

portion of sales of manufacturers' sales branches went to industrial and other large users, viz., 52 p.c., while only 24 p.c. went to retailers and 16 p.c. to other wholesalers. Export sales of this group comprised 7 p.c. of the total. Agents and brokers reported 36 p.c. of their sales as made to other wholesalers, 31 p.c. to industrial and large users, 18 p.c. to foreign buyers and 15 p.c. to retailers. About 43 p.c. of sales made by assemblers of primary products were reported as going to industrial and large users. Live stock sold to packers and raw tobacco sold for further processing were chiefly responsible for this distribution. Other wholesalers purchased 36 p.c. of the sales of assemblers, while only 10 p.c. went direct to retailers. Tables giving detailed classifications of the wholesale trade, by kind of business, by type of operation and according to number of employees are given at pp. 597-604 of the 1945 Year Book.

### Subsection 2.—Retail Merchandise Trade

**Extent of the Known Retail Trade.**—The total known retail merchandise trade in Canada for 1941 as recorded in the results of the Merchandising Census was valued at \$3,667,715,600 or an average of \$319 per person. By far the greatest proportion of this business was transacted through retail stores. The total volume of business transacted by retail stores in 1941 was \$3,440,901,700, but included in this figure are certain components that cannot be considered as retail merchandise sales. Some retail stores secure a minor proportion of their total revenue from repair work while others sell merchandise on a wholesale basis to a limited extent. On deducting these subsidiary amounts from the over-all turnover of \$3,440,901,700, there remains a figure of \$3,354,499,100 which represents retail merchandise sales through retail stores.

In addition to the business done by retail stores, sales of merchandise at retail are made by some other types. Hotels sell meals, alcoholic beverages, tobacco, magazines, etc. Wholesale establishments transact a small volume of retail business. Some manufacturing plants and manufacturing bakeries and dairies in particular, sell directly to the ultimate consumer. Co-operative associations and line elevator companies are engaged in the retail distribution of farmers' supplies. Retail sales are made by itinerant operators and also by persons carrying on a retail business from their homes as a minor activity in conjunction with their main occupation.

The retail business of the types mentioned above was measured in the census and is summarized in Table 15. The two chief unmeasured elements in the total retail trade are the sales made on farmers' markets in urban centres and the sales made direct to householders by producer-distributors of dairy products.

15.—Total Known Retail Merchandise Trade, 1941

Item	Amount	P.C. of Total	Item	Amount	P.C. of Total
	\$			\$	
Retail stores.....	3,354,499,100	91.46	Sales of farmers' supplies by co-operative associations and line elevators.....	21,304,200	0.58
Hotel sales of meals, alcoholic beverages, tobacco, etc.....	109,022,100	2.98	Sales by itinerant operators.....	13,286,500	0.36
Retail sales by wholesalers.....	60,265,300	1.64	Merchandise sales by service establishments.....	10,347,200	0.28
Retail sales by manufacturing bakeries and dairies....	93,049,700	2.54	Other known retail sales....	5,941,500	0.16
			<b>Total Known Retail Merchandise Trade....</b>	<b>3,667,715,600</b>	<b>100.00</b>