

Section 9.—Merchandising and Service Establishments.*

A comprehensive census of business carried on by trading and service establishments was undertaken for the first time in 1931 in connection with the Seventh Decennial Census. A partial survey of trading establishments 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. The Census of Merchandising and Service Establishments, 1931, covered not only the operations of retail and wholesale merchandising establishments in 1930 but also those of service establishments, including hotels. In addition, information was collected to show the initial channels (manufacturers' wholesale branches, other wholesalers, retailers, industrial consumers, export sales, etc.) through which goods manufactured in Canada are distributed and the proportions of the total value of production sold through each channel. The results of the census have been published in several series of reports and will also be embodied in the census volumes.

Annual Statistics.—An outgrowth of the Census of Merchandising and Service Establishments, 1931, has been an annual survey of wholesale and retail trade based on reports from larger concerns in the respective fields. In the case of wholesale trade, the annual survey is confined to wholesalers proper and reports are secured from firms which had a volume of sales of \$100,000 or more in 1930 together with firms of a similar size which have commenced business since 1930. The survey of retail trade is based on the reports of all chain stores and of independent stores with a turnover of \$20,000 or more in 1930. Reports are also secured from newly-established independent stores. While the annual figures for merchandising are not based on such a comprehensive survey as that made in connection with the decennial census, they provide the most reliable indicators available of recent trends in merchandise trade as they cover more than two-thirds of the dollar volume of business.

Monthly Statistics.—As a further development from the Census of Merchandising and Service Establishments, 1931, it has been possible to place the monthly index of retail sales, published in recent years by the Bureau, on a permanent basis. A description of this index appears in Subsection 2 of this chapter.

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

Under this heading there appeared at pp. 670-672 of the 1934-35 Year Book a summary of trade in the wholesale field, as derived from the Census of Merchandising and Service Establishments, and tables showing, for 1930, bulk merchandising statistics (1) by provinces, and (2) by type of distributor. The interested reader is referred to that material which is the latest available. Supplementary data for the chief cities in Canada are given below.

Wholesale Trade in Canadian Cities.—Summary figures for all wholesale establishments and for wholesalers proper in cities of over 20,000 population are shown for 1930 in Table 30. Included in the figures for all wholesale establishments are data for agents, brokers, manufacturers' sales branches and other specialized wholesale agencies. Wholesalers proper embrace only regular wholesale houses, such as wholesale merchants, importers and exporters. The importance of such cities as Montreal, Toronto, Winnipeg and Vancouver as wholesale centres is clearly shown by the figures in Table 30.

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