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Minister of Trade and Commerce.

**CANADA**

**DOMINION BUREAU OF STATISTICS**

**CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS**

**CONSUMER MARKET DATA**



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Minister of Trade and Commerce

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

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CONSUMER MARKET DATA

INTRODUCTION

Recent years have witnessed an increasing demand for information to serve as a basis for estimating the relative values of different sections of the country as markets for various commodities or services. It is a commonplace that marketing effort should be distributed geographically in accordance with the purchasing power of the markets concerned. Any estimate of the capacity of a market to absorb a commodity must be founded on a number of factors such as the character and buying habits of the population, their source and size of income, accessibility, competition to be met and other indicators of the market in question.

To meet these demands for information a large body of statistical data exists. Population statistics are of long standing. Figures covering industrial production date back to 1870. Statistics of distribution are of more recent origin, the first complete census of all merchandising establishments having been taken as part of the Decennial Census of 1931 and covered the business transacted in the preceding year. The object of this handbook is to bring together under one cover some of the salient facts of population, production and distribution, broken down into small geographical units convenient for the market investigator. References are made to the original reports in which the figures were originally published and in which further details may be found.

ARRANGEMENT AND USE OF DATA

The information presented has been arranged by provinces. Within each province figures are given for counties or Census divisions in the western provinces and wherever possible for centres of 2,000 population or over within each county or Census division. The size of locality for which separate figures are available is not uniform for all series and the detail presented in the handbook has, of necessity, been governed by this factor. Nor has it been possible to have figures for all series relate to the same period. The population statistics relate to 1931. Wholesale and retail trade figures on a detailed regional basis are available only for 1930 as a result of the Census of Merchandising which was taken for that year. Statistics of industrial production are collected annually. Figures for this series shown herein relate to the year 1936, the latest available when the compilation of the handbook was commenced. Other series relate to the year 1937.

A great deal of data exist which relate to markets for a wide variety of commodities. The first step was to select those items which promise to be of the greatest value. In this connection the Bureau has been influenced by the procedure in a similar work of the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce. Because the problems and source material of the United States and Canada are in many ways similar and in the belief that it will add to the convenience of American and Canadian students, an effort has been made in the present handbook to parallel the American publication and provide similar information wherever possible. Unfortunately some important types of data have had to be omitted either because they were not available by geographic divisions or not at all. The items of information in the following pages fall into five groups:

1. Population and Dwellings—The first group of factors shows the number of persons, the proportion of Canadian born, British born and foreign born, the number of households and the number of dwellings in each geographical unit. These data should indicate with some accuracy the number of purchasing units within the community being studied.

2. Business and Industry—While population statistics are usually the starting point of any market investigation, they must be qualified by many factors. The second group of items, therefore, supplements the first group with statistics of business and industry in each geographical unit. The object is to "describe" the community economically. The number of retail stores and their sales are given as well as the number of wholesale establishments and volume of wholesale sales. Both retail and wholesale statistics have been taken from the 1930 Census. The number of manufacturing plants and value of their production as ascertained for 1936 are also shown together with the number of farms and gross value of farm production for 1930. These factors serve to indicate the character of the various communities, showing whether they are predominantly agricultural, industrial or commercial.

3. Employment and Payroll—Under this heading information taken from the 1931 Census is given on the number and wages of employees engaged in retailing and wholesaling. Similar information regarding employees engaged in manufacturing is shown for 1936. No figures are available showing the income of farmers, professional men or those engaged in the various services.

4. Retail Distribution by Groups, 1930—This group of factors shows the importance of the different types of retail outlets in each community. The total number of retail stores and volume of sales are shown by kind-of-business groups, indicating where the community spends its retail dollar.

5. Related Indicators of Consumer Purchasing Power—The final group of statistics completes the economic picture of the community. It consists of five factors which are regarded as indicative of the community's purchasing power and for which figures are available. These should be studied in connection with the foregoing statistics. Passenger cars registered, new passenger car sales, domestic electric meters and homes with radios are given for 1937 and are shown in terms of every 100 households for each geographical unit whenever available. Farm values for 1931 are also shown.

In the tabulation of retail sales there is a tendency to overestimate the purchasing power of the urban dweller compared with that of people living in rural communities. There is no information showing the proportion of business done in city stores by urban and rural dwellers. This, however, should not seriously affect the value of the tables. The actual sales potential of the market is shown. Whether that market value is due to purchases made by residents or out-of-town visitors may

be regarded as of secondary interest to the student of marketing. Nevertheless this factor will be misleading in any calculation of per capita consumption of goods for restricted areas.

6. Annual Statistics, Retail Trade—Complete statistics on retail trade are available only for the one year 1930 as a result of the Census of Merchandising and Service Establishments taken in connection with the Population Census of 1931. Annual surveys of retail trade for which returns are secured from a sample number of firms serve to indicate the trend in dollar sales during recent years. These trends, when applied to the total sales for 1930 as obtained from the complete Census, provide the most accurate information available regarding the total volume of retail business since the Census year. Annual statistics are published only by provinces and not for counties, cities or towns. Tables from the summary report for 1938 have been reproduced and appears in an appendix to this handbook.

## DESCRIPTION OF INDIVIDUAL STATISTICAL SERIES

### Population<sup>1</sup> and Dwellings<sup>2</sup>

Fifty-six statistical factors are shown in the following tables. Among the first of these are population statistics which are regarded as being of first-rate importance in market analyses. The last Census taken in Canada was in 1931. There has been an estimated increase of approximately 1,000,000 in Canada's population since that date, but since it is not possible to estimate the territorial distribution of this increase, the population statistics presented have been confined to those of the Census year.

1. Persons--Total Number—The Census of Canada is taken on the "de jure" as distinguished from the "de facto" principle. Each person, therefore, is enumerated as belonging to the locality in which he or she is regularly domiciled, and not assigned to the locality in which they are found on the Census date. The "de jure" procedure is necessitated by the fact that Canadian parliamentary representation is distributed on the basis of population. The "de jure" method also lends itself readily to the increasing need for normal population data in the study of housing, public health, local transportation needs, municipal status and similar social problems.

2. Per Cent Canada Total—This series shows the percentage that the population of each subdivision forms of the population of the country as a whole. The series presents a ready measure of the relative importance of different regions as a market for those commodities for which the per capita consumption is fairly uniform.

3. Persons, Canadian-Born—The character of a community is influenced by the nationality of its population. The buying habits of native-born Canadians differ from those of the foreign-born population. Knowledge of the extent to which each group comprises the population of an area is, therefore, of value.

4. Persons, British-Born—Over 11 per cent of Canada's population in 1931 were British born. The distribution of this British-born element in the population is given as Item No. 4.

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<sup>1</sup> See Volume 11—Census of Canada, 1931.

<sup>2</sup> See Volume V—Census of Canada, 1931.

5. Persons, Foreign-Born—There are instances in Canada where the population of a community is predominantly one of foreign nationality or a mixture of foreign nationalities sometimes of kindred races. Undoubtedly, to a person investigating the market possibilities of one of these areas this fact is of prime importance. The buying habits of German, Russian, Rumanian or other first-generation nationals, if they predominate in a district, may be such as to either create or adversely affect a market for certain particular products. The total number of all foreign-born is shown for each section but the scope of the handbook did not permit a further breakdown of population by nationalities. This information is available to those interested, however, in Volume 11 of the Census of Canada, 1931.

6. Households, Total Number—Information regarding the number of households in various communities may be useful to many market investigators and has, therefore, been included as the sixth item in the statistical series. A household for Canadian Census purposes is defined as follows: "A group of persons living together in a dwelling whether or not related by ties or kinship." Thus a servant on the premises or a lodger is included as a member of the household. Two or more households may occupy the same dwelling but are considered as separate households provided they occupy separate portions of the dwelling and their housekeeping is entirely separate. The figures given are exclusive of hotels, rooming houses, institutions, camps, tents, etc. Persons living in these dwellings do not constitute a household in the accepted sense of the term. They are classified in the Census as "exceptional households" and are shown separately. While not included with households in the following statistics, it may be mentioned that the population of these "exceptional households" was 3.3 per cent of the total population of Canada in 1931.

In the tables the number of households is given for each province and county and for each urban centre with a population of 10,000 or over. The number of households in smaller urban centres is not available.

7. Dwellings, Total Number—A dwelling house for Census purposes is a place in which at the time of the Census, one or more persons regularly slept. It need not be a house, but may be a room in a boat, tent, factory, car, store or office building. A building containing apartments or flats counts only as one dwelling house. The number of dwellings is given by province and county and for cities and towns of 10,000 population or more. Similar information for individual smaller urban centres is not available. Figures on households and dwellings have been taken from Volume V of the 1931 Census report.

### Business and Industry

Information regarding population is very significant to the market analyst but the population data which are compiled must be modified or interpreted by means of many significant statistical series. The character of the population and consequently its needs and desires are influenced by the economic character of the community; that is to say, by the types of business and industry which support that community, and by the volume of trade and prosperity which those businesses and industries enjoy. The needs and desires of people in a highly industrialized centre will differ from those of people in rural districts. Knowledge of the extent to which a population engages in retailing, wholesaling, manufacturing or farming sheds light on the character of a community and may be used in modifying and interpreting the population statistics and in estimating the probable value and type of that community as a market.

The series in this section are taken from information collected by the Bureau regarding retailing, wholesaling, manufacturing and farming and are designed to "characterize" or "describe" the population areas dealt with in the first section.

8 and 9. Retailing, 1930, Number of Stores and Sales--The statistics for this series have been taken from Volume X--Census of Canada, 1931. Retail Merchandise establishments have been defined by the Census as "all establishments which are engaged principally in selling merchandise at retail." A retail establishment is any place where retail trade is carried on. It may be a store, an agency, a depot, an office, or there may be no fixed place of business as in the case of house-to-house peddlers. As the Census was based on establishments, each unit or branch of a multiple or chain organization was treated as a separate retail establishment. On the other hand, a store which combined a variety of businesses, such as a department store, was considered as one establishment only. The classification of stores as establishments results in the sales of each store, including any mail-order sales, being attributed to the locality in which the establishment is situated. Interpretation of the sales of retail stores given in the following series should take into consideration, therefore, the fact that large centres in which mail-order houses are located are credited with mail-order sales with the result that their sales are inflated insofar as local demand is concerned.

Some stores engage in both retail and wholesale business. In the following series all those stores whose business was more than 50 per cent retail are classed as retail stores. In addition to retailing goods, some establishments also provide services, and here again the criterion is the amount of goods or services sold. If the service receipts are less than 50 per cent of the total trade, the business is still considered as a retail merchandise establishment.

10. Per Cent of Canada Sales--This series gives the percentage which the sales of any of the geographical units shown form of the total for Canada. In other words, it shows at a glance what portion of the Canadian retail dollar is spent in each county and city or town with a population of 2,000 or over. For example, the series shows that 3.61 per cent of the retail sales of Canada in 1930 were made in the Province of Nova Scotia and it shows the extent to which each county of Nova Scotia shared in these sales.

11. Per Capita Sales--This series gives the average retail expenditure per person in 1930, based on sales in the locality in which he lives. As the handbook has been compiled primarily for the student of marketing attention has been focused on sales as distinguished from consumption. The per capita sales of the communities shown should not, therefore, be confused with their probable per capita consumption. As a matter of fact, the retail sales of many communities have been augmented by the purchases of rural dwellers from surrounding counties, from tourist visitors and from orders filled by mail-order houses.

12 and 13. Wholesaling, Number of Stores and Total Sales--The statistical series dealing with wholesaling have been taken from Volume XI of the Census of Canada, 1931. The wholesale field for purposes of the Census includes all establishments engaged in the purchase for resale, sale or distribution of goods on a wholesale basis. It thus includes all agencies which intervene in the sale of merchandise between the manufacturer or producer on the one hand and the retailer or wholesale buyer on the other. In addition to what are popularly known as wholesale houses or wholesale merchants, the Census also covers such wholesale establishments as chain-store warehouses, bulk-tank stations, brokers, commission merchants, manufacturers' sales branches, selling agents, assemblers of agricultural products, etc.



For some purposes it would have been useful to consider as wholesale establishments only those firms engaged in selling to retailers. Unfortunately, it is impossible to classify trading establishments in such a simple manner. In the first place, even regular wholesale merchants do not sell only to retailers and secondly, it is necessary to include in the wholesale field the many specialized types of establishment engaged in wholesale distribution. As in the case of the retail trade, the Wholesale Census was taken on the basis of establishments which enables data to be compiled by geographical location but, of course, does not provide information as to the destination of the goods sold.

14 and 15. Manufacturing, 1936, Number of Plants and Gross Value of Production—These statistical series, included as an aid in determining the character of the communities studied, were taken from reports of the annual Census of Industry for 1936. They serve to indicate the degree to which various districts are industrialized. Further information regarding the nature of the industry in each region will be found in the Census of Industry reports.+

16, 17 and 18. Farms, Total Number, Gross Value of Production and Average per Farm—A striking feature of the Canadian economy is the diversity of Canada's sources of wealth. One of the most important of these sources is agriculture, so much so that the economic life of many sections of the Dominion is completely dependent upon the production and price of farm products. The market which these sections may offer for many commodities is, therefore, directly affected by the crops and prices of the current season. It would be impossible in a basic work of this nature to give current information on economic conditions, but it is within the scope of this survey to indicate the extent, to which various localities are devoted to or dependent on agriculture. The number of farms by counties is shown together with the gross value of their production and average value of production per farm for the year 1930. Production includes value of field crops, vegetables, fruits and maple products, forest products, greenhouse and hothouse products, nursery products, stock sold alive, stock slaughtered and other animal products. More detailed information regarding agriculture will be found in the Census of Canada, 1931, Volume VIII, "Agriculture."

#### Employment and Payroll

The importance of population statistics in market analysis has been emphasized. But even the most densely populated centre offers a market, only to the extent that its people are able to buy, an ability which depends in turn on their income. Primarily, the income of a community depends upon the proportion of those gainfully employed and the amount of salaries and wages which they receive. There are other sources of income, of course, but to the market investigator one of the most significant sources is that of salaries and wages, which, for the most part, go back into circulation as payment for commodities consumed and services used.

Statistical series have been given in the following tables for three groups of wage earners, those engaged in retail trade, those engaged in wholesale trade, and those engaged in manufacturing. These figures have been taken from the results of the Census of Merchandising for 1930 and from the annual report of the Census of Industry for 1936. The figures shown were reported by the business or industrial firms who were asked to indicate the average number of persons employed and the total amount paid in salaries and wages for the year. Additional information regarding weeks of employment and earnings for the year ending June 1, 1931, was obtained from each individual wage earner at the time of the last Census. The results are contained in

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+ Geographical Distribution of the Manufacturing Industries of Canada; 1936.  
Dominion Bureau of Statistics.

Volume V of the 1931 Census Report. These figures are not broken down by counties or for small towns, nor do they include persons working on their own account.

19 and 20. Retailing, 1930, Number of Employees and Salaries and Wages Paid— Every retail firm in Canada was asked to report the average number of their full-time employees for the year 1930 or in the case of firms known to have a large number of employees to report the number of their employees on certain specified dates. Averages were then computed in the Bureau. The salaries, wages, commissions and bonuses shown consist of payments made to full-time employees and do not include such withdrawals as may have been made by proprietors or firm members.

21 and 22. Wholesaling, 1930, Number of Employees and Salaries and Wages Paid—The number of employees shown in the following tables is the number of full-time employees on the payrolls of all wholesale establishments in Canada in 1930. The term "employees" embraces all persons other than proprietors or firm members who were in receipt of salaries, wages, or commissions from the reporting establishments. It includes salesmen, executives and all other kind of help employed on a full-time basis.

The salaries, wages or commissions shown are the amounts paid to salaried employees and wage earners during the year. The income of proprietors and firm members is not included.

23 and 24. Manufacturing, 1936, Number of Employees and Salaries and Wages Paid—These figures have been taken from reports of the annual Census of Industry and include data for wage earners and salaried employees in the manufacturing industries.

25 and 26. Farm Population, 1931, and Percentage of Total Population— It is not possible to show the income of the farm population on a basis comparable with the incomes shown for the three previous groups. The farmer, however, offers a distinctive market for a wide range of commodities and knowledge of the proportion of farm population in a district is of value. This series gives the farm population and its percentage of the total population for counties or Census divisions. More detailed information on the subject may be found in Volume VIII of the 1931 Census.

#### Retail Distribution by Groups, 1930

The Retail Merchandise field was divided for the purpose of the 1930 Census of Merchandising into nine broad groups: Food, country general stores, general merchandise, automotive, apparel, building materials, furniture and household, restaurants and lastly, other retail stores. These groups embrace a number of detailed classifications by kinds of business consisting of nearly 200 items. The kind-of-business classification to which each store was assigned was related generally to the name by which it was popularly known or to the principal lines of merchandise carried. That classification, however, was not meant to be synonymous with the commodities handled. Few stores confine their sales to any one product or group of products and some stores, such as department and general stores, carry a wide variety of goods. The investigator must understand, therefore, that the figures given for a group are not synonymous with the product indicated by the group name. Group totals only are shown in the accompanying tables. Figures for individual lines of business, together with a considerable amount of material on a commodity basis, will be found in Volume X of the 1931 Census Report.

27 and 28. Food Stores—Food stores include the following classifications: Bakeries and caterers, candy and confectionery stores, dairy produce dealers, delicatessen stores, fruit and vegetable stores, grocery stores (without meat), combination stores (meats and groceries), meat market (including sea foods), other food stores.

29 and 30. Country General Stores--These stores are situated in towns of less than 10,000 population and in rural communities, and correspond roughly to general merchandise stores in larger cities. Three kinds of stores are included under the headings: first, general stores with groceries, dry goods and apparel; and secondly, general stores with groceries and other merchandise. In both these kinds of stores the sale of food products constitutes about half of the total trade. In the former, the sales of dry goods and clothing form a substantial part of the business, while, in the latter, the emphasis is more on hardware and farm supplies, but a general line of merchandise is carried in both types. The third kind of store in this group is the general store without groceries. These stores handle all lines of goods except groceries required by rural dwellers. Substantial commodity lines are hardware, building materials, farm supplies, and dry goods.

31 and 32. General Merchandise Group--This group includes department stores, dry goods stores, general merchandise stores and variety, 5- and 10-cent and to-a-dollar stores.

Department stores have been classified as such if the sales were in excess of \$100,000 per annum and if it was clear from the report furnished that the merchandising operations were departmentalized.

Dry-goods stores carry a general line of dry goods, such as linen, woollen and cotton piece goods, notions, draperies, curtains and generally women's ready-to-wear and accessories.

General-merchandise stores include departmentalized stores with sales of less than \$100,000 and also stores with sales of more than \$100,000, but which do not operate as department stores. Many of these larger stores are located in unincorporated industrial towns. Two kinds of business are included, general-merchandise stores with food departments and those without foods. Apart from this distinction the two kinds of stores tend to sell the same lines of merchandise, consisting mainly of women's and men's clothing, dry goods, hardware, home furnishings and footwear. These stores do not usually carry furniture.

Variety, 5- and 10-cent, and to-a-dollar Stores--This is a composite classification which has been employed because of the limited number of companies operating in each field. Besides the popular 5- and 10-cent chain stores, there have been included in this classification the chain stores which handle higher priced merchandise and which occupy an intermediate position between the 5- and 10-cent and to-a-dollar stores on the one hand, and the full-fledged department stores on the other. While such quasi-department stores included in this classification carry some lines of clothing, apparel and house furnishings, they are to be distinguished from department stores by the limited nature of the merchandising services which are offered, the relative low prices of the goods stocked, and the absence of higher grades of furniture and specialized lines of clothing and apparel.

33 and 34. Automotive Group--This group embraces those types of retail establishments engaged primarily in merchandising rather than servicing and catering to the needs of the automotive trade. The group includes motor vehicle dealers, filling stations, stores specializing in tires, batteries or other accessories and it also includes garages provided that the sale of merchandise forms at least 50 per cent of the total annual receipts. Garages in which receipts from repairs and services formed the main source of income were classified as service garages and were not included in the Merchandising Census.

35. and 36. Apparel Group—Included in this group are all stores whose stock-in-trade consists chiefly in clothing or shoes. Men's clothing or furnishings stores, women's apparel and accessories stores, family clothing stores and shoe stores are the main types of business included. Custom tailors and the shops operated by furriers are included in this group even although part of the activities of these stores are industrial rather than distributive in nature.

37 and 38. Building Materials Group—This group includes those lines of retail business generally thought of as being associated with the building trades: hardware stores, lumber and building material dealers, electrical shops, heating and plumbing shops, and paint and glass stores.

39 and 40. Furniture and Household Group—This group is comprised of stores engaged mainly in the retail distribution of furniture, house furnishings and related items. It includes furniture stores, household appliance stores, music and radio stores in addition to a number of less important classes of retail outlets such as stores specializing in china, glassware, crockery, etc., picture and picture framing shops and stores selling awnings, flags, window shades and tents.

41 and 42. Restaurant Group—The restaurant group includes those retail establishments engaged primarily in the preparation and serving of meals. It includes restaurants, cafeterias, lunch rooms and lunch counters. Dining rooms, lunch rooms or cafeterias operated in connection with hotels, department stores, drug stores, etc., are not included. Receipts from such are included in the total sales of the main establishment of which the serving of meals forms but a supplementary or subsidiary part.

43 and 44. Drug Stores—Two kinds of drug stores are included in this classification—drug stores and drug stores with fountains. Considerable demand exists for separate information regarding these two types but unfortunately the returns secured from drug stores were not generally such as to enable this distinction being made.

45 and 46. Other Retail Stores—Included under this heading are miscellaneous types of business which cannot be classified to any of the previous broad categories. Some of the more important classes included here are coal and wood yards, tobacco stores, government liquor stores, book stores and farm implement dealers.

#### Related Indicators of Consumer Purchasing Power

Other factors might be suggested which would furnish a basis for estimating relative markets for different goods or services. Some must be discarded because of the lack of accurate or sufficiently detailed data; still others because of lack of space and the consequent necessity of selecting only those factors which appear to be of the greatest significance. For one or other of these reasons it has been necessary to omit such data as individual income tax returns, residential telephones, value of specified farm products, number and sales of independent stores and chains, rented and owned homes, statistics concerning relief payments, wired homes, magazine and newspaper circulation, bank and postal savings deposits, life insurance sales, homes with gas, wages of farm labourers, and many others. Data are available for the factors mentioned below and these are included in the tables.

47 and 48. Passenger Cars Registered, 1937, and Number per 100 Persons—Passenger car registrations and allied data are reported by the provinces to the Bureau each year. The figures used in the handbook have been taken from the report, "The Highway and Motor Vehicle in Canada, 1937," issued by the Transportation and Public Utilities Branch of the Dominion Bureau of Statistics. Motor car registrations for Quebec counties were supplied through the courtesy of the Canadian Automobile Chamber of Commerce. The figures originated with Might's Directories. To those engaged in automotive and allied lines, the series should be valuable as a direct indicator of the probable market for their product. To all investigators, it will be one indicator of the standard of living in the various communities.

49 and 50. New Passenger Car Sales, 1937, and Number per 100 Households—These figures were compiled in the course of a special survey made by the Bureau, the results of which were published in a report, "Motor Vehicle Retailing in Canada, Calendar Year, 1937." They refer to sales of new passenger cars only although figures may be found in the original report on sales of both new and used passenger and commercial vehicles. Sales of new passenger cars may be an indication of the temporary prosperity of a district, just as increased sales of used cars may be taken by some as an indication of economic depression. But here it may be said again that it is not the purpose of the handbook to make any attempt to gauge the seasonal prosperity or otherwise of the territories being examined. Its purpose rather is to give as normal a picture of the community as possible, leaving it to the investigator to apply any one of the current economic barometers which suits his purpose. In this respect the item of new passenger car sales may not be an altogether reliable factor when given for one year only as local seasonal conditions for that year may be such as to produce a distorted picture. If used at all this factor should, therefore, be considered in the light of known conditions and in company with other factors. With these limitations in mind it should be a valuable statistical series particularly for selected allied lines.

51 and 52. Domestic Electric Meters, 1937--Number per 100 Households—These figures were compiled from the annual report of the Electricity and Gas Inspection Services of the Department of Trade and Commerce for the fiscal year ending March 31, 1938. All electric light and power companies in Canada are registered under the provisions of the Electricity Inspection Act and are required to report certain details of their activities annually. Among these they must report the number of domestic meters served from each one of their power stations and give a list of the communities served. In compiling the present series from these reports it was necessary in a few cases to use estimates. Where the communities served from one station were located in different counties, the number of meters reported for the central station was distributed on the basis of population. Obviously such a method, if generally used, would completely nullify the value of the series. Fortunately, it was necessary to resort to this expedient in only a few cases. In order that the investigator may be able to place a proper valuation on the series, all estimates have been indicated in the tables.

The value of this factor of domestic electric meters will be appreciated most by producers of electrical equipment. In addition to offering a direct indicator for electric products, however, it is also a measure of the standard of living in a community. The series has been limited to domestic meters as it was felt that the inclusion of commercial and power meters would tend to detract from its value as an indicator of consumer purchasing power.

53 and 54. Homes with Radios, 1937, Number per 100 Households--It is to be expected that the value which investigators attach to any statistical series will vary according to the applicability of that series to their own particular product.

It is felt that the number of radio homes is an indication of purchasing power sufficiently important to be included here for use with other factors. This series has been provided through the courtesy of the Canadian Broadcasting Corporation and represents estimates of the number of homes equipped with receiving sets in 1937.

55 and 56. Farm Values and Average Value per Farm--No record is available of the amount of income received by farmers in each county. The value of the farms in a community is included as providing some indication of the market potentialities of that community. This final series gives the farm values together with the average value per farm. These figures were taken from the Census of Canada, 1931, Volume VIII, "Agriculture" and refer to the year 1930. They include the value of land, buildings, implements and machinery, and live stock.

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

	CANADA(1)	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	10,376,786	88,038	512,846	408,219	2,874,255	3,431,683
2. Per Cent of Canada Total .....	100.00	0.85	4.94	3.93	27.70	33.07
3. Persons, Canadian born .....	8,069,261	85,251	471,049	383,818	2,622,512	2,627,398
4. British born .....	1,184,830	1,160	27,068	12,712	110,826	526,570
5. Foreign born .....	1,122,695	1,627	14,729	11,689	140,917	277,715
6. Households, Total No. ....	2,252,729	18,734	108,674	80,292	535,472	810,157
7. Dwellings, Total No. ....	2,205,228	18,632	106,223	79,337	330,070	786,900
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	125,003	851	6,464	4,434	34,286	43,045
9. Total Sales (Thousand \$) .....	2,755,570	13,774	99,520	84,372	651,139	1,099,990
10. Per Cent of Canada Sales .....	100.00	0.50	3.61	3.06	23.63	39.92
11. Per Capita Sales (Dollars).....	266	156	194	207	228	321
12. Wholesaling, 1930--No. Establishments	13,140	61	420	388	2,932	3,938
13. Total Sales (Thousand \$) .....	3,325,210	13,533	71,616	72,840	904,796	1,013,767
14. Manufacturing, 1936--No. Plants .....	24,202	233	1,158	784	7,969	9,753
15. Gross Value Production (Thousand \$)	3,002,404	3,311	67,785	56,225	863,687	1,547,552
16. Farms, 1931, Total No. ....	728,623	12,865	39,444	34,025	135,957	192,174
17. Gross Value Production (Thousand \$)	963,087	16,354	32,585	30,438	184,710	329,593
18. Average per Farm (Dollars) .....	1,322	1,271	826	895	1,359	1,715
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	238,683	1,127	8,226	6,854	62,900	94,184
20. Salaries and Wages (Thousand \$) ...	247,371	874	7,006	6,224	59,778	101,637
21. Wholesaling, 1930--No. Employees .....	90,564	313	2,522	2,825	26,171	31,155
22. Salaries and Wages (Thousand \$)....	146,347	355	3,504	3,989	41,958	51,095
23. Manufacturing, 1936--No. Employees ..	594,359	996	15,944	13,710	194,876	288,992
24. Salaries and Wages (Thousand \$) ...	612,071	553	13,785	11,855	182,319	314,873
25. Farm Population, 1931--No. ....	3,289,140	55,478	177,690	180,214	777,017	800,960
26. Per Cent of Total Population .....	31.7	63.0	34.6	44.1	27.0	23.3
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	44,665	316	2,937	1,818	15,398	14,263
28. Sales (Thousand \$) .....	615,476	2,132	24,810	14,983	186,234	255,936
29. Country General Stores, No. ....	11,915	168	862	706	2,992	2,662
30. Sales (Thousand \$) .....	228,804	3,253	14,514	12,236	50,390	49,066
31. General Merchandise Group, No. ....	2,974	8	149	98	1,287	979
32. Sales (Thousand \$) .....	451,543	2,304	11,438	18,680	85,229	180,384
33. Automotive Group, No. ....	13,194	76	511	451	2,298	5,481
34. Sales (Thousand \$) .....	381,959	1,961	16,254	11,698	71,740	167,411
35. Apparel Group, No. ....	10,474	52	460	307	3,103	4,484
36. Sales (Thousand \$) .....	219,969	1,299	9,142	6,373	61,106	93,711
37. Building Materials Group, No. ....	6,035	11	162	115	878	2,030
38. Sales (Thousand \$) .....	162,237	430	4,513	3,359	29,757	61,398
39. Furniture and Household, No. ....	3,188	13	146	87	812	1,429
40. Sales (Thousand \$) .....	101,666	406	3,381	2,592	30,182	43,713
41. Restaurant Group, No. ....	5,609	19	221	174	925	2,306
42. Sales (Thousand \$) .....	75,977	142	1,475	1,204	17,205	28,634
43. Drug Stores, No. ....	3,555	20	147	115	658	1,464
44. Sales (Thousand \$) .....	76,816	353	3,016	2,331	14,852	35,208
45. Other Retail Stores, No. ....	23,394	168	869	563	5,935	7,947
46. Sales (Thousand \$) .....	441,124	1,494	10,979	10,916	104,444	185,530
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd. 1937, No. ....	1,103,012	6,993	39,900	29,937	161,317	541,802
48. No. per 100 households .....	49.0	37.3	36.7	37.3	30.1	66.9
49. New Passenger Car Sales, 1937, No. ..	114,648	659	4,882	3,606	23,001	54,751
50. No. per 100 households .....	5.1	3.5	4.5	4.5	4.3	6.8
51. Domestic Electric Meters, 1937, No. .	1,655,746	4,596	56,269	44,663	475,613	673,810
52. No. per 100 households .....	73.5	24.5	51.8	55.6	88.8	83.2
53. Homes with Radios, 1937, No. ....	1,438,602	10,831	52,470	635,710	317,780	572,998
54. No. per 100 households .....	63.9	57.8	48.3	44.5	59.3	70.7
55. Farm Values, 1931, (Thousand \$) .....	5,247,753	58,332	105,877	103,531	877,274	1,397,666
56. Average per Farm (Dollars) .....	7,202	4,534	2,685	3,042	6,452	7,273

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

Manitoba	Saskatchewan	Alberta	British Columbia	
700,139	921,785	731,605	694,263	1.
6.75	8.88	7.05	6.69	2.
463,550	603,240	425,867	374,734	3.
106,151	101,001	108,765	189,724	4.
130,438	217,544	196,973	129,805	5.
148,590	199,385	173,502	177,923	6.
144,127	196,086	170,069	173,784	7.
6,859	10,841	8,592	9,501	8.
189,244	189,181	176,537	248,593	9.
6.87	6.87	6.41	9.02	10.
270	205	241	358	11.
1,307	1,659	1,336	1,129	12.
669,076	137,112	189,570	252,900	13.
1,011	694	905	1,690	14.
122,051	51,605	74,052	216,008	15.
54,199	136,472	97,408	26,079	16.
69,921	147,469	115,609	36,408	17.
1,290	1,081	1,187	1,396	18.
17,806	13,097	13,077	21,188	19.
18,945	14,171	14,947	23,465	20.
9,362	5,441	5,756	7,019	21.
15,491	8,393	9,738	11,824	22.
22,507	5,782	11,756	39,761	23.
24,490	6,013	12,328	45,787	24.
256,305	564,012	375,097	102,367	25.
36.6	61.2	51.3	14.7	26.
2,249	2,046	2,153	3,476	27.
27,411	25,878	29,138	48,692	28.
852	1,641	1,200	814	29.
15,543	37,710	28,757	17,654	30.
87	71	93	202	31.
64,344	20,102	23,199	45,862	32.
758	1,382	1,115	1,122	33.
20,606	27,049	31,120	34,122	34.
432	373	489	772	35.
9,597	10,232	11,088	17,409	36.
417	1,276	762	379	37.
12,173	22,612	15,574	12,349	38.
101	142	156	301	39.
3,741	4,087	5,354	8,207	40.
338	506	483	634	41.
5,553	5,552	5,996	10,135	42.
220	374	289	268	43.
4,294	4,988	5,244	6,530	44.
1,405	3,030	1,852	1,533	45.
25,982	30,971	21,069	47,637	46.
65,747	83,905	81,713	91,549	47.
44.2	42.1	47.1	51.5	48.
5,528	5,390	7,398	9,433	49.
3.7	2.7	4.3	5.3	50.
124,640	49,746	61,467	164,942	51.
83.9	24.9	35.4	92.7	52.
94,212	110,051	124,263	120,287	53.
63.4	55.2	71.6	67.6	54.
388,142	1,272,663	869,432	174,837	55.
7,162	9,325	8,926	6,703	56.



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

	Province	Annapolis County	Antigonish County	CAPE BRETON		
				County	Dominion	Glace Bay
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	512,846	16,297	10,073	92,419	2,846	20,706
2. Per Cent of Canada Total .....	4.94	0.16	0.10	0.89	0.03	0.20
3. Persons, Canadian born .....	471,049	15,507	9,713	76,189	2,463	16,975
4. British born .....	27,068	444	133	11,079	109	2,780
5. Foreign born .....	14,729	346	227	5,151	274	951
6. Households, Total No. ....	108,674	4,033	2,114	17,663	(a)	3,819
7. Dwellings, Total No. ....	106,223	3,972	2,109	17,131	(a)	3,634
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	6,464	218	101	1,115	29	232
9. Total Sales (Thousand \$) .....	99,520	2,094	1,572	18,288	233	4,268
10. Per Cent of Canada Sales .....	3.61	0.08	0.06	0.66	0.01	0.15
11. Per Capita Sales(Dollars).....	194	128	156	198	82	206
12. Wholesaling, 1930--No. Establishments	420	10	6	52	(a)	6
13. Total Sales (Thousand \$) .....	71,616	438	309	8,898	(a)	479
14. Manufacturing, 1936--No. Plants .....	1,158	44	22	76	(a)	5
15. Gross Value Production (Thousand \$)	67,785	1,009	298	15,473	(a)	100
16. Farms, 1931, Total No. ....	39,444	2,158	1,765	2,135	(b)	(b)
17. Gross Value Production (Thousand \$)	32,585	2,295	1,447	1,628	(b)	(b)
18. Average per Farm (Dollars) .....	826	1,063	820	763	(b)	(b)
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	8,226	145	108	1,555	21	356
20. Salaries and Wages (Thousand \$) ...	7,006	104	90	1,292	14	277
21. Wholesaling, 1930--No. Employees ....	2,522	13	11	242	(a)	18
22. Salaries and Wages (Thousand \$) ...	3,504	17	17	320	(a)	18
23. Manufacturing, 1936--No. Employees ..	15,944	440	102	2,681	(a)	41
24. Salaries and Wages (Thousand \$) ...	13,785	211	44	3,249	(a)	43
25. Farm Population, 1931--No. ....	177,690	9,202	7,789	10,236	(b)	(b)
26. Per Cent of Total Population .....	34.6	56.5	77.3	11.1	(b)	(b)
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	2,937	68	39	677	21	149
28. Sales (Thousand \$) .....	24,810	381	279	5,015	62	1,289
29. Country General Stores, No. ....	862	42	24	54	5	0
30. Sales (Thousand \$) .....	14,514	667	479	1,897	152	0
31. General Merchandise Group, No. ....	149	4	0	36	0	20
32. Sales (Thousand \$) .....	11,438	90	0	3,016	0	1,515
33. Automotive Group, No. ....	511	23	5	63	1	10
34. Sales (Thousand \$) .....	16,254	440	363	2,645	(x)	314
35. Apparel Group, No. ....	460	13	7	87	1	19
36. Sales (Thousand \$) .....	9,142	97	116	1,851	(x)	352
37. Building Materials Group, No. ....	162	8	3	19	0	4
38. Sales (Thousand \$) .....	4,513	74	147	1,062	0	352
39. Furniture and Household, No. ....	146	7	1	25	0	7
40. Sales (Thousand \$) .....	3,381	64	(x)	730	0	75
41. Restaurant Group, No. ....	221	4	3	34	0	5
42. Sales (Thousand \$) .....	1,475	8	32	222	0	50
43. Drug Stores, No. ....	147	6	3	25	0	5
44. Sales (Thousand \$) .....	3,016	82	(x)	515	0	114
45. Other Retail Stores, No. ....	869	43	16	95	1	13
46. Sales (Thousand \$) .....	10,979	193	109	1,338	(x)	206
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd., 1937, No. ....	39,900	1,531	564	5,850	(a)	(a)
48. No. per 100 households .....	36.7	38.0	26.7	33.1	(a)	(a)
49. New Passenger Car Sales, 1937, No. ..	4,882	183	213	928	(a)	255
50. No. per 100 households .....	4.5	4.5	10.1	5.3	(a)	6.7
51. Domestic Electric Meters, 1937, No. .	56,269	(y)1,141	390	13,776	(a)	(a)
52. No. per 100 households .....	51.8	28.3	18.4	78.0	(a)	(a)
53. Homes with Radios, 1937, No. ....	52,470	1,140	338	11,321	(a)	49,281
54. No. per 100 households .....	48.3	28.3	16.0	64.1	(a)	129.0
55. Farm Values, 1931, (Thousand \$) .....	105,877	8,745	4,049	5,539	(b)	(b)
56. Average per Farm (Dollars) .....	2,685	4,052	2,294	2,595	(b)	(b)

Note: See footnotes at end of table.

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

CAPE BRETON COUNTY--(Cont'd)				COLCHESTER		CUMBERLAND			DIGBY	GUYSBOROUGH	
New Waterford	North Sydney	Sydney	Sydney Mines	County	Truro	County	Amherst	Springhill	County	County	
7,745	6,139	23,089	7,769	25,051	7,901	36,366	7,450	6,355	18,353	15,443	1.
0.07	0.06	0.22	0.07	0.24	0.08	0.35	0.07	0.06	0.18	0.15	2.
5,955	4,486	18,284	6,464	23,752	7,385	34,071	7,016	5,619	17,751	14,736	3.
885	1,507	3,091	1,076	788	302	1,328	290	448	166	222	4.
905	146	1,714	229	511	214	967	144	288	436	485	5.
(a)	(a)	4,494	(a)	5,472	(a)	8,020	(a)	(a)	4,096	3,358	6.
(a)	(a)	4,364	(a)	5,400	(a)	7,951	(a)	(a)	4,069	3,293	7.
114	101	340	83	294	145	471	133	83	243	166	8.
1,494	1,414	8,137	1,529	5,370	3,814	5,547	2,331	1,312	1,675	1,419	9.
0.05	0.05	0.30	0.06	0.19	0.14	0.20	0.08	0.05	0.06	0.05	10.
193	230	352	197	214	483	153	313	206	91	92	11.
2	10	31	2	19	16	28	15	3	13	2	12.
(x)	1,141	6,857	(x)	2,793	2,674	2,360	1,535	130	257	(x)	13.
(a)	9	27	5	70	23	82	24	(a)	77	41	14.
(a)	350	14,398	41	4,115	3,150	2,101	1,254	(a)	743	447	15.
(b)	(b)	(b)	(b)	2,685	(b)	2,806	(b)	(b)	2,093	1,725	16.
(b)	(b)	(b)	(b)	3,012	(b)	2,740	(b)	(b)	1,215	744	17.
(b)	(b)	(b)	(b)	1,122	(b)	976	(b)	(b)	581	432	18.
116	135	703	148	425	355	439	232	94	110	87	19.
81	101	637	123	360	303	302	157	69	77	69	20.
(x)	47	165	(x)	175	172	77	61	5	11	(x)	21.
(x)	39	248	(x)	237	227	94	69	8	11	(x)	22.
(a)	164	2,333	12	1,373	1,007	877	460	(a)	396	216	23.
(a)	103	3,028	7	934	749	563	389	(a)	162	79	24.
(b)	(b)	(b)	(b)	11,725	(b)	12,150	(b)	(b)	10,083	7,504	25.
(b)	(b)	(b)	(b)	46.8	(b)	33.4	(b)	(b)	54.9	48.6	26.
77	53	185	50	91	49	189	61	41	105	68	27.
463	425	2,066	347	1,189	959	1,440	567	543	396	186	28.
7	2	0	3	44	2	73	0	8	55	60	29.
354	(x)	0	584	1,071	(x)	1,312	0	313	578	1,103	30.
5	1	7	2	7	6	10	4	4	2	5	31.
279	(x)	949	(x)	247	242	554	448	79	(x)	18	32.
3	4	32	3	32	13	46	11	6	21	10	33.
10	214	1,994	33	843	648	933	475	154	289	55	34.
5	14	40	8	22	15	23	10	5	13	4	35.
98	275	1,020	105	657	650	337	262	43	141	14	36.
3	3	6	2	12	11	7	2	2	6	1	37.
102	74	458	(x)	394	379	81	(x)	(x)	75	(x)	38.
0	1	14	2	6	4	12	7	3	5	2	39.
0	(x)	632	(x)	133	(x)	150	130	(x)	(x)	(x)	40.
3	6	15	3	12	9	18	8	4	8	0	41.
(x)	16	133	9	112	112	56	28	12	22	0	42.
2	4	12	1	6	6	10	3	3	5	1	43.
(x)	100	218	(x)	132	132	151	(x)	29	47	(x)	44.
9	13	29	9	62	30	83	27	7	23	15	45.
115	166	671	87	594	559	537	328	81	112	29	46.
(a)	(a)	(a)	(a)	2,643	(a)	3,348	(a)	(a)	1,019	784	47.
(a)	(a)	(a)	(a)	48.3	(a)	41.7	(a)	(a)	24.9	23.3	48.
0	(a)	587	0	382	341	356	206	115	118	16	49.
0	(a)	13.1	0	7.0	(a)	4.4	(a)	(a)	2.9	0.5	50.
(a)	(a)	(a)	(a)	(y) 2,765	(a)	4,489	(a)	(a)	(y) 1,585	480	51.
(a)	(a)	(a)	(a)	50.5	(a)	56.0	(a)	(a)	38.7	14.3	52.
1,238	(a)	5,518	(a)	2,852	1,795	4,221	1,385	1,252	1,229	636	53.
(a)	(a)	122.8	(a)	52.1	(a)	52.6	(a)	(a)	30.0	18.9	54.
(b)	(b)	(b)	(b)	8,534	(b)	7,845	(b)	(b)	4,120	2,588	55.
(b)	(b)	(b)	(b)	3,178	(b)	2,796	(b)	(b)	1,968	1,500	56.

Note: See footnotes at end of table.

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

	HALIFAX			HANTS		INVERNESS	
	County	Dartmouth	Halifax	County	Windsor	County	Inverness
<b>POPULATION AND DWELLINGS, 1931</b>							
1. Persons, Total No. ....	100,204	9,100	59,275	19,393	3,032	21,055	2,900
2. Per Cent of Canada Total .....	0.97	0.09	0.57	0.19	0.03	0.20	0.03
3. Persons, Canadian born .....	89,320	8,135	51,064	18,588	2,814	20,476	2,707
4. British born .....	8,217	755	6,290	455	157	250	67
5. Foreign born .....	2,667	210	1,921	350	61	329	126
6. Households, Total No. ....	20,668	(a)	12,147	4,172	(a)	4,083	(a)
7. Dwellings, Total No. ....	19,731	(a)	11,333	4,122	(a)	4,075	(a)
<b>BUSINESS AND INDUSTRY</b>							
8. Retailing, 1930--No. Stores .....	1,322	146	900	253	79	223	37
9. Total Sales (Thousand \$) .....	34,913	3,412	29,843	2,915	1,692	1,516	396
10. Per Cent of Canada Sales .....	1.27	0.12	1.08	0.11	0.06	0.06	0.01
11. Per Capita Sales (Dollars) .....	348	375	503	150	558	72	137
12. Wholesaling, 1930--No. Establishments	169	2	163	9	(a)	6	(a)
13. Total Sales (Thousand \$) .....	43,228	(x)	42,677	737	(a)	372	(a)
14. Manufacturing, 1936--No. Plants .....	166	13	94	62	11	64	(a)
15. Gross Value Production (Thousand \$)	24,276	5,268	10,392	1,819	1,213	274	(a)
16. Farms, 1931, Total No. ....	2,702	(b)	(b)	2,370	(b)	3,027	(b)
17. Gross Value Production (Thousand \$)	1,664	(b)	(b)	2,523	(b)	2,125	(b)
18. Average per Farm (Dollars) .....	616	(b)	(b)	1,065	(b)	702	(b)
<b>EMPLOYMENT AND PAYROLL</b>							
19. Retailing, 1930--No. Employees .....	3,181	262	2,807	206	152	95	26
20. Salaries and Wages (Thousand \$) ...	3,062	270	2,709	164	125	64	17
21. Wholesaling, 1930--No. Employees .....	1,508	(x)	1,462	20	(a)	13	(a)
22. Salaries and Wages (Thousand \$) ...	2,243	(x)	2,182	29	(a)	23	(a)
23. Manufacturing, 1936--No. Employees ..	4,283	402	2,858	624	305	184	(a)
24. Salaries and Wages (Thousand \$) ...	4,457	467	2,973	416	222	44	(a)
25. Farm Population, 1931--No. ....	13,017	(b)	(b)	11,075	(b)	15,298	(b)
26. Per Cent of Total Population .....	13.0	(b)	(b)	57.1	(b)	72.7	(b)
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>							
27. Food Stores, No. ....	679	75	442	89	29	77	22
28. Sales (Thousand \$) .....	8,332	1,121	6,625	557	344	361	184
29. Country General Stores, No. ....	56	0	0	43	6	67	2
30. Sales (Thousand \$) .....	763	0	0	898	152	785	(x)
31. General Merchandise Group, No. ....	29	4	24	1	1	2	1
32. Sales (Thousand \$) .....	6,286	70	6,206	(x)	(x)	(x)	(x)
33. Automotive Group, No. ....	84	13	43	30	7	18	2
34. Sales (Thousand \$) .....	5,525	955	4,369	627	497	160	(x)
35. Apparel Group, No. ....	137	17	119	11	9	5	2
36. Sales (Thousand \$) .....	3,750	320	3,430	132	124	42	(x)
37. Building Materials Group, No. ....	31	8	23	8	6	2	1
38. Sales (Thousand \$) .....	1,249	268	982	164	161	(x)	(x)
39. Furniture and Household, No. ....	33	2	30	4	4	1	1
40. Sales (Thousand \$) .....	1,428	(x)	1,413	(x)	59	(x)	(x)
41. Restaurant Group, No. ....	61	3	52	7	1	7	2
42. Sales (Thousand \$) .....	722	7	698	23	(x)	16	(x)
43. Drug Stores, No. ....	45	5	38	4	2	2	1
44. Sales (Thousand \$) .....	1,067	107	921	93	79	(x)	(x)
45. Other Retail Stores, No. ....	167	19	129	56	14	42	3
46. Sales (Thousand \$) .....	5,792	550	5,203	310	206	73	45
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>							
47. Passenger Cars Reg'd., 1937, No. ....	9,014	(a)	(a)	1,615	(a)	675	(a)
48. No. per 100 households .....	43.6	(a)	(a)	38.7	(a)	16.5	(a)
49. New Passenger Car Sales, 1937, No. ...	1,227	251	953	156	(a)	0	0
50. No. per 100 households .....	5.9	(a)	7.8	3.7	(a)	0	0
51. Domestic Electric Meters, 1937, No. ...	15,393	(a)	(a)	(y) 2,122	(a)	349	(a)
52. No. per 100 households .....	74.5	(a)	(a)	50.9	(a)	8.5	(a)
53. Homes with Radios, 1937, No. ....	15,301	1,627	11,938	1,874	475	687	227
54. No. per 100 households .....	74.0	(a)	98.3	40.1	(a)	16.8	(a)
55. Farm Values, 1931, (Thousand \$) .....	5,865	(b)	(b)	8,256	(b)	6,793	(b)
56. Average per Farm (Dollars) .....	2,171	(b)	(b)	3,484	(b)	2,244	(b)

Note: See footnotes at end of table.

