

censuses. Gross margin information was collected from retail stores and wholesalers; operating expense figures were collected from wholesalers and service businesses; and more information was sought about the operating characteristics of retailers and wholesalers. Detailed results may be obtained from the census reports.* Summary data are given in Subsection 1 following.

Census information is supplemented in intercensal years by monthly, quarterly and annual surveys on the more important phases of the wholesale, retail and service trades—sample surveys for some businesses and full coverage for others. Each census forms a new base for such surveys and certain improvements were implemented for continuance during the 1951-61 intercensal period. Current information available on the distributive trades, given in Subsections 2, 3 and 4, continues to project the 1951 base and estimates for years prior to 1951 have been revised in accordance with that base. Data related to the new 1961 base will be available early in 1965.

Subsection 1.—1961 Census of Merchandising and Service Establishments

Wholesale Trade.—Results of the 1961 census of wholesale trade are given in Tables 1 and 2. Classification changes put into effect for that census should be noted—lumber and building material dealers, farm implement dealers, feed stores, farm supply stores and harness shops, which were classified as retail businesses in 1951, were in 1961 classified as wholesale businesses.

* Vol. VI (Pt. 1) Census of Merchandising: Retail Trade (Series 6.1). Vol. VI (Pt. 2) Census of Merchandising: Wholesale Trade; Services (Series 6.2).

1.—Number of Wholesale Trade Locations and Value of Sales, by Province, Census 1961

Province or Territory	Locations	Sales
	No.	\$'000
Newfoundland	447	239,696
Prince Edward Island	208	66,683
Nova Scotia	895	421,147
New Brunswick	709	303,940
Quebec	7,092	4,455,378
Ontario	10,103	6,059,667
Manitoba	2,167	3,120,482
Saskatchewan	2,646	802,905
Alberta	3,332	1,450,855
British Columbia	3,220	1,937,309
Yukon and Northwest Territories	32	10,677
Canada	30,851	18,868,739

2.—Number of Wholesale Trade Locations and Value of Sales, by Kind of Business, Census 1961

Kind of Business	Locations	Sales
	No.	\$'000
Amusement, Sporting and Photographic Goods	378	131,988
Amusement and sporting goods	302	91,524
Photographic equipment and supplies	76	40,364
Automotive	2,046	862,385
Automotive equipment, parts and accessories	1,836	519,655
Motor vehicles	210	342,730
Beer, Wine and Distilled Spirits	152	159,748