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DEPARTMENT OF TRADE AND COMMERCE  
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INDUSTRY AND MERCHANDISING DIVISION  
MERCHANDISING AND SERVICES SECTION  
OTTAWA, CANADA

## WHOLESALE TRADE

JUNE 1949

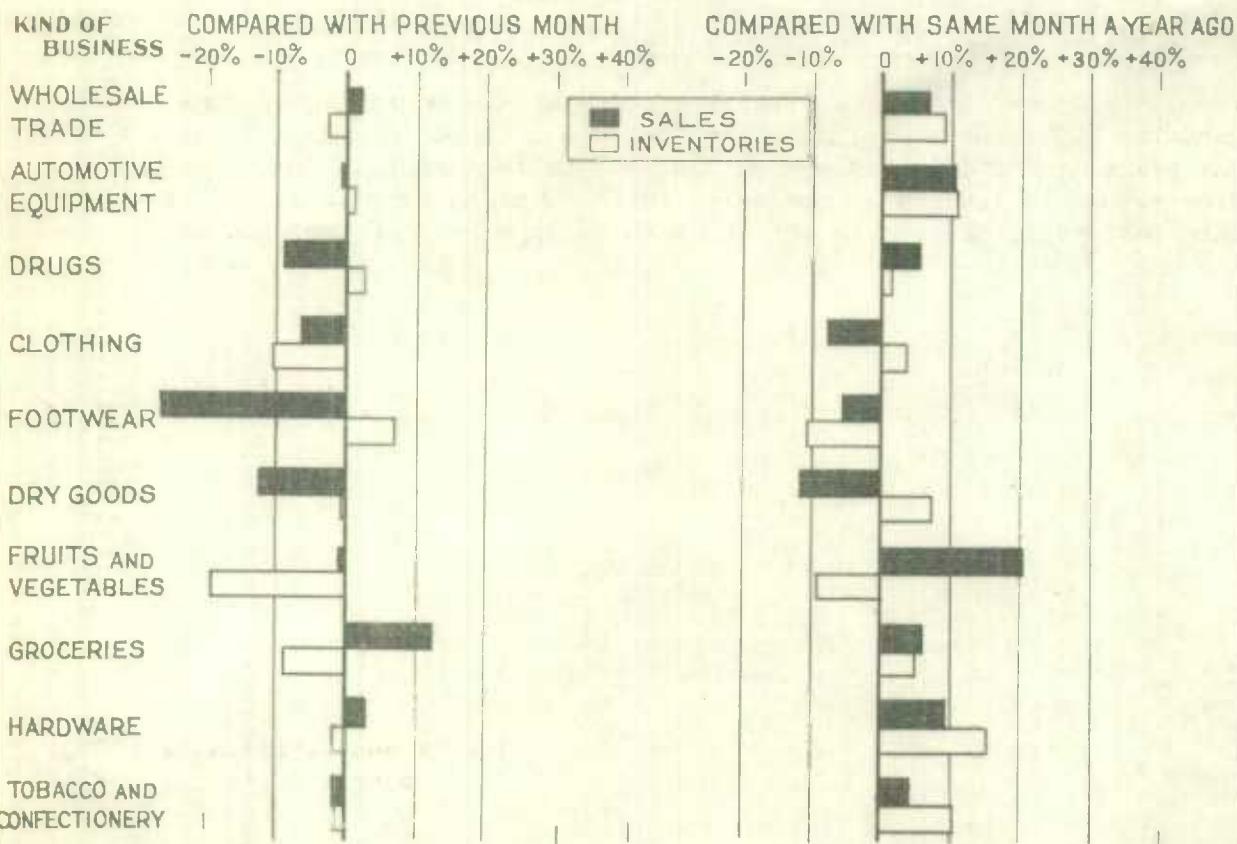
Dollar Sales Increased 7% Over June, 1948

Dollar sales of wholesalers in June, 1949 were 7% higher than in June, 1948 and 2% above the dollar volume for May, 1949 according to returns submitted by 369 wholesalers representing nine lines of trade. Cumulative sales for the first six months of 1949 were 5% over the volume for the corresponding period of 1948. The general unadjusted index (on the base, average for 1935-1939=100) stood at 309.4 for June, 1949, 290.0 for June, 1948, and 303.0 for May, 1948.

