

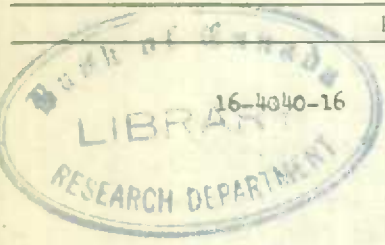
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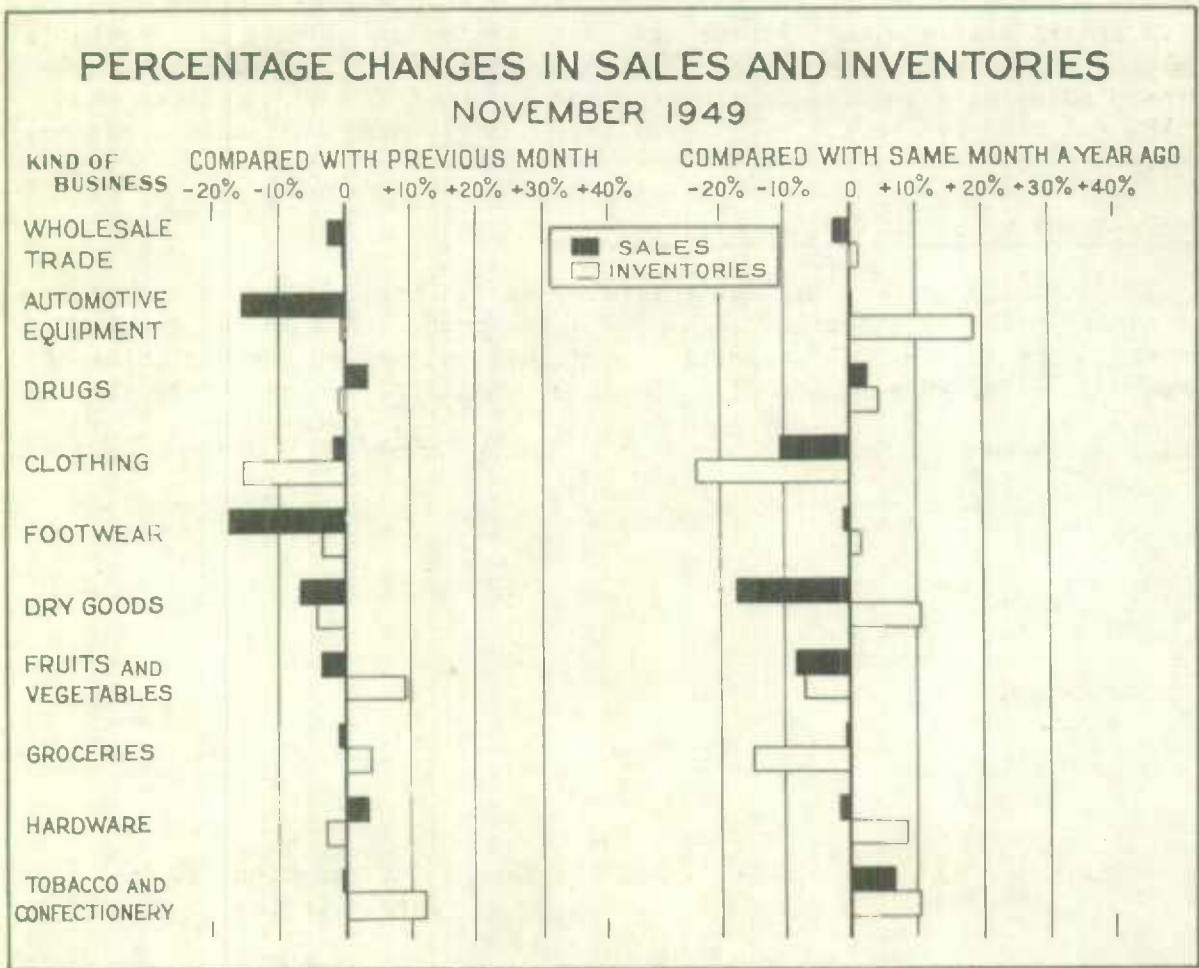


WHOLESALE TRADE
NOVEMBER 1949

Dollar Sales Down 2% from November, 1948

Sales of wholesalers in November, 1949 were 2% below the dollar volume for November, 1948 and 3% lower than in October, 1949 according to statements submitted by 367 wholesalers representing nine lines of trade. Cumulative sales for the first eleven months of 1949 were 3% higher in dollar volume than dollar sales during the corresponding period of 1948. The general unadjusted index (on the base, average for 1935-1939 = 100) stood at 306.7 for November, 1949, 313.6 for November, 1948, and 314.8 for October, 1949.

