.8	1.0	2.5	4.3	3.7	1.0	2.8	13.4
1951	100.0	14.5	5.4	10.3	1.7	5.4	0.3	21.0	5.3	2.0	1.7	1.7	0.8	2.4	3.1	2.4	0.8	2.6	18.7
1941	100.0	14.1	–	13.5	–	7.4	0.4	–	6.8	2.5	2.1	2.1	1.0	–	2.7	2.9	–	–	44.4
1930	100.0	12.5	–	15.8	–	9.1	0.1	–	4.4	2.8	–	–	1.2	–	–	2.8	–	–	51.4

**Series V268-290. Direct selling, by commodity, 1969 to 1975**

(thousands of dollars)

Year	All commod-ities	Meat, fish and poultry	Frozen food plans	Dairy products	Bakery products	All other foods and beverages <sup>1</sup>	Canvas, awnings, sails, tents, etc.	Clothing	Fur goods	Furniture re-upholstery and repairs	Books	News-papers
	<b>268</b>	<b>269</b>	<b>270</b>	<b>271</b>	<b>272</b>	<b>273</b>	<b>274</b>	<b>275</b>	<b>276</b>	<b>277</b>	<b>278</b>	<b>279</b>
1975	1,333,576	16,754	27,220	221,847	47,044	43,685	8,305	12,123	11,713	56,953	90,909	176,830
1974	1,227,047	15,658	30,701	203,716	46,763	42,584	6,967	11,362	9,818	47,733	82,889	164,800
1973	1,043,575	14,263	29,352	187,757	45,533	35,712	6,032	9,878	8,262	42,204	72,022	146,237
1972	934,660	12,571	23,568	184,075	42,082	34,362	5,549	9,244	7,067	35,980	63,287	136,670
1971	849,470	11,612	18,062	185,000	42,897	33,148	6,437	12,981	7,046	32,535	53,975	130,000
1970	817,873	10,672	19,282	184,000	42,471	34,308	5,314	13,284	6,115	31,000	51,197	120,005
1969	809,449	9,356	22,838	183,000	46,983	34,086	5,053	13,628	5,200	32,000	54,295	110,257

  

Year	Magazines	Aluminum windows, doors, screens and awnings	Dinnerware, kitchenware and utensils	Sailboats and pleasure crafts	Household electrical appliances	Pharma-ceuticals and medicines	Brushes, brooms and mops and household soaps and cleaners	Cosmetics and costume jewellery	Phonograph records and tapes	Greenhouse flowers and nursery seeds	Miscel-laneous
	<b>280</b>	<b>281</b>	<b>282</b>	<b>283</b>	<b>284</b>	<b>285</b>	<b>286</b>	<b>287</b>	<b>288</b>	<b>289</b>	<b>290</b>
1975	22,452	27,220	67,981	15,718	120,929	2,809	38,510	124,925	18,845	50,937	129,867
1974	20,839	24,109	49,806	12,568	103,519	2,882	31,331	123,758	26,352	38,216	130,676
1973	20,135	21,354	38,731	12,528	84,750	3,455	26,099	102,972	23,190	36,027	77,082
1972	18,227	18,386	31,625	9,186	63,053	5,172	27,352	91,386	26,421	25,461	63,936
1971	16,348	16,944	25,535	8,799	46,582	4,897	23,471	77,744	14,260	19,688	61,509
1970	14,013	15,656	26,863	8,397	38,154	5,964	22,270	77,266	14,180	16,643	60,819
1969	12,030	17,910	24,657	8,388	39,341	5,250	20,679	71,995	12,617	19,060	60,826

<sup>1</sup> Includes sales of meals and alcoholic beverages on airlines and railways.

<sup>2</sup> Includes leather goods, textiles, stamps, coins and personal stationery and sales of merchandise to credit-card holders of gasoline oil companies, etc.

**Series V291-313. Direct selling, by commodity, by province, 1971**  
(thousands of dollars)

	All commodities	Meat, fish and poultry	Frozen food plans	Dairy products <sup>1</sup>	Bakery products <sup>1</sup>	All other foods and beverages <sup>1</sup>	Canvas, awnings, sails, tents, etc.	Clothing	Fur goods	Furniture re-upholstery and repairs	Books	News-papers <sup>1</sup>
	291	292	293	294	295	296	297	298	299	300	301	302
Canada	849,470	11,612	18,062	185,000	42,897	33,148	6,437	12,981	7,046	32,535	53,975	130,000
Newfoundland	6,967	–	–	925	515	30	–	–	–	60	227	910
Prince Edward Island	3,547	137	–	1,480	43	41	–	–	–	–	167	520
Nova Scotia	21,931	368	–	4,625	1,287	173	171	221	–	327	2,151	3,250
New Brunswick	18,603	94	–	3,145	1,373	1,414	8	183	–	231	1,510	2,180
Quebec	253,122	3,602	3,639	72,890	14,714	12,794	2,395	4,791	4,058	9,301	10,314	28,079
Ontario	346,583	2,190	12,081	65,305	16,258	15,689	2,326	5,519	2,645	11,889	21,152	64,420
Manitoba	35,532	1,437	49	6,105	1,544	1,428	370	513	222	1,325	2,979	6,890
Saskatchewan	24,752	874	–	5,180	1,115	316	146	181	–	387	2,082	3,561
Alberta	60,129	1,652	2,293	12,210	2,488	374	686	624	–	2,558	5,595	8,229
British Columbia	78,300	1,259	–	13,135	3,561	889	334	950	121	6,456	7,798	11,960
	Magazines	Aluminum windows, doors, screens and awnings	Dinner-ware, kitchen-ware and utensils	Sailboats and pleasure crafts	Household electrical appliances	Pharmaceuticals and medicines	Brushes, brooms, mops and household soaps and cleaners	Cosmetics and costume jewellery	Phonograph records and tapes	Greenhouse flowers and nursery seeds <sup>1</sup>	Miscellaneous	
	303	304	305	306	307	308	309	310	311	312	313	
Canada	16,348	16,944	25,535	8,799	46,582	4,897	23,471	77,744	14,260	19,688	61,509	
Newfoundland	159	–	226	–	742	–	117	2,149	88	452	367	
Prince Edward Island	226	–	52	–	199	–	64	411	41	19	147	
Nova Scotia	346	521	774	490	1,214	136	316	3,062	381	291	1,827	
New Brunswick	563	314	523	144	1,103	118	692	2,359	316	166	2,167	
Quebec	3,236	5,752	8,275	912	15,691	2,356	7,292	23,277	1,283	3,188	15,283	
Ontario	7,391	7,307	7,560	4,202	15,282	986	8,591	28,407	9,600	11,098	26,685	
Manitoba	755	283	1,556	199	1,698	782	1,593	2,782	395	316	2,311	
Saskatchewan	515	1,212	895	–	1,649	201	1,397	2,619	210	122	2,090	
Alberta	1,333	135	3,097	238	4,273	192	1,414	5,903	748	2,202	3,885	
British Columbia	1,823	1,419	2,576	2,613	4,730	125	1,996	6,776	1,198	1,834	6,747	