Continuing the trend of the past few months, the Prairie Provinces recorded the greatest increase over last year with sales up 10%. Ontario and British Columbia followed with gains of 8% and 7% respectively. Wholesalers in Quebec recorded an increase of 2% in dollar volume of sales while practically no change from June, 1948 was registered in the Maritime Provinces.

### PERCENTAGE CHANGES IN SALES AND INVENTORIES

JUNE 1949



Dollar sales of fruits and vegetables were maintained at a level considerably above that for June, 1948 with a gain of 21%, while automotive equipment and hardware dealers recorded increases over June last year of 10% and 9% respectively. Sales of grocery wholesalers were 7% higher in dollar volume than in the same month a year ago with gains of 5% and 4% being reported by drug wholesalers and tobacco and confectionery wholesalers.

The dry goods and apparel trades reported a drop in sales with footwear wholesalers' sales down 5%, clothing wholesalers' sales 8% below last year and a decrease of 12% in dry goods wholesalers' sales.

#### Inventories

Inventories of wholesalers in the nine lines of trade surveyed at the end of June, 1949 were 9% higher in dollar value than at the corresponding date in 1948. Hardware wholesalers reported the greatest increase in value of stocks on hand at 15%. Stocks of automotive equipment and tobacco and confectionery wholesalers were both valued 11% higher than at June 30, 1948. Dry goods, grocery, clothing and drug wholesalers all registered increases in value of inventories compared with the same date a year ago with gains ranging from 7% to 2%.

Fruit and vegetable dealers' inventories were down 9%, while footwear wholesalers reported a drop of 11% in value of stocks on hand.

#### Stocks-Sales Ratios in the Grocery Trade

Stocks held by wholesale grocers at the beginning of June are normally 20% in excess of sales in that month (based on the average for the years 1936-1942). Stocks on hand at the beginning of June this year were valued 1% lower than the sales for that month whereas at the same date last year, the stocks on hand were 4% in excess of the June sales.

