

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 other outlets.

In 1941 food products came first in point of view of dollar sales accounting for 26.8 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 15.2 p.c. of the total. Clothing and shoes came third with 14.6 p.c. followed by household effects with 8.3 p.c. Sales of alcoholic beverages amounted to 6.57 p.c. The "all other" classification on the chart includes building materials, 4.7 p.c.; receipts from the sale of meals, 4.2 p.c.; fuel, 3.1 p.c.; drugs, drug sundries and toilet goods, 2.3 p.c.; piece goods, notions and smallwares, 1.8 p.c.; and other merchandise, 12.4 p.c.

Large-Scale Merchandising.—The development of large-scale merchandising in Canada has, on the whole, followed the same trend as shown by other countries. Large establishments, such as department stores, previously showed a marked development but between 1930 and 1941 this trend was not followed up. The chain-store system of distribution is also important, especially in such lines as grocery and meat and variety stores.

Although chain and department stores accounted for a considerable proportion of the retail trade in Canada, the bulk of retail business was transacted through independent outlets in 1941. The relative position of chain-store sales changed very slightly in the two census years, chain-store sales forming 18.3 p.c. of all retail trade in 1930 and 18.7 p.c. in 1941. Department stores gave way to a very small degree in favour of independent store sales, department stores transacting 12.9 p.c. and 11.0 p.c. of the retail sales in 1930 and 1941, respectively. The percentage of the total retail trade transacted by independent stores increased from 68.8 p.c. in 1930 to 70.3 p.c. in 1941.

An analysis by kind of business revealed that some trades were predominantly an independent store business. Independently operated country general stores accounted for 96.2 p.c. of the sales of such stores, while independent filling stations transacted 91.4 p.c. of that business. Men's and women's specialty clothing stores, restaurants, tobacco stores and stands, grocery stores and drug stores each did over 80 p.c. of their business through the independent type of retail outlet. The independent shoe store was the major type of operation in that trade in 1941, transacting 62.7 p.c. of the business, but this proportion was considerably smaller than the 77.3 p.c. done by independent stores in 1930, indicating an expansion in the shoe chain business during the intercensal period.

Tables showing the relative positions of independent, chain and department stores, by economic divisions, 1930 and 1941, as well as retail merchandise trade in all stores by selected kinds of business and by types of operation, 1930 and 1941, are given at pp. 609-610 of the 1945 Year Book.

Chain Stores.—For census purposes, chains are taken to mean all groups of four or more stores (except department stores) under the same ownership and management and carrying on the same kind of business. All department stores are considered as independents irrespective of the number of stores operated by any one company.

The 532 chain companies operating 8,011 stores transacted 18.7 p.c. of the total retail trade in the census year. The corresponding ratio in 1930 was 18.3 p.c. Variety stores were operated chiefly on a chain basis, variety chain-store sales