<sup>1</sup> Provincial data pro-rated, so their sum will equal a revised Canada total.

**Series V314-319. Retail trade, by legal form of organization, selected years, 1930 to 1966***(millions of dollars)*

Year	Total	Individual proprietorship	Partnerships	Corporations	Co-operative associations	Other forms
	<b>314</b>	<b>315</b>	<b>316</b>	<b>317</b>	<b>318</b>	<b>319</b>
1966	22,686	5,703	1,198	14,738	251	796
1961	16,073	4,964	995	9,391	168	556
1951	10,653	4,081	1,292	4,805	134	341
1941	3,441	1,590	319	1,401	20	112
1930	2,756	1,142	271	1,324	16	2

Series V320-331. Summary statistics, census of retail trade, by province, selected years, 1930 to 1971

Year	Canada	Newfound- land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia	Yukon Territory and Northwest Territories
	320	321	322	323	324	325	326	327	328	329	330	331
Total number of locations												
1971	156,518	4,467	841	6,056	4,823	48,204	53,229	6,209	6,797	10,364	15,264	264
1966	153,620	4,779	906	6,388	5,123	46,980	51,119	6,497	7,464	10,182	13,948	234
1961	152,620	4,747	867	6,523	5,215	45,273	52,157	6,575	7,591	9,902	13,558	212
1951	151,626	4,090	972	7,176	5,430	43,572	50,119	7,432	9,585	9,943	13,151	156
1941	137,331	—	863	6,790	4,988	39,712	47,055	7,219	10,088	9,222	11,253	141
1930	125,003	—	851	6,464	4,434	34,286	43,045	6,859	10,841	8,592	9,501	130
Total sales (millions of dollars)												
1971	31,405	583	142	1,080	823	7,945	12,115	1,297	1,158	2,590	3,597	77
1966	22,686	406	108	753	595	5,882	8,625	1,007	1,047	1,758	2,463	44
1961	16,073	286	79	580	436	4,108	6,207	767	735	1,272	1,575	29
1951	10,653	160	54	394	286	2,437	4,116	609	654	848	1,083	12
1941	3,441	—	16	165	102	819	1,407	211	187	221	310	4
1930	2,756	—	14	100	84	651	1,100	189	189	177	249	3
Number of working proprietors												
1971	116,459	3,710	684	4,473	3,648	39,292	39,971	4,557	4,809	6,202	8,982	131
1966	122,456	4,076	789	4,902	4,164	40,377	40,595	5,189	5,729	7,151	9,381	103
1961	130,414	4,270	778	5,384	4,500	40,661	44,339	5,761	6,553	7,932	10,124	112
1951	150,089	4,135	997	6,685	5,076	42,690	50,103	7,687	9,925	10,319	12,372	100
1941	131,823	—	859	6,250	4,629	38,574	44,891	7,058	9,644	9,186	10,658	74
1930	125,169	—	949	6,601	4,509	34,091	43,623	6,910	10,166	8,469	9,798	53
Number of paid employees												
1971	624,688	11,847	3,076	21,752	16,565	153,906	243,859	26,771	22,879	51,418	71,285	1,330
1966	668,965	12,245	3,129	24,273	17,893	161,370	262,357	32,950	27,129	52,520	74,019	1,080
1961	587,378	10,609	2,697	22,402	15,551	143,188	233,563	29,815	24,087	45,815	58,918	733
1951	454,794	7,070	2,196	17,844	12,916	108,734	181,563	27,798	20,782	30,501	45,067	323
1941	392,608	—	1,733	17,295	11,062	96,749	165,842	25,456	19,252	21,399	33,569	251
1930	275,459	—	1,309	9,426	7,636	70,710	111,113	19,762	15,625	15,021	24,463	394

Series V332-350. Estimated annual sales of wholesalers proper, by kind of business, 1951 to 1975

(millions of dollars)

