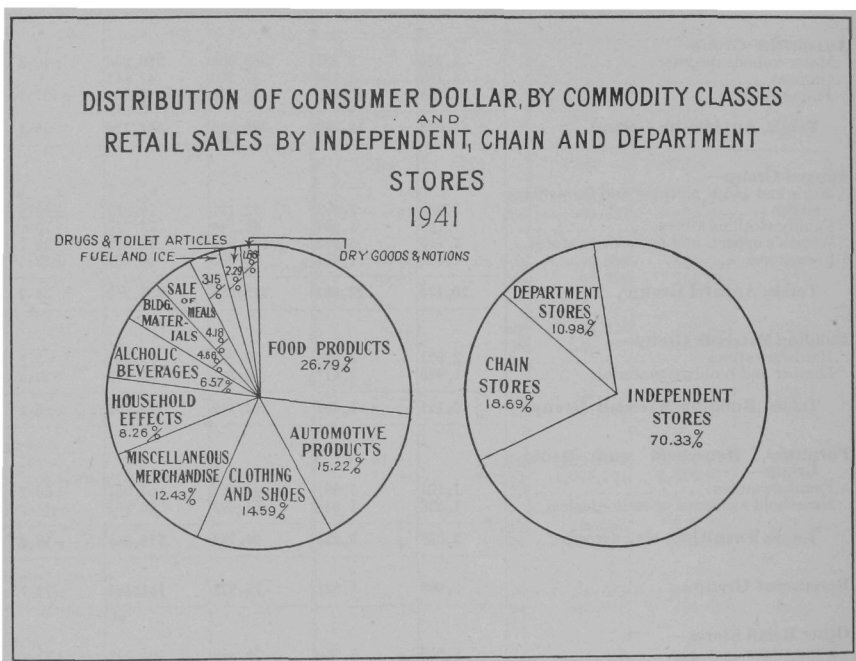


to say, these percentages are based on the sales made not only through retail stores but also on the retail sales made through other channels such as manufacturing bakeries, dairies and the other outlets to which reference is made on p. 604.

In 1941 food products came first in point of view of dollar sales accounting for 26.79 p.c. of the total expenditure. Automotive products, including not only purchases of new and used motor-vehicles but also gasoline and oil, tires and tubes, parts and accessories, came second forming 15.22 p.c. of the total. Clothing and shoes came next with 14.59 p.c. followed by household effects with 8.26 p.c. Included in household effects are all such items as household appliances, house furniture and furnishings, radios, stoves and ranges. Included also are such items as china, glassware, silverware, soaps and other cleaning compounds. Alcoholic beverages, including sales made by hotels in addition to those by all other retail outlets, amounted to 6.57 p.c. of the grand total retail sales.



Large-Scale Merchandising.—The development of large-scale merchandising in Canada, as in other countries, has followed two main lines of growth. There has been the marked development of large individual establishments such as department stores in which many commodities are sold under one roof. In the second place there has been the growth of the chain-store system of distribution.

Although large-scale merchandisers occupy an important place in the retail marketing structure of Canada, nevertheless the bulk of the trade is still in the hands of independent merchants. Nor has there been any increase in the proportion of the total business transacted by chain and department stores during recent years. In fact, the proportion of the total retail trade transacted by independent stores increased from 68.83 p.c. in 1930 to 70.33 p.c. in 1941. Comparative figures for independent stores, chains and department stores are given in Table 23.