

Section 1.—Merchandising and Service Establishments*

The next census of merchandising and service establishments will be for the year 1961. The first census of this kind in Canada related to business transacted for the year 1930 and similar censuses were taken for 1941 and 1951. It is worth noting now that the scope of the data being collected for 1961 has been widened. Gross margin information will be collected from retail stores and wholesalers. Operating expense figures will be collected from wholesalers and service businesses and more information will be sought about the operating characteristics of retailers and wholesalers.

The results of the 1930 and 1941 Censuses of Merchandising and Service Establishments are contained in Vols. X and XI of the Census reports for those years and the results of the 1951 Census of Distribution in Vols. VII and VIII of the 1951 Census reports. Summary data for 1951 are given in the 1955 Year Book, pp. 953-977. The results of the 1961 Census will be available about mid-1963.

Census information is supplemented in intercensal years by monthly, quarterly and annual surveys on the more important phases of the retail, wholesale and service trades—sample surveys for some businesses and full coverage for others. The 1951 Census formed a new base for such surveys and certain improvements have been implemented for continuance during the 1951-61 intercensal period. Current information available on the distributive trades is given in the following Subsections. Estimates for the years prior to 1951 have been revised in accordance with the census base.

Subsection 1.—Wholesale Trade

Wholesale Sales.—Estimated sales of wholesalers expanded from \$5,784,400,000 in 1951 to \$8,234,800,000 in 1959. These figures include only wholesalers proper, i.e., they exclude agents and brokers and manufacturers' sales branches. Sales estimates are subject to revision and have not been adjusted for price changes.

* Prepared in the Merchandising and Services Section of the Industry and Merchandising Division, Dominion Bureau of Statistics.

1.—Wholesale Sales, by Kind of Business, 1955-59

NOTE.—Includes only wholesalers proper, i.e., firms performing the function of buying merchandise on their own account for resale.

Kind of Business	1955	1956	1957	1958	1959
	\$'000,000	\$'000,000	\$'000,000	\$'000,000	\$'000,000
Fresh fruits and vegetables.....	224.4	230.2	228.2	252.7	265.0
Groceries and food specialties.....	1,046.9	1,117.2	1,215.2	1,328.3	1,420.2
Meat and dairy products.....	133.9	141.4	146.0	167.8	168.2
Clothing and furnishings.....	84.8	84.0	80.9	81.7	86.3
Footwear.....	28.8	28.9	27.9	29.9	33.6
Other textile and clothing accessories.....	182.6	196.3	197.1	210.5	214.1
Drugs and drug sundries.....	164.6	176.9	187.7	202.2	220.4
Household electrical appliances.....	164.4	163.0	159.5	164.5	174.8
Farm machinery.....	60.2	72.1	60.3	73.4	93.0
Coal and coke.....	148.0	171.0	162.0	139.4	134.9
Hardware.....	280.1	310.2	303.8	295.5	314.9
Construction materials and supplies, including lumber.....	704.8	760.3	732.8	770.6	802.0
Industrial and transportation equipment and supplies.....	561.6	742.2	721.4	621.7	686.3
Commercial, institutional and service equipment and supplies.....	89.8	102.9	102.7	106.6	124.0
Automotive parts and accessories.....	302.7	338.0	342.1	363.8	395.8
Newsprint, paper and paper products.....	240.5	264.3	265.0	257.3	271.2
Tobacco, confectionery and soft drinks.....	473.3	509.0	544.6	572.9	606.4
Other.....	1,725.2	2,076.7	1,989.3	2,004.7	2,223.7
Totals, All Trades.....	6,616.6	7,484.6	7,466.5	7,643.5	8,234.8