Year	Total, all trades	Fresh fruits and vegetables	Groceries and food specialties	Meat and dairy products	Clothing and furnishings	Footwear	Other textile and clothing accessories	Coal and coke	Drugs and drug sundries	Newsprint paper and paper products
	332	333	334	335	336	337	338	339	340	341
1975	45,377	795	6,693	1,091	416	93	832	84	983	729
1974	43,210	751	5,804	1,083	396	96	851	70	893	694
1973	34,081	653	4,800	1,061	358	83	705	43	755	519
1972	28,167	607	4,223	872	334	75	656	49	701	448
1971	24,896	559	3,830	757	308	78	588	65	654	421
1970	23,048	519	3,717	781	305	81	518	69	612	409
1969	22,475	517	3,526	717	284	97	491	92	522	426
1968	20,597	496	3,309	585	249	83	440	95	473	394
1967	19,422	439	3,123	643	231	73	430	105	437	366
1966	18,922	418	2,888	589	219	70	417	107	396	366
1965	17,005	395	2,619	502	207	62	394	116	351	324
1964	15,124	373	2,350	414	192	54	359	108	320	309
1963	13,336	335	2,143	340	178	49	309	96	291	264
1962	12,169	311	1,933	279	171	45	276	79	278	227
1961 <sup>1</sup>	11,049 <sup>†</sup>	281	1,736	232	190	40	246	70	266	198
1960	9,527	284	1,661	232	182	39	242	90	245	289
1959	9,415	276	1,554	230	178	38	263	99	236	274
1958	8,466	260	1,393	226	174	34	243	113	215	251
1957	8,161	235	1,270	194	159	31	224	139	198	260
1956	8,053	236	1,163	181	148	32	219	152	185	260
1955	7,057	229	1,083	166	135	31	200	134	171	237
1954	6,244	219	1,014	171	117	28	186	138	157	221
1953	6,299	207	1,000	158	112	29	188	157	151	210
1952	6,039	213	952	147	101	30	187	185	141	203
1951	5,784 <sup>†</sup>	183	923	173	85	28	180	227	133	213
Year	Tobacco, confectionery, soft drinks	Auto parts and accessories	Commercial, institutional and service equipment and supplies	Other construction materials and supplies, including lumber	Farm machinery	Hardware	Household electrical appliances	Industrial and trans- portation equipment and supplies	All other kinds of businesses	
	342	343	344	345	346	347	348	349	350	
1975	1,556	2,809	995	5,368	2,006	956	993	4,497	14,481	
1974	1,343	2,529	941	5,358	1,607	904	897	3,889	15,104	
1973	1,182	2,060	789	4,720	1,259	755	802	3,169	10,368	
1972	1,081	1,721	666	3,731	958	677	673	2,596	8,099	
1971	1,000	1,519	593	3,115	793	638	600	2,223	7,155	
1970	940	1,355	565	2,597	633	617	532	2,022	6,776	
1969	863	1,190	628	2,867	901	577	532	2,141	6,104	
1968	791	1,047	546	2,572	848	553	460	1,788	5,868	
1967	734	917	495	2,304	952	543	414	1,787	5,429	
1966	668	829	414	2,258	921	526	379	1,775	5,682	
1965	610	734	338	2,005	787	487	323	1,555	5,196	
1964	562	656	296	1,845	671	479	267	1,299	4,570	
1963	542	605	255	1,638	532	442	252	1,049	4,016	
1962	526	544	222	1,499	435	442	258	922	3,722	
1961 <sup>1</sup>	502	470	197	1,368	390	437	253	826	3,347	
1960	746	466	186	885	83	399	232	806	2,461	
1959	728	452	171	971	94	381	225	830	2,415	
1958	683	401	144	831	76	364	204	752	2,104	
1957	639	373	134	784	62	362	193	833	2,071	
1956	588	363	128	803	74	358	190	833	2,141	
1955	536	322	109	739	62	317	186	632	1,769	
1954	508	284	97	605	54	286	164	503	1,493	
1953	498	285	90	576	72	283	147	549	1,587	
1952	500	271	80	523	73	266	130	536	1,501	
1951	458	247	73	515	66	267	93	437	1,483	

<sup>1</sup> As of 1961, estimates are based on establishments instead of locations.



Series V351-360. Index numbers of sales of wholesalers proper, by selected kind of business, 1930 to 1975

Year	All kinds of business	Groceries and food specialties	Fresh fruits and vegetables	Tobacco, confectionery, soft drinks	Clothing and furnishings	Dry goods <sup>1</sup>	Footwear	Auto parts and accessories	Hardware	Drugs and drug sundries
	351	352	353	354	355	356	357	358	359	360
<i>Census and monthly survey (1954=100)</i>										
1975	726.7	660.3	362.6	306.1	355.5	445.8	328.3	990.0	334.1	625.3
1974	692.0	572.6	342.6	264.2	338.6	456.5	339.2	891.5	315.8	567.8
1973	545.8	473.5	297.8	232.7	306.2	378.2	294.3	726.3	263.7	480.1
1972	451.1	416.6	276.8	212.7	285.7	352.0	266.4	606.7	236.7	445.7
1971	398.7	377.8	254.8	196.7	262.9	315.5	274.2	535.4	223.0	415.8
1970	369.1	366.7	236.8	185.1	260.4	277.9	287.3	477.7	215.7	389.4
1969	359.9	347.9	235.8	169.8	242.7	263.2	341.0	419.6	201.6	331.8
1968	329.8	326.5	226.3	155.6	212.8	235.7	291.5	369.2	193.3	301.0
1967	311.0	308.1	200.3	144.5	197.0	230.5	258.7	323.1	189.7	278.2
1966	303.0	284.9	190.6	131.5	187.4	223.3	245.6	292.2	183.9	252.0
1965	272.3	258.4	180.3	120.0	176.8	211.2	217.7	258.6	170.1	223.1
1964	242.2	231.9	170.3	110.5	164.3	192.7	191.2	231.3	167.4	203.7
1963	213.6	211.4	152.8	106.6	152.0	165.5	174.2	213.1	154.3	185.0
1962	194.9	190.7	141.8	103.5	146.3	147.9	160.1	191.8	154.6	177.0
1961	176.9	171.2	128.3	98.8	162.6	132.0	140.6	165.5	152.7	169.0
1960	152.6	163.8	129.6	146.9	155.5	129.5	137.5	164.1	139.5	155.5
1959	150.8	153.7	125.8	143.3	152.2	141.0	133.9	159.1	133.1	150.2
1958	135.6	137.4	118.7	134.4	148.5	130.1	120.8	141.2	127.0	136.7
1957	130.7	125.3	107.0	125.8	135.7	120.2	111.0	131.3	126.3	126.1
1956	129.0	114.7	107.4	115.6	126.6	117.2	112.7	127.8	124.9	117.9
1955	113.0	106.9	104.3	105.5	115.7	107.3	110.2	113.4	110.7	108.8
1954	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<i>Annual averages of monthly indexes<sup>2</sup> (1935-39=100)</i>										
1953	362.2	318.9	305.3	419.9	260.2	238.0	335.6	592.4	452.3	381.5
1952	362.5	314.7	329.1	428.9	263.0	243.3	438.9	567.2	446.9	371.4
1951	338.9	305.1	292.6	412.3	252.6	249.4	328.5	510.9	455.6	348.8
1950	306.6	274.6	272.8	395.2	247.2	246.1	283.2	429.1	396.4	312.4
1949	291.3	257.0	263.0	372.8	248.2	240.4	281.9	397.6	374.9	305.5
1948	283.2	254.0	237.2	354.8	265.1	264.7	286.8	379.9	359.7	281.8
1947	272.0	244.2	274.7	317.1	255.4	244.5	300.8	369.8	325.0	254.6
1946	244.0	208.9	291.2	296.9	229.3	197.5	279.4	334.0	277.4	245.2
1945	205.4	180.2	262.4	258.1	186.3	161.9	224.0	242.8	212.0	222.1
1944	186.0	169.3	222.0	230.1	183.1	165.9	188.8	197.2	183.8	201.9
1943	168.3	150.3	206.1	207.3	177.5	150.9	173.1	158.1	173.1	184.2
1942	156.2	146.5	158.5	172.4	170.9	160.2	161.0	147.6	170.0	165.7
1941	142.0	134.7	131.2	150.6	142.8	141.8	141.6	157.8	165.2	145.2
1940	120.7	116.2	116.2	130.6	121.1	116.5	124.2	135.3	131.9	122.7
1939	109.1	108.6	107.7	113.4	106.1	105.8	111.5	112.8	110.6	111.0
1938	101.6	101.1	103.4	106.4	95.9	96.1	93.7	106.5	103.4	104.1
1937	105.3	104.1	105.2	102.5	106.3	107.9	107.4	101.7	109.6	104.2
1936	95.6	96.3	96.0	91.0	97.7	97.4	97.0	94.5	93.9	93.5
1935	88.5	90.0	87.7	76.7	94.0	92.8	90.4	84.5	82.5	87.3
<i>Annual survey<sup>2</sup> (1930=100)</i>										
1937	98.7	105.2	92.7	102.8	91.9	82.6	—	99.2	100.3	105.7
1936	86.2	97.3	84.0	90.3	85.3	74.8	—	88.7	85.0	95.2
1935	78.9	90.8	76.2	84.1	80.5	71.6	—	78.7	74.7	88.7
1934	74.7	87.8	72.9	77.3	75.8	70.3	—	73.1	70.1	83.4
1933	65.7	82.4	63.7	70.1	68.3	61.2	—	62.8	57.7	79.1
1932	68.7	79.4	70.1	76.5	72.4	63.0	—	64.9	59.4	85.2
1931	81.6	87.7	83.5	89.1	83.5	77.7	—	83.9	76.5	96.3
1930	100.0	100.0	100.0	100.0	100.0	100.0	—	100.0	100.0	100.0