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

KING'S		LUNENBURG			PICTOU						QUEEN'S	
County	Kentville	County	Bridge-water	Lunen-burg	County	New Glasgow	Pictou	Stellar-ton	Trenton	West-ville	County	
4,357	3,033	31,674	3,262	2,727	39,018	8,858	3,152	5,002	2,613	3,946	10,612	1.
0.23	0.03	0.31	0.03	0.03	0.38	0.09	0.03	0.05	0.03	0.04	0.10	2.
2,869	2,781	31,092	3,163	2,634	36,065	8,058	2,992	4,440	2,412	3,674	10,190	3.
900	171	287	48	60	1,891	524	108	331	148	193	196	4.
588	81	295	51	33	1,062	276	52	231	63	79	226	5.
5,425	(a)	6,989	(a)	(a)	8,744	(a)	(a)	(a)	(a)	(a)	2,387	6.
5,340	(a)	6,826	(a)	(a)	8,678	(a)	(a)	(a)	(a)	(a)	2,291	7.
282	83	436	81	72	533	183	64	80	22	61	145	8.
4,401	1,928	4,754	1,590	1,441	7,490	4,180	892	952	208	598	1,552	9.
0.16	0.07	0.17	0.06	0.05	0.27	0.15	0.03	0.03	0.01	0.02	0.06	10.
181	636	150	487	528	192	472	283	190	80	152	146	11.
17	(a)	23	(a)	(a)	21	15	(a)	2	(a)	(a)	4	12.
3,336	(a)	2,532	(a)	(a)	2,931	2,631	(a)	(x)	(a)	(a)	204	13.
79	8	120	16	13	78	22	10	5	3	(a)	26	14.
1,127	109	1,717	424	803	6,213	1,375	431	149	3,661	(a)	4,671	15.
3,055	(b)	3,614	(b)	(b)	2,931	(b)	(b)	(b)	(b)	(b)	1,010	16.
5,152	(b)	2,156	(b)	(b)	2,741	(b)	(b)	(b)	(b)	(b)	437	17.
1,687	(b)	597	(b)	(b)	935	(b)	(b)	(b)	(b)	(b)	433	18.
306	120	365	131	119	690	342	79	77	21	47	132	19.
253	116	259	101	96	466	283	55	64	15	33	101	20.
122	(a)	69	(a)	(a)	80	76	(a)	(x)	(a)	(a)	5	21.
111	(a)	88	(a)	(a)	110	105	(a)	(x)	(a)	(a)	6	22.
489	41	792	166	257	1,546	496	139	27	657	(a)	789	23.
255	40	447	120	195	1,264	473	101	21	582	(a)	975	24.
2,810	(b)	16,265	(b)	(b)	11,499	(b)	(b)	(b)	(b)	(b)	4,299	25.
52.6	(b)	51.4	(b)	(b)	29.5	(b)	(b)	(b)	(b)	(b)	40.5	26.
79	25	174	24	26	240	73	29	48	14	33	72	27.
1,201	499	1,045	353	256	2,640	1,172	427	481	121	299	355	28.
46	3	82	3	3	44	1	0	1	1	6	19	29.
1,111	109	1,173	35	285	523	(x)	0	(x)	(x)	72	232	30.
12	4	12	5	3	12	4	1	4	0	2	4	31.
170	69	203	118	61	433	(x)	(x)	38	0	(x)	(x)	32.
34	9	28	7	5	44	23	4	2	3	2	12	33.
891	686	994	657	191	1,388	1,161	95	(x)	26	(x)	212	34.
21	12	28	9	10	49	22	12	8	1	5	14	35.
253	166	317	78	153	770	543	95	93	(x)	29	203	36.
7	1	21	9	4	17	7	3	4	0	3	6	37.
93	(x)	290	91	164	522	209	100	132	0	81	224	38.
7	5	15	5	7	18	15	0	1	0	2	1	39.
108	73	150	82	65	335	297	0	(x)	0	(x)	(x)	40.
13	6	12	6	2	14	7	1	1	1	2	3	41.
36	17	32	12	(x)	80	45	(x)	(x)	(x)	(x)	18	42.
7	3	7	3	2	15	6	3	2	1	2	4	43.
119	(x)	147	60	(x)	327	156	69	(x)	(x)	(x)	146	44.
56	15	57	10	10	80	25	11	9	1	4	10	45.
419	188	405	108	193	473	274	71	83	(x)	23	93	46.
2,917	(a)	2,242	(a)	(a)	3,617	(a)	(a)	(a)	(a)	(a)	1,049	47.
53.8	(a)	32.1	(a)	(a)	41.4	(a)	(a)	(a)	(a)	(a)	43.9	48.
300	(a)	220	(a)	(a)	353	345	(a)	(a)	(a)	(a)	140	49.
5.5	(a)	3.1	(a)	(a)	4.0	(a)	(a)	(a)	(a)	(a)	5.9	50.
2,342	(a)	2,538	(a)	(a)	5,163	(a)	(a)	(a)	(a)	(a)	1,211	51.
43.2	(a)	36.3	(a)	(a)	59.0	(a)	(a)	(a)	(a)	(a)	50.7	52.
2,488	621	2,343	544	623	4,350	1,451	496	782	251	680	722	53.
9	(a)	33.5	(a)	(a)	49.7	(a)	(a)	(a)	(a)	(a)	30.2	54.
7,493	(b)	7,722	(b)	(b)	7,615	(b)	(b)	(b)	(b)	(b)	1,875	55.
5,726	(b)	2,137	(b)	(b)	2,598	(b)	(b)	(b)	(b)	(b)	1,856	56.

ote: See footnotes at end of table.

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

	QUEEN'S CO. Cont'd	RICHMOND	SHELBURNE	VICTORIA	YARMOUTH	
	Liverpool	County	County	County	County	Yarmouth
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	2,669	11,098	12,485	8,009	20,939	7,055
2. Per Cent of Canada Total .....	0.03	0.11	0.12	0.08	0.20	0.07
3. Persons, Canadian born .....	2,526	10,896	12,186	7,607	20,041	6,576
4. British born .....	69	70	77	291	274	151
5. Foreign born .....	74	132	222	111	624	328
6. Households, Total No. ....	(a)	2,310	2,884	1,756	4,500	(a)
7. Dwellings, Total No. ....	(a)	2,289	2,745	1,741	4,460	(a)
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	66	109	167	98	288	169
9. Total Sales (Thousand \$) .....	1,095	588	1,285	505	3,636	3,023
10. Per Cent of Canada Sales .....	0.04	0.02	0.05	0.02	0.13	0.11
11. Per Capita Sales (Dollars).....	410	53	103	63	174	428
12. Wholesaling, 1930--No. Establishments	(a)	3	11	(a)	27	25
13. Total Sales (Thousand \$) .....	(a)	(x)	318	(a)	2,697	2,650
14. Manufacturing, 1936--No. Plants .....	5	20	45	23	63	30
15. Gross Value Production (Thousand \$)	4,284	69	1,360	108	1,966	1,730
16. Farms, 1931, Total No. ....	(b)	1,460	750	1,414	1,744	(b)
17. Gross Value Production (Thousand \$)	(b)	552	291	925	937	(b)
18. Average per Farm (Dollars) .....	(b)	378	388	654	537	(b)
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	101	27	90	18	347	310
20. Salaries and Wages (Thousand \$) ...	83	17	63	14	250	235
21. Wholesaling, 1930--No. Employees ....	(a)	(x)	12	(a)	145	143
22. Salaries and Wages (Thousand \$) ...	(a)	(x)	12	(a)	169	165
23. Manufacturing, 1936--No. Employees ..	547	53	409	62	628	507
24. Salaries and Wages (Thousand \$) ...	847	13	230	16	424	380
25. Farm Population, 1931--No. ....	(b)	6,606	3,492	6,297	8,343	(b)
26. Per Cent of Total Population .....	(b)	59.5	28.0	78.6	39.8	(b)
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	28	52	75	43	120	71
28. Sales (Thousand \$) .....	195	93	232	67	1,045	862
29. Country General Stores, No. ....	0	34	44	32	43	2
30. Sales (Thousand \$) .....	0	437	764	347	375	(x)
31. General Merchandise Group, No. ....	3	0	2	0	11	9
32. Sales (Thousand \$) .....	(x)	0	(x)	0	255	253
33. Automotive Group, No. ....	6	5	17	7	32	17
34. Sales (Thousand \$) .....	190	26	138	75	652	595
35. Apparel Group, No. ....	13	1	3	0	22	22
36. Sales (Thousand \$) .....	203	(x)	(x)	0	458	458
37. Building Materials Group, No. ....	6	0	5	1	8	8
38. Sales (Thousand \$) .....	224	0	20	(x)	89	89
39. Furniture and Household, No. ....	0	0	2	0	7	6
40. Sales (Thousand \$) .....	0	0	(x)	0	188	175
41. Restaurant Group, No. ....	2	1	6	5	13	10
42. Sales (Thousand \$) .....	(x)	(x)	7	(x)	80	77
43. Drug Stores, No. ....	3	1	1	0	5	5
44. Sales (Thousand \$) .....	134	(x)	(x)	0	96	(x)
45. Other Retail Stores, No. ....	5	15	12	10	27	19
46. Sales (Thousand \$) .....	79	19	89	6	397	373
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd., 1937, No. ....	(a)	338	769	301	1,578	(a)
48. No. per 100 households .....	(a)	14.6	26.7	17.1	35.1	(a)
49. New Passenger Car Sales, 1937, No. ..	(a)	4	42	15	229	229
50. No. per 100 households .....	(a)	0.2	0.1	0.8	5.1	(a)
51. Domestic Electric Meters, 1937, No. .	(a)	38	573	31	1,883	(a)
52. No. per 100 households .....	(a)	1.7	19.9	1.8	41.8	(a)
53. Homes with Radios, 1937, No. ....	424	333	750	259	1,826	1,204
54. No. per 100 households .....	(a)	14.4	26.0	14.7	40.8	(a)
55. Farm Values, 1931, (Thousand \$) .....	(b)	1,551	1,042	3,238	3,009	(b)
56. Average per Farm (Dollars) .....	(b)	1,062	1,389	2,290	1,725	(b)

(a) Figures not available. (b) Not applicable. (x) Figures withheld to avoid disclosing individual operations. (y) Partially estimated--See introduction.

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

	Province	King's County	PRINCE		QUEENS	
			County	Summer-side	County	Charlottetown
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	88,038	19,147	31,500	3,759	37,391	12,361
2. Per Cent of Canada Total .....	0.85	0.18	0.30	0.04	0.36	0.18
3. Persons, Canadian born .....	85,251	18,508	30,702	3,628	36,041	(a)
4. British born .....	1,160	284	239	58	637	(a)
5. Foreign born .....	1,627	355	559	73	713	(a)
6. Households, Total No. ....	18,734	4,228	6,374	(a)	8,132	2,557
7. Dwellings, Total No. ....	18,632	4,219	6,347	(a)	8,066	2,542
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	851	179	272	61	400	221
9. Total Sales (Thousand \$) .....	13,774	1,726	5,118	2,846	6,930	5,824
10. Per Cent of Canada Sales .....	0.50	0.06	0.19	0.10	0.25	0.21
11. Per Capita Sales (Dollars).....	158	90	162	757	185	471
12. Wholesaling, 1930--No. Establishments	61	5	19	(a)	37	31
13. Total Sales (Thousand \$) .....	13,533	455	2,177	(a)	10,902	10,577
14. Manufacturing, 1936--No. Plants .....	233	65	78	13	90	34
15. Gross Value Production (Thousand \$)	3,311	504	915	395	1,893	1,493
16. Farms, 1931, Total No. ....	12,865	3,493	4,495	(b)	4,877	(b)
17. Gross Value Production (Thousand \$)	16,354	3,708	5,387	(b)	7,259	(b)
18. Average per Farm (Dollars) .....	1,271	1,062	1,198	(b)	1,488	(b)
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	1,127	100	368	220	659	609
20. Salaries and Wages (Thousand \$)....	874	65	314	215	496	472
21. Wholesaling, 1930--No. Employees .....	313	15	71	(a)	237	223
22. Salaries and Wages (Thousand \$) ...	355	16	101	(a)	237	233
23. Manufacturing, 1936--No. Employees ..	996	207	262	109	527	377
24. Salaries and Wages (Thousand \$) ...	553	76	119	80	358	313
25. Farm Population, 1931--No. ....	55,478	14,562	20,280	(b)	20,636	(b)
26. Per Cent of Total Population .....	63.0	76.0	64.4	(b)	55.2	(b)
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	316	89	88	25	169	99
28. Sales (Thousand \$) .....	2,132	264	390	172	1,479	1,211
29. Country General Stores, No. ....	168	47	67	2	54	0
30. Sales (Thousand \$) .....	3,253	832	1,665	(x)	756	0
31. General Merchandise Group, No. ....	8	1	3	3	4	4
32. Sales (Thousand \$) .....	2,304	(x)	(x)	(x)	278	278
33. Automotive Group, No. ....	76	14	25	9	37	20
34. Sales (Thousand \$) .....	1,961	308	657	554	995	944
35. Apparel Group, No. ....	52	13	12	5	27	23
36. Sales (Thousand \$) .....	1,299	28	78	53	1,193	1,189
37. Building Materials Group, No. ....	11	0	3	2	8	8
38. Sales (Thousand \$) .....	430	0	35	(x)	394	394
39. Furniture and Household, No. ....	13	1	3	1	9	8
40. Sales (Thousand \$) .....	406	(x)	(x)	(x)	392	391
41. Restaurant Group, No. ....	19	2	8	5	9	9
42. Sales (Thousand \$) .....	142	(x)	(x)	21	116	116
43. Drug Stores, No. ....	20	3	8	4	9	9
44. Sales (Thousand \$) .....	353	23	98	57	232	232
45. Other Retail Stores, No. ....	168	39	55	10	74	41
46. Sales (Thousand \$) .....	1,494	92	304	75	1,097	1,071
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd., 1937, No. ....	6,993	(a)	(a)	(a)	(a)	(a)
48. No. per 100 households .....	37.3	(a)	(a)	(a)	(a)	(a)
49. New Passenger Car Sales, 1937, No. ...	659	49	231	(a)	379	371
50. No. per 100 households .....	3.5	1.2	3.6	(a)	4.7	14.5
51. Domestic Electric Meters, 1937, No. .	4,596	(y) 459	1,209	(a)	(y) 2,928	(a)
52. No. per 100 households .....	24.5	10.9	19.0	(a)	36.0	(a)
53. Homes with Radios, 1937, No. ....	10,831	1,641	3,793	1,272	5,397	(a)
54. No. per 100 households .....	57.8	38.8	59.5	(a)	66.4	(a)
55. Farm Values, 1931, (Thousand \$) .....	58,332	11,357	22,644	(b)	24,332	(b)
56. Average per Farm (Dollars) .....	4,534	3,251	5,038	(b)	4,989	(b)

(a) Figures not available. (b) Not applicable. (y) Partially estimated. See Introduction. An (x) indicates that figures are withheld to avoid disclosing individual operations.

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

	PROVINCE	ALBERT	CARLETON		CHARLOTTE	
		County	County	Woodstock	County	St. Stephen
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	408,219	7,679	20,796	3,259	21,337	3,437
2. Per Cent of Canada Total .....	3.93	0.07	0.20	0.03	0.21	0.03
3. Persons, Canadian born .....	383,818	7,342	18,682	2,953	19,582	3,085
4. British born .....	12,712	207	1,291	150	496	123
5. Foreign born .....	11,689	130	823	156	1,259	229
6. Households, Total No. ....	80,292	1,688	4,536	(a)	5,036	(a)
7. Dwellings, Total No. ....	79,337	1,669	4,489	(a)	5,005	(a)
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	4,434	62	207	93	280	93
9. Total Sales (Thousand \$) .....	84,372	626	3,892	2,334	4,092	2,282
10. Per Cent of Canada Sales .....	3.06	0.02	0.14	0.08	0.15	0.08
11. Per Capita Sales (Dollars) .....	207	82	187	716	192	664
12. Wholesaling, 1930--No. Establishments	388	1	25	(a)	22	(a)
13. Total Sales (Thousand \$) .....	72,840	(x)	2,896	(a)	687	(a)
14. Manufacturing, 1936--No. Plants .....	784	20	42	16	68	12
15. Gross Value Production (Thousand \$)	56,225	896	588	108	5,118	1,680
16. Farms, 1931, Total No. ....	34,025	1,080	2,570	(b)	1,549	(b)
17. Gross Value Production (Thousand \$)	30,438	990	3,657	(b)	1,350	(b)
18. Average per Farm (Dollars) .....	895	917	1,423	(b)	872	(b)
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	6,854	42	281	200	249	147
20. Salaries and Wages (Thousand \$) ...	6,224	31	249	180	231	145
21. Wholesaling, 1930--No. Employees .....	2,825	(x)	99	(a)	26	(a)
22. Salaries and Wages (Thousand \$) ...	3,989	(x)	115	(a)	48	(a)
23. Manufacturing, 1936--No. Employees ..	13,710	170	183	57	1,559	516
24. Salaries and Wages (Thousand \$) ...	11,855	117	96	31	1,157	405
25. Farm Population, 1931--No. ....	180,214	5,173	12,194	(b)	6,973	(b)
26. Per Cent of Total Population .....	44.1	67.4	58.6	(b)	32.7	(b)
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	1,818	16	50	21	108	30
28. Sales (Thousand \$) .....	14,983	97	419	264	896	367
29. Country General Stores, No. ....	706	20	38	1	45	3
30. Sales (Thousand \$) .....	12,236	350	913	(x)	909	213
31. General Merchandise Group, No. ....	98	0	4	4	8	3
32. Sales (Thousand \$) .....	18,680	0	287	287	94	60
33. Automotive Group, No. ....	451	10	42	16	30	11
34. Sales (Thousand \$) .....	11,698	35	721	513	697	594
35. Apparel Group, No. ....	307	0	11	10	22	12
36. Sales (Thousand \$) .....	6,373	0	236	205	363	237
37. Building Materials Group, No. ....	115	1	10	4	7	4
38. Sales (Thousand \$) .....	3,359	(x)	270	212	161	123
39. Furniture and Household, No. ....	87	1	5	5	5	4
40. Sales (Thousand \$) .....	2,592	(x)	92	92	121	115
41. Restaurant Group, No. ....	174	1	9	6	12	5
42. Sales (Thousand \$) .....	1,204	(x)	50	(x)	82	42
43. Drug Stores, No. ....	115	3	8	5	8	4
44. Sales (Thousand \$) .....	2,331	(x)	130	109	146	85
45. Other Retail Stores, No. ....	563	10	30	21	35	17
46. Sales (Thousand \$) .....	10,916	15	775	534	624	447
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd., 1937, No. ....	29,937	919	2,088	511	2,302	575
48. No. per 100 households .....	37.3	54.4	46.0	(a)	45.7	(a)
49. New Passenger Car Sales, 1937, No. ..	3,606	(a)	(a)	(a)	(a)	(a)
50. No. per 100 households .....	4.5	(a)	(a)	(a)	(a)	(a)
51. Domestic Electric Meters, 1937, No. ..	44,663	(y) 635	1,461	(a)	2,324	(a)
52. No. per 100 households .....	55.6	37.6	32.2	(a)	46.1	(a)
53. Homes with Radios, 1937, No. ....	35,710	346	1,632	804	2,177	685
54. No. per 100 households .....	44.5	20.5	36.0	(a)	43.2	(a)
55. Farm Values, 1931, (Thousand \$) .....	103,531	3,308	12,557	(b)	4,552	(b)
56. Average per Farm (Dollars) .....	3,042	3,063	4,886	(b)	2,939	(b)

Notes: See footnotes at end of table.

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

GLOUCESTER		KENT	KINGS		MADAWASKA		NORTHUMBERLAND			QUEENS	RESTIGOUCHE	
County	Ba-thurst	County	County	Sussex	County	Edmund-ston	County	Chat-ham	New-castle	County	County	
41,914	3,300	23,478	19,807	2,252	24,527	6,430	34,124	4,017	3,383	11,219	29,859	1.
0.40	0.03	0.23	0.19	0.02	0.24	0.06	0.33	0.04	0.03	0.11	0.29	2.
41,445	3,153	22,878	18,039	2,146	23,187	5,946	33,385	3,875	3,243	10,034	28,825	3.
138	61	174	1,274	63	61	49	285	61	56	856	331	4.
331	86	426	494	43	1,279	435	454	81	84	329	703	5.
6,774	(a)	3,944	4,610	(a)	3,998	(a)	6,304	(a)	(a)	2,482	4,971	6.
6,591	(a)	3,887	4,581	(a)	3,909	(a)	6,217	(a)	(a)	2,474	4,883	7.
316	73	213	201	60	244	108	337	88	52	130	317	8.
3,018	1,630	1,347	2,589	1,313	2,689	1,625	3,904	1,206	1,165	1,306	5,611	9.
0.11	0.06	0.05	0.09	0.05	0.10	0.06	0.14	0.04	0.04	0.05	0.20	10.
72	494	57	131	583	110	253	114	300	344	116	188	11.
13	(a)	11	10	(a)	5	4	15	(a)	(a)	3	15	12.
882	(a)	221	283	(a)	612	585	1,239	(a)	(a)	(x)	1,590	13.
96	13	41	46	12	22	8	51	8	14	15	42	14.
3,289	2,875	392	1,116	752	3,886	3,554	1,494	33	970	275	8,738	15.
5,112	(b)	3,088	2,860	(b)	1,815	(b)	3,376	(b)	(b)	1,628	1,800	16.
2,466	(b)	2,238	3,508	(b)	1,717	(b)	1,983	(b)	(b)	1,482	1,201	17.
482	(b)	725	1,227	(b)	946	(b)	587	(b)	(b)	910	667	18.
174	106	94	167	107	167	115	298	123	85	63	369	19.
147	101	72	148	99	142	99	239	85	86	46	311	20.
45	(a)	10	10	(a)	13	12	32	(a)	(a)	(x)	61	21.
56	(a)	13	11	(a)	20	18	37	(a)	(a)	(x)	67	22.
970	704	204	274	161	717	504	689	28	316	105	1,564	23.
898	844	69	168	125	597	490	324	11	187	73	1,716	24.
30,639	(b)	18,433	12,395	(b)	10,905	(b)	18,460	(b)	(b)	7,277	10,450	25.
73.1	(b)	78.5	62.6	(b)	44.5	(b)	54.1	(b)	(b)	64.9	35.0	26.
131	27	86	81	23	88	45	133	43	14	40	141	27.
530	338	117	503	271	380	298	748	242	334	154	1,298	28.
100	5	65	45	3	60	10	70	3	3	48	39	29.
1,365	539	919	900	123	727	203	1,237	77	154	785	1,113	30.
12	5	1	2	1	7	6	13	5	6	1	8	31.
296	41	(x)	(x)	(x)	151	150	387	246	29	(x)	320	32.
17	7	14	28	9	18	8	31	5	5	15	27	33.
301	286	189	497	406	272	219	525	141	220	172	555	34.
5	5	5	6	6	15	10	20	11	8	1	32	35.
85	85	(x)	67	67	250	219	287	172	115	(x)	584	36.
5	2	1	4	3	7	6	7	4	1	1	10	37.
30	20	(x)	99	58	83	74	96	91	(x)	(x)	588	38.
3	3	2	1	1	9	5	7	2	3	1	5	39.
58	58	(x)	(x)	(x)	147	127	164	(x)	96	(x)	182	40.
7	3	5	6	2	7	3	11	4	4	3	16	41.
21	15	9	8	(x)	15	8	39	16	(x)	(x)	99	42.
3	3	0	4	2	4	4	7	2	3	2	4	43.
49	49	0	52	(x)	88	88	94	(x)	52	(x)	115	44.
33	13	34	24	10	29	11	38	9	5	18	35	45.
284	202	97	189	79	576	239	330	159	141	64	757	46.
1,002	452	791	2,290	368	1,076	524	1,390	166	245	1,244	1,408	47.
14.8	(a)	20.1	49.7	(a)	26.9	(a)	22.0	(a)	(a)	50.1	28.3	48.
(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	49.
(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	50.
y) 1,029	(a)	(y) 790	(y) 2,833	(a)	1,574	(a)	y) 1,868	(a)	(a)	(y) 1,033	1,778	51.
15.2	(a)	20.0	61.5	(a)	39.4	(a)	29.6	(a)	(a)	41.6	35.8	52.
893	574	438	1,931	489	886	653	1,553	352	399	749	1,736	53.
3.2	(a)	11.1	41.9	(a)	22.2	(a)	24.6	(a)	(a)	30.2	34.9	54.
9,350	(b)	6,077	9,655	(b)	7,345	(b)	8,044	(b)	(b)	4,364	6,102	55.
1,829	(b)	1,968	3,376	(b)	4,047	(b)	2,383	(b)	(b)	2,681	3,390	56.

Note: See footnotes at end of table.



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

	RESTIGOUCHE CO. (Cont'd)		SAINT JOHN		SUNBURY	VICTORIA
	Campbell- ton	Dalhousie	County	Saint John	County	County
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	6,505	3,974	61,613	47,514	6,999	14,907
2. Per Cent of Canada Total .....	0.06	0.04	0.59	0.46	0.07	0.14
3. Persons, Canadian born .....	6,250	3,617	55,908	42,922	6,376	13,394
4. British born .....	114	140	3,609	2,878	414	530
5. Foreign born .....	141	217	2,096	1,714	209	983
6. Households, Total No. ....	(a)	(a)	13,703	10,890	1,439	2,820
7. Dwellings, Total No. ....	(a)	(a)	13,622	10,841	1,429	2,795
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	124	56	939	822	47	145
9. Total Sales (Thousand \$) .....	2,990	1,497	22,352	21,435	234	2,131
10. Per Cent of Canada Sales .....	0.11	0.05	0.81	0.78	0.01	0.08
11. Per Capita Sales (Dollars) .....	460	377	363	451	33	143
12. Wholesaling, 1930--No. Establishments	12	(a)	185	181	(a)	8
13. Total Sales (Thousand \$) .....	1,546	(a)	50,074	49,538	(a)	1,525
14. Manufacturing, 1936--No. Plants .....	13	(x)	136	118	7	24
15. Gross Value Production (Thousand \$)	370	(x)	18,918	16,432	256	344
16. Farms, 1931, Total No. ....	(b)	(b)	500	(b)	745	1,447
17. Gross Value Production (Thousand \$)	(b)	(b)	671	(b)	703	1,671
18. Average per Farm (Dollars) .....	(b)	(b)	1,341	(b)	943	1,155
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	244	85	2,413	2,311	5	132
20. Salaries and Wages (Thousand \$) ...	204	76	2,226	2,160	3	117
21. Wholesaling, 1930--No. Employees .....	58	(a)	2,001	1,964	(a)	55
22. Salaries and Wages (Thousand \$) ...	54	(a)	2,944	2,890	(a)	69
23. Manufacturing, 1936--No. Employees ..	157	(x)	3,256	2,663	111	199
24. Salaries and Wages (Thousand \$) ...	148	(x)	3,226	2,679	68	103
25. Farm Population, 1931--No. ....	(b)	(b)	2,233	(b)	3,702	8,009
26. Per Cent of Total Population .....	(b)	(b)	3.6	(b)	52.9	53.7
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	49	25	475	397	17	44
28. Sales (Thousand \$) .....	693	336	5,367	4,889	52	165
29. Country General Stores, No. ....	5	3	3	0	14	38
30. Sales (Thousand \$) .....	291	112	52	0	154	690
31. General Merchandise Group, No. ....	4	2	17	16	0	2
32. Sales (Thousand \$) .....	300	(x)	2,977	2,958	0	(x)
33. Automotive Group, No. ....	11	5	62	46	10	20
34. Sales (Thousand \$) .....	359	142	3,800	3,670	19	619
35. Apparel Group, No. ....	18	7	101	100	0	9
36. Sales (Thousand \$) .....	389	168	2,412	2,411	0	198
37. Building Materials Group, No. ....	6	2	29	28	0	7
38. Sales (Thousand \$) .....	144	(x)	985	967	0	89
39. Furniture and Household, No. ....	3	1	30	29	0	1
40. Sales (Thousand \$) .....	(x)	(x)	1,120	1,112	0	(x)
41. Restaurant Group, No. ....	8	6	42	38	0	9
42. Sales (Thousand \$) .....	59	38	469	466	0	20
43. Drug Stores, No. ....	3	1	38	36	0	4
44. Sales (Thousand \$) .....	(x)	(x)	936	906	0	54
45. Other Retail Stores, No. ....	17	4	142	132	6	11
46. Sales (Thousand \$) .....	498	238	4,240	4,057	10	146
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd., 1937, No. ....	469	357	5,723	4,714	535	1,175
48. No. per 100 households .....	(a)	(a)	41.8	43.3	37.2	41.7
49. New Passenger Car Sales, 1937, No. ..	(a)	(a)	(a)	(a)	(a)	(a)
50. No. per 100 households .....	(a)	(a)	(a)	(a)	(a)	(a)
51. Domestic Electric Meters, 1937, No. .	(a)	(a)	(y)16,306	(a)	(y)380	786
52. No. per 100 households .....	(a)	(a)	119.0	(a)	26.4	27.9
53. Homes with Radios, 1937, No. ....	812	478	10,631	10,305	339	879
54. No. per 100 households .....	(a)	(a)	77.6	94.6	23.6	31.2
55. Farm Values, 1931, (Thousand \$) .....	(b)	(b)	2,102	(b)	2,361	7,241
56. Average per Farm (Dollars) .....	(b)	(b)	4,203	(b)	3,169	5,004

Note: See footnotes at end of table.

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

WESTMORELAND			YORK		
County	Moncton	Sackville	County	Fredericton	
57,506	20,689	2,234	32,454	8,830	1.
0.55	0.20	0.02	0.31	0.09	2.
54,360	19,468	2,088	30,381	8,062	3.
1,747	634	90	1,299	496	4.
1,399	587	56	774	272	5.
11,026	4,201	(a)	6,961	(a)	6.
10,867	4,149	(a)	6,919	(a)	7.
612	302	54	384	179	8.
23,830	20,761	782	6,752	4,862	9.
0.86	0.75	0.03	0.25	0.18	10.
414	1,003	350	208	551	11.
50	36	(a)	25	16	12.
7,697	6,196	(a)	4,991	4,764	13.
97	39	8	77	27	14.
7,738	5,962	706	3,182	1,247	15.
3,716	(b)	(b)	2,739	(b)	16.
3,892	(b)	(b)	2,909	(b)	17.
1,047	(b)	(b)	1,062	(b)	18.
1,837	1,619	76	563	447	19.
1,782	1,622	58	480	395	20.
337	287	(a)	131	124	21.
417	342	(a)	181	171	22.
2,574	1,959	241	1,135	389	23.
2,455	2,026	248	808	319	24.
19,794	(b)	(b)	13,576	(b)	25.
34.4	(b)	(b)	41.8	(b)	26.
275	143	20	133	69	27.
2,589	1,872	171	1,671	1,312	28.
54	0	3	67	1	29.
1,096	0	25	1,027	(x)	30.
9	7	2	14	12	31.
13,244	13,208	(x)	503	499	32.
71	31	17	56	17	33.
2,173	1,702	262	1,128	907	34.
52	40	7	28	24	35.
1,244	1,122	70	627	608	36.
18	9	3	8	5	37.
594	519	18	237	(x)	38.
11	9	1	6	6	39.
455	438	(x)	191	191	40.
33	21	5	13	10	41.
239	201	18	140	107	42.
20	14	2	10	7	43.
400	303	(x)	218	181	44.
69	28	4	49	28	45.
1,801	1,390	113	1,010	865	46.
4,529	1,856	456	3,343	1,161	47.
41.1	44.2	(a)	48.0	(a)	48.
(a)	(a)	(a)	(a)	(a)	49.
(a)	(a)	(a)	(a)	(a)	50.
(y) 7,798	(a)	(a)	(y) 4,098	(a)	51.
70.7	(a)	(a)	58.9	(a)	52.
7,762	4,601	704	3,758	2,027	53.
70.4	109.5	(a)	54.0	(a)	54.
11,631	(b)	(b)	8,840	(b)	55.
3,130	(b)	(b)	3,227	(b)	56.

Footnotes

- (a) - figures not available.
- (b) - not applicable.
- (x) - figures withheld to avoid disclosing individual operations.
- (y) - partially estimated--See introduction.

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

	Province TOTAL	ABITIBI		ARGENTEUIL		ARTHABASKA
		County	Amos	County	Lachute	County
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	2,874,255	23,692	2,153	18,976	3,906	27,159
2. Per Cent of Canada Total .....	27.70	0.23	0.02	0.18	0.04	0.26
3. Persons, Canadian born .....	2,622,512	22,864	2,095	17,942	3,712	26,537
4. British born .....	110,826	92	6	678	126	8
5. Foreign born .....	140,917	736	52	356	68	614
6. Households, Total No. ....	535,472	4,123	(a)	3,769	(a)	4,705
7. Dwellings, Total No. ....	530,070	4,082	(a)	3,733	(a)	4,650
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	34,286	207	34	240	82	274
9. Total Sales (Thousand \$) .....	651,139	2,105	661	2,708	1,408	3,194
10. Per Cent of Canada Sales .....	23.6	0.08	0.02	0.10	0.05	0.12
11. Per Capita Sales (Dollars) .....	227	89	307	143	360	118
12. Wholesaling, 1930--No. Establishments	2,932	7	(a)	9	(a)	16
13. Total Sales (Thousand \$) .....	904,796	549	(a)	516	(a)	2,341
14. Manufacturing, 1936--No. Plants .....	7,969	66	7	52	9	115
15. Gross Value Production (Thousand \$)	863,687	869	190	5,722	2,172	4,348
16. Farms, 1931, Total No. ....	135,957	2,413	(b)	1,346	(b)	2,437
17. Gross Value Production (Thousand \$)	184,710	1,893	(b)	2,458	(b)	3,660
18. Average per Farm (Dollars) .....	1,359	785	(b)	1,826	(b)	1,502
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	62,900	105	44	177	113	184
20. Salaries and Wages (Thousand \$) ...	59,778	92	47	142	100	144
21. Wholesaling, 1930--No. Employees .....	26,171	20	(a)	15	(a)	63
22. Salaries and Wages (Thousand \$) ...	41,958	33	(a)	22	(a)	67
23. Manufacturing, 1936--No. Employees ..	194,876	296	38	1,549	553	1,839
24. Salaries and Wages (Thousand \$) ...	182,319	158	27	1,411	464	1,246
25. Farm Population, 1931--No. ....	777,017	11,130	(b)	6,965	(b)	15,124
26. Per Cent of Total Population .....	27.0	47.0	(b)	36.7	(b)	55.7
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	15,398	65	13	94	26	114
28. Sales (Thousand \$) .....	186,234	584	153	591	309	685
29. Country General Stores, No. ....	2,992	44	5	44	5	37
30. Sales (Thousand \$) .....	50,390	974	283	754	91	524
31. General Merchandise Group, No. ....	1,287	1	0	6	(c)5	20
32. Sales (Thousand \$) .....	85,229	(x)	0	139	139	236
33. Automotive Group, No. ....	2,298	19	2	28	10	20
34. Sales (Thousand \$) .....	71,740	108	(x)	747	526	849
35. Apparel Group, No. ....	3,103	11	6	8	8	12
36. Sales (Thousand \$) .....	61,106	144	100	74	74	82
37. Building Materials Group, No. ....	878	2	1	6	3	11
38. Sales (Thousand \$) .....	29,757	(x)	(x)	120	47	513
39. Furniture and Household, No. ....	812	0	0	8	3	9
40. Sales (Thousand \$) .....	30,182	0	0	63	37	129
41. Restaurant Group, No. ....	925	5	1	5	3	4
42. Sales (Thousand \$) .....	17,205	27	(x)	20	(x)	17
43. Drug Stores, No. ....	658	2	1	4	2	6
44. Sales (Thousand \$) .....	14,852	(x)	(x)	31	(x)	24
45. Other Retail Stores, No. ....	5,693	58	5	37	17	41
46. Sales (Thousand \$) .....	101,946	178	27	169	148	135
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd., 1937, No.	161,317	1,615	(a)	1,843	(a)	1,104
48. No. per 100 households .....	30.1	39.4	(a)	48.5	(a)	23.5
49. New Passenger Car Sales, 1937, No. ..	23,001	419	(a)	221	(a)	296
50. No. per 100 households .....	4.3	10.2	(a)	6.0	(a)	6.3
51. Domestic Electric Meters, 1937, No. .	475,613	2,096	(a)	2,373	(a)	2,206
52. No. per 100 households .....	88.8	50.8	(a)	63.0	(a)	46.9
53. Homes with Radios, 1937, No. ....	317,780	1,306	224	1,364	686	1,289
54. No. per 100 households .....	59.3	31.9	(a)	36.2	(a)	27.4
55. Farm Values, 1931, (Thousand \$) .....	877,274	7,994	(b)	9,985	(b)	16,096
56. Average per Farm (Dollars) .....	6,452	3,313	(b)	7,419	(b)	6,605

Note: See footnotes at end of table.

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

ARTHABASKA Co.(Cont'd) Victoria- ville	BAGOT	BEAUCE	BEAUHARNOIS			BELLE- CHASSE	BERTHIER		BONA- VENTURE	
	County	County	County	Valley- field	Beau- harnois	County	County	Berthier- ville	County	
6,213	16,914	44,793	25,163	11,411	3,729	22,006	19,506	2,431	32,432	1.
0.06	0.16	0.43	0.24	0.11	0.04	0.21	0.19	0.02	0.31	2.
5,970	16,490	44,402	22,432	10,542	3,183	21,758	19,059	2,386	32,166	3.
5	11	22	760	530	74	4	15	3	106	4.
238	403	369	1,971	339	472	244	432	42	160	5.
(a)	3,342	7,395	4,359	2,151	(a)	3,661	3,612	(a)	5,150	6.
(a)	3,311	7,280	4,283	2,109	(a)	3,645	3,578	(a)	5,121	7.
108	216	425	288	162	62	220	245	52	301	8.
1,946	1,091	3,269	5,130	3,883	834	1,098	1,978	755	1,801	9.
0.07	0.04	0.12	0.19	0.14	0.03	0.04	0.07	0.03	0.07	10.
313	65	73	204	340	224	50	101	311	56	11.
12	9	30	17	14	(a)	10	11	(a)	2	12.
2,243	324	1,240	987	814	(a)	128	218	(a)	(x)	13.
23	67	153	49	30	9	77	81	9	69	14.
2,489	2,105	2,509	9,566	7,848	1,558	338	1,734	1,038	418	15.
(b)	2,335	5,277	831	(b)	(b)	2,822	1,904	(b)	3,884	16.
(b)	3,244	5,343	1,568	(b)	(b)	2,997	2,794	(b)	3,125	17.
(b)	1,389	1,013	1,887	(b)	(b)	1,062	1,467	(b)	804	18.
126	52	183	408	302	78	28	98	51	129	19.
105	29	127	319	242	64	12	65	40	84	20.
63	5	32	34	33	(a)	4	7	(a)	(x)	21.
67	5	34	49	49	(a)	4	6	(a)	(x)	22.
1,296	606	1,300	2,940	2,523	398	112	517	257	302	23.
935	349	602	2,431	2,011	410	32	288	186	75	24.
(b)	11,133	28,698	4,668	(b)	(b)	14,852	10,618	(b)	24,744	25.
(b)	65.8	64.1	18.6	(b)	(b)	67.5	54.4	(b)	76.3	26.
45	74	161	142	79	30	76	119	27	125	27.
344	262	596	1,412	1,007	233	250	722	210	337	28.
3	36	71	13	0	2	62	20	1	91	29.
(x)	446	1,364	394	0	(x)	666	357	(x)	1,196	30.
15	4	11	14	10	2	4	8	2	3	31.
185	32	383	608	556	(x)	19	113	(x)	20	32.
10	17	36	17	8	6	11	22	5	20	33.
632	97	387	437	325	100	(x)	205	109	175	34.
9	17	29	33	19	12	9	13	6	7	35.
80	29	95	472	378	86	27	140	57	7	36.
6	5	13	6	5	0	9	6	0	2	37.
493	44	139	387	354	0	13	98	0	(x)	38.
6	4	15	9	8	1	1	7	1	1	39.
109	27	154	157	146	(x)	(x)	46	(x)	(x)	40.
3	1	6	4	3	1	0	4	0	3	41.
16	(x)	9	18	(x)	(x)	0	9	0	14	42.
2	3	4	4	3	1	0	3	1	0	43.
(x)	(x)	6	56	(x)	(x)	0	30	(x)	0	44.
9	55	79	46	27	7	48	43	9	49	45.
44	150	136	1,190	1,059	118	80	258	193	49	46.
(a)	728	1,294	1,329	677	(a)	543	682	(a)	808	47.
(a)	22.1	17.5	30.2	30.8	(a)	14.7	18.9	(a)	15.5	48.
296	23	254	108	108	(a)	(x)	(x)	(a)	107	49.
(a)	0.7	3.4	2.5	5.0	(a)	(x)	(x)	(a)	2.1	50.
(a)	1,059	(y)2,228	3,655	(a)	(a)	1,159	1,553	(a)	464	51.
(a)	31.7	30.1	83.8	(a)	(a)	31.7	43.0	(a)	9.0	52.
711	762	1,514	2,627	2,008	381	629	747	298	610	53.
(a)	22.8	20.5	60.3	93.4	(a)	17.2	20.7	(a)	11.8	54.
(b)	16,229	28,245	8,905	(b)	(b)	11,236	15,134	(b)	15,294	55.
(b)	6,950	5,353	10,716	(b)	(b)	3,982	7,948	(b)	3,938	56.

Note: See footnotes at end of table.

