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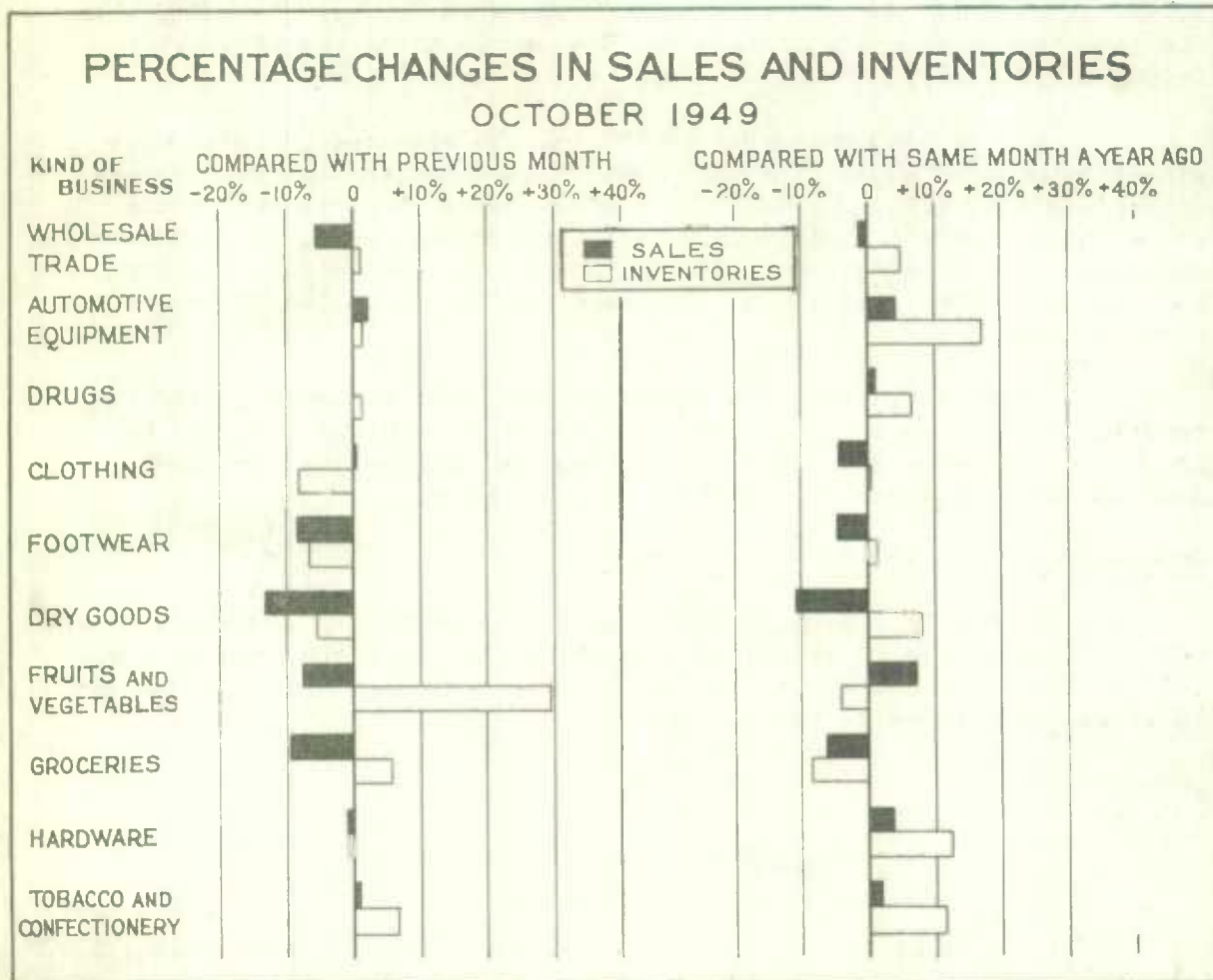


WHOLESALE TRADE
OCTOBER 1949

Wholesale Sales 2% Below October, 1948

Dollar sales of wholesalers in October, 1949 were 2% lower than in October a year ago and 5% below the dollar volume for September, 1949 according to statements submitted by 378 wholesalers representing nine lines of trade. Cumulative sales for the first ten months of 1949 were 4% in excess of the total sales for the corresponding period in 1948. The general unadjusted index (on the base, average for 1935 - 1939 = 100) stood at 314.5 for October, 1949, 319.3 for October, 1948, and 332.6 for September, 1948.

The Prairie Provinces, with a gain of 1%, was the only region to register an increase in dollar volume of wholesale sales. Wholesale sales in Ontario were fractionally lower than in October, 1948 while declines of 4% were recorded for Quebec and British Columbia. Sales in the Maritime Provinces were down 5%.



