

**Miscellaneous Analyses.**—Wholesale data are also analysed by size of business, number of employees, form of organization, type of purchaser, etc. These analyses are summarized at pp. 606-607 of the 1946 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 sales 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, particularly manufacturing bakeries and dairies, 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.

Retail business of the types mentioned above was measured in the 1941 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 Recorded 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.....	13,280,500	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 Recorded Retail Merchandise Trade....</b>	<b>3,667,715,600</b>	<b>100.00</b>

**Summary Statistics of Retail Stores.**—The remainder of this Section is confined to an analysis of the operations of retail stores as considered in the broader sense to include not only stores but also gasoline filling stations, restaurants, lumber yards and all other types of outlets engaged chiefly in the sale of merchandise at retail. Including all such types, there were 137,331 retail outlets recorded in the 1941 Census. These required the services of 297,047 full-time and 95,561 part-time employees to