<sup>1</sup> For the years 1954 to 1975, "Dry goods" should read "Other textile and clothing accessories".<sup>2</sup> See the notes for differences in content of the annual survey and the annual averages based on monthly series.

**Series V361-373. Wholesale sales, by kind of business and type of operation, selected years, 1930 to 1966**

(millions of dollars)

Year	Groceries and food spe- cialties	Other food and tobacco	Farm products <sup>1</sup>	Chemicals, drugs and allied products	Dry goods and apparel	Furniture and house fur- nishings	Auto- motive	Electrical goods	Lumber and building materials <sup>2</sup>	Paper and paper products	Hardware	Machinery equipment and supplies	Metal and metalwork
	<b>361</b>	<b>362</b>	<b>363</b>	<b>364</b>	<b>365</b>	<b>366</b>	<b>367</b>	<b>368</b>	<b>369</b>	<b>370</b>	<b>371</b>	<b>372</b>	<b>373</b>
All wholesalers 1961													
Establishment <sup>3</sup>	1,886	1,983	4,243	431	815	248	862	624	1,408	377	461	1,804	573
Location <sup>3</sup>	1,856	1,958	4,242	428	813	249	860	621	1,394	375	465	1,797	586
Wholesalers proper													
1966	2,684	1,879	1,851	633	665	394	1,175	717	1,856	366	512	3,287	757
1961	1,555	1,296	1,226	403	455	204	716	426	1,161	200	423	1,501	356
1951	883	854	136	163	282	93	349	185	317	213	261	606	217
1941	347	405	150	94	126	28	69	44	118	140	111	208	111
1930	221	254	27	35	102	14	27	23	52	22	66	59	14
Manufacturers' sales branches													
1966	312	254	x	70	48	—	402	235	194	399	3	230	159
1961	120	169	88	10	25	—	110	141	195	156	5	215	23
1951	307	274	x	259	274	30	316	408	303	327	16	465	581
1941	116	100	—	98	161	12	50	134	33	50	5	78	177
1930	97	25	x	36	56	11	75	112	34	25	6	57	51
Agents and brokers													
1966	353	318	x	29	445	—	69	80	151	351	47	95	292
1961	211	246	1,507	18	335	—	36	57	52	21	33	88	194
1951	145	138	1,345	15	192	23	14	32	77	95	20	37	161
1941	102	83	364	20	117	—	4	8	29	5	12	43	38
1930	76	45	181	20	73	4	5	8	18	29	6	25	32
Assemblers of primary products													
1966	—	331	2,239	—	—	—	—	—	—	—	—	—	—
1961	—	271	1,423	—	—	—	—	—	—	—	—	—	—
1951	—	302	1,160	—	—	—	—	—	—	—	—	—	—
1941	x	74	368	—	—	—	—	—	—	—	—	—	—
1930	2	41	328	—	—	—	—	—	—	—	—	—	—

<sup>1</sup> Raw materials.

<sup>2</sup> Other than metal.

<sup>3</sup> Includes co-operative marketing associations and other dealers of primary products and petroleum bulk tank plants and truck distributors which are not shown separately in the table.



**Series V388-397. Wholesale trade, gross profit margins by kind of business, biennially, 1947 to 1957**

*(per cent of net sales)*

Year	Grocery	Fruits and vegetables	Tobacco and confectionery	Dry goods	Piece goods	Footwear	Automotive parts and accessories	Hardware	Plumbing and heating	Drugs
	<b>388</b>	<b>389</b>	<b>390</b>	<b>391</b>	<b>392</b>	<b>393</b>	<b>394</b>	<b>395</b>	<b>396</b>	<b>397</b>
1957	6.84	12.14	6.73	16.04	17.21	13.60	25.36	20.25	16.97	11.79
1955	7.20	11.50	7.33	16.43	16.44	16.40 <sup>1</sup>	25.41	19.17	16.37	12.73
1953	7.66	11.79	7.63	16.01	16.10	13.51	24.91	19.45	16.99	12.36
1951	7.96	11.27	7.55	16.96	15.19	14.07	25.29	20.49	17.78	13.43
1949	7.73	10.57	7.14	15.73	15.93	12.78	25.18	19.26	19.07	12.48
1947	8.07	9.13	6.85	16.64	18.40	12.64	24.48	20.14	20.45	12.77

<sup>1</sup> This figure, for 25 businesses, seems high: the figure given in the 1955 report for 19 identical businesses in 1953 and 1955 is 13.32 per cent.