Percentage Changes in Wholesale Trade

|                             | Percentage Change   |                     |              |                        |                        | INVENTORY |  |
|-----------------------------|---------------------|---------------------|--------------|------------------------|------------------------|-----------|--|
|                             | SALES               |                     |              |                        |                        |           |  |
|                             | (1)<br>May,<br>1949 | (2)<br>June<br>1949 | June<br>1949 | Jan.-to-<br>June, 1949 | Jan.-to-<br>June, 1948 |           |  |
|                             | May,<br>1948        | June<br>1948        | May<br>1949  | June<br>1948           | June<br>1948           |           |  |
| Automotive Equipment .....  | +10.5               | +10.4               | - 0.8        | + 6.8                  |                        | +10.7     |  |
| Maritimes and Quebec .....  | -16.9               | + 7.5               | - 4.5        | - 9.1                  |                        |           |  |
| Ontario .....               | +17.3               | +11.8               | + 3.9        | + 7.3                  |                        |           |  |
| Western Provinces .....     | +16.6               | +10.4               | - 1.5        | +12.8                  |                        |           |  |
| Drugs .....                 | +14.5               | + 5.1               | - 9.0        | + 9.5                  |                        | + 1.7     |  |
| Maritimes, Que. & Ont. ...  | +16.4               | + 4.2               | -13.5        | +10.0                  |                        |           |  |
| Western Provinces .....     | +10.3               | + 7.2               | + 2.8        | + 8.2                  |                        |           |  |
| Clothing .....              | + 7.0               | - 7.9               | - 6.5        | - 6.3                  |                        | + 3.7     |  |
| Quebec .....                | + 6.3               | - 3.1               |              |                        |                        |           |  |
| Ont. and Western Provinces  | + 7.5               | -11.8               |              |                        |                        |           |  |
| Footwear .....              | +30.2               | - 5.3               | -26.2        | + 2.1                  |                        | -10.8     |  |
| Maritimes and Quebec .....  | +32.0               | -20.2               |              |                        |                        |           |  |
| Ont. and Western Provinces  | +28.9               | + 9.2               |              |                        |                        |           |  |
| Dry Goods .....             | - 3.4               | -11.9               | -12.4        | - 7.2                  |                        | + 7.4     |  |
| Maritimes and Quebec .....  | - 7.5               | -14.1               | - 5.0        | - 9.4                  |                        |           |  |
| Ontario .....               | - 0.3               | - 5.7               | -13.3        | - 4.7                  |                        |           |  |
| Western Provinces .....     | - 0.3               | -17.0               | -25.0        | - 5.7                  |                        |           |  |
| Fruits and Vegetables ..... | +28.5               | +20.8               | - 0.9        | +17.0                  |                        | - 9.3     |  |
| Maritimes and Quebec .....  | +32.3               | +17.6               | - 8.6        | +12.4                  |                        |           |  |
| Ontario .....               | +23.1               | +10.1               | - 0.9        | +14.3                  |                        |           |  |
| Western Provinces .....     | +32.3               | +34.3               | + 7.8        | +22.9                  |                        |           |  |
| Groceries .....             | + 7.1               | + 6.5               | +12.8        | + 3.0                  |                        | + 5.1     |  |
| Maritimes .....             | + 2.7               | - 0.6               | + 4.5        | - 0.6                  |                        |           |  |
| Quebec .....                | - 1.8               | + 3.9               | +14.2        | - 6.3                  |                        |           |  |
| Ontario .....               | + 8.1               | + 9.6               | +15.3        | + 3.9                  |                        |           |  |
| Prairies .....              | + 8.7               | + 8.0               | +10.8        | + 7.4                  |                        |           |  |
| British Columbia .....      | +15.0               | + 5.5               | +13.3        | + 5.7                  |                        |           |  |
| Hardware .....              | + 9.6               | + 9.3               | + 3.0        | + 5.6                  |                        | +15.6     |  |
| Maritimes .....             | + 4.8               | - 0.1               | - 5.7        | + 2.2                  |                        |           |  |
| Quebec .....                | + 3.0               | + 2.2               | +12.5        | + 0.7                  |                        |           |  |
| Ontario .....               | +16.0               | +12.8               | + 6.2        | +10.7                  |                        |           |  |
| Western Provinces .....     | +10.2               | +12.3               | - 1.2        | + 5.7                  |                        |           |  |
| Tobacco and Confectionery . | +10.9               | + 4.4               | - 1.7        | + 5.8                  |                        | +10.6     |  |
| Maritimes and Quebec .....  | +10.7               | + 6.5               | +11.7        | + 4.3                  |                        |           |  |
| Ontario .....               | + 7.5               | + 6.8               | - 7.4        | + 4.5                  |                        |           |  |
| Western Provinces .....     | +14.7               | + 1.2               | (x)          | + 7.7                  |                        |           |  |
| Wholesale Trade -           |                     |                     |              |                        |                        |           |  |
| Maritimes .....             | + 2.9               | + 0.1               | - 3.0        | + 0.4                  |                        |           |  |
| Quebec .....                | + 4.8               | + 1.5               | - 2.0        | - 1.4                  |                        |           |  |
| Ontario .....               | +12.3               | + 8.1               | - 4.0        | + 6.2                  |                        |           |  |
| Prairies .....              | +16.5               | +10.4               | + 1.4        | +11.6                  |                        |           |  |
| British Columbia .....      | + 7.6               | + 7.1               | + 5.4        | + 0.9                  |                        |           |  |
| CANADA .....                | +10.5               | + 6.7               | + 2.1        | + 4.9                  |                        | + 9.0     |  |

(1) Revised. (2) Preliminary. (x) Unchanged.  
 Note: Figures for Newfoundland are not available.



