



63-008

C2

# DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA



Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

21  
Vol. 20 - No. 9

\$1.00 a year

## WHOLESALE TRADE

SEPTEMBER AND OCTOBER, 1955

ANNUAL, 1951-1954

(New Dollar Series)

Estimated wholesale sales for September and October, 1955, were \$618,764,000 and \$594,510,000 respectively. In the case of September, this represents an increase of 19.8% over sales during the same month in 1954. In the case of October, the increase over the same month in 1954 was 15.6%. Cumulative figures indicate sales for the period January-October, 1955, were 13.0% over the corresponding period in 1954. These figures, as well as annual sales figures since 1951, are outlined for various trade classifications in the tables which follow the text of this report.

This is the first publication of a new series dealing with wholesale trade. While monthly unadjusted indexes of sales for nine wholesale trades have been published for many years, estimates of total wholesale sales, unadjusted for price changes or seasonal variations, are reported in this publication for the first time since 1939. As in the past, adjustment has not been made for firms entering and leaving the trade. A project presently under way will make it possible to take account of this important factor when revised figures are reported. Estimated variations in inventories held by wholesale firms have been published in the past for a similar nine trades but this series is now discontinued pending the study of a more adequate approach to inventory statistics.

While statistics of population, production, external trade, and various other aspects of the social and economic life of the nation are of long standing, data relating to the form and extent of the distribution of goods and services are of more recent origin. The first complete census of distribution was taken for the year 1930 in connection with the seventh Decennial Census of 1931. Complete censuses were taken for the years 1941 and 1951. Since 1931, periodic inter-censal estimates of wholesale trade, which is the subject of this report, have been published. These estimates have been based on a sampling procedure. The last annual review of wholesale trade was published prior to the ninth Decennial Census of Distribution, 1951, and covered the year 1949. Results of the 1951 census are available in Volume VIII of the Census of Canada, 1951. The last monthly indexes of wholesale trade published were for the month of August, 1955.

Prepared in Merchandising and Services Section,  
Industry and Merchandising Division.

6505-505-95  
6505-505-105

It should be pointed out that the wholesale group now being surveyed is comprised, as in the past, of firms falling within the category known as "wholesalers proper." These firms generally act as middlemen between the producer and the retailer or between the producer and the business, industrial or institutional user. They hold inventories and buy and sell on their own account. They are distinguishable from agents and brokers, manufacturers' sales branches, assemblers of primary products, petroleum bulk stations and other types of operation not included in the survey but usually considered to be part of the group which performs the wholesale functions.

A record of all wholesale firms was obtained during the 1951 Census and, within trade groups, these firms have been classified into three size strata from which the current sample has been drawn. The estimates contained herein are based on reports from about 1,400 wholesale firms. The trends revealed by these firms have been applied to the results (adjustments having been made for omissions) of the Decennial Census of Distribution, 1951, to produce estimates of sales during the subsequent period. As indicated above, revised figures will be published at a later date.

With one exception, the nature of each trade group can be ascertained readily from its title. Motor vehicle and grain firms which are classified as wholesalers are included with "all other." This residual group includes, as well, a large variety of trades dealing in both consumers' and producers' goods. It includes firms whose main activity is in one or more of such trade lines as the following: sporting goods, toys, beer and ale, books, household and office furniture, industrial chemicals, metal goods, scrap metal, rubber goods, used machinery, leather, live stock, live stock feeds, scientific equipment, optical goods, etc.

The Bureau wishes to acknowledge with thanks the co-operation received from many respondents. Their promptness in reporting business results makes this publication possible.

WHOLESALE TRADE

Estimated Sales  
(thousands of dollars)

Annual for 1951 - 1954 inclusive, Cumulative for the periods January - October 1954 and 1955,  
and Monthly for September and October, 1955,  
classified by kinds of business.