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

	BROME	CHAMBLY			CHAMPLAIN		
	County	County	Lon- gueuil	St. Lambert	County	Alma- ville	Cap de la Madeleine
<b>POPULATION AND DWELLINGS, 1931</b>							
1. Persons, Total No. ....	12,433	26,801	5,407	6,075	59,935	2,010	8,748
2. Per Cent of Canada Total .....	0.12	0.26	0.05	0.06	0.58	0.02	0.08
3. Persons, Canadian born .....	11,010	22,415	4,832	4,546	58,662	1,961	8,512
4. British born .....	762	3,318	424	1,190	274	10	40
5. Foreign born .....	661	1,068	151	339	999	39	196
6. Households, Total No. ....	2,791	5,461	(a)	(a)	9,952	(a)	(a)
7. Dwellings, Total No. ....	2,763	5,431	(a)	(a)	9,840	(a)	(a)
<b>BUSINESS AND INDUSTRY</b>							
8. Retailing, 1930--No. Stores .....	149	323	93	55	690	24	107
9. Total Sales (Thousand \$) .....	1,294	4,122	1,495	1,375	5,837	150	805
10. Per Cent of Canada Sales .....	0.05	0.15	0.05	0.05	0.21	0.01	0.03
11. Per Capita Sales (Dollars) .....	104	154	276	226	97	75	92
12. Wholesaling, 1930--No. Establishments	6	11	2	4	18	(a)	1
13. Total Sales (Thousand \$) .....	449	910	(x)	398	545	(a)	(x)
14. Manufacturing, 1936--No. Plants .....	34	31	9	7	159	3	10
15. Gross Value Production (Thousand \$)	939	2,893	1,145	958	12,832	31	1,169
16. Farms, 1931, Total No. ....	1,724	659	(b)	(b)	2,699	(b)	(b)
17. Gross Value Production (Thousand \$)	2,888	1,332	(b)	(b)	4,181	(b)	(b)
18. Average per Farm (Dollars) .....	1,675	2,021	(b)	(b)	1,549	(b)	(b)
<b>EMPLOYMENT AND PAYROLL</b>							
19. Retailing, 1930--No. Employees .....	72	347	128	105	478	21	65
20. Salaries and Wages (Thousand \$) ...	52	292	114	104	317	11	43
21. Wholesaling, 1930--No. Employees ....	12	50	(x)	22	26	(a)	(x)
22. Salaries and Wages (Thousand \$) ...	10	73	(x)	32	35	(a)	(x)
23. Manufacturing, 1936--No. Employees ..	309	909	385	232	2,994	9	296
24. Salaries and Wages (Thousand \$) ...	181	823	380	219	2,590	4	186
25. Farm Population, 1931--No. ....	7,919	3,674	(b)	(b)	17,951	(b)	(b)
26. Per Cent of Total Population .....	63.7	13.7	(b)	(b)	30.0	(b)	(b)
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>							
27. Food Stores, No. ....	33	168	59	21	313	11	63
28. Sales (Thousand \$) .....	201	2,055	848	649	2,146	76	463
29. Country General Stores, No. ....	39	22	1	1	73	2	11
30. Sales (Thousand \$) .....	689	454	(x)	(x)	1,096	(x)	81
31. General Merchandise Group, No. ....	1	12	7	1	34	3	4
32. Sales (Thousand \$) .....	(x)	119	79	(x)	694	6	39
33. Automotive Group, No. ....	21	26	3	8	42	3	5
34. Sales (Thousand \$) .....	101	395	128	173	193	(x)	33
35. Apparel Group, No. ....	4	16	5	3	59	0	6
36. Sales (Thousand \$) .....	21	124	30	79	664	0	16
37. Building Materials Group, No. ....	5	6	3	2	12	0	4
38. Sales (Thousand \$) .....	30	236	160	(x)	195	0	92
39. Furniture and Household, No. ....	2	8	2	3	10	0	2
40. Sales (Thousand \$) .....	(x)	70	(x)	30	125	0	(x)
41. Restaurant Group, No. ....	4	5	2	1	10	0	2
42. Sales (Thousand \$) .....	15	16	(x)	(x)	27	0	(x)
43. Drug Stores, No. ....	1	4	1	2	13	0	1
44. Sales (Thousand \$) .....	(x)	66	(x)	(x)	75	0	(x)
45. Other Retail Stores, No. ....	39	56	10	13	124	5	9
46. Sales (Thousand \$) .....	202	587	192	277	622	7	60
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>							
47. Passenger Cars Reg'd., 1937, No. ....	1,334	2,075	(a)	(a)	2,024	(a)	364
48. No. per 100 households .....	47.6	37.7	(a)	(a)	20.2	(a)	(a)
49. New Passenger Car Sales, 1937, No. ..	(x)	109	(x)	(x)	93	(a)	14
50. No. per 100 households .....	(x)	2.0	(a)	(a)	0.9	(a)	(a)
51. Domestic Electric Meters, 1937, No. ..	1,040	1,603	(a)	(a)	7,502	(a)	(a)
52. No. per 100 households .....	37.3	29.4	(a)	(a)	75.4	(a)	(a)
53. Homes with Radios, 1937, No. ....	1,864	3,758	957	1,880	4,293	161	1,070
54. No. per 100 households .....	66.8	68.8	(a)	(a)	43.1	(a)	(a)
55. Farm Values, 1931, (Thousand \$) .....	11,054	7,249	(b)	(b)	21,756	(b)	(b)
56. Average per Farm (Dollars) .....	6,412	11,000	(b)	(b)	8,061	(b)	(b)

Note: See footnotes at end of table.

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

CHAMPLAIN Co. (Con.)		CHARLEVOIX			CHATEAU- GUAY	CHICOUTIMI						
Grand 'Mere	La Tuque	County	Bale St. Paul	La Malbaie	County	County	Chi- couthimi	Bagot- ville	Jon- quiere	Keno- gami	Port Alfred	
6,461	7,871	22,940	2,916	2,408	13,125	55,724	11,877	2,468	9,448	4,500	2,342	1.
0.06	0.08	0.22	0.03	0.02	0.13	0.54	0.11	0.02	0.09	0.04	0.02	2.
6,149	7,658	22,815	2,853	2,388	12,626	54,460	11,718	2,453	9,281	4,090	2,291	3.
87	55	19	7	0	292	289	14	0	11	167	2	4.
225	158	106	56	20	207	975	145	15	156	243	49	5.
(a)	(a)	3,387	(a)	(a)	2,801	8,358	1,841	(a)	(a)	(a)	(a)	6.
(a)	(a)	3,289	(a)	(a)	2,787	8,234	1,802	(a)	(a)	(a)	(a)	7.
97	98	227	35	49	170	436	136	32	83	52	30	8.
1,390	1,631	1,595	423	615	1,375	7,059	2,960	370	1,659	746	253	9.
0.05	0.06	0.06	0.02	0.02	0.05	0.26	0.11	0.01	0.06	0.03	0.01	10.
215	207	70	145	255	105	127	249	150	176	166	108	11.
5	7	7	(a)	(a)	9	22	16	(a)	3	(a)	(a)	12.
175	262	181	(a)	(a)	329	3,576	3,346	(a)	142	(a)	(a)	13.
16	13	73	13	5	26	143	18	5	10	6	(a)	14.
5,596	4,735	941	42	22	830	21,455	453	47	1,366	5,052	(a)	15.
(b)	(b)	1,476	(b)	(b)	1,649	1,686	(b)	(b)	(b)	(b)	(b)	16.
(b)	(b)	1,987	(b)	(b)	3,151	3,079	(b)	(b)	(b)	(b)	(b)	17.
(b)	(b)	1,346	(b)	(b)	1,911	1,826	(b)	(b)	(b)	(b)	(b)	18.
132	122	117	27	51	120	547	239	24	142	61	15	19.
92	102	85	19	45	77	480	231	19	121	47	11	20.
10	9	9	(a)	(a)	9	112	103	(a)	6	(a)	(a)	21.
15	14	11	(a)	(a)	10	134	124	(a)	6	(a)	(a)	22.
1,496	768	259	24	6	258	2,885	229	11	250	932	(a)	23.
1,301	863	192	6	4	111	3,433	144	8	305	1,308	(a)	24.
(b)	(b)	10,749	(b)	(b)	7,949	13,073	(b)	(b)	(b)	(b)	(b)	25.
(b)	(b)	46.9	(b)	(b)	60.6	23.5	(b)	(b)	(b)	(b)	(b)	26.
44	45	107	13	17	57	204	68	15	36	24	15	27.
652	429	295	75	75	285	2,265	837	118	493	320	122	28.
0	2	47	9	10	24	45	0	5	1	2	4	29.
0	(x)	949	268	372	679	1,045	0	164	(x)	(x)	83	30.
4	11	8	1	1	2	23	12	0	7	1	1	31.
76	529	54	(x)	(x)	(x)	1,134	662	0	421	(x)	(x)	32.
3	6	7	3	2	30	23	9	1	5	2	0	33.
12	52	88	28	(x)	205	749	615	(x)	105	(x)	0	34.
14	12	8	1	4	10	37	10	2	10	10	4	35.
295	284	57	(x)	42	22	697	303	(x)	211	97	13	36.
2	0	4	1	2	5	9	4	0	-4	0	1	37.
(x)	0	(x)	(x)	(x)	19	247	121	0	125	0	(x)	38.
4	2	5	1	3	0	11	6	1	3	1	0	39.
61	(x)	32	(x)	27	0	302	176	(x)	96	(x)	0	40.
2	3	2	1	0	3	7	3	0	1	1	2	41.
(x)	8	(x)	(x)	0	(x)	57	39	0	(x)	(x)	(x)	42.
4	3	4	1	2	0	8	3	1	1	1	1	43.
20	44	15	(x)	(x)	0	182	50	(x)	(x)	(x)	(x)	44.
20	14	35	4	8	39	69	21	7	15	10	2	45.
210	191	84	20	20	162	382	157	10	109	60	(x)	46.
373	235	558	(a)	(a)	1,210	1,807	588	(a)	(a)	(a)	(a)	47.
(a)	(a)	16.4	(a)	(a)	43.2	21.5	32.7	(a)	(a)	(a)	(a)	48.
40	35	50	(a)	(a)	25	358	271	(a)	84	(a)	(a)	49.
(a)	(a)	1.5	(a)	(a)	0.9	4.3	14.7	(a)	(a)	(a)	(a)	50.
(a)	(a)	1,628	(a)	(a)	1,797	7,408	(a)	(a)	(a)	(a)	(a)	51.
(a)	(a)	48.1	(a)	(a)	64.2	76.7	(a)	(a)	(a)	(a)	(a)	52.
863	632	547	189	137	812	5,367	1,663	307	1,245	782	397	53.
(b)	(b)	16.1	(a)	(a)	29.0	64.2	90.3	(a)	(a)	(a)	(a)	54.
(b)	(b)	8,721	(b)	(b)	14,871	17,246	(b)	(b)	(b)	(b)	(b)	55.
(b)	(b)	5,908	(b)	(b)	9,018	10,229	(b)	(b)	(b)	(b)	(b)	56.

Note: See footnotes at end of table.

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

	COMPTON		DEUX-MONTAGNES	DORCHESTER	DRUMMOND	
	County	East Angus	County	County	County	Drummondville
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	21,917	3,566	14,284	27,994	26,179	6,609
2. Per Cent of Canada Total .....	0.21	0.03	0.14	0.27	0.25	0.06
3. Persons, Canadian born .....	20,215	3,320	14,096	27,841	24,835	5,918
4. British born .....	804	109	78	8	388	273
5. Foreign born .....	898	137	110	145	956	418
6. Households, Total No. ....	4,276	(a)	2,824	4,808	4,520	(a)
7. Dwellings, Total No. ....	4,223	(a)	2,808	4,754	4,470	(a)
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	247	46	141	239	253	107
9. Total Sales (Thousand \$) .....	2,262	502	1,542	1,699	3,800	2,763
10. Per Cent of Canada Sales .....	0.08	0.02	0.06	0.06	0.14	0.10
11. Per Capita Sales (Dollars) .....	103	141	108	61	145	418
12. Wholesaling, 1930--No. Establishments	9	(a)	6	10	15	12
13. Total Sales (Thousand \$) .....	341	(a)	179	220	972	953
14. Manufacturing, 1936--No. Plants .....	66	8	35	111	76	24
15. Gross Value Production (Thousand \$)	4,953	2,452	413	1,087	14,484	13,526
16. Farms, 1931, Total No. ....	2,470	(b)	1,532	3,485	2,050	(b)
17. Gross Value Production (Thousand \$)	3,991	(b)	3,002	3,759	2,787	(b)
18. Average per Farm (Dollars) .....	1,616	(b)	1,960	1,079	1,359	(b)
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	131	41	91	65	254	208
20. Salaries and Wages (Thousand \$) .....	93	29	74	40	208	179
21. Wholesaling, 1930--No. Employees .....	10	(a)	4	4	34	34
22. Salaries and Wages (Thousand \$) .....	13	(a)	6	5	40	40
23. Manufacturing, 1936--No. Employees ..	1,512	617	88	275	4,604	4,414
24. Salaries and Wages (Thousand \$) .....	1,328	586	48	122	4,447	4,541
25. Farm Population, 1931--No. ....	12,375	(b)	8,612	20,768	11,033	(b)
26. Per Cent of Total Population .....	56.5	(b)	60.3	74.2	42.1	(b)
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	73	15	42	88	86	33
28. Sales (Thousand \$) .....	306	120	277	211	936	640
29. Country General Stores, No. ....	52	5	32	62	33	5
30. Sales (Thousand \$) .....	956	146	575	1,180	647	96
31. General Merchandise Group, No. ....	7	3	3	3	18	12
32. Sales (Thousand \$) .....	171	84	4	(x)	178	176
33. Automotive Group, No. ....	30	4	19	24	23	6
34. Sales (Thousand \$) .....	257	16	522	96	882	796
35. Apparel Group, No. ....	15	8	4	12	21	17
36. Sales (Thousand \$) .....	86	63	14	10	339	329
37. Building Materials Group, No. ....	4	1	1	6	5	4
38. Sales (Thousand \$) .....	65	(x)	(x)	6	225	222
39. Furniture and Household, No. ....	8	4	0	2	8	7
40. Sales (Thousand \$) .....	48	17	0	(x)	174	170
41. Restaurant Group, No. ....	3	1	0	0	4	4
42. Sales (Thousand \$) .....	(x)	(x)	0	0	27	27
43. Drug Stores, No. ....	1	0	1	0	4	(c)3
44. Sales (Thousand \$) .....	(x)	0	(x)	0	79	79
45. Other Retail Stores, No. ....	54	5	39	42	51	16
46. Sales (Thousand \$) .....	347	18	117	123	313	228
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd., 1937, No. ....	1,671	(a)	979	776	1,868	(a)
48. No. per 100 households .....	38.9	(a)	35.0	16.2	41.5	(a)
49. New Passenger Car Sales, 1937, No. ..	20	(a)	150	31	232	232
50. No. per 100 households .....	0.5	(a)	5.3	0.6	5.1	(a)
51. Domestic Electric Meters, 1937, No. .	(y)1,984	(a)	1,857	1,032	3,363	(a)
52. No. per 100 households .....	46.4	(a)	65.8	21.5	74.4	(a)
53. Homes with Radios, 1937, No. ....	1,126	431	833	460	2,580	1,563
54. No. per 100 households .....	26.3	(a)	29.5	9.6	57.1	(a)
55. Farm Values, 1931, (Thousand \$) .....	14,987	(b)	14,346	16,058	12,739	(b)
56. Average per Farm (Dollars) .....	6,068	(b)	9,364	4,608	6,214	(b)

Note: See footnotes at end of table.

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

DRUMMOND CO. (Cont'd) St. Joseph de Grantham	FRONTENAC		GASPE County	HULL				HUNT- INGDON County	IBERVILLE		
	County	Megantic		County	County	Aylmer	Pointe- Gatineau		Hull	County	
2,812	25,681	3,911	45,617	63,870	2,835	2,282	29,433	12,345	9,402	2,778	1.
0.03	0.25	0.04	0.44	0.62	0.03	0.02	0.28	0.12	0.09	0.03	2.
2,693	25,140	3,733	45,263	62,037	2,648	2,252	28,767	11,336	8,999	2,593	3.
14	96	31	156	835	127	3	204	363	53	42	4.
105	445	147	198	998	60	27	462	646	350	143	5.
(a)	4,234	(a)	7,256	11,717	(a)	(a)	5,394	2,770	1,828	(a)	6.
(a)	4,163	(a)	7,192	11,485	(a)	(a)	5,235	2,740	1,819	(a)	7.
15	264	85	399	790	44	39	443	136	88	34	8.
137	1,839	932	3,151	10,639	368	183	7,777	1,720	918	605	9.
0.01	0.07	0.03	0.11	0.39	0.01	0.01	0.28	0.06	0.03	0.02	10.
49	72	238	69	167	130	80	264	139	98	218	11.
(a)	8	(a)	13	15	(a)	(a)	11	2	7	(a)	12.
(a)	279	(a)	596	1,327	(a)	(a)	1,139	(x)	338	(a)	13.
(a)	81	8	138	98	(a)	(a)	46	32	26	10	14.
(a)	1,287	451	978	19,153	(a)	(a)	10,668	1,378	528	113	15.
(b)	3,053	(b)	5,382	2,734	(b)	(b)	(b)	1,794	1,070	(b)	16.
(b)	2,779	(b)	3,064	4,325	(b)	(b)	(b)	3,052	1,586	(b)	17.
(b)	910	(b)	569	1,582	(b)	(b)	(b)	1,701	1,482	(b)	18.
1	105	66	221	991	34	21	778	121	56	40	19.
1	80	52	154	831	29	14	664	94	41	29	20.
(a)	6	(a)	16	56	(a)	(a)	53	(x)	22	(a)	21.
(a)	6	(a)	22	80	(a)	(a)	75	(x)	26	(a)	22.
(a)	529	338	704	3,432	(a)	(a)	2,366	201	99	34	23.
(a)	295	194	180	3,877	(a)	(a)	2,346	149	53	24	24.
(b)	16,342	(b)	34,256	15,723	(b)	(b)	(b)	8,050	5,111	(b)	25.
(b)	63.6	(b)	75.1	24.6	(b)	(b)	(b)	65.2	54.4	(b)	26.
10	98	29	120	400	22	24	246	37	37	21	27.
119	453	268	289	3,371	106	102	2,792	180	177	125	28.
1	44	4	177	64	2	1	0	32	16	3	29.
(x)	563	62	2,360	1,515	(x)	(x)	0	741	307	147	30.
2	12	9	4	20	0	0	18	0	1	1	31.
(x)	33	32	36	720	0	0	705	0	(x)	(x)	32.
0	20	6	33	73	6	3	26	13	10	1	33.
0	169	42	307	1,073	30	15	662	393	46	(x)	34.
2	13	8	9	48	0	1	39	9	1	0	35.
(x)	111	106	28	512	0	(x)	486	70	(x)	0	36.
0	5	4	5	14	0	0	(c) 13	6	1	0	37.
0	112	110	30	365	0	0	365	109	(x)	0	38.
0	8	3	0	14	1	0	12	3	0	0	39.
0	72	(x)	0	355	(x)	0	324	(x)	0	0	40.
0	6	5	3	26	2	1	19	6	0	0	41.
0	(x)	21	4	139	(x)	(x)	129	22	0	0	42.
0	2	2	4	11	1	1	8	1	1	1	43.
0	(x)	(x)	17	209	(x)	(x)	181	(x)	(x)	(x)	44.
0	56	15	44	120	10	8	62	29	21	7	45.
0	292	243	80	2,380	153	18	2,133	141	352	294	46.
(a)	861	(a)	762	3,060	(a)	(a)	1,450	1,401	737	(a)	47.
(a)	20.5	(a)	10.4	26.2	(a)	(a)	26.9	50.0	40.9	(a)	48.
(a)	52	(a)	104	441	(a)	(a)	333	74	(x)	(a)	49.
(a)	1.2	(a)	1.4	3.8	(a)	(a)	6.2	2.7	(x)	(a)	50.
(a)	1,053	(a)	321	7,414	(a)	(a)	(a)	1,151	869	(a)	51.
(a)	24.9	(a)	4.4	63.3	(a)	(a)	(a)	41.6	47.5	(a)	52.
685	890	299	506	5,867	340	(a)	4,265	743	849	522	53.
(a)	21.0	(a)	7.0	50.1	(a)	(a)	79.1	26.8	46.4	(a)	54.
(b)	12,834	(b)	14,813	18,532	(b)	(b)	(b)	12,884	8,204	(b)	55.
(b)	4,204	(b)	2,752	6,778	(b)	(b)	(b)	7,182	7,667	(b)	56.

Note: See footnotes at end of table.



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

	JOLIETTE		KAMOUR-ASKA	LABELLE		LAKE ST. JOHN	
	County	Jol- iette	County	County	Mont Laurier	County	Dolbeau
<b>POPULATION AND DWELLINGS, 1931</b>							
1. Persons, Total No. ....	27,585	10,765	23,954	20,140	2,394	50,253	2,032
2. Per Cent of Canada Total .....	0.27	0.10	0.23	0.19	0.02	0.48	0.02
3. Persons, Canadian born .....	26,884	10,384	23,716	19,799	2,375	49,563	1,910
4. British born .....	65	33	2	29	4	188	38
5. Foreign born .....	636	348	236	312	15	502	84
6. Households, Total No. ....	5,015	1,938	3,738	3,492	(a)	7,383	(a)
7. Dwellings, Total No. ....	4,961	1,912	3,701	3,436	(a)	7,120	(a)
<b>BUSINESS AND INDUSTRY</b>							
8. Retailing, 1930--No. Stores .....	361	174	246	222	50	422	22
9. Total Sales (Thousand \$) .....	4,761	3,490	1,236	1,688	766	3,690	340
10. Per Cent of Canada Sales .....	0.17	0.13	0.04	0.06	0.03	0.13	0.01
11. Per Capita Sales (Dollars) .....	173	324	52	84	320	73	167
12. Wholesaling, 1930--No. Establishments	26	18	17	11	(a)	16	(a)
13. Total Sales (Thousand \$) .....	1,692	1,570	206	231	(a)	878	(a)
14. Manufacturing, 1936--No. Plants .....	103	37	83	75	5	201	5
15. Gross Value Production (Thousand \$)	3,938	2,152	684	753	35	8,280	2,675
16. Farms, 1931, Total No. ....	2,080	(b)	2,167	2,075	(b)	3,922	(b)
17. Gross Value Production (Thousand \$)	3,079	(b)	2,336	2,208	(b)	4,929	(b)
18. Average per Farm (Dollars) .....	1,480	(b)	1,078	1,064	(b)	1,257	(b)
<b>EMPLOYMENT AND PAYROLL</b>							
19. Retailing, 1930--No. Employees .....	381	343	67	88	38	231	28
20. Salaries and Wages (Thousand \$) ...	282	262	35	54	30	179	21
21. Wholesaling, 1930--No. Employees ....	67	66	9	16	(a)	25	(a)
22. Salaries and Wages (Thousand \$) ...	77	74	11	14	(a)	35	(a)
23. Manufacturing, 1936--No. Employees ..	1,314	851	318	215	15	1,296	277
24. Salaries and Wages (Thousand \$) ...	903	557	139	96	6	1,479	476
25. Farm Population, 1931--No. ....	11,596	(b)	14,017	11,650	(b)	24,918	(b)
26. Per Cent of Total Population .....	42.0	(b)	58.5	57.8	(b)	49.6	(b)
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>							
27. Food Stores, No. ....	170	74	95	72	16	165	6
28. Sales (Thousand \$) .....	1,351	771	221	301	133	981	119
29. Country General Stores, No. ....	31	0	56	64	8	74	0
30. Sales (Thousand \$) .....	429	0	789	926	284	1,413	0
31. General Merchandise Group, No. ....	20	15	2	5	(c)4	18	1
32. Sales (Thousand \$) .....	346	332	(x)	50	50	278	(x)
33. Automotive Group, No. ....	28	17	15	15	5	33	2
34. Sales (Thousand \$) .....	889	853	61	112	66	182	(x)
35. Apparel Group, No. ....	29	23	11	13	7	20	4
36. Sales (Thousand \$) .....	496	483	12	61	56	253	76
37. Building Materials Group, No. ....	15	7	5	5	4	12	2
38. Sales (Thousand \$) .....	472	387	10	129	128	209	(x)
39. Furniture and Household, No. ....	12	12	3	1	1	10	1
40. Sales (Thousand \$) .....	159	159	17	(x)	(x)	103	(x)
41. Restaurant Group, No. ....	4	4	2	1	0	3	1
42. Sales (Thousand \$) .....	(x)	(x)	(x)	(x)	0	7	(x)
43. Drug Stores, No. ....	2	2	2	0	0	4	1
44. Sales (Thousand \$) .....	(x)	(x)	(x)	0	0	47	(x)
45. Other Retail Stores, No. ....	50	20	55	46	5	83	4
46. Sales (Thousand \$) .....	485	371	121	80	(x)	217	12
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>							
47. Passenger Cars Reg'd., 1937, No. ....	1,229	665	567	613	(a)	1,521	(a)
48. No. per 100 households .....	24.6	35.0	15.3	17.5	(a)	20.6	(a)
49. New Passenger Car Sales, 1937, No. ..	293	293	(x)	35	(a)	123	(a)
50. No. per 100 households .....	5.8	15.1	(x)	1.0	(a)	1.7	(a)
51. Domestic Electric Meters, 1937, No. ..	3,741	(a)	1,257	585	(a)	(y) 5,075	(a)
52. No. per 100 households .....	74.6	(a)	33.6	16.8	(a)	68.7	(a)
53. Homes with Radios, 1937, No. ....	2,268	1,507	581	391	137	2,179	300
54. No. per 100 households .....	45.2	77.8	15.5	11.2	(a)	29.5	(a)
55. Farm Values, 1931, (Thousand \$) .....	13,246	(b)	12,824	9,605	(b)	30,819	(b)
56. Average per Farm (Dollars) .....	6,368	(b)	5,918	4,629	(b)	7,858	(b)

Note: See footnotes at end of table.

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

LAKE ST. JOHN GO. (Cont'd) Observ- val	LAPRAIRIE		L'ASSOMP- TION County	LEVIS			L'ISLET County	LOT- BINIERE County			
	St. Joseph d'Alma	County		La- prairie	County	Charny				Lauzon	Levis
2,770	3,970	13,491	2,774	15,323	35,656	2,823	7,084	11,724	19,404	23,034	1.
0.03	0.04	0.13	0.03	0.15	0.34	0.03	0.07	0.11	0.19	0.22	2.
2,741	3,805	12,917	2,646	14,985	35,309	2,773	6,989	11,648	19,212	22,722	3.
1	68	315	23	140	51	4	9	17	4	18	4.
28	97	259	105	198	296	46	86	59	188	294	5.
(a)	(a)	2,531	(a)	3,052	5,903	(a)	(a)	1,798	3,108	4,148	6.
(a)	(a)	2,508	(a)	2,953	5,842	(a)	(a)	1,781	3,077	4,053	7.
43	51	129	51	183	413	30	73	151	178	271	8.
501	541	1,461	1,098	1,461	4,664	372	763	2,614	852	1,356	9.
0.02	0.02	0.05	0.04	0.05	0.17	0.01	0.03	0.09	0.03	0.05	10.
181	136	108	39	95	131	132	108	223	44	59	11.
(a)	(a)	4	(a)	9	20	(a)	1	16	6	18	12.
(a)	(a)	163	(a)	334	3,198	(a)	(x)	3,030	100	553	13.
7	4	23	9	50	63	6	5	14	78	88	14.
151	46	1,879	595	800	2,451	19	535	236	740	949	15.
(b)	(b)	1,048	(b)	1,463	1,248	(b)	(b)	(b)	1,746	2,882	16.
(b)	(b)	1,839	(b)	2,687	1,838	(b)	(b)	(b)	2,049	3,391	17.
(b)	(b)	1,755	(b)	1,836	1,473	(b)	(b)	(b)	1,174	1,177	18.
45	45	79	60	89	427	20	77	261	50	43	19.
36	34	61	51	63	326	14	50	221	26	21	20.
(a)	(a)	9	(a)	26	120	(a)	(x)	118	2	14	21.
(a)	(a)	15	(a)	31	98	(a)	(x)	96	2	20	22.
64	12	454	236	379	827	9	171	138	292	276	23.
49	10	360	171	183	605	4	204	94	166	113	24.
(b)	(b)	5,647	(b)	7,598	7,071	(b)	(b)	(b)	11,880	15,201	25.
(b)	(b)	41.9	(b)	49.6	19.8	(b)	(b)	(b)	61.2	66.0	26.
19	18	49	23	76	208	12	48	79	66	89	27.
161	164	210	96	313	1,719	97	440	865	181	202	28.
1	3	20	9	26	25	2	1	0	46	70	29.
(x)	101	348	203	706	379	(x)	(x)	0	484	757	30.
2	6	2	1	0	18	3	1	7	2	1	31.
(x)	44	(x)	(x)	0	242	32	(x)	136	(x)	(x)	32.
4	5	18	7	24	31	3	3	13	10	21	33.
23	20	288	229	242	732	5	14	594	74	192	34.
3	4	4	(c)3	12	28	2	9	12	6	9	35.
51	102	4	4	37	293	(x)	141	119	48	9	36.
1	2	1	1	2	15	3	3	7	5	5	37.
(x)	(x)	(x)	(x)	(x)	471	163	15	286	3	14	38.
2	1	0	0	7	14	1	0	9	3	5	39.
(x)	(x)	0	0	42	217	(x)	0	191	3	34	40.
0	1	0	0	2	3	0	0	3	1	0	41.
0	(x)	0	0	(x)	27	0	0	27	(x)	0	42.
1	2	1	1	1	9	1	2	4	0	1	43.
(x)	(x)	(x)	(x)	(x)	105	(x)	(x)	74	0	(x)	44.
10	9	34	6	53	62	3	6	17	39	70	45.
44	34	569	525	116	479	6	84	323	54	146	46.
(a)	(a)	678	(a)	815	1,372	(a)	(a)	487	487	761	47.
(a)	(a)	27.1	(a)	26.3	23.3	(a)	(a)	27.1	15.7	18.6	48.
(a)	(a)	52	(a)	42	70	(a)	2	68	(x)	(x)	49.
(a)	(a)	2.1	(a)	1.4	1.2	(a)	(a)	3.8	(x)	(x)	50.
(a)	(a)	1,493	(a)	1,768	5,057	(a)	(a)	(a)	1,039	1,438	51.
(a)	(a)	59.0	(a)	57.9	85.7	(a)	(a)	(a)	33.4	34.7	52.
(a)	(a)	485	298	770	3,613	385	(a)	2,275	725	762	53.
245	307	19.2	(a)	25.2	61.2	(a)	(a)	126.5	23.3	18.4	54.
(b)	(b)	9,883	(b)	13,303	7,916	(b)	(b)	(b)	8,508	13,769	55.
(b)	(b)	9,430	(b)	9,093	6,343	(b)	(b)	(b)	4,873	4,778	56.

Note: See footnotes at end of table.

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

	MASKINONGE		MATANE			
	County	Louiseville	County	Priceville	Saindon	St. Jerome de Matane
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	16,039	2,365	45,272	2,310	2,355	4,757
2. Per Cent of Canada Total .....	0.15	0.02	0.44	0.02	0.02	0.05
3. Persons, Canadian born .....	15,793	2,261	44,742	2,265	2,297	4,723
4. British born .....	8	5	37	4	6	2
5. Foreign born .....	238	99	493	41	52	32
6. Households, Total No. ....	2,748	(a)	6,924	(a)	(a)	(a)
7. Dwellings, Total No. ....	2,734	(a)	6,809	(a)	(a)	(a)
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	185	56	455	25	35	82
9. Total Sales (Thousand \$) .....	1,074	595	3,280	189	257	825
10. Per Cent of Canada Sales .....	0.04	0.02	0.12	0.01	0.01	0.03
11. Per Capita Sales (Dollars) .....	67	252	72	82	109	173
12. Wholesaling, 1930--No. Establishments	6	(a)	15	(a)	(a)	(a)
13. Total Sales (Thousand \$) .....	279	(a)	334	(a)	(a)	(a)
14. Manufacturing, 1936--No. Plants .....	81	13	118	4	(a)	3
15. Gross Value Production (Thousand \$)	3,416	2,891	2,403	372	(a)	33
16. Farms, 1931, Total No. ....	1,493	(b)	3,542	(b)	(b)	(b)
17. Gross Value Production (Thousand \$)	2,151	(b)	4,114	(b)	(b)	(b)
18. Average per Farm (Dollars) .....	1,441	(b)	1,161	(b)	(b)	(b)
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	72	50	150	8	10	49
20. Salaries and Wages (Thousand \$) ...	45	36	93	5	8	31
21. Wholesaling, 1930--No. Employees ....	9	(a)	19	(a)	(a)	(a)
22. Salaries and Wages (Thousand \$) ...	9	(a)	16	(a)	(a)	(a)
23. Manufacturing, 1936--No. Employees ..	1,207	1,052	1,237	195	(a)	14
24. Salaries and Wages (Thousand \$) ...	732	673	583	125	(a)	6
25. Farm Population, 1931--No. ....	9,103	(b)	22,325	(b)	(b)	(b)
26. Per Cent of Total Population .....	56.8	(b)	49.3	(b)	(b)	(b)
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	66	19	178	8	14	37
28. Sales (Thousand \$) .....	241	115	707	28	45	273
29. Country General Stores, No. ....	29	0	111	8	9	7
30. Sales (Thousand \$) .....	227	0	1,774	142	177	128
31. General Merchandise Group, No. ....	14	6	11	0	3	6
32. Sales (Thousand \$) .....	85	63	138	0	17	108
33. Automotive Group, No. ....	8	2	28	1	1	5
34. Sales (Thousand \$) .....	95	(x)	177	(x)	(x)	70
35. Apparel Group, No. ....	17	10	31	4	4	8
36. Sales (Thousand \$) .....	137	121	145	4	9	72
37. Building Materials Group, No. ....	6	3	6	0	1	2
38. Sales (Thousand \$) .....	124	112	36	0	(x)	(x)
39. Furniture and Household, No. ....	4	3	8	0	0	7
40. Sales (Thousand \$) .....	36	35	70	0	0	57
41. Restaurant Group, No. ....	1	1	2	0	0	1
42. Sales (Thousand \$) .....	(x)	(x)	(x)	0	0	(x)
43. Drug Stores, No. ....	1	1	4	1	0	1
44. Sales (Thousand \$) .....	(x)	(x)	(x)	(x)	0	(x)
45. Other Retail Stores, No. ....	39	11	76	3	3	8
46. Sales (Thousand \$) .....	115	87	202	2	6	80
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd., 1937, No. ....	498	(a)	1,184	(a)	(a)	(a)
48. No. per 100 households .....	18.4	(a)	17.2	(a)	(a)	(a)
49. New Passenger Car Sales, 1937, No. ..	(x)	(a)	75	(a)	(a)	(a)
50. No. per 100 households .....	(x)	(a)	1.1	(a)	(a)	(a)
51. Domestic Electric Meters, 1937, No. ..	1,626	(a)	2,358	(a)	(a)	(a)
52. No. per 100 households .....	59.2	(a)	34.1	(a)	(a)	(a)
53. Homes with Radios, 1937, No. ....	952	519	1,299	(a)	(a)	(a)
54. No. per 100 households .....	34.6	(a)	18.8	(a)	(a)	(a)
55. Farm Values, 1931, (Thousand \$) .....	13,237	(b)	18,458	(b)	(b)	(b)
56. Average per Farm (Dollars) .....	8,866	(b)	5,211	(b)	(b)	(b)

Note: See footnotes at end of table.

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

MEGANTIC				MISSISQUOI		MONTCALM	MONTMAGNY		MONTMORENCY	
County	Black-Lake	Plessis-ville	Thetford Mines	County	Farnham	County	County	Montmagny	County	
35,492	2,167	2,536	10,701	19,636	4,205	13,865	20,239	3,927	16,955	1.
0.34	0.02	0.02	0.10	0.19	0.04	0.13	0.20	0.04	0.16	2.
34,664	2,101	2,443	10,361	17,879	3,835	13,568	20,005	3,870	16,799	3.
121	1	0	54	690	163	61	11	6	55	4.
707	65	93	286	1,067	207	236	223	51	101	5.
6,232	(a)	(a)	1,923	3,983	(a)	2,726	3,495	(a)	2,790	6.
6,187	(a)	(a)	1,896	3,921	(a)	2,700	3,477	(a)	2,761	7.
347	35	46	126	245	74	174	227	65	173	8.
3,537	185	493	1,940	4,023	1,698	958	1,330	743	922	9.
0.13	0.01	0.02	0.07	0.15	0.06	0.03	0.05	0.03	0.03	10.
100	85	194	181	205	404	69	66	189	54	11.
9	(a)	(a)	3	16	(a)	10	12	(a)	(a)	12.
764	(a)	(a)	498	541	(a)	150	165	(a)	(a)	13.
108	3	15	21	54	14	47	74	22	47	14.
2,355	10	1,400	449	6,562	2,810	712	2,612	2,136	191	15.
2,850	(b)	(b)	(b)	1,749	(b)	1,644	1,560	(b)	1,036	16.
3,719	(b)	(b)	(b)	2,704	(b)	2,014	1,831	(b)	1,582	17.
1,305	(b)	(b)	(b)	1,546	(b)	1,225	1,174	(b)	1,527	18.
271	7	34	183	256	99	75	91	64	71	19.
210	5	22	153	230	92	40	53	39	44	20.
33	(a)	(a)	25	15	(a)	28	3	(a)	(a)	21.
56	(a)	(a)	44	19	(a)	18	3	(a)	(a)	22.
792	4	453	173	2,242	638	198	964	813	76	23.
451	2	297	96	1,671	506	82	647	593	24	24.
14,911	(b)	(b)	(b)	8,528	(b)	8,642	9,721	(b)	7,493	25.
42.0	(b)	(b)	(b)	43.4	(b)	62.3	48.0	(b)	44.2	26.
126	14	10	54	76	27	82	95	30	87	27.
726	78	96	364	824	334	330	427	252	271	28.
51	5	4	0	34	4	27	48	5	23	29.
704	41	155	0	832	186	336	440	122	459	30.
23	1	7	15	7	3	2	10	5	2	31.
699	(x)	45	644	123	42	(x)	89	66	(x)	32.
25	4	5	7	27	6	17	12	5	10	33.
506	10	48	295	774	251	90	157	125	30	34.
31	3	9	14	16	8	8	9	7	3	35.
369	15	96	246	135	30	43	114	114	9	36.
7	2	2	2	11	2	5	4	1	1	37.
104	(x)	(x)	(x)	137	(x)	29	8	(x)	(x)	38.
8	0	2	6	9	4	3	3	2	5	39.
152	0	(x)	(x)	122	90	24	32	(x)	3	40.
10	0	1	7	11	2	0	3	1	0	41.
43	0	(x)	34	48	(x)	0	(x)	(x)	0	42.
3	1	0	2	5	2	1	1	0	0	43.
62	(x)	0	(x)	69	(x)	(x)	(x)	0	0	44.
63	5	6	19	49	16	29	42	9	42	45.
172	15	19	82	959	677	102	57	26	137	46.
1,616	(a)	(a)	746	1,958	(a)	685	660	(a)	452	47.
26.1	(a)	(a)	39.3	49.0	(a)	25.4	18.9	(a)	16.1	48.
318	(a)	(a)	318	242	(a)	6	46	(a)	4	49.
5.1	(a)	(a)	16.5	6.1	(a)	(a)	1.3	(a)	(a)	50.
(y)3,350	(a)	(a)	(a)	2,194	(a)	1,225	1,416	(a)	1,860	51.
53.8	(a)	(a)	(a)	55.1	(a)	44.9	40.5	(a)	66.7	52.
2,057	(a)	(a)	(a)	1,562	653	629	920	630	579	53.
33.0	187	351	1,237	39.2	(a)	23.1	26.3	(a)	20.8	54.
16,245	(b)	(b)	(b)	12,381	(b)	9,469	7,930	(b)	7,416	55.
5,700	(b)	(b)	(b)	7,079	(b)	5,759	5,083	(b)	7,153	56.

Note: See footnotes at end of table.

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

	MONTREAL AND JESUS ISLANDS					
	TOTAL	Dorval	Lachine	La. Salle	Laval des Rapides	Montreal
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	1,020,018	2,052	18,630	2,362	2,716	818,577
2. Per Cent of Canada Total .....	9.83	0.02	0.18	0.02	0.03	7.89
3. Persons, Canadian born .....	828,521	1,584	15,005	2,029	2,591	671,176
4. British born .....	90,482	337	2,484	179	30	60,226
5. Foreign born .....	101,015	131	1,141	154	95	87,175
6. Households, Total No. ....	210,671	(a)	3,648	(a)	(a)	170,811
7. Dwellings, Total No. ....	209,644	(a)	3,606	(a)	(a)	169,961
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	13,729	28	274	16	13	11,959
9. Total Sales (Thousand \$) .....	407,368	255	5,185	182	89	369,471
10. Per Cent of Canada Sales .....	14.78	0.01	0.19	0.01	0.03	13.41
11. Per Capita Sales (Dollars) .....	399	124	278	77	33	451
12. Wholesaling, 1930--No. Establishments	1,872	(a)	4	(a)	(a)	1,838
13. Total Sales (Thousand \$) .....	774,600	(a)	161	(a)	(a)	766,833
14. Manufacturing, 1936--No. Plants .....	2,504	(a)	31	9	(a)	2,372
15. Gross Value Production (Thousand \$)	508,157	(a)	8,636	12,995	(a)	427,271
16. Farms, 1931, Total No. ....	1,724	(b)	(b)	(b)	(b)	(b)
17. Gross Value Production (Thousand \$)	4,673	(b)	(b)	(b)	(b)	(b)
18. Average per Farm (Dollars) .....	2,710	(b)	(b)	(b)	(b)	(b)
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	43,290	36	475	18	5	39,766
20. Salaries and Wages (Thousand \$) ...	43,701	33	427	12	5	40,172
21. Wholesaling, 1930--No. Employees .....	21,807	(a)	19	(a)	(a)	21,400
22. Salaries and Wages (Thousand \$) ...	36,334	(a)	23	(a)	(a)	35,650
23. Manufacturing, 1936--No. Employees ..	103,036	(a)	2,200	1,187	(a)	95,420
24. Salaries and Wages (Thousand \$) ...	106,077	(a)	2,946	1,444	(a)	96,705
25. Farm Population, 1931--No. ....	10,706	(b)	(b)	(b)	(b)	(b)
26. Per Cent of Total Population .....	1.0	(b)	(b)	(b)	(b)	(b)
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	6,932	14	145	12	10	5,954
28. Sales (Thousand \$) .....	122,664	121	2,088	142	61	104,888
29. Country General Stores, No. ....	35	1	0	0	0	0
30. Sales (Thousand \$) .....	797	(x)	0	0	0	0
31. General Merchandise Group, No. ....	605	0	26	1	2	528
32. Sales (Thousand \$) .....	66,886	0	614	(x)	(x)	64,736
33. Automotive Group, No. ....	696	4	16	1	0	562
34. Sales (Thousand \$) .....	40,658	60	330	(x)	0	35,971
35. Apparel Group, No. ....	1,659	0	22	0	0	1,515
36. Sales (Thousand \$) .....	40,728	0	383	0	0	38,270
37. Building Materials Group, No. ....	403	0	8	0	0	351
38. Sales (Thousand \$) .....	19,124	0	624	0	0	16,368
39. Furniture and Household, No. ....	340	0	4	0	0	308
40. Sales (Thousand \$) .....	19,990	0	70	0	0	18,787
41. Restaurant Group, No. ....	575	2	13	0	1	524
42. Sales (Thousand \$) .....	14,760	(x)	85	0	(x)	14,220
43. Drug Stores, No. ....	384	1	5	1	0	325
44. Sales (Thousand \$) .....	10,605	(x)	83	(x)	0	9,116
45. Other Retail Stores, No. ....	2,100	6	35	1	0	1,892
46. Sales (Thousand \$) .....	71,156	38	908	(x)	0	67,115
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd., 1937, No. ....	72,098	(a)	(a)	(a)	(a)	(a)
48. No. per 100 households .....	34.2	(a)	(a)	(a)	(a)	(a)
49. New Passenger Car Sales, 1937, No. ..	11,666	(a)	(a)	(a)	(a)	(a)
50. No. per 100 households .....	5.5	(a)	(a)	(a)	(a)	(a)
51. Domestic Electric Meters, 1937, No. .	283,015	(a)	(a)	(a)	(a)	(a)
52. No. per 100 households .....	134.3	(a)	(a)	(a)	(a)	(a)
53. Homes with Radios, 1937, No. ....	187,468	233	2,923	(a)	226	177,190
54. No. per 100 households .....	89.0	(a)	80.1	(a)	(a)	103.4
55. Farm Values, 1931, (Thousand \$) .....	30,562	(b)	(b)	(b)	(b)	(b)
56. Average per Farm (Dollars) .....	17,727	(b)	(b)	(b)	(b)	(b)

Note: See footnotes at end of table.

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

MONTREAL AND JESUS ISLANDS--(Cont'd)										
Montreal East	Montreal North	Montreal West	Mount Royal	Outre-Mont	Pointe-Aux-Trembles	Pointe Claire	Ste. Anne de Bellevue	St. Laurent	Ville St. Pierre	
2,242	4,519	3,190	2,174	28,641	2,970	4,058	2,417	5,348	4,185	1.
0.02	0.04	0.03	0.02	0.28	0.03	0.04	0.02	0.05	0.04	2.
1,953	4,079	2,295	1,568	21,698	2,688	3,051	2,073	4,804	3,360	3.
134	255	535	430	2,506	137	827	274	322	508	4.
155	185	360	176	4,437	145	180	70	222	317	5.
(a)	(a)	(a)	(a)	6,086	(a)	(a)	(a)	(a)	(a)	6.
(a)	(a)	(a)	(a)	6,070	(a)	(a)	(a)	(a)	(a)	7.
21	42	21	12	129	33	34	47	70	41	8.
278	373	916	275	4,307	485	643	918	1,311	983	9.
0.01	0.01	0.03	0.01	0.16	0.02	0.02	0.03	0.05	0.04	10.
124	83	287	126	150	163	158	380	245	235	11.
(a)	(a)	(a)	(a)	9	(a)	(a)	(a)	(a)	(a)	12.
(a)	(a)	(a)	(a)	4,572	(a)	(a)	(a)	(a)	(a)	13.
10	(a)	(a)	(a)	8	6	(a)	3	8	5	14.
51,399	(a)	(a)	(a)	1,397	494	(a)	19	1,445	893	15.
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	16.
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	17.
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	18.
19	21	92	29	410	47	57	83	100	63	19.
14	16	105	28	455	45	50	83	107	64	20.
(a)	(a)	(a)	(a)	167	(a)	(a)	(a)	(a)	(a)	21.
(a)	(a)	(a)	(a)	292	(a)	(a)	(a)	(a)	(a)	22.
1,725	(a)	(a)	(a)	362	148	(a)	10	619	313	23.
2,241	(a)	(a)	(a)	397	188	(a)	7	616	365	24.
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	25.
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	26.
17	26	9	4	75	19	16	25	44	26	27.
230	231	399	114	2,153	236	329	404	742	369	28.
0	0	0	0	0	0	3	1	0	0	29.
0	0	0	0	0	0	121	(x)	0	0	30.
0	4	0	1	0	1	1	2	5	3	31.
0	34	0	(x)	0	(x)	(x)	(x)	53	26	32.
2	3	2	2	6	5	1	2	8	2	33.
(x)	50	(x)	(x)	377	53	(x)	(x)	122	(x)	34.
0	0	1	0	12	2	1	3	1	1	35.
0	0	(x)	0	127	(x)	(x)	24	(x)	(x)	36.
0	2	2	0	5	1	4	2	3	4	37.
0	(x)	(x)	0	(x)	(x)	(x)	(x)	253	512	38.
0	0	1	0	1	1	0	0	0	0	39.
0	0	(x)	0	(x)	(x)	0	0	0	0	40.
1	0	0	1	0	1	1	2	2	1	41.
(x)	0	0	(x)	0	(x)	(x)	(x)	(x)	(x)	42.
0	1	2	1	8	1	1	2	2	1	43.
0	(x)	(x)	(x)	293	(x)	(x)	(x)	(x)	(x)	44.
1	6	4	3	22	2	6	8	5	3	45.
(x)	43	184	67	832	(x)	82	85	79	29	46.
(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	47.
(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	48.
(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	49.
(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	50.
(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	51.
(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	52.
(a)	(a)	(a)	(a)	(a)	(a)	440	510	960	691	53.
(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	54.
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	55.
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	56.

Note: See footnotes at end of table.

