

### Subsection 2.—Intercensal Surveys of Wholesale, Retail and Service Establishments

#### Wholesale Trade

Total sales of wholesalers, estimated from the results of intercensal sample surveys, have increased continuously for several years, the amount in 1965 being \$12,170,000,000. As shown in Table 5, all business groups reported increases over 1964. These estimates represent only the sales of wholesalers proper, operations of agents and brokers or manufacturers' sales branches being excluded.

#### 5.—Wholesale Sales, by Kind of Business, 1961-65

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

Kind of Business	1961	1962	1963	1964	1965 <sup>a</sup>
	\$'000,000	\$'000,000	\$'000,000	\$'000,000	\$'000,000
Fresh fruits and vegetables.....	289	308	321	348	384
Groceries and food specialties.....	1,751	1,863	1,982	2,092	2,231
Meat and dairy products.....	175	174	179	190	222
Clothing and furnishings.....	117	103	105	112	116
Footwear.....	39	41	42	44	47
Other textile and clothing accessories.....	206	208	212	228	231
Drugs and drug sundries.....	236	248	260	286	317
Household electrical appliances.....	200	210	212	233	261
Farm machinery.....	68	71	83	100	115
Coal and coke.....	141	140	152	155	157
Hardware.....	351	357	358	391	393
Construction materials and supplies including lumber.....	726	780	838	922	982
Industrial and transportation equipment and supplies.....	750	776	825	973	1,106
Commercial, institutional and service equipment and supplies.....	140	139	142	150	164
Automotive parts and accessories.....	414	441	455	460	494
Newsprint, paper and paper products.....	292	309	335	371	391
Tobacco, confectionery and soft drinks.....	770	796	809	828	863
Other.....	2,373	2,676	2,885	3,136	3,693
<b>Totals, All Trades.....</b>	<b>9,827</b>	<b>9,641</b>	<b>10,195</b>	<b>11,029</b>	<b>12,170</b>

#### Retail Trade

The trend of retail trade is one of the best general indicators of the economic condition of the country. It is through retail stores that most goods are ultimately sold and such sales reflect the financial strength of the consumer except in times of short supply. The value of retail sales, estimated from intercensal sample surveys, increased by 51 p.c. during the period 1956-65. Estimates, by province and by kind of business, for 1961-65, not adjusted for price changes, are shown in Table 6.

#### 6.—Retail Trade, by Province and by Kind of Business, 1961-65

Province	1961	1962	1963	1964	1965 <sup>a</sup>
	\$'000,000	\$'000,000	\$'000,000	\$'000,000	\$'000,000
Atlantic Provinces.....	1,465	1,521	1,594	1,701	1,817
Quebec.....	4,183	4,571	4,841	5,076	5,423
Ontario.....	6,340	6,641	7,016	7,407	8,018
Manitoba.....	817	880	915	971	1,007
Saskatchewan.....	905	968	1,056	1,164	1,239
Alberta.....	1,401	1,492	1,578	1,664	1,776
British Columbia <sup>1</sup> .....	1,665	1,797	1,911	2,096	2,312
<b>Canada<sup>2</sup>.....</b>	<b>16,777</b>	<b>17,871</b>	<b>18,910</b>	<b>20,468</b>	<b>21,591</b>

For footnotes, see end of table.