Kind of Business	1951 (actual)	1952	1953	1954	Jan.-Oct. 1954	Jan.-Oct. 1955	Sept. 1955	Oct. 1955
TOTAL, ALL TRADES.....	5,744,355	6,006,195	6,242,912	6,062,566	4,956,170	5,601,447	618,764	594,510
Fresh Fruits and Vegetables.....	183,428	212,407	202,027	211,145	178,834	183,004	16,467	16,711
Groceries and Food Specialties..	883,323	909,255	944,999	1,036,220	851,884	936,406	109,698	103,098
Meat and Dairy Products.....	173,147	162,358	171,759	171,108	141,057	133,319	14,958	15,159
Clothing and Furnishings.....	85,242	89,275	88,907	80,944	66,401	70,742	10,339	9,756
Footwear.....	28,456	29,370	28,434	26,770	22,215	23,417	3,635	2,993
Other Textile and Clothing Accessories.....	180,214	183,509	180,711	174,179	144,384	150,874	21,189	19,620
Drugs and Drug Sundries.....	133,260	140,079	147,695	153,124	125,652	136,165	15,362	14,991
Household Electrical Appliances	93,200	125,446	138,179	150,136	114,582	128,317	18,697	18,461
Farm Machinery.....	65,653	72,459	71,247	52,084	47,767	53,108	4,879	4,674
Coal and Coke.....	226,665	224,524	197,161	179,007	145,128	142,152	16,106	18,220
Hardware.....	266,926	261,623	268,808	260,809	216,613	230,767	28,618	28,000
Construction Materials and Supplies, including Lumber....	514,956	505,916	550,448	546,698	447,269	549,432	69,361	64,761
Industrial and Transportation Equipment and Supplies.....	437,036	536,492	533,486	462,233	384,647	466,647	54,238	50,263
Commercial, Institutional and Service Equipment and Supplies	72,574	78,033	82,954	89,240	74,013	82,339	8,642	8,564
Automotive Parts and Accessories	246,750	263,535	269,308	262,035	214,840	290,459	31,283	31,152
Newsprint, Paper and Paper Products.....	212,621	226,250	236,752	249,481	203,577	215,972	23,556	25,667
Tobacco, Confectionery and Soft Drinks.....	457,473	524,921	504,556	498,537	405,617	416,210	46,723	41,376
All Other.....	1,483,431	1,460,712	1,625,480	1,458,815	1,171,694	1,392,117	125,013	121,134


WHOLESALE TRADE

Percentage Changes in Estimated Sales from the corresponding figure one year previous,  
 classified by kinds of business.

Kind of Business	1952	1953	1954	Jan.-Oct. 1955	Sept. 1955	Oct. 1955
TOTAL, ALL TRADES.....	+ 4.6	+ 3.9	- 2.9	+ 13.0	+ 19.8	+ 15.6
Fresh Fruits and Vegetables.....	+ 15.8	- 4.9	+ 4.5	+ 2.3	- 4.9	- 0.8
Groceries and Food Specialties.....	+ 2.9	+ 3.9	+ 9.7	+ 9.9	+ 18.6	+ 11.4
Meat and Dairy Products.....	- 6.2	+ 5.8	- 0.4	- 5.5	+ 4.7	- 1.6
Clothing and Furnishings.....	+ 4.7	- 0.4	- 9.0	+ 6.5	+ 16.4	+ 20.8
Footwear.....	+ 3.2	- 3.2	- 5.9	+ 5.4	+ 17.9	+ 13.4
Other Textile and Clothing						
Accessories.....	+ 1.8	- 1.5	- 3.6	+ 4.5	+ 8.0	+ 12.7
Drugs and Drug Sundries.....	+ 5.1	+ 5.4	+ 3.7	+ 8.4	+ 11.9	+ 7.7
Household Electrical Appliances....	+ 34.6	+ 10.2	+ 8.7	+ 12.0	+ 24.8	+ 18.6
Farm Machinery.....	+ 10.4	- 1.7	- 26.9	+ 11.0	+ 24.7	+ 45.0
Coal and Coke.....	- 0.9	- 12.2	- 9.2	- 2.1	- 6.8	+ 6.4
Hardware.....	- 2.0	+ 2.7	- 3.0	+ 6.5	+ 9.5	+ 14.4
Construction Materials and Supplies						
including Lumber.....	- 1.8	+ 8.8	- 0.7	+ 22.8	+ 34.5	+ 25.6
Industrial and Transportation						
Equipment and Supplies.....	+ 22.8	- 0.6	- 13.4	+ 21.3	+ 53.9	+ 37.5
Commercial, Institutional and						
Service Equipment and Supplies...	+ 7.5	+ 6.3	+ 7.6	+ 11.2	+ 11.7	+ 11.2
Automotive Parts and Accessories...	+ 6.8	+ 2.2	- 2.7	+ 35.2	+ 45.2	+ 46.9
Newsprint, Paper and Paper Products	+ 6.4	+ 4.6	+ 5.4	+ 6.1	+ 7.8	+ 10.8
Tobacco, Confectionery and Soft						
Drinks.....	+ 14.7	- 3.9	- 1.2	+ 2.6	+ 5.1	+ 1.6
All Other.....	- 1.5	+ 11.3	- 10.3	+ 18.8	+ 22.3	+ 14.3