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

	MONTREAL AND JESUS ISLANDS--(Cont'd)		NAPIER-VILLE	NICOLET		PAPINEAU
	Verdun	West-mount	County	County	Nicolet	County
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	60,745	24,235	7,600	28,673	2,868	29,246
2. Per Cent of Canada Total .....	0.59	0.23	0.07	0.28	0.03	0.28
3. Persons, Canadian born .....	42,526	17,370	7,444	28,320	2,797	27,904
4. British born .....	15,766	4,321	10	7	5	317
5. Foreign born .....	2,453	2,544	146	346	66	1,025
6. Households, Total No. ....	13,914	5,454	1,475	4,953	(a)	5,124
7. Dwellings, Total No. ....	13,880	5,439	1,462	4,923	(a)	5,038
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	588	128	77	325	45	370
9. Total Sales (Thousand \$) .....	12,774	6,330	730	1,687	380	3,518
10. Per Cent of Canada Sales .....	0.46	0.23	0.03	0.06	0.01	0.13
11. Per Capita Sales (Dollars) .....	210	261	96	59	132	120
12. Wholesaling, 1930--No. Establishments	6	7	6	18	(a)	15
13. Total Sales (Thousand \$) .....	593	2,059	393	655	(a)	534
14. Manufacturing, 1936--No. Plants .....	20	10	15	125	9	77
15. Gross Value Production (Thousand \$)	393	2,620	1,515	1,547	558	4,443
16. Farms, 1931, Total No. ....	(b)	(b)	1,008	3,664	(b)	2,519
17. Gross Value Production (Thousand \$)	(b)	(b)	1,632	4,605	(b)	3,188
18. Average per Farm (Dollars) .....	(b)	(b)	1,619	1,257	(b)	1,266
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	1,235	620	50	71	26	237
20. Salaries and Wages (Thousand \$) ...	1,163	728	40	36	14	174
21. Wholesaling, 1930--No. Employees ...	15	173	8	15	(a)	16
22. Salaries and Wages (Thousand \$) ...	22	302	11	15	(a)	18
23. Manufacturing, 1936--No. Employees ..	181	652	352	401	189	800
24. Salaries and Wages (Thousand \$) ...	134	817	168	187	112	835
25. Farm Population, 1931--No. ....	(b)	(b)	5,069	19,495	(b)	14,228
26. Per Cent of Total Population .....	(b)	(b)	66.7	68.0	(b)	48.6
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	332	60	26	121	16	148
28. Sales (Thousand \$) .....	6,034	3,090	88	478	162	638
29. Country General Stores, No. ....	0	0	14	72	4	71
30. Sales (Thousand \$) .....	0	0	401	850	47	1,632
31. General Merchandise Group, No. ....	21	2	1	7	0	3
32. Sales (Thousand \$) .....	1,291	(x)	(x)	13	0	(x)
33. Automotive Group, No. ....	25	14	12	17	4	38
34. Sales (Thousand \$) .....	1,187	1,805	105	111	52	529
35. Apparel Group, No. ....	86	10	4	21	9	28
36. Sales (Thousand \$) .....	1,714	162	10	71	51	158
37. Building Materials Group, No. ....	13	5	2	5	0	6
38. Sales (Thousand \$) .....	357	(x)	(x)	(x)	0	142
39. Furniture and Household, No. ....	17	6	4	4	3	6
40. Sales (Thousand \$) .....	669	322	25	37	(x)	62
41. Restaurant Group, No. ....	19	3	0	1	0	13
42. Sales (Thousand \$) .....	148	89	0	(x)	0	53
43. Drug Stores, No. ....	19	13	1	4	1	2
44. Sales (Thousand \$) .....	455	406	(x)	10	(x)	(x)
45. Other Retail Stores, No. ....	56	15	13	73	8	55
46. Sales (Thousand \$) .....	919	341	60	107	28	278
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd., 1937, No. ....	(a)	(a)	492	736	(a)	1,847
48. No. per 100 households .....	(a)	(a)	32.8	14.7	(a)	36.2
49. New Passenger Car Sales, 1937, No. ..	(a)	(a)	31	30	(a)	154
50. No. per 100 households .....	(a)	(a)	2.1	0.6	(a)	3.0
51. Domestic Electric Meters, 1937, No. .	(a)	(a)	679	1,359	(a)	2,370
52. No. per 100 households .....	(a)	(a)	46.0	27.4	(a)	46.3
53. Homes and Radios, 1937, No. ....	(a)	(a)	355	1,065	281	1,567
54. No. per 100 households .....	(a)	(a)	24.1	21.5	(a)	30.6
55. Farm Values, 1931, (Thousand \$) .....	(b)	(b)	6,640	22,391	(b)	14,393
56. Average per Farm (Dollars) .....	(b)	(b)	6,588	6,111	(b)	5,714

Note: See footnotes at end of table.

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

PAPINEAU CO. (Cont'd)		PONTIAC	PORTNEUF		QUEBEC						RICHELIEU	
Buck- ingham	Masson	County	County	Donna- cona	County	Beau- port	Giffard	Lorette- ville	Mont- morency	Quebec	County	
4,638	2,015	21,241	35,890	2,631	170,915	3,242	3,573	2,251	4,575	130,594	21,483	1.
0.04	0.02	0.20	0.35	0.03	1.65	0.03	0.03	0.02	0.04	1.26	0.21	2.
4,428	1,533	20,510	35,598	2,518	166,867	3,215	3,526	2,223	4,514	127,137	20,854	3.
118	17	330	66	25	1,308	7	2	2	5	1,114	29	4.
92	465	401	226	88	2,740	20	45	26	56	2,343	600	5.
(a)	(a)	4,050	6,206	(a)	29,125	(a)	(a)	(a)	(a)	23,043	3,974	6.
(a)	(a)	3,986	6,064	(a)	28,988	(a)	(a)	(a)	(a)	22,900	3,889	7.
87	32	190	472	25	2,062	25	12	43	37	1,742	284	8.
1,297	164	1,524	2,517	360	50,287	205	95	337	465	48,172	2,979	9.
0.05	0.01	0.06	0.09	0.01	1.82	0.01	0.03	0.01	0.02	1.75	0.11	10.
280	81	72	70	137	294	63	27	150	102	369	139	11.
(a)	(a)	7	12	(a)	251	(a)	(a)	(a)	(a)	249	14	12.
(a)	(a)	411	367	(a)	75,319	(a)	(a)	(a)	(a)	75,181	916	13.
10	(a)	33	218	(a)	344	6	(a)	14	(a)	286	55	14.
3,345	(a)	618	5,943	(a)	33,580	172	(a)	690	(a)	27,481	2,436	15.
(b)	(b)	2,362	2,837	(b)	1,503	(b)	(b)	(b)	(b)	(b)	1,162	16.
(b)	(b)	3,230	3,823	(b)	2,468	(b)	(b)	(b)	(b)	(b)	1,644	17.
(b)	(b)	1,367	1,348	(b)	1,642	(b)	(b)	(b)	(b)	(b)	1,415	18.
106	15	93	183	38	5,510	15	11	35	43	5,261	240	19.
87	10	71	118	32	4,857	12	5	23	33	4,697	176	20.
(a)	(a)	10	16	(a)	2,420	(a)	(a)	(a)	(a)	2,416	45	21.
(a)	(a)	14	19	(a)	3,172	(a)	(a)	(a)	(a)	3,168	43	22.
522	(a)	155	1,448	(a)	10,978	67	(a)	368	(a)	8,905	1,169	23.
684	(a)	77	1,218	(a)	9,223	53	(a)	233	(a)	7,711	998	24.
(b)	(b)	12,641	16,945	(b)	9,586	(b)	(b)	(b)	(b)	(b)	6,620	25.
(b)	(b)	59.5	47.2	(b)	5.6	(b)	(b)	(b)	(b)	(b)	30.8	26.
41	11	66	194	9	1,020	17	8	20	22	829	141	27.
312	32	239	733	132	14,401	124	81	166	266	13,292	686	28.
10	5	52	88	1	19	2	0	3	2	0	15	29.
316	68	906	894	(x)	420	(x)	0	59	(x)	0	196	30.
0	0	1	19	3	71	1	1	4	3	60	16	31.
0	0	(x)	102	28	5,936	(x)	(x)	17	24	5,882	475	32.
6	0	19	30	1	122	0	3	2	1	95	12	33.
225	0	157	338	(x)	6,690	0	13	(x)	(x)	6,529	266	34.
7	7	11	18	2	232	1	0	3	3	222	24	35.
78	40	53	82	(x)	5,992	(x)	0	26	13	5,947	547	36.
3	1	3	11	1	57	1	0	1	0	49	3	37.
96	(x)	47	37	(x)	2,135	(x)	0	(x)	0	2,051	(x)	38.
2	0	3	9	3	57	2	0	2	2	48	8	39.
(x)	0	12	110	49	3,172	(x)	0	(x)	(x)	3,064	161	40.
5	4	7	5	0	55	0	0	0	1	52	5	41.
40	(x)	26	10	0	875	0	0	0	(x)	861	(x)	42.
1	0	2	4	0	47	1	0	2	0	44	4	43.
(x)	0	(x)	11	0	1,525	(x)	0	(x)	0	1,513	112	44.
12	4	26	94	8	382	0	0	6	3	343	56	45.
208	8	78	200	24	9,141	0	0	10	5	9,033	385	46.
(a)	(a)	1,131	1,240	(a)	10,559	(a)	(a)	(a)	(a)	8,851	625	47.
(a)	(a)	27.6	20.0	(a)	36.3	(a)	(a)	(a)	(a)	38.5	15.6	48.
(a)	(a)	64	156	(a)	2,022	(a)	(a)	(a)	(a)	2,009	69	49.
(a)	(a)	1.6	2.5	(a)	6.9	(a)	(a)	(a)	(a)	8.7	1.7	50.
(a)	(a)	583	(y) 3,514	(a)	(y) 36,595	(a)	(a)	(a)	(a)	(a)	2,630	51.
(a)	(a)	14.4	56.6	(a)	125.6	(a)	(a)	(a)	(a)	(a)	66.2	52.
591	151	404	2,233	259	25,792	467	193	339	492	22,798	1,831	53.
(a)	(a)	10.0	36.0	(a)	88.6	(a)	(a)	(a)	(a)	98.9	46.1	54.
(b)	(b)	12,391	16,714	(b)	11,849	(b)	(b)	(b)	(b)	(b)	9,406	55.
(b)	(b)	5,246	5,892	(b)	7,884	(b)	(b)	(b)	(b)	(b)	8,094	56.

Note: See footnotes at end of table.



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

	RICHELIEU	RICHMOND.				RIMOUSKI		
	Co. (Con.)	Sorel	County	Asbes- tos	Rich- mond	Windsor	County	Mont Joli
<b>POPULATION AND DWELLINGS, 1931</b>								
1. Persons, Total No. ....	10,320	24,956	4,396	2,596	2,720	33,151	3,143	
2. Per Cent of Canada Total .....	0.10	0.24	0.04	0.03	0.03	0.32	0.03	
3. Persons, Canadian born .....	10,055	23,490	4,038	2,409	2,542	32,835	3,096	
4. British born .....	24	553	116	102	59	17	2	
5. Foreign born .....	241	913	242	85	119	299	45	
6. Households, Total No. ....	1,867	4,844	(a)	(a)	(a)	4,921	(a)	
7. Dwellings, Total No. ....	1,832	4,791	(a)	(a)	(a)	4,867	(a)	
<b>BUSINESS AND INDUSTRY</b>								
8. Retailing, 1930--No. Stores .....	184	268	52	57	41	332	61	
9. Total Sales (Thousand \$) .....	2,566	3,554	707	1,143	646	2,899	757	
10. Per Cent of Canada Sales .....	0.09	0.13	0.03	0.04	0.02	0.11	0.03	
11. Per Capita Sales (Dollars) .....	249	142	161	440	238	87	241	
12. Wholesaling, 1930--No. Establishments	13	7	(a)	(a)	(a)	13	(a)	
13. Total Sales (Thousand \$) .....	906	294	(a)	(a)	(a)	822	(a)	
14. Manufacturing, 1936--No. Plants .....	18	66	11	6	10	86	5	
15. Gross Value Production (Thousand \$)	1,544	5,655	512	565	2,692	1,284	37	
16. Farms, 1931, Total No. ....	(b)	1,967	(b)	(b)	(b)	2,291	(b)	
17. Gross Value Production (Thousand \$)	(b)	3,001	(b)	(b)	(b)	3,374	(b)	
18. Average per Farm (Dollars) .....	(b)	1,526	(b)	(b)	(b)	1,473	(b)	
<b>EMPLOYMENT AND PAYROLL</b>								
19. Retailing, 1930--No. Employees .....	208	249	45	94	54	204	57	
20. Salaries and Wages (Thousand \$) ...	163	190	35	72	40	152	51	
21. Wholesaling, 1930--No. Employees ...	45	7	(a)	(a)	(a)	26	(a)	
22. Salaries and Wages (Thousand \$) ...	43	11	(a)	(a)	(a)	28	(a)	
23. Manufacturing, 1936--No. Employees ..	845	1,459	47	284	672	508	27	
24. Salaries and Wages (Thousand \$) ...	743	1,157	35	157	615	278	22	
25. Farm Population, 1931--No. ....	(b)	10,428	(b)	(b)	(b)	15,400	(b)	
26. Per Cent of Total Population .....	(b)	41.8	(b)	(b)	(b)	46.5	(b)	
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>								
27. Food Stores, No. ....	97	94	18	18	17	125	22	
28. Sales (Thousand \$) .....	552	849	169	257	125	671	144	
29. Country General Stores, No. ....	0	31	3	4	4	61	7	
30. Sales (Thousand \$) .....	0	1,026	265	229	185	1,277	224	
31. General Merchandise Group, No. ....	13	13	7	3	1	4	1	
32. Sales (Thousand \$) .....	471	145	24	12	(x)	51	(x)	
33. Automotive Group, No. ....	10	20	3	5	3	24	4	
34. Sales (Thousand \$) .....	250	384	54	199	22	215	107	
35. Apparel Group, No. ....	22	21	7	5	5	31	8	
36. Sales (Thousand \$) .....	516	247	101	97	38	198	57	
37. Building Materials Group, No. ....	2	6	2	2	1	7	5	
38. Sales (Thousand \$) .....	(x)	121	(x)	(x)	(x)	36	26	
39. Furniture and Household, No. ....	8	9	2	3	0	9	5	
40. Sales (Thousand \$) .....	161	78	(x)	21	0	167	39	
41. Restaurant Group, No. ....	5	8	0	4	3	6	1	
42. Sales (Thousand \$) .....	(x)	41	0	18	21	19	(x)	
43. Drug Stores, No. ....	4	5	2	2	0	4	1	
44. Sales (Thousand \$) .....	112	26	(x)	(x)	0	41	(x)	
45. Other Retail Stores, No. ....	23	61	8	11	7	61	1	
46. Sales (Thousand \$) .....	353	637	51	249	97	224	13	
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>								
47. Passenger Cars Reg'd. 1937, No. ....	339	1,769	(a)	(a)	(a)	609	(a)	
48. No. per 100 households .....	17.8	36.9	(a)	(a)	(a)	12.4	(a)	
49. New Passenger Car Sales, 1937, No. ..	57	115	(a)	(a)	(a)	191	(a)	
50. No. per 100 households .....	3.1	2.4	(a)	(a)	(a)	3.9	(a)	
51. Domestic Electric Meters, 1937, No. ..	(a)	3,054	(a)	(a)	(a)	1,528	(a)	
52. No. per 100 households .....	(a)	63.0	(a)	(a)	(a)	31.1	(a)	
53. Homes with Radios, 1937, No. ....	1,230	1,602	550	282	252	862	23	
54. No. per 100 households .....	65.9	33.1	(a)	(a)	(a)	17.5	(a)	
55. Farm Values, 1931, (Thousand \$) .....	(b)	12,030	(b)	(b)	(b)	16,181	(b)	
56. Average per Farm (Dollars) .....	(b)	6,116	(b)	(b)	(b)	7,063	(b)	

Note: See footnotes at end of table.

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

RIMOUSKI (Cont'd)	ROU-	SACUENAY	SHEFFORD			SHERBROOKE		SOULANGES	STANSTEAD		
	VILLE		County	County	County	Granby	Water- loo		County	Sher- brooke	
5,589	13,776	21,754	28,262	10,587	2,192	37,386	28,933	9,099	25,118	4,044	1.
0.05	0.13	0.21	0.27	0.10	0.02	0.36	0.28	0.09	0.24	0.04	2.
5,522	13,237	21,355	27,001	10,049	1,988	33,694	26,213	8,943	22,638	3,775	3.
6	133	284	384	144	98	1,821	1,253	79	1,066	60	4.
61	406	115	877	394	106	1,871	1,467	77	1,414	209	5.
(a)	2,780	3,829	5,495	2,003	(a)	7,356	5,666	1,780	5,114	(a)	6.
(a)	2,743	3,707	5,427	1,997	(a)	7,286	5,617	1,762	5,046	(a)	7.
83	200	169	325	144	48	485	428	139	306	73	8.
1,135	1,295	2,684	3,999	2,169	876	11,699	10,960	908	5,248	2,207	9.
0.04	0.05	0.10	0.15	0.08	0.03	0.42	0.40	0.03	0.19	0.08	10.
203	94	123	141	205	400	313	379	100	209	546	11.
3	10	(a)	21	14	(a)	43	41	11	10	(a)	12.
439	145	(a)	1,046	938	(a)	9,736	9,452	262	476	(a)	13.
13	61	86	97	34	13	90	74	27	80	22	14.
722	2,076	655	12,363	10,278	901	15,516	14,869	418	14,168	1,890	15.
(b)	1,483	454	2,258	(b)	(b)	877	(b)	866	1,769	(b)	16.
(b)	2,930	440	3,767	(b)	(b)	1,472	(b)	1,302	3,035	(b)	17.
(b)	1,976	970	1,669	(b)	(b)	1,679	(b)	1,504	1,716	(b)	18.
88	108	192	262	175	55	1,046	995	65	361	148	19.
67	73	211	218	147	50	1,027	977	40	326	131	20.
10	2	(a)	36	34	(a)	356	355	7	14	(a)	21.
10	2	(a)	41	40	(a)	541	541	4	23	(a)	22.
267	702	447	3,411	2,845	372	5,087	4,938	83	2,903	686	23.
176	361	310	2,683	2,286	278	4,633	4,477	44	2,215	386	24.
(b)	7,624	3,240	11,910	(b)	(b)	4,598	(b)	4,392	8,595	(b)	25.
(b)	55.3	14.9	42.1	(b)	(b)	12.3	(b)	48.3	34.2	(b)	26.
39	64	37	113	63	13	225	198	45	103	24	27.
302	350	161	933	589	203	3,066	2,776	148	1,139	275	28.
7	31	73	31	0	1	4	0	39	31	3	29.
434	384	1,612	617	0	(x)	99	0	370	1,103	587	30.
3	1	7	24	17	2	19	19	1	10	3	31.
(x)	(x)	309	514	465	(x)	1,187	1,187	(x)	231	(x)	32.
5	24	1	30	11	8	49	39	17	34	5	33.
63	216	(x)	632	366	163	2,214	2,160	287	949	495	34.
10	12	1	29	16	7	54	53	6	31	11	35.
96	47	(x)	377	285	77	1,599	1,579	9	415	190	36.
2	6	1	6	3	1	15	13	1	12	4	37.
(x)	95	(x)	154	(x)	(x)	528	433	(x)	275	87	38.
6	6	0	11	7	4	19	18	0	12	3	39.
128	23	0	161	121	40	827	816	0	117	52	40.
2	4	1	8	6	2	16	14	0	11	5	41.
(x)	11	(x)	33	(x)	(x)	199	192	0	75	33	42.
3	2	0	9	4	2	12	11	1	6	2	43.
(x)	(x)	0	62	45	(x)	284	261	(x)	60	(x)	44.
6	50	48	64	17	8	72	63	29	56	13	45.
29	160	591	516	251	179	1,696	1,556	78	884	429	46.
(a)	1,091	88	2,146	1,006	(a)	3,408	2,674	600	2,294	(a)	47.
(a)	39.0	2.3	39.0	50.3	(a)	46.1	46.9	33.3	45.0	(a)	48.
79	84	(a)	247	212	(a)	775	775	102	188	(a)	49.
(a)	3.0	(a)	4.5	10.6	(a)	10.5	13.7	5.7	3.7	(a)	50.
(a)	1,546	151	3,143	(a)	(a)	8,088	(a)	1,060	(y) 3,768	(a)	51.
(a)	55.6	3.9	57.2	(a)	(a)	110.0	(a)	59.6	73.7	(a)	52.
556	729	404	1,882	1,302	344	5,761	5,253	504	2,540	606	53.
(a)	26.2	10.6	34.2	65.0	(a)	78.3	92.7	28.3	49.7	(a)	54.
(b)	13,603	2,213	16,647	(b)	(b)	5,734	(b)	6,871	12,012	(b)	55.
(b)	9,173	4,875	7,372	(b)	(b)	6,538	(b)	7,934	6,790	(b)	56.

Note: See footnotes at end of table.

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

	STANSTEAD (Cont'd)	ST. HYACINTHE		ST. JEAN		ST. MAURICE
	Magog	County	St. Hyacinthe	County	St. Jean	County
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	6,302	25,854	13,448	17,649	11,256	69,095
2. Per Cent of Canada Total .....	0.06	0.25	0.13	0.17	0.11	0.67
3. Persons, Canadian born .....	5,798	24,852	12,766	16,435	10,349	66,545
4. British born .....	256	44	32	359	283	834
5. Foreign born .....	248	958	650	855	624	1,716
6. Households, Total No. ....	(a)	4,898	2,347	3,369	2,061	11,747
7. Dwellings, Total No. ....	(a)	4,819	2,290	3,316	2,024	11,320
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	99	301	204	264	190	830
9. Total Sales (Thousand \$) .....	1,736	4,689	4,104	3,859	3,402	14,474
10. Per Cent of Canada Sales .....	0.06	0.17	0.15	0.14	0.12	0.53
11. Per Capita Sales (Dollars) .....	275	181	305	219	302	209
12. Wholesaling, 1930--No. Establishments	5	19	15	13	9	45
13. Total Sales (Thousand \$) .....	182	1,311	1,232	1,272	1,155	6,077
14. Manufacturing, 1936--No. Plants .....	20	105	60	54	45	134
15. Gross Value Production (Thousand \$)	10,195	11,822	11,214	10,349	9,959	39,407
16. Farms, 1931, Total No. ....	(b)	1,578	(b)	977	(b)	1,635
17. Gross Value Production (Thousand \$)	(b)	2,583	(b)	1,718	(b)	2,440
18. Average per Farm (Dollars) .....	(b)	1,637	(b)	1,758	(b)	1,493
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	119	399	366	338	316	1,402
20. Salaries and Wages (Thousand \$) ...	115	322	304	295	280	1,256
21. Wholesaling, 1930--No. Employees ....	6	50	45	47	44	201
22. Salaries and Wages (Thousand \$) ...	11	62	56	66	63	249
23. Manufacturing, 1936--No. Employees ..	1,584	3,846	3,698	2,948	2,830	8,203
24. Salaries and Wages (Thousand \$) ...	1,358	2,601	2,549	2,547	2,497	8,627
25. Farm Population, 1931--No. ....	(b)	7,779	(b)	4,605	(b)	10,007
26. Per Cent of Total Population .....	(b)	30.1	(b)	26.1	(b)	14.5
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	36	126	80	99	75	411
28. Sales (Thousand \$) .....	517	1,173	882	935	848	4,049
29. Country General Stores, No. ....	5	16	0	15	0	28
30. Sales (Thousand \$) .....	39	220	0	232	0	289
31. General Merchandise Group, No. ....	6	22	20	21	21	35
32. Sales (Thousand \$) .....	186	392	389	445	445	1,050
33. Automotive Group, No. ....	9	22	15	23	12	53
34. Sales (Thousand \$) .....	244	754	733	731	697	1,502
35. Apparel Group, No. ....	15	33	30	29	27	87
36. Sales (Thousand \$) .....	209	578	574	412	410	2,507
37. Building Materials Group, No. ....	5	8	7	12	8	22
38. Sales (Thousand \$) .....	77	202	200	205	126	1,003
39. Furniture and Household, No. ....	4	11	10	8	8	22
40. Sales (Thousand \$) .....	36	349	348	375	375	1,077
41. Restaurant Group, No. ....	3	3	3	8	7	18
42. Sales (Thousand \$) .....	19	34	34	40	39	227
43. Drug Stores, No. ....	3	4	3	3	3	14
44. Sales (Thousand \$) .....	37	94	92	102	102	318
45. Other Retail Stores, No. ....	12	56	36	46	29	140
46. Sales (Thousand \$) .....	372	893	852	380	360	2,452
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd. 1937, No. ....	590	1,505	980	1,536	971	3,494
48. No. per 100 households .....	(a)	30.7	42.6	45.2	46.2	29.9
49. New Passenger Car Sales, 1937, No. ..	65	364	364	359	337	584
50. No. per 100 households .....	(a)	7.4	15.5	10.7	16.4	5.0
51. Domestic Electric Meters, 1937, No. .	(a)	1,485	(a)	2,790	(a)	10,717
52. No. per 100 households .....	(a)	30.3	(a)	82.8	(a)	91.2
53. Homes with Radios, 1937, No. ....	1,085	2,937	2,695	2,487	2,160	7,603
54. No. per 100 households .....	(a)	60.0	114.8	73.8	104.8	64.7
55. Farm Values, 1931, (Thousand \$) .....	(b)	14,006	(b)	8,455	(b)	11,755
56. Average per Farm (Dollars) .....	(b)	8,876	(b)	8,654	(b)	7,190

Note: See footnotes at end of table.

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

ST. MAURICE CO. (Cont'd)		TEMISKAMING			TEMISCOUATA			TERRE BONNE			
Shawinigan Falls	Three Rivers	County	Noranda	Rouyn	County	Cabano	Rivière du Loup	County	Ste. Agathe	St. Jerome	
15,345	35,450	20,609	2,246	3,225	50,294	2,187	8,499	38,611	2,949	8,967	1.
0.15	0.34	0.20	0.02	0.03	0.48	0.02	0.08	0.37	0.03	0.09	2.
14,609	33,921	17,831	1,159	2,469	49,595	2,098	8,361	37,275	2,648	8,844	3.
287	496	450	115	71	18	5	4	469	147	18	4.
449	1,033	2,328	972	685	681	84	134	867	154	105	5.
2,645	6,191	3,619	(a)	(a)	7,681	(a)	(a)	7,307	(a)	(a)	6.
2,633	5,842	3,563	(a)	(a)	7,586	(a)	(a)	7,270	(a)	(a)	7.
187	456	248	35	62	558	29	159	522	66	143	8.
3,538	10,080	3,411	756	1,227	4,634	264	2,300	5,232	749	1,918	9.
0.13	0.37	0.12	0.03	0.04	0.17	0.01	0.08	0.19	0.03	0.07	10.
231	284	166	337	380	92	121	271	136	254	214	11.
11	30	13	(a)	(a)	18	(a)	8	17	(a)	7	12.
927	5,084	763	(a)	(a)	1,410	(a)	1,199	707	(a)	280	13.
25	58	46	(a)	5	163	4	16	125	10	30	14.
14,065	24,911	22,804	(a)	132	2,055	370	395	10,246	112	7,022	15.
(b)	(b)	1,355	(b)	(b)	4,070	(b)	(b)	2,196	(b)	(b)	16.
(b)	(b)	1,746	(b)	(b)	4,637	(b)	(b)	3,191	(b)	(b)	17.
(b)	(b)	1,289	(b)	(b)	1,139	(b)	(b)	1,453	(b)	(b)	18.
316	1,031	168	39	67	313	12	199	323	49	144	19.
262	960	167	38	68	204	8	142	256	38	128	20.
33	165	26	(a)	(a)	39	(a)	36	32	(a)	13	21.
31	215	35	(a)	(a)	53	(a)	49	42	(a)	17	22.
2,779	5,338	1,324	(a)	31	807	198	170	3,049	35	1,999	23.
3,066	5,531	1,820	(a)	34	465	105	165	2,217	24	1,473	24.
(b)	(b)	7,730	(b)	(b)	26,708	(b)	(b)	12,875	(b)	(b)	25.
(b)	(b)	37.5	(b)	(b)	53.1	(b)	(b)	33.3	(b)	(b)	26.
73	254	89	13	26	212	5	74	237	34	65	27.
1,133	2,648	1,284	435	532	953	12	496	1,689	327	625	28.
0	0	40	1	1	115	6	6	63	5	6	29.
0	0	695	(x)	(x)	1,429	94	99	1,102	132	162	30.
10	18	5	2	3	15	3	5	19	3	8	31.
206	785	27	(x)	(x)	335	113	138	251	44	121	32.
13	27	14	1	2	39	2	15	48	3	12	33.
287	1,155	135	(x)	(x)	517	(x)	440	826	52	260	34.
32	44	25	8	9	35	4	16	33	6	15	35.
617	1,865	328	58	155	348	19	292	350	42	263	36.
10	10	12	2	3	6	0	3	9	1	2	37.
331	663	307	(x)	101	65	0	61	169	(x)	(x)	38.
7	15	5	2	1	18	1	11	17	2	8	39.
316	761	24	(x)	(x)	198	(x)	137	264	(x)	162	40.
4	14	6	1	4	7	0	4	12	4	6	41.
32	195	30	(x)	20	15	0	11	54	19	29	42.
8	9	7	1	2	7	1	4	9	2	2	43.
99	219	108	(x)	(x)	61	(x)	53	90	(x)	(x)	44.
33	65	45	4	11	104	7	21	75	6	19	45.
517	1,789	473	31	309	713	14	573	437	53	195	46.
918	2,115	1,678	(a)	(a)	1,366	(a)	419	2,165	(a)	435	47.
35.3	34.1	46.6	(a)	(a)	17.7	(a)	(a)	29.7	(a)	(a)	48.
152	432	656	(a)	(a)	136	(a)	131	200	(a)	127	49.
5.7	7.0	18.1	(a)	(a)	1.8	(a)	(a)	2.7	(a)	(a)	50.
(a)	(a)	2,641	(a)	(a)	2,525	(a)	(a)	6,321	(a)	(a)	51.
(a)	(a)	73.0	(a)	(a)	32.9	(a)	(a)	86.5	(a)	(a)	52.
2,010	5,088	1,277	430	470	1,418	134	810	3,498	311	1,492	53.
76.0	82.2	35.3	(a)	(a)	18.5	(a)	(a)	47.9	(a)	(a)	54.
(b)	(b)	7,890	(b)	(b)	24,333	(b)	(b)	13,907	(b)	(b)	55.
(b)	(b)	5,823	(b)	(b)	5,979	(b)	(b)	6,333	(b)	(b)	56.

Note: See footnotes at end of table.

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

	TERRE BONNE	VAUDREUIL	VERCHERES	WOLFE	YAMASKA
	CO.--(Cont'd)	County	County	County	County
	Ste. Thérèse				
<b>POPULATION AND DWELLINGS, 1931</b>					
1. Persons, Total No. ....	3,292	12,015	12,603	16,911	16,820
2. Per Cent of Canada Total .....	0.03	0.12	0.12	0.16	0.16
3. Persons, Canadian born .....	3,243	11,560	12,230	16,511	16,510
4. British born .....	7	292	181	66	1
5. Foreign born .....	42	163	192	334	309
6. Households, Total No. ....	(a)	2,355	2,349	3,040	3,043
7. Dwellings, Total No. ....	(a)	2,345	2,277	3,009	3,021
<b>BUSINESS AND INDUSTRY</b>					
8. Retailing, 1930--No. Stores .....	64	155	153	163	160
9. Total Sales (Thousand \$) .....	870	1,212	936	1,079	1,201
10. Per Cent of Canada Sales .....	0.03	0.04	0.03	0.04	0.04
11. Per Capita Sales (Dollars) .....	264	101	74	64	71
12. Wholesaling, 1930--No. Establishments	(a)	6	14	3	10
13. Total Sales (Thousand \$) .....	(a)	317	322	160	171
14. Manufacturing, 1936--No. Plants .....	16	30	46	83	68
15. Gross Value Production (Thousand \$)	957	265	4,478	675	728
16. Farms, 1931, Total No. ....	(b)	970	1,144	2,026	2,045
17. Gross Value Production (Thousand \$)	(b)	1,747	2,083	2,781	2,680
18. Average per Farm (Dollars) .....	(b)	1,801	1,821	1,372	1,311
<b>EMPLOYMENT AND PAYROLL</b>					
19. Retailing, 1930--No. Employees .....	45	97	48	73	57
20. Salaries and Wages (Thousand \$) ...	44	63	37	41	39
21. Wholesaling, 1930--No. Employees ....	(a)	25	11	4	2
22. Salaries and Wages (Thousand \$) ...	(a)	30	9	8	4
23. Manufacturing, 1936--No. Employees ..	359	71	742	218	123
24. Salaries and Wages (Thousand \$) ...	226	38	749	91	46
25. Farm Population, 1931--No. ....	(b)	4,966	6,714	11,664	10,674
26. Per Cent of Total Population .....	(b)	41.3	53.3	69.0	63.5
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>					
27. Food Stores, No. ....	27	58	65	53	61
28. Sales (Thousand \$) .....	170	298	300	199	212
29. Country General Stores, No. ....	3	36	24	43	30
30. Sales (Thousand \$) .....	91	508	351	706	837
31. General Merchandise Group, No. ....	3	1	6	3	2
32. Sales (Thousand \$) .....	46	(x)	29	(x)	(x)
33. Automotive Group, No. ....	5	16	10	10	12
34. Sales (Thousand \$) .....	339	179	86	77	66
35. Apparel Group, No. ....	6	5	6	9	7
36. Sales (Thousand \$) .....	22	7	11	32	5
37. Building Materials Group, No. ....	2	5	3	1	3
38. Sales (Thousand \$) .....	(x)	43	29	(x)	5
39. Furniture and Household, No. ....	2	1	0	0	5
40. Sales (Thousand \$) .....	(x)	(x)	0	0	14
41. Restaurant Group, No. ....	1	0	0	1	1
42. Sales (Thousand \$) .....	(x)	0	0	(x)	(x)
43. Drug Stores, No. ....	2	3	4	0	4
44. Sales (Thousand \$) .....	(x)	8	8	0	5
45. Other Retail Stores, No. ....	13	30	35	43	35
46. Sales (Thousand \$) .....	104	139	122	55	53
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>					
47. Passenger Cars Reg'd. 1937, No. ....	(a)	921	665	593	496
48. No. per 100 households .....	(a)	38.4	28.9	19.8	16.5
49. New Passenger Car Sales, 1937, No. ..	(a)	28	84	(a)	(x)
50. No. per 100 households .....	(a)	1.2	3.6	(a)	(x)
51. Domestic Electric Meters, 1937, No. ..	(a)	1,695	1,547	663	849
52. No. per 100 households .....	(a)	72.0	65.9	21.8	27.9
53. Homes with Radios, 1937, No. ....	538	706	953	401	386
54. No. per 100 households .....	(a)	30.0	40.6	13.2	12.7
55. Farm Values, 1931, (Thousand \$) .....	(b)	8,586	11,940	10,565	15,779
56. Average per Farm (Dollars) .....	(b)	8,852	10,437	5,215	7,716

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

Footnotes

- (x) - figures withheld to avoid disclosing individual operations.
- (y) - estimated (partially)--see introduction.
- (a) - figures not available.
- (b) - not applicable.
- (c) - additional store shown in county total had sales of less than \$500.

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

	Province TOTAL	Adding- ton County	ALGOMA		
			County	Blind River	Sault Ste Marie
<b>POPULATION AND DWELLINGS, 1931</b>					
1. Persons, Total No. ....	3,431,683	6,879	46,444	2,805	23,082
2. Per cent of Canada Total .....	33.07	0.07	0.45	0.03	0.22
3. Persons, Canadian born .....	2,627,398	6,529	36,255	2,498	16,362
4. British born .....	526,570	265	3,341	54	2,296
5. Foreign born .....	277,715	85	6,848	253	4,424
6. Households, Total No. ....	810,157	1,688	10,148	(a)	4,989
7. Dwellings, Total No. ....	786,900	1,677	9,907	(a)	4,794
<b>BUSINESS AND INDUSTRY</b>					
8. Retailing, 1930--No. Stores .....	43,045	74	602	36	357
9. Total Sales (Thousand \$) .....	1,099,990	730	13,199	829	9,985
10. Per Cent of Canada Sales .....	39.92	0.03	0.48	0.03	0.36
11. Per Capita Sales (Dollars) .....	321	106	284	296	433
12. Wholesaling, 1930--No. Establishments	3,938	1	27	(a)	20
13. Total Sales (Thousand \$) .....	1,013,767	(x)	5,169	(a)	4,997
14. Manufacturing, 1936--No. Plants .....	9,753	15	94	3	46
15. Gross Value Production (Thousand \$)	1,547,552	507	15,513	8	14,506
16. Farms, 1931, Total No. ....	192,174	1,068	2,056	(b)	(b)
17. Gross Value Production (Thousand \$)	329,593	1,501	2,527	(b)	(b)
18. Average per Farm (Dollars) .....	1,715	1,406	1,229	(b)	(b)
<b>EMPLOYMENT AND PAYROLL</b>					
19. Retailing, 1930--No. Employees .....	94,184	31	826	49	667
20. Salaries and Wages (Thousand \$) ...	101,637	21	827	53	682
21. Wholesaling, 1930--No. Employees ....	31,155	(x)	143	(a)	139
22. Salaries and Wages (Thousand \$) ...	51,095	(x)	201	(a)	195
23. Manufacturing, 1936--No. Employees ..	288,992	85	2,897	7	2,635
24. Salaries and Wages (Thousand \$) ...	314,873	54	3,737	2	3,556
25. Farm Population, 1931--No. ....	800,960	4,755	9,161	(b)	(b)
26. Per Cent of Total Population .....	23.3	69.1	19.7	(b)	(b)
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>					
27. Food Stores, No. ....	14,263	16	210	13	136
28. Sales (Thousand \$) .....	255,936	107	3,449	159	2,831
29. Country General Stores, No. ....	2,662	24	56	5	0
30. Sales (Thousand \$) .....	48,066	378	1,426	148	0
31. General Merchandise Group, No. ....	979	0	21	0	19
32. Sales (Thousand \$) .....	180,384	0	972	0	964
33. Automotive Group, No. ....	5,481	13	58	3	33
34. Sales (Thousand \$) .....	167,411	124	2,002	112	1,661
35. Apparel Group, No. ....	4,484	1	62	5	48
36. Sales (Thousand \$) .....	93,711	(x)	1,244	131	1,074
37. Building Materials Group, No. ....	2,030	4	20	1	12
38. Sales (Thousand \$) .....	61,398	35	1,020	(x)	827
39. Furniture and Household, No. ....	1,429	2	22	0	21
40. Sales (Thousand \$) .....	43,713	(x)	586	0	582
41. Restaurant Group, No. ....	2,306	0	35	3	24
42. Sales (Thousand \$) .....	28,634	0	329	30	271
43. Drug Stores, No. ....	1,464	1	17	1	13
44. Sales (Thousand \$) .....	35,208	(x)	400	(x)	311
45. Other Retail Stores, No. ....	7,947	13	101	5	51
46. Sales (Thousand \$) .....	185,530	70	1,775	104	1,466
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>					
47. Passenger Cars Reg'd. 1937, No. ....	(k) 541,802	(d)	(e) 5,735	(a)	2,988
48. No. per 100 households .....	66.9	(d)	(e) 56.5	(a)	59.9
49. New Passenger Car Sales, 1937, No. ..	54,751	0	569	(a)	(a)
50. No. per 100 households .....	6.8	0	5.6	(a)	(a)
51. Domestic Electric Meters, 1937, No. .	673,810	84	6,857	(a)	(a)
52. No. per 100 households .....	83.2	5.0	67.6	(a)	(a)
53. Homes with Radios, 1937, No. ....	572,998	(e)	5,709	245	(a)
54. No. per 100 households .....	70.7	(e)	56.3	(a)	3,729
55. Farm Values, 1931, (Thousand \$) .....	1,397,666	5,855	9,096	(b)	74.7
56. Average per farm (Dollars) .....	7,273	5,482	4,424	(b)	(b)

Note: See footnotes at end of table.

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

BRANT			BRUCE			CARLETON			COCHRANE				
County	Brantford	Paris	County	Kincardine	Walkerton	County	Eastview	Ottawa	County	Cochrane	Kapuskasing	Timmins	
53,476	30,107	4,137	42,286	2,465	2,431	170,040	6,686	126,872	58,033	3,963	3,819	14,200	1.
0.52	0.29	0.04	0.41	0.02	0.02	1.64	0.06	1.22	0.56	0.04	0.04	0.14	2.
40,311	21,068	2,932	39,556	2,162	2,216	145,493	6,201	107,626	41,995	2,780	2,823	10,150	3.
10,141	6,801	1,101	1,904	248	146	16,717	251	12,774	4,648	297	282	1,634	4.
3,024	2,238	104	826	55	69	7,830	234	6,472	11,390	886	714	2,416	5.
13,166	7,487	(a)	10,843	(a)	(a)	36,840	(a)	27,658	12,431	(a)	(a)	2,986	6.
12,853	7,255	(a)	10,758	(a)	(a)	35,814	(a)	26,789	12,195	(a)	(a)	2,804	7.
663	451	70	621	59	60	1,904	69	1,525	546	70	46	159	8.
16,824	13,967	1,583	7,418	863	1,007	63,905	792	59,702	14,813	2,214	1,534	6,271	9.
0.61	0.51	0.06	0.27	0.03	0.04	2.32	0.03	2.17	0.54	0.08	0.06	0.23	10.
315	464	383	175	350	414	376	118	471	255	559	402	442	11.
43	36	(a)	27	(a)	(a)	208	4	199	32	(a)	(a)	15	12.
8,131	7,184	(a)	1,496	(a)	(a)	42,123	398	41,592	5,358	(a)	(a)	2,997	13.
148	109	20	152	13	13	287	5	200	68	8	5	28	14.
28,289	23,532	4,097	5,851	1,163	652	26,923	446	25,044	16,818	49	6,355	1,311	15.
2,794	(b)	(b)	6,221	(b)	(b)	4,363	(b)	(b)	2,489	(b)	(b)	(b)	16.
4,573	(b)	(b)	9,989	(b)	(b)	8,920	(b)	(b)	2,017	(b)	(b)	(b)	17.
1,637	(b)	(b)	1,606	(b)	(b)	2,044	(b)	(b)	810	(b)	(b)	(b)	18.
1,364	1,184	100	489	62	71	6,162	70	5,874	942	137	83	441	19.
1,399	1,230	110	361	52	55	6,447	60	6,206	1,095	156	104	511	20.
350	300	(a)	42	(a)	(a)	1,677	16	1,660	120	(a)	(a)	70	21.
512	417	(a)	41	(a)	(a)	2,466	16	2,448	196	(a)	(a)	116	22.
7,665	6,384	1,221	1,635	400	238	6,932	105	6,540	2,555	18	784	328	23.
7,337	6,220	1,068	1,199	294	190	8,110	118	7,782	3,707	13	1,255	315	24.
12,419	(b)	(b)	23,310	(b)	(b)	18,552	(b)	(b)	10,678	(b)	(b)	(b)	25.
23.2	(b)	(b)	55.1	(b)	(b)	10.9	(b)	(b)	18.4	(b)	(b)	(b)	26.
224	162	23	150	16	15	842	43	694	198	24	15	67	27.
4,817	4,041	437	1,522	283	224	13,746	326	12,481	4,826	582	508	2,256	28.
21	0	0	80	1	1	59	0	0	57	3	0	0	29.
290	0	0	1,397	(x)	(x)	1,144	0	0	974	214	0	0	30.
19	16	3	17	4	1	41	3	37	16	2	3	4	31.
1,328	1,228	100	251	90	(x)	12,791	67	12,716	1,619	(x)	245	171	32.
78	37	6	78	8	8	171	4	121	42	6	4	10	33.
3,200	2,748	243	1,238	155	154	9,713	131	8,708	1,467	329	108	709	34.
70	60	9	54	6	9	189	2	179	69	10	8	29	35.
1,830	1,737	92	420	59	107	5,940	(x)	5,878	1,752	226	238	969	36.
36	25	6	42	2	2	65	1	58	18	2	0	7	37.
830	544	217	634	(x)	(x)	3,182	(x)	3,048	1,067	(x)	0	632	38.
28	22	4	28	3	2	47	0	44	12	2	2	7	39.
895	827	57	215	32	(x)	3,068	0	3,059	387	(x)	(x)	283	40.
35	25	3	14	2	2	110	1	73	33	6	2	6	41.
327	296	15	69	(x)	(x)	1,725	(x)	1,627	205	67	(x)	56	42.
20	14	3	18	3	2	71	1	65	21	4	3	7	43.
518	453	47	211	36	(x)	1,728	(x)	1,677	606	78	77	292	44.
132	90	13	140	14	18	309	14	254	80	11	9	22	45.
2,789	2,095	378	1,463	172	388	10,872	153	10,506	1,910	392	312	905	46.
8,251	4,827	(a)	7,983	(a)	(a)	24,296	(a)	18,651	6,220	(a)	(a)	(a)	47.
62.7	64.5	(a)	73.6	(a)	(a)	66.0	(a)	67.4	50.0	(a)	(a)	(a)	48.
1,034	893	(a)	511	(a)	(a)	2,471	(a)	2,241	853	(a)	(a)	(a)	49.
7.9	11.9	(a)	4.7	(a)	(a)	6.7	(a)	8.1	6.9	(a)	(a)	(a)	50.
10,492	(a)	(a)	5,975	(a)	(a)	36,660	(a)	(a)	9,829	(a)	(a)	(a)	51.
79.7	(a)	(a)	55.1	(a)	(a)	99.5	(a)	(a)	7.9	(a)	(a)	(a)	52.
9,690	7,389	1,215	4,782	631	712	38,426	1,013	33,910	5,557	475	617	3,295	53.
73.6	98.7	(a)	44.1	(a)	(a)	104.3	(a)	122.6	44.7	(a)	(a)	110.3	54.
20,988	(b)	(b)	44,539	(b)	(b)	37,998	(b)	(b)	6,795	(b)	(b)	(b)	55.
7,512	(b)	(b)	7,159	(b)	(b)	8,709	(b)	(b)	2,730	(b)	(b)	(b)	56.

Note: See footnotes at end of table.



