

**Campus book stores.** Since 1966, retail trade statistics have been collected from book stores located on the campuses of universities and other post-secondary educational institutions by a special supplementary annual survey. Owing to their location, their generally special method of operation and the highly seasonal nature of their business, these stores are not included in the Census of Merchandising and Service Businesses. Statistics of these book stores are required for consolidation of data on retail merchandising. Table 17.30 provides summary information on the sales of campus book stores for the last four academic years. Additional data on employment and payrolls are published in the Statistics Canada report *Campus book stores* (Catalogue No. 63-219).

#### 17.4.2.2 Wholesale trade

Wholesalers are primarily engaged in buying merchandise for resale to retailers; to industrial, commercial, institutional and professional users; to other wholesalers; or in acting as agents in connection with such transactions.

Mixed-activity businesses (such as firms engaged both in wholesaling and retailing, contracting, service trades, manufacturing, etc.) are considered to be primarily in wholesale trade whenever they derive a larger gross margin from wholesale than from any other activity. (The gross margin is the difference between the total sales and the cost of goods sold. As the 1966 questionnaire did not seek information on the cost of goods sold, the 1961 gross margins were used for the classification of establishments.)

The delineation between wholesale and retail activity is based on the "class of buyer" criterion. If a larger share of the gross margin is obtained from sales to retailers, industrial, commercial, institutional or professional users than from sales to households or private individuals for personal use (including sales to farmers for non-farm use), the business is classified to wholesale trade. Certain businesses are considered to be in wholesale trade regardless of how their sales are broken down by the class of customer. These businesses deal in the following commodities: office furniture, lumber and building materials, farm supplies and all kinds of machinery and equipment.

Wholesale statistics measure the total volume of Canadian wholesale trade; this is the aggregate business conducted by all wholesalers operating in Canada, whether Canadian or foreign and whether sales are domestic or foreign. The total volume of trade measured by statistics is not identical with the value of goods passing through the wholesale sector of the economy: at times wholesale firms sell to each other and thus the value of the same merchandise may be recorded twice or more in the total volume of wholesale trade. No attempt is made to eliminate such duplications.

The most important part of wholesaling activity in Canada is that which is carried out by wholesale merchants. These are establishments primarily engaged in buying and selling goods on their own account. This classification includes such diverse business entities as: export and/or import merchants, cash and carry wholesalers, drop shippers or desk jobbers, mail-order wholesalers, truck distributors, rack jobbers, and voluntary group wholesalers.

The sales of wholesale merchants, as measured by a monthly reporting panel of such establishments, have been increasing consistently for several years. In 1972, they reached a new high of \$28,167 million, some 13% above the \$24,896 million recorded in 1971. Consumer goods wholesalers experienced an 11.2% increase in value of sales, compared with a 15.2% increase for wholesalers of industrial goods. The best results were recorded by wholesalers of grain, farm machinery, and construction materials and supplies; the poorest by wholesalers of footwear and coal and coke.

Table 17.31 shows the annual sales of wholesale merchants in 24 kind-of-business groupings and two residual categories during the period 1968-72. These data reflect changes in the wholesale trade series resulting from their adjustment to the 1966 Census benchmark. Further information is given in *Wholesale trade, 1966 establishments* (Catalogue No. 97-627) and *Wholesale trade, 1961-1971* (Catalogue No. 63-521).

In addition to the monthly survey of wholesale merchants, two annual surveys of wholesale trade are undertaken by Statistics Canada at the commodity level — farm implements and equipment, and construction machinery and equipment. (It should be noted that estimates of farm implement and equipment sales are also published monthly, in aggregate form, based on the data reported by a panel of major-line companies.) The results of the survey of construction machinery and equipment sales for the year 1970 were reported in the *1972 Canada Year Book*, pp. 999-1000. Later information was not available in time for this edition.