

## Section 6.—Merchandising and Service Establishments\*

A comprehensive census of the business carried on by retail and wholesale trading establishments was undertaken for the first time in 1931 in connection with the Seventh Decennial Census. This census related to the business transacted in 1930 and covered the operations of service establishments including hotels in addition to retail and wholesale trading firms. The results for 1930 are contained in Volumes X and XI of the Census of 1931. A second census of trading establishments, similar in scope to that of 1930 was taken for 1941 as part of the Eighth Decennial Census. The final results for 1941 are now available in so far as the retail trade is concerned and these serve to show the changes that have taken place in the retail marketing structure of the country during the past decade. Preliminary figures on wholesale trading establishments have been compiled and summary figures by provinces are presented herewith. More detailed statistics on the wholesale trade will be given in the next edition of the Year Book.

### Subsection 1.—War-Time Controls Affecting Distribution and Trade

Controls over the distribution of consumer goods during the War became necessary as war needs cut into the available supplies, while, at the same time, civilian demand increased substantially. Various methods have been developed to ensure fair distribution—regulation of distribution at the trade level, consumer rationing, and restrictions on consumer credit, deliveries, and new business.

**Equitable Distribution.**—The equitable distribution policy of the Wartime Prices and Trade Board, formally laid down in October, 1942, requires that manufacturers and wholesalers, who are unable to meet the full requirements of their customers, are to allocate available stocks in proportion to sales to these customers in the year 1941. This assures to individual retailers and to all parts of the country a fair share of supplies, and provides a basis for fair distribution of supplies to consumers. Allotments may be revised following substantial increases in population or changes in the number of distributors serving a certain area. When shortages have become acute the policy of equitable distribution has been supplemented by specific allocations. For instance, in the case of canned vegetables, a plan was adopted in the fall of 1943 whereby sales by wholesalers to retailers and by retailers to the public were regulated to provide an even flow to the public during the winter and spring. Supplies to essential users, such as hospitals and lumber camps, were assured by means of quotas.

**Licensing.**—The policy of equitable distribution has been facilitated by the fact that, since November, 1942, the establishment of a new business or the distribution of a new line of merchandise is prohibited except in cases where a permit is obtained from the Board. This control prevents unnecessary dispersion of scarce goods and conserves materials and labour.

**Rationing.**—Rationing has been introduced for commodities in short supply which are essential to all or certain definable groups of consumers and when a ration system is necessary to ensure fair distribution. Two types of ration schemes have been used, coupon and permit. Coupon rationing is used for articles in general use which may be purchased regularly in approximately equal quantities by all users. Other articles, particularly durable goods, which are essential only to certain

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