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

	DUFFERIN		DUNDAS	DURHAM		
	County	Orangeville	County	County	Bowmanville	Port Hope
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	14,892	2,614	16,098	25,782	4,080	4,723
2. Per Cent of Canada Total .....	0.14	0.03	0.16	0.25	0.04	0.05
3. Persons, Canadian born .....	13,613	2,288	15,111	21,857	3,261	3,782
4. British born .....	1,078	252	695	3,259	720	771
5. Foreign born .....	201	74	292	666	99	170
6. Households, Total No. ....	3,921	(a)	3,955	6,677	(a)	(a)
7. Dwellings, Total No. ....	3,898	(a)	3,943	6,611	(a)	(a)
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	185	78	235	362	78	109
9. Total Sales (Thousand \$) .....	2,627	1,394	2,804	4,821	1,165	2,100
10. Per Cent of Canada Sales .....	0.10	0.05	0.10	0.17	0.04	0.08
11. Per Capita Sales (Dollars) .....	176	533	174	187	286	445
12. Wholesaling, 1930--No. Establishments	10	(a)	12	13	(a)	(a)
13. Total Sales (Thousand \$) .....	610	(a)	636	430	(a)	(a)
14. Manufacturing, 1936--No. Plants .....	40	13	81	69	11	29
15. Gross Value Production (Thousand \$)	1,298	652	3,175	6,268	2,986	2,694
16. Farms, 1931, Total No. ....	2,645	(b)	2,350	3,230	(b)	(b)
17. Gross Value Production (Thousand \$)	4,982	(b)	4,864	5,214	(b)	(b)
18. Average per Farm (Dollars) .....	1,884	(b)	2,070	1,614	(b)	(b)
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	169	102	152	384	103	187
20. Salaries and Wages (Thousand \$) ...	148	96	115	338	105	165
21. Wholesaling, 1930--No. Employees ...	14	(a)	15	25	(a)	(a)
22. Salaries and Wages (Thousand \$) ...	22	(a)	31	24	(a)	(a)
23. Manufacturing, 1936--No. Employees ..	265	196	328	1,274	523	653
24. Salaries and Wages (Thousand \$) ...	161	122	265	1,282	524	694
25. Farm Population, 1931--No. ....	9,447	(b)	9,850	12,366	(b)	(b)
26. Per Cent of Total Population .....	63.4	(b)	61.2	47.9	(b)	(b)
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	44	22	62	90	23	30
28. Sales (Thousand \$) .....	477	289	460	1,236	419	559
29. Country General Stores, No. ....	24	2	35	36	0	0
30. Sales (Thousand \$) .....	441	(x)	575	514	0	0
31. General Merchandise Group, No. ....	3	2	7	12	4	6
32. Sales (Thousand \$) .....	69	(x)	234	314	114	159
33. Automotive Group, No. ....	31	10	30	59	11	14
34. Sales (Thousand \$) .....	643	406	470	815	179	351
35. Apparel Group, No. ....	17	10	19	23	10	10
36. Sales (Thousand \$) .....	178	123	104	302	101	190
37. Building Materials Group, No. ....	11	5	8	22	4	8
38. Sales (Thousand \$) .....	197	85	57	489	132	185
39. Furniture and Household, No. ....	6	3	10	11	3	5
40. Sales (Thousand \$) .....	41	15	48	78	(x)	50
41. Restaurant Group, No. ....	6	4	13	11	2	5
42. Sales (Thousand \$) .....	24	15	33	67	(x)	51
43. Drug Stores, No. ....	6	3	5	10	3	3
44. Sales (Thousand \$) .....	71	43	43	137	60	43
45. Other Retail Stores, No. ....	37	17	46	88	18	22
46. Sales (Thousand \$) .....	488	219	782	821	135	512
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd. 1937, No. ....	2,869	(a)	2,817	4,627	(a)	(a)
48. No. per 100 households .....	73.2	(a)	71.2	69.3	(a)	(a)
49. New Passenger Car Sales, 1937, No. ..	147	(a)	288	471	(a)	(a)
50. No. per 100 households .....	3.7	(a)	7.3	7.1	(a)	(a)
51. Domestic Electric Meters, 1937, No. .	1,480	(a)	2,725	3,526	(a)	(a)
52. No. per 100 households .....	37.7	(a)	68.9	52.8	(a)	(a)
53. Homes with Radios, 1937, No. ....	1,417	571	2,661	3,247	819	1,316
54. No. per 100 households .....	36.1	(a)	52.1	48.6	(a)	(a)
55. Farm Values, 1931, (Thousand \$) .....	20,513	(b)	17,768	22,725	(b)	(b)
56. Average per Farm (Dollars).....	7,755	(b)	7,561	7,036	(b)	(b)

Note: See footnotes at end of table.

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

ELGIN			ESSEX							FRONTENAC			
County	Aylmer	St. Thomas	County	Amherst-burg	Kings-ville	Leam-ington	River-side	Tecum-seh	Windsor	County	Kings-ton	Porta-mouth	
43,436	2,283	15,430	159,780	2,759	2,174	4,902	4,432	2,129	98,179	45,756	23,439	2,741	1.
0.42	0.02	0.15	1.54	0.03	0.02	0.05	0.04	0.02	0.95	0.44	0.23	0.03	2.
36,032	1,993	11,994	114,132	2,297	1,665	3,821	3,239	1,877	64,880	38,863	18,810	2,001	3.
5,502	198	2,883	21,693	175	254	563	731	78	17,177	5,134	3,536	432	4.
1,902	92	553	23,955	237	255	518	462	174	16,122	1,759	1,093	308	5.
11,546	(a)	4,104	36,861	(a)	(a)	(a)	(a)	(a)	22,657	10,199	5,514	(a)	6.
11,471	(a)	4,075	36,164	(a)	(a)	(a)	(a)	(a)	22,053	10,116	5,471	(a)	7.
590	66	286	1,882	60	54	106	28	33	1,239	537	376	9	8.
10,826	1,106	7,550	48,292	1,213	1,068	2,372	455	468	38,216	14,224	12,873	64	9.
0.39	0.04	0.27	1.75	0.04	0.04	0.09	0.02	0.02	1.38	0.52	0.47	(f)	10.
249	484	489	302	440	491	484	103	220	<del>389</del> 1,175	311	549	23	11.
34	(a)	17	138	(a)	(a)	(a)	(a)	(a)	108	48	39	(a)	12.
2,926	(a)	1,431	24,762	(a)	(a)	(a)	(a)	(a)	21,961	7,506	7,351	(a)	13.
99	9	41	293	9	15	16	(a)	(a)	214	127	56	(a)	14.
6,078	1,856	3,058	127,524	2,950	2,002	11,065	(a)	(a)	104,557	7,339	6,207	(a)	15.
4,529	(b)	(b)	5,568	(b)	(b)	(b)	(b)	(b)	(b)	2,887	(b)	(b)	16.
7,640	(b)	(b)	10,682	(b)	(b)	(b)	(b)	(b)	(b)	5,010	(b)	(b)	17.
1,687	(b)	(b)	1,918	(b)	(b)	(b)	(b)	(b)	(b)	1,735	(b)	(b)	18.
923	70	715	3,777	88	80	165	29	45	3,076	1,246	1,186	4	19.
819	54	668	4,590	98	81	171	26	35	3,915	1,249	1,215	3	20.
119	(a)	51	899	(a)	(a)	(a)	(a)	(a)	824	282	280	(a)	21.
128	(a)	69	1,424	(a)	(a)	(a)	(a)	(a)	1,314	411	407	(a)	22.
1,513	144	954	18,548	305	396	1,174	(a)	(a)	15,613	1,614	1,448	(a)	23.
1,177	156	898	23,722	429	279	954	(a)	(a)	21,181	1,441	1,360	(a)	24.
17,159	(b)	(b)	26,185	(b)	(b)	(b)	(b)	(b)	(b)	13,297	(b)	(b)	25.
39.5	(b)	(b)	16.4	(b)	(b)	(b)	(b)	(b)	(b)	29.1	(b)	(b)	26.
169	15	98	665	23	14	25	11	13	485	178	134	4	27.
2,780	277	2,003	13,718	390	239	739	153	232	10,929	3,479	3,248	52	28.
42	0	0	35	0	1	1	1	1	0	45	0	0	29.
626	0	0	684	0	(x)	(x)	(x)	(x)	0	753	0	0	30.
13	4	7	43	1	3	2	0	2	29	10	10	0	31.
1,079	84	872	4,153	(x)	120	(x)	0	(x)	3,748	1,142	1,142	0	32.
113	13	39	323	9	8	12	6	7	159	71	39	3	33.
1,884	273	1,204	6,659	98	196	488	43	48	4,537	2,381	2,169	2	34.
50	7	35	164	3	6	20	0	2	120	49	48	0	35.
862	57	769	4,220	48	37	311	0	(x)	4,744	1,670	1,670	0	36.
33	5	11	101	5	5	6	3	3	57	20	16	0	37.
863	75	582	3,131	196	83	164	69	81	2,054	853	797	0	38.
20	3	13	67	2	2	5	0	0	53	20	17	0	39.
457	(x)	407	2,947	(x)	(x)	135	0	0	2,658	517	500	0	40.
27	2	13	131	4	4	7	3	1	95	21	21	0	41.
248	(x)	190	1,131	24	12	79	31	(x)	927	352	352	0	42.
18	3	10	72	1	2	3	1	1	58	15	13	1	43.
313	63	210	2,104	(x)	(x)	60	(x)	(x)	1,853	454	436	(x)	44.
105	14	60	281	12	9	25	3	3	183	108	78	1	45.
1,717	236	1,314	9,547	351	192	281	128	4	7,778	2,623	2,562	(x)	46.
8,156	(a)	2,728	24,015	(a)	(a)	(a)	(a)	(a)	14,987	6,750	3,872	(a)	47.
70.6	(a)	66.4	65.2	(a)	(a)	(a)	(a)	(a)	66.1	66.2	70.2	(a)	48.
846	(a)	(a)	2,758	(a)	(a)	(a)	(a)	(a)	2,023	594	(a)	(a)	49.
7.3	(a)	(a)	7.5	(a)	(a)	(a)	(a)	(a)	8.9	5.8	(a)	(a)	50.
9,052	(a)	(a)	36,776	(a)	(a)	(a)	(a)	(a)	(a)	(v)8,003	(a)	(a)	51.
78.4	(a)	(a)	99.8	(a)	(a)	(a)	(a)	(a)	(a)	78.5	(a)	(a)	52.
6,284	767	4,108	22,865	450	537	1,224	288	179	18,608	7,308	5,883	147	53.
54.4	(a)	100.0	62.0	(a)	(a)	(a)	(a)	(a)	82.1	71.7	106.7	(a)	54.
33,384	(b)	(b)	52,394	(b)	(b)	(b)	(b)	(b)	(b)	18,439	(b)	(b)	55.
7,371	(b)	(b)	9,410	(b)	(b)	(b)	(b)	(b)	(b)	6,387	(b)	(b)	56.

Note: See footnotes at end of table.

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

	GLENGARRY		GRENVILLE		GREY	
	County	Alexan- dria	County	Pres- cott	County	Hanover
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	18,666	2,006	16,327	2,984	57,699	3,077
2. Per Cent of Canada Total .....	0.18	0.02	0.16	0.03	0.56	0.03
3. Persons, Canadian born .....	17,952	1,941	15,035	2,642	53,368	2,737
4. British born .....	401	23	872	184	3,156	116
5. Foreign born .....	313	42	420	158	1,175	224
6. Households, Total No. ....	4,011	(a)	4,270	(a)	14,656	(a)
7. Dwellings, Total No. ....	3,990	(a)	4,247	(a)	14,539	(a)
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	201	54	279	78	743	59
9. Total Sales (Thousand \$) .....	2,019	715	3,698	1,730	10,937	1,099
10. Per Cent of Canada Sales .....	0.07	0.03	0.13	0.06	0.40	0.04
11. Per Capita Sales (Dollars) .....	108	356	226	580	190	357
12. Wholesaling, 1930--No. Establishments	10	(a)	11	(a)	38	(a)
13. Total Sales (Thousand \$) .....	344	(a)	380	(a)	3,600	(a)
14. Manufacturing, 1936--No. Plants .....	89	10	62	12	186	16
15. Gross Value Production (Thousand \$)	1,180	234	4,847	488	9,551	2,090
16. Farms, 1931, Total No. ....	2,434	(b)	2,218	(b)	8,212	(b)
17. Gross Value Production (Thousand \$)	4,146	(b)	3,107	(b)	13,079	(b)
18. Average per Farm (Dollars) .....	1,704	(b)	1,401	(b)	1,593	(b)
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	123	60	273	145	875	93
20. Salaries and Wages (Thousand \$) ...	85	44	235	129	775	85
21. Wholesaling, 1930--No. Employees ....	3	(a)	11	(a)	147	(a)
22. Salaries and Wages (Thousand \$) ...	5	(a)	18	(a)	179	(a)
23. Manufacturing, 1936--No. Employees ..	209	53	768	165	2,860	665
24. Salaries and Wages (Thousand \$) ...	97	35	820	187	2,242	543
25. Farm Population, 1931--No. ....	11,428	(b)	7,875	(b)	30,262	(b)
26. Per Cent of Total Population .....	61.2	(b)	48.2	(b)	52.4	(b)
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	53	19	76	21	224	15
28. Sales (Thousand \$) .....	334	160	910	368	2,537	325
29. Country General Stores, No. ....	47	7	23	2	86	0
30. Sales (Thousand \$) .....	915	222	468	(x)	1,280	0
31. General Merchandise Group, No. ....	1	1	8	4	21	5
32. Sales (Thousand \$) .....	(x)	(x)	191	146	893	179
33. Automotive Group, No. ....	27	4	42	11	108	1
34. Sales (Thousand \$) .....	243	66	622	272	2,280	257
35. Apparel Group, No. ....	11	6	19	6	64	7
36. Sales (Thousand \$) .....	26	17	124	75	936	94
37. Building Materials Group, No. ....	7	2	14	8	34	6
38. Sales (Thousand \$) .....	95	(x)	249	205	796	102
39. Furniture and Household, No. ....	5	1	13	3	25	4
40. Sales (Thousand \$) .....	34	(x)	263	118	356	34
41. Restaurant Group, No. ....	3	1	11	3	15	2
42. Sales (Thousand \$) .....	14	(x)	43	(x)	131	(x)
43. Drug Stores, No. ....	2	2	7	3	26	2
44. Sales (Thousand \$) .....	(x)	(x)	90	48	391	(x)
45. Other Retail Stores, No. ....	45	11	66	17	140	11
46. Sales (Thousand \$) .....	319	126	739	442	1,340	62
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd. 1937, No. ....	2,157	(a)	2,715	(a)	8,891	(a)
48. No. per 100 households .....	53.8	(a)	63.6	(a)	60.7	(a)
49. New Passenger Car Sales, 1937, No. ..	65	(a)	169	(a)	738	(a)
50. No. per 100 households .....	1.6	(a)	4.0	(a)	5.0	(a)
51. Domestic Electric Meters, 1937, No. ..	1,564	(a)	2,042	(a)	3,492	(a)
52. No. per 100 households .....	39.0	(a)	47.8	(a)	23.8	(a)
53. Homes with Radios, 1937, No. ....	928	319	3,134	704	6,175	856
54. No. per 100 households .....	23.1	(a)	73.4	(a)	42.1	(a)
55. Farm Values, 1931, (Thousand \$) .....	17,001	(b)	11,775	(b)	54,196	(b)
56. Average per Farm (Dollars) .....	6,985	(b)	5,309	(b)	6,608	(b)

Note: See footnotes at end of table.

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

GREY County Cont'd		HALDIMAND		HALIBUR- TON	HALTON			HASTINGS				
Meaford	Owen- Sound	County	Dunn- ville	County	County	Burl- ington	George- town	Oak- ville	County	Belle- ville	Trenton	
2,624	12,839	21,428	3,405	5,997	26,558	3,046	2,288	3,857	58,846	13,790	6,276	1.
0.03	0.12	0.21	0.03	0.06	0.26	0.03	0.02	0.04	0.57	0.13	0.06	2.
2,302	11,332	18,978	2,911	5,602	20,091	2,264	1,697	2,611	53,147	11,452	5,581	3.
261	1,185	1,672	377	281	5,254	643	515	1,089	4,428	1,866	489	4.
61	322	778	117	114	1,213	139	76	157	1,271	472	206	5.
(a)	3,284	5,515	(a)	1,342	6,698	(a)	(a)	(a)	13,901	3,389	(a)	6.
(a)	3,210	5,471	(a)	1,333	6,674	(a)	(a)	(a)	13,742	3,307	(a)	7.
66	249	321	78	53	361	58	60	72	775	246	113	8.
862	5,716	4,519	1,873	532	5,757	1,418	899	1,574	14,568	7,884	2,477	9.
0.03	0.21	0.16	0.07	0.02	0.21	0.05	0.03	0.06	0.53	0.29	0.09	10.
329	445	211	550	89	217	466	393	408	248	572	395	11.
(a)	16	21	(a)	1	9	(a)	(a)	(a)	26	24	3	12.
(a)	2,766	1,138	(a)	(x)	559	(a)	(a)	(a)	4,198	3,747	209	13.
14	55	61	18	11	85	10	12	19	202	44	23	14.
703	4,167	4,293	2,680	250	7,154	1,796	2,277	1,377	13,678	3,674	3,413	15.
(b)	(b)	2,932	(b)	853	2,344	(b)	(b)	(b)	4,840	(b)	(b)	16.
(b)	(b)	4,796	(b)	776	4,800	(b)	(b)	(b)	7,839	(b)	(b)	17.
(b)	(b)	1,636	(b)	910	2,048	(b)	(b)	(b)	1,620	(b)	(b)	18.
68	524	272	136	24	443	114	75	127	1,060	678	156	19.
52	497	234	127	17	432	119	67	152	999	690	132	20.
(a)	112	29	(a)	(x)	18	(a)	(a)	(a)	130	120	5	21.
(a)	143	33	(a)	(x)	21	(a)	(a)	(a)	150	137	6	22.
229	1,443	992	815	91	1,767	315	519	432	2,948	1,176	718	23.
149	1,200	906	762	50	1,492	253	495	377	2,319	939	636	24.
(b)	(b)	11,710	(b)	3,766	9,280	(b)	(b)	(b)	22,391	(b)	(b)	25.
(b)	(b)	54.6	(b)	62.8	34.9	(b)	(b)	(b)	38.1	(b)	(b)	26.
19	101	70	19	15	96	15	18	18	223	75	45	27.
247	1,364	1,016	431	87	1,659	336	279	577	3,271	1,588	718	28.
1	0	31	2	24	21	1	1	0	96	0	2	29.
(x)	0	462	(x)	343	517	(x)	(x)	0	1,449	0	(x)	30.
4	8	6	3	1	5	1	1	1	12	9	2	31.
95	602	106	73	(x)	126	(x)	(x)	(x)	1,174	1,097	(x)	32.
12	34	75	16	8	67	13	8	13	117	28	12	33.
150	1,258	1,159	540	67	1,485	574	174	376	2,945	1,795	370	34.
5	27	22	8	0	26	4	6	5	75	30	13	35.
48	711	341	218	0	237	40	66	42	1,464	868	335	36.
1	7	22	4	0	24	4	7	4	39	11	6	37.
(x)	389	457	131	0	557	104	178	140	1,013	435	297	38.
4	11	17	7	0	8	1	1	3	33	15	6	39.
40	238	205	120	0	67	(x)	(x)	(x)	437	279	81	40.
1	10	15	1	1	31	7	3	10	27	11	4	41.
(x)	105	59	(x)	(x)	135	61	10	44	258	168	31	42.
3	9	11	4	2	10	1	2	3	21	8	3	43.
49	193	161	66	(x)	185	(x)	(x)	71	400	236	47	44.
16	42	52	14	2	73	11	13	15	132	59	20	45.
118	856	553	199	(x)	791	135	121	257	2,160	1,419	525	46.
(a)	1,928	4,813	(a)	737	5,360	(a)	(a)	(a)	9,802	2,435	(a)	47.
(a)	58.7	87.3	(a)	54.9	80.0	(a)	(a)	(a)	70.5	71.9	(a)	48.
(a)	(a)	417	(a)	31	541	(a)	(a)	(a)	921	(a)	(a)	49.
(a)	(a)	7.6	(a)	2.3	8.1	(a)	(a)	(a)	6.6	(a)	(a)	50.
(a)	(a)	2,871	(a)	249	5,496	(a)	(a)	(a)	7,745	(a)	(a)	51.
(a)	(a)	52.1	(a)	18.6	82.1	(a)	(a)	(a)	55.7	(a)	(a)	52.
745	2,653	2,412	903	304	5,155	944	635	1,324	6,337	3,173	1,330	53.
(a)	80.8	43.7	(a)	22.7	77.0	(a)	(a)	(a)	45.6	93.6	(a)	54.
(b)	(b)	20,975	(b)	2,146	26,595	(b)	(b)	(b)	27,814	(b)	(b)	55.
(b)	(b)	7,154	(b)	2,516	11,346	(b)	(b)	(b)	5,747	(b)	(b)	56.

Note: See footnotes at end of table.

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

	HURON		KENORA			KENT	
	County	Goder- ich	County	Kenora	Sioux Lookout	County	Chathan
<b>POPULATION AND DWELLINGS, 1931</b>							
1. Persons, Total No. ....	45,180	4,491	21,946	6,766	2,088	62,865	14,569
2. Per Cent of Canada Total .....	0.44	0.04	0.21	0.07	0.02	0.61	0.14
3. Persons, Canadian born .....	42,026	3,978	14,780	4,605	1,346	51,306	11,467
4. British born .....	2,309	416	2,676	923	305	5,136	2,115
5. Foreign born .....	845	97	4,490	1,238	437	6,423	987
6. Households, Total No. ....	12,159	(a)	5,284	(a)	(a)	15,573	3,820
7. Dwellings, Total No. ....	12,116	(a)	5,252	(a)	(a)	15,490	3,789
<b>BUSINESS AND INDUSTRY</b>							
8. Retailing, 1930--No. Stores .....	692	110	226	98	25	857	276
9. Total Sales (Thousand \$) .....	7,613	1,389	4,923	2,770	712	17,269	8,634
10. Per Cent of Canada Sales .....	0.28	0.05	0.18	0.10	0.03	0.63	0.31
11. Per Capita Sales (Dollars) .....	169	309	224	409	341	275	593
12. Wholesaling, 1930--No. Establishments	45	(a)	14	7	(a)	59	33
13. Total Sales (Thousand \$) .....	2,909	(a)	842	686	(a)	6,549	4,663
14. Manufacturing, 1936--No. Plants .....	138	14	43	16	8	122	55
15. Gross Value Production (Thousand \$)	7,218	3,194	12,372	3,274	511	18,880	13,760
16. Farms, 1931, Total No. ....	7,367	(b)	945	(b)	(b)	6,540	(b)
17. Gross Value Production (Thousand \$)	13,018	(b)	760	(b)	(b)	12,281	(b)
18. Average per Farm (Dollars) .....	1,767	(b)	804	(b)	(b)	1,878	(b)
<b>EMPLOYMENT AND PAYROLL</b>							
19. Retailing, 1930--No. Employees .....	537	111	359	200	42	1,377	774
20. Salaries and Wages (Thousand \$) ...	362	79	349	198	35	1,339	807
21. Wholesaling, 1930--No. Employees ....	92	(a)	27	22	(a)	203	158
22. Salaries and Wages (Thousand \$) ...	104	(a)	32	26	(a)	259	191
23. Manufacturing, 1936--No. Employees ..	946	214	994	430	63	3,149	1,983
24. Salaries and Wages (Thousand \$) ...	707	176	1,211	566	56	3,247	2,069
25. Farm Population, 1931--No. ....	26,073	(b)	3,333	(b)	(b)	26,074	(b)
26. Per Cent of Total Population .....	57.7	(b)	15.2	(b)	(b)	41.5	(b)
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>							
27. Food Stores, No. ....	149	34	71	25	10	220	85
28. Sales (Thousand \$) .....	1,526	395	1,652	1,021	263	4,020	1,918
29. Country General Stores, No. ....	103	2	31	6	1	65	0
30. Sales (Thousand \$) .....	1,666	(x)	565	154	(x)	1,254	0
31. General Merchandise Group, No. ....	11	4	4	1	0	20	7
32. Sales (Thousand \$) .....	294	114	119	(x)	0	1,661	1,309
33. Automotive Group, No. ....	97	14	13	8	0	196	53
34. Sales (Thousand \$) .....	1,129	196	435	267	0	4,021	1,820
35. Apparel Group, No. ....	62	12	25	16	3	73	30
36. Sales (Thousand \$) .....	551	145	445	294	50	1,378	960
37. Building Materials Group, No. ....	46	7	17	10	3	50	14
38. Sales (Thousand \$) .....	691	118	415	286	55	1,374	544
39. Furniture and Household, No. ....	27	5	6	5	0	38	15
40. Sales (Thousand \$) .....	186	30	100	70	0	695	441
41. Restaurant Group, No. ....	15	4	12	6	2	35	12
42. Sales (Thousand \$) .....	90	(x)	147	54	(x)	289	144
43. Drug Stores, No. ....	23	4	7	3	2	29	10
44. Sales (Thousand \$) .....	197	47	176	(x)	(x)	513	316
45. Other Retail Stores, No. ....	159	24	40	18	4	131	50
46. Sales (Thousand \$) .....	1,285	247	869	493	198	2,069	1,184
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>							
47. Passenger Cars Reg'd. 1937, No. ....	8,127	(a)	1,858	(a)	(a)	13,688	3,377
48. No. per 100 households .....	66.8	(a)	35.2	(a)	(a)	87.9	88.4
49. New Passenger Car Sales, 1937, No. ..	618	(a)	239	(a)	(a)	1,575	(a)
50. No. per 100 households .....	5.1	(a)	4.5	(a)	(a)	10.1	(a)
51. Domestic Electric Meters, 1937, No. .	6,362	(a)	3,127	(a)	(a)	13,003	(a)
52. No. per 100 households .....	52.3	(a)	59.2	(a)	(a)	83.5	(a)
53. Homes with Radios, 1937, No. ....	4,948	1,031	3,877	1,476	495	8,563	4,156
54. No. per 100 households .....	40.7	(a)	73.4	(a)	(a)	55.0	108.4
55. Farm Values, 1931, (Thousand \$) .....	54,483	(b)	2,634	(b)	(b)	56,369	(b)
56. Average per Farm (Dollars) .....	7,396	(b)	2,787	(b)	(b)	8,619	(b)

Note: See footnotes at end of table.

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

KENT CO. (Cont'd)	LAMBTON			LANARK					LEEDS			
	County	Petro- lia	Sarnia	County	Al- monte	Carleton Place	Perth	Smith's Falls	County	Brock- ville	Ganan- oque	
4,326	54,674	2,596	18,191	32,856	2,415	4,105	4,099	7,108	35,157	9,736	3,592	1.
0.04	0.53	0.03	0.18	0.32	0.02	0.04	0.04	0.07	0.34	0.09	0.03	2.
3,492	46,906	2,250	14,369	30,193	2,106	3,655	3,702	6,358	31,072	8,312	3,087	3.
380	4,887	233	2,539	2,082	263	387	285	547	3,034	1,022	343	4.
454	2,881	113	1,283	581	46	63	112	203	1,051	402	162	5.
(a)	14,208	(a)	4,564	7,987	(a)	(a)	(a)	(a)	8,660	(a)	(a)	6.
(a)	14,186	(a)	4,561	7,932	(a)	(a)	(a)	(a)	8,603	(a)	(a)	7.
97	697	63	262	471	50	83	97	142	490	153	79	8.
1,824	12,848	893	7,969	7,367	676	1,182	1,913	2,897	9,375	5,449	1,784	9.
0.07	0.47	0.03	0.29	0.27	0.02	0.04	0.07	0.11	0.34	0.20	0.06	10.
422	235	344	438	224	280	288	467	408	267	560	497	11.
(a)	40	(a)	15	19	(a)	(a)	(a)	11	24	12	(a)	12.
(a)	6,380	(a)	5,064	1,843	(a)	(a)	(a)	1,499	2,983	2,566	(a)	13.
15	116	10	42	123	11	14	19	20	146	30	17	14.
3,944	28,255	3,130	23,117	7,678	1,025	1,860	2,918	1,373	10,240	7,688	1,239	15.
(b)	6,351	(b)	(b)	2,729	(b)	(b)	(b)	(b)	3,354	(b)	(b)	16.
(b)	9,149	(b)	(b)	5,005	(b)	(b)	(b)	(b)	6,318	(b)	(b)	17.
(b)	1,441	(b)	(b)	1,834	(b)	(b)	(b)	(b)	1,884	(b)	(b)	18.
146	926	62	638	590	58	119	150	225	697	450	144	19.
140	826	48	613	511	44	103	137	202	640	444	128	20.
(a)	201	(a)	157	61	(a)	(a)	(a)	53	112	94	(a)	21.
(a)	226	(a)	168	81	(a)	(a)	(a)	69	141	122	(a)	22.
924	3,469	201	2,852	2,449	297	703	854	482	1,445	951	302	23.
1,008	3,976	97	3,592	2,271	264	619	884	465	1,377	950	337	24.
(b)	21,822	(b)	(b)	11,867	(b)	(b)	(b)	(b)	13,850	(b)	(b)	25.
(b)	39.9	(b)	(b)	36.1	(b)	(b)	(b)	(b)	39.4	(b)	(b)	26.
33	196	15	100	150	17	30	29	51	143	49	23	27.
567	3,302	245	2,225	2,037	191	398	528	826	2,460	1,421	498	28.
3	64	5	0	41	3	1	0	2	53	0	1	29.
141	1,062	48	0	576	96	(x)	0	(x)	787	0	(x)	30.
3	15	3	10	13	1	4	4	4	10	5	2	31.
105	1,251	73	1,150	281	(x)	97	(x)	126	656	533	(x)	32.
16	128	11	28	52	4	9	11	12	66	12	10	33.
359	2,307	343	1,164	892	73	95	227	408	1,225	781	225	34.
11	57	6	36	(c) 58	9	13	16	18	49	26	10	35.
155	1,006	39	831	796	97	183	235	281	991	675	174	36.
3	36	1	9	20	4	3	4	6	32	7	5	37.
51	833	(x)	317	765	122	131	304	172	721	315	180	38.
6	40	4	18	14	1	2	4	7	22	8	5	39.
103	1,004	37	820	385	(x)	(x)	150	195	435	327	44	40.
4	22	3	11	18	3	4	2	5	15	7	3	41.
30	195	5	153	64	6	13	(x)	(x)	132	92	27	42.
4	26	3	10	18	3	4	3	6	13	8	2	43.
47	352	26	222	280	38	59	57	102	259	161	(x)	44.
14	113	12	40	87	5	13	24	31	87	31	18	45.
265	1,539	68	1,090	1,291	23	137	367	723	1,810	1,145	421	46.
(a)	10,253	(a)	3,272	5,131	(a)	(a)	(a)	(a)	5,493	(a)	(a)	47.
(a)	72.2	(a)	71.7	64.2	(a)	(a)	(a)	(a)	63.4	(a)	(a)	48.
(a)	967	(a)	(a)	429	(a)	(a)	(a)	(a)	425	(a)	(a)	49.
(a)	6.8	(a)	(a)	5.4	(a)	(a)	(a)	(a)	4.9	(a)	(a)	50.
(a)	9,694	(a)	(a)	5,218	(a)	(a)	(a)	(a)	(y) 4,109	(a)	(a)	51.
(a)	68.2	(a)	(a)	65.3	(a)	(a)	(a)	(a)	47.4	(a)	(a)	52.
1,015	7,516	602	4,510	5,244	620	1,048	1,177	1,966	4,546	2,547	814	53.
(a)	52.9	(a)	98.9	65.7	(a)	(a)	(a)	(a)	52.5	(a)	(a)	54.
(b)	44,081	(b)	(b)	17,539	(b)	(b)	(b)	(b)	22,118	(b)	(b)	55.
(b)	6,941	(b)	(b)	6,427	(b)	(b)	(b)	(b)	6,595	(b)	(b)	56.

See footnotes at end of table.

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

	LENOX		LINCOLN				Mani- toulin County
	County	Napanee	County	Grimsby	Merrit- ton	St. Cath- arines	
<b>POPULATION AND DWELLINGS, 1931</b>							
1. Persons, Total No. ....	12,004	3,497	54,199	2,198	2,523	24,753	10,734
2. Per Cent of Canada Total .....	0.12	0.03	0.52	0.02	0.02	0.24	0.10
3. Persons, Canadian born .....	10,736	2,890	38,591	1,703	1,618	16,612	10,279
4. British born .....	747	190	10,597	353	733	5,659	307
5. Foreign born .....	521	417	5,011	142	172	2,482	148
6. Households, Total No. ....	3,029	(a)	13,518	(a)	(a)	6,115	2,464
7. Dwellings, Total No. ....	3,003	(a)	13,310	(a)	(a)	5,991	2,430
<b>BUSINESS AND INDUSTRY</b>							
8. Retailing, 1930--No. Stores .....	142	89	755	53	26	437	110
9. Total Sales (Thousand \$) .....	2,672	2,301	18,776	1,165	475	14,665	1,421
10. Per Cent of Canada Sales .....	0.10	0.08	0.68	0.04	0.02	0.53	0.05
11. Per Capita Sales (Dollars) .....	223	658	346	530	188	592	132
12. Wholesaling, 1930--No. Establishments	8	(a)	41	(a)	(a)	25	5
13. Total Sales (Thousand \$) .....	(x)	(a)	3,907	(a)	(a)	2,641	298
14. Manufacturing, 1936--No. Plants .....	58	18	165	16	8	95	14
15. Gross Value Production (Thousand \$)	1,692	948	25,606	1,104	4,746	17,637	49
16. Farms, 1931, Total No. ....	1,605	(b)	3,152	(b)	(b)	(b)	1,274
17. Gross Value Production (Thousand \$)	2,524	(b)	5,420	(b)	(b)	(b)	1,774
18. Average per Farm (Dollars) .....	1,573	(b)	1,720	(b)	(b)	(b)	1,392
<b>EMPLOYMENT AND PAYROLL</b>							
19. Retailing, 1930--No. Employees .....	213	197	1,510	96	42	1,185	81
20. Salaries and Wages (Thousand \$) ...	216	206	1,587	86	35	1,329	64
21. Wholesaling, 1930--No. Employees ....	(x)	(a)	170	(a)	(a)	110	8
22. Salaries and Wages (Thousand \$) ...	(x)	(a)	212	(a)	(a)	159	9
23. Manufacturing, 1936--No. Employees ..	412	313	6,272	388	857	4,491	42
24. Salaries and Wages (Thousand \$) ...	300	249	6,668	258	1,156	4,875	16
25. Farm Population, 1931--No. ....	6,728	(b)	13,476	(b)	(b)	(b)	5,725
26. Per Cent of Total Population .....	56.0	(b)	24.9	(b)	(b)	(b)	53.3
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>							
27. Food Stores, No. ....	34	26	227	12	18	136	24
28. Sales (Thousand \$) .....	815	781	4,915	361	339	3,633	231
29. Country General Stores, No. ....	16	1	24	0	0	0	34
30. Sales (Thousand \$) .....	245	(x)	595	0	0	0	772
31. General Merchandise Group, No. ....	4	4	17	1	1	12	0
32. Sales (Thousand \$) .....	296	296	1,409	(x)	(x)	1,339	0
33. Automotive Group, No. ....	29	11	110	10	0	43	20
34. Sales (Thousand \$) .....	465	391	3,633	347	0	2,952	179
35. Apparel Group, No. ....	13	12	66	5	0	55	4
36. Sales (Thousand \$) .....	221	219	1,706	37	0	1,631	(x)
37. Building Materials Group, No. ....	5	4	39	5	1	25	9
38. Sales (Thousand \$) .....	104	94	1,421	77	(x)	1,175	114
39. Furniture and Household, No. ....	5	5	34	1	1	26	2
40. Sales (Thousand \$) .....	73	73	1,136	(x)	(x)	1,080	(x)
41. Restaurant Group, No. ....	4	3	56	5	0	21	3
42. Sales (Thousand \$) .....	(x)	19	376	61	0	242	11
43. Drug Stores, No. ....	2	2	25	2	1	17	3
44. Sales (Thousand \$) .....	(x)	(x)	545	34	(x)	433	60
45. Other Retail Stores, No. ....	30	21	157	12	4	102	11
46. Sales (Thousand \$) .....	356	337	3,041	227	93	2,181	(x)
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>							
47. Passenger Cars Reg'd. 1937, No. ....	(g) 3,170	(a)	9,812	(a)	(a)	4,958	(h)
48. No. per 100 households .....	(g) 67.2	(a)	72.6	(a)	(a)	81.1	(h)
49. New Passenger Car Sales, 1937, No. ..	197	(a)	1,219	(a)	(a)	(a)	23
50. No. per 100 households .....	6.5	(a)	9.0	(a)	(a)	(a)	9.3
51. Domestic Electric Meters, 1937, No. ..	1,782	(a)	12,972	(a)	(a)	(a)	451
52. No. per 100 households .....	58.8	(a)	96.0	(a)	(a)	(a)	18.3
53. Homes with Radios, 1937, No. ....	(g) 2,367	1,229	10,855	805	648	7,162	598
54. No. per 100 households .....	(g) 50.2	(a)	80.3	(a)	(a)	117.1	24.3
55. Farm Values, 1931, (Thousand \$) .....	10,994	(b)	31,532	(b)	(b)	(b)	5,599
56. Average per Farm (Dollars) .....	6,850	(b)	10,004	(b)	(b)	(b)	4,395

Note: See footnotes at end of table.

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

MIDDLESEX			MUSKOKA			NIPISSING			NORFOLK		North-umberland	
County	London	Strathroy	County	Brace-bridge	Hunts-ville	County	North Bay	Sturgeon Falls	County	Simcoe	County	
18,241	71,148	2,964	20,985	2,436	2,817	41,207	15,528	4,234	31,359	5,226	31,452	1.
1.14	0.69	0.03	0.20	0.02	0.03	0.40	0.15	0.04	0.30	0.05	0.30	2.
93,181	52,610	2,546	17,866	2,121	2,420	36,788	12,723	4,083	24,820	4,258	27,708	3.
19,938	14,866	324	2,332	255	219	2,132	1,515	57	3,059	795	3,179	4.
5,122	3,672	94	787	60	178	2,287	1,290	94	3,480	173	565	5.
29,572	17,549	(a)	4,680	(a)	(a)	7,819	3,059	(a)	7,906	(a)	7,821	6.
29,231	17,259	(a)	4,635	(a)	(a)	7,734	3,009	(a)	7,822	(a)	7,743	7.
1,578	1,074	81	272	56	56	406	205	51	397	129	436	8.
41,564	35,596	1,438	4,829	1,197	1,448	9,522	6,884	1,017	6,735	3,688	5,241	9.
1.51	1.29	0.05	0.18	0.04	0.05	0.35	0.25	0.04	0.24	0.13	0.19	10.
352	500	485	230	491	514	231	443	240	215	706	166	11.
173	147	(a)	9	(a)	(a)	33	28	(a)	27	7	16	12.
33,150	32,059	(a)	431	(a)	(a)	5,471	5,171	(a)	1,775	901	922	13.
335	237	14	54	15	10	49	24	3	82	28	135	14.
46,869	43,304	1,353	3,370	350	2,235	6,321	972	15	14,354	8,431	5,433	15.
8,017	(b)	(b)	1,661	(b)	(b)	2,001	(b)	(b)	3,976	(b)	3,865	16.
11,973	(b)	(b)	1,712	(b)	(b)	2,320	(b)	(b)	8,488	(b)	6,938	17.
1,494	(b)	(b)	1,030	(b)	(b)	1,159	(b)	(b)	2,135	(b)	1,795	18.
3,534	3,120	177	354	86	105	821	645	72	481	318	389	19.
3,750	3,426	142	297	79	99	781	626	78	412	287	309	20.
1,308	1,269	(a)	16	(a)	(a)	202	197	(a)	87	38	26	21.
2,179	2,145	(a)	21	(a)	(a)	299	291	(a)	92	43	38	22.
9,574	8,978	342	749	125	331	950	244	9	1,722	1,009	1,174	23.
10,104	9,683	260	560	97	240	946	222	5	1,419	984	971	24.
28,278	(b)	(b)	7,301	(b)	(b)	11,348	(b)	(b)	16,740	(b)	15,802	25.
23.9	(b)	(b)	34.8	(b)	(b)	27.5	(b)	(b)	53.4	(b)	50.2	26.
497	400	20	88	16	16	140	66	20	97	33	107	27.
10,296	9,216	396	1,321	358	357	2,471	1,811	218	1,455	791	1,436	28.
96	0	0	26	0	1	42	0	3	50	0	46	29.
1,472	0	0	547	0	(x)	1,257	0	402	825	0	706	30.
34	27	3	9	2	3	10	8	1	7	3	16	31.
3,603	3,471	66	636	(x)	429	819	810	(x)	555	506	233	32.
252	123	12	52	13	9	37	17	6	82	27	76	33.
7,614	6,402	196	707	256	170	1,220	1,039	89	1,310	827	869	34.
158	136	10	20	9	4	41	31	6	35	17	39	35.
4,842	4,515	250	275	118	113	893	735	120	462	342	403	36.
74	45	6	9	3	3	16	12	2	24	5	24	37.
2,045	1,609	79	452	325	56	884	805	(x)	573	220	365	38.
52	38	6	4	2	1	7	7	0	10	6	15	39.
2,290	2,135	87	48	(x)	(x)	174	174	0	237	167	178	40.
79	56	3	13	3	3	28	18	1	19	7	15	41.
1,302	1,194	36	113	29	37	227	204	(x)	155	112	67	42.
44	33	3	8	2	4	10	8	1	10	4	11	43.
1,111	985	56	164	(x)	51	251	224	(x)	225	139	139	44.
292	216	18	43	6	12	75	38	11	63	27	87	45.
6,988	6,070	274	568	30	210	1,328	1,085	124	938	585	847	46.
22,084	12,849	(a)	2,917	(a)	(a)	5,137	2,075	(a)	6,373	(a)	4,885	47.
74.7	73.2	(a)	62.3	(a)	(a)	65.7	67.9	(a)	80.6	(a)	62.5	48.
2,235	1,775	(a)	224	(a)	(a)	325	(a)	(a)	403	(a)	335	49.
7.6	10.1	(a)	4.8	(a)	(a)	4.2	(a)	(a)	5.1	(a)	4.3	50.
25,302	(a)	(a)	4,644	(a)	(a)	4,801	(a)	(a)	4,947	(a)	4,921	51.
85.6	(a)	(a)	99.2	(a)	(a)	61.4	(a)	(a)	62.6	(a)	62.9	52.
2,885	20,365	702	2,369	449	567	5,369	3,053	377	3,881	1,661	3,373	53.
30.8	116.0	(a)	50.6	(a)	(a)	68.7	99.8	(a)	49.1	(a)	43.1	54.
59,910	(b)	(b)	6,169	(b)	(b)	8,844	(b)	(b)	26,715	(b)	26,354	55.
7,473	(b)	(b)	3,714	(b)	(b)	4,420	(b)	(b)	6,719	(b)	6,819	56.

Note: See footnotes at end of table.



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

	NORTHUMBER- LAND--(Cont'd)		ONTARIO			OXFORD
	Campbell- ford	Cobourg	County	Oshawa	Whitby	County
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	2,744	5,834	59,667	23,439	5,046	47,825
2. Per Cent of Canada Total .....	0.03	0.06	0.57	0.23	0.05	0.46
3. Persons, Canadian born .....	2,406	4,632	47,335	16,582	3,756	39,634
4. British born .....	279	1,024	9,214	4,661	978	6,254
5. Foreign born .....	59	178	3,118	2,196	312	1,937
6. Households, Total No. ....	(a)	(a)	14,299	5,605	(a)	12,314
7. Dwellings, Total No. ....	(a)	(a)	14,209	5,469	(a)	12,215
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	85	119	702	278	61	689
9. Total Sales (Thousand \$) .....	1,099	2,089	13,541	8,499	1,129	13,110
10. Per Cent of Canada Sales .....	0.04	0.08	0.49	0.31	0.04	0.48
11. Per Capita Sales (Dollars) .....	401	358	227	363	224	274
12. Wholesaling, 1930--No. Establishments	(a)	4	35	19	1	35
13. Total Sales (Thousand \$) .....	(a)	251	17,289	16,690	(x)	4,596
14. Manufacturing, 1936--No. Plants .....	14	26	115	45	10	176
15. Gross Value Production (Thousand \$)	945	2,734	48,076	46,170	579	19,125
16. Farms, 1931, Total No. ....	(b)	(b)	4,290	(b)	(b)	5,051
17. Gross Value Production (Thousand \$)	(b)	(b)	8,281	(b)	(b)	11,805
18. Average per Farm (Dollars) .....	(b)	(b)	1,930	(b)	(b)	2,337
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	94	168	1,045	743	73	1,035
20. Salaries and Wages (Thousand \$) ...	80	153	1,052	803	76	962
21. Wholesaling, 1930--No. Employees ...	(a)	6	312	286	(x)	118
22. Salaries and Wages (Thousand \$) ...	(a)	9	1,062	1,040	(x)	172
23. Manufacturing, 1936--No. Employees ..	257	534	6,401	5,914	203	4,116
24. Salaries and Wages (Thousand \$) ...	206	558	7,773	7,422	169	3,669
25. Farm Population, 1931--No. ....	(b)	(b)	17,983	(b)	(b)	20,467
26. Per Cent of Total Population .....	(b)	(b)	30.1	(b)	(b)	42.8
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	27	33	193	91	17	163
28. Sales (Thousand \$) .....	337	704	3,953	2,733	344	2,860
29. Country General Stores, No. ....	2	0	50	0	0	67
30. Sales (Thousand \$) .....	(x)	0	666	0	0	1,055
31. General Merchandise Group, No. ....	2	5	13	8	2	18
32. Sales (Thousand \$) .....	(x)	107	501	405	(x)	1,247
33. Automotive Group, No. ....	10	14	114	28	11	120
34. Sales (Thousand \$) .....	227	251	2,869	1,519	350	2,869
35. Apparel Group, No. ....	16	13	72	41	8	58
36. Sales (Thousand \$) .....	133	218	1,149	916	65	891
37. Building Materials Group, No. ....	5	12	44	16	6	43
38. Sales (Thousand \$) .....	103	184	1,329	838	111	966
39. Furniture and Household, No. ....	2	5	22	12	3	32
40. Sales (Thousand \$) .....	(x)	73	334	252	38	372
41. Restaurant Group, No. ....	2	6	37	17	4	25
42. Sales (Thousand \$) .....	(x)	54	180	127	28	204
43. Drug Stores, No. ....	3	4	18	8	2	18
44. Sales (Thousand \$) .....	38	45	454	284	(x)	256
45. Other Retail Stores, No. ....	16	27	139	57	8	145
46. Sales (Thousand \$) .....	172	456	2,109	1,425	91	2,392
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd. 1937, No. ....	(a)	(a)	11,119	5,258	(a)	10,240
48. No. per 100 households .....	(a)	(a)	77.8	93.8	(a)	83.2
49. New Passenger Car Sales, 1937, No. ..	(a)	(a)	1,144	(a)	(a)	1,164
50. No. per 100 households .....	(a)	(a)	8.0	(a)	(a)	9.5
51. Domestic Electric Meters, 1937, No. ..	(a)	(a)	12,095	(a)	(a)	10,997
52. No. per 100 households .....	(a)	(a)	86.6	(a)	(a)	89.3
53. Homes with Radios, 1937, No. ....	703	1,145	10,518	6,542	1,088	8,165
54. No. per 100 households .....	(a)	(a)	73.6	116.7	(a)	66.3
55. Farm Values, 1931, (Thousand \$) .....	(b)	(b)	36,122	(b)	(b)	45,179
56. Average per Farm (Dollars) .....	(b)	(b)	8,420	(b)	(b)	8,945

Note: See footnotes at end of table.