Modest Gains Recorded in 5 Trades

The largest percentage increase in dollar sales over October, 1948, was reported by fruit and vegetable wholesalers whose sales in October this year were 7% higher than in the same month last year. Automotive equipment and hardware wholesalers' sales were 4% in excess of October a year ago while tobacco and confectionery wholesalers and drug wholesalers reported gains of 2% and 1% respectively.

October gains over last year were generally lower than the gains for the year to date compared with the corresponding period of 1948.

Dry Goods and Apparel and Grocery Sales Drop

Declines from 1948 were again reported for the three dry goods and apparel trades. Sales of clothing wholesalers were down 4%, footwear wholesalers' sales, 5%, while a drop of 11% was recorded in the dollar sales volume of dry goods wholesalers. Wholesale grocers' sales were 6% below the October, 1948, volume.

5% Increase in Value of Stocks

Wholesalers' inventories in the nine trades included in this survey were valued 5% higher in dollar volume at October 31, 1949, than the inventories at the same date in 1948 and 1% above the value at September 30, 1949.

Substantial increases of 17% and 12% were recorded in value of stocks on hand by automotive equipment wholesalers and hardware wholesalers respectively. Tobacco and confectionery wholesalers' stocks showed an increase of 11% in value while dry goods, drug, and footwear wholesalers reported gains of 8%, 5%, and 1% respectively. Clothing wholesalers' stocks registered no change in value from the corresponding date in 1948.

Declines in value of stocks on hand were recorded in the food trades. A decrease of 4% in value of stocks on hand was reported by fruit and vegetable dealers while grocery wholesalers reported an 8% drop in value of inventory compared with a year ago.

Stock-Sales Ratio in the Grocery Trade

Stocks held by wholesalers at the beginning of October are normally 17% in excess of sales for that month (based on the average for 1936 - 1942). Stocks at the beginning of October this year were valued 2% higher than sales in that month.

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Percentage Changes in Wholesale Trade

Trade and Region	Percentage Change				INVENTORY
	SALES				
	(1) September, 1949 September, 1948	(2) October, 1949 October, 1948	October, 1949 September 1949	Jan.- to - Oct., 1949 Jan.- to - Oct., 1948	
Automotive Equipment ...	+ 0.6	+ 4.2	+ 2.0	+ 5.7	+ 17.1
Maritimes and Quebec .	- 9.8	-13.4	+ 7.0	- 9.1	
Ontario	+ 4.3	+ 6.8	- 6.2	+ 8.1	
Western Provinces	+ 1.4	+ 8.7	+ 4.5	+ 9.4	
Drugs	+ 9.9	+ 1.0	(x)	+ 8.4	+ 5.4
Maritimes, Que. and Ont.	+ 9.2	- 0.7	- 6.0	+ 8.6	
Western Provinces	+11.9	+ 5.1	+15.6	+ 8.1	
Clothing	- 4.4	- 4.4	+ 0.4	- 5.4	+ 0.4
Quebec	+ 5.8	+ 4.4			
Ont. & Western Provinces	- 9.7	- 9.9			
Footwear	- 0.7	- 4.8	- 8.4	- 1.0	+ 1.4
Maritimes and Quebec .	- 9.6	- 0.9			
Ont. & Western Provinces	+ 6.7	- 7.9			
Dry Goods	- 2.1	-10.7	-13.1	- 7.8	+ 8.1
Maritimes and Quebec..	- 7.5	-16.9	-15.3	-10.8	
Ontario	+ 1.6	-10.7	-11.3	- 5.4	
Western Provinces	+ 2.1	- 1.3	- 8.5	- 5.6	
Fruits and Vegetables ..	- 3.3	+ 7.2	- 7.4	+14.6	- 4.1
Maritimes and Quebec..	-13.1	+22.5	+35.4	+11.5	
Ontario	- 4.6	+14.0	- 2.4	+11.9	
Western Provinces	+ 0.3	- 3.7	-25.3	+18.4	
Groceries	+ 0.5	- 6.2	- 9.5	+ 1.0	- 8.5
Maritimes	+ 2.4	- 6.4	- 3.2	- 1.4	
Quebec	- 3.9	- 7.8	- 7.3	- 4.5	
Ontario	+ 1.9	- 5.7	- 9.6	+ 2.0	
Prairies	+ 0.1	- 5.1	-12.2	+ 2.4	
British Columbia	+ 0.6	- 7.4	- 7.3	+ 3.4	
Hardware	+ 7.6	+ 3.8	- 1.0	+ 6.0	+12.2
Maritimes	- 2.0	+ 0.5	+ 3.8	+ 2.0	
Quebec	+ 8.5	+ 0.8	- 9.9	+ 2.7	
Ontario	+ 5.6	+ 2.8	- 9.0	+ 8.7	
Western Provinces	+ 9.4	+ 6.4	+ 2.6	+ 6.8	
Tobacco and Confectionery	+ 2.9	+ 1.8	+ 1.0	+ 4.6	+11.3
Maritimes and Quebec ..	+ 4.2	- 1.0	- 3.3	+ 3.4	
Ontario	+ 3.2	+ 3.2	- 2.0	+ 4.0	
Western Provinces	+ 2.1	+ 1.6	- 0.5	+ 5.7	
Wholesale Trade -					
Maritimes	+ 1.2	- 5.0	- 3.4	- 0.6	
Quebec	- 2.0	- 3.7	- 1.7	- 1.1	
Ontario	+ 2.6	- 0.2	- 6.9	+ 4.6	
Prairies	+ 5.0	+ 0.7	-10.4	+ 8.6	
British Columbia	- 2.6	- 3.8	+ 3.4	+ 0.4	
CANADA	+ 1.7	- 1.5	- 5.4	+ 3.6	+ 4.8

