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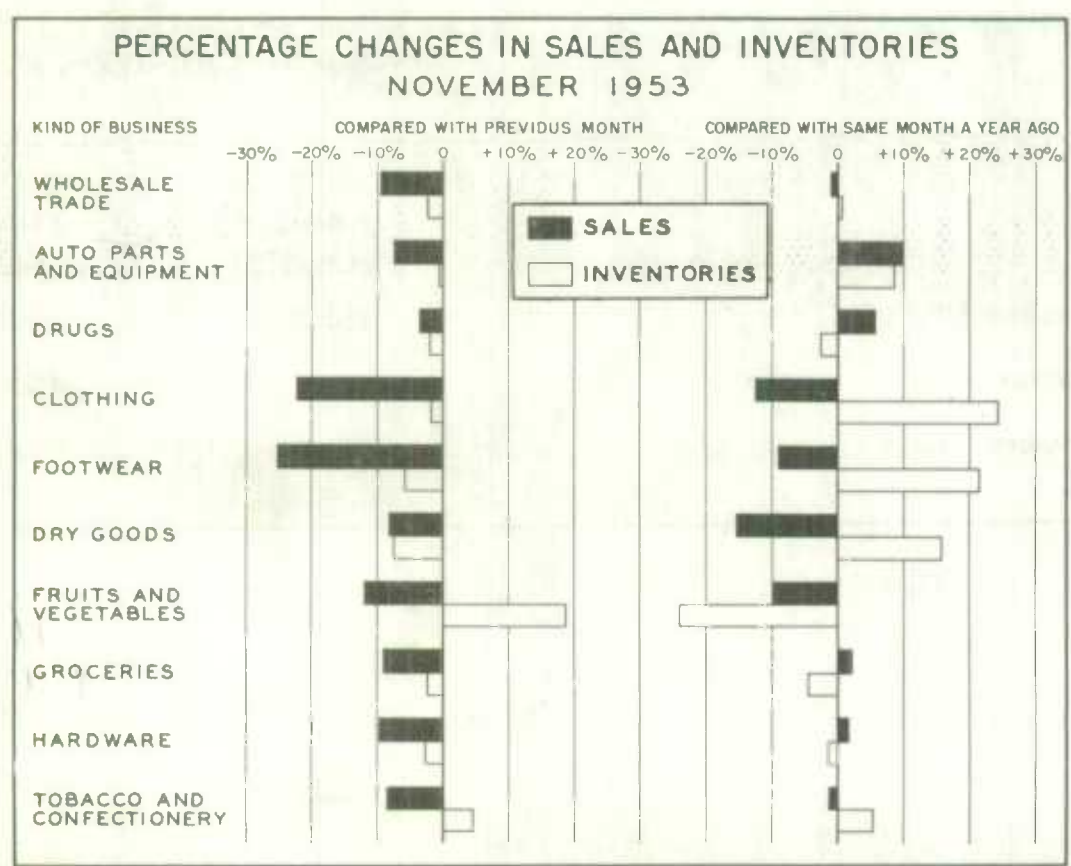
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WHOLESALE TRADE NOVEMBER, 1953

The results shown in this report are based on returns from 400 wholesalers distributed over nine trades. They reflect trends in dollar volume of business and are not adjusted for changes in wholesale prices.

The unadjusted index for the total of the nine trades (on the base of 1935-1939= 100) stood at 361.0 for November 1953 compared with 362.3 for November a year ago and 398.9 for October 1953.



Sales Trends by Trades

Wholesale sales in November were slightly lower than in the same month of 1952 and showed a considerable seasonal decrease from October 1953. Declines in the soft goods trades and in fruit and vegetables more than offset increased sales in the other trades covered in this survey. Wholesalers of dry goods and clothing reported sales decreases of 15% and 13% respectively, while fruit and vegetable wholesalers reported 10% less sales this November. Wholesalers of auto parts and equipment showed a 10% increase in sales, drugs 6%, groceries and hardware 2% over November of last year.

Inventories

The increase in dollar value of stocks at the end of November 1953 over the same date last year was greatest in the clothing, footwear and dry goods trades with gains of 24%, 21% and 16%, respectively. Substantially lower inventories of fruit and vegetable wholesalers (-24%) together with lesser decreases in the inventory level of drug, grocery and hardware wholesalers resulted in only a fractional total inventory gain over November 1952.

Grocery and Dry Goods Wholesalers' Inventories

Month and Year	Index Number of Wholesale Inventories (Average for 1935-1939=100)	
	<u>Dry Goods Wholesalers</u>	<u>Grocery Wholesalers</u>
November 1953	220.0	274.8
October 1953	255.9	260.9
November 1952	190.0	287.4

Wholesale Trade in Canada

NOVEMBER 1953

Trade and Region	Monthly Indexes of Sales (Average 1935-39 = 100)			Percentage Change (Current month over same month last year)	
	November(P) 1953	October(R) 1953	November 1952	Sales %	Inventory %
Wholesale Trade¹, Canada	361.0	398.9	362.3	- 0.9	+ 0.7
Auto Parts and Equipment	614.1	663.9	562.7	+ 9.9	+ 8.6
Maritimes and Quebec	539.1	565.7	516.9	+ 4.3	
Ontario	624.9	711.0	523.8	+ 19.3	
Western Provinces.....	653.1	664.3	656.4	- 0.5	
Drugs	409.5	424.9	387.3	+ 5.7	- 2.5
Maritimes, Quebec and Ontario	393.5	409.7	373.3	+ 5.4	
Western Provinces	462.8	475.4	434.1	+ 6.6	
Clothing	282.5	363.3	322.8	- 12.5	+ 24.3
Footwear	321.7	430.1	353.1	- 8.9	+ 21.4
Dry Goods	265.9	290.0	314.2	- 15.4	+ 15.8
Maritimes and Quebec	248.6	262.6	297.4	- 16.4	
Ontario	270.6	307.3	321.4	- 15.8	
Western Provinces	287.7	315.6	333.0	- 13.6	
Fruits and Vegetables.....	261.4	297.4	291.2	- 9.9	- 24.0
Maritimes and Quebec	205.8	172.0	220.3	- 6.6	
Ontario	238.2	257.3	271.6	- 12.3	
Western Provinces	334.7	452.2	376.1	- 11.0	
Groceries	311.6	342.2	305.8	+ 2.1	- 4.4
Maritimes	312.1	350.0	326.5	- 4.4	
Quebec	239.5	251.6	227.9	+ 5.1	
Ontario	301.4	340.3	294.9	+ 2.2	
Prairies	316.6	343.5	305.0	+ 3.8	
British Columbia	455.6	494.7	448.0	+ 1.7	
Hardware	472.0	523.3	464.4	+ 1.6	- 1.4
Maritimes	404.9	535.9	383.4	+ 5.6	
Quebec	523.8	544.8	505.6	+ 3.6	
Ontario	483.6	542.0	479.8	+ 0.8	
Western Provinces	449.0	499.5	446.8	+ 0.5	
Tobacco and Confectionery	408.0	446.3	413.7	- 1.3	+ 5.4
Maritimes and Quebec	396.6	450.3	391.5	+ 1.3	
Ontario	410.1	446.2	421.0	- 2.6	
Western Provinces	423.1	439.3	436.2	- 3.0	

1. Composite of Nine Trades

Note: Figures for Newfoundland are not included.

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