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

OXFORD			PARRY SOUND		PEEL		PERTH			PETER-BOROUGH		
Ingersoll	Tillsonburg	Woodstock	County	Parry Sound	County	Brampton	County	Lis-towel	St. Mary's	Stratford	County	
5,233	3,385	11,395	25,900	3,512	28,156	5,532	51,392	2,676	3,802	17,742	43,958	1.
0.05	0.03	0.11	0.25	0.03	0.27	0.05	0.50	0.03	0.04	0.17	0.42	2.
4,209	2,899	8,567	22,968	3,044	21,618	4,096	45,223	2,420	3,266	14,201	37,550	3.
876	354	2,202	1,480	326	5,457	1,287	4,811	206	415	2,990	5,372	4.
148	132	626	1,452	142	1,081	149	1,358	50	121	551	1,036	5.
(a)	(a)	2,922	5,627	(a)	6,942	(a)	12,787	(a)	(a)	4,400	10,305	6.
(a)	(a)	2,877	5,565	(a)	6,882	(a)	12,609	(a)	(a)	4,280	10,235	7.
123	105	194	292	64	374	108	662	61	83	270	561	8.
2,290	2,105	5,731	4,241	1,595	5,985	2,674	13,428	1,300	1,513	7,869	13,004	9.
0.08	0.08	0.21	0.15	0.06	0.22	0.10	0.49	0.05	0.05	0.29	0.47	10.
438	622	503	164	454	213	483	261	486	398	444	296	11.
8	(a)	13	12	(a)	8	5	28	(a)	(a)	13	29	12.
1,627	(a)	2,134	604	(a)	800	695	2,876	(a)	(a)	1,709	3,967	13.
21	20	50	65	11	68	24	159	14	17	55	125	14.
3,285	2,684	8,763	3,094	162	8,438	2,567	14,387	1,129	2,839	8,257	27,463	15.
(b)	(b)	(b)	2,305	(b)	2,743	(b)	5,299	(b)	(b)	(b)	2,717	16.
(b)	(b)	(b)	2,568	(b)	7,334	(b)	10,866	(b)	(b)	(b)	4,675	17.
(b)	(b)	(b)	1,114	(b)	2,674	(b)	2,051	(b)	(b)	(b)	1,721	18.
197	162	524	306	130	413	174	1,060	81	135	693	1,129	19.
189	150	510	243	116	386	178	991	75	120	687	1,062	20.
35	(a)	57	20	(a)	34	31	163	(a)	(a)	90	140	21.
58	(a)	79	26	(a)	58	54	151	(a)	(a)	94	192	22.
739	486	2,220	693	56	1,500	833	3,379	340	389	2,419	5,160	23.
708	409	1,952	596	39	1,563	834	3,264	256	419	2,432	4,844	24.
(b)	(b)	(b)	10,867	(b)	11,789	(b)	21,265	(b)	(b)	(b)	11,872	25.
(b)	(b)	(b)	41.9	(b)	41.9	(b)	41.4	(b)	(b)	(b)	27.0	26.
38	25	52	84	20	98	29	178	12	25	88	207	27.
687	355	1,450	892	512	1,488	748	3,260	315	416	2,007	3,595	28.
0	4	0	70	1	37	0	56	1	2	0	34	29.
0	66	0	1,742	(x)	514	0	940	(x)	(x)	0	536	30.
5	4	7	5	5	6	4	12	2	1	9	14	31.
171	214	848	180	180	291	258	1,149	(x)	(x)	1,052	1,350	32.
20	15	26	47	9	80	14	93	8	9	38	72	33.
474	699	1,165	525	235	1,688	560	2,527	258	225	1,626	2,270	34.
12	13	26	15	9	24	14	75	12	9	35	50	35.
210	171	489	119	112	181	140	1,392	177	243	886	1,235	36.
4	9	12	9	3	20	5	46	4	-7	12	24	37.
176	250	317	224	106	587	132	964	139	175	274	671	38.
7	5	10	1	1	9	6	27	4	4	14	26	39.
90	60	186	(x)	(x)	151	137	549	46	77	353	633	40.
6	4	12	10	2	21	3	15	2	1	10	19	41.
38	35	122	(x)	(x)	153	42	113	(x)	(x)	89	167	42.
3	3	5	6	3	9	3	20	3	3	8	21	43.
42	33	136	90	63	104	58	342	36	53	208	376	44.
28	23	44	45	11	70	30	140	13	22	56	94	45.
403	223	1,019	416	315	830	598	2,192	207	241	1,376	2,170	46.
(a)	(a)	1,982	2,711	(a)	5,666	(a)	8,999	(a)	(a)	2,628	6,790	47.
(a)	(a)	67.8	48.2	(a)	81.6	(a)	70.4	(a)	(a)	59.7	65.9	48.
(a)	(a)	(a)	154	(a)	718	(a)	813	(a)	(a)	(a)	578	49.
(a)	(a)	(a)	2.7	(a)	10.3	(a)	6.4	(a)	(a)	(a)	5.6	50.
(a)	(a)	(a)	4,999	(a)	(y) 5,840	(a)	8,524	(a)	(a)	(a)	(y) 8,453	51.
(a)	(a)	(a)	88.8	(a)	84.1	(a)	66.7	(a)	(a)	(a)	82.0	52.
396	1,143	3,074	1,978	758	3,481	1,382	8,150	878	1,067	4,206	6,981	53.
(a)	(a)	105.2	35.2	(a)	50.1	(a)	63.7	(a)	(a)	95.6	67.7	54.
(b)	(b)	(b)	7,558	(b)	33,611	(b)	44,537	(b)	(b)	(b)	18,244	55.
(b)	(b)	(b)	3,279	(b)	12,253	(b)	8,405	(b)	(b)	(b)	6,715	56.

Note: See footnotes at end of table.

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

	PETERBOROUGH (Cont'd)	PRESCOTT		PRINCE EDWARD		RAINY RIVER	
	Peter- borough.	County	Hawkes- bury	County	Picton	County	Fort Frances
<b>POPULATION AND DWELLINGS, 1931</b>							
1. Persons, Total No. ....	22,327	24,596	5,177	16,693	3,580	17,359	5,470
2. Per Cent of Canada Total .....	0.22	0.24	0.05	0.16	0.03	0.17	0.05
3. Persons, Canadian born .....	17,957	24,100	4,959	14,908	3,200	11,866	3,641
4. British born .....	3,619	237	89	1,495	300	1,281	418
5. Foreign born .....	751	259	129	290	80	4,212	1,411
6. Households, Total No. ....	5,295	4,773	(a)	4,491	(a)	4,131	(a)
7. Dwellings, Total No. ....	5,201	4,733	(a)	4,433	(a)	4,096	(a)
<b>BUSINESS AND INDUSTRY</b>							
8. Retailing, 1930--No. Stores .....	383	323	109	157	80	205	94
9. Total Sales (Thousand \$) .....	11,133	2,755	1,082	2,300	1,766	3,804	2,415
10. Per Cent of Canada Sales .....	0.40	0.10	0.04	0.08	0.06	0.14	0.09
11. Per Capita Sales (Dollars) .....	499	112	209	138	493	219	441
12. Wholesaling, 1930--No. Establishments	25	9	8	10	(a)	12	8
13. Total Sales (Thousand \$) .....	3,874	839	804	872	(a)	1,163	1,027
14. Manufacturing, 1936--No. Plants .....	77	114	7	63	20	24	8
15. Gross Value Production (Thousand \$)	26,877	3,796	2,543	2,405	703	1,449	1,220
16. Farms, 1931, Total No. ....	(b)	2,532	(b)	2,126	(b)	1,728	(b)
17. Gross Value Production (Thousand \$)	(b)	4,083	(b)	4,063	(b)	1,287	(b)
18. Average per Farm (Dollars) .....	(b)	1,612	(b)	1,911	(b)	745	(b)
<b>EMPLOYMENT AND PAYROLL</b>							
19. Retailing, 1930--No. Employees .....	1,005	176	81	184	162	242	155
20. Salaries and Wages (Thousand \$) ...	970	110	49	139	125	230	159
21. Wholesaling, 1930--No. Employees .....	136	35	34	23	(a)	44	35
22. Salaries and Wages (Thousand \$) ...	188	43	41	24	(a)	56	44
23. Manufacturing, 1936--No. Employees ..	5,046	682	484	617	167	566	433
24. Salaries and Wages (Thousand \$) ...	4,791	683	600	292	101	434	342
25. Farm Population, 1931--No. ....	(b)	12,657	(b)	9,447	(b)	6,560	(b)
26. Per Cent of Total Population .....	(b)	51.5	(b)	56.6	(b)	37.8	(b)
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>							
27. Food Stores, No. ....	152	123	50	51	24	73	38
28. Sales (Thousand \$) .....	2,936	620	324	572	391	752	549
29. Country General Stores, No. ....	0	50	4	17	1	32	3
30. Sales (Thousand \$) .....	0	988	140	161	(x)	695	149
31. General Merchandise Group, No. ....	10	10	7	3	3	2	1
32. Sales (Thousand \$) .....	1,301	83	72	381	381	(x)	(x)
33. Automotive Group, No. ....	34	31	6	27	15	21	9
34. Sales (Thousand \$) .....	2,083	433	76	364	278	661	523
35. Apparel Group, No. ....	40	17	12	9	8	14	11
36. Sales (Thousand \$) .....	1,185	191	171	157	155	317	313
37. Building Materials Group, No. ....	17	9	6	9	6	9	4
38. Sales (Thousand \$) .....	550	80	63	213	166	283	169
39. Furniture and Household, No. ....	23	5	4	5	4	6	4
40. Sales (Thousand \$) .....	611	42	38	47	46	(x)	(x)
41. Restaurant Group, No. ....	14	8	3	4	2	15	9
42. Sales (Thousand \$) .....	163	16	(x)	30	(x)	99	78
43. Drug Stores, No. ....	16	5	2	5	4	5	3
44. Sales (Thousand \$) .....	321	29	(x)	82	67	145	99
45. Other Retail Stores, No. ....	77	65	15	27	13	28	12
46. Sales (Thousand \$) .....	1,983	276	175	294	241	690	467
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>							
47. Passenger Cars Reg'd. 1937, No. ....	3,666	1,965	(a)	2,948	(a)	1,566	(a)
48. No. per 100 households .....	69.2	41.2	(a)	65.6	(a)	37.9	(a)
49. New Passenger Car Sales, 1937, No. ..	(a)	207	(a)	196	(a)	176	(a)
50. No. per 100 households .....	(a)	4.3	(a)	4.4	(a)	4.3	(a)
51. Domestic Electric Meters, 1937, No. .	(a)	1,474	(a)	(y) 2,203	(a)	2,012	(a)
52. No. per 100 households .....	(a)	30.9	(a)	49.1	(a)	48.7	(a)
53. Homes with Radios, 1937; No. ....	6,361	1,659	759	3,254	1,137	1,937	1,210
54. No. per 100 households .....	120.1	34.8	(a)	72.5	(a)	46.9	(a)
55. Farm Values, 1931, (thousand \$) .....	(b)	17,483	(b)	15,826	(b)	5,030	(b)
56. Average per Farm (Dollars) .....	(b)	6,905	(b)	7,444	(b)	2,911	(b)

Note: See footnotes at end of table.

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

RENFREW				RUSSELL		SIMCOE						
County	Arn-prior	Pem-broke	Ren-frew	County	Rock-land	County	Barrie	Colling-wood	Mid-land	Orillia	Penetang-uishene	
52,227	4,023	9,368	5,296	18,487	2,118	83,667	7,776	5,809	6,920	8,183	4,035	1.
0.50	0.04	0.09	0.05	0.18	0.02	0.81	0.07	0.06	0.07	0.08	0.04	2.
48,854	3,734	8,645	4,875	18,033	2,072	74,514	6,745	4,915	6,318	7,069	3,660	3.
1,391	148	358	262	222	12	7,355	831	739	478	900	255	4.
1,982	141	365	159	232	34	1,798	200	155	124	214	120	5.
10,754	(a)	(a)	(a)	3,531	(a)	19,543	(a)	(a)	(a)	(a)	(a)	6.
10,646	(a)	(a)	(a)	3,502	(a)	19,472	(a)	(a)	(a)	(a)	(a)	7.
604	98	148	89	172	39	1,146	166	130	83	167	53	8.
8,495	1,552	3,025	1,709	1,777	346	18,964	4,425	2,071	2,370	4,446	781	9.
0.31	0.06	0.11	0.06	0.06	0.01	0.69	0.16	0.08	0.09	0.16	0.03	10.
163	386	323	323	96	163	227	569	357	342	543	194	11.
25	(a)	12	7	10	(a)	57	11	7	4	10	(a)	12.
2,576	(a)	1,815	580	349	(a)	3,462	672	595	436	561	(a)	13.
142	15	35	21	73	4	193	21	18	13	35	13	14.
9,106	1,313	2,485	2,361	1,167	37	10,057	2,603	628	1,785	2,555	656	15.
4,481	(b)	(b)	(b)	2,282	(b)	7,591	(b)	(b)	(b)	(b)	(b)	16.
7,046	(b)	(b)	(b)	3,710	(b)	12,510	(b)	(b)	(b)	(b)	(b)	17.
1,572	(b)	(b)	(b)	1,626	(b)	1,648	(b)	(b)	(b)	(b)	(b)	18.
682	123	271	151	94	29	1,402	328	158	202	365	56	19.
596	110	249	142	59	19	1,232	310	127	194	342	49	20.
91	(a)	64	23	9	(a)	107	18	21	8	34	(a)	21.
115	(a)	86	22	12	(a)	128	18	24	13	39	(a)	22.
2,382	256	800	750	190	11	2,181	428	188	210	841	282	23.
1,983	292	615	649	105	7	1,852	376	153	181	748	247	24.
23,222	(b)	(b)	(b)	11,507	(b)	31,304	(b)	(b)	(b)	(b)	(b)	25.
44.5	(b)	(b)	(b)	62.2	(b)	37.4	(b)	(b)	(b)	(b)	(b)	26.
198	36	58	33	55	15	329	35	52	20	45	22	27.
2,010	398	850	431	383	144	5,582	1,202	693	765	1,443	317	28.
80	0	2	2	45	5	104	0	0	0	0	3	29.
1,310	0	(x)	(x)	971	74	1,510	0	0	0	0	48	30.
11	3	5	3	0	0	25	8	4	4	5	1	31.
765	142	416	207	0	0	1,059	221	192	361	218	(x)	32.
73	10	16	8	17	4	188	32	16	12	26	3	33.
1,303	251	459	380	188	20	3,731	919	386	311	1,141	58	34.
57	13	18	11	10	5	119	26	13	13	31	6	35.
792	153	413	193	70	68	1,631	439	189	212	573	34	36.
22	5	5	4	4	2	55	8	6	4	8	3	37.
553	214	77	124	8	(x)	1,171	192	138	157	232	56	38.
17	7	5	2	2	0	40	9	8	5	5	2	39.
222	41	134	(x)	(x)	0	543	175	104	85	116	(x)	40.
19	3	5	6	1	0	39	8	3	4	11	0	41.
92	13	(x)	18	(x)	0	320	108	28	77	84	0	42.
15	3	6	3	3	2	43	6	6	5	5	2	43.
296	53	117	92	17	(x)	690	139	100	110	133	(x)	44.
112	18	28	17	35	6	204	34	22	16	31	11	45.
1,154	286	412	120	131	29	2,727	1,031	241	291	507	209	46.
6,177	(a)	(a)	(a)	2,024	(a)	12,328	(a)	(a)	(a)	(a)	(a)	47.
57.4	(a)	(a)	(a)	57.3	(a)	63.1	(a)	(a)	(a)	(a)	(a)	48.
509	(a)	(a)	(a)	180	(a)	1,132	(a)	(a)	(a)	(a)	(a)	49.
4.7	(a)	(a)	(a)	5.1	(a)	5.8	(a)	(a)	(a)	(a)	(a)	50.
5,485	(a)	(a)	(a)	607	(a)	15,046	(a)	(a)	(a)	(a)	(a)	51.
51.0	(a)	(a)	(a)	17.2	(a)	77.0	(a)	(a)	(a)	(a)	(a)	52.
5,230	868	1,682	1,209	1,238	179	8,919	1,300	828	1,330	2,247	490	53.
6.6	(a)	(a)	(a)	35.1	(a)	45.6	(a)	(a)	(a)	(a)	(a)	54.
26,723	(b)	(b)	(b)	15,532	(b)	55,057	(b)	(b)	(b)	(b)	(b)	55.
5,964	(b)	(b)	(b)	6,806	(b)	7,253	(b)	(b)	(b)	(b)	(b)	56.

Note: See footnotes at end of table.

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

	STORMONT		SUDBURY			THUNDER BAY AND PATRICIA	
	County	Corn-wall	County	Copper Cliff	Sudbury	County	Fort William
<b>POPULATION AND DWELLINGS, 1931</b>							
1. Persons, Total No. ....	32,524	11,126	58,251	3,173	18,518	69,091	26,277
2. Per Cent of Canada Total .....	0.31	0.11	0.56	0.03	0.18	0.67	0.25
3. Persons, Canadian born .....	29,699	9,646	45,777	1,875	13,613	42,761	15,766
4. British born .....	1,775	964	3,262	326	1,288	9,083	4,559
5. Foreign born .....	1,050	516	9,212	972	3,617	17,247	5,952
6. Households, Total No. ....	6,946	(a)	11,163	(a)	3,562	15,526	5,576
7. Dwellings, Total No. ....	6,844	(a)	10,757	(a)	3,256	15,263	5,387
<b>BUSINESS AND INDUSTRY</b>							
8. Retailing, 1930--No. Stores .....	418	208	499	25	236	782	333
9. Total Sales (Thousand \$) .....	6,879	4,871	15,764	761	10,885	21,765	10,003
10. Per Cent of Canada Sales .....	0.25	0.18	0.57	0.03	0.40	0.79	0.36
11. Per Capita Sales (Dollars) .....	212	438	271	240	588	315	381
12. Wholesaling, 1930--No. Establishments	15	10	24	(a)	21	56	41
13. Total Sales (Thousand \$) .....	1,251	918	7,339	(a)	7,267	17,652	15,627
14. Manufacturing, 1936--No. Plants .....	98	41	62	(x)	32	89	32
15. Gross Value Production (Thousand \$)	18,830	16,500	91,034	(x)	1,954	10,023	4,650
16. Farms, 1931, Total No. ....	2,294	(b)	2,148	(b)	(b)	2,175	(b)
17. Gross Value Production (Thousand \$)	4,255	(b)	2,340	(b)	(b)	2,344	(b)
18. Average per Farm (Dollars) .....	1,855	(b)	1,089	(b)	(b)	1,077	(b)
<b>EMPLOYMENT AND PAYROLL</b>							
19. Retailing, 1930--No. Employees .....	547	435	993	56	719	1,729	844
20. Salaries and Wages (Thousand \$) ...	515	436	1,090	49	833	1,783	830
21. Wholesaling, 1930--No. Employees ....	31	24	163	(a)	162	507	433
22. Salaries and Wages (Thousand \$) ...	46	37	309	(a)	307	762	650
23. Manufacturing, 1936--No. Employees ..	5,050	4,766	4,935	(x)	444	1,989	775
24. Salaries and Wages (Thousand \$) ...	4,632	4,355	6,684	(x)	505	2,614	1,053
25. Farm Population, 1931--No. ....	10,234	(b)	11,795	(b)	(b)	8,815	(b)
26. Per Cent of Total Population .....	31.5	(b)	20.2	(b)	(b)	12.8	(b)
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>							
27. Food Stores, No. ....	149	75	170	8	69	280	147
28. Sales (Thousand \$) .....	1,715	1,194	4,087	164	2,969	5,637	3,165
29. Country General Stores, No. ....	37	0	61	6	0	54	0
30. Sales (Thousand \$) .....	760	0	2,022	381	0	1,554	0
31. General Merchandise Group, No. ....	12	11	14	0	6	20	11
32. Sales (Thousand \$) .....	526	525	1,653	0	1,109	3,476	1,369
33. Automotive Group, No. ....	50	18	34	0	17	71	23
34. Sales (Thousand \$) .....	1,194	872	1,792	0	1,638	2,611	1,461
35. Apparel Group, No. ....	34	29	61	2	52	77	40
36. Sales (Thousand \$) .....	622	604	1,723	(x)	1,668	1,864	869
37. Building Materials Group, No. ....	21	12	16	1	7	33	16
38. Sales (Thousand \$) .....	438	343	1,202	(x)	983	1,676	834
39. Furniture and Household, No. ....	14	12	8	0	7	16	10
40. Sales (Thousand \$) .....	311	308	469	0	465	569	384
41. Restaurant Group, No. ....	17	9	36	0	24	67	21
42. Sales (Thousand \$) .....	131	107	344	0	275	672	186
43. Drug Stores, No. ....	8	6	19	1	10	20	8
44. Sales (Thousand \$) .....	139	125	509	(x)	359	482	231
45. Other Retail Stores, No. ....	76	36	80	7	44	144	57
46. Sales (Thousand \$) .....	1,043	796	1,966	69	1,423	3,225	1,506
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>							
47. Passenger Cars Reg'd., 1937, No. ....	4,532	(a)	7,437	(a)	3,999	7,039	2,791
48. No. per 100 households .....	65.2	(a)	66.6	(a)	112.3	45.3	50.1
49. New Passenger Car Sales, 1937, No. ..	414	(a)	1,385	(a)	(a)	868	(a)
50. No. per 100 households .....	6.0	(a)	12.4	(a)	(a)	5.6	(a)
51. Domestic Electric Meters, 1937, No. .	5,537	(a)	8,231	(a)	(a)	11,746	(a)
52. No. per 100 households .....	79.7	(a)	73.7	(a)	(a)	75.7	(a)
53. Homes with Radios, 1937, No. ....	5,433	4,461	5,649	685	4,609	12,644	5,994
54. No. per 100 households .....	78.2	(a)	50.6	(a)	129.4	81.4	107.6
55. Farm Values, 1931, (Thousand \$) .....	14,885	(b)	9,159	(b)	(b)	6,198	(b)
56. Average per Farm (Dollars) .....	6,489	(b)	4,264	(b)	(b)	2,850	(b)

Note: See footnotes at end of table.

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

THUNDER BAY AND PATRICIA--Cont'd Port Arthur	TEMISKAMING				VICTORIA		WATERLOO				
	County	Cobalt	Hailey- bury	New Liskeard	County	Lindsay	County	Elmira	Galt	Hespeler	
19,818	37,043	3,885	2,813	2,880	25,844	7,505	89,852	2,170	14,006	2,752	1.
0.19	0.36	0.04	0.03	0.03	0.25	0.07	0.87	0.02	0.13	0.03	2.
11,908	28,340	3,006	2,389	2,540	23,764	6,758	72,354	1,989	9,540	1,940	3.
3,028	3,566	270	253	271	1,770	622	8,517	72	3,815	638	4.
4,882	5,137	609	171	69	310	125	8,981	109	651	174	5.
4,393	7,906	(a)	(a)	(a)	6,694	(a)	21,035	(a)	3,638	(a)	6.
4,336	7,724	(a)	(a)	(a)	6,643	(a)	20,314	(a)	3,564	(a)	7.
247	431	77	46	64	342	136	1,153	56	225	43	8.
9,007	9,739	1,719	848	1,653	5,970	4,043	27,655	1,001	5,406	663	9.
0.33	0.35	0.06	0.03	0.06	0.22	0.15	1.00	0.04	0.20	0.02	10.
454	263	442	301	574	231	539	308	461	386	241	11.
13	38	(a)	(a)	(a)	27	12	76	(a)	9	(a)	12.
1,914	4,476	(a)	(a)	(a)	2,046	1,309	9,407	(a)	1,684	(a)	13.
25	75	6	(x)	12	83	34	418	13	78	15	14.
5,084	1,465	92	(x)	640	2,960	1,965	70,411	1,059	11,309	2,979	15.
(b)	1,943	(b)	(b)	(b)	3,191	(b)	3,114	(b)	(b)	(b)	16.
(b)	1,967	(b)	(b)	(b)	5,275	(b)	7,649	(b)	(b)	(b)	17.
(b)	1,012	(b)	(b)	(b)	1,653	(b)	2,456	(b)	(b)	(b)	18.
695	606	109	65	112	473	317	2,073	57	459	40	19.
765	644	106	71	132	408	307	2,184	62	447	43	20.
71	133	(a)	(a)	(a)	81	46	295	(a)	46	(a)	21.
107	213	(a)	(a)	(a)	99	62	476	(a)	76	(a)	22.
1,072	445	30	(x)	212	877	605	17,714	255	4,049	1,165	23.
1,471	440	37	(x)	215	652	496	16,734	231	3,610	900	24.
(b)	8,479	(b)	(b)	(b)	11,921	(b)	15,936	(b)	(b)	(b)	25.
(b)	22.9	(b)	(b)	(b)	46.1	(b)	17.7	(b)	(b)	(b)	26.
76	142	33	20	14	89	40	351	16	78	17	27.
2,146	2,761	415	296	392	1,368	973	7,267	239	1,698	320	28.
0	37	1	0	0	41	1	37	2	0	0	29.
0	807	(x)	0	0	725	(x)	763	(x)	0	0	30.
7	10	1	0	2	10	6	28	2	9	2	31.
2,069	410	(x)	0	(x)	533	485	2,386	(x)	596	(x)	32.
24	42	6	6	8	56	14	160	5	27	4	33.
955	1,445	419	152	338	1,116	747	4,427	144	769	68	34.
34	44	13	4	8	28	20	136	5	24	4	35.
972	945	251	48	131	584	535	2,677	59	404	32	36.
13	20	3	2	4	17	6	56	4	10	3	37.
793	1,291	164	(x)	407	324	204	1,985	163	437	23	38.
6	15	3	2	3	12	6	61	3	16	2	39.
185	169	37	(x)	32	131	106	1,682	29	402	(x)	40.
34	24	4	1	3	9	2	51	2	11	1	41.
404	127	19	(x)	12	30	(x)	513	(x)	69	(x)	42.
11	17	3	2	2	13	5	31	2	8	2	43.
235	393	83	(x)	(x)	163	97	743	(x)	204	(x)	44.
42	80	10	9	20	67	36	242	15	42	8	45.
1,252	1,393	252	191	227	997	850	5,214	264	831	128	46.
2,754	5,090	(a)	(a)	(a)	4,713	(a)	14,835	(a)	2,280	(a)	47.
62.7	64.4	(a)	(a)	(a)	70.4	(a)	70.5	(a)	62.7	(a)	48.
(a)	656	(a)	(a)	(a)	228	(a)	1,440	(a)	(a)	(a)	49.
(a)	8.3	(a)	(a)	(a)	3.4	(a)	6.8	(a)	(a)	(a)	50.
(a)	7,108	(a)	(a)	(a)	(y)3,955	(a)	19,952	(a)	(a)	(a)	51.
(a)	89.9	(a)	(a)	(a)	59.1	(a)	94.9	(a)	(a)	(a)	52.
4,798	6,573	518	388	409	3,520	1,852	16,623	565	3,113	749	53.
109.2	83.1	(a)	(a)	(a)	52.6	(a)	79.0	(a)	85.6	(a)	54.
(b)	9,267	(b)	(b)	(b)	22,106	(b)	30,375	(b)	(b)	(b)	55.
(b)	4,769	(b)	(b)	(b)	6,928	(b)	9,754	(b)	(b)	(b)	56.

Note: See footnotes at end of table.

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

	WATERLOO--(Cont'd)			WELLAND			
	Kit- chener	Preston	Water- loc	County	Bridge- burg	Fort Erie	Humberstone
<b>POPULATION AND DWELLINGS, 1931</b>							
1. Persons, Total No. ....	30,793	6,280	8,095	82,731	3,521	2,383	2,490
2. Per Cent of Canada Total .....	0.30	0.06	0.08	0.80	0.03	0.02	0.02
3. Persons, Canadian born .....	24,054	4,643	6,825	54,658	2,416	1,358	1,891
4. British born .....	1,703	934	351	13,086	576	470	231
5. Foreign born .....	5,036	703	919	14,987	529	555	368
6. Households, Total No. ....	7,189	(a)	(a)	19,115	(a)	(a)	(a)
7. Dwellings, Total No. ....	6,664	(a)	(a)	18,653	(a)	(a)	(a)
<b>BUSINESS AND INDUSTRY</b>							
8. Retailing, 1930--No. Stores .....	399	97	98	1,229	56	51	40
9. Total Sales (Thousand \$) .....	13,771	1,947	2,270	29,165	1,211	2,025	479
10. Per Cent of Canada Sales .....	0.50	0.07	0.08	1.06	0.04	0.07	0.02
11. Per Capita Sales (Dollars) .....	447	310	280	353	344	850	192
12. Wholesaling, 1930--No. Establishments	51	(a)	1	49	(a)	(a)	(a)
13. Total Sales (Thousand \$) .....	7,391	(a)	(x)	7,893	(a)	(a)	(a)
14. Manufacturing, 1936--No. Plants .....	158	31	44	212	(x)	30	4
15. Gross Value Production (Thousand \$)	39,372	5,733	6,061	117,002	(x)	2,688	1,390
16. Farms, 1931, Total No. ....	(b)	(b)	(b)	2,572	(b)	(b)	(b)
17. Gross Value Production (Thousand \$)	(b)	(b)	(b)	3,564	(b)	(b)	(b)
18. Average per Farm (Dollars) .....	(b)	(b)	(b)	1,386	(b)	(b)	(b)
<b>EMPLOYMENT AND PAYROLL</b>							
19. Retailing, 1930--No. Employees .....	1,068	132	141	2,346	69	102	25
20. Salaries and Wages (Thousand \$) ...	1,211	131	150	2,186	76	125	23
21. Wholesaling, 1930--No. Employees .....	245	(a)	(x)	242	(a)	(a)	(a)
22. Salaries and Wages (Thousand \$) ...	396	(a)	(x)	367	(a)	(a)	(a)
23. Manufacturing, 1936--No. Employees ..	8,577	1,636	1,313	11,629	(x)	415	430
24. Salaries and Wages (Thousand \$) ...	8,467	1,629	1,228	14,009	(x)	495	361
25. Farm Population, 1931--No. ....	(b)	(b)	(b)	10,990	(b)	(b)	(b)
26. Per Cent of Total Population .....	(b)	(b)	(b)	13.3	(b)	(b)	(b)
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>							
27. Food Stores, No. ....	129	35	33	415	19	13	16
28. Sales (Thousand \$) .....	3,237	617	801	8,149	461	306	224
29. Country General Stores, No. ....	0	1	1	32	0	0	1
30. Sales (Thousand \$) .....	0	(x)	(x)	604	0	0	(x)
31. General Merchandise Group, No. ....	10	2	2	49	2	1	0
32. Sales (Thousand \$) .....	1,504	(x)	(x)	1,893	(x)	(x)	0
33. Automotive Group, No. ....	46	9	12	167	7	7	8
34. Sales (Thousand \$) .....	2,435	132	318	4,858	170	67	72
35. Apparel Group, No. ....	57	16	8	103	7	1	2
36. Sales (Thousand \$) .....	1,892	165	88	2,041	102	(x)	(x)
37. Building Materials Group, No. ....	13	4	5	72	4	6	2
38. Sales (Thousand \$) .....	493	397	280	2,299	48	366	(x)
39. Furniture and Household, No. ....	23	4	8	60	3	3	4
40. Sales (Thousand \$) .....	1,041	76	56	1,440	99	84	49
41. Restaurant Group, No. ....	22	3	4	102	3	8	2
42. Sales (Thousand \$) .....	373	11	21	1,005	(x)	60	(x)
43. Drug Stores, No. ....	9	3	3	41	3	1	1
44. Sales (Thousand \$) .....	321	47	84	1,019	71	(x)	(x)
45. Other Retail Stores, No. ....	80	20	22	188	8	11	4
46. Sales (Thousand \$) .....	2,477	385	537	5,859	193	1,076	22
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>							
47. Passenger Cars, Reg'd., 1937, No. ...	4,971	(a)	(a)	13,987	(a)	(a)	(a)
48. No. per 100 households .....	69.1	(a)	(a)	73.2	(a)	(a)	(a)
49. New Passenger Car Sales, 1937, No. ..	640	(a)	(a)	1,251	(a)	(a)	(a)
50. No. per 100 households .....	8.9	(a)	(a)	6.5	(a)	(a)	(a)
51. Domestic Electric Meters, 1937, No. ..	(a)	(a)	(a)	20,901	(a)	(a)	(a)
52. No. per 100 households .....	(a)	(a)	(a)	109.3	(a)	(a)	(a)
53. Homes with Radios, 1937, No. ....	7,125	1,227	1,990	16,887	(1)	1,494	671
54. No. per 100 households .....	99.1	(a)	(a)	88.3	(a)	(a)	(a)
55. Farm Values, 1931., (Thousand \$) .....	(b)	(b)	(b)	19,198	(b)	(b)	(b)
56. Average per Farm (Dollars) .....	(b)	(b)	(b)	7,464	(b)	(b)	(b)

Note: See footnotes at end of table.

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

WELLAND--(Cont'd)				WELLINGTON			WENTWORTH			YORK	
Niagara Falls	Port Colborne	Thorold	Welland	County	Fergus	Guelph	County	Dundas	Hamilton	County	
19,046	6,503	5,092	10,709	58,164	2,594	21,075	190,019	5,026	155,547	856,955	1.
0.18	0.06	0.05	0.10	0.56	0.02	0.20	1.83	0.05	1.50	8.26	2.
12,025	3,671	3,276	6,681	49,024	2,181	15,565	120,999	3,687	94,580	543,247	3.
4,326	694	862	2,002	6,872	355	4,039	49,582	1,083	43,471	231,632	4.
2,695	2,138	954	2,027	2,268	58	1,471	19,438	256	17,496	82,076	5.
4,600	(a)	(a)	2,426	14,319	(a)	5,096	45,109	(a)	37,217	203,499	6.
4,434	(a)	(a)	2,340	14,120	(a)	4,956	42,911	(a)	35,117	190,184	7.
343	107	86	195	803	49	309	2,448	82	2,117	10,590	8.
10,550	3,295	1,796	5,372	15,134	951	9,194	72,504	1,858	68,513	401,344	9.
0.38	0.12	0.07	0.19	0.55	0.03	0.33	2.63	0.07	2.49	14.56	10.
554	507	353	502	260	367	436	382	370	440	468	11.
19	4	1	13	49	(a)	21	211	3	191	1,891	12.
4,082	1,103	(x)	1,745	4,590	(a)	3,431	48,673	131	47,756	693,903	13.
63	(x)	16	44	183	13	88	522	19	466	2,945	14.
19,125	(x)	10,407	16,015	18,897	3,041	13,075	133,772	1,760	130,578	459,721	15.
(b)	(b)	(b)	(b)	5,370	(b)	(b)	3,444	(b)	(b)	5,908	16.
(b)	(b)	(b)	(b)	10,882	(b)	(b)	6,844	(b)	(b)	12,101	17.
(b)	(b)	(b)	(b)	2,026	(b)	(b)	1,987	(b)	(b)	2,048	18.
929	171	104	372	1,128	66	738	6,200	136	5,913	38,888	19.
943	202	108	398	1,073	51	792	6,797	146	6,529	46,268	20.
131	26	(x)	60	191	(a)	138	1,798	6	1,778	20,071	21.
193	44	(x)	88	264	(a)	196	2,940	13	2,905	34,016	22.
2,989	(x)	1,437	3,682	5,157	847	3,752	29,494	600	28,625	95,742	23.
3,662	(x)	2,179	3,763	4,761	841	3,511	33,209	677	32,288	110,190	24.
(b)	(b)	(b)	(b)	21,107	(b)	(b)	14,748	(b)	(b)	25,687	25.
(b)	(b)	(b)	(b)	36.3	(b)	(b)	7.8	(b)	(b)	3.0	26.
108	41	39	64	226	13	115	987	30	899	3,954	27.
2,593	1,038	661	1,372	3,898	251	2,531	17,795	705	16,512	78,886	28.
0	2	1	0	60	2	0	33	0	0	95	29.
0	(x)	(x)	0	977	(x)	0	448	0	0	1,355	30.
15	8	5	12	16	1	7	55	3	51	220	31.
964	232	59	422	1,157	(x)	817	10,281	82	10,199	112,688	32.
36	9	6	24	117	6	35	299	10	196	881	33.
2,055	324	124	1,279	2,762	209	1,626	10,634	357	9,595	51,749	34.
36	13	6	28	83	6	36	258	8	248	1,458	35.
849	215	77	681	1,550	58	1,250	7,590	120	7,468	30,459	36.
13	11	8	10	45	6	10	79	3	71	456	37.
469	359	152	441	837	87	372	4,258	100	4,096	13,766	38.
23	4	3	11	31	1	14	80	5	75	290	39.
662	(x)	115	192	659	(x)	513	3,549	61	3,488	14,217	40.
37	6	2	7	32	1	20	141	2	113	741	41.
520	24	(x)	64	204	(x)	146	2,055	(x)	1,945	13,782	42.
16	4	2	6	23	2	7	85	2	82	457	43.
486	94	(x)	137	452	(x)	226	2,481	(x)	2,403	13,746	44.
59	9	14	33	170	11	65	431	19	382	2,040	45.
1,954	852	568	784	2,642	114	1,713	13,418	366	12,810	70,697	46.
4,116	(a)	(a)	2,133	9,734	(a)	3,143	28,975	(a)	23,264	137,535	47.
89.5	(a)	(a)	87.9	68.0	(a)	61.7	64.2	(a)	62.5	67.6	48.
(a)	(a)	(a)	(a)	901	(a)	(a)	3,325	(a)	3,157	14,674	49.
(a)	(a)	(a)	(a)	6.3	(a)	(a)	7.4	(a)	8.5	7.2	50.
(a)	(a)	(a)	(a)	(y)9,593	(a)	(a)	44,968	(a)	(a)	207,833	51.
(a)	(a)	(a)	(a)	67.0	(a)	(a)	99.7	(a)	(a)	102.1	52.
5,241	1,691	1,472	3,242	8,081	745	5,026	38,190	1,443	33,697	178,706	53.
113.9	(a)	(a)	133.6	56.4	(a)	98.6	84.7	(a)	90.5	87.8	54.
(b)	(b)	(b)	(b)	43,598	(b)	(b)	33,379	(b)	(b)	64,263	55.
(b)	(b)	(b)	(b)	8,119	(b)	(b)	9,692	(b)	(b)	10,878	56.

Note: See footnotes at end of table.



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

	YORK--(Cont'd)						
	Aurora	Forest Hill	Long Branch	Mimico	New-Market	New Toronto	Swansea
<b>POPULATION AND DWELLINGS, 1931</b>							
1. Persons, Total No. ....	2,587	5,207	3,962	6,800	3,748	7,146	5,031
2. Per Cent of Canada Total .....	0.02	0.05	0.04	0.07	0.04	0.07	0.05
3. Persons, Canadian born .....	2,192	3,628	2,529	4,602	3,224	4,428	3,366
4. British born .....	344	1,105	1,286	1,847	429	1,920	1,346
5. Foreign born .....	51	474	147	351	95	798	319
6. Households, Total No. ....	(a)	(a)	(a)	(a)	(a)	(a)	(a)
7. Dwellings, Total No. ....	(a)	(a)	(a)	(a)	(a)	(a)	(a)
<b>BUSINESS AND INDUSTRY</b>							
8. Retailing, 1930--No. Stores .....	58	9	58	56	68	71	10
9. Total Sales (Thousand \$) .....	1,076	381	642	1,238	1,479	1,714	153
10. Per Cent of Canada Sales .....	0.04	0.01	0.02	0.04	0.05	0.06	0.01
11. Per Capita Sales (Dollars) .....	416	73	162	182	395	240	30
12. Wholesaling, 1930--No. Establishments	(a)	(a)	(a)	3	(a)	1	(a)
13. Total Sales (Thousand \$) .....	(a)	(a)	(a)	293	(a)	(x)	(a)
14. Manufacturing, 1936--No. Plants .....	8	(a)	(a)	10	14	19	(a)
15. Gross Value Production (Thousand \$)	1,912	(a)	(a)	219	3,519	22,073	(a)
16. Farms, 1931, Total No. ....	(b)	(b)	(b)	(b)	(b)	(b)	(b)
17. Gross Value Production (Thousand \$)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
18. Average per Farm (Dollars) .....	(b)	(b)	(b)	(b)	(b)	(b)	(b)
<b>EMPLOYMENT AND PAYROLL</b>							
19. Retailing, 1930--No. Employees .....	103	34	48	85	113	113	11
20. Salaries and Wages (Thousand \$) ...	90	36	35	95	106	118	10
21. Wholesaling, 1930--No. Employees ...	(a)	(a)	(a)	23	(a)	(x)	(a)
22. Salaries and Wages (Thousand \$) ...	(a)	(a)	(a)	39	(a)	(x)	(a)
23. Manufacturing, 1936--No. Employees ..	415	(a)	(a)	71	794	2,627	(a)
24. Salaries and Wages (Thousand \$) ...	411	(a)	(a)	79	823	3,531	(a)
25. Farm Population, 1931--No. ....	(b)	(b)	(b)	(b)	(b)	(b)	(b)
26. Per Cent of Total Population .....	(b)	(b)	(b)	(b)	(b)	(b)	(b)
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>							
27. Food Stores, No. ....	12	6	27	32	21	24	7
28. Sales (Thousand \$) .....	412	236	330	592	437	620	91
29. Country General Stores, No. ....	1	0	0	0	2	0	0
30. Sales (Thousand \$) .....	(x)	0	0	0	(x)	0	0
31. General Merchandise Group, No. ....	1	0	1	3	1	1	0
32. Sales (Thousand \$) .....	(x)	0	(x)	27	(x)	(x)	0
33. Automotive Group, No. ....	10	0	6	3	9	9	1
34. Sales (Thousand \$) .....	202	0	64	111	253	205	(x)
35. Apparel Group, No. ....	4	0	4	2	12	8	0
36. Sales (Thousand \$) .....	44	0	29	(x)	171	97	0
37. Building Materials Group, No. ....	3	1	5	3	4	5	0
38. Sales (Thousand \$) .....	54	(x)	85	95	225	145	0
39. Furniture and Household, No. ....	3	0	1	1	2	2	0
40. Sales (Thousand \$) .....	50	0	(x)	(x)	(x)	(x)	0
41. Restaurant Group, No. ....	6	0	4	2	2	8	0
42. Sales (Thousand \$) .....	39	0	15	(x)	(x)	51	0
43. Drug Stores, No. ....	2	1	3	3	3	3	0
44. Sales (Thousand \$) .....	(x)	(x)	62	78	54	98	0
45. Other Retail Stores, No. ....	16	1	7	7	12	11	2
46. Sales (Thousand \$) .....	184	(x)	51	283	204	476	(x)
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>							
47. Passenger Cars, Reg'd., 1937, No. ...	(a)	(a)	(a)	(a)	(a)	(a)	(a)
48. No. per 100 households .....	(a)	(a)	(a)	(a)	(a)	(a)	(a)
49. New Passenger Car Sales, 1937, No. ..	(a)	(a)	(a)	(a)	(a)	(a)	(a)
50. No. per 100 households .....	(a)	(a)	(a)	(a)	(a)	(a)	(a)
51. Domestic Electric Meters, 1937, No. .	(a)	(a)	(a)	(a)	(a)	(a)	(a)
52. No. per 100 households .....	(a)	(a)	(a)	(a)	(a)	(a)	(a)
53. Homes with Radios, 1937, No. ....	772	(j)	(j)	(j)	1,315	(j)	929
54. No. per 100 households .....	(a)	(a)	(a)	(a)	(a)	(a)	(a)
55. Farm Values, 1931, (Thousand \$) .....	(b)	(b)	(b)	(b)	(b)	(b)	(b)
56. Average per Farm (Dollars) .....	(b)	(b)	(b)	(b)	(b)	(b)	(b)

Note: See footnotes at end of table.

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

YORK--(Cont'd)		
Toronto	Weston	
651,207	4,723	1.
6.08	0.05	2.
392,995	3,469	3.
165,565	1,080	4.
72,647	174	5.
149,538	(a)	6.
136,901	(a)	7.
8,725	85	8.
372,683	2,737	9.
13.52	0.10	10.
590	580	11.
1,835	(a)	12.
691,738	(a)	13.
2,762	14	14.
447,725	2,902	15.
(b)	(b)	16.
(b)	(b)	17.
(b)	(b)	18.
37,074	147	19.
44,548	180	20.
19,891	(a)	21.
33,743	(a)	22.
89,056	729	23.
102,217	803	24.
(b)	(b)	25.
(b)	(b)	26.
3,158	30	27.
67,539	747	28.
0	0	29.
0	0	30.
185	0	31.
112,344	0	32.
609	14	33.
46,370	1,161	34.
1,357	12	35.
29,629	133	36.
335	9	37.
10,369	319	38.
267	3	39.
13,927	98	40.
630	3	41.
13,397	(x)	42.
398	2	43.
12,690	(x)	44.
1,786	12	45.
66,419	192	46.
117,998	(a)	47.
78.9	(a)	48.
13,698	(a)	49.
9.2	(a)	50.
(a)	(a)	51.
(a)	(a)	52.
164,482	1,632	53.
110.0	(a)	54.
(b)	(b)	55.
(b)	(b)	56.