The only region to register an increase in dollar sales was the Prairie Provinces where sales volume was 3% in excess of that for November, 1948. Wholesale sales in Ontario remained at virtually the same volume as in 1948, while decreases were recorded for all other regions. Dollar sales of wholesalers in British Columbia were down 6%; in Quebec, 7%; and in the Maritime Provinces, 12%.



Only 2 Trades Show Gains in Sales

Tobacco and confectionery and drug wholesalers were the only trades among the nine surveyed to register increases in volume of sales over November, 1948. Dollar sales of tobacco and confectionery wholesalers were up 7% and drug wholesalers' sales increased 3%.

Automotive equipment wholesalers and grocery wholesalers reported sales practically unchanged from November of the previous year.

Small declines of 1% and 2% were recorded for footwear and hardware wholesalers respectively. More substantial declines were recorded for the other trades as follows: fruit and vegetable dealers, 8%; clothing wholesalers, 11%; and dry goods wholesalers, 17%.

Increase of 1% in Value of Stocks on Hand

Value of stocks in the hands of wholesalers in the nine lines of trade surveyed was 1% higher at November 30, 1949 than at the corresponding date in 1948 and was unchanged from the value at the end of October, 1949.

Largest increase in value of stocks on hand compared with November 30, 1948 was recorded by automotive equipment wholesalers at 19%. Increases of 11%, 10%, and 9% were reported by wholesalers of dry goods, tobacco and confectionery, and hardware respectively, while smaller gains of 4% and 2% occurred in the drug and footwear trades. Fruit and vegetable dealers' inventories were valued 7% lower at November 30, 1949 than at the corresponding date in 1948, while declines in the value of stocks on hand of 15% and 24% were registered for grocery and clothing wholesalers respectively.

Stocks-Sales Ratio in the Grocery Trade

Stocks held by wholesale grocers at the beginning of November are normally 43% in excess of sales for that month (based on the average for the years 1936 - 1942). Wholesale grocers' stocks at the beginning of November in 1949 were valued only 2% higher than their sales during the month.

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Percentage Changes in Wholesale Trade

Trade and Region	Percentage Change				INVENTORY Nov., 1949 Nov., 1948
	SALES				
	(1)	(2)	November,	Jan. - to -	
	October, 1949	November, 1949	1949	Nov., 1949	
	October, 1948	November, 1948	October, 1949	Jan. - to - Nov., 1948	
Automotive Equipment	+ 3.8	+ 0.2	-15.7	+ 5.1	+18.9
Maritimes and Quebec...	-14.2	- 3.9	- 7.9	- 8.7	
Ontario	+ 6.8	+ 8.4	-10.6	+ 8.2	
Western Provinces	+ 8.7	- 4.9	-16.4	+ 7.8	
Drugs	+ 1.2	+ 2.8	+ 3.2	+ 7.9	+ 4.4
Maritimes, Que. and Ont.	(x)	+ 2.9	+ 4.4	+ 8.1	
Western Provinces	+ 4.4	+ 2.6	+ 0.9	+ 7.5	
Clothing	- 7.2	-10.8	- 1.9	- 6.3	-23.7
Quebec	+ 4.4	- 3.5			
Ont. & Western Provinces	-13.4	-17.2			
Footwear	- 4.8	- 0.8	-17.2	- 1.0	+ 1.7
Maritimes and Quebec ..	- 0.9	+ 9.2			
Ont. & Western Provinces	- 7.9	- 9.8			
Dry Goods	-10.1	-17.1	- 6.8	- 8.7	+10.5
Maritimes and Quebec ..	-18.3	-24.3	- 6.9	-12.5	
Ontario	- 8.3	- 6.9	+ 3.3	- 5.4	
Western Provinces	- 1.3	-19.0	- 8.5	- 7.2	
Fruits and Vegetables ...	+ 7.2	- 8.2	- 3.5	+12.3	- 7.0
Maritimes and Quebec ..	+22.5	-19.6	- 6.5	+ 8.3	
Ontario	+13.9	- 7.2	+ 2.0	+10.1	
Western Provinces	- 3.7	- 2.9	- 0.9	+16.1	
Groceries	- 6.0	- 0.3	- 0.9	+ 0.9	-14.8
Maritimes	- 6.1	-12.4	-12.9	- 2.4	
Quebec	- 6.7	- 1.2	+ 2.1	- 4.0	
Ontario	- 5.9	+ 1.1	+ 1.3	+ 1.9	
Prairies	- 5.1	+ 8.1	+ 0.7	+ 3.0	
British Columbia	- 7.4	- 5.6	- 0.8	+ 2.5	
Hardware	+ 3.8	- 1.9	+ 3.6	+ 5.2	+ 8.5
Maritimes	+ 0.5	-10.4	-22.3	+ 0.7	
Quebec	+ 0.8	- 4.5	+ 6.3	+ 1.9	
Ontario	+ 2.8	- 1.1	+ 8.6	+ 7.6	
Western Provinces	+ 6.4	- 0.3	+ 3.2	+ 6.0	
Tobacco and Confectionery	+ 2.3	+ 6.6	- 0.3	+ 4.8	+10.4
Maritimes and Quebec ..	(x)	+ 8.7	- 0.5	+ 4.0	
Ontario	+ 3.2	+ 3.1	- 0.3	+ 3.9	
Western Provinces	+ 2.5	+ 9.0	+ 9.8	+ 6.1	
Wholesale Trade -					
Maritimes	- 4.9	-11.7	-11.6	- 1.7	
Quebec	- 3.3	- 6.7	- 4.4	- 1.6	
Ontario	- 0.3	(x)	- 0.3	+ 4.2	
Prairies	+ 0.6	+ 2.9	- 0.8	+ 8.0	
British Columbia	- 3.4	- 6.2	- 1.4	- 0.2	
CANADA	- 1.4	- 2.2	- 2.6	+ 3.1	+ 1.3