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

| Year and Month   | WHOLESALE TRADE |           |                   |          |                   |                  | AUTOMOTIVE EQUIPMENT      |                    |                   |                   |
|------------------|-----------------|-----------|-------------------|----------|-------------------|------------------|---------------------------|--------------------|-------------------|-------------------|
|                  | CANADA          | Maritimes | Quebec            | Ontario  | Prairies          | British Columbia | CANADA                    | Maritimes & Quebec | Ontario           | Western Provinces |
| June, 1946 ..... | 241.5           | 258.9     | 206.4             | 243.3    | 243.8             | 279.5            | 341.7                     | 380.2              | 292.0             | 383.9             |
| June, 1947 ..... | 267.3           | 265.9     | 245.4             | 272.0    | 250.6             | 330.1            | 370.1                     | 415.6              | 338.4             | 390.8             |
| June, 1948 ..... | 290.0           | 303.9     | 254.7             | 300.6    | 277.4             | 342.6            | 379.0                     | 399.0              | 349.6             | 408.0             |
| May, 1949 .....  | 303.0           | 313.6     | 263.7             | 338.6    | 302.0             | 348.0            | 421.7                     | 449.1              | 376.3             | 457.4             |
| June, 1949 ..... | 309.4           | 304.2     | 258.5             | 324.9    | 306.2             | 366.9            | 418.4                     | 428.9              | 390.9             | 450.4             |
| Year and Month   | DRUGS           |           |                   | CLOTHING |                   | FOOTWEAR         |                           | DRY GOODS          |                   |                   |
|                  | CANADA          | Maritimes | Western Provinces | CANADA   | CANADA            | CANADA           | CANADA                    | Maritimes & Quebec | Ontario           | Western Provinces |
| June, 1946 ..... | 213.9           | 200.3     | 251.4             | 182.3    | 239.6             | 173.3            | 175.1                     | 175.1              | 161.5             |                   |
| June, 1947 ..... | 230.8           | 221.3     | 254.9             | 210.9    | 247.5             | 213.0            | 230.4                     | 211.5              | 180.7             |                   |
| June, 1948 ..... | 274.2           | 258.5     | 316.1             | 243.2    | 218.5             | 239.2            | 249.8                     | 240.3              | 213.4             |                   |
| May, 1949 .....  | 316.7           | 311.4     | 329.6             | 239.5    | 280.5             | 240.4            | 225.9                     | 261.4              | 236.1             |                   |
| June, 1949 ..... | 288.2           | 269.4     | 338.9             | 224.0    | 206.9             | 210.7            | 214.6                     | 226.6              | 177.1             |                   |
| Year and Month   | GROCERIES       |           |                   |          |                   |                  | FRUITS AND VEGETABLES     |                    |                   |                   |
|                  | CANADA          | Maritimes | Quebec            | Ontario  | Prairies          | British Columbia | CANADA                    | Maritimes & Quebec | Ontario           | Western Provinces |
| June, 1946 ..... | 203.1           | 244.8     | 165.6             | 207.8    | 190.5             | 235.5            | 329.1                     | 339.4              | 304.2             | 347.5             |
| June, 1947 ..... | 238.8           | 255.6     | 213.3             | 248.1    | 212.4             | 300.7            | 317.3                     | 334.6              | 306.6             | 315.9             |
| June, 1948 ..... | 269.4           | 308.8     | 224.6             | 276.4    | 248.5             | 331.7            | 256.1                     | 235.6              | 281.5             | 242.0             |
| May, 1949 .....  | 254.4           | 293.8     | 204.3             | 262.8    | 242.3             | 308.9            | 312.1                     | 303.2              | 312.7             | 301.4             |
| June, 1949 ..... | 286.9           | 306.9     | 233.4             | 302.9    | 268.4             | 349.9            | 309.4                     | 277.1              | 309.9             | 325.0             |
| Year and Month   | HARDWARE        |           |                   |          |                   |                  | TOBACCO AND CONFECTIONERY |                    |                   |                   |
|                  | CANADA          | Maritimes | Quebec            | Ontario  | Western Provinces | CANADA           | Maritimes & Quebec        | Ontario            | Western Provinces |                   |
| June, 1946 ..... | 286.8           | 292.4     | 262.9             | 290.0    | 307.4             | 302.2            | 292.0                     | 296.3              | 288.3             |                   |
| June, 1947 ..... | 322.1           | 313.7     | 294.4             | 345.1    | 337.5             | 319.7            | 332.0                     | 304.3              | 305.0             |                   |
| June, 1948 ..... | 373.0           | 348.2     | 367.1             | 407.6    | 373.6             | 387.2            | 404.4                     | 367.9              | 368.7             |                   |
| May, 1949 .....  | 395.8           | 368.8     | 333.4             | 433.1    | 424.6             | 411.0            | 385.5                     | 424.4              | 373.1             |                   |
| June, 1949 ..... | 407.7           | 347.9     | 375.2             | 459.8    | 419.6             | 404.2            | 430.7                     | 392.9              | 373.1             |                   |