Footnotes

- (x) - figures withheld to avoid disclosing individual operations.
- (y) - partially estimated --see introduction.
- (a) - figures not available.
- (b) - not applicable.
- (c) - additional store shown in county total had sales of less than \$500.
- (d) - included with Lennox County.
- (e) - includes Manitoulin.
- (f) - less than .01 per cent.
- (g) - includes Addington County.
- (h) - included in Algoma.
- (i) - included with Fort Erie.
- (j) - included with Toronto.
- (k) - includes 270 in miscellaneous categories.

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

	Province Total	Division No.1	Division No.2	Division No.3	Division No.4	DIVISION No.5 Division
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	700,139	22,817	38,810	26,753	18,253	46,228
2. Per Cent of Canada Total .....	6.75	0.22	0.37	0.26	0.18	0.45
3. Persons, Canadian born .....	463,550	16,430	30,672	20,124	13,526	28,813
4. British born .....	106,151	355	1,140	3,388	2,793	5,061
5. Foreign born .....	130,438	6,032	6,998	3,241	1,934	12,354
6. Households, Total No. ....	148,590	4,018	7,115	5,693	4,154	9,499
7. Dwellings, Total No. ....	144,127	4,007	7,103	5,685	4,144	9,479
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	6,859	143	319	276	256	283
9. Total Sales (Thousand \$) .....	189,244	1,174	3,953	3,400	3,124	3,321
10. Per Cent of Canada Sales .....	6.87	0.04	0.14	0.12	0.11	0.12
11. Per Capita Sales (Dollars) .....	270	51	102	127	171	72
12. Wholesaling, 1930--No. Establishments	1,307	12	51	50	30	15
13. Total Sales (Thousand \$) .....	669,076	150	786	578	478	194
14. Manufacturing, 1936--No. Plants .....	1,011	22	27	26	10	22
15. Gross Value Production (Thousand \$)	122,051	532	580	610	133	7,575
16. Farms, 1931, Total No. ....	54,199	3,328	5,247	4,153	2,931	4,152
17. Gross Value Production (Thousand \$)	69,921	2,896	8,142	7,555	5,437	3,599
18. Average per Farm (Dollars) .....	1,290	870	1,552	1,819	1,855	867
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	17,806	51	237	189	217	211
20. Salaries and Wages (Thousand \$) ...	18,945	40	194	148	197	168
21. Wholesaling, 1930--No. Employees .....	9,362	8	38	35	24	12
22. Salaries and Wages (Thousand \$) ...	15,491	87	49	36	28	13
23. Manufacturing, 1936--No. Employees ..	22,507	55	76	71	18	2,085
24. Salaries and Wages (Thousand \$) ...	24,490	32	50	46	16	2,492
25. Farm Population, 1931--No. ....	256,305	17,944	27,261	18,534	12,606	21,626
26. Per Cent of Total Population .....	36.6	78.6	70.2	69.3	69.1	46.8
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	2,249	49	58	57	39	112
28. Sales (Thousand \$) .....	27,411	128	337	590	449	1,085
29. Country General Stores, No. ....	852	64	70	52	43	75
30. Sales (Thousand \$) .....	15,543	656	1,489	1,150	933	1,075
31. General Merchandise Group, No. ....	87	0	1	0	0	1
32. Sales (Thousand \$) .....	64,344	0	(x)	0	0	(x)
33. Automotive Group, No. ....	758	16	38	39	44	24
34. Sales (Thousand \$) .....	20,606	292	740	516	577	284
35. Apparel Group, No. ....	432	1	6	4	11	4
36. Sales (Thousand \$) .....	9,597	(x)	48	(x)	113	30
37. Building Materials Group, No. ....	417	3	36	37	29	9
38. Sales (Thousand \$) .....	12,173	(x)	514	565	402	285
39. Furniture and Household, No. ....	101	0	3	2	3	2
40. Sales (Thousand \$) .....	3,741	0	(x)	(x)	15	(x)
41. Restaurant Group, No. ....	338	0	8	7	6	11
42. Sales (Thousand \$) .....	5,553	0	50	53	24	44
43. Drug Stores, No. ....	220	0	7	8	9	4
44. Sales (Thousand \$) .....	4,294	0	84	86	95	74
45. Other Retail Stores, No. ....	1,405	10	92	70	72	35
46. Sales (Thousand \$) .....	25,982	37	666	416	517	165
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd., 1937, No. ....	65,747	1,280	3,925	2,914	2,559	2,444
48. No. per 100 households .....	44.2	31.9	55.2	51.2	61.6	25.4
49. New Passenger Car Sales, 1937, No. ..	5,528	66	354	149	123	11
50. No. per 100 households .....	3.7	1.6	5.0	2.6	3.0	1.1
51. Domestic Electric Meters, 1937, No. ..	124,640	177	1,222	1,054	707	2,977
52. No. per 100 households .....	83.9	4.4	17.2	18.5	17.0	31.1
53. Homes with Radios, 1937, No. ....	94,212	587	2,785	2,495	1,432	2,351
54. No. per 100 households .....	63.4	14.6	39.1	43.8	34.5	24.4
55. Farm Values, 1931, (Thousand \$) .....	388,142	12,479	43,361	44,132	37,979	16,591
56. Average per Farm (Dollars) .....	7,162	3,750	8,263	10,626	12,958	3,991

Note: See footnotes at end of table.

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

DIVISION No. 5--Con Trans- cona	DIVISION NO. 6.					DIVISION NO. 7		Division No. 8	DIVISION NO. 9	
	Division	Brook- lands	Portage la Prairie	St. Boniface	Winnipeg	Division	Brandon		Division	
5,747	283,828	2,462	6,597	16,305	218,785	36,912	17,082	19,846	45,414	1.
0.06	2.74	0.02	0.06	0.16	2.11	0.36	0.16	0.19	0.44	2.
3,379	168,736	1,406	4,808	11,205	123,634	26,505	11,239	14,360	28,803	3.
1,120	58,047	472	932	2,364	48,288	6,751	3,644	3,880	10,502	4.
1,248	57,045	584	857	2,736	46,863	3,656	2,199	1,606	6,109	5.
(a)	61,697	(a)	(a)	3,253	48,294	8,036	3,556	4,451	9,728	6.
(a)	57,457	(a)	(a)	3,163	44,221	7,977	3,511	4,442	9,716	7.
54	3,036	16	107	121	2,486	456	229	245	407	8.
980	139,059	154	2,367	2,062	131,480	9,523	7,323	3,509	4,865	9.
0.03	5.05	0.01	0.09	0.07	4.77	0.35	0.27	0.13	0.18	10.
171	490	63	359	126	601	258	429	177	107	11.
(a)	835	(a)	9	19	314	71	31	32	28	12.
(a)	654,393	(a)	612	17,144	72,863	6,987	6,614	645	595	13.
	663	(a)	8	44	594	49	30	15	24	14.
5,630	98,756	(a)	1,651	22,404	73,316	1,269	990	431	1,970	15.
(b)	4,018	(b)	(b)	(b)	(b)	3,314	(b)	2,568	2,760	16.
(b)	7,262	(b)	(b)	(b)	(b)	5,560	(b)	4,981	4,237	17.
(b)	1,807	(b)	(b)	(b)	(b)	1,678	(b)	1,940	1,535	18.
70	14,231	7	204	173	13,677	824	704	226	420	19.
68	15,852	3	183	148	15,380	827	723	201	293	20.
0	8,542	(a)	32	104	3,832	456	434	32	29	21.
0	14,463	(a)	45	171	5,913	591	572	43	44	22.
1,679	18,652	(a)	133	1,613	16,673	270	225	52	462	23.
2,030	20,367	(a)	115	1,974	18,061	274	247	35	535	24.
(b)	19,632	(b)	(b)	(b)	(b)	14,004	(b)	11,718	12,924	25.
(b)	6.9	(b)	(b)	(b)	(b)	37.9	(b)	59.0	28.5	26.
29	1,255	13	33	68	1,053	120	80	48	186	27.
513	17,761	120	693	830	15,333	1,800	1,512	603	1,909	28.
2	60	0	2	0	0	44	0	38	43	29.
(x)	990	0	(x)	0	0	752	0	994	802	30.
0	67	0	2	3	61	7	7	2	5	31.
0	62,728	0	(x)	32	62,555	1,150	1,150	(x)	77	32.
4	286	1	10	13	223	69	27	35	49	33.
55	13,266	(x)	372	192	12,352	1,544	1,143	632	549	34.
2	301	0	13	5	275	29	24	11	11	35.
(x)	7,719	0	204	54	7,393	883	870	105	(x)	36.
4	113	1	7	3	83	34	11	26	17	37.
215	6,792	(x)	275	149	6,078	731	444	481	578	38.
2	65	0	4	2	57	9	8	2	2	39.
(x)	3,253	0	71	(x)	3,142	245	242	(x)	(x)	40.
3	209	0	8	2	190	12	10	12	26	41.
13	4,438	0	90	(x)	4,266	237	199	92	130	42.
2	116	0	3	4	101	14	6	9	10	43.
(x)	2,839	0	76	74	2,610	247	191	121	187	44.
6	564	1	25	21	443	118	56	62	58	45.
34	19,276	(x)	393	702	17,754	1,935	1,573	413	567	46.
315	30,567	88	613	1,275	19,998	2,722	1,640	4,708	2,589	47.
(a)	49.5	(a)	(a)	39.2	41.4	33.9	46.1	105.8	26.6	48.
(a)	3,327	(a)	144	(x)	3,040	388	274	107	156	49.
(a)	5.4	(a)	(a)	(x)	6.3	4.8	7.7	2.4	1.6	50.
(a)	106,468	(a)	(a)	(a)	(a)	3,769	(a)	1,170	1,793	51.
(a)	172.6	(a)	(a)	(a)	(a)	46.9	(a)	26.3	18.4	52.
1,182	62,413	0	1,241	(a)	58,900	5,581	3,546	2,201	1,970	53.
(a)	101.2	(a)	(a)	(a)	122.0	69.4	99.7	49.4	20.3	54.
(b)	39,486	(b)	(b)	(b)	(b)	31,624	(b)	30,956	20,720	55.
(b)	9,828	(b)	(b)	(b)	(b)	9,542	(b)	12,055	7,508	56.

Note: See footnotes at end of table.

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

	DIVISION	Division	Division	Division	DIVISION No. 13	
	No.9--Con.				No. 10	No. 11
	Selkirk					
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	4,486	17,916	28,100	24,344	24,263	3,971
2. Per Cent of Canada Total .....	0.04	0.17	0.27	0.23	0.23	0.04
3. Persons, Canadian born .....	2,974	13,070	20,580	15,963	17,368	2,962
4. British born .....	587	2,274	4,444	965	1,559	578
5. Foreign born .....	925	2,572	3,076	7,416	5,336	431
6. Households, Total No. ....	(a)	3,891	6,111	4,780	4,935	(a)
7. Dwellings, Total No. ....	(a)	3,886	6,093	4,774	4,924	(a)
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	71	227	320	163	193	69
9. Total Sales (Thousand \$) .....	1,111	2,090	3,776	1,850	2,626	1,732
10. Per Cent of Canada Sales .....	0.04	0.08	0.14	0.07	0.10	0.06
11. Per Capita Sales (Dollars) .....	248	117	134	76	108	436
12. Wholesaling, 1930--No. Establishments	(a)	28	54	27	26	(a)
13. Total Sales (Thousand \$) .....	(a)	580	614	178	1,089	(a)
14. Manufacturing, 1936--No. Plants .....	8	15	23	25	23	7
15. Gross Value Production (Thousand \$)	1,578	385	501	523	605	308
16. Farms, 1931, Total No. ....	(b)	2,787	4,289	3,896	3,446	(b)
17. Gross Value Production (Thousand \$)	(b)	2,844	6,384	2,748	2,465	(b)
19. Average per Farm (Dollars) .....	(b)	1,020	1,488	705	715	(b)
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	96	126	228	115	174	143
20. Salaries and Wages (Thousand \$) ...	75	97	187	87	144	125
21. Wholesaling, 1930--No. Employees .....	(a)	25	39	15	50	(a)
22. Salaries and Wages (Thousand \$) ...	(a)	31	38	13	58	(a)
23. Manufacturing, 1936--No. Employees ..	355	50	70	59	74	29
24. Salaries and Wages (Thousand \$) ...	448	38	50	33	45	24
25. Farm Population, 1931--No. ....	(b)	12,063	18,845	19,509	16,193	(b)
26. Per Cent of Total Population .....	(b)	67.3	67.1	80.1	66.7	(b)
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	26	52	61	46	49	17
28. Sales (Thousand \$) .....	430	373	581	153	616	490
29. Country General Stores, No. ....	6	45	67	73	51	5
30. Sales (Thousand \$) .....	153	795	1,359	1,381	673	131
31. General Merchandise Group, No. ....	2	1	0	1	2	1
32. Sales (Thousand \$) .....	(x)	(x)	0	(x)	(x)	(x)
33. Automotive Group, No. ....	6	32	43	23	19	7
34. Sales (Thousand \$) .....	84	367	734	204	386	327
35. Apparel Group, No. ....	5	6	8	0	11	11
36. Sales (Thousand \$) .....	35	37	22	0	285	285
37. Building Materials Group, No. ....	6	25	38	3	10	2
38. Sales (Thousand \$) .....	249	244	536	(x)	178	(x)
39. Furniture and Household, No. ....	0	1	4	0	3	3
40. Sales (Thousand \$) .....	0	(x)	19	0	(x)	29
41. Restaurant Group, No. ....	7	4	12	2	5	2
42. Sales (Thousand \$) .....	42	10	56	(x)	50	(x)
43. Drug Stores, No. ....	2	6	11	3	4	3
44. Sales (Thousand \$) .....	(x)	54	123	14	85	75
45. Other Retail Stores, No. ....	11	55	76	12	39	18
46. Sales (Thousand \$) .....	38	203	347	53	229	205
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd., 1937, No. ....	271	2,548	3,548	1,057	1,759	295
48. No. per 100 households .....	(a)	65.5	58.1	22.1	35.6	(a)
49. New Passenger Car Sales, 1937, No. ..	(a)	147	163	51	133	(a)
50. No. per 100 households .....	(a)	3.8	2.7	1.1	2.7	(a)
51. Domestic Electric Meters, 1937, No. ..	(a)	541	1,043	168	879	(a)
52. No. per 100 households .....	(a)	13.9	17.1	3.5	17.8	(a)
53. Homes with Radios, 1937, No. ....	628	2,136	3,340	728	2,186	1,106
54. No. per 100 households .....	(a)	54.9	54.7	15.2	44.3	(a)
55. Farm Values, 1931, (Thousand \$) .....	(b)	17,153	39,304	9,686	10,843	(b)
56. Average per Farm (Dollars) .....	(b)	6,155	9,163	2,486	3,146	(b)

Note: See footnotes at end of table.

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

Division No. 14	Division No. 15	DIVISION NO. 16		
		Division	The Pas	
25,978	10,008	30,669	4,030	1.
0.25	0.10	0.30	0.04	2.
18,731	6,714	23,155	2,555	3.
1,999	1,099	1,894	377	4.
5,248	2,195	5,620	1,098	5.
5,452	2,139	6,891	(a)	6.
5,439	2,131	6,870	(a)	7.
174	122	239	66	8.
1,864	1,167	3,943	1,524	9.
0.07	0.04	0.14	0.06	10.
72	117	129	378	11.
20	15	12	(a)	12.
274	398	1,138	(a)	13.
23	16	28	6	14.
233	177	7,768	749	15.
4,373	1,476	1,461	(b)	16.
3,761	1,242	808	(b)	17.
860	842	553	(b)	18.
113	80	364	111	19.
99	63	348	110	20.
15	10	32	(a)	21.
19	13	44	(a)	22.
49	40	424	212	23.
22	23	433	192	24.
19,673	6,822	6,951	(b)	25.
75.7	68.2	22.7	(b)	26.
43	25	49	22	27.
222	232	576	356	28.
45	19	63	7	29.
937	428	1,130	184	30.
0	0	0	0	31.
0	0	0	0	32.
18	19	4	2	33.
310	174	(x)	(x)	34.
5	7	17	12	35.
(x)	31	250	174	36.
16	11	10	4	37.
246	116	405	259	38.
1	2	2	2	39.
(x)	(x)	(x)	(x)	40.
5	6	13	4	41.
28	(x)	310	80	42.
6	4	7	4	43.
38	52	196	89	44.
35	29	74	9	45.
72	100	992	307	46.
1,985	893	245	117	47.
36.4	41.7	3.6	(a)	48.
138	74	41	(a)	49.
2.5	3.5	0.1	(a)	50.
487	294	1,896	(a)	51.
8.9	13.7	27.5	(a)	52.
1,463	708	1,851	574	53.
26.9	33.1	26.9	(a)	54.
23,508	7,544	2,769	(b)	55.
5,376	5,111	1,895	(b)	56.

Footnotes

(x) - figures withheld to avoid disclosing individual operations.

(a) - figures not available.

(b) - not applicable.

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

	PROVINCE	DIVISION No. 1		DIVISION NO. 2		Division No. 3
		Division	Estevan	Division	Weyburn	
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	921,785	41,544	2,936	42,831	5,002	46,881
2. Per Cent of Canada Total .....	8.88	0.40	0.03	0.41	0.05	0.45
3. Persons, Canadian born .....	603,240	28,594	1,298	27,238	3,103	31,854
4. British born .....	101,001	4,997	232	3,545	806	3,888
5. Foreign born .....	217,544	7,953	731	12,048	1,093	11,139
6. Households, Total No. ....	199,385	9,004	(a)	9,104	(a)	10,343
7. Dwellings, Total No. ....	196,086	8,958	(a)	9,047	(a)	10,296
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	10,841	497	69	585	76	719
9. Total Sales (Thousand \$) .....	189,181	6,391	1,816	7,085	2,104	6,851
10. Per Cent of Canada Sales .....	6.87	0.23	0.07	0.26	0.08	0.25
11. Per Capita Sales (Dollars) .....	205	154	619	165	421	146
12. Wholesaling, 1930--No. Establishments	1,659	63	(a)	98	12	82
13. Total Sales (Thousand \$) .....	137,112	1,541	(a)	3,850	2,262	1,648
14. Manufacturing, 1936--No. Plants .....	694	27	9	19	11	14
15. Gross Value Production (Thousand \$)	51,605	385	122	506	367	46
16. Farms, 1931, Total No. ....	136,472	6,461	(b)	7,597	(b)	8,939
17. Gross Value Production (Thousand \$)	147,469	8,909	(b)	9,161	(b)	6,042
18. Average per Farm (Dollars) .....	1,081	1,379	(b)	1,206	(b)	676
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	13,097	355	114	426	163	436
20. Salaries and Wages (Thousand \$) ...	14,171	356	126	444	188	480
21. Wholesaling, 1930--No. Employees .....	5,441	63	(a)	169	95	70
22. Salaries and Wages (Thousand \$) ...	8,393	81	(a)	267	171	107
23. Manufacturing, 1936--No. Employees ..	5,782	60	25	106	70	19
24. Salaries and Wages (Thousand \$) ...	6,013	48	24	99	57	8
25. Farm Population, 1931--No. ....	564,012	27,722	(b)	29,017	(b)	34,598
26. Per Cent of Total Population .....	61.2	66.7	(b)	67.7	(b)	73.8
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	2,046	82	18	101	19	118
28. Sales (Thousand \$) .....	25,878	693	203	1,086	339	948
29. Country General Stores, No. ....	1,641	89	6	87	2	104
30. Sales (Thousand \$) .....	37,710	2,069	281	1,740	(x)	2,270
31. General Merchandise Group, No. ....	71	2	1	2	2	1
32. Sales (Thousand \$) .....	20,102	(x)	(x)	(x)	(x)	(x)
33. Automotive Group, No. ....	1,382	63	8	69	7	95
34. Sales (Thousand \$) .....	27,049	1,015	344	832	325	1,034
35. Apparel Group, No. ....	373	13	5	12	7	12
36. Sales (Thousand \$) .....	10,232	146	106	137	126	44
37. Building Materials Group, No. ....	1,276	68	2	91	8	112
38. Sales (Thousand \$) .....	22,612	1,051	(x)	1,106	163	1,071
39. Furniture and Household, No. ....	142	5	3	6	2	7
40. Sales (Thousand \$) .....	4,087	(x)	29	(x)	(x)	(x)
41. Restaurant Group, No. ....	506	19	6	19	4	28
42. Sales (Thousand \$) .....	5,552	150	99	153	95	137
43. Drug Stores, No. ....	374	17	2	20	4	30
44. Sales (Thousand \$) .....	4,988	180	(x)	208	77	188
45. Other Retail Stores, No. ....	3,030	139	18	178	21	212
46. Sales (Thousand \$) .....	30,971	1,022	585	1,434	495	1,127
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd., 1937, No. ....	83,905	3,589	(a)	4,222	577	4,035
48. No. per 100 households .....	42.1	39.9	(a)	46.4	(a)	39.0
49. New Passenger Car Sales, 1937, No. ..	5,390	144	(a)	139	86	64
50. No. per 100 households .....	2.7	1.6	(a)	1.5	(a)	0.6
51. Domestic Electric Meters, 1937, No. ..	49,746	1,385	(a)	1,418	(a)	1,009
52. No. per 100 households .....	24.9	15.4	(a)	15.6	(a)	9.8
53. Homes with Radios, 1937, No. ....	110,051	2,895	734	4,362	1,307	2,901
54. No. per 100 households .....	55.2	32.2	(a)	47.9	(a)	28.0
55. Farm Values, 1931, (Thousand \$) .....	1,272,663	67,985	(b)	85,401	(b)	104,415
56. Average per Farm (Dollars) .....	9,325	10,522	(b)	11,241	(b)	11,681

Note: See footnotes at end of table.

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

Division No. 4	DIVISION No. 5		DIVISION No. 6		DIVISION No. 7		DIVISION No. 8		DIVISION No. 9	
	Division	Melville	Division	Regina	Division	Moose Jaw	Division	Swift Current	Division	
28,126	53,948	3,891	109,906	53,209	63,230	21,299	49,361	5,296	60,539	1.
0.27	0.52	0.04	1.06	0.51	0.61	0.21	0.48	0.05	0.58	2.
16,868	37,206	2,564	72,770	33,177	41,377	13,689	30,699	3,289	39,516	3.
2,431	5,881	361	16,540	10,398	9,251	5,004	4,570	953	2,899	4.
8,287	10,861	966	20,596	9,634	12,602	2,606	14,092	1,054	18,125	5.
6,636	11,319	(a)	23,627	12,017	14,458	5,176	11,084	(a)	11,768	6.
6,606	11,185	(a)	22,644	11,214	13,874	4,642	11,020	(a)	11,668	7.
371	595	64	1,193	569	790	308	677	110	511	8.
5,909	7,103	1,175	39,145	33,106	14,625	9,688	11,509	3,569	6,547	9.
0.21	0.26	0.04	1.42	1.20	0.53	0.35	0.42	0.13	0.24	10.
210	132	302	356	622	231	455	233	674	108	11.
56	77	(a)	243	148	113	37	105	11	78	12.
1,358	1,231	(a)	48,417	46,878	11,371	9,981	5,751	3,260	4,655	13.
9	26	5	118	95	52	41	22	13	35	14.
128	829	450	10,615	10,512	14,210	14,149	655	464	935	15.
6,347	8,040	(b)	8,878	(b)	8,556	(b)	8,900	(b)	9,070	16.
5,964	9,390	(b)	10,568	(b)	7,362	(b)	14,015	(b)	7,278	17.
940	1,168	(b)	1,190	(b)	860	(b)	1,575	(b)	802	18.
356	440	91	3,238	2,967	1,105	859	715	269	421	19.
406	407	90	3,660	3,407	1,244	993	794	310	397	20.
47	64	(a)	2,075	1,991	386	320	195	107	184	21.
84	72	(a)	3,357	3,261	589	498	317	161	243	22.
29	86	39	1,711	1,676	972	953	116	93	158	23.
20	63	31	2,006	1,984	1,109	1,097	1,027	82	131	24.
20,858	35,920	(b)	38,353	(b)	32,859	(b)	33,619	(b)	43,881	25.
74.2	66.6	(b)	34.9	(b)	52.0	(b)	68.1	(b)	72.5	26.
40	120	19	304	197	167	121	101	32	125	27.
355	981	209	5,206	4,442	2,523	2,018	1,287	707	1,307	28.
60	98	7	111	0	90	0	94	0	104	29.
1,726	2,424	236	2,368	0	1,850	0	2,681	0	1,809	30.
4	1	0	10	10	5	5	8	7	4	31.
471	(x)	0	10,573	10,573	1,433	1,433	713	712	257	32.
65	68	6	157	59	96	32	93	13	59	33.
1,188	884	182	4,831	3,900	2,091	1,327	2,009	625	1,062	34.
8	16	5	71	61	35	28	20	10	21	35.
92	103	47	3,868	3,828	1,150	1,127	279	200	243	36.
47	80	5	112	27	87	12	87	5	55	37.
797	1,107	189	2,665	1,856	1,408	470	1,754	325	812	38.
6	3	3	25	22	15	12	13	7	3	39.
12	(x)	(x)	1,168	1,162	538	533	156	127	39	40.
20	25	3	60	39	29	15	32	7	12	41.
180	168	50	1,136	1,045	462	412	384	156	97	42.
13	24	2	49	30	23	8	19	4	16	43.
175	211	(x)	941	775	313	203	296	120	171	44.
108	160	14	294	124	223	75	210	25	112	45.
913	1,038	196	6,392	5,527	2,861	2,169	1,951	598	748	46.
2,418	5,040	(a)	12,687	5,901	5,715	1,926	4,528	635	4,018	47.
36.4	44.5	(a)	53.7	49.1	39.5	37.2	40.9	(a)	34.1	48.
90	288	(a)	1,299	1,103	492	432	292	194	300	49.
1.4	2.5	(a)	5.5	9.2	3.4	8.3	2.6	(a)	2.5	50.
674	1,853	(a)	13,921	(a)	5,043	(a)	1,783	(a)	1,572	51.
10.2	16.4	(a)	58.9	(a)	34.9	(a)	16.1	(a)	13.4	52.
1,485	5,589	922	20,910	14,703	10,468	6,740	4,904	1,620	4,466	53.
2.4	49.4	(a)	88.5	122.4	72.4	130.2	44.2	(a)	38.0	54.
61,312	68,237	(b)	124,261	(b)	96,228	(b)	105,805	(b)	49,810	55.
9,660	8,487	(b)	13,996	(b)	11,247	(b)	11,888	(b)	5,492	56.

te: See footnotes at end of table.



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

	DIVISION No. 9		Division No. 10	DIVISION No. 11		DIVISION No. 12
	Kamsack	Yorkton		Division	Saska- toon	Division
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	2,087	5,027	41,890	87,976	43,291	40,612
2. Per Cent of Canada Total .....	0.02	0.05	0.40	0.85	0.42	0.39
3. Persons, Canadian born .....	1,442	3,219	26,747	55,532	26,978	27,670
4. British born .....	225	680	3,612	13,968	9,344	5,141
5. Foreign born .....	420	1,128	11,531	18,476	6,969	7,801
6. Households, Total No. ....	(a)	(a)	8,568	19,169	9,698	9,039
7. Dwellings, Total No. ....	(a)	(a)	8,518	18,317	9,240	8,992
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	45	87	415	1,130	546	508
9. Total Sales (Thousand \$) .....	733	2,313	4,375	32,202	25,364	6,914
10. Per Cent of Canada Sales .....	0.03	0.08	0.16	1.17	0.92	0.25
11. Per Capita Sales (Dollars) .....	351	460	104	366	586	170
12. Wholesaling, 1930--No. Establishments	(a)	13	56	199	115	82
13. Total Sales (Thousand \$) .....	(a)	3,723	755	40,767	39,312	1,689
14. Manufacturing, 1936--No. Plants .....	4	11	18	91	66	29
15. Gross Value Production (Thousand \$)	100	528	380	12,102	11,789	552
16. Farms, 1931, Total No. ....	(b)	(b)	7,458	7,440	(b)	7,290
17. Gross Value Production (Thousand \$)	(b)	(b)	6,664	8,270	(b)	9,863
18. Average per Farm (Dollars) .....	(b)	(b)	893	1,112	(b)	1,353
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	47	211	236	2,720	2,296	387
20. Salaries and Wages (Thousand \$) ...	46	214	225	3,035	2,640	405
21. Wholesaling, 1930--No. Employees ....	(a)	134	46	1,499	1,426	67
22. Salaries and Wages (Thousand \$) ...	(a)	192	46	2,370	2,284	97
23. Manufacturing, 1936--No. Employees ..	18	85	40	1,239	1,192	64
24. Salaries and Wages (Thousand \$) ...	14	91	26	1,424	1,385	51
25. Farm Population, 1931--No. ....	(b)	(b)	32,647	31,691	(b)	28,085
26. Per Cent of Total Population .....	(b)	(b)	77.9	36.0	(b)	69.2
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	18	28	62	261	166	67
28. Sales (Thousand \$) .....	208	691	432	4,719	3,797	875
29. Country General Stores, No. ....	4	6	82	95	0	89
30. Sales (Thousand \$) .....	144	133	1,799	2,583	0	2,072
31. General Merchandise Group, No. ....	0	2	0	17	16	5
32. Sales (Thousand \$) .....	0	(x)	0	5,530	5,529	190
33. Automotive Group, No. ....	4	13	46	154	67	67
34. Sales (Thousand \$) .....	100	401	700	4,456	3,489	1,048
35. Apparel Group, No. ....	3	12	9	68	58	11
36. Sales (Thousand \$) .....	14	206	46	2,424	2,355	112
37. Building Materials Group, No. ....	4	5	48	106	25	70
38. Sales (Thousand \$) .....	111	136	565	3,166	2,111	1,192
39. Furniture and Household, No. ....	0	(c) 2	3	28	24	7
40. Sales (Thousand \$) .....	0	(x)	15	1,418	1,404	53
41. Restaurant Group, No. ....	1	1	17	81	51	24
42. Sales (Thousand \$) .....	(x)	(x)	132	1,393	1,225	138
43. Drug Stores, No. ....	2	3	14	43	22	18
44. Sales (Thousand \$) .....	(x)	67	137	879	671	198
45. Other Retail Stores, No. ....	9	15	134	277	117	150
46. Sales (Thousand \$) .....	106	401	550	5,636	4,785	1,037
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd., 1937, No. ....	(a)	711	3,361	8,756	4,394	4,173
48. No. per 100 households .....	(a)	(a)	39.2	45.7	45.3	46.2
49. New Passenger Car Sales, 1937, No. ..	(a)	79	235	791	596	203
50. No. per 100 households .....	(a)	(a)	2.7	4.1	6.1	2.2
51. Domestic Electric Meters, 1937, No. ..	(a)	(a)	677	12,358	(a)	1,174
52. No. per 100 households .....	(a)	(a)	7.9	64.5	(a)	13.0
53. Homes with Radios, 1937, No. ....	562	1,263	3,250	17,461	12,624	4,322
54. No. per 100 households .....	(a)	(a)	37.9	91.1	130.2	47.9
55. Farm Values, 1931, (Thousand \$) .....	(b)	(b)	49,978	68,377	(b)	84,792
56. Average per Farm (Dollars) .....	(b)	(b)	6,701	9,191	(b)	11,632

Note: See footnotes at end of table.

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

DIVISION No. 12--Con. Biggar	Division No. 13	Division No. 14	DIVISION No. 15		DIVISION No. 16		Division No. 17	
			Division	Prince Albert	Division	North Battleford		
2,369	42,632	48,222	33,697	9,905	48,736	6,986	27,515	1.
0.02	0.41	0.45	0.81	0.10	0.47	0.06	0.26	2.
1,643	28,553	30,331	56,082	6,150	29,511	3,369	16,910	3.
397	4,656	4,835	5,254	1,898	5,077	1,260	4,316	4.
329	9,423	11,056	22,361	1,857	14,148	1,357	6,089	5.
(a)	9,311	10,903	16,539	(a)	10,346	(a)	6,458	6.
(a)	9,266	10,867	16,460	(a)	10,291	(a)	6,419	7.
45	694	504	814	136	529	104	293	8.
1,167	9,179	6,282	3,307	5,165	7,496	3,257	3,993	9.
0.04	0.33	0.23	0.48	0.19	0.27	0.12	0.14	10.
493	215	136	159	521	154	544	146	11.
(a)	100	61	116	17	77	14	53	12.
(a)	2,776	1,626	4,591	2,895	4,249	3,304	841	13.
7	29	58	56	19	38	13	39	14.
574	244	932	3,586	3,050	741	384	278	15.
(b)	7,416	8,882	11,890	(b)	8,137	(b)	4,946	16.
(b)	10,798	6,515	12,777	(b)	8,252	(b)	6,612	17.
(b)	1,456	734	1,075	(b)	1,014	(b)	1,135	18.
81	429	351	812	362	459	232	187	19.
88	481	326	833	392	461	253	190	20.
(a)	102	55	182	105	196	125	41	21.
(a)	154	74	249	153	239	175	46	22.
25	51	320	493	398	145	89	79	23.
26	36	166	476	420	109	79	34	24.
(b)	30,400	34,568	56,510	(b)	32,976	(b)	19,330	25.
(b)	71.3	74.8	67.5	(b)	67.7	(b)	70.8	26.
7	91	88	154	37	94	28	50	27.
257	1,060	599	2,132	1,157	1,159	537	514	28.
2	115	108	139	4	92	2	82	29.
(x)	2,712	2,344	3,191	(x)	2,134	(x)	1,933	30.
1	1	3	2	2	4	4	2	31.
(x)	(x)	37	(x)	(x)	124	124	(x)	32.
3	86	54	107	17	60	15	43	33.
100	1,521	986	1,768	867	1,094	665	531	34.
5	17	11	28	19	18	14	3	35.
61	168	93	899	803	382	365	49	36.
5	83	51	94	8	55	6	27	37.
145	1,379	916	2,022	709	1,030	378	436	38.
3	2	5	7	5	6	5	1	39.
7	(x)	33	(x)	281	188	179	(x)	40.
5	35	30	33	12	28	8	14	41.
49	238	147	320	229	259	176	58	42.
3	21	18	22	6	18	5	9	43.
57	233	184	355	164	190	(x)	130	44.
11	243	136	228	26	154	17	62	45.
247	1,803	945	2,157	687	934	403	302	46.
(a)	4,050	4,342	6,610	1,180	3,653	818	2,677	47.
(a)	43.5	39.8	40.0	(a)	35.3	(a)	41.5	48.
(a)	126	279	406	223	174	139	68	49.
(a)	1.4	2.6	2.5	(a)	1.7	(a)	1.1	50.
(a)	963	1,043	3,193	(a)	1,239	(a)	441	51.
(a)	10.3	9.6	19.3	(a)	12.0	(a)	6.8	52.
719	3,656	5,719	8,903	2,811	5,318	1,797	3,173	53.
(a)	39.3	52.5	53.8	(a)	51.4	(a)	49.1	54.
(b)	86,075	45,881	85,908	(b)	61,396	(b)	36,501	55.
(b)	11,607	5,166	7,225	(b)	6,316	(b)	7,380	56.

(x) - figures withheld to avoid disclosing individual operations.  
(a) - figures not available.  
(b) - not applicable.  
(c) - Additional store shown in divisional total had sales of less than \$500.  
(d) - Provincial total includes unorganized parts.

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

	PROVINCE	DIVISION No. 1		DIVISION No. 2		Division No. 3
		Division	Medicine Hat	Division	Lethbridge	
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	731,605	28,849	10,300	57,186	13,489	15,066
2. Per Cent of Canada Total .....	7.05	0.28	0.10	0.55	0.13	0.15
3. Persons, Canadian born .....	425,867	15,858	6,182	31,866	7,414	7,427
4. British born .....	108,765	3,584	2,067	8,245	3,333	1,638
5. Foreign born .....	196,973	9,407	2,051	17,075	2,742	6,001
6. Households, Total No. ....	173,502	6,948	2,510	12,944	3,174	3,758
7. Dwellings, Total No. ....	170,069	6,884	2,458	12,707	2,991	3,699
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	8,592	397	152	767	211	179
9. Total Sales (Thousand \$) .....	176,537	7,617	4,533	17,253	8,482	2,355
10. Per Cent of Canada Sales .....	6.41	0.28	0.16	0.63	0.31	0.09
11. Per Capita Sales (Dollars) .....	241	264	440	302	629	156
12. Wholesaling, 1930--No. Establishments	1,306	50	15	92	29	17
13. Total Sales (Thousand \$) .....	189,570	4,576	3,700	8,305	6,203	418
14. Manufacturing, 1936--No. Plants .....	905	29	19	57	26	11
15. Gross Value Production (Thousand \$)	74,052	7,396	5,403	6,698	2,767	798
16. Farms, 1931, Total No. ....	97,408	3,709	(b)	4,918	(b)	2,754
17. Gross Value Production (Thousand \$)	115,609	5,598	(b)	9,534	(b)	3,441
18. Average per Farm (Dollars) .....	1,187	1,509	(b)	1,939	(b)	1,249
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	13,077	525	351	1,214	681	120
20. Salaries and Wages (Thousand \$) ...	14,947	575	392	1,382	814	120
21. Wholesaling, 1930--No. Employees ....	5,756	119	89	262	182	16
22. Salaries and Wages (Thousand \$) ...	9,738	195	141	439	302	27
23. Manufacturing, 1936--No. Employees ..	11,756	612	457	952	323	278
24. Salaries and Wages (Thousand \$) ...	12,328	685	487	1,018	399	276
25. Farm Population, 1931--No. ....	375,097	13,555	(b)	22,205	(b)	10,134
26. Per Cent of Total Population .....	51.3	47.0	(b)	38.8	(b)	67.3
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	2,153	94	57	215	58	27
28. Sales (Thousand \$) .....	29,138	1,340	1,001	3,357	1,424	242
29. Country General Stores, No. ....	1,200	39	0	69	0	45
30. Sales (Thousand \$) .....	28,757	910	0	2,565	0	1,088
31. General Merchandise Group, No. ....	93	12	11	9	8	0
32. Sales (Thousand \$) .....	23,199	(x)	705	1,578	1,575	0
33. Automotive Group, No. ....	1,115	61	22	99	24	22
34. Sales (Thousand \$) .....	31,120	1,742	1,087	3,365	1,785	311
35. Apparel Group, No. ....	489	21	17	66	32	6
36. Sales (Thousand \$) .....	11,088	531	487	1,395	946	(x)
37. Building Materials Group, No. ....	762	33	6	55	10	24
38. Sales (Thousand \$) .....	15,574	847	340	1,651	860	392
39. Furniture and Household, No. ....	156	8	6	18	13	1
40. Sales (Thousand \$) .....	5,354	(x)	191	309	269	(x)
41. Restaurant Group, No. ....	483	24	6	47	18	13
42. Sales (Thousand \$) .....	5,996	286	172	653	425	76
43. Drug Stores, No. ....	289	14	6	22	7	6
44. Sales (Thousand \$) .....	5,244	181	131	478	209	63
45. Other Retail Stores, No. ....	1,852	91	21	167	41	35
46. Sales (Thousand \$) .....	21,069	863	420	1,904	990	155
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd., 1937, No. ....	81,713	3,353	1,317	6,176	1,665	1,620
48. No. per 100 households .....	47.1	48.3	52.5	47.7	52.5	43.1
49. New Passenger Car Sales, 1937, No. ..	7,398	217	181	922	633	81
50. No. per 100 households .....	4.3	0.0	7.2	7.1	19.9	2.2
51. Domestic Electric Meters, 1937, No. ..	61,467	461	(a)	(y) 8,508	(a)	(y) 405
52. No. per 100 households .....	35.4	6.6	(a)	66.5	(a)	10.8
53. Homes with Radios, 1937, No. ....	124,263	4,687	2,702	8,672	3,472	1,574
54. No. per 100 households .....	71.6	67.5	107.6	67.0	109.4	41.9
55. Farm Values, 1931, (Thousand \$) .....	869,432	42,310	(b)	62,808	(b)	29,777
56. Average per Farm (Dollars) .....	8,926	11,407	(b)	12,771	(b)	10,812

Note: See footnotes at end of table.

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

Division No. 4	Division No. 5	DIVISION No. 6			Division No. 7	DIVISION No. 8				
		Division	Calgary	Drum- heller		Division	Camrose	Red Deer	Wetas- kiwin	
29,067	26,651	140,624	83,761	2,987	38,106	61,016	2,258	2,344	2,125	1.
0.28	0.26	1.36	0.81	0.03	0.37	0.59	0.02	0.02	0.02	2.
17,393	15,538	78,301	46,427	1,716	22,709	36,199	1,352	1,569	1,301	3.
3,507	3,486	32,860	23,640	617	4,859	7,434	218	449	182	4.
8,167	7,627	29,463	13,694	654	10,538	17,383	688	326	642	5.
6,974	6,785	33,252	20,371	(a)	8,940	13,958	(a)	(a)	(a)	6.
6,947	6,775	31,554	18,999	(a)	8,915	13,872	(a)	(a)	(a)	7.
444	328	1,876	1,136	78	484	762	54	74	63	8.
6,616	3,575	54,053	43,390	2,206	6,539	12,149	1,488	1,984	1,123	9.
0.24	0.13	1.96	1.57	0.08	0.24	0.44	0.05	0.07	0.04	10.
228	134	384	518	739	172	199	859	846	528	11.
62	57	373	261	(a)	61	104	(a)	(a)	(a)	12.
1,573	897	95,656	92,128	(a)	1,589	4,868	(a)	(a)	(a)	13.
24	7	208	161	6	37	67	7	8	7	14.
357	141	28,178	27,087	91	878	2,423	285	223	371	15.
4,648	5,975	8,028	(b)	(b)	7,740	10,229	(b)	(b)	(b)	16.
13,020	4,711	13,158	(b)	(b)	8,748	11,343	(b)	(b)	(b)	17.
2,801	788	1,639	(b)	(b)	1,130	1,109	(b)	(b)	(b)	18.
373	195	4,594	3,948	169	338	736	107	153	75	19.
415	209	5,538	4,810	207	364	800	124	178	83	20.
77	46	2,933	2,818	(a)	57	170	(a)	(a)	(a)	21.
109	59	5,095	4,916	(a)	90	242	(a)	(a)	(a)	22.
60	21	4,331	4,137	30	105	263	29	28	33	23.
51	13	4,904	4,721	30	91	248	33	35	37	24.
18,164	19,881	32,041	(b)	(b)	28,407	40,327	(b)	(b)	(b)	25.
62.5	74.6	22.8	(b)	(b)	74.5	66.1	(b)	(b)	(b)	26.
82	47	636	478	28	85	141	9	23	7	27.
1,156	389	10,420	7,970	839	936	1,891	304	269	160	28.
67	71	105	0	1	85	109	2	0	5	29.
1,682	1,529	2,686	0	(x)	2,285	3,203	(x)	0	244	30.
0	0	29	28	0	4	8	3	1	1	31.
0	0	9,475	9,471	0	30	603	90	(x)	(x)	32.
82	45	236	128	10	64	104	10	12	10	33.
1,526	591	10,182	8,454	301	1,116	2,208	398	426	214	34.
17	4	165	130	12	11	34	5	6	7	35.
253	47	5,182	4,544	357	92	428	85	137	62	36.
57	43	114	38	5	71	92	5	3	9	37.
1,127	430	3,191	1,893	185	1,023	1,395	99	145	99	38.
1	3	55	44	6	6	17	3	4	2	39.
(x)	2	2,657	2,570	75	40	178	48	59	(x)	40.
27	17	104	58	4	20	43	3	3	5	41.
(x)	67	1,946	1,559	94	162	369	(x)	79	39	42.
16	10	60	33	3	21	31	3	2	2	43.
248	106	1,483	1,064	(x)	263	545	69	(x)	(x)	44.
95	88	372	199	9	117	183	11	20	18	45.
488	414	6,834	5,867	177	593	1,329	167	290	236	46.
4,349	2,129	20,103	11,395	(a)	4,261	9,358	(a)	(a)	(a)	47.
62.4	31.4	60.5	55.9	(a)	47.7	67.0	(a)	(a)	(a)	48.
239	42	1,864	1,442	(a)	184	855	(a)	(a)	(a)	49.
3.4	0.1	5.6	7.1	(a)	2.1	6.1	(a)	(a)	(a)	50.
1,513	2,257	21,793	(a)	(a)	1,149	3,358	(a)	(a)	(a)	51.
21.7	33.3	65.5	(a)	(a)	12.9	24.1	(a)	(a)	(a)	52.
4,533	1,982	34,341	25,020	1,199	4,080	10,725	915	1,089	1,160	53.
25.0	29.2	103.3	122.8	(a)	45.6	76.8	(a)	(a)	(a)	54.
81,813	48,568	123,410	(b)	(b)	74,738	98,751	(b)	(b)	(b)	55.
17,602	8,129	15,372	(b)	(b)	9,656	9,654	(b)	(b)	(b)	56.

Note: See footnotes at end of table.