(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
November, 1946	257.2	280.4	246.9	251.0	257.9	288.7	327.4	362.0	298.7	342.8
November, 1947	295.0	314.9	290.1	292.2	281.1	345.6	413.8	457.6	381.1	429.9
November, 1948	313.6	319.9	304.3	305.1	310.6	373.2	427.5	445.7	384.1	465.2
October, 1949	314.8	319.6	296.9	306.1	322.2	354.9	508.3	465.0	466.0	529.0
November, 1949	306.7	282.5	283.9	305.1	319.6	350.1	428.4	428.3	416.4	442.4

Year and Month	DRUGS			CLOTHING	FOOTWEAR	DRY GOODS			
	CANADA	Maritimes Que. & Ont.	Western Provinces	CANADA	CANADA	CANADA	Maritimes & Quebec	Ontario	Western Provinces
November, 1946	284.3	277.3	305.2	273.7	292.3	218.9	201.4	243.6	239.1
November, 1947	278.3	272.6	295.1	279.7	280.6	262.9	248.7	295.5	272.1
November, 1948	325.3	318.4	345.3	319.7	312.3	325.7	315.8	340.4	357.0
October, 1949	324.1	313.8	351.1	290.7	374.1	289.7	256.7	306.9	316.2
November, 1949	334.4	327.6	354.3	285.2	309.8	270.0	239.1	316.9	289.2

Year and Month	GROCERIES						FRUITS AND VEGETABLES			
	CANADA	Maritimes	Quebec	Ontario	Prairies	British Columbia	CANADA	Maritimes & Quebec	Ontario	Western Provinces
November, 1946	231.2	274.7	229.8	232.1	210.6	256.2	263.9	234.4	249.4	309.9
November, 1947	282.8	324.1	280.1	295.2	248.7	317.9	261.5	261.8	251.1	279.2
November, 1948	268.4	302.1	244.2	270.4	242.5	347.1	256.5	231.4	245.1	295.7
October, 1949	269.9	303.8	236.4	270.0	260.3	330.3	244.1	198.9	223.1	289.6
November, 1949	267.6	264.6	241.3	273.4	262.1	327.7	235.5	186.0	227.5	287.1

Year and Month	HARDWARE					TOBACCO & CONFECTIONERY			
	CANADA	Maritimes	Quebec	Ontario	Western Provinces	CANADA	Maritimes & Quebec	Ontario	Western Provinces
November, 1946	290.7	246.3	277.9	276.7	308.6	311.0	274.3	300.2	333.9
November, 1947	350.6	308.9	353.5	345.0	355.8	327.8	317.1	308.9	347.9
November, 1948	430.9	371.3	429.9	446.4	429.1	366.2	370.7	349.1	377.5
October, 1949	407.9	428.2	386.2	406.7	414.5	391.5	405.2	361.0	374.7
November, 1949	422.7	332.7	410.6	441.5	427.8	390.4	403.0	359.9	411.5