(1) Revised (2) Preliminary (x) Unchanged

Note: Figures for Newfoundland are not available.

MONTHLY INDEX NUMBERS OF WHOLESALE SALES IN CANADA
(Average, 1935 - 1939 = 100)

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Year and Month	WHOLESALE TRADE						AUTOMOTIVE EQUIPMENT			
	CANADA	Maritimes	Quebec	Ontario	Prairies	British Columbia	CANADA	Maritimes & Quebec	Ontario	Western Provinces
October, 1946	276.8	296.4	272.7	267.3	276.9	298.1	360.8	415.8	332.3	340.7
October, 1947	325.5	360.7	322.1	326.9	297.7	372.6	423.6	498.5	412.4	372.4
October, 1948	319.3	336.1	307.0	307.0	320.3	367.4	489.7	541.9	436.3	486.7
September, 1949	332.6	330.4	300.7	329.2	359.9	341.7	500.2	438.8	496.6	506.0
October, 1949	314.5	319.3	295.6	306.4	322.5	353.4	510.3	469.3	466.0	529.0

Year and Month	DRUGS			CLOTHING	FOOTWEAR	DRY GOODS			
	CANADA	Maritimes Que. & Ont.	Western Provinces	CANADA	CANADA	CANADA	Maritimes & Quebec	Ontario	Western Provinces
October, 1946	292.1	285.0	309.9	282.3	350.5	228.7	210.0	242.7	247.2
October, 1947	313.4	313.2	310.8	295.6	427.6	279.9	267.1	300.7	281.3
October, 1948	320.3	313.8	336.3	313.3	393.0	322.2	318.1	334.7	320.4
September, 1949 ...	323.5	331.4	305.8	298.2	408.5	330.9	312.2	337.0	345.7
October, 1949	323.5	311.6	353.5	299.5	374.1	287.7	264.3	298.9	316.2

Year and Month	GROCERIES						FRUITS AND VEGETABLES			
	CANADA	Maritimes	Quebec	Ontario	Prairies	British Columbia	CANADA	Maritimes & Quebec	Ontario	Western Provinces
October, 1946	248.2	284.1	256.8	249.2	227.1	266.0	287.5	226.6	254.4	356.4
October, 1947	318.7	361.9	309.4	344.4	268.7	370.0	278.0	222.5	255.7	330.4
October, 1948	287.1	323.5	253.4	286.9	274.3	356.7	227.7	162.4	195.9	300.7
September, 1949 ...	297.6	312.8	252.0	299.2	296.5	356.3	263.7	146.9	228.8	387.6
October, 1949	269.3	302.8	233.6	270.5	260.3	330.3	244.1	198.9	223.3	289.6

Year and Month	HARDWARE					TOBACCO AND CONFECTIONERY			
	CANADA	Maritimes	Quebec	Ontario	Western Provinces	CANADA	Maritimes & Quebec	Ontario	Western Provinces
October, 1946	297.2	311.8	270.0	272.1	320.7	336.8	344.6	314.6	320.2
October, 1947	359.6	393.8	349.9	354.5	360.1	363.1	394.2	332.8	342.3
October, 1948	393.0	426.1	383.1	395.6	389.6	382.7	405.2	349.8	365.6
September, 1949 ...	412.2	412.5	428.8	446.9	403.8	385.9	414.6	368.5	373.4
October, 1949	407.9	428.2	386.2	406.7	414.5	389.6	401.1	361.0	371.4