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

	Division No. 9	Division No. 10	DIVISION No. 11		Division No. 12	Division No. 13
			Division	Edmonton		
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	24,503	58,049	126,832	79,197	13,815	24,936
2. Per Cent of Canada Total .....	0.24	0.56	1.22	0.76	0.13	0.24
3. Persons, Canadian born .....	12,967	35,726	75,535	46,562	6,666	16,755
4. British born .....	3,671	5,697	22,789	18,341	2,165	1,209
5. Foreign born .....	7,865	16,626	28,508	14,294	4,984	6,972
6. Households, Total No. ....	5,980	12,122	29,427	18,868	3,900	5,615
7. Dwellings, Total No. ....	5,959	12,060	28,385	18,021	3,889	5,594
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	195	587	1,416	1,054	137	200
9. Total Sales (Thousand \$) .....	3,187	7,132	41,957	37,556	1,790	1,817
10. Per Cent of Canada Sales .....	0.12	0.26	1.52	1.36	0.06	0.07
11. Per Capita Sales (Dollars) .....	130	123	331	474	130	73
12. Wholesaling, 1930--No. Establishments	20	88	239	200	6	22
13. Total Sales (Thousand \$) .....	443	2,515	64,753	63,940	247	590
14. Manufacturing, 1936--No. Plants .....	47	28	212	168	33	19
15. Gross Value Production (Thousand \$)	547	799	24,484	23,263	287	213
16. Farms, 1931, Total No. ....	4,239	10,620	8,690	(b)	2,243	4,711
17. Gross Value Production (Thousand \$)	4,388	12,913	10,683	(b)	1,466	3,286
18. Average per Farm (Dollars) .....	1,035	1,216	1,229	(b)	654	697
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	197	417	3,616	3,411	81	103
20. Salaries and Wages (Thousand \$) ...	190	412	4,200	4,011	88	97
21. Wholesaling, 1930--No. Employees ....	16	77	1,865	1,832	6	21
22. Salaries and Wages (Thousand \$) ...	23	117	3,156	3,116	9	31
23. Manufacturing, 1936--No. Employees ..	204	71	4,160	4,018	196	39
24. Salaries and Wages (Thousand \$) ...	103	59	4,529	4,430	86	22
25. Farm Population, 1931--No. ....	15,715	46,809	37,290	(b)	7,127	19,512
26. Per Cent of Total Population .....	64.1	80.6	29.4	(b)	51.6	78.2
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	40	101	475	397	34	44
28. Sales (Thousand \$) .....	400	690	6,917	6,430	195	194
29. Country General Stores, No. ....	53	113	93	0	43	58
30. Sales (Thousand \$) .....	1,632	2,593	1,952	0	975	789
31. General Merchandise Group, No. ....	0	0	30	29	0	0
32. Sales (Thousand \$) .....	0	0	10,768	10,752	0	0
33. Automotive Group, No. ....	26	71	174	121	17	16
34. Sales (Thousand \$) .....	373	1,198	6,568	5,763	138	260
35. Apparel Group, No. ....	5	12	114	105	5	5
36. Sales (Thousand \$) .....	58	85	2,690	2,670	59	33
37. Building Materials Group, No. ....	20	71	93	60	8	17
38. Sales (Thousand \$) .....	312	1,197	2,569	1,958	150	159
39. Furniture and Household, No. ....	0	9	31	29	0	2
40. Sales (Thousand \$) .....	0	70	1,844	1,839	0	(x)
41. Restaurant Group, No. ....	13	28	92	74	6	9
42. Sales (Thousand \$) .....	94	163	1,798	1,724	32	37
43. Drug Stores, No. ....	10	18	51	39	3	3
44. Sales (Thousand \$) .....	198	194	1,153	1,045	57	(x)
45. Other Retail Stores, No. ....	28	164	263	200	21	46
46. Sales (Thousand \$) .....	122	943	5,699	5,377	187	301
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd., 1937, No. ....	2,230	5,428	15,104	10,188	941	1,152
48. No. per 100 households .....	37.3	44.8	51.3	54.0	24.1	20.5
49. New Passenger Car Sales, 1937, No. ..	62	434	1,857	1,592	68	95
50. No. per 100 households .....	1.0	3.6	6.3	8.4	1.7	1.7
51. Domestic Electric Meters, 1937, No. .	990	1,520	17,186	(a)	667	263
52. No. per 100 households .....	16.6	12.5	58.4	(a)	17.1	4.7
53. Homes with Radios, 1937, No. ....	3,393	5,685	32,984	27,680	1,813	2,127
54. No. per 100 households .....	56.7	46.9	111.9	146.7	46.5	37
55. Farm Values, 1931, (Thousand \$) .....	24,449	93,678	76,193	(b)	7,599	18,499
56. Average per Farm (Dollars) .....	5,768	8,821	8,768	(b)	3,388	3,927

Note: See footnotes at end of table.

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

Division No. 14	Division No. 15	Division No. 16	Division No. 17	
39,508	13,664	27,945	5,788	1.
0.38	0.13	0.27	0.06	2.
22,597	9,576	16,096	4,658	3.
3,575	912	2,898	236	4.
13,336	3,176	8,951	894	5.
9,348	3,658	8,462	1,431	6.
9,326	3,646	8,447	1,410	7.
302	139	346	33	8.
3,243	1,515	5,402	339	9.
0.12	0.05	0.20	0.01	10.
82	111	193	59	11.
40	4	69	2	12.
749	(x)	2,146	(x)	13.
51	28	45	2	14.
879	442	227	3	15.
8,736	2,880	6,977	311	16.
6,635	1,288	5,227	173	17.
759	447	749	555	18.
147	97	294	30	19.
126	87	314	31	20.
25	(x)	63	(x)	21.
35	(x)	107	(x)	22.
102	236	122	4	23.
38	147	58	1	24.
33,181	8,669	20,884	1,196	25.
84.0	63.4	74.7	20.7	26.
49	29	50	4	27.
293	200	501	23	28.
114	45	84	7	29.
1,758	727	2,258	125	30.
0	0	1	0	31.
0	0	(x)	0	32.
37	18	43	0	33.
469	205	870	0	34.
8	6	10	0	35.
(x)	50	96	0	36.
25	6	53	0	37.
374	111	649	0	38.
1	2	2	0	39.
(x)	(x)	(x)	0	40.
15	5	18	2	41.
36	(x)	118	(x)	42.
8	4	11	1	43.
75	28	117	(x)	44.
45	24	94	19	45.
175	166	728	170	46.
2,451	519	2,317	222	47.
26.2	14.2	27.4	15.5	48.
168	48	262	(a)	49.
1.8	1.3	3.1	(a)	50.
451	289	614	43	51.
4.8	7.9	7.3	3.0	52.
3,680	1,127	2,723	187	53.
39.4	30.8	32.2	13.1	54.
43,374	8,966	33,590	906	55.
4,965	3,113	4,814	2,913	56.

Footnotes

- (x) - figures withheld to avoid disclosing individual operations.
- (y) - estimated (partially) - See introduction.
- (a) - figures not available.
- (b) - not applicable.

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

	PROVINCE	DIVISION No. 1			DIVISION No. 2	
		Division	Gran- brook	Fernie	Division	Nelson
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	694,263	22,566	3,067	2,732	40,455	5,992
2. Per Cent of Canada Total .....	6.69	0.22	0.03	0.03	0.39	0.06
3. Persons, Canadian born .....	374,734	11,681	1,748	1,540	21,709	3,324
4. British born .....	189,724	4,949	552	653	8,385	1,333
5. Foreign born .....	129,805	5,936	767	539	10,361	1,335
6. Households, Total No. ....	177,923	5,458	(a)	(a)	9,750	(a)
7. Dwellings, Total No. ....	173,784	5,436	(a)	(a)	9,691	(a)
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	9,501	322	84	60	568	136
9. Total Sales (Thousand \$) .....	248,598	7,287	2,348	1,429	13,157	4,173
10. Per Cent of Canada Sales .....	9.02	0.26	0.09	0.05	0.48	0.15
11. Per Capita Sales (Dollars).....	358	323	766	523	325	696
12. Wholesaling, 1930--No. Establishments	1,129	18	(a)	(a)	38	12
13. Total Sales (Thousand \$) .....	252,900	1,905	(a)	(a)	4,067	3,114
14. Manufacturing, 1936--No. Plants .....	1,690	35	9	4	86	23
15. Gross Value Production (Thousand \$)	216,008	2,127	340	323	32,136	1,126
16. Farms, 1931, Total No. ....	26,079	822	(b)	(b)	2,137	(b)
17. Gross Value Production (Thousand \$)	36,408	940	(b)	(b)	2,030	(b)
18. Average per Farm (Dollars) .....	1,396	1,144	(b)	(b)	950	(b)
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	21,188	494	164	116	824	324
20. Salaries and Wages (Thousand \$) ...	23,465	539	189	113	978	383
21. Wholesaling, 1930--No. Employees ...	7,019	55	(a)	(a)	123	93
22. Salaries and Wages (Thousand \$) ...	11,824	78	(a)	(a)	188	148
23. Manufacturing, 1936--No. Employees ..	39,761	785	78	50	4,154	268
24. Salaries and Wages (Thousand \$) ...	45,787	787	92	67	5,717	316
25. Farm Population, 1931--No. ....	102,367	3,067	(b)	(b)	10,951	(b)
26. Per Cent of Total Population .....	14.7	13.6	(b)	(b)	27.1	(b)
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	3,476	88	23	26	171	36
28. Sales (Thousand \$) .....	48,692	1,660	671	329	2,902	861
29. Country General Stores, No. ....	814	43	2	2	83	0
30. Sales (Thousand \$) .....	17,654	1,122	(x)	(x)	2,428	0
31. General Merchandise Group, No. ....	202	8	2	3	12	4
32. Sales (Thousand \$) .....	45,862	1,087	(x)	383	1,014	350
33. Automotive Group, No. ....	1,122	49	12	4	61	12
34. Sales (Thousand \$) .....	34,122	973	530	92	2,131	773
35. Apparel Group, No. ....	772	28	12	4	44	13
36. Sales (Thousand \$) .....	17,409	254	108	64	734	418
37. Building Materials Group, No. ....	379	15	4	5	22	6
38. Sales (Thousand \$) .....	12,349	401	161	71	650	268
39. Furniture and Household, No. ....	301	6	2	1	23	11
40. Sales (Thousand \$) .....	8,207	43	(x)	(x)	378	215
41. Restaurant Group, No. ....	834	35	11	1	40	12
42. Sales (Thousand \$) .....	10,135	306	174	(x)	587	246
43. Drug Stores, No. ....	268	10	2	3	15	4
44. Sales (Thousand \$) .....	6,530	288	(x)	58	357	131
45. Other Retail Stores, No. ....	1,533	40	14	11	97	38
46. Sales (Thousand \$) .....	47,637	1,155	428	369	1,976	911
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd., 1937, No. ....	91,549	3,284	1,590	1,151	4,509	2,030
48. No. per 100 households .....	51.5	60.2	(a)	(a)	46.2	(a)
49. New Passenger Car Sales, 1937, No. ..	9,433	290	(a)	(a)	732	393
50. No. per 100 households .....	5.3	5.3	(a)	(a)	7.5	(a)
51. Domestic Electric Meters, 1937, No. ..	164,942	3,376	(a)	(a)	8,503	(a)
52. No. per 100 households .....	92.7	61.9	(a)	(a)	87.2	(a)
53. Homes with Radios, 1937, No. ....	120,287	3,093	793	302	8,399	1,530
54. No. per 100 households .....	67.6	56.7	(a)	(a)	86.1	(a)
55. Farm Values, 1931, (Thousand \$) .....	174,837	4,494	(b)	(b)	10,889	(b)
56. Average per Farm (Dollars) .....	6,703	5,467	(b)	(b)	5,094	(b)

Note: See footnotes at end of table.

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

DIVISION No. 2--Con'd.			DIVISION No. 3			DIVISION No. 4					
Level- toke	Ross- land	Trail	Division	Ke- lowna	Vernon	Division	Chilli- wack	New Westminster	North Vancouver	Van- couver	
2,736	2,848	7,573	40,523	4,655	3,937	379,858	2,461	17,524	8,510	246,593	1.
0.03	0.03	0.07	0.39	0.04	0.04	3.66	0.02	0.17	0.08	2.38	2.
1,708	1,612	3,368	23,044	2,509	2,214	202,675	1,681	10,378	4,494	128,396	3.
537	640	2,325	8,988	1,215	1,025	112,440	512	4,382	3,223	76,495	4.
491	596	1,880	8,491	931	698	64,743	268	2,764	793	41,702	5.
(a)	(a)	(a)	10,766	(a)	(a)	94,143	(a)	4,169	(a)	60,530	6.
(a)	(a)	(a)	10,729	(a)	(a)	90,880	(a)	4,118	(a)	57,280	7.
58	53	117	519	91	84	5,283	84	288	117	3,845	8.
1,402	1,005	4,182	12,545	3,019	2,555	151,112	2,761	10,084	1,512	122,831	9.
0.05	0.04	0.15	0.46	0.11	0.09	5.48	0.10	0.37	0.08	4.46	10.
512	353	552	310	649	649	398	1,121	575	178	498	11.
(a)	(a)	2	53	(a)	(a)	819	(a)	15	4	761	12.
(a)	(a)	(x)	8,910	(a)	(a)	215,642	(a)	2,207	(x)	211,112	13.
13	6	(a)	91	22	15	1,041	10	78	22	807	14.
121	45	(a)	2,952	1,195	738	128,889	280	14,492	3,108	87,581	15.
(b)	(b)	(b)	4,161	(b)	(b)	8,608	(b)	(b)	(b)	(b)	16.
(b)	(b)	(b)	6,005	(b)	(b)	14,811	(b)	(b)	(b)	(b)	17.
(b)	(b)	(b)	1,443	(b)	(b)	1,721	(b)	(b)	(b)	(b)	18.
93	57	251	778	192	186	14,104	198	766	130	12,199	19.
121	66	302	929	233	256	15,549	235	894	104	13,516	20.
(a)	(a)	(x)	181	(a)	(a)	5,892	(a)	112	(x)	5,712	21.
(a)	(a)	(x)	287	(a)	(a)	10,030	(a)	178	(x)	9,757	22.
32	26	(a)	950	358	213	23,564	56	2,385	607	16,397	23.
30	17	(a)	808	309	201	26,384	51	2,564	712	18,479	24.
(b)	(b)	(b)	16,340	(b)	(b)	33,524	(b)	(b)	(b)	(b)	25.
(b)	(b)	(b)	40.3	(b)	(b)	8.8	(b)	(b)	(b)	(b)	26.
18	20	42	119	23	21	2,172	18	117	54	1,627	27.
410	241	935	2,500	729	465	29,554	514	2,876	679	22,022	28.
3	1	4	69	2	1	151	0	0	0	0	29.
184	(x)	665	1,697	(x)	(x)	3,436	0	0	0	0	30.
1	2	4	10	2	2	115	3	10	3	75	31.
(x)	(x)	645	556	(x)	(x)	32,368	387	930	32	30,305	32.
6	4	11	83	12	14	618	16	42	16	379	33.
242	68	750	2,803	713	584	19,828	761	1,588	195	15,626	34.
7	4	13	47	11	12	449	8	31	4	373	35.
76	38	154	791	276	177	11,381	111	702	27	10,297	36.
4	5	3	31	6	6	200	6	8	7	143	37.
120	159	92	966	236	228	7,139	198	1,017	123	5,211	38.
1	2	8	16	5	3	174	3	10	6	142	39.
(x)	(x)	116	294	105	112	5,572	57	347	89	4,975	40.
7	4	7	36	6	6	362	3	9	3	303	41.
63	26	224	488	129	109	6,937	43	187	23	6,477	42.
2	1	4	15	3	2	158	4	9	3	112	43.
(x)	(x)	91	400	102	(x)	3,821	90	249	42	3,093	44.
9	10	21	93	21	17	884	23	52	21	691	45.
217	136	513	2,050	621	444	31,077	603	2,190	302	24,829	46.
498	1,813	(a)	6,170	1,356	1,927	48,353	(a)	11,316	(a)	37,037	47.
(a)	(a)	(a)	57.3	(a)	(a)	51.4	(a)	(a)	(a)	61.2	48.
(a)	(a)	238	559	(a)	(a)	5,634	(a)	805	94	4,418	49.
(a)	(a)	(a)	5.2	(a)	(a)	6.0	(a)	19.3	(a)	7.3	50.
(a)	(a)	(a)	7,491	(a)	(a)	110,366	(a)	(a)	(a)	(a)	51.
(a)	(a)	(a)	69.6	(a)	(a)	117.2	(a)	(a)	(a)	(a)	52.
17	862	2,612	7,179	1,577	1,192	73,448	868	6,052	(a)	58,965	53.
(a)	(a)	(a)	66.7	(a)	(a)	78.0	(a)	145.2	(a)	97.4	54.
(b)	(b)	(b)	30,629	(b)	(b)	64,338	(b)	(b)	(b)	(b)	55.
(b)	(b)	(b)	7,362	(b)	(b)	7,475	(b)	(b)	(b)	(b)	56.

Note: See footnotes at end of table.



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

	DIVISION No. 5					DIVISION No. 6
	Division	Cumber-land	Nanaimo	Port Alberni	Victoria	Division
<b>POPULATION AND DWELLINGS, 1931</b>						
1. Persons, Total No. ....	120,933	2,371	6,745	2,356	39,082	30,025
2. Per Cent of Canada Total .....	1.17	0.02	0.07	0.02	0.38	0.29
3. Persons, Canadian born .....	62,569	1,165	3,385	1,294	19,873	18,866
4.     British born .....	39,860	571	2,421	553	13,922	5,621
5.     Foreign born .....	18,504	635	939	509	5,287	5,538
6. Households, Total No. ....	33,119	(a)	(a)	0	10,431	7,170
7. Dwellings, Total No. ....	32,449	(a)	(a)	0	9,824	7,146
<b>BUSINESS AND INDUSTRY</b>						
8. Retailing, 1930--No. Stores .....	1,756	49	177	58	809	374
9. Total Sales (Thousand \$) .....	42,385	569	4,327	1,070	27,109	7,417
10. Per Cent of Canada Sales .....	1.54	0.02	0.16	0.04	0.98	0.27
11. Per Capita Sales (Dollars).....	350	240	642	454	694	247
12. Wholesaling, 1930--No. Establishments	109	(a)	9	(a)	65	28
13. Total Sales (Thousand \$) .....	16,824	(a)	1,728	(a)	13,704	1,477
14. Manufacturing, 1936--No. Plants .....	275	3	22	8	126	41
15. Gross Value Production (Thousand \$)	25,666	33	280	2,166	6,845	1,070
16. Farms, 1931, Total No. ....	4,061	(b)	(b)	(b)	(b)	2,712
17. Gross Value Production (Thousand \$)	5,024	(b)	(b)	(b)	(b)	4,409
18. Average per Farm (Dollars) .....	1,237	(b)	(b)	(b)	(b)	1,626
<b>EMPLOYMENT AND PAYROLL</b>						
19. Retailing, 1930--No. Employees .....	3,668	35	313	66	2,704	481
20. Salaries and Wages (Thousand \$) ...	3,920	29	327	69	2,945	547
21. Wholesaling, 1930--No. Employees ....	590	(a)	53	(a)	487	63
22. Salaries and Wages (Thousand \$) ....	880	(a)	79	(a)	726	80
23. Manufacturing, 1936--No. Employees ..	6,280	10	104	371	1,940	291
24. Salaries and Wages (Thousand \$) ...	6,968	10	89	536	2,279	238
25. Farm Population, 1931--No. ....	14,877	(b)	(b)	(b)	(b)	10,963
26. Per Cent of Total Population .....	12.3	(b)	(b)	(b)	(b)	36.5
<b>RETAIL DISTRIBUTION BY GROUPS, 1930</b>						
27. Food Stores, No. ....	689	23	60	23	333	86
28. Sales (Thousand \$) .....	8,335	212	715	292	4,653	1,347
29. Country General Stores, No. ....	177	6	13	4	0	96
30. Sales (Thousand \$) .....	3,581	127	481	212	0	1,535
31. General Merchandise Group, No. ....	43	2	6	3	19	7
32. Sales (Thousand \$) .....	7,653	(x)	678	45	6,521	892
33. Automotive Group, No. ....	213	3	19	7	86	50
34. Sales (Thousand \$) .....	6,142	31	813	51	3,968	971
35. Apparel Group, No. ....	128	5	17	6	71	20
36. Sales (Thousand \$) .....	3,197	16	348	86	2,411	351
37. Building Materials Group, No. ....	63	2	10	1	31	17
38. Sales (Thousand \$) .....	1,776	(x)	189	(x)	1,207	482
39. Furniture and Household, No. ....	63	1	9	4	42	8
40. Sales (Thousand \$) .....	1,645	(x)	193	27	1,358	75
41. Restaurant Group, No. ....	88	1	12	3	44	26
42. Sales (Thousand \$) .....	1,066	(x)	136	29	788	244
43. Drug Stores, No. ....	44	1	5	2	23	7
44. Sales (Thousand \$) .....	1,101	(x)	77	(x)	797	173
45. Other Retail Stores, No. ....	248	5	26	5	160	57
46. Sales (Thousand \$) .....	7,892	80	697	259	5,407	1,349
<b>RELATED INDICATORS OF CONSUMER PURCHASING POWER</b>						
47. Passenger Cars Reg'd., 1937, No. ....	23,562	1,705	2,633	(a)	16,617	2,619
48. No. per 100 households .....	71.1	(a)	(a)	(a)	(a)	36.5
49. New Passenger Car Sales, 1937, No. ..	1,737	(a)	341	(a)	981	170
50. No. per 100 households .....	5.2	(a)	(a)	(a)	9.4	2.4
51. Domestic Electric Meters, 1937, No. ..	28,137	(a)	(a)	(a)	(a)	3,086
52. No. per 100 households .....	85.0	(a)	(a)	(a)	(a)	43.0
53. Homes with Radios, 1937, No. ....	20,425	400	1,811	603	13,022	3,115
54. No. per 100 households .....	61.7	(a)	(a)	(a)	124.8	43.0
55. Farm Values, 1931, (Thousand \$) .....	27,327	(b)	(b)	(b)	(b)	21,440
56. Average p r Farm (Dollars).....	6,730	(b)	(b)	(b)	(b)	7,906

Note: See footnotes at end of table.

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

DIVISION 6--Cont'd Kamloops	Division No. 7	DIVISION No. 8		DIVISION No. 9		Division No. 10	
		Division	Prince George	Division	Prince Rupert		
6,167	12,658	21,534	2,479	18,698	6,350	7,013	1.
0.06	0.12	0.21	0.02	0.18	0.06	0.07	2.
3,721	6,557	12,998	1,334	10,395	3,015	4,240	3.
1,411	2,561	2,926	376	3,194	1,582	800	4.
1,035	3,540	5,610	769	5,109	1,753	1,973	5.
(a)	3,578	6,658	(a)	4,985	(a)	2,296	6.
(a)	3,570	6,634	(a)	4,961	(a)	2,288	7.
141	78	260	65	266	136	75	8.
3,622	2,837	4,450	1,377	6,269	3,589	1,139	9.
0.13	0.10	0.16	0.05	0.23	0.13	0.04	10.
587	224	207	555	335	565	162	11.
12	12	21	(a)	27	16	4	12.
1,099	206	563	(a)	3,253	3,050	54	13.
13	16	39	5	64	17	2	14.
335	15,495	691	70	6,979	1,819	4,505	15.
(b)	256	2,047	(b)	160	(b)	1,115	16.
(b)	193	1,914	(b)	155	(b)	927	17.
(b)	755	935	(b)	971	(b)	831	18.
293	155	230	64	397	219	57	19.
330	221	267	74	456	269	60	20.
36	12	21	(a)	82	72	(a)	21.
50	15	131	(a)	135	121	(a)	22.
124	2,616	321	18	796	244	4	23.
104	3,663	291	23	927	350	2	24.
(b)	971	7,692	(b)	497	(b)	3,485	25.
(b)	7.7	35.7	(b)	2.7	(b)	49.7	26.
47	26	56	16	57	37	12	27.
817	270	723	354	1,341	1,081	59	28.
0	32	83	2	56	3	24	29.
0	513	1,702	(x)	1,003	126	638	30.
5	2	1	1	4	3	0	31.
474	(x)	(x)	(x)	680	56	0	32.
15	6	25	4	8	4	9	33.
651	299	607	191	228	205	144	34.
15	6	19	12	28	25	3	35.
280	40	172	118	477	437	13	36.
10	0	14	5	14	10	3	37.
291	0	395	162	427	320	115	38.
6	1	3	2	7	6	0	39.
61	(x)	(x)	(x)	123	115	0	40.
11	0	14	6	27	10	6	41.
179	0	114	76	359	227	36	42.
3	2	8	2	6	3	3	43.
102	(x)	(x)	(x)	137	112	25	44.
29	3	37	15	59	35	15	45.
768	6	530	267	1,495	912	109	46.
1,373	627	1,686	364	399	285	340	47.
(a)	17.5	25.3	(a)	8.0	(a)	14.8	48.
100	37	203	(a)	(x)	(x)	48	49.
(a)	1.0	3.0	(a)	0.5	(a)	2.1	50.
(a)	1,015	1,299	(a)	1,526	(a)	143	51.
(a)	28.4	19.5	(a)	30.6	(a)	6.2	52.
468	1,958	1,391	280	981	621	298	53.
(a)	54.7	20.9	(a)	19.7	(a)	13.0	54.
(b)	836	9,383	(b)	604	(b)	4,897	55.
(b)	3,265	4,583	(b)	3,775	(b)	4,392	56.

(x) - figures withheld to avoid disclosing individual operations.  
(y) - estimated.  
(a) - figures not available.  
(b) - not applicable.

## A P P E N D I X

### Annual Statistics of Retail Trade

The Retail Trade statistics contained in the main section of this handbook relate to the year 1930 and were taken from the results of the Census of Merchandising and Service Establishments which form part of the Decennial Census of 1931. Comprehensive statistics on a similar scale broken down by counties, cities and towns are not available for more recent years since only one complete census of trading establishments has been made.

In order to provide the most accurate estimates possible of the total volume of retail trade in more recent years, the Bureau has conducted an annual survey of retail trade based on a sampling plan. Returns are secured annually from approximately 25,000 retail outlets and these reports are used in arriving at the trend in business since the Census year. The trend value thus determined is then applied to the total sales volume for 1930, as obtained from the results of the complete Census in order to give an estimate of the volume of business for the year in question. Tables presented in the Dominion Summary Report for 1938 are printed in the Appendix to this handbook.

It is, therefore, evident that figures presented for the years 1931 to 1938 are estimates based on indexes computed from returns from a sample number of firms. The chief factor which may not be reflected in the sales indexes is variation in trade due to changes in the number of stores in operation. No information is available to show the extent to which firms going out of business have been replaced by new stores of a similar nature. The natural tendency of the method is to underestimate the extent of the decline in business during a period of recession and likewise to underestimate the extent of the recovery when the cycle turns upward once more. This factor is of chief importance in certain kinds of business dealing chiefly in durable or luxury lines of merchandise such as automobile dealers, furniture stores, radio and music stores. In spite of the limitations attending the methods of calculation, it is believed that a fair degree of accuracy attends the results for the total retail trade as a whole and for most of the individual lines of business for which figures are shown.

CANADA - RETAIL MERCHANDISE TRADE, 1938

Table 1.—Summary of Retail Merchandise Trade, by Provinces, 1930 - 1938

Province	Total Net Sales			Indexes of Retail Sales (1930 = 100)									% of Change, 1938/37
	1930	(Estimated)		1930	1931	1932	1933	1934	1935	1936	1937	1938	
		1937	1938										
	\$	\$	\$										
CANADA, Total (1) ....	2,755,569,900	2,453,715,000	2,404,756,000	100.0	84.2	69.8	64.8	71.1	74.6	80.1	89.0	87.3	- 2.0
Prince Edward Island .....	13,773,700	11,748,000	11,122,000	100.0	83.8	67.4	64.7	70.3	71.9	82.4	85.3	80.7	- 5.3
Nova Scotia .....	99,519,900	99,336,000	95,819,000	100.0	90.3	75.1	69.2	77.2	81.6	88.7	99.8	96.3	- 3.5
New Brunswick ....	84,371,900	76,656,000	71,637,000	100.0	85.0	67.6	62.1	69.1	73.1	79.4	90.9	84.9	- 6.5
Quebec .....	651,138,500	565,921,000	561,192,000	100.0	86.4	71.5	64.9	69.0	71.3	76.5	86.9	86.2	- 0.8
Ontario .....	1,099,990,200	1,022,068,000	988,696,000	100.0	86.6	71.8	67.4	74.9	78.0	83.0	92.9	89.9	- 3.3
Manitoba .....	189,245,900	161,253,000	160,690,000	100.0	81.3	69.6	64.5	69.4	73.4	78.5	85.2	84.9	- 0.3
Saskatchewan .....	189,181,100	129,166,000	129,509,000	100.0	70.8	59.2	54.5	59.4	63.2	69.7	68.3	68.4	+ 0.1
Alberta .....	176,537,100	152,408,000	161,491,000	100.0	76.1	65.6	61.8	69.0	74.0	78.7	86.3	91.5	+ 6.0
British Columbia .	248,597,500	232,740,000	222,386,000	100.0	85.7	65.9	62.6	69.6	75.8	84.0	93.6	89.5	- 4.4

(1) Includes Yukon and Northwest Territories.

CANADA - RETAIL MERCHANDISE TRADE, 1938

Table 2.—Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, (Estimated)		Indexes of Retail Sales (1930=100)						% of Change, 1938/37
	Number of Stores	Total Net Sales \$	1937	1938	1930	1934	1935	1936	1937	1938	
			\$	\$							
Total, All Stores .	125,003	2,755,569,900	2,453,715,000	2,404,756,000	100.0	71.1	74.6	80.1	89.0	87.3	- 2.0
Food Group .....	44,665	615,476,100	519,354,000	518,893,000	100.0	73.5	75.5	78.8	84.4	84.3	- 0.1
Bakery product stores (manufacturing ba- keries not included)	1,213	11,027,600	9,967,000	9,759,000	100.0	75.7	80.6	83.6	90.4	88.5	- 2.1
Candy and confection- ery stores .....	8,981	54,176,100	39,598,000	38,863,000	100.0	62.5	65.0	67.8	73.1	71.7	- 1.9
Dairy product dealers (other than manu- facturing dairies) .	3,483	37,173,900	35,844,000	37,062,000	100.0	77.0	83.5	88.5	96.4	99.7	+ 3.4
Fruit and vegetable stores .....	1,515	16,293,400	14,983,000	14,690,000	100.0	80.3	82.0	88.1	92.0	90.2	- 2.0
Grocery and combina- tion stores .....	23,328	405,403,400	347,752,000	346,397,000	100.0	75.8	77.0	80.2	85.8	85.4	- 0.4
Meat markets (in- cluding sea foods) .	5,379	83,026,200	64,865,000	65,895,000	100.0	66.9	70.7	73.0	78.1	79.4	+ 1.6
Other food stores ....	766	8,375,500	6,345,000	6,227,000	100.0	62.5	66.6	71.1	75.8	74.3	- 1.9
Country General Stores .....	11,915	228,803,800	198,480,000	195,866,000	100.0	73.1	75.4	79.9	86.7	85.6	- 1.3
General Merchandise Group .....	2,974	451,542,500	384,571,000	373,953,000	100.0	73.5	75.3	79.9	85.2	82.8	- 2.8
Department stores ....	148	355,258,600	288,096,000	278,539,000	100.0	71.5	72.8	76.9	81.1	78.4	- 3.3
Dry-goods stores ....	1,899	31,705,600	26,627,000	25,928,000	100.0	72.6	73.7	77.7	84.0	81.8	- 2.6
General merchandise stores .....	414	20,366,100	18,263,000	16,980,000	100.0	72.3	75.8	81.3	89.7	83.1	- 7.3
Variety stores .....	513	44,212,200	51,585,000	52,556,000	100.0	90.6	95.9	104.7	116.7	118.9	+ 1.9
Automotive Group ..	13,194	381,959,300	458,939,000	441,977,000	100.0	74.7	85.2	96.5	120.2	115.7	- 3.7
Motor vehicle dealers. Accessories, tires and batteries .....	2,736	253,607,900	332,742,000	311,026,000	100.0	70.6	85.8	101.4	131.2	122.6	- 6.5
Filling stations (1) .	5,503	66,449,300	77,132,000	80,310,000	100.0	98.3	100.6	101.0	116.1	120.9	+ 4.1

(1) See footnotes on Page 84

CANADA - RETAIL MERCHANDISE TRADE, 1938

Table 2.—Total Net Sales and Sales Indexes, by Kinds of Business--(Cont'd)

Kind of Business	Stores and Sales, 1930		Total Net Sales, (Estimated)		Indexes of Retail Sales (1930 = 100)						% of Change 1938/37	
	Number of Stores	Total Net Sales	1937	1938	1930	1934	1935	1936	1937	1938		
Automotive Group—(Con.)		\$	\$	\$								
Garages .....	4,140	47,559,800	36,908,000	37,807,000	100.0	66.5	66.8	70.9	77.6	79.5	+ 2.4	
Other automotive estab- lishments (including motor-cycles, bicycles and supplies) .....	283	3,386,500	2,825,000	3,049,000	100.0	63.2	70.3	75.2	83.4	90.0	+ 7.9	
Apparel Group .....	10,474	219,968,600	187,312,000	176,962,000	100.0	72.7	75.4	79.7	85.2	80.4	- 5.5	
Men's and boys' clothing and furnishings (In- cludes custom tailors)..	3,969	72,110,500	61,289,000	56,543,000	100.0	69.2	73.7	78.9	85.0	78.4	- 7.7	
Family clothing stores .	1,149	42,144,100	43,452,000	40,559,000	100.0	84.4	89.5	95.4	103.1	96.2	- 6.7	
Women's apparel and accessories stores ....	5,715	69,806,000	52,318,000	50,572,000	100.0	68.0	68.1	71.2	74.9	72.4	- 3.3	
Shoe stores .....	1,641	35,908,000	30,253,000	29,288,000	100.0	75.2	76.4	79.6	84.3	81.6	- 3.2	
Building Materials Group .....	6,035	162,237,100	124,115,000	123,572,000	100.0	58.5	62.0	69.0	76.5	76.2	- 0.4	
Hardware stores .....	3,001	70,891,700	59,741,000	59,978,000	100.0	67.6	70.6	76.1	84.3	84.6	+ 0.4	
Lumber and building material dealers .....	1,825	66,200,700	46,399,000	45,321,000	100.0	51.8	55.7	63.9	70.1	68.5	- 2.3	
Other building materials (including roofing materials) .....	183	9,596,800	6,360,000	6,647,000	100.0	42.2	46.8	57.5	66.3	69.3	+ 4.5	
Electrical shops (with- out radio) .....												
Heating and plumbing shops .....	1,026	15,547,900	11,615,000	11,626,000	100.0	55.7	58.7	65.6	74.7	74.8	+ 0.1	
Paint and glass stores )												

CANADA - RETAIL MERCHANDISE TRADE, 1938

Table 2.—Total Net Sales and Sales Indexes, by Kinds of Business—(Cont'd)

Kind of Business	Stores and Sales, 1930		Total Net Sales, (Estimated)		Indexes of Retail Sales (1930 = 100)						% of Change, 1938/37
	Number of Stores	Total Net Sales	1937	1938	1930	1934	1935	1936	1937	1938	
			\$	\$							
Furniture and House- hold Group .....	3,188	101,665,900	83,187,000	78,213,000	100.0	57.9	64.0	70.8	81.8	76.9	- 6.0
Furniture stores .....	1,101	41,016,500	37,824,000	35,656,000	100.0	65.3	71.3	78.6	92.2	86.9	- 5.7
Household appliance stores. Other home furnishings (including floor cover- ings, curtains, etc.) ...	590	17,798,200	15,752,000	15,164,000	100.0	60.4	70.0	75.4	88.5	85.2	- 3.7
Radio and music stores ....	938	33,894,200	21,961,000	20,328,000	100.0	45.8	51.7	57.8	64.8	60.0	- 7.4
Restaurants, cafeterias and Eating Places ....	5,609	75,977,100	51,940,000	50,176,000	100.0	58.0	60.3	64.2	68.4	66.0	- 3.4
Other Retail Stores ....	26,949	517,939,500	445,817,000	445,144,000	100.0	70.4	72.4	77.8	86.1	85.9	- 0.2
Farmers' supply stores ....	2,951	45,760,600	45,320,000	43,024,000	100.0	74.8	77.2	83.7	99.0	94.0	- 5.1
Book stores .....	358	8,837,500	7,035,000	7,031,000	100.0	63.6	66.7	71.1	79.6	79.6	- 0.1
Coal and wood yards .....	2,071	86,046,800	78,840,000	77,060,000	100.0	83.3	84.2	88.3	91.6	89.6	- 2.3
Drug stores .....	3,559	76,848,900	68,724,000	68,164,000	100.0	77.4	79.8	83.4	89.4	88.7	- 0.8
Florists .....	689	9,264,700	7,114,000	6,950,000	100.0	63.7	65.8	69.6	76.8	75.0	- 2.3
Jewellery stores .....	1,532	26,662,600	21,943,000	21,382,000	100.0	63.1	68.4	74.5	82.3	80.2	- 2.6
Office, school and store supplies and equipment dealers .....	395	19,829,900	18,599,000	17,953,000	100.0	61.9	69.3	79.0	93.8	90.5	- 3.5
Tobacco stores and stands .	2,420	30,702,800	26,605,000	26,640,000	100.0	73.4	75.3	79.8	86.7	86.8	+ 0.1
Government liquor stores (2) .....	651	100,694,600	74,305,000	77,298,000	100.0	55.8	56.4	65.5	73.8	76.8	+ 4.0
Unclassified kinds of business .....	12,323	113,291,100	97,332,000	99,642,000	100.0	70.3	72.1	75.8	85.9	88.0	+ 2.4

(1) Figures for years subsequent to 1930 have been estimated on basis of gallonage data and retail gasoline prices.

(2) Due to changes in method of reporting exact comparisons of figures for various years are not valid.

NOTE: The number of stores is shown only for 1930. Sales figures for later years are calculated from the sampling principle. The total number of stores for these years is not known.

CANADA - RETAIL MERCHANDISE TRADE, 1938

Table 3.—Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Kinds of Business

	1930	1933	1937	1938
<b>ALL STORES, TOTAL —</b>				
Chains .....	518	461	447	457
Stores (maximum) ....	8,504	8,230	7,815	7,692
Stores (average) ....	8,097	7,900	7,347	7,356
Chain sales .....	\$ 487,336,000	\$ 328,902,600	\$ 414,133,300	\$ 414,448,300
Total sales .....	\$2,755,569,900	\$1,785,768,000	\$2,453,715,000	\$2,404,756,000
% , chains to total ..	17.7	18.4	16.9	17.2
<b>Grocery and Combination Stores —</b>				
Chains .....	66	75	75	77
Stores (maximum) ....	2,127	2,221	2,125	2,054
Chain sales .....	\$ 119,498,600	\$ 98,862,100	\$ 116,389,700	\$ 116,849,800
Total sales .....	\$ 405,403,400	\$ 297,307,000	\$ 347,752,000	\$ 346,397,000
% , chains to total ..	29.5	33.3	33.5	33.7
<b>Variety, 5- and 10-cent, and to-a-dollar Stores —</b>				
Chains .....	15	14	14	16
Stores (maximum) ....	327	356	437	468
Chain sales .....	\$ 39,383,600	\$ 33,348,600	\$ 46,323,400	\$ 47,256,700
Total sales .....	\$ 44,212,200	\$ 37,256,000	\$ 51,585,000	\$ 52,556,000
% , chains to total ..	89.1	89.5	89.8	89.9
<b>Men's and Boys' Clothing and Furnishings (including custom tailors) —</b>				
Chains .....	22	14	16	17
Stores (maximum) ....	191	135	158	164
Chain sales .....	\$ 9,866,800	\$ 5,405,200	\$ 7,272,500	\$ 6,961,400
Total sales .....	\$ 72,110,500	\$ 44,435,000	\$ 61,289,000	\$ 56,543,000
% , chains to total ..	13.7	12.2	11.9	12.3
<b>Family Clothing Stores —</b>				
Chains .....	13	12	14	17
Stores (maximum) ....	58	63	77	89
Chain sales .....	\$ 4,746,600	\$ 6,722,000	\$ 8,607,700	\$ 8,163,000
Total sales .....	\$ 42,144,100	\$ 31,582,000	\$ 43,452,000	\$ 40,559,000
% , chains to total ..	11.3	21.3	19.8	20.1
<b>Women's Apparel and Accessories Stores —</b>				
Chains .....	28	15	19	20
Stores (maximum) ....	203	148	194	213
Chain sales .....	\$ 8,584,800	\$ 4,029,400	\$ 6,216,600	\$ 6,198,700
Total sales .....	\$ 69,806,000	\$ 44,699,000	\$ 52,318,000	\$ 50,572,000
% , chains to total ..	12.3	9.0	11.9	12.3
<b>Shoe Stores —</b>				
Chains .....	17	22	25	25
Stores (maximum) ....	203	274	355	368
Chain sales .....	\$ 7,702,700	\$ 7,114,800	\$ 10,093,000	\$ 10,017,000
Total sales .....	\$ 35,908,000	\$ 25,989,000	\$ 30,253,000	\$ 29,288,000
% , chains to total ..	21.5	27.4	33.4	34.2



CANADA - RETAIL MERCHANDISE TRADE, 1938

Table 3.--Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Kinds of Business--(Concl'd)

	1930	1933	1937	1938
<b>Lumber and Building Material Dealers -</b>				
Chains .....	46	42	35	35
Yards (maximum) .....	1,035	883	809	804
Chain sales .....	\$18,597,500	\$ 9,505,700	\$13,221,100	\$13,464,300
Total sales .....	\$66,200,700	\$29,331,000	\$46,399,000	\$45,321,000
%, chains to total ....	28.1	32.4	28.5	29.7
<b>Furniture Stores -</b>				
Chains .....	8	9	7	7
Stores (maximum) .....	96	84	72	76
Chain sales .....	\$ 9,367,900	\$ 4,317,400	\$ 5,397,200	\$ 4,793,100
Total sales .....	\$41,016,500	\$23,073,000	\$37,824,000	\$35,656,000
%, chains to total ....	22.8	18.7	14.3	13.4
<b>Restaurants, Cafeterias and Eating Places -</b>				
Chains .....	21	17	13	14
Stores, (maximum) .....	262	240	203	210
Chain sales .....	\$13,438,600	\$ 7,129,300	\$ 6,891,900	\$ 6,917,400
Total sales .....	\$75,977,100	\$41,667,000	\$51,940,000	\$50,176,000
%, chains to total ....	17.7	17.1	13.3	13.8
<b>Drug Stores -</b>				
Chains .....	31	29	31	33
Stores (maximum) .....	292	301	332	347
Chain sales .....	\$13,971,300	\$11,001,300	\$14,163,300	\$14,127,100
Total sales .....	\$76,848,900	\$57,253,000	\$68,724,000	\$68,164,000
%, chains to total ....	18.2	19.2	20.6	20.7
<b>Office, Store and School Supplies and Equipment Dealers -</b>				
Chains .....	16	11	12	12
Stores (maximum) .....	173	144	147	152
Chain sales .....	\$11,134,200	\$ 5,332,100	\$10,675,000	\$10,571,800
Total sales .....	\$19,829,900	\$10,003,000	\$18,599,000	\$17,953,000
%, chains to total ....	56.1	53.3	57.4	58.9
<b>Tobacco Stores and Stands -</b>				
Chains .....	9	9	9	9
Stores (maximum) .....	215	234	215	217
Chain sales .....	\$ 7,800,700	\$ 5,446,200	\$ 6,097,300	\$ 6,047,400
Total sales .....	\$30,702,800	\$21,586,000	\$26,605,000	\$26,640,000
%, chains to total ....	25.4	25.2	22.9	22.7

I N D E X M A P

showing

C O U N T I E S A N D C E N S U S D I V I S I O N S

There being no fixed political divisions in Manitoba, Saskatchewan, Alberta and British Columbia corresponding to counties in Eastern Canada, it has been found advisable to divide the western provinces for statistical purposes into census divisions. These census divisions maintain their identity in respect of political changes and thus permit of comparisons being made of statistical data for different periods. A map showing the boundaries of counties and census divisions, as organized at the Census of 1931, follows.

CENSUS OF CANADA, 1931

KEY TO INDEX MAP

Province	County	Number on Map	Province	County	Number on Map	Province	County	Number on Map
Prince Edward Island	Kings	1	Quebec-Con.	Chateauguay	14	Ontario	Addington	1
	Prince	2		Chicoutimi	15		Algoma	2
	Queens	3		Compton	16		Brant	3
Nova Scotia	Annapolis	1	Deux-Montagnes	17	Bruce		4	
	Antigonish	2	Dorchester	18	Carleton		5	
	Cape Breton	3	Drummond	19	Cochrane		6	
	Colchester	4	Frontenac	20	Dufferin		7	
	Cumberland	5	Gaspé	21	Dundas		8	
	Digby	6	Hochelaga	22	Durham		9	
	Guysborough	7	Hull	23	Elgin		10	
	Halifax	8	Huntingdon	24	Essex		11	
	Hants	9	Iberville	25	Frontenac		12	
	Inverness	10	Joliette	26	Glengarry		13	
	Kings	11	Kamouraska	27	Grenville		14	
	Lunenburg	12	Labelle	28	Grey		15	
	Pictou	13	Lac-St-Jean	29	Haldimand		16	
	Queens	14	Laprairie	30	Haliburton		17	
	Richmond	15	L'Assomption	31	Halton		18	
	Shelburne	16	Laval	32	Hastings		19	
	Victoria	17	Lévis	33	Huron		20	
	Yarmouth	18	L'Islet	34	Kenora		21	
New Brunswick	Albert	1	Lotbinière	35	Kent		22	
	Carleton	2	Maskinongé	36	Lambton		23	
	Charlotte	3	Matane	37	Lanark		24	
	Gloucester	4	Mégantic	38	Leeds		25	
	Kent	5	Missisquoi	39	Lennox		26	
	Kings	6	Montcalm	40	Lincoln		27	
	Madawaska	7	Montmagny	41	Manitoulin		28	
	Northumberland	8	Montmorency	42	Middlesex		29	
	Queens	9	Montreal Island	43	Muskoka		30	
	Restigouche	10	Jesus Island	44	Nipissing		31	
	St. John	11	Napierville	45	Norfolk		32	
	Sunbury	12	Nicolet	46	Northumberland		33	
	Victoria	13	Papineau	47	Ontario	34		
	Westmorland	14	Pontiac	48	Oxford	35		
	York	15	Portneuf	49	Parry Sound	36		
Quebec	Abitibi	1	Quebec	50	Peel	37		
	Argenteuil	2	Richelieu	51	Perth	38		
	Arthabaska	3	Richmond	52	Peterborough	39		
	Bagot	4	Rimouski	53	Prescott	40		
	Beauce	5	Rouville	54	Prince Edward	41		
	Beauharnois	6	Saguenay	55	Rainy River	42		
	Bellechasse	7	Shefford	56	Renfrew	43		
	Berthier	8	Sherbrooke	57	Russell	44		
	Bonaventure	9	Soulanges	58	Simcoe	45		
	Brome	10	Stanstead	59	Stormont	46		
	Chambly	11	St-Hyacinthe	60	Sudbury	47		
	Champlain	12	St-Jean	61	Thunder Bay	48		
	Charlevoix	13	St-Maurice	62	Timiskaming	49		
		Témiscouata	63	Victoria	50			
		Temiskaming	64	Waterloo	51			
		Terrebonne	65	Welland	52			
		Vaudreuil	66	Wellington	53			
		Verchères	67	Wentworth	54			
		Wolfe	68	York	55			
		Yamaska	69	District of Patricia	56			

Note:--The census division numbers of the Prairie Provinces and British Columbia are given on the map.

INDEX MAP  
SHOWING  
THE COUNTIES AND CENSUS DIVISIONS  
as organized at the census of 1931