Series V398-409. Summary statistics, census of wholesale trade, by province, selected years, 1930 to 1966

Year	Canada	Newfound- land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia	Yukon Territory and Northwest Territories
	398	399	400	401	402	403	404	405	406	407	408	409
Total number of locations												
1966	30,900	1,995				8,336	10,394	6,724			3,451 <sup>1</sup>	–
1961	30,855	447	208	894	709	7,094	10,105	2,166	2,646	3,332	3,222	32
1951	26,167	281	157	740	568	5,165	6,512	2,370	4,526	3,695	2,137	16
1941	24,758	–	100	681	507	5,075	6,244	2,206	4,897	3,336	1,712 <sup>1</sup>	–
1930	13,140	–	61	420	388	2,932	3,938	1,307	1,659	1,306	1,129	–
Total sales (millions of dollars)												
1966	31,172	1,592				7,792	10,066	8,137			3,584 <sup>1</sup>	–
1961	19,453	240	67	420	304	4,475	6,126	3,499	803	1,451	2,058	11
1951	14,401	129	33	308	252	4,034	4,384	2,027	799	1,099	1,334	3
1941	5,291	–	13	153	88	1,727	1,745	580	284	323	379 <sup>1</sup>	–
1930	3,325	–	14	72	73	905	1,014	669	137	190	253	–
Number of working proprietors												
1966	13,059	781				3,236	4,690	3,433			919 <sup>1</sup>	–
1961	15,165	190	128	377	303	3,565	5,160	1,186	1,535	1,632	1,071	18
1951	11,989	159	130	329	253	3,173	3,817	941	988	1,152	1,031	16
1941	13,656	–	78	359	281	3,668	4,276	1,151	1,597	1,280	966 <sup>1</sup>	–
1930	2,735	–		161		1,004	994	334			242	–
Number of paid employees												
1966	316,373	22,007				87,066	116,372	57,123			33,805 <sup>1</sup>	–
1961	240,033	3,876	1,298	7,444	5,249	60,698	90,346	16,161	10,547	19,876	24,414	124
1951	178,658	3,263	566	5,683	4,659	46,190	59,751	15,099	10,471	14,907	18,031	38
1941	117,471	–	441	4,013	3,084	32,634	40,450	9,566	8,141	8,147	10,995 <sup>1</sup>	–
1930	90,564	–	313	2,522	2,825	26,171	31,155	9,362	5,441	5,756	7,019	–

<sup>1</sup> Includes the Yukon Territory and the Northwest Territories.

Series V410-413. Power laundries, cleaning and dyeing plants, selected operating statistics, 1917 to 1974

Year <sup>1</sup>	Power laundries		Cleaning and dyeing plants		Year <sup>1</sup>	Power laundries		Cleaning and dyeing plants	
	Number of plants	Receipts	Number of plants	Receipts		Number of plants	Receipts	Number of plants	Receipts
	410	411	412	413		410	411	412	413
1974	348	151,032	2,295	170,768	1945	217	25,463	385	18,618
1973	339	132,682	2,193	149,744	1944	227	24,559	399	16,887
1972	336	113,951	2,114	144,038	1943	225	23,436	362	15,218
1971	..	..	..	..	1942	238	22,396	365	14,353
1970	359	107,773	2,197	152,323	1941	237	19,817	363	12,678
1969	..	111,310	..	164,669	1940	230	16,719	300	10,057
1968	378	108,715	2,176	161,914	1939	234	14,268	268	8,659
1967	362	105,256	2,150	159,728	1938	232	13,735	230	7,994
1966	363	99,421	2,107	153,890	1937	225	13,164	193	7,179
1965	352	89,690	1,896	136,857	1936	229	12,024	191	6,305
1964	362	85,249	1,826	122,750	1935	237	10,983	179	5,328
1963	367	79,295	1,796	112,711	1934	236	10,589	175	5,014
1962	367	75,840	1,756	106,656	1933	239	10,374	172	4,866
1961	375	72,286	1,769	104,630	1932	243	12,297	166	5,006
1960	329	69,251	1,514	94,214	1931	250	14,380	157	6,145
1959	330	68,096	1,483	92,212	1930	242	16,284	126	6,412
1958	322	65,350	1,417	87,195	1929	230	16,353	127	6,689
1957	320	63,106	1,381	84,282	1928	233	14,590	124	5,924
1956	308	58,874	1,338	78,527	1927	223	13,088	115	4,340
1955	306	54,200	1,205	70,734	Power laundries, cleaning and dyeing plants <sup>2</sup>				
1954	299	50,513	1,107	67,223	1926	350	17,642	-	-
1953	310	49,121	1,029	64,029	1925	343	15,578	-	-
1952	307	46,853	991	58,478	1924	518	15,577	-	-
1951	317	44,053	981	52,798	1923	605	15,552	-	-
1950	323	40,587	919	46,250	1922	620	14,650	-	-
1949 <sup>1</sup>	332	38,660	905	42,574	1921	535	13,879	-	-
1948	294	35,361	787	36,621	1920	379	14,168	-	-
1947	244	30,459	530	28,584	1919	366	11,841	-	-
1946	238	27,427	452	23,721	1918	341	8,969	-	-
					1917	333	8,319	-	-

<sup>1</sup> Includes Newfoundland beginning in 1949.

<sup>2</sup> Data for 1917 to 1926 include dyeing and finishing of textiles (see the note to series V196-199).

