

Census results have been supplemented by statistical measurements, based mainly on sample surveys, of certain features of the distributive trades in other than census years. In an effort to meet the increasing needs of business, industry and government for information on the Canadian market, its nature and characteristics, considerable expansion and refinement of the statistical services has been carried out and plans are in progress to meet the requirements for information in greater geographical detail. Results of the Census of 1951 will be known in 1953 following a mail survey undertaken in 1952.

Subsection 1.—Wholesale Trade Statistics

Sales Indexes.—Indexes of wholesale trade sales date from 1935. Data are prepared from reports supplied by a sample of firms in nine principal trades. The reporting panel is confined to wholesalers proper, i.e., those establishments that perform the complete functions of wholesalers and jobbers, buying merchandise in large quantities on their own account and selling principally to retailers in broken lots. The individual kinds of wholesale business for which results are compiled are those that handle the more common types of consumer merchandise.

Wholesale sales in Canada for the nine trades surveyed were 10 p.c. higher in 1951 than in 1950 and 239 p.c. above the average annual sales for the same trades in the base period 1935-39. The average index of sales for 1951 stood at 338.6 compared with 307.3 in 1950 and 142.0 for 1941. These indexes represent increases in dollar volume of sales and are not adjusted for price changes.

All provinces recorded increased sales in 1951 over 1950, with British Columbia and Ontario showing gains in excess of 10 p.c. Wholesalers' sales of automotive equipment showed the largest increase over 1950 with a gain of 19 p.c.; wholesalers' sales of footwear advanced 16 p.c. and of hardware 13 p.c. Other trades registered increased sales ranging down to 1 p.c.

16.—Annual Indexes of Wholesale Trade Sales by Economic Areas and by Kinds of Business, 1944-51

(1935-39=100. Exclusive of Newfoundland)

Economic Area and Kind of Business	1944	1945	1946	1947	1948	1949	1950	1951	P.C. Change 1950-51
Maritime Provinces.....	217.0	235.0	257.6	282.3	290.4	285.2	296.6	320.6	+ 8.1
Quebec.....	176.9	191.5	223.4	255.5	263.1	258.1	274.4	296.4	+ 8.0
Ontario.....	183.6	206.9	245.9	275.8	287.7	299.6	315.8	349.3	+10.6
Prairie Provinces.....	183.1	198.2	243.6	261.1	273.5	294.5	307.8	337.0	+ 9.5
British Columbia.....	199.0	226.5	271.9	314.6	333.8	332.1	351.4	404.5	+15.1
Totals, Wholesale Trade.	186.0	205.4	244.0	272.0	283.2	291.3	307.3	338.6	+10.2
Automotive equipment...	197.2	242.8	334.0	369.8	379.9	397.6	429.4	509.3	+18.6
Drugs.....	201.9	222.1	245.2	254.6	281.8	305.5	312.2	348.4	+11.6
Clothing.....	183.1	186.3	229.3	255.4	265.1	248.2	248.0	253.0	+ 2.0
Footwear.....	188.8	224.0	279.4	300.8	286.8	281.9	283.0	328.8	+16.2
Dry goods.....	165.9	161.9	197.5	244.5	264.7	240.4	245.9	249.3	+ 1.4
Fruits and vegetables.....	222.0	262.4	291.2	274.7	237.2	263.0	271.4	290.9	+ 7.2
Groceries.....	169.3	180.2	208.9	244.2	254.0	257.0	275.0	305.0	+10.9
Hardware.....	183.8	212.0	277.4	325.0	359.7	374.9	404.5	455.5	+12.6
Tobacco and confectionery	230.1	258.1	296.9	317.1	354.8	372.8	381.4	411.9	+ 8.0

Operating Results of Wholesalers.—This wholesalers' survey is conducted on a biennial basis and latest available results are for 1949. These data were presented in the 1951 Year Book, pp. 846-847, and are not repeated in this edition.