

Section 7.—Census of Merchandising and Service Establishments.¹

A comprehensive survey of the business carried on by trading and service establishments was undertaken for the first time in connection with the seventh decennial census in 1931. A partial census of trading establishments only had been made in 1924, but the results of this initial survey, while indicative of the extent of domestic trade, suffered from the incompleteness of the canvass made at that time. The Census of Merchandising and Service Establishments, 1931, covered not only retail and wholesale merchandising establishments but also service establishments, including hotels. In addition, information was collected to show the manner in which goods manufactured in Canada are distributed. Statistics compiled from the census returns have been published in several series of mimeographed reports, but the figures given in those bulletins and used in the tables of this Section are preliminary and subject to revision.

In all these tables the number of employees includes those working both full time and part time and also proprietors and firm members receiving fixed salaries. Therefore, the amount of salaries and wages represents the entire wages bill. The figures do not provide any basis for computing average wages, average sales per employee, or rate of stock turnover. In later reports the data will be presented in greater detail and more accurate computations may then be made.

Subsection 1.—Wholesale and Other Bulk or Non-Retail Merchandising.

The wholesale field, as defined for the purposes of the census, embraces many types of establishments other than those generally classed as wholesale houses. Thus, under this heading of bulk merchandising, will be found not only the conventional types of wholesalers selling to retailers but also other establishments engaged in handling or arranging for the sale of commodities, or the transfer of rights, etc., on a non-retail basis, whether for domestic or foreign trade. In the tables presented below will be found the salient features of the operations of such classes as importers, exporters, commission merchants, brokers, etc., as well as the business of wholesale merchants. It should also be noted that the business of such establishments as bulk tank stations and manufacturers' sales branches is not included with that of the wholesale merchants, although a considerable part of the trade of these establishments is done with retailers.

There were 12,914 wholesale and other bulk or non-retail merchandising establishments in Canada in 1930. The total net sales for these establishments were \$3,133,733,700. This trade was concentrated, to a marked degree, in certain well-defined trading areas. Of the above total sales, 31·20 p.c. were made by establishments in Ontario, 27·13 p.c. by those in Quebec, and 19·42 p.c. by those in Mani-

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