**Series V414-416. Selected statistics of hotels, 1930, 1941 and 1949 to 1973**

Year <sup>1</sup>	Number of hotels	Number of rooms	Bed capacity	Year <sup>1</sup>	Number of hotels	Number of rooms	Bed capacity
	<b>414</b>	<b>415</b>	<b>416</b>		<b>414</b>	<b>415</b>	<b>416</b>
1973	4,984	179,294	249,260	1960	5,294	155,538	288,007
1972	5,139	173,277	236,618	1959	5,269	154,725	282,686
1971	..	..	..	1958	5,088	151,362	274,483
				1957	5,151	151,517	278,513
1970	5,028	168,707	231,551	1956 <sup>2</sup>	5,067	149,625	271,182
1969	4,922	163,913	231,306				
1968	4,769	158,124	218,788	1955 <sup>3</sup>	5,081	147,812	266,846
1967	4,621	154,679	213,742	1954	5,208	148,890	264,912
1966	4,685	153,074	214,476	1953	5,209	149,653	261,455
				1952	5,157	149,615	263,357
1965	4,846	154,959	220,876	1951	5,092	146,441	257,657
1964	4,976	155,657	301,763				
1963	4,787	150,687	288,793	1950 <sup>3</sup>	5,169	146,353	237,735
1962	4,983	152,467	288,306	1949	5,425	150,098	–
1961	5,128	154,674	288,901	1941 <sup>4</sup>	5,646	128,980 <sup>5</sup>	–
				1930 <sup>4</sup>	4,953	129,462	–

<sup>1</sup> Newfoundland is included beginning in 1949.

<sup>2</sup> In 1956 two changes in tabulating the data were made: occupancy rates became rates for hotels with 11 or more rooms rather than for all hotels which was the practice for 1955 and earlier years; principal operating expenses as a percentage of total receipts became based on a panel of hotels with 11 to 99 rooms rather than on all hotels as in 1955 and earlier years.

<sup>3</sup> In both 1950 and 1955 some establishments formerly included were dropped either because it had become evident they had less than six rooms or were of the tourist home type.

<sup>4</sup> The decennial census data for 1941 and 1931 include public houses in Ontario which are not included for 1949 to 1960. There were 422 public houses, with 5,414 rooms in Ontario in 1949 with total receipts of \$30.8 million of which \$26.6 million was from beer, wine and liquor sales.

<sup>5</sup> In addition to the 128,980 rooms, it was stated there was accommodation in cabins, etc., for 13,937 persons. This ancillary accommodation is included in other years, though the number of rooms would be less than the number of persons that can be accommodated.

**Series V417-419. Selected statistics of advertising agencies in Canada, 1941 and 1946 to 1974**

*(values in thousands of dollars)*

Year <sup>1</sup>	Number of firms	Total amount of billings	Gross revenue on total billings	Year <sup>1</sup>	Number of firms	Total amount of billings	Gross revenue on total billings
	<b>417</b>	<b>418</b>	<b>419</b>		<b>417</b>	<b>418</b>	<b>419</b>
1974	220	175,800	115,421	1960	131	272,740	45,150
1973	211	586,162	103,667	1959	122	254,146	41,127
1972	189	535,066	92,064	1958	123	237,654	38,073
1971	..	..	..	1957	113	226,084	35,758
				1956	110	204,581	32,204
1970	194	470,352	82,896	1955	104	177,240	27,690
1969	163	456,143	78,874	1954	91	156,163	24,579
1968	171	426,145	72,476	1953	88	144,339	22,592
1967	176	429,595	72,835	1952	88	121,667	19,060
1966	165	402,176	66,915	1951	83	108,414	17,015
1965	159	362,559	60,995	1950	75	96,221	15,013
1964	149	318,140	53,592	1949	74	86,742	13,526
1963	143	302,852	50,465	1948	75	73,762	11,553
1962	143	298,585	59,348	1947	67	64,595	10,092
1961	134	282,561	46,090	1946	57	52,169	8,458
				1941	49	29,224	4,824

<sup>1</sup> The source does not indicate when Newfoundland was first included; presumably it was in 1949.



**Series V420-423. Selected statistics of motion picture and drive-in theatres, 1930 to 1974**

*(values in thousands of dollars)*

Year	Motion picture theatres		Drive-in theatres		Year	Motion picture theatres		Drive-in theatres	
	Number of establishments	Receipts from admissions	Number of establishments	Receipts from admissions		Number of establishments	Receipts from admissions	Number of establishments	Receipts from admissions
	<b>420</b>	<b>421</b>	<b>422</b>	<b>423</b>		<b>420</b>	<b>421</b>	<b>422</b>	<b>423</b>
1974	1,116	149,720	307	22,963	1950	1,801	82,708	62	2,291
1973	1,135	129,876	299	20,726	1949 <sup>1</sup>	1,731	77,419	30	1,394
1972	1,128	122,493	284	17,881	1948	1,604	68,694	15	659
1971	..	..	..	..	1947	1,693	62,865	7	274
					1946	1,477	59,889	–	–
1970	1,156	111,692	279	17,047					
1969	1,157	102,363	271	15,658	1945	1,323	55,431	–	–
1968	1,148	99,041	261	14,656	1944	1,298	53,173	–	–
1967	1,156	90,804	253	12,759	1943	1,265	51,485	–	–
1966	1,149	83,005	245	11,362	1942	1,247	45,720	–	–
					1941	1,240	40,796	–	–
1965	1,171	75,372	247	9,790					
1964	1,209	69,325	242	9,023	1940	1,229	37,474	–	–
1963	1,245	63,817	241	7,825	1939	1,183	33,696	–	–
1962	1,278	60,941	240	6,807	1938	1,130	33,346	–	–
1961	1,341	62,229	238	6,653	1937	1,044	32,163	–	–
					1936	956	29,440	–	–
1960	1,427	65,505	232	6,790					
1959	1,515	68,370	234	7,144	1935	859	27,012	–	–
1958	1,622	75,139	232	6,254	1934	796	25,281	–	–
1957	1,716	76,486	229	5,725	1933	762	24,906	–	–
1956	1,849	80,666	237	5,394	1932	–	28,585	–	–
					1931	–	33,706	–	–
1955	1,950	86,374	242	5,755					
1954	1,938	97,012	230	6,317	1930	907	38,130	–	–
1953	1,906	100,889	174	5,863					
1952	1,843	98,851	104	4,409					
1951	1,808	90,986	82	3,348					

<sup>1</sup> Includes Newfoundland beginning in 1949.

