

results of that Census are contained in Vols. X and XI of the 1931 Census report and constitute the first detailed body of data available regarding the wholesale, retail, and service marketing structure of the country.

Results of the second complete Census of Distribution relate to the year 1941, and provide a means of measuring the changes which took place in the marketing structure of Canada during the years 1930-41. These data are contained in Vols. X and XI of the 1941 Census report. The information secured through the 1951 Census of Distribution, reflects the many changes that took place during the great expansion period following World War II. Complete details are contained in Vols. VII and VIII of the 1951 Census report.

Wholesale Trade.—The Census of Distribution bases its survey of wholesale trade on a concept that includes all establishments engaged in trade with customers other than household consumers, provided the establishment is mainly engaged in the resale of goods it originally purchased. Therefore, manufacturing establishments do not fall within this category nor do retailers selling to household consumers, but the definition does include those entrepreneurs who relay goods from the producer direct to retailers for resale, as well as those whose principal trade is with business establishments, and other large non-household consumers, which purchase goods for their own consumption. Contingent upon, or complementary to, these types of operation, are the wholesalers who facilitate this relay of goods, either by bringing buyer and seller together (agents and brokers), or by actually buying the goods for subsequent trading within the wholesale field itself. This results in a considerable volume of trade between the various types of wholesalers, as is shown in Table 1. It follows, therefore, that the sum of the sales of all types of wholesalers overstates the actual value of goods moving out of the wholesale field.

1.—Percentage Distribution of Wholesale Sales, by Major Type of Operation, 1951

Major Type of Operation	Retailers (for Resale)	Industrial and Other Large Users	Other Wholesalers (for Resale)	Household Consumers	Export
	p. c.	p. c.	p. c.	p. c.	p. c.
Wholesalers proper	48.9	32.5	10.5	2.0	6.1
Petroleum, bulk tank stations	31.8	34.4	25.5	6.9	1.4
Assemblers of primary products	15.5	26.9	43.4	2.5	11.7
Manufacturers' sales branches and offices	30.8	37.2	17.3	0.2	14.5
Agents and brokers	12.7	20.8	32.8	0.1	33.6
Other types of operation	82.8	14.6	2.0	0.3	0.3
All Establishments	34.4	31.8	19.4	1.6	12.8

Wholesale establishments are classified by two criteria: according to the manner in which they conduct business operations (type of operation) and according to the type of goods sold (kind of business). Table 2 presents statistics classified by type of operation, and Table 3 is a compilation by kind-of-business classification. In this connection, establishments were classified individually according to the characteristics of the establishment concerned, and not on a firm basis. As a result, multiple establishments under the same ownership could be classified differently, depending on the operations of each establishment. It is also noteworthy that the classifications have their descriptive limits; consequently, each establishment was classified according to its major characteristics. Thus, it is often true that an establishment assigned to a specific category, e.g., "food", was for the most part engaged in the sale of food, but non-food commodities could have been sold in varying minor proportions.