

Subsection 2.—Retail Trade.

While by far the greater part of retail trade is handled by retailing establishments, a considerable amount of retail business is conducted through other channels. The total value of the known retail trade in 1930 is shown in Table 34. The retail trade not included in this table consists for the most part of unrecorded sales by farmers and other producers directly to householders. In order to provide an indication of the purchasing power in each province, the average sales per household have been calculated. It should be borne in mind that the merchandise trade includes mail order sales, which may be made to persons outside of the province in which the mail order house is situated. The average sales per household tend to be highest in the provinces with the highest proportions of urban population and lowest in those provinces with the largest relatively rural populations.

Summary of Merchandising and Services.—The line of demarcation between these two classes of retailing cannot be sharply drawn. In many service establishments, especially those of the repair group, the retail sale of commodities is also carried on. Conversely, a great many stores, chiefly engaged in retail merchandising, have service departments for making alterations and repairs, for hair-dressing and other personal service, for cleaning, decorating, fur storage, etc. Establishments where both these functions are carried on have been classified according to the function which provided the largest receipts. For the sake of convenience, the fields are summarized by provinces and business groups in Table 35.