Series V424-436. Receipts of selected kinds of service establishments, 1961 to 1975  
(millions of dollars)

Year	Canada	Newfound-land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Yukon Territory	Northwest Territories
	424	425	426	427	428	429	430	431	432	433	434	435	436
Total restaurant receipts													
1975	1,980.5	18.5	4.8	41.0	36.5	635.4	722.2	100.4	58.5	159.2	204.0	..	..
1974	1,771.5	16.9	4.0	37.9	32.5	574.6	648.9	87.1	52.3	135.0	182.3	..	..
1973	1,561.4	15.5	3.6	37.1	30.9	536.6	554.2	71.2	43.7	114.8	153.8	..	..
1972	1,386.6	13.1	3.2	34.0	28.0	481.1	483.2	63.4	38.5	107.8	134.4	..	..
1971	1,286.2	12.0	3.2	31.3	25.8	439.4	446.7	59.1	36.2	105.3	127.4	..	..
1970	1,218.9	10.8	3.2	30.2	24.4	411.6	423.2	57.3	35.3	102.9	120.1	..	..
1969	1,199.4	11.2	3.2	29.1	24.1	405.4	409.3	56.5	38.4	100.2	122.0	..	..
1968	1,166.1	10.5	3.4	28.3	22.6	395.2	405.9	53.6	42.0	92.9	111.6	..	..
1967	1,139.0	11.7	3.2	27.4	21.5	403.5	393.7	51.5	41.9	85.0	99.6	..	..
1966	1,078.4	11.7	3.2	25.5	20.8	364.6	380.3	49.7	42.2	77.8	102.6	..	..
1965	999.2	10.7	2.9	24.4	19.6	341.7	351.5	47.2	40.3	69.9	90.9	..	..
1964	933.5	9.4	2.9	22.4	18.2	317.8	333.6	45.9	39.7	65.1	78.6	..	..
1963	892.3	7.9	2.6	20.9	15.8	297.4	317.8	44.8	39.9	67.7	77.4	..	..
1962	853.0	7.0	2.6	19.9	15.4	284.5	302.9	43.1	38.1	64.5	74.9	..	..
1961	796.4	5.9	2.4	19.1	14.4	259.1	284.8	41.1	34.7	61.5	73.4	..	..
Total receipts from motels													
1974	271.0	5.7	3.3	12.1	14.8	48.7	87.0	7.6	10.7	25.8	52.0	2.1	1.2
1973	235.2	4.3	3.9	11.9	13.6	42.9	75.7	6.9	8.7	21.1	43.4	1.8	1.0
1972	220.9	2.8	3.1	10.4	10.7	42.8	74.5	6.5	8.2	19.4	39.9	2.0	0.7
1971	..	..	..	..	..	..	..	..	..	..	..	..	..
1970	165.8	..	1.4	7.4	6.2	32.0	59.7	4.9	5.6	14.2	30.8	1.4	..
1969	141.9	2.5	0.9	4.5	5.6	25.4	53.8	3.9	5.4	11.6	27.0	1.2	0.1
Power laundries, dry cleaning and dyeing plants													
1974	321.8	3.6	7.3	5.0	78.9	139.0	15.8	7.6	25.2	39.5 <sup>1</sup>	..	..	..
1973	282.4	2.8	6.8	4.6	69.9	122.9	13.9	6.4	21.4	33.8 <sup>1</sup>	..	..	..
1972	258.0	2.6	6.6	4.4	60.9	115.4	10.9	6.3	20.1	30.7 <sup>1</sup>	..	..	..
1971	..	..	..	..	..	..	..	..	..	..	..	..	..
1970	260.1	2.8	6.5	4.4	61.8	115.1	11.3	6.5	21.2	30.5 <sup>1</sup>	..	..	..
1969	276.0	..	..	..	..	..	..	..	..	..	..	..	..
1968	270.6	3.0	6.6	5.0	67.1	115.3	11.3	7.4	22.1	32.7 <sup>1</sup>	..	..	..
1967	265.0	2.9	5.9	4.7	68.3	111.9	11.7	7.0	20.9	31.7 <sup>1</sup>	..	..	..
1966	253.3	2.8	6.0	4.6	64.9	105.9	11.6	7.3	19.6	30.7 <sup>1</sup>	..	..	..
1965	226.5	2.6	5.5	4.0	56.0	96.3	11.6	6.5	18.1	26.0 <sup>1</sup>	..	..	..
1964	208.0	2.4	5.3	3.8	52.5	87.8	10.9	6.0	16.3	22.9 <sup>1</sup>	..	..	..
1963	192.0	2.4	5.1	3.5	48.9	80.1	10.6	5.3	15.1	21.0 <sup>1</sup>	..	..	..
1962	182.5	2.2	4.8	3.3	46.6	75.0	9.6	5.4	14.8	20.8 <sup>1</sup>	..	..	..
1961	176.9	2.1	5.0	3.3	43.5	73.1	9.5	5.4	14.4	20.6 <sup>1</sup>	..	..	..
Receipts of funeral directors													
1972	119.5	1.2	0.6	4.6	3.3	32.8	51.9	5.1	4.8	6.8	8.3	..	..
1968	97.1	0.8	0.5	3.5	2.6	27.1	42.2	4.3	4.0	5.1	7.0	..	..
1966	85.9	0.6	..	3.2	2.1	25.4	35.6	3.7	3.5	5.0	6.3	..	..
1964	74.0	0.5	0.4	2.6	1.8	20.5	31.5	3.5	3.2	4.1	5.9	..	..
Receipts of hotels													
1974	1,852.7	23.6	5.2	34.2	21.5	407.7	554.6	128.0	95.0	240.7	319.4	10.8	12.0
1973	1,566.2	20.4	3.5	25.3	17.6	357.6	472.6	108.8	85.6	197.6	258.8	8.4	10.1
1972	1,376.7	18.6	2.1	20.6	14.4	326.2	417.4	100.1	78.5	170.3	212.9	7.2	8.4
1971	..	..	..	..	..	..	..	..	..	..	..	..	..
1970	1,128.4	13.1	1.9	16.4	10.4	265.0	350.2	84.6	63.9	135.9	174.8	6.9	5.4
1969	1,044.3	11.2	1.7	14.0	9.3	254.0	324.4	76.7	62.2	119.2	162.5	5.1	4.1
1968	956.2	9.7	1.0	12.7	7.7	243.3	291.5	73.1	61.4	106.9	141.2	4.9	2.7
1967	888.2	8.7	0.9	11.1	7.2	238.5	267.0	66.4	58.3	94.1	129.7	3.8	2.4
1966	790.5	7.0	0.8	10.7	6.7	199.4	244.2	58.5	54.5	86.3	116.8	3.6	2.1
1965	740.0	6.8	0.8	9.8	6.3	187.1	229.7	55.3	51.9	79.2	113.1	..	..
1964	686.8	6.4	1.0	8.6	5.6	177.7	209.8	54.0	49.2	71.2	103.3	..	..
1963	622.6	6.0	0.8	7.4	5.2	153.6	192.0	50.2	46.6	67.2	93.7	..	..
1962	587.7	5.5	0.7	7.3	4.5	146.6	181.4	45.6	44.5	66.4	85.1	..	..
1961	567.8	4.3	0.8	7.0	4.2	144.8	176.6	45.4	43.6	61.7	79.3	..	..
Motion picture theatres—receipts from admissions (excluding taxes)													
1974	149.7	1.6	0.7	4.1	2.9	37.8	56.1	6.2	5.0	14.6	20.0	0.6	..
1973	129.9	1.3	0.3	3.8	2.3	35.0	48.5	5.1	3.9	12.8	16.3	0.6	..
1972	122.5	1.4	0.3	3.7	2.2	32.6	46.0	5.1	3.8	12.4	14.3	0.6	0.6
1971	..	..	..	..	..	..	..	..	..	..	..	..	..
1970	111.7	1.2	0.3	3.4	1.7	31.1	43.1	4.5	3.7	9.8	12.5	0.5	0.5
1969	102.4	0.9	0.3	3.0	1.8	26.6	40.8	4.2	3.7	8.8	11.8	0.5	0.5
1968	99.0	1.0	0.3	2.8	1.7	26.2	39.8	3.7	3.8	8.0	11.2	0.4	0.4
1967	90.8	0.9	0.2	2.6	1.7	23.9	36.8	3.6	3.2	6.8	10.7	0.4	0.4
1966	83.0	0.8	0.2	2.2	1.4	23.0	33.9	3.3	2.8	6.1	9.3	..	..
1965	75.4	0.8	0.2	2.1	1.3	20.8	31.2	2.8	2.6	5.5	8.1	..	..
1964	69.3	0.7	0.2	1.9	1.3	19.0	28.4	2.8	2.5	5.0	7.7	..	..
1963	63.8	0.7	0.2	1.7	1.2	18.1	26.0	2.6	2.1	4.5	6.8	..	..
1962	60.9	0.7	0.2	1.8	1.1	17.1	23.9	2.1	2.2	4.5	6.4	..	..
1961	62.2	0.7	0.2	1.7	1.2	16.9	24.9	3.8	2.5	4.9	6.5	..	..
Computer services, total operating revenue													
1974	211.0	..	3.4	..	..	32.7	126.0	10.4	..	23.1	15.4	..	..

