

PREFACE

To the writer's knowledge an intensive study of the retail trades and other businesses at the village level has so far not been attempted in Malaya. This is perhaps due to the fact that such study serves no useful purpose except for academic interest. In undertaking the present study the writer claims no intention to be comprehensive in his treatment of the subject since such task requires more than the maximum number of words permitted him. Nevertheless, it is hoped that this study will be of some value to the readers in shedding some light on the structure and workings of the retail trades and other businesses in the rural areas of Malaya.

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