

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 are given in the census reports,* and some elaborative data, additional to that contained in previous editions of the Year Book, are given in Subsection 1 following.

Each census of merchandising and service establishments forms a new base for intercensal monthly, quarterly and annual surveys, which are sample surveys for some businesses and full coverage for others. Because of the need for more frequent survey bases, it was considered advisable to take a less detailed census every five years instead of every ten, and to place more emphasis on the sample surveys during the intercensal period for the collection of detail such as commodity content of sales to retailers, gross margin data and the analysis of sales by type of buyer. The first quinquennial census was taken in 1966, data from which will become available about mid-1968. Subsection 2 of this Section contains current intercensal information on the distributive trades and continues to project the 1951 base; data related to the 1961 base will be available in 1967.

Subsection 1.—1961 Census of Merchandising and Service Establishments

As stated above, this Subsection contains certain elaborative information relating to wholesale, retail and service establishments, which supplements summary data given in previous editions of the Year Book and available from census publications.

Table 1 summarizes operating results of selected wholesale trades for incorporated companies in various types of operation. The results give, as a percentage of sales, the gross margin, total operating expenses and a breakdown of expenses into selling, warehouse and delivery, general and administrative and other operating expense.

*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). Special subjects series.

1.—Operating Results of Selected Trades for Incorporated Wholesale Establishments, as Percentages of Sales, by Type of Operation and Kind of Business, Census 1961

Type of Operation and Kind of Business	Gross Profit	Expenses				
		Selling	Warehouse and Delivery	General and Administrative	Other	Total
	p.c.	p.c.	p.c.	p.c.	p.c.	p.c.
Co-operative Marketing Associations and Other Dealers in Primary Products—						
Grain	2.13	0.10	0.15	0.85	0.05	1.15
Livestock	1.43	0.45	0.10	0.66	0.01	1.22
Wholesale Merchants—						
Automotive parts and accessories	28.77	7.21	6.23	10.59	0.86	24.89
Motor vehicles	14.00	4.20	2.80	5.44	0.11	12.55
Industrial chemicals	14.49	4.83	2.29	5.21	0.28	12.61
Drugs and drug sundries (general line)	12.82	1.70	3.52	5.23	0.03	10.53
Clothing and/or furnishings (general line)	15.17	3.79	2.45	6.73	0.20	13.17
Dry goods (general line)	17.41	5.03	3.26	6.97	0.37	15.63
Piece goods	13.90	3.60	1.16	6.01	0.14	10.91
Electrical merchandise (general line)	19.47	4.95	2.83	8.64	0.05	16.47
Electrical wiring supplies and construction materials	17.57	5.23	2.00	7.49	0.10	14.82
Grain	1.51	0.07	0.06	0.56	—	0.89
Livestock	12.55	0.99	6.63	3.77	0.06	11.50
Feed, hay and grain	14.79	2.86	4.56	5.28	0.28	12.96
Cigars, cigarettes and tobacco	6.53	1.83	1.52	2.42	0.03	5.80
Fruits and vegetables (general line)	13.35	1.96	5.09	4.53	0.05	11.63
Meats and meat products	8.50	1.21	3.26	2.99	0.23	7.69
Produce	11.53	3.26	2.78	4.41	0.10	10.55
General merchandise	18.47	5.47	3.02	7.44	0.16	16.09
Groceries (general line)	6.92	1.06	2.09	2.87	0.07	6.09
Hardware (general line)	18.11	5.13	3.86	8.48	0.19	17.66
Building materials (general line)	22.29	4.43	4.88	8.51	0.34	18.16