<sup>1</sup> Includes the Yukon Territory and the Northwest Territories.

Series V437-448. Summary statistics, census of service trades, by province, selected years, 1930 to 1971

Year	Canada	Newfound- land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia	Yukon Territory and Northwest Territories
	437	438	439	440	441	442	443	444	445	446	447	448
Total number of locations												
1971	117,861	1,445	798	3,450	2,903	33,633	43,883	4,724	4,872	8,533	13,331	289
1966	93,791	1,167	362	2,678	2,236	27,232	34,518	4,058	4,366	6,751	10,222	201
1961	84,765	834	360	2,538	2,066	23,803	32,014	3,853	4,263	5,921	8,957	156
1951	58,748	650	367	2,050	1,600	16,501	20,540	3,117	3,771	4,227	5,848	77
1941	49,271	—	325	1,860	1,484	13,807	17,612	2,977	3,704	3,341	4,147	14
1930	42,223	—	335	1,504	1,393	10,916	15,566	2,493	3,658	2,881	3,458	19
Receipts (millions of dollars)												
1971	8,901	105	22	199	143	2,336	3,635	380	251	748	1,055	27
1966	4,587	47	10	92	77	1,253	1,839	217	165	351	523	13
1961	2,980	31	6	64	43	821	1,176	154	124	238	314	8
1951	1,086	7	3	23	19	280	415	67	57	94	119	3
1941	255	—	1	9	6	65	110	15	10	13	25 <sup>1</sup>	—
1930	250 <sup>1</sup>	—	1	6	4	64	109	16	10	13	25	—
Number of working proprietors												
1971	104,690	1,146	735	2,779	2,397	30,985	40,625	4,115	4,333	6,659	10,691	225
1966	82,261	952	334	2,215	1,815	24,708	31,144	3,450	3,957	5,480	8,038	168
1961	78,880	764	353	2,313	1,879	22,636	30,372	3,477	4,065	5,182	7,698	141
1951	58,704	643	389	1,993	1,545	16,929	20,433	3,189	3,758	4,091	5,662	72
1941	50,224	—	327	1,869	1,519	14,074	18,058	2,999	3,740	3,438	4,187	13
1930	44,622	—	350	1,565	1,422	11,278	16,687	2,652	3,891	3,040	3,717	20
Number of paid employees												
1971	545,734	6,418	2,004	14,110	10,253	144,348	216,308	24,002	15,109	46,148	65,514	1,520
1966	398,232	4,290	959	9,630	7,557	105,726	157,591	19,733	13,535	32,099	46,365	747
1961	308,465	2,629	758	7,803	4,777	81,963	125,263	16,380	11,141	23,952	33,265	534
1951	143,800 <sup>2</sup>	1,099	559	4,151	2,896	37,369	56,782	8,669	6,432	10,580	15,065	198
1941	62,781	—	273	2,353	1,261	16,425	27,226	4,308	2,111	2,961	5,849	14
1930	55,257	—	146	1,426	1,058	15,663	22,467	3,976	1,936	2,799	5,752	34

<sup>1</sup> Includes the Yukon Territory and the Northwest Territories.

<sup>2</